



January 19, 2018

Adam Causey  
Community & Economic Development Director  
City of Chamblee  
5468 Peachtree Road  
Chamblee, GA 30341

Adam:

Pursuant to the Development Agreement dated January 8<sup>th</sup>, 2018 between the Downtown Development Authority of the City of Chamblee (“DDA”) and Seven Oaks Company, LLC (“Agreement”), and according to the Project Scope and Project Timeline attached thereto, we have enclosed with this letter the following deliverables, with a summary description, to present at the DDA Meeting on Tuesday, January 23, 2018:

- **Preliminary Parking Study Findings Report** – Our team surveyed parking data from twelve (12) downtown areas around the Atlanta Metro Statistical Area, as well as studied other densifying city centers with similar characteristics to Chamblee in both its current and anticipated future state. Enclosed are our findings from that study, which offer a collection of parking practices, measuring trends in parking from the Atlanta Region Cities that will be forged into what best fit Chamblee’s needs.
- **Initial Findings & Directions Report** – Our intent of this report is to outline i) a structure that breaks our research into categories that will collect our findings, and ii) the corresponding strategy relating to those findings as more information is gathered. As we progress through our assignment, we plan to modify this template as needed for each DDA Meeting to identify updates in our work, and how such updates apply to the directions taken in the Master Conceptual Plan.
- **Stakeholder Session # 1 - Summary & Report** – On November 28<sup>th</sup> and 29<sup>th</sup>, 2017, we held initial public input meetings, and met with five (5) groups to collect observations from those stakeholders on the Chamblee Town Center. A summary from those meetings, all of which will be considered when shaping the Master Conceptual Plan, is attached.

We are looking forward to your review and hearing your feedback. Please do not hesitate to contact Bob or me at 770-874-9100 with any questions.

Sincerely,

Andrew Roberts  
Senior Director

Cc: Bob Voyles  
Randy Holmes

**Chamblee Town Center  
Preliminary Parking Study Findings**

**1/19/2018**

ParkSimple, the parking consultant for the Town Center Project, surveyed twelve (12) peer City Centers around the Atlanta MSA to gather the nature of their parking operations and construction. ParkSimple also began researching other town centers throughout the Southeast to observe their practices and approaches to solving parking problems.

The purpose of this preliminary study is to gather ideas from these City Centers that are peer communities of Chamblee's in the Metro Atlanta area. These findings will serve as a pool of data from which the DDA and City will craft its long-term parking strategy.

**Below is a summary of findings:**

	<b>Suwanee</b>	<b>Duluth</b>	<b>Alpharetta</b>	<b>Woodstock</b>	<b>Marietta</b>	<b>Brookhaven</b>
Paid Parking*	No	No	No	No	Yes	No
Time-restricted Parking**	No	No	No	Yes	Yes	Yes
On-Street Parking	Yes	Yes	Yes	Yes	Yes	Yes
Off-Street Parking - Surface	Yes	Yes	Yes	Yes	Yes	Yes
Off-Street Parking - Structured***	Under Const.	Planned	Planned	Planned	Yes	Yes
Shuttle/Trolley	No	No	No	Yes	Yes	No
Off-street Parking Controls	No	No	No	No	Yes	No
Public Financing Sources	SPLOST	SPLOST	Land Sales	SPLOST	Various	Various

	<b>Cumming</b>	<b>Decatur</b>	<b>Roswell</b>	<b>Milton</b>	<b>Sugar Hill</b>	<b>Sandy Sps.</b>
Paid Parking*	No	Yes - All	Yes	No	No	TBD
Time-restricted Parking**	Yes	Yes	No	No	No	TBD
On-Street Parking	Yes	Yes	Yes	Yes	No	Under Const.
Off-Street Parking - Surface	Yes	Yes	Yes	Yes	No	Yes
Off-Street Parking - Structured***	Yes	Yes	No	Planned	Planned	Under Const.
Shuttle/Trolley	No	No	No	No	No	No
Off-street Parking Controls	No	Yes	No	No	No	No
Public Financing Sources	SPLOST	Various	N/A	Unknown	PPP	PPP / bonds

**\*Current/Future Paid Parking**

Marietta - Paid structured parking - \$5 flat fee and free on weekends

**Chamblee Town Center  
Preliminary Parking Study Findings**

**1/19/2018**

*(...Continued from prior page)*

Decatur - All paid parking. ParkMobile for on-street. Off-street rates are: \$5 for first three hours and \$10 all-day in Garage.  
\$7/day in Surface Lots. Managed by 3rd-Party.

Roswell - One (1) paid off-street lot; \$5 flat fee with no time restriction

Sandy Springs - it is unclear whether the structured parking will be paid or free at this point. The City is currently constructing a 750-space, underground deck.

\*\*Time-restricted parking

Woodstock - two-hour restrictions, Mon-Fri 8-4pm

Marietta - two-hour restrictions, Mon-Fri 8-6pm; on-street & off-street

Brookhaven - 15-minute to 1-hour zones on-street (those adjacent to retail). Off-street parking is not time-restricted

Cumming - two-hour restrictions, Mon-Fri 8-5pm on-street; Off-street close to core is 1-hour, Mon-Fri 8-5pm

Decatur - two-hour restrictions every day on-street

\*\*\*Structured Parking uses

Suwanee - Shared public/private use. Public gets top two (2) floors. Construction/Maintenance Costs are shared pro-rata. SPLOST funds.

Duluth - Planned deck is primarily for public uses. SPLOST funding approved (2016). Potential for accommodating a new hotel down the road.

Alpharetta - Planned deck is primarily for public uses. Funded by City-owned land sales and unallocated City funds.

Woodstock - Planned deck is primarily for public uses. SPLOST funding approved (2017)

Marietta - Used for government buildings in the area, although for retail/visitor uses as well

Brookhaven - Shared; top level at grade is for public/retail use; bottom floors are restricted to residential tenants & employees

--We understand that a new deck planned on Dresden; to be shared public/residential use. Unknown if this will be paid or free parking.

Cumming - two (2) new parking decks complete; SPLOST Funding

Milton - Planned but funding is on hold

Sugar Hill - Two planned developments (The Iconic, and The EpiCenter) will have shared parking agreements with the City.

Sandy Springs - Public debt (bonds) and future tax revenues are financing construction

**Conclusion:**

The development team discovered a trend that structured parking is being implemented across numerous cities in our competitive set. Cities appear to be providing flexibility, walkability, and an increase their City Centers' density by providing more parking.

The potential for increased activity and density throughout these areas is measured significantly by how much parking can be provided.

The development team will consider all of the operational and funding approaches outlined in the City Centers above, and work with the DDA in applying the proper practices to Chamblee, as the Master Plan evolves.

**Chamblee Town Center  
Initial Findings & Directions Report**

**Completed: 1/19/18**

The 2-page schedule below will serve as a template that will be used in each DDA meeting going forward. As findings are gathered Agreed-upon throughout the assignment, they will be presented and discussed with the DDA. decisions by the DDA will be memorialized on this schedule, which will serve as the road map for the decisions and applications used in the Master Conceptual Plan.

Findings		Direction
<b>Parking</b>	<p><u>Peer City Center Review - Complete</u> A survey of 12 City Centers around the Atlanta MSA, from newly-developed to well-established. Findings are presented in a more detailed report provided. Generally, trends are pointing toward structured parking, as a means to relieve limitations on density.</p>	<ol style="list-style-type: none"> <li>1. Analyze the City's financing tools available to build public parking</li> <li>2. Survey existing businesses and apply input for determining appropriate time restrictions</li> <li>3. Evaluate the mix of financing sources &amp; market conditions that will drive the decision of paid parking</li> <li>4. Analyze the feasibility of Shuttle/Trolley use for parking around the periphery</li> <li>5. Gather data from the City's Autonomous Shuttle Study</li> </ol>
	<p><u>Existing Conditions Analysis</u> Existing public and business parking needs will be analyzed in a separate report to establish a starting point of over/under-utilized parking areas. The majority of findings will be generated from the ongoing Space Needs Assessment performed by Clark Patterson Lee.</p>	<ol style="list-style-type: none"> <li>1. Advance analysis of the 5 tasks above, begun at the Peer City Center Review</li> <li>2. Gather and interpret data from ongoing Space Needs Assessment from Clark Patterson Lee</li> <li>3. Implement a baseline of parking needs for the existing uses in the Town Center</li> </ol>
	<p><u>Future Build-out Analysis</u> Findings will be collected from a combination of the following: --Market Limits and Opportunities discovered in Market Research reports --Physical Limits and Opportunities discovered in Land Planning efforts --Advanced talks with land owners on the periphery of the Town Center --Results from the City's Autonomous Shuttle Study --Final, adopted Master Plan density</p>	<ol style="list-style-type: none"> <li>1. Advance the tasks above</li> <li>2. Begin carve-out parcels in Master Plan for additional parking needs</li> <li>3. Plan for building uses around these parking uses in Land Planning efforts</li> <li>4. Monitor evolution of parking needs driven by the refined Master Plan through final adoption</li> </ol>
<b>Office / Retail / Multifamily / Hotel &amp; City Facilities</b>	<p><u>Market Research Reports</u> Initial Market Study Findings expected early February. Space Needs Assessment for City facilities in process. Full report scheduled for presentation to DDA on March 27. Unmet Demand and proposed density for each use will be gathered, reviewed and presented.</p> <p><u>Market Developer Input</u> Seven Oaks to reach out to individual developers and investors of all uses in order to measure feasibility and ideal timing of particular developments outlined in the early stages of the Land Planning process. Findings will be reviewed, presented and applied to Master Plan.</p>	<ol style="list-style-type: none"> <li>1. Begin drawings for Master Plan in early February</li> <li>2. Collect feedback from the public, DDA and City Council in interim meetings</li> <li>3. Present three (3) draft plans to the DDA on March 27</li> <li>4. Present one (1) draft plan to the DDA on April 24th</li> <li>5. Work with the public, DDA and City Council toward final plan adoption</li> </ol>

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Initial Findings & Directions Report**

**Completed: 1/19/18**

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Findings		Direction
<b>Greenspace (Town Green) &amp; Amenities</b>	A vast portion of the public meetings will be to gather existing demand for greenspace and amenities. Additoinally, data will be gathered from Market Research and Market Developer findings above. Findings will be reviewed, presented and applied to the Master Plan.	<ol style="list-style-type: none"> <li>1. Collect information from public on existing demand for greenspace and amenities</li> <li>2. Determine the size and nature of the greenspace</li> <li>3. Evaluate the frequency and the seasonal impact on how the greenspace will be used</li> <li>4. Integrate results into the Master Plan</li> </ol>
<b>Multimodal Connections &amp; Transportation</b>	<p>An abundance of transportation accessibilty exists through the following modes:            --Chamblee MARTA Station            --PDK Airport            --Peachtree Boulevard, I-285 and I-85; 3 of MSA's most important thoroughfares</p> <p>An extensive round of recent studies exist affecting transportation:            --2016 &amp; 2017 Rail Trail Extension Study            --2016 Amended Comprehensive Plan            --2014 Livable Centers Initiative</p> <p>Seven Oaks and HGOR will examine the findings in these reports and combine them with new findings discovered in the Land Planning process within the boundaries of the Town Center.</p>	<ol style="list-style-type: none"> <li>1. Identify the ideal path to extend the planned rail trail from Chamblee Dunwoody through the Town Center</li> <li>2. Establish real connection points among MARTA, vehicular and pedestrian uses leading into the Town Center</li> <li>3. Pinpoint strategic placement of new crosswalks, bike lanes, and sidewalk improvements</li> <li>4. Enhance streetscape improvements where needed, in line with the layout of future public and private buildings</li> </ol>
<b>Safety</b>	Safety is of paramount importance in the development of any Town Center, but it is also one of the keystone goals listed in Chamblee's 2016 Comp Plan. Public meetings will serve as opportunities to collect these findings and apply them in the final Master Plan.	<ol style="list-style-type: none"> <li>1. Include the proper lighting placement and preferred design options in the final Master Plan</li> <li>2. Gather specific feedback from the public on existing areas of concern within the Town Center boundary</li> </ol>
<b>Signage &amp; Wayfinding</b>	The charm along Peachtree Road and its connecting streets is unfortunately hidden from view. It is common for travelers to pass by downtown along Peachtree Boulevard without noticing the downtown exists due to lack of directional signage. Business owners in downtown have identified this as a longstanding problem.	<ol style="list-style-type: none"> <li>1. Place ideal locations of appropriate signage and wayfinding in the final Master Plan</li> </ol>

**Chamblee Town Center  
Stakeholder Session #1 - Summary and Report  
January 19, 2018**

Seven Oaks Company moderated a series of initial discussions in five meetings with a mix of Chamblee Stakeholders in order to provide considerations for the Town Center.

Additional Public Input will occur over the next five (5) months, and begin with two (2) meetings already scheduled for January 30, and February 1, 2018.

**A summary of these meetings is provided below:**

**Stakeholder Groups - #1**

City Council  
Developers in Chamblee  
Downtown Development Authority  
Local Business Owners  
MARTA  
Atlanta Regional Commission (ARC)

**Takeaways**

**Transportation:**

- Establishing a uniform Bike Sharing program should be explored, connecting Town Center to MARTA Station and other major Chamblee hubs
- Wayfinding needs improvement - Downtown is relatively hidden, and directional signage should be more prevalent to pull more activity into the right places
- MARTA is an important driver for Chamblee business - a buzz is felt on big Atlanta tourism weekends that are centered as far away as Downtown Atlanta.
- Maintaining or improving lighting and safety is a high priority - doing so will enhance the walkability of the Town Center area

**Chamblee Town Center  
Stakeholder Session #1 - Summary and Report  
January 19, 2018**

*(Takeaways...Continued from prior page)*

Parking:

- Generally there is not an opposition to paid parking, if done right and convenient for each driver - technology is making it easier
- There is a noticeable problem with "squatters" - drivers who leave their cars in a location for an inordinate amount of time
- Paid parking helps to enforce a quick turnover of vehicles, and, a general understanding exists that there is a cost to maintain sophisticated parking
  
- As a savings measure, a paid shuttle to take people from less expensive, surface lots on the periphery should be explored
- All groups agreed that parking is a key problem to solve, under both existing and future conditions

Green Space and Placemaking:

- Possible locations are around the current City Hall, near Ingersoll Rand / Irvindale Way and Irvindale Way / Broad St.
- Connectivity should be fostered along the south side of Peachtree Rd. between MARTA and Town Center.
- All groups that discussed it would like to see the Rail Trail extend through Town Center and up to Third Rail Studios

Architectural:

- "Rustic Industrial" vs. "Warehousey," i.e. strive to keep the vernacular of the historical buildings
- Chamblee is generally viewed as an "urban" location that can absorb added density - MARTA stop, "ITP" and Peachtree are all feeders for growth
- Rooftop amenity space is desired

Business

- New green space and overall layout should be positioned to promote frequent, local events such as MidCity Stroll, Taste of Chamblee
- Regular, programmed marketplace events are a potential approach to give local retail shops further exposure