



BROOKHAVEN CITY CENTRE MASTER PLAN

SUMMER 2022

PROJECT OVERVIEW

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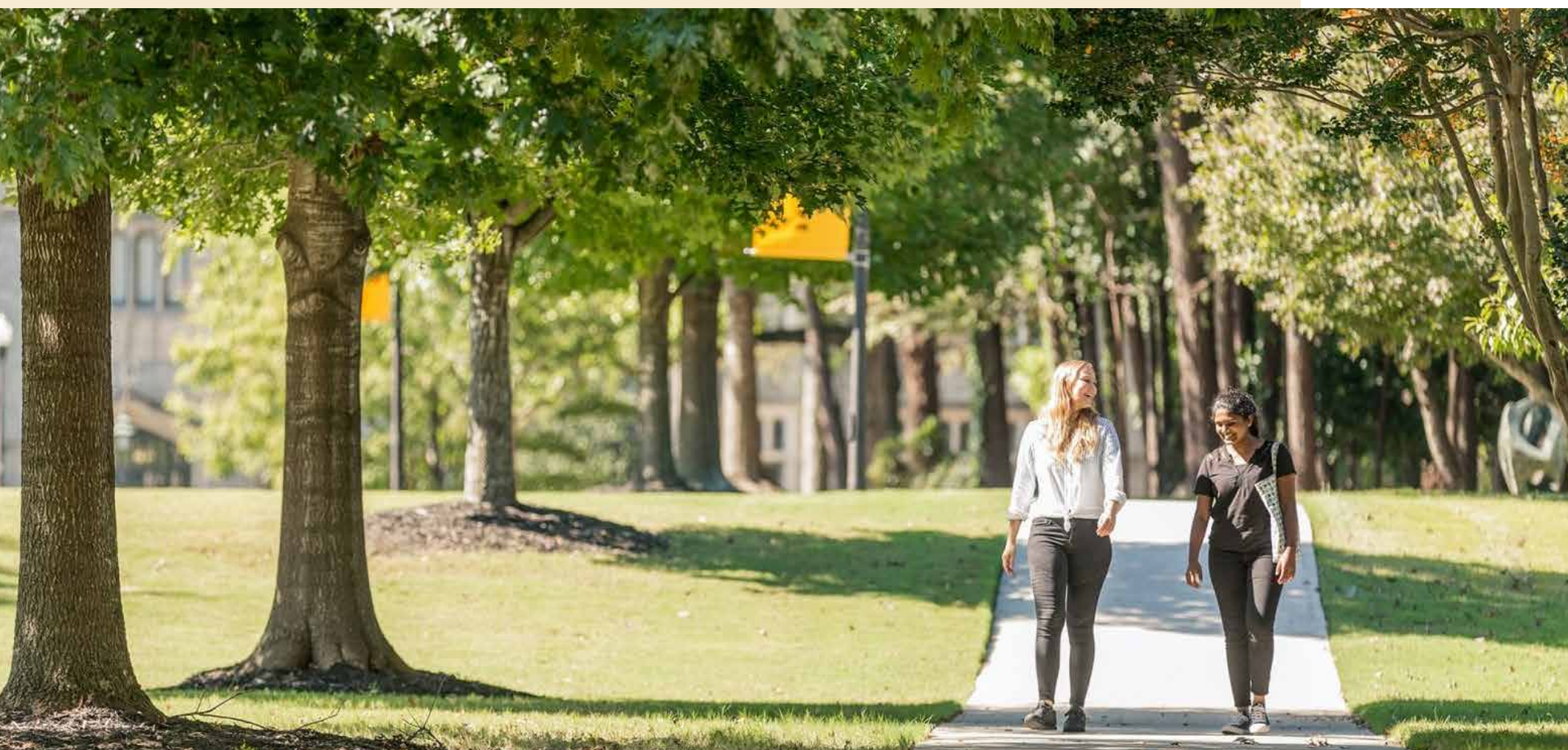
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CITY CENTRE MASTER PLAN EXECUTIVE SUMMARY

The City Centre master plan study is intended to serve as a development guide for the City of Brookhaven. The document's goal is to identify existing conditions and obstacles within the study corridor and provide suggestions that would enhance the area's aesthetics and functionality.

The mission is to develop a comprehensive city center framework plan that enables Brookhaven to continue building a strong identity and character and create a vibrant corridor for a new city hall location.

Additional goals of the project include identifying methods to increase traffic efficiency, improve pedestrian and cyclist accessibility and safety, and beautify the area through art, landscape, and a cohesive vision of the corridor. Analysis of current development uses will determine future uses that Brookhaven may benefit from.

A large component of the study focuses on community engagement to allow citizens of Brookhaven the opportunity to participate, give feedback, and help shape the outcome of this study.



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GUIDING PRINCIPLES

ESTABLISH UNIQUE & AUTHENTIC IDENTITY

- Establish Brookhaven City Centre as a unique and iconic destination.
- Incorporate Brookhaven City Centre as an additive experience to the greater urban fabric of Atlanta.
- Explore City Centre as a “center of gravity” single location or a “village” concept with programming in multiple locations.
- Expand the City Centre study area to include Town Brookhaven and Oglethorpe University.
- Consider the possible relationships between a future City Centre and the Brookhaven MARTA station. MARTA is open to analyzing alternative circulation patterns, studying the possibility of a vibrant mixed-use City Centre development unique to Brookhaven and promoting overall ridership.
- Encourage organization of programming to activate street frontages throughout the corridor.



IMPROVE CONNECTIVITY

- Study the possibility of connection[s] across the east and west side of Peachtree Rd, bridging over the MARTA/CSX lines.
- Explore the possibility of City Centre study area connecting into broader infrastructural improvements and greenways.
- Activate “underutilized” Brookhaven Park - identify ways to connect the park to the east side of MARTA tracks.
- Enhance the connectivity and activation of the Apple Valley Road district.
- Establish a framework plan for improving bike, pedestrian, and vehicular circulation - encouraging alternative transportation modes with focus on the pedestrian and cyclist experience.
- Address lack of ADA accessibility from eastern MARTA parking lot.
- Address concern of a large City Centre development contributing to traffic loads.



CREATE INCLUSIVE EXPERIENCE

- Establish an **inclusive** destination that is appealing to Brookhaven citizens across all income levels and demographics.
- Present alternative options for enhancing the **character** and scale of Peachtree Road to create an experience exclusive to Brookhaven.
- Study vehicular, bicycle, and pedestrian circulation to best enhance safety and the human **experience** throughout Brookhaven.
- Large programmable **open space** in the City Centre study area is a must - Brookhaven Park and/or MARTA property or elsewhere.
- Create spaces and facilities in the City Centre that are multi-purpose and **flexible** to support a wide variety of community events.



DELIVER AN ACHIEVABLE PLAN

- The program visions must be **implementable**.
- Examine the **phasability** of the plan over time.
- Explore the **feasibility** of developing properties not controlled by the city.
- Maintain a basis of public **consensus** and **trust**.





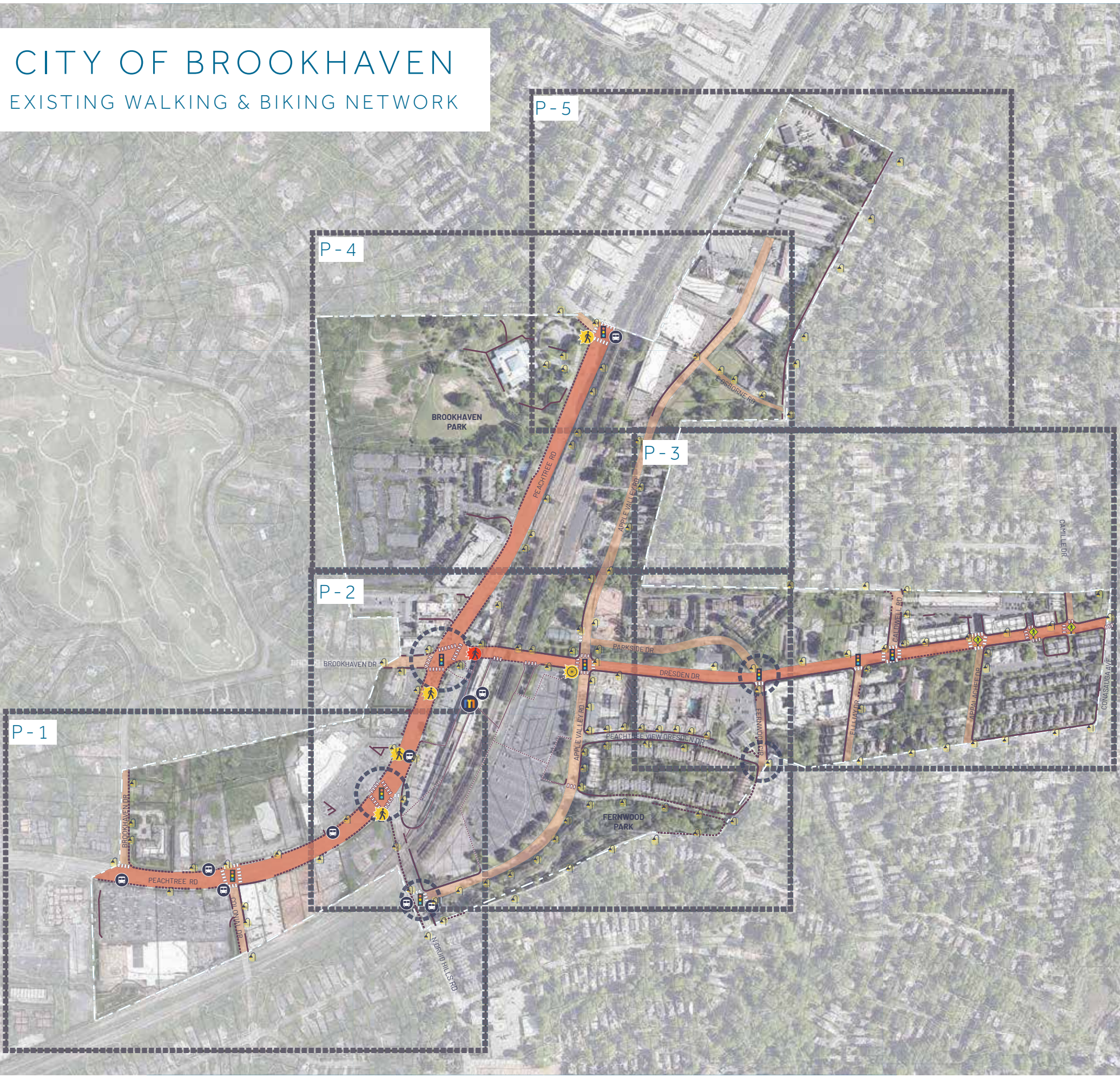
OBSERVATIONS

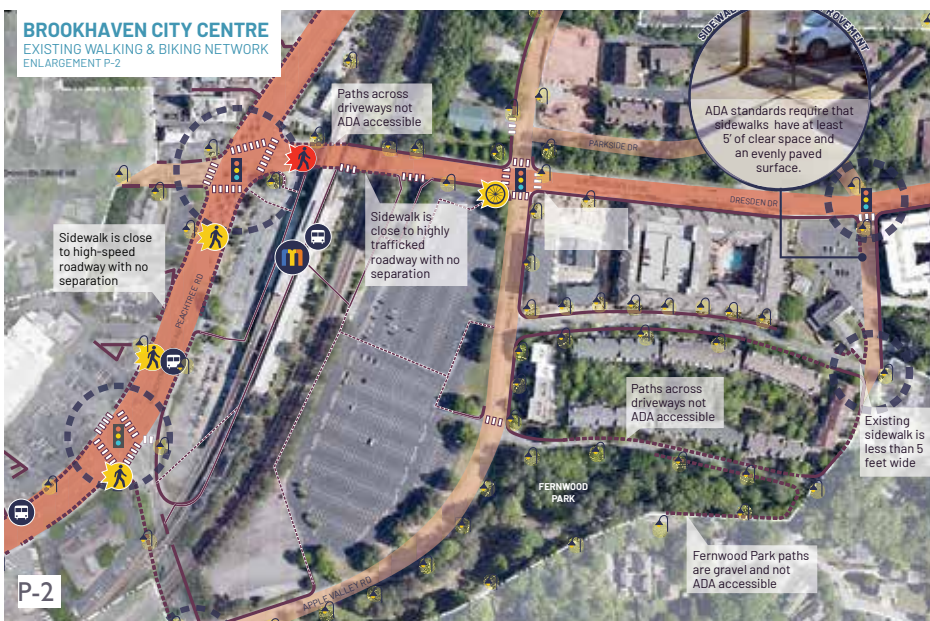




EXISTING PEDESTRIAN & CYCLIST NETWORK

CITY OF BROOKHAVEN EXISTING WALKING & BIKING NETWORK





The project team conducted a desktop inventory of existing transit, pedestrian, and bicycle facilities, traffic control, and roadway geometry. The team also conducted a field visit, where roadway conditions and comfort levels of walking and biking along the corridor were evaluated.

The evaluation included the following observations:

- Bicycle and pedestrian facilities were inadequate given the context of the roadway. Specifically, no bike facilities currently exist, and the existing sidewalks abut multiple travel lanes where cars travel at high speeds and are often congested. There were also limited opportunities to cross Peachtree Road.
- The current geometry of several of the intersections is skewed, posing safety and visibility concerns for all road users, but especially vulnerable users such as pedestrians and bicyclists.
- Some of the intersections also lacked adequate street lighting at night.
- In addition to the Brookhaven-Oglethorpe MARTA Station, several bus stops are located along Peachtree Road, however, while some of the directional stops are aligned, others are not, and minimal bus stop amenities currently exist along the corridor.
- There were pedestrian and bicyclist-involved crashes at several of the intersections within the study area, including at Osborne Road, Brookhaven Drive, and N Druid Hills Road. Crashes involving vulnerable road users also occurred mid-block along Peachtree Road, including between Brookhaven Dr and N Druid Hills Rd.

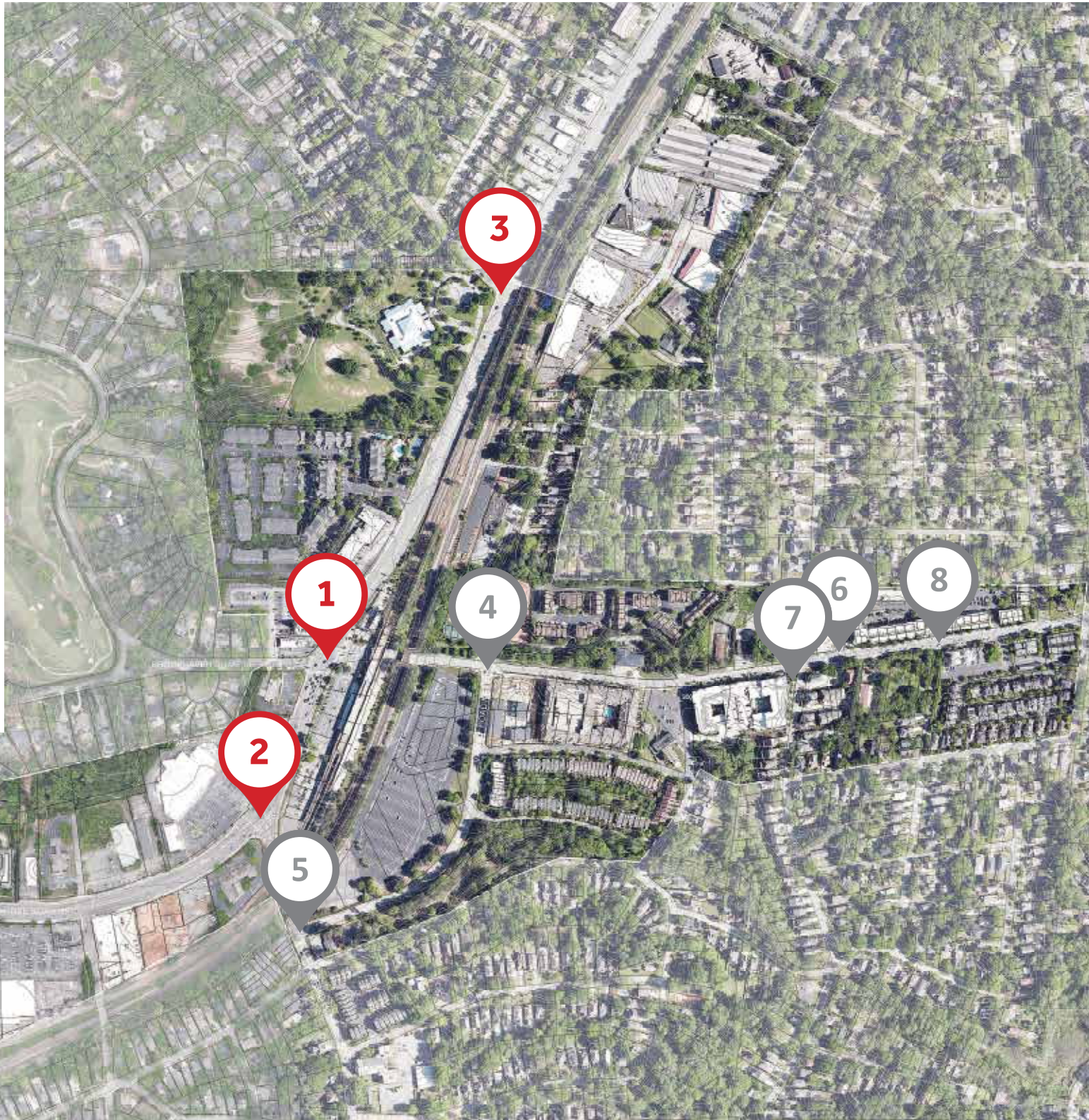
The evaluation established the baseline for providing pedestrian and bicycle facility recommendations along the corridor. Based on existing conditions, providing comfortable, low-stress bike and pedestrian facilities was one of the key elements to incorporate into the proposed redesign of Peachtree Rd.

EXISTING VEHICULAR CONDITIONS

An essential goal of traffic crash investigation is to collect data that can be used to develop crash mitigation and injury prevention measures. The Georgia Motor Vehicle Crash Report acts as the primary source of data for the Georgia Electronic Crash Reporting System (GEARS). Crash data stored in GEARS provides detailed information which can be used to resolve issues and locate potential traffic safety hazards. This information helps transportation professionals develop appropriate countermeasures which enable investment decisions that reduce safety risks and increase the safety of roadway users.

The results of the crash analysis were summarized by total crashes, total injuries, total fatalities, and crashes between vehicles and pedestrians/cyclists. The crash data reveals several intersections along the Brookhaven project corridor that show a high number of overall crashes and crashes that resulted in injury. The top three locations reporting the highest incidence of vehicle crashes, between 2015 to 2020, are Peachtree Road at Brookhaven Drive, Peachtree Road at North Druid Hills Road, and Peachtree Road at Osborne Road.

- 1 PEACHTREE RD @ BROOKHAVEN DR
 397 101 3
 - 2 PEACHTREE RD @ N DRUID HILLS RD
 331 131 5 1
 - 3 PEACHTREE RD @ OSBORNE RD
 70 29 3
 - 4 APPLE VALLEY RD @ DRESDEN DR
 48 13 1 1
 - 5 APPLE VALLEY RD @ N DRUID HILLS RD
 36 10
 - 6 DRESDEN DR @ CALDWELL RD
 23 5 1
 - 7 DRESDEN DR @ ELLIJAY DR
 27 3
 - 8 DRESDEN DR @ APPALACHEE DR
 26 3 1
- TOTAL CRASHES (2015 – 2020)
 - TOTAL CRASH INJURIES (2015 – 2020)
 - TOTAL CRASHES WITH A PEDESTRIAN (2015 – 2020)
 - TOTAL CRASHES WITH A CYCLIST (2015 – 2020)



Roadway network operations and design changes associated with roadway diets can be cost-effective methods to increase safety along the Peachtree Road project corridor, specifically at the dangerous intersections along Peachtree Road at North Druid Hills Road, Osborne Road, and Brookhaven Drive. Strategies that can be implemented to increase safety at these locations include:

- Design features such as lane reallocation
- Lane narrowing
- Center pedestrian refuge islands
- Re-striping crosswalks
- Edge lines in combination with improved active transportation infrastructures such as pedestrian crossing signals and buffered bike lanes

PEACHTREE ROAD @ BROOKHAVEN DRIVE / DRESDEN DRIVE



PEACHTREE ROAD @ NORTH DRUID HILLS ROAD



PEACHTREE ROAD @ OSBORNE ROAD



COMMUNITY INPUT

At the start of the study, members of the community were invited to participate in an exercise that allowed them to pin comments on a map of the corridor, as originally defined. Participants commented on current conditions relating to traffic and pedestrian safety. Further, they emphasized current likes about the area, provided ideas for a new City Centre location within the study area, and presented suggestions for additional improvements within the corridor. The exercise

received 150 responses that focused primarily on concerns relating to existing mobility conditions (pedestrian, cyclist, and vehicular) and detailed improvements that citizens would like to see in the area. Illustrated in the map below, is the original City Centre study area that shows the location and categories of comments from survey participants.

**Complete list of exercise responses located in Appendix A*





Destinations Hotspots

Where do you like to visit? What makes this spot special?



Mobility Issues

Is traffic backed up? Are the sidewalks inadequate or missing? Tell us what makes getting around difficult here - whether on foot, bike, scooter, wheelchair, car, bus, train...



Safety Concerns

Do certain areas feel unsafe? Consider issues related to mobility (walking, biking, driving) as well as general safety (lighting, eyes on the street, etc.)



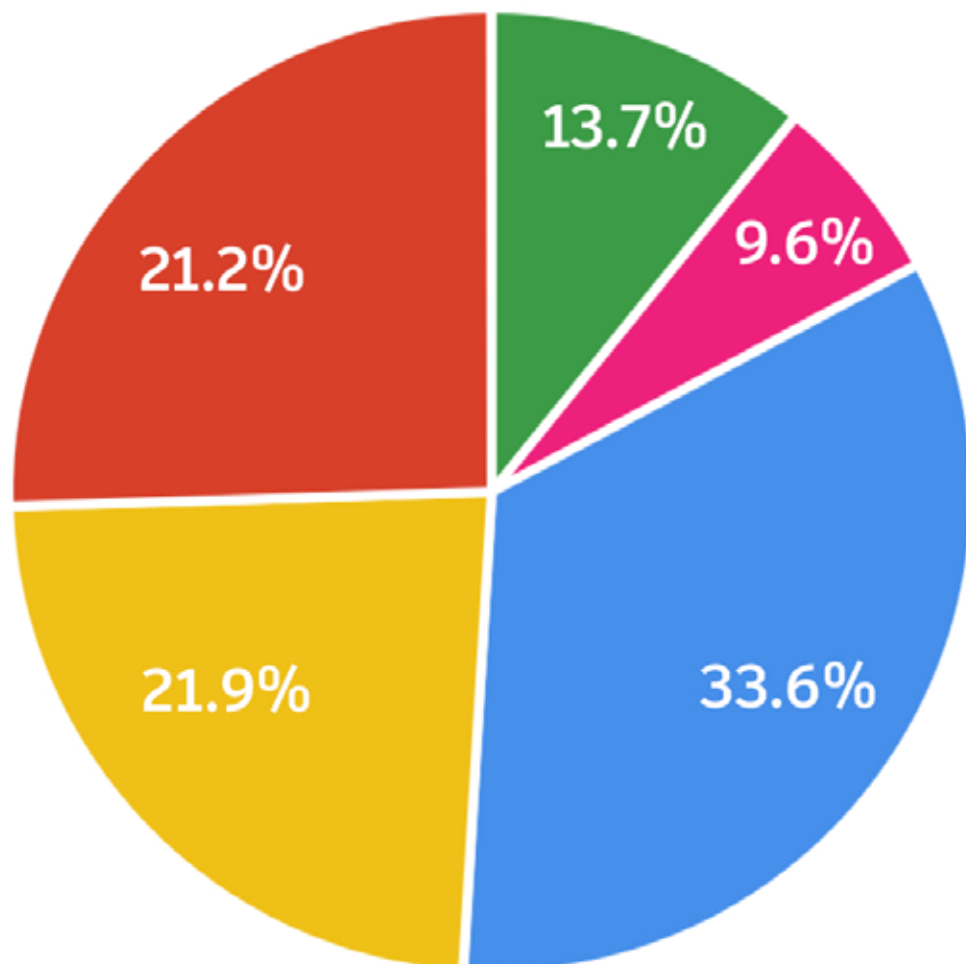
Ideas & Suggestions

What would you like to see here? Could relate to mobility, culture, nature, entertainment, leisure, recreation...



City Centre

Where do you think the City Centre should be? Why should it be here?



COMMUNITY INPUT (CONTINUED)

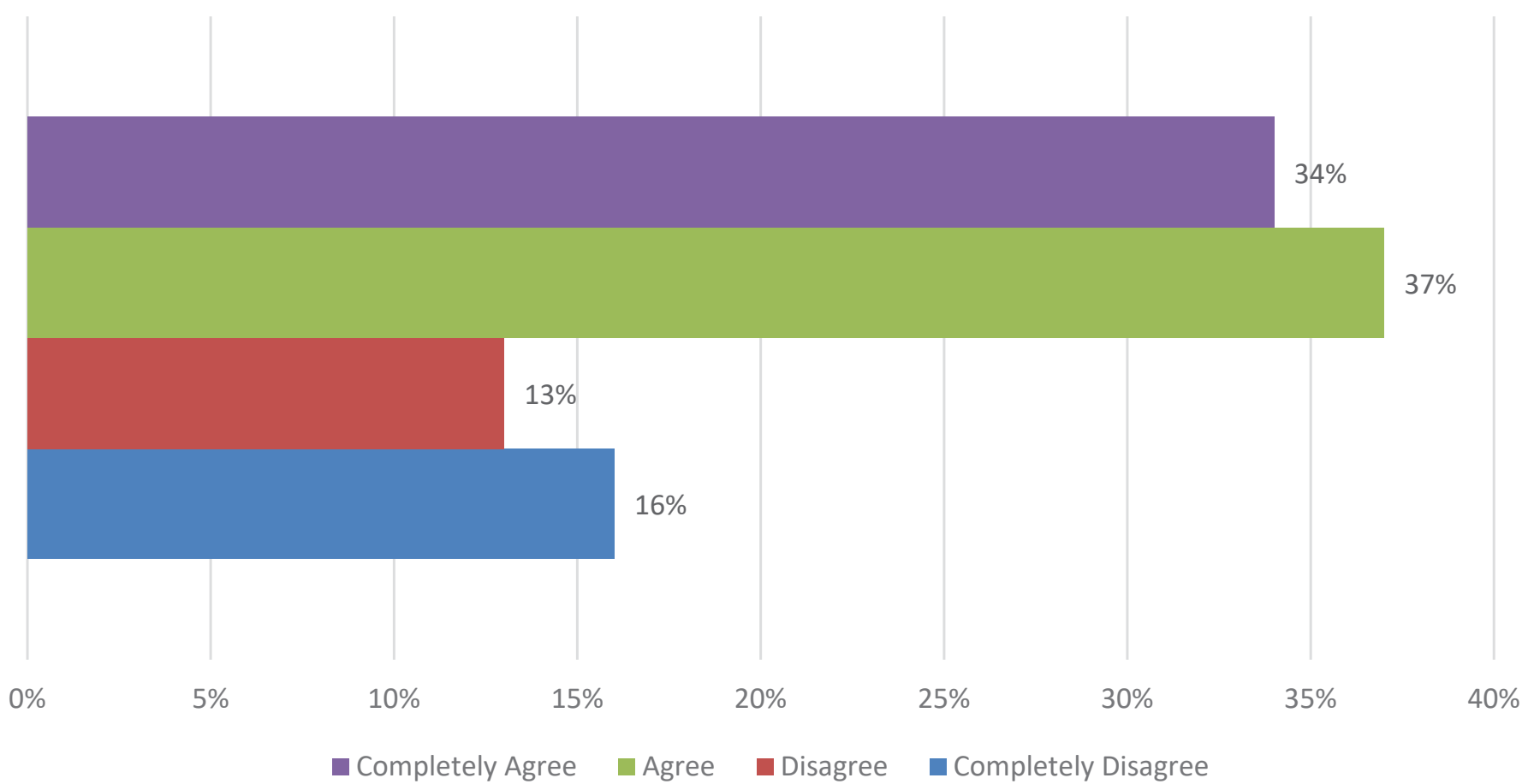
Survey participants also shared their thoughts about current conditions within the study corridor as well as what they would like to see proposed for future developments.

The results, shown in the graphs, indicate that citizens feel safe and comfortable in the community. Alternatively, they indicated they do not feel Brookhaven has a strong sense of identity nor

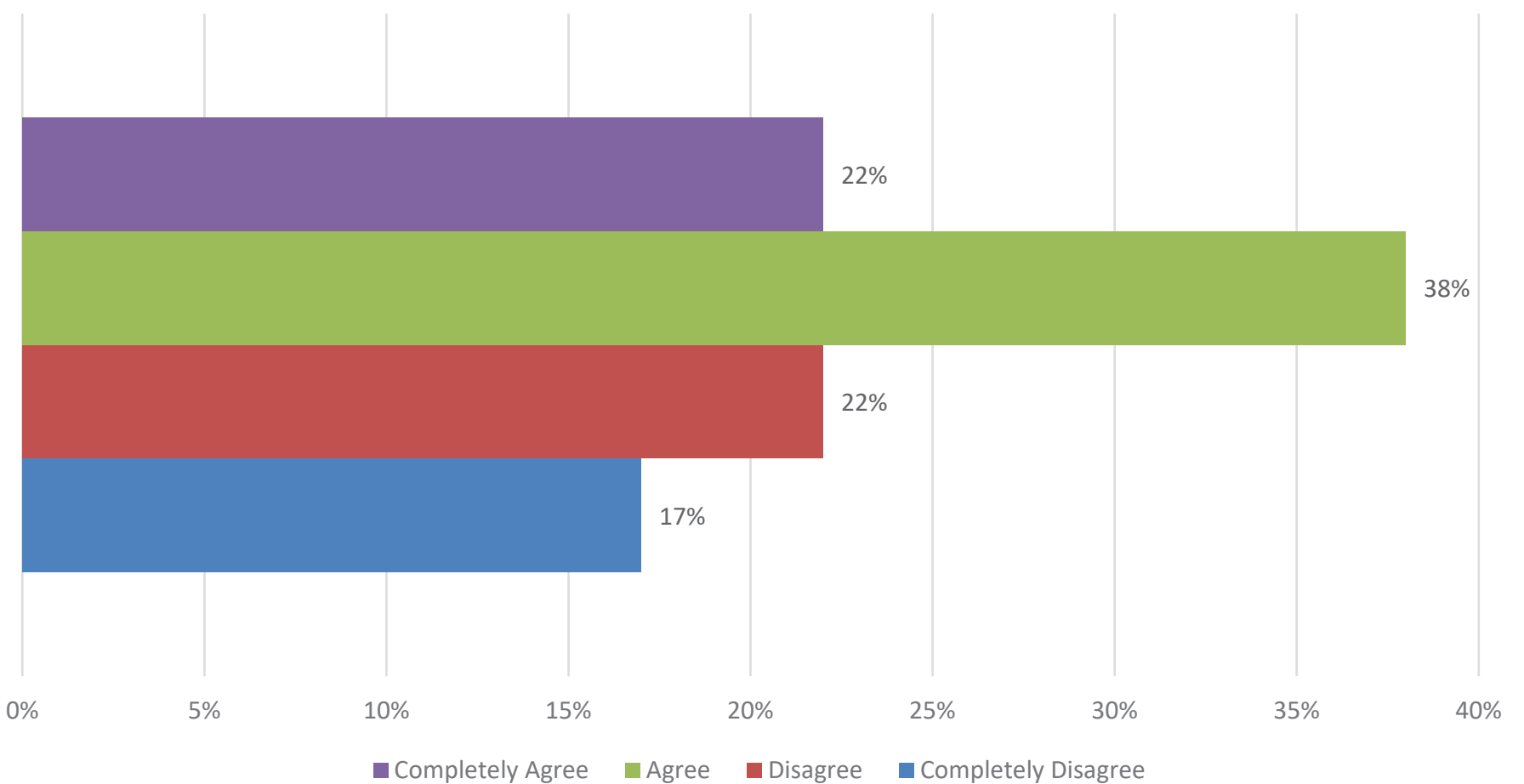
do they feel that the corridor has a level of aesthetics that reflects the true character of the area. These factors were all incorporated into the development of a master plan that will meet both the needs of the community and the City of Brookhaven.

**Remaining results of this exercise located in Appendix B*

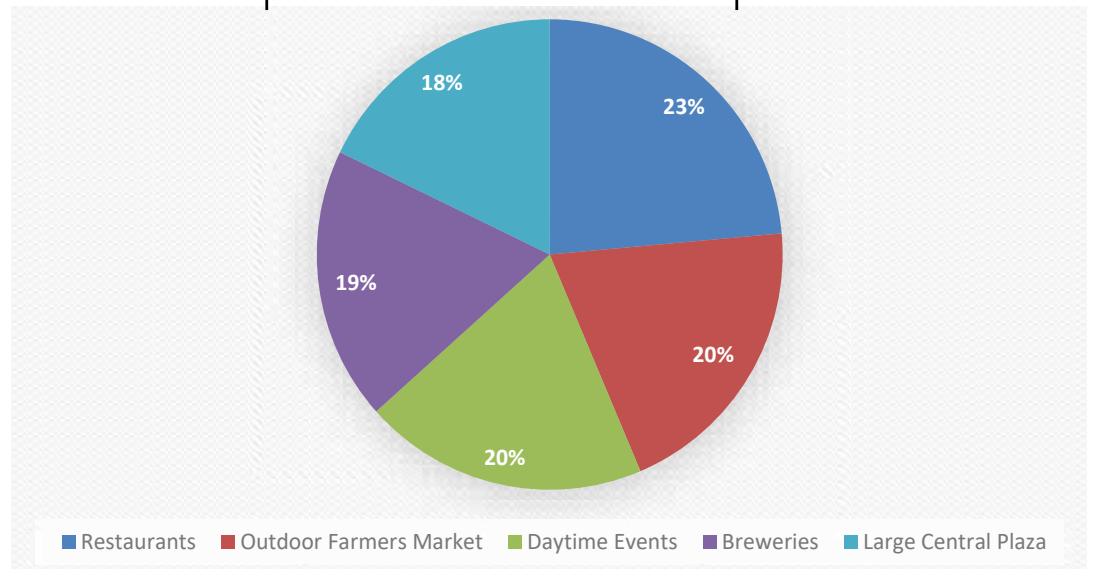
I Feel Comfortable Here



I Feel Safe Here



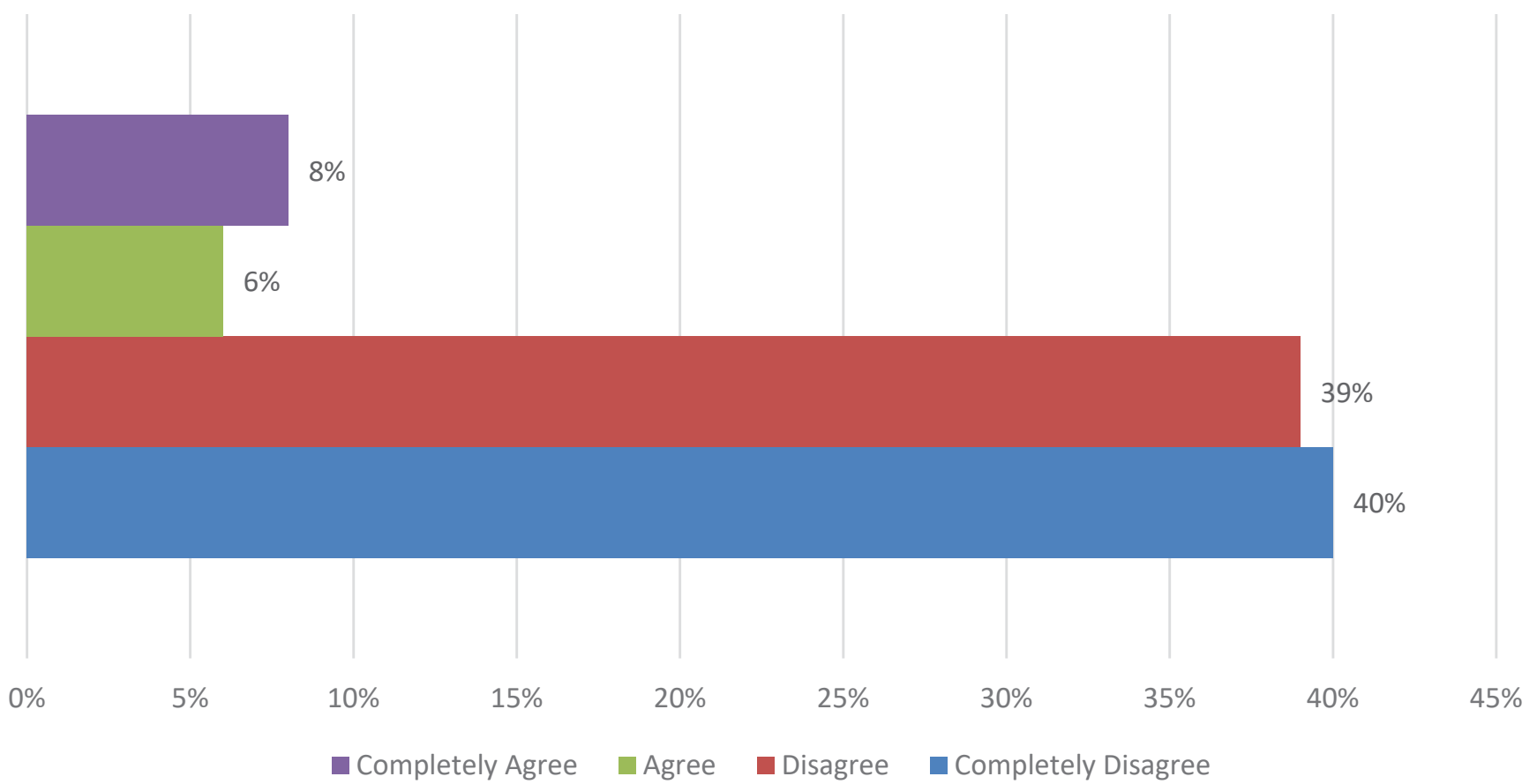
Top Five Amenities Requested



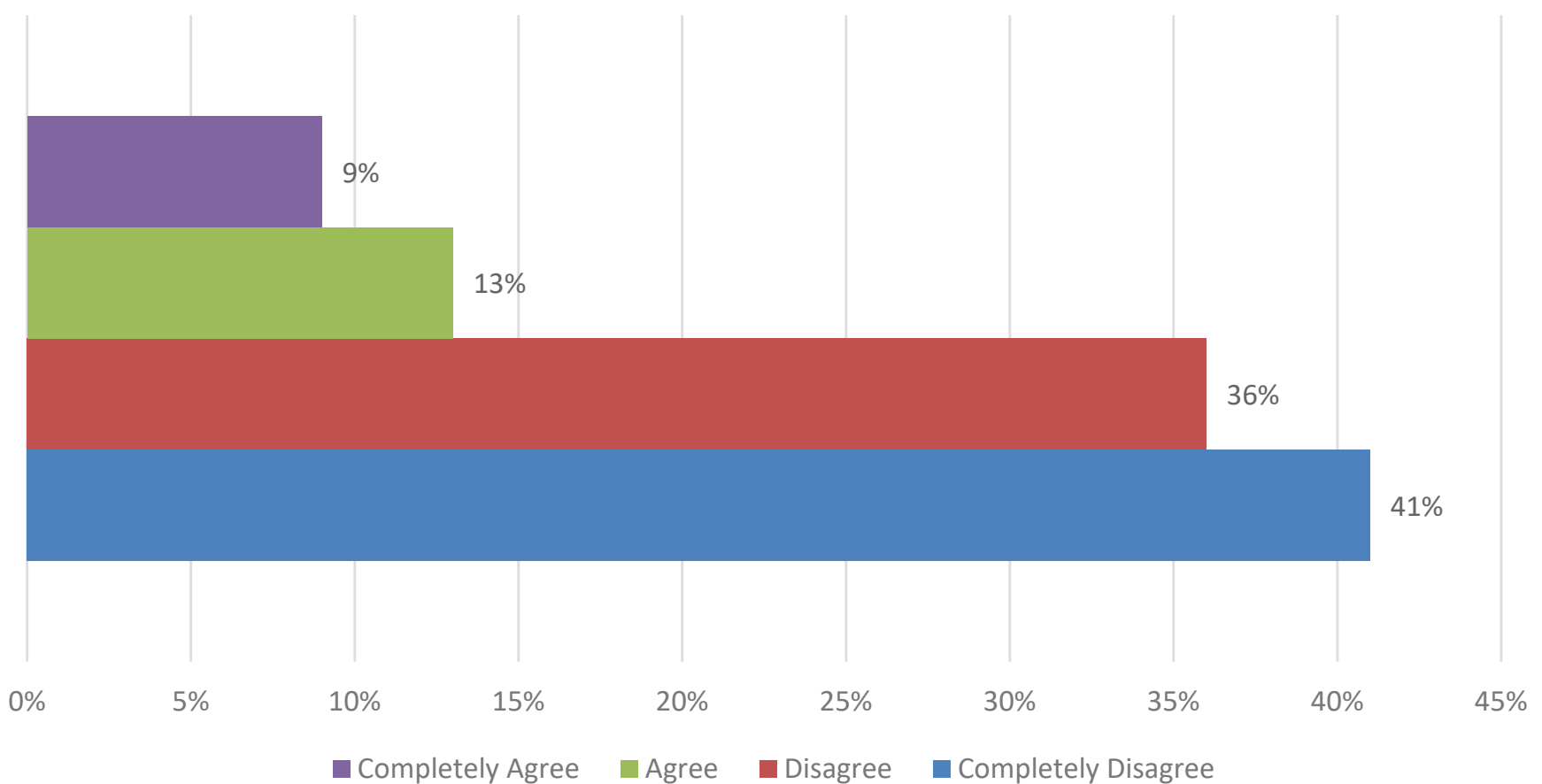
The results of this particular survey question provided insight to the types of spaces that citizens currently think the study corridor is lacking.

The type of amenities requested indicates that this area of Brookhaven needs flexible community gathering space that can support a variety of functions throughout the year.

Brookhaven Has a Clear Sense of Identity



This Area is Aesthetically Pleasing



ASHFORD
DUNWOODY RD

STUDY AREA UPDATE

After the first community engagement phase and initial dive into the project, the design team felt it was important to capture a broader swath of the Peachtree Road corridor to include in the City Centre study area. The team adjusted the study area to include Town Brookhaven and Oglethorpe University, since these two developments are highly influential along this corridor. By extending the area of study to include a longer stretch of Peachtree Road, the team felt that they could now take a more comprehensive look at how the City Centre master plan could take shape.



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N DRUID
HILLS RD

OSBORNE RD

DRESDEN DR

PEACHTREE RD

STUDY AREA CONDITIONS



Existing MARTA bus stop conditions are located along the east side of Peachtree Road in the narrow space between the wall and traffic.



The streetscape lacks bike infrastructure along the corridor and cyclists are forced to ride in high-speed vehicular traffic, deterring many from this mode of travel.



Along this stretch of Peachtree Road, there are many single-use commercial buildings with surface parking lots located between front of building and street. This condition lacks character and a healthy urban edge.



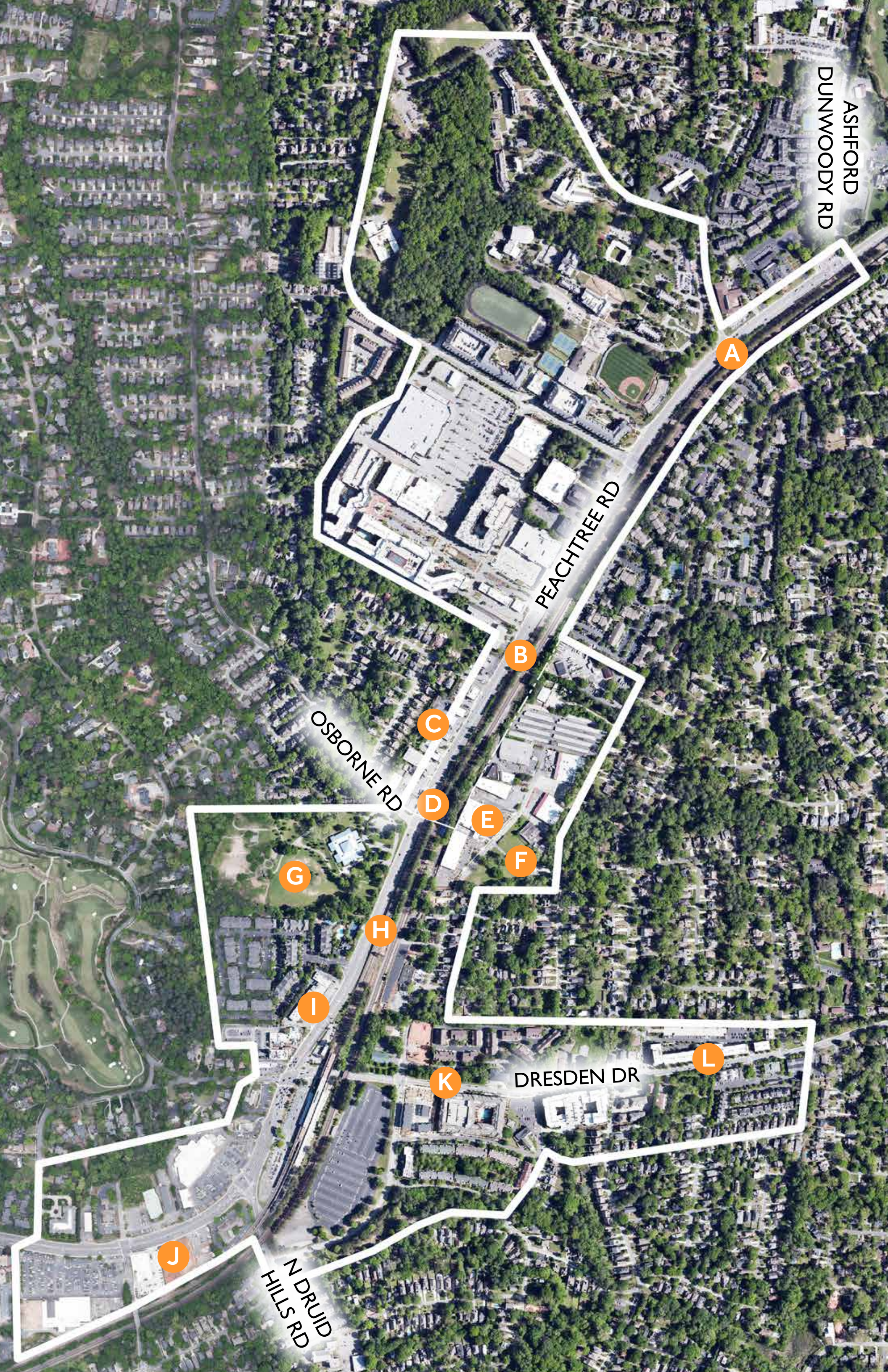
The continuous sidewalk along the west side of Peachtree Road is narrow (6 feet) and exposed to traffic. Lack of buffer between the street and sidewalk creates a vulnerable atmosphere for pedestrians, making this a corridor used mainly for necessity rather than enjoyment.



The Apple Valley corridor features recently renovated developments that are vibrant and well-used, but they are non-cohesive with surrounding residential use. The district is disconnected from the rest of Brookhaven as a dead-end corridor removed from the main thoroughfare of Peachtree Road.



This greenspace on Apple Valley Road is not easily accessible and lacks adequate parking and programming. There is an opportunity to reconfigure greenspace in this area to be more user-friendly and accessible to surrounding residential areas.



ASHFORD
DUNWOODY RD

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OSBORNE RD

PEACHTREE RD

STUDY AREA CONDITIONS (CONTINUED)



Brookhaven Park is sizable and centrally located along the Peachtree Road corridor, however, it is lacking front door character and is currently underutilized with the exception of the dog park.



The east side of Peachtree Road lacks sufficient pedestrian infrastructure. The bus stops are only accessible via crosswalk from the west side, forcing pedestrians to either cross traffic or walk through the grass.



Brookhaven Station is a traditional strip retail center without an anchor. With front facing surface parking, this development lacks the ideal urban edge. Multiple curb cuts impact the entering/exiting traffic conditions along Peachtree Road.



The recent development at Peachtree Road and Colonial Drive achieves a healthy street-front character. There is an adequate landscape zone and pedestrian zone with buildings that have minimal setbacks from Peachtree Road. The parking deck is easily accessible and has a street-front facade that is aesthetically pleasing.






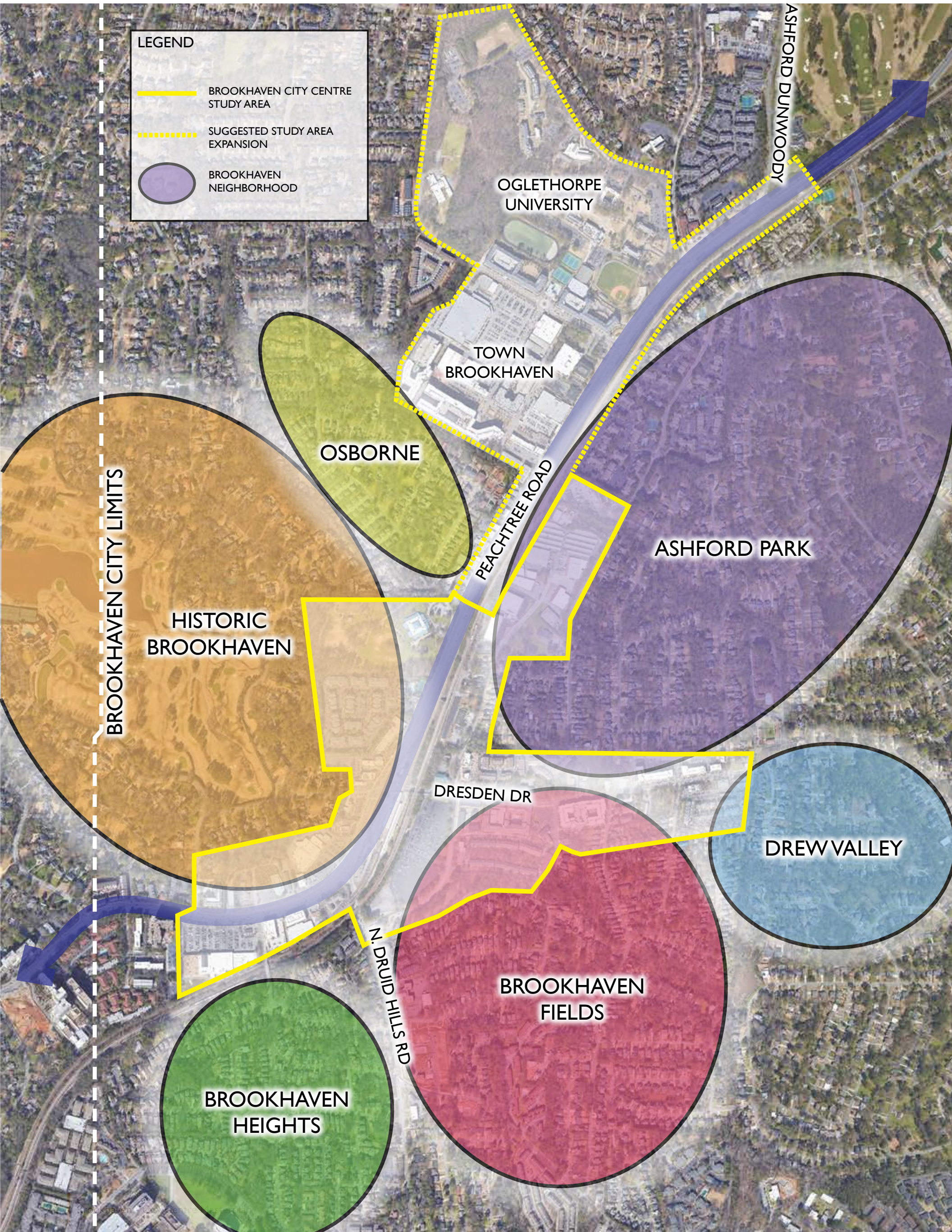
The pedestrian and cyclist conditions along Dresden Drive provide a comfortable walking environment with wide sidewalks, a landscape zone with shade trees, and a designated bike lane. The conditions are ideal, but only for a short stretch of the corridor. The bike lane drops off near the intersection of Dresden and Grant Drive.



Village Place is a mixed-use development on Dresden Drive with ground-floor retail and a healthy urban edge condition. There are wide sidewalks and tree-lined streets, a designated bike lane, adequate signage, and an activated building face.

LEGEND

-  BROOKHAVEN CITY CENTRE STUDY AREA
-  SUGGESTED STUDY AREA EXPANSION
-  BROOKHAVEN NEIGHBORHOOD



CORRIDOR ADJACENT COMMUNITIES

While this project creates a City Centre vision and framework plan for the greater community of Brookhaven, the outcome will have the greatest impact on neighborhoods immediately adjacent to the project study area. These neighborhoods will experience better connectivity, improved walking and biking conditions, and increased property values.

The Ashford Park neighborhood is adjacent to a large swath of the eastern study area boundary. It hugs the Apple Valley corridor, is directly north of the Dresden Village commercial center and has three east-west road access points onto Peachtree Road.

Drew Valley touches the eastern edge of the study corridor, with Dresden Drive to the north and access to the Dresden village development at the northwest corner of the neighborhood.

Brookhaven Fields abuts the southeast edge of the project study area, located in between Dresden Drive and North Druid Hills Road and contains the Brookhaven MARTA station.

Brookhaven Heights is adjacent to the southwestern tip of the project study area with access to the commercial properties along Peachtree Road via North Druid Hills Road and Colonial Drive.

Historic Brookhaven is home to the Capital City Country Club and makes up the southwestern border of the project study area with direct access to Peachtree Road via Brookhaven Drive.

Osborne touches the western edge of the project study area and has access to the Peachtree Road corridor via Osborne Road and is also directly adjacent to Town Brookhaven.

ASHFORD PARK



DREW VALLEY



BROOKHAVEN FIELDS



BROOKHAVEN HEIGHTS



HISTORIC BROOKHAVEN



OSBORNE



THE “RIVER”

To propose a City Centre master plan that is interconnected and cohesive within the greater context of Brookhaven, a comprehensive look was taken through the entire length of the corridor. The health of the area was analyzed at a macroscale level to propose an urban fabric that will be successful outside of the City Centre development itself. One major obstacle was identified that impedes connectivity throughout the corridor.

Peachtree Road in combination with the MARTA line and Norfolk Southern Railroad creates a major division that obstructs any kind of comfortable connection between neighborhoods on the east and west sides of Peachtree Road. Not only is it difficult to cross, but it is also difficult



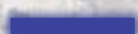

to travel along - therefore creating a “river” effect through the city. In a successful urban condition, this central artery would be a safe and active corridor that attracts visitors, is enjoyable to travel through, and accommodates vehicles, cyclists, and pedestrians. Instead, this segment of Peachtree Road is congested, dangerous, uninviting, and leaves no positive lasting impression for those traveling through.

The success of the overall corridor transformation will directly affect the success of the City Centre development itself. It is important to address how the greater urban fabric of this area can be enhanced so that the City Centre master plan, as well as any other future development along this overall corridor, can also experience long-term success.

CITY DIVIDED BY RIVER ▼



LEGEND

-  BROOKHAVEN CITY CENTRE STUDY AREA
-  SUGGESTED STUDY AREA EXPANSION
-  PEACHTREE ROAD
-  MARTA/NORFOLK SOUTHERN LINE

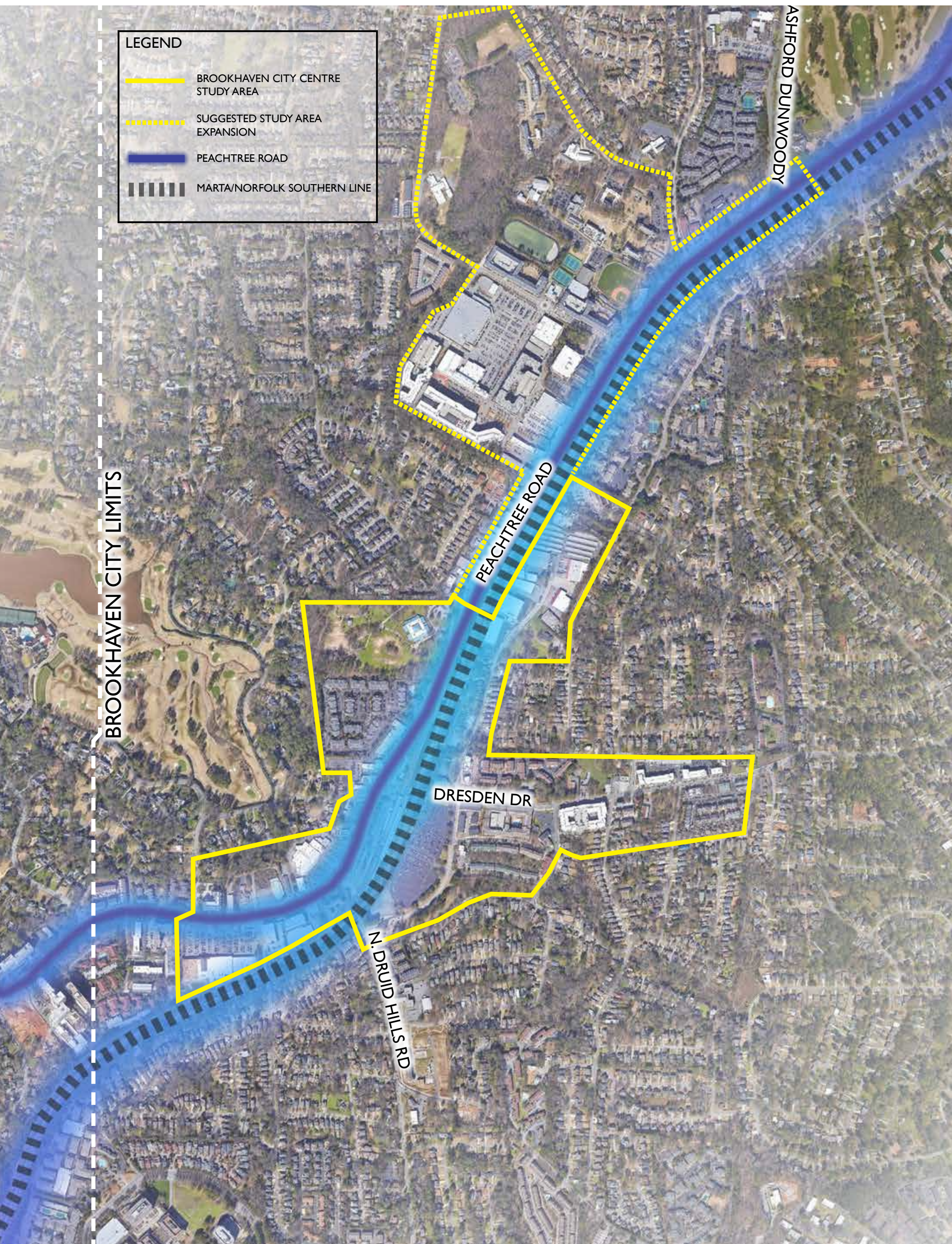
BROOKHAVEN CITY LIMITS

ASHFORD DUNWOODY

PEACHTREE ROAD

DRESDEN DR

N. DRUID HILLS RD



SITE SCALE REFERENCE STUDY: BROOKHAVEN CITY CENTRE STUDY AREA COMPARED TO DOWNTOWN DECATUR

BROOKHAVEN CITY CENTRE STUDY AREA

- 410 ACRES
- 1.7 MILE CORRIDOR LENGTH

DOWNTOWN DECATUR

- 135 ACRES
- 0.6 MILE CORRIDOR LENGTH



LEGEND

- BROOKHAVEN CITY CENTRE STUDY AREA
- ⋯⋯⋯ SUGGESTED STUDY AREA EXPANSION
- PEACHTREE ROAD
- MARTA/NORFOLK SOUTHERN LINE

UNDERSTANDING SCALE

In addition to the “river,” another challenging and noteworthy detail of the corridor is its long, linear nature. During initial conversations with the community, many citizens indicated the City of Decatur as a prime example of a downtown footprint that offered a pleasant look and feel.

This diagram reflects how downtown Decatur compares in scale to the Brookhaven City Centre project study area. Lengthwise, downtown Decatur measures 0.6 miles, while Brookhaven’s study area measures almost three times longer at 1.7 miles.

This comparison led to the consideration of how this long, linear corridor could be redeveloped in a way that would be comfortable and inviting for pedestrians. As opposed to the City Centre master plan being one central location as a stand-

alone destination, a design solution was developed involving a series of nodes that create more of a “village” feel along the corridor. These nodes would each be a place of interest, and strategically located roughly 0.5 miles from one to the next, bringing this lengthy corridor down to pedestrian scale.

The process of breaking down this stretch of road into segments will elevate the levels of accessibility and comfort for pedestrians and will eliminate a space that feels primarily car-centric. This approach will open doors for additional modes of transportation and create a healthier and more active corridor.

As a development strategy, identifying a series of development opportunity nodes should foster the ability to finance realistic, implementable phases over less time.

A COMFORTABLE PEDESTRIAN WALKING DISTANCE IS 0.5 MILES, WHICH IS CONSIDERED A 10-MINUTE WALK-TIME.



COMMUNITY VOICES



**DISTRICT 1 - BLACKBURN PARK
OCTOBER 13, 2021**



**DISTRICT 2 - APPLE VALLEY RD
OCTOBER 19, 2021**



**DISTRICT 3 - TOWN BROOKHAVEN
OCTOBER 22, 2021**



**DISTRICT 4 - BUFORD HWY FARMERS MARKET
OCTOBER 16, 2021**

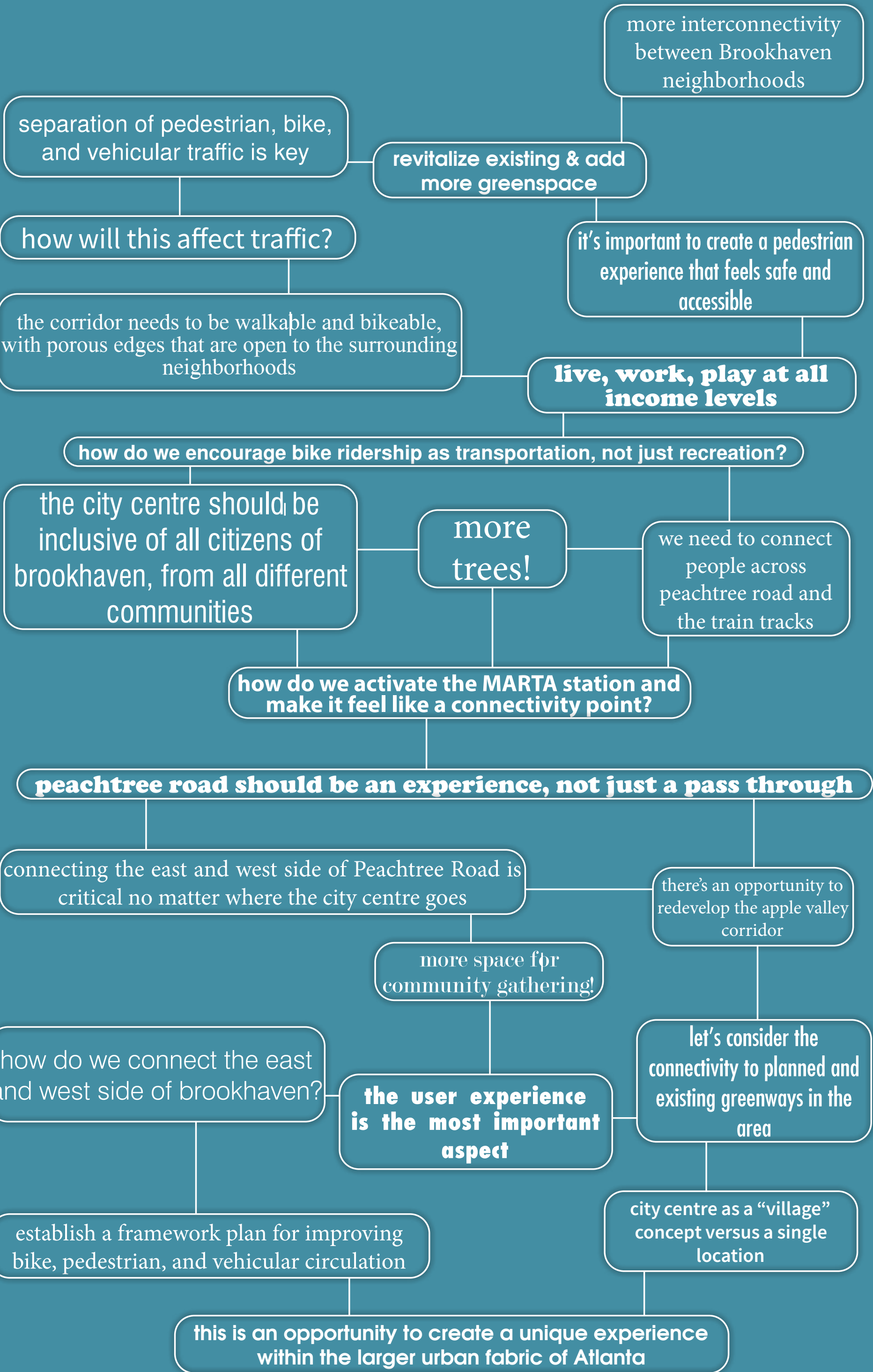
Throughout the project, it was important to maintain community engagement in the design process across each phase. After the initial information-gathering phase and discovery analysis, there were drop-in events in each of the four Brookhaven City Council districts to share progress and receive additional feedback from the community.

There were also stakeholder meetings with the City of Brookhaven, MARTA, project adjacent neighborhoods and business owners, the Brookhaven Bike Alliance, and various community organizations including Explore Brookhaven and the Center for Pan Asian Community Services.

Comments were welcomed in-person, via suggestion boxes at district events, and through the project's website. Shown on the right is a sample of community feedback that captures the recurring themes voiced throughout numerous project engagement events.

KEY TAKEAWAYS INCLUDE:

- A need for enhanced methods to promote connectivity.
- A desire for a more pedestrian and bike-friendly corridor.
- A need for a master plan that is accessible to and inclusive of all community members.
- A demand for revitalized greenspace for community gatherings.





SOLUTIONS





REDEVELOPMENT OPPORTUNITIES

The first step in developing the City Centre master plan was to identify which parcels throughout the corridor were possibilities for redevelopment versus those that are fixed in current use. This diagram highlights the spectrum of development opportunities within the project study area.

Areas with a red overlay indicate a low opportunity for redevelopment. Some are areas that are fixed in current use including Town Brookhaven and Oglethorpe University. Other low opportunity properties on the plan are either currently under construction (ex: Alta Porter on Peachtree apartments), have recently completed construction (ex: Piedmont Medical Center on Peachtree), or are currently under review by the City for possible redevelopment.




The yellow overlay indicates areas on the plan that are high-opportunity for redevelopment.

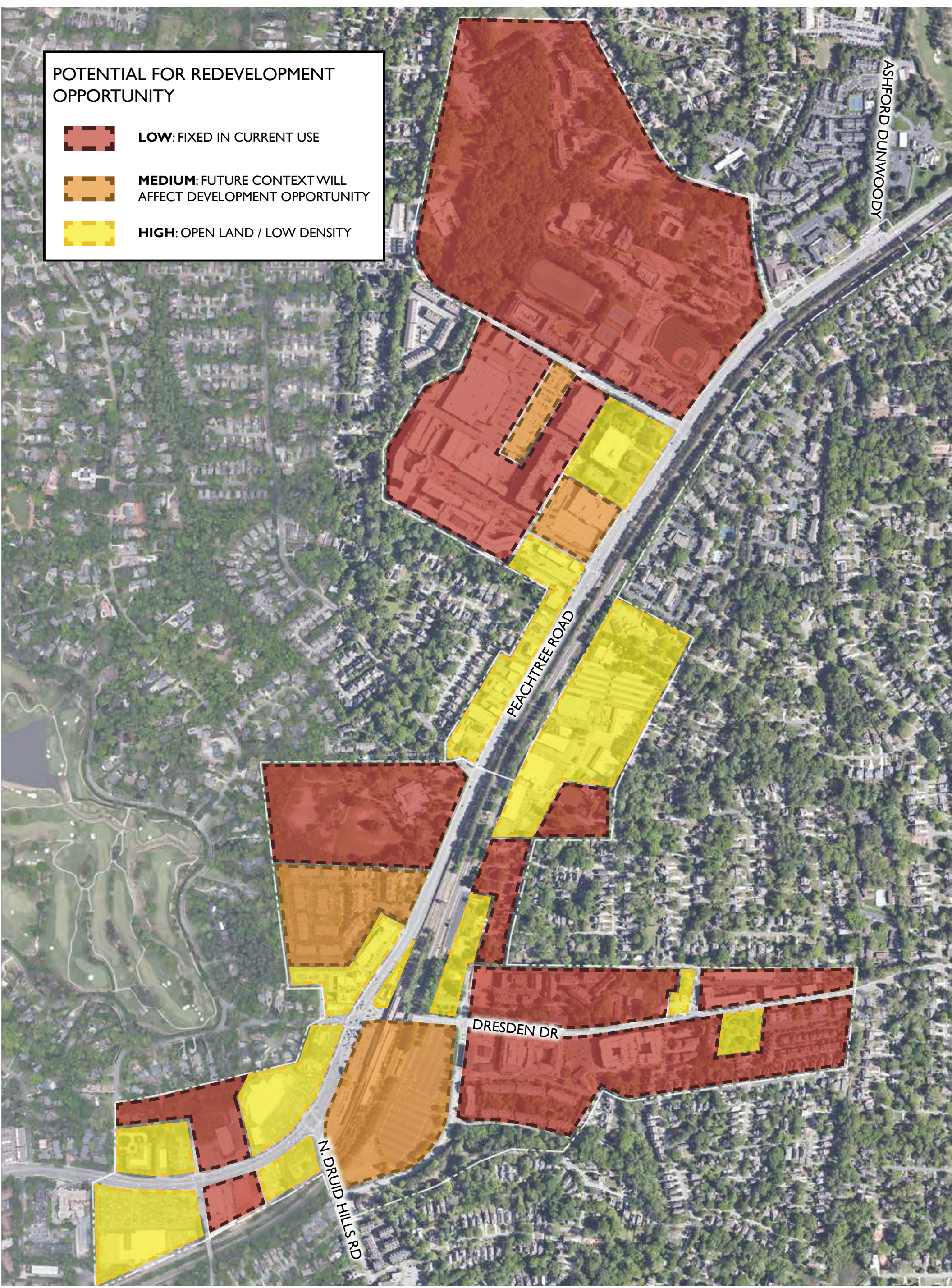
Some of these areas are low in density, like the single-use commercial buildings on the west side of Peachtree Road, or the Apple Valley corridor. Areas with open land are also high opportunities for redevelopment. There is potential in this area to create revitalized and activated greenspace with an urban edge.

Parcels with an orange overlay are existing developments that are highly influenced by future developments. These areas will shift to high redevelopment opportunities once the properties around them have been redeveloped. Examples of this are the Brookhaven MARTA station and the multi-family residences just south of Brookhaven Park.



POTENTIAL FOR REDEVELOPMENT OPPORTUNITY

	LOW: FIXED IN CURRENT USE
	MEDIUM: FUTURE CONTEXT WILL AFFECT DEVELOPMENT OPPORTUNITY
	HIGH: OPEN LAND / LOW DENSITY



PEDESTRIAN & CYCLIST CONNECTIVITY

The challenge of the Peachtree Road “river” impacts travel time and transportation options for those who travel from one side of Peachtree Road to the other.

Currently, within the project study area, four roads intersect with Peachtree Road. Colonial Drive, North Druid Hills Road, and Dresden Drive are located within the same 1/3 mile segment. This leaves a 1.5 mile stretch between Dresden Drive and Redding Road with no opportunity to cross Peachtree Road.

This diagram demonstrates the inefficiency in routes people are required to take to travel from one side of Peachtree Road to the other, compared to how conditions could look if new crossing methods were added.


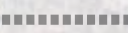





The red bars represent existing crossings, while the purple bars represent proposed crossings - either via bridge or tunnel intended for pedestrians and cyclists only.

These additional crossings shorten the distance one would travel to cross Peachtree Road. A route that is currently only traveled by car due to mileage and safety conditions could easily be made possible for pedestrians and cyclists through recommended infrastructure.

By integrating additional options for safely and conveniently crossing Peachtree Road, a condition is created that begins to knit together the two sides of Peachtree Road and reduce the disconnect.



LEGEND

-  BROOKHAVEN CITY CENTRE STUDY AREA
-  SUGGESTED STUDY AREA EXPANSION
-  EXAMPLE WALKING START/END POINT
-  EXISTING PEACHTREE/TRAIN LINE CROSSING
-  OPPORTUNITY FOR PEACHTREE/TRAIN LINE CROSSING
-  EXAMPLE EXISTING PEDESTRIAN PATH
-  EXAMPLE OPPORTUNITY PEDESTRIAN PATH
-  1/4 MILE (5 MIN WALK) PEACHTREE ROAD OFFSET

BROOKHAVEN CITY LIMITS

ASHFORD DUNWOODY

REDDING RD

PEACHTREE ROAD

1.4 MILES

0.25 MILES

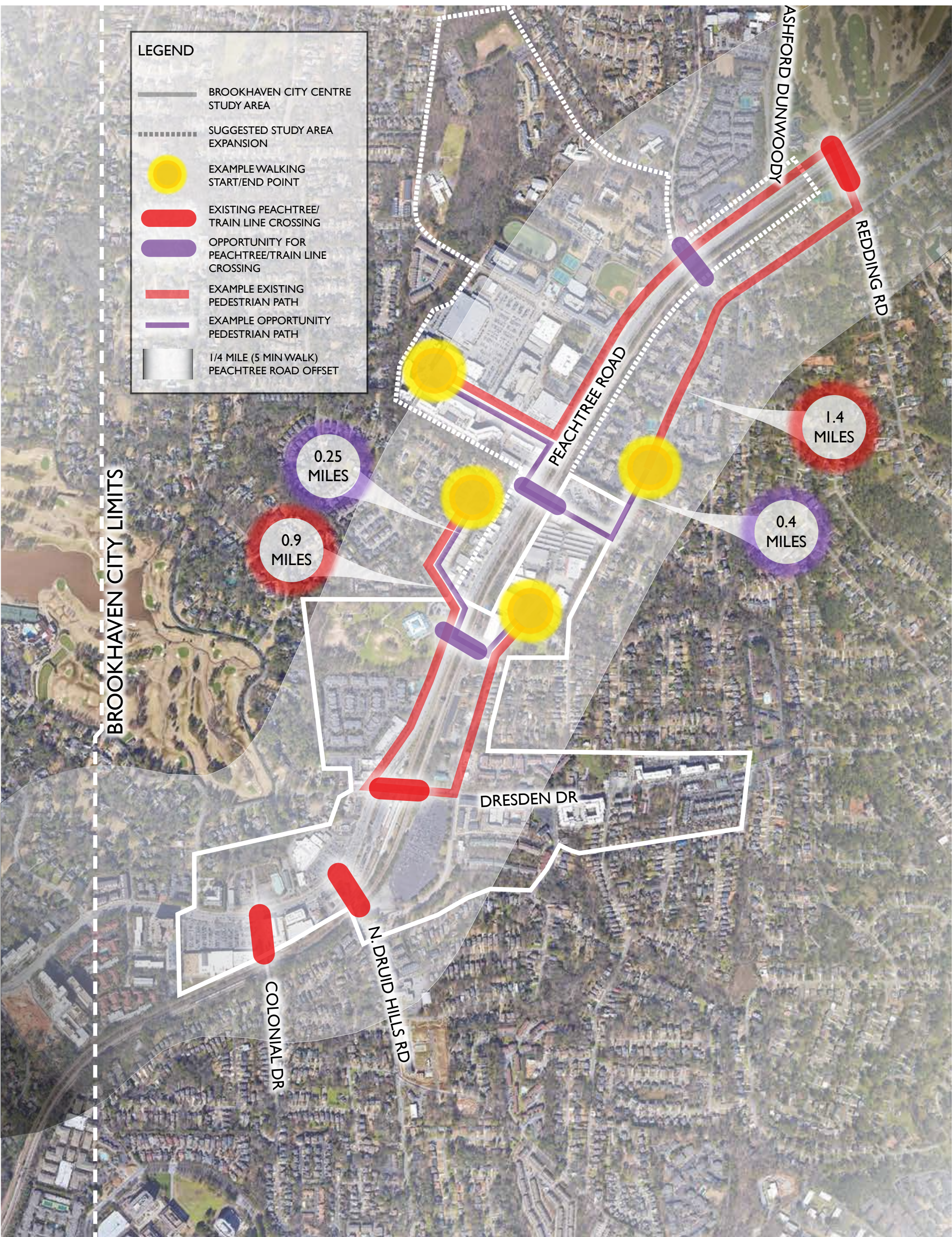
0.9 MILES

0.4 MILES

DRESDEN DR

COLONIAL DR


N. DRUID HILLS RD



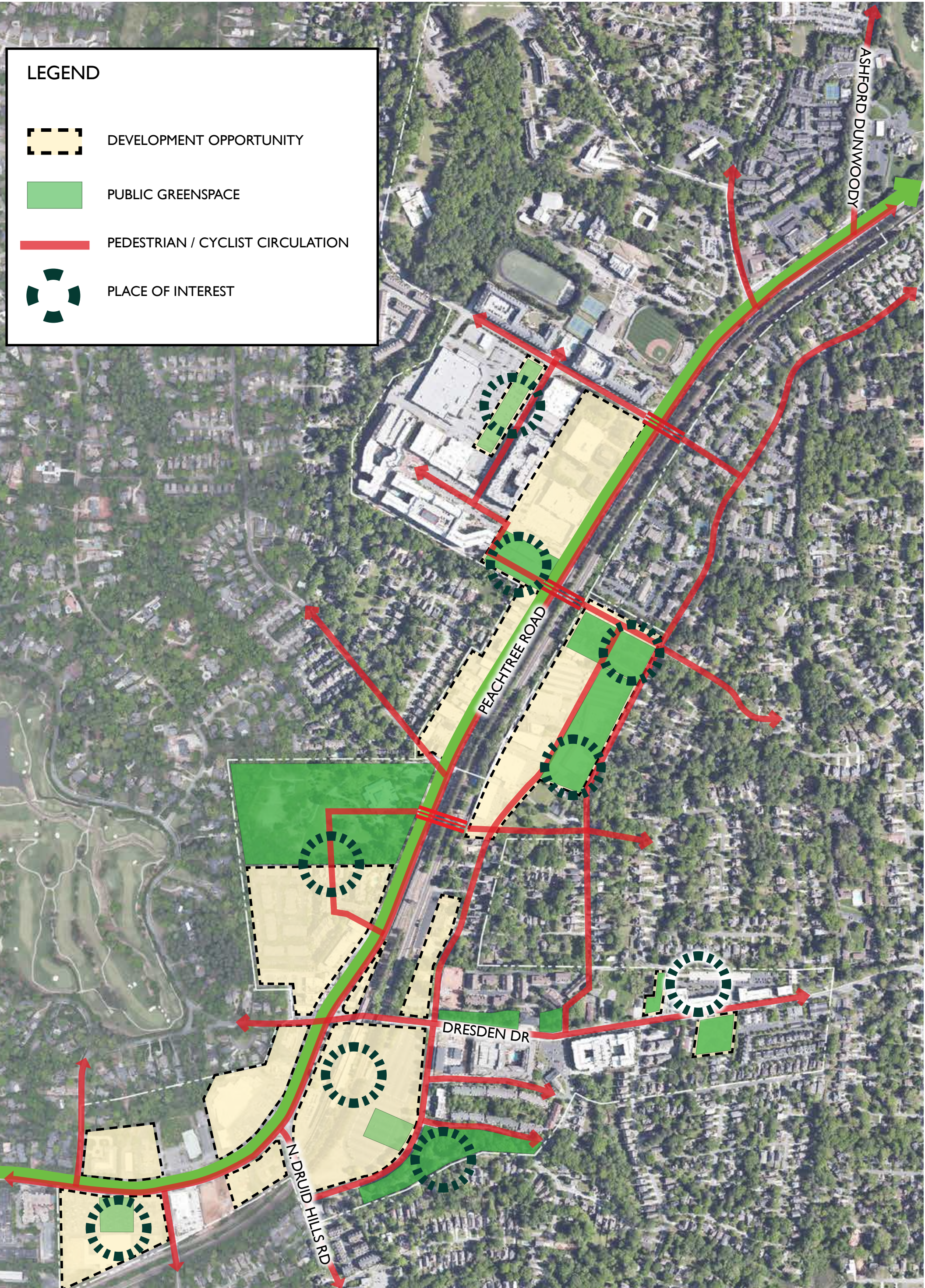
LEGEND

 DEVELOPMENT OPPORTUNITY

 PUBLIC GREENSPACE

 PEDESTRIAN / CYCLIST CIRCULATION

 PLACE OF INTEREST



BUILDING A GREEN NETWORK

When developing the framework plan, focus was placed on the importance of greenspace access and proximity as the foundation for creating a healthy and vibrant sense of place in the community. With this in mind, the team created a plan with greenspaces carefully placed at roughly 1/4 mile, or 5-minute walk-time, intervals. These greenspaces serve as the backbone of the framework plan.

The two largest greenspace redevelopments proposed in this study are a re-envisioned Brookhaven Park and a linear park through the Apple Valley district. This linear park would be reminiscent of the Abernathy Greenway in Sandy Springs. In these spaces, the community will gather for 'movie nights on the green,' weekend farmers markets, seasonal festivals, outdoor concerts, and everyday life. The Brookhaven Park improvement effort will be according to the 2018 Park Bond Master Plan and Peachtree Road LCI.

THESE SPACES BECOME THE HEART OF THE COMMUNITY.

Equally as important as creating these places of interest, is connecting them together. The next layer of this framework plan is a pedestrian and cyclist network that links the corridor from north to south and east to west. Peachtree Road connectivity has been identified as an obstacle - it is difficult to travel across or along. With the addition of pedestrian crossings over Peachtree Road/MARTA/Norfolk Southern Railroad, the east-west connections are more accessible, safe, and convenient.

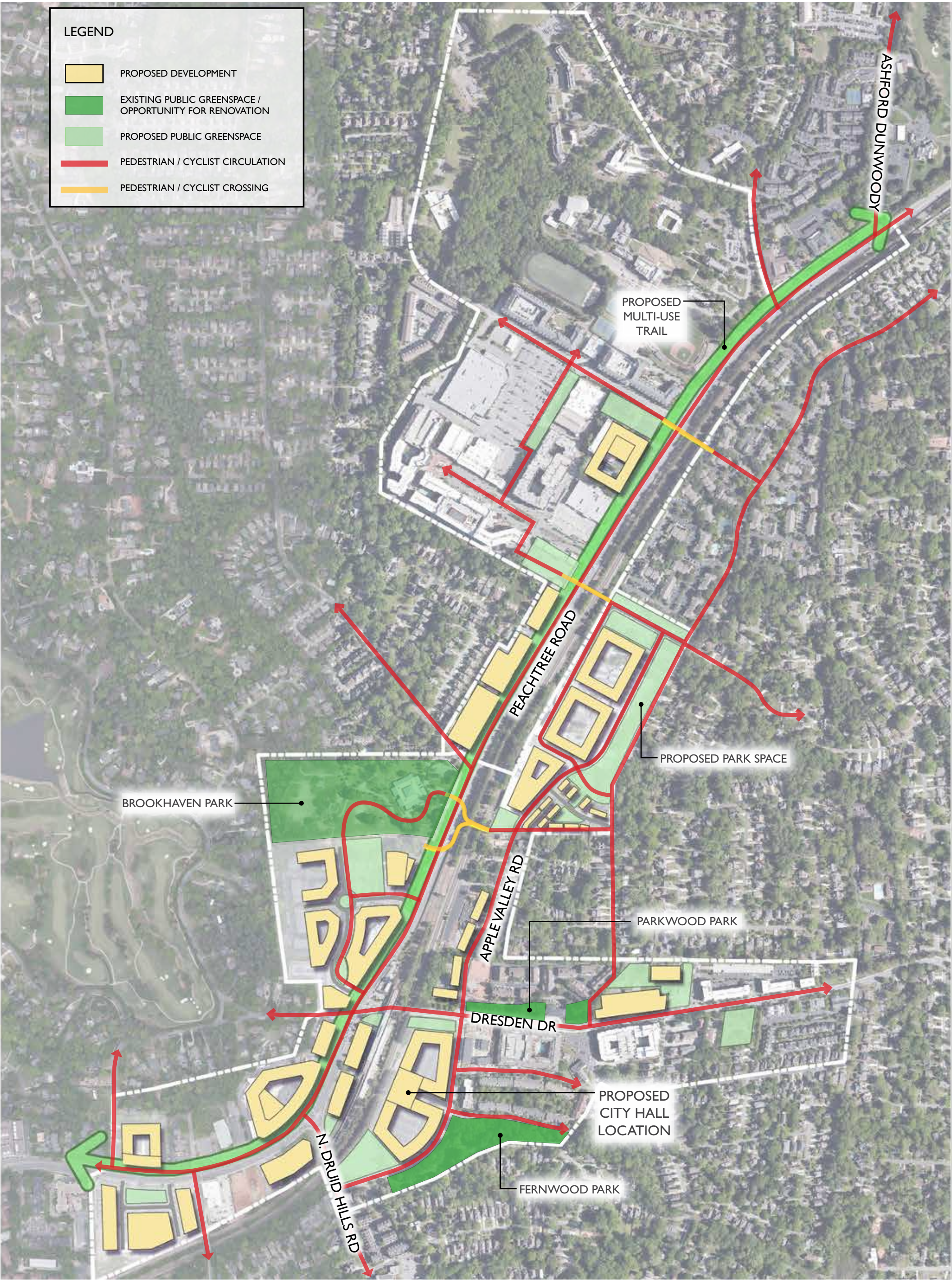
To achieve connection along the north-south axis, the design team proposes a multi-use path that parallels the west side of Peachtree Road. With this continuous trail, pedestrians and cyclists will be able to safely move through this corridor from one place of interest to the next in an environment that feels comfortable and inviting.

Each of these highlighted paths in the pedestrian and cyclist network needs complete pedestrian and cyclist infrastructure that connects into the greater fabric of Brookhaven.



LEGEND

- PROPOSED DEVELOPMENT
- EXISTING PUBLIC GREENSPACE / OPPORTUNITY FOR RENOVATION
- PROPOSED PUBLIC GREENSPACE
- PEDESTRIAN / CYCLIST CIRCULATION
- PEDESTRIAN / CYCLIST CROSSING



BROOKHAVEN PARK

PEACHTREE ROAD

PROPOSED MULTI-USE TRAIL

PROPOSED PARK SPACE

PARKWOOD PARK

APPLE VALLEY RD

DRESDEN DR

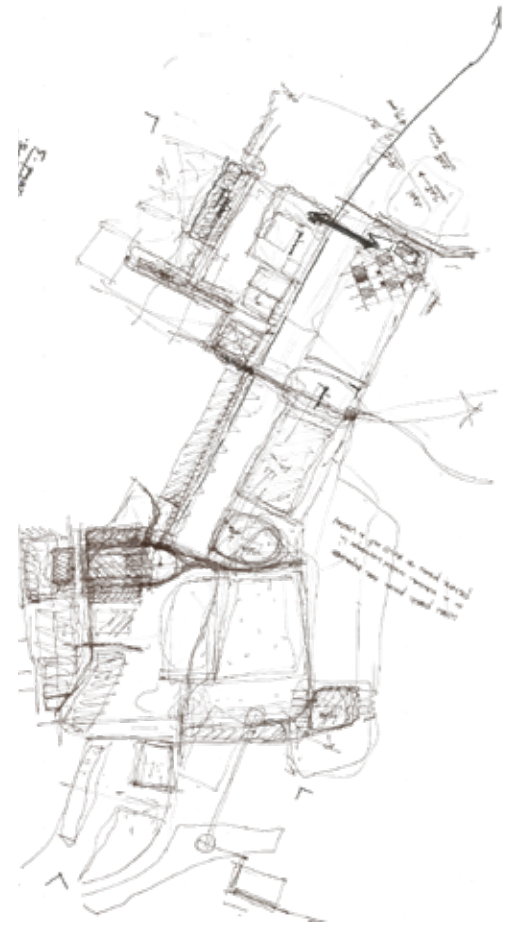
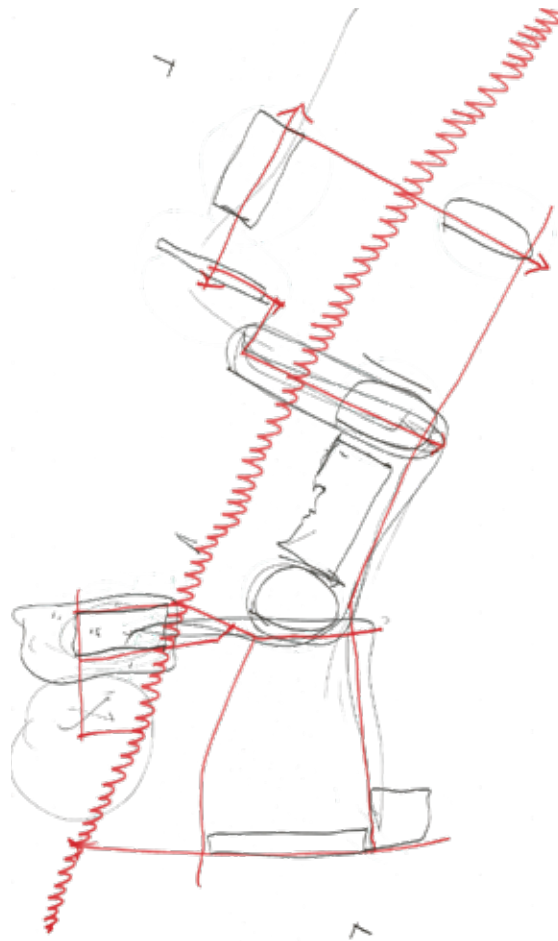
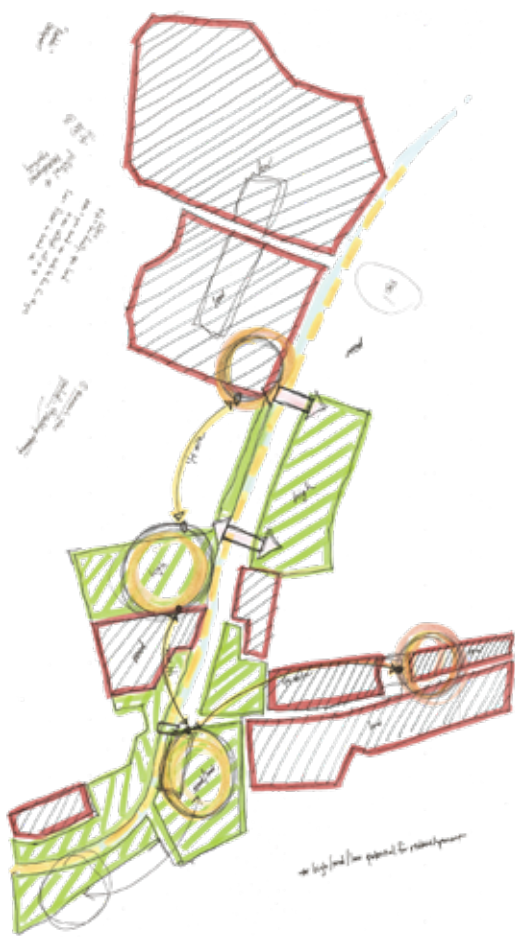
PROPOSED CITY HALL LOCATION

FERNWOOD PARK

N. DRUID HILLS RD

ASHFORD DUNWOODY

BROOKHAVEN CITY CENTRE FRAMEWORK PLAN



The final framework plan illustrates a conceptual example of developments structured around greenspaces in the Brookhaven City Centre study area. The specifics of these developments will come with time, as market demand dictates the specific needs of each site.

The master plan illustrates the City Centre as a village, instead of a centrally located development. The pedestrian and cyclist circulation network weaves together the varying components of the village, made possible by the proposed multi-use path along Peachtree Road and the proposed pedestrian/cyclist crossings over Peachtree Road and the train tracks. This gives members of the community a more realistic opportunity to travel on foot or by bike.

It is also important to note the three greenspaces shown on this plan that are existing parks in Brookhaven. These

spaces provide significant opportunities for revitalization that could better serve and enrich the adjacent neighborhoods.

A new Brookhaven City Hall has been proposed at the current site of the Brookhaven/Oglethorpe MARTA station. This site has optimal accessibility due to its location at a prominent intersection in Brookhaven, a direct connection to Atlanta's transit system, and close proximity to the proposed Brookhaven City Centre multi-use trail along Peachtree Road. Another advantage of this City Hall location is that the property has ample space for a City Hall "district" complete with civic plaza space and green space to serve the community. With the Fernwood Park green space and the Brookhaven Library located just south of the proposed City Hall, this district can be a well-rounded civic center.

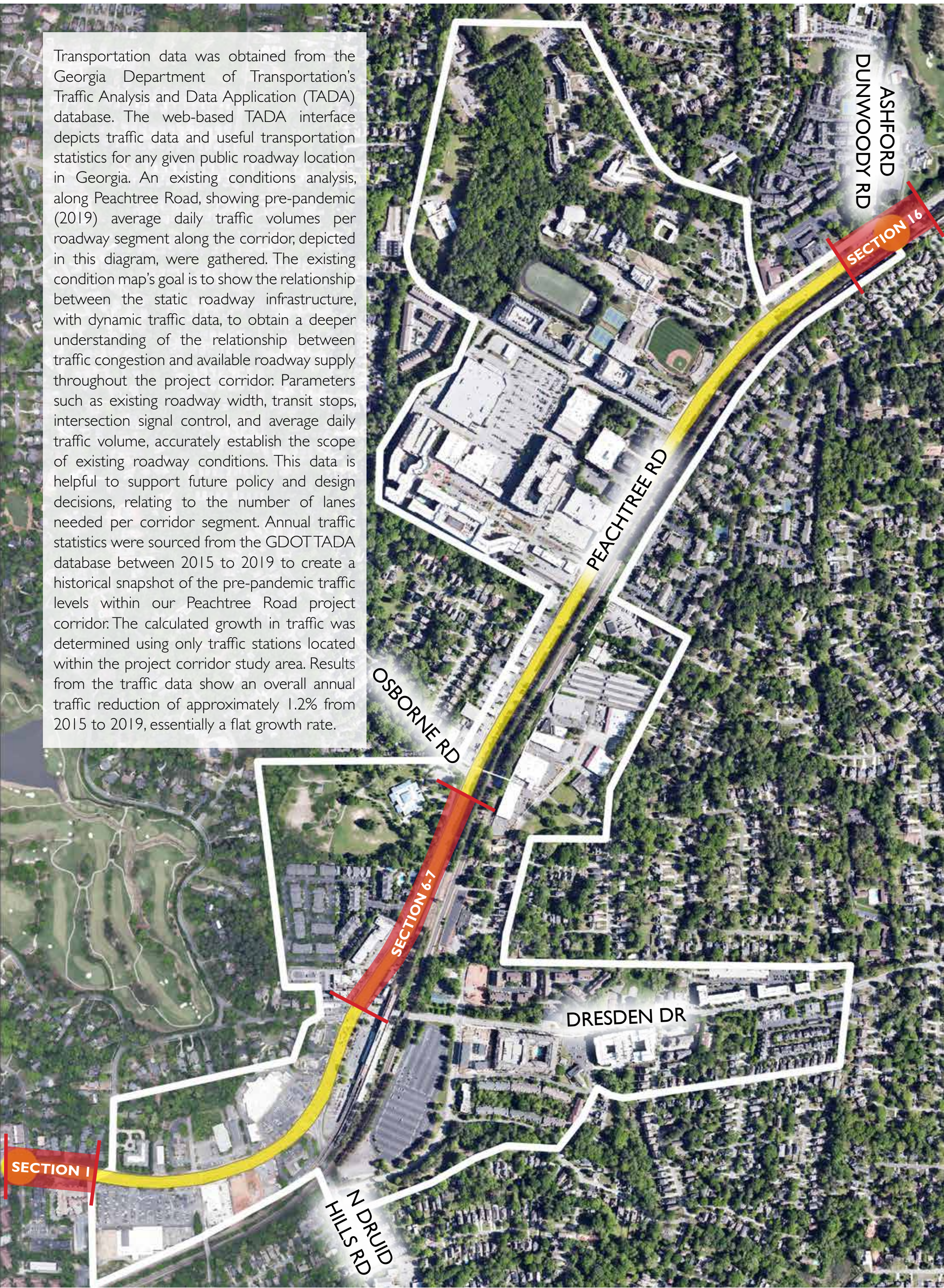
FUNCTIONAL GREEN SPACE IN THE CITY HALL DISTRICT IS AN IMPORTANT FACTOR IN MAKING CITY HALL FEEL LIKE A PART OF THE COMMUNITY



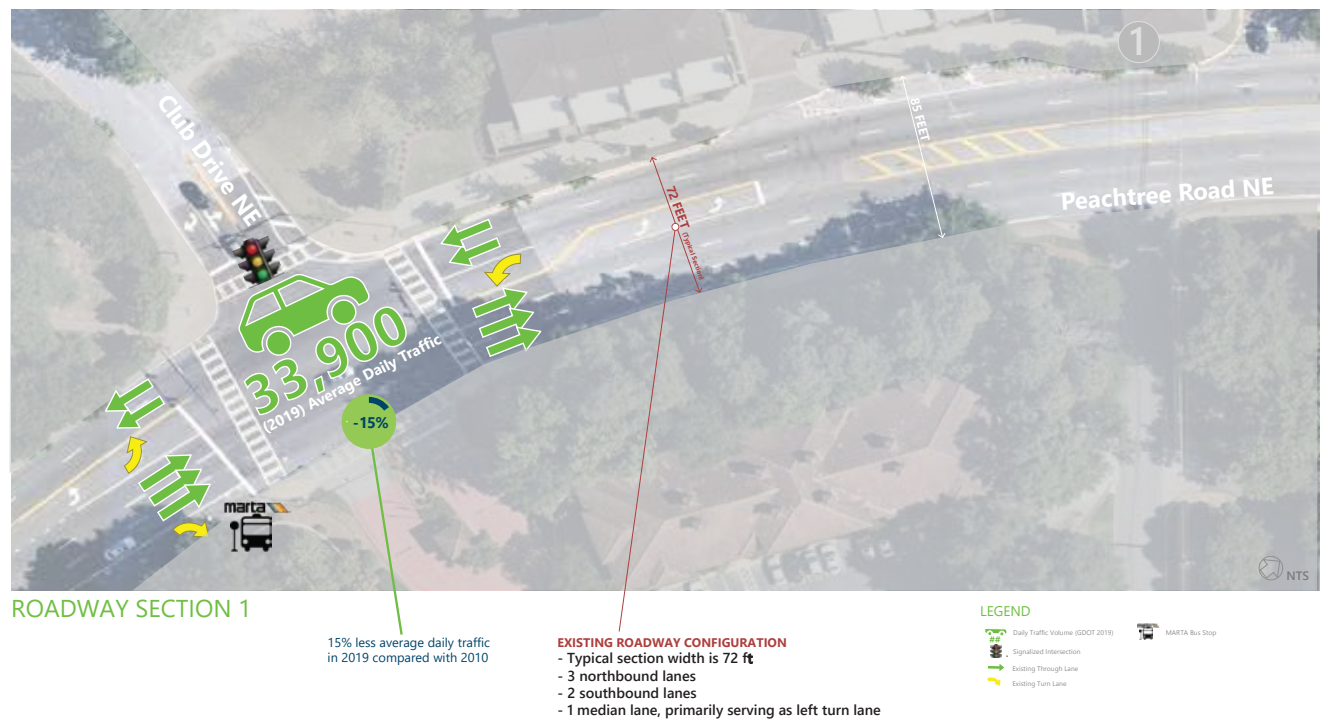
PEACHTREE ROAD

EXISTING TRANSPORTATION CONDITIONS

Transportation data was obtained from the Georgia Department of Transportation's Traffic Analysis and Data Application (TADA) database. The web-based TADA interface depicts traffic data and useful transportation statistics for any given public roadway location in Georgia. An existing conditions analysis, along Peachtree Road, showing pre-pandemic (2019) average daily traffic volumes per roadway segment along the corridor, depicted in this diagram, were gathered. The existing condition map's goal is to show the relationship between the static roadway infrastructure, with dynamic traffic data, to obtain a deeper understanding of the relationship between traffic congestion and available roadway supply throughout the project corridor. Parameters such as existing roadway width, transit stops, intersection signal control, and average daily traffic volume, accurately establish the scope of existing roadway conditions. This data is helpful to support future policy and design decisions, relating to the number of lanes needed per corridor segment. Annual traffic statistics were sourced from the GDOT TADA database between 2015 to 2019 to create a historical snapshot of the pre-pandemic traffic levels within our Peachtree Road project corridor. The calculated growth in traffic was determined using only traffic stations located within the project corridor study area. Results from the traffic data show an overall annual traffic reduction of approximately 1.2% from 2015 to 2019, essentially a flat growth rate.

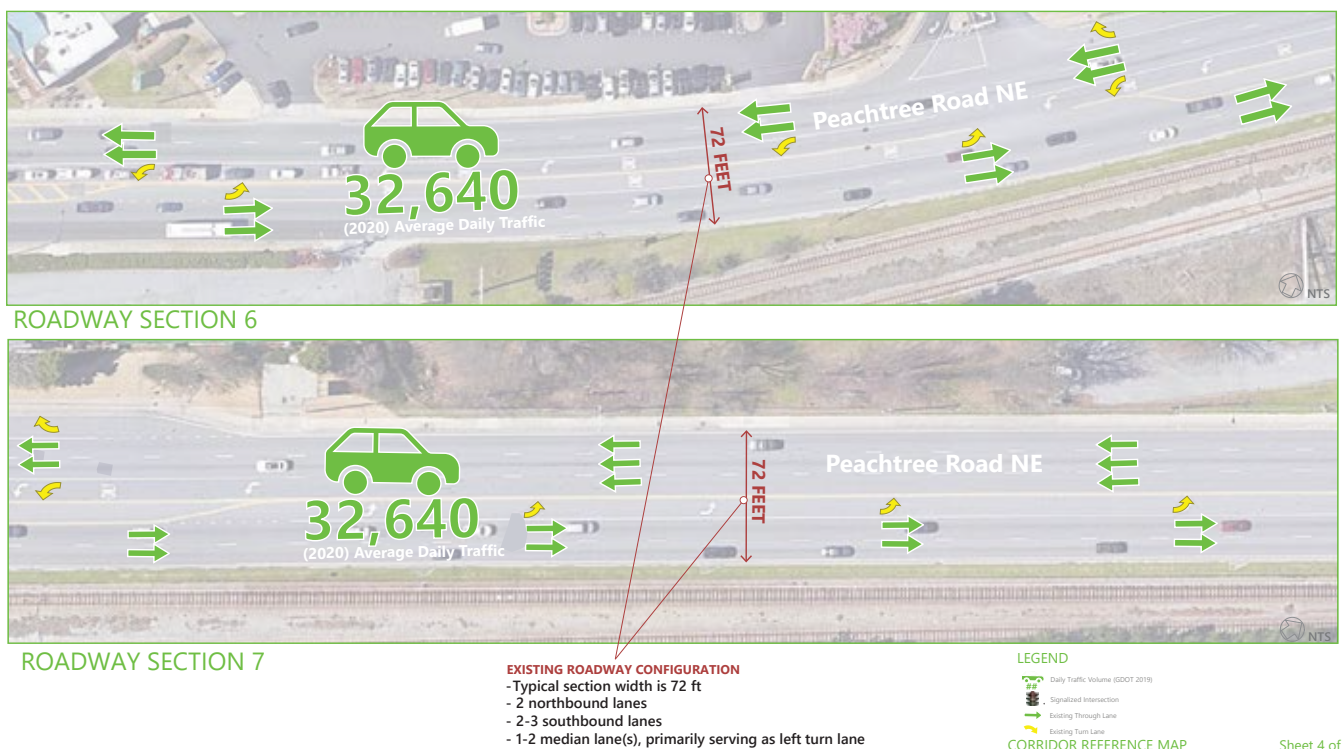


The first segment of Peachtree Road in this corridor consists of three lanes going north and two lanes going south with a median serving as a turn lane, for a total of six lanes. The 2019 average daily traffic count at this section of Peachtree Road is 33,900 cars.



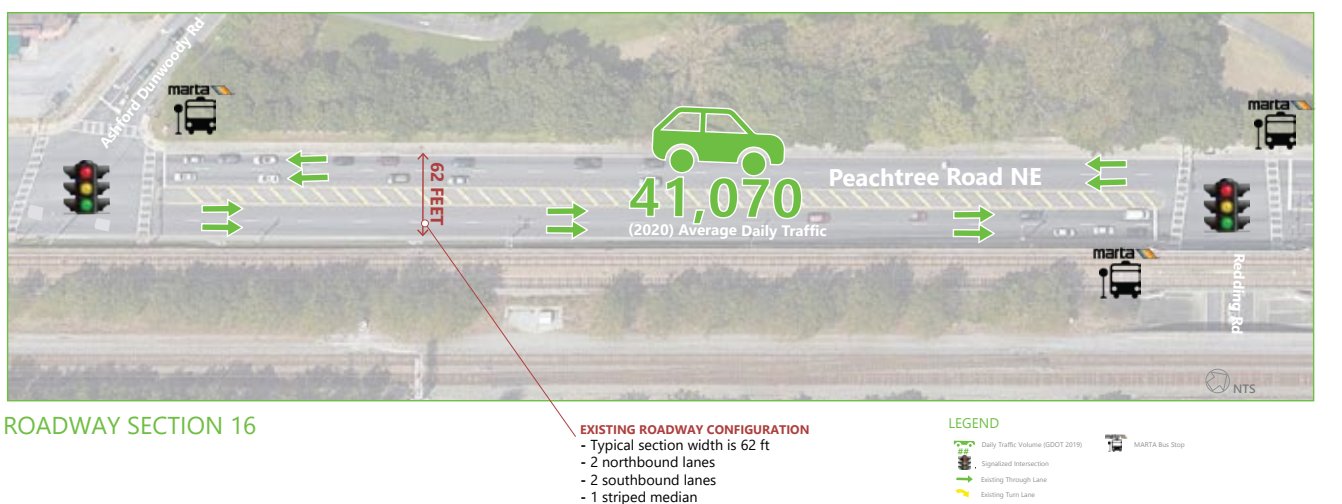
Peachtree Road Corridor: Section 1

This section of Peachtree Road highlights a substantial road inefficiency within the study area. Section 7 shows a southbound through lane suddenly converting to a turn lane. These conditions confuse drivers and contribute to increased traffic congestion throughout the corridor. This section, totaling six lanes, has an average daily traffic count of 32,640 cars - slightly fewer than Section 1.



Peachtree Road Corridor: Sections 6 & 7

Peachtree Road north of the Ashford Dunwoody intersection is comprised of two lanes north, two lanes south, and a center median, a total of five lanes. The average daily traffic count is 41,070 cars. This section of the road supports nearly ten thousand more cars per day with one less through lane.



Peachtree Road Corridor: Section 16

**Remaining sections of Peachtree Road Existing Transportation Conditions diagrams located in Appendix C*

PEACHTREE ROAD

PROPOSED TRANSPORTATION CONDITIONS

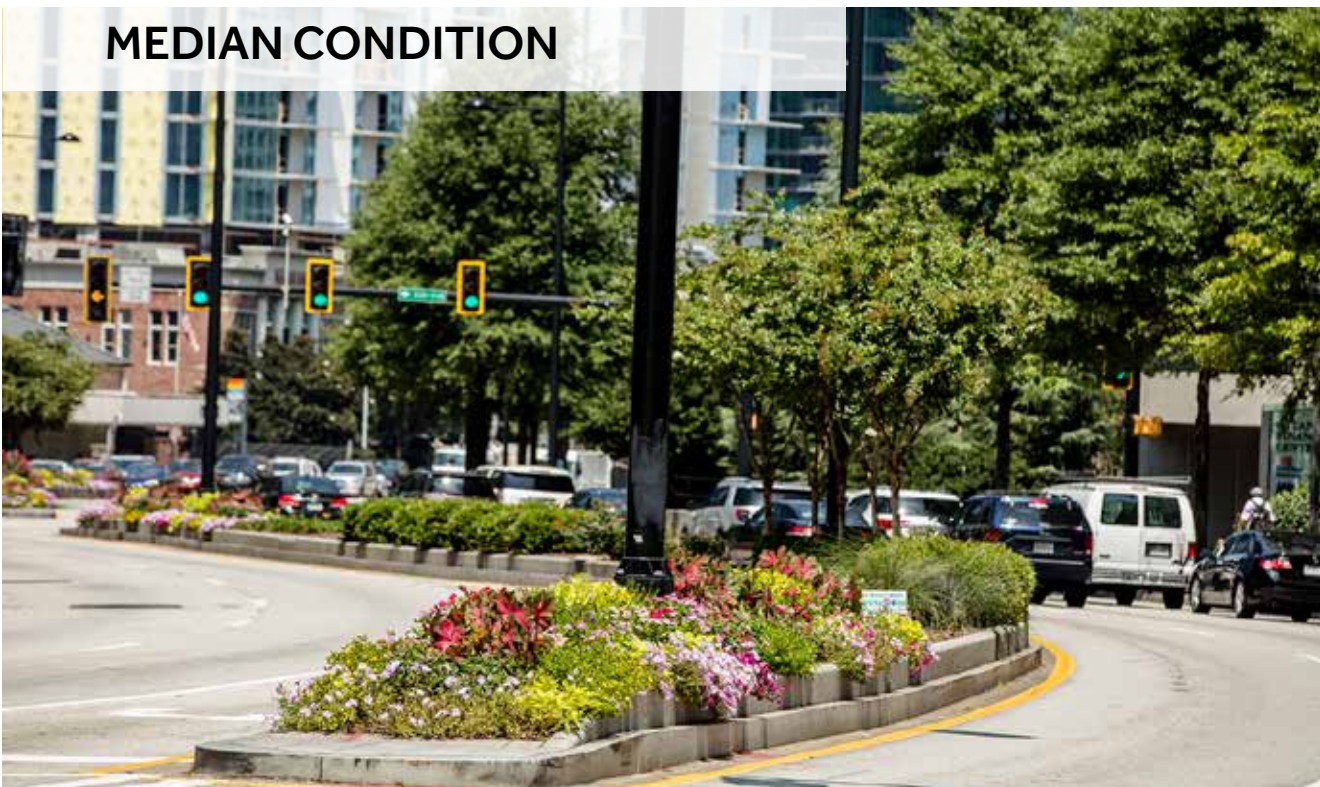
BICYCLE INFRASTRUCTURE



The study of existing lane configurations and daily carloads through the Peachtree Road corridor shows inefficiencies that contribute to heavier traffic congestion, confusing driving conditions, and an unsafe roadway environment.

A ROAD DIET ON PEACHTREE ROAD WOULD IMPROVE SAFETY, PROVIDE OPERATIONAL BENEFITS, AND INCREASE THE QUALITY OF LIFE FOR MULTIPLE TRANSPORTATION USERS, NOT JUST VEHICLES.

MEDIAN CONDITION



Gaining space to benefit cyclists and pedestrian infrastructure and landscape zone needs would help to make Peachtree Road a more inviting corridor to travel through. If drive lanes are adjusted from the current 12-foot wide to 11-foot wide, more space can be dedicated to these road enhancements. Road diets can be relatively low-cost if planned in conjunction with reconstruction or resurfacing roadway projects.

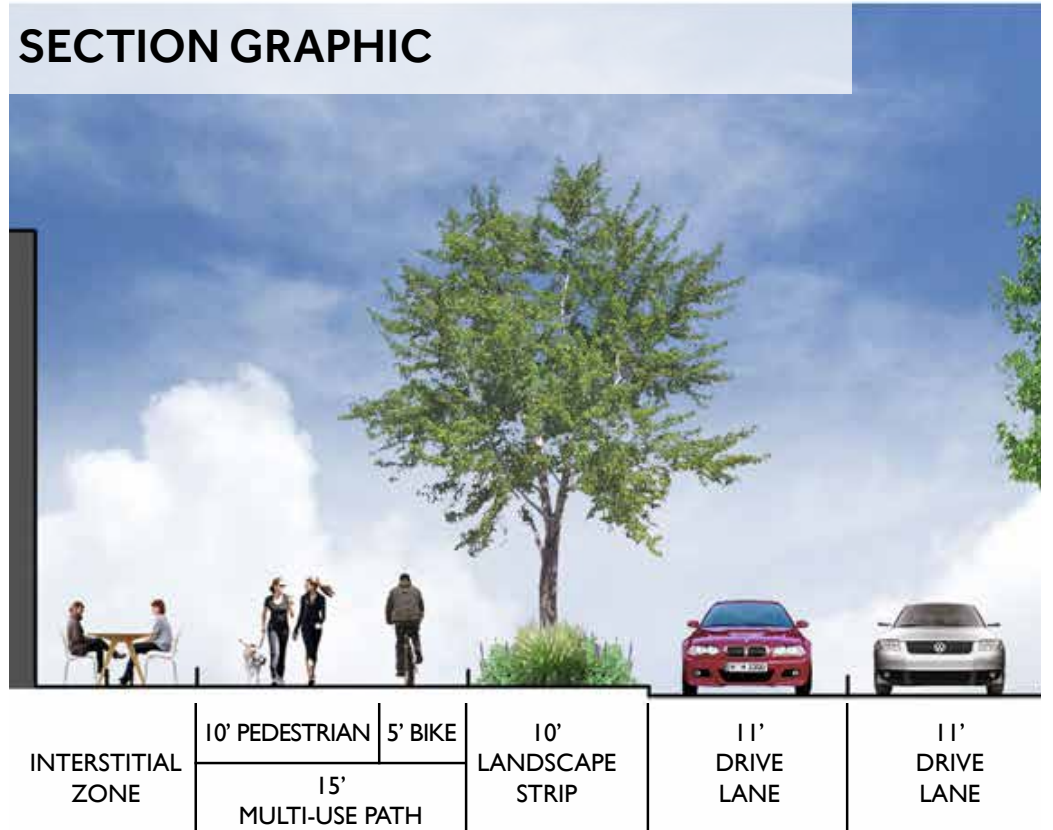
The Peachtree LCI is the current controlling document for Peachtree Road recommendations. A close look at inefficiencies and safety conditions through this corridor will be an important process in improving this roadway. Improvements to Peachtree Road would include mitigating current inefficiencies by establishing a consistent flow of through lanes and a landscaped median that can become a turn lane. This would improve traffic flow and safety conditions by eliminating the confusing attributes of current roadway conditions.

NARROWED LANE WIDTH



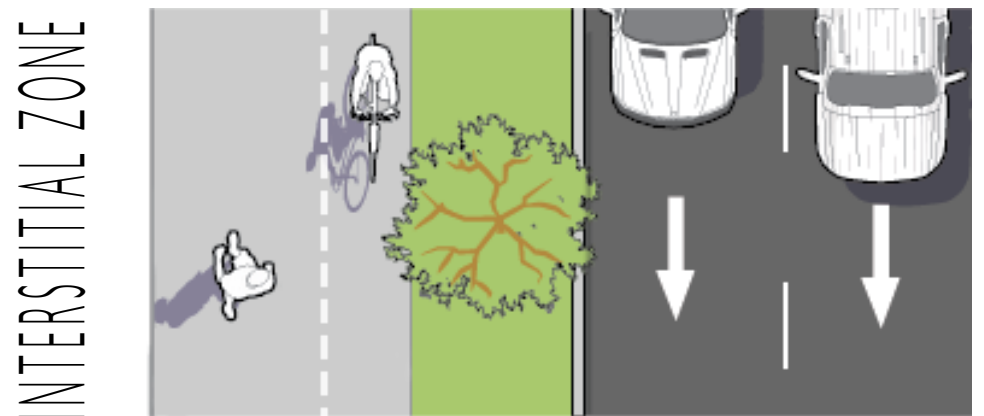
It is recommended that an in depth traffic analysis of Peachtree Road be conducted to better understand how this condition could be developed and to start the process of implementing the Peachtree LCI.

SECTION GRAPHIC



▲ LANE NARROWING, LANDSCAPE STRIPS, AND A MULTI-USE PATH WILL HELP MAKE PEACHTREE ROAD A MORE INVITING TRAVEL CORRIDOR FOR ALL TRANSIT USERS.

PLAN GRAPHIC



Peachtree Road is a Georgia Department of Transportation (GDOT) regulated state highway. Collaboration with GDOT on the implementation of this proposed road diet will be required. The planning team contained experts relative to bicycle, pedestrian, and automotive efficiency and safety. All recommendations made are consistent with best practices in the fields of safety and efficiency.

The road diet supports important criteria that GDOT stands for:

- **To maintain or improve traffic mobility**
- **To reduce maintenance cost**
- **To enhance mobility through multiple modes of transportation (vehicular, pedestrian, cyclist)**
- **To implement the safest possible plan for moving people through the corridor**

These moves will effectually save taxpayer dollars, enhance safety, and improve mobility.

DRESDEN ROAD & APPLE VALLEY ROAD

PROPOSED TRANSPORTATION CONDITIONS

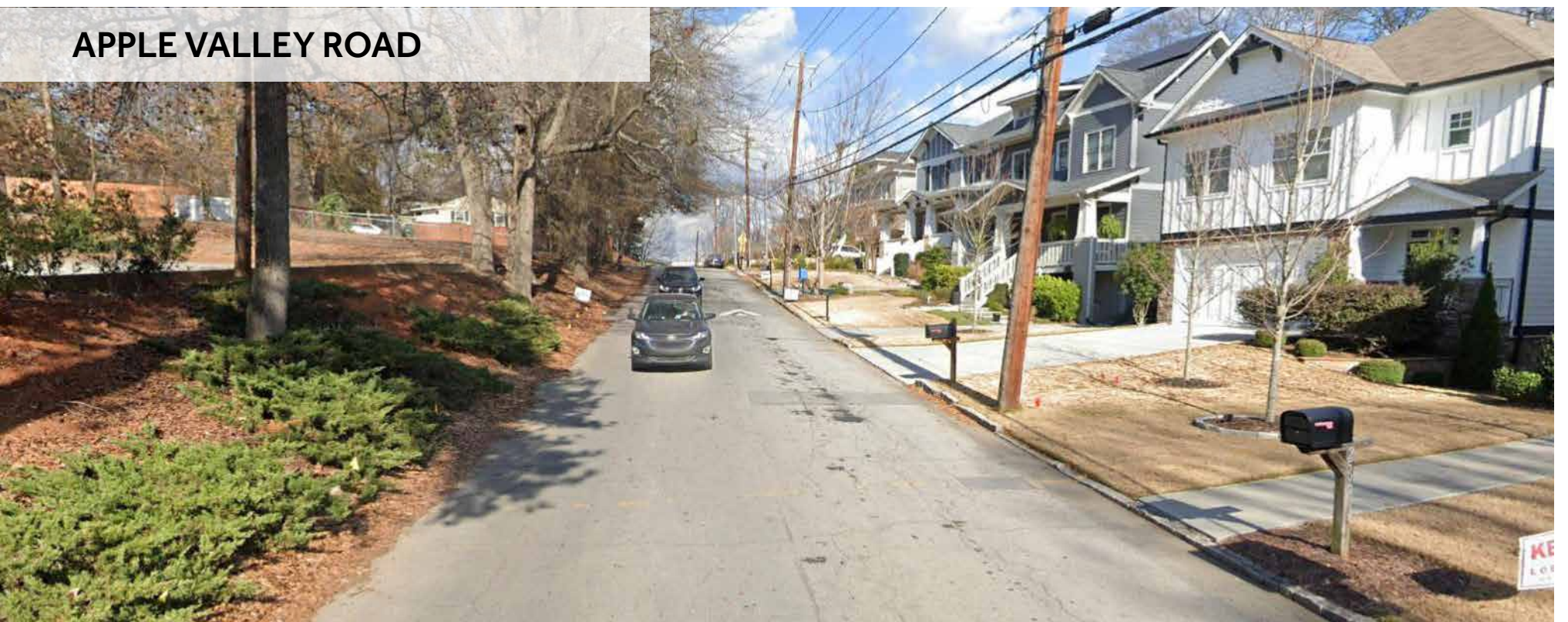
Currently, healthy and complete street infrastructure on Dresden Drive is more developed than on Peachtree Road. Designated bike lanes exist predominantly on the south side of the road, with a short stretch of bike lane on the north side of the road that continues through the Village Place development. Drive lanes slightly narrow through this corridor which helps control traffic speeds. To develop a healthy transportation network in the corridor, bike lane gaps should be filled in to connect to surrounding Brookhaven neighborhoods. This is supported by the 2016 Bike, Pedestrian, and Trail Plan which proposes a wide multi-use path along the south side of Dresden Drive.

Apple Valley Road south of Dresden Drive lacks significant cyclist infrastructure. Vehicular conditions include two through lanes and a median. As a secondary street, further analysis could benefit the understanding of how a simple road diet can provide space for complete street improvements such as bike lanes. North of Dresden Drive, Apple Valley Road lacks lane designations for vehicles with no designated lanes or markers for cyclists. To support multiple modes of transportation as the Apple Valley district continues to grow, a need for cyclist infrastructure is in demand within this corridor. The 2016 Bike, Pedestrian, and Trail Plan suggest a multi-use path along the west side of Apple Valley Road.

DRESDEN DRIVE



APPLE VALLEY ROAD



A photograph of two women riding bicycles on a paved path. The woman on the left is wearing a white helmet, sunglasses, and a grey patterned cycling jersey. She is riding a light blue bicycle. The woman on the right is wearing a blue helmet, sunglasses, and a black and white patterned cycling jersey. She is riding a dark green bicycle. The background consists of lush green trees and foliage. A semi-transparent dark grey box is overlaid on the center of the image, containing white text.

**There is an opportunity
in Brookhaven to
encourage bike riding
as recreation not just
transportation.**

STREETSCAPE ENHANCEMENT OPPORTUNITIES

PEACHTREE ROAD CORRIDOR

An enjoyable pedestrian experience has:

- **Purpose**
- **Safety**
- **Interest**
- **Comfort**

The conditions outlined in this section will create an environment that meets the needs of these essential principles.

The previously discussed road diet along Peachtree Road will give space to develop a more diverse streetscape in this corridor. Gaining space through increased roadway efficiency and lane narrowing provides the opportunity for a multi-use path down the west side of Peachtree Road. The proposed 15-foot wide trail would be a connective artery for pedestrians and cyclists traveling along the north-south axis of Peachtree Road. With space gained from the road diet, a substantial landscape zone between traffic and multi-use path would make pedestrians and cyclists feel protected and more comfortable. The opportunity to infuse more trees and landscape into this corridor will enhance the aesthetic value of this space and help create a welcoming entry zone for the City of Brookhaven. This landscape zone would also serve as the furniture zone for lighting, benches, trash receptacles, etc. as outlined in the Peachtree Road Overlay District zoning code.

Proposed developments along this corridor would provide an activated edge to the proposed multi-use path with outdoor dining and small pocket park spaces. By consolidating and densifying development along this edge, there will be fewer curb cuts intersecting the path, helping to create a safer environment on that side of Peachtree Road. Additionally, highly-visible and extra wide crosswalks must be located at every street intersection with Peachtree Road. This multi-use path will become an experience like the Atlanta Beltline Eastside Trail, with a variety of shops and restaurants inviting people to travel through the corridor.



DRESDEN DRIVE CORRIDOR

Multiple sections of streetscape along Dresden Drive are aesthetically pleasing and comfortable for pedestrians - these are mainly in front of newer developments. Other sections of the road are missing sidewalks altogether. For Dresden Drive to be a cohesive pedestrian corridor, gaps in sidewalks should be filled in and connected to the surrounding sidewalk network, with a landscape buffer between road and sidewalk wherever possible. Sidewalks should extend to building edges that are minimally set back from the street. Landscape buffers should include street trees, lighting, and furniture as defined by the Peachtree Road Overlay District zoning code.



APPLE VALLEY CORRIDOR

Similar to Dresden Drive, Apple Valley Road includes sidewalks along multiple segments of the road but is not a consistent condition. A large section of Apple Valley Road north of Dresden Drive lacks pedestrian infrastructure. As development grows in the Apple Valley District, it will be necessary to provide safe pedestrian conditions along this stretch of road. New sidewalks should connect into existing ones along Apple Valley Road south of Dresden giving pedestrians direct access to the Brookhaven MARTA station and any proposed development at this site. As a secondary street, sidewalks along this road should be the standard 6-foot width, with a landscape buffer between street and sidewalk wherever possible. These continuous connections will create a cohesive pedestrian network throughout the study area.



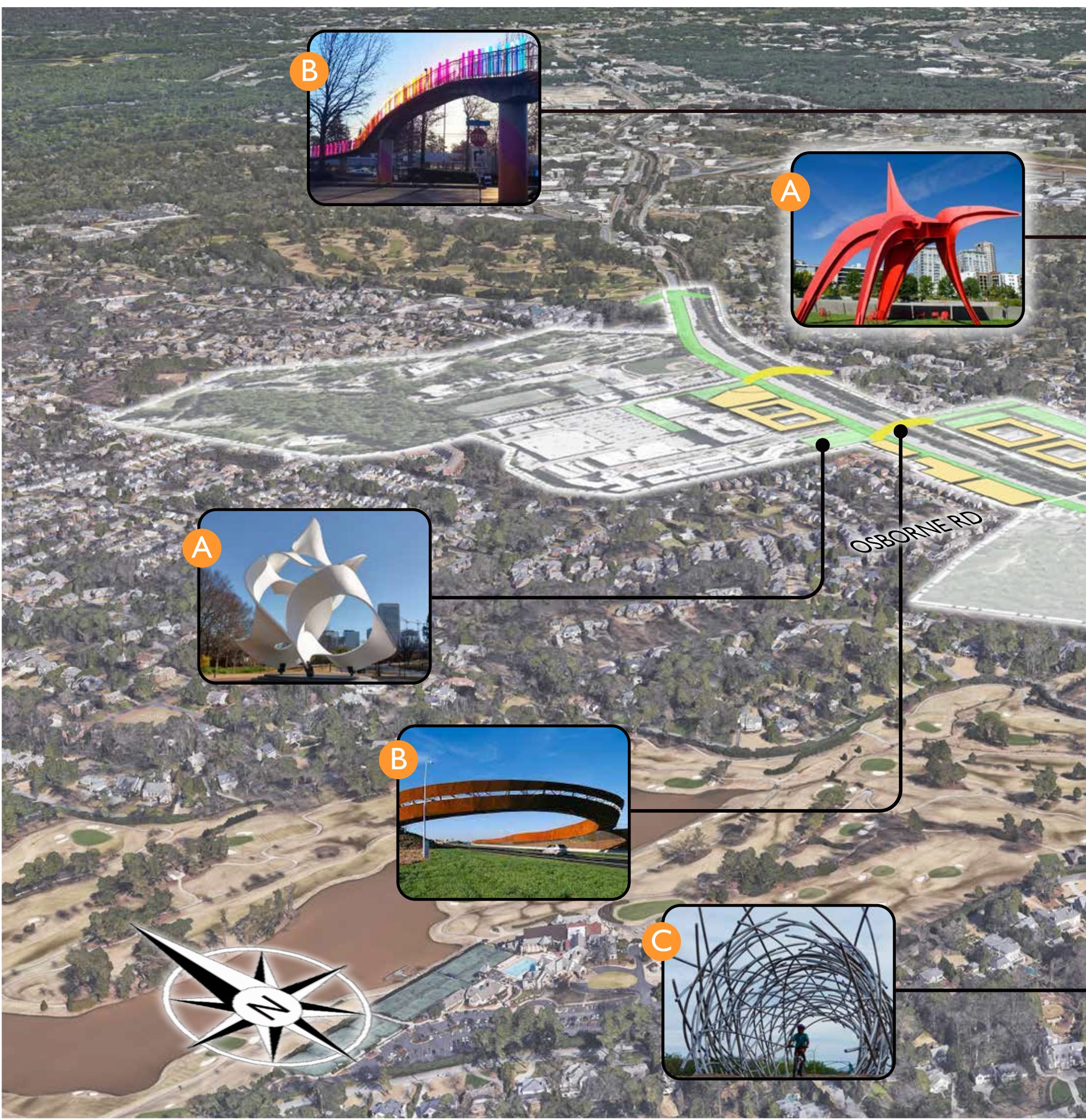
PUBLIC ART PLAN

A ICONIC & BOLD SCULPTURES

B BRIDGES AS ART

C HUMAN SCALE PIECES

D TEMPORARY INSTALLATIONS



A carefully selected array of public art will contribute to the goal of making Brookhaven a unique and iconic destination. This program intends to supplement the proposed initiatives included in the 2020 Brookhaven Arts and Culture Master Plan. While the Arts and Culture plan proposes projects more easily achieved in the short term, this proposed program will be a collection of carefully curated pieces acquired for the long term. These distinguished art pieces

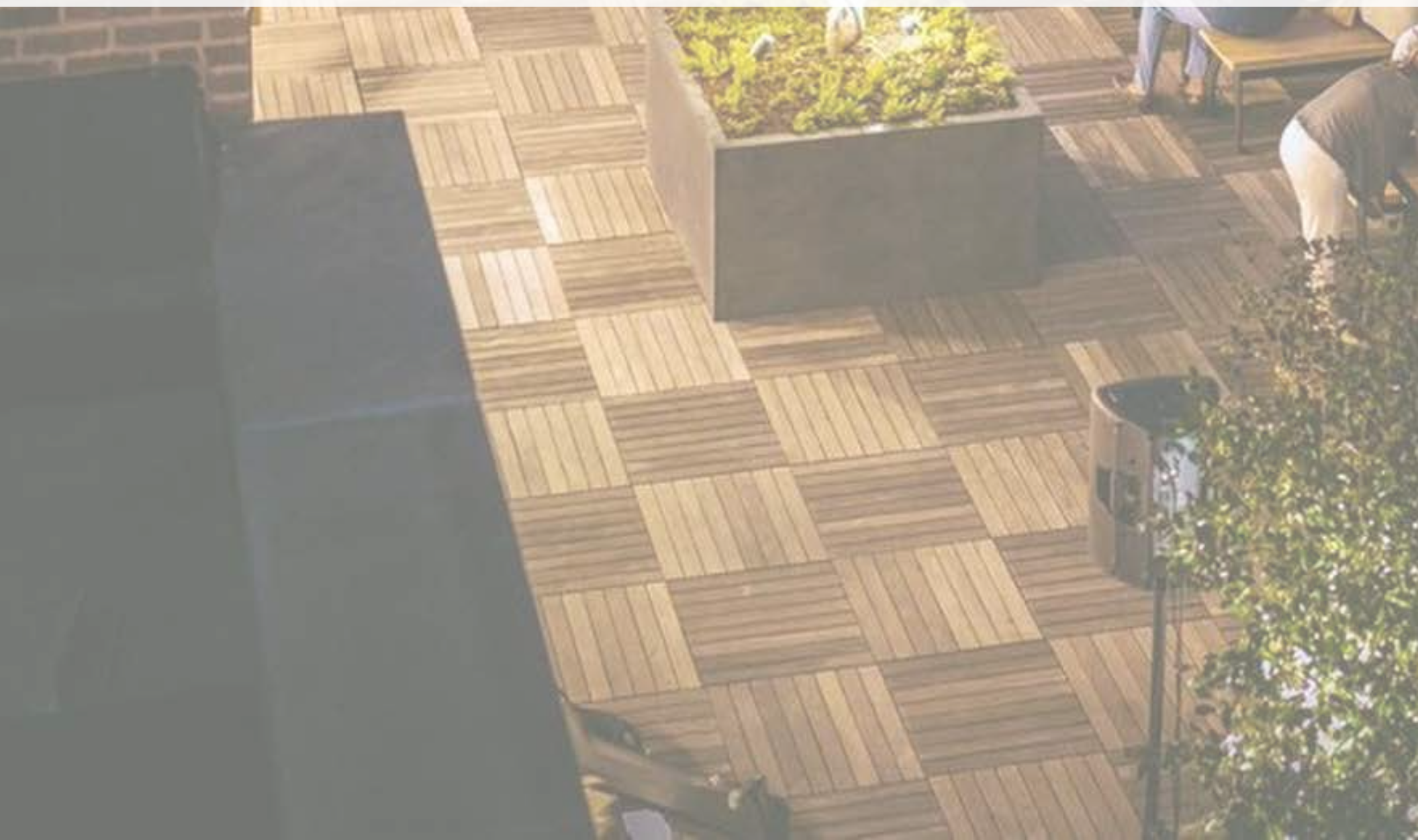
would elevate and enrich public spaces, invoke meaningful discussions, and become unique destinations in the region.

The Brookhaven art program will be an opportunity to represent a diverse array of artists, reflect the history and values of the City, and create stimulating and visually provocative spaces. Each piece of art will be site appropriate and complement the surrounding context in which it is placed.





ACTION





PEACHTREE ROAD OVERLAY DISTRICT ZONING CODE RECOMMENDATIONS

PURPOSE

- Add a passage reflecting the need for the zoning code to facilitate the implementation of the City Centre Framework Plan in the PR Districts and Peachtree Road Overlay Codes.
- Consider consolidating the PR Districts Zoning Code and Peachtree Road Overlay Code into one uniform document for ease of understanding code requirements in this district

STREETS

- Amend PR Overlay Sec. 27-406 to provide for an asymmetrical cross-section treatment of Peachtree Road from North Druid Hills to Ashford Dunwoody Road such that the landscape zones and pedestrian zones may vary in width from one side of the street to the other, to accommodate a 10' wide landscape zone and a 15' wide multi-use trail on the west side of Peachtree Street.
- Edit PR Overlay Table 5-6 to include a 10 foot wide landscape strip and 15 foot wide multi-use trail along the west side of Peachtree Road with an interstitial zone of varying widths based on adjacent use, within the City Centre Framework Plan footprint.
- PR Overlay Sec. 27-406, should be revised to include Brookhaven Streetscape Furniture Standards document

ALLOWED BUILDING TYPES

- Consider revising PR Districts Section 27-466 Table 6-2 acceptable building types for Zone PR-3. Special attention should be given to allowing land uses that are not in conflict with the adjacent single family homes and neighborhoods, as this report proposes that the north end of Apple Valley be zoned as a residential district.

OPEN SPACE

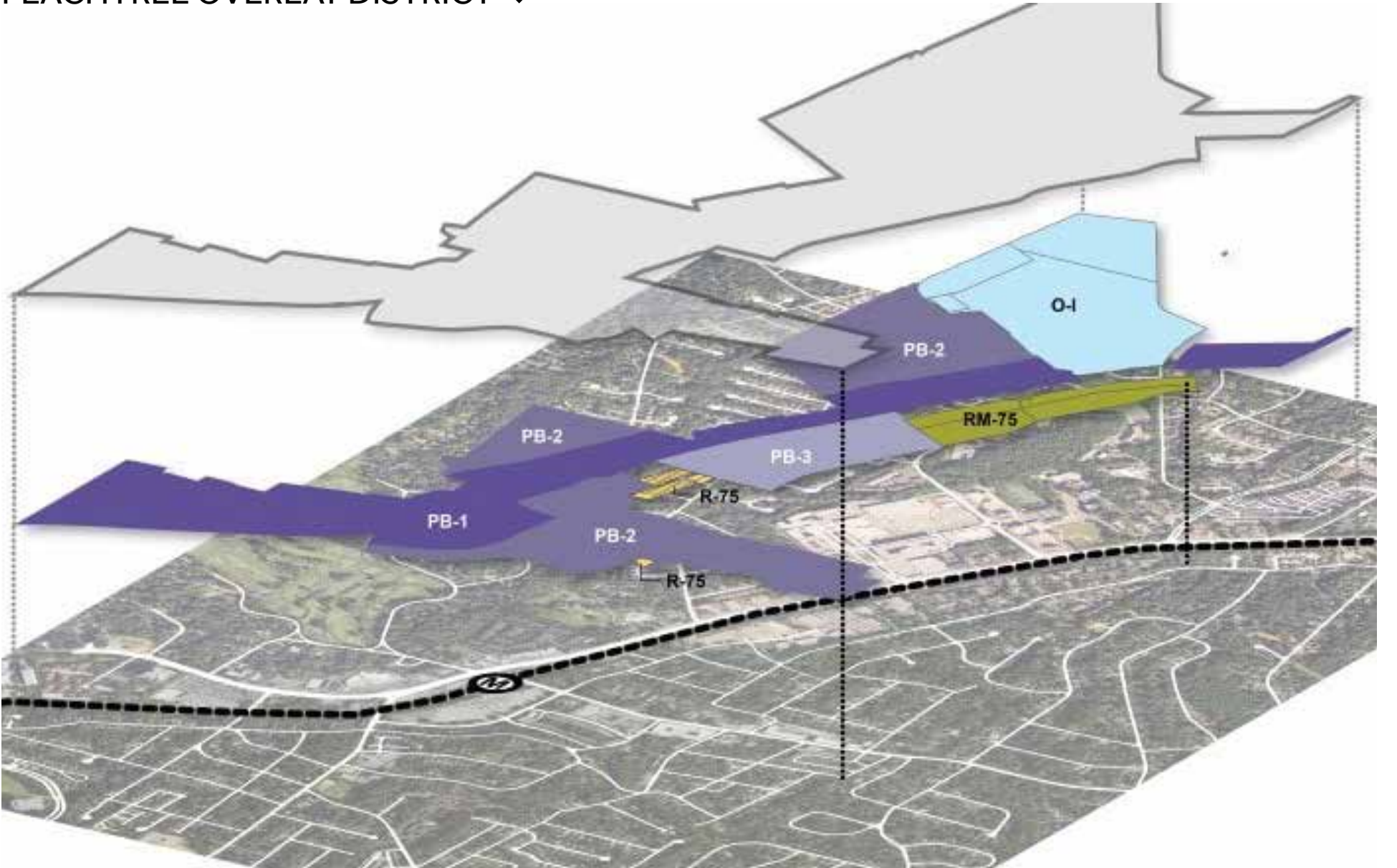
- In PR Districts Section 27-482, establish a mechanism which allows for larger aggregated public open space. Such mechanism should be in concert with anticipated value increases as illustrated in the marketing study and increased utilization of surrounding sites. Larger collective spaces better serve the overall community, serving as gathering space, a need that was identified early on in the project.
- Amend PR Districts Table 6-3 through 6-8 to accommodate for the collective open space strategy outlined above.
- Add a subsection in PR Districts Section 27-482 that identifies the proposed multi-use path on the west side of Peachtree Road as its own specified type of open space, with a delineated portion for bikes and a portion for pedestrians.

PARKING

- PR Districts Sec. 27-4, within the boundary of the PR Districts that fall within the City Centre Masterplan, on-street parking in front of commercial/retail uses should be metered to discourage any form of long term parking, and as a way to generate revenue for the City to put back into the community (on-street parking in front of single family residential should be non-metered).



PEACHTREE OVERLAY DISTRICT ▼



MARKET ANALYSIS

20%

PREMIUM FOR REAL ESTATE VALUE WITH PROXIMITY TO GREENWAYS & PARKS

1/4 MILE

ADJACENCY TO GREENWAYS & PARKS WITH HIGHEST VALUE IMPACT

1 in 5

LEADERS OF FAST GROWING COMPANIES NAMED QUALITY OF LIFE AS KEY FACTOR FOR BUSINESS LOCATION

RESIDENTIAL DEVELOPMENT

Demand for high-amenity rentals is growing in the north suburbs, and developers cited near unlimited potential demand for new rental in central Brookhaven. In the near term, the City Centre may be able to support between 85 and 440 new units of housing but added density could support up to 2,000 new units. The City may need to take action to support housing affordability and limit the displacement of low-income residents.

OFFICE DEVELOPMENT

Major employment centers in Brookhaven are located along highways; new large-scale office development in the City Centre may not be feasible. There may be opportunities to develop small office as part of a mixed-use development. As workplace trends are evolving, there may be an opportunity to develop coworking space in the City Centre for residents who prefer a workplace near home.

RETAIL DEVELOPMENT

Demand for additional big-box and destination retail is likely to be limited as existing retail nodes serve existing market demand. The retail best suited to the City Centre is likely to be lifestyle retail, including dining, entertainment, and personal services. The master plan should consider opportunities for non-traditional anchors including a town square or other signature open space or amenity.

DEVELOPMENT ENVIRONMENT

Zoning needs to be aligned with planned uses to reduce the approvals needed for individual developments. Public opposition has historically been a barrier to development. Clear communication and leadership from the City, supported by the City Centre master plan, should reduce the impact of NIMBY opposition.

Urban greenways generate the highest return on investment of all major urban space because of the diversity of activities they support and relatively low capital and operating costs.

**For the full Market Analysis & Implementation Funding report, see Appendix D*

1/4 mile scope of influence
(adjacency to greenway and parks) ►



IMPLEMENTATION FUNDING

Capital improvement funding strategies for the operations and maintenance of the parks and trails will depend on what is legally possible and culturally plausible, the city's appetite for risk, and the strength and commitment of leadership. Value-capture strategies, such as a business improvement district, incremental tax financing district, or sale of a publicly-owned property can be a powerful way to leverage the increased value of the real estate to pay for public improvements.

*For the full Market Analysis & Implementation Funding report, see Appendix D

General Fund/Bond



Special Levy



BID Charge / TIF



POPS



Real Estate Proceeds



PUBLIC

VALUE CAPTURE

Parks and trails create opportunities for their own funding including value capture, revenue generation, and sponsorship opportunities.

Food & Beverage

Events & Promotions

Parking Fees

Philanthropy Corporate Sponsorship



EARNED INCOME

PRIVATE

CATALYST PROJECTS

The City of Brookhaven requested that the study identify 4-5 catalyst projects. As a result of the study, improved greenspace, connectivity and pedestrian/cyclist circulation rose to the top of community needs. Therefore, the study recommends the following signature catalyst projects. Upon funding sourcing, any of these projects can be enacted as prioritized by the City and the citizens.

Acquiring the land to create the public greenspaces defined in the framework plan is a crucial first step to implementing the following catalyst projects.

WEST SIDE TRAIL & PEACHTREE LCI IMPLEMENTATION



While pedestrian bridges will help improve east-west connectivity, a multi-use trail along the west side of Peachtree Road will improve north-south connectivity. This project will require an implementation of the Peachtree LCI including an in depth traffic analysis and closer study of the existing right of way. The addition of the multi-use trail will stitch together east-west pedestrian crossing points and provide enhanced walkability within the study corridor, while establishing a unique character and identity for Brookhaven.

TOWN BROOKHAVEN TO APPLE VALLEY CONNECTION



Continuing to improve connectivity in this corridor is top priority. Therefore, constructing a second pedestrian bridge that links Town Brookhaven to neighborhoods east of Peachtree Road is recommended. Greenspace punctuating each end of the pedestrian bridge would add another 3.5 acres of public park space. This park would eventually continue through the Apple Valley district (as shown on the framework plan) as a linear park immediately serving Ashford Park and future residential development in the Apple Valley corridor. Adding a connecting road from the north end of Apple Valley over to Caldwell Road will improve circulation by eliminating the dead-end nature of the existing Apple Valley corridor.

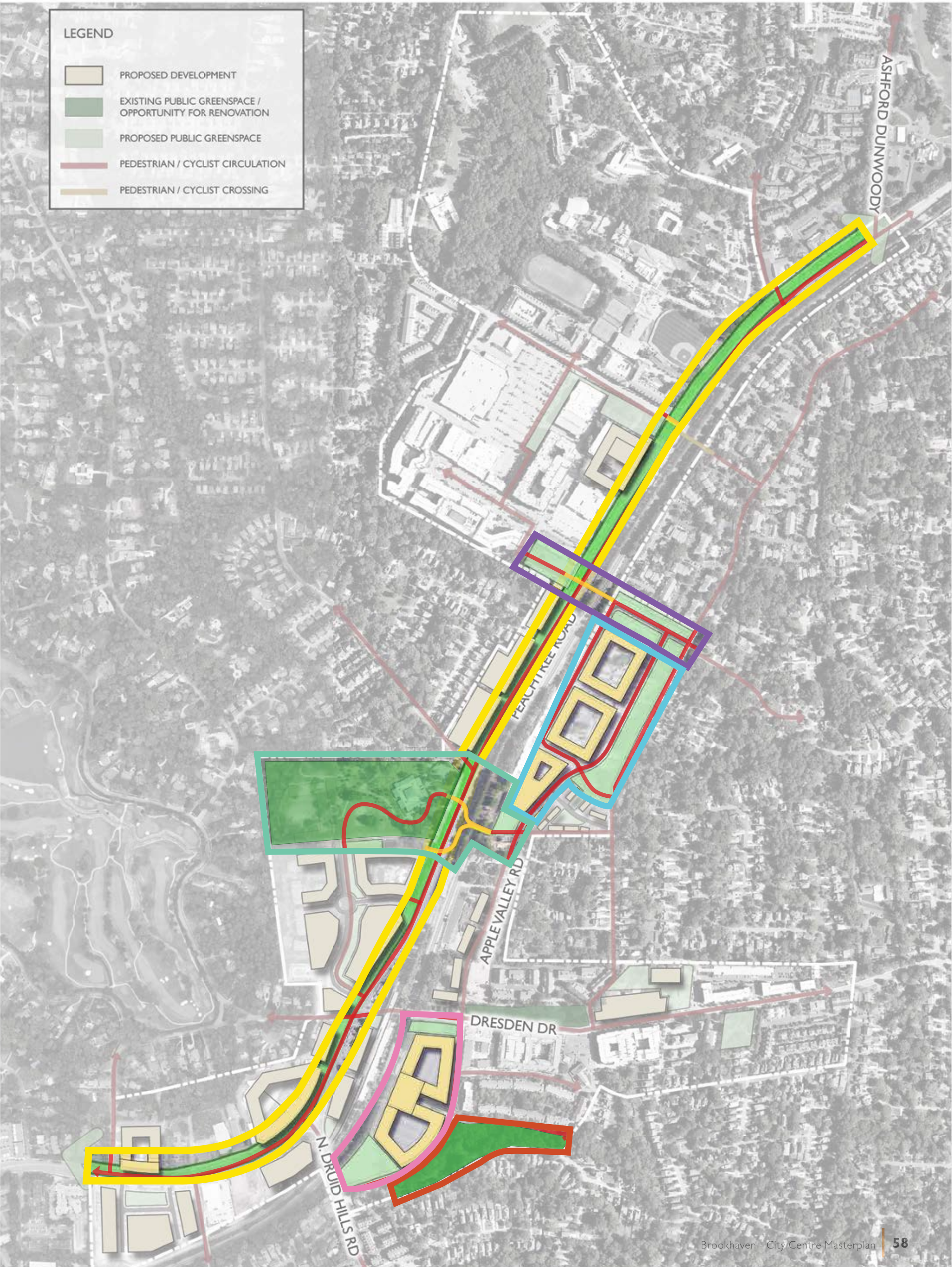
BROOKHAVEN PARK & BRIDGE



The City is in need of an activated, centralized green space and the community has indicated the desire for a flexible place to gather. Implementation of the Brookhaven Park Improvement plan will provide the community with a revitalized park that would generate higher utilization than current conditions. Constructing a pedestrian/cyclist bridge from Peachtree Road to the proposed green space at Apple Valley will begin to address the connectivity issues identified in the study by giving east side neighborhoods direct access to this improved park space on the west side of Peachtree Road. The Brookhaven Park improvement effort will be implemented according to the 2018 Park Bond Master Plan and Peachtree Road LCI.

LEGEND

- PROPOSED DEVELOPMENT
- EXISTING PUBLIC GREENSPACE / OPPORTUNITY FOR RENOVATION
- PROPOSED PUBLIC GREENSPACE
- PEDESTRIAN / CYCLIST CIRCULATION
- PEDESTRIAN / CYCLIST CROSSING



CATALYST PROJECTS (CONTINUED)

APPLE VALLEY DISTRICT



The results of this study indicate that the north end of Apple Valley Road is best suited for residential use, as it is currently surrounded by adjacent residential use, with very limited access to arterial or connector roads. Market research indicates Brookhaven would benefit from additional multi-family housing, and a large four acre greenspace here would give neighborhoods east of Peachtree Road direct access to more parkspace. With pedestrian bridges connecting this district to Town Brookhaven and the revitalized Brookhaven Park across Peachtree Road and the railroad tracks, healthy circulation here can be achieved.

FERNWOOD PARK REVITALIZATION



The proposed framework plan is centered around accessible greenspaces that serve as nodes for community gathering. Revitalizing Fernwood Park is a great opportunity to infuse more usable green space in the southern portion of this corridor on a piece of property that already exists as park land. At roughly 5.5 acres, this sizable greenspace could be renovated to include programmed elements for the community with improved accessibility to the surrounding neighborhood. This property could eventually serve as a supporting greenspace to the potential future development at the existing Brookhaven MARTA station across the street.

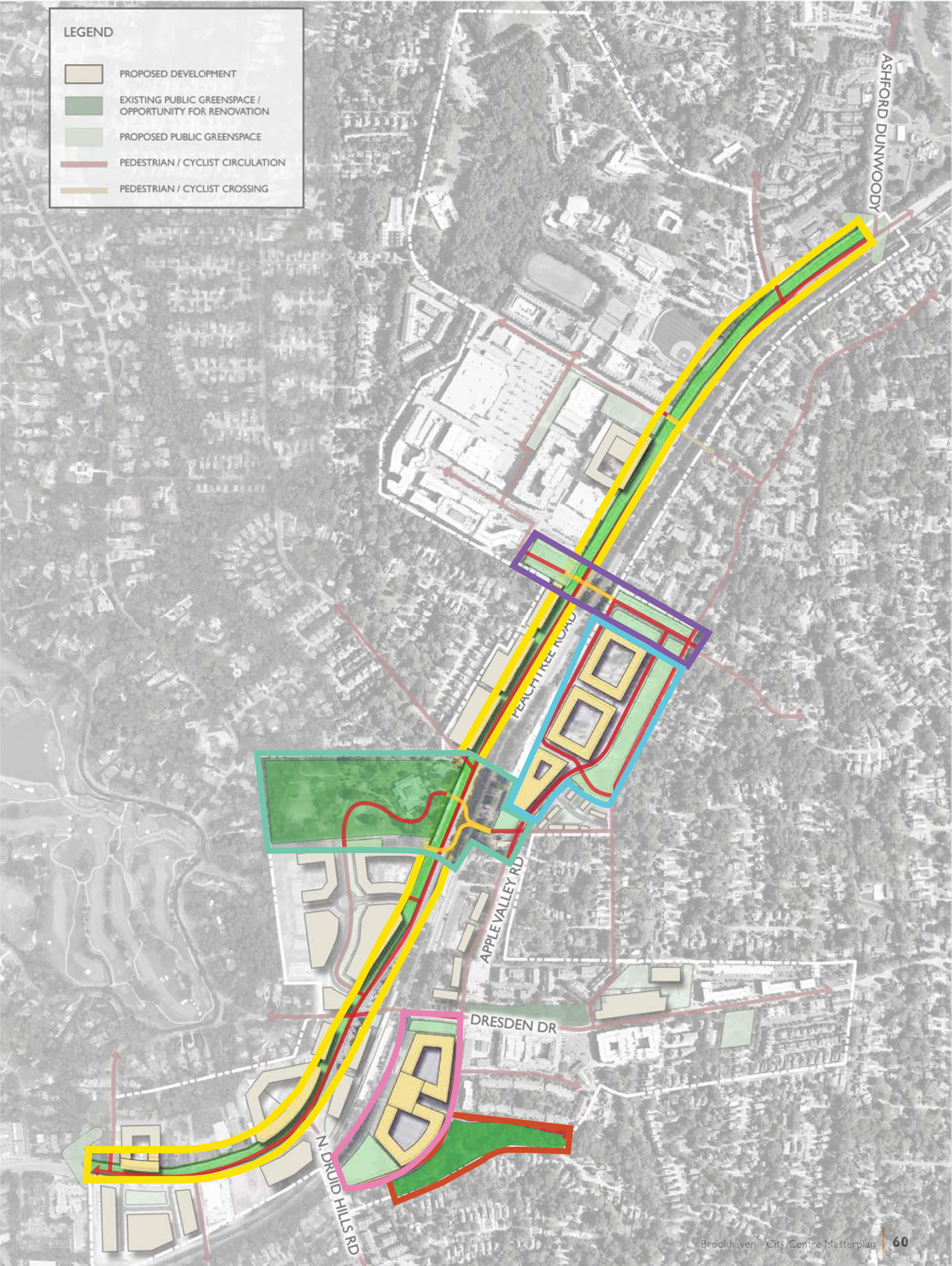
CITY HALL DISTRICT COMPLETION



The previous five catalyst projects are important pieces of the City Centre Framework plan that help set the stage for the development of a City Hall and surrounding district. Revitalized green spaces and the multi-use trail will complement City Hall by providing access and community gathering space directly adjacent to this important City building. On page 38 of this document, the design team has designated the new City Hall location decided by the City of Brookhaven.

LEGEND

- PROPOSED DEVELOPMENT
- EXISTING PUBLIC GREENSPACE / OPPORTUNITY FOR RENOVATION
- PROPOSED PUBLIC GREENSPACE
- PEDESTRIAN / CYCLIST CIRCULATION
- PEDESTRIAN / CYCLIST CROSSING



- END OF REPORT -

HGOR
Master Planning, Project Management

- Prime Consultant
- Lead Master Planning Efforts
- Support Public Outreach Efforts



ALTA PLANNING + DESIGN
Mobility, Connections

- Bike / Pedestrian Focus
- Mobility Related Work



SYCAMORE CONSULTING
Outreach, Engagement

- Lead Digital Outreach
- Community Communication Liason



HR&A
Real Estate Strategy

- Implementation Funding
- Market Analysis



LONG/ATLAS
Vehicular Transportation

- Local GDOT Knowledge / Interface
- Vehicular Focus

HGOR

alta



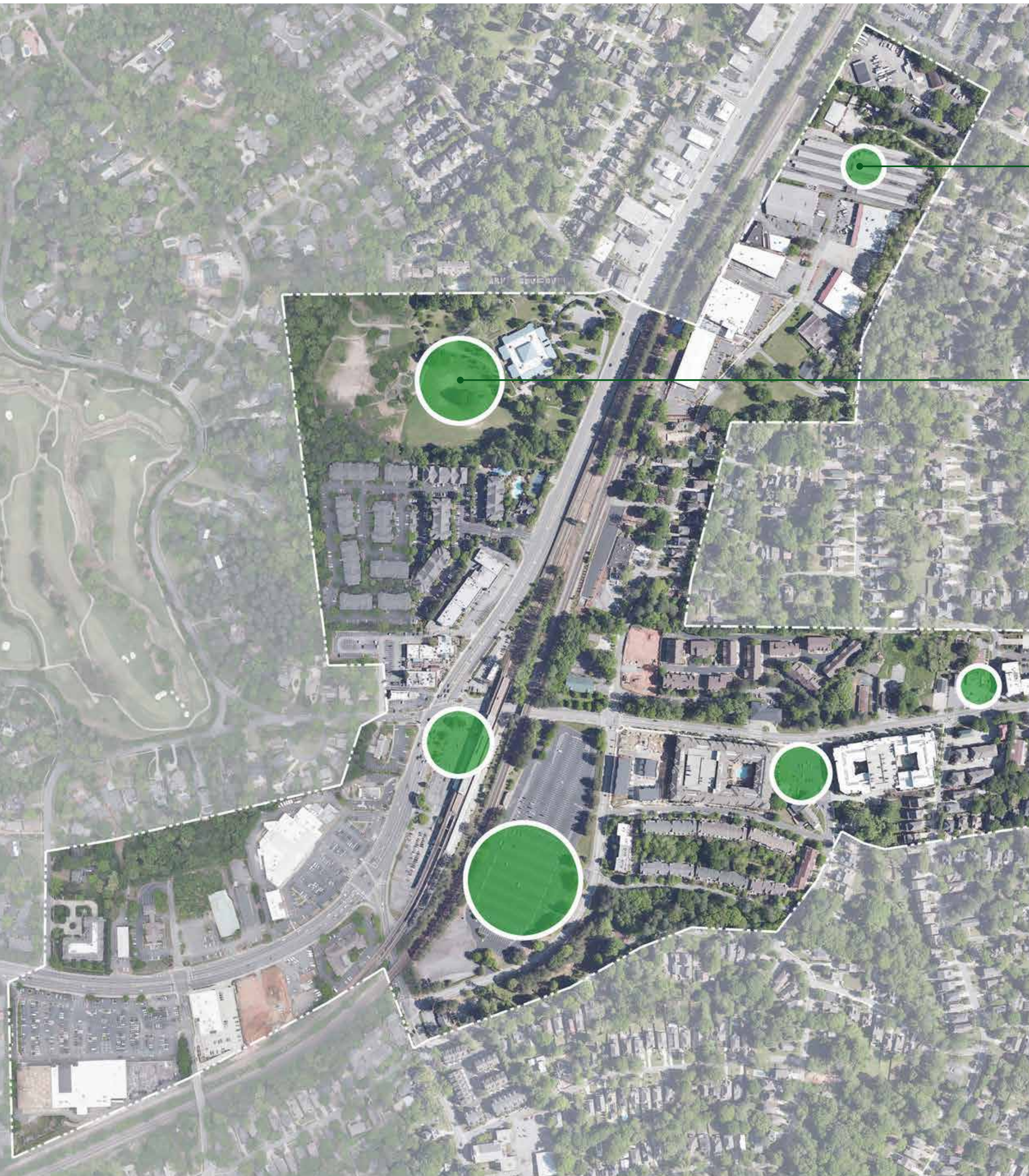
HR&A



APPENDIX A



Question: Where do you think the City Centre should be and why?



Discussion: COMMENTS PINNED TO A SPECIFIC LOCATION & RESPONSE TO PINNED COMMENT(S)

Reactions: TO COMMENTS & RESPONSES



PIN LOCATION - 1 OF 20 PIN DROPS IN THE STUDY AREA - 5%

COMMENT: Great location for a City Centre if we can access from Peachtree and Marta. Keep the green space and add eat-ertainment areas.

- RESPONSE TO COMMENT: City Centre does not belong embedded in the middle of the Ashford Park neighborhood. Nor tucked at the end of a narrow two lane road with houses built on the street and no sidewalks. The Dog Park on Peachtree makes much more sense and in line with original vision for Town Brookhaven and proximity to MARTA & 4 lane road. Alternatively Blackburn park & the Cambridge shopping plaza offer much more versatility if we are looking to provide a center for our residents vs drawing folks in via MARTA.
- RESPONSE TO COMMENT: This is a terrible idea and not a spot for a City Center. There is no proper ingress and egress and it will create traffic and likely increase crime in surrounding residential neighborhoods. Find another spot!

1 6

1 0

0 1

PIN LOCATION - 4 OF 20 PIN DROPS IN THE STUDY AREA - 20%

COMMENT 1: Underutilized Greenspace, and could be a nice city Center Alternative to heavier Traffic.

- RESPONSE TO COMMENT: This is definitely not underutilized! This area is used every day by a LOT of Brookhaven residents and is an amazing dog park. It would be a MAJOR loss to the community if this park was used for the City Center. Love the idea of a City Center, but it definitely should not replace existing, highly utilized green spaces that serve a different purpose.

0 6

COMMENT 2: This space would be far better for an entertainment centre than what is proposed across Peachtree in Ashford Park which is surrounded by residential homes and has no proper access for cars.

- RESPONSE TO COMMENT: This area is used every day by a LOT of Brookhaven residents and is an amazing dog park. It would be a MAJOR loss to the community if this park was used for the City Center. Love the idea of a City Center, but it definitely should not replace existing, highly utilized green spaces that serve a different purpose.
- RESPONSE TO COMMENT: This property has great potential for the community. Consideration should be given to how this site can compliment a City Center concept at MARTA. Currently, the site is not very inviting given the curb appeal and the Service Center. The dog park is a valuable asset. It may be worth leveling some of the open field to improve the use for various sports and recreational activities. Given the terrain, it may be a great spot for a small amphitheater.

0 4

COMMENT 3: Centrally located and near the MARTA station, this park is underutilized. It would provide enough open space to have a large green space area.

- RESPONSE TO COMMENT: This isn't really that close to the marta station by foot, and by bike it's a death wish without protected lanes on Peachtree
- RESPONSE TO COMMENT: There would be need for a great deal of additional parking here, and taking green space for that would cause an uproar unless it was underground or over retail space.
- RESPONSE TO COMMENT: This is a wonderful large green space, but I disagree that it is underutilized. This park is heavily utilized and highly appreciated by many people in the community who use the dog park, the playground, and the large open field.

2 2

COMMENT 4: Greenspace

- RESPONSE TO COMMENT: City Centre location? Frontage on Peachtree and quick access to Windsor Parkway.
- RESPONSE TO COMMENT: Prefer this place to remain a park.
- RESPONSE TO COMMENT: I would rather put City Centre in the current Marta parking lot rather than take away a portion of Brookhaven Park.
- RESPONSE TO COMMENT: Isn't it already a green space?

4 2

0 4

7 0

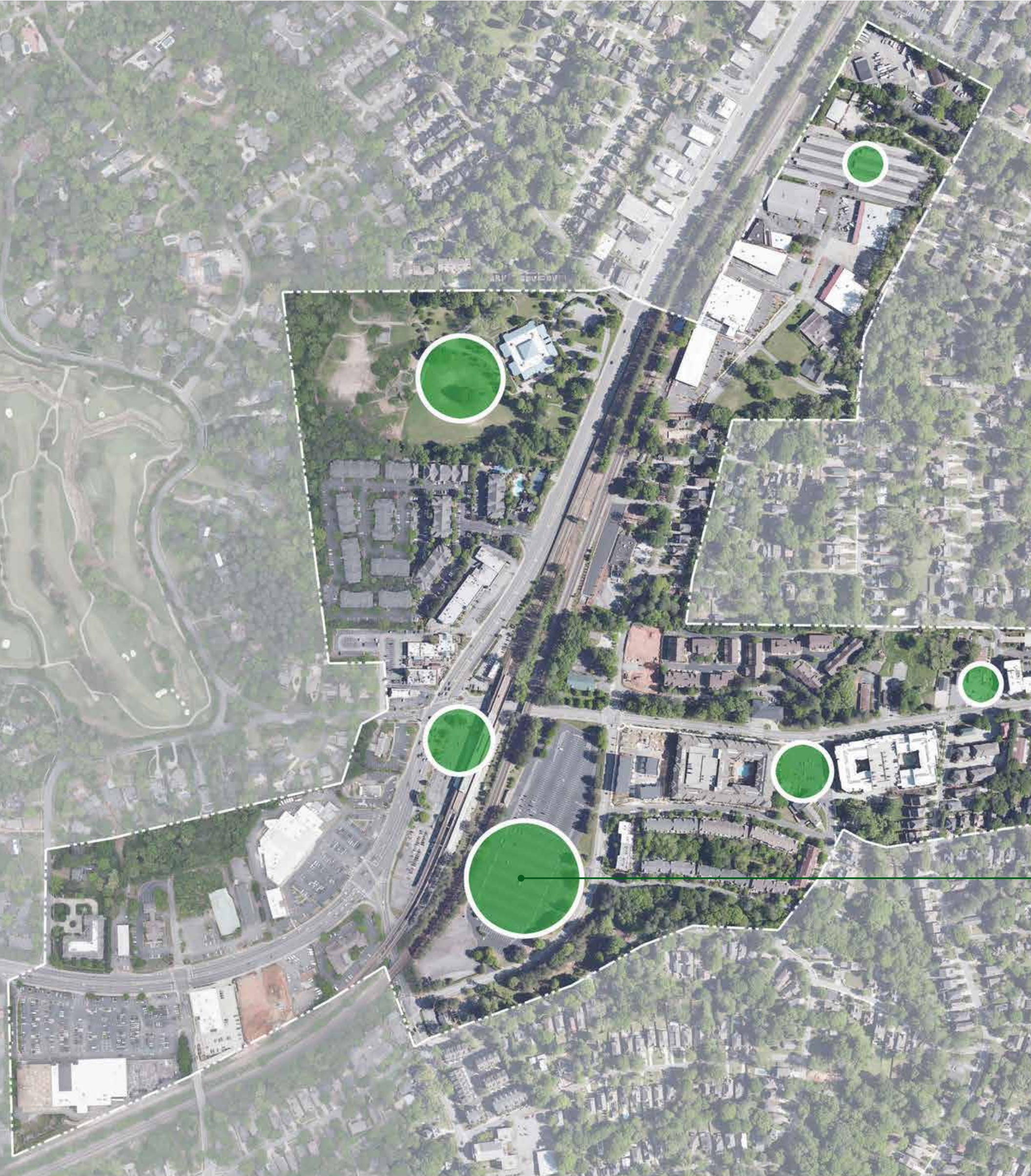
5 0



APPENDIX A



Question: Where do you think the City Centre should be and why?



Discussion: COMMENTS PINNED TO A SPECIFIC LOCATION
& RESPONSE TO PINNED COMMENT(S)

Reactions:
TO COMMENTS
& RESPONSES



PIN LOCATION - 9 OF 20 PIN DROPS IN THE STUDY AREA - 45%

COMMENT 1: Center of city, accessible to all parts of Brookhaven, near public transit.

COMMENT 2: LCI study and every other study in the last 12 years.

COMMENT 3: Please use existing space by MARTA.

COMMENT 4: Great location for all to access. Most of the area is open and unused today so would be of minor impact. Plenty of room and hopefully this will cut down on apartments being build in our city.

9 3

COMMENT 5: Regarding the aesthetic look of the development, I'd like to see it reflect the gothic-granite look of Oglethorpe University. The campus is the most recognizable part of Brookhaven and it would give this development a distinct look to separate it from the countless other similar developments across the city.

5 1

COMMENT 6: Something like the central square of Atlantic Station, or like Sundance Square in Ft. Worth would be great. A European style retail plaza, thats small enough to feel cozy, but also just large enough to host events. The north and south sides would be ground floor retail w/ multistory office or apartments above. The western edge with the marta station could be decorated with a mural and the tunnel renovated. The eastern edge could be a tree "hedge"

COMMENT 7: I don't see how this area can support the increased heavy volume of cars and activity. The Dresden/Peachtree intersection is already a nightmare, traffic is cutting through the neighborhoods and it's become tough to get around. How is adding a project of this scope going to improve life in this area? More office space and more apartments? Does no one notice the vacant office space that already exists? And many companies realized that WFH works for them and they need less space, not more.

3 3

- RESPONSE TO COMMENT: A project built here, where the marta parking lot is now, would ideally focus on minimizing car use/car ownership. The focus would be on residents/workers/visitors to use marta. I live very close to this area and do not own a car. I get around by bike, foot and marta, and I rarely notice bad traffic. The "toughest part to get around" for me is the extreme lacking of bike lanes.

1 0

COMMENT 8: Centralized location with multiple access points (Marta, Apple Valley, Dresden, Peachtree).

6 4

- RESPONSE TO COMMENT: The southern half of the parking lot could be turned into apartments and retail without losing the marta park and ride space in the north half.
- RESPONSE TO COMMENT: We do not need any more apartments. Period.

COMMENT 9: Marta Parking lot looking to be redeveloped anyway. Build the new city hall and library here, on opposite sides of a central road perpendicular to the MARTA tracks. Include parking garages to replace Marta Parking and serving mixed use development. Include central green space for aesthetics and city events. Take advantage of current library location to fix traffic at Apple Valley, North Druid, Standard Drive, Sylvan Circle (straighten roads, traffic signal and sidewalk) Think Downtown Alpharetta.

31 2

- RESPONSE TO COMMENT: Please make the area like Avalon in Alpharetta. Shops, restaurants, green space/walkable family friendly area. Maybe parking decks can be underground like atlantic station. Use the same builders as the Avalon - North American properties. Also see there current project colony Square.
- RESPONSE TO COMMENT: Do not put restaurants/bars at north end of Marta parking as that is where the residential townhomes are. Put them at south end from Fernwood Cr to Druid hills as it is across from green space & current library.

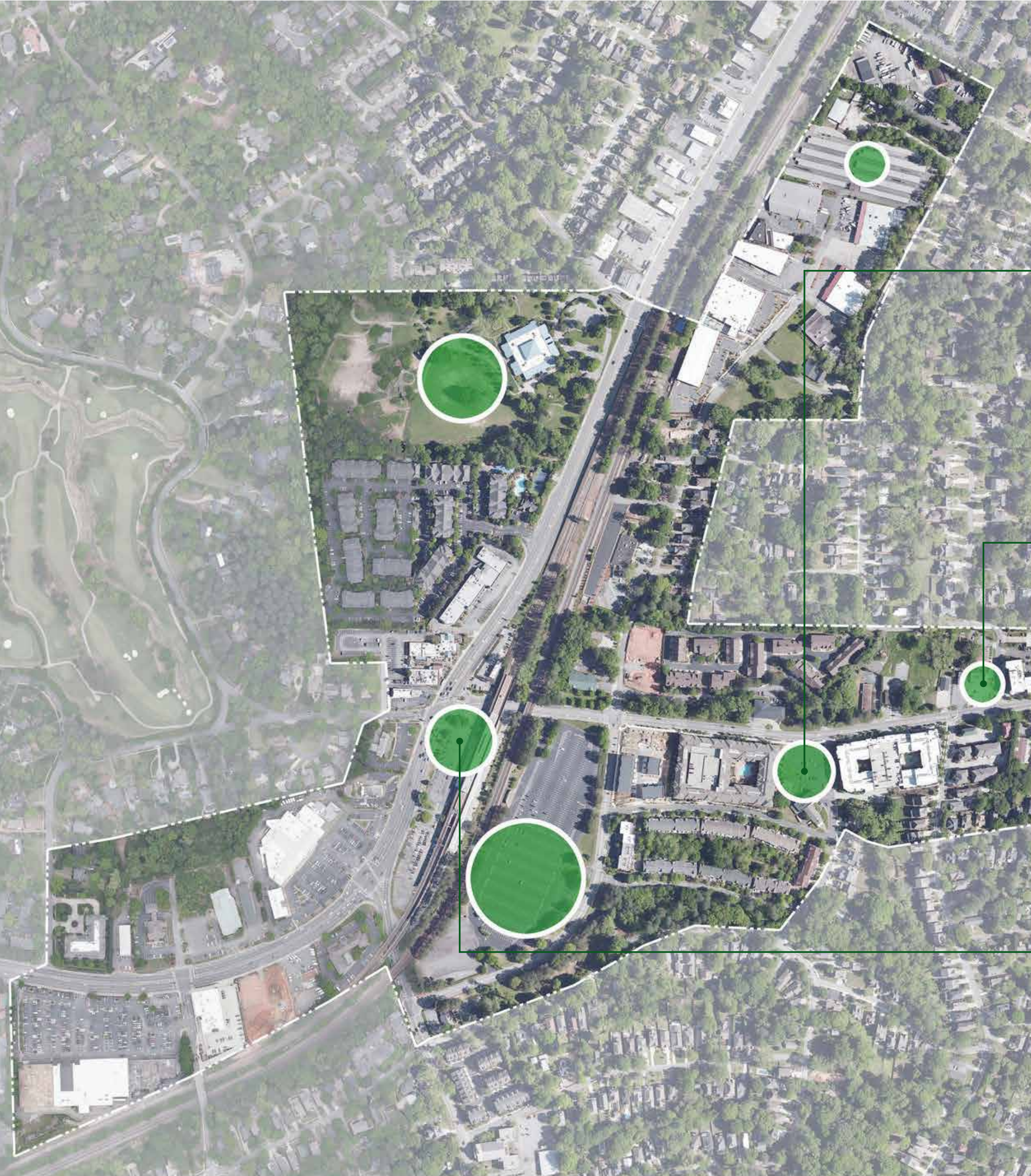
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APPENDIX A



Question: Where do you think the City Centre should be and why?



Discussion: COMMENTS PINNED TO A SPECIFIC LOCATION & RESPONSE TO PINNED COMMENT(S)

Reactions: TO COMMENTS & RESPONSES



PIN LOCATION - 2 OF 20 PIN DROPS IN THE STUDY AREA - 10%

COMMENT 1: This area is no doubt getting very congested with all of the businesses and apartments coming in. Creating a large green space that could not be built on (either between here and the Marta station) could be an excellent option to preserve this area for the future and avoid over development! I love the green area in Smyrna. They through concerts there. This attached to the current restaurants and establishments with options for just a few more could be great!

COMMENT 2: Convenient location with easy access from either side of Dresden. Buyout the church property and utilize the location to tie the existing apartment buildings together without adding more apartments. Will open the area to more flow for people to eat, drink and be merry! Plus could extend the Centre across Dresden to the right and build a flow of stores, etc down Dresden.

- **RESPONSE TO COMMENT:** How are supposed to tie together 2 apartment buildings without building more apartments? And what's wrong with apartments?

4 6

PIN LOCATION - 1 OF 20 PIN DROPS IN THE STUDY AREA - 5%

COMMENT: The proposed development to the west of this also proposes extending Green Meadows Lane. That could leave a great opportunity to turn this area into a plaza/gathering space. And it could be done fairly cheaply with planter boxes.

- **RESPONSE TO COMMENT:** Additionally, you could leave the road as is and just add tables and chairs, or rebuild flat with the sidewalks to have a more refined plaza feel. Planter boxes being movable would keep the ability for food trucks to come in for special events or festivals.
- **RESPONSE TO COMMENT:** 100% the light at Caldwell should NOT be removed. Drivers fly after this last stop light headed away fro Peachtree. Leave the light and save lives. The street should stay as is.
- **RESPONSE TO COMMENT:** Dresden is not the City Centre. Is is called Dresden Village because it is supposed to be low density, low building height, walkable community, neighborhood character area. NOT a concrete canyon extension of Buckhead with traffic nightmares and crime.

17 12

1 1

1 1

PIN LOCATION - 3 OF 20 PIN DROPS IN THE STUDY AREA - 15%

COMMENT 1: Ensure development on the Peachtree Road side of the MARTA site dovetails into the development on the Apple Valley side...through connectivity and design.

COMMENT 2: Redesign this intersection replacing Duncan, Hudson grill plaza, waffle house

COMMENT 3: Make this area the Center of Brookhaven to take advantage of MARTA.

0 1

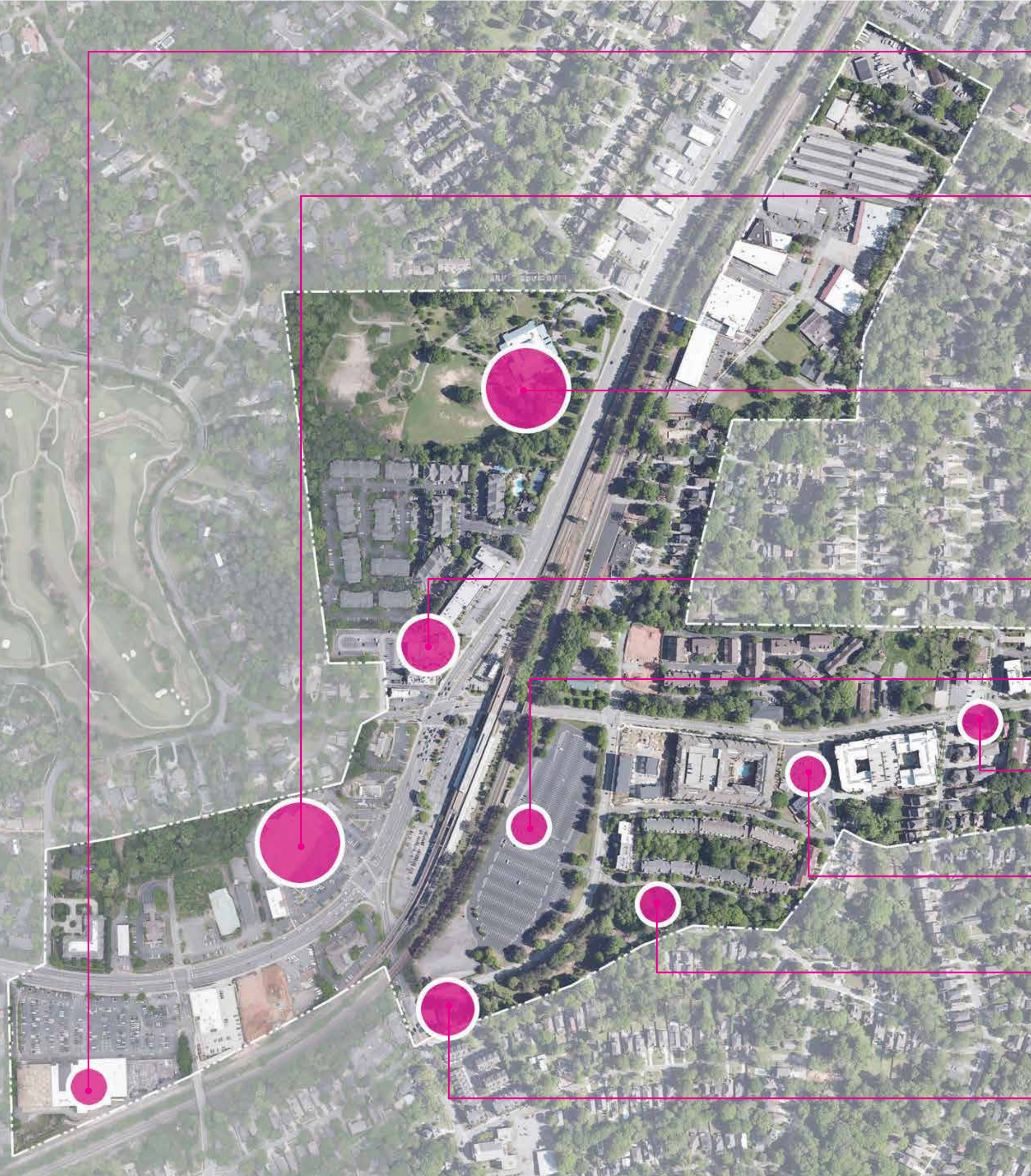
3 1



APPENDIX A



**Question: Where do you like to visit?
What makes this spot special?**



Discussion: COMMENTS PINNED TO A SPECIFIC LOCATION & RESPONSE TO PINNED COMMENT(S)

Reactions: TO COMMENTS & RESPONSES



PIN LOCATION - 1 OF 14 PIN DROPS IN THE STUDY AREA - 7%

COMMENT: Kroger.

PIN LOCATION - 3 OF 14 PIN DROPS IN THE STUDY AREA - 21%

COMMENT 1: Currently low quality retail and a sea of parking. Densify with mixed use and move parking structures to the rear. Strive for destination retail and dining.

COMMENT 2: Shopping. Restaurants.

COMMENT 3: Total Wine Plaza.

PIN LOCATION - 3 OF 14 PIN DROPS IN THE STUDY AREA - 21%

COMMENT 1: Brookhaven Park is great! A lot of space and areas to let kids play.

COMMENT 2: Love the park for dogs and events. Please clean up and renovate. Perhaps remove run down DeKalb services building.

COMMENT 3: WONDERFUL green space. Please keep it for dogs and humans.

PIN LOCATION - 1 OF 14 PIN DROPS IN THE STUDY AREA - 7%

COMMENT: Me and many friends lived going to this location when it was Hudson grille. It's a great spot for a bar and restaurants.

PIN LOCATION - 1 OF 14 PIN DROPS IN THE STUDY AREA - 7%

COMMENT: MARTA station

PIN LOCATION - 1 OF 14 PIN DROPS IN THE STUDY AREA - 7%

COMMENT : Centre Spring MD + Spa

PIN LOCATION - 1 OF 14 PIN DROPS IN THE STUDY AREA - 7%

COMMENT: Love our Brookhaven Farmer's Market. Thanks to the church for the use of the space on Saturdays. Great example of space sharing for mixed use.

PIN LOCATION - 1 OF 14 PIN DROPS IN THE STUDY AREA - 7%

COMMENT: Love this little green space and the break it provides. Great for walking!

PIN LOCATION - 2 OF 14 PIN DROPS IN THE STUDY AREA - 14%

COMMENT 1: The library is way past due for replacement and in the wrong area. Recast as community center and Incorporate in City Centre development.

COMMENT 2: I love the library!

1 0

1 2

28 0

8 0

1 0

7 0

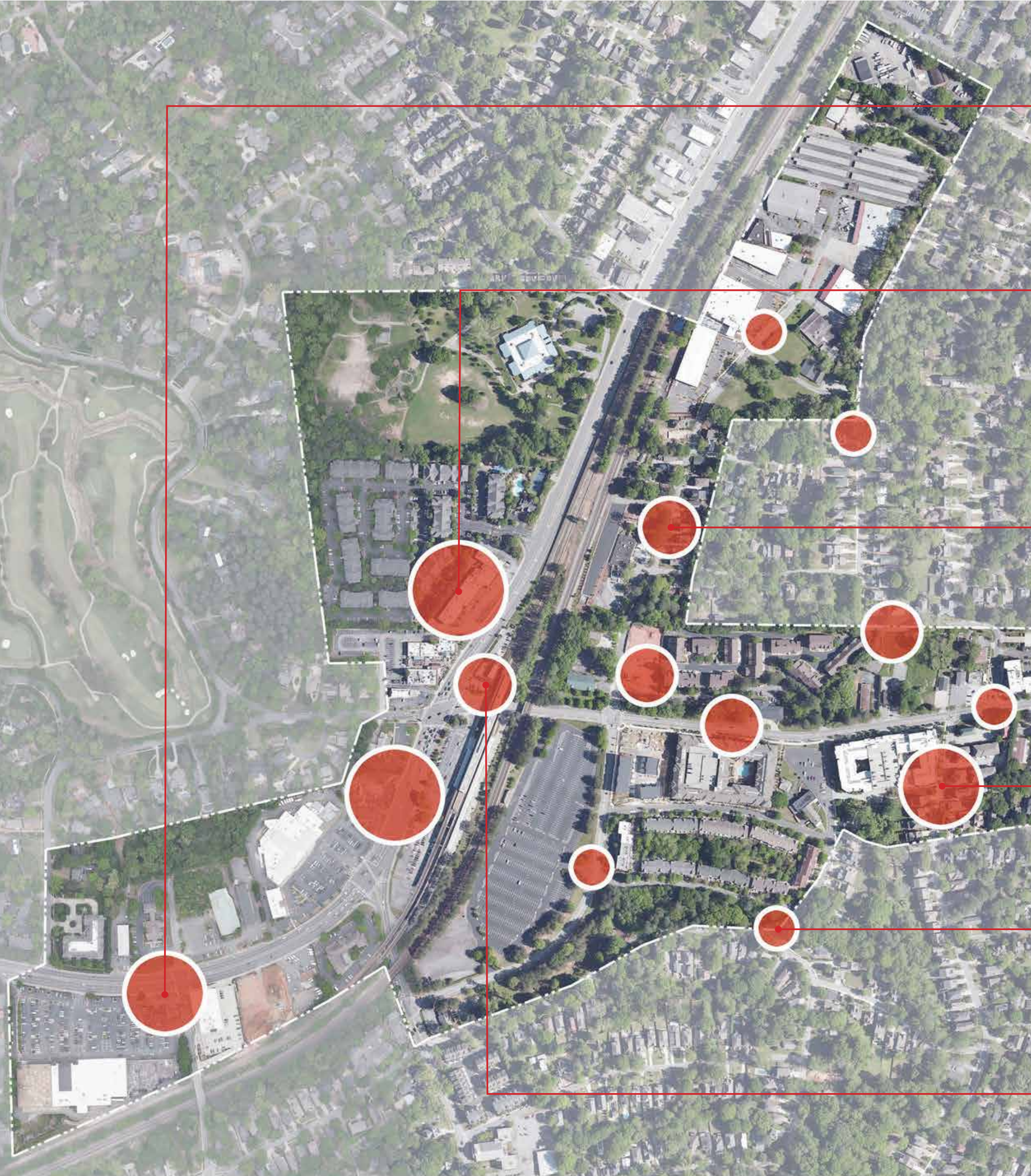
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14 2

APPENDIX A

 Safety Concerns

Question: Do certain areas feel unsafe?
Consider issues related to mobility as well as general safety



y.

Discussion: COMMENTS PINNED TO A SPECIFIC LOCATION & RESPONSE TO PINNED COMMENT(S)

Reactions: TO COMMENTS & RESPONSES



PIN LOCATION - 3 OF 31 PIN DROPS IN THE STUDY AREA - 10%

COMMENT 1: So many hours of the day traffic is backed up into Peachtree from the coffee shop. It makes the area prone to accidents.

COMMENT 2: Hot mess!

COMMENT 3: Unsafe for pedestrians on colonial up to Peachtree due to traffic for Starbucks, cherokee plaza, and piedmont health/walgreens - too many things for drivers to watch for, they don't watch for pedestrians.

8 0

8 0

7 0

PIN LOCATION - 4 OF 31 PIN DROPS IN THE STUDY AREA - 13%

COMMENT 1: Reduce the number of curb cuts at this shopping center. Consolidate and convert to right-in / right-out only.

COMMENT 2: This should be made "Exit Only" where northbound traffic enters at the upper end of this location. Too many people try to turn left into these shops through slowing or stopped traffic.

COMMENT 3: Very hard to turn into this lot without traffic issues. Needs to be streamlined and/or add right turn lane.

COMMENT 4: Walking and biking on the sidewalks along Peachtree is dangerous with all the cars turning into and out of businesses. They often block the sidewalks. Sidewalks in poor condition.

1 0

4 0

PIN LOCATION - 2 OF 31 PIN DROPS IN THE STUDY AREA - 6%

COMMENT 1: Apple Valley needs sidewalks once there critical mass at the end and / or the MARTA site is redeveloped.

COMMENT 2: Blind hill, this being a cut through street and no sidewalks here makes this a dangerous place for pedestrians. Already increased foot traffic due to development on Apple Valley Road. Need sidewalks!

14 0

PIN LOCATION - 3 OF 31 PIN DROPS IN THE STUDY AREA - 10%

COMMENT 1: Lack of traffic calming devices on Ellijay north of Canoochee. Cars and garbage trucks speed between the last bump and Dresden.

COMMENT 2: Traffic comes flying down Ellijay now. We need more traffic calming devices. We DO NOT need any additional sidewalks on Ellijay. We need sidewalks on Apple Valley.

COMMENT 3: Speening on Ellijay.

9 0

4 1

PIN LOCATION - 1 OF 31 PIN DROPS IN THE STUDY AREA - 3%

COMMENT : This street is often a cut through for people from N. Druid's heavy traffic. Would like to minimize cut through traffic opportunities, and improve street lighting in this area. Many families on Sylvan and Star have children and pets and walk/play often. Cars are zooming by.

2 0

PIN LOCATION - 2 OF 31 PIN DROPS IN THE STUDY AREA - 6%

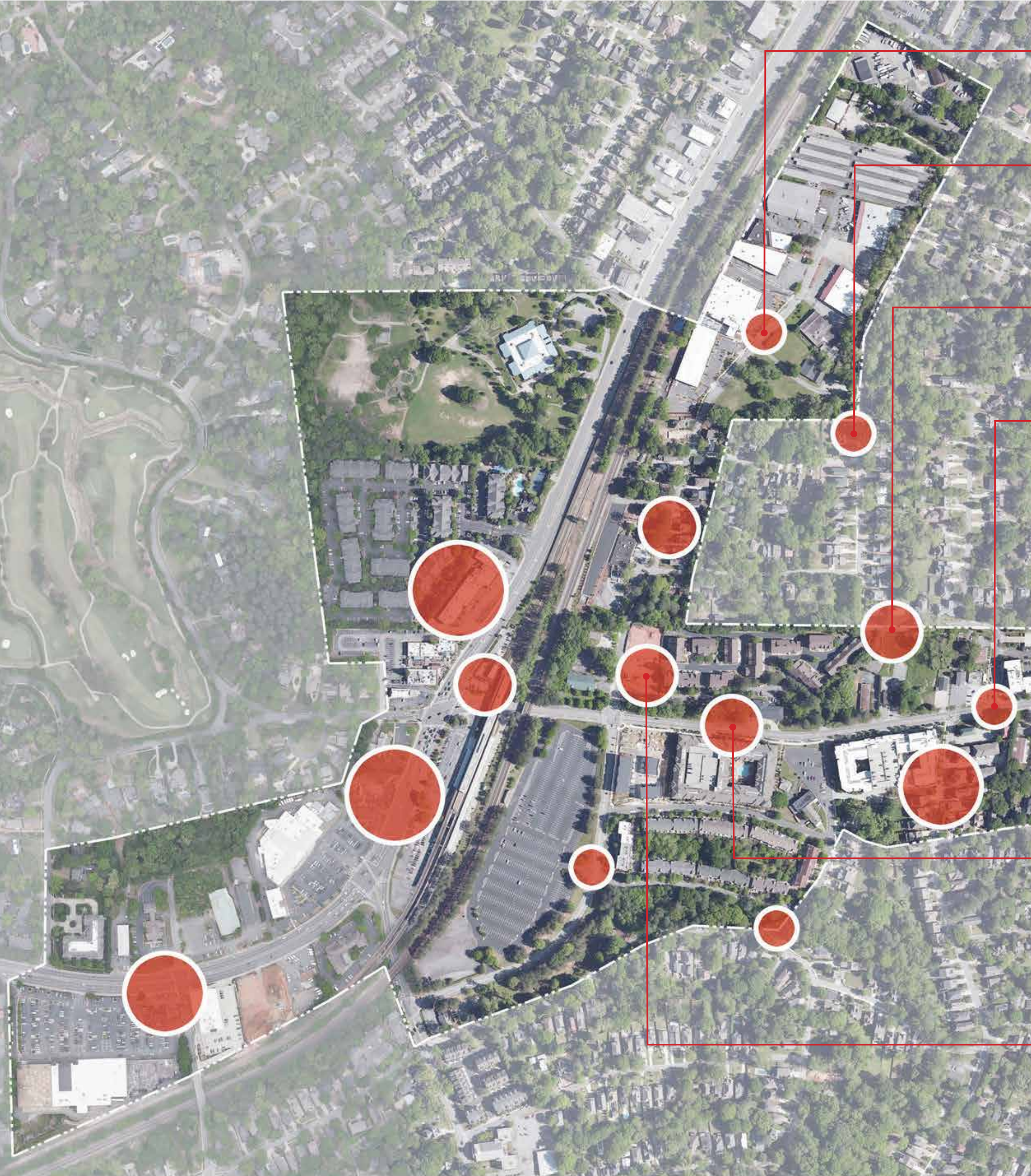
COMMENT 1: I have witnessed terrible accidents at this intersection while sitting on the patio at the old Hudson Grille. A city centre here would not be safe unless there was an overpass or some complete overhaul to this intersection to make it safe for pedestrians. Traffic here is also terrible - especially making a left onto Dresden.

COMMENT 2: Abysmal connectivity. Would not dream of bicycling here. Backed up in a car avg 10 - 15 minutes for left turn south on Ptree to Dresden. One of only 2 ways to get from District 1 to rest of city.

APPENDIX A

 Safety Concerns

Question: Do certain areas feel unsafe?
Consider issues related to mobility as well as general safety



y.

Discussion: COMMENTS PINNED TO A SPECIFIC LOCATION & RESPONSE TO PINNED COMMENT(S)

Reactions: TO COMMENTS & RESPONSES



PIN LOCATION - 1 OF 31 PIN DROPS IN THE STUDY AREA - 3%

COMMENT : Dangerous left turn because cars parked along the park obstruct driver's view of Apple Valley before turning.

5 1

PIN LOCATION - 1 OF 31 PIN DROPS IN THE STUDY AREA - 3%

COMMENT : Speed bump is needed here. There is a big gap between the already existing bumps and vehicles often zoom by at this location.

2 0

PIN LOCATION - 2 OF 31 PIN DROPS IN THE STUDY AREA - 6%

COMMENT 1: A sidewalk is desperately needed on Caldwell from Sunland Drive to connect to Dresden village. Walking through the curve with no sidewalk is a pedestrian problem.

COMMENT 2: Sidewalk needed.

27 0

27 0

PIN LOCATION - 1 OF 31 PIN DROPS IN THE STUDY AREA - 3%

COMMENT : I feel unsafe navigating this intersection by bike (from Elijay to Caldwell. You share a turn lane from upcoming traffic which at some point will lead to an accident. As cyclist you are extra vulnerable.

PIN LOCATION - 1 OF 31 PIN DROPS IN THE STUDY AREA - 3%

COMMENT : Crosswalks lights are difficult to see and cars typically will fly by as someone is crossing. Very dangerous. There needs to be a better way to alert cars they need to stop.

20 0

PIN LOCATION - 1 OF 31 PIN DROPS IN THE STUDY AREA - 3%

COMMENT : Crosswalks light is completely hidden by tree. Cars don't see the alert and fly by when people are crossing the road. There should really be some sort of alert in the middle of the road to help cars see when someone is crossing.

27 0

PIN LOCATION - 2 OF 31 PIN DROPS IN THE STUDY AREA - 6%

COMMENT 1: Cars speed out of this parking deck and I believe that drivers coming out of here may have poor visibility. Walking through this area has resulted in multiple near-accidents as drivers try to turn onto Dresden/from Dresden into this deck when there is a perceived gap in traffic. With the plan to continue developing Dresden (and the increase in pedestrian traffic associated with such development), I fear this will become worse and someone will be seriously injured.

COMMENT 2: Not enough street lights on Dresden Dr. NE

11 0

PIN LOCATION - 2 OF 31 PIN DROPS IN THE STUDY AREA - 6%

COMMENT 1: Add Sidewalk. New development on Apple Valley is increasing pedestrian traffic headed this way.

COMMENT 2: Drivers use Parkside as a cut through when traffic is heavy on Dresden. Speeding vehicles on this narrow street are a danger to dog walkers & pedestrians using the park, especially as there is no sidewalk. The new restaurant on Apple Valley & Parkside also adds more parked cars along one side at peak times, blocking visibility for drivers and pedestrians.

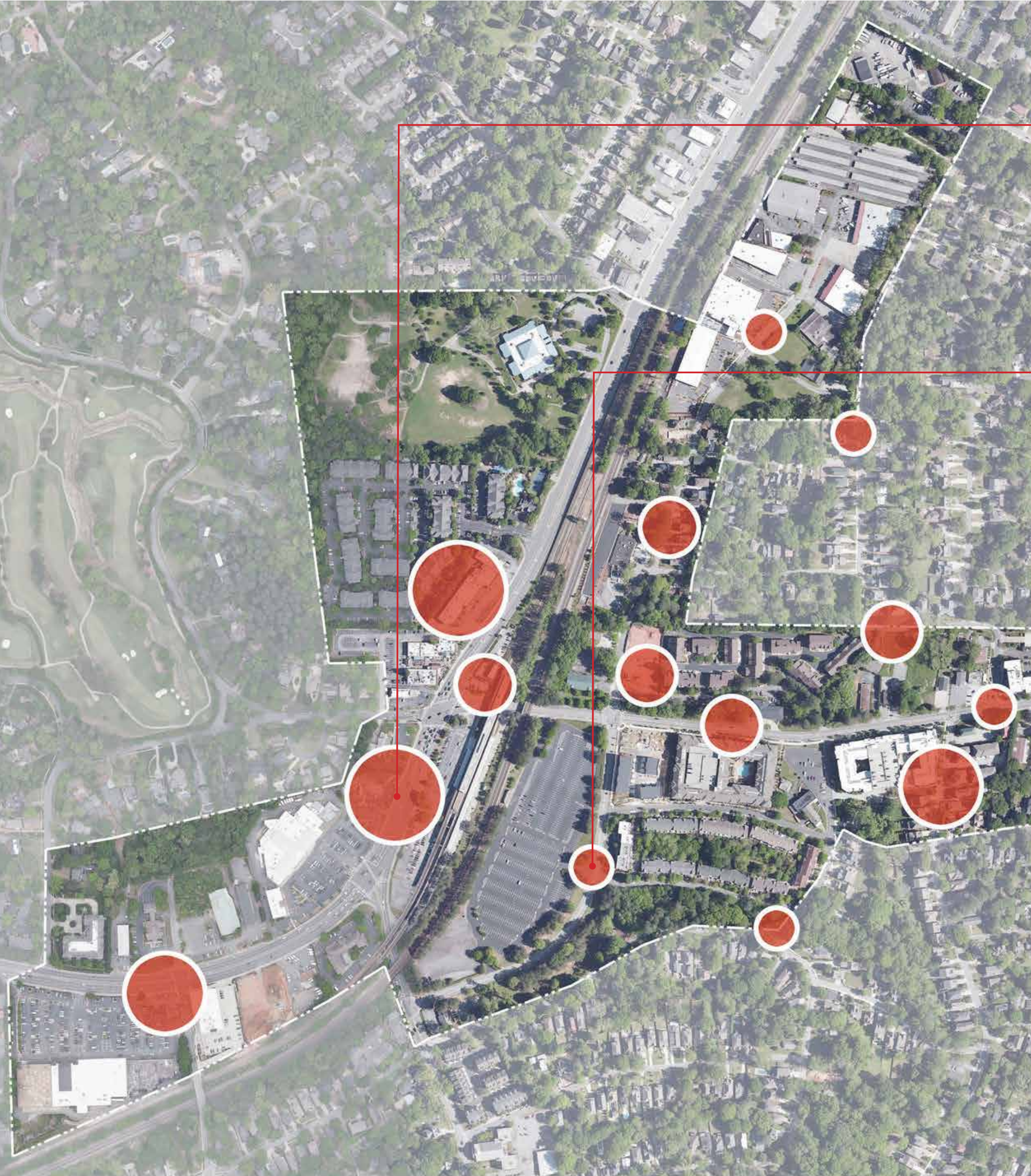
21 0

4 0

APPENDIX A

 Safety Concerns

Question: Do certain areas feel unsafe?
Consider issues related to mobility as well as general safety



y.

Discussion: COMMENTS PINNED TO A SPECIFIC LOCATION & RESPONSE TO PINNED COMMENT(S)

Reactions: TO COMMENTS & RESPONSES



PIN LOCATION - 4 OF 31 PIN DROPS IN THE STUDY AREA - 13%

COMMENT 1: Lots of people jaywalking to McDonalds. Need safe way for pedestrians to cross.

COMMENT 2: Lots of jaywalking between Marta and the shopping center. Anything to discourage it would help.

COMMENT 3: Peachtree Road is too bust for on-grade pedestrian crossings, especially with a fully developed City Centre. Bridges and / or tunnels would be better for Peachtree Road at the Brookhaven City Center.

COMMENT 4: Increased safety using Marta at night.

- 4 1
- 7 2
- 0 1
- 1 1

PIN LOCATION - 1 OF 31 PIN DROPS IN THE STUDY AREA - 3%

COMMENT : No traffic calming or light for pedestrians trying to cross Apple Valley Rd.

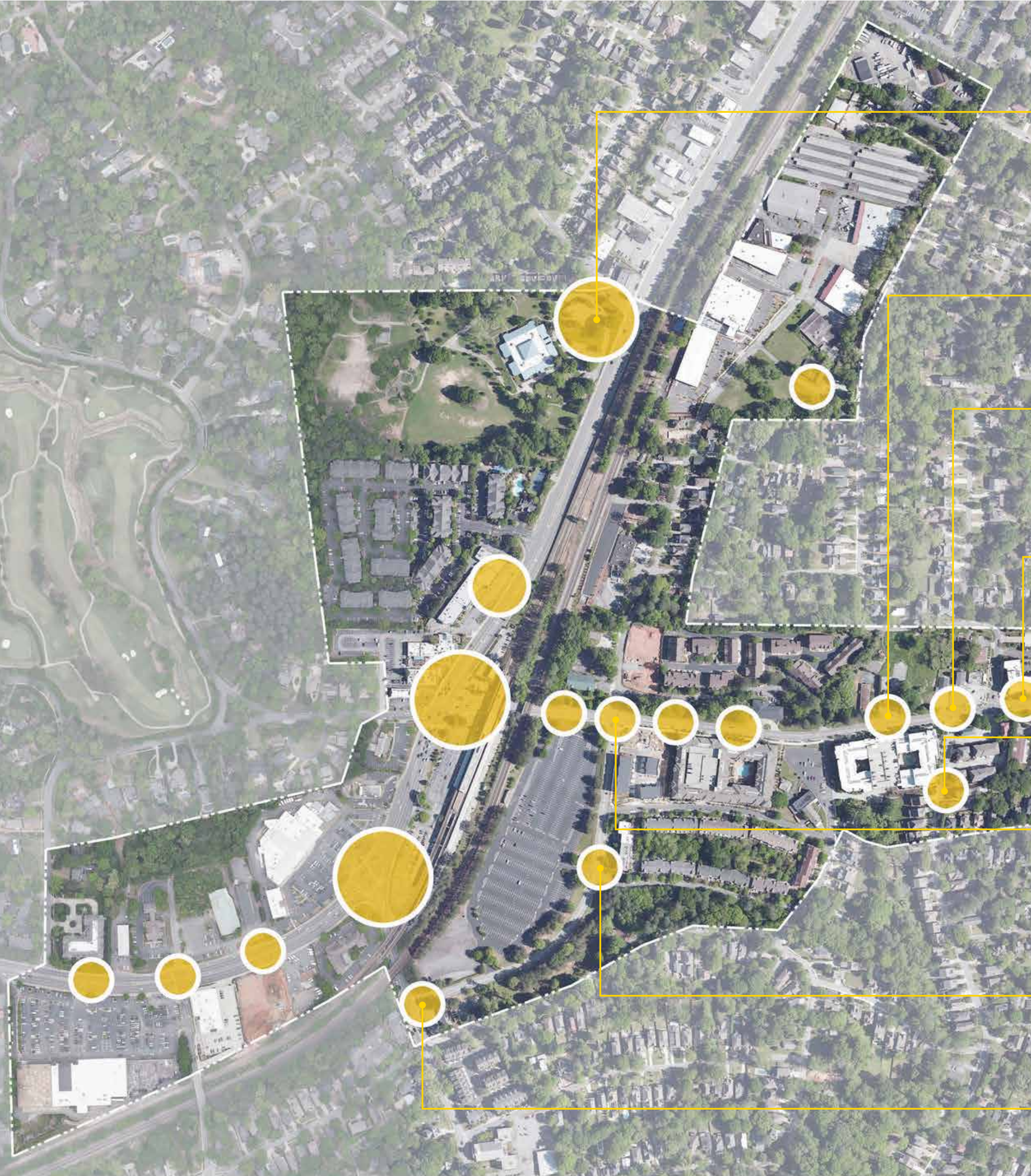
- 2 0

APPENDIX A



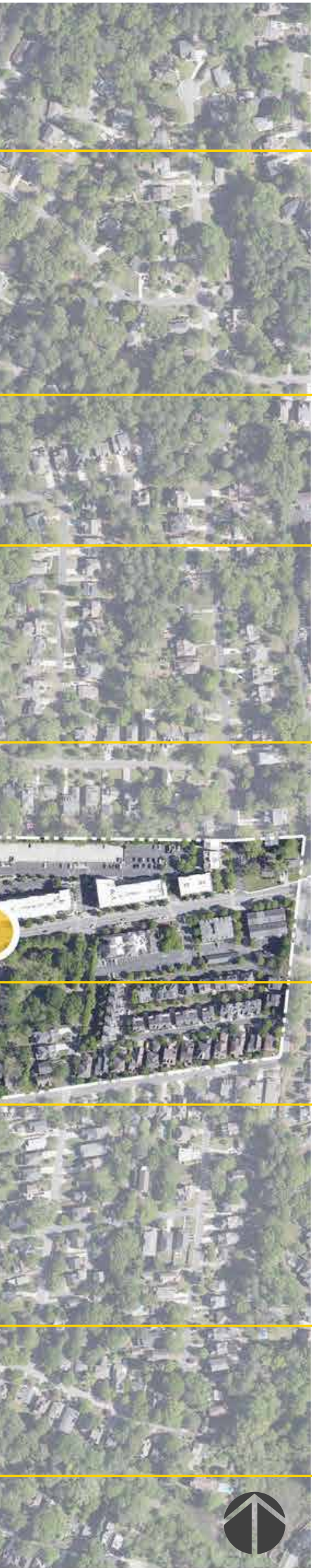
Mobility
Issues

**Question: Tell us what makes getting around difficult here?
Whether on foot, bike, scooter, wheelchair, car, bus, train...**



Discussion: COMMENTS PINNED TO A SPECIFIC LOCATION
& RESPONSE TO PINNED COMMENT(S)

Reactions:
TO COMMENTS
& RESPONSES



PIN LOCATION - 3 OF 32 PIN DROPS IN THE STUDY AREA - 9%

COMMENT 1: Not possible to get safely to and from the park by bicycle.

COMMENT 2: Need bike path and better access across roads park.

COMMENT 3: Turning onto Osbourne from Peachtree can get dangerous as traffic backs up and stops with cars trying to turn left into the park. Cars diving south on Osbourne toward Peachtree block the park entrance. The right turn lane from Osbourne to Peachtree is not long enough. During the morning rush, the light isn't long enough as traffic backs up from the light at Dresden.

3 0

4 0

PIN LOCATION - 1 OF 32 PIN DROPS IN THE STUDY AREA - 3%

COMMENT : Sidewalk needed to prevent pedestrians from walking on the road.

18 0

PIN LOCATION - 1 OF 32 PIN DROPS IN THE STUDY AREA - 3%

COMMENT : Useless double traffic light. Proposal for development would have fixed this problem. Please get it approved!

16 10

PIN LOCATION - 1 OF 32 PIN DROPS IN THE STUDY AREA - 3%

COMMENT : There is no option for cyclist to cross from Brookhaven fields in to Ashford park or Drew valley safely on a bicycle. If it was safe to get to the low density streets in Ashford park children could bike to school easily. Dresden is the bottle neck. Bike lanes are just partially available and only suitable to 'adult/confident cyclist' as they are not protected bike lanes and only in one directions. This is not sufficient for children and less confident riders.

1 0

PIN LOCATION - 1 OF 32 PIN DROPS IN THE STUDY AREA - 3%

COMMENT : Finish last segment sidewalk at Coosawattee and Briarwood so folks can walk from Briarwood to Dresden.

PIN LOCATION - 1 OF 32 PIN DROPS IN THE STUDY AREA - 3%

COMMENT : No left turn signal from Dresden onto Apple Valley (in both directions). Very difficult at certain times of day to make a left turn from Dresden onto Apple Valley without having to wait through multiple lights or make a turn after the light has turned red.

3 0

PIN LOCATION - 1 OF 32 PIN DROPS IN THE STUDY AREA - 3%

COMMENT : Apple Valley is a 25mph, but people fly down much faster because its 3 lanes wide. The street should really only be 2 lanes, and the extra space could go to a protected two way cycle track, or a sidewalk even. I would also say, a tree lined median instead of a suicide lane would be fine too, but fear cars would honk at me for riding a bike here without having space to pass. Either way, the sidewalk must be extended and needs to have ADA compliant ramps and crosswalks.

PIN LOCATION - 1 OF 32 PIN DROPS IN THE STUDY AREA - 3%

COMMENT : Southbound left turn backup past Dresden intersection. inadequate storage and green/cycle time.

3 0

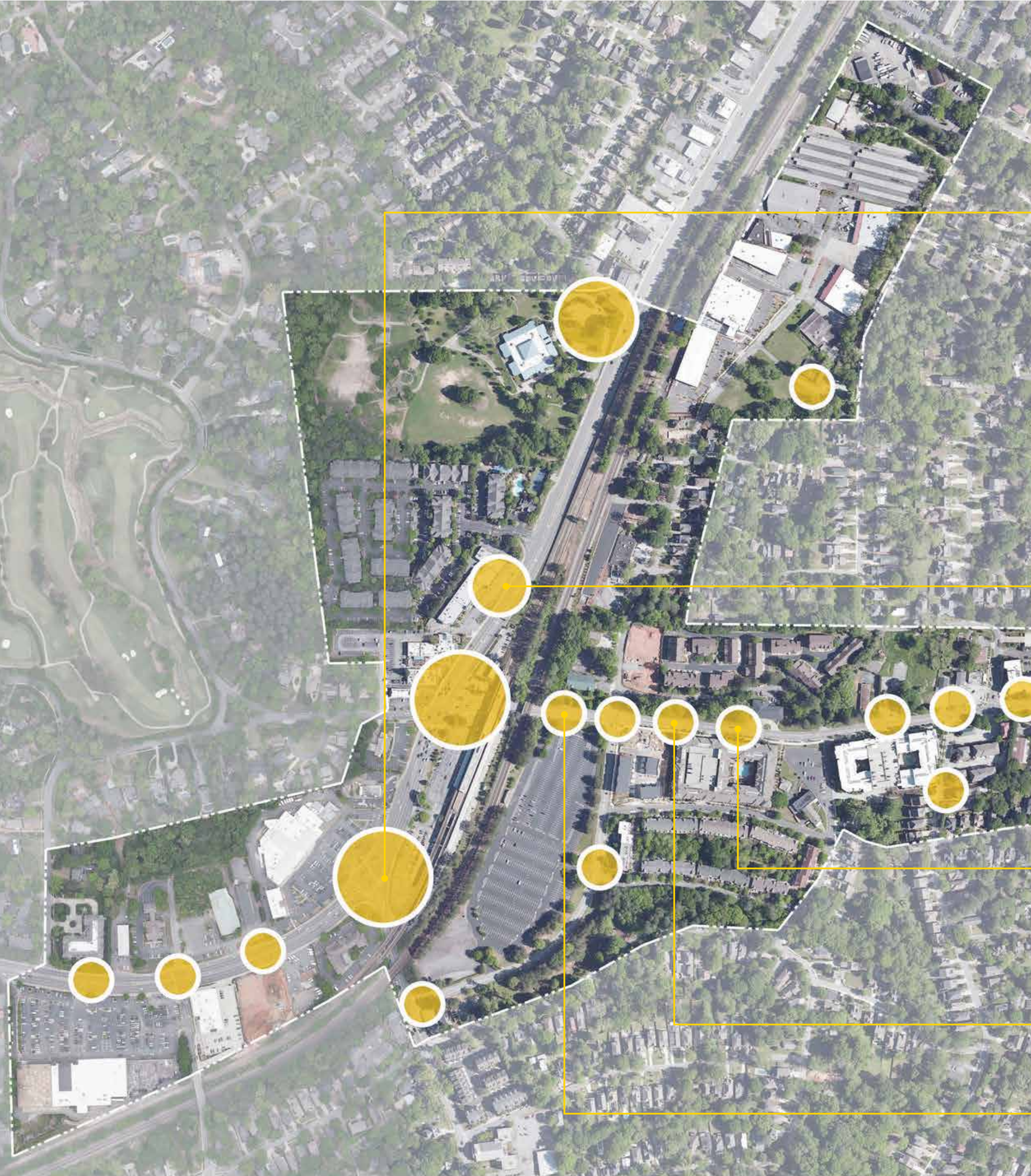


APPENDIX A



**Mobility
Issues**

**Question: Tell us what makes getting around difficult here?
Whether on foot, bike, scooter, wheelchair, car, bus, train...**



Discussion: COMMENTS PINNED TO A SPECIFIC LOCATION & RESPONSE TO PINNED COMMENT(S)

Reactions: TO COMMENTS & RESPONSES



PIN LOCATION - 7 OF 32 PIN DROPS IN THE STUDY AREA - 22%

COMMENT 1: Traffic from N. Druid Hills backs up due to left-turn cars not making it through the green light during high traffic times. It can take 2-3 light cycles to turn left, leaving right-turn cars to back up as well. Another left-turn lane could alleviate the backup. Possibly change the middle lane which is currently a straight-only-lane to the shopping complex into a straight AND left-turn lane (& adjust lights accordingly).

2 0

COMMENT 2: For some reason, traffic is always backed up along here. Traffic light needs to be synced or lanes reconfigured, or something to improve the flow.

2 0

COMMENT 3: There needs to be transportation recommendations on how to improve capacity while maintaining walkability at the intersections of Peachtree St, N Druid, and Dresden.

6 1

COMMENT 4: Turning left from N Druid onto peachtree is a nightmare.

6 0

COMMENT 5: Southbound peachtree left turn onto N Druid hills, left turn light too short in the afternoon rush hour, only a few cars get thru. Causes backup on peachtree in previous block.

2 0

COMMENT 6: Stop light out of Steinmart center too short. People nearly crash trying to cut each other off to catch it. I use the light at least twice a week and it is crazy short.

7 0

COMMENT 7: Poorly designed parking lot for traffic flow.

3 2

PIN LOCATION - 2 OF 32 PIN DROPS IN THE STUDY AREA - 6%

COMMENT 1: Peachtree is a very dangerous road for pedestrians and bicyclists at the moment. Its a GDOT owned road, so it would require their approval, but there have been numerous proposals to create a Multi use path at least on one side of peachtree. At the moment they have all been canceled. The space exists today to build a cycle path on the road without losing any car lanes, simply by narrowing the lanes down to a more reasonable width. (10 or 10.5')

9 5

COMMENT 2: Too many curb cuts.

2 1

PIN LOCATION - 1 OF 32 PIN DROPS IN THE STUDY AREA - 3%

COMMENT : The bike lane on Dresden is only on one side, and its on the worse side. The eastbound lane is already downhill, and it goes along the "door zone" for the parallel parking here, creating a real hazard. It would be better if the bike lane was swapped to the westbound side. Even far better would be to remove the on street parking on the south side of the road and build out a 2 way cycle track to connect with the marta station. Outside of the city center area it could transition to a sidewalk MUP.

9 1

PIN LOCATION - 1 OF 32 PIN DROPS IN THE STUDY AREA - 3%

COMMENT : Complete the side walk from Apple Valley to Savi at Caldwell on the northside of Dresden Drive.

1 0

PIN LOCATION - 1 OF 32 PIN DROPS IN THE STUDY AREA - 3%

COMMENT : In order to provide connectivity from the city center to the shops, schools and surrounding neighborhoods, Dresden has to become a safe street to bike on. Lack of separated bike lanes or multi use trails is preventing mobility by bike.

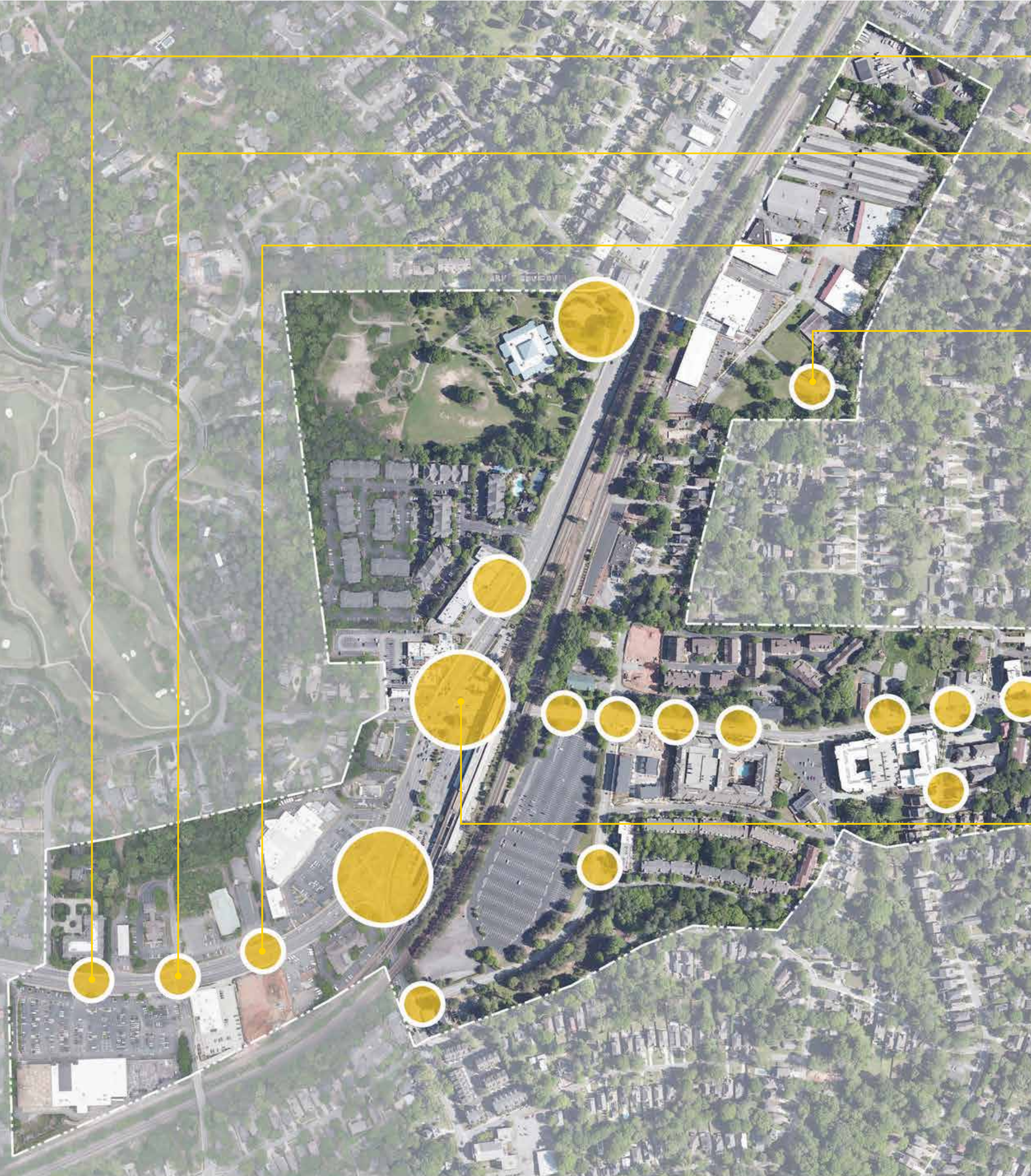


APPENDIX A



Mobility
Issues

**Question: Tell us what makes getting around difficult here?
Whether on foot, bike, scooter, wheelchair, car, bus, train...**



Discussion: COMMENTS PINNED TO A SPECIFIC LOCATION & RESPONSE TO PINNED COMMENT(S)

Reactions: TO COMMENTS & RESPONSES



PIN LOCATION - 1 OF 32 PIN DROPS IN THE STUDY AREA - 3%
COMMENT : Too many curb cuts at Kroger/ Starbucks. Should be fewer and Starbucks parking should be connected to Kroger so the overflow from the drive thru doesn't spill into Colonial.

PIN LOCATION - 1 OF 32 PIN DROPS IN THE STUDY AREA - 3%
COMMENT : Intersection is impassable multiple hours during the day due to traffic flow into Coffee Shop, Cherokee Plaza entry and exist. Reengineering of the entire intersection should be considered for safety.

PIN LOCATION - 1 OF 32 PIN DROPS IN THE STUDY AREA - 3%
COMMENT : Widen the sidewalk on this side, with some trees shielding pedestrians.

PIN LOCATION - 1 OF 32 PIN DROPS IN THE STUDY AREA - 3%
COMMENT : Make this portion of E. Osborne two ways, alleviating cars illegally turning left from Oaklawn and Sunland onto Caldwell.

PIN LOCATION - 6 OF 32 PIN DROPS IN THE STUDY AREA - 19%
COMMENT 1: Inadequate left turn laneage/green to cycle time. long backups at peak (am, pm, lunch, Saturday/Sunday at noon).
COMMENT 2: Dresden at Peachtree and Druid Hills at Peachtree MUST be improved before any city Centre plan is implemented. Dangerous intersections, high traffic volume, pedestrians, Marta. Add a city Centre and you have a traffic nightmare. AGAINST this project.
COMMENT 3: Cut through traffic through Historic Brookhaven has become a safety issue with cars speeding through the neighborhood trying to avoid the traffic lights at Peachtree and North Druid Hills. congestion has continued to get worse at E. Brookhaven as high density housing is constructed without any regard to traffic flow. Creating more density in an area already plagued with traffic issues will impact quality of living issues throughout the neighborhoods that surround this area.
COMMENT 4: Brookhaven is severed into two by Peachtree for cyclist. Routes are planned on "how to avoid crossing Peachtree," which is 5+ lanes at some points. When people bicycle it, they ride on the huge sidewalk, which is then a risk for pedestrians that are walking/running on it daily. Instead, create a protected bike path.
COMMENT 5: Inadequate intersection especially when considering increased traffic created by new development. Traffic often backed up down dresden due to right turning traffic mixing with left turning lanes at key traffic hours.
COMMENT 6: Traffic backs up getting into Dunkin here. Cars aren't supposed to enter the drive thru directly from Peachtree, as they should pull around and enter from Brookhaven Drive.

12 0

11 0

5 0

5 0

1 2

8 2

14 2

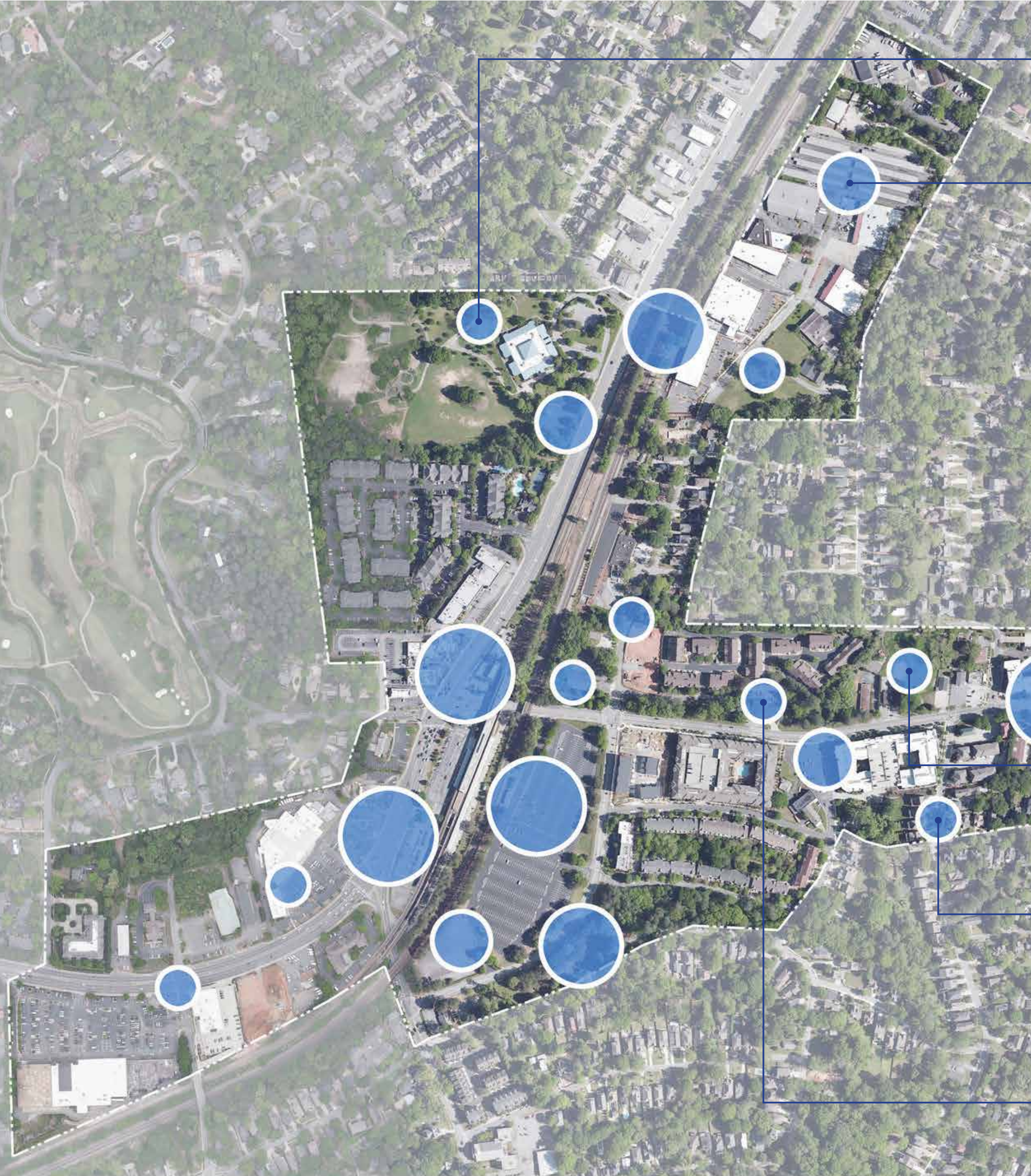
11 2

6 0

APPENDIX A



Question: What would you like to see here?
Mobility/Culture/Nature/Entertainment/Leisure/Recreation



Discussion: COMMENTS PINNED TO A SPECIFIC LOCATION
& RESPONSE TO PINNED COMMENT(S)

Reactions:
TO COMMENTS
& RESPONSES



PIN LOCATION - 1 OF 49 PIN DROPS IN THE STUDY AREA - 2%

COMMENT : This is one of the few open green spaces we have with mature trees. Let's keep it like that as much as possible. Love the place for dogs to run, kids to play and people to gather.

6 0

PIN LOCATION - 2 OF 49 PIN DROPS IN THE STUDY AREA - 4%

COMMENT 1: This is such a great section of property if we could get access with bridge or tunnel from Peachtree for pedestrians and cars.

COMMENT 2: This could be a future entertainment district. Good location for music venue/brewery/restaurants. You could even build a pedestrian bridge to Town Brookhaven.

- RESPONSE TO COMMENT: The city bike/ped plan from 2015 proposed a ped bridge over the railroad at this location. It would be very helpful, but unfortunately hard to find funding for.
- RESPONSE TO COMMENT: Or a tunnel under Peachtree to connect to Town Brookhaven.
- RESPONSE TO COMMENT: This area is close to residential neighborhood. The park idea would be better than an area that would be noisy. An entertainment area would be better suited closer to MARTA station. More parking and public transportation. Current roads would also not support an entertainment area.
- RESPONSE TO COMMENT: This area is difficult to access by car, and even though the city would like to think that people will use Marta and then walk to an entertainment zone, it's just not realistic.

3 3

37 5

1 0

2 0

1 0

PIN LOCATION - 1 OF 49 PIN DROPS IN THE STUDY AREA - 2%

COMMENT : The sidewalk condition eastward along Dresden Dr. from the village is a mixed bag of issues. When weather permits, there are many joggers, walkers and strollers going up and down that road from the neighborhoods and there are some areas that present real safety issues. Is there any initiative planned to address them?

4 0

PIN LOCATION - 1 OF 49 PIN DROPS IN THE STUDY AREA - 2%

COMMENT : This whole lot is an eye sore. Perfect spot for Restaurants/Retail/Entertainment.

23 1

PIN LOCATION - 1 OF 49 PIN DROPS IN THE STUDY AREA - 2%

COMMENT : Add some planter boxes instead of speed bumps to funnel traffic into a chicane/choke point. Its much more effective and still would allow a fire truck to go through quickly.

- RESPONSE TO COMMENT: Those are so ugly and don't work.
- RESPONSE TO COMMENT: Planters could be a good idea. However, they require upkeep (cleaning, pruning, etc.) to stay looking nice. Also, they either block parking for guests or push parking to areas where there aren't planters. A drive through Mount Vernon Woods in Sandy Springs illustrates the benefits and challenges of this type of solution.

2 6

1 0

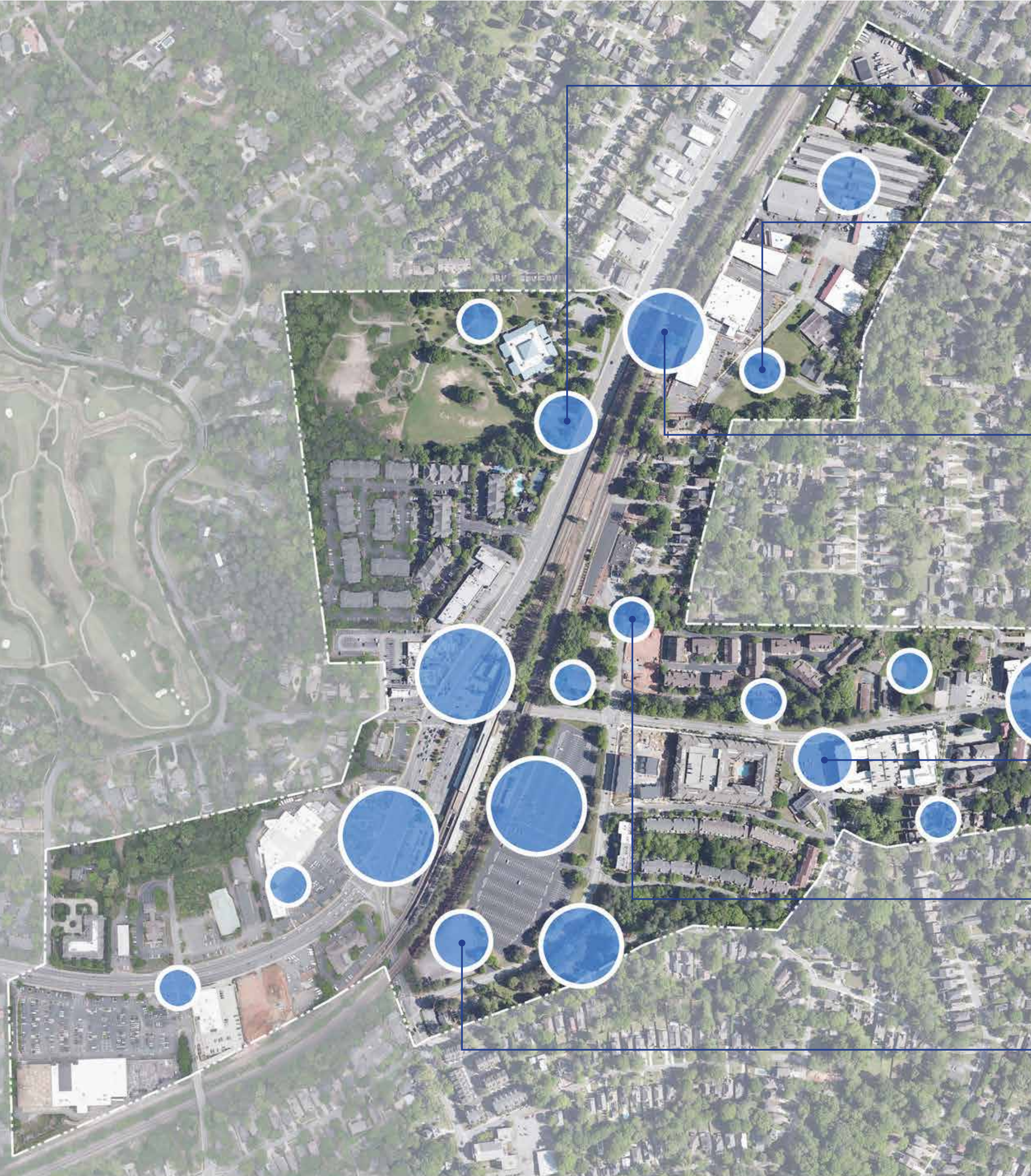
PIN LOCATION - 1 OF 49 PIN DROPS IN THE STUDY AREA - 2%

COMMENT : Relocate fire station to Apple Valley and expand Parkside Park.

APPENDIX A



Question: What would you like to see here?
Mobility/Culture/Nature/Entertainment/Leisure/Recreation



...

Discussion: COMMENTS PINNED TO A SPECIFIC LOCATION & RESPONSE TO PINNED COMMENT(S)

Reactions: TO COMMENTS & RESPONSES



PIN LOCATION - 2 OF 49 PIN DROPS IN THE STUDY AREA - 4%

COMMENT 1: Put a treed walkway along the park frontage to Peachtree. Make it look like an inviting park from the street.

COMMENT 2: Improve entrance and access to this park. Please upgrade the park with dollars approved during last year vote.

9 0

2 0

PIN LOCATION - 1 OF 49 PIN DROPS IN THE STUDY AREA - 2%

COMMENT : Vacant lot perfect place for a new city park! If fact, it was a popular gathering spot during the COVID Spring and Summer months.

25 0

PIN LOCATION - 4 OF 49 PIN DROPS IN THE STUDY AREA - 8%

COMMENT 1: A pedestrian bridge here to connect Brookhaven Park with the offices and restaurants over in Ashford Park would be great.

COMMENT 2: What about a tunnel under Peachtree to connect the two sides of Peachtree!

- RESPONSE TO COMMENT: I was going to suggest a walking bridge over, but that or a tunnel would alleviate the problem, lack of safe, efficient ways to cross Peachtree.

COMMENT 3: The wall and chain link fence separating the road from train tracks is an eyesore. Fence rusts. Can it be replaced with something that won't rust? The wall could be a mural or a safe spot for community art.

COMMENT 4: Walkable access (bridge) to Brookhaven Park from Ashford Park neighborhood.

- RESPONSE TO COMMENT: And allow for bikes to cross too (e.g ramp or bike cutter if stairs are used)

28 0

8 3

15 0

4 1

1 0

PIN LOCATION - 2 OF 49 PIN DROPS IN THE STUDY AREA - 4%

COMMENT 1: Provide bike parking at the church for the Brookhaven farmers market. Bikes are always parked against utility polls or thrown on the ground. This creates a hazardous situation.

COMMENT 2: Along with the new development to the NE of this intersection, which will build out sidewalks, there should be a full 4-way traffic signal here with crosswalks.

2 10

PIN LOCATION - 1 OF 49 PIN DROPS IN THE STUDY AREA - 2%

COMMENT : Apple Valley would be a better walkable / bikeable road than Peachtree. Keep it narrow, but add green walking space.

3 0

PIN LOCATION - 2 OF 49 PIN DROPS IN THE STUDY AREA - 4%

COMMENT 1: This area is hardly used at all. Seems there is plenty of space here for city buildings and green space to be taken advantage of. Not sure of the ownership rights with Marta.

COMMENT 2: As this area is developed it needs to really increase the tree canopy and native plantings. The 'park' across the street needs to be incorporated - as safe and accessible green space.

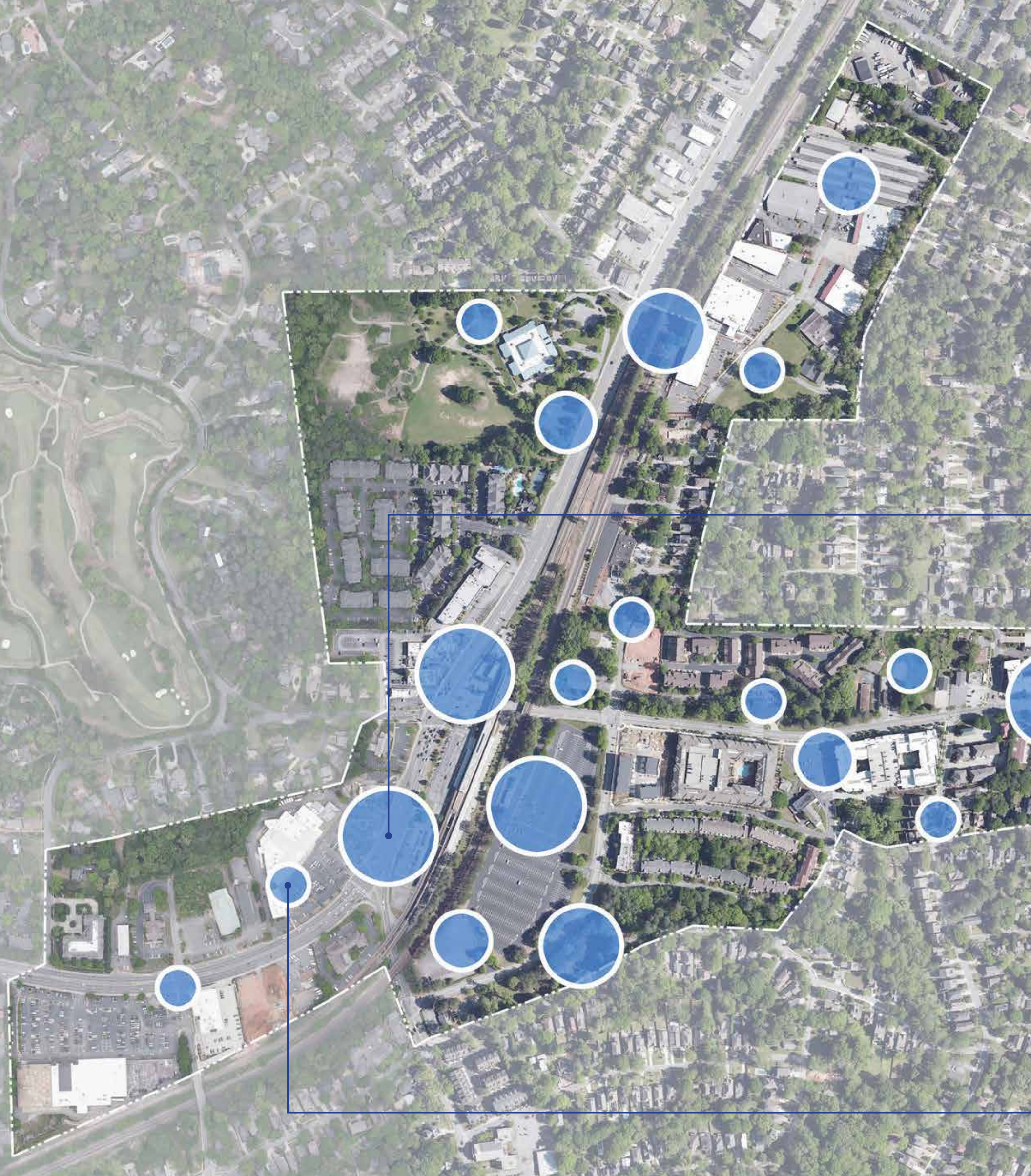
2 0

8 0

APPENDIX A



Question: What would you like to see here?
Mobility/Culture/Nature/Entertainment/Leisure/Recreation



...

Discussion: COMMENTS PINNED TO A SPECIFIC LOCATION & RESPONSE TO PINNED COMMENT(S)

Reactions: TO COMMENTS & RESPONSES



PIN LOCATION - 6 OF 49 PIN DROPS IN THE STUDY AREA - 12%

COMMENT 1: The City Centre frontage on Peachtree Road should have distinctive architecture....no bland office building, cookie cutter hotel design, etc. If tax incentives are needed to bring in world class design and materials, do it. I would encourage as much density as the land and road system will support up ~20 stories on Peachtree Road. Limit curb cuts on Peachtree Road to access the City Centre...or it will be the Starbucks at Colonial Drive all over again.

COMMENT 2: Immediate improvement: Change the timing of the light here such that drivers exiting the strip mall do not have a protected light. It is not fair for thousands of citizens to have to wait for a few customers of a private enterprise. This is tantamount to public subsidy of a developer. Customers exiting the strip mall should wait until citizen drivers from NDH clear the intersection -- not the other way around. Drivers on NDH and North and Southbound Peachtree have to wait. This is unfair.

• RESPONSE TO COMMENT : I agree with the comments about the customers exiting the strip mall. Think about eliminating that light completely and make it a right turn exit only or make them wait to make the left rather than having a protected light.

COMMENT 3: Add a walking bridge over or tunnel under to alleviate the lack of safe, efficient ways to cross Peachtree.

COMMENT 4 : Really big roundabout. If MARTA will be redeveloping the station with better use of the space, then what if the entire circle around the station was one way? It would solve the traffic issues and make it easy to enter and exit the area.

• RESPONSE TO COMMENT: Interesting idea. Which way would you have Peachtree road run? People living in Brookhaven Fields and Ashford Park probably would not want the increased north or southbound traffic closer to their homes..

• RESPONSE TO COMMENT: If then idea is to turn apple valley, dresden, peachtree and NDH into a giant roundabout, that certainly would not help traffic. Its a perfectly reasonable layout today, theres just too many cars. Invest in bike lanes, sidewalks, and public transit.

• RESPONSE TO COMMENT: This is a profoundly good idea and a solution to numerous problems -- both present and future. Most of the real estate is already publicly owned, there's enough room to do it, and it would create more opportunities for greenspace, bike lanes, and sidewalks. Even if there was a roundabout in front of the MARTA station (as opposed to around it), that would solve problems at several intersections. The objective is to keep traffic moving. Rotaries most definitely serve that end.

• RESPONSE TO THE COMMENT: As someone who lives in Brookhaven Fields and would be very close to this roundabout, I fully support it. Great idea that solves a lot of problems. The people saying invest in bike lanes need to understand that most of the Peachtree traffic at rush hour cannot ride a bike to their home in the burbs. A solution must be found and I think this is it.

COMMENT 5 : The Dresden and Druid Hills lights are too close together. Maybe using a "Michigan Left" system could help spread out the lights using the existing roadway? It would also make the crossing safer for pedestrians.

COMMENT 6 : Mixed use residential, office, retail, transit with large civic/entertainment gathering space. Art festival, music, farmers market.

PIN LOCATION - 1 OF 49 PIN DROPS IN THE STUDY AREA - 2%

COMMENT : Put the planned new Brookhaven Library in this center. Build a pedestrian bridge that goes from the new City Center near Marta and connects to this shopping center. Increase the plantings in here as well.

5 2

6 2

1 1

1 0

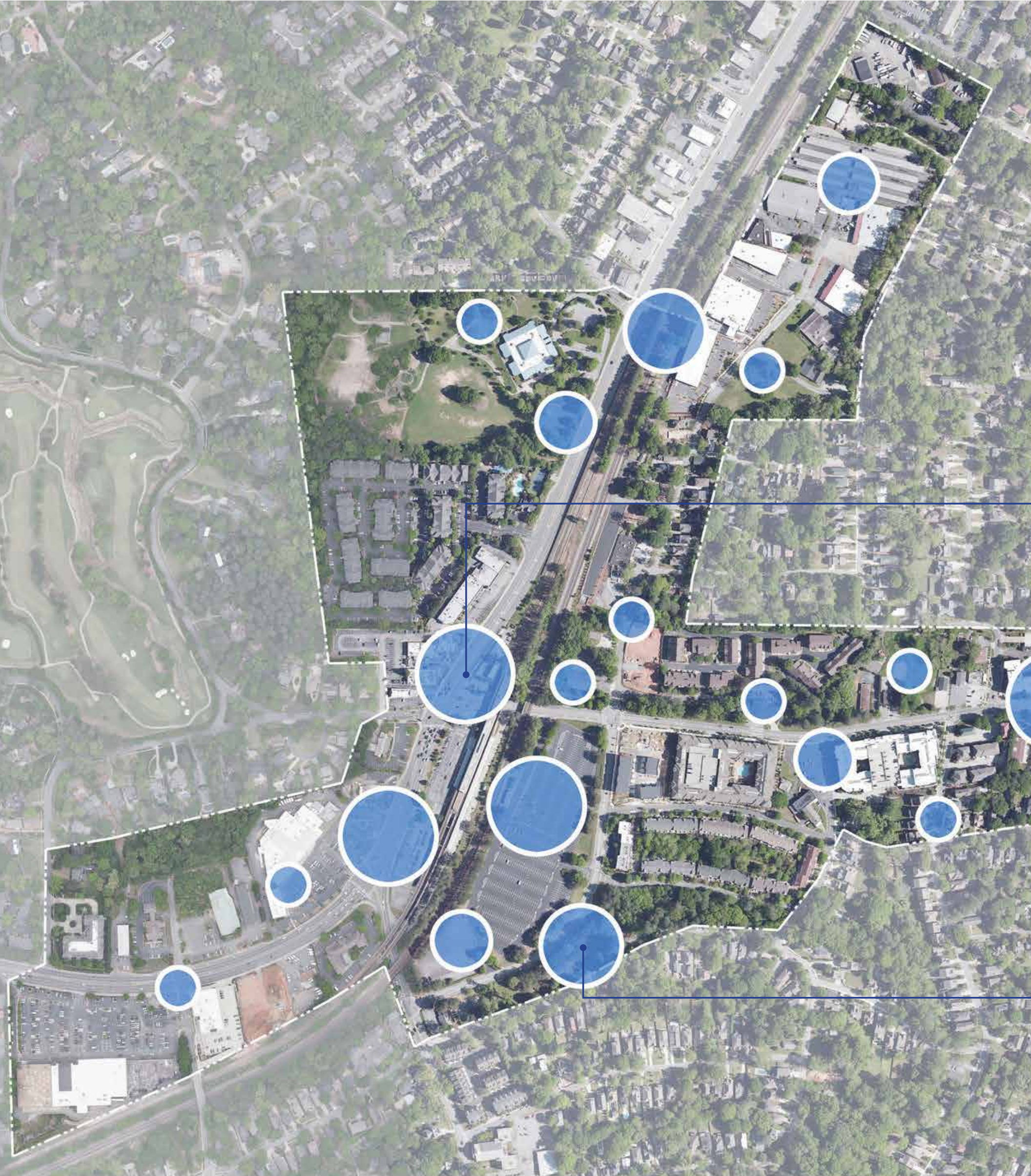
0 1

5 1

APPENDIX A



Question: What would you like to see here?
Mobility/Culture/Nature/Entertainment/Leisure/Recreation



...

Discussion: COMMENTS PINNED TO A SPECIFIC LOCATION & RESPONSE TO PINNED COMMENT(S)

Reactions: TO COMMENTS & RESPONSES



PIN LOCATION - 7 OF 49 PIN DROPS IN THE STUDY AREA - 14%

COMMENT 1: Need safe crossings across Peachtree Rd & Dresden for bicycles and pedestrians. Traffic moves too fast. No safe spots to stop halfway across.

COMMENT 2: Consider changing the northbound right turn only lane into a right turn / thru lane. The additional thru lane can then merge into the existing 2 northbound lanes north of Waffle House. This will allow more traffic to pass through the intersection and lessen the backups heading northbound that typically extended to Club Dr before the pandemic.

- RESPONSE TO COMMENT : The waffle house would have to be torn down to make that work. And if traffic is backing up to club dr, a single extra lane that just merges farther down isn't going to solve everything. Theres clearly too many cars on the road. Effort should go to improving walking, biking and transit, which would take cars off the road.

COMMENT 3: A roundabout would be perfect for this intersection and force the southbound left turn for both dresden and north drill here. Make the southbound at north drill no left turn.

COMMENT 4: Two left turn lanes from Peachtree to Dresden are desperately needed here.

- RESPONSE TO COMMENT : What we need to do is eliminate Dresden as a major thoroughfare in this part of town. Two turn lanes just put more volume on one lane Dresden.

COMMENT 5: Consider having one dedicated lane for right turn and two lanes for left turn with the middle lane going straight as well. This would limit the backup due to right turns and there really isn't a need for two lanes entering Dresden from Peachtree as there never is more than one lane turning in at a time.

COMMENT 6: Buy out bill board.

COMMENT 7: This area needs a rotary. No amount of lane engineering, signal timing, or widening is going to alleviate the current and future traffic burden. Rotaries keep traffic moving, they reduce air pollution, they reduce wear and tear on cars, they save time, they save gas, and if done properly, they offer opportunities for beautification that intersections just can't provide. If drivers in every other civilized country in the world can handle them, surely Atlantans can handle them.

- RESPONSE TO COMMENT : The problem with roundabouts is that most american traffic planning is based on signal timing and "packing" cars into "platoons". Roundabouts ruin that. At the end of the day, there are just too many cars. Building bike lanes, expanding transit, adding better sidewalks will decrease car use. That would also reduce air pollution, save gas, and the environment.

PIN LOCATION - 3 OF 49 PIN DROPS IN THE STUDY AREA - 6%

COMMENT 1: Please consider sidewalks along Apple Valley Rd as something that can be done in the near term. It appears to be a simple project that can make walking to and from existing businesses along Dresden Dr much safer for residents in Brookhaven Heights.

COMMENT 2: We really could use a sidewalk here eventually. There is a dirt pathway used daily for walkers/runners but too dangerous for strollers.

COMMENT 3: This retention pond/drainage area has great potential to extend and enhance Fernwood Park. Right now it is simply an area surrounded by chainlink fence and with encroaching kudzu.

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1 3

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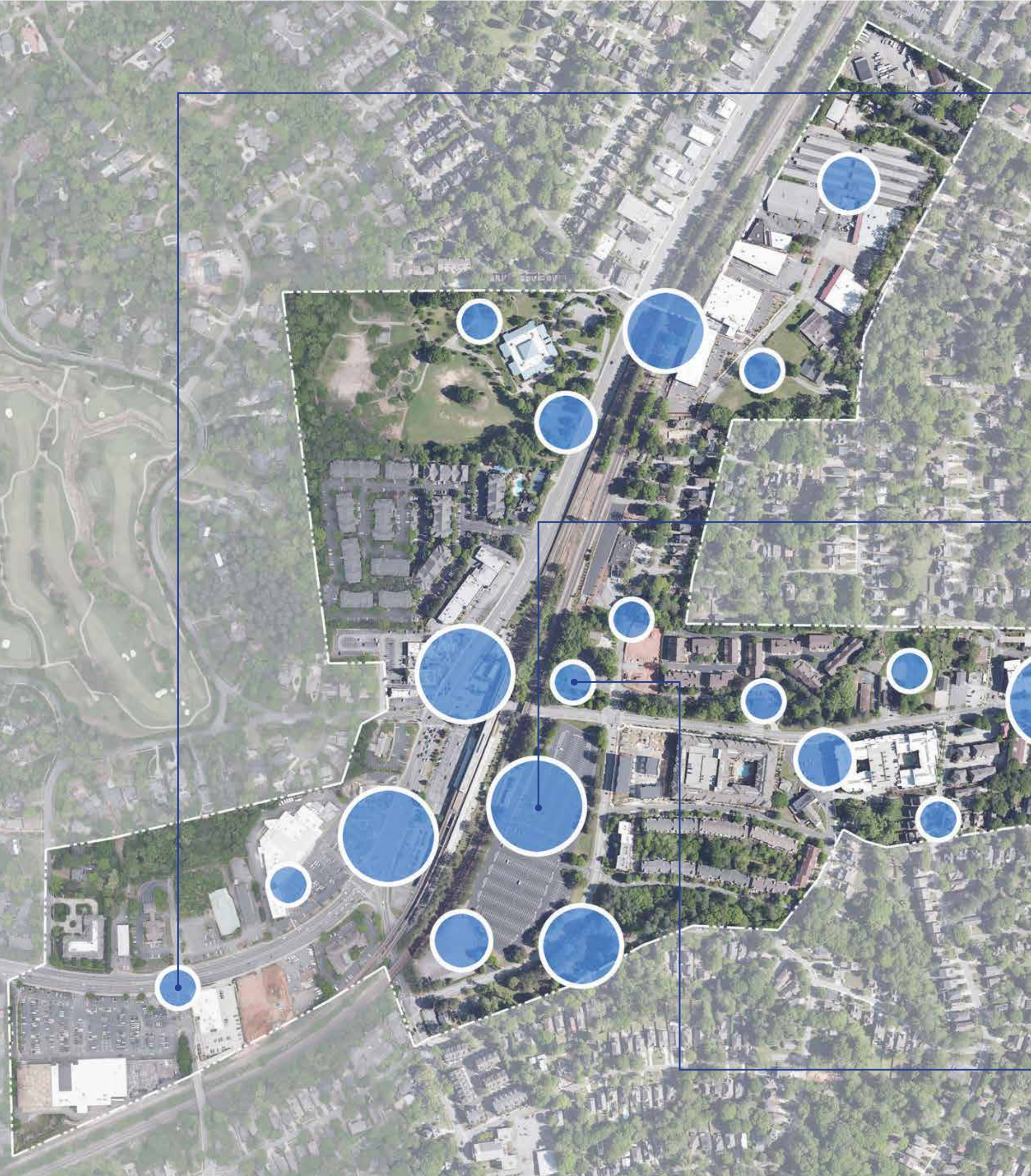
31 0

3 0

APPENDIX A



Question: What would you like to see here?
Mobility/Culture/Nature/Entertainment/Leisure/Recreation



...

Discussion: COMMENTS PINNED TO A SPECIFIC LOCATION & RESPONSE TO PINNED COMMENT(S)

Reactions: TO COMMENTS & RESPONSES



PIN LOCATION - 1 OF 49 PIN DROPS IN THE STUDY AREA - 2%

COMMENT 1: Close the entrance to Starbucks off of Colonial Drive such that the entrance opens from the Cherokee Plaza parking lot. Drivers who are sugar- and caffeine deprived stop thinking about anything except their next fix and they block the roadways causing backups on Peachtree and subjecting through drivers to getting rammed from behind. Or close the drive through completely and make people park and actually WALK in to get dosed. Solve three problems at once: Traffic, safety, and obesity.

4 0

PIN LOCATION - 5 OF 49 PIN DROPS IN THE STUDY AREA - 10%

COMMENT 1: Include bike gutter to go up the stairs at the Marta station (currently you need to carry your bike up the steps). Provide ample bike parking and security monitoring to prevent theft of bikes.

COMMENT 2: I like the idea of a City Hall and town green space that could accommodate concerts and festivals. More restaurants and offices would be great too.

18 4

COMMENT 3: Include event lawn and public gathering space. Any residential housing should be multiple price points, leaning toward higher end condos... plenty of apartments already... even if it requires tax abatements. With some step-downs, housing could be 15-10-5 stories.

1 0

COMMENT 4: Big concern about our roads and infrastructure being able to support a City Centre here. Agree that the open and unused space makes it ideal, but the traffic on Peachtree at North Druid and Dresden is already a mess, and Apple Valley can't handle volume. We have to fix our infrastructure if we want to keep adding more retail, office and multi-family in this proposed City Centre area of Brookhaven.

6 2

- RESPONSE TO COMMENT: Agreed. We need more bicycle infrastructure to efficiently handle the traffic. Building more lanes isn't going to solve it, and there's no more room. Dedicated bike lanes would let you zoom past all the traffic with a big smile on your face.

COMMENT 5: This is the most logical place to put the City Center. There still needs to be ample parking for Marta. Could a parking structure be built that had rooftop dining (and maybe some views) with the parking below?

8 2

- RESPONSE TO COMMENT: I support the concept of a City Center at MARTA. It'd be great to have a mix of residential, office and retail (along with the government facilities, including city hall and the library) above a parking structure. A concept like Ponce City Market is likely too ambitious; however, it'd be great to use the rooftop for dining. Potentially, the structure could be built across the rail tracks to span from Apple Valley to Peachtree. The railways could provide a cool atrium.

1 0

- RESPONSE TO COMMENT: Previous planning did not include enough parking to accommodate the current (pre-pandemic) MARTA customer parking. Since I live near the lot I do not want to have MARTA parking overflow onto adjacent streets, and, as a former regular MARTA customer, I wouldn't want to spend time looking for parking when I'm just trying to do a daily commute.

PIN LOCATION - 1 OF 49 PIN DROPS IN THE STUDY AREA - 2%

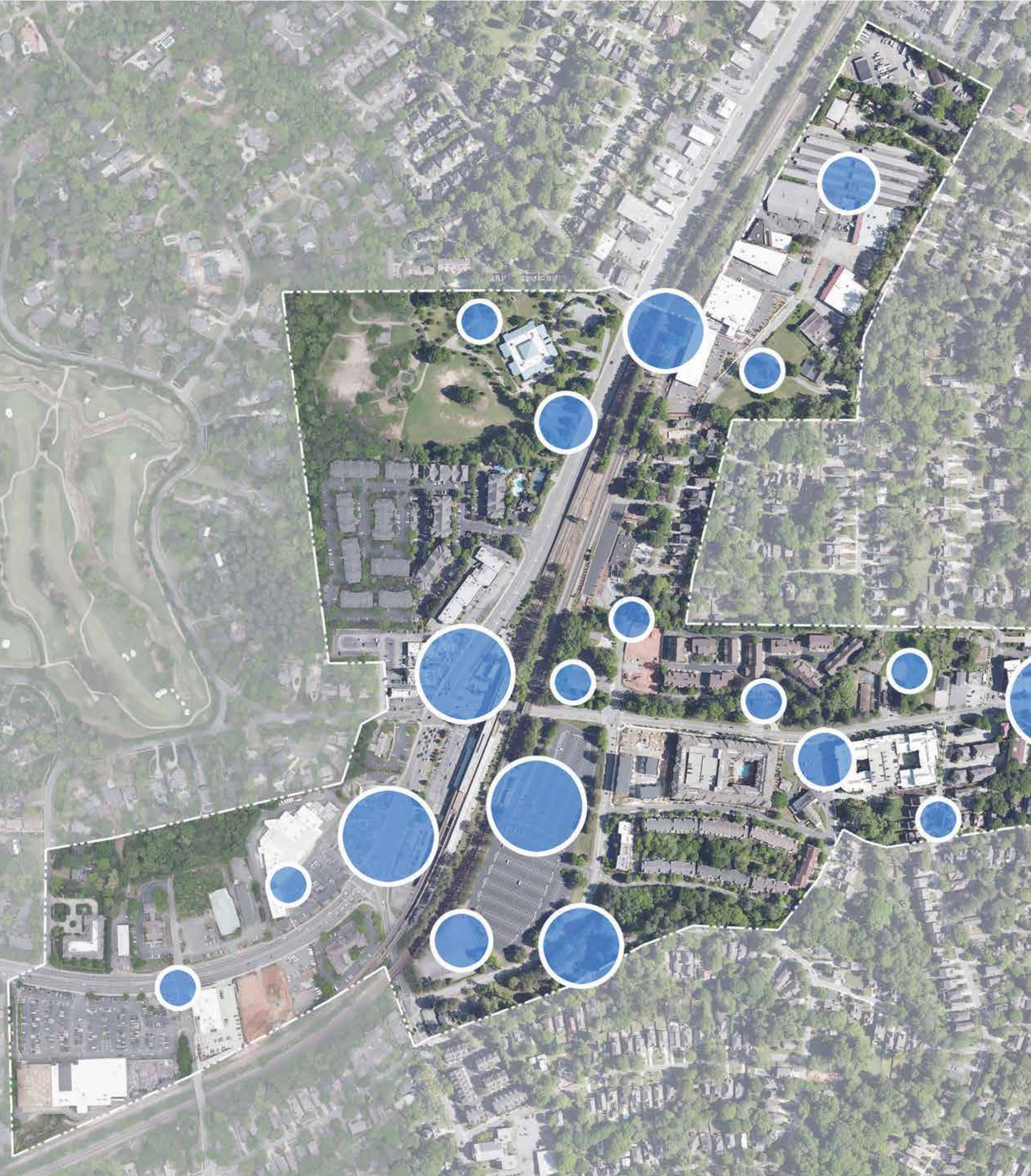
COMMENT 1: This property is underutilized given the location. Given space is constrained in the MARTA lot, it may be necessary to build across Dresden. The City Center might even be built above Dresden.

0 1

APPENDIX A



Question: What would you like to see here?
Mobility/Culture/Nature/Entertainment/Leisure/Recreation



...

Discussion: COMMENTS PINNED TO A SPECIFIC LOCATION & RESPONSE TO PINNED COMMENT(S)

Reactions: TO COMMENTS & RESPONSES



PIN LOCATION - 6 OF 49 PIN DROPS IN THE STUDY AREA - 12%

COMMENT 1: Green space for a park here would be awesome. My family and I have been walking here every weekend during the summer to have a lunch. Usually from take out from the restaurants across the street. Right now there is parking and a dilapidated building not in use. This would be an amazing park for additional green space.

3 0

COMMENT 2: This whole lot is an eye sore. Perfect spot for Restaurants/Retail/Entertainment.

27 5

- RESPONSE TO COMMENT : Any redevelopment on this lot should only be allowed to build a driveway onto Appalachee. Drive way cuts along dresden poses a risk to pedestrians and cyclists.
- RESPONSE TO COMMENT: This would be a wonderful area for a park.
- RESPONSE TO COMMENT: Putting more traffic on Appalachee which is a residential street is a horrible idea. The street is already used for overflow parking for all the restaurants in the neighborhood. There is usually only one lane open because of parked cars on one side that are at nearby restaurants.
- RESPONSE TO COMMENT: This is a fabulous idea -- if you're a developer. Not so much if you're a resident, neighbor, pedestrian, parent, child, bird, critter, tree, bush, or any other carbon-based life form. What we DO NOT need is more empty or underutilized retail/residential space, paved parking, and heat absorbing concrete. What we DO need is a break from overdevelopment. Brookhaven is wealthy enough; we don't need any more commercial real estate. Period. Greed is the essence of evil.
- RESPONSE TO COMMENT: I agree a park would be wonderful here. My daughter and I like bike to pick up take out at one of the many great restaurants in the area and then sit in the green space to eat, do cartwheels... Add a few benches and the place is perfect as is.
- RESPONSE TO COMMENT: Would love for this to stay as a green space area for residents to enjoy and gather.

0 1

5 0

1 2

0 2

1 0

COMMENT 3: Theres a large lack of bike racks in this area. Riding a bike to visit one of these stores or restaurants requires locking up on a railing or sign post. A simple U shaped "staple" rack is very inexpensive and could be installed in the buffer zone by the street parking. Or 1 parking spot could be changed into a "bike corral". The zoning code for this area should be changed to require bike racks at every development, just like car parking spots.

3 0

COMMENT 4: Don't know if it is possible, but wouldn't a middle turning lane in between Village Place and Village Park help alleviate traffic up and down Dresden? So many cars coming in and out of each development often slows traffic significantly.

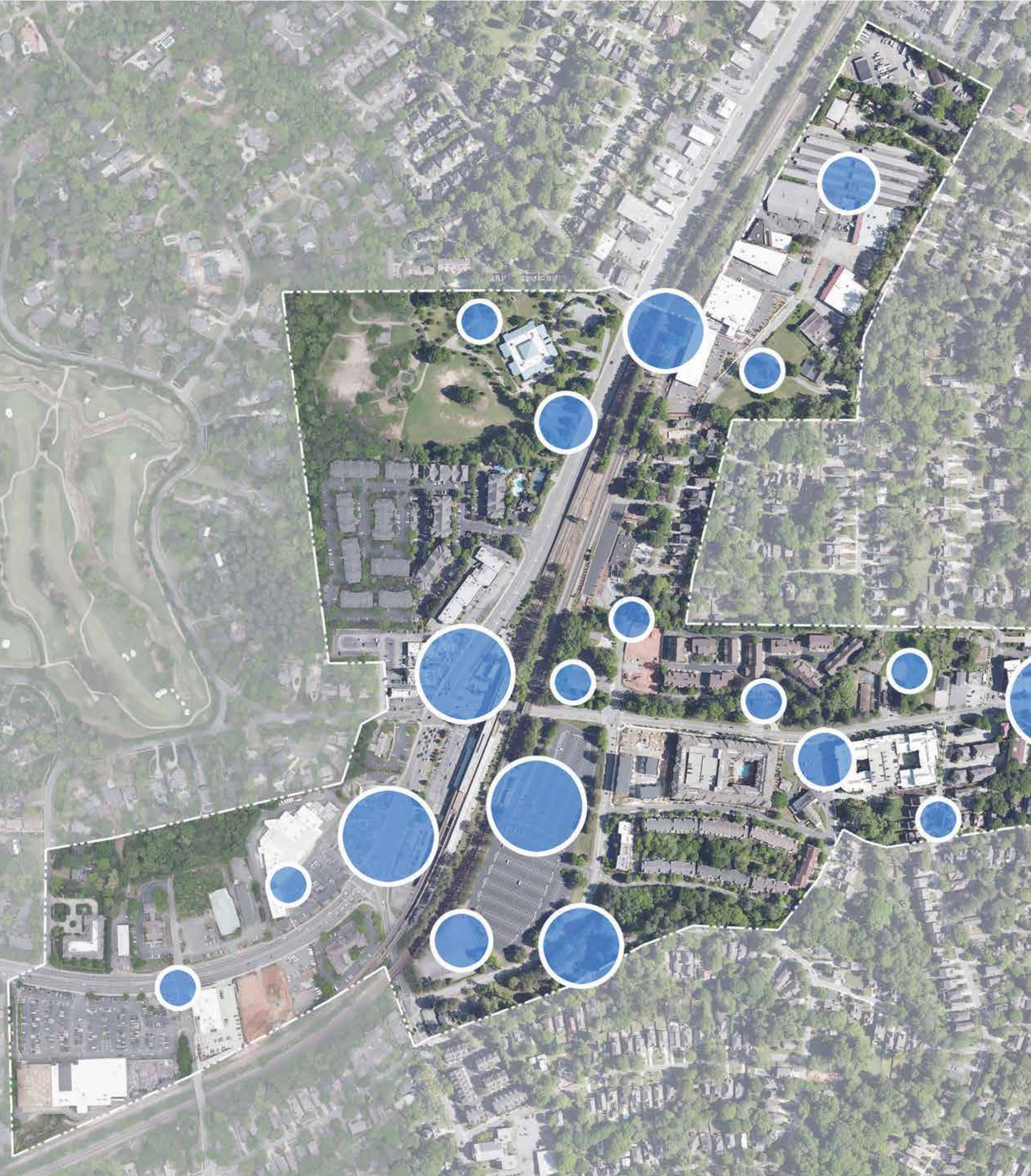
0 1

- RESPONSE TO COMMENT : That would require removing the bikes lanes or street parking. If people are turning left into the parking lot they can also just go left on Caldwell with a turn lane and enter the parking lot from the side.

APPENDIX A



Question: What would you like to see here?
Mobility/Culture/Nature/Entertainment/Leisure/Recreation



...

Discussion: COMMENTS PINNED TO A SPECIFIC LOCATION & RESPONSE TO PINNED COMMENT(S)

Reactions: TO COMMENTS & RESPONSES



COMMENT 5 : Buy a few feet of ROW on the southside here and shift the bikes down to a 2 way cycle track. To the east and west, remove the street parking on the southside of the street for the cycle track, and have it go at least to apple valley, if not all the way to peachtree. East of Conasauga could be made as a 10-12ft sidewalk MUP all the way to Clairmont.

COMMENT 6: This intersection should have a 4 way traffic light. It would help pedestrians cross and allow cars from the parking lot and Appalachee to safely turn onto Dresden.

- RESPONSE TO COMMENT: Bad idea. Traffic lights create traffic, waste time, contribute to air pollution, waste fuel, and delay people from getting to their destinations. There are two traffic lights just a few hundred feet away. A better idea would be a traffic camera that would automatically ticket drivers who fail to respect the right of way of pedestrians at the crosswalk. Penalizing all drivers for the bad behavior of a few ignoramuses who don't yield to pedestrians is unfair.
- RESPONSE TO COMMENT: Traffic lights with sensors do not create traffic. They create a safer environment for all road users. Cars create traffic. Promoting alternative modes of transportation helps reduce traffic, and air pollution.
- RESPONSE TO COMMENT: Very bad idea. People who don't feel comfortable turning onto Dresden have lights available to them on both sides one block away. The lights will cause unnecessary congestion.

8 12

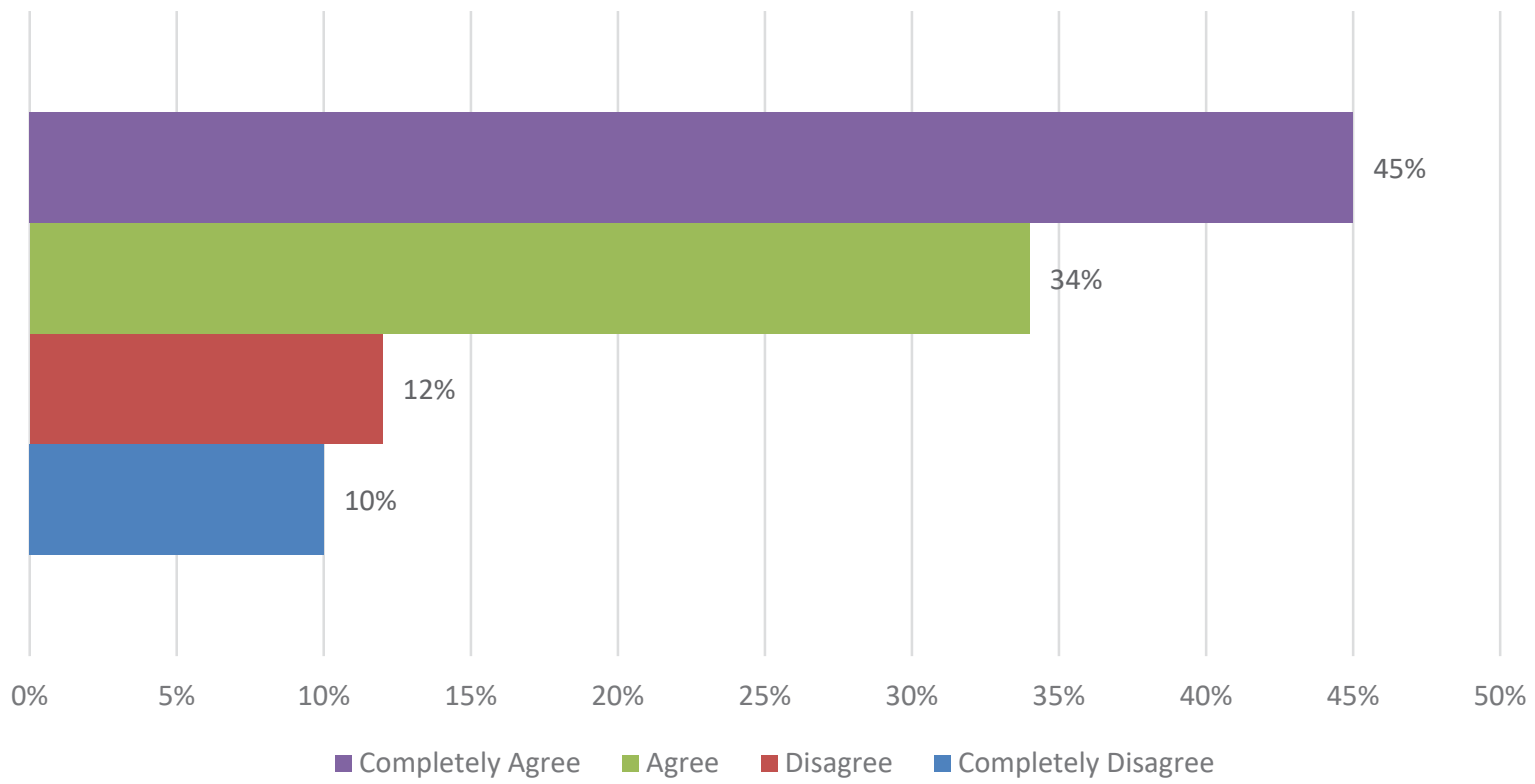
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APPENDIX B

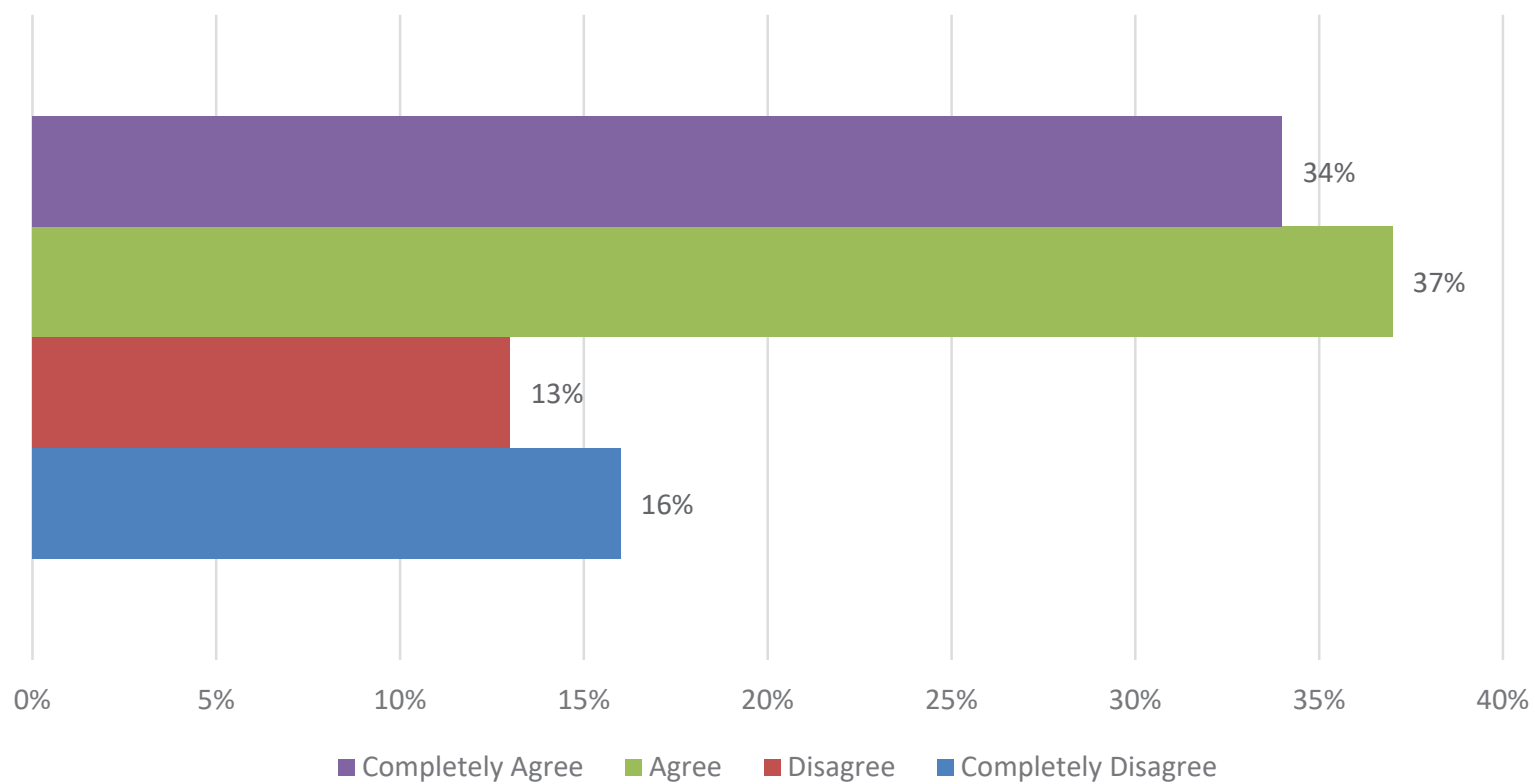
If Brookhaven's (future) City Centre were a person, what three words would you use to describe them?



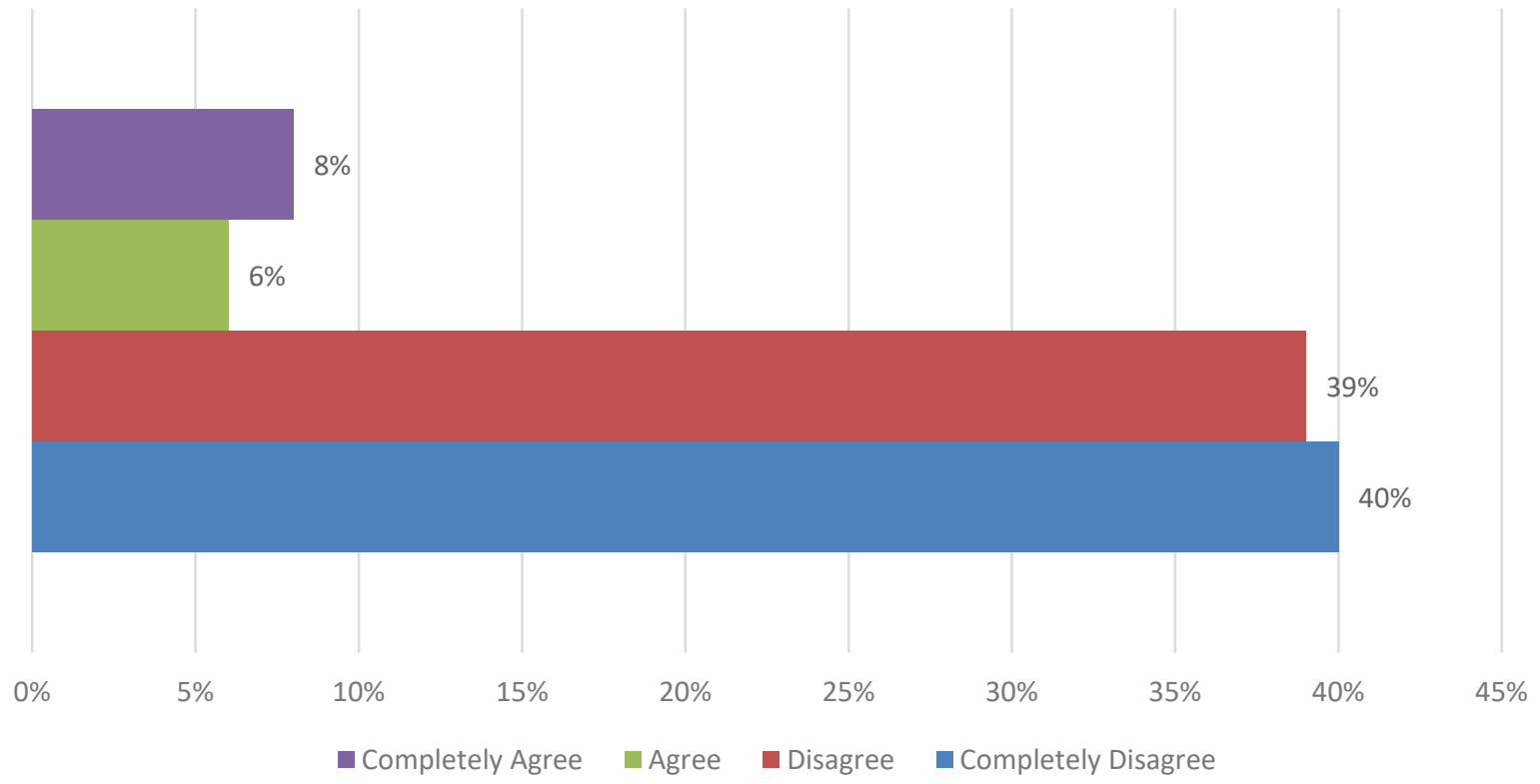
I Can Easily Find my Way Around



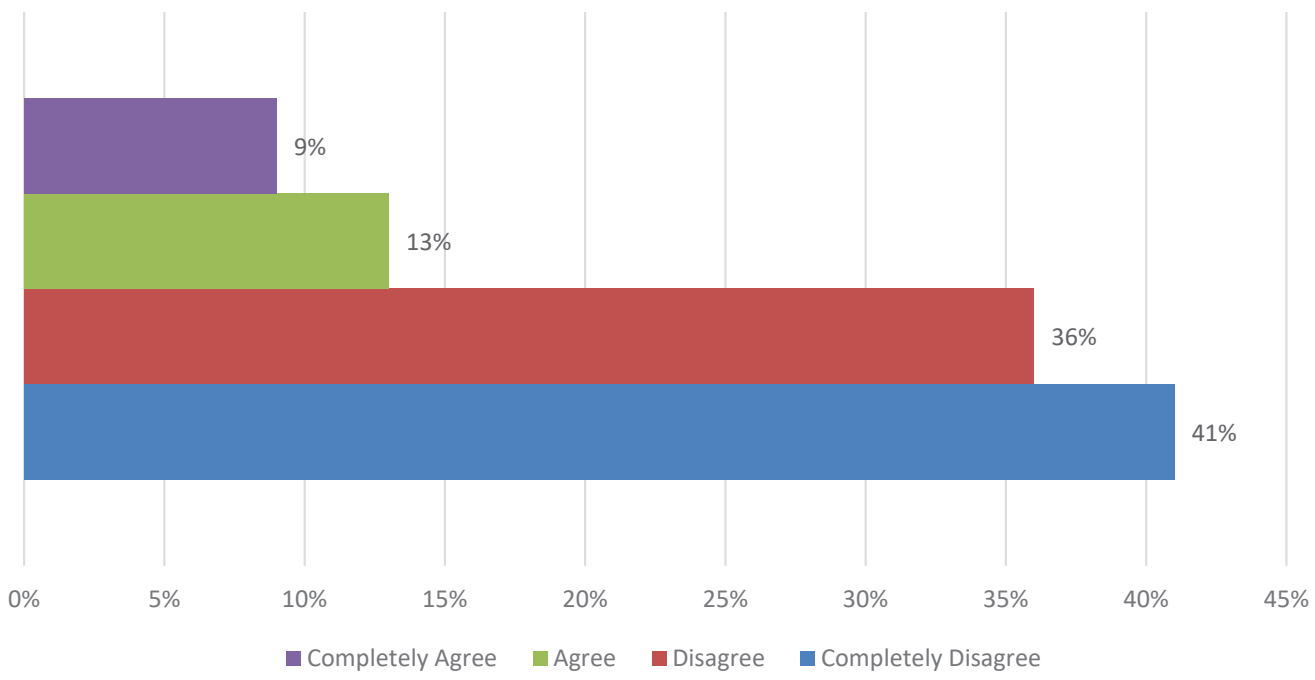
I Feel Comfortable Here



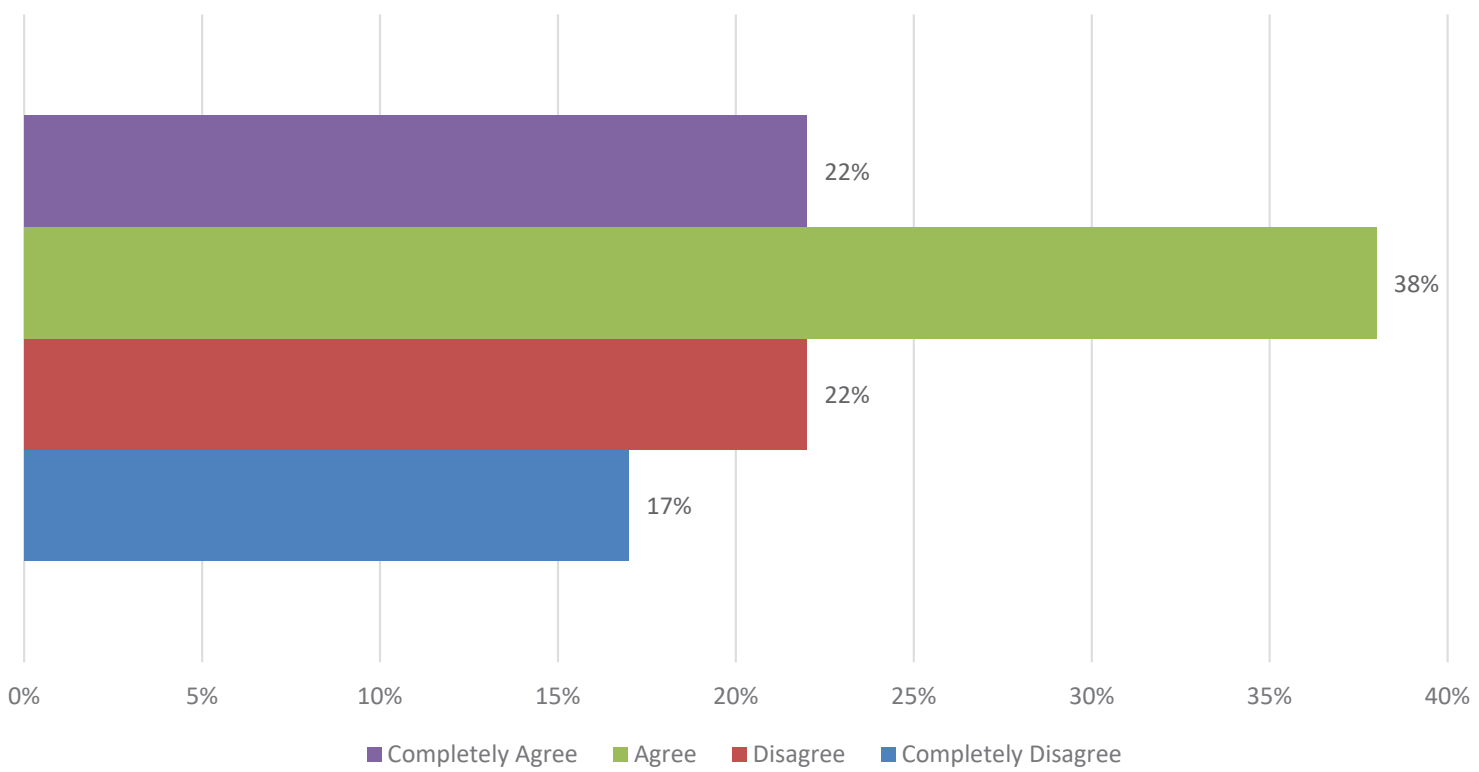
Brookhaven City Centre Has a Clear Sense of Identity



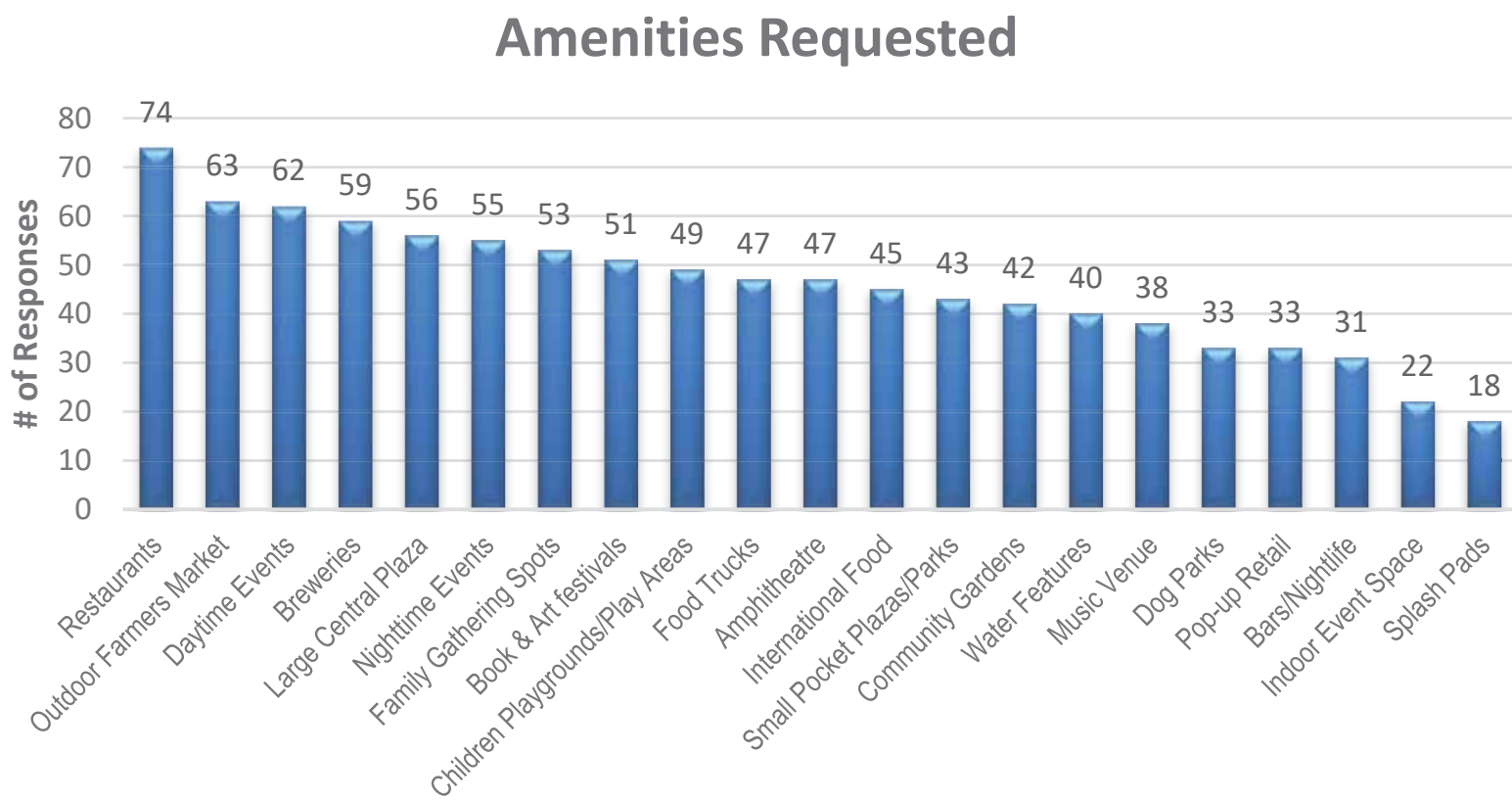
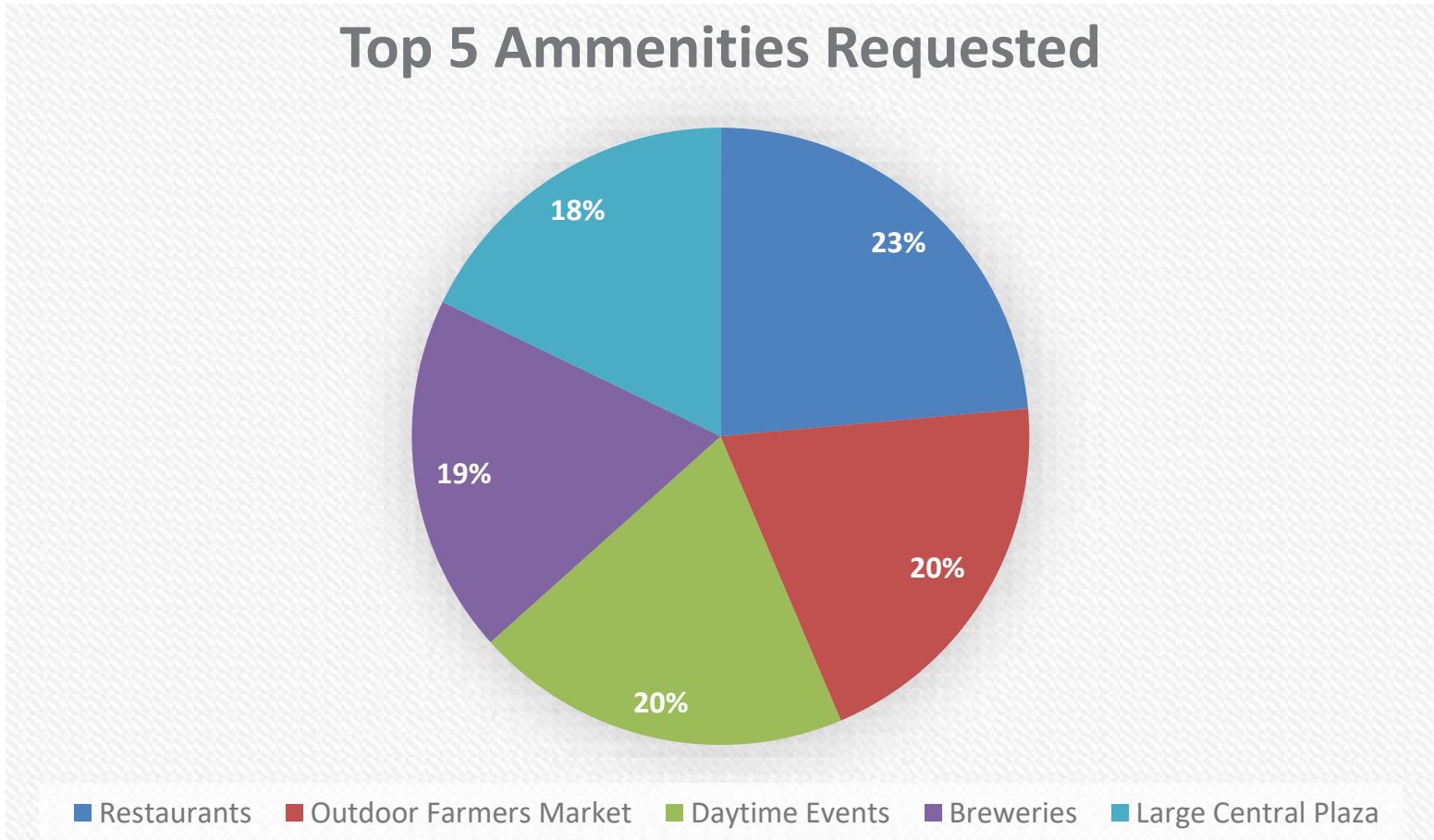
This Area is Aesthetically Pleasing



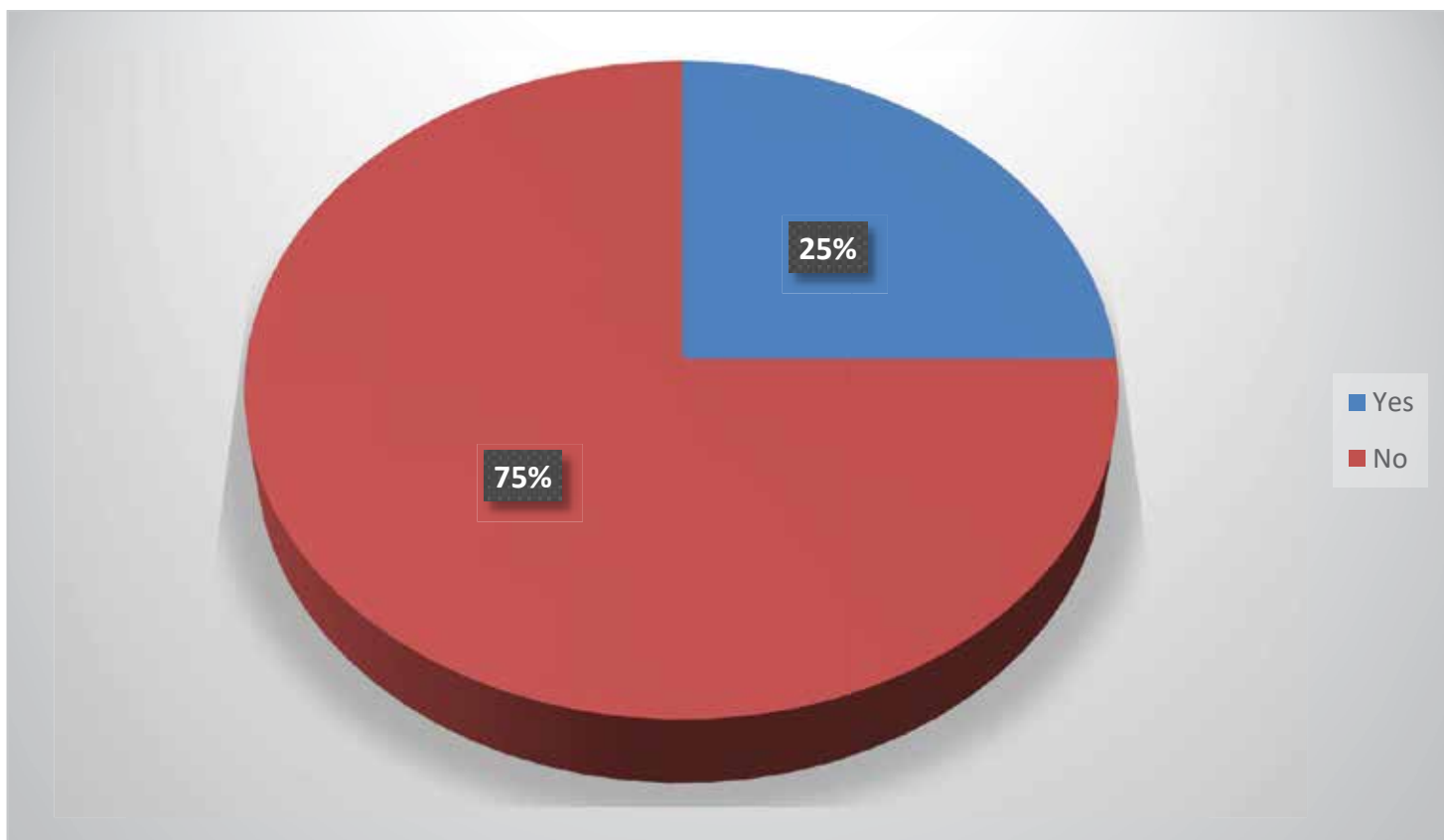
I Feel Safe Here



APPENDIX B

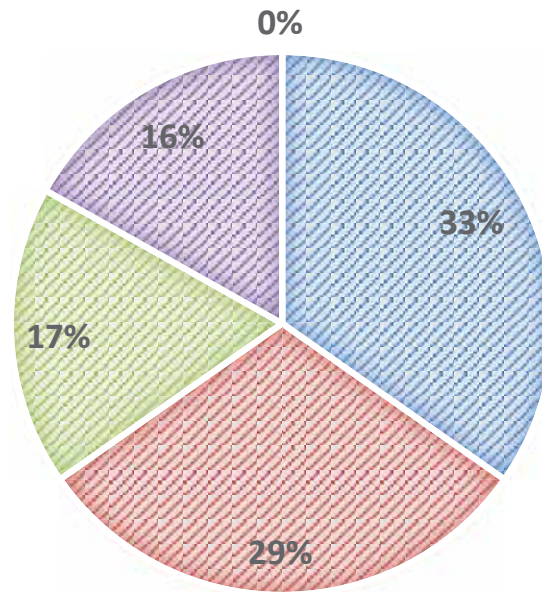


Based on the study map, do you consider the streets in the Study area safe for pedestrians



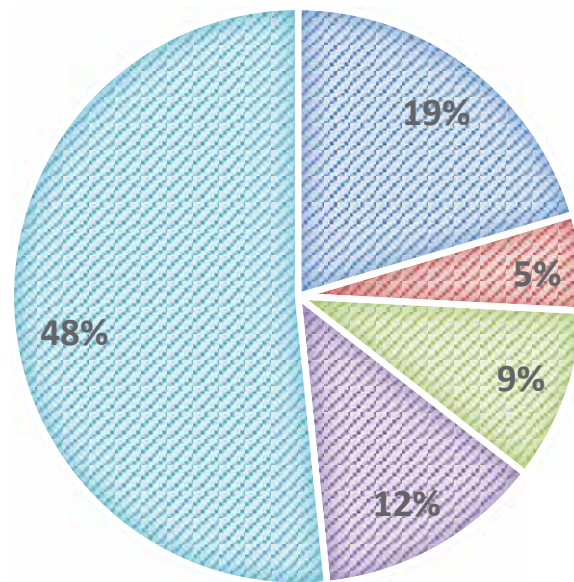
PROXIMITY OF THOSE THAT LIVE IN THE STUDY AREA

■ Lives in the Area ■ 0.5 Miles ■ 1 Mile ■ 2-3 Miles ■ Does Not Live

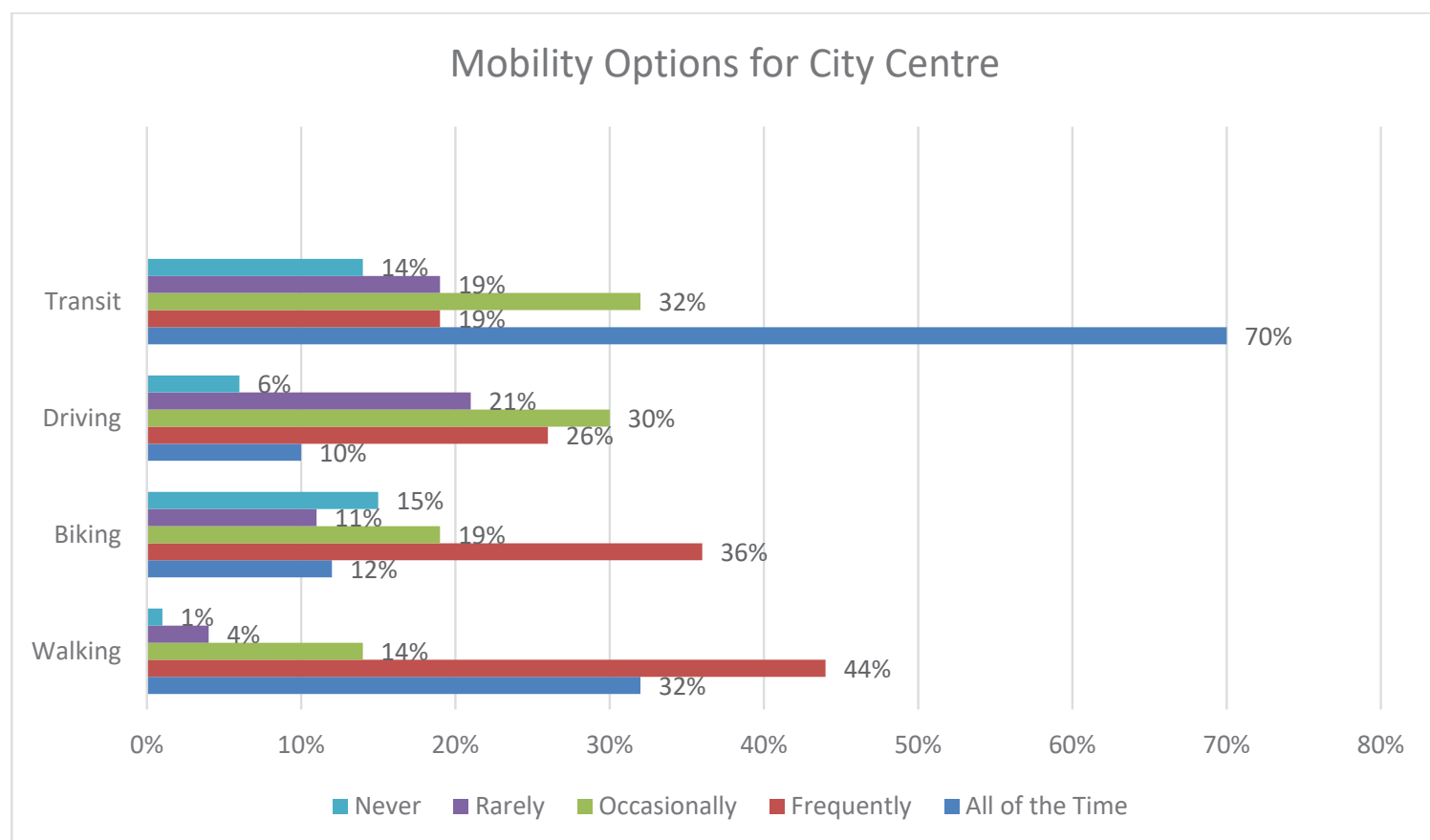


PROXIMITY OF THOSE THAT WORK IN THE STUDY AREA

■ In the Area ■ 0.5 Miles ■ 1 Mile ■ 2-3 Miles ■ Does Not Work



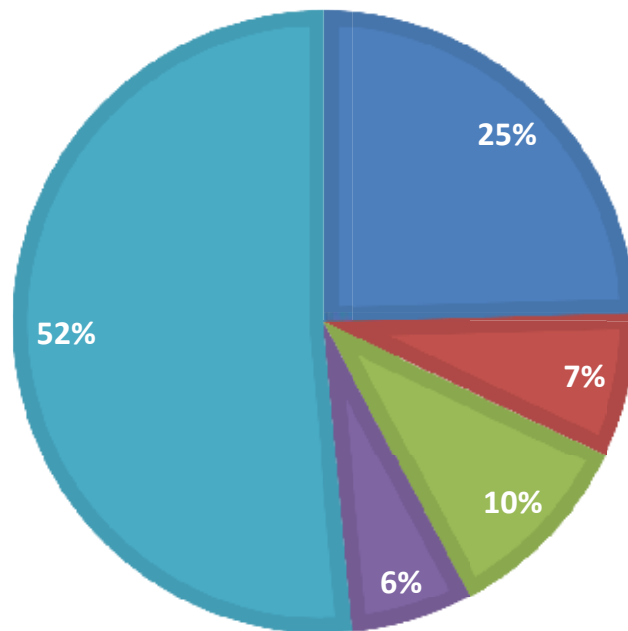
How would you like to get to and move around in the future City Centre



APPENDIX B

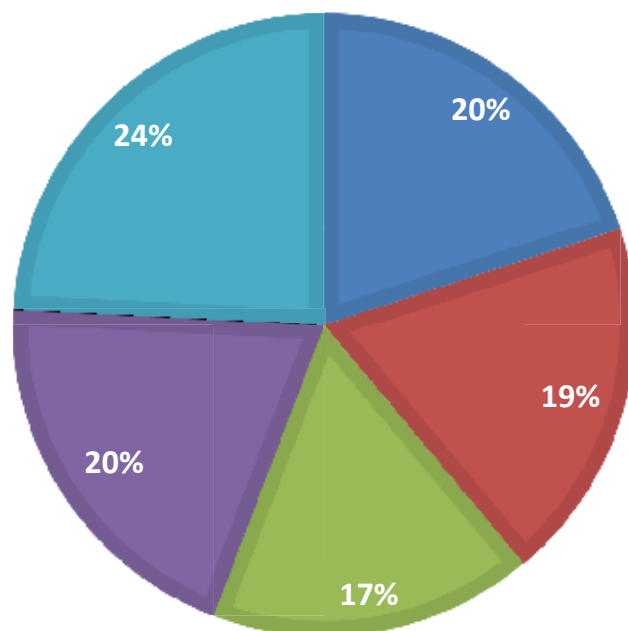
HOW IMPORTANT IS ADDING HOUSING STOCK TO THE CITY CENTRE

■ Not At All ■ Slightly ■ Somewhat ■ Quite ■ Extremley

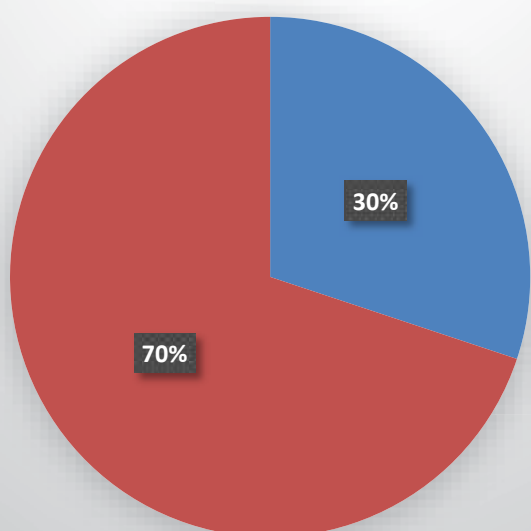


HOW IMPORTANT IS ADDING COMMERCIAL/OFFICE/RETAIL TO THE CITY CENTRE

■ Not At All ■ Slightly ■ Somewhat ■ Quite ■ Extremley

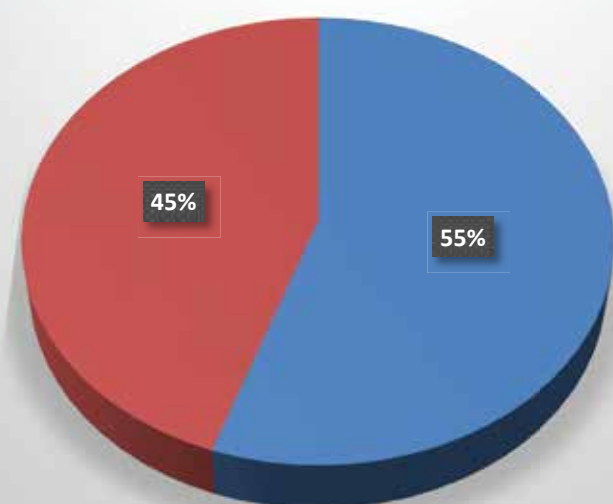


Are the Existing Green Spaces Functional

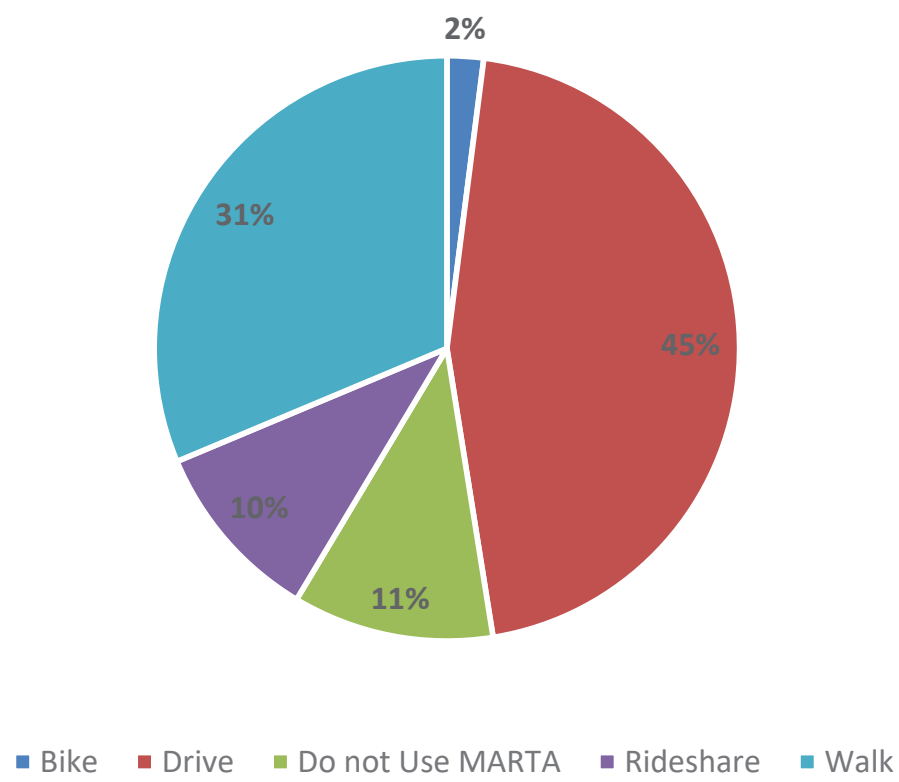


■ Yes
■ No

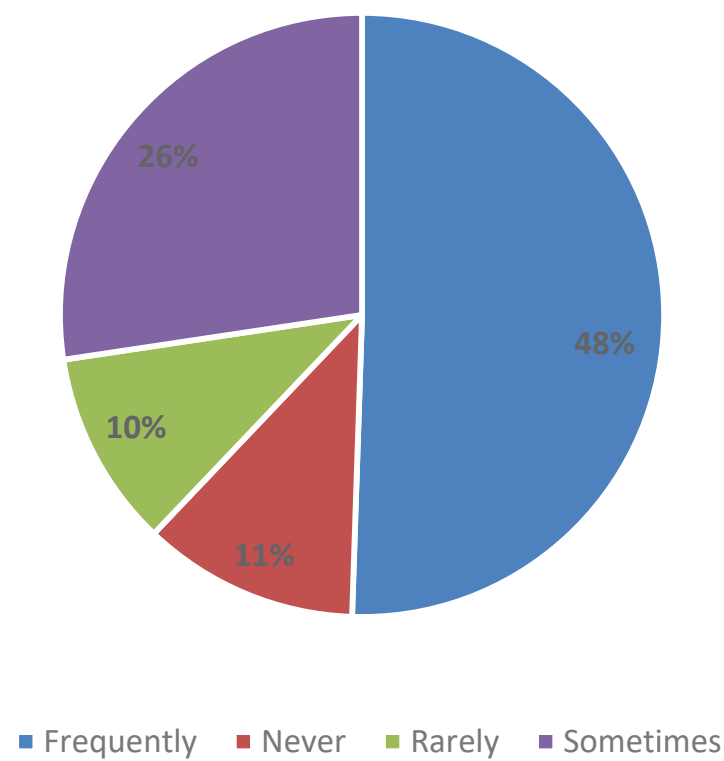
Current Parking Adequate



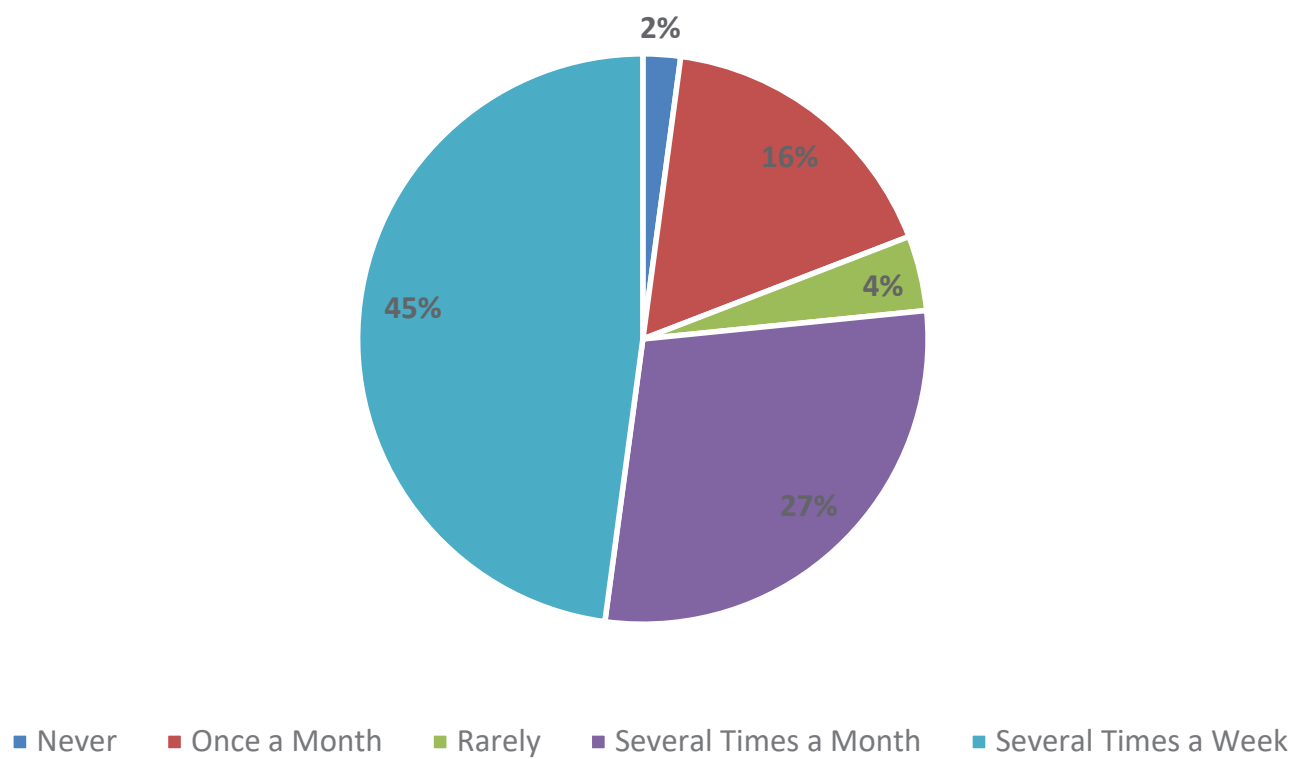
How do you Normally get to and from Marta



How Much do you Bike or Walk within the Study Area



How Often do you Dine/Shop in the Study Area?



APPENDIX C



Brookhaven City Centre: Existing Transportation Conditions

October 2021



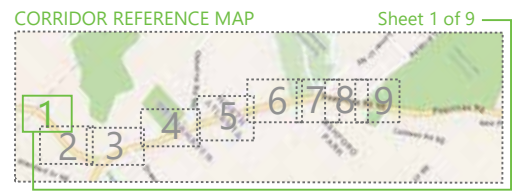
ROADWAY SECTION 1

15% less average daily traffic in 2019 compared with 2010

- EXISTING ROADWAY CONFIGURATION**
- Typical section width is 72 ft
 - 3 northbound lanes
 - 2 southbound lanes
 - 1 median lane, primarily serving as left turn lane

LEGEND

- Daily Traffic Volume (GDOT 2019)
- Signalized Intersection
- Existing Through Lane
- Existing Turn Lane
- MARTA Bus Stop

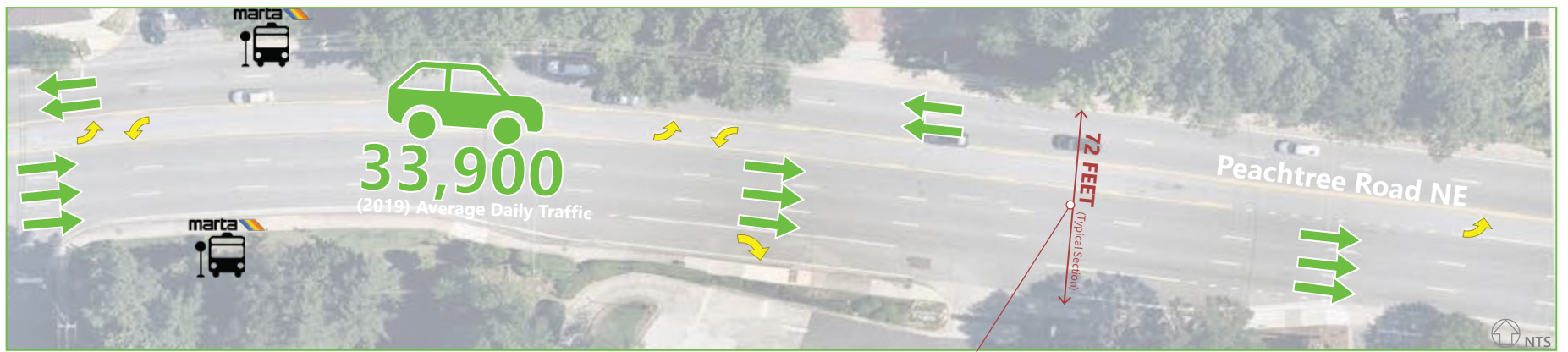


Peachtree Road Corridor: Section 1



Brookhaven City Centre: Existing Transportation Conditions

October 2021



ROADWAY SECTION 2

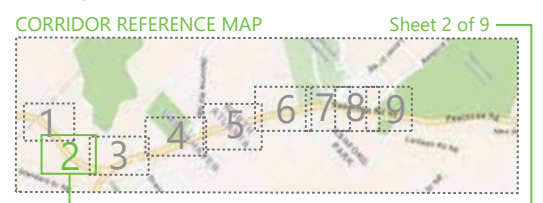


ROADWAY SECTION 3

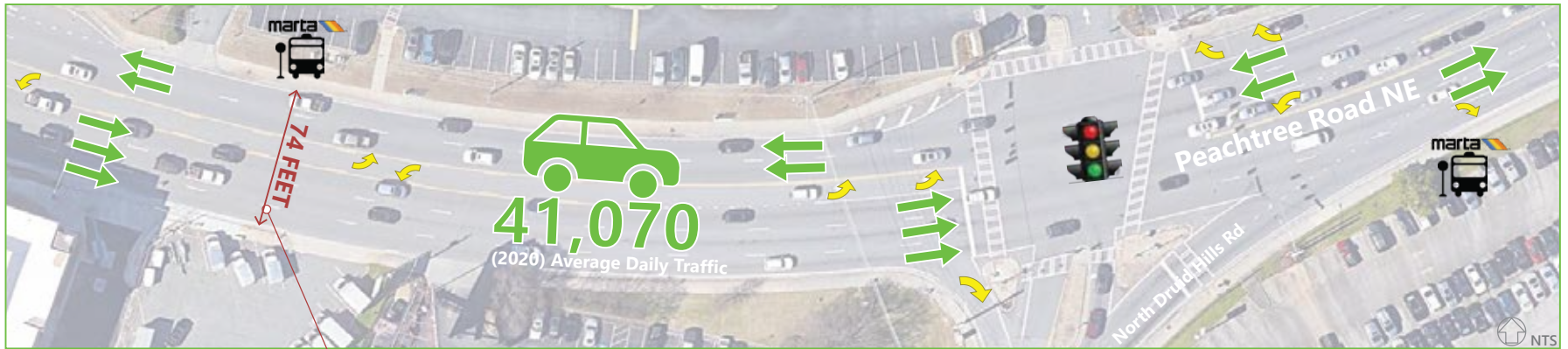
- EXISTING ROADWAY CONFIGURATION**
- Typical section width is 72 - 74 ft
 - 3 northbound lanes
 - 2 southbound lanes
 - 1 median lane, primarily serving as left turn lane

LEGEND

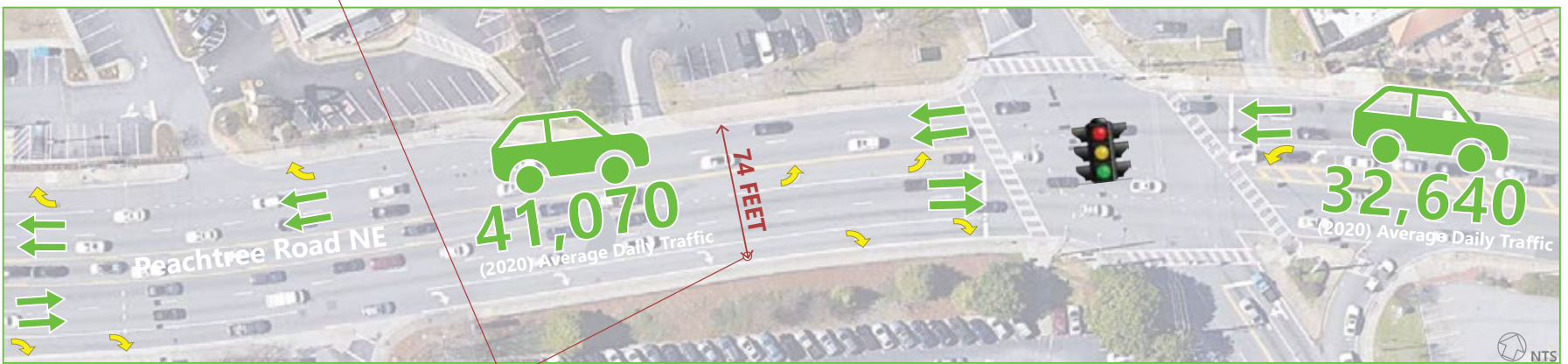
- Daily Traffic Volume (GDOT 2019)
- Signalized Intersection
- Existing Through Lane
- Existing Turn Lane
- MARTA Bus Stop



Peachtree Road Corridor: Sections 2 & 3



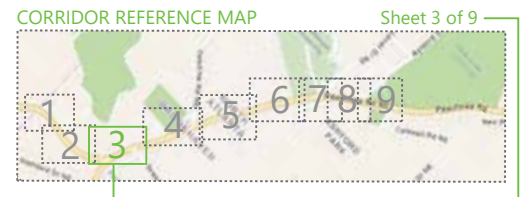
ROADWAY SECTION 4



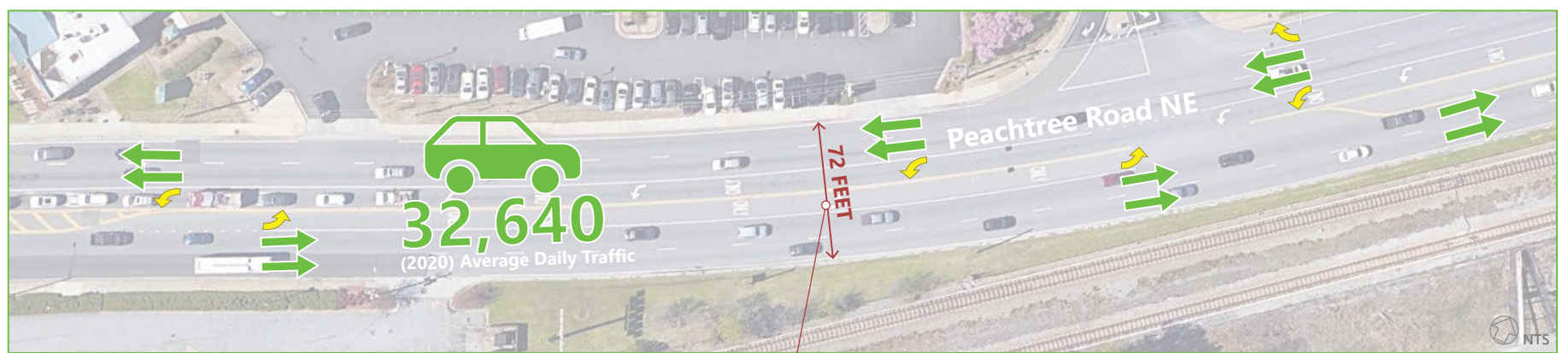
ROADWAY SECTION 5

- EXISTING ROADWAY CONFIGURATION**
- Typical section width is 74 ft
 - 2-3 northbound lanes
 - 2 southbound lanes
 - 1 median lane, primarily serving as left turn lane.
 - 1 northbound right turn lane when only 2 instead of 3 northbound lanes

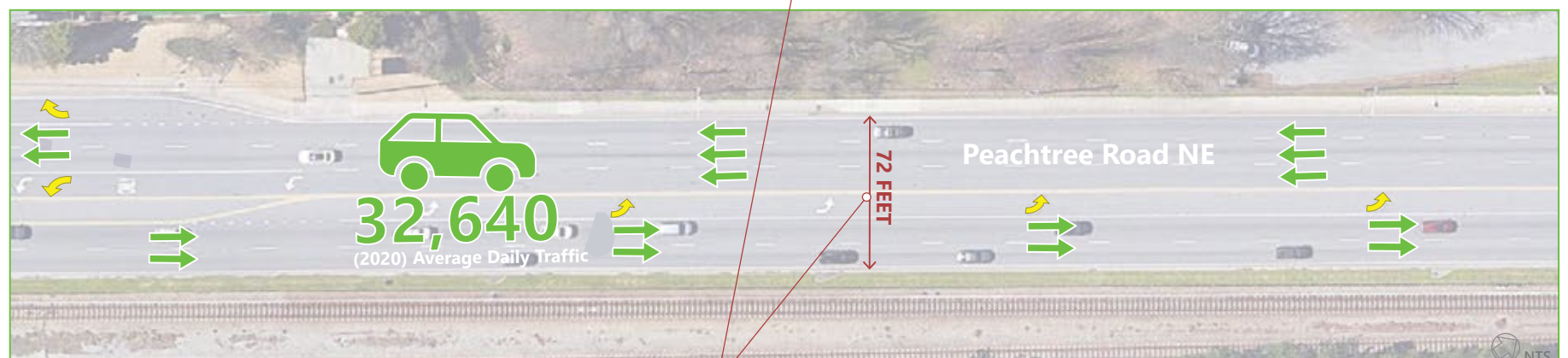
- LEGEND**
- ## Daily Traffic Volume (GDOT 2019)
 - Signalized Intersection
 - Existing Through Lane
 - Existing Turn Lane
 - MARTA Bus Stop



Peachtree Road Corridor: Sections 4 & 5



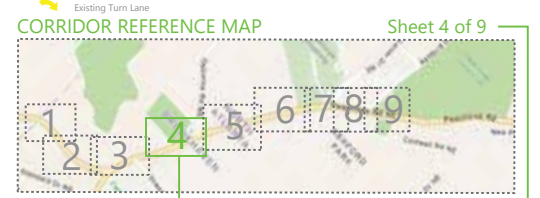
ROADWAY SECTION 6



ROADWAY SECTION 7

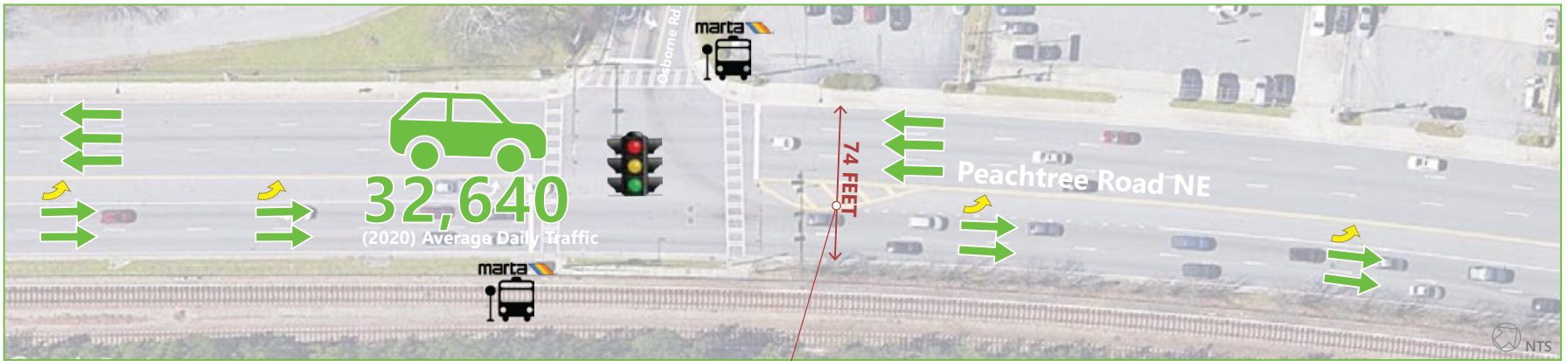
- EXISTING ROADWAY CONFIGURATION**
- Typical section width is 72 ft
 - 2 northbound lanes
 - 2-3 southbound lanes
 - 1-2 median lane(s), primarily serving as left turn lane

- LEGEND**
- ## Daily Traffic Volume (GDOT 2019)
 - Signalized Intersection
 - Existing Through Lane
 - Existing Turn Lane

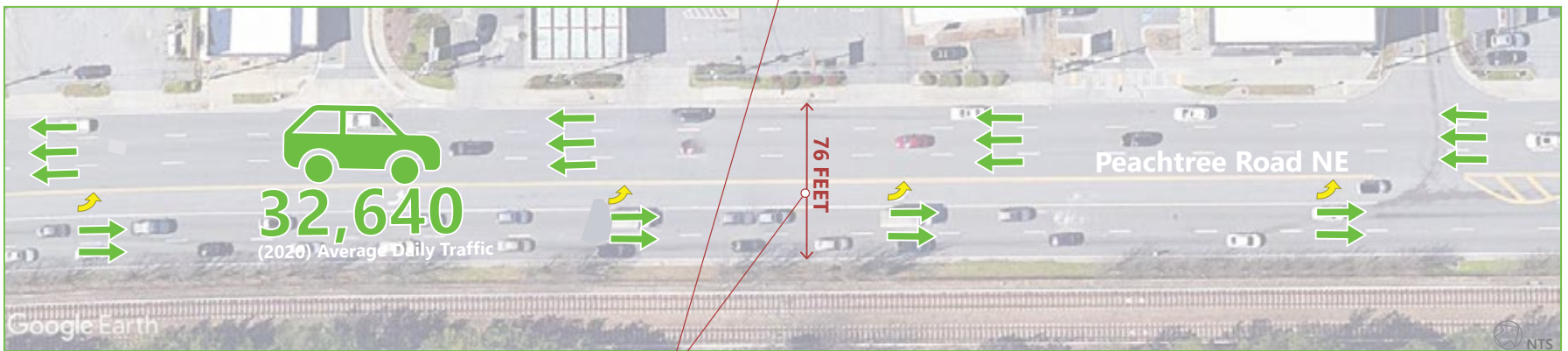


Peachtree Road Corridor: Sections 6 & 7

APPENDIX C



ROADWAY SECTION 8



ROADWAY SECTION 9

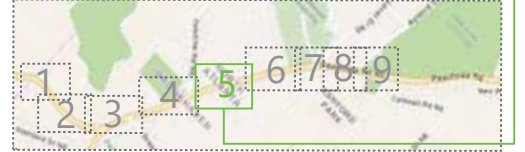
EXISTING ROADWAY CONFIGURATION
 - Typical section width is 74-76 ft
 - 2 northbound lanes
 - 3 southbound lanes
 - 1 median (northbound) left turn lane

LEGEND

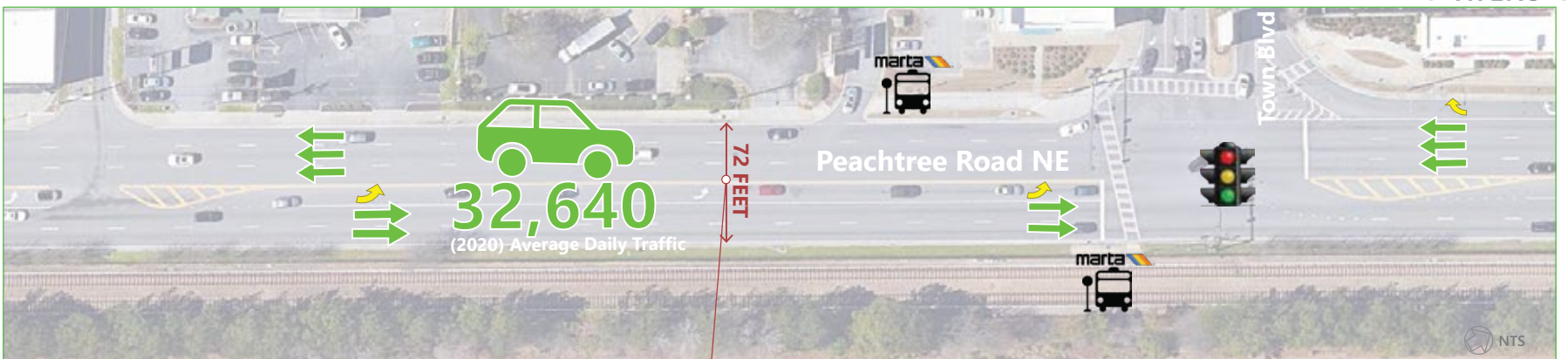
- Daily Traffic Volume (GDOT 2019)
- Signalized Intersection
- Existing Through Lane
- Existing Turn Lane
- MARTA Bus Stop

CORRIDOR REFERENCE MAP

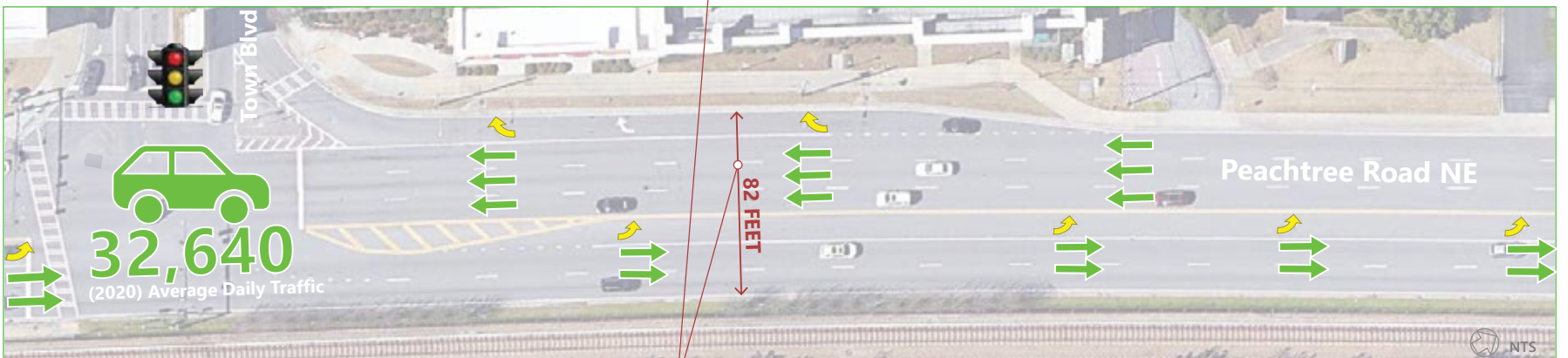
Sheet 5 of 9



Peachtree Road Corridor: Sections 8 & 9



ROADWAY SECTION 10



ROADWAY SECTION 11

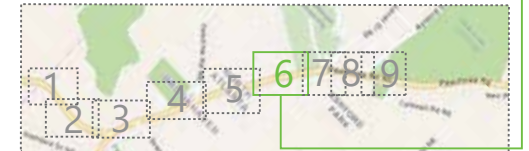
EXISTING ROADWAY CONFIGURATION
 - Typical section width is 72 ft; 82 ft with right turn only lane
 - 2 northbound lanes
 - 2 southbound lanes
 - 1 median (left turn) lane

LEGEND

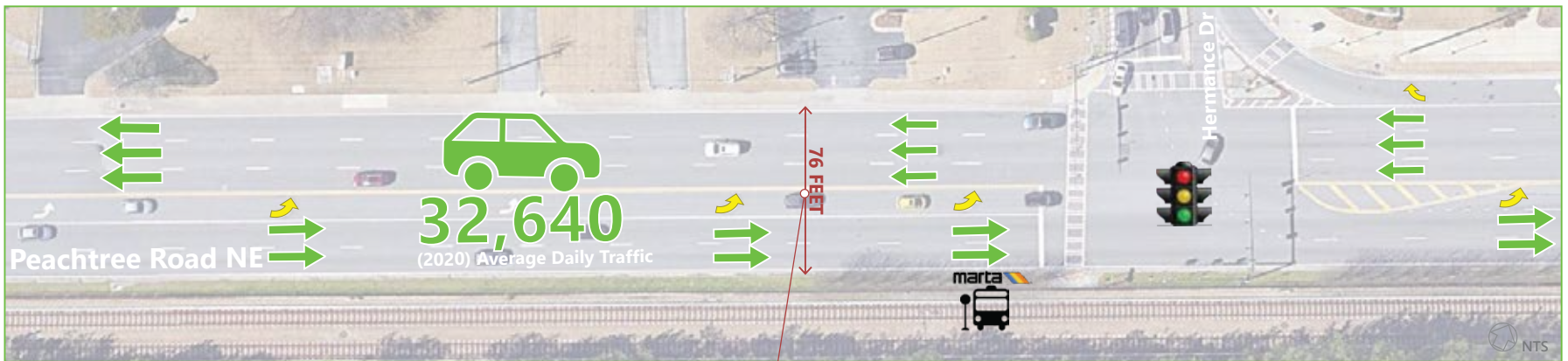
- Daily Traffic Volume (GDOT 2019)
- Signalized Intersection
- Existing Through Lane
- Existing Turn Lane
- MARTA Bus Stop

CORRIDOR REFERENCE MAP

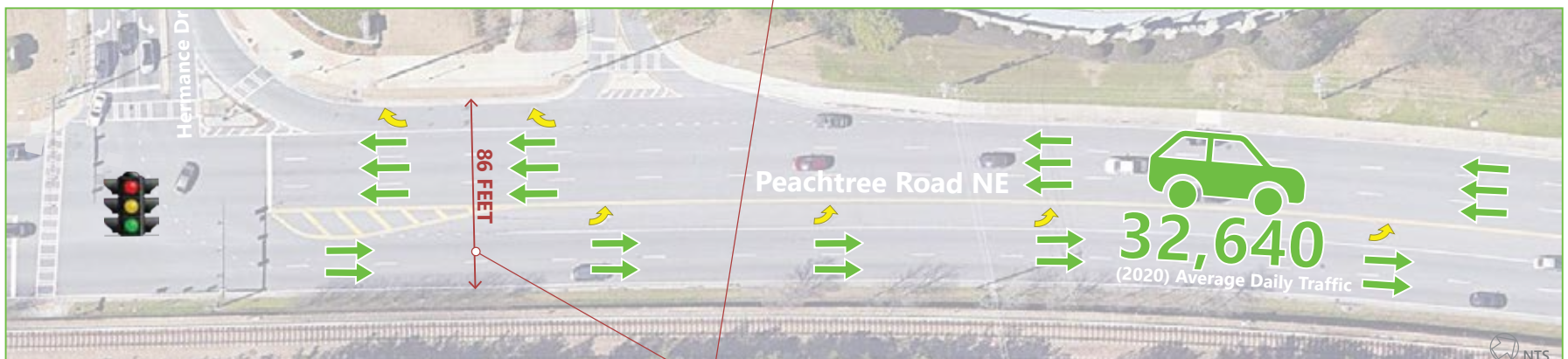
Sheet 6 of 9



Peachtree Road Corridor: Sections 10 & 11



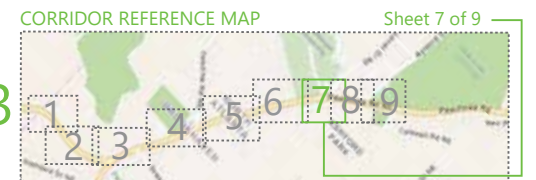
ROADWAY SECTION 12



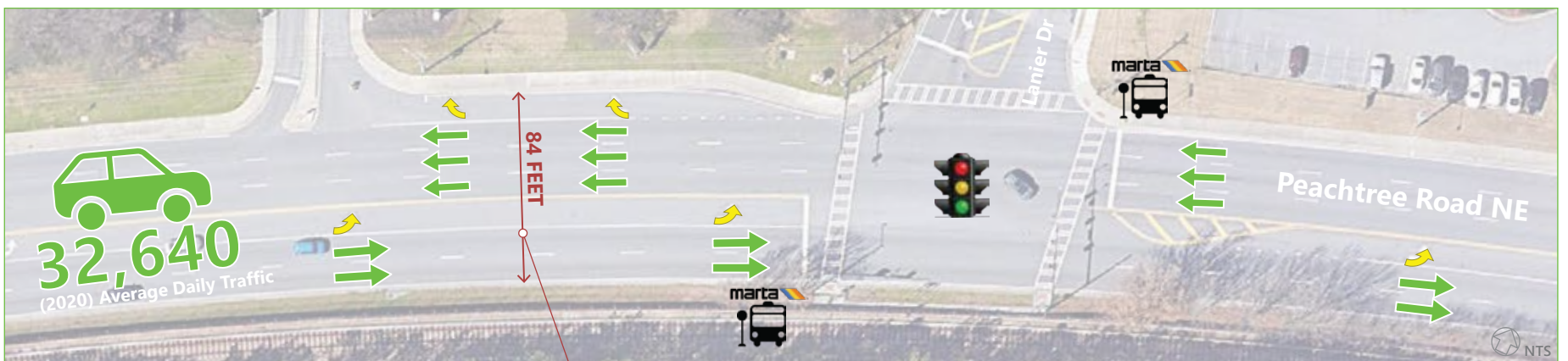
ROADWAY SECTION 13

- EXISTING ROADWAY CONFIGURATION**
- Typical section width is 76 ft; 86 ft with southbound right turn lane
 - 2 northbound lanes
 - 3 southbound lanes
 - 1 northbound left turn lane

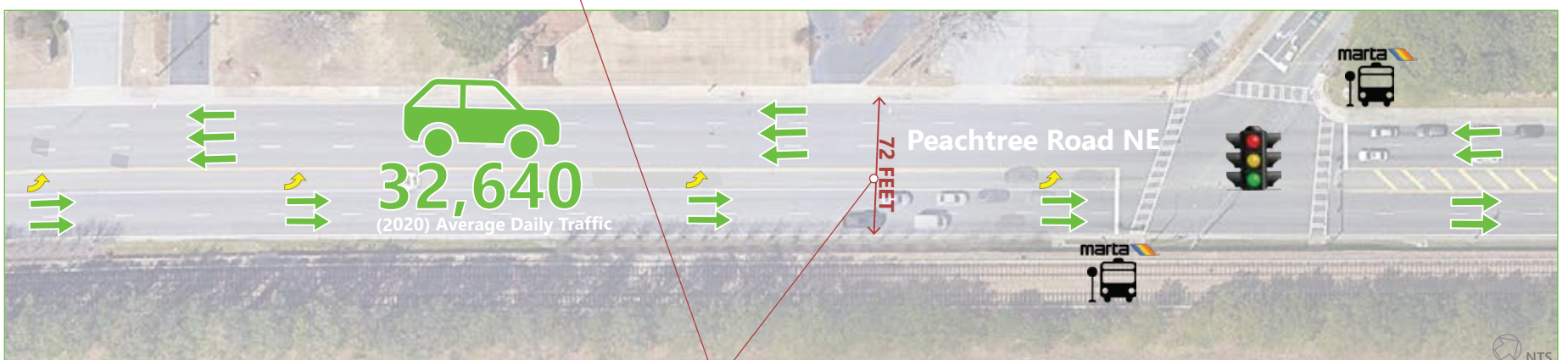
- LEGEND**
- Daily Traffic Volume (GDOT 2019)
 - Signalized Intersection
 - Existing Through Lane
 - Existing Turn Lane
 - MARTA Bus Stop



Peachtree Road Corridor: Sections 12 & 13



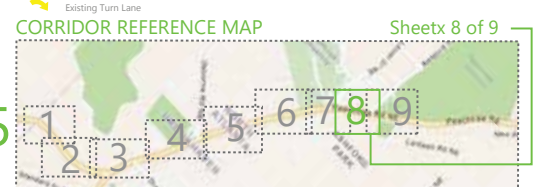
ROADWAY SECTION 14



ROADWAY SECTION 15

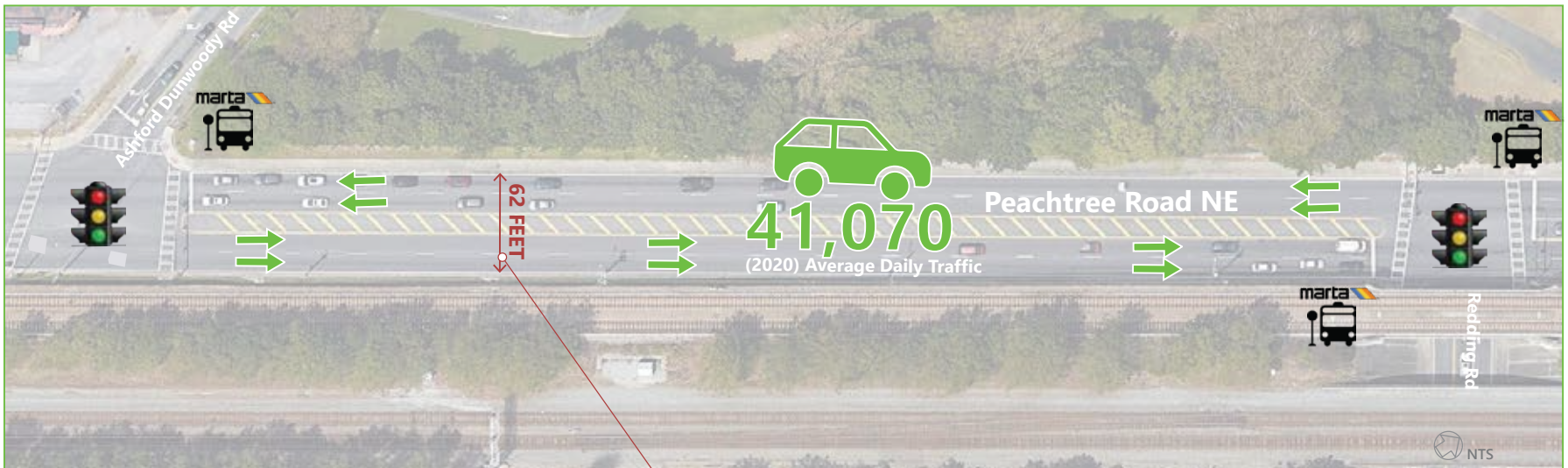
- EXISTING ROADWAY CONFIGURATION**
- Typical section width is 72 ft, 84 ft when including right turn lane
 - 2 northbound lane
 - 2 southbound lane
 - 1 median, northbound, left turn lane

- LEGEND**
- Daily Traffic Volume (GDOT 2019)
 - Signalized Intersection
 - Existing Through Lane
 - Existing Turn Lane
 - MARTA Bus Stop



Peachtree Road Corridor: Sections 14 & 15

APPENDIX C



ROADWAY SECTION 16

- EXISTING ROADWAY CONFIGURATION**
- Typical section width is 62 ft
 - 2 northbound lanes
 - 2 southbound lanes
 - 1 striped median

LEGEND

- Daily Traffic Volume (GDOT 2019)
- Signalized Intersection
- Existing Through Lane
- Existing Turn Lane
- MARTA Bus Stop

CORRIDOR REFERENCE MAP

Sheet 9 of 9



Peachtree Road Corridor: Section 16

APPENDIX D



BROOKHAVEN CITY CENTRE MASTER PLAN



MARKET ANALYSIS
FEBRUARY 2022

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- Introduction **6**
- Market Analysis **10**
 - Socioeconomic **10**
 - Residential **18**
 - Office **28**
 - Retail **34**
- Benefits of Parks and Trails **43**

EXECUTIVE SUMMARY

Executive Summary | Market Analysis Findings

Residential Development	Office Development	Retail Development	Development Environment
<ul style="list-style-type: none"> • Demand for high-amenity rentals is growing in the north suburbs, and developers cited near unlimited potential demand for new rental in central Brookhaven. • In the near term, the City Centre may be able to support between 85 and 440 new units of housing but added density could support up to 2,000 new units. • The City may need to take action to support housing affordability and limit the displacement of low-income residents. 	<ul style="list-style-type: none"> • Major employment centers in Brookhaven are located along highways; new large-scale office development in the City Centre may not be feasible. • There may be opportunities to develop small office as part of a mixed-use development. • As workplace trends are evolving, there may be an opportunity to develop coworking space in the City Centre for residents who prefer a workplace near home. 	<ul style="list-style-type: none"> • Demand for additional big-box and destination retail is likely to be limited as existing retail nodes serve existing market demand. • The retail best suited to the City Centre is likely to be lifestyle retail, including dining, entertainment, and personal services. • The Master Plan should consider opportunities for non-traditional anchors including a town square or other signature open space or amenity. 	<ul style="list-style-type: none"> • Zoning needs to be aligned with planned uses to reduce the approvals needed for individual developments. • Public opposition has historically been a barrier to development. Clear communication and leadership from the City, supported by the City Centre Master Plan, should reduce the impact of NIMBY opposition.

APPENDIX D

Executive Summary | Benefits of Parks and Trails



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The proposed City Centre Master Plan includes a series of urban parks connected by bicycle and pedestrian paths. As noted in the market analysis, inclusion of “nontraditional anchors” such as a signature open space, improved walkability, and **creation of a high-amenity environment will serve to increase the development potential** for new office, retail, and residential space. Public open space and recreational amenities can generate enormous benefits for their communities and returns for property owners.

High Return-on-Investment

- Proximity to urban greenways and parks can create a **20% premium for real estate value**, on average.
- **Urban greenways generate the highest return on investment** of all major urban space because of the diversity of activities they support and relatively low capital and operating costs.

Opportunities for Financing

- **Funding strategies for capital improvements** as well as for the operations and maintenance of parks and trails can include **public funds, value capture strategies** such as Tax Increment Financing, **earned income** from parking, events, and other sources, as well as **private funding** from sponsors and donors.

Brookhaven City Centre Market Analysis | 5

INTRODUCTION

Brookhaven City Centre Methodology

Brookhaven City Centre | Project Overview

HR&A was engaged as part of a team led by HGOR to support the development of a master plan for the proposed Brookhaven City Centre. The study area is centered around the Brookhaven-Oglethorpe MARTA station, and extends South to North along Peachtree Road NE from Cherokee Plaza to Town Brookhaven. The site extends eastward along Dresden Drive NE ending just past Brookhaven Village.

In recent years, minimal development has occurred in the City Centre Study Area. The development projects that have occurred have faced significant pushback from Brookhaven residents. The purpose of the Brookhaven City Centre Master Plan is to define a community-driven vision and plan for the development of the Brookhaven City Centre study area.

HR&A conducted a market analysis to evaluate the real estate market potential for new development within the City Centre. This analysis included a study of demographic, economic, and real estate trends in the study area, in Brookhaven, and throughout the Greater Northern Atlanta region, and a projection of the likely demand for new residential, office, and retail development as part of the City Centre Master Plan.



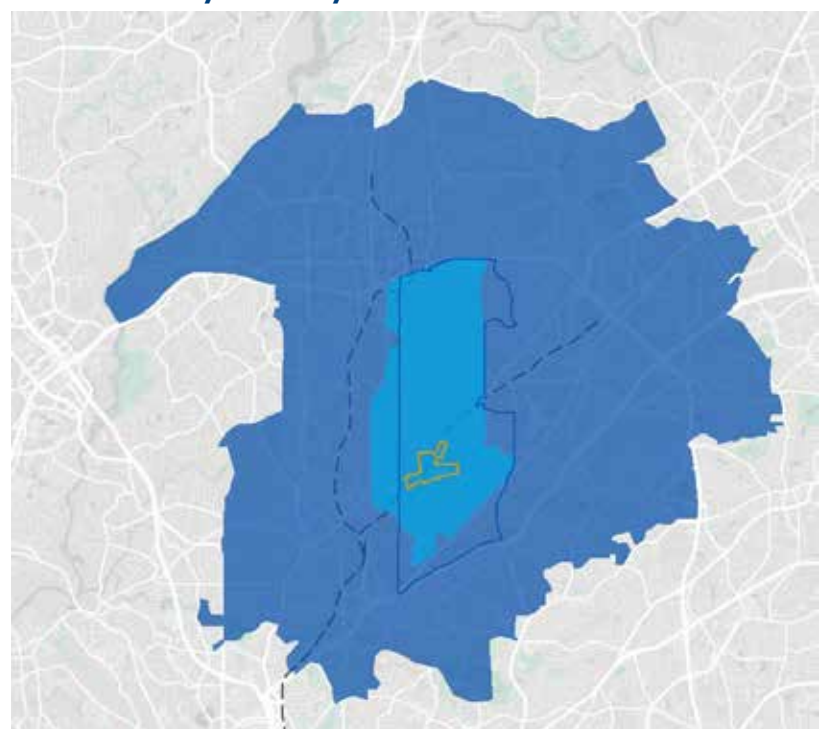
HR&A Advisors, Inc.

Brookhaven City Centre Market Analysis | 7

Methodology | Study Areas

HR&A defined **Primary and Secondary Study Areas** which contain development activity that could compete with uses contemplated at the Brookhaven City Centre Study Area. The Primary Study Area is comprised of the 30319 zip code, and the Secondary Study Area is comprised of the 12 zip codes that make up Greater Northern Atlanta.

Market Analysis Study Areas



- City Centre Study Area
- Primary Study Area
- Secondary Study Area
- MARTA Lines

HR&A Advisors, Inc.

Brookhaven City Centre Market Analysis | 8

APPENDIX D

Methodology | Methodologies and Data Sources

Methodologies

To estimate **future residential demand** in the study areas, HR&A analyzed projected household growth and turnover, compared to pipeline development.

To estimate **future office demand** in the study areas, HR&A analyzed projected employment growth compared to existing office space, pipeline development, and development trends.

To estimate **future retail demand** in the retail trade areas, HR&A conducted a retail gap analysis, analyzing the current and potential spending of the trade areas, compared to retail supply to determine the unmet spending potential and future supportable square footage. This analysis is detailed further on page 36.

Data Sources

HR&A used a variety of third-party data sources to analyze historical and anticipated market trends. We also completed interviews with several local development firms active in Greater Atlanta to validate our study areas, understand the development potential of Brookhaven in general, and provide additional context to our analysis.

Subject	Data Sources Used
Demography and Population Projections	U.S. Decennial Census, American Community Survey (ACS), ESRI Business Analyst
Employment	EMSI, LEHD On the Map
Real Estate	CoStar, Zillow, ESRI Business Analyst, City of Brookhaven, Loopnet

External Uncertainties

HR&A identified external uncertainties that could alter anticipated trends for Brookhaven, including the following:

- COVID-19's impact on construction costs and market absorption rates for residential, office, and retail uses, which could impact the feasibility of a potential development program in Brookhaven.

MARKET ANALYSIS

Socioeconomic

Residential

Office

Retail

Key Findings | Socioeconomic

Findings

Brookhaven's population is anticipated to grow by 1.13% per year to a total of 62,200 residents by 2025. New residents will likely be of moderate to high income.

COVID-19 may be increasing the rate of growth in Atlanta's north suburbs.

Brookhaven is less racially diverse than other parts of DeKalb County, and has declining economic diversity. In addition, racial disparities persist among Brookhaven residents. The median income for Hispanic and Black households is significantly less for white non-Hispanic households.

Implications

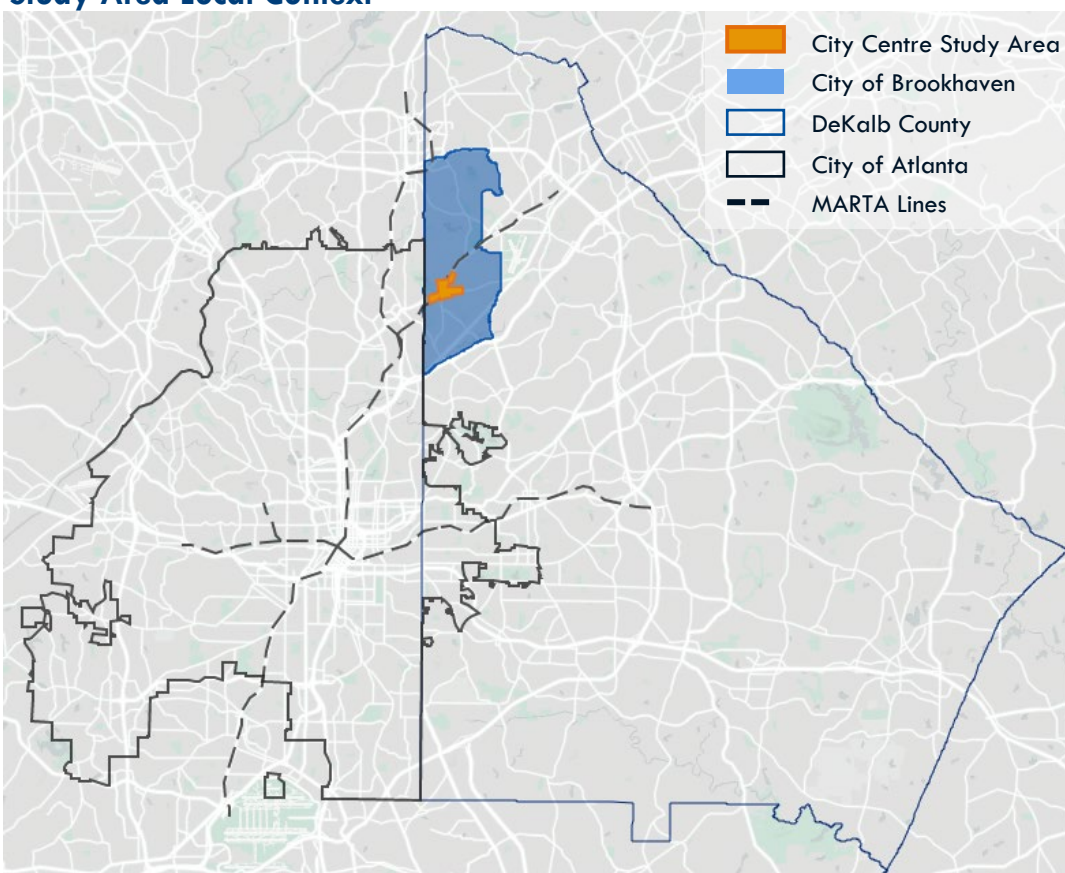
Demand for new residential development in Brookhaven is likely to continue to grow, with a greater diversity of residents seeking housing. The residential section explores the potential for new residential development further.

The master plan should identify opportunities to increase racial and economic diversity in Town Center as a means of creating a more lively, mixed-use Town Center.

The master plan should consider opportunities to reduce racial disparities, including through deeper engagement with Brookhaven's minority residents.

Brookhaven is an affluent and growing community, similar to adjacent suburban communities in Fulton and Cobb counties.

Study Area Local Context



53,140

Brookhaven Population (2018)

16%

Population Percent Growth in Brookhaven since 2010 (compared to 8% for DeKalb County)

\$87,000

Brookhaven Median Household Income (2018)

34%

Median Household Income Percent Growth Brookhaven since 2010 (compared to 15% for DeKalb County)

APPENDIX D

Brookhaven's growth has been driven almost entirely by households earning over \$150,000.

Brookhaven added over 3,200 households between 2010 and 2018, and the majority of that growth was in households with incomes over \$150,000. These **high-income households account for almost 30% of all households in Brookhaven**. During the same period, Brookhaven saw a **decline in low-income households**, with a total loss of over 900 households earning below \$45,000. This likely indicates that these households are being displaced to areas with lower rents and home prices.

Brookhaven's unemployment rate is very low at only 2.5%, compared to 7.7% for Atlanta's and 6.4% for the state as a whole.

2.5%

Brookhaven unemployment rate (2018)

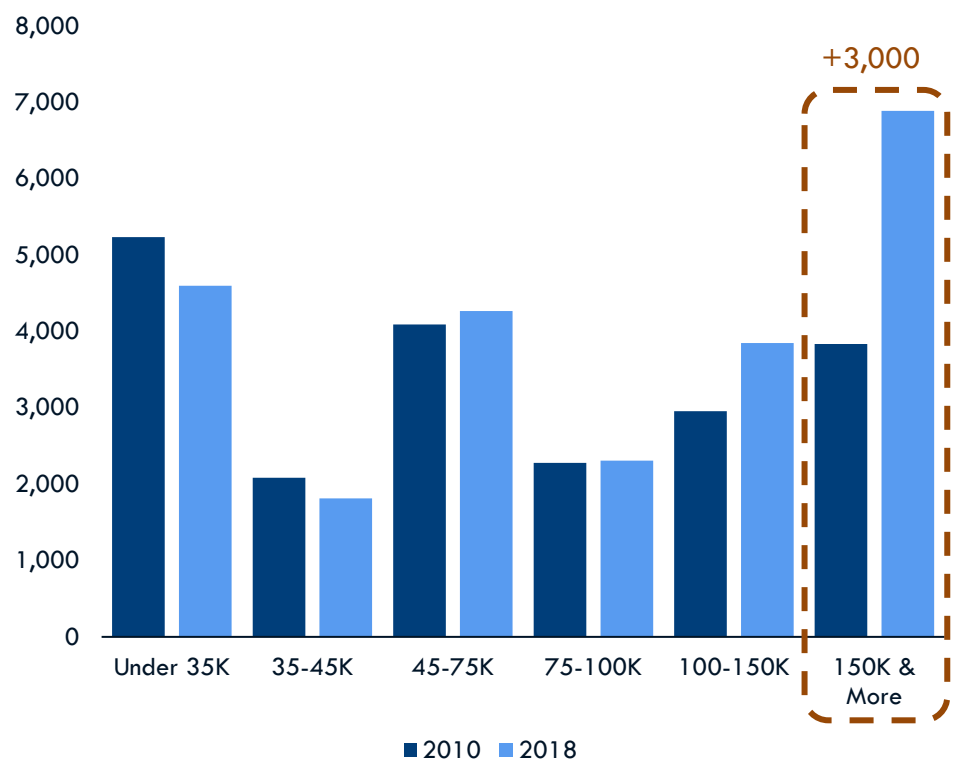
\$87,000

Median Household Income (2018)

Source: American Community Survey 5 Year Estimates (2018 and 2010)

HR&A Advisors, Inc.

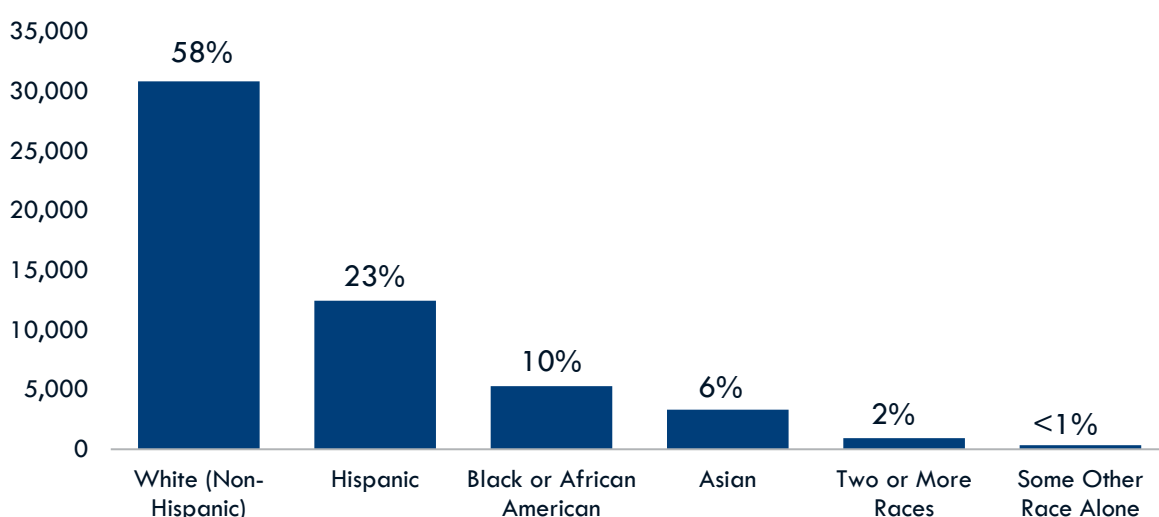
Brookhaven Households by Income



Brookhaven City Centre Market Analysis | 13

Brookhaven's population is disproportionately white compared with DeKalb County, and has significant income disparities by race.

Population of Brookhaven by Race and Ethnicity (2018)



Median Household Income by Race of Householder (2018)

White Non-Hispanic	\$110,672
Black or African American	\$55,255
Hispanic	\$44,584
Asian	\$80,278

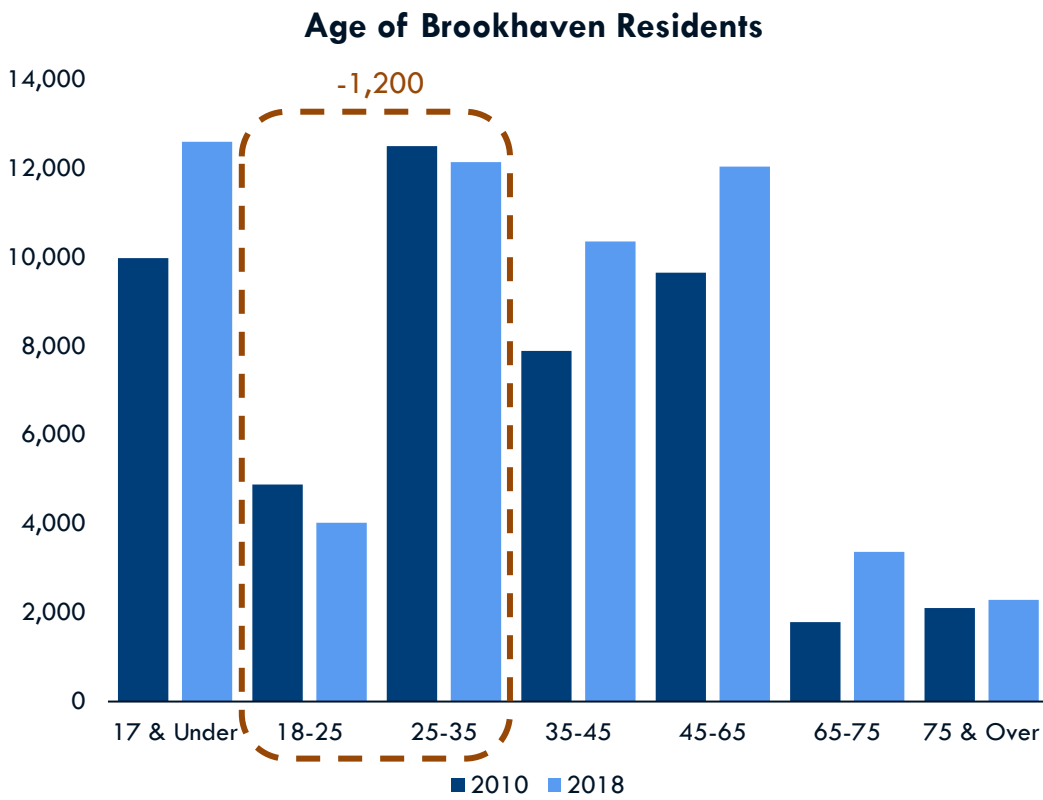
Though the City is moderately diverse, **Brookhaven's population is disproportionately white compared with the county and the region**. 58% of Brookhaven residents are white and non-Hispanic, compared with 48% of residents in the Atlanta region and 29% in DeKalb County. Brookhaven has a higher proportion of Hispanic residents than the county and region, but Black residents account for only 10% of the City's population, compared with 53% for the County as a whole. Brookhaven's racial distribution is similar to nearby suburban communities such as Dunwoody. **Income disparities by race are stark, with white non-Hispanic households earning a median income of over \$110,000 compared to \$55,000 for Black households and \$45,000 for Hispanic households**. Though these disparities exist in the County and region, they are greater in Brookhaven because of the very high median income of white non-Hispanic households. Incomes for most races are higher in Brookhaven than incomes in the County as a whole. **The lack of racial and economic diversity, and significant economic disparities by race, may limit opportunities to support economic activity in the Town Center.**

Source: American Community Survey 5 Year Estimates (2018 and 2010)

HR&A Advisors, Inc.

Brookhaven City Centre Market Analysis | 14

Despite overall population growth, Brookhaven’s population of young adults has declined since 2010.



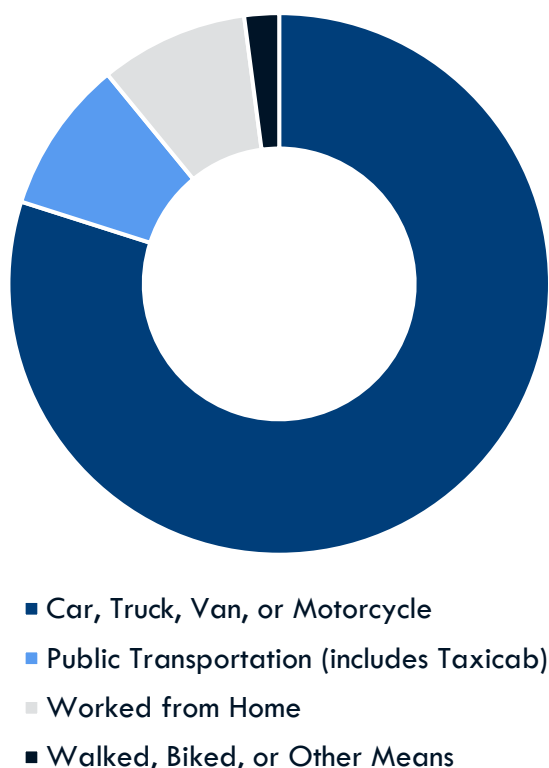
Brookhaven’s population grew by over 16% from 2010 to 2018. The largest percentage increase was in adults aged 65 to 75, with 1,600 new seniors representing 88% growth. Despite this, Brookhaven lost about 1,200 adults aged 18 to 35. This loss was greatest for adults aged 18 to 25, with a 17% population decline. Growth occurred among both renters and owners, with a slight overall increase in homeownership.

However, developers familiar with the market see the potential for growing demand for housing among young adults as well as seniors, who may be drawn to Brookhaven’s convenient suburban location but prefer apartment living to owning a large home. Attracting a younger population could also support the success and vibrancy of a walkable, mixed-use development in City Centre.

Source: American Community Survey 5 Year Estimates (2018 and 2010), HR&A market research
HR&A Advisors, Inc.

Commuting patterns show that many residents drive to work in Atlanta and the north suburbs.

Mode of Transportation to Work



26 min.

Average Commute Time (2018)

Commuting trends in Brookhaven indicate **typical suburban commute patterns**. 80% of Brookhaven residents drive to work, despite the proximity of the Brookhaven-Oglethorpe MARTA station. This may in part be because **many residents commute to suburban employment centers**. Over one third of Brookhaven residents commute into Atlanta for work, with the remainder primarily working throughout the northern suburbs. Major commute destinations include the Buckhead neighborhood of Atlanta, the Atlanta central business district, and suburban employment centers in Druid Hills, along I-85, and in Sandy Springs and Dunwoody.

Only 4% of workers employed in Brookhaven are residents. The remainder, over 27,000 workers, commute from throughout the surrounding area.

Approximately 9% or 2,860 Brookfield residents use public transportation to travel to work.

Source: American Community Survey 2018 5-year estimates, LEHD On the Map
HR&A Advisors, Inc.

APPENDIX D

Population growth in Brookhaven is projected to continue, with implications for potential housing demand citywide and in City Centre.

Population is projected to continue growing at a rate of 1.13% annually over the next 5 years, slightly slower than the 1.9% compound annual rate of growth from 2010-2018. **Changing preferences due to COVID-19 may further drive suburban population growth.** Brookhaven's age distribution is projected to remain stable, with a 1.6% and 1.5% growth in the 18-35 and the 65+ populations, respectively. Local developers project that with further housing development, Brookhaven could see a growth in families with young children, but also suggest that **demand for housing in the City Centre would likely be driven by elderly residents looking to downsize while maintaining a predominately suburban environment, and from young people who cannot afford to live in downtown Atlanta.**

Median income is also expected to increase in the next 5 years to \$103,700. Brookhaven is likely to **lose upwards of 11% of households making less than \$35,000** in the next 5 years. This displacement will contribute to the projected increase in median income.

1.13%

*Projected annual population growth rate
(2020-2025)*

-11%

*Households making less than \$35K
(2020-2025)*

\$103,700

*Projected median income
(2025)*

Source: American Community Survey 5 Year Estimates (2018), ESRI

HR&A Advisors, Inc.

Brookhaven City Centre Market Analysis | 17

MARKET ANALYSIS

Socioeconomic

Residential

Office

Retail

Key Findings | Residential

Findings

Most recent residential development in and near Brookhaven has been mid-rise luxury apartments. Demand for these high-amenity rentals appears to be growing in Atlanta’s near suburbs, and developers cited near unlimited potential demand for new residential, particularly mid-rise apartments, in central Brookhaven.

Rising incomes and the cost of construction are likely to continue to put pressures on market rents, as luxury rental apartments remain the most feasible development type.

Implications

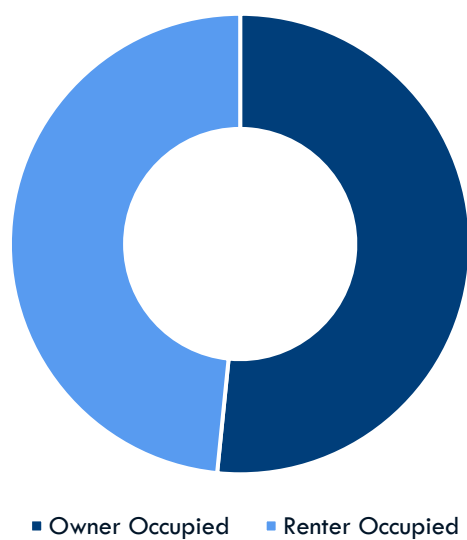
City Centre may be able to support 85 to 440 units over the next five years based on current demand, but added density and placemaking could increase the area’s capture rate and demand to support 2,000 units. Increasing density and population within City Centre will grow demand for commercial development.

The majority of new residential development is likely to be mid-rise rental apartments, though there is some demand for for-sale townhomes.

The City may need to take action to support housing affordability and limit displacement of low-income residents. With its access to transit and basic retail goods, the City Centre area is well suited to affordable housing development.

Brookhaven has a high proportion of renters, though homeownership has increased since 2010.

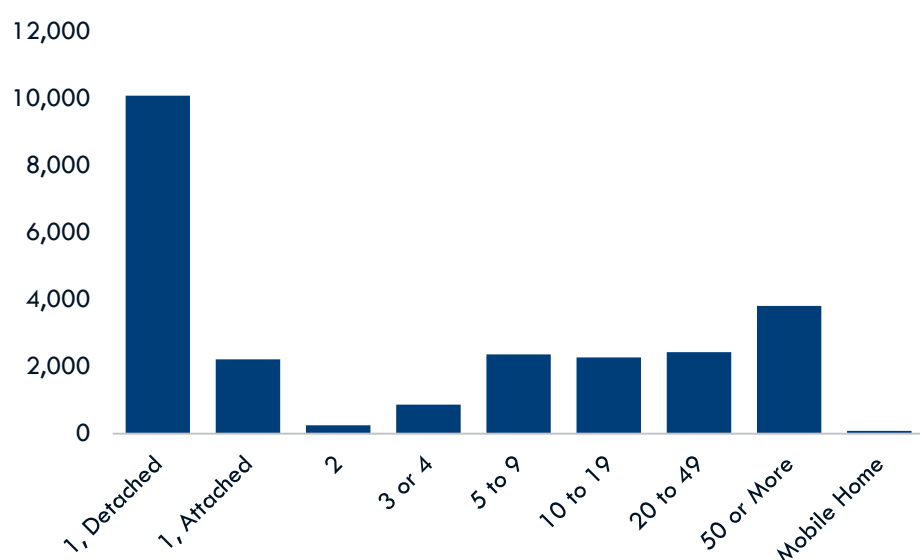
Housing Tenure in Brookhaven, 2018



Homeownership grew slightly in Brookhaven between 2010 to 2018, so that just over half of occupied units are owner-occupied. This is similar to DeKalb County, where owner-occupied units account for 54% of occupied units. Renters are more common in the City Centre Study Area, making up 60% of occupied units in 2020.

Source: American Community Survey 2018 5 Year Estimates, ESRI Business Analyst

Brookhaven Housing by Units in Structure, 2018



Brookhaven has **diverse housing types for a suburban community**. Detached single family homes account for only 41% of total housing, while townhomes and two- to four-unit homes account for 14% and moderate-sized apartments with 5 to 50 units account for 30%.

APPENDIX D

Multifamily housing in Brookhaven has relatively high amenities.

Brookhaven has over 50 multifamily developments, with approximately 10,300 units total. Most recent development is mid-rise apartments with high amenities. The City Centre Study Area has 766 multifamily units, with an average year built of 2007.



The Avana Uptown (2006)
 Located in the southeast corner of Brookhaven, this project markets its location as “just moments from Buckhead and Midtown”. It has 4 floors and 277 1 and 2 bedroom units. The building also has structured parking
Amenities: Private balconies, fitness center, saltwater pool, zen garden, and a lounge
Vacancy: 5.3%
Rent per SF: \$1.59
Rent per 2 BD unit: \$2,142



ARIUM Brookhaven (2014)
 Located in the ‘trendy heart of Brookhaven’, this project features 4 stories with 230 units, ranging from studios to 2 bedrooms, and a parking garage.
Amenities: Fitness center, saltwater aqua lounge, resident lounge, gaming area
Vacancy: 9.6%
Rent per SF: \$1.80
Rent per 2 BD unit: \$1,798



@1377 (2013)
 Located across from Brookhaven Village, this project provides “location, convenience, and quality [with] everything you want just steps away”. This project has 217 units across 4 stories, with 0 – 2 bedroom units.
Amenities: Fitness center, saltwater pool, private balconies, in-unit laundry
Vacancy: 6.5%
Rent per SF: \$1.79
Rent per 2 BD unit: \$2,801



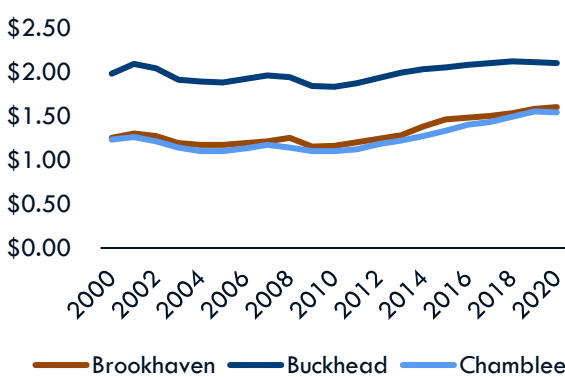
The Ashford (1968)
 Located in northern Brookhaven this project offers affordable apartments and townhomes, with surface parking. It features 2 stories of 221 units, ranging from 1 to 3 bedrooms.
Amenities: Clubhouse, swimming pool, fitness center, dog park, work-flex lounge
Vacancy: 9.5%
Rent per SF: \$1.24
Rent per 2 BD unit: \$1,511

Source: Costar, City of Brookhaven HR&A Advisors, Inc.

Brookhaven City Centre Market Analysis | 21

Overall, rents are lower in Brookhaven compared with Buckhead, and new development has tended toward luxury apartments.

Multifamily Asking Rent (per Square Foot)



Real multifamily rents in Brookhaven have grown slightly since the great recession. Rents in Brookhaven and Chamblee are similar, while rents in Buckhead are about 30% higher per square foot. **New multifamily development in Brookhaven has lagged its neighbors;** Buckhead saw the development of over 5,000 multifamily units from 2014-2019, while Brookhaven added one new multifamily development.

Source: Costar, City of Brookhaven HR&A Advisors, Inc.

Three recent residential developments illustrate the trend toward luxury apartments on major corridors or near employment centers. Developers confirm that luxury rental apartments are one of the most feasible development types, and they see growing demand for these units in Atlanta’s near suburbs. Lease-up was slow early in the COVID-19 environment but has picked up in recent months.

Brookhaven



The Linc at Brookhaven (Summer 2020)
 300 Units, 4 Stories
Rent per SF: \$1.91
2BR Rent: \$ 2,174
Vacancy: 37%
Parking: Structured (above grade)
Amenities: Media room, resort style pool, pet spa and play park

Buckhead



Modera Prominence (Summer 2020)
 320 Units, 6 Stories
Rent per SF: \$2.52
2BR Rent: \$2,785
Vacancy: 98.4%
Parking: Structured (below grade)
Amenities: On-site retail, direct access to MARTA, fitness center with yoga studio

Chamblee



SLX Atlanta (Summer 2020)
 307 Units, 6 Stories
Rent per SF: \$2.39
2BR Rent: \$3,018
Vacancy: 83.7%
Parking: Structured (above grade)
Amenities: Luxury fitness center with on-site masseuse, roof top lounge, resort style pool

Brookhaven City Centre Market Analysis | 22

Recent and pipeline developments indicate continued interest and opportunity for rental housing in Brookhaven despite high vacancy.



1400 Lake Hearn Drive
(2024)
615 units, 5 stories

Porter on Peachtree
(2022) 283 units, 6 stories
17,000SF Retail

Overture Buckhead South
(2021)
199 senior units, 6 stories

Source: Costar, City of Brookhaven
HR&A Advisors, Inc.

4%

Vacancy Rate (2021)

Brookhaven has a vacancy rate of 4%. Brookhaven's market has recovered from the impact of COVID-19 in 2020, when the city's vacancy rate was 14%. As developers noted, **leasing activity increased in Fall 2020**, mimicking the activity that would have been expected in Spring 2020, and continued to stay strong through 2021.

259

Units Absorbed (2021)

Currently, there are three projects totaling over 1,000 units in the development pipeline. One of these projects, Porter on Peachtree, will bring 283 units to the City Centre Study Area in 2022. An additional proposed development, the Manor at Druid Hills, would add 382 units as well as medical office, hotel, and other uses.

Recent developments in Brookhaven have received pushback from the local community. While developers noted that there was almost limitless demand within Brookhaven, neighborhoods residents often raise strong objections to proposed developments, and developers see risk in the City's entitlements processes. **Stronger leadership and proactive rezoning may be needed to reduce barriers to new development.**

Single family home prices are higher on average in Brookhaven compared with adjacent neighborhoods.



	Brookhaven	Chamblee	Buckhead
Median Home Price	\$580,000	\$364,000	\$535,000
Price Growth (2019-2020)	5.5%	4.3%	2.6%

826

Detached Single Family Homes
Constructed since 2010

814

Attached Single Family Homes
Constructed since 2010



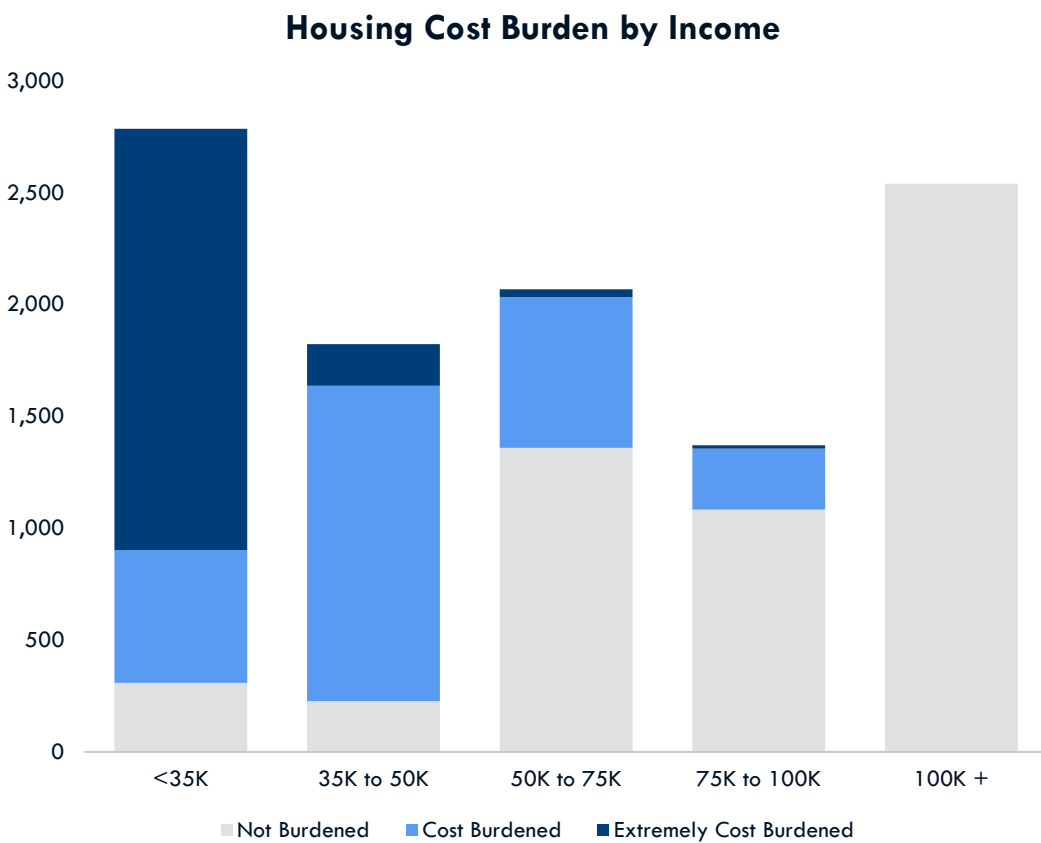
Brookhaven's single family housing market appears strong, with good price growth and values, particularly compared with its neighbors. Though the majority of Brookhaven's housing is detached single family, **attached single family (e.g. townhomes) represent a growing part of the overall housing market**, and provides options for households that don't want the large suburban houses that are typical in many parts of Brookhaven.

During the pandemic, the inventory of available homes for sale in the Atlanta Metropolitan Statistical Area has fallen sharply, while prices have risen. This may indicate unmet demand for homeownership opportunities in the region.

Source: Zillow, American Community Survey 5 Year Estimates (2018 and 2010)
HR&A Advisors, Inc.

APPENDIX D

About half of Brookhaven’s renters are cost-burdened, including the vast majority of renters earning less than \$50K.



Approximately 5,100 (50%) of Brookhaven renters are cost burdened, meaning they spend more than 30 percent of their income on housing costs such as rent and utilities. 2,100 of those renters are extremely cost burdened, spending upwards of 50% of their household income on rent. Just under 90% of these extremely cost burdened households have incomes less than \$35K. As new rental development trends toward luxury apartments, these lower income renters are likely to continue to struggle to find apartments in Brookhaven with rents they can afford. This will likely contribute to continued cost burden and displacement for renters with incomes below \$50K, and may begin to impact renters with incomes up to \$75K.

Source: American Community Survey 5 Year Estimates (2018)

HR&A Advisors, Inc.

Brookhaven City Centre Market Analysis | 25

The 30319 zip code could add more than 1,890 new households in the next five years.

The number of households in Greater Northern Atlanta grew by 24,319 (17.6%) between 2010 and 2020. The 30319 zip code added 3,605 households (20.2% growth) during the same period, accounting for 14.8% of total household growth in Greater Northern Atlanta. Population projections suggest the number of households in Greater Northern Atlanta will grow 7.2% by 2025; projecting that Greater Northern Atlanta could gain 10,780 residents in total by 2025.

+10,780

Projected increase in Greater Northern Atlanta households (2020-25)

17.6%

PSA historical and projected share of Greater Northern Atlanta growth (2020-25)

+1,890

Projected increase in zip code 30319 residents (2020-25)

Assuming that the 30319 zip code continues to account for at least the same share of population growth in the next five years, 30319 could expect to add at least an additional 1,890 residents (8.8%) by 2025. The chief constraint of growth in the zip code has been the supply of housing. With increased housing availability, 30319 could see further growth over the next five years.

Source: EMSI, ESRI

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Brookhaven City Centre Market Analysis | 26

Population and housing market trends suggest that the City Centre could support the development of up to 440 units over the next five years.

Based on projected household growth, turnover, and current vacancy, within the 30319 zip code, by 2026, the **area could support more than 1,650 new residential units**, representing a mix of both for-sale and rental units. Some of this demand will be satisfied by the 1,200 units currently in Brookhaven's development pipeline, however the near-term demand for housing exceeds these planned developments.

1,650+

*New residential units in zip code 30319
(2020-2026)*

The City Centre study area accounts for 551 units (5.3%) of all multi-family development in Brookhaven. Of the 1,114 pipeline units, 300 (27%) are located in the City Centre Study Area. If the City Centre Study Area follows past development trends, the Study Area would add 85 units over the next five years. However, **if City Centre's development share increases as a result of the Master Plan and focused development efforts, the area could support up to 440 new units over the next five years.**

85 - 440

*Capturable residential units in City Centre
based on current demand
(2020-2025)*

The surrounding region and Atlanta metro area have demonstrated immense growth in the past five years. In recent years, **growth in Brookhaven has likely been limited by inventory and lack of new deliveries**. Almost 45% of all renter-occupied units in 30319 were developed before 1990, and only 300 new units have been developed since 2016. With a more consistent and robust pipeline of residential development, along with increased placemaking and density, **Brookhaven could capture a larger share of growth from the surrounding region, and support upwards of 2,000 new residential units within the City Centre Study Area.**

2,000+

*New residential units in City Centre
with increased density and placemaking*

Source: CoStar, ESRI, Zillow

HR&A Advisors, Inc.

Brookhaven City Centre Market Analysis | 27

MARKET ANALYSIS

Socioeconomic
Residential
Office
Retail

APPENDIX D

Key Findings | Office

Findings

Major employment centers in Brookhaven are located to the North near Perimeter and to the South along the I-85 corridor. Office space in City Centre is primarily low-rise.

Employment growth in central Brookhaven has been driven by the finance industry.

COVID-19 and other office trends are changing the workplace patterns. There may be opportunities to support flexible workspaces such as coworking within the City Centre.

Implications

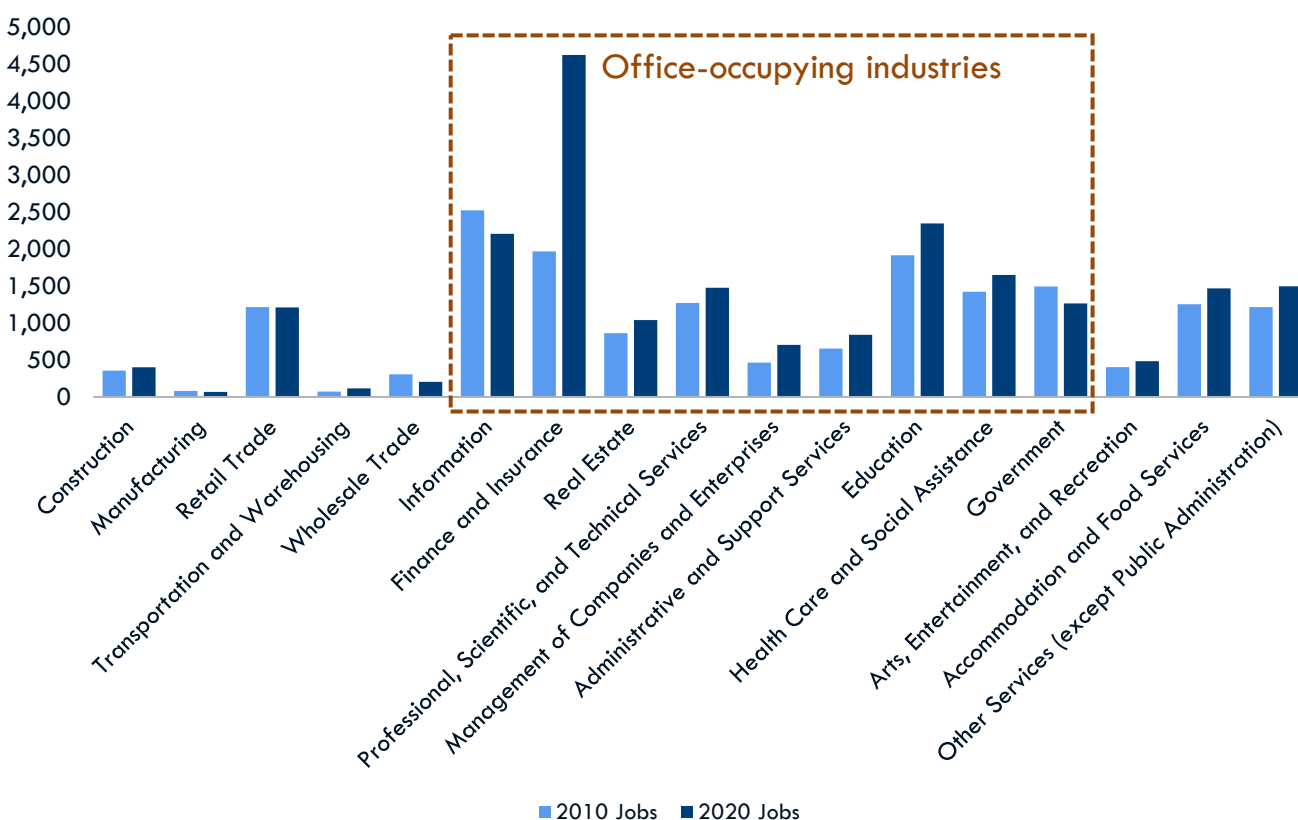
Though large-scale office development may not be supported in City Centre, there may be opportunities to develop limited ground-floor or low-rise office, including coworking spaces to serve local residents in a flexible work environment.

The Study Area may absorb 20,000 to 50,000 square feet of office space by 2030. Smaller office spaces in a walkable, high-amenity environment would likely be attractive to some office users.

Since 2010, Brookhaven's primary zip code added 3,600 jobs in office-occupying industries, driven primarily by finance.

Companies contributing to the growth in Finance and Insurance include Magellan Planning Group, The Piedmont Group, North American Health Plans, and Delta Life Insurance.

Employment Growth by Industry, 30319 Zip Code



Major Employers

AT&T Mobility

Sysnet

Children's
Healthcare of
Atlanta

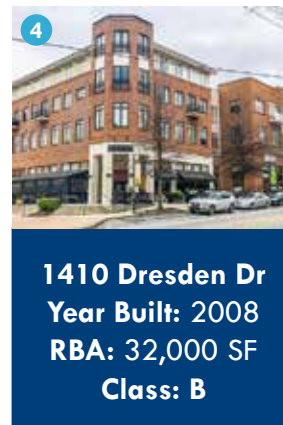
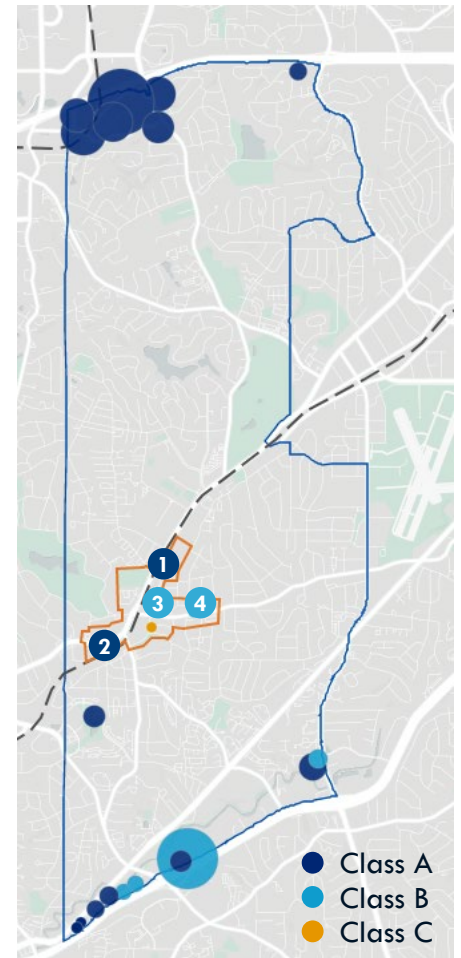
The Weather
Company

Atlanta Hawks

Office in Brookhaven is primarily clustered in highway-adjacent employment centers.

Major office employment centers in Brookhaven are to the northwest near the Northside Hospital complex and Perimeter area, and to the south along the I-85 corridor. Brookhaven has 4.2M square feet of class A office space with a vacancy rate of 31%. Class B office is performing better, with 1.8M square feet and 9% vacancy. The City Centre Study Area has approximately 319,000 square feet of office space, including 173,000 square feet of Class A office. Within the study area, vacancy is 7%, and triple net rents are at a slight premium compared with rents throughout Brookhaven. **Office space in the City Centre Study Area is predominately newer than the office space outside the City Centre Study Area.**

Whereas employment centers to the north and south have mid- and high-rise buildings in office parks, offices in Brookhaven's City Centre are primarily low-rise single use buildings. Outside of City Centre, office buildings are typically mid to high rise and in office parks.

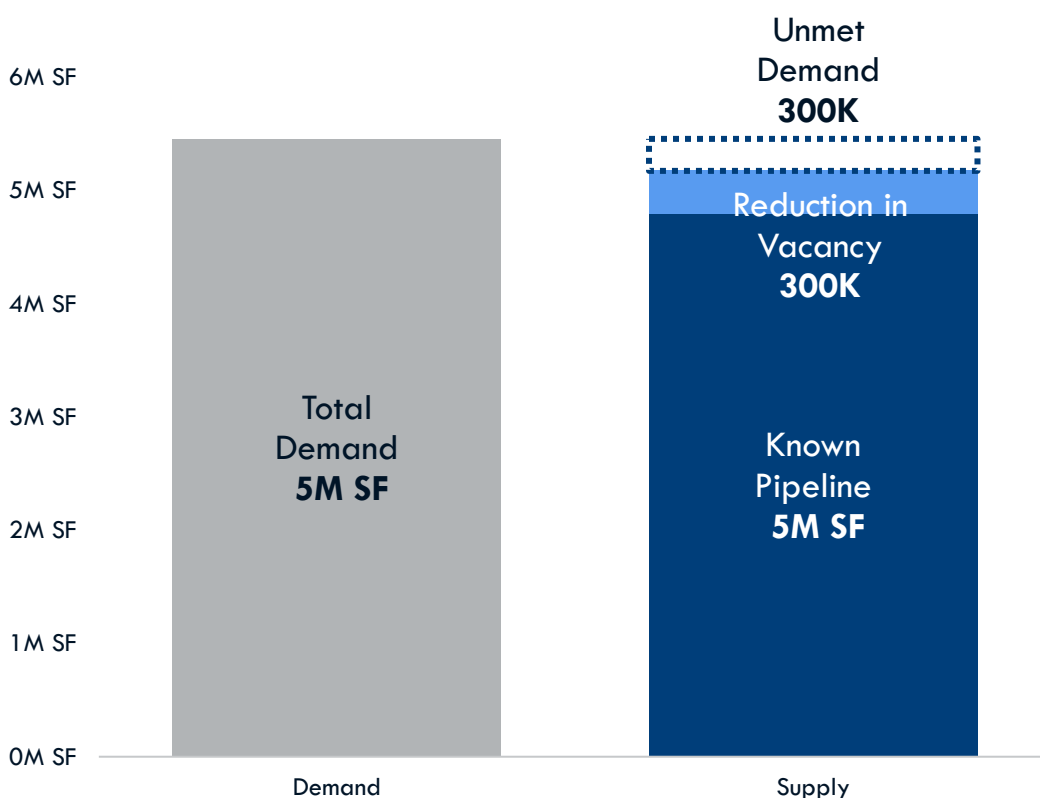


Source: CoStar, Loopnet
HR&A Advisors, Inc.

Brookhaven City Centre Market Analysis | 31

The current pipeline of office development falls just short of the expected demand within the northern Atlanta suburbs.

Greater Northern ATL Demand for Office Space vs. Anticipated Supply and Turnover, 2020-2030



+26,400

Projected increase in office jobs (2020-30)

+300K SF

Projected increase in supportable office space (2020-30)

Despite the potential for continued job growth, announced and proposed office development could meet the projected demand, which could hamper the ability of Brookhaven to fully capitalize on its potential as a commercial hub. Office employment within the Greater Northern Atlanta area is expected to grow by about 10% over the next decade. The current office development pipeline in this area is already expected to add at least 4.8M square feet of commercial space in the next decade, which falls just shy of the projected 5.5M square foot increase in demand due to employment growth.

Source: EMSI (2010, 2019), CoStar
HR&A Advisors, Inc.

Brookhaven City Centre Market Analysis | 32

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The potential demand for office development within the Study Area is limited, but opportunities may exist.

It is likely that most of the projected 300K square feet of new office development will occur in existing employment centers throughout the northern suburbs. Employment projections and existing development patterns suggest that only about 20-50K square feet of new office might be supportable within the Study Area. This could be a new creative office or other professional space as part of vertical mixed-use development or a standalone development within the City Centre. Some office users may be attracted to a walkable, amenity-rich environment in City Centre instead of higher density employment centers near highways or in Buckhead.

+2,200

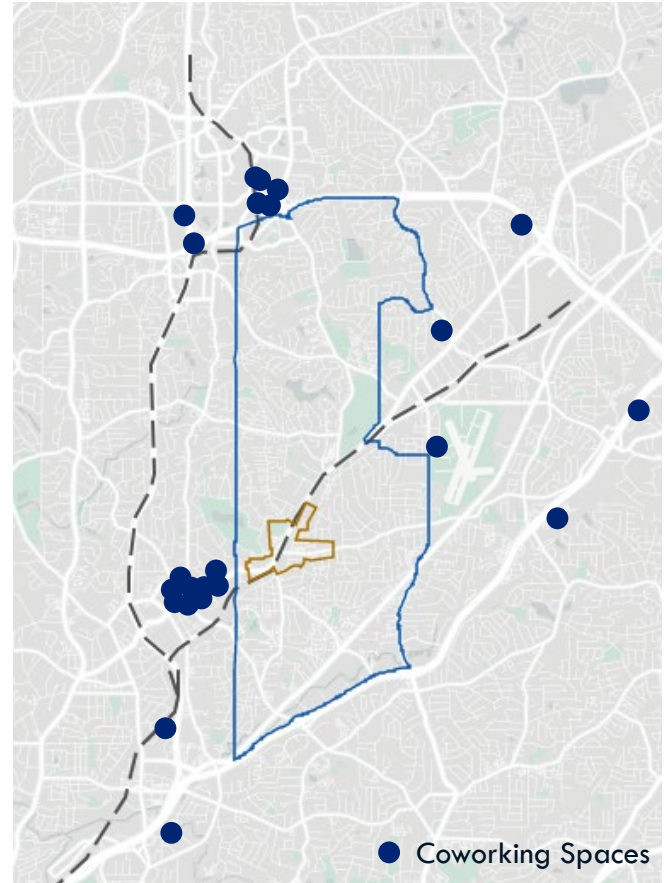
10% projected increase in Study Area office employment (2020-30)

20-50K SF

Projected supportable increase in Study Area office development (2020-30)

One potential approach to new office development would be to attract coworking or other flexible office space. Recent changes in the office market including the impacts of COVID-19 appear to indicate that more workers may increasingly use remote offices, even if they continue to commute to traditional offices part-time. Though coworking spaces exist in Buckhead and other existing employment centers, Brookhaven has no coworking offices. In addition, the location of a coworking space served by transit could provide increased flexibility for workers who live in or near Brookhaven and occasionally commute to downtown Atlanta. Other office uses might include medical, entertainment, or work-live typologies to capitalize on the low demand.

Source: EMSI (2010, 2019), CoStar, HR&A market research
HR&A Advisors, Inc.



Brookhaven City Centre Market Analysis | 33

MARKET ANALYSIS

Socioeconomic

Residential

Office

Retail

Key Findings | Retail

Findings

Existing retail nodes in and around Chamblee and Brookhaven serve the major comparison retail needs of the area.

Current spending potential by residents and local workers, as well as new potential demand from City Centre residents, indicate potential for development of convenience retail and dining.

New retail development is unlikely to be supported by a traditional anchor, which may pose a challenge to feasibility of speculative retail development.

Implications

Demand for additional big-box retail and community shopping centers or destination retail is likely to be limited.

The retail best suited to the City Centre area is likely to be lifestyle retail, including dining, entertainment, and personal services.





Nontraditional anchors including residential density, signature open space such as a “town square” or plaza, cultural amenity, or linkages to the MARTA transit center should be considered as part of the City Centre development.

HR&A Advisors, Inc.

Brookhaven City Centre Market Analysis | 35

HR&A’s retail analysis considers existing conditions and future opportunity across several types of retail.

Retail in and around Brookhaven can be generally divided into four broad categories, each falling into Convenience or Comparison retail. **Customers are likely to frequent Convenience retail – such as pharmacies, quick-service restaurants, grocery stores, and dry cleaners – that are closest to their homes or workplaces.** In contrast, they are more willing to **travel farther for Comparison goods**, such as apparel, electronics, or furniture.

Convenience Retail			Comparison Retail
 <p>Convenience Goods</p> <ul style="list-style-type: none"> • Health and Personal Care Stores • Dry cleaners • Personal services (salons, pet services, fitness centers, etc.) • Convenience stores • Florists 	 <p>Grocery</p> <ul style="list-style-type: none"> • Grocery Stores 	 <p>Food & Beverage</p> <ul style="list-style-type: none"> • Restaurants • Bars and Drinking Establishments 	 <p>Comparison Goods</p> <ul style="list-style-type: none"> • Furniture • Electronics and Appliance • Clothing • Sporting and Hobby Goods • Books and Music • General Merchandise

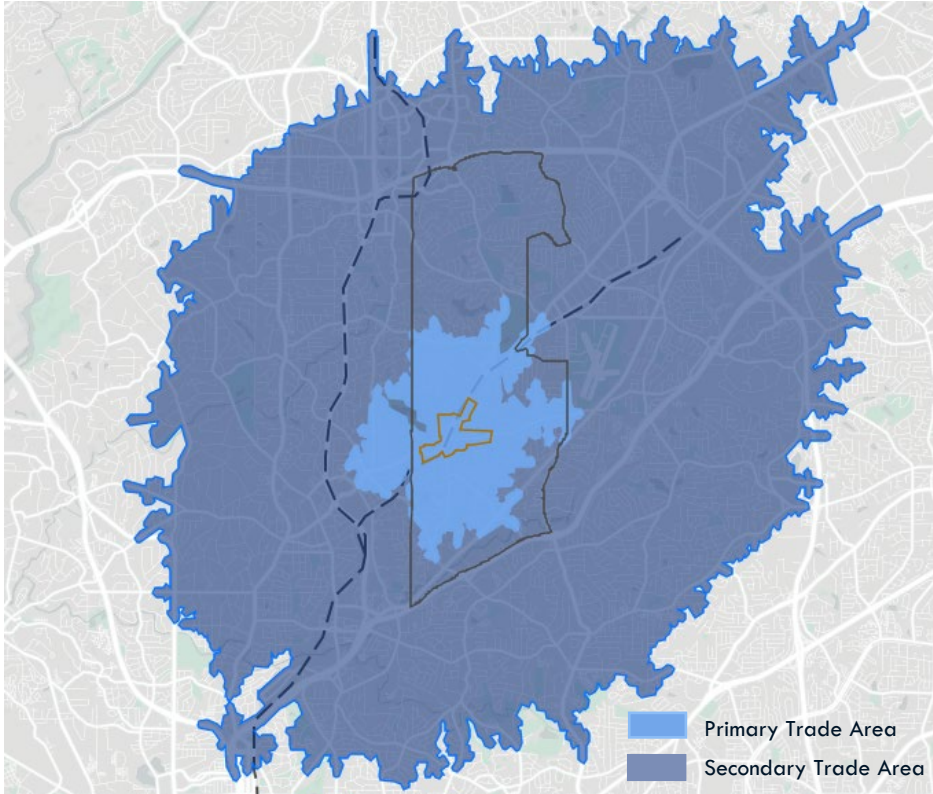
HR&A Advisors, Inc.

Brookhaven City Centre Market Analysis | 36

APPENDIX D

Retail gap analysis provides information about the potential unmet demand for each type of retail within the Study Area.

To understand the potential for new retail development, HR&A conducted a retail gap analysis, defining Primary and Secondary Trade Areas for Brookhaven. The Primary Trade area is defined as a 5-minute driveshed centered on the intersection of Peachtree Road NE and Dresden Drive in Brookhaven, while the Secondary Trade Area is defined as a 15-minute driveshed. Customer groups within the Primary Trade Area will support both Convenience and Comparison Retail. Those within the Secondary Trade Area are also assumed to be drawn by Convenience and Comparison Retail.

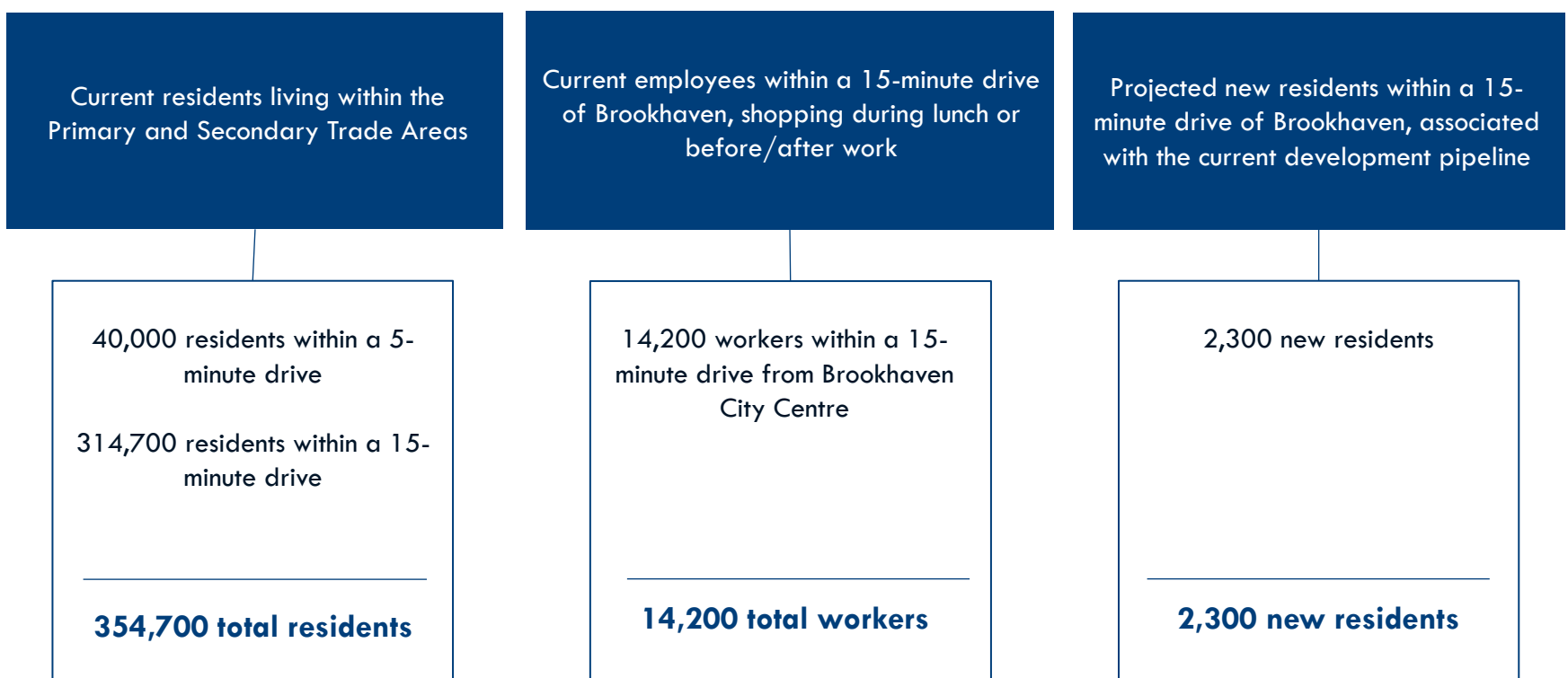


HR&A Advisors, Inc.

Retail Type	Relevant Customer Base	
	Primary Trade Area (5 Minute Drive)	Secondary Trade Area (15 Minute Drive)
Convenience Retail	X	
Health & Personal Care	X	
Grocery	X	X
Food & Beverage	X	X
Comparison Retail	X	X

Brookhaven City Centre Market Analysis | 37

The retail gap analysis accounts for the spending patterns of residents and workers within the trade areas.



Source: EMSI, ESRI Business Analyst
HR&A Advisors, Inc.

Existing retail within the Study Area is primarily in convenience retail centers, with some upscale dining and larger retail

Brookhaven Station (1985)
11,200 SF
Brookhaven Station is a traditional strip retail center without an anchor. Retail onsite includes restaurants, boutique retailers, and storefront service providers.

The Village (2008)
32,000 SF
Village Place is a mixed-use development characterized by upscale food and beverage opportunities and some boutique retailers. Other retail onsite includes salons, and two small offices.

Cherokee Plaza (1997)
80,000 SF
Cherokee Plaza is a neighborhood retail center anchored by Kroger. In-line retail includes fast food and services.

Brookhaven Plaza (1993)
70,000 SF
Brookhaven Plaza has several larger retailers including Walgreens, Total Wine, and Stein Mart, as well as two salons, a laundromat, fast food, a bank, and miscellaneous retail.

Source: Costar, Property Websites
HR&A Advisors, Inc.

Existing community centers and malls in the secondary study area meet the comparison retail needs of Brookhaven residents

\$0
Unmet spending potential in secondary trade area for comparison goods including clothing, sporting goods, general merchandise, and electronics.

\$0
Unmet spending potential in secondary trade area for bars or drinking establishments

Parkside Shopping Center
158,000 SF
Anchors: Tuesday Morning, Springs Cinema and Taphouse

Town Brookhaven
600,000SF
Anchors: Costco, Marshalls, LA Fitness

Northeast Plaza
466,000 SF
Anchors: Goodwill

Phipps Plaza
832,000 SF
Anchors: Saks Fifth Avenue, LEGOLand Discovery Center, AMC Theaters, Arhaus Furniture

Perimeter Pointe
353,000 SF
Anchors: Regal Cinemas, HomeGoods, Dicks Sporting Goods,

Chamblee Plaza
176,000 SF
Anchors: ACE Hardware, TJ Maxx, HomeGoods

Northlake Mall
962,000 SF
Anchor: Macy's

Toco Hills
297,000 SF
Anchors: Publix, Westside Market

Source: Costar, Property Websites
HR&A Advisors, Inc.

APPENDIX D

Demand for retail within the study area is primarily for convenience retail including personal services and dining.

Retail Category	Unmet Spending Potential	Supportable Square Footage
Health & Personal Care Stores	\$22M	21,000
Grocery, Specialty Food, and Liquor Stores	\$34M	58,000
Restaurants	\$44M	63,000
Drinking Places - Alcoholic Beverages	\$-	-
Total	\$100M	142,000

Retail development in the Primary Study Area has been limited, despite low vacancy rates. Since 2015, only one new retail development has been built in the Primary Study Area. The retail gap analysis within the Primary Study Area supports developers' assertions that **the primary retail opportunity within City Centre is for convenience retail**, particularly personal care and dining. **"Lifestyle retail" including dining, entertainment, and personal services** would serve and attract residents of adjacent neighborhoods, as well as help to improve the marketability of newly-developed residential units within the study area. The area is well positioned to provide a "village center" style of development that meets community retail needs and attracts local residents in a pedestrian-friendly environment.



City Centre may benefit from the development of nontraditional anchors to draw activity.

In addition to the "village center" environment, **nontraditional anchors** will help to draw visitors and residents to the City Centre and support retail demand.

Nontraditional Anchors to Draw Visitors and Activity		
 <p>Community Spaces</p> <ul style="list-style-type: none"> • Plaza or signature public space • Public library, civic buildings, community center, or education space 	 <p>Arts & Culture</p> <ul style="list-style-type: none"> • Arts space • Events venue 	 <p>Other Activity Generators</p> <ul style="list-style-type: none"> • Pop-ups & experiential retail (potentially adjacent to the farmer's market) • Added residential density • Small office development adjacent to the MARTA Transit Center, with additional linkages to draw transit users

BENEFITS OF TRAILS AND PARKS

A focus on amenities to increase open space and circulation can expand development opportunities in the City Centre.



The proposed City Centre Master Plan includes a series of urban parks connected by bicycle and pedestrian paths. The strengths of this concept include an emphasis on circulation and connectivity, a high level of public amenities to attract visitors and residents, and increased development opportunity due to increased activity. As noted in the market analysis, inclusion of “nontraditional anchors” such as a signature open space, improved walkability, and **creation of a high-amenity environment will serve to increase the development potential** for new office, retail, and residential space. If the City creates and programs new public amenities throughout the City Centre, invests in improved connectivity and safety for bicycles and pedestrians, and allows a higher density of development and mix of uses, **the City Centre could become a driver of development, economic growth, community wellbeing, and resident attraction for Brookhaven.**

APPENDIX D

Urban trail and park systems have the potential to generate enormous benefits for their communities



- Place-based investments are **more important to young workers** than to older workers by as much as 50%.¹
- 1 in 5 leaders of fast-growing companies named **quality of life as a key factor** for business location.²



- Outdoor recreation is associated with **lower long-term individual and public health costs** by improving physical fitness and social bonds.³
- Urban **parks foster social interactions**, enhanced place attachment, and social resilience.⁴



- **Urban greenways generate the highest return on investment** of all major urban open space types because they generate a greater diversity of returns for lower capital and operating investment.
- The Dallas Parks System returns \$678M to the local economy each year, **a 7:1 return on public investment**. The return on investment for trails is 50:1.⁵
- Proximity to greenways and parks can **create a 20% premium for real estate value, on average**, with the greatest increases **within a quarter mile** of the open space.⁵

1. *Journal of Social Science & Medicine*, 2015.
 2. *Insight Endeavors*, "What Do the Best Entrepreneurs Want in a City?" 2014.
 3. *Outdoor Industry Association*, 2017.
 4. *International Journal of Environmental Research and Public Health*, 2019.
 5. *HR&A Advisors*

HR&A Advisors, Inc.

Brookhaven City Centre Master Plan | 45

Across the country, urban trail investment has generated real estate premiums for surrounding property owners.



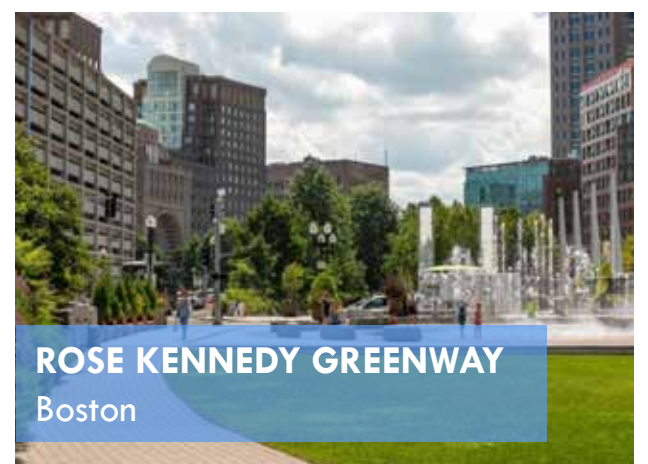
+70%

Increase in office rents along the BeltLine from 2013-2019, 35% more than in Atlanta's CBD.



+37%

Average property value premium for parcels within 500 ft. of trail over property values in surrounding census tracts between 2008-2014.



+30%

Average property value premium for commercial buildings adjacent to the Greenway over those in Boston's Central Business District.

Sources: Institute for Housing Studies at DePaul University, Indiana University Public Policy Institute, J. Crompton and S. Nicholls, CBRE.
 HR&A Advisors, Inc.

Brookhaven City Centre Master Plan | 46

Across the country, urban trail investment has generated real estate premiums for surrounding property owners.



BELTLINE
Atlanta

1.2x

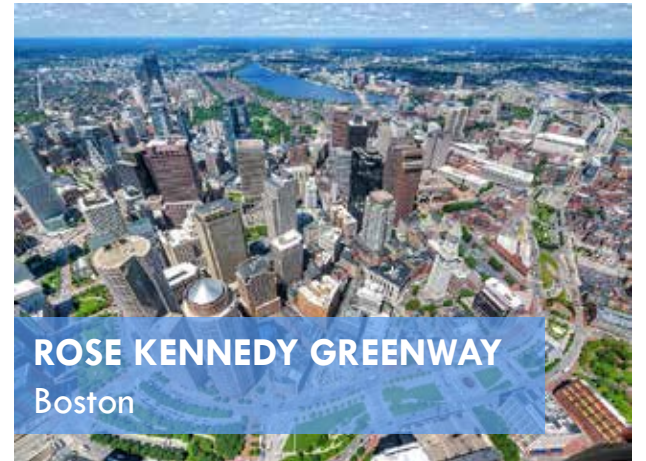
Faster growth of housing units in census tracts adjacent to trail than Atlanta's citywide average growth rate from 2010-2019.



MONON TRAIL
Indianapolis

2.3x

Faster growth of housing units in census tracts adjacent to trail than the Indianapolis's average growth rate from 2009-2019.



ROSE KENNEDY GREENWAY
Boston

1.4x

Faster growth of total built square feet of development between 2005-2009 in the Greenway area than in Boston's Central Business District.

Sources: HR&A Advisors
HR&A Advisors, Inc.

Brookhaven City Centre Master Plan | 47

Parks and trails create opportunities for their own funding including value capture, revenue generation, and sponsorship opportunities.

Funding strategies for capital improvements as well as for the operations and maintenance of the parks and trails will depend on what is legally possible and culturally plausible, the City's appetite for risk, and the strength and commitment of leadership. Value capture strategies such as a Business Improvement District, Tax Increment Financing district, or sale of publicly-owned property can be a powerful way to **leverage increased value of real estate to pay for public improvements.**



Sources: HR&A Advisors
HR&A Advisors, Inc.

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APPENDIX D



BROOKHAVEN CITY CENTRE MASTER PLAN



MARKET ANALYSIS
FEBRUARY 2022

