

City of Chamblee, Georgia

**PRELIMINARY OPPORTUNITY  
SITE PRESENTATION**

**STRATEGIC ECONOMIC  
DEVELOPMENT PLAN**

May 11<sup>th</sup>, 2016

Presented By:

Kyle Talente, Vice President and Principal  
RKG Associates, Inc.

The logo for RKG Associates Inc. features the letters "RKG" in a large, bold, red, sans-serif font. Below "RKG", the words "ASSOCIATES INC" are written in a smaller, red, sans-serif font. The logo is positioned on the right side of the slide, partially overlapping a vertical red bar that runs from the top to the bottom of the page.

**RKG**  
ASSOCIATES INC

# WORK COMPLETED

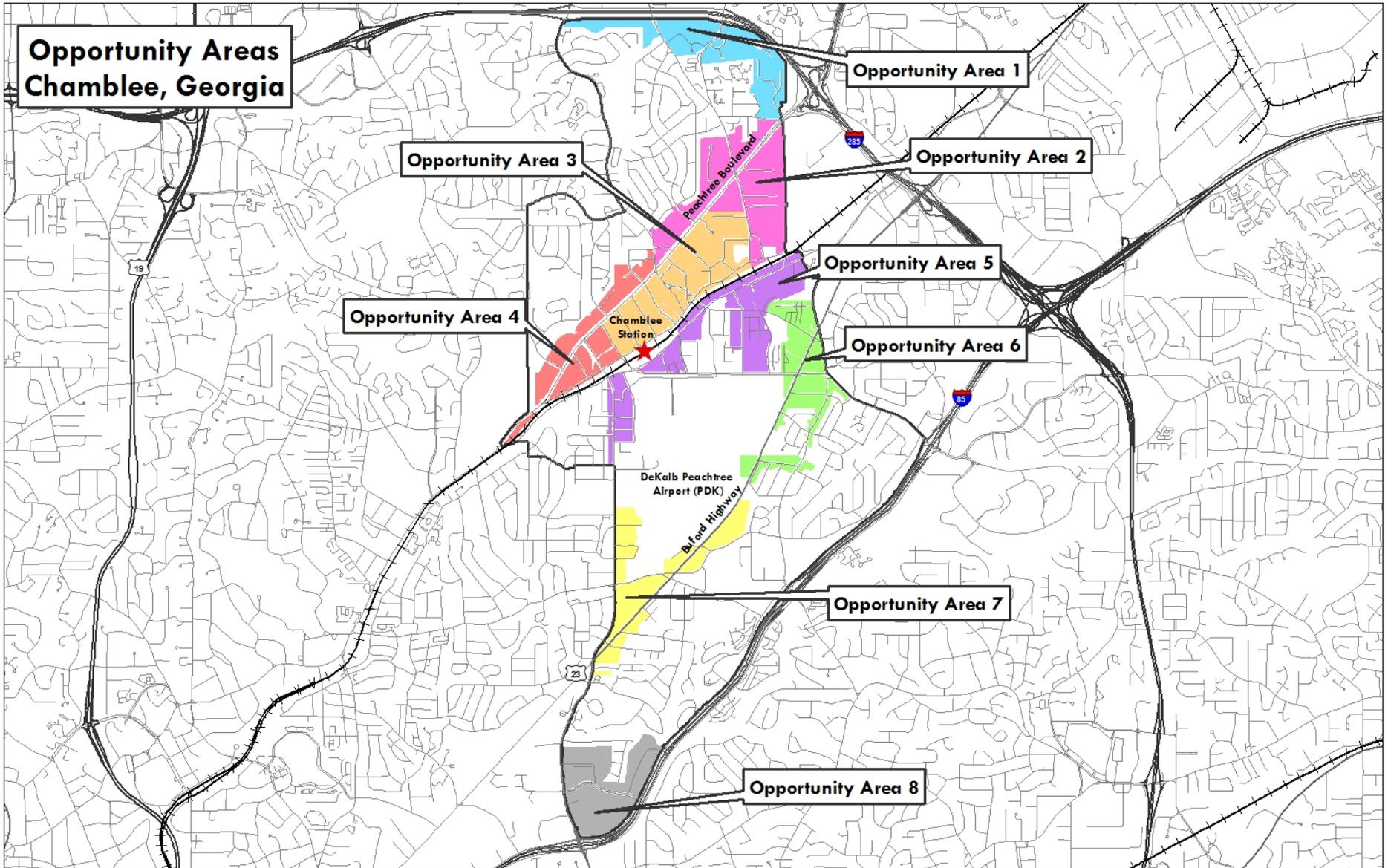
- Kick-Off meeting
- Initial stakeholder interviews
- Socioeconomic/Economic Base Analysis
- Non-Residential Market Analysis
- **Opportunity Site Identification**

# 1<sup>ST</sup> DRAFT GOALS

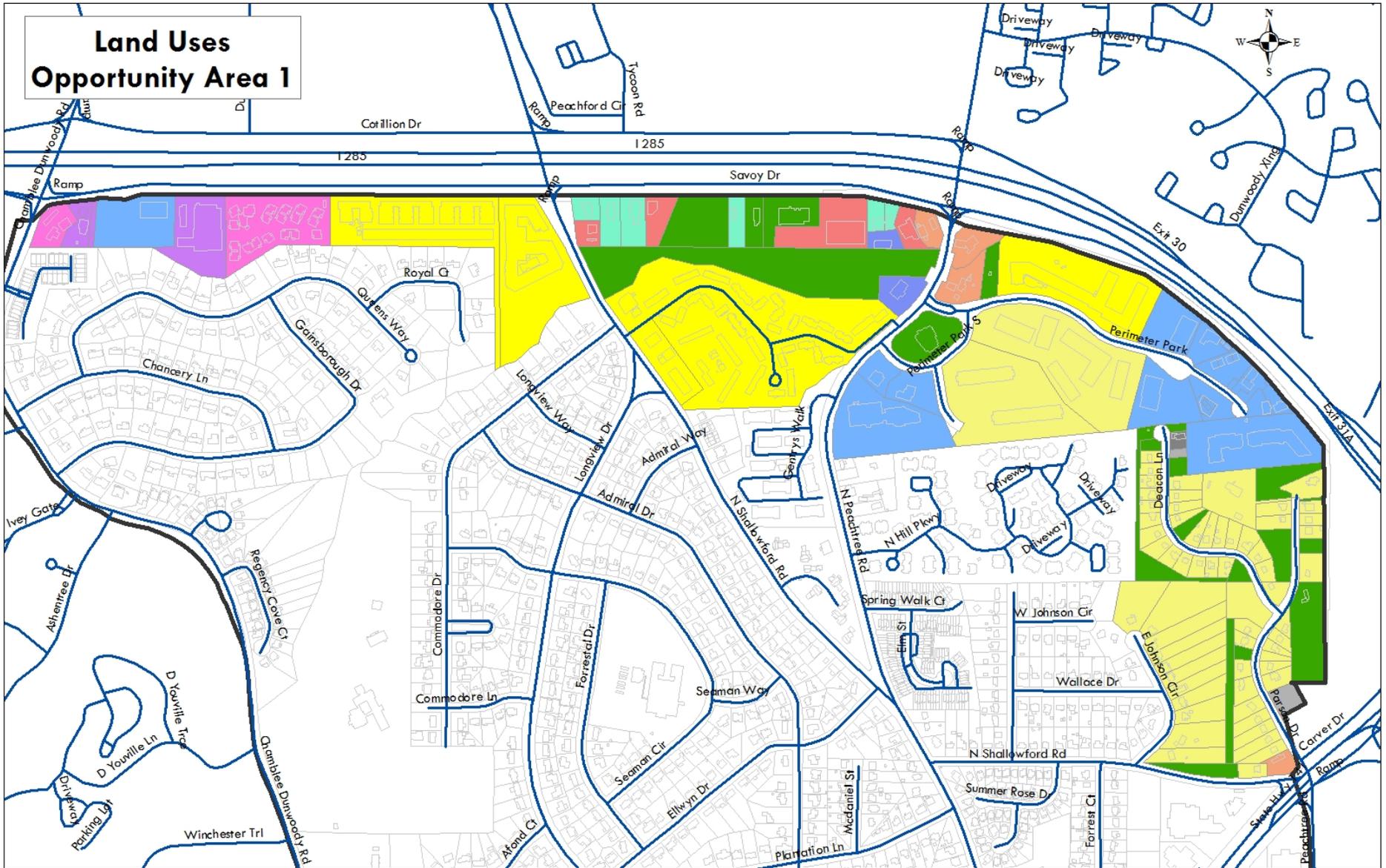
- Create a place where people feel comfortable leaving their offices to interact with the community
- Create a place where people can live their whole lives
- Enhance the live/work/recreate aspect of downtown
  - Create a sense of place
- Draw a mix of business that makes downtown and other commercial centers work
- Identify real estate and financial resources to advance new and existing businesses
- Develop a strategy that unifies the community's vision for growth
- Build on the community's existing assets (PDK, CDC, IRS...)
- Attract higher-paying jobs
- Create opportunities for the City's existing residents

# OPPORTUNITY SITE ANALYSIS

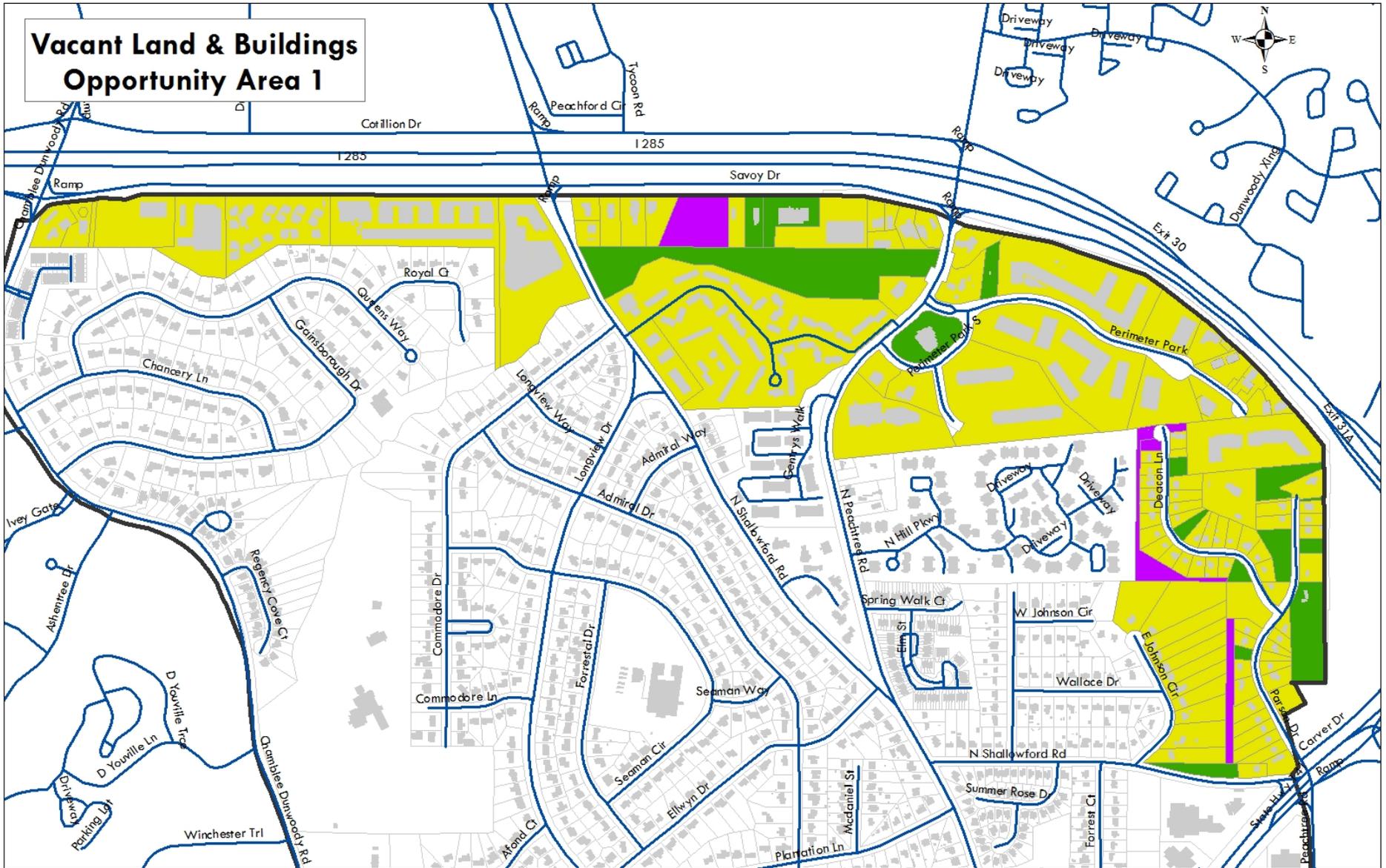
# Opportunity Areas Chamblee, Georgia



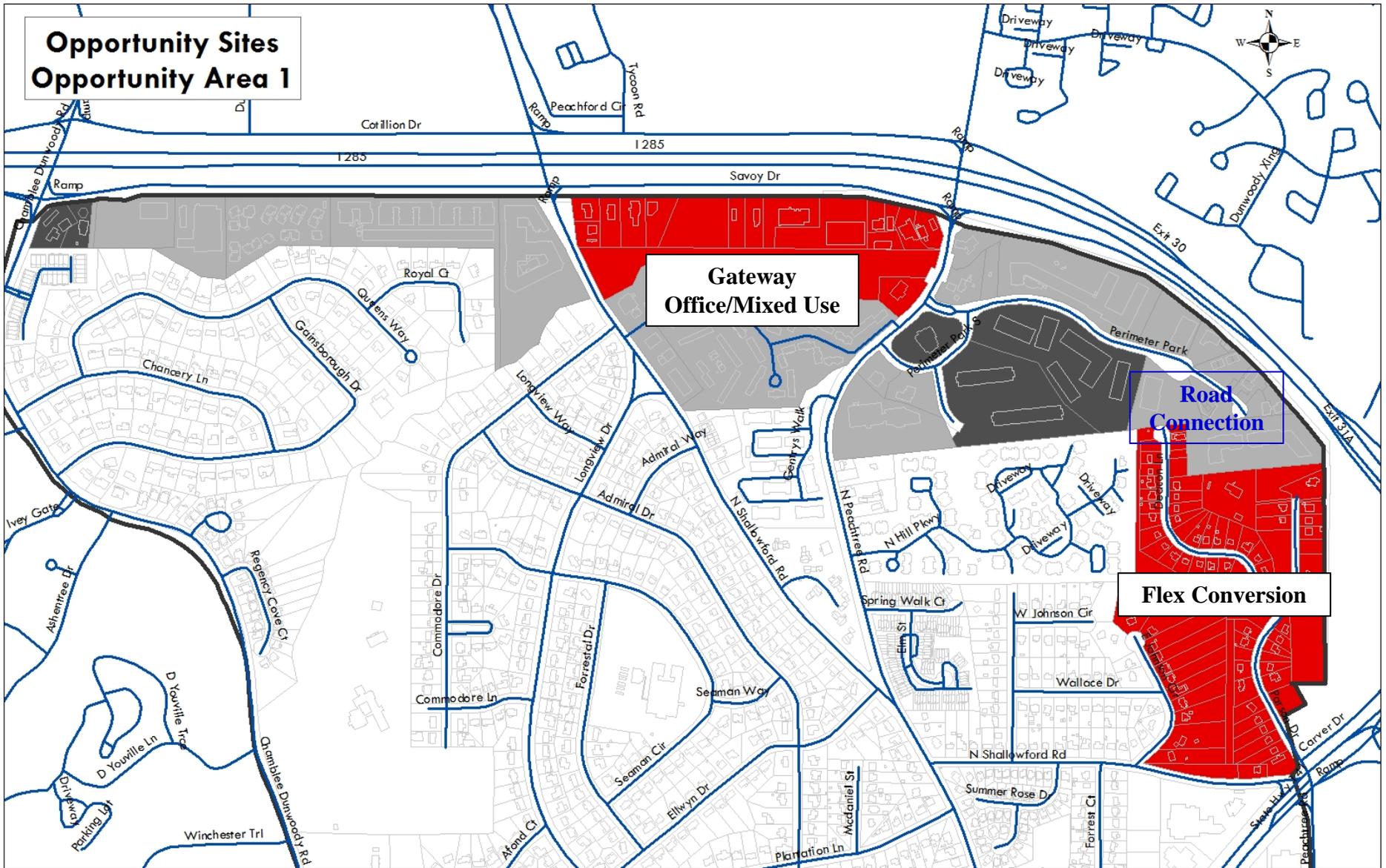
# Land Uses Opportunity Area 1



# Vacant Land & Buildings Opportunity Area 1



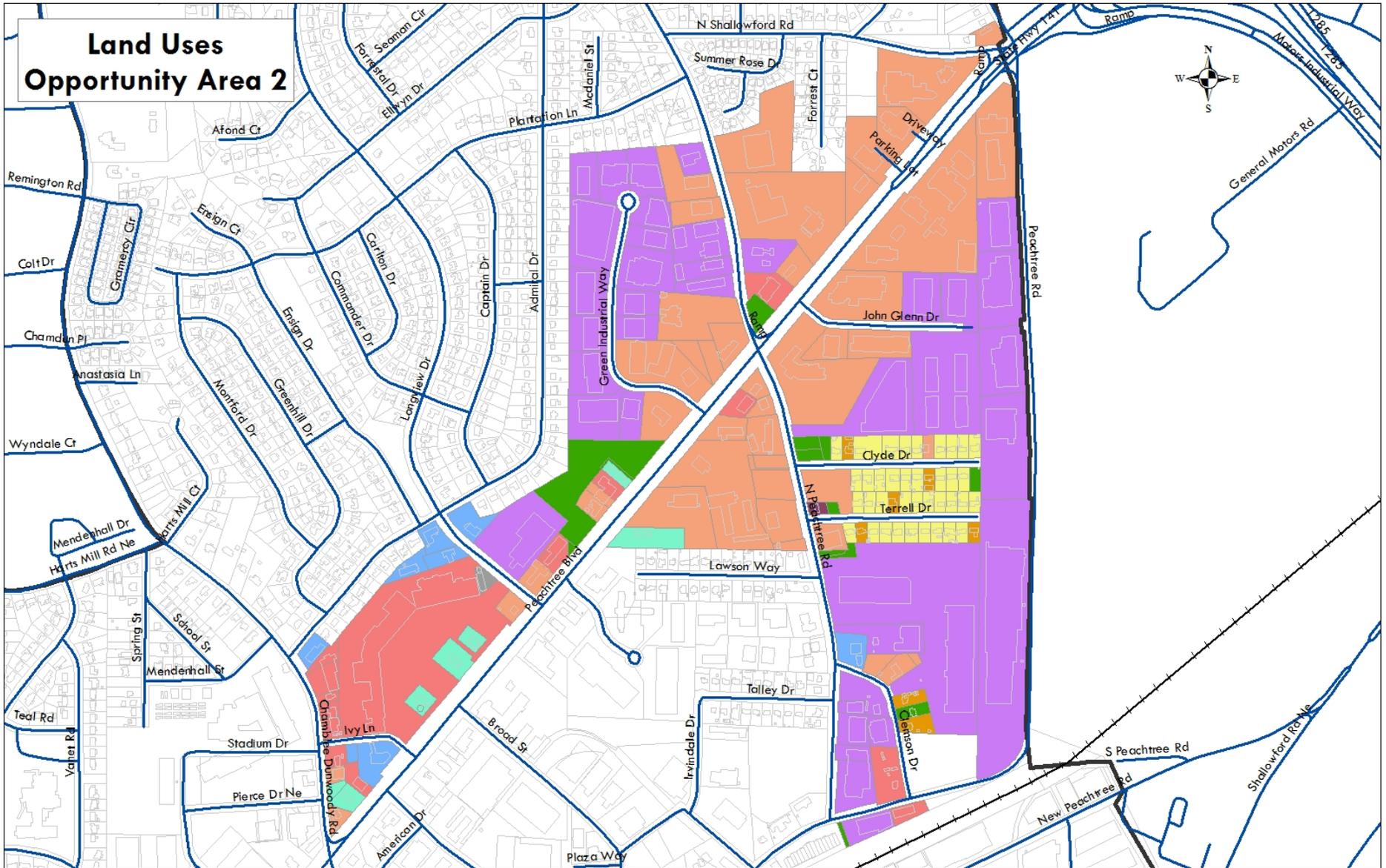
# Opportunity Sites Opportunity Area 1



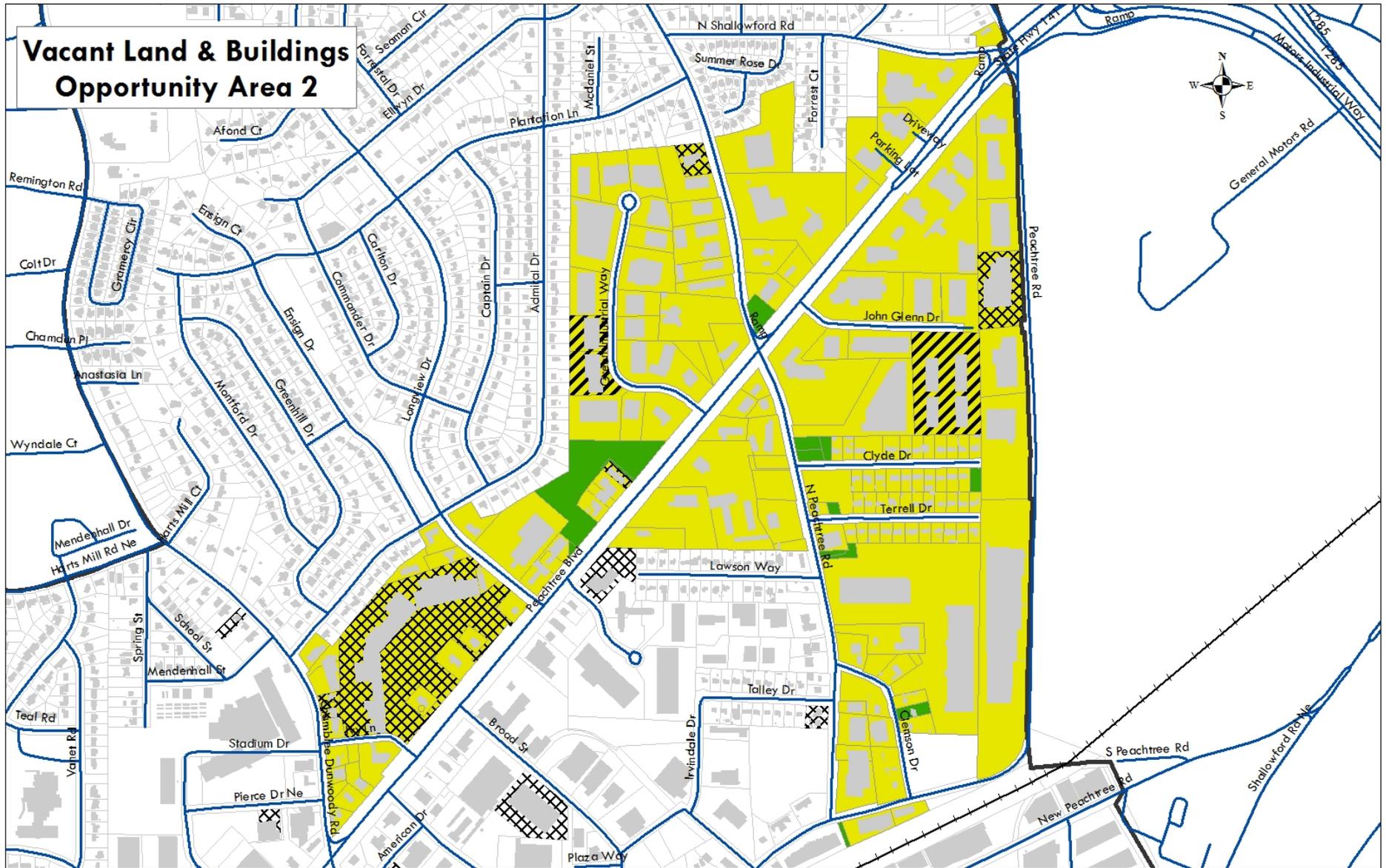
# AREA 1 CHARACTER

- **Chamblee Perimeter Gateway**
  - Define the northern entry point to Chamblee
  - Upscale development
  - High-rise, mixed-use development
  - Hotel development
  
- **Land use connectivity**
  - Convert isolated residential pocket
  - Connect Peachtree Boulevard to Gateway
  - Replace lost flex land uses in logical location

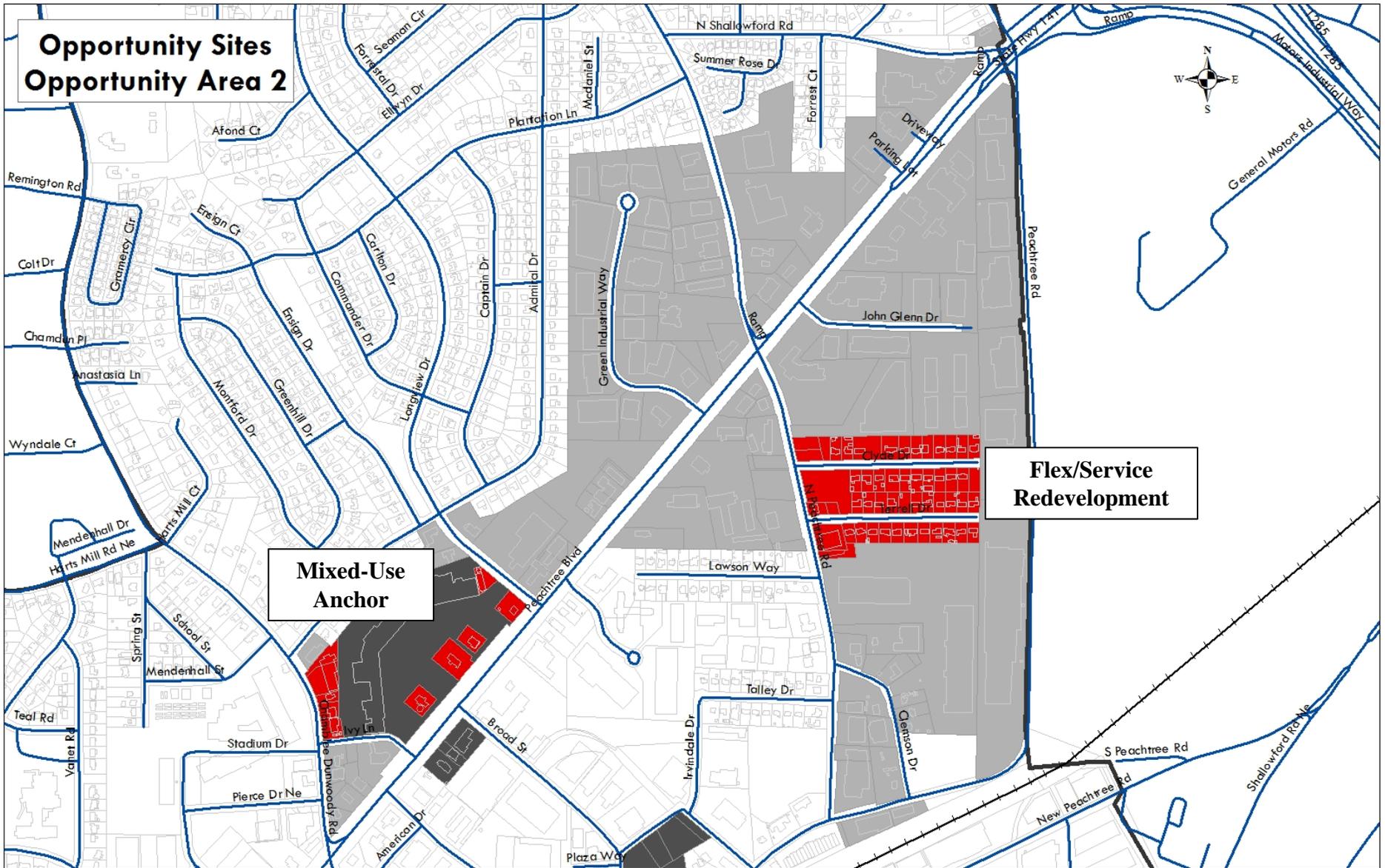
# Land Uses Opportunity Area 2



# Vacant Land & Buildings Opportunity Area 2



# Opportunity Sites Opportunity Area 2



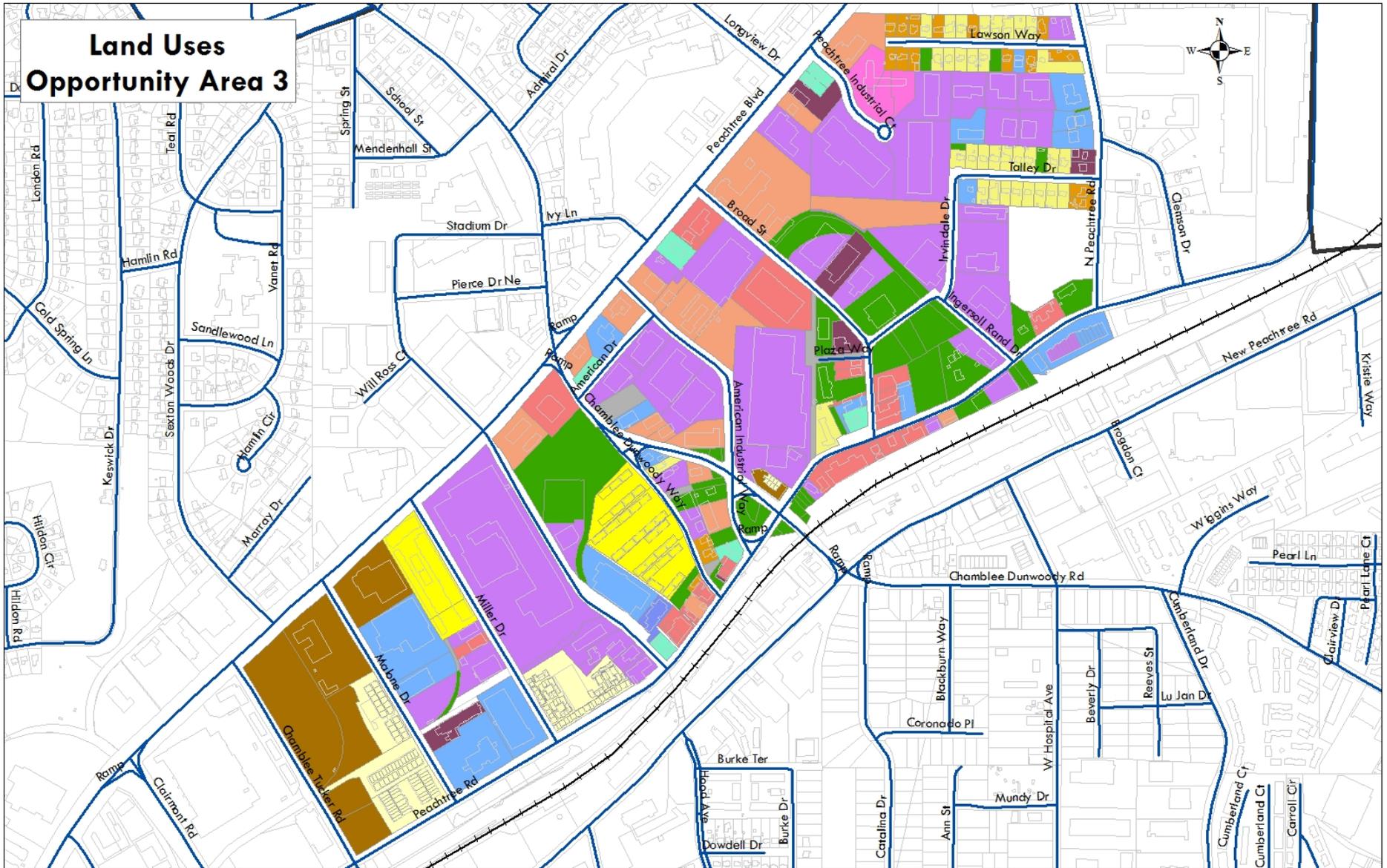
**Mixed-Use  
Anchor**

**Flex/Service  
Redevelopment**

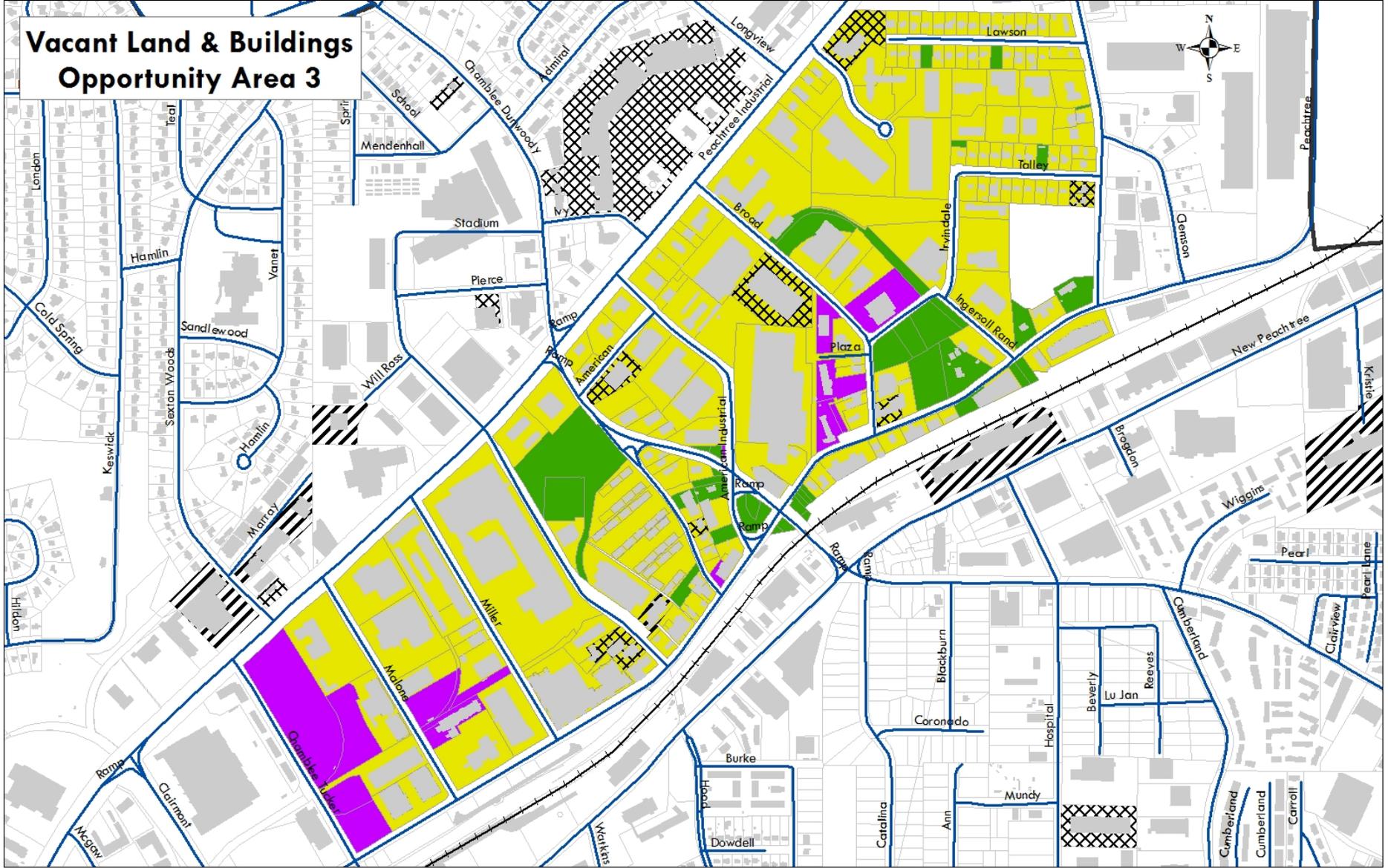
# AREA 2 CHARACTER

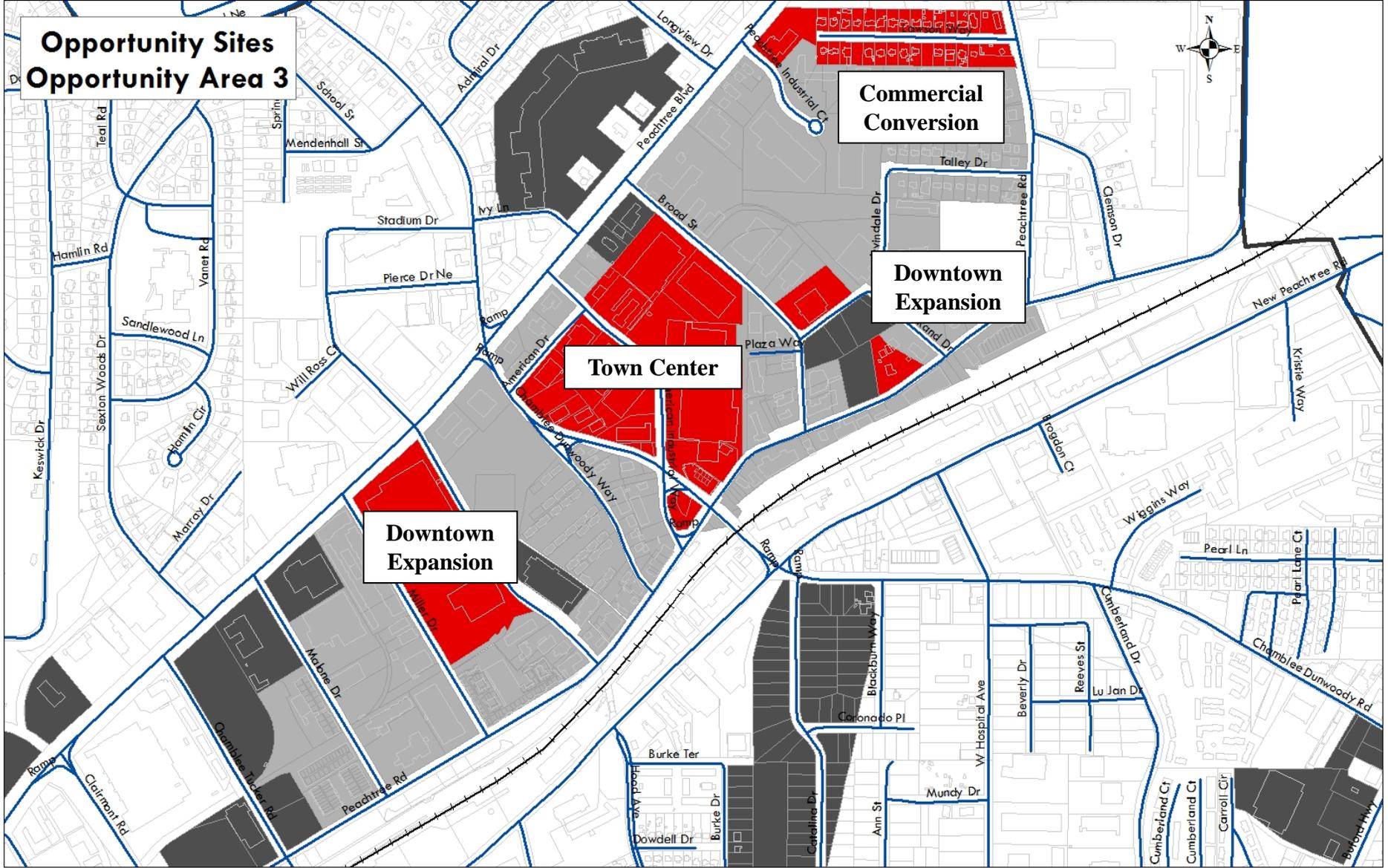
- **Peachtree Boulevard Anchor**
  - Create office/residential mixed use destination anchoring north and south Peachtree Boulevard
  - Complement Downtown, not compete (scale, use, site layout)
  - 'Right size' retail market
  - PPP
- **Incompatible uses**
  - Acquire and redevelop isolated streets to fit area character
  - Support development for automobile dealerships
  - Opens redevelopment potential for more desirable flex areas
  - Strategy around relocation for existing resident (housing plan)

# Land Uses Opportunity Area 3



# Vacant Land & Buildings Opportunity Area 3

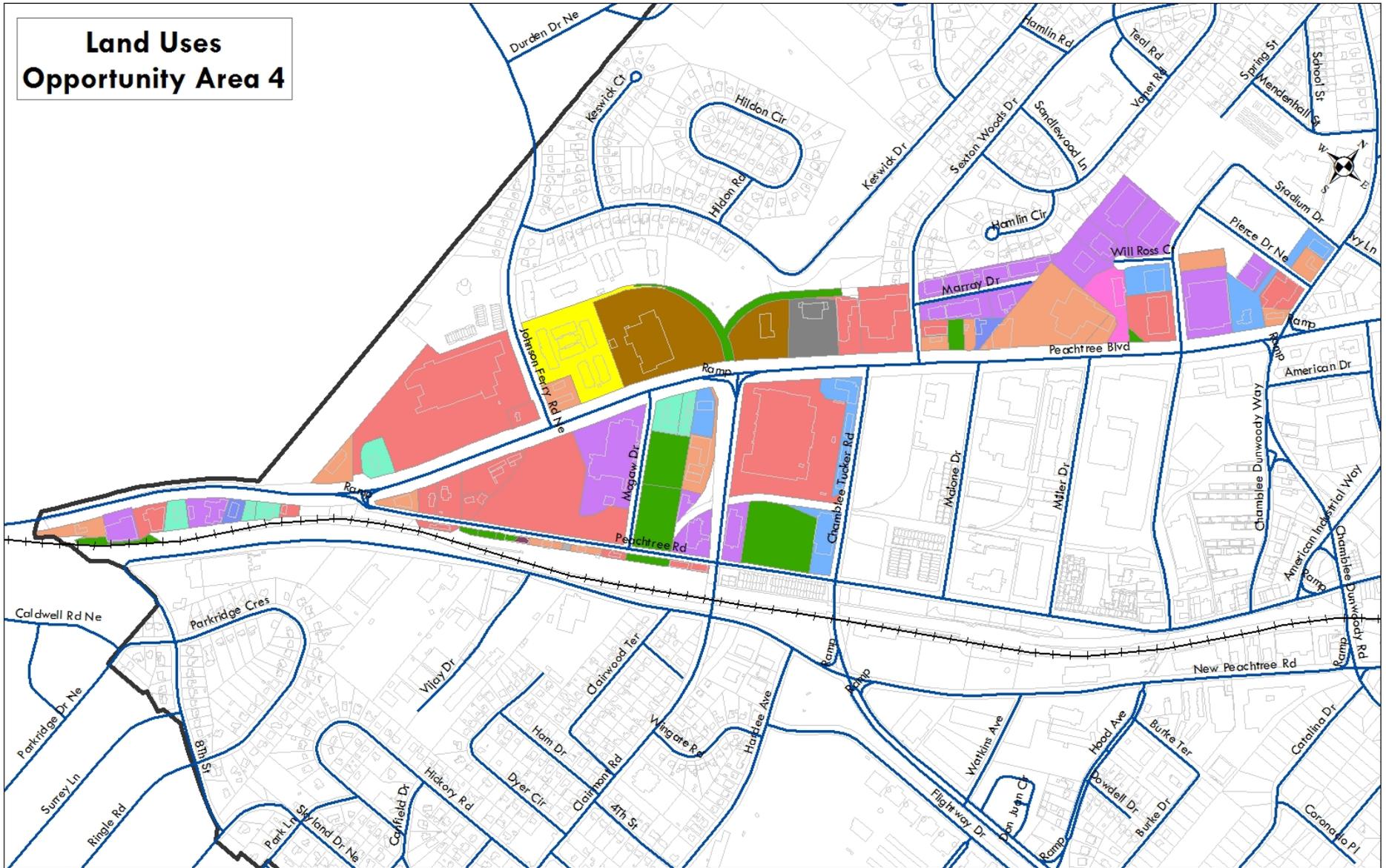




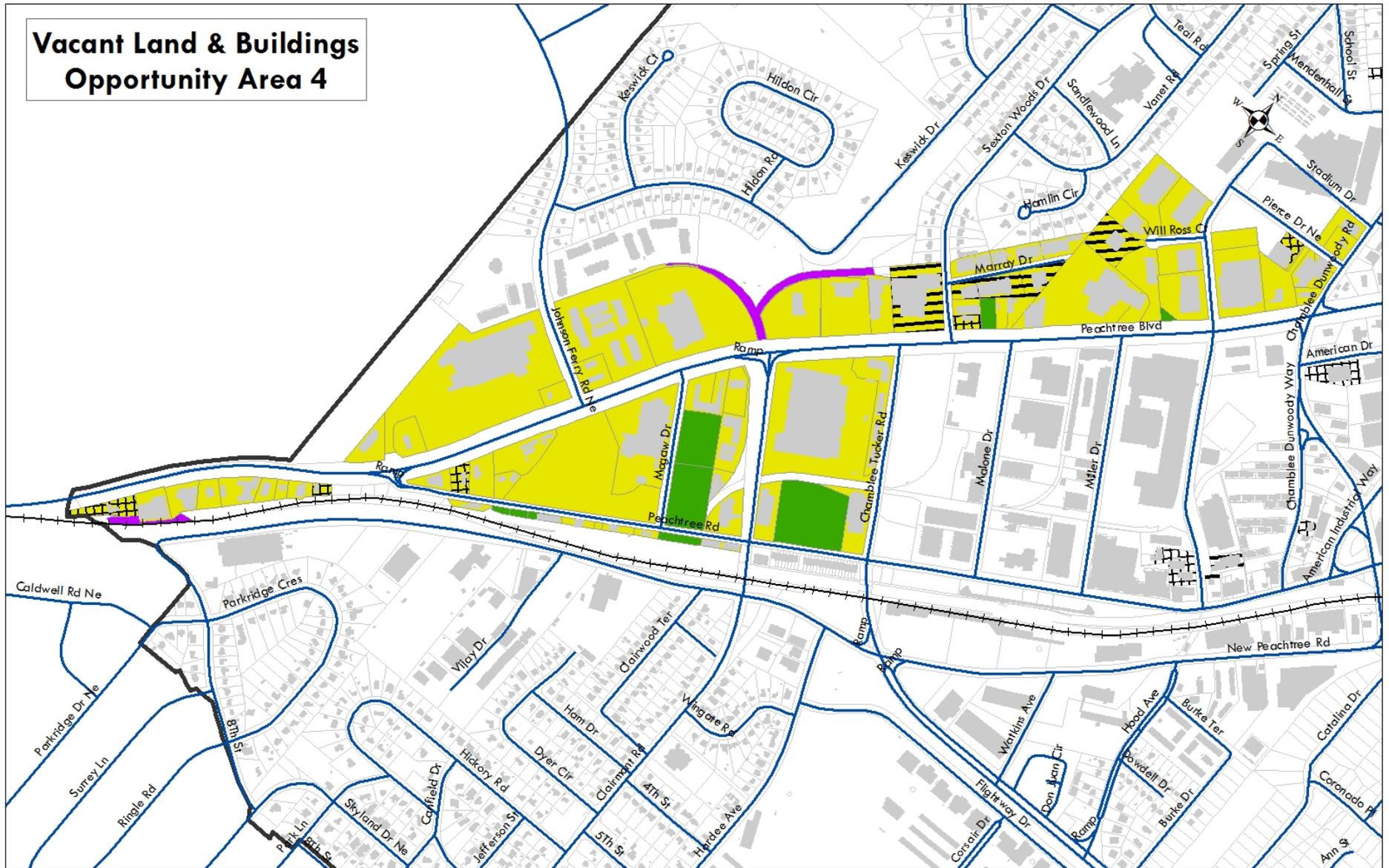
# AREA 3 CHARACTER

- **Town Center**
  - Continue strategy for Town Center development
  - PPP with DDA, City, master developer
  - Secure options!
- **Commercial conversion**
  - Repurpose street already experiencing conversion
  - Uses that complement Downtown concept (not building contractors)
  - Punch through to Peachtree Boulevard?
  - Antique row?
- **Downtown expansion**
  - Long-term strategy to continue infill development
  - Market will dictate uses at the right time (office, res, entertainment)

# Land Uses Opportunity Area 4

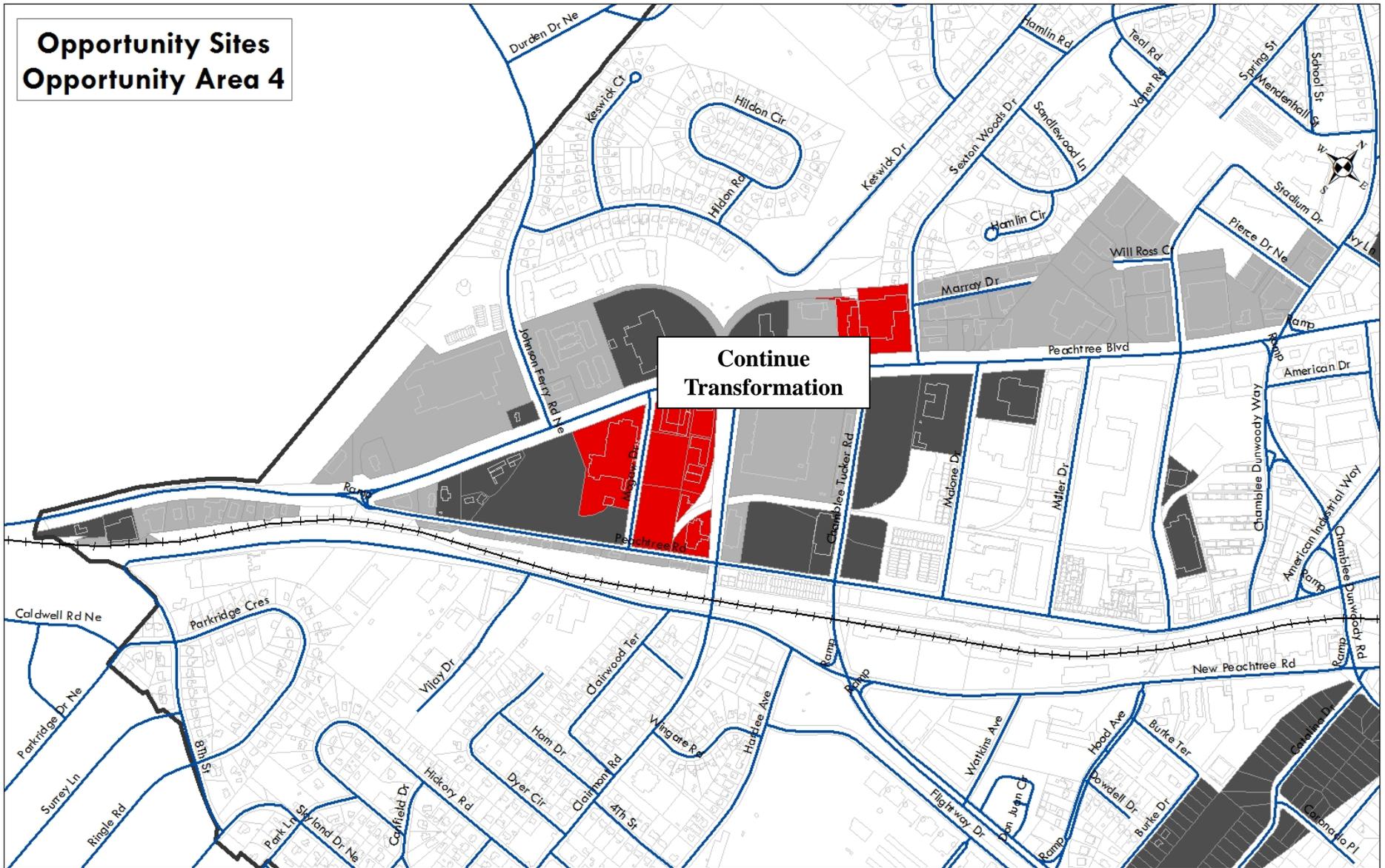


# Vacant Land & Buildings Opportunity Area 4



# Opportunity Sites Opportunity Area 4

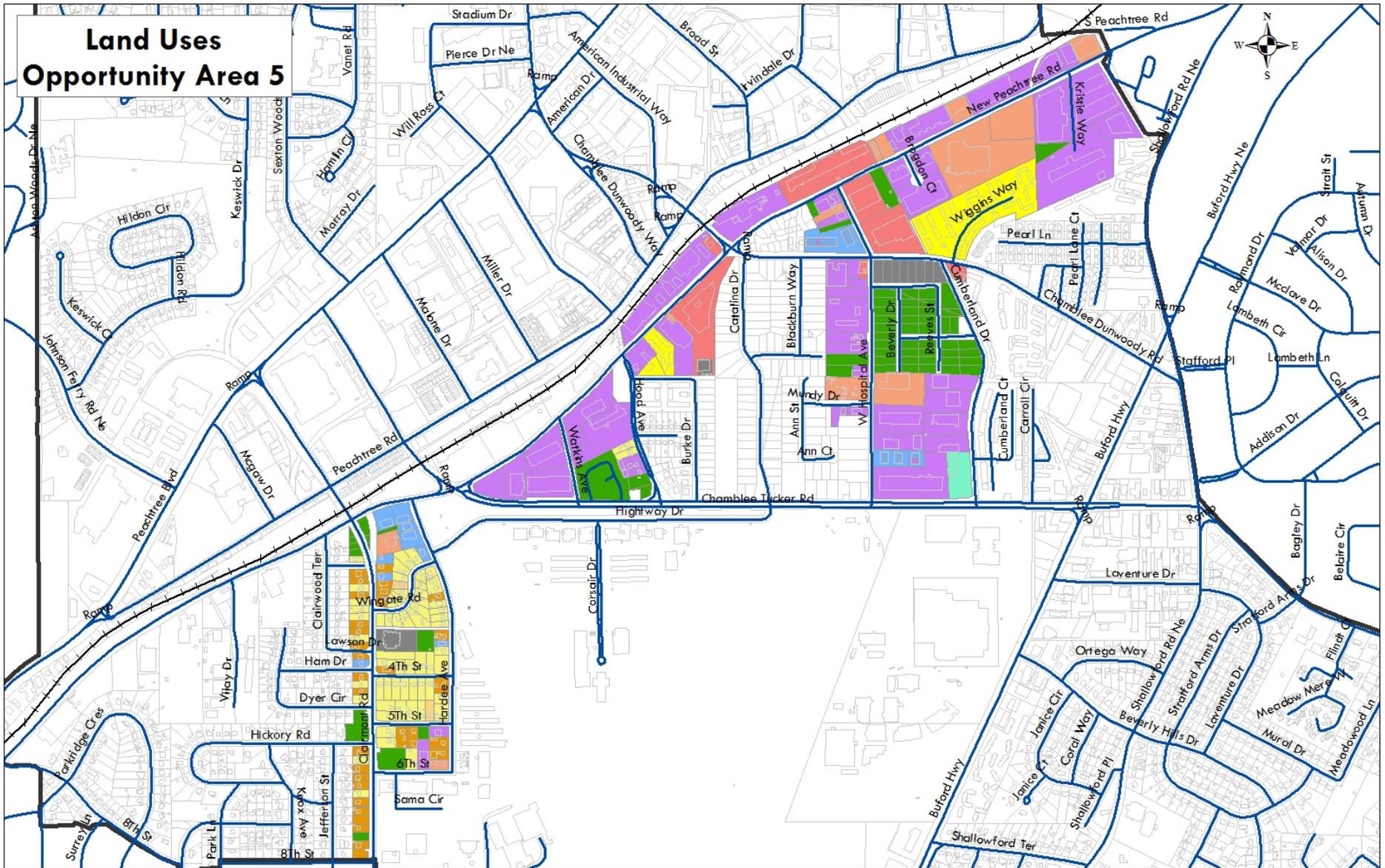
**Continue  
Transformation**



# AREA 4 CHARACTER

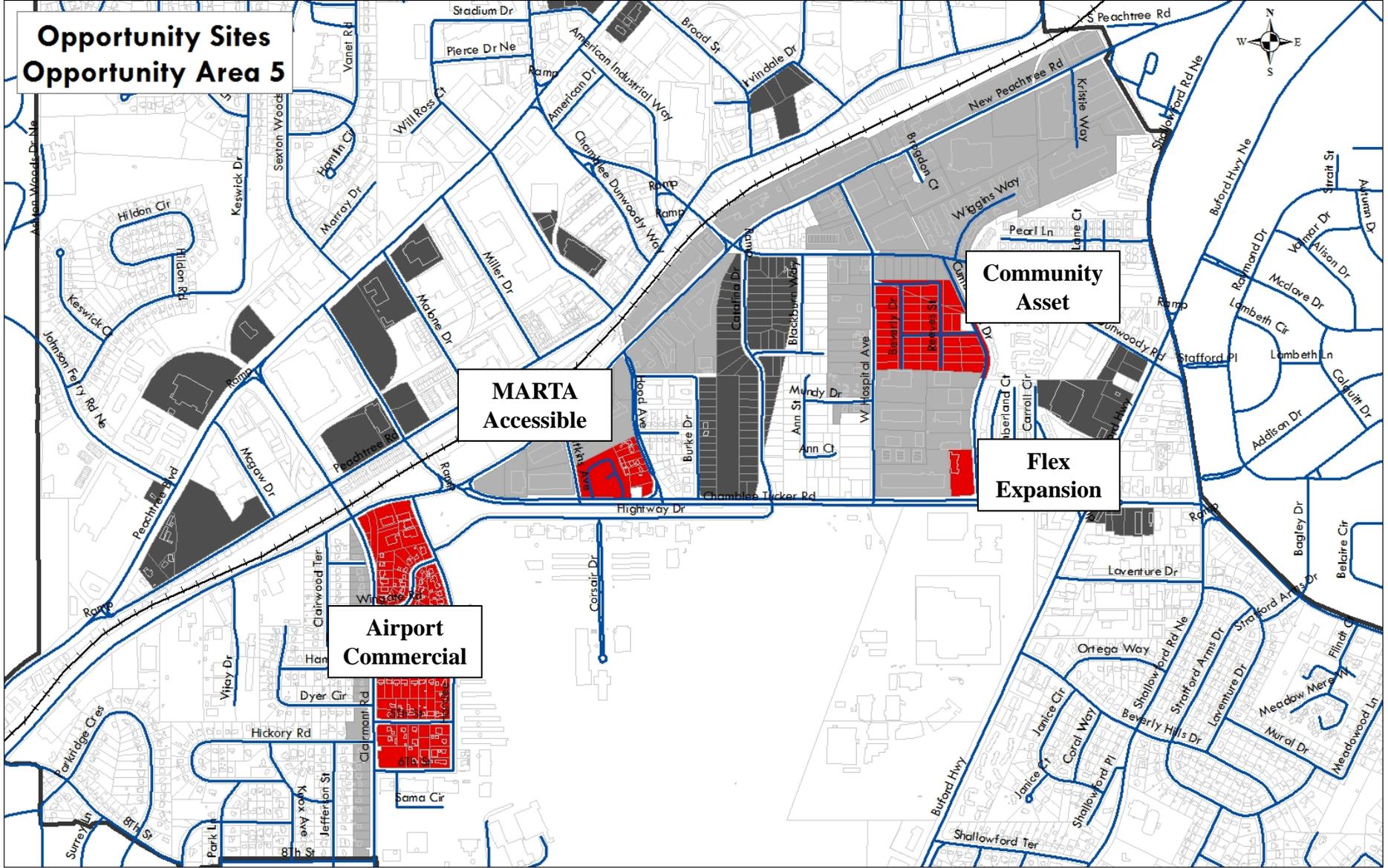
- **Area Transformation**
  - Area experiencing wholesale change (both sides of Peachtree)
  - Continue to support transportation
  - Mixed-use, highway-focused development
  - Relocation strategy for existing tenants
  - Long term strategy

# Land Uses Opportunity Area 5





# Opportunity Sites Opportunity Area 5



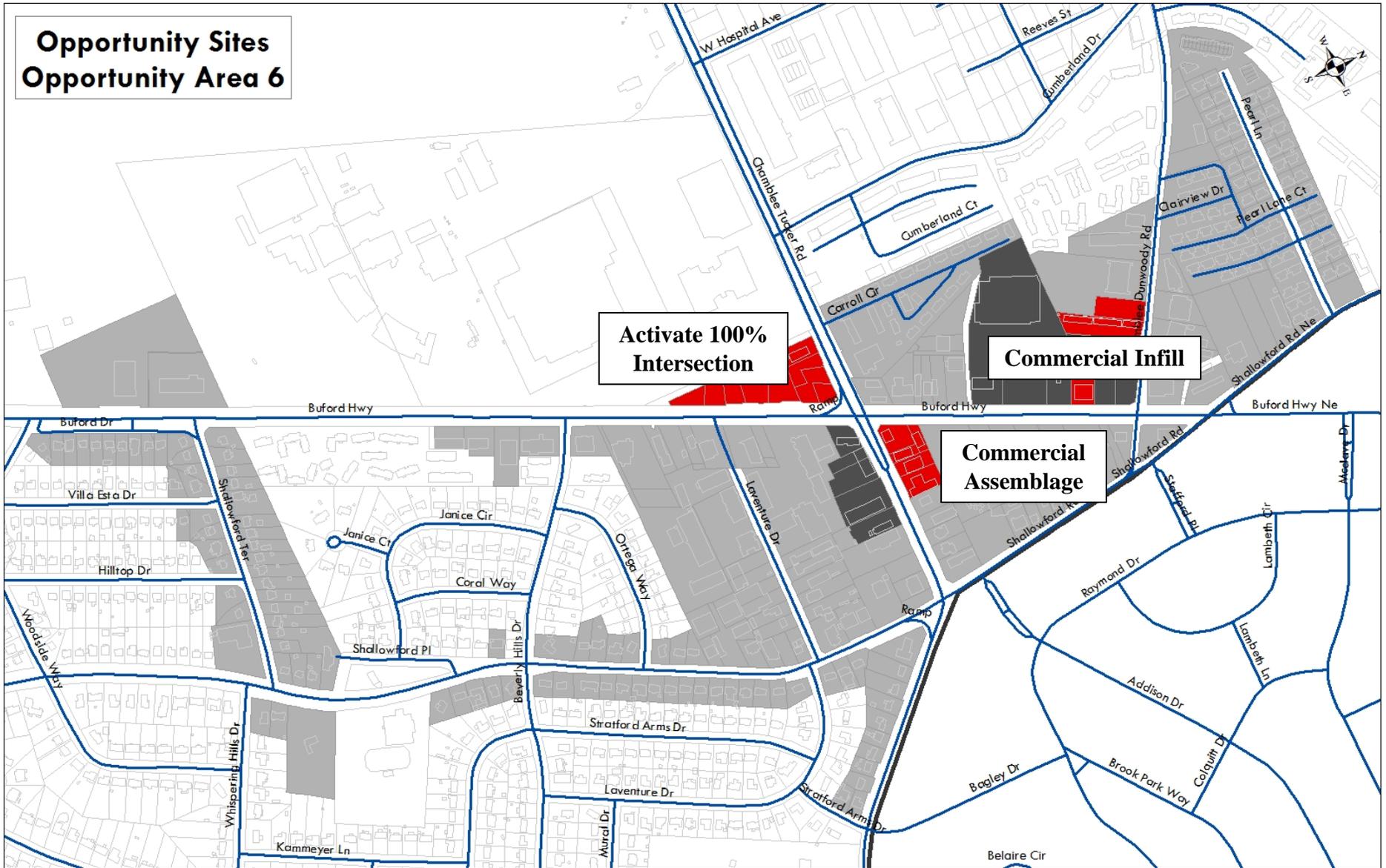
# AREA 5 CHARACTER

- **Airport Commercial**
  - Encourage continued conversion/redevelopment for airport support
  - Potential to expand auto repair/flex space
  
- **MARTA Accessible**
  - Highest and best use of parking lot
  - College expansion/MARTA focused development
  
- **Flex Expansion/Community Asset**
  - Get the most out of commercial land
  - What's allowed in airport impact areas
  - Maximize development potential of commercial sites
  - Community asset for those properties undevelopable





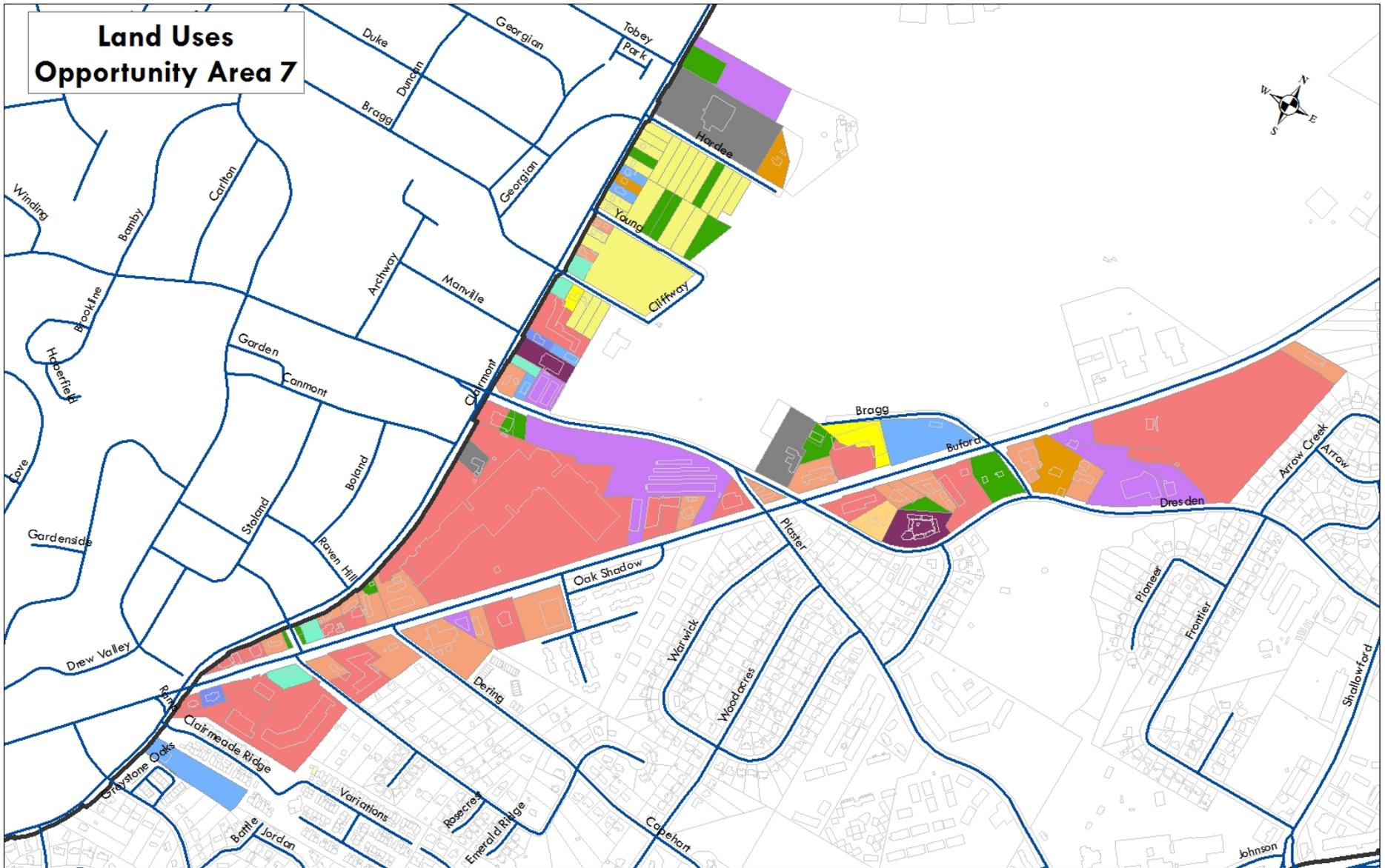
# Opportunity Sites Opportunity Area 6



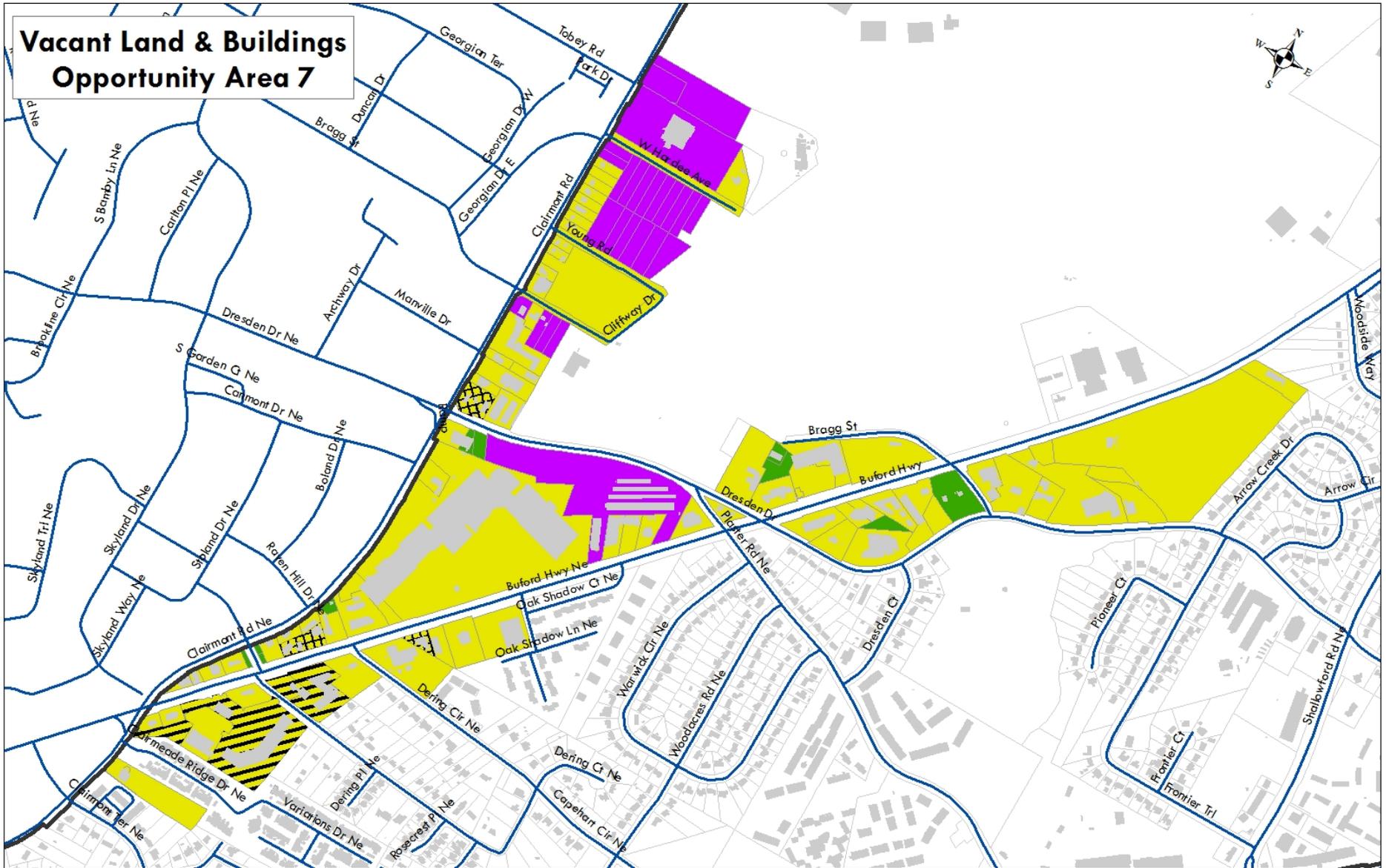
# AREA 6 CHARACTER

- **Commercial Activity**
  - Refocus development potential based on market opportunities
  - Inspired development program/design
  - Commercial mixed-use over suburban retail
  
- **Property Assemblage**
  - Larger development pads increase flexibility/interest
  - Incremental development not feasible
  - Catalytic investment/transformational concepts
  - Community participation to preserve and enhance character
  
- **Infill Development**
  - Not all sites can be assembled
  - Development flexibility to promote reinvestment

# Land Uses Opportunity Area 7



# Vacant Land & Buildings Opportunity Area 7

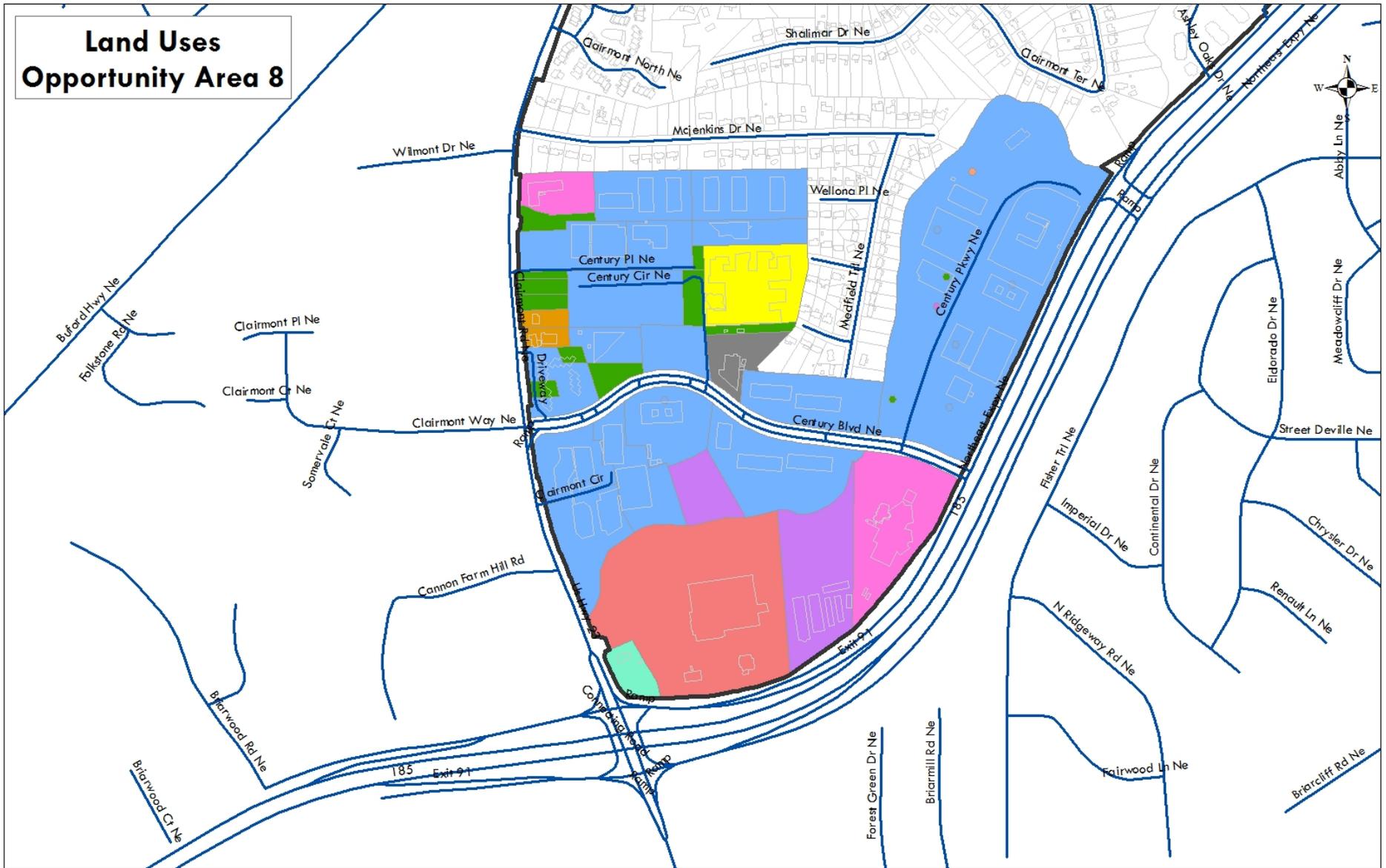




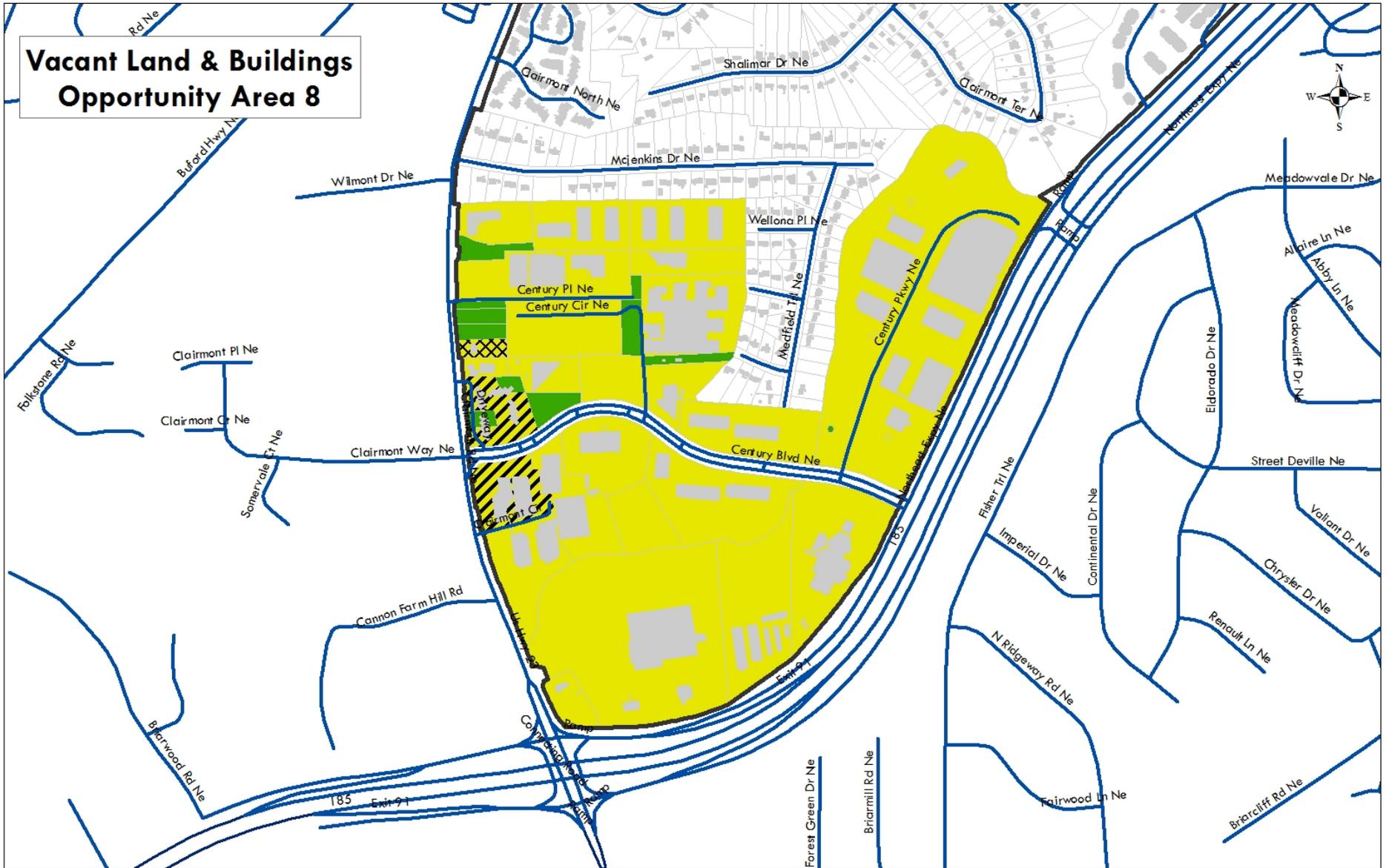
# AREA 7 CHARACTER

- **Airport Expansion**
  - See Area 5
  - Best economic development potential of the area
  - Development consistency with PDK
  
- **Reinvestment**
  - Focused property reinvestment
  - As much aesthetic as market based
  - Consistency of public investments (i.e. street lighting)
  
- **Highest and Best Use**
  - Work with property owner(s) to create vision
  - Large parcels like this are precious

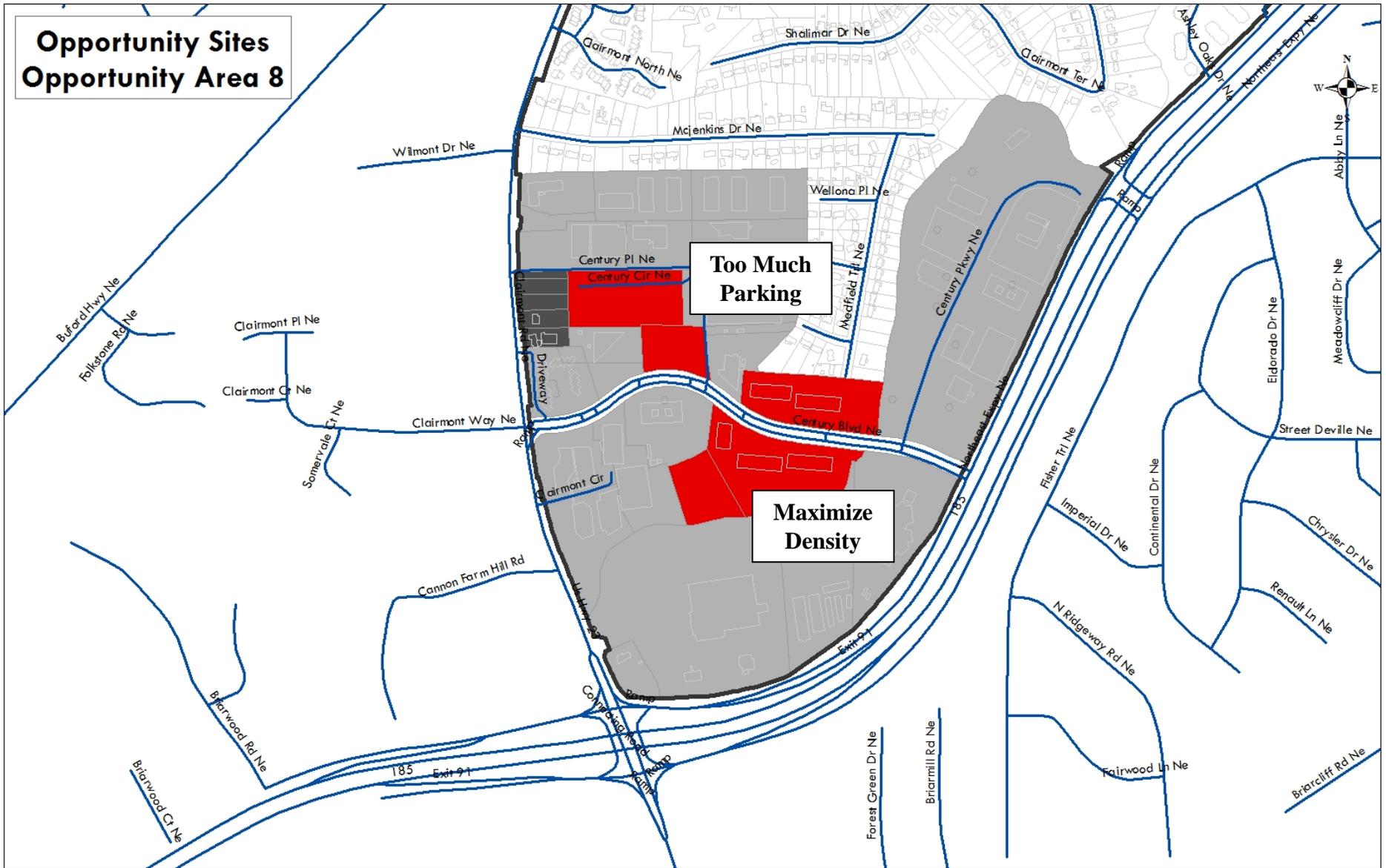
# Land Uses Opportunity Area 8



# Vacant Land & Buildings Opportunity Area 8



# Opportunity Sites Opportunity Area 8



# AREA 8 CHARACTER

- Maximize Density
  - Property should continue to intensify and upscale
  - Relocation strategy over displacement (Area 1 concept)
  - Potential for entertainment/business gathering venue?
  
- Urbanize Your Asset
  - Parking fields are the enemy
  - Create development program to incent structured parking
  - Will have to be public private partnership
  - Likely longer-term plan (other areas more development ready)
  - Future of FBI facility?
  - Impact of Federal tenant relocations...

# NEXT STEPS

- **Next Meeting**
  - Reflections on goals
  - Reflections on sites
  - Target industry/workforce analysis
  
- **And Then...**
  - Formulate implementation framework
  - Flesh out recommendations
  - Prioritize plans
  - Action plan