

Public Kick-Off Meeting

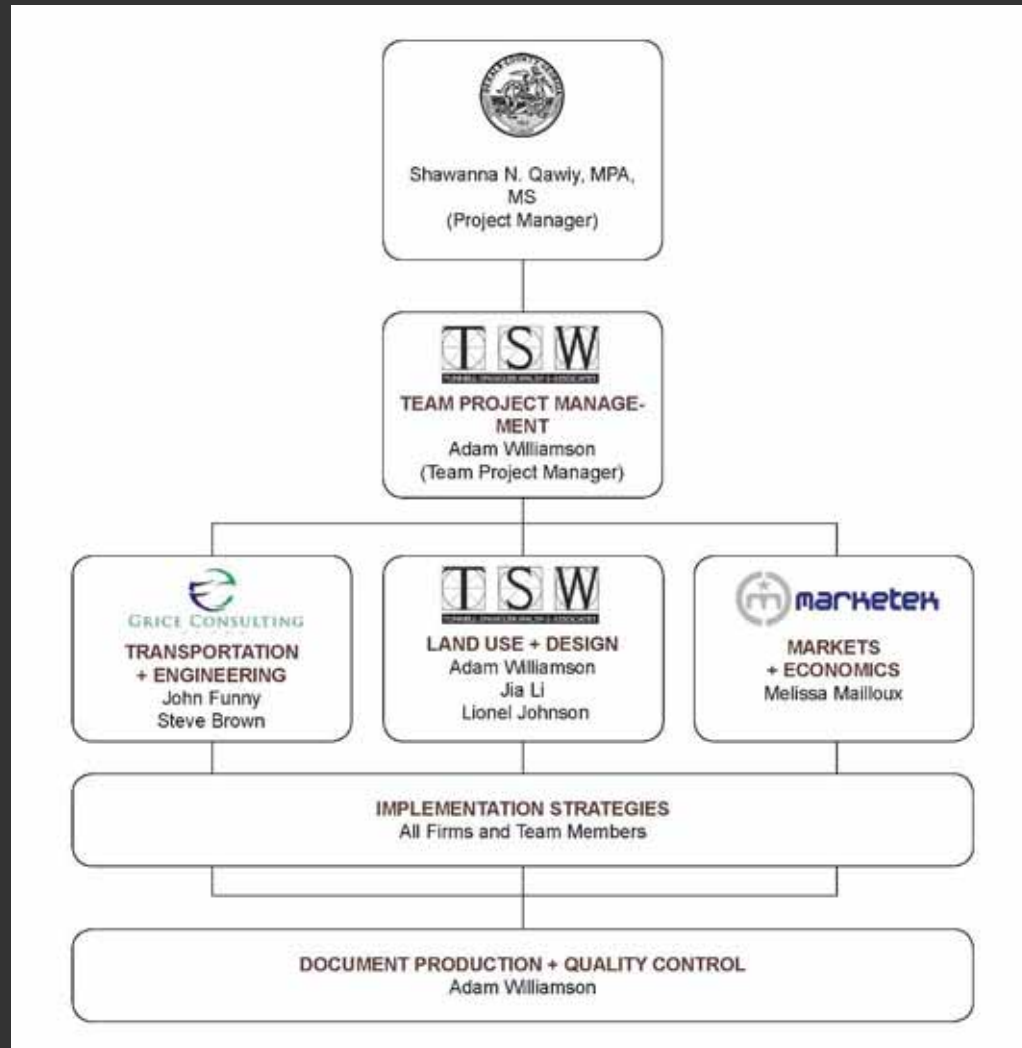
May 8, 2012

TSW TEAM: TSW + GRICE CONSULTING GROUP + MARKETEK, INC.

TSW | 1389 PEACHTREE STREET NE, SUITE 200 | ATLANTA, GA 30309 | PHONE: 404-873-6730

<http://kensingtonlci.wordpress.com/>

THE TEAM



TSW Team: TSW + GRICE CONSULTING GROUP + MARKETEK, INC

SCOPE OF SERVICE

- TOD Market Assessment
- Concept Plan Development
- Public Involvement
- Implementation Plan
- Deliverables



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APPROACH – Guiding Principles for Sustainable Communities

- Provide more transportation choices
- Promote equitable, affordable housing
- Enhance economic competitiveness
- Support existing communities
- Coordinate policies and leverage investment
- Value communities and neighborhoods



APPROACH – Guiding Principles

- **Being committed to educating and listening!**
- **Building on previous work**
- **Strengthening connections**
 - Transportation and land use
 - MARTA site and nearby areas
- **Envisioning viable development**
 - Market feasible
 - Publically sound
 - Demographically driven
- **Providing realistic plans that can be implemented!**



APPROACH – Public Participation Overview

IMAGE PREFERENCE SURVEY

[HTTPS://WWW.SURVEYMONKEY.COM/S/2GMTKSP](https://www.surveymonkey.com/s/2GMTKSP)

PUBLIC KICK-OFF MEETING

WHEN: TUESDAY, MAY 8, 2012, 6:00 – 7:30 P.M.

WHERE: GEORGIA PERIMETER COLLEGE, MARVIN COLE AUDITORIUM, 555 INDIAN CREEK DRIVE, CLARKSTON, GA 30021

DESIGN WORKSHOP

WHEN: THURSDAY, MAY 31, 2012, 6:00 – 9:00 P.M.

WHERE: GEORGIA PERIMETER COLLEGE, JCLRC AUDITORIUM, 555 INDIAN CREEK DRIVE, CLARKSTON, GA 30021

FINAL PRESENTATION

WHEN: TUESDAY, JUNE 26, 2012, 6:00 – 8:00 P.M.

WHERE: GEORGIA PERIMETER COLLEGE, JCLRC AUDITORIUM, 555 INDIAN CREEK DRIVE, CLARKSTON, GA 30021



TEAM PLANNING EXPERIENCE

“Place-Making”

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TEAM PLANNING EXPERIENCE

- **MARTA Area Planning**
 - 22 station areas
- **Other Transit-Oriented Developments**
 - 36 station areas
- **Transit-Ready Developments**
 - 24 developments
- **Town Centers**
 - 36 communities
- **Public & Private Efforts**



TEAM TOD EXPERIENCE



Project	MARTA Rail TOD	Commuter Rail TOD	Light Rail, BRT, or Bus TOD
Doraville LCI	✓		
Doraville TOD	✓		
City of Decatur	✓		
Cosmopolitan at Lindbergh	✓		
Brookhaven	✓		
Columbia Park	✓		
Lindbergh SPI 15	✓		
Downtown SPI 1	✓		
Midtown SPI 16	✓		
Vine City LCI	✓		
Hapeville, GA		✓	
Hampton, GA		✓	
Griffin, GA		✓	
Covington, GA		✓	
Winder, GA		✓	
Suwanee, GA		✓	
Woodstock, GA		✓	
San Juan, Puerto Rico			✓
West Town, Atlanta, GA			✓
Henry County, GA			✓
North Little Rock, AR			✓
Glenwood Park, Atlanta, GA			✓
BeltLine, Atlanta, GA			✓

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EXISTING CONDITIONS

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PREVIOUS PLANS

2002 Kensington Station LCI Government Center

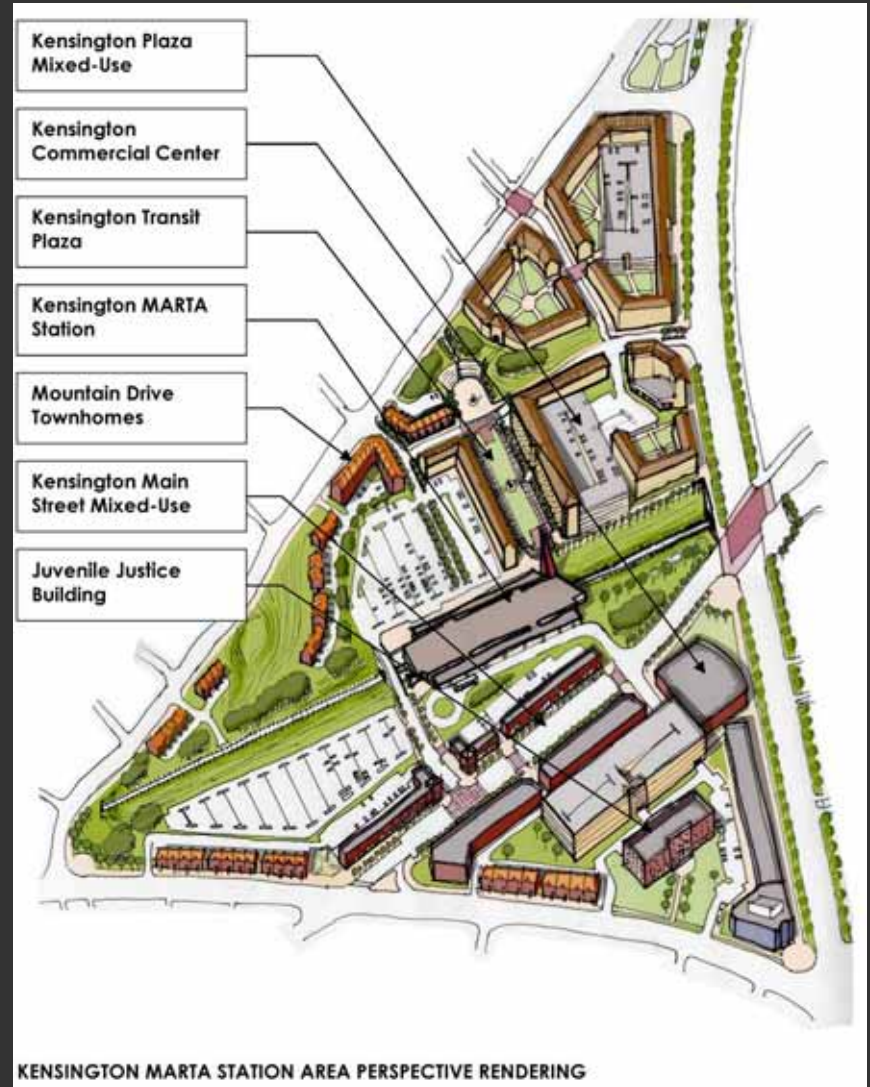
- New Juvenile Court
- Administration Building or Buildings to house the Tax Commissioner's office and additional County functions
- Parking Deck or Decks for the administrative facilities
- Surface Parking for the Jail
- Relocation of infrastructure-oriented services to off-site areas, and consolidation of the remaining functions on-site
- A centralized focal point or plaza in the midst of the Government Center
- A BRT stop
- A new internal street grid to reduce traffic on Memorial Drive and provide connections to surrounding Roads



PREVIOUS PLANS

2002 Kensington Station LCI MARTA site

- Mix of uses
- Commercial center and main street
- Transit plaza
- Streetscape connections
- Connecting east and west sides of the rail line



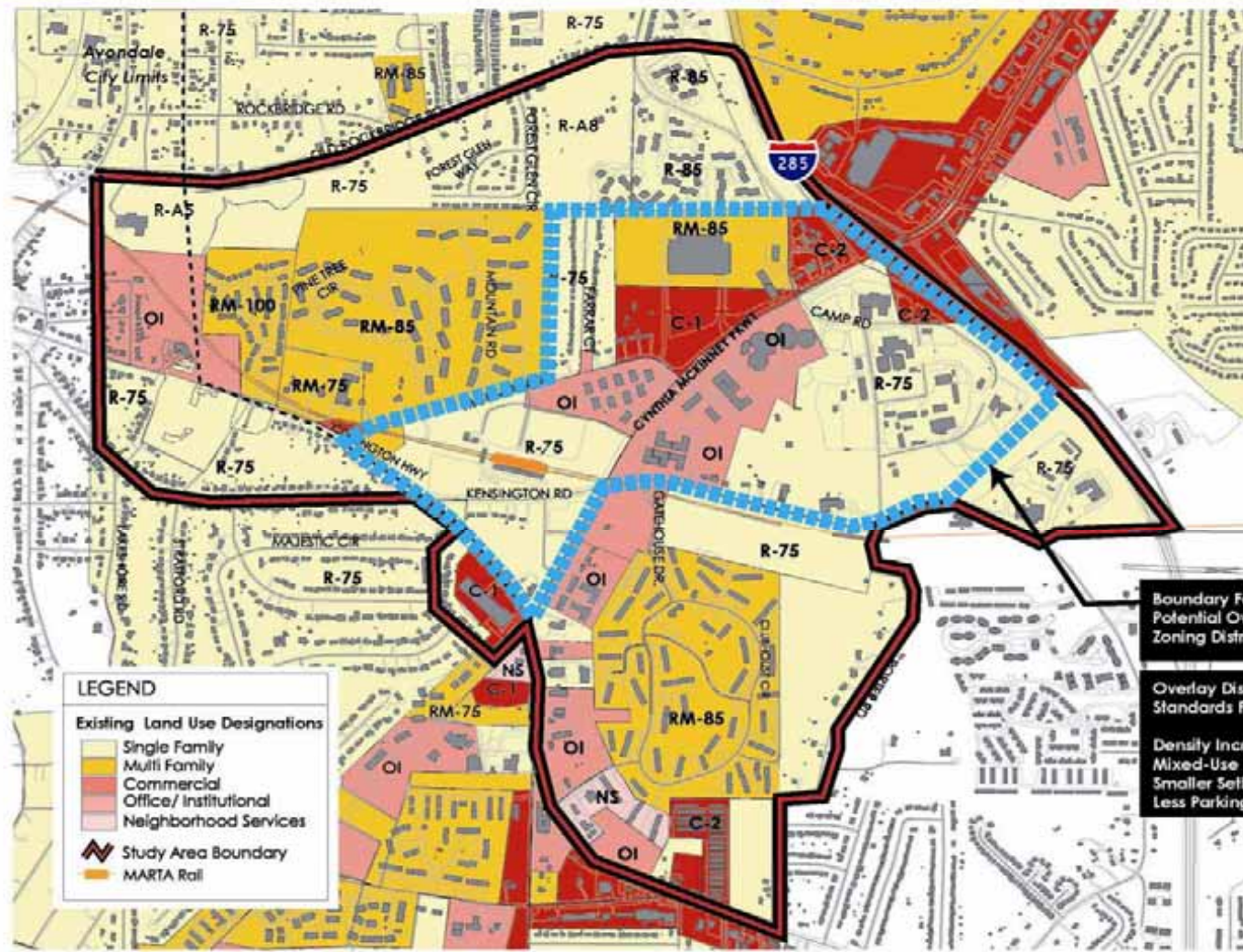
STUDY AREA MAP



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DeKalb County



LEGEND

Existing Land Use Designations

- Single Family
- Multi Family
- Commercial
- Office/ Institutional
- Neighborhood Services

Study Area Boundary

MARTA Rail

Boundary For Potential Overlay Zoning District

Overlay District Standards For:
Density Increases
Mixed-Use
Smaller Setbacks
Less Parking Reqs.

Kensington Station LCI

URBAN COLLEGE, INC · Robert Charles Lesser & Co · Glaffling Jackson · Hunley & Associates

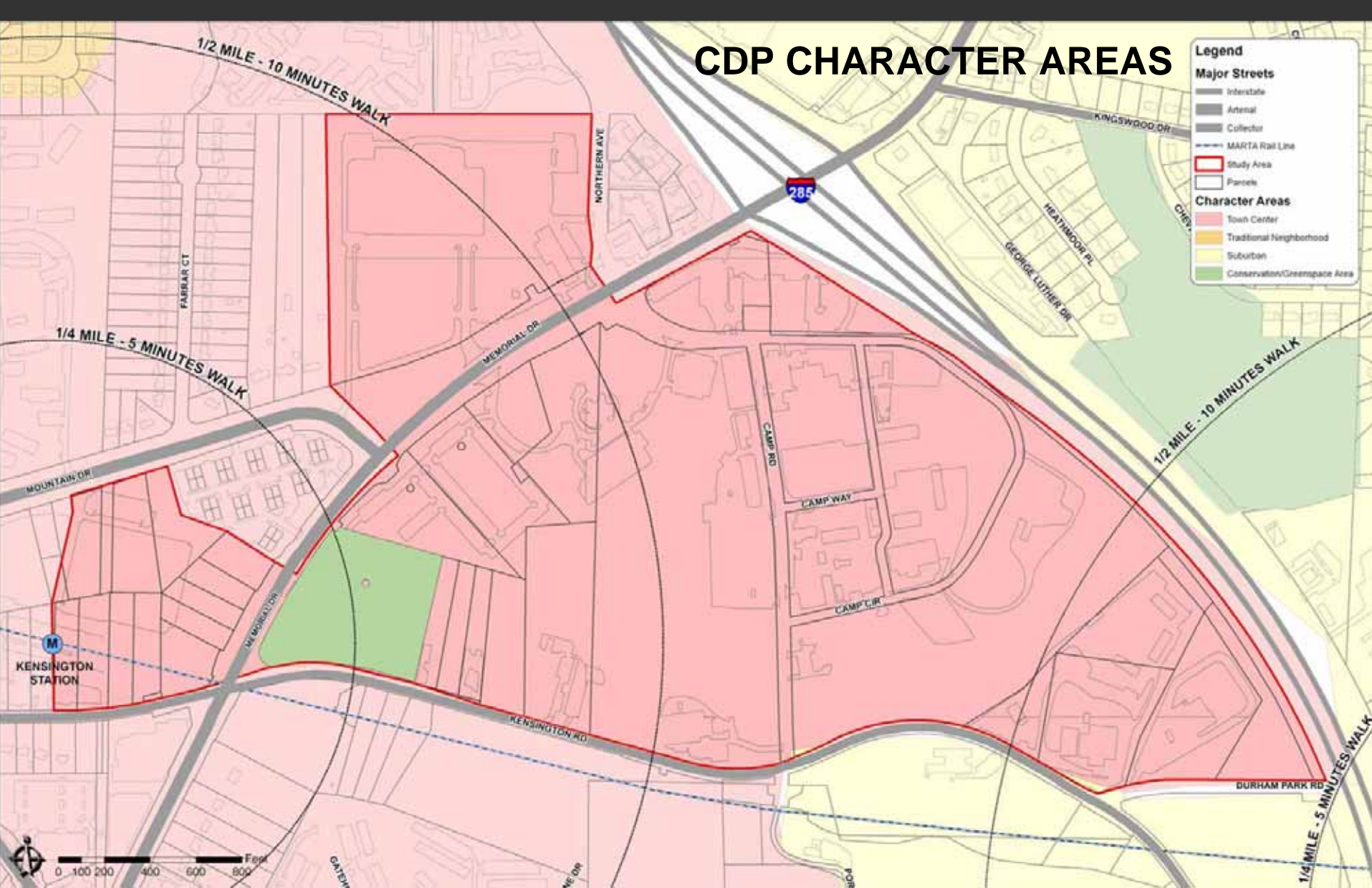
PROPOSED ZONING ENHANCEMENTS

December, 2002



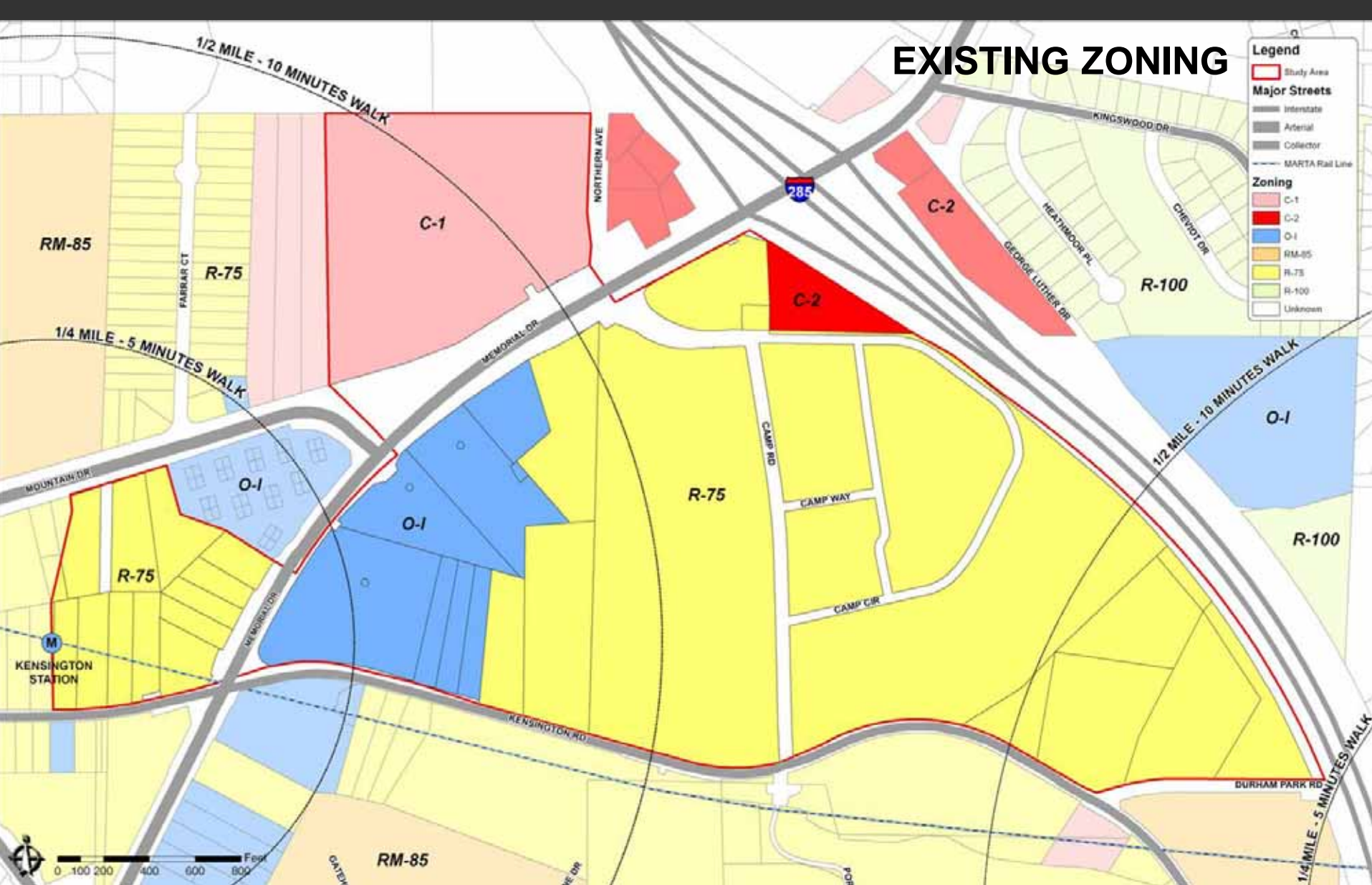
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CDP CHARACTER AREAS



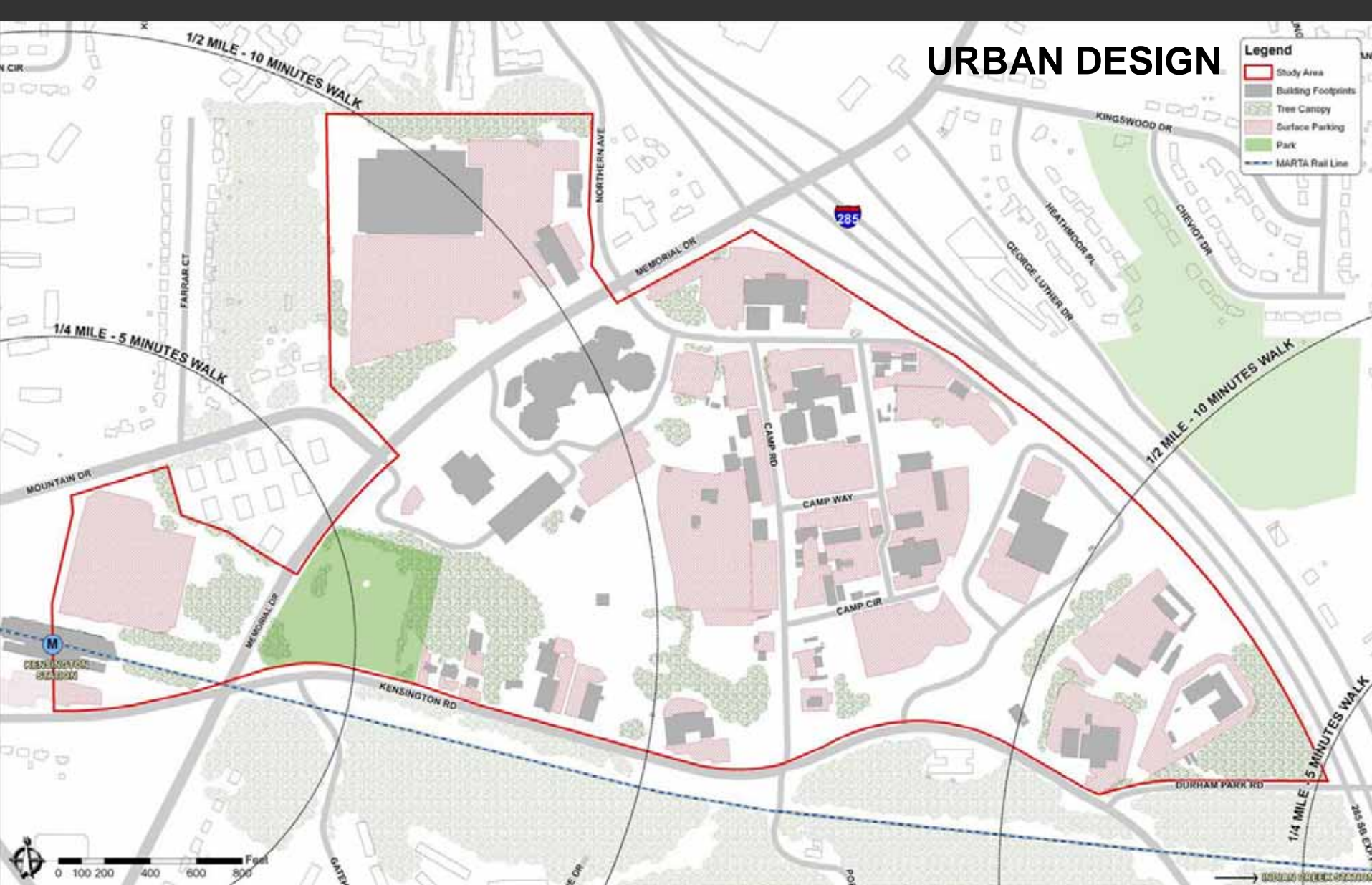
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EXISTING ZONING



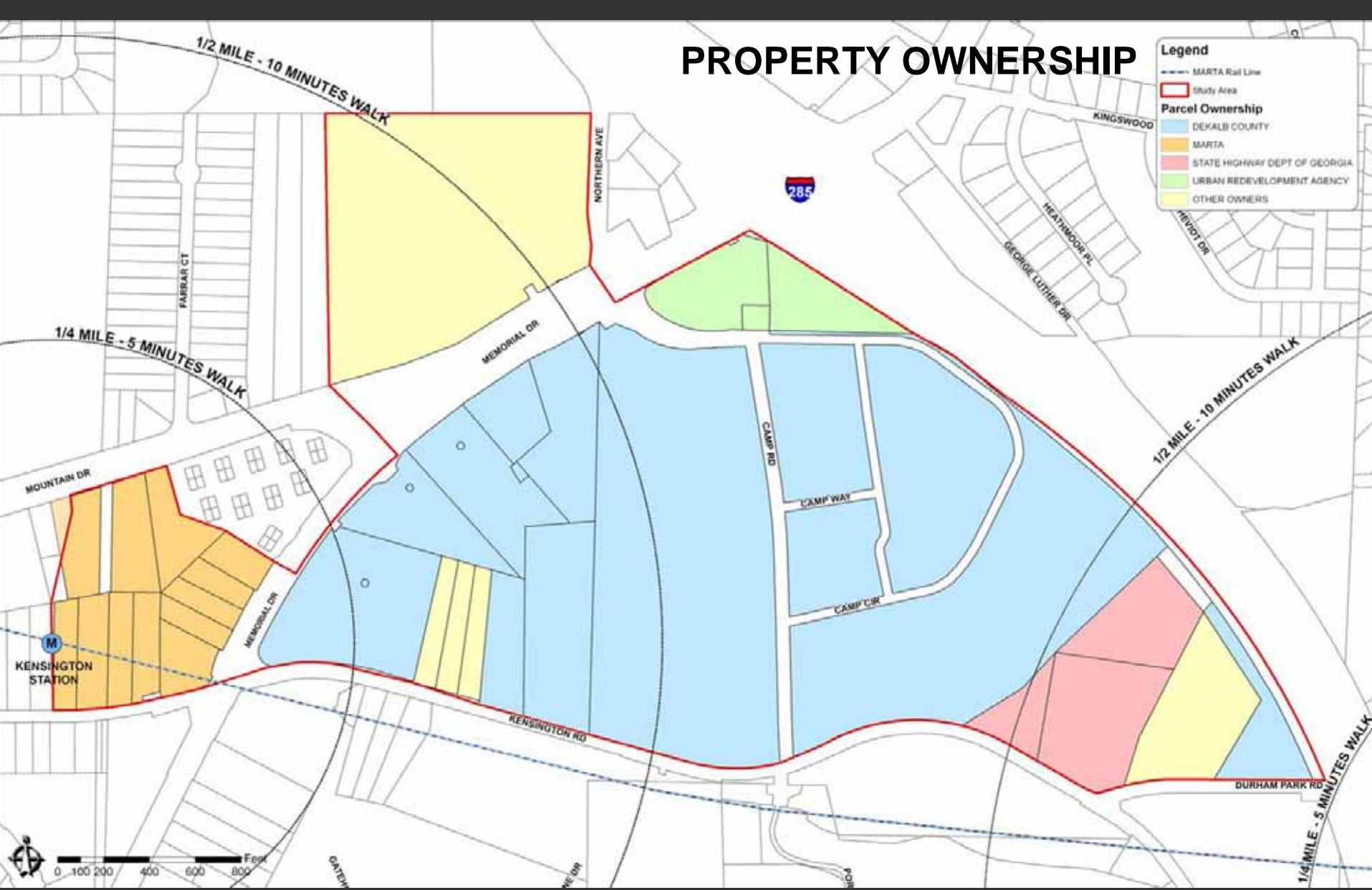
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URBAN DESIGN



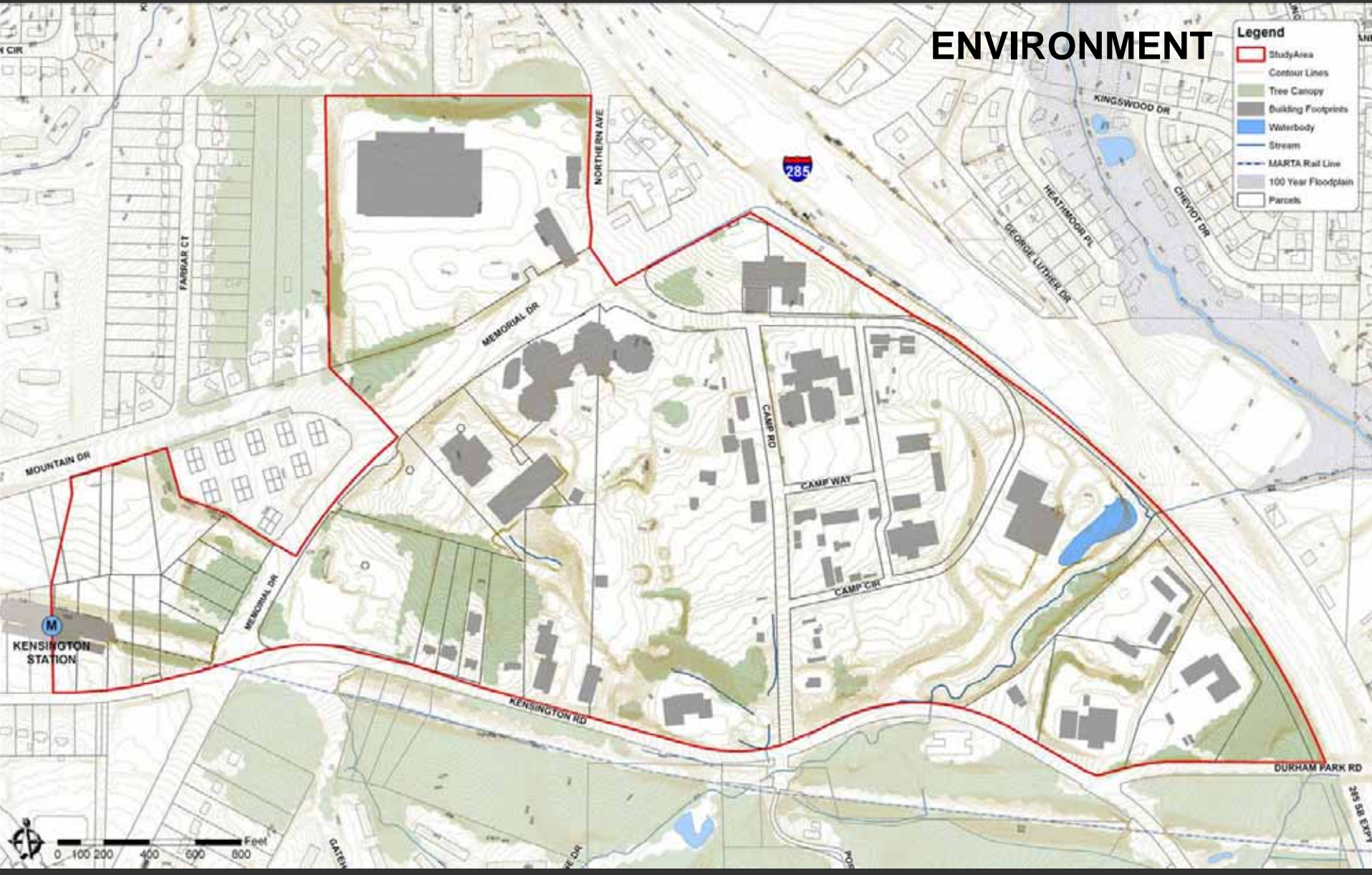
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PROPERTY OWNERSHIP



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ENVIRONMENT



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SLOPE ANALYSIS



Slopes Table

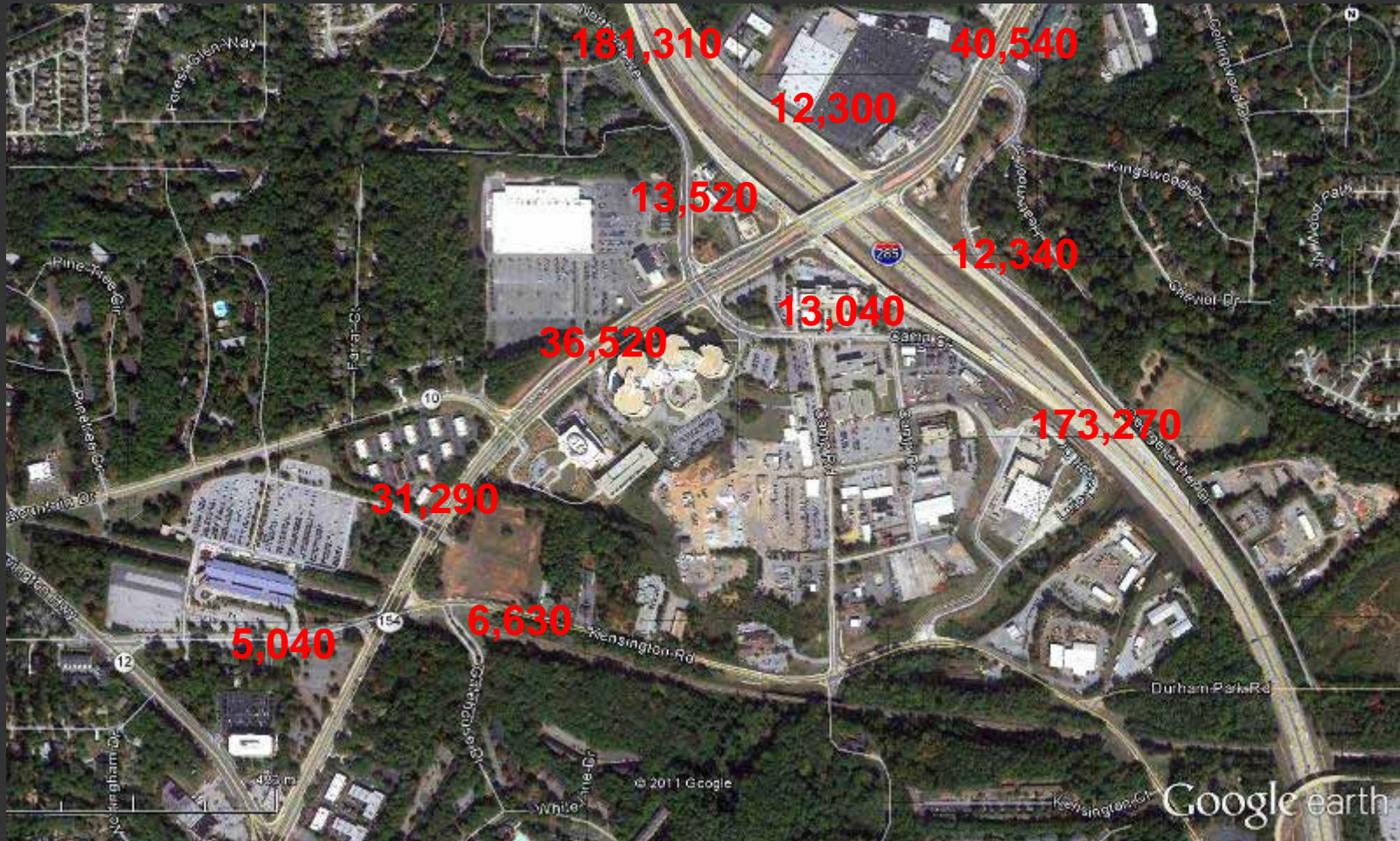
Color	Minimum Slope	Maximum Slope	Area	Acres	% of Site
Green	0.00%	8.00%	5683891.04	130.48	65.93%
Yellow	8.00%	16.00%	1237843.29	28.42	14.37%
Orange	16.00%	100.00%	1699478.10	39.01	19.70%

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TRANSPORTATION

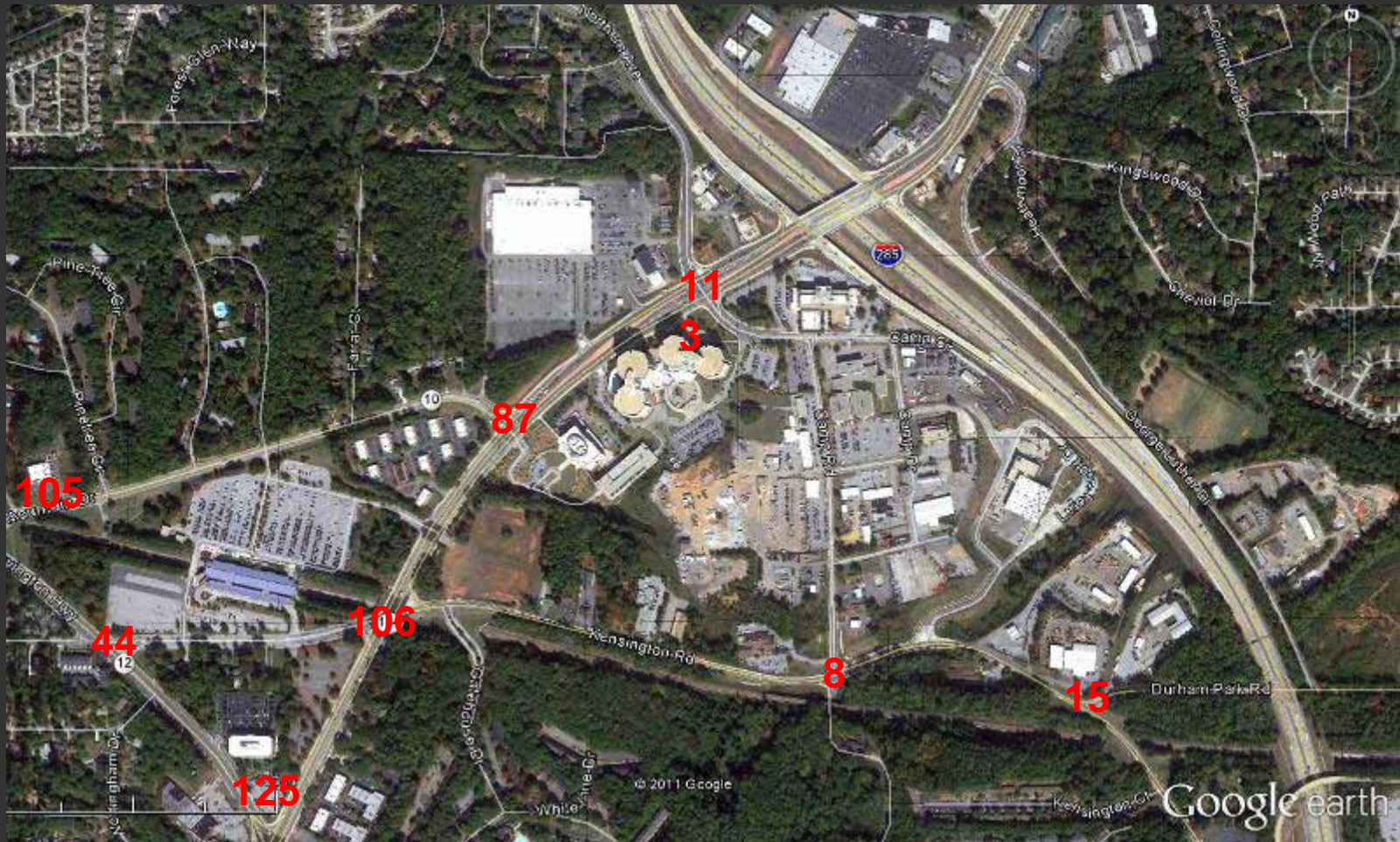
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TRAFFIC COUNTS – 2010 GDOT ADT



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CRASH FREQUENCY – 2009-2012



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TRANSPORTATION CONSIDERATIONS

- **Access to MARTA site**
- **Connections to nearby areas**
 - Transit
 - Bike and pedestrian
 - Vehicular
- **Coordination with MARTA**
 - Operations and Planning
- **Incremental improvements**
 - Short-term, simple, cheap
 - Longer-term, complex, costly



TRANSPORTATION CONSIDERATIONS

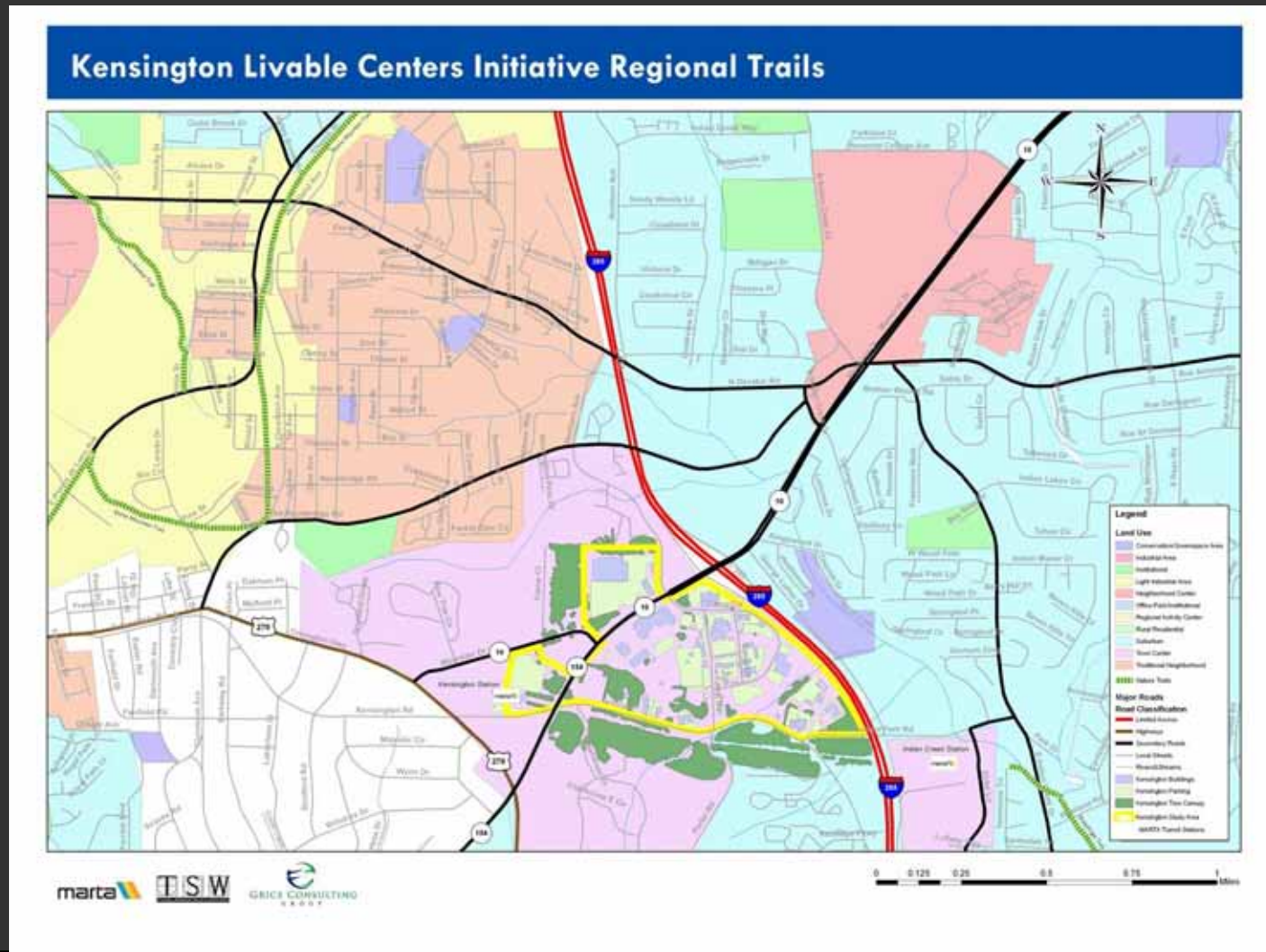
- **Intersection Operations**
- **Corridor Safety**
 - Travel Speeds
 - Access Management
- **Pedestrian Safety**
- **Streetscape for Traffic Calming**
- **Transportation to support Land-Uses**





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TRAIL SYSTEM



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TRANSPORTATION FACILITIES



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MARKET ASSESSMENT

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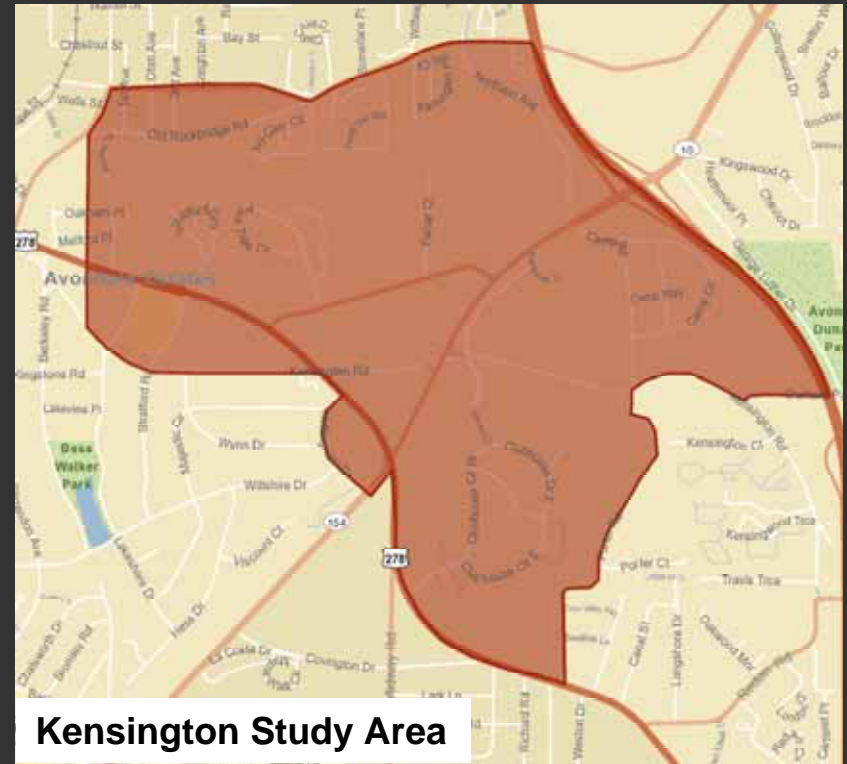
Markets & Economic Development

- **Potential market support for new housing and commercial development in the Study Area:**
 - Demographic overview
 - Supply analysis
 - Demand analysis
- **Next steps for attracting new development**



Study Area Demographic Overview

- Home to 8,200 residents in 2011, down from 9,500 in 2000
- Employee population of over 11,000
- Young population with low-to-moderate incomes
- Rental housing and apartments predominate
- Residential vacancy rate of 20%



Kensington Study Area

Residential Market

- **Market area to add 18,000 new households in 5 yrs.**
- **Successful for-sale product in Dekalb in early 2000s; stalled by recession & foreclosures**
- **Dekalb rental market ~85% occupied; on par w/ MSA**
- **Potential demand for ~650 for-sale and ~1,000 rental units in Study Area in 10 yrs.**
- **Some demand may be absorbed by existing vacancy**

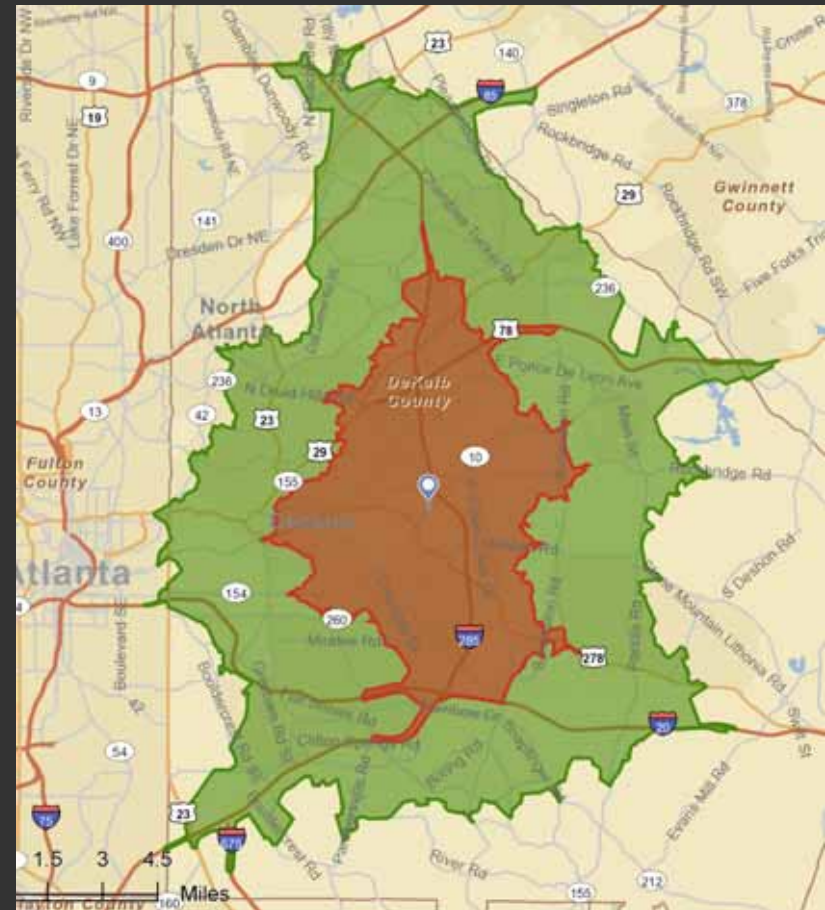
Residential Market Area: Ten Mile Radius



Commercial Market

- Very limited commercial development in Study Area
- Local supply is free-standing retail and aging plazas w/ vacancies
- Significant sales leakage is an opportunity
- Slow growth in market areas is a constraint
- Potential for ~200,000 SF of new or rehabbed retail space in Study Area over 10 yrs.

Retail Market Areas: 7 & 15 min. drive time



Office Market

- **Majority of office space in Study Area and surrounding area is County offices with the potential to expand this presence**
- **Limited other large-scale office tenants**
- **Primary demand is for office-service uses, including legal, medical, financial, real estate and other services**

What's next?

- Market study suggests a potential MAXIMUM demand
- LCI vision will determine HOW MUCH of this potential new development should be included in the plan and WHERE it should occur
- Recommendations will identify ways to encourage new development desired by the community

TOD EXAMPLES

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GLENWOOD PARK

- **Private developer**
- **Transit-Ready Development**
 - Planned to support future BeltLine
- **Program**
 - 20,000 sf office
 - 50,000 sf retail
 - 220 housing units
- **Public spaces and new streets**





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DOWNTOWN WOODSTOCK



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STREET NETWORK



Downtown Street Network (2000) - The downtown of 2000 had only one north/south connection.



Phases I and II Street Network (2010) - The project added five new north/south connection points into the existing system.

PARKS AND OPEN SPACE



Parks and Open Space (2000) - All land was privately owned except one small public park.



Phases I and II Parks and Open Space (2010) - The project adds over 11 acres of public greenspace to the CBD.

DOWNTOWN WOODSTOCK



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DOWNTOWN WOODSTOCK



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LINDBERGH TOD



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ENGLEWOOD STATION TOD, DENVER



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CONTRA COSTA TOD, SAN FRANCISCO



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QUESTIONS?

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