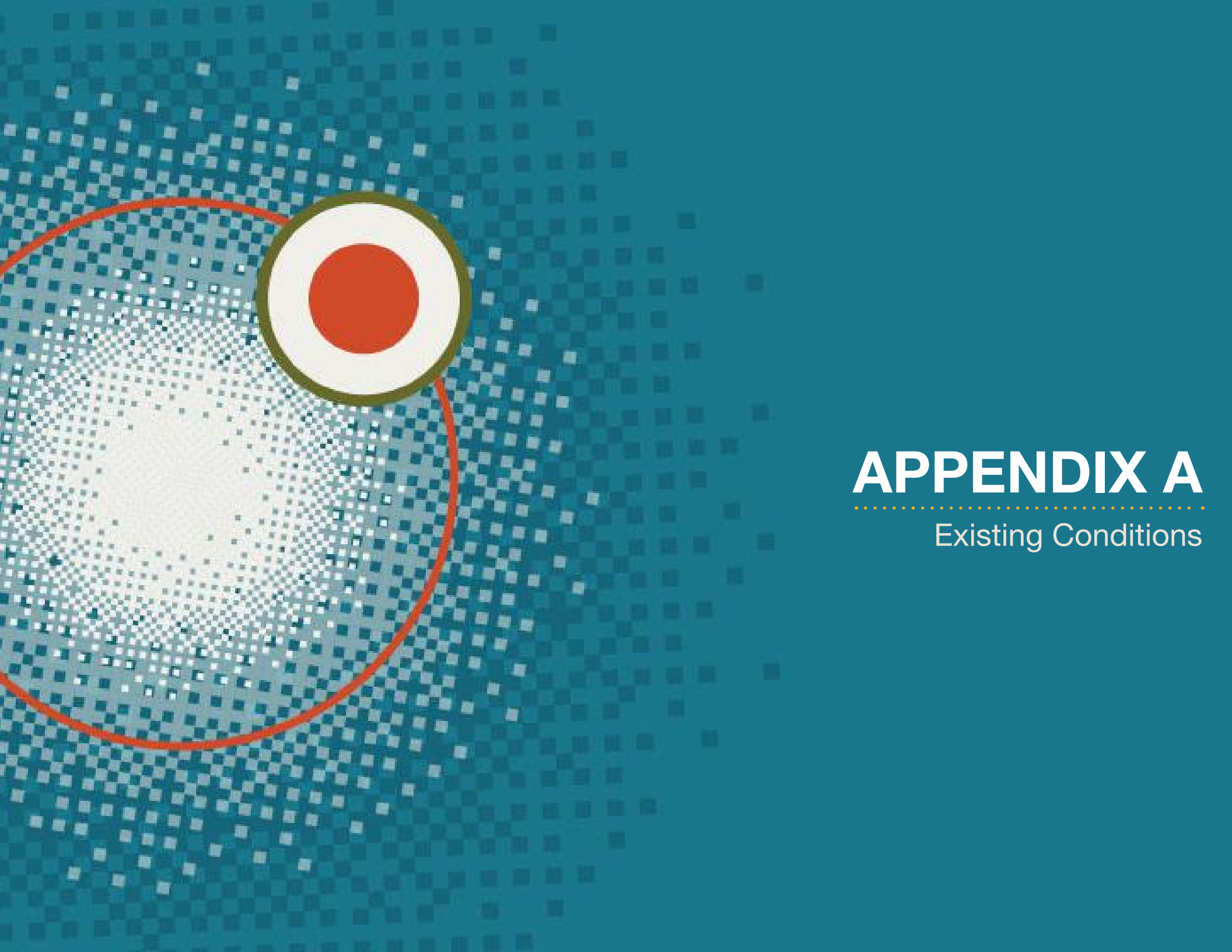




APPENDIX A

Existing Conditions



DEMOGRAPHICS

Existing Conditions and Analysis

Race

The study area is home to people of multiple races and backgrounds. Much of the area has mixed populations. At the northeast of the study area is a concentration of black residents, near Gwinnett Village. The nearby Tucker area has a more predominately white population.

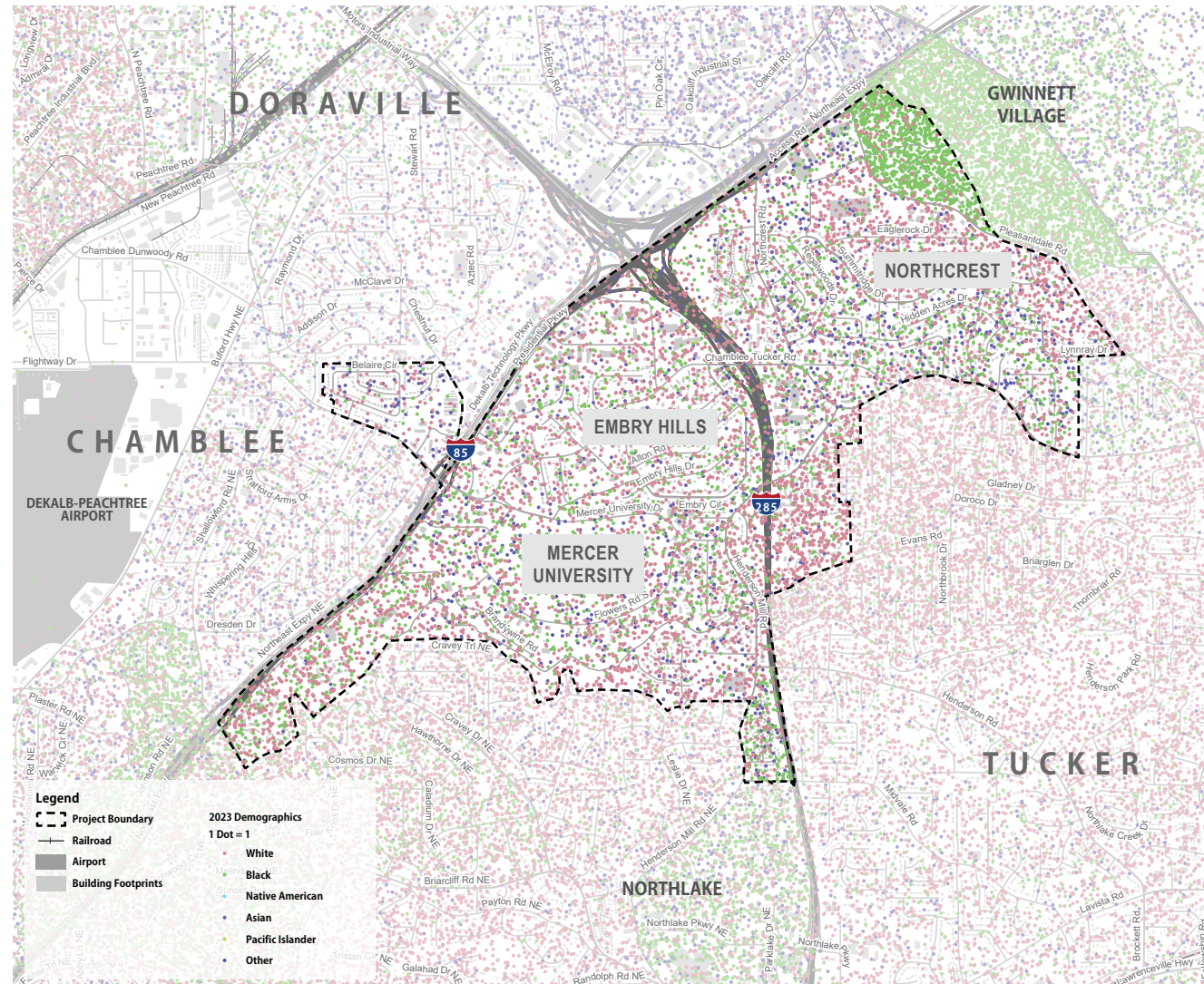


FIGURE 1 - DOT-DENSITY MAP OF RACE BY CENSUS TRACT



0 1000 2000 4000
SCALE: 1" = 2000'



DEMOGRAPHICS

Existing Conditions and Analysis

Ethnicity

The study area hosts a mixture of Hispanic and non-Hispanic residents, with Hispanic residents concentrated north of Mercer University.

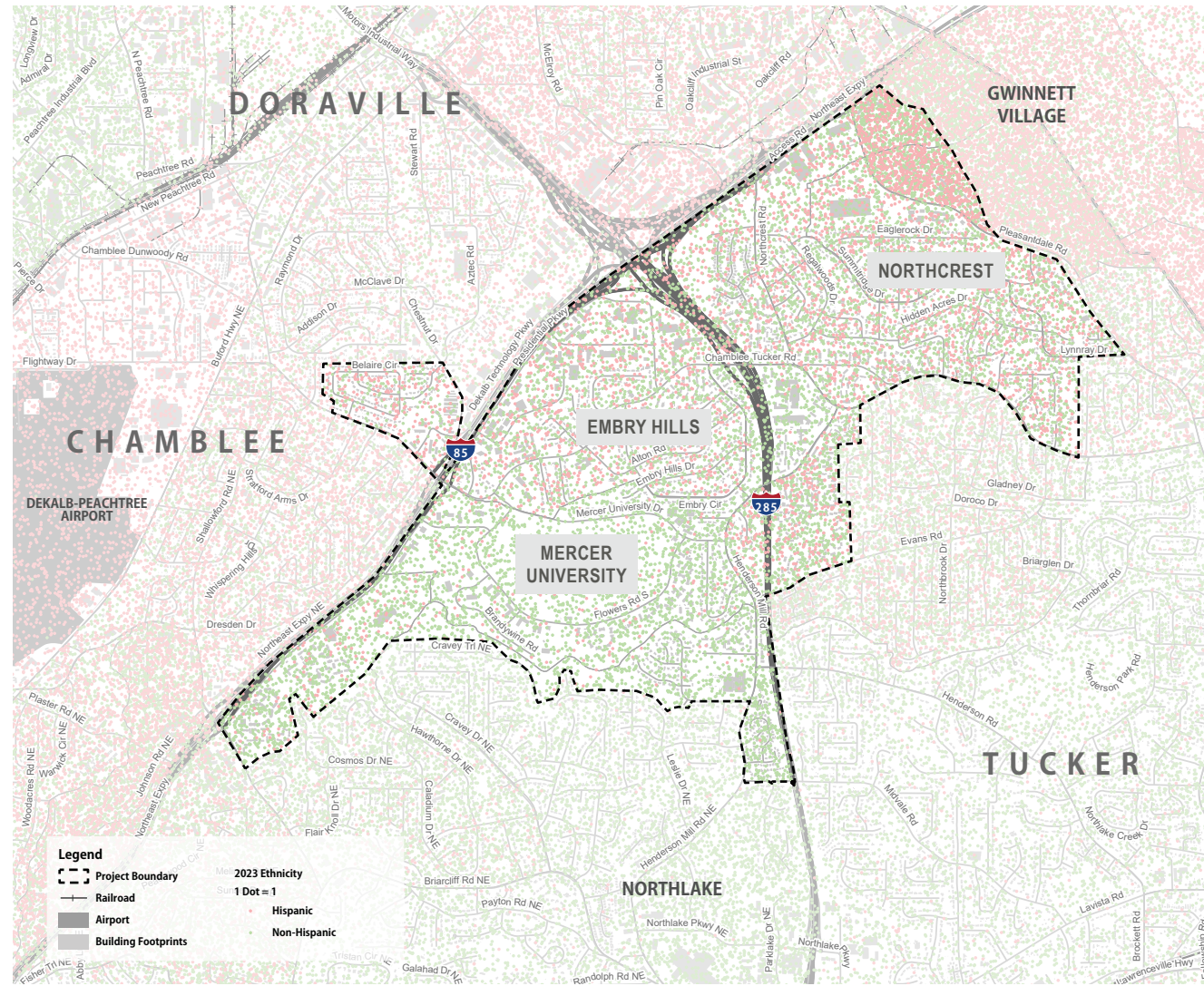


FIGURE 2 - DOT-DENSITY MAP OF ETHNICITY BY CENSUS TRACT



0 1000 2000 4000
SCALE: 1" = 2000'



DEMOGRAPHICS

Existing Conditions and Analysis

Language

The region has a high percent of a Spanish speaking population, concentrated in the northern portion of the study area.

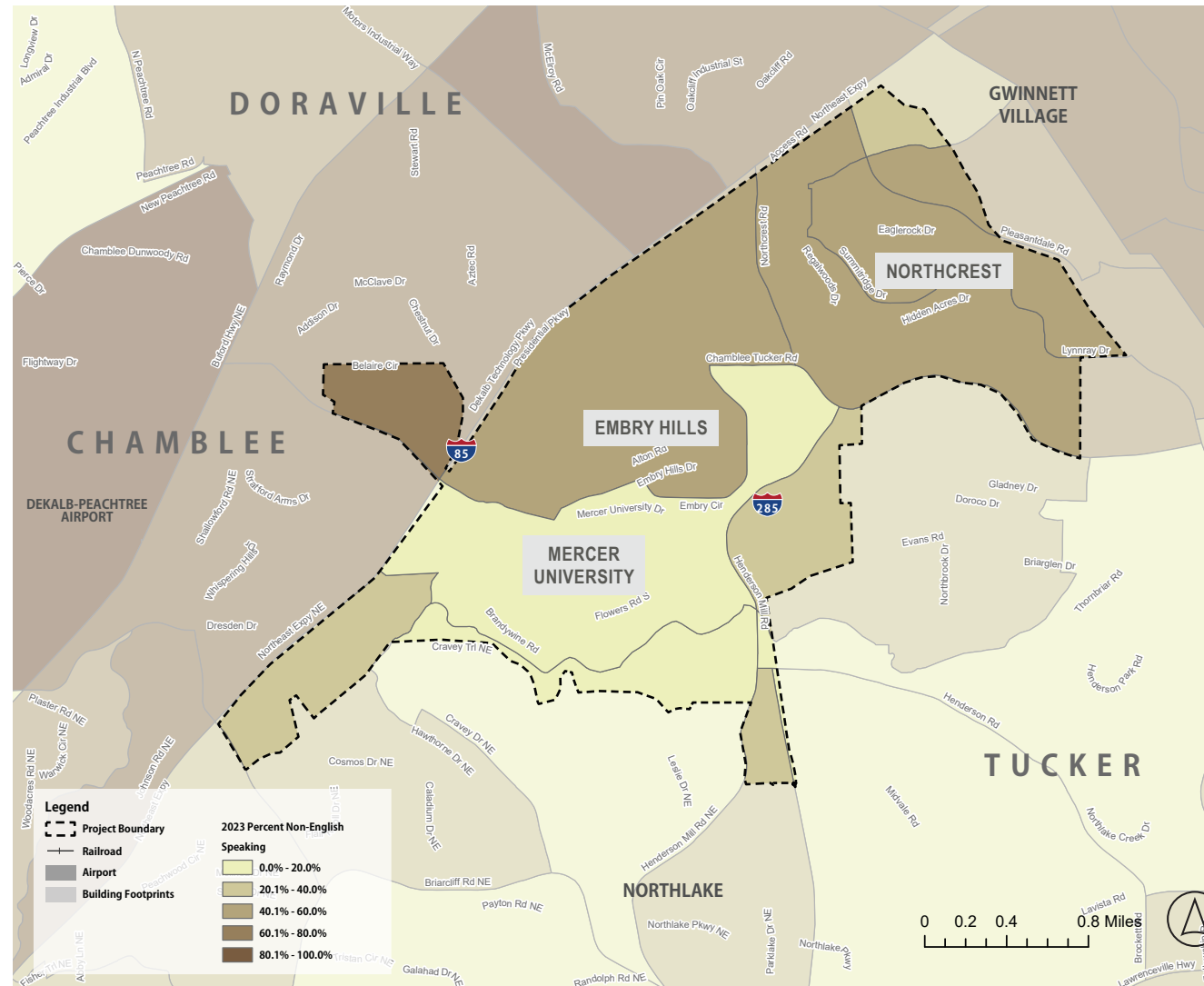
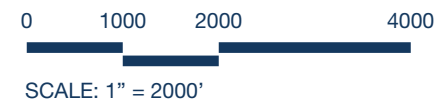


FIGURE 3 - NON-ENGLISH SPEAKING BY CENSUS TRACT





DEMOGRAPHICS

Existing Conditions and Analysis

Foreign Born

The region has a high percent of a foreign born residents, concentrated in the northern portion of the study area.

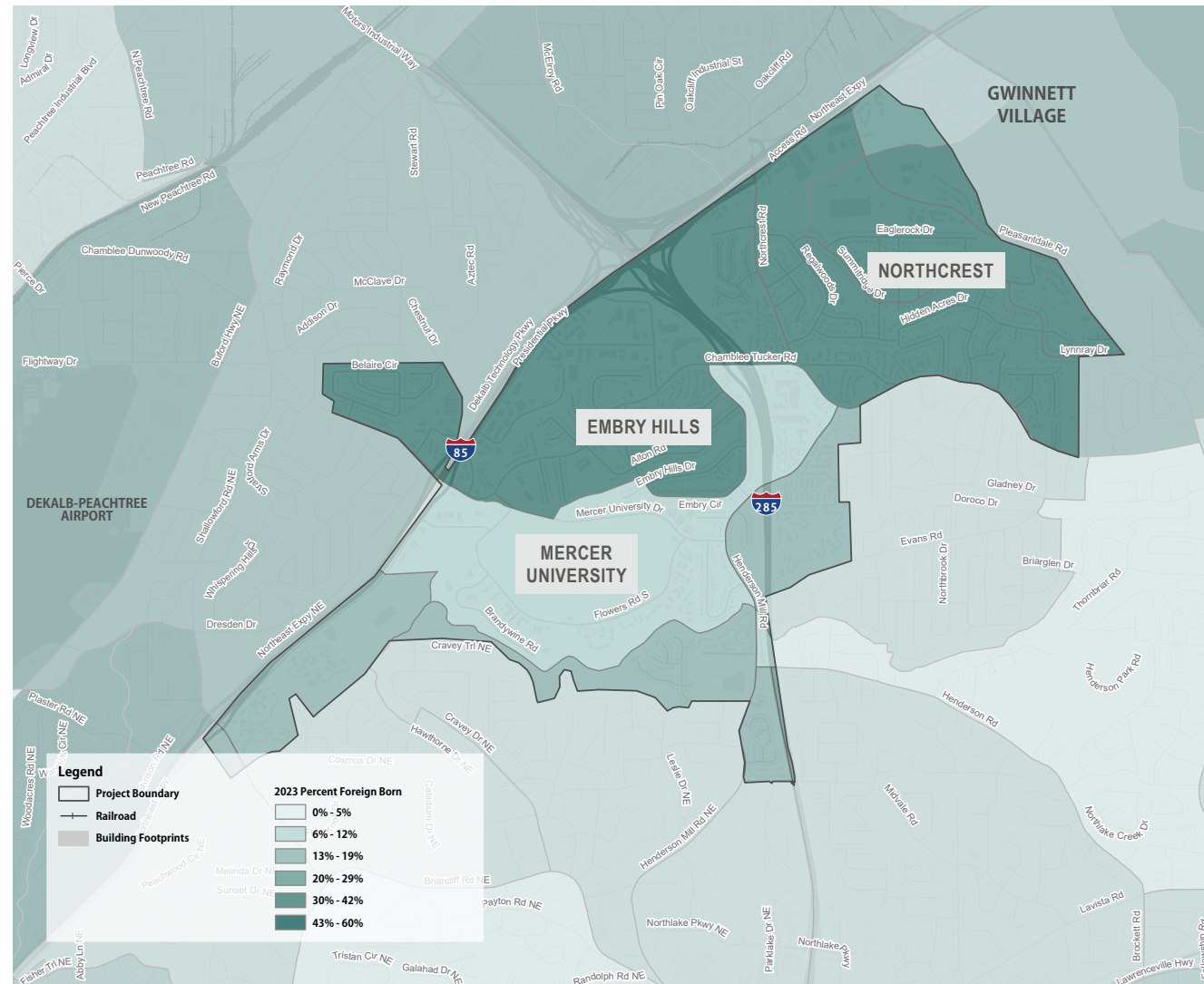


FIGURE 4 - FOREIGN-BORN POPULATION BY CENSUS TRACT



0 1000 2000 4000
SCALE: 1" = 2000'



DEMOGRAPHICS

Existing Conditions and Analysis

Median Household Income

The study area has a mix of median household incomes. The southern portion of the study area has the highest incomes within the area.

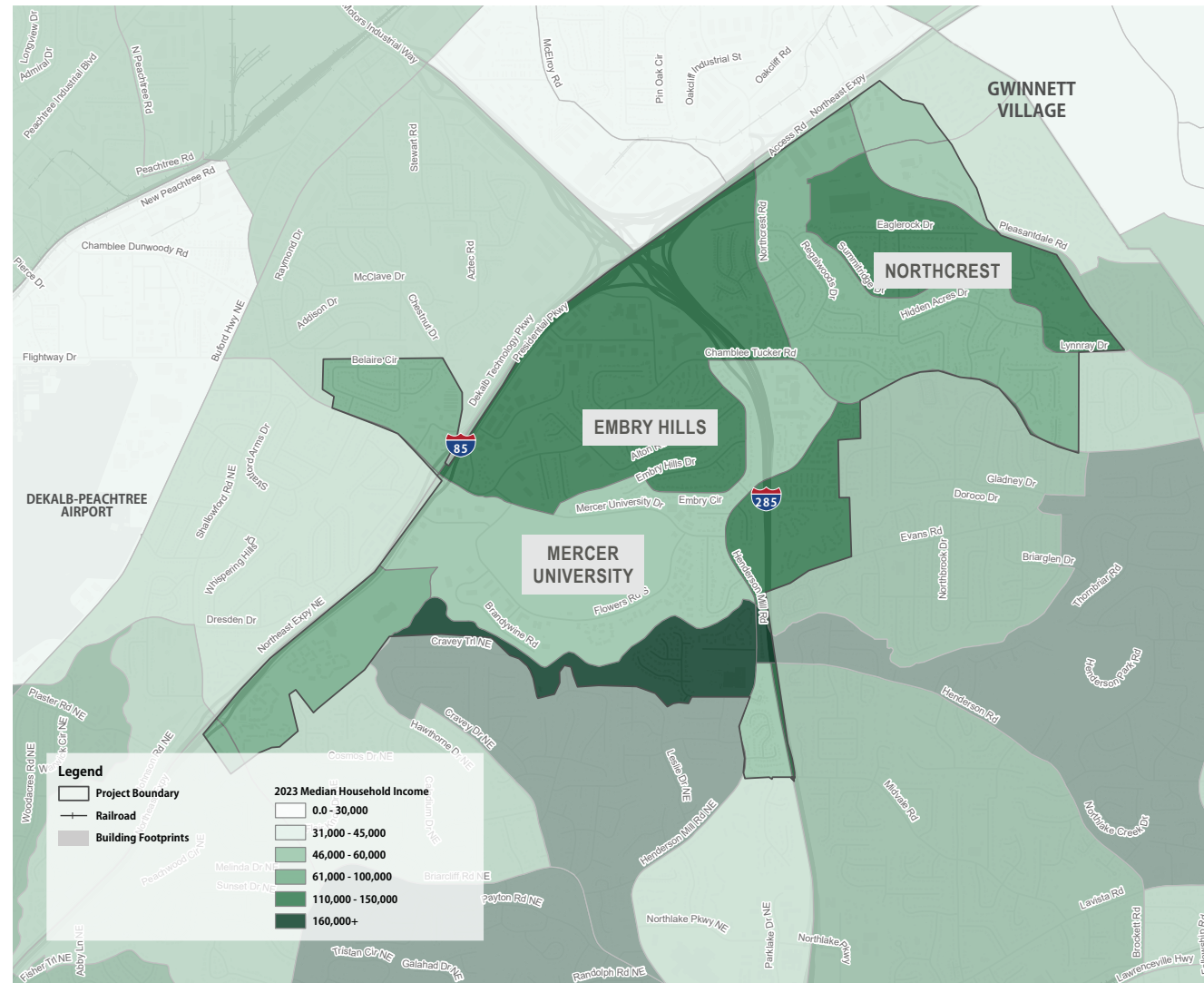
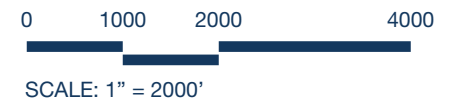


FIGURE 5 - 2023 MEDIAN HOUSEHOLD INCOME





DEMOGRAPHICS

Existing Conditions and Analysis

Unemployment

Unemployment is low in the majority of the region, but is significantly higher in the northeast corner of the study area. The northern area of the study area along Pleasantdale Road has multiple low income housing developments. the tract with the highest unemployment rate has an unemployment of 11.2%

- A** This is tract 0218.13, which has the highest unemployment in the study area. Some key statistics on this tract are:
- Number of residents: 2,157
 - Median household income: \$59,943
 - Poverty rate: ~15%
 - Median Age: 29.5
 - 32% are non-family households, and never-married individuals account for a vast majority (77% of males, 64% of females)
 - 97% Renter Occupied
 - 26.7% Foreign Born

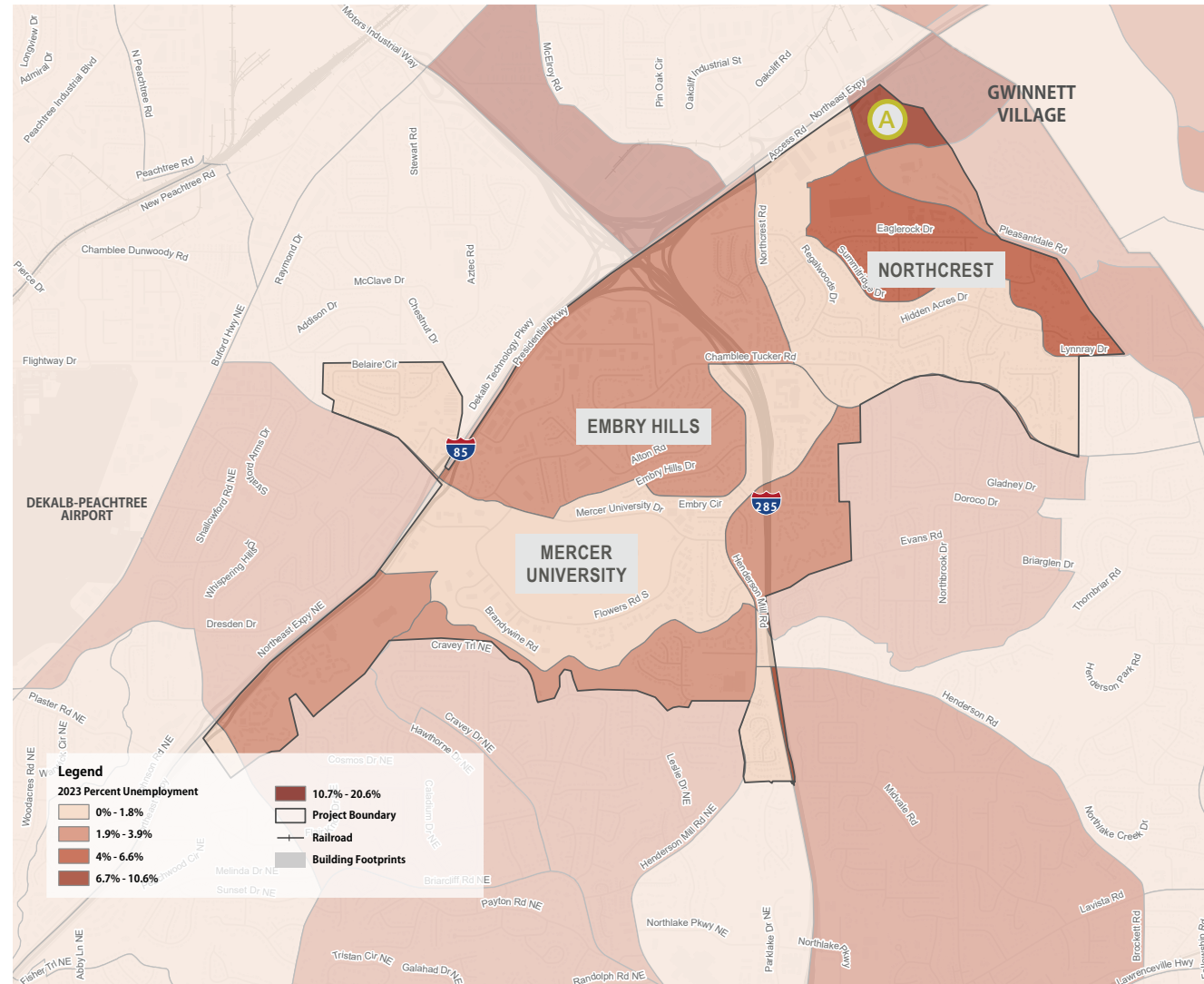


FIGURE 6 - PERCENT UNEMPLOYMENT BY CENSUS TRACT



0 1000 2000 4000
SCALE: 1" = 2000'



DEMOGRAPHICS

Existing Conditions and Analysis

Educational Attainment

The areas in the northeast of the study area have lower educational attainment, with the south region of the study area having the highest.

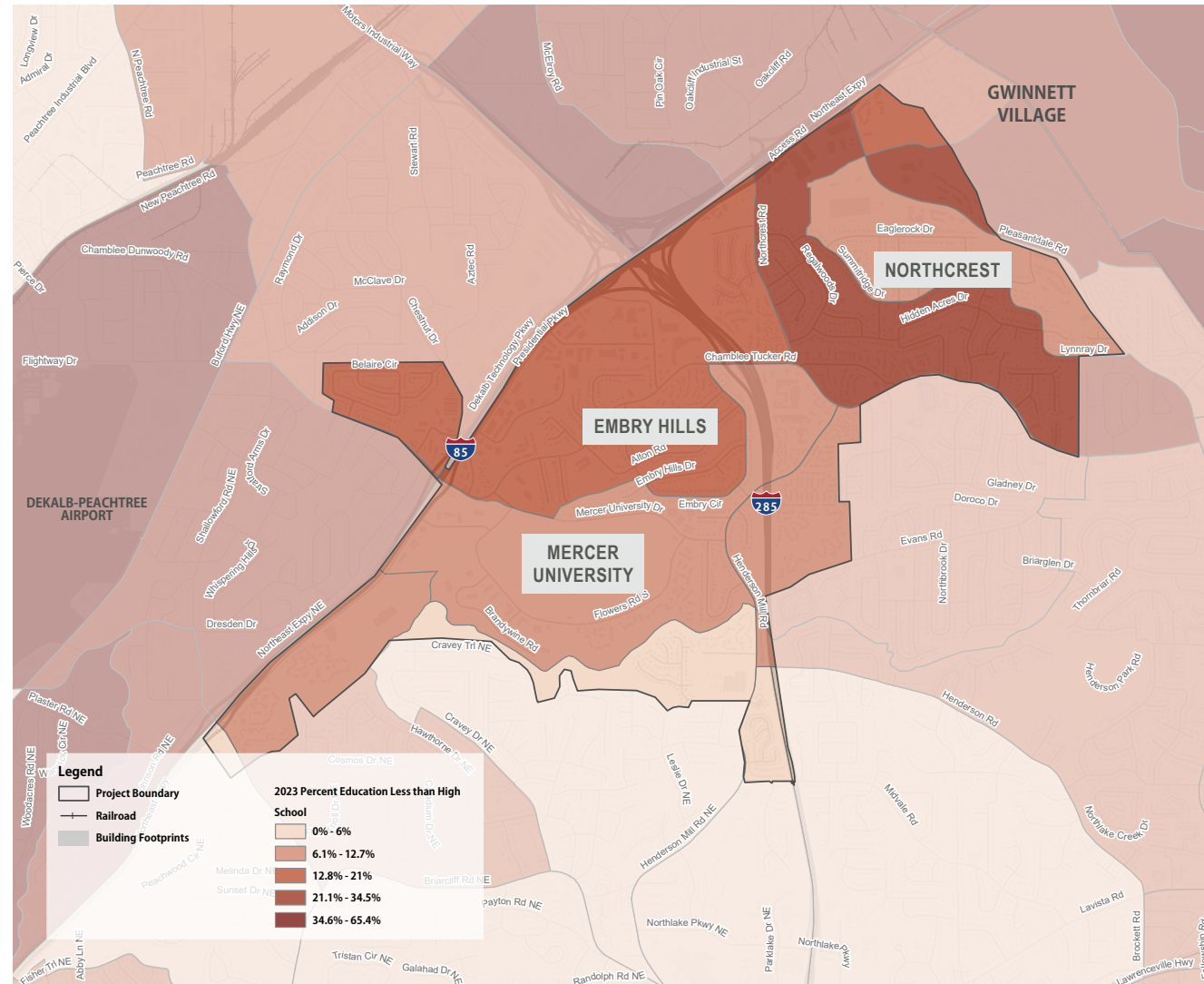


FIGURE 7 - PERCENT EDUCATION LESS THAN HIGH SCHOOL BY CENSUS TRACT



0 1000 2000 4000
SCALE: 1" = 2000'



LAND USE

Existing Conditions and Analysis

Land Use

There is a mixture of uses in the area, ranging from single family housing to apartments, to commercial and industrial. Industrial and commercial areas are concentrated at the western edge of the district, bordering I-85. Higher density housing is concentrated to the east of I-285.

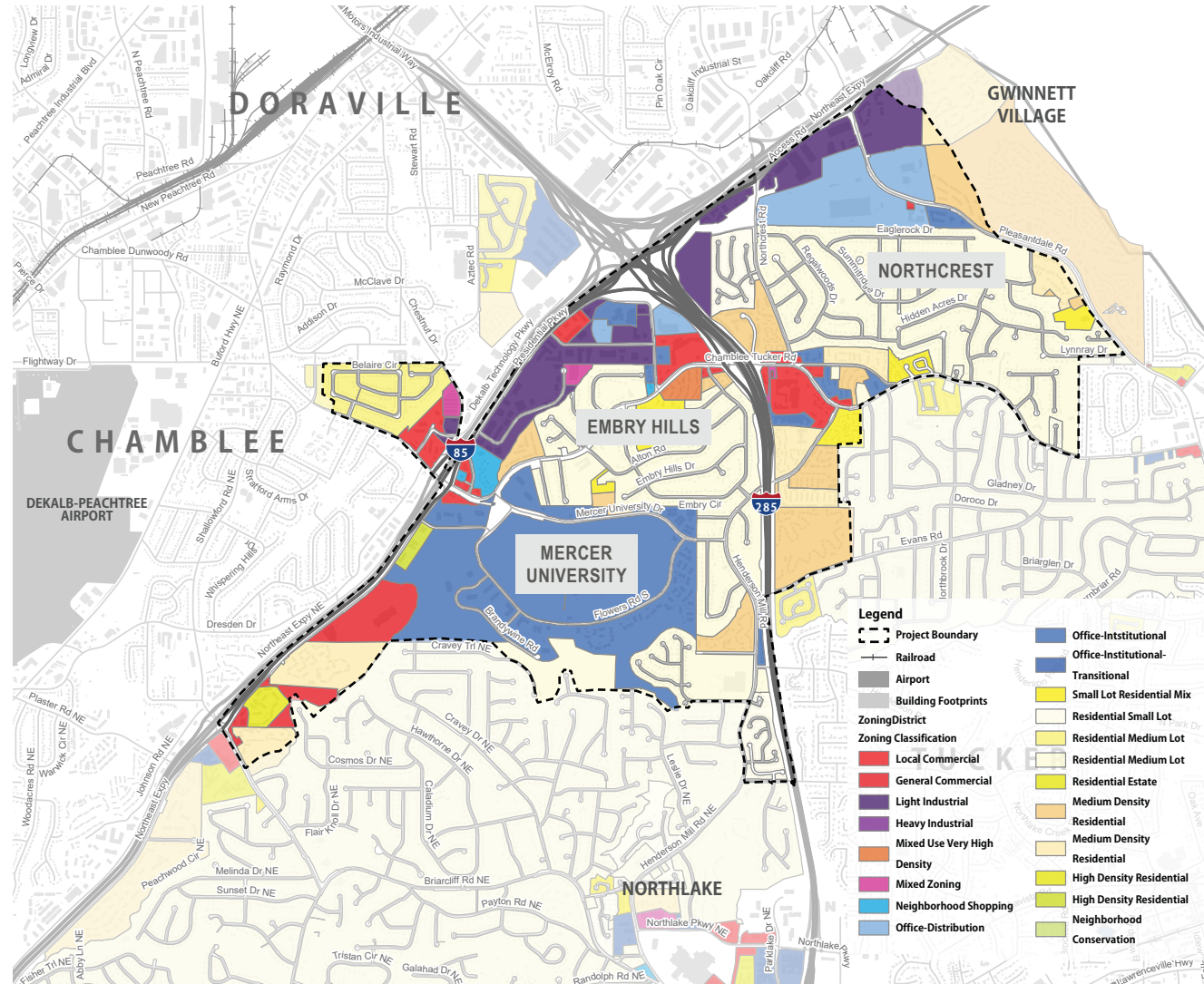


FIGURE 8 - LAND USE MAP



0 1000 2000 4000
SCALE: 1" = 2000'



LAND USE

Existing Conditions and Analysis

Future Land Use

The future land use plan identifies major changes in our study area. The regional center and neighborhood center designation illustrates future investment and a cohesive strategy for development in this region. Both are focused near the highway corridors where older infrastructure is aging out.

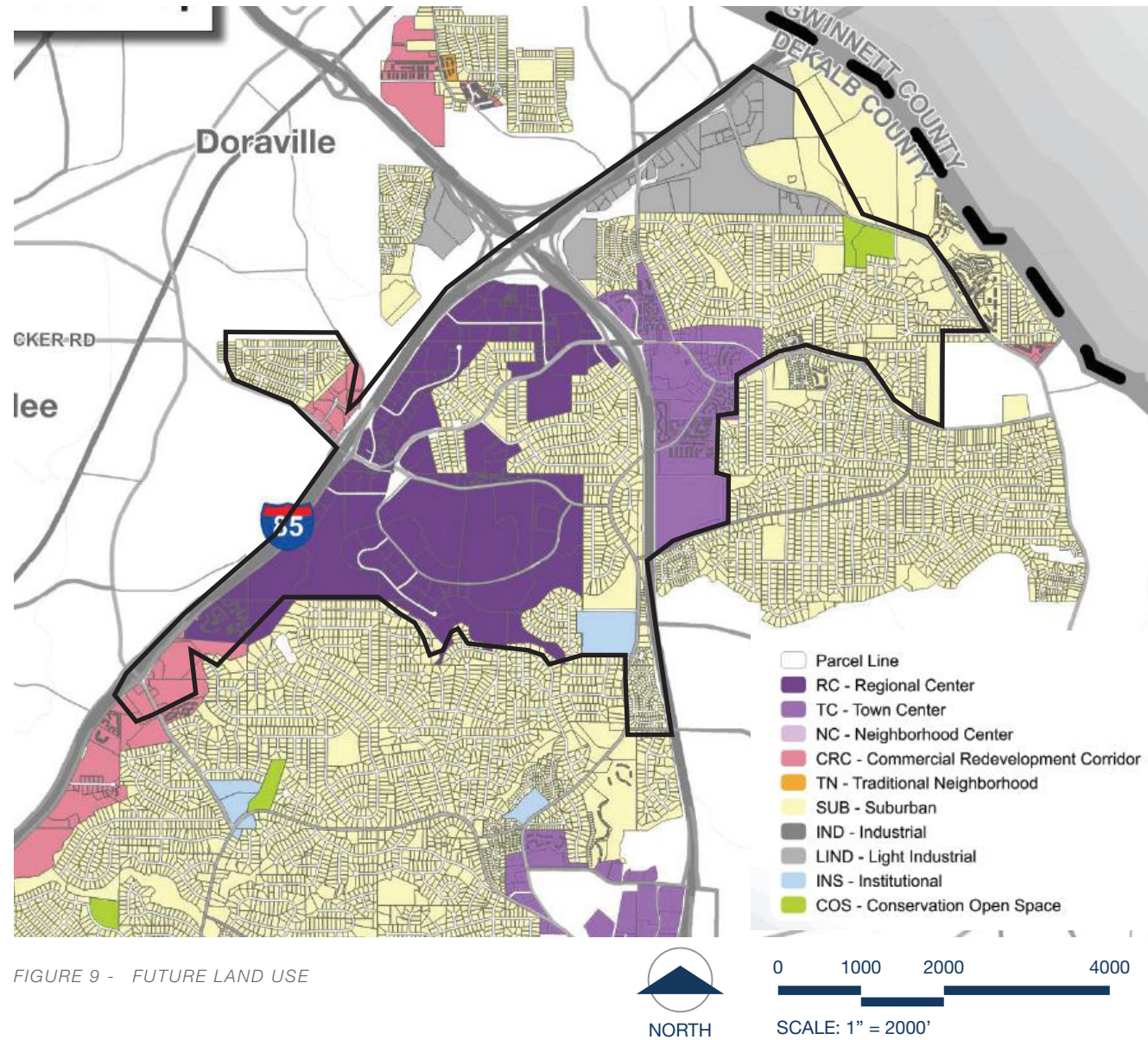


FIGURE 9 - FUTURE LAND USE



LAND USE

Existing Conditions and Analysis

Destinations

Points of interest center around the central-west portion of the study area, with a lot of locations located along Buford Highway, and Northlake mall notably to the south below. The lower portion of the study area is dominated by residences and schools, and some churches/places of worship.

There is a growing sports industry in the study area, with ITP Training Academy bringing pickleball and tennis to the area. There is also a rock climbing gym, and the Silverbacks stadium bringing regional interest into the area.

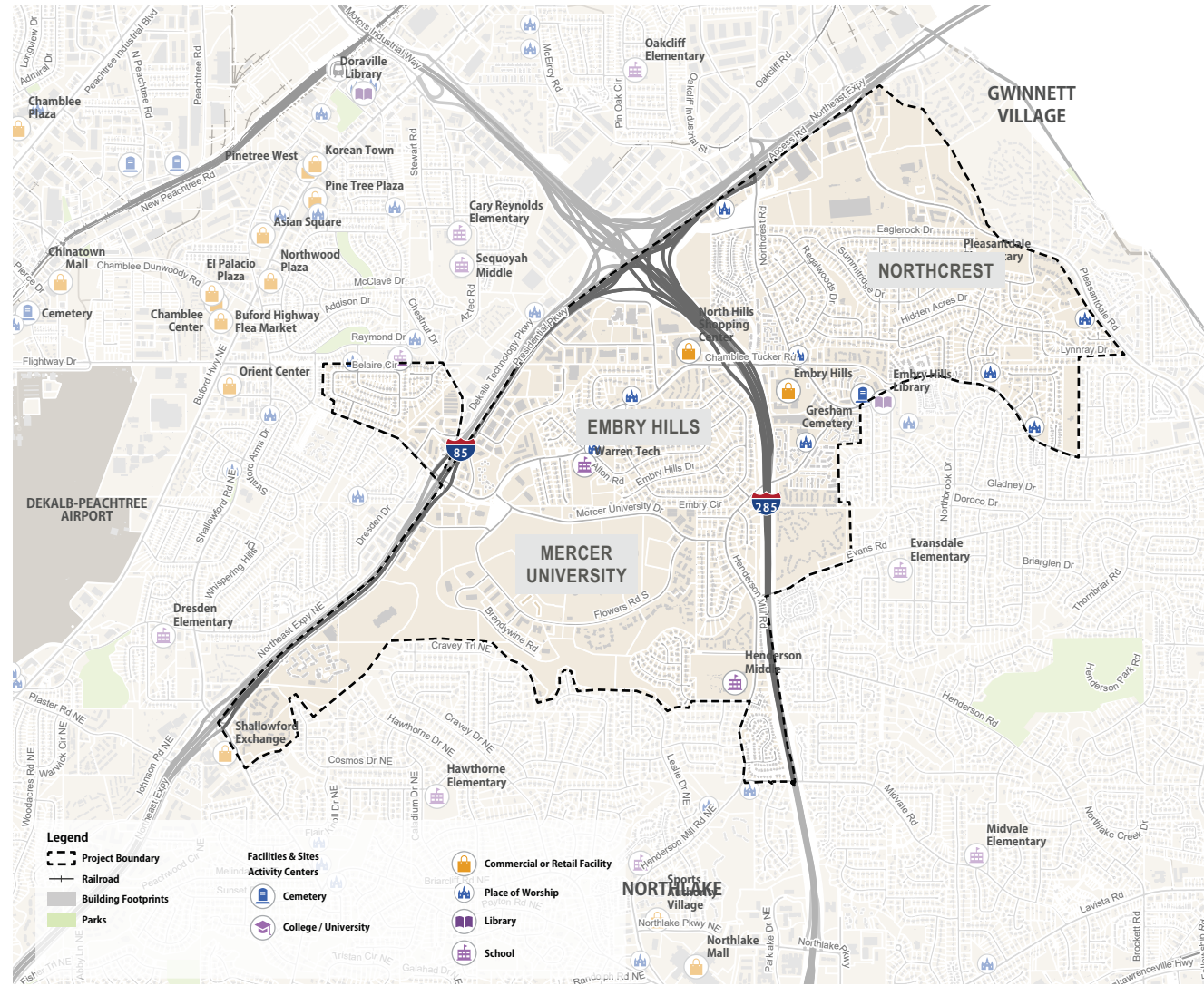


FIGURE 10 - PLACES OF INTEREST AND DESTINATIONS



0 1000 2000 4000
SCALE: 1" = 2000'



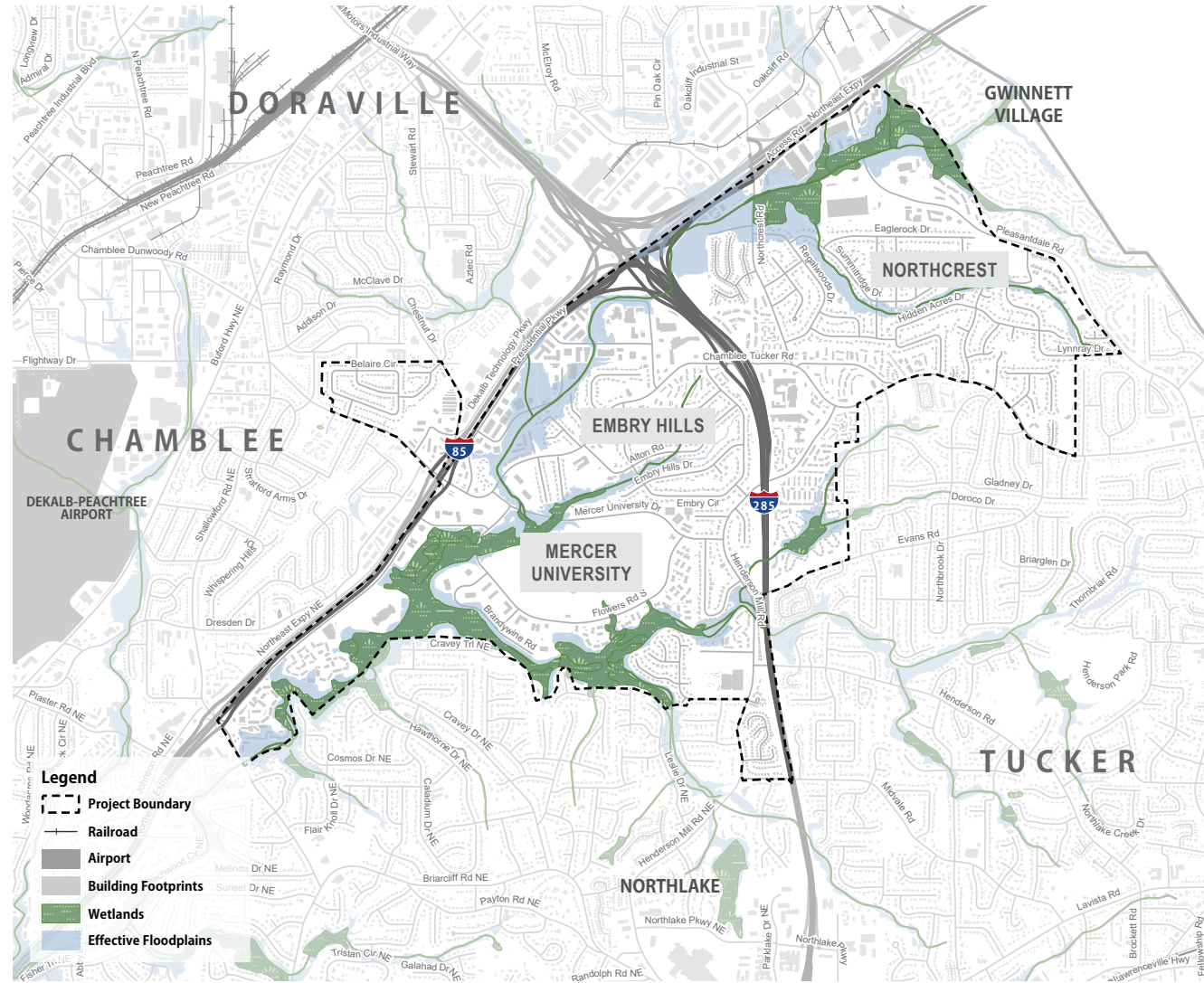
ENVIRONMENT

Existing Conditions and Analysis

Wetlands and Floodplain

Wetlands and floodplain are a large feature in the district, influencing development opportunities and patterns. Wetlands are located surrounding the Mercer University area, and are also in the northeast portion of the study area.

Wetland areas should be protected and stormwater management is critical to mitigate degradation of this natural feature and key ecosystem service.





ENVIRONMENT

Existing Conditions and Analysis

Mercer Trail Plan

Mercer's recent plan of a trail network within the study area would establish a large increase in trail and greenway access in the study area. These trails would connect multiple key locations in the area, from the university to shopping centers in the area.

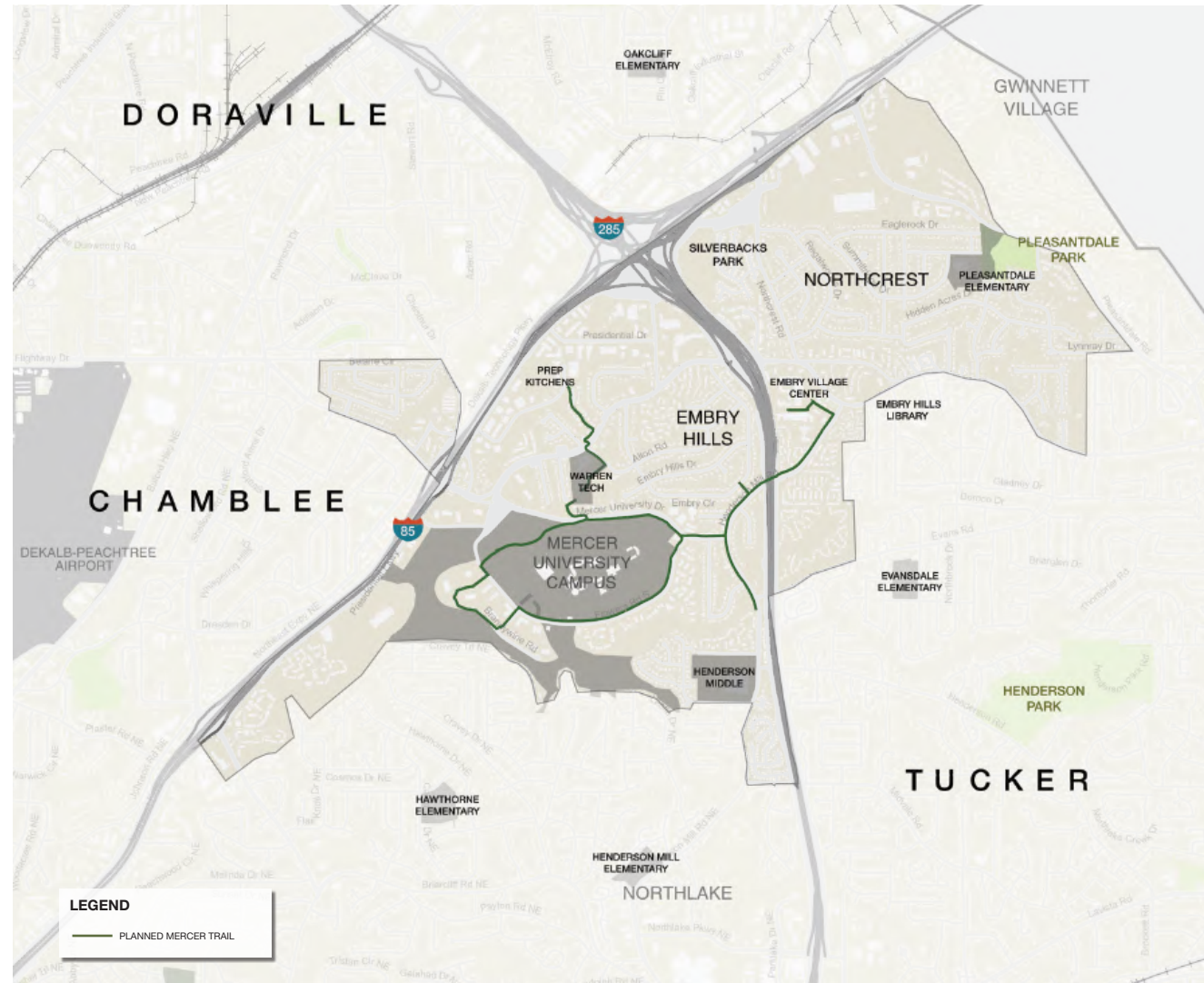


FIGURE 12 - MERCER TRAIL PLAN



NORTH

0 1000 2000 4000
SCALE: 1" = 2000'



ENVIRONMENT

Existing Conditions and Analysis

Trail Plans

These are trails that have been established by other plans and ongoing planning efforts in DeKalb County. These are trails that have been established by other plans and ongoing planning efforts in DeKalb County. One major plan is the Peachtree Creek Trail, proposed on the east side of the study area, which would connect all the way south to Atlanta. Mercer's recent plan of a trail network within the study area would establish a large increase in trail and greenway access in the study area. These trails would connect multiple key locations in the area, from the university to shopping centers in the area.

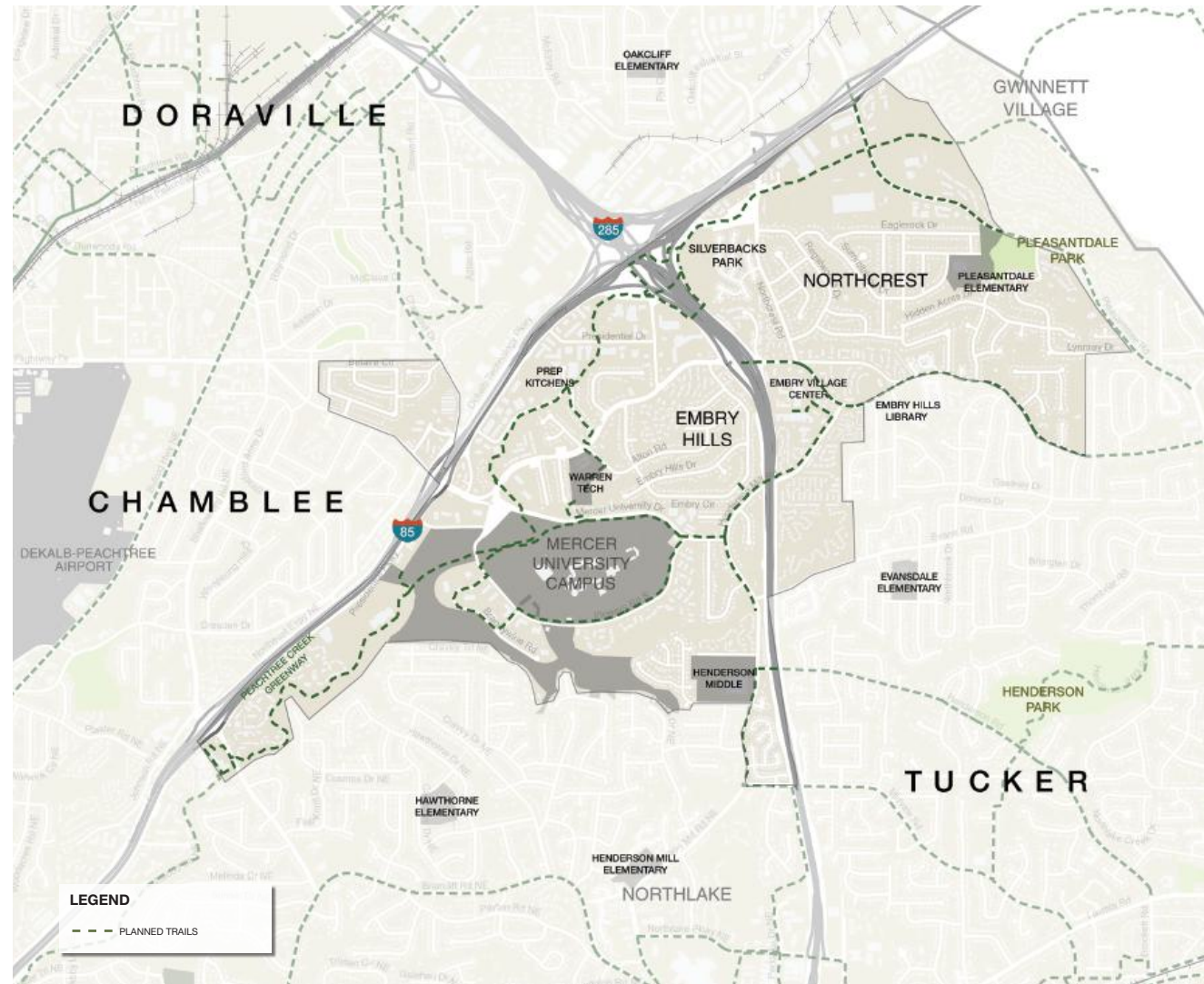


FIGURE 13 - TRAIL PLAN INVENTORY



0 1000 2000 4000
SCALE: 1" = 2000'



TRANSPORTATION

Existing Conditions and Analysis

Pedestrian and Cyclist-Involved Crashes

The intersection of Chamblee-Tucker Road and I-85 is highly dangerous, with many pedestrian related crashes. Crashes also concentrate at the intersection of I-85 and Shallowford Road.

The pedestrian involved crashes near the center of the district are of interest as they do not match the characteristics of other crashes, which are located at intersections with the highways.

There are few Cyclist-Involved crashes in the area.

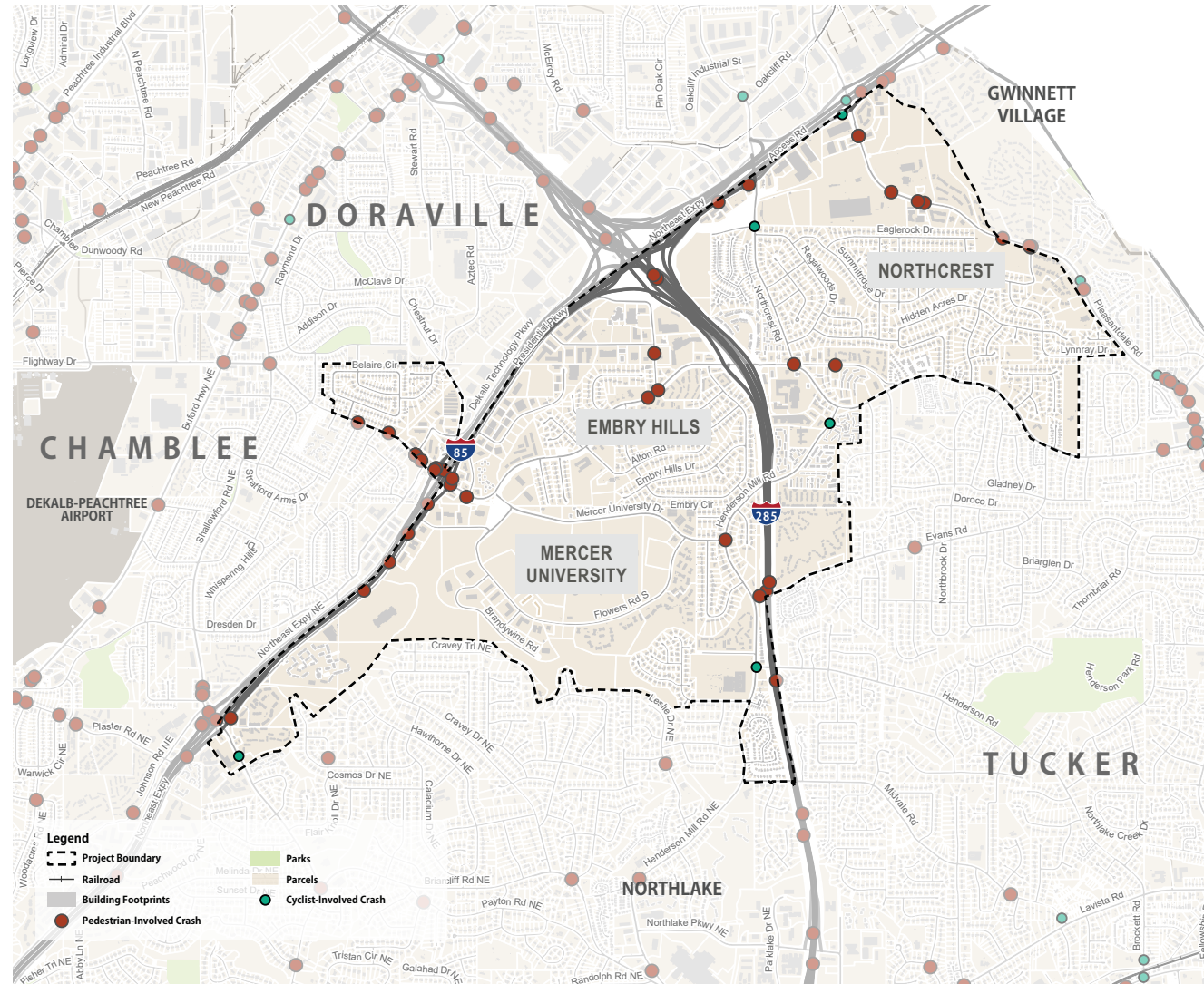


FIGURE 14 - BIKE-PED INVOLVED CRASHES



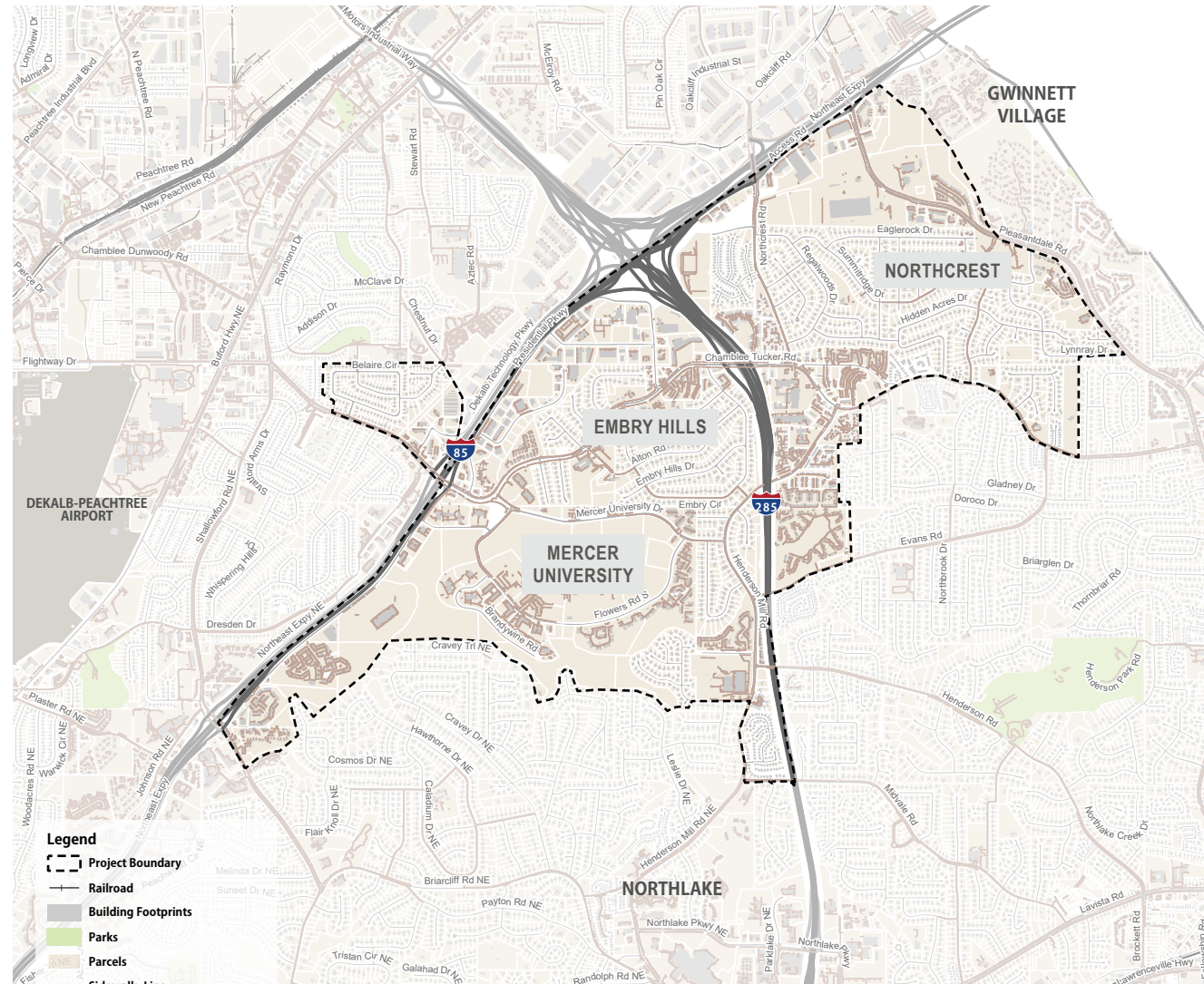
0 1000 2000 4000
SCALE: 1" = 2000'



TRANSPORTATION Existing Conditions and Analysis

Sidewalk Inventory

Gaps exist in the sidewalk inventory for the site area. Most sidewalks provide internal circulation for areas, but do not connect to a wider network. Campus sidewalks lack connection to the larger district, and the businesses in the northern part of the study area lack connectivity to each other and the general area it serves. Where sidewalks exist, there are also some that are in poor condition or in need of maintenance. A 2023 study indicates problem areas of sidewalks in the area. See the DeKalb County Sidewalk Explorer for additional information.





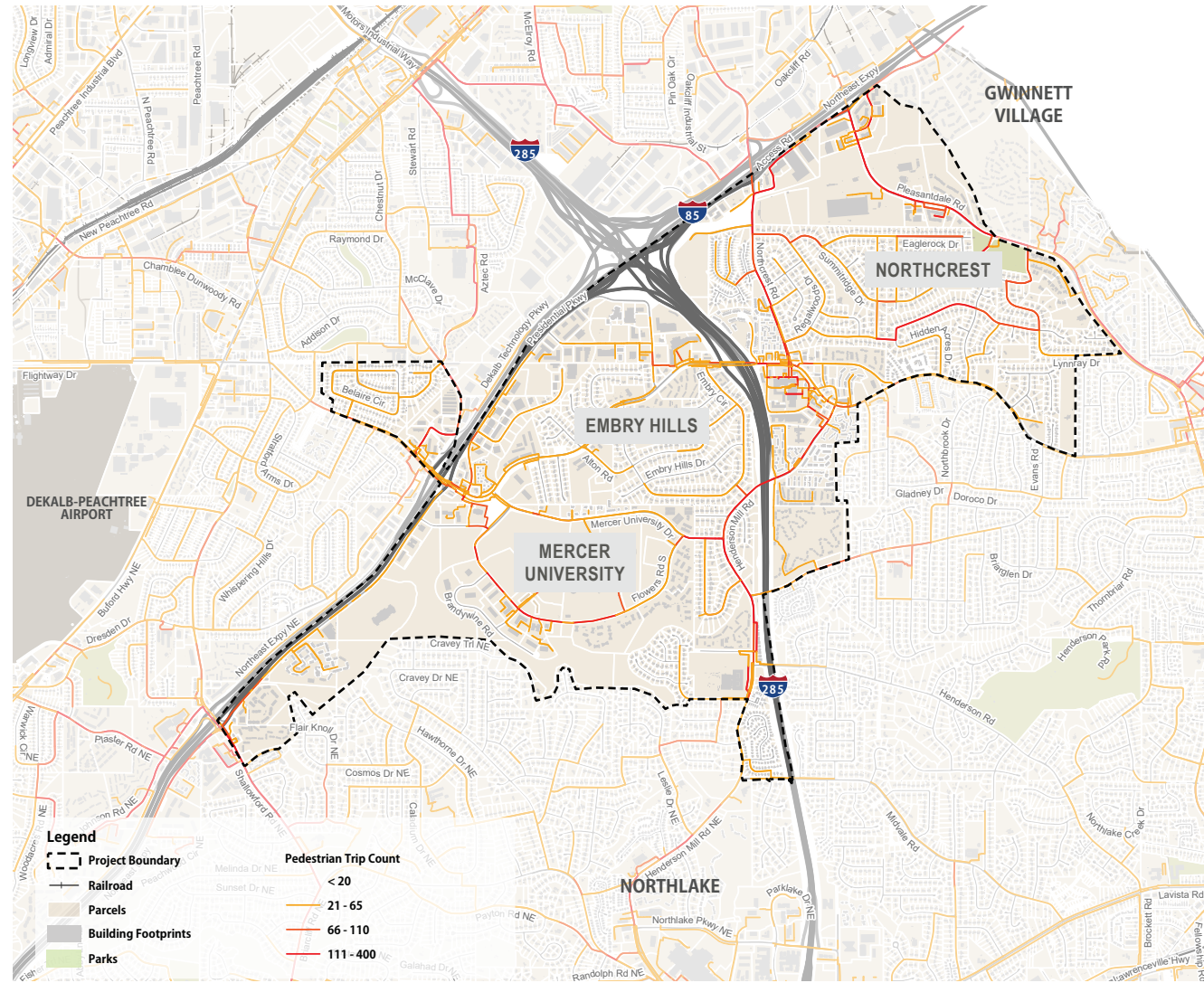
TRANSPORTATION

Existing Conditions and Analysis

Pedestrian Trips

A high amount of pedestrian traffic is found at various locations of the district. Notably, the intersections at I-285 and Chamblee-Tucker, with frequent pedestrian trips around the North Hills shopping center.

There is a large number of pedestrian trips around Mercer campus as expected, but there is also a large amount along the eastern side of the study area all along Henderson Mill Road and along Shallowford Road. Pedestrian trips are also frequent along Pleasantdale road and Northcrest Road.





TRANSPORTATION

Existing Conditions and Analysis

Pedestrian Trip Gap Analysis

The locations of sidewalks is overlaid with the existing pedestrian trip data, revealing areas where there is existing pedestrian traffic but lack sidewalks. This reveals multiple areas with high pedestrian traffic.

Circulation around Mercer lacks sidewalks, despite being a desired destination for pedestrians. Some roads through the Northcrest neighborhood are used as pedestrian corridors, and some areas near businesses have gaps in connection. Also of note are gaps in the crossing over I-285 at Chamblee - Tucker Road.

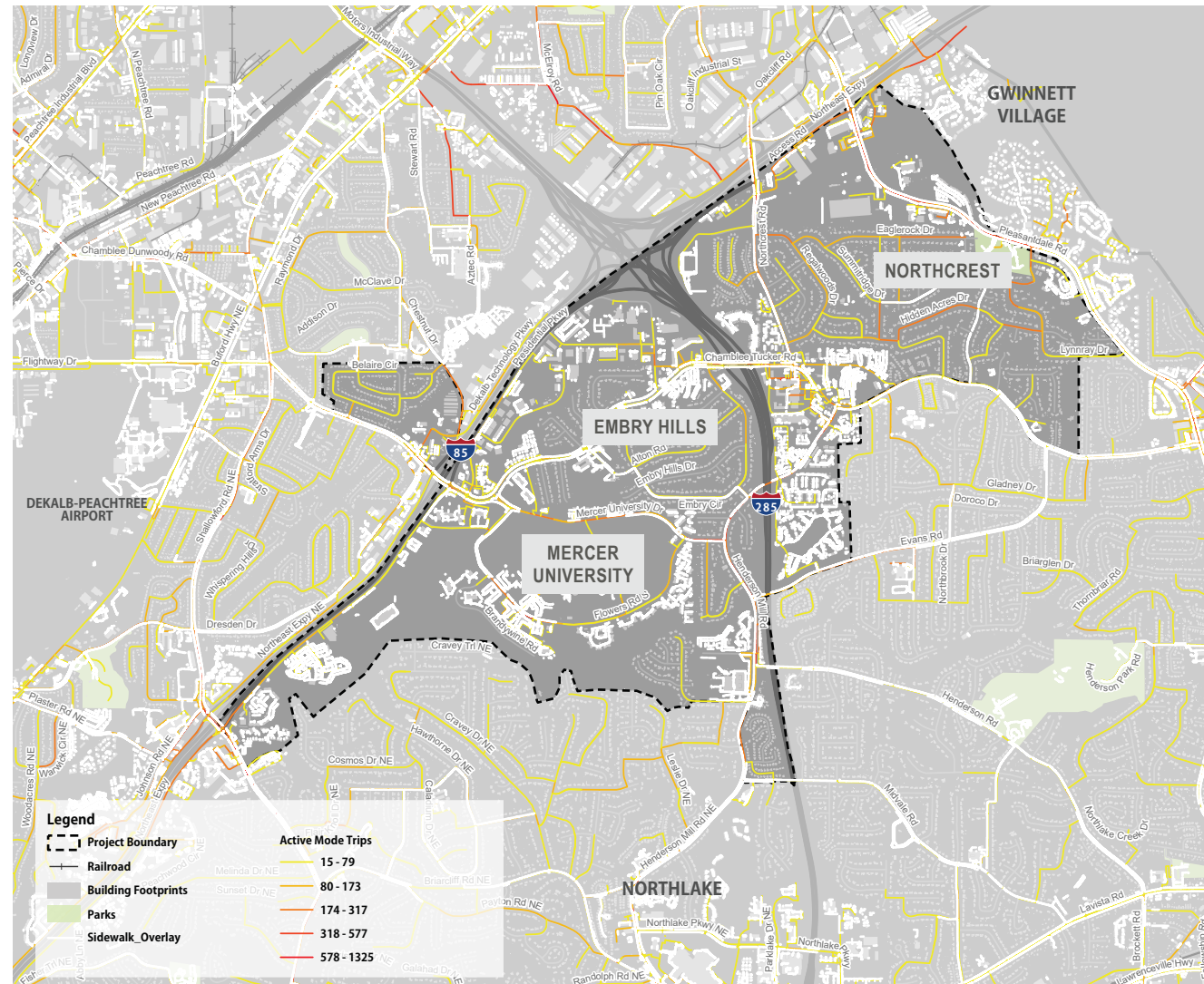


FIGURE 17 - PEDESTRIAN TRIP SIDEWALK GAPS



0 1000 2000 4000
SCALE: 1" = 2000'



TRANSPORTATION

Existing Conditions and Analysis

Bike Trips

Bike trips concentrate along Henderson Mill Road, Pleasantdale Road, NorthCrest Road, and Shallowford Road. There is some cycling activity around the university as well.

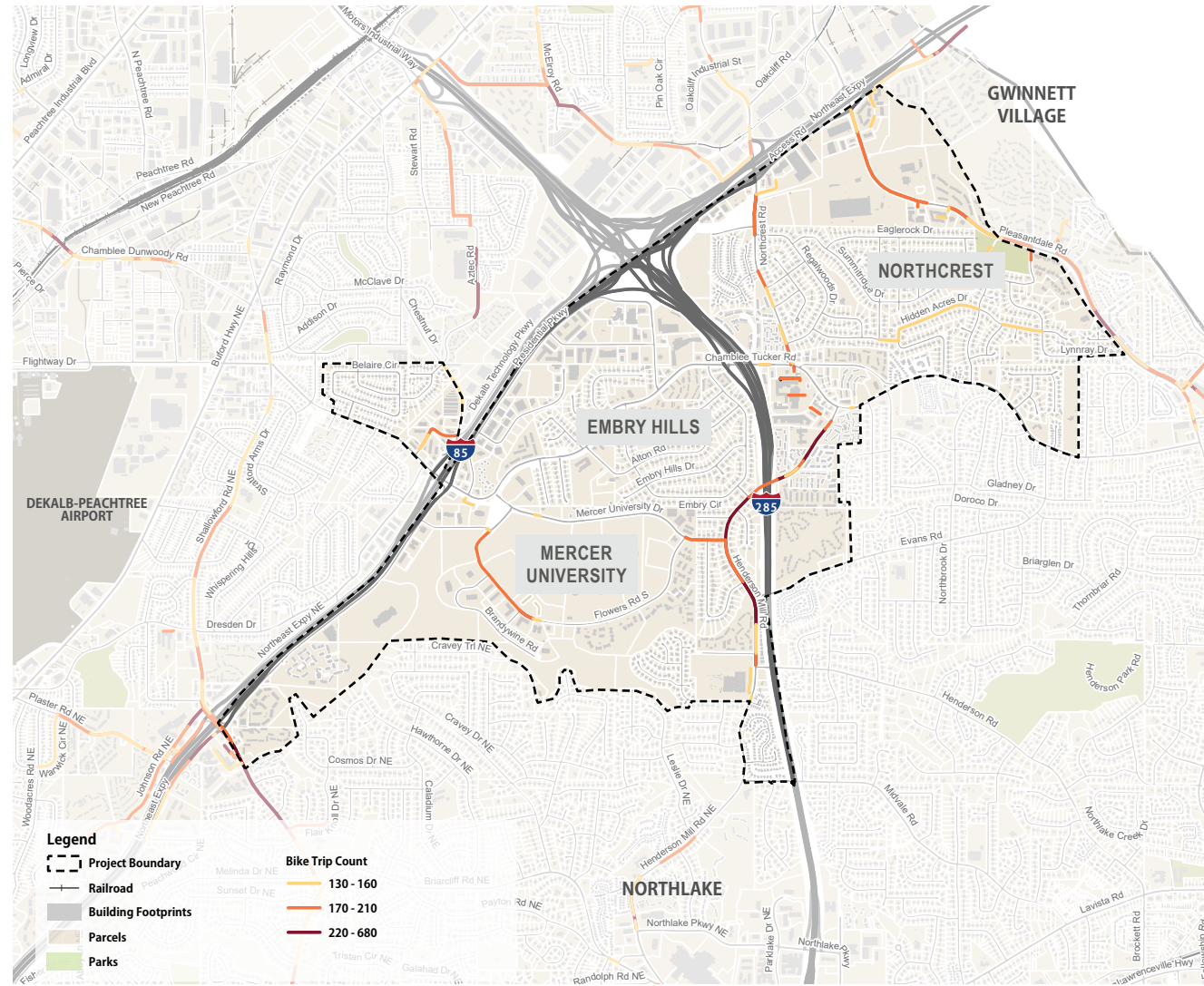


FIGURE 18 - BIKE TRIP MAP



0 1000 2000 4000
SCALE: 1" = 2000'



TRANSPORTATION

Existing Conditions and Analysis

Transit - Existing

Bus Routes and stops are located within the study area, a major feature along Chamblee-Tucker Road. Bus routes also travel along Pleasantdale Road and Henderson Mill Road.

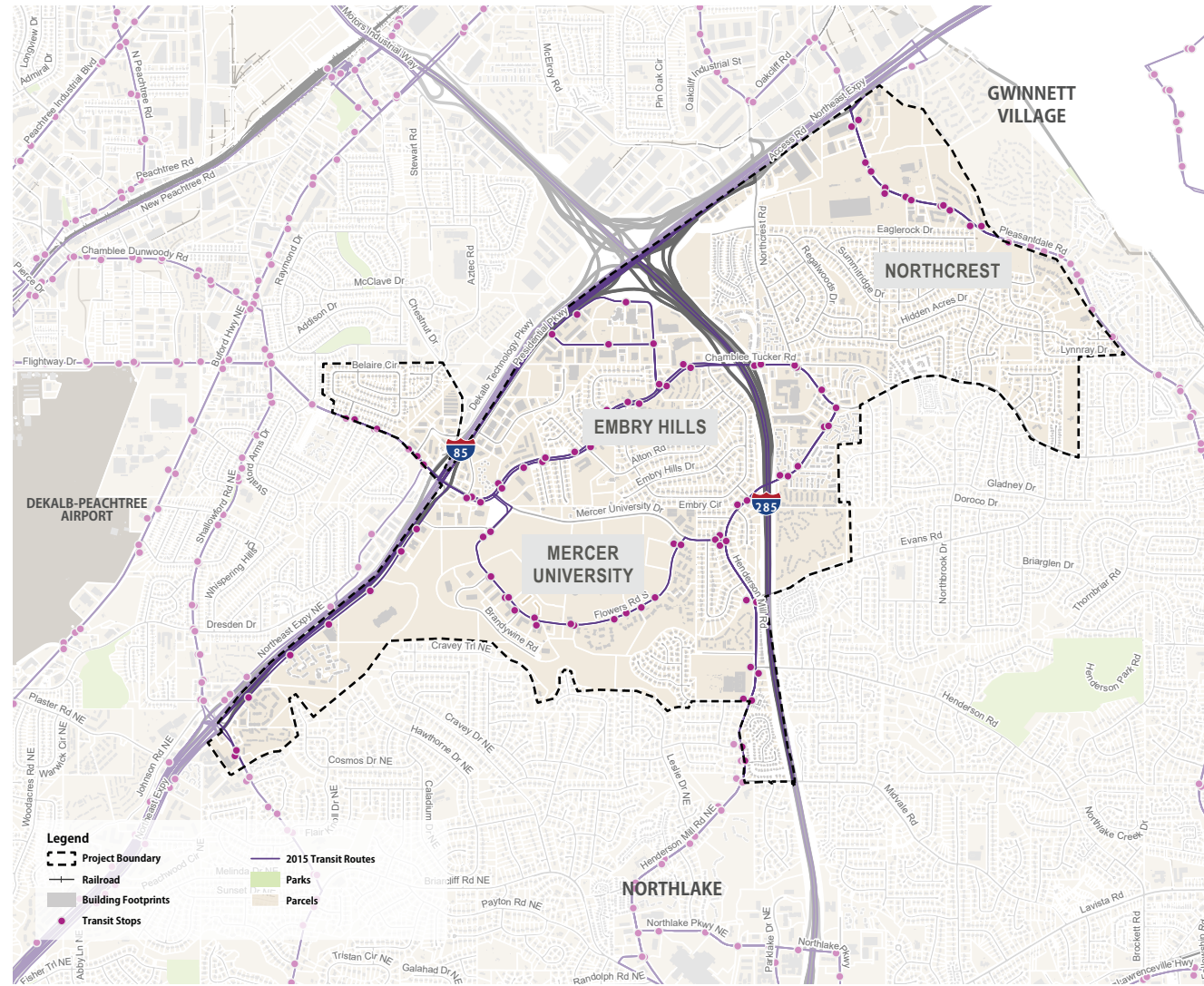


FIGURE 19 - BUS STOPS AND ROUTES



0 1000 2000 4000
SCALE: 1" = 2000'

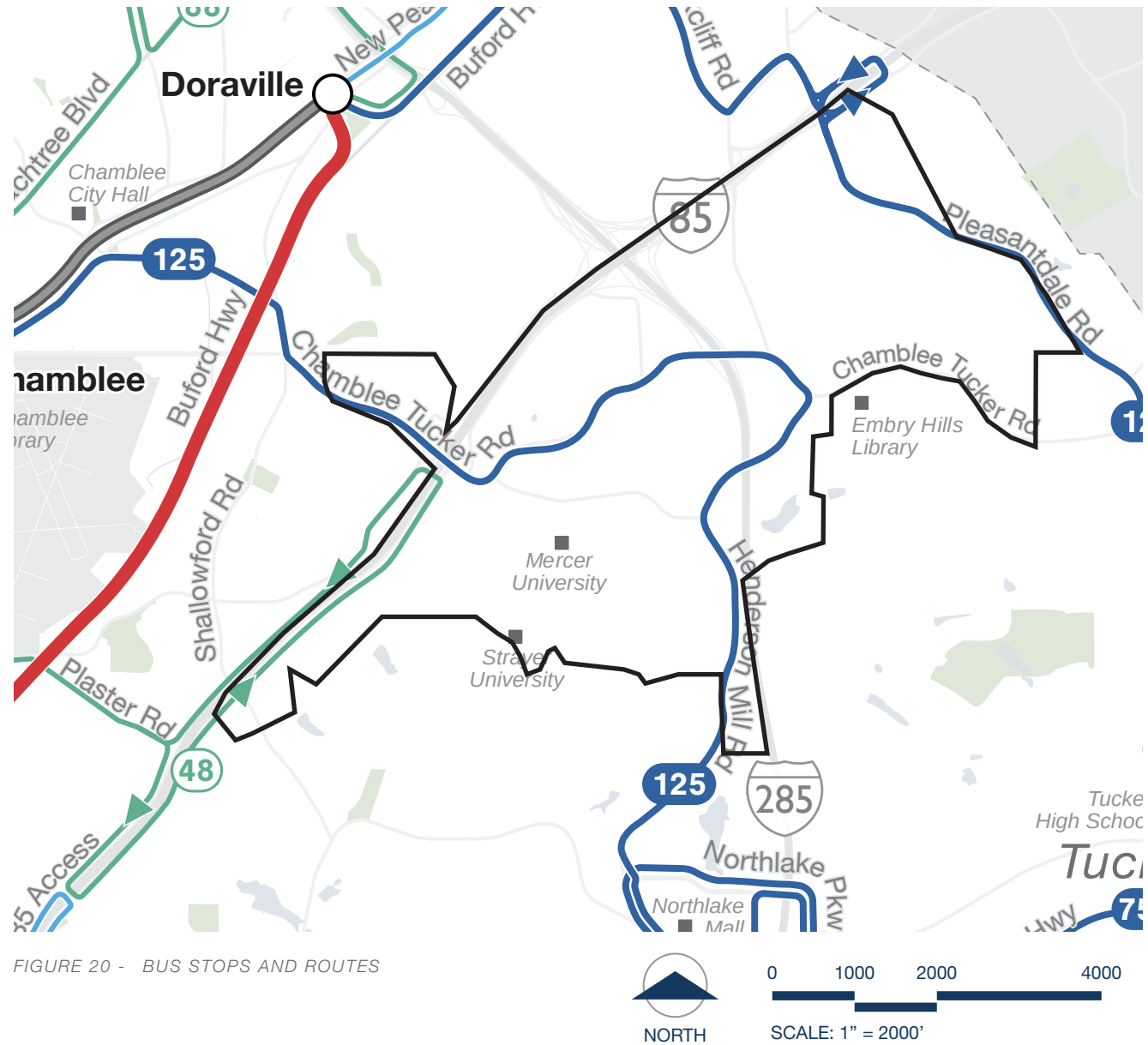


TRANSPORTATION

Existing Conditions and Analysis

NextGen Transit Routes - Active April 2026

Transit routes and stops are located within the study area, a major feature along Chamblee-Tucker Road. Bus routes also travel along Pleasantdale Road and Henderson Mill Road. In this new plan, there are fewer bus routes but an increase in bus frequency.





TRANSPORTATION

Existing Conditions and Analysis

Bus Access

The majority of the district is within a quarter of a mile from a bus stop. The exception to this is to the northeast of the study area, with a majority of the single family housing in that region lacking access to bus routes.

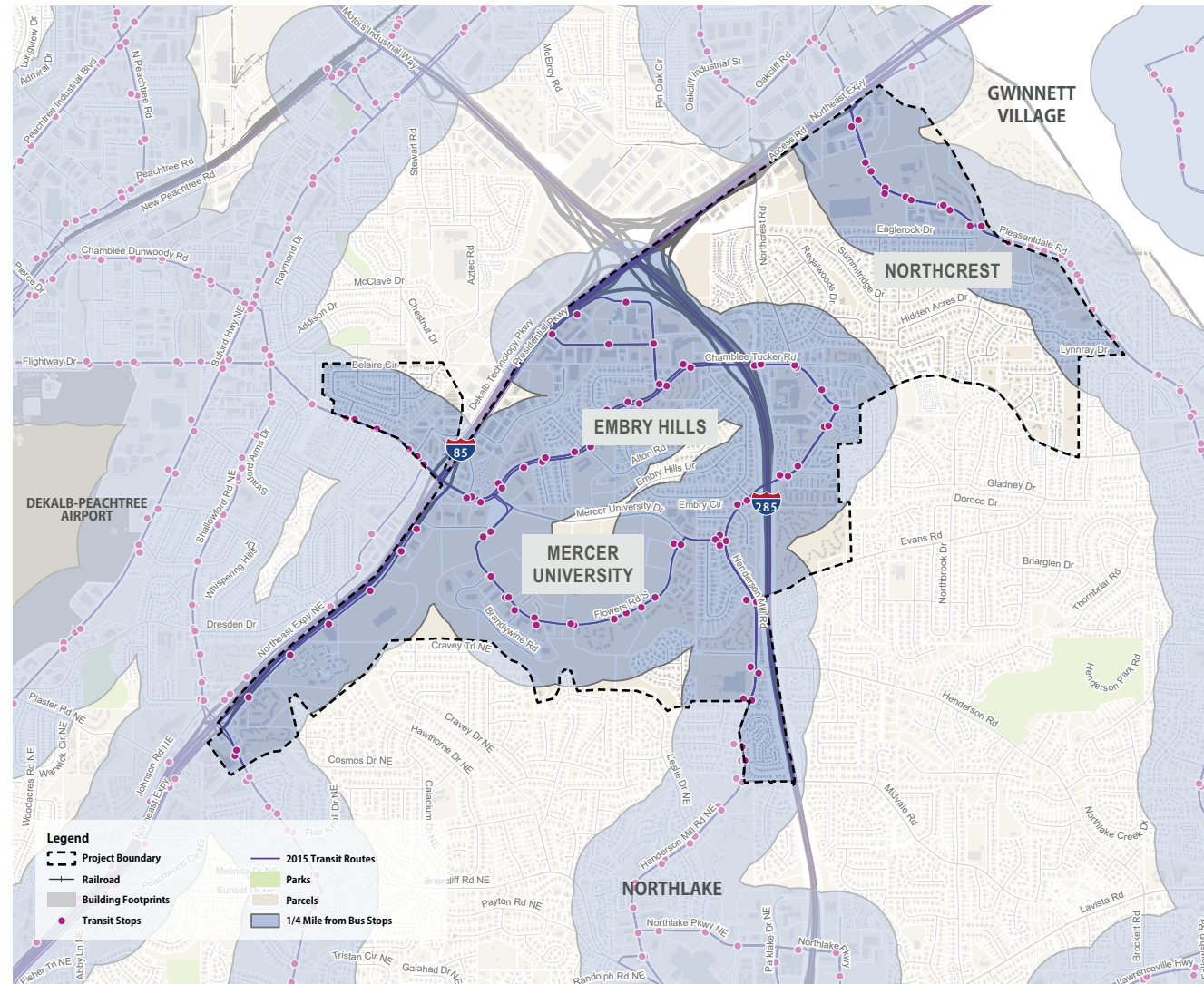


FIGURE 21 - 1/4 MILE BUS ACCESS



0 1000 2000 4000
SCALE: 1" = 2000'



TRANSPORTATION Existing Conditions and Analysis

Crash Density

The majority of crashes occur along 285 and at intersections of 85. These intersections are high conflict areas, as they feature increased pedestrian use and higher likelihood of crashes.

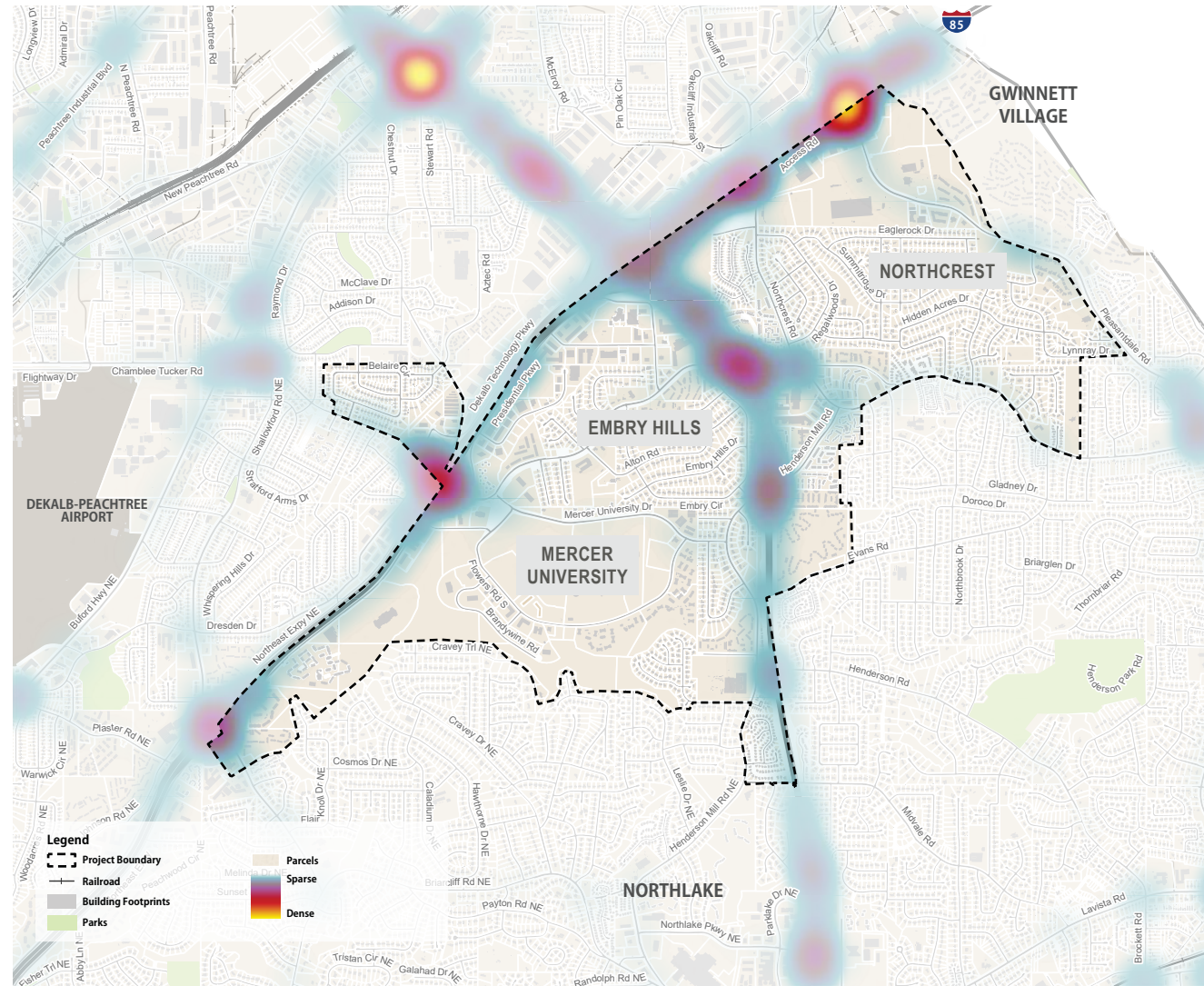


FIGURE 22 - CRASH DENSITY HEAT MAP



NORTH



SCALE: 1" = 2000'

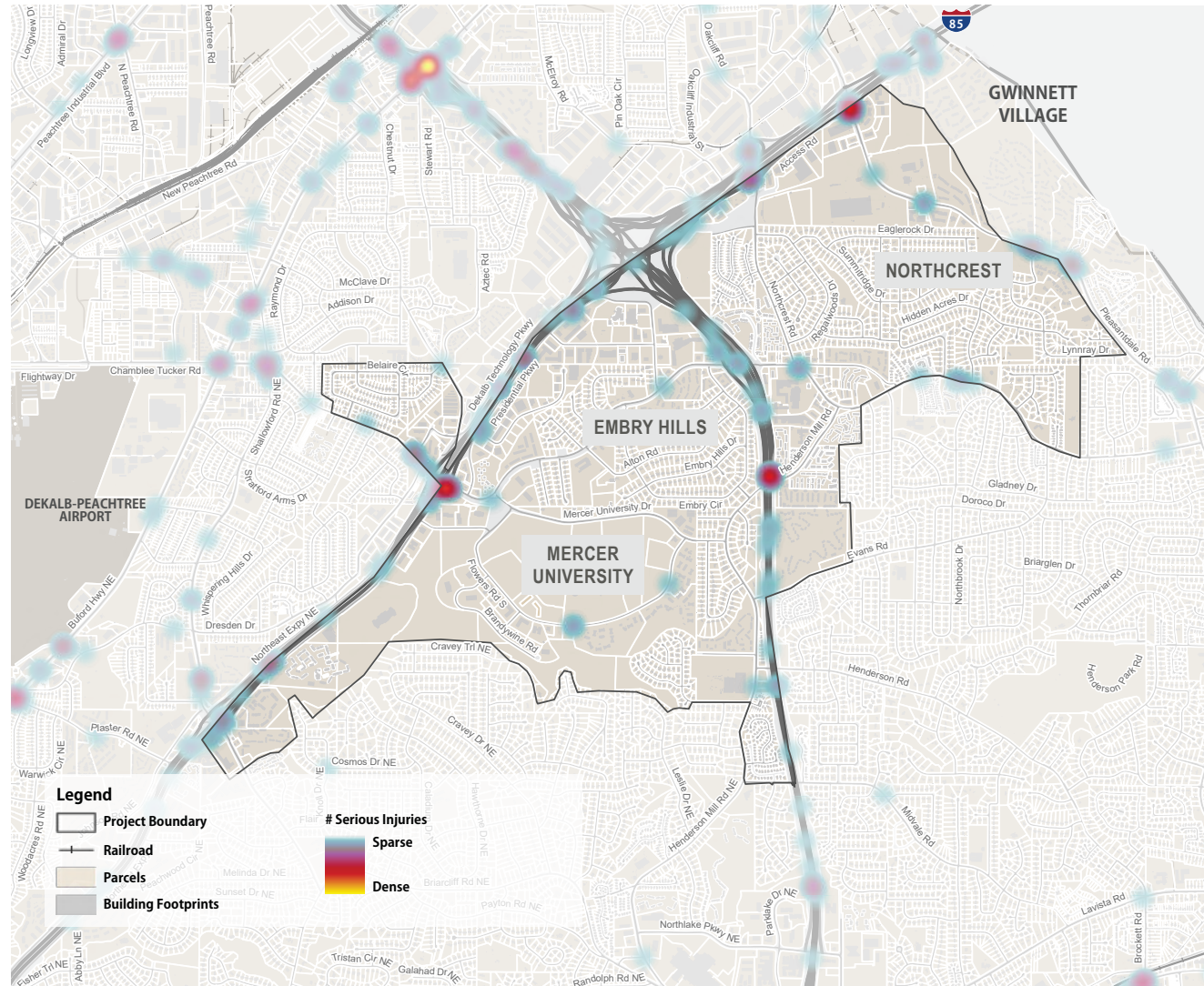


TRANSPORTATION

Existing Conditions and Analysis

Crashes with Serious Injury

Serious injury crashes display the most dangerous areas, and highlights three specific areas - The intersection of Chamblee-Tucker and I-85, along I-285 to transfer to I-85, and Pleasantdale Road and I-85.





TRANSPORTATION

Existing Conditions and Analysis

Freight

Freight travels along major roads throughout the study district, such as Chamblee-Tucker Road, Northcrest Road, Pleasantdale Road, Shallowford Road, and some along Evans Road. Freight travel also occurs along I-85 and I-285.

Freight transportation creates increased risks and conflicts for pedestrians and cyclists. Despite the freight traffic, the bus routes and stops occur on Chamblee Tucker Road.

A freight study has been conducted in District 1 of unincorporated DeKalb that has additional information on freight in the area.

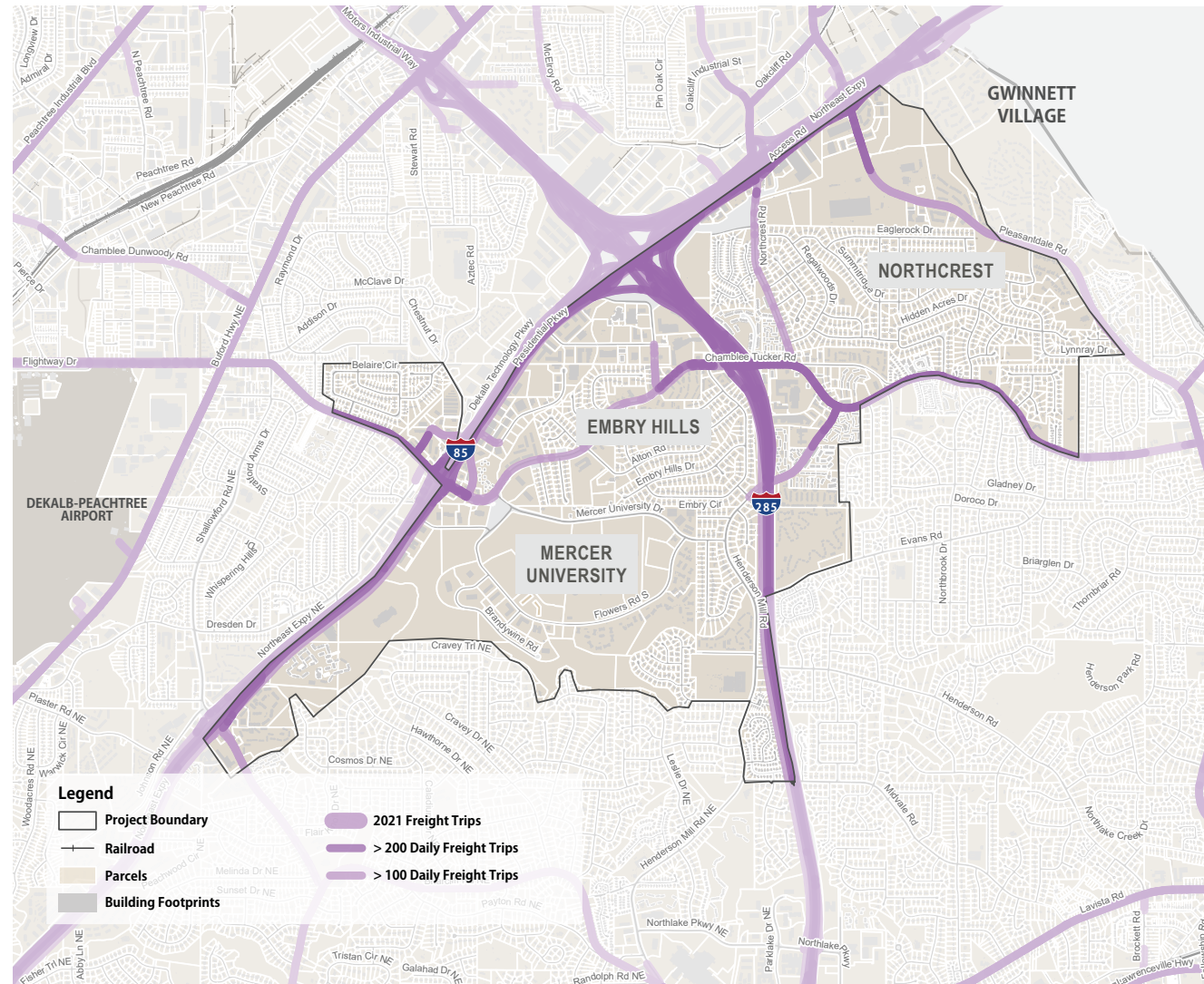


FIGURE 24 - ROADS WITH 100 OR MORE DAILY FREIGHT TRIPS



0 1000 2000 4000
SCALE: 1" = 2000'



DEVELOPMENT Existing Conditions and Analysis

Public and Vacant Land

There are many DeKalb Development Opportunity Sites surrounding intersections/underpasses/overpasses by 85 and 285. These places should be investigated to determine highest and best use as they are areas of high traffic including pedestrian trips.

The undeveloped/vacant land in the site area is almost entirely in the floodplain, and some within the wetlands. Some of these areas could be nodes along the proposed trail or especially as there is higher density housing surround it.

Public lands in the district include the schools, a fire station, and a park.

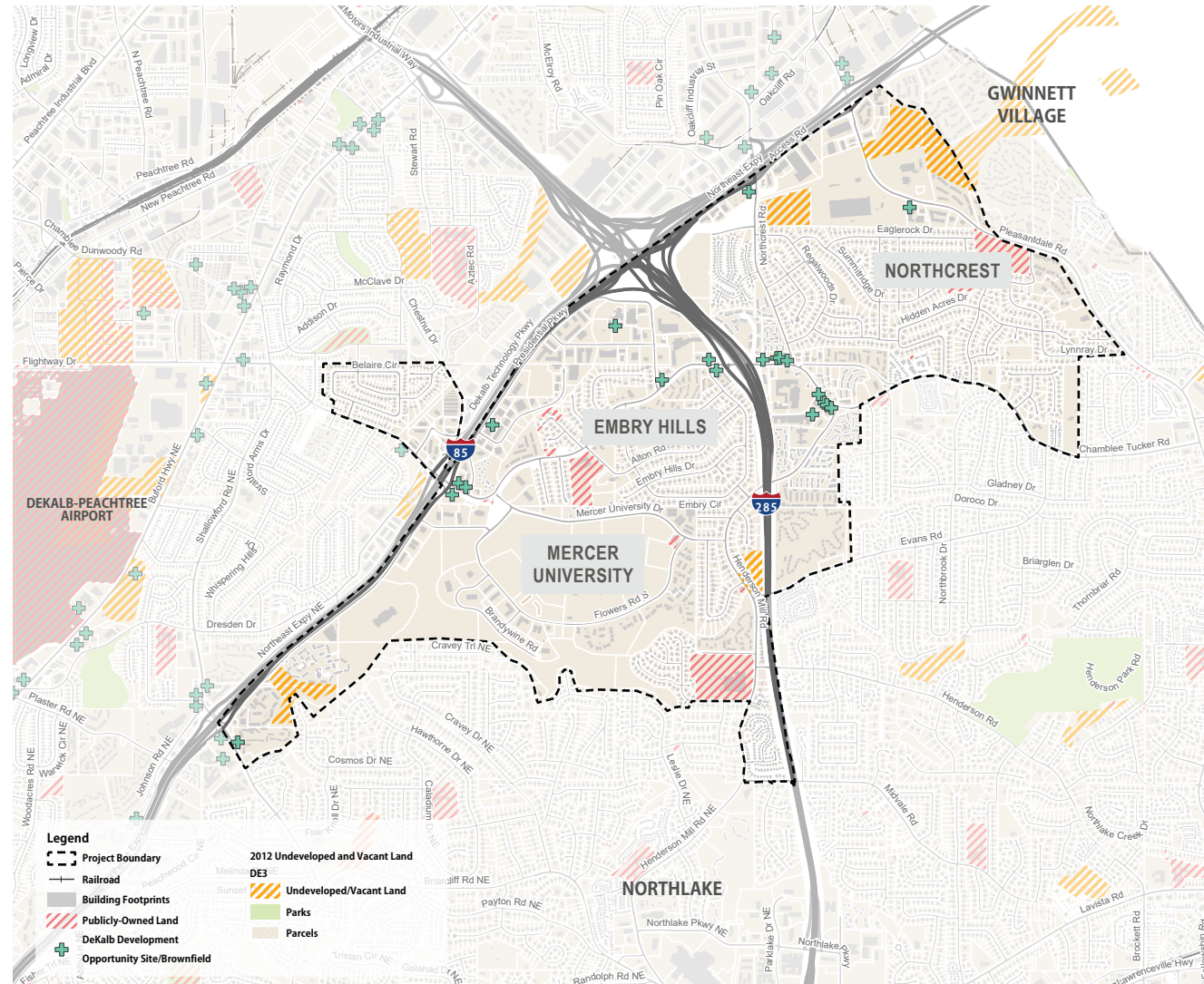


FIGURE 25 - PUBLIC LAND, VACANT LAND, AND CHANGE POTENTIAL SITES



0 1000 2000 4000
SCALE: 1" = 2000'



DEVELOPMENT

Existing Conditions and Analysis

Undevelopable

Undevelopable areas include public parks, the Mercer University Property, some areas within the wetland and floodplain, and waterbodies. Some of the areas designated as undeveloped are within the floodplain and wetland area as well, limiting the development possibilities in these areas.

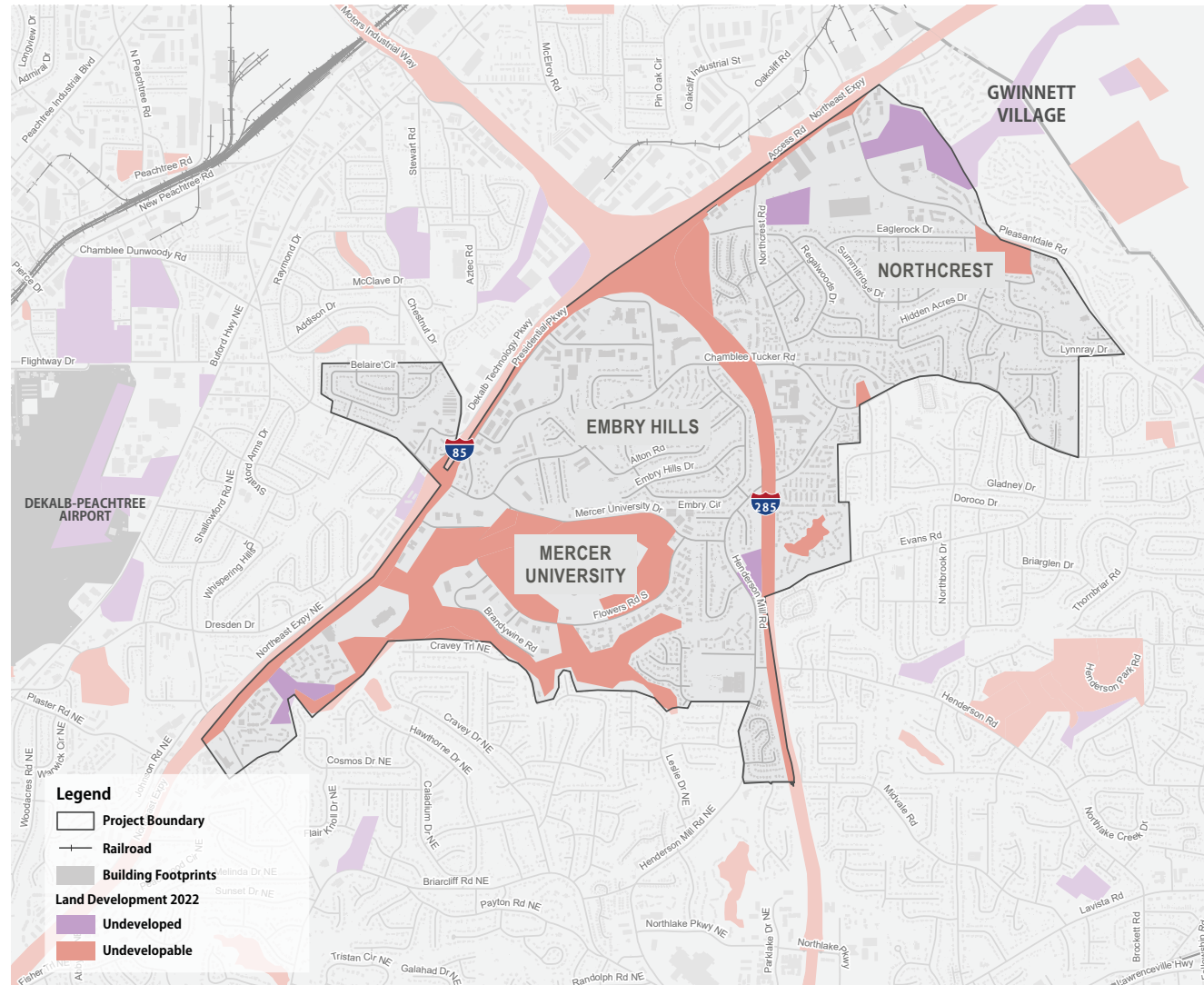


FIGURE 26 - PUBLIC LAND, VACANT LAND, AND CHANGE POTENTIAL SITES



DEVELOPMENT Existing Conditions and Analysis

Projected Population Change

Projected population growth in this area is not expected to occur at the same rate in the same regions. Notably, the center of the study area and to the west of I-85 is expected to have the greatest population growth by 2050. The Northlake area to the south of the study area is expected to have a 22% increase in population. These projections are based on ARC estimates.

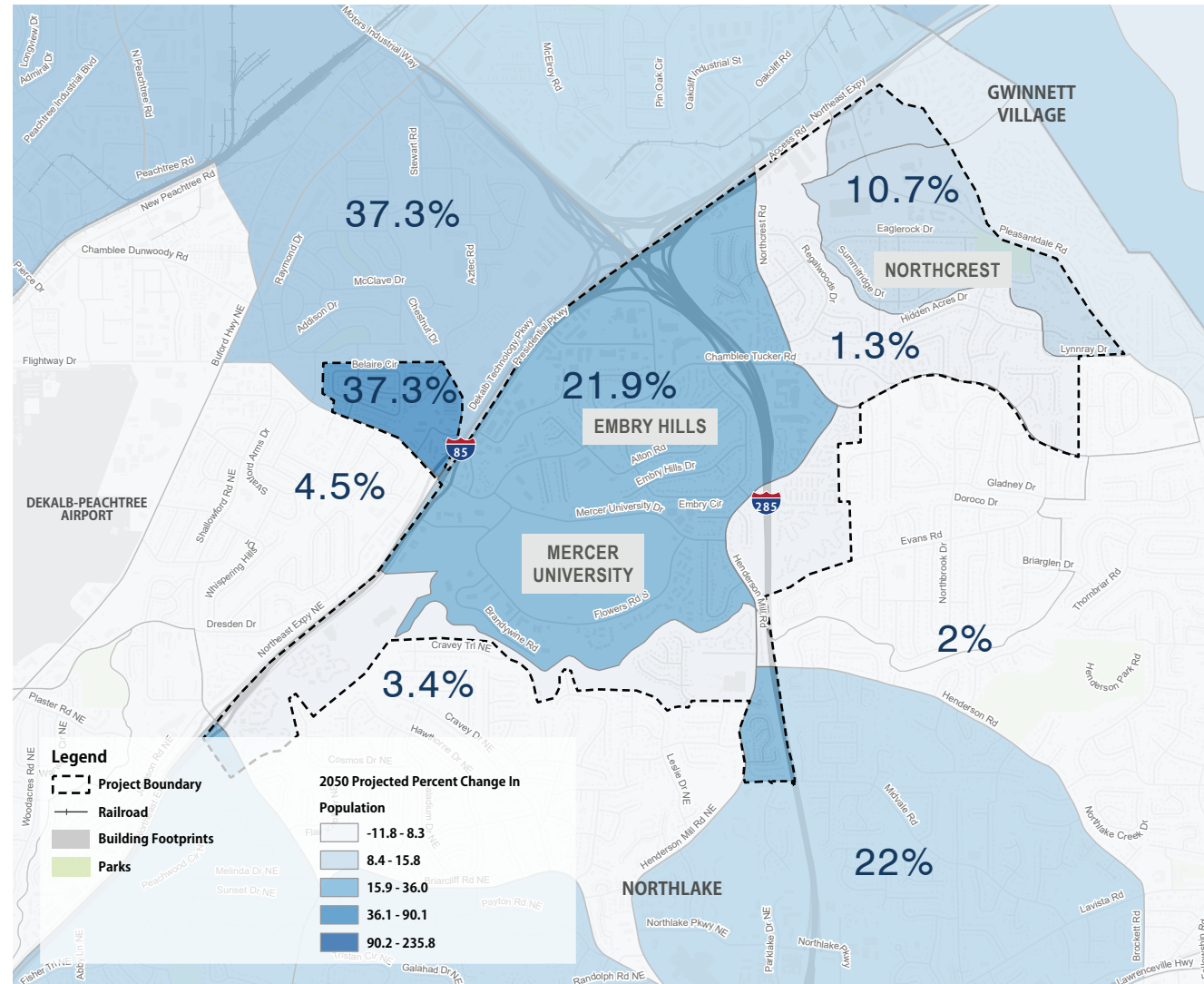


FIGURE 27 - POPULATION PROJECTION



0 1000 2000 4000
SCALE: 1" = 2000'



HOUSING

Existing Conditions and Analysis

Building Age

This district features aging buildings, many lacking strong architectural character, presents an opportunity for future development in the area.

The housing stock in the area is aging, as a large proportion of homes in the area were built before 1970. Another large proportion of homes were built between the 1970's and 2000.

As housing ages, updates and infrastructural improvements are likely necessary. A survey of residents living in aging multifamily stock can provide additional information on the quality of HVAC, Electrical, Low Voltage, Plumbing, Roofing, and other specific aspects of individual housing units.

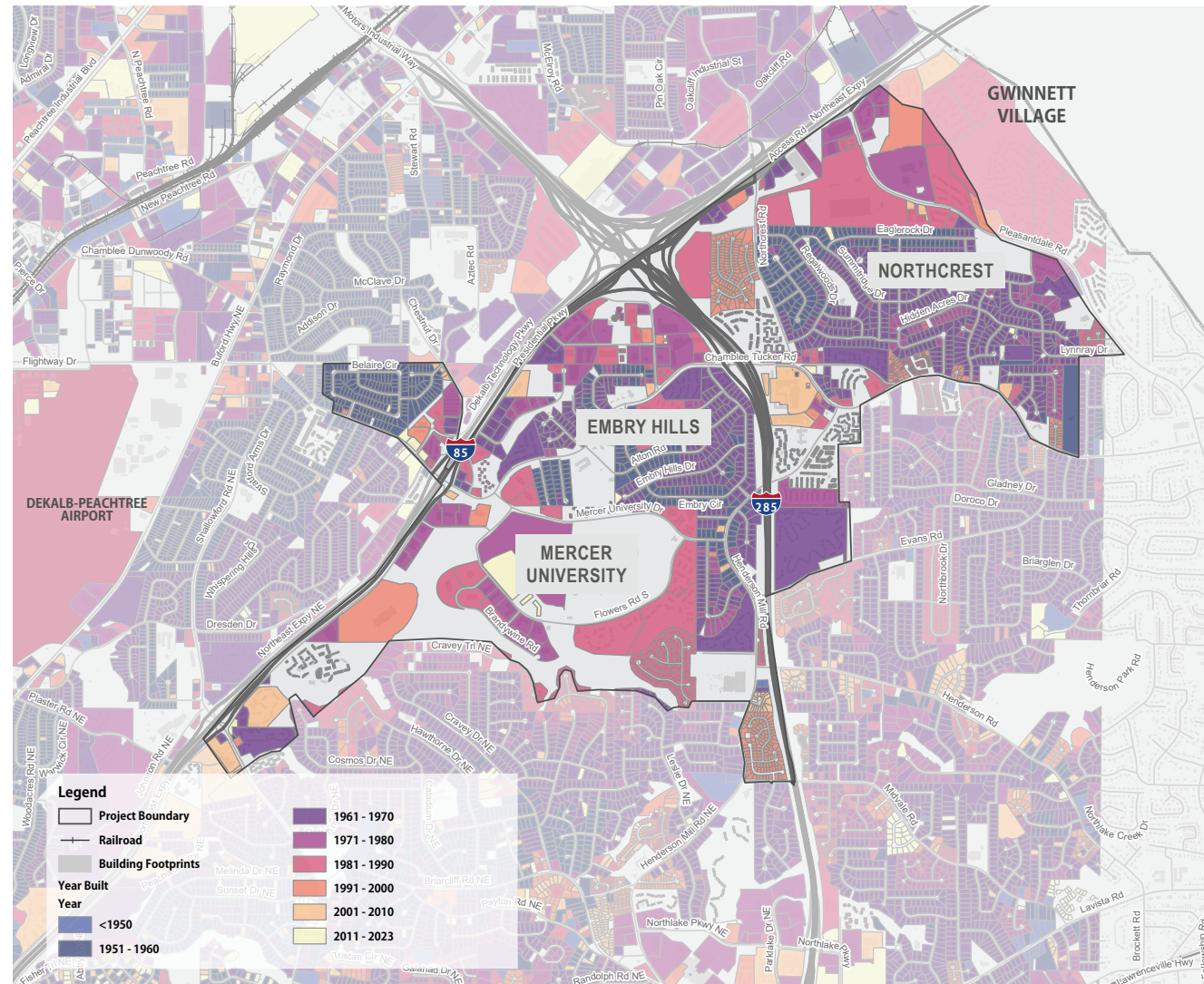


FIGURE 28 - BUILDING AGE



NORTH

0 1000 2000 4000

SCALE: 1" = 2000'



HOUSING

Existing Conditions and Analysis

School Parcels

Mercer University owns a large area in the center of the study area and there is a concentration of schools along Mercer. Educations makes up over 30% of the district.

Schools are hotspots of activity, and improved connectivity to schools can provide safer access and a more inviting environment. More efficient transportation, safer pedestrian infrastructure, and improved connectivity to schools can support ease of access to education and quality of life of parents, children, and college students alike.

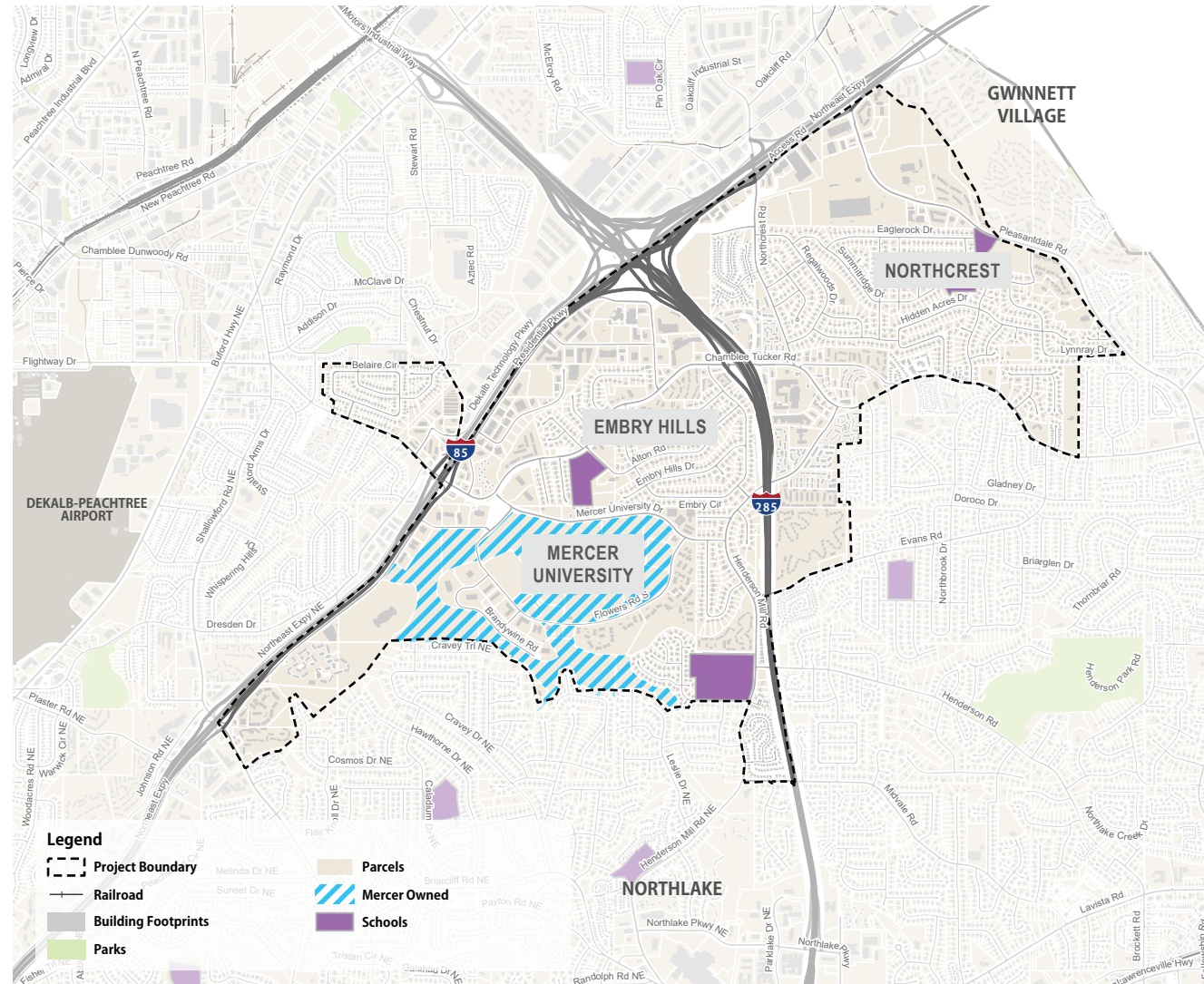


FIGURE 29 - SCHOOL AND UNIVERSITY PARCELS



0 1000 2000 4000
SCALE: 1" = 2000'



HOUSING
Existing Conditions and
Analysis

Housing Vacancy

There is some housing vacancy in the area, largely housing that is for rent and housing for sale.

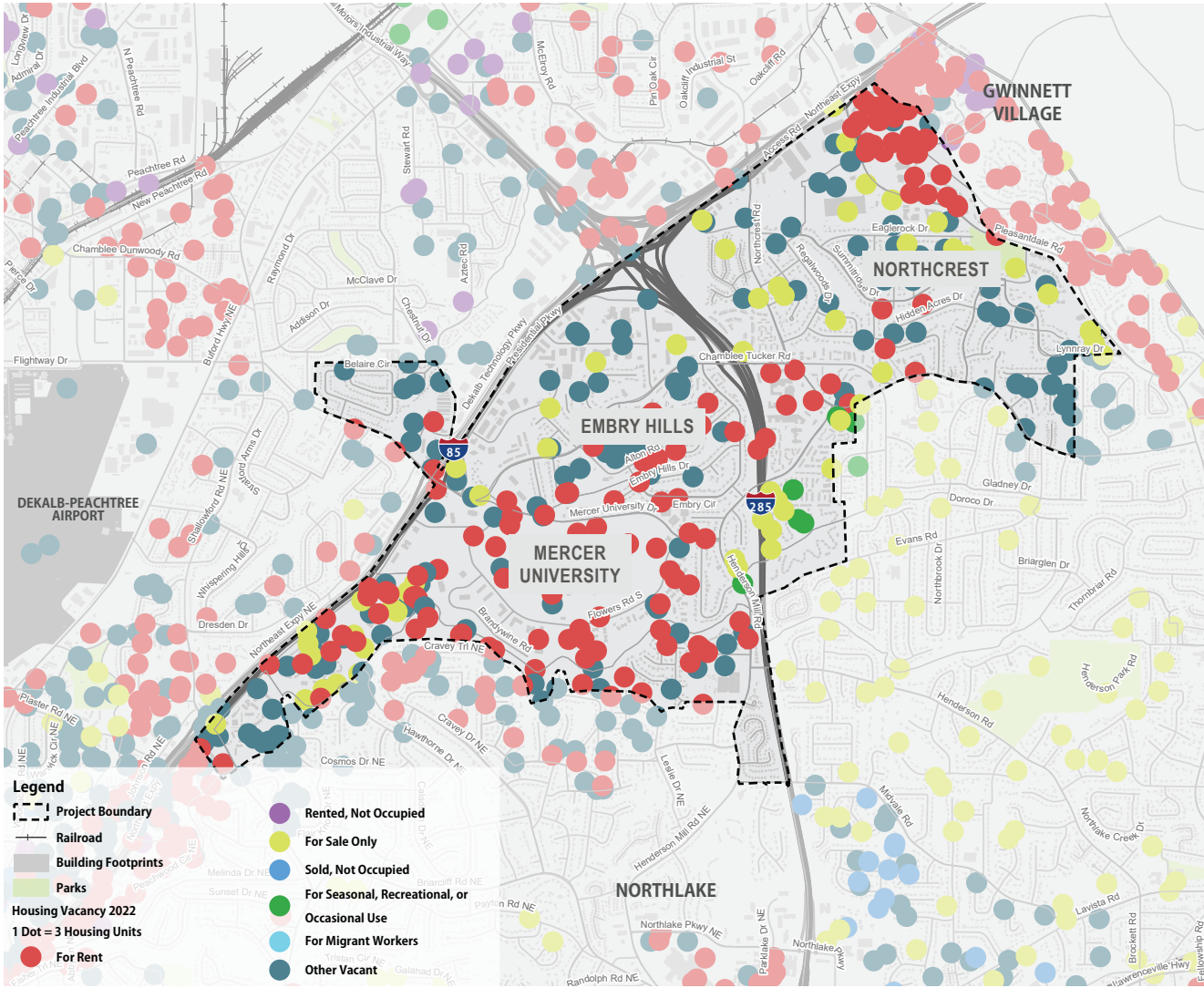
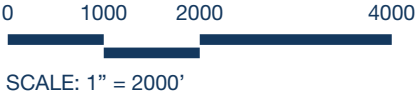


FIGURE 30 - HOUSING VACANCY





HOUSING

Existing Conditions and Analysis

Retail Vacancy

There is minimal retail vacancy in the area, with some square footage available in the Embry Hills Shopping Center and NorthHills shopping center.

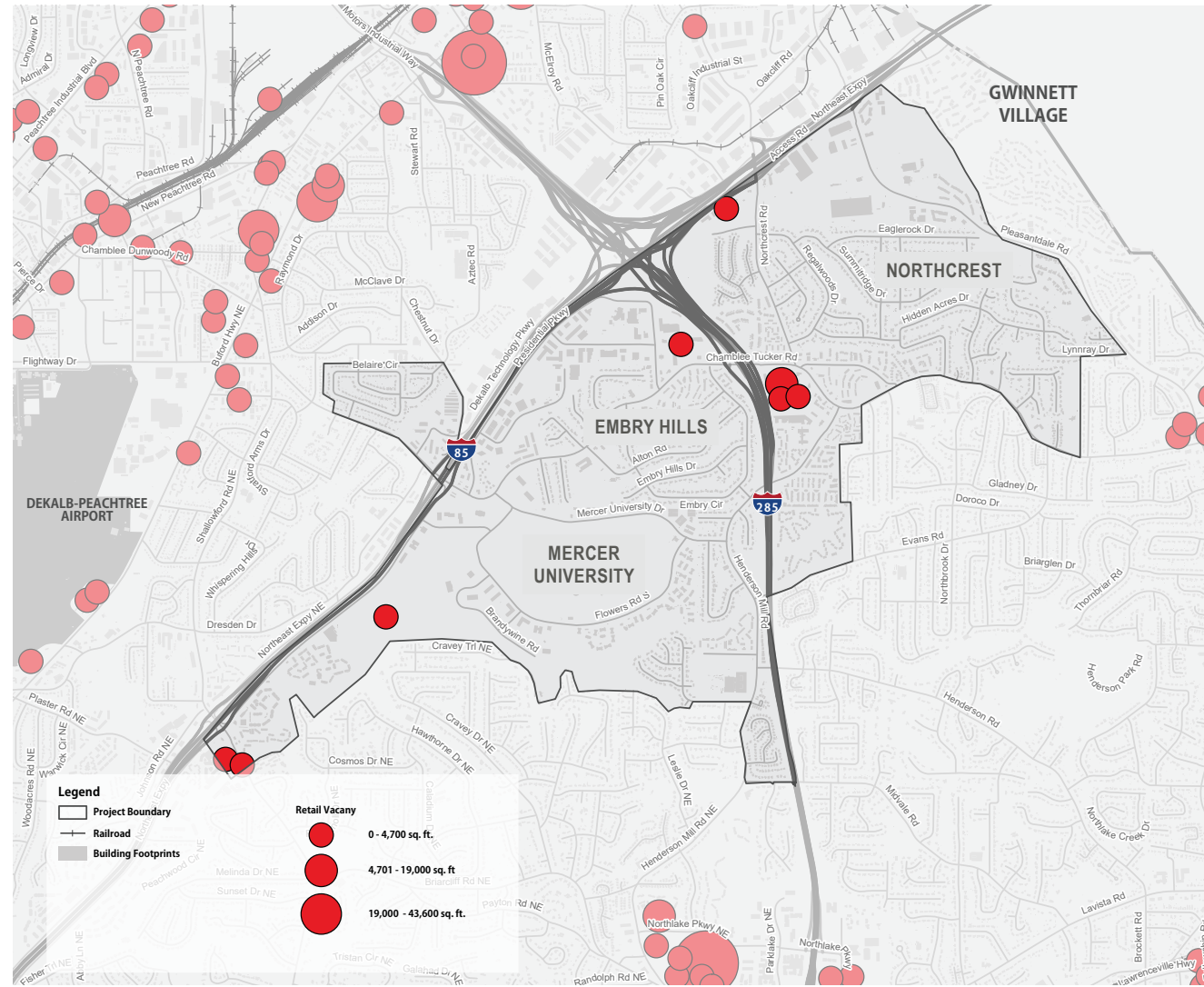
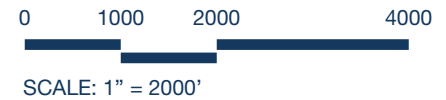


FIGURE 31 - SCHOOL AND UNIVERSITY PARCELS





HOUSING

Existing Conditions and Analysis

School Districts

School districts reveal who is entering the study area for access to the schools. There are five different elementary schools that serve this area. The northeast area is zoned for Pleasantdale Elementary, while the central area is zoned for Henderson Elementary. The entire district is zoned for Henderson Mill middle school.

Schools are hotspots of activity, and improved connectivity to schools can provide safer access and a more inviting environment.

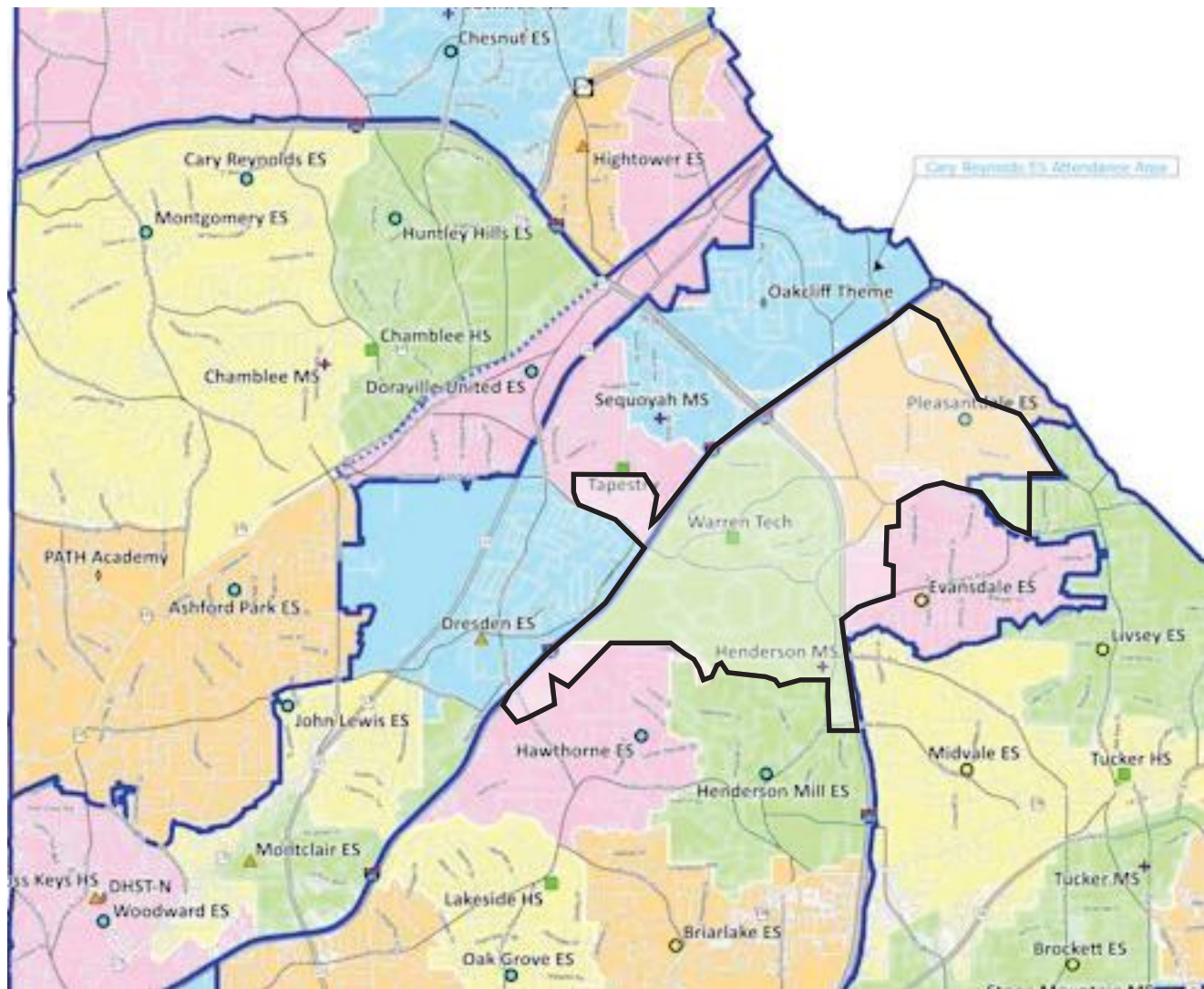


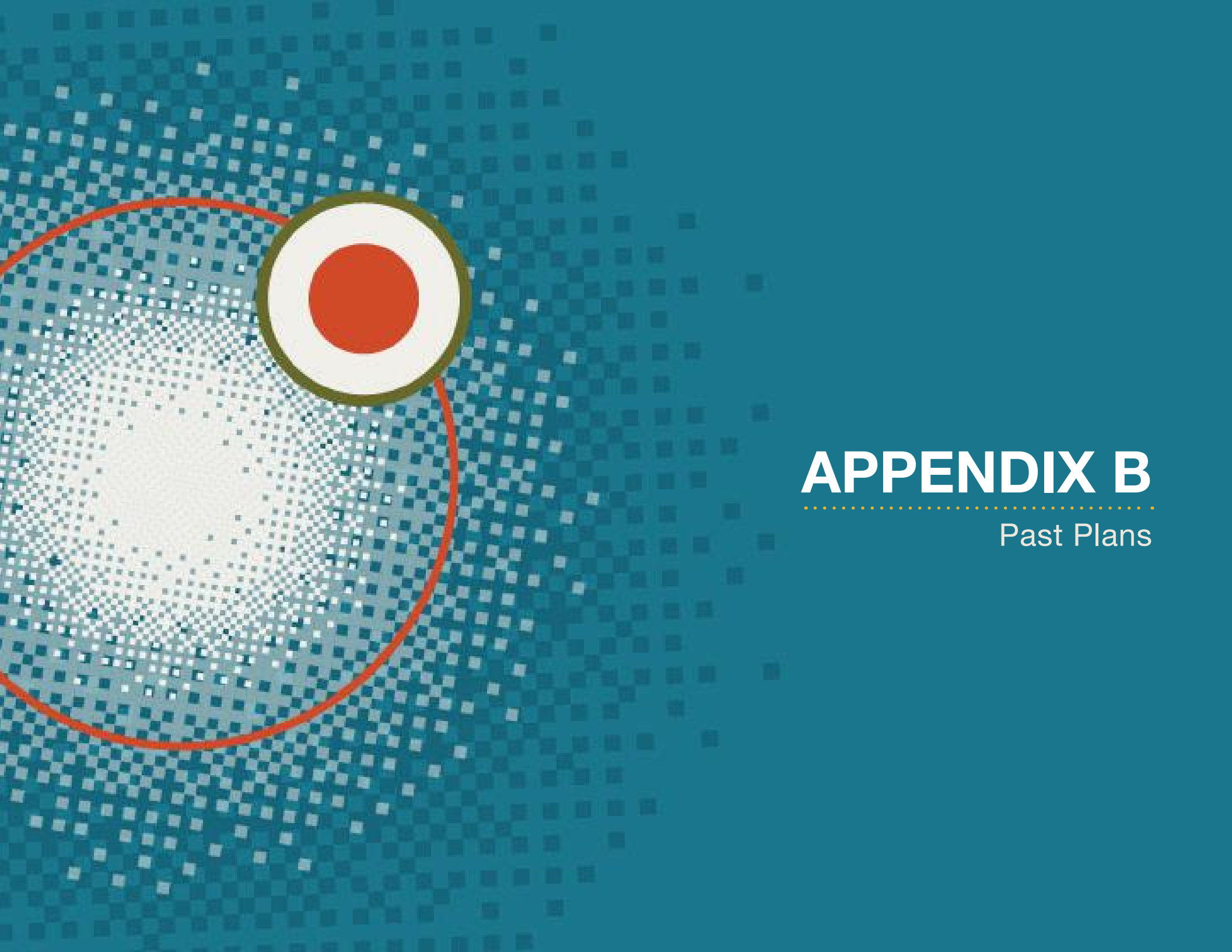
FIGURE 32 - SCHOOL AND UNIVERSITY PARCELS



NORTH

0 1000 2000 4000

SCALE: 1" = 2000'

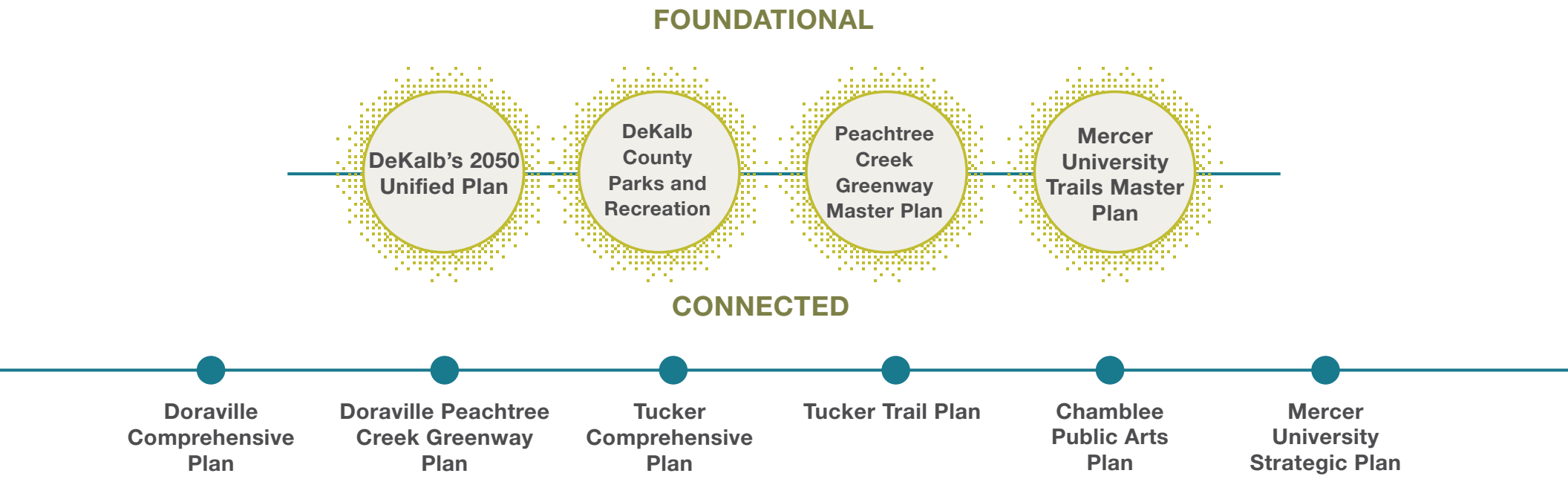


APPENDIX B

Past Plans

Ongoing Planning Efforts: Building On Momentum

To understand the planning context, existing plans and ongoing efforts across DeKalb County were reviewed. While many of these plans shape the broader region, there has been limited focused study on this specific area, with much of the previous work centered on trail opportunities and connections. Key documents, including the DeKalb 2050 Unified Plan, Parks and Recreation Plan, Peachtree Creek Greenway Master Plan, and Mercer University Trails Master Plan, helped inform this study, along with plans from nearby communities such as Doraville, Tucker, and Chamblee.



DeKalb 2050 Unified Plan

The DeKalb 2050 Unified Plan - Executive Summary was published in November 2022. This plan aims to combine two of the Atlanta Regional Commission (ARC) plans, these plans are the comprehensive transportation plan (CTP) and the comprehensive land-use plan (CLUP).

PLAN STRATEGIES

- Enhancing and expanding the County's sidewalk and bicycle infrastructure
- Establishing and maintaining activity centers tailored to residents' needs
- Improve the County's roadway network to mitigate congestion
- Focusing on the well-established freight and industrial sector and continuing to encourage further development opportunities

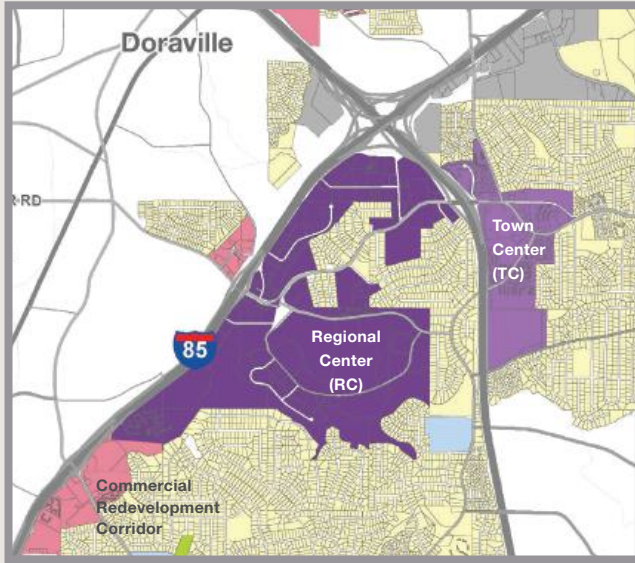
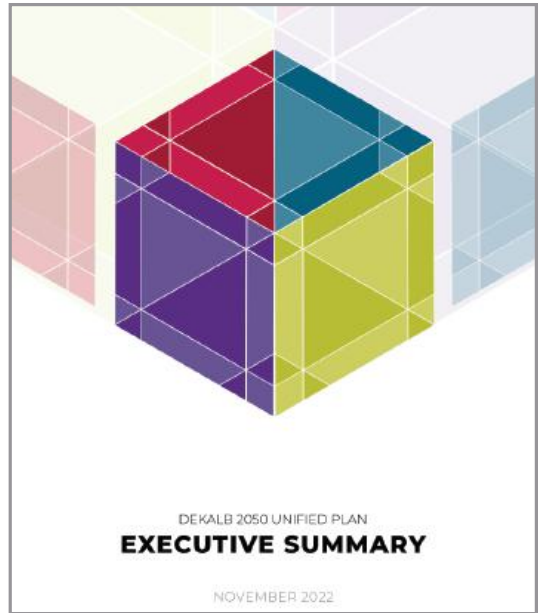


FIGURE 1 - DEKALB 2050 UNIFIED PLAN - REGIONAL CENTER

UNIFIED PLAN KEY FINDINGS

The Presidential Parkway district is planned to be three distinct centers. These areas will feature a mix of housing and commercial space, and allow an increase in current density. Mobility and placemaking strategies can connect preserve key characteristics of the community as it develops.

Regional Center (RC)

Density (du/ac): 75-no limit

- Townhomes, Condominiums, Apartments
- Retail, Commercial, Office
- Civic, Institutional
- Entertainment and Culture
- Parks and Recreation
- Health Care
- Technology Centers

Town Center (TC)

Density (du/ac): 60-75

- Townhomes, Condominiums, Apartments
- Retail, Commercial, Office
- Civic, Institutional
- Entertainment and Culture
- Parks and Recreation
- Health Care

Commercial Redevelopment Corridor

Density (du/ac): Up to 30

- Townhomes, Condominiums, Apartments
- Retail, Commercial, Office Mixed Use
- Institutional
- The CRC areas are transition zones; intended to support redevelopment along important commercial corridors.

DeKalb 2050 Unified Plan - Transportation Plan

The DeKalb Unified Plan - Transportation plan was published in November 2022. This plan aims to combine two of the Atlanta Regional Commission (ARC) plans, the comprehensive transportation plan (CTP) and the comprehensive land-use plan (CLUP).

Key Takeaways relevant to this plan include:

PLAN STRATEGIES

- Investing in improvements to the roadways to improve the efficiencies in the movements of both people and goods
- Connect residents to jobs, and provide an equitable balance of transportation options
- Enhancing infrastructure to increase total connectivity and promote well-being of all County residents

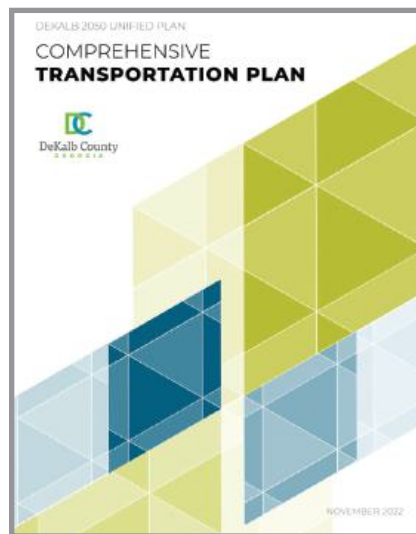


FIGURE 3 - DEKALB 2050 UNIFIED PLAN COMPREHENSIVE TRANSPORTATION PLAN

DeKalb 2050 - Comprehensive Land Use Plan

The DeKalb 2050 Unified Plan - Comprehensive Use Plan was published in November of 2022 and identifies and plans economic development and revitalization initiatives.

Key Takeaways relevant to this plan include:

GUIDING PRINCIPLES

- Protecting existing single-family neighbourhoods
- Transit oriented development
- Tree and green space preservation

PLAN STRATEGIES

- Preserve and enhance the integrity and quality of existing residential neighbourhoods through appropriate transitions, buffers, and infill
- Focus new and higher intensity development in existing developed areas, particularly in locations with existing services, facilities, and infrastructure with capacity to support additional development

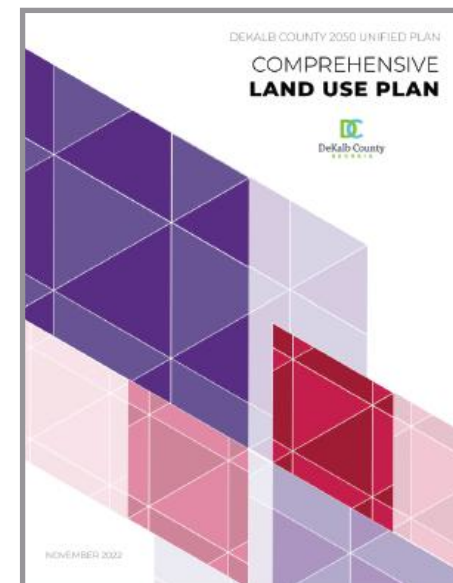


FIGURE 2 - DEKALB 2050 UNIFIED PLAN, COMPREHENSIVE LAND USE

BICYCLE PRIORITY NETWORK

Priority 1: Briarcliff Rd and Shallowford Rd (south of study area)

Priority 2: Henderson Mill Rd

- Crosses two tiers /phases of transportation improvements (7 to 27 years)
- A part of "On-Road/Off-Road/Trail Projects", would increase connection to middle school and study area as a whole
- Increased mobility to key commercial, residential, and educational areas

BUS RAPID TRANSIT (BRT)

Additional bus rapid transit is planned along I-285 - this would increase access to transit in the study area and would create greater connectivity in the region. BRT goals include critical streetscape improvements, improved transit access, reduced vehicular congestion, and increased economic mobility.

DeKalb County- Parks and Recreation Master Plan

The Parks and Recreation Master Plan for DeKalb County, Georgia identifies the recreational needs of the DeKalb community, predicts future demand, and recommends operational improvements. This plan updates the previous master planning document from the DeKalb County 2030 Plan.

Key Takeaways relevant to this plan include:

GOALS AND STRATEGIES

- Complete a specific natural resource management plan to develop a vision while serving as a guide for decision making
- Maximize the impact of this master plan in the areas of natural resource management by taking timely steps, aligned with stakeholder input, that will begin to meet demand for services and create momentum for future growth
- Address funding through a phased approach over an extended period of time
- Establish partnerships to be able to implement: Acquisition, preservation and maintenance, and activation into natural areas and open spaces related services

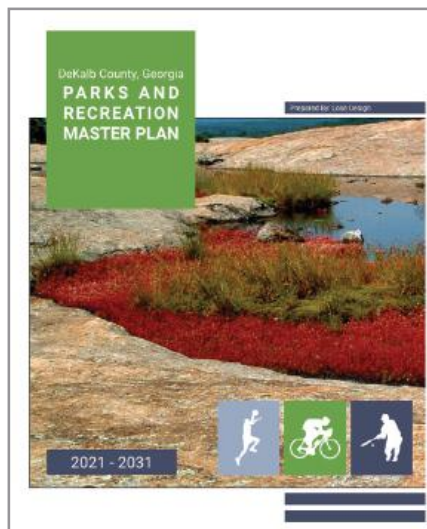


FIGURE 4 - DEKALB COUNTY, GEORGIA PARKS AND RECREATION MASTER PLAN

Peachtree Creek Greenway Master Plan

A plan for a greenway connecting Atlanta, Brookhaven, Chamblee, Unincorporated DeKalb County, Doraville, and this project study area. Planned to span over 12 miles and link to major regional trail systems, transit nodes, employment centers, schools, and neighborhoods as part of the broader Metropolitan Atlanta regional trail network.

Key Takeaways relevant to this plan include:

FINDINGS

- Would connect the study area to a wide range of amenities across Atlanta, Brookhaven, Chamblee, and Doraville
- Provides catalyst to future development and vitality of future characters of Town Center, Commercial Corridor, and Regional Center
- Increases access to recreation in an area with gaps in access to parks and trails



FIGURE 5 - PEACHTREE CREEK GREENWAY MASTER PLAN

Mercer University Trail Study

The Mercer University Trail Study was published September, 2023. The Study includes a trail analysis in and around Mercer University and ways to expand and improve the current trail network.

Key Takeaways relevant to this plan include:

MEASURABLE GOALS

- Work with the community to propose a high-quality trail amenity for District 1
- Reconnect the neighborhoods separated by interstates
- Enable alternative transportation options to key destinations and to the future regional trail network

DESIRED OUTCOMES

- Provide neighborhood access to the unique ecological areas of Mercer's campus
- Empower people with mobility challenges to enjoy the benefits of trails and natural areas
- Educate residents, workers, and students of all ages about their environment

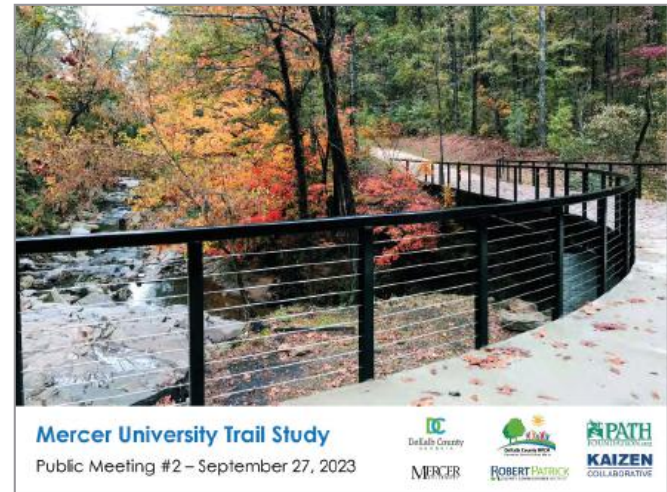
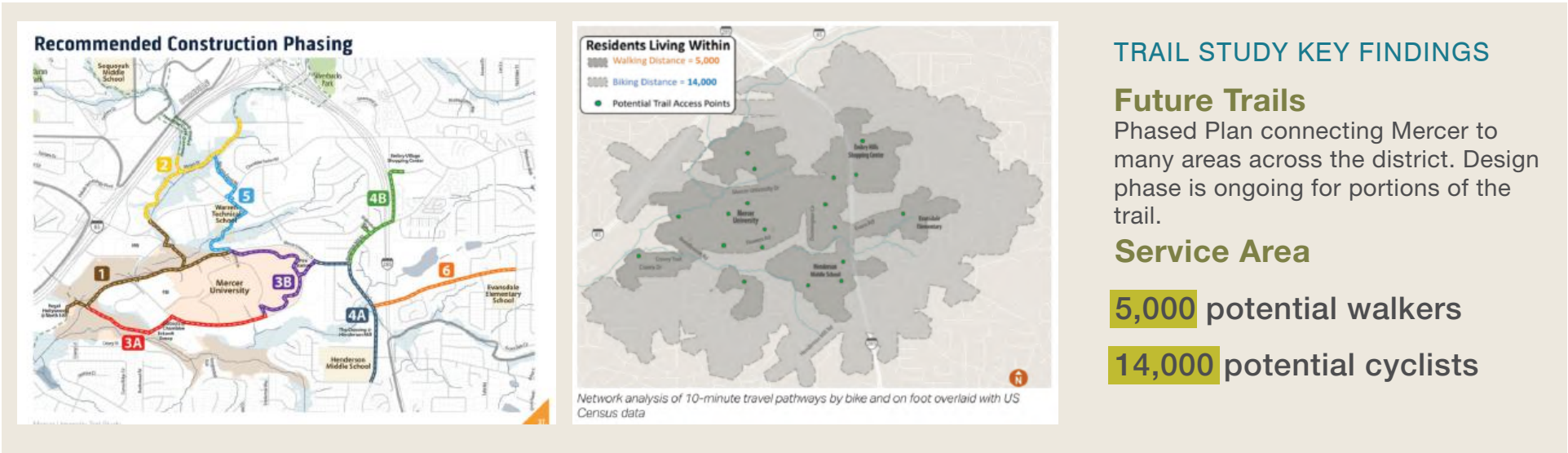
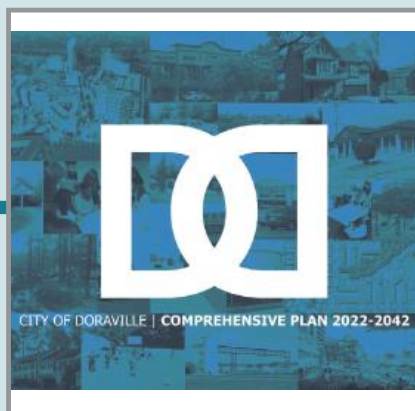


FIGURE 6 - MERCER UNIVERSITY TRAIL STUDY



City of Doraville Comprehensive Plan 2022-2024



Adopted by City Council October 2021, the Doraville Plan focuses its efforts on the core of the city but identifies the Chamblee Tucker corridor as a priority investment area. The FLU proposes either business or light industrial adjacent to the highway that abuts our study area.

PLAN STRATEGIES

- Inventory local arts and culture assets, evaluate strengths, and develop a strategy to connect them to community projects, events, and programming
- Build a complete bicycle network connecting to adjacent cities
- Update ordinances to diversify the business sector and expand employment opportunities

Tucker Tomorrow - 2023 Comprehensive Plan

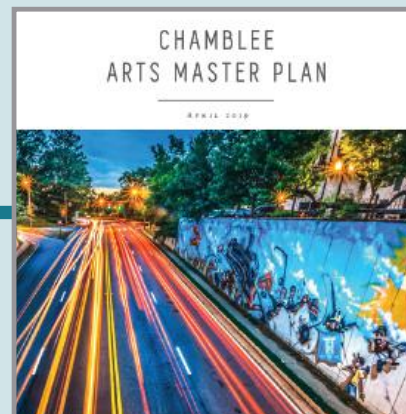


The Tucker Tomorrow - 2023 Comprehensive Plan Report Update serves as a ten-year roadmap for the City of Tucker, in relation to this plan, The Tucker Plan identifies Chamblee Tucker as a primary trail connector to the peachtree creek greenway.

PLAN GOALS AND STRATEGIES

- Re-purpose underutilized commercial developments
- Create downtown multi-use trail loop
- Enhance all major corridors by adding sidewalks & safer roadway crossings
- Expand and enhance Tucker's recreational, natural environment, and character

Chamblee Arts Master Plan



The Chamblee Arts Master plan, published April 2019, aims to guide future investment in the arts to develop Chamblee as an inclusive and culturally vibrant place.

PLAN STRATEGIES

- Designate Buford Highway a cultural corridor in collaboration with Brookhaven and Doraville
- Establish a partnership with MARTA, and other transportation providers
- Explore incentives to creative businesses to locate in Chamblee and provide small business support

Inspire - Mercer's Vision for the Decade Ahead



Mercer's Vision for The Decade Ahead outlines the schools vision through compelling programs that inspire students to lead lives of service to others. It also outlines the guidelines for preparing students for futures in an interdependent global community.

IMPERATIVES

- Being an intimate and diverse community of gifted scholars committed to changing the world
- Being a place of discovery and innovation
- Being a global university



APPENDIX C

The Framework



STREETSCAPE IMPROVEMENTS ON SECONDARY STREETS

2.1 MERCER UNIVERSITY DRIVE TYPOLOGY



No sidewalks, lack of arrival to the univeristy. Connects Mercer to the rest of the district. This street also features lower traffic volumes and future planned trail connections.

2.2 PRESIDENTIAL DRIVE TYPOLOGY



No sidewalks despite a concentration of activities and uses along Presidential Drive. Individuals will walk dogs associated with the animal shelter on this street on the road. Existing wide lanes for a low volume road provides opportunities for reducing lane widths and providing accessible sidewalks and increasing safety on this road.

STREETSCAPE IMPROVEMENTS ON SECONDARY STREETS

2.3 SHALLOWFORD ROAD TYPOLOGY



This is a high conflict road, transitioning from interstate exchange to residential homes facing the road very quickly. High use shopping area with a grocery store, restaurants, and coffee shop. This area needs more signals to slow down when exiting the interstate

There is an opportunity for artwork crossing over north fork creek greenway, specifically at the existing railing - an opportunity for aesthetic improvement there. An existing historical marker exists at this location but is generally obscured - see right hand image.



3.1

GATEWAY AT CHAMBLEE-TUCKER ROAD

& Mercer University Drive



- Multiple Slip Lanes
- High Traffic Volumes
- Lack of Crosswalks in some areas
- Connections to Bus Routes

3.2

GATEWAY AT HENDERSON MILL ROAD

& Henderson Road

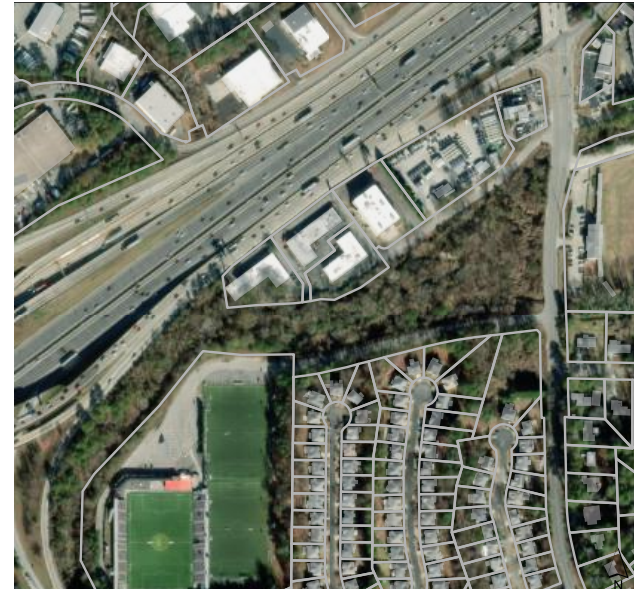


- Intersection offset
- Narrow lanes with no pedestrian infrastructure
- Dead-end sidewalks
- No crossings to businesses

3.3

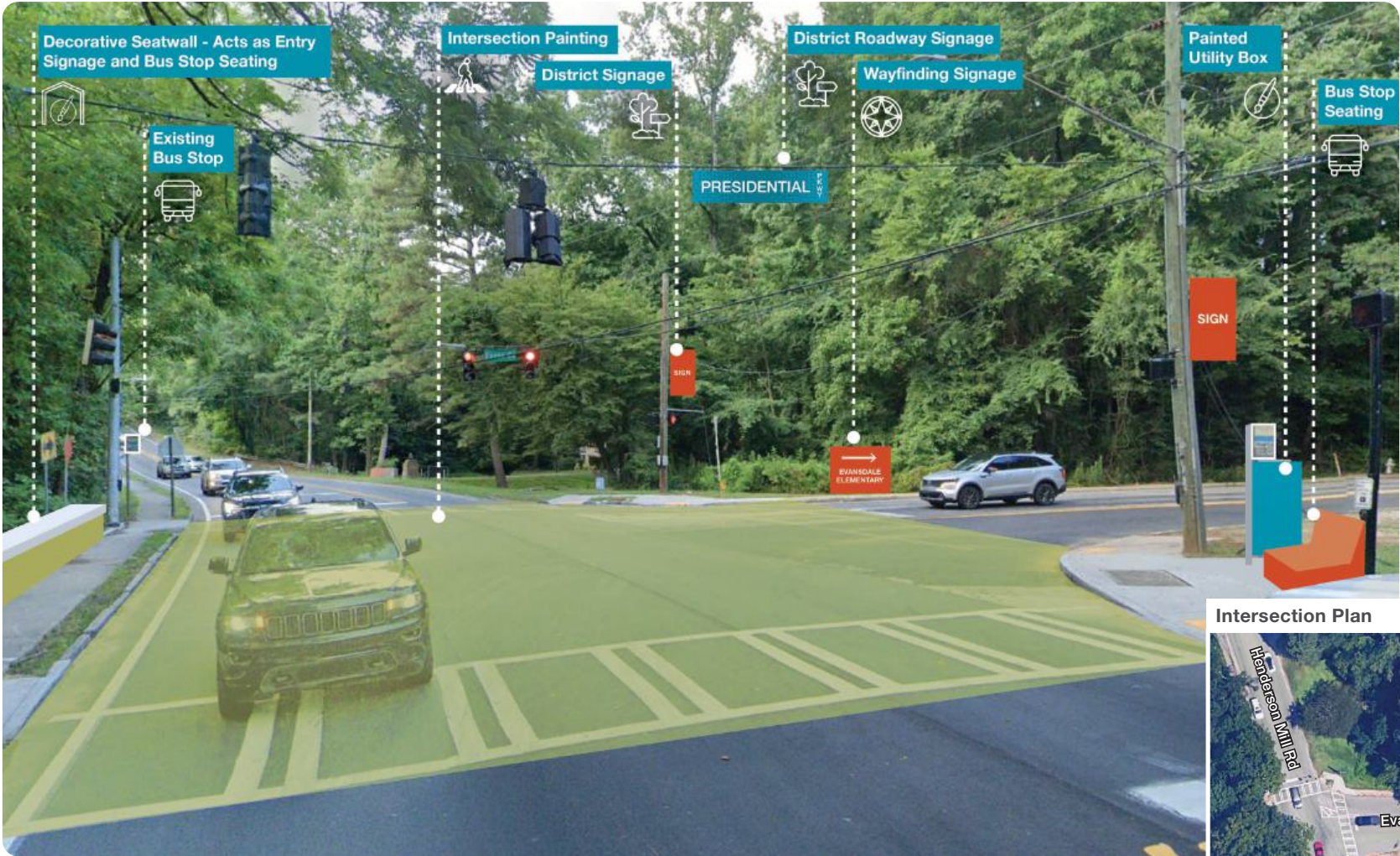
GATEWAY AT NORTHCREST ROAD

& Chamblee-Tucker Road



- Intersection offset
- High crash density
- High traffic volumes
- Dead-end sidewalks

COMPLETE STREET IMPROVEMENTS ON HENDERSON MILL ROAD

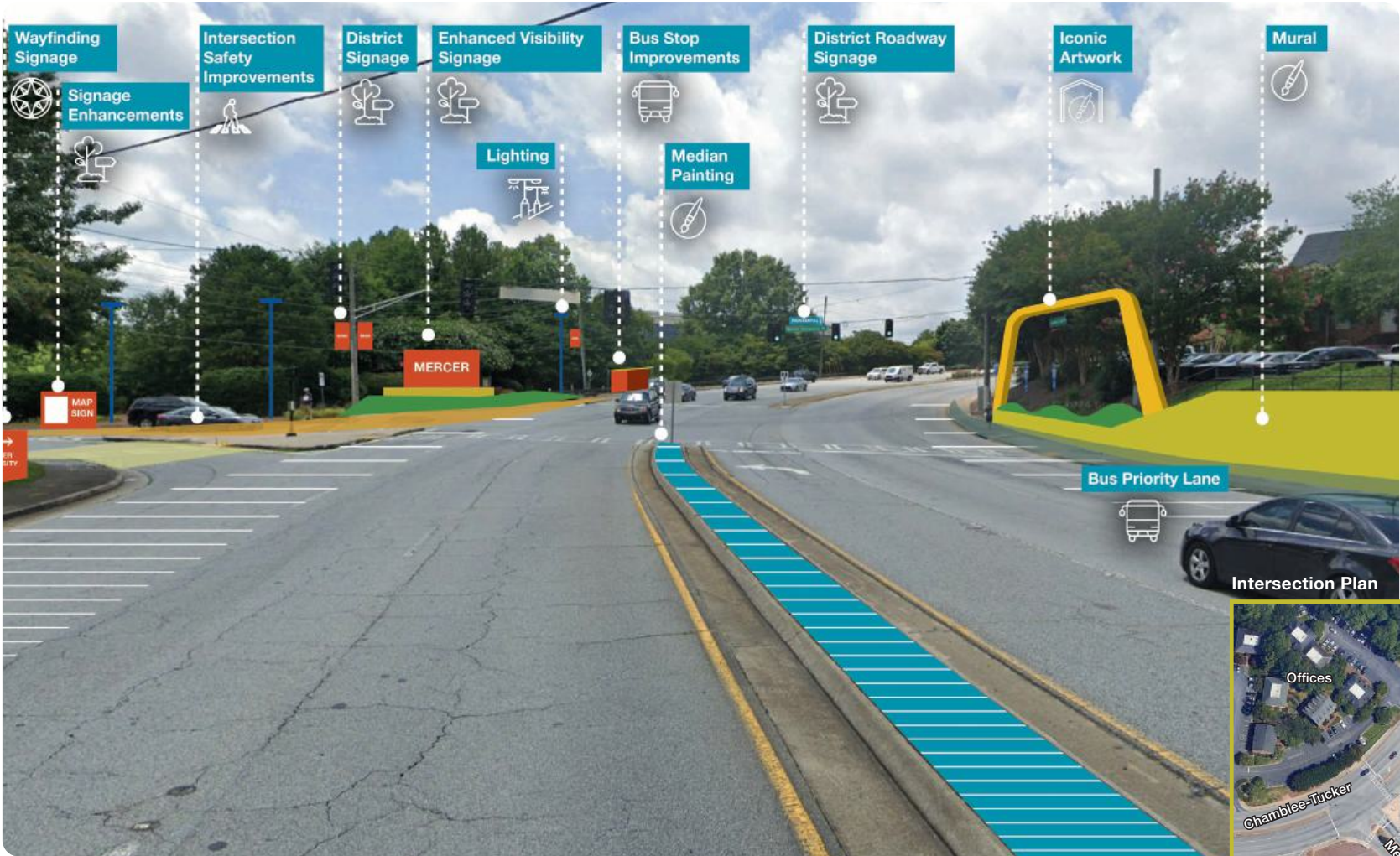


Intersection Plan



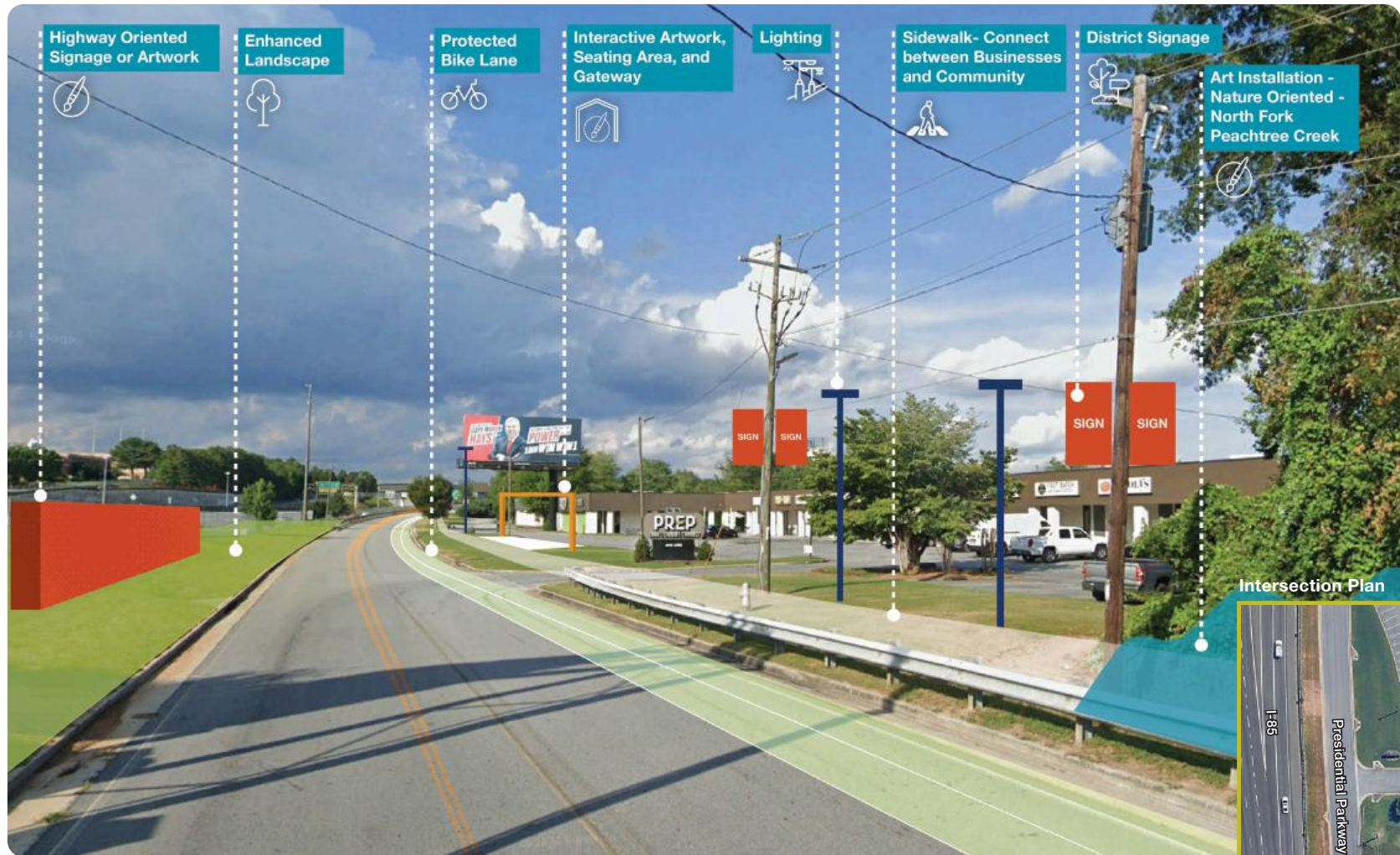
Increase comfort of sidewalk, 6' minimum along one side. Improved wayfinding, signage, and provide amenities, comfort, artwork at bus stops

COMPLETE STREET IMPROVEMENTS ON CHAMBLEE-TUCKER ROAD



Increase comfort of sidewalk, 6' minimum on both sides. Improved wayfinding, signage, and provide amenities, comfort, artwork at bus stops. Mural and iconic artwork, along with gateway signage into Mercer University.





Increase comfort of sidewalk, 6' minimum on the business side of the road. Screening and artwork alongside the highway is critical.



ADDITIONAL RESOURCES FOR DEVELOPING STREETSCAPES

Additional resources for safe street planning and implementation include:

Georgia Department of Transportation (GDOT), [Pedestrian and Streetscape Guide](#)
Federal Highway Administration (FHWA), [Evaluation of Safety, Design, and Operation of Shared-Use Paths](#)

Additional resources for sidewalk planning and implementation include:

Georgia Department of Transportation (GDOT), [Pedestrian and Streetscape Guide](#)
American Association of State Highway and Transportation Officials (AASHTO), [Guide for Planning, Design, and Operation of Pedestrian Facilities](#),
Federal Highway Administration (FHWA), [MUTCD Pedestrian Control Features](#)

Additional resources for complete streets planning and implementation include:

Georgia Department of Transportation (GDOT), [Complete Streets Policy](#)
AARP, [Complete Streets in the Southeast: A Tool Kit](#)

Additional resources for bicycle facility planning and implementation include:

National Association of City Transportation Officials (NACTO), [Urban Bikeway Design Guide](#)



Green Space Access and Gaps

The DeKalb County Parks and Recreation Master Plan identifies a neighborhood park gap within the study area, indicating that many residents lack convenient access to nearby open space within a walkable distance.

The park type proposed typically ranges from 5 to 20 acres and is intended to serve residents within a half-mile radius, providing spaces for everyday recreational activities such as playfields, playgrounds, and community gathering areas. Within limited available land within the study area this type of park will be difficult to include in the area.

The entire western segment of our study area is covered in floodplain, tree canopy, and wetlands. These features help manage stormwater, reduce flooding risks, improve air quality, and mitigate urban heat, while also providing habitat and enhancing the overall character of the corridor. Preserving and integrating these natural systems into future planning efforts presents an opportunity to protect environmental functions while creating accessible, nature-based amenities for the community.

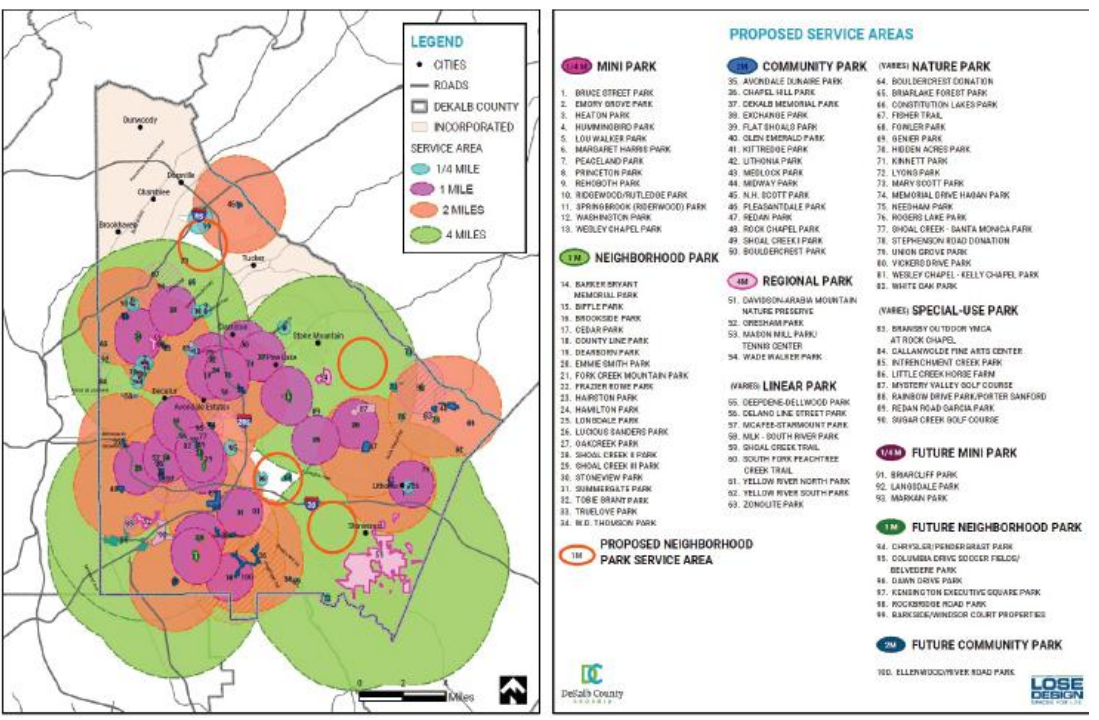


FIGURE 38 - PROPOSED SERVICE AREAS - DEKALB COUNTY PARK PLAN

FIGURE 39 - RIGHT: EXISTING GREEN SPACE AND ENVIRONMENTAL CONDITIONS



2.1 SHARED USE AGREEMENTS

Shared use agreements allow the public to access to existing facilities by defining terms for sharing the property. Schools, colleges, community and senior centers, government entities, or faith-based organizations, can create shared use agreements to allow community access to their property before or after hours. Shared use agreements can be can be tailored to meet community needs. In the study area, shared use agreements with school properties can help provide greater park access, providing amenities for nearby residents.



FIGURE 40 - WARREN TECH AREA AERIAL

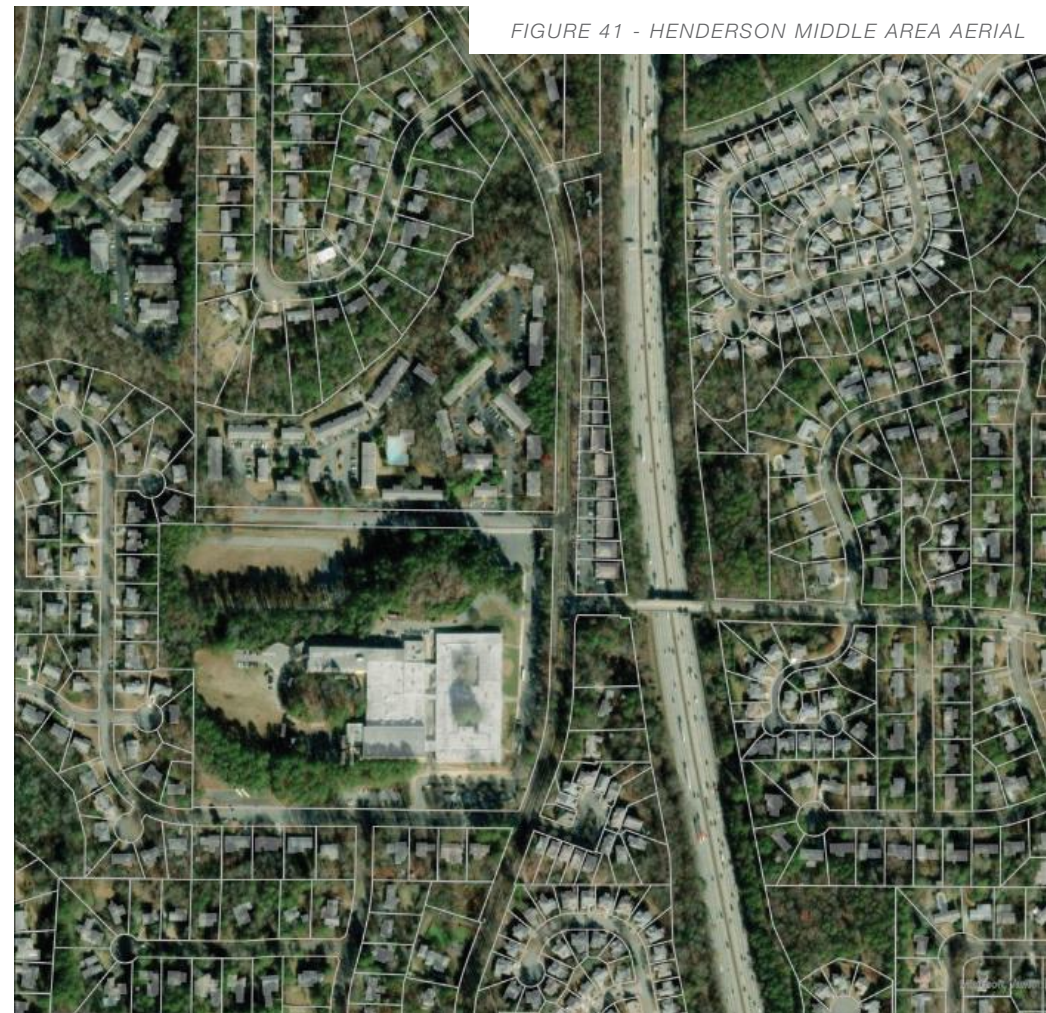


FIGURE 41 - HENDERSON MIDDLE AREA AERIAL



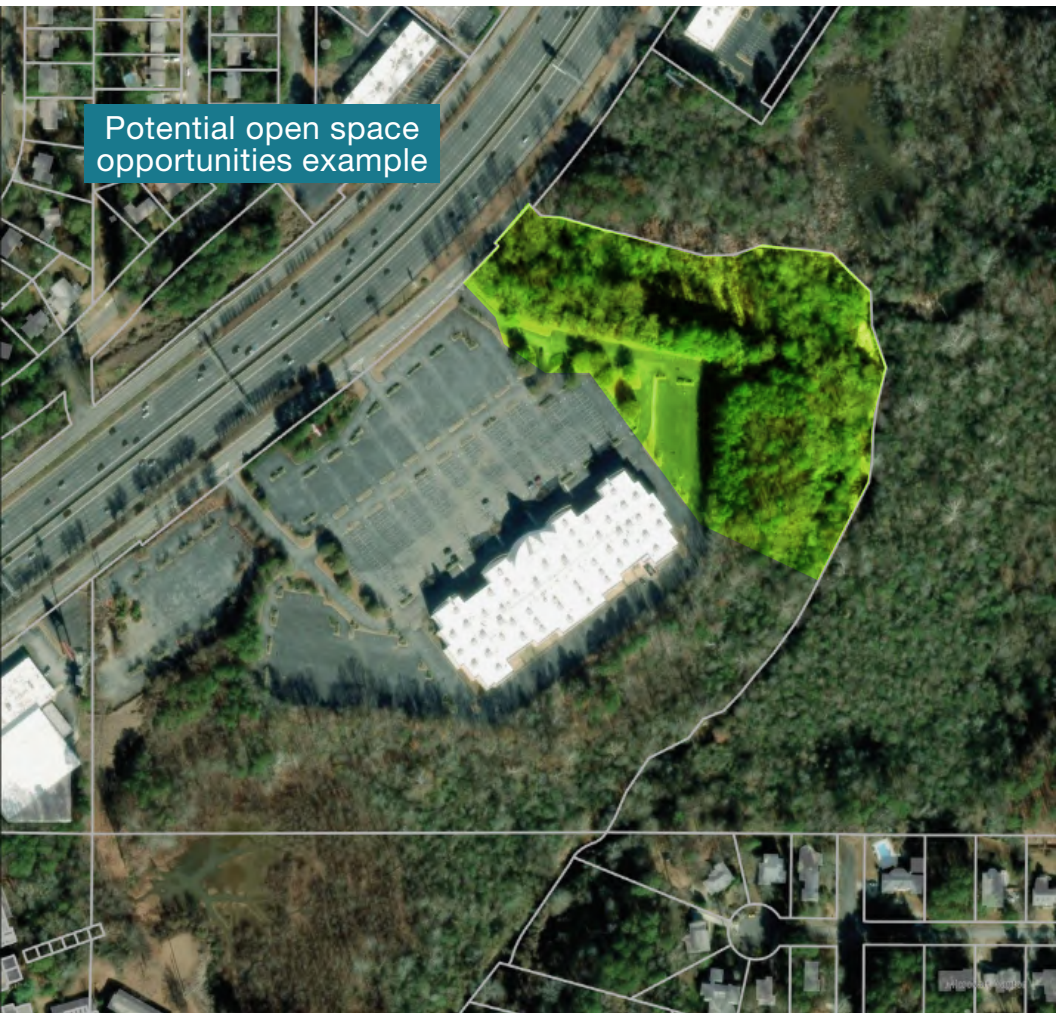
0 50 100 200
SCALE: 1" = 100'



0 100 200 400
SCALE: 1" = 200'

2.2 ON NEW PARK LAND

To fill the park access gaps in this area, new park land could also be established. One method for obtaining open space is through mandated open space and recreation requirements. These are requirements for developers to preserve a certain percent or provide certain amenities that are accessible to the public. These requirements can be mutually beneficial, creating positive quality of life and interest in the redeveloped area that supports the new development, and providing community space without expensive land acquisitions for the county. Establishing the requirements to meet the community needs is key to the success of these agreements.



0 62.5 125 250
SCALE: 1" = 125'



0 50 100 200
SCALE: 1" = 100'

ADDITIONAL RECOMMENDATIONS:

School Shared-Use Agreements

Existing school properties present a significant opportunity to expand access to open space through relatively minor interventions and strategic investment. Enhancements such as improved signage, lighting, seating, landscaping, and upgraded play or athletic facilities can make these spaces more welcoming, visible, and functional for both students and the broader community. Through shared use agreements, parks and recreation departments can partner with schools to formalize public access outside of school hours, effectively increasing the availability of neighborhood-scale recreational space without the need for new land acquisition.

In addition to schools, facilities such as DeKalb County Public Libraries offer another opportunity to expand community access to open space. Libraries often serve as established community hubs and can support small-scale open space improvements, such as reading gardens, plazas, or flexible gathering areas. Coordinating with these civic assets allows for a more distributed network of accessible, community-oriented spaces that support recreation, learning, and social connection.

FIGURE 42 - SHARED USE AGREEMENT PROGRAMMING AND IMPLEMENTATION PRECEDENT - OUTDOOR SEATING, PICNIC TABLE



FIGURE 43 - OUTDOOR CLASSROOM AREA



FIGURE 44 - PUBLIC SCHOOL COMMUNITY GARDEN SHARED USE PRECEDENT



FIGURE 45 - COMMUNITY GARDEN WITH ARBOR AND POLLINATOR PLANTING PRECEDENT



ADDITIONAL RECOMMENDATIONS:

Greenway ‘Street’ Designation

As the proposed trails and greenways in this area are developed, urban design and development standards can be utilized to create greater connection and promote trail-oriented development.

Design standards can require cohesive and attractive connections to the trail. For example, requirements can require developments to provide a certain amount of tree planting adjacent to the trail, establish pedestrian connections, or prohibit the placement of unscreened dumpsters. Examples of these standards include the Beltline, Ricardo Lara Park in Lynwood, California, the Blue Line Rail Trail in Charlotte, North Carolina, and the Magdeburg Greenway in Nashville, Tennessee.



FIGURE 47 - NASHVILLE TRAIL FACING DEVELOPMENT - PHOTO BY CHRISTOPHER PAYNE/ESTO



FIGURE 48 - NASHVILLE TRAIL FACING DEVELOPMENT - PHOTO BY SETH PARKER/CHRISTOPHER PAYNE

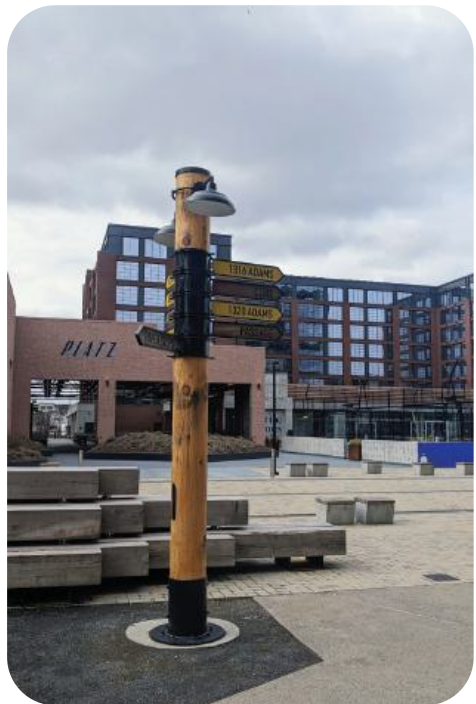


FIGURE 46 - NASHVILLE TRAIL FACING DEVELOPMENT WITH PUBLIC SPACE - ADJACENT TO THE MAGDEBURG GREENWAY - PHOTOS BY NATALIE BOWERS

Trailhead Requirements

Elements of a great trailhead

This includes larger wayfinding signage at each entry point, acting as a guide, stating rules and regulations, and providing a clear entry point and identity for the trail. Along the trail, mile markers and directional signs can provide additional guidance and wayfinding.

Unique paving at entry points can highlight the trail entry and signal a unique condition. Consistent paving styles can create a signature look or identity for the trail.

Seating along the trail promotes use and comfort for all ages and abilities. Multi-functional, unique, or playful seating is recommended create a distinct character for the area. Backed benches are recommended for their support among the elderly.

FIGURE 49 - PAVED PATHWAY AND PAVERS. PHOTOS: VESTRE AS. TOP PHOTOGRAPHER: JOHN PATTERSON. BELOW: MATTEO GASTEL

FIGURE 50 - PICNIC TABLE AND BENCHES. PHOTOS: VESTRE AS. TOP PHOTOGRAPHER: MATTEO GASTEL, BELOW: JOHN PATTERSON

Signage & Wayfinding



Enhanced Paving



Seating



Lighting should follow DarkSky standards to reduce light pollution and protect wildlife populations. Lighting can promote a wider range of times that trails and parks can be used, and increase safety.

FIGURE 52 - BELOW: PUBLIC ART PRECEDENTS. PHOTOS BY NATALIE BOWERS AND ERIKA HERBEL.

Lighting



A wide range of artwork types can be featured at trailheads. Public art enhances the visibility of trailheads, and can also reflect the identity of the community and local ecology.

FIGURE 51 - BELOW: PUBLIC ART PRECEDENTS. PHOTOS BY NATALIE BOWERS AND ERIKA HERBEL.

Public Art



Trailhead amenities such as parking, restrooms, safety beacons, water fountains, and play elements are essential to creating accessible, comfortable, and user-friendly spaces. Parking expands access for a wider range of users, while restrooms and water fountains support longer visits and everyday use. Safety beacons enhance visibility and provide a sense of security, making trailheads more welcoming for all users. Incorporating play elements adds an additional layer of activity, encouraging families and creating opportunities for gathering and recreation. Together, these features transform trailheads from simple access points into well-rounded community destinations that support a variety of users and experiences.

Other Amenities



- Trash Cans
- Bike Racks
- Dog Water Stations
- Enhanced Landscape
- Shade
- Mile Markers



Trail precedent imagery

FIGURE 53 - LEFT: EMERALD TRAIL SEGMENT, PHOTOS FOR POND AND COMPANY RIGHT: ATLANTA AREA TRAILS AND GREENWAYS, PHOTOS FOR POND AND COMPANY





Placemaking Strategy and Character Areas

Development in the region varies but there is momentum along a few key locations near the PREP Kitchen, Embry Hills shopping center, and near Shallowford Shopping Center. The existing neighborhoods are old mid-century modern homes within the Embry Village and Northcrest neighborhood. Additional housing types include a variety of multi-family developments with a higher concentration along I-285. Examples of the characters of development are shown below.

Mercer University



Apartments



Embry Village Shopping



North Hills Shopping Center



PATL



Mid Century Modern



Presidential Parkway



Shallowford Exchange



PRECEDENT CATALYTIC DEVELOPMENTS

THE BOXYARD AT RESEARCH TRIANGLE PARK - DURHAM, NC

The Boxyard is an innovative retail environment located in a business hub, providing evening activity and a place to gather for a previously unactivated business park. It has helped promote further development, with new housing and mixed use development nearby under construction.



FIGURE 58 - PHOTOS OF THE BOXYARD IN DURHAM, NC - PHOTOS FROM SURFACE 678

THE SWAMP RABBIT TRAIL - GREENVILLE, SC

A major tourism driver, popularizing local businesses, activating previously less desirable areas, increasing housing development surrounding the trail, and major adaptive reuse activity hubs emerging along the alignment.



FIGURE 54 - SWAMP RABBIT GROCERY, LOCATED ALONGSIDE THE TRAIL. PHOTO BY LMG ARCHITECTS

FIGURE 55 - MIXED USE BUILDING WITH FOOD HALL NEXT TO TRAIL. PHOTO VIA VISIT GREENVILLE SC.

FIGURE 56 - SWAMP RABBIT TRAIL SEGMENT

FIGURE 57 - DOWNTOWN GREENVILLE, SC - CONNECTED TO TRAIL.

Catalytic sites were selected based on key opportunity areas identified during analysis of the study area, and community engagement.

	ID	Prioritization Criteria								Difficulty (Project Complexity and Partnerships Required)	Total Score
		Aging Commercial Buildings - Redevelopment Opportunity	Future Trail Alignment Through Area (+2 for Regional Trail, +1 for Local Trail)	Community Space Potential (Visibility (+1), Gathering Potential (+1))	Access To Transit (NextGen Bus)	Access to Community Destination (School, Park)	Regional Development Opportunity (2) Local Development Opportunity (1)	Underutilized Parcels (Vacant or with parking > 30% of Site Area)	Public Input - Top 4, ranked		
A	Embry Village Shopping Center	1	1	2	1	0	2	1	4	-1	11
B	Mercer and Chamblee-Tucker Intersection	1	2	2	1	1	2	1	1	-1	10
C	Presidential Parkway - PREP Area	1	2	2	0	0	2	0	3	-1	9
	Warren Tech Area	0	1	1	1	1	1	0	2	0	7
	Henderson Middle & Henderson Mill Road Area	0	1	2	1	1	1	1	0	0	7
	Shallowford Road Intersection	1	2	1	1	0	1	1	0	-1	6
	Pleasantdale Park Area	0	1	1	1	1	1	0	0	0	5
	Atlanta Silverbacks Area	0	2	1	0	0	0	1	0	-1	3

FIGURE 59 - CATALYTIC SITE PRIORITIZATION

District Signage Concepts

LOCAL STREET

Signage specific to the neighborhoods within the district will emphasize the identity of the area and help define the boundaries of the district. Local street signage can be designed with input from the community for a design that reflects the identity and vision of the neighborhood.

Design is conceptual and rendering purposes only - diagrams do not show a final design signage plan



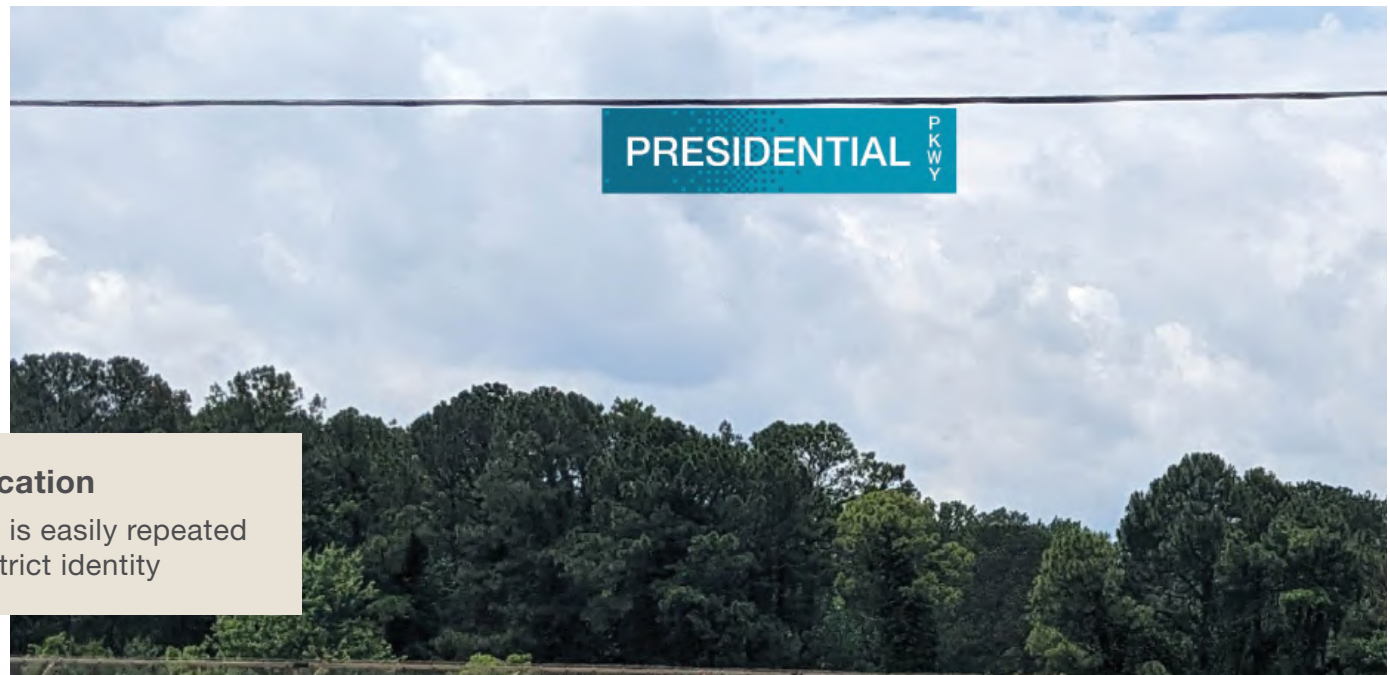
CONNECTOR ROAD

Signs can be attached above existing street signs, connecting street identity to the regional character and district. This added identity to connector roads can provide improved identity for local businesses, and emphasise the less defined district of Presidential Parkway.



ARTERIAL ROAD

District signs can also be attached separate from street signs, but still in the streetscape. This can be hung on existing streetscape lines or standalone sign-posts at key locations.



District Identification

Roadway signage is easily repeated and enhances district identity



APPENDIX D

Engagement Summary



Embry Hills-Presidential Parkway & Surrounding Communities Placemaking Strategy

Survey Summary

Overview & Key Takeaways

From June 2025 to early February 2026, an online survey gathered public perceptions of the study area and opportunities for the future. Questions centered on the experience of those who live, work, or play within the study area and where there was room for improvements within that experience alongside public art. The survey consisted of 21 questions, including participant demographic questions.

The survey was available online on the County's website and was available to be translated into numerous languages. The survey received 184 responses, with about 66 percent of participants indicating that they live within the study area boundary.

The survey was promoted through numerous methods, including the County's social media channels and the project website. Commissioner Patrick and Commissioner Bolton also shared the survey and study information in their communications channels, helping the project team to spread the word. Project flyers showcasing the survey link and project information were also distributed at the project pop-up events held in June and July at Mediterranean Bakery. The project advisory group, local artists in the area, and community members also volunteered to distribute flyers to neighbors, further increasing the public's awareness of the survey.

Due to the expanded study area and project re-launch in November 2025, the survey had two data collection periods – Period 1 lasted from June 1, 2025 to November 8, 2025, and Period 2 lasted from November 9, 2025 to February 6, 2026. While the survey largely remained the same between the two periods, some questions were slightly revised in Period 2. Those questions are noted in the summary. All summary charts include the breakdown of responses from Period 1, Period 2, and the overall response rates. Period 1 collected 121 responses, and Period 2 collected 63 responses.

Key Takeaways

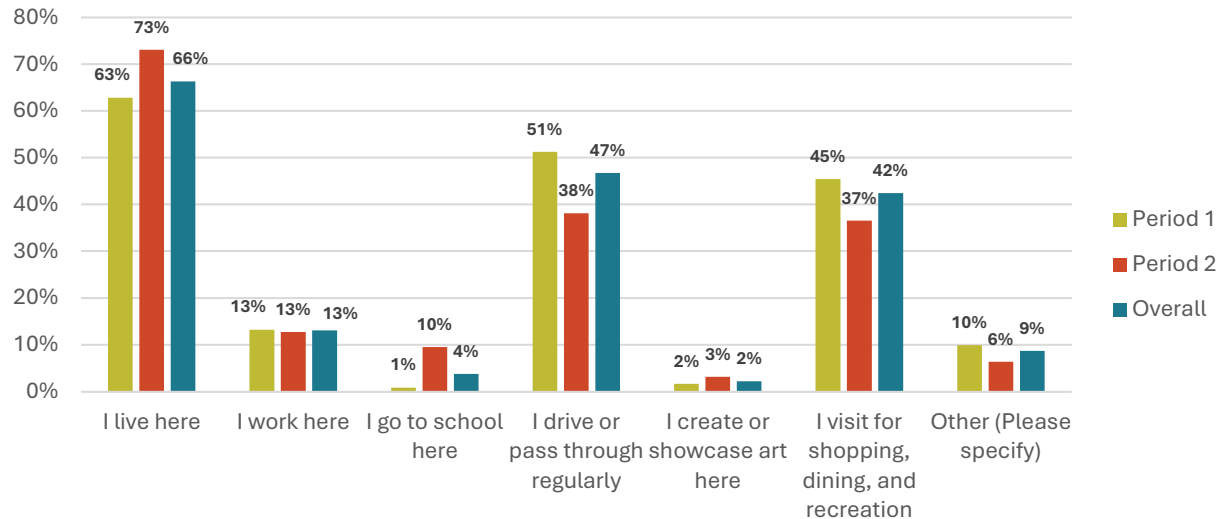
The planning team identified several major themes and top priorities for the placemaking strategy. These takeaways are synthesized below.

- Key words with the most mentions in open-ended responses were **trees, nature, and community-oriented feel**.
- The majority of respondents rated their **connection to the study area as mid-to-high** (3 or higher, where 5 was the maximum/strongest connection).
- The respondent pool's top desires for great public spaces are:
 1. **Public spaces to gather (plazas, parks, shaded seating)**
 2. **Greenery and nature (trees, flowers, gardens)**
 3. **Food vendors or cafes**
- Based on the study area today, the following attributes were most valued by the respondent pool:
 1. **Community feel/neighbors**
 2. **Local shops/restaurants**
 3. **Walkable streets and sidewalks**
 4. **Safety and comfort getting around**
- The 3 top-rated challenges in the study area were:
 1. **Poor sidewalks or pedestrian crossings**
 2. **Unsafe or uncomfortable walking or biking areas**
 3. **Lack of public gathering spaces or plazas**
- Survey respondents rated the following roadways as the most unsafe:
 1. **Chamblee Tucker Road**
 2. **Henderson Mill Road**
 3. **Mercer University Drive**
- About one-fifth of the respondent pool indicated that they get around the study area by walking.
- The 3 top-desired amenities were:
 1. **Public spaces (parks, playgrounds, open spaces, trails)**
 2. **Bike and pedestrian amenities**
 3. **Public art installations**
- When asked to rate the **importance of incorporating public art in the community** on a scale of 1 (not important/not valuable) to 5 (very important/extremely valuable), the respondent pool's **average response was 3.4 (moderately important)**.

Responses by Question and Survey Period

Relationship to and Perceptions of Study Area

Q1. What is your relationship with the study area? Select all that apply.



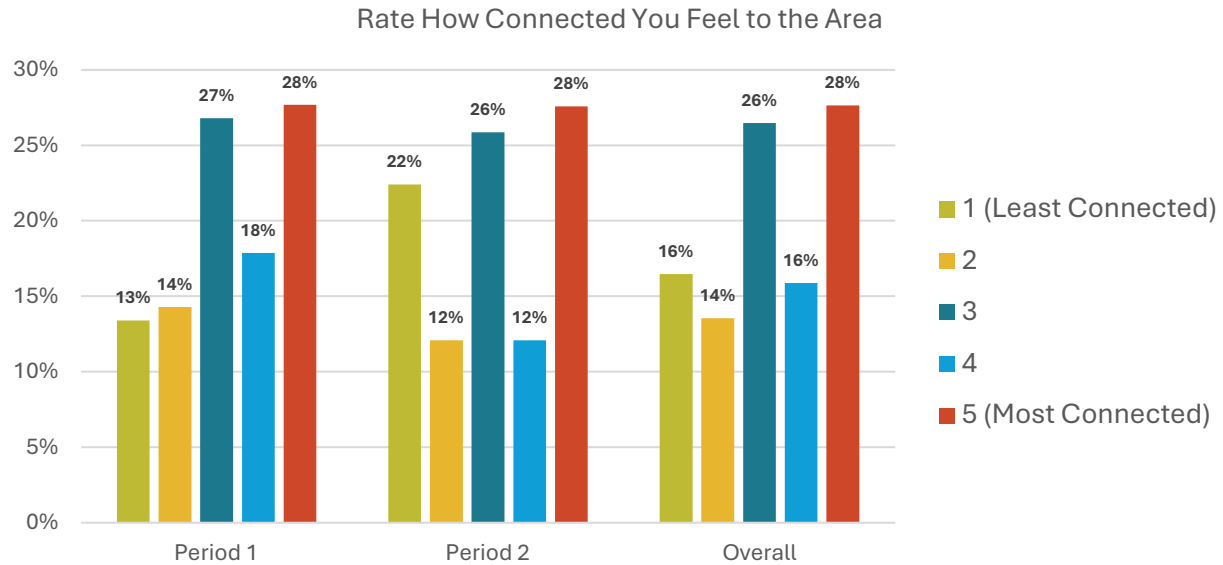
Q2. What words come to mind when you think of the Presidential Parkway/Embry Hills Area? Think about how the area feels, looks, or what it is known for.

Participants were asked to submit words which come to mind when they think of the study area in a free response section. The responses included a variety of sentiments, ranging from overly positive about neighborhood identity to negative about commercial corridor perception and overall investment. For a full list of free-responses to Question 2, please see Table 1 in the Appendix.

Major Themes from Question 2 Responses:

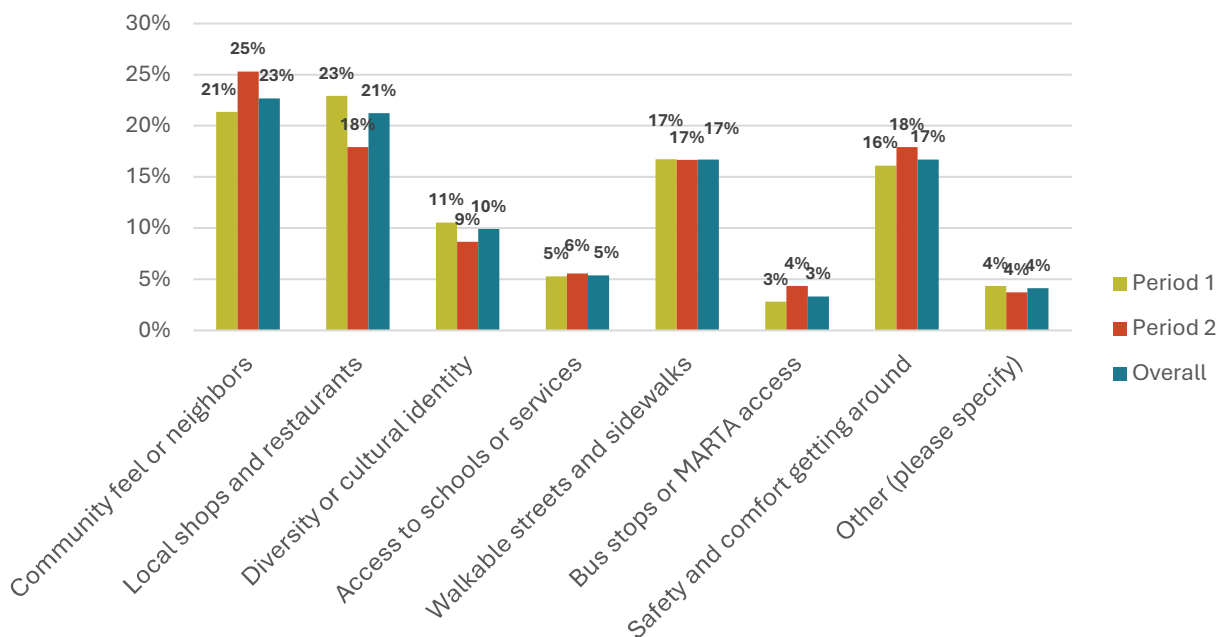
- This area could be so much more – there is a lot of underutilized potential.
- The physical conditions are a concern for residents. This includes run-down industrial areas and car-centric development patterns.
- Residents feel strong ties to their neighborhoods and have a positive view of them. They often mentioned things like trees, nature, and community oriented as positive attributes of the study area.
- Reinvestment could transform the neighborhood with increased connectivity and placemaking efforts.

Q3. Rate how connected you feel to the Embry Hills-Presidential Parkway & Surrounding Communities. With 1 being the least connected and 5 being most connected.



Opportunities and Challenges in the Study Area

Q4. What are the top 3 things you value most in the study area?

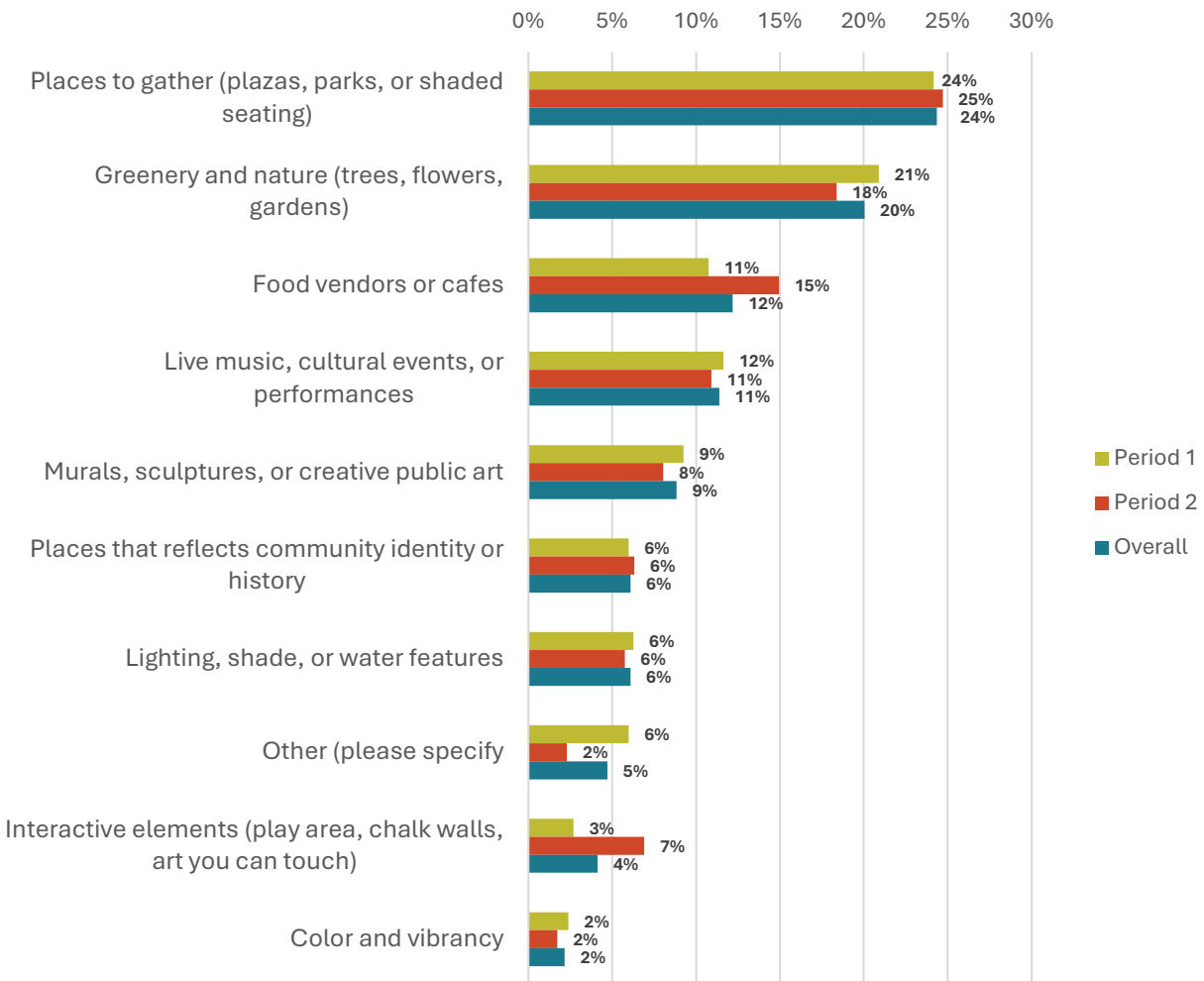


DeKalb County Embury Hills-Presidential Parkway & Surrounding Communities Placemaking Strategy Survey Summary

Open-Ended Responses with "Other" Responses:

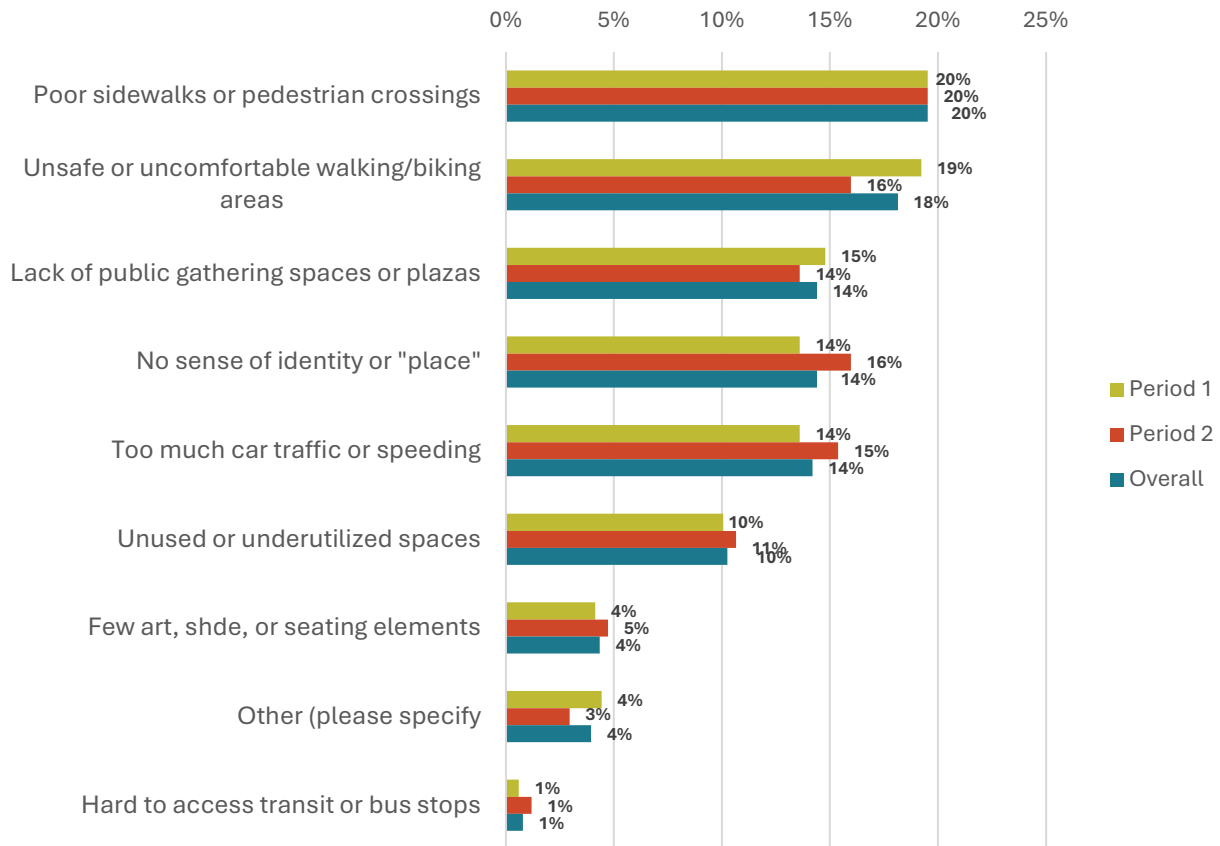
- None of these come to mind as unique, memorable aspects of the area . Too disjointed, traffic impacted, no there there
- Focusing on completing your portion of the Peachtree Creek Greenway to make this area more easily accessible!
- A changing scenery. If that's at all possible.
- Greenspace around Mercer University, North Fork & Henderson creeks.
- Convenient locale
- Bike ability!

Q5. Which of the following elements will help define a great public space in this area? Select up to 3.



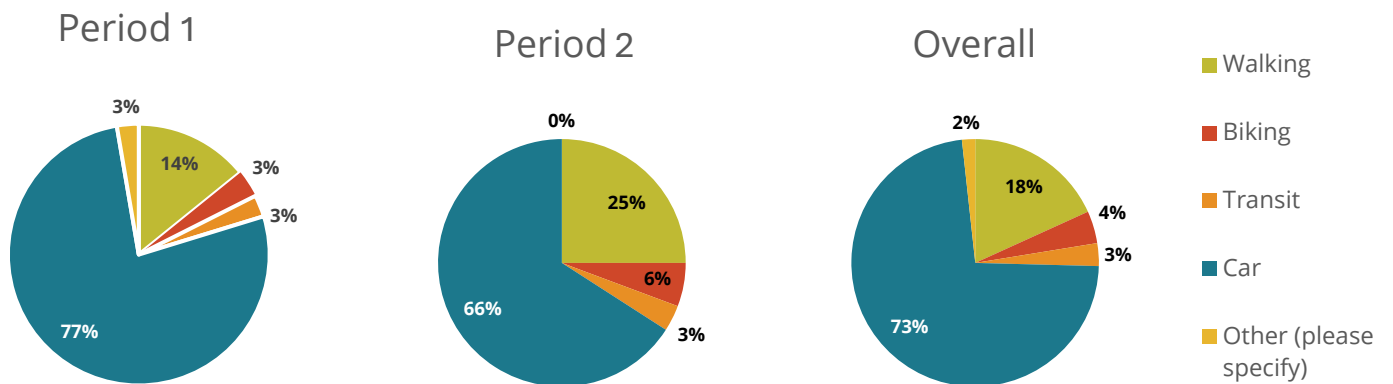
DeKalb County Embury Hills-Presidential Parkway & Surrounding Communities Placemaking Strategy Survey Summary

Q6. What are the biggest challenges or gaps in this area? Select up to 3.



Travel Questions

Q7. How do you currently get around Presidential Parkway? Select all that apply.

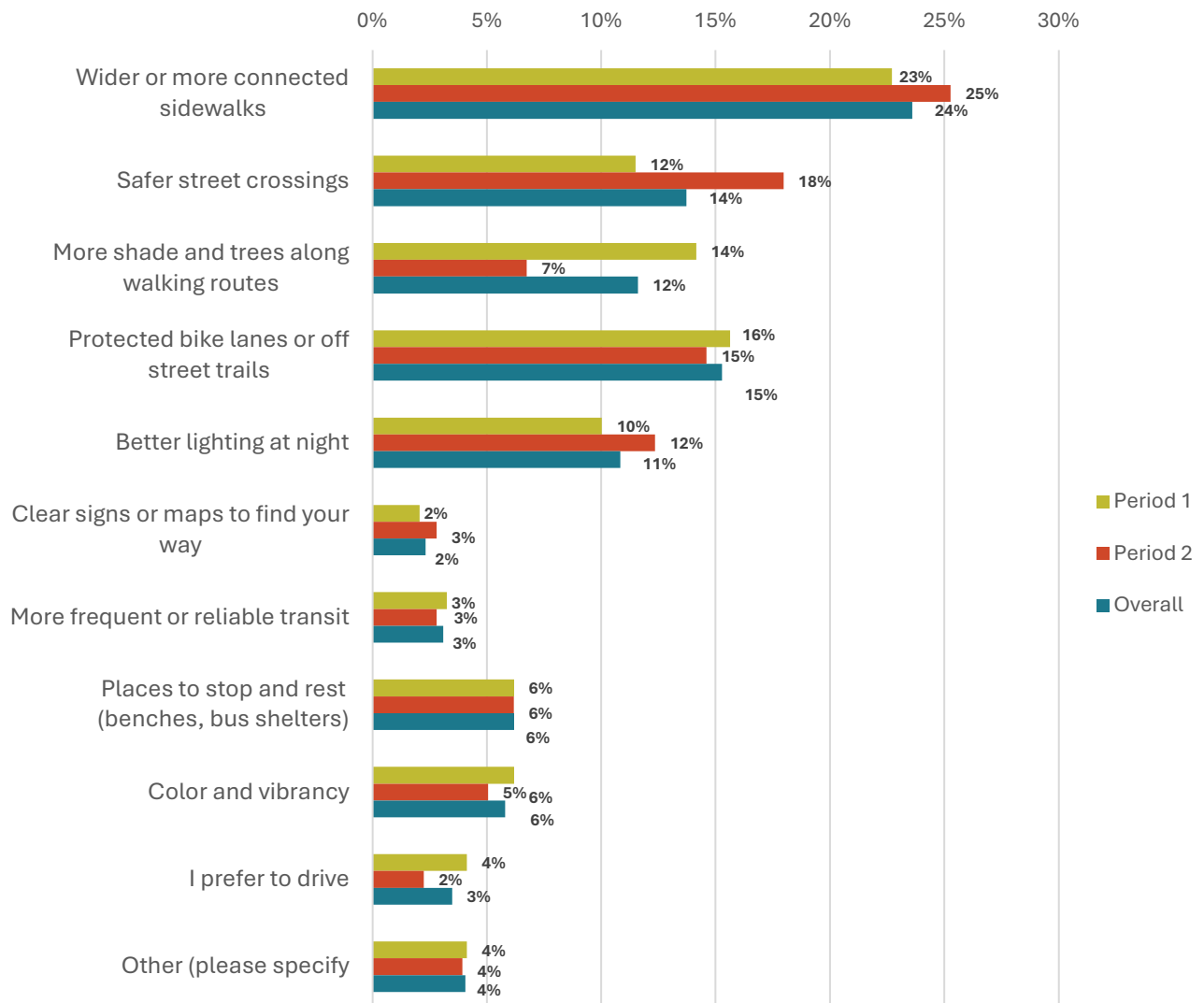


DeKalb County Embury Hills-Presidential Parkway & Surrounding Communities Placemaking Strategy Survey Summary

Open-Ended Responses with "Other" Responses:

- I rarely go to Presidential Parkway. Maybe once every six months or so. Probably even less.
- I do not drive Presidential Parkway or Access Road unless I am trying to avoid traffic nightmares. There is nothing that takes me to the area though I live adjacent to the area.
- Don't go there. No reason to.

Q8. What would make it easier, safer, and/or more enjoyable for you to walk, bike, or take transit in this area? Select up to 3.

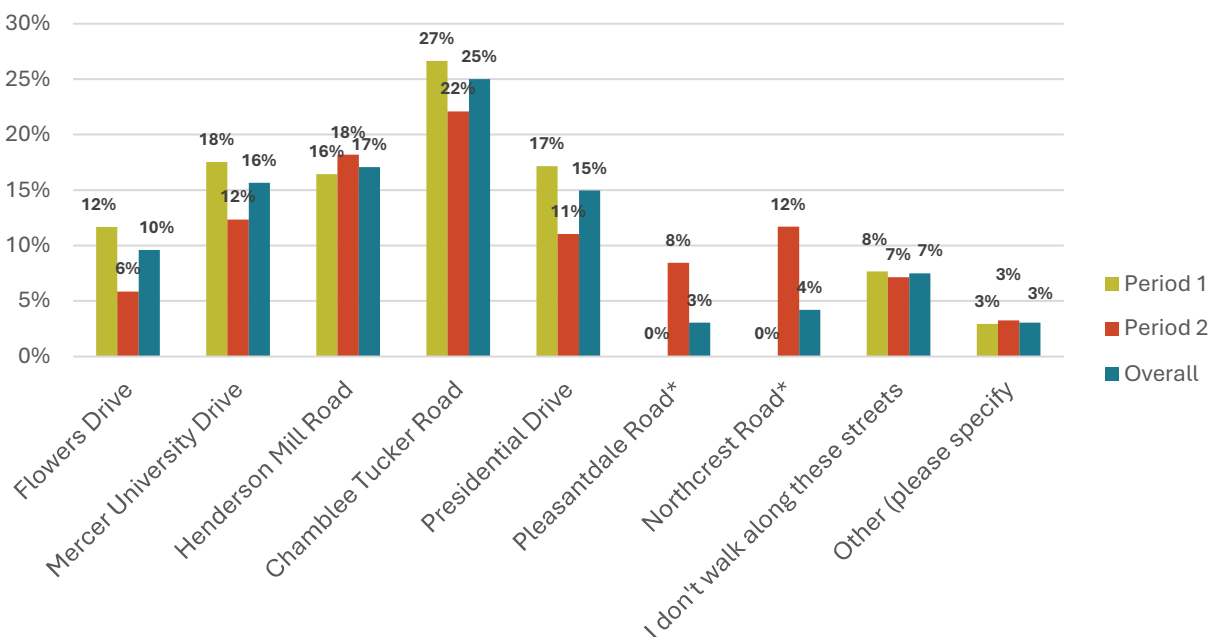


DeKalb County Embury Hills-Presidential Parkway & Surrounding Communities Placemaking Strategy Survey Summary

Open-Ended Responses with "Other" Responses:

- Wider sidewalks and bike lanes that run along existing roads. We definitely do NOT want bike roads destroying the Mercer flood plain!
- Homeless people are everywhere in the area and make it feel unsafe.
- None. Non-residential area.
- Less homeless people on drugs, stop the sale of drugs from gas stations
- First off, I prefer to drive. There is nothing wrong with driving, and there is nothing you can do that will make me walk for miles when I could drive. (No I do not want to bike.) Secondly, I do NOT want nor need "wider sidewalks" (a code word for PATH-style 10' wide sidepaths I'm sure). I do NOT want nor need a "bike trail" - if you are going to do something with bikes, make bike lanes in the roads. Mixing bikes and pedestrians on a "multi-use trail" is unsafe for pedestrians.

Q9. Which streets in the area feel the most uncomfortable for walking. Please consider safety, accessibility, speed of traffic, and comfort. Select all that apply.



Open-Ended Responses with "Other" Responses:

- Incomplete sidewalks connections do inhibit pedestrian activity. Area needs more police presence and Flock cameras.
- Briarcliff & Lavista need sidewalks far worse than many of the areas listed above.
- Why isn't there an option saying "I am comfortable walking"? Are you trying to force the answers that you want to hear? None of the streets are uncomfortable to walk

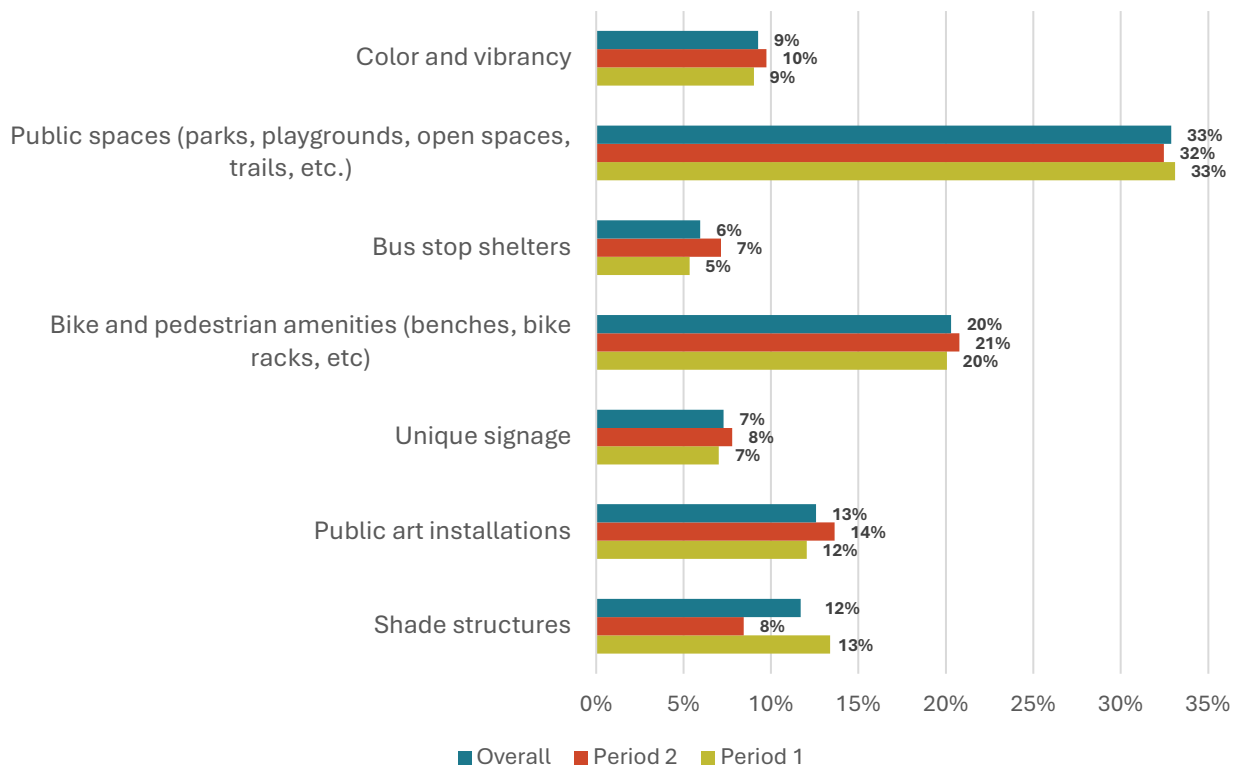
DeKalb County Embry Hills-Presidential Parkway & Surrounding Communities Placemaking Strategy Survey Summary

(excepting maybe Presidential Drive, which I don't use). If you would just complete a few of the regular sidewalks, that would be plenty good (Chamblee-Tucker at Henderson Mill intersection, Mercer, Flowers). I mean regular sidewalks, NOT 10' PATH-style sidepaths which are obnoxious and unnecessary here.

- I-85 Access Road - there are no sidewalks here. It's very unsafe and probably more unsafe than any of the other options listed.
- Northeast Expressway
- 85 access road
- Alton Rd, Embry Hills Dr. and Embry Circle
- Buckeye/ northcrest

Quality of Life and Big Ideas

Q10. Which of these amenities would you like to see more of in the study area? Select up to 3.



Q11. Rate how valuable to your quality of life it is to see and interact with art and culture in public space. With 1 being not valuable/not important and 5 being extremely valuable/important.



Q12. If you could bring one bold or creative idea to life in the study area, what would it be?

Question 12 asked participants to share their creative or bold ideas to bring life into the study area. Participants mainly discussed trails and greenways, citing a desire for a connected, protected network for walking or biking that links neighborhoods to community destinations. Other responses touched on safety, public gathering spaces, and roadway improvements. For a full list of responses to Question 12, please see Table 2 in the Appendix.

Major Themes from Question 12 Responses:

- Create safe, connected pedestrian and bike networks, including the Peachtree Creek Greenway.
- Add meaningful parks and family-friendly gathering spaces.
- Attract walkable retail and restaurants which serve residents on a daily basis.
- Improve streetscapes and reduce car dominance.
- Create a sense of place through public gathering spaces, branding, and public art.

Q13. Is there anything else you would like to share about the study area?

Lastly, participants were asked if there was anything else they would like to share or add regarding the study area. The responses to this question covered a wide variety of topics, from responses about the study itself to the overarching societal issues facing this area. The dominant message across responses was that first the neighborhood needs to address underlying issues, like safety and walkability before it can really grow into a revitalized area. For a full list of responses to Question 13, please see Table 3 in the Appendix.

Major Themes from Question 13 Responses:

- Pedestrian safety is a major concern amongst participants, including unsafe crossings at Chamblee-Tucker Road, lack of sidewalks, and speeding.
- There is a strong demand for better retail and activation of vacant storefronts within the study area. Many participants included the need for a grocery store, neighborhood level retail, and vibrant dining options.
- The area feels fragmented, with no strong sense of place.
- Vacant buildings, cleanliness, and the unhoused population in the area lead to perceived safety concerns within the study area.
- Placemaking, including public art, parks, and gathering spaces are desired within this area.

Demographic Questions

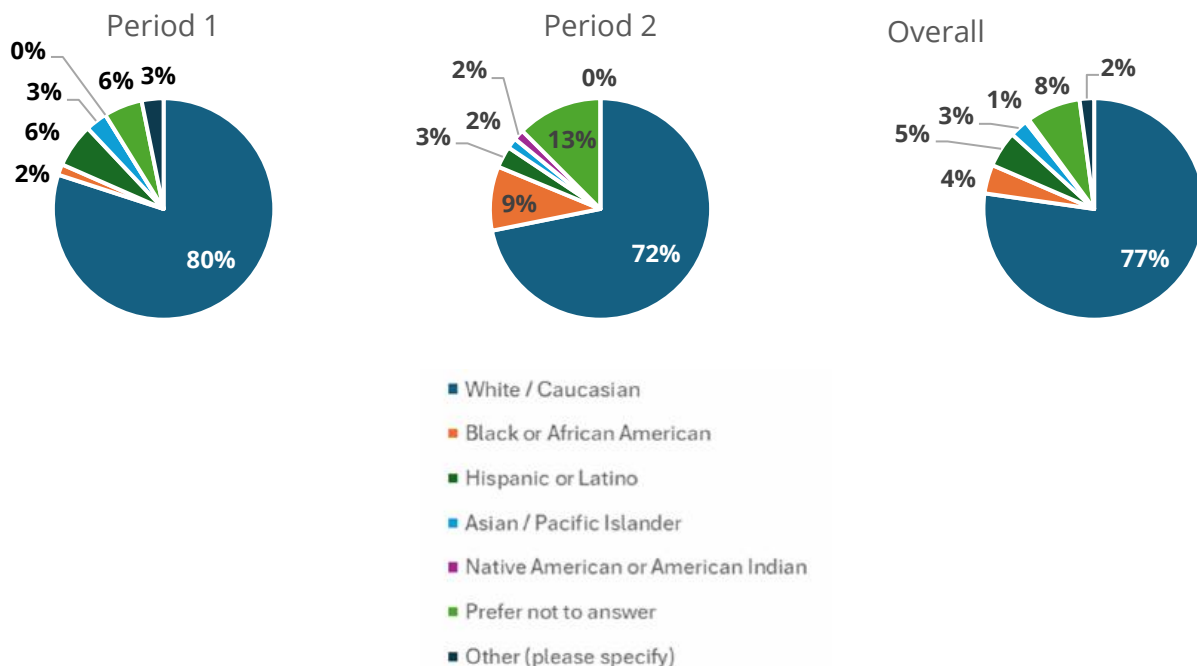
The demographic questions provide additional information about the respondent pool's makeup. Respondents were majority white, which does not align with the makeup of the study area at large. Overwhelmingly, respondents were in the 30-64 age group, and less than one percent of respondents were younger than 29.

About 30 percent of participants did not answer the question related to their household income, but those that did answer skewed toward the higher end of the income spectrum. About 93 percent of respondents are homeowners, with only 4 percent of respondents indicating that they rent their home, and 3 percent of respondents did not answer this question.

Regarding language spoken at home, 96 percent indicated that English is their household's main language, while 2 percent indicated that Spanish is their household's main language, and the remaining 2 percent either selected "Other" or "Prefer not to answer."

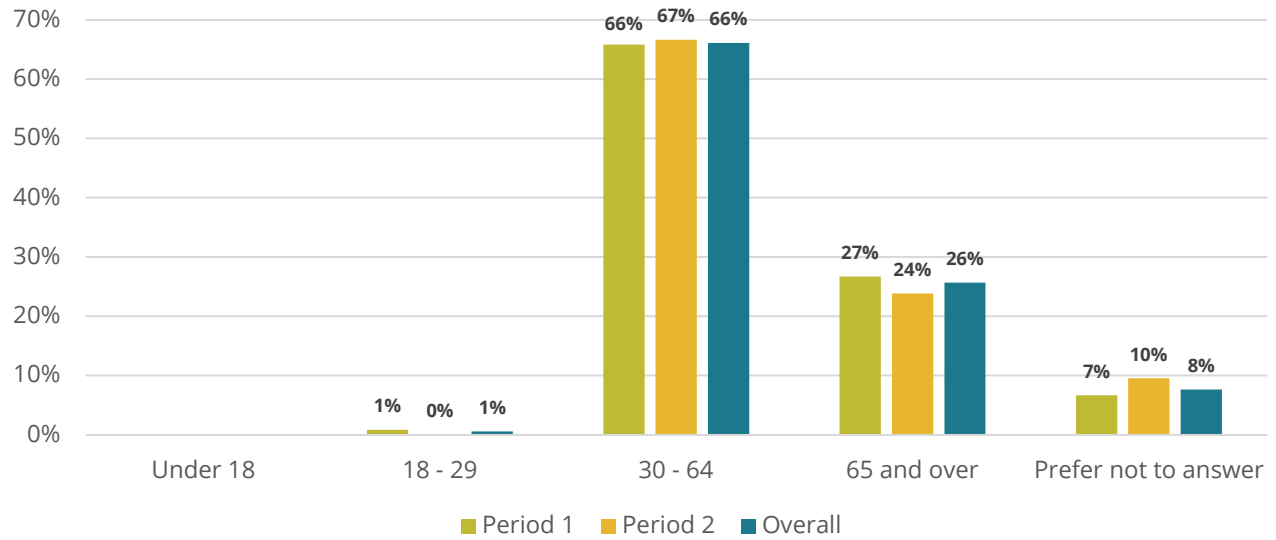
About one-quarter of respondents identified as an artist (hobbyist), and 4 percent of respondents identified as professional artists.

Q15. What is your race/ethnicity? Select all that apply.

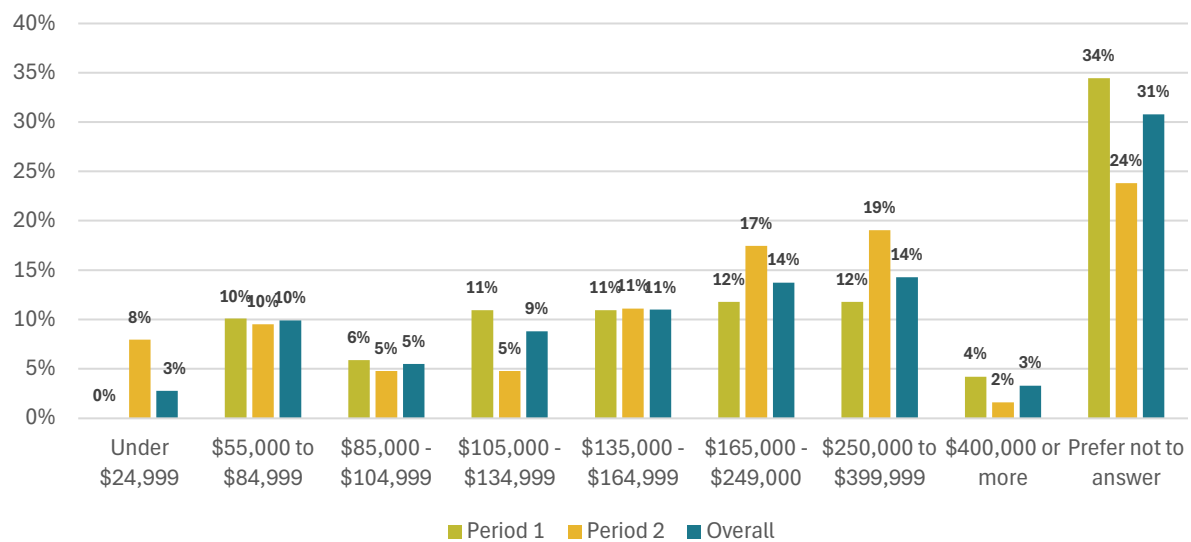


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Q16. What is your age range?

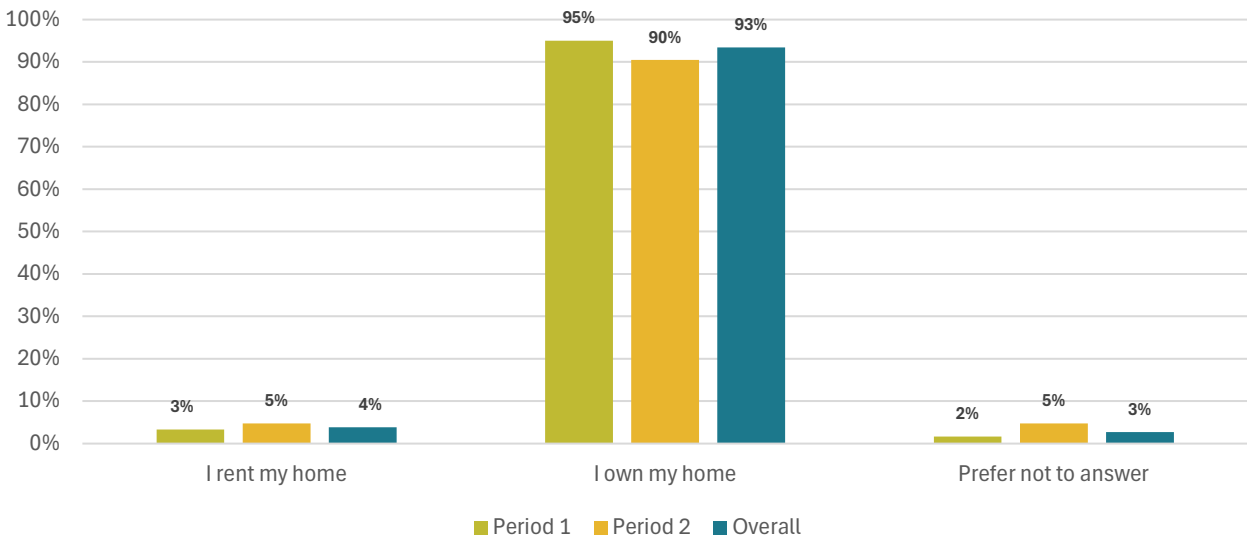


Q17. What is your household income?

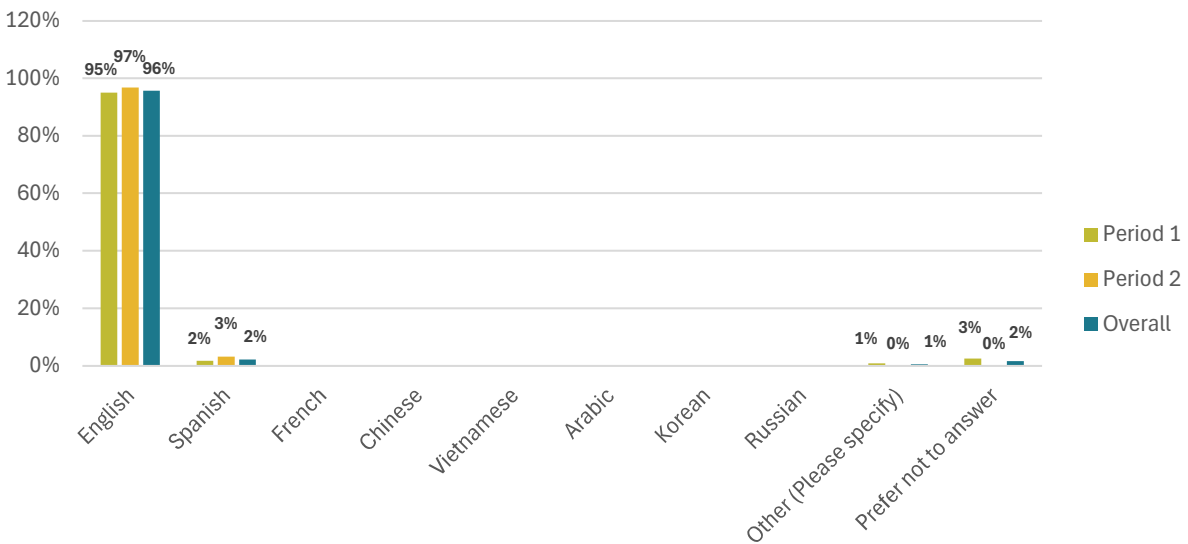


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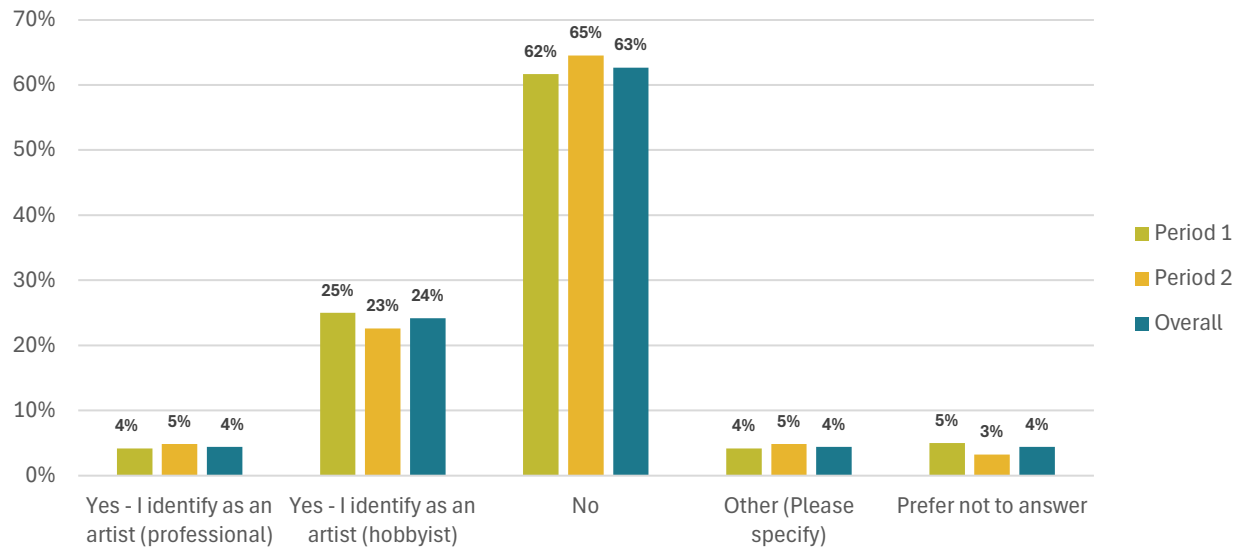
Q18. Do you rent or own your home currently?

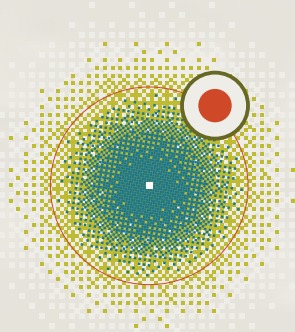


Q19. What is the main language you use at home?



Q20. Do you identify as an artist (professional or hobbyist)? If yes, please indicate if you create or showcase art in the study area.





PRESIDENTIAL PARKWAY

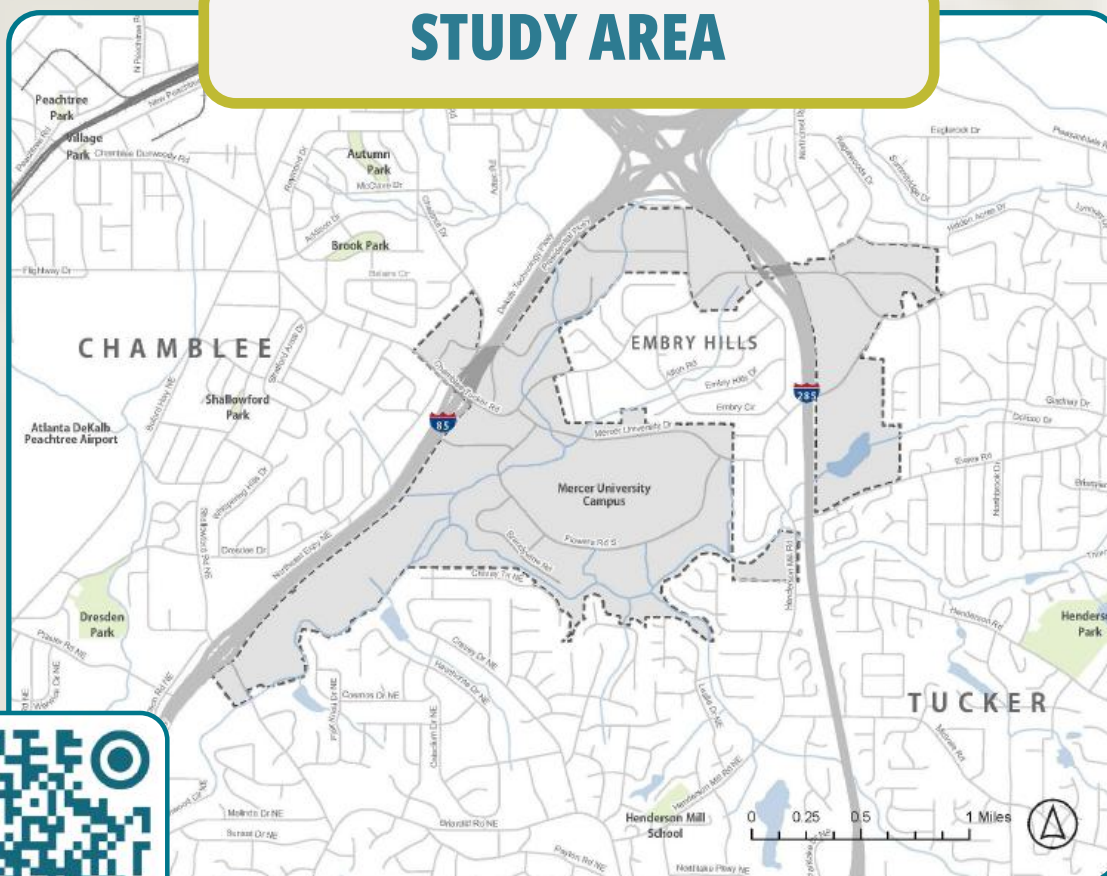
Embry Hills Arts and Culture

EMBRY HILLS & PRESIDENTIAL PARKWAY ARTS AND CULTURE SMALL AREA PLAN

DeKalb County is studying how to enhance the community through arts and culture initiatives and public realm improvements.

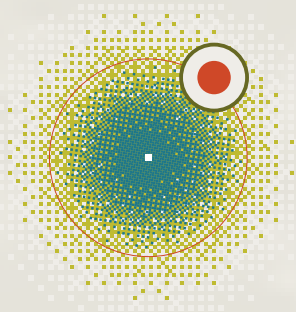
Help us envision a more connected, vibrant, and amenity-rich area!

STUDY AREA



Provide Input Today!

EngageDeKalb.DeKalbCountyGA.gov/eh-pres-pkwy



PRESIDENTIAL PARKWAY

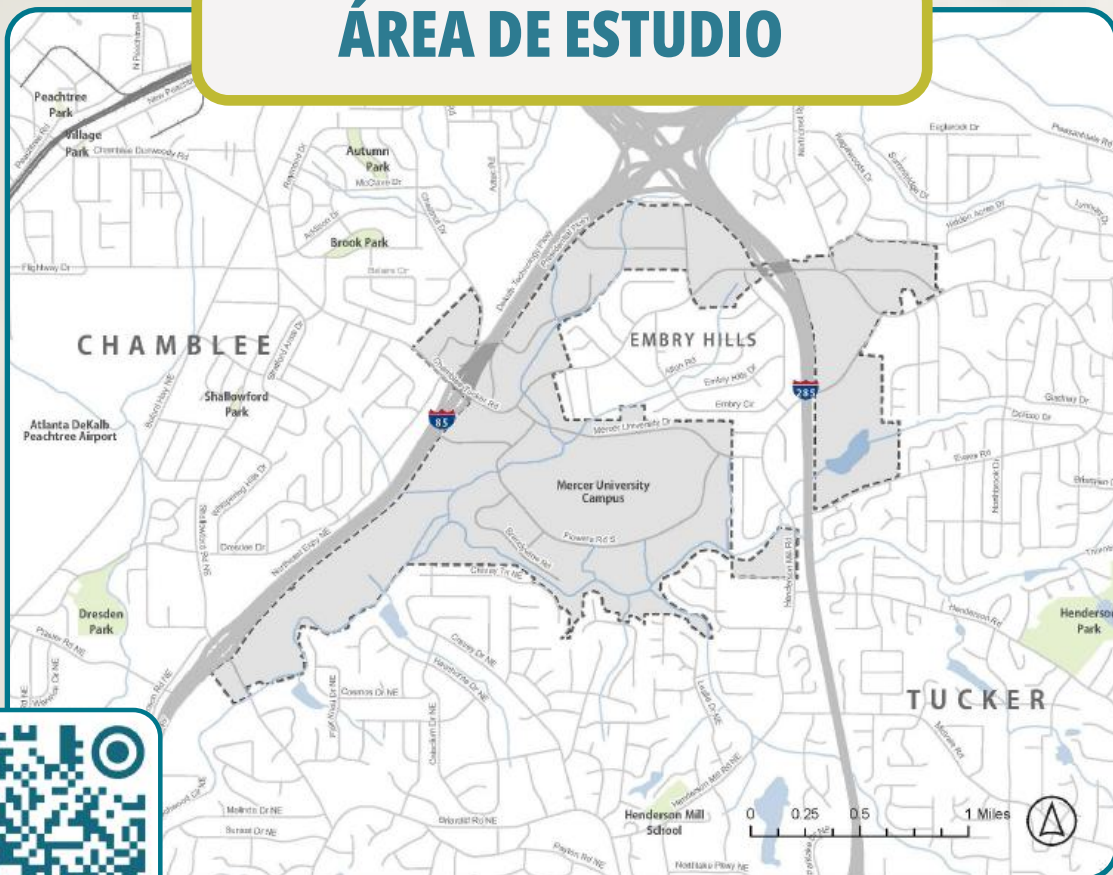
Embry Hills Arts and Culture

PLAN DE ARTE Y CULTURA PARA EMBRY HILLS Y EL PRESIDENTIAL PARKWAY

El condado de DeKalb está estudiando cómo mejorar la comunidad a través de iniciativas artísticas y culturales y mejoras del espacio público.

Ayúdanos a imaginar una zona más conectada, vibrante y llena de servicios.

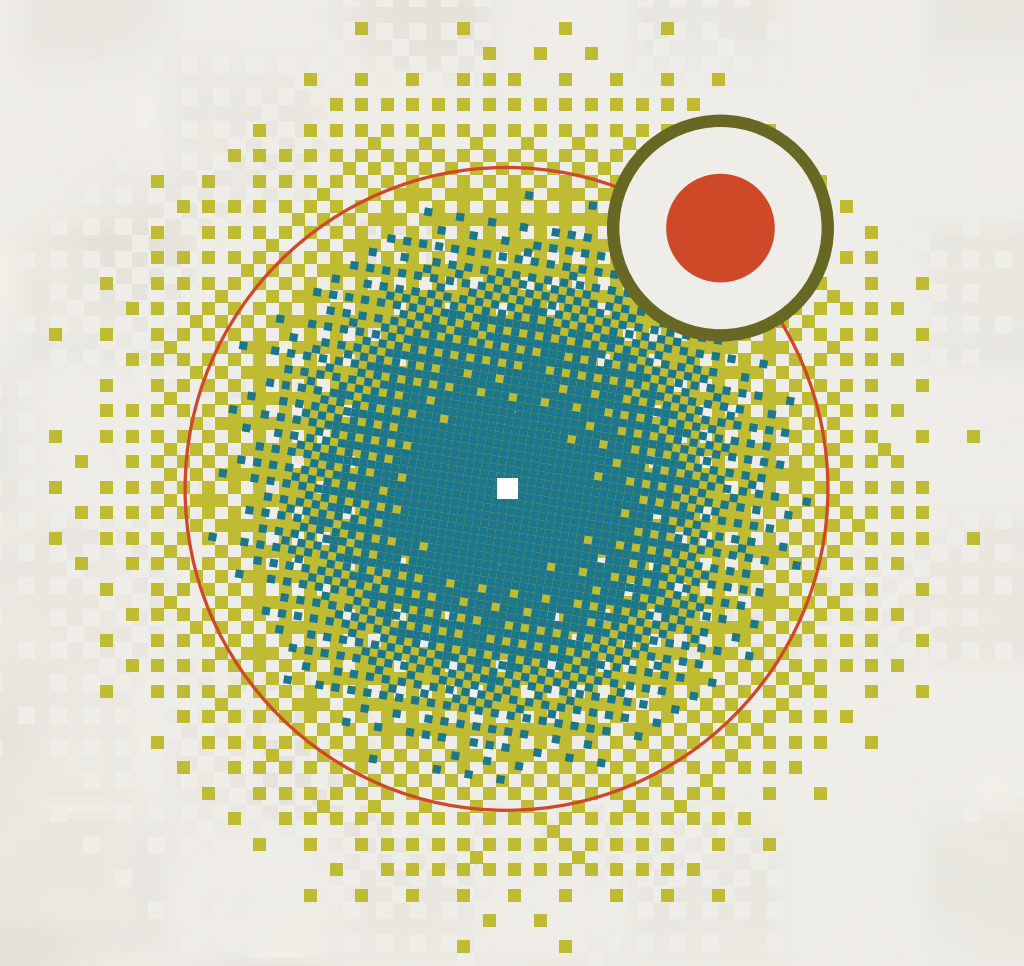
ÁREA DE ESTUDIO



¡Danos tu opinión hoy mismo!

EngageDeKalb.DeKalbCountyGA.gov/eh-pres-pkwy-translation

WE WANT TO HEAR FROM YOU!



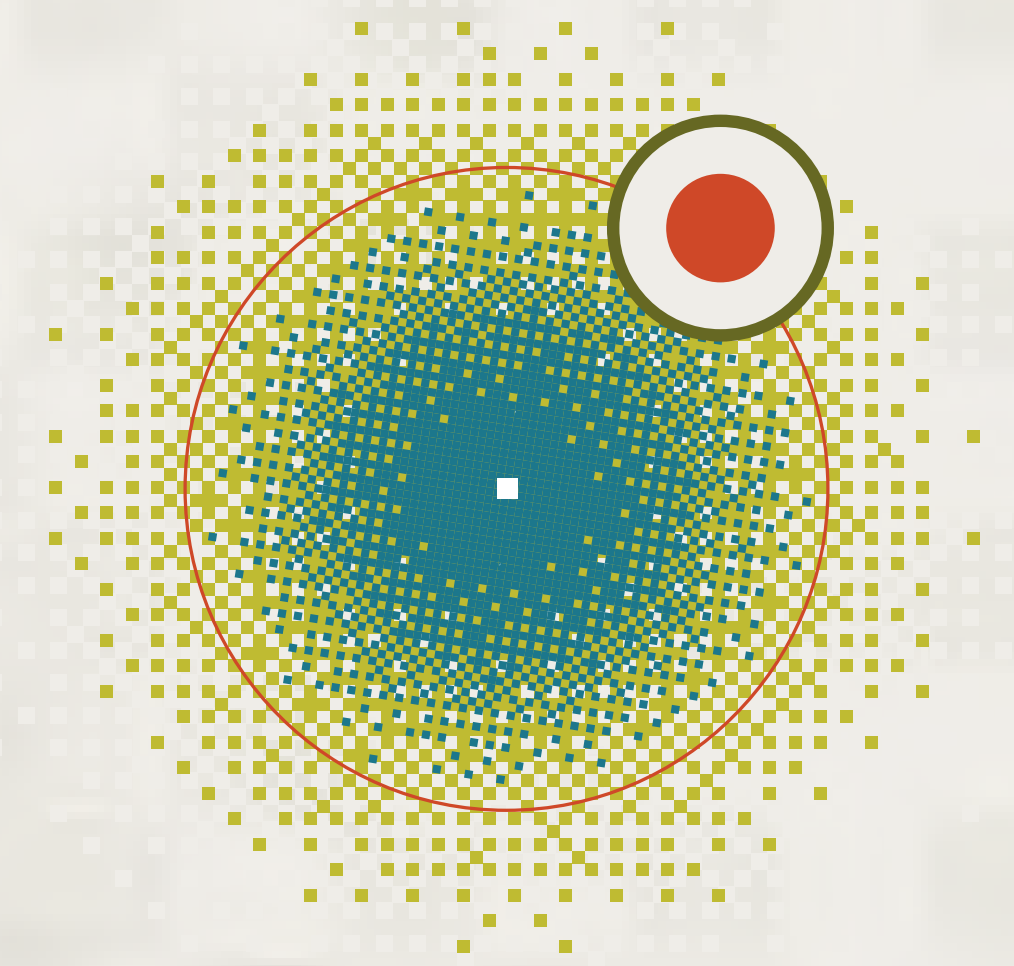
Embry Hills and Presidential Parkway Small Area Plan

Share your ideas for
improving the community
through art, amenities,
safety enhancements,
and more!



Learn More: EngageDeKalb.DeKalbCountyGA.gov/eh-pres-pkwy

¡QUEREMOS TU OPINIÓN!



Plan de Embry Hills y el Presidential Parkway

¡Comparte tus ideas para
mejorar la comunidad
con arte, servicios,
mejoras de seguridad y
mucho más!



Obten más información: EngageDeKalb.DeKalbCountyGA.gov/eh-pres-pkwy

Appendix

Table 1: Q2. What words come to mind when you think of the Embry Hills-Presidential Parkway and Surrounding Communities (see study area map above)? Think about how the area feels, looks, or what it is known for.

#	Response
1	Undefined. Surrounded by nice SF neighborhoods. Mercer U, Lifeline, Climbing place, Class B-C retail and office, Class B-C apartments (2,700 units), crappy motels that house those on the edge, growing homeless camps, lots of convenience stores.
2	A bit run down. Not cohesive. Empty storefronts. Not walkable. not appealing. Especially Presidential Parkway.
3	Lifeline, Ghost Kitchens
4	Glad to see landscaping has improved greatly Warren tech is a wonderful school for young adults with disability's love the Embry hills library I think a park is needed the area neighborhood is very walkable the creek could use some help it's very over gro
5	Neglected
6	Peaceful, quiet, friendly
7	Rather disjointed
8	Wasted opportunity. Prep kitchen tried to do something and failed. I have ideas and plans that I won't share here to be stolen. That place is a gold mine if someone can figure out marketing and sales.
9	Suburban, underperforming, needs rebirth of old round building
10	Blight, commercial wasteland,
11	Lack of police presence & long response times & needed Presidential parkway redevelopment
12	Residential, freeway, small business,
13	A bit trashy. Low curb appeal. Old. Underutilized.
14	Convenient location - mixed use.
15	Mercer, Ponko
16	Limited resources - no distinct personality - not a focal point...
17	Dull. Boring. Nothing exciting, business area
18	Disconnected. I always refer to this as Embry Hills, but the actual Embry Hills community takes offense to that. I've been excluded from Embry Hills activities for living in the study area.
19	It feels very commercial with lots of traffic, congestion, noise, sirens, retailers, parking lots, eyesores. It's not esthetic, pleasing or inspiring. Just functional
20	Thriving communities set among nature and wetlands with close access to major roads, shops, and services. We love living in Embry Hills neighborhood, knowing our neighbors, and being close to so much in Atlanta and Buford Hwys international corridor.
21	Tired, depressed, round icon building collapsing, crime, homeless loitering ime
22	Old, car centric, not pedestrian friendly, gray, needs a cleaning, industrial, dilapidated hotel, bad sidewalks, not bike friendly
23	Office park
24	My neighborhood - green, lush. Conveniently located.
25	Old, rundown, Club Europe, round hotel
26	Stable neighborhood, attractive, well kept
27	Industrial, a bit rundown
28	Shady, quiet.
29	Diversity

DeKalb County Embry Hills-Presidential Parkway & Surrounding Communities Placemaking Strategy Survey Summary

#	Response
30	I used to live in this area and there aren't enough pedestrian or cycling facilities. There's not enough connectivity without being forced to drive and the area around the shopping center is especially awful.
31	Getting better. The Landscaping of the medians made a big difference.
32	small shopping restaurants, traffic, semi blighted
33	Industrial
34	Family-oriented, lacking identity, siloed businesses, disjointed
35	Blah
36	Mid-century, diverse, modest, highway exit
37	Mercer University
38	Car-centric suburban area with poor walkability and lack of food and beverage options. Good vehicular accessibility to the rest of the City via I-85.
39	Older established neighborhood.
40	Embry Hills Shopping Center. Developing Area.
41	Disparate, disjointed and poorly interconnected for non-automobile modes of transportation
42	Convenient location that is not being utilized to its best potential. Rising crime area.
43	Great place to live. Unspoiled flood plain surrounded by unspoiled nature.
44	Quiet neighborhood surrounded by beautiful forested land including undisturbed floodplain, trees and natural habitats. Very close to local businesses that are easy to access.
45	Neglected. Still undeveloped vacant lots where businesses used to be years ago. Gas station proliferation.
46	The dilapidated Presidential Hotel that is an eyesore to the area
47	The PREP complex has enormous potential; and even long-time residents like me have no familiarity with the Mercer University property. It would be a wonderful site for a local festival.
48	This area of the city is green and beautiful. Let's keep it that way by NOT destroying nature. Please do not build a concrete bike road through the Mercer flood plain.
49	The area is fine as it is. Comfortable, safe, accessible. Do not want or need changes, and especially do NOT want any development (including PATH/PCG-style concrete bike routes) placed in the Henderson Mill Creek floodplain.
50	Fourth tier retail with lots of empty storefronts Definitely an underutilized area that could be very nice as it's surrounded by high income earners
51	Trashed Presidential Hotel. Noland Plumbing, North Hills Shopping Center, Embry Village Center
52	Diversity, good neighbors, peaceful area.
53	Presidential parkway = rundown, eyesore former hotel
54	A mixture of everything and everybody.
55	Haphazard development. Difficult pedestrian access.
56	Dated. Poor. Homeless. Bad schools. Too much traffic. Has potential if investment is made.
57	Needs more community identity and the greenway
58	In-between. Unmoored. Not well taken care of.
59	small businesses, university, unique dining places.
60	Desolate, ugly, forgotten, huge opportunity but no love,
61	It is dark at night, could use more street lights but is a good scenery for walks
62	nice residential area
63	Nice houses, run down strip malls.
64	The abandoned high rise hotel
65	Hot, driving, in the shadow of Spaghetti Junction, hub for food prep
66	Established neighborhood, lots of good features except lack of neighborhood bars & restaurants.

DeKalb County Embry Hills-Presidential Parkway & Surrounding Communities Placemaking Strategy Survey Summary

#	Response
67	Commercial, business, campus, interstate
68	Commuter area with some unsafe pedestrian issues as well as trash on the ground
69	Needs improvement
70	Potential
71	Underutilized, convenient and more affordable than other areas of Atlanta but underdeveloped and the current offerings have missed the mark. Old buildings left vacant and demolished lots left in a mess on Chamblee Tucker road look terrible.
72	Office Parks
73	Office park, need green space clean up, giant circle building of apocalypse
74	Mercer, business, latino community, opportunity, Good location for business, crime, theft, homeless, drugs
75	Green, family friendly, safe, convenient
76	old, unpedestrian, unattractive from highway, confusing to navigate
77	Untapped potential
78	Forgotten area that has a lot of opportunities for growth and development
79	Commercial - not appealing.
80	Bland office park
81	Sad. Has seen better times. Could be so much more.
82	Known for eternally defunct dilapidated hotel compound with lots of potential that never happens 1
83	Abandoned, industrial, commercial, forgotten
84	Presidential parkway area looks like an abandoned industrial/office park. The walking dead could've filmed there! It is wasted space and a park or a more welcoming environment would do wonders and bring people!
85	It is known for the circular building that has been unoccupied for years. It is next to spaghetti junction and associated with that structure. The neighborhoods in this area are older but relatively stable. It is an area with a more Hispanic/ Latino pres.
86	Crappy roads, poor landscaping. Hate the name of the road "presidential parkway"
87	Potential; restaurants; car dependent
88	Commercial properties only marginally associated with business needed for individuals/families. A disconnected gerrymandered area.
89	Has seen better days. Could be so much. High income earners, ITP, good schools. Has such potential for becoming a sought after area.
90	I like the trees. I drive through everyday but don't go to many places in the area, except Kroger shopping center
91	The round building that at one time was beautiful and now is just a derelict.
92	Hidden gem, community oriented, eye sore, conveniently located, homeless, suburban, potential, friendly
93	Peachtree Creek Greenway is a great way to connect to this area!
94	blighted [at least presidential parkway and the access road]
95	Homeless people, DeKalb BOE destroyed local schools, very few quality restaurants, no policing, illegals
96	Great Area. But, Run Down. Tired looking. Beginning of homeless tents.
97	Neglected. Vacant, ugly hotel shell.
98	The old Presidential Hotel and other areas look awful and drag the reat of the area down. It's in flux, a mix of old and new, but still needs a lot of love to make it feel safe and appealing.
99	Underutilized; eyesore (Presidential Parkway) The sign at the entrance to Embry Hills shopping center now says Embry Village. What happened to the Embry Hills name? lls name? Too confusing and could be confused with Emory Village in Decatur.
100	Neglected by DeKalb County

DeKalb County Embury Hills-Presidential Parkway & Surrounding Communities Placemaking Strategy Survey Summary

#	Response
101	Presidential Parkway area, to me, is dominated by a huge eyesore... the old hotel.
102	Vintage
103	Isolated, it doesn't feel like we are connected into the surrounding communities.
104	Wooded neighborhoods, safe, low crime
105	Crime and dirty
106	Pedestrians, walking, friendly, eclectic.
107	Mercer, revitalizing
108	Residences, Public Shopping, Nottaway pool
109	Run down, forgotten
110	Many Homeless people at exits asking for money
111	Declining expressway industrial with minimal interest and poor access.
112	Diverse
113	Businesses, abandoned hotel, lifeline, ghost kitchens, mercer home
114	Diverse. I see no similarities between Embury Hills, Pleasantdale, Presidential Parkway, the area along the expressway, and the random area north of I-85. This feels like a Frankenstein neighborhood cobbled together with no social fabric.
115	Strange intersections and traffic patterns, unpedestrian
116	Neglected by local government and business organizations. Could be so much more! Definitely underutilized and underappreciated.
117	Verdant, homey, warm
118	Home. "Gateway to DeKalb". Homeless encampments.
119	Potential
120	Outdated, diverse, trees, family centric, limited walkability, limited dining/activity options
121	Needs attention but has great potential
122	My neighborhood, residential, commercial mix. Walkable, neighbors know each other.
123	Disconnected... these are older neighborhoods, businesses and universities separated by highways and roadways
124	residential and highway frontage roads and buildings
125	Suburban neighborhood with little vitality...limited gathering places, owner operated restaurants and shops,
126	Close to Atlanta but 100% not Atlanta.
127	It is a neighborhood, with people of diverse colors and nationalities -- a good mix! It is known for being next to I-85/I-285, but the traffic that is actually here is not bad!
128	Great opportunity but still a scruffy area.
129	Pass through area (Chamblee Tucker) great neighborhood (Summit ridge, Lynnray, etc),
130	Not easily accessible
131	Nice homes and Mercer
132	Feels shady/unsafe
133	Potential public greenspace
134	Kroger, commercial
135	Home
136	Lacking quality amenities relative to how nice the homes are in the area.
137	Many people know about Stone Mountain, so it does have potential to draw traffic. However, in my drives through Presidential Parkway, it seems sadly blighted.
138	Unkept, unsafe sidewalks

DeKalb County Embury Hills-Presidential Parkway & Surrounding Communities Placemaking Strategy Survey Summary

#	Response
139	Family friendly community, down to earth, lots of kids, friendly, somewhat run-down / ignored by the county and this a feeling of being "in between" attractive places like Chamblee and Tucker, which had had all sorts enhancements
140	Diverse, traffic, freeway, some community
141	Known for Mercer only, full of potential, underdeveloped.
142	Souless
143	Great area
144	Convenient, underutilized, great potential
145	"Junk plazas" lack of attractive restaurants, bars.
146	Too many cars, too much car-oriented development, no sense of place, no places for people to gather
147	hard-working families of varying ethnicities and tax brackets, lots of children, lots of churches, bikers, walkers
148	Embry family, residential homes, Gateway to DeKalb, gas station proliferation, relatively ignored by DC
149	Promising but unattended to
150	Dated, nice Kroger but otherwise run-down,,and car-oriented
151	Needs murals on retaining walls on CTR
152	The study area is disconnected by commuter traffic. The opportunity here is to establish a neighborhood identity that serves both the large outbound and inbound interests.
153	Busy, grungy
154	Nothing really
155	None
156	Friendly. Traffic issues.
157	Isolated
158	Too many gas stations, very limited access for walking and/ or biking. Visually ugly!
159	Walkable neighborhoods
160	Spaghetti Junction
161	congested, disconnected
162	Variety, peaceful, beautiful
163	Access to 85 and 285, retail and Mercer college
164	It feels tired and needs to be more modernized and getting the green belt walking trails would be awesome as well. Please tackle the homeless encampments at Chamblee Tucker Road and 285.
165	I got nothing
166	Traffic. Freeways. Multi cultural.
167	It needs some love
168	Not sure
169	rundown, very limited businesses

**The planning team did not make any adjustments for spelling or grammar. Comments have been listed exactly as received.*

DeKalb County Embury Hills-Presidential Parkway & Surrounding Communities Placemaking Strategy Survey Summary

Table 2: Q12. If you could bring one bold or creative idea to life in the study area, what would it be?

#	Response
1	Art installations, statues
2	Now that Publix is closing there is a big void to fill. Focus more on things like the Peachtree Creek Greenway, sidewalk connections, and transit. Art and such should be secondary to more pressing issues.
3	Being safe to walk
4	Something big that would honor the permanent owner occupied people who live here. Quit catering to lower income transient residents. The people who own property have to live here every single day.
5	Protected bike trail from 85 to existing stone mountain path
6	Festivals
7	Greenway along North fork of Peachtree Creek
8	murals on large retention walls
9	Native and fruit producing plantings, literally create a food forest
10	neighborhood signage over the 285 CTR overpass
11	But out the old apartment complexes and put in parks
12	Connect a Greenway all the way to the Atlanta Beltline
13	Painted utility boxes at intersections, like Decatur, Chamblee, etc
14	Pushing the Peachtree Creek Greenway forward.
15	A changing scenery
16	Connect to Tucker to the Atlanta Beltline Trail along the North Fork of Peachtree Creek via trails.
17	Less focus on public art - the value & quality of art is too subjective to justify taxpayer funding. Focus on preserving & improving the study area's natural beauty (tree canopy, native flora, pockets of undeveloped land) - remediate all homeless camps.
18	Connected sidewalks
19	A small park with a playground or walking area.
20	Repurposing the north lake mall into something usable for the surrounding community. Open air venue perhaps with shops, restaurants, playground etc like the Avalon or Colonial Squares
21	bring housing and retail business into the area. i was excited about assisted living facilities being there, but even some mid-level apartments would at least bring traffic.
22	A big open fenced green space with play structures and nearby walking paths
23	A car-free greenspace with some kid features+ adjacent restaurants and an entertainment district zoning so that families could gather, enjoy a drink, and let kids play safely
24	Local cafe, coffe shop tnst we could walk to
25	A waterfall wall that had a beautiful mural behind it that was complemented by the falling water. Plenty of seating in that area.
26	Morer owner operated shops, galleries and cafes
27	More business
28	Street scape Mercer University Dr: sidewalks on both sides of the road, distinctive lighting, improved pedestrian crossings, landscaping, traffic calming, 35 mph for its entire length, improvements to the intersection with Henderson Mill Road
29	Remove the giant parking lots to create shared or pedestrian-only streets that connect to the Peachtree Creek Greenway.
30	Turn county property in the EH subdivision on Barkside into pocket park. Finish Peachtree Creek Greenway.
31	Public spaces to gather

DeKalb County Embry Hills-Presidential Parkway & Surrounding Communities Placemaking Strategy Survey Summary

#	Response
32	Public gathering space with restaurants around it (similar to tucker greenspace or Peachtree corners) + ways to walk to it
33	Murals on the retaining wall identifying Embry hills
34	Beautiful, artistic play areas and water play areas that encourage community gatherings of all ages. The feel of Peachtree Corners Town Green or of Toco Hills Promenade.
35	Playgrounds
36	The county must get behind the extension of the Greenway
37	More business
38	Traffic calming on Chamblee-Tucker Rd.
39	Creative green spaces to linger, relax.
40	more walkable surroundings, less motor noise, safety
41	Safe public outdoor space
42	Walking areas - places where people could walk for exercise
43	Invite some good name brand businesses and good restaurants
44	Statues or some sculpture
45	Connect bike lanes and paths beyond the perimeter to allow true connectivity to the Atlanta core
46	Greenery featuring Georgia Native Plants
47	connecting sidewalks from chamblee-tucker rd to 285, Presidential parkway sidewalks and more arts events

**The planning team did not make any adjustments for spelling or grammar. Comments have been listed exactly as received.*

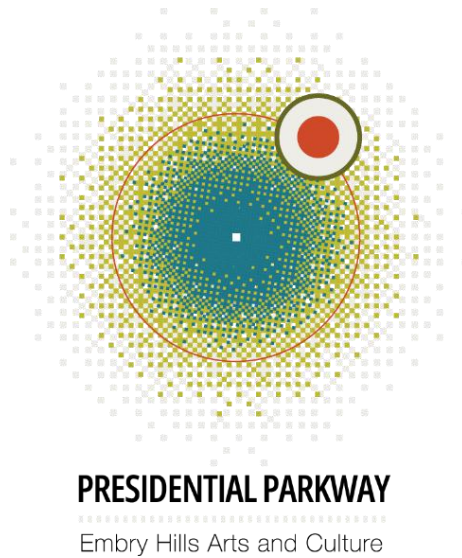
Table 3: Q.13 Is there anything else you would like to share about the study area?

#	Responses
1	We need something like Lidl, Trader Joe's or Aldi to replace the Publix at Shallowford Exchange. We need more vibrant retail and dining options.
2	I truly value art, I'm an artist. But if we can't safely send our kids 3 blocks away to school, then we have to solve for that first.
3	Getting out of our cars and seeing people/places face to face is absolutely core to creating community. Until people feel safe walking and biking in this area, people will continue to primarily drive.
4	I hope that we will have some interesting developments and multi-use facilities rather than just a bunch of apartments slapped up overnight.
5	Chamblee tucker desperately needs restripped 85 to just beyond 285! The homeless around 285 and 84.
6	This area needs something to connect its identity and the Top End 285 project will negatively impact this area. Whatever this project is it needs to plan for the continued disruption of community and identify from GDOT projects.
7	pedestrian safety
8	It's time to ban the casinos in all the convenience, store stores . Also have sting operations, catching the criminals, putting graffiti all over the place. Someone's mural isn't the answer. Good schools equal high property values which in turn bring in better commercial businesses. It's time to work with the school system to buy apartments and tear them down. Turn our schools into neighborhood schools.
9	Connected paths will improve quality of life for all. It will increase economic opportunity and make the area safer.
10	Complete streets projects, 3D art, green bike lanes, marked crosswalks, intimacy in an enhanced pedestrian experience, painted retaining walls on Chamblee Tucker with murals, "gateway" signage that suggest arrival into a designated community, unique bus shelters, continuous sidewalks on

DeKalb County Embry Hills-Presidential Parkway & Surrounding Communities Placemaking Strategy Survey Summary

#	Responses
	Chamblee Tucker, North Crest and other major streets, design guidelines, infusion of new technologies...solar, geothermal, etc , clean up of intersections as t 85 and 285. Design and build to the scale of pedestrians and let auto follow.
11	Keeping it clean and free from garbage and debris.
12	Needs sidewalks that connect to make it walkable.
13	Focus on the homelessness in the area before focusing on the beautification efforts. Also, we need speed bumps on Dunnington Circle.
14	There's lot of empty store fronts for such a populated area. I would think those could be rented out or converted into something nice for the community.
15	I'm happy someone is looking at this. I sincerely hope it moves past the "study" phase and leads to action.
16	Tucker greenspace and toco hills shopping center would both be great inspiration. In addition, it would be extremely valuable to create walkability to this retail + public space from surrounding communities with a beltline-type of walk and bike path. I would absolutely include connecting the Evansdale neighborhood, that is unfortunately not included in the study area but is clearly relevant and full of families that shop here and go to embry hills and whose taxes go into this project. I believe all of the Evansdale school district should included in this place-making strategy. It is a glaring hole on the map where every other adjacent neighborhood is included in Chamblee, this study area, or tucker.
17	we have shared this with this group ad nauseam,however, one more time just because. The area has wonderful potential, but is extremely unsafe due to a large unhoused population and some pretty seedy hotels in the area. Additionally, Many streets, lack sidewalks and there is no seating for buses or any public spaces to really sit and enjoy the area. Any enhancement would be deeply appreciated, however, without addressing the underlying issues, any enhancement will be likely to go, unused, or, be primarily used by our unhoused population.
18	No
19	Higher density developments are needed to attract restaurants and shops.
20	This area would benefit from a MARTA train station.
21	Disappointed that you increased the size and scope and reach of the original SAP for Embry Hills.
22	Make it more walkable.
23	Need speed indicator signs at Embry circle as nd Alton intersections. With street cameras.
24	I have enjoyed living in the Embry Hills area, and hope to commit for a long time as my family grows up. I appreciate the effort made to get everyone's input!
25	Please add playground you can safely walk to
26	No
27	I am so glad that this study is happening. I live a block from EH library, but have to drive there because it is too dangerous to walk across Chamblee-Tucker Rd.
28	Sitting areas with wifi would be great to encourage people to stay
29	Handicap accessible
30	I've been a resident in this area since 2009. The over grown medians on Chamblee Tucker Road were an eyesore for a long time. I'm glad they have gotten some attention. I would like to see similar improvements. It would also be nice to have some better shops and restaurants in the Embry Hills shopping center, and in the other nearby strip malls.
31	I would like restrictions on traffic flow for Embry Hills - it is fighting to walk on this road.
32	Do not take decades to address upgrading these areas. The areas are so old and worn out, it invites, crime and homeless people.

**The planning team did not make any adjustments for spelling or grammar. Comments have been listed exactly as received.*



Presidential Parkway Placemaking Strategy

Walkability Assessment Site Visit

Wednesday, May 14, 2025 | 12:30 AM – 2:00 PM

Tour Schedule

Time	Item	Note
12:30 pm	- Meet in Embry Hills Library Parking Lot (3733 Chamblee Tucker Rd, Chamblee, GA 30341) - Overview of project goals, walking tour route, and distribute maps and schedule. - Minivan will depart at 12:40 pm	- You are welcome to bring snacks/lunch if you do not have a chance to eat beforehand. There are several places to purchase food in the area as well. - Please wear comfortable walking shoes
12:40 pm	- Drive across Chamblee Tucker Road, Northcrest Road, Silverback Way and check the Silverbacks Park sports facility there - Drive back and drop off at Dunkin Donuts at Chamblee Tucker Road - Walk across Chamblee Tucker Road and I285 crossing towards Mediterranean Bakery - Bus pickup	- We will have safety vests for visibility as we walk this - Consider connectivity and walkability at the intersection
1:00 pm	- Drive across Buckeye Road and Presidential Drive to Explore commercial street - Drive back to Chamblee- Tucker Road - Stop at Embry Hills Chrch of Christ - Walk section of Chamblee Tucker Road	Stay on the lookout for bus stop conditions, walkability, and safety

Presidential Parkway District Tour Map



LEGEND

Activity Centers

Cemetery

College / University

Commercial or Retail

Place of Worship

Library

School

Senior Center

Subway Station

Railroad

Water Body

Park

Building Footprint

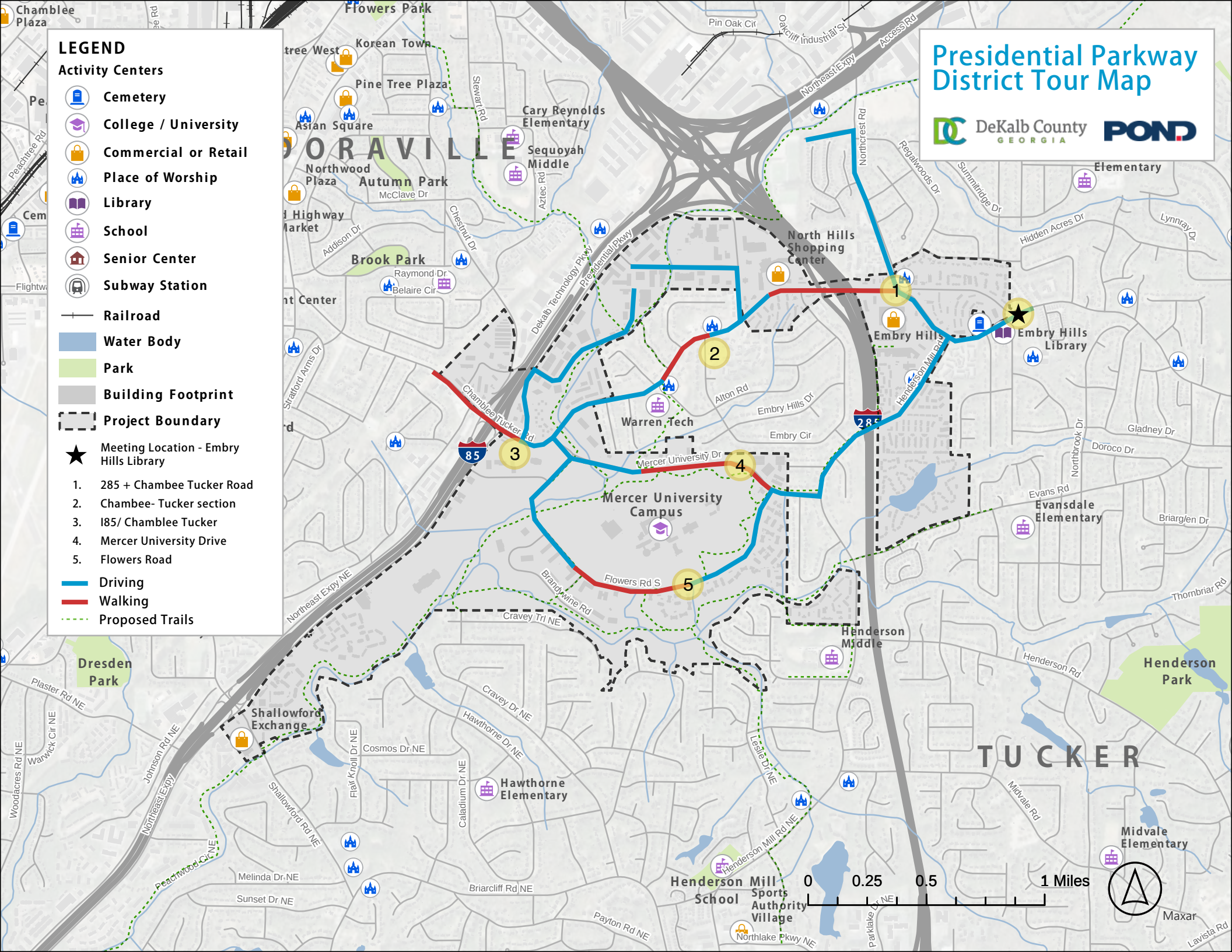
Project Boundary

Meeting Location - Embry Hills Library

Driving

Walking

Proposed Trails

 1. 285 + Chambee Tucker Road 2. Chambee- Tucker section 3. I85/ Chamblee Tucker 4. Mercer University Drive 5. Flowers Road

1:15 pm	• Minivan Pickup at Chamblee-Tucker Christian Fellowship • Continue drive on Chamblee Tucker Rd • Drive across Presidential Parkway • Go back and Stop at Ponko Chicken Restaurant • Walk the Chamblee- Tucker and I 85 crossing • Meet Minivan at Waffle House	
1:30 pm	• Minivan pickup at Waffle House • Drive across Mercy University Drive • Stop at Out of Love Ministries • Walk section of the Road • Meet at DeKalb County Fire Station	
1:45 pm	• Bus pickup at Dekalb County Fire Station • Drive across Flowers Road S • Stop at Professional Associate GA • Walk section of the Road • Meet at Mercer Village	
2:00 pm	• Minivan Pickup at Mercer Village • Drive back to Embry Hills Library • End of Site Visit	

Questions for consideration:

- What surprises you about the area?
- What are the major barriers to overcome?
- What are your three big ideas for this plan?
- What is the number one priority for walkability?



Project Advisory Group Meeting 1

Meeting #1

May 15, 2025, 12:00 p.m. – 1:00 p.m.

Attendees

Project Team

- Lilian Al-Haddad, Pond
- Ansley Belton, Blue Cypress Consulting
- Elizabeth Low, Purpose Possible
- Natalia Garzon, Purpose Possible
- Jessica Florez, JFG Cities
- Tricia Prevost, DeKalb County
- Eva Chaveau, DeKalb County

PAG Members

- Katherine Dirga, MARTA
- Cynthia Benefield, DeKalb County, Division Manager for Cultural Affairs, Marketing, Special Events
- Julie Martin, City of Tucker Planning Manager
- Aronda Smith, City of Brookhaven Planning & Zoning Manager and Art Commission Staff Liaison
- Mari Ann Banks, Embry Hills Civic Association
- Diana Pitcher-Williams, Decide DeKalb
- Gregory Hannah-Jones, Staff for DeKalb County Super District 7
- Jill Hackett, Embry Hills Civic Association
- Tara Smith, Staff for DeKalb County Commission District 1
- Mayira Bunting, City of Doraville
- Bo Lee, CPACS
- Kelly McManaman, Embry Hills Civic Association



- Teneisha Jones, City of Chamblee

Presentation

- Lilian kicked off the meeting by going over the project goals.
- Ansley shared details about the public engagement approach. She walked through the key activities, including two pop-ups, an online survey and ideas wall, an open house, and three PAG meetings. She emphasized that the PAG is called to play a role in championing the planning effort to help spread the word to get more members of the public involved in the process.
- Elizabeth discussed the public art strategy, which includes:
 - Uncovering cultural layers
 - Creating space for artist voices
 - Planning for impact, not just ideas
 - Previewing the possibilities – a public art activation with a local artist will provide a real-time preview of what is possible in the context of Presidential Parkway
- Katherine noted that the County will need to weigh in on the barriers to public art, such as procurement.
- Lilian provided context about the study area based on the existing conditions analysis, which covered:
 - Mobility – Lilian provided maps showing freight usage along Chamblee-Tucker Road, pedestrian-involved crashes by interchanges, areas of high pedestrian use.
 - There are a number of proposed trails, but there are no existing or funded trails.
 - Land Use Potential Change Areas – several brownfields are opportunity sites.
 - About 20 percent of the study area is wetlands and floodplain, so it is undevelopable. However, green infrastructure infused with art could be an opportunity.
 - Gateway opportunities map – There are highly trafficked site entrances with multiple modes of mobility.



- Lilian discussed the following key takeaways that have emerged from the analysis to date:
 - Pedestrian gaps limit vibrant public life and everyday interaction.
 - Key nodes can become active community hubs through placemaking.
 - Trail and wetland edges offer unique nature-based gathering spaces.
 - Disconnected assets weaken corridor identity and public use.
 - High-change areas are prime for reimagining place and purpose.
- Kelley asked about how the Peachtree Creek Greenway intersects with the area.
- Lilian discussed that the proposed path intersects on the western side of the study area. This plan will look for opportunities for placemaking in alignment with the Peachtree Creek Greenway's goals.
- Kelley discussed that she is a long-term community member of the Embury Hills subdivision, and she was interested to hear how this plan would impact her subdivision.
- Katherine asked if GDOT is involved; she emphasized that they are a key stakeholder since pedestrian connectivity is so important to the success of this plan. She asked if this area is on the map of "Deadly by Design" streets.
- Lilian and Ansley noted that GDOT District 7 was invited to join the PAG. If they are unable to join these group meetings, the planning team will connect with GDOT for one-on-one meetings.
- Mari discussed safety concerns with the homeless population and hotels where low-income community members are living.
- Lilian discussed that housing is not a core focus of this plan; the plan won't have specific recommendations for housing policy, but it will make recommendations for public realm safety improvements such as lighting.
- Tara discussed that District 1 is very aware of homelessness issues in the area and is working to address it.

Discussion

- Jill discussed that PREP Food was starting to make some great placemaking efforts, but those efforts declined through the pandemic.



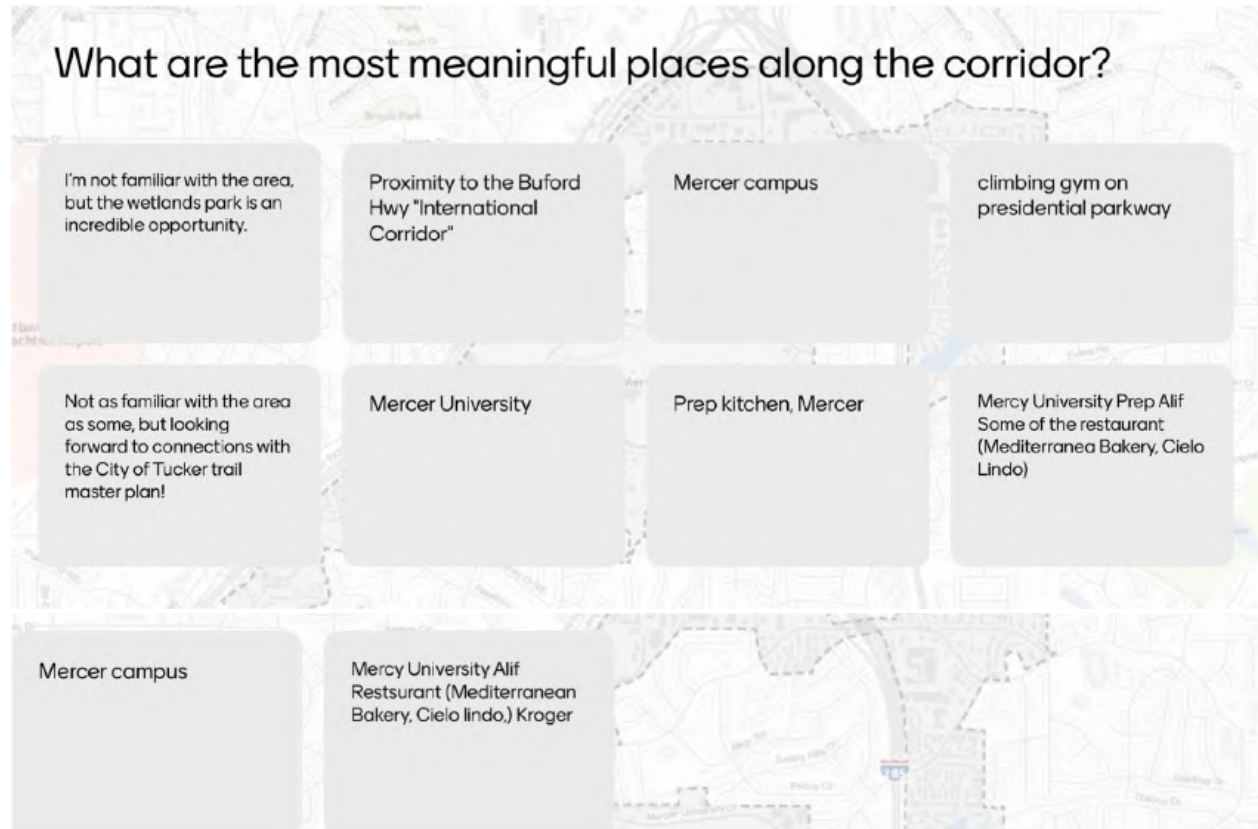
She discussed that the area has some restaurants, but mostly she prefers to go to Tucker or Chamblee for activities. She also mentioned that her community has felt left-behind and needs some continued investment (e.g., road maintenance, like potholes). She noted that public art is great, but there needs to be more done as part of the effort or else it will be like putting lipstick on a pig.

- Kelley echoed similar sentiments about how the area has had many issues and the community feels left behind. She was very happy that this plan is now looking at ways to beautify the community. She is aware that a resident is taking it upon himself to paint over graffiti.
- Teneisha discussed that public art is proven to help with safety, such as slowing cars down. She discussed how influential the public art has been for City of Chamblee. She mentioned that grants can be obtained for using public art to support street safety.
- Kelley discussed the on-ramp for I-285 South is a congestion nightmare and very dangerous for pedestrians.
- Mari asked about how public art will be maintained.
- Elizabeth discussed that the plan recommendations will discuss maintenance, with the County's budget considerations in mind.
- Kelley discussed that the area is the gateway to DeKalb. She would like to see fewer gas stations and more livable and vibrant. What can be done to provide incentives for small businesses? Why is it okay to let empty lots sit there?
- Katherine discussed that it may be a code enforcement effort.
- Jill described it as "gas station hell." It feels very industrial and it's getting worse.
- Katherine provided an example from City of Atlanta's Northside Drive area's economic development incentives.
- Tara mentioned that the gas stations and storage facilities are taking over. She feels that the county may need to implement a moratorium for these uses.



- Mari discussed that there are some islands of dirt and blighted properties in the area. What can the neighborhood do about this?
- Lilian discussed that we're looking into opportunities for these spaces, but they are private properties for the most part. She emphasized that continuing to engage in this process will be important to make this plan more meaningful to the County's decision makers.
- Kelley discussed that there are some County-owned properties that can be turned into pocket parks or community gardens.

Mentimeter Results



What are some of the biggest challenges in the study area today?

Safety, inclusion,
connectivity

Funding

Ped safety and islands
of activity that aren't
connected

Safety, homelessness,
lack of development,
poor traffic layout,

Disjointed area, non
associated municipality
makes it hard for funding.

No activity

Pedestrian connectivity

Pedestrian/bike
connectivity and safety

Public Art funds

What words best describe the future you imagine here?

family-friendly
attractive
vibrant
walkable
connected
multimodal
integrated community
creative area
mixture of uses
part of chamblee
active
looped path
chamblee rail trail



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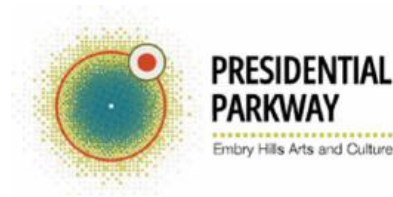
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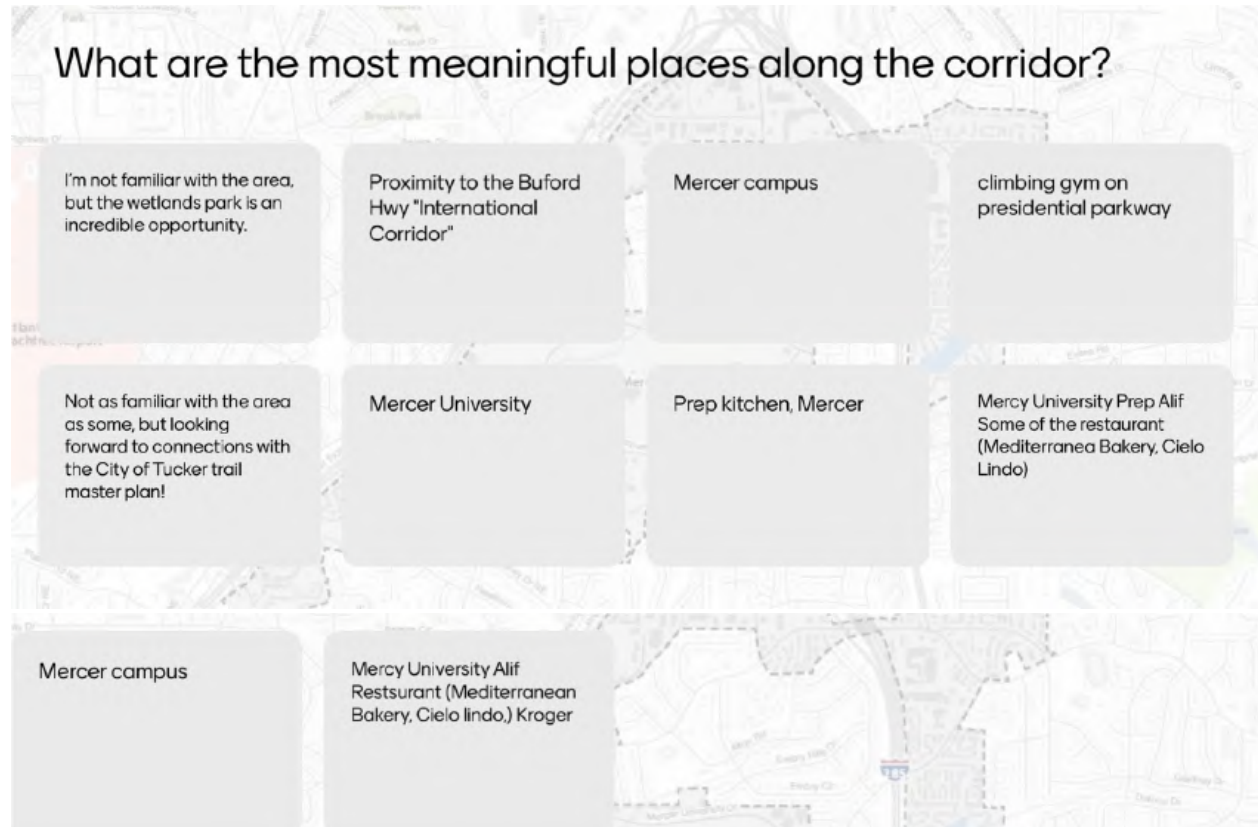
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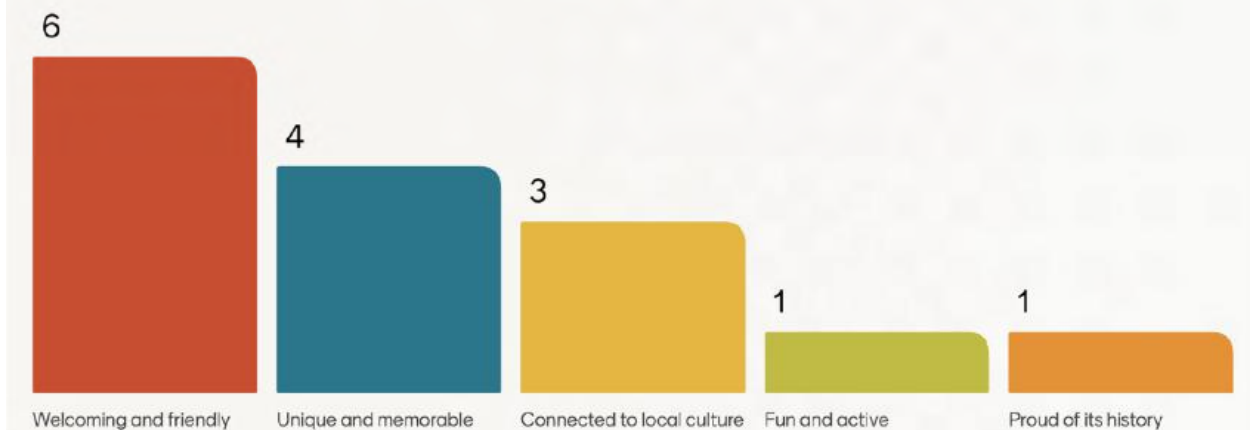
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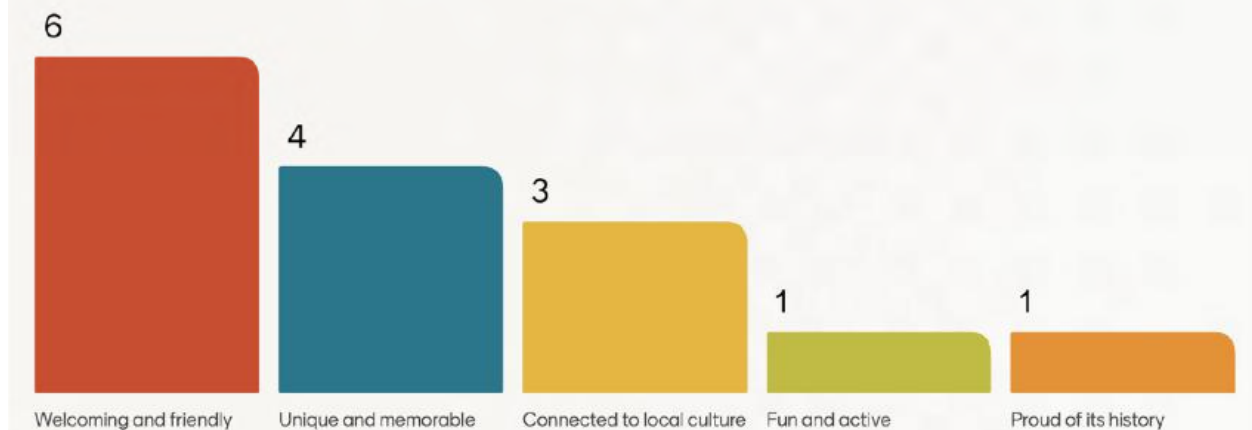
Public art can help this place feel more... *(Pick your top 2)*



Comments from Zoom Chat

1. Please solidly engage with the large tax payer group of homeowners/ stakeholders who live in the large section of this area in the long-established Embry Hills subdivision.
2. Here here!

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DeKalb County Embry Hills-Presidential Parkway Arts & Culture Small Area Plan

Business Roundtable & Pop-Up Event #2

Monday, July 28, 2025 | 11:00 AM – 1:00 PM

North Hills Shopping Center in front of Mediterranean Bakery

Overview

A second pop up project booth was hosted in conjunction with the Business Roundtable held Monday, July 28, 2025 at Mediterranean Bakery (3362 Chamblee Tucker Rd Ste B), located directly within the Embry Hills-Presidential Parkway Small Area Plan study area. The roundtable meeting convened small businesses representatives from the study area to gain insight into challenges and opportunities for implementing improvements related to connectivity, placemaking, and community amenities. The project pop-up booth served to spread project awareness, share project updates, and solicit input through interactive exercises and the online survey. Both the business meeting and project booth took place between 11:00am to 1:00pm.

Business Roundtable

The roundtable was promoted via email invitation and door-to-door canvassing of location businesses in the study area. Commissioner Patrick also helped encourage participation through direct outreach to local businesses. Approximately 24 people attended the meeting, representing various businesses in the study area.

The meeting agenda included a brief project overview, followed by interactive breakout group discussions.

DeKalb County Presidential Parkway-Embry Hills Arts & Culture SAP
Business Roundtable & Pop-Up #2 Summary

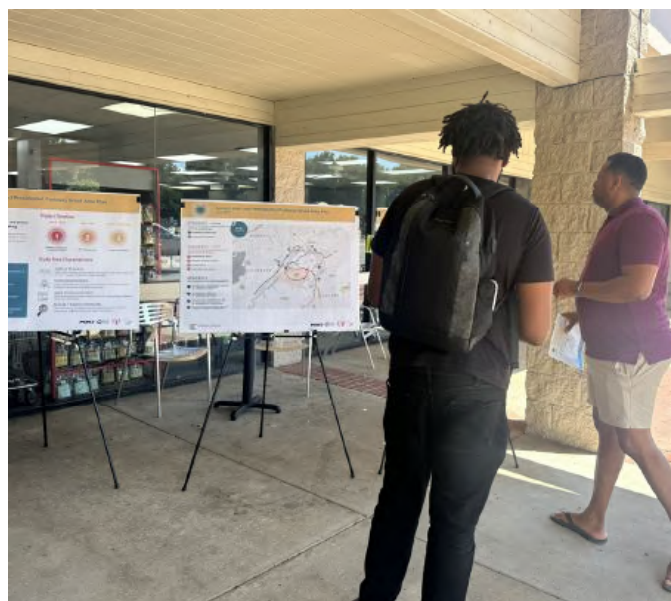


DeKalb County Presidential Parkway-Embry Hills Arts & Culture SAP
Business Roundtable & Pop-Up #2 Summary



Pop-Up Project Booth

While the Business Roundtable took place inside the bakery, the pop-up booth was set up just outside the bakery entrance to encourage participation from the community, retail patrons, and meeting attendees. Project team members were onsite to facilitate informal conversations with members of the public and answer questions relating to the project or study area. Approximately 18 people stopped by the booth, including several participants of the Business Roundtable, other retail patrons, as well as a few Spanish-speaking attendees. Several took project handouts which linked to the project survey, while some also participated in the input board activities on-site.



Business Roundtable & Pop-Up #2 Summary

Those who stopped by the project booth were invited to share input on potential improvements for the study area through quick interactive activities. Three project boards were set up to share project information and solicit input. One board provided an overview of the project, including project purpose, goals, timeline, and key characteristics of the study area. A second board outlined three key strategies for enhancements for streetscapes, complete streets, and intersections. The third board was interactive, inviting participants to share types of placemaking elements they felt were most appropriate for the study area.

In addition, the booth also included a project overview sign, a sign-in sheet, flyers with project details and a QR code for the online survey, the QR code for the project website, and candy for participants. A tablet was also available for attendees to take the survey in person if they wished as well as a sign containing the QR code for the survey if attendees wished to take the survey on their personal device.

What We Heard

Overall, attendees at the roundtable and pop-up booth indicated general support of the plan and next steps. The following key takeaways were identified through discussion during the roundtable.

1. **Address Safety and Access along Chamblee Tucker Road:** Identified as the biggest challenge in the area, this corridor needs immediate improvements to crossings, sidewalks, visibility, and traffic flow to make it safer for all users.
2. **Leverage Mercer University as a Gateway Anchor:** As the front door to the district, Mercer has potential to set the tone for walkability, placemaking, signage, and wayfinding that welcomes people into the area.
3. **Prioritize Maintenance as a Short-Term Action:** Sidewalk repairs, overgrown vegetation, lighting gaps, and basic upkeep are top concerns and should be addressed quickly to demonstrate momentum and build trust. Maintenance plans, including roles and responsibilities among jurisdictions and allocated funding sources, should be considered for placemaking and public art elements.
4. **Jumpstart Trail Implementation with Key Connections:** Trails are widely supported but remain in the planning stage. Focus on immediate needs and

Business Roundtable & Pop-Up #2 Summary

hotspot gaps and begin building segments that visibly connect residents to destinations.

5. **Create a Cohesive Identity for the District:** There is strong agreement that the area needs a shared identity. Use placemaking, art, signage, and public realm improvements to create a recognizable, unified sense of place.
6. **Coordinate with Tucker, Doraville, and Chamblee Plans:** Ensure this plan connects seamlessly with neighboring cities' plans, trail systems, and redevelopment strategies, especially where jurisdictional boundaries blur on key corridors.
7. **Unlock Opportunity in the Presidential Parkway Area:** This corridor is underbuilt relative to its zoning, making it a prime opportunity for infill development, mixed-use nodes, and creative transformation that aligns with future demand.
8. **Expand and Activate Public and Communal Spaces:** There is a clear lack of shared gathering places. Prioritize new parks, plazas, and flexible green spaces—especially near multifamily housing and trail corridors—to foster connection and wellbeing.
9. **Enhance Transit and First/Last-Mile Experience:** Improve bus stop amenities, lighting, seating, and shade, and make it easier for pedestrians and cyclists to safely reach and use transit across the district.
10. **Center Implementation on Partnerships and Phasing:** Implementation is key. Focus on early wins, identify priority projects, and pursue strategic partnerships with cities, developers, institutions, and the community to move projects forward.



Suggestions

Help Us, Help you!

Describe your idea:

Pocket Parks

What are the benefits of your idea:

Suggestions

Help Us, Help you!

Describe your idea:

A creative area, accessible
to surrounding areas, with
walk/bike access rds/paths.

Highlighting the culture of
& diversity.

What are the benefits of your idea:

Additional comments or suggestions:

Suggestions

Help Us, Help you!

Describe your idea:

Pedestrian Friendly
w/ food/entertainment
options

What are the benefits of your idea:

Community feel -
Family Friendly
encourage outdoor
activity.

Additional comments or suggestions:

Suggestions

Help Us, Help you!

Describe your idea:

- Murals along Chamblee Tucker Road - submitted to group. 5 retaining walls plus columns under I-258 at Chamblee Tucker Rd.

What are the benefits of your idea:

- Placemaking
- Investor/developer interest

Additional comments or suggestions:

Suggestions

Help Us, Help you!

Describe your idea:

Turn Presidential Park Hotel into an art silo until redeveloped.

What are the benefits of your idea:

Make an eyesore into something attractive

Additional comments or suggestions:

Suggestions

Help Us, Help you!

Describe your idea:

An area that is clean,
with lots of plants,
it's walkable/bikeable
safely!

What are the benefits of your idea:

It would attract more
people who want to live in
the area and attract
more businesses

Additional comments or suggestions:

We need a coffee shop
with seating in the area!

Suggestions

Help Us, Help you!

Describe your idea:

Support the completion
of the Peachtree Creek
Greenway.

What are the benefits of your idea:

This will improve transportation
community and economic
development.
- Also improve health outcomes

Additional comments or suggestions:

- Add Parks by the Peachtree
creek to create visuals
to the creek - Potential
future access to PCG.

Suggestions

Help Us, Help you!

Describe your idea:

Buildout greenway

One of large areas (old right, presidential, etc. to turn into mixed use accessible to public)

Parking in big new redevelopments

What are the benefits of your idea:

Economic & cultural life

Additional comments or suggestions:

Suggestions

Help Us, Help you!

Describe your idea:

Walkable

Food

problem ^{theft} homeless, ^{motel} Drugs

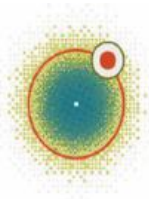
A, B, C area walkable

Public Art

What are the benefits of your idea:

Green Area

Additional comments or suggestions:



Embry Hills-Presidential Parkway & Surrounding Communities Placemaking Strategy Pop-Up Event #3

Monday, December 13, 2025 | 12:00 PM – 4:00 PM

Embry Hills United Methodist Church

Overview

On Monday, December 13, 2025, the project team hosted a pop-up booth and intercept event at Embry Hills United Methodist Church (3304 Henderson Mill Rd). This pop-up was hosted at this location to intercept the parents of students from the Embry Hills UMC Preschool and



Kindergarten program, as well as to capitalize on the American Red Cross Blood Drive which was also happening in the shared gymnasium space. The project team was onsite to share information with the public regarding the new, expanded study area and associated project re-launch efforts. The event included interactive mapping and prioritization activities, informal conversations with members of the project team, and hot cocoa for a festive touch.

The booth was promoted through the DeKalb County website and social media pages. In addition, the Embry Hills United Methodist Church shared the event information with their parishioners and school families, which numerous attendees mentioned as their reason for attending. County Commissioners also helped spread the word about the event. While the booth was visited by 14 members of the public, the project team also intercepted about 40 cars in the school carpool line to share project information and the survey link.

Pop-Up #3 Summary

Key Takeaways

- Sidewalks and greenways are a top priority for the members of the public, with many indicating how they would love to be able to walk to close destinations but feel like they cannot do so safely.
- Speeding, especially on Chamblee Tucker Road, is a major concern. Slowing speeds along the thoroughfare should be considered.
- Event attendees want to feel a sense of place within the study area and believe that public art would help contribute to that feeling.
- Code enforcement issues are prevalent in this area, and residents feel these should be addressed to increase placemaking and pride within the study area.
- Community members would like to see more opportunities for restaurants and retail spaces within the study area.

Pop-Up Details

The project booth was set up in the corner of the gymnasium of the Embry Hills United Methodist Church. During the event, the preschool was released for pickup, and the American Red Cross Blood Drive was taking place in the gymnasium. Members of the project team intercepted the carpool line during school pickup to raise awareness of the event inside and provide links to the project website and survey.

The pop-up setup consisted of four tables. The first table contained the welcome sign, sign-in sheet and flyers with project details and a QR code for the online survey, as well as the Write Your Own Recipe card activity. A tablet was also available for attendees to take the survey in person if they wished as well as a sign containing the QR code for the survey if attendees wished to take the survey on their personal device. The second table included an interactive mapping activity. A third table provided attendees with hot chocolate and festive themed treats, and the fourth table provided a spot for roundtable conversations as well as a children's ornament-decorating activity.

Input Activities

Event attendees were invited to participate in activities designed to collect feedback alongside conversations with the project team. The first was an interactive mapping activity which allowed participants to call out key destinations within the study area and leave comments. The second activity allowed participants to choose their top three priorities from a list and add them to their “recipe card” for the future of the study area. A summary of responses, along with final images of the activities, can be found below.

Map Pinpoint Activity

A map of the project area was laid across a table. This map included the project study boundary and roads, as well as major destinations, parks, and existing/proposed trails. This activity asked participants to use different color sticker dots to show places in and around the study area which were already great and areas that had room to grow (see activity instructions in **Figure 1** on the next page). Sticky notes were also provided for participants to share open-ended feedback on the map. **Table 1** summarizes the results of the pinpoint activity, and **Figure 2** (page 5) displays the map. **Table 2** (page 6) documents location-specific comments.

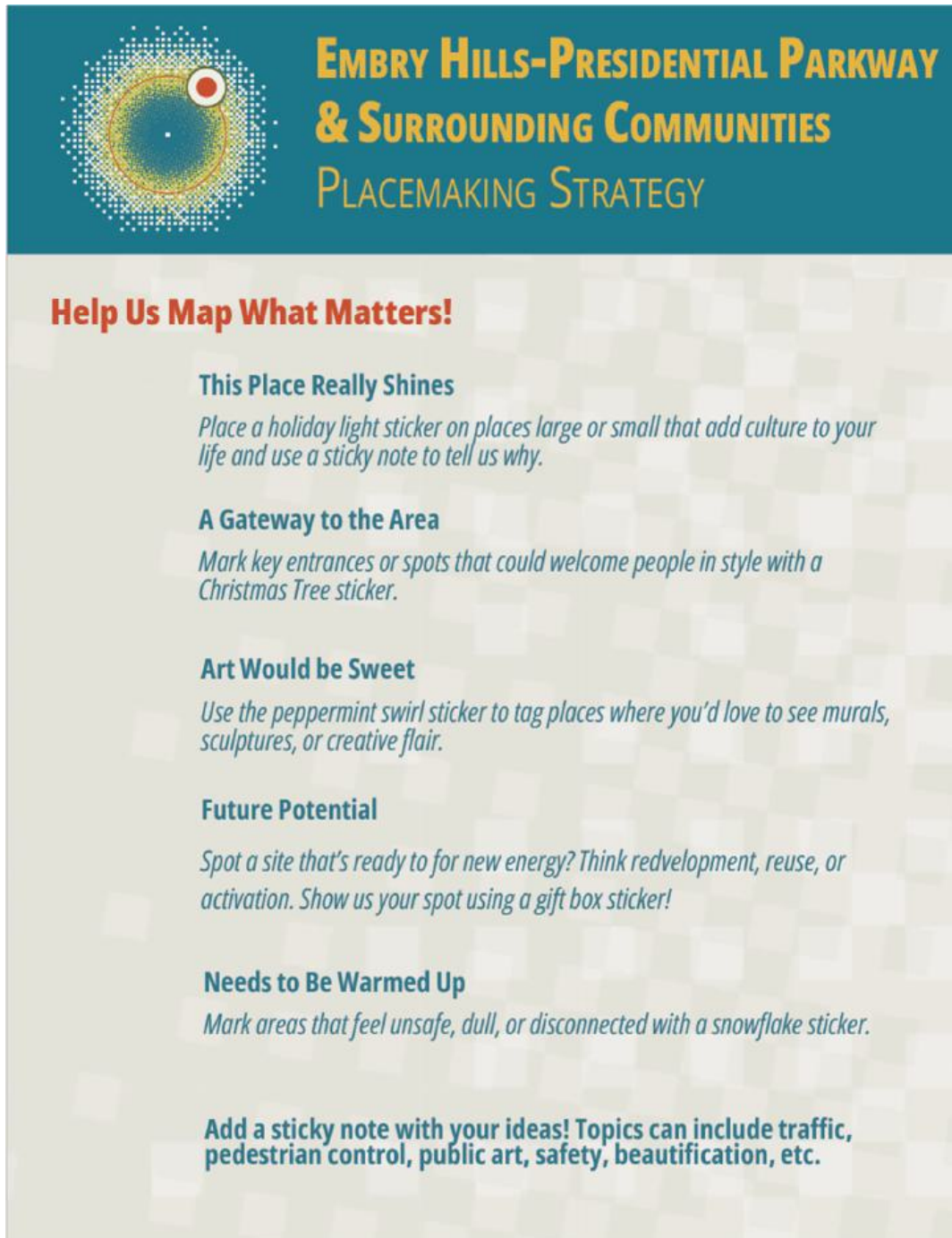
Table 1: Map Input Summary

Dot Color	Total Responses	Location(s)
Holiday Light Sticker (This Place Really Shines)	2	The light stickers were placed near Mercer University and the Embry Village Shopping Center.
Christmas Tree Sticker (Gateway)	14	Christmas tree gateway stickers were placed throughout the study area, with the majority of them being located along Chamblee Tucker Road and near the I-85 and I-285 interchange.
Peppermint Swirl Sticker (Public Art)	1	The peppermint sticker was placed at the North Hills Shopping Center.
Gift Box Sticker (Future Potential)	3	Gift box stickers were placed near the old Regal Cinemas site, the I-85 frontage road, and along Marjan Road.
Snowflake Sticker (Needs to be warmed up)	7	Snowflake stickers were placed around Mercer University, the Embry Hills residential neighborhood, and near Warren Tech. A

DeKalb County Embry Hills-Presidential Parkway & Surrounding Communities Placemaking Strategy
Pop-Up #3 Summary

Dot Color	Total Responses	Location(s)
		snowflake sticker was also placed at the Embry Village Shopping Center as well as near Pleasantdale Elementary School.

Figure 1: Map Input Activity Instructions

The graphic is a vertical rectangular panel with a teal header and a light beige body. The header contains a circular logo on the left, composed of concentric dotted lines in yellow and orange, with a small red and white dot in the center. To the right of the logo, the title "EMBRY HILLS-PRESIDENTIAL PARKWAY & SURROUNDING COMMUNITIES PLACEMAKING STRATEGY" is written in bold, yellow, sans-serif capital letters. The body of the graphic has a subtle grid pattern and contains six sections of text. Each section has a bold heading in teal and a descriptive paragraph in a smaller, italicized teal font. The sections are: "This Place Really Shines" (with a holiday light sticker icon), "A Gateway to the Area" (with a Christmas tree sticker icon), "Art Would be Sweet" (with a peppermint swirl sticker icon), "Future Potential" (with a gift box sticker icon), "Needs to Be Warmed Up" (with a snowflake sticker icon), and a final section "Add a sticky note with your ideas! Topics can include traffic, pedestrian control, public art, safety, beautification, etc." without an icon.

**EMBRY HILLS-PRESIDENTIAL PARKWAY
& SURROUNDING COMMUNITIES
PLACEMAKING STRATEGY**

Help Us Map What Matters!

This Place Really Shines
Place a holiday light sticker on places large or small that add culture to your life and use a sticky note to tell us why.

A Gateway to the Area
Mark key entrances or spots that could welcome people in style with a Christmas Tree sticker.

Art Would be Sweet
Use the peppermint swirl sticker to tag places where you'd love to see murals, sculptures, or creative flair.

Future Potential
Spot a site that's ready to for new energy? Think redevelopment, reuse, or activation. Show us your spot using a gift box sticker!

Needs to Be Warmed Up
Mark areas that feel unsafe, dull, or disconnected with a snowflake sticker.

Add a sticky note with your ideas! Topics can include traffic, pedestrian control, public art, safety, beautification, etc.

Figure 2: Map Input Activity Results



DeKalb County Embry Hills-Presidential Parkway & Surrounding Communities Placemaking Strategy
Pop-Up #3 Summary

Table 2: Map Activity Comments

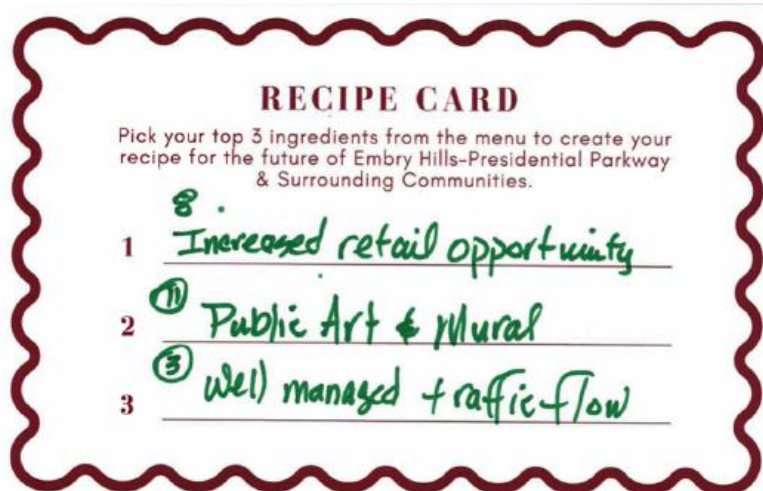
#	Comment	Location
1	School zone on Chamblee Tucker. Safety, Speed Limit is different.	Chamblee Tucker Road
2	Walkability/bikability from Nottaway to Embry Hills Shopping Center	Nottaway Swim Club
3	More Housing to Support Students	Mercer University
4	Complete this portion of the Peachtree Creek Greenway	Shallowford Road, near St. Pius X Catholic High School
5	Could we have more creative safety infrastructure? Police on bikes?	Shallowford Road, west of I-85
6	We need good restaurants	N/A
7	1. Old Denny restaurant is a closed club where homeless and drug deals are 2. McMaster Inn is a sex-offender living area 3. Not sidewalks on Presidential Parkway and Chamblee Tucker Road	Chamblee Tucker Road at I-85
8	More walking paths and amenities (e.g. benches)	N/A
9	Single family homes needed at Regal 24 site. No to 285 express lanes. More MARTA	Regal 24 site on I-85 Frontage Road
10	Jogging trails, bike space – where can these go. Focus on kids.	
11	PDK expansion taking over residential areas	N/A
12	CID?	Near the Embry Hills Library/ Pleasantdale Community
13	I-85 to 285: Bad traffic at Chamblee Tucker, especially rush hour	Chamblee Tucker Road
14	Sidewalks on Chamblee Tucker Road to Embry Hills	Chamblee Tucker Road
15	Need to fix traffic first before arts, culture, and other investments - Kroger for example has too much	
16	More restaurants - Comfortable to sit, not too pricey - Diversify food types - Casual places and upscale	
17	Affordable housing. High density. Chamblee example.	N/A

Recipe Card for the Future

The second activity allowed participants to choose their top three priorities from a list and add them to their “recipe card” for the future of the study area. The menu included things like “community parks” and “well managed traffic flow.” Participants were also able to add their own idea to the recipe card if they felt something was missing.

Eleven attendees participated in this activity and their responses are captured in **Table 3**. Community feedback shows strong support for expanding parks, greenways, and active public spaces that encourage recreation and social activity. Menu items such as safe sidewalks and bike lanes are seen as essential to improving everyday mobility and access to destinations. Residents also expressed interest in attracting more retail, supporting local businesses, and revitalizing

Figure 3: Recipe Card Activity Response



existing commercial sites.

Housing feedback emphasized the need for senior-friendly, accessible, and affordable options that allow people to remain in the community. Public art, murals, and placemaking efforts were also a common response on the recipe card activity.

Table 3: Recipe Card Responses

Category	Number of Responses
Sidewalks & Bike Lanes	8
Increased Retail Opportunity	7
Community Parks	6
Greenway & Trails	6

DeKalb County Embury Hills-Presidential Parkway & Surrounding Communities Placemaking Strategy
Pop-Up #3 Summary

Category	Number of Responses
Public Art & Murals	6
Active Public Spaces	6
Well-Managed Traffic Flow	4
Senior-Friendly / Accessible Housing	4
Diverse Housing	2
Sports Courts & Athletic Fields	2
Shade Trees & Landscaping	0
Reliable & Safe Public Transit	0

General Comments

A number of attendees also left general comments for the project team, which can be found in **Table 4**. These include comments provided on comment cards, as well as general notes captured during conversations with attendees.

Table 4: General Comments

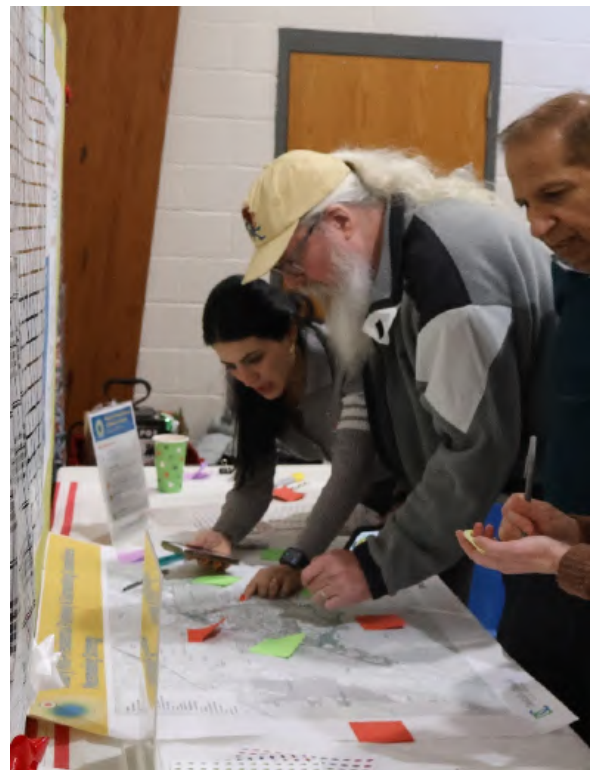
#	Comment
1	Extend Chamblee Tucker median/landscaping
2	Pleasantdale Road could benefit from access management (medians). A lot of unsafe driving.
3	Landscaped islands on CT.
4	Putting murals on retaining walls, like in front of Brito
5	3D Art
6	Bus Shelters
7	Mixed income housing
8	Opportunities for small-scale public art - Utility boxes - Home Depot can offer cheap “oops” paint
9	Highlight Latino culture in murals at DeKalb-Gwinnett line

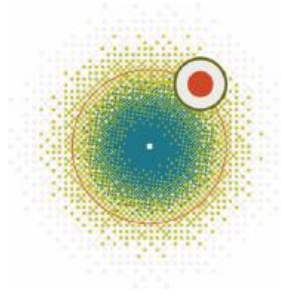
DeKalb County Embury Hills-Presidential Parkway & Surrounding Communities Placemaking Strategy
Pop-Up #3 Summary

#	Comment
10	[Gateway to Doraville & Tucker] Burger King area near Pleasantdale. - Unsheltered people - Hotel behind QT attracts crime - Grocery carts full of trash on the bridge
11	Amazon has created a lot more traffic.
12	Private companies posting flyers on fences (code violation)
13	Signage that fell and was never put back up by GDOT
14	Tucker recently implemented some complete streets projects – emulate that.
15	Need sidewalks that don't end suddenly (continuous and wide).
16	I think DeKalb County needs better service for the community and homeless people need shelter and food.

DeKalb County Embury Hills-Presidential Parkway & Surrounding Communities Placemaking Strategy
Pop-Up #3 Summary

Photos





Embry Hills-Presidential Parkway & Surrounding Communities Placemaking Strategy Design Workshop #1

Thursday, February 12 | 5:30 PM – 7:30 PM
Mountain West Church

Overview

Design Workshop #1 was held on February 12, 2026 at 5:30 p.m. at Mountain West Church Chamblee (3147 Chamblee Tucker Road). The meeting included a formal presentation at 5:45 p.m. as well as drop-in input stations.

Participants

A total of 23 community members attended the workshop. In addition, five county staff, the District 1 Commissioner, and six consultant team members played key roles in facilitating the meeting's activities.

Based on residential information collected at the sign-in table, the majority of attendees live in or around the study area. The following table shows the breakdown by ZIP code.

Table 1: Attendees by Residential ZIP Code

Residential ZIP code	General Location	Total Count
30341	Western portion of study area and Chamblee area west of study area	15
30340	Atlanta Silverbacks area and north of study area	4
30345	Mercer area	1
30084	Northcrest area	1
30316	Not in study area (SW DeKalb)	1
30058	Not in study area (Stonecrest/Redan)	1

Table 2: Attendees' Interest in Future Involvement

Ways to Stay Involved	Total who Indicated Interest
Subscribe to project updates	18
Support community outreach	16
Partner with the County on arts/culture programming	14
Get updates about economic development incentives	17

Key Takeaways

- Pocket parks are a top priority for providing gathering spaces and enhancing a connection to nature. Parking lots and other underutilized lots present opportunities to convert the land to pocket parks.
- Safety improvements for multimodal travel are needed, particularly along Chamblee Tucker Road and Northcrest Road. Traffic calming and complete streets approaches (such as narrowing the traffic lanes and incorporating medians/bulb-outs) should be evaluated. The community indicated that pedestrian improvements at overpasses are much needed. Bike racks and signage would also go a long way to improve the area's bikeability.
- Trail-oriented development is desired throughout the study area.
- The community is a multicultural magnet; more should be done to celebrate the mix of cultures present in the area. A food hall or temporary food pop-ups would be a great way to do so.
- Along retaining walls, beautification with art and greenery is a huge opportunity. Litter cleanup and code enforcement were also reemphasized as key needs.
- Playful amenities such as a skate park and swings would be great for kids in the area.

Input Activities

The public was invited to participate in a range of activities throughout the workshop, including:

- 1) Question and Answer Period following the Plan Progress Presentation
- 2) Testimonials and Video Station
- 3) Branding and Identity Station
- 4) Prioritization Station

5) General Input

Input collected at each of these stations is captured in the following subsections.

Presentation Q&A

1. Why was the Evansdale community not included in the study area?
 - Response: The County leadership and project team expanded the boundary to include the residential communities that are immediately adjacent to the commercial activity centers where change can be expected as a result of the plan. Evansdale may be the focus of a separate planning effort in the future.
2. Why does the map label Pleasantdale that way? Everyone in the community refers to it as "Northcrest."
 - Response: Thank you for bringing that to our attention. We will update the map accordingly.
3. Has the planning team looked at the vacant lot near Henderson Middle School? It could be an opportunity for a pocket park.
 - Response: We will look into it.
4. How is the County coordinating with GDOT regarding the Top End 285 Express Lanes project? We have neighbors who are already having trouble selling their homes due to the expected noise impacts.
 - Response: We are engaged as a key stakeholder, and we are voicing the community's concerns. It is our understanding that a sound barrier is going to be included.
5. Is Presidential Parkway the same as Northeast Expressway?
 - Response: If that naming is more conventional and recognizable, we can change how we refer to it.
6. How does this plan affect future annexation?

- Response: This plan does not affect annexation. If community members want to be annexed by an adjacent jurisdiction, that is between them, the city government, and state legislature.

7. What is the status of the Presidential Hotel?

- Response: The owner is working to revitalize the property with Historic Tax Credits. It is going through permitting.

Testimonials and Video Station

The Testimonials and Video Station provided an opportunity for community members to provide written or video-recorded comments. The station prompt was, "Tell us why this plan matters to you!"

The planning team captured two videos and two written comments, transcribed below:

1. "Thanks for doing this, very hard to hear what was said."

[No additional context was provided, but the sentiment seems to be related to the discussion during the Presentation Q&A related to the Top End 285 Express Lanes and noise mitigation.]

2. "Definitely safer walkways and sidewalks and intersections. Would love to see a skate park near Kroger Shopping Center or Warren Tech. The teens need a safe place to hang and play after school. Also, it is good for littles with bikes and scooters. Could have some benches and green space too."

Branding and Identity Station

The Branding and Identity Station included seven key topics, with examples showing a range of possibilities for placemaking strategies. The community indicated their support for different strategies with star stickers. Sticky notes could also be added to the board to share new ideas.

DeKalb County Embry Hills-Presidential Parkway & Surrounding Communities Placemaking Strategy
Design Workshop #1 Summary

Branding

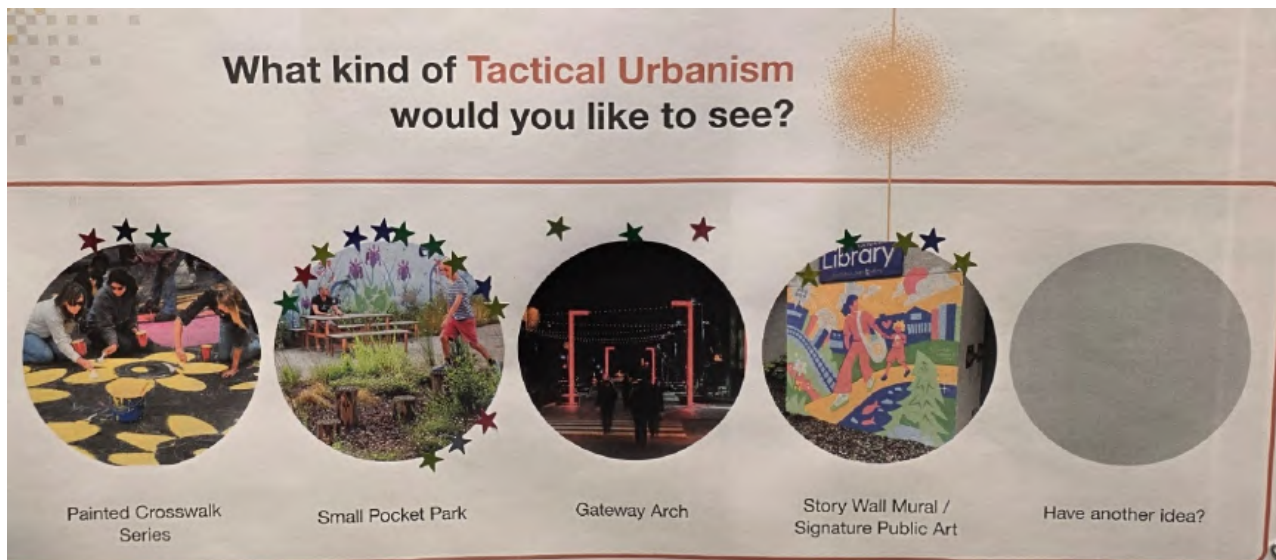
With **6 stars**, "banners reflecting key amenities" received the most votes. "Consistent landscaping at key locations" received **3 stars**, "neighborhood identity street signage" received **2 stars**, and "historic district designators" received **1 star**.



Tactical Urbanism

In the *Tactical Urbanism* section, attendees shared the following preferences:

- 1) Small Pocket Park – **13 stars**
- 2) Story Wall Mural – **4 stars**
- 3) Painted Crosswalk Series – **3 stars**
- 4) Gateway Arch – **3 stars**



Regional Development

Trail-oriented development was the most attractive development type presented, with **12 stars**. Mixed use developments and varied housing typologies received **4 stars** and **3 stars**, respectively.

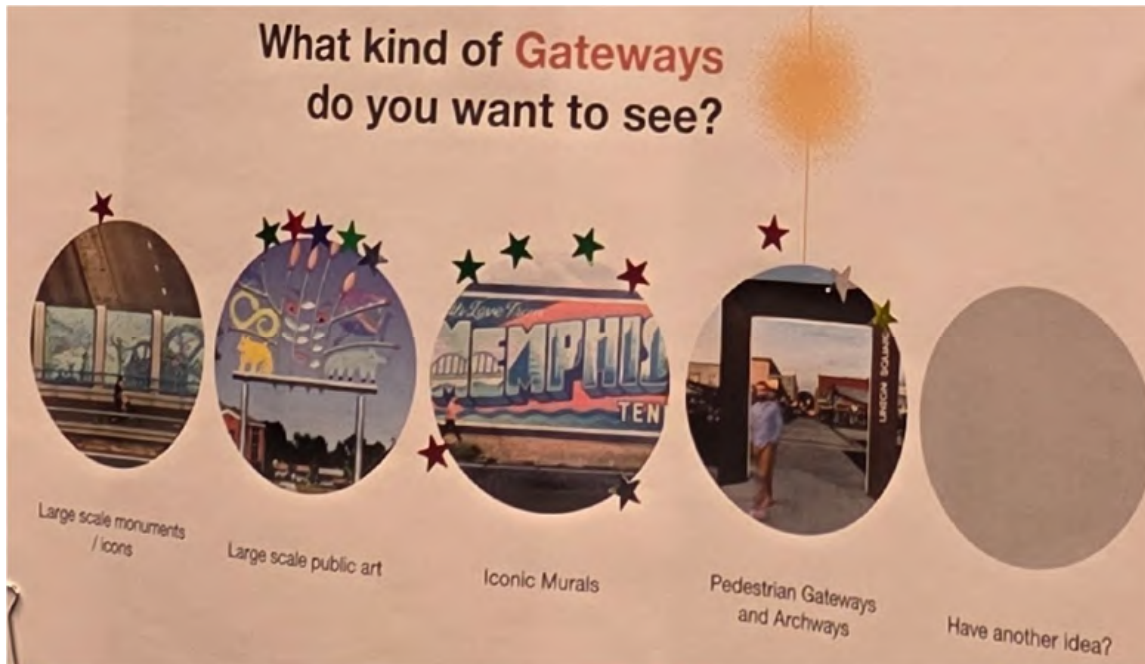


Gateways

Of the gateway styles presented, the community's preferences were as follows:

- 1) Iconic murals – **6 stars**
- 2) Large scale public art – **5 stars**
- 3) Pedestrian gateways and archways – **3 stars**
- 4) Large scale monuments/icons – **1 star**

DeKalb County Embury Hills-Presidential Parkway & Surrounding Communities Placemaking Strategy
Design Workshop #1 Summary



Amenities

The top-rated amenity type was "playful amenities, such as swinging benches, string lights, etc." which received **6 stars**. Other amenities that each received **3 stars** were "attractive or artistic bus stop shelters," "unique benches or seating," and "educational signage – historic or environmental." New ideas submitted at this station included: 1) skate park, and 2) green/gather space (in Kroger area for play, picnics, and local food options).



Streetscape Improvements

On the *Streetscape Improvements* section, the strategies are ranked in the following priority order based on the community's feedback:

- 1) Attractive pavers and murals – **7 stars**
- 2) District signage – **4 stars**
- 3) Colorful and highly visible sculptures – **4 stars**



Safety

The *Safety* section received the most feedback, which emphasizes its importance. The top-desired safety improvement was "pedestrian improvements at overpasses," with **14 stars**. "Streetscape lighting" received **6 stars**, and "pedestrian crossing artwork" only received **1 star**.



Prioritization Station

The prioritization exercise showed a map of the study area with key locations and potential projects labeled. Community members were provided with three marbles to vote on their top three project locations. As shown in the following table, the areas with the most votes were:

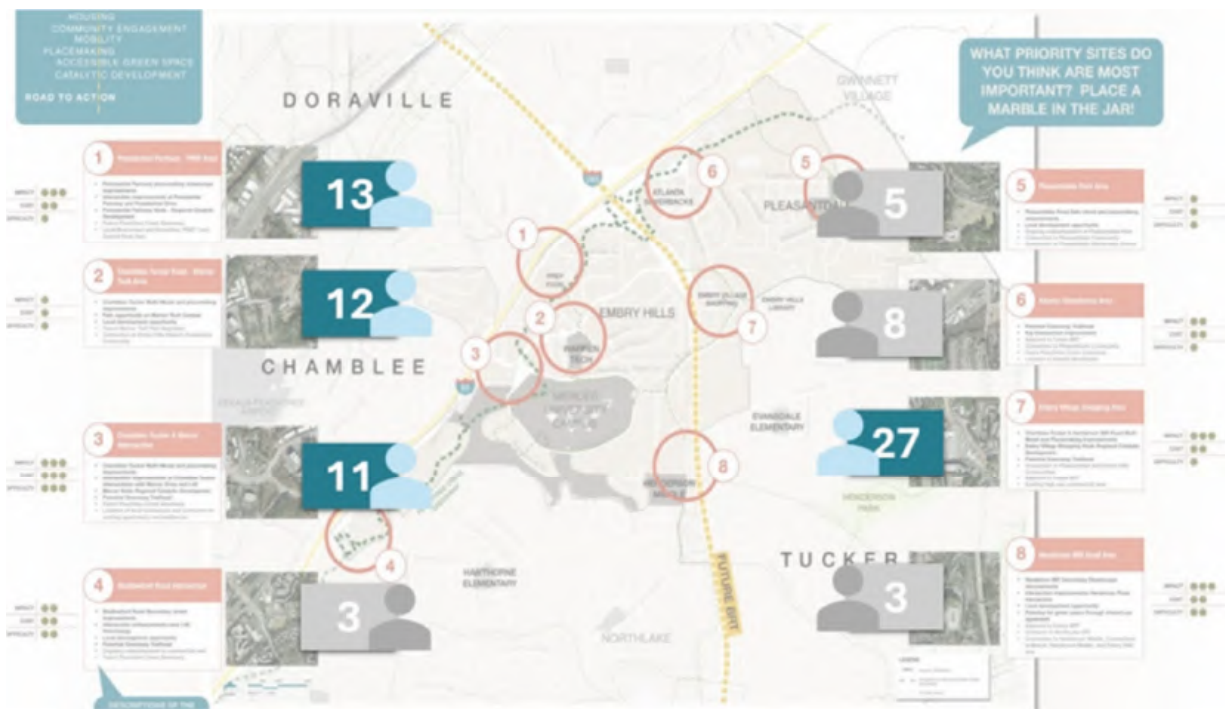
- 1) Priority Site #7 (Embry Village Shopping Center area along Chamblee Tucker Road and Henderson Mill Road)

DeKalb County Embry Hills-Presidential Parkway & Surrounding Communities Placemaking Strategy Design Workshop #1 Summary

- 2) Priority Site #2 (Warren Tech area along Chamblee Tucker Road)
- 3) Priority Site #1 (Prep Kitchen area along Presidential Parkway and Northeast Expressway)

Table 3: Prioritization Activity Summary

Site Label	Location	Total Marbles
Priority Site #1	Prep Kitchen area (along Presidential Parkway & Northeast Expressway)	13
Priority Site #2	Warren Tech area (along Chamblee Tucker Road)	12
Priority Site #3	Area West of Mercer University	11
Priority Site #4	Shallowford Road / along Northeast Expressway	3
Priority Site #5	Pleasantdale Road near Pleasantdale Park	5
Priority Site #6	Area around Atlanta Silverbacks Park	8
Priority Site #7	Embry Village Shopping Center area (Chamblee Tucker Road and Henderson Mill area)	27
Priority Site #8	Henderson Mill area (southern extent of study area)	3



General Input

The planning team captured the following ideas through conversations with community members. One attendee also submitted a folder to the planning team that contained typed information and inspirational photos for the Presidential

Parkway District, Chamblee Tucker Boulevard, and Pleasantdale Corridor. This submittal is attached as an exhibit to this summary document.

- Art gallery or arts center
- Celebrate multiculturalism
- Create a food hub or gathering space near Prep Kitchen (even temporary installations to better utilize parking lots)
- On three major streets, create a design book with a set of standards (e.g., pedestrian amenities, plants, benches, trash receptacles, signage)
- Precedents for incorporating nice play areas in existing shopping centers or other underutilized spaces – Ashford Lane (Dunwoody) and Chamblee Rail-Trail under the Clairmont Bridge
- Skate park near Kroger or Big Lots

[A community member added this comment on a sticky note on the Branding & Identity station, and three additional community members added stars to indicate their support for this idea.]

Photos



DeKalb County Embry Hills-Residential Parkway & Surrounding Communities Placemaking Strategy
Design Workshop #1 Summary



DeKalb County Embury Hills-Presidential Parkway & Surrounding Communities Placemaking Strategy
Design Workshop #1 Summary



DeKalb County Embury Hills-Presidential Parkway & Surrounding Communities Placemaking Strategy Design Workshop #1 Summary

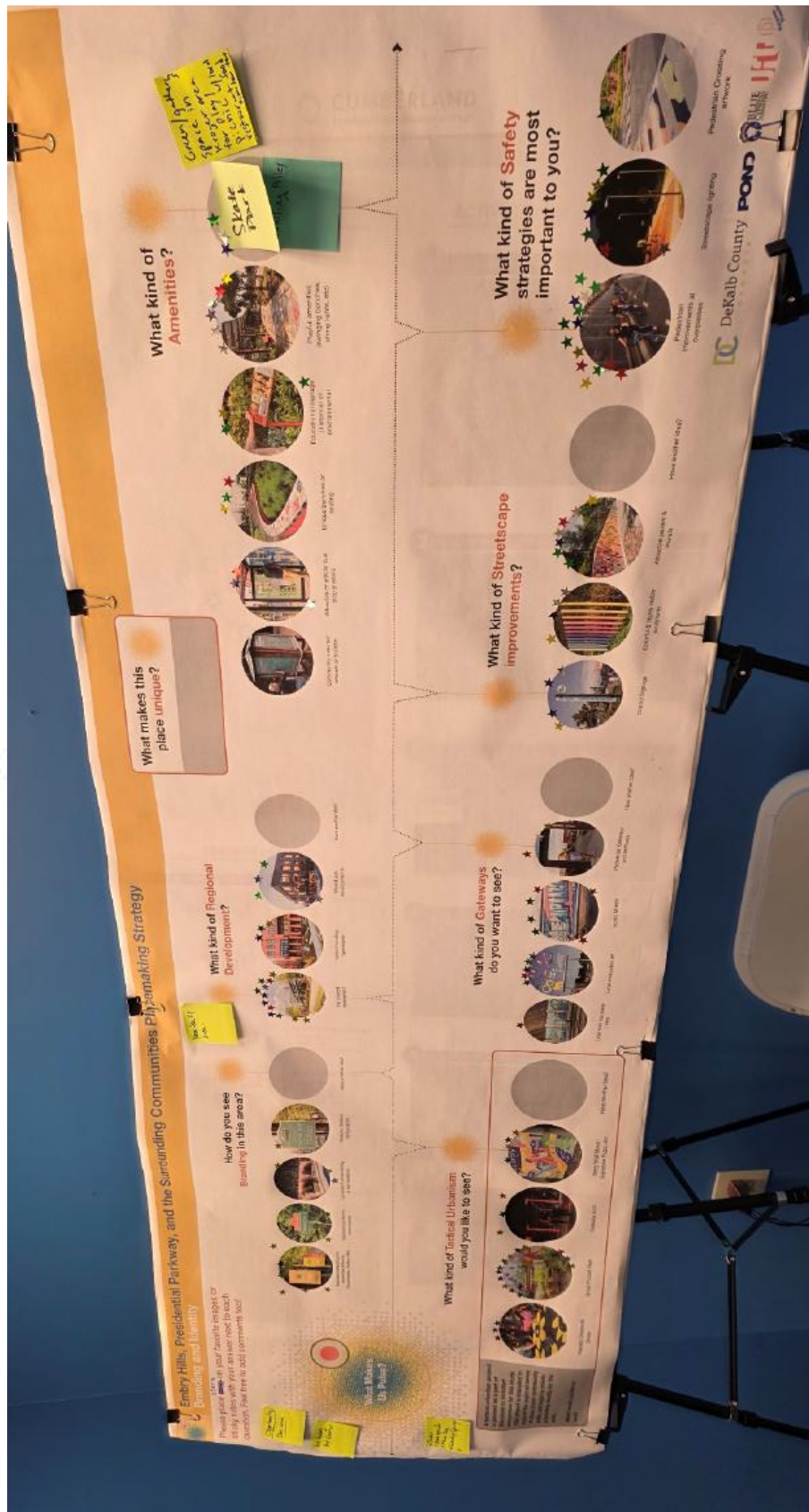


DeKalb County Embury Hills-Presidential Parkway & Surrounding Communities Placemaking Strategy
Design Workshop #1 Summary



DeKalb County Embry Hills-Presidential Parkway & Surrounding Communities Placemaking Strategy
Design Workshop #1 Summary







Embry Hills, Presidential Parkway, and the Surrounding Communities Placemaking Strategy

Please check mark your favorite ideas for what you want to see for the branding and identity of this area. Feel free to add comments too!

How do you see **Branding** in this area?



Banners Reflecting Key Amenities



Neighborhood Identity Street Signage



Consistent Landscaping at Key Locations



Historic District Designators

What kind of **Tactical Urbanism** would you like to see?



Painted Crosswalk Series



Small Pocket Park



Gateway Arch



Story Wall Mural / Signature Public Art

A tactical urbanism project is planned as a part of this study to kickstart implementation, support a regional sense of place, foster community pride, and begin to create a branding identity for the area!

What kind of **Amenities** do you like?



Community Oriented Artwork or Bulletin



Attractive Or Artistic Bus Stop Shelters



Unique Benches or Seating



Educational Signage (Historical / Environmental)



Playful Amenities (Swinging Benches, String Lights, Etc)

What kind of **Safety Strategies** are most important to you?



Pedestrian Improvements at Overpasses



Streetscape Lighting



Pedestrian Crossing Artwork

What kind of **Streetscape improvements** would be most impactful?



District Signage



Colorful & Highly Visible Sculptures



Attractive Pavers & Murals

Local Art Makers only
UTILITY ART BOXES

Have thoughts? Another idea? Let us know!

What kind of **Gateways** do you want to see?



Large Scale Monuments / Icons



Large Scale Public Art



Iconic Murals



Pedestrian Gateways and Archways



Embry Hills, Presidential Parkway, and the Surrounding Communities Placemaking Strategy

Please check mark your favorite ideas for what you want to see for the branding and identity of this area. Feel free to add comments too!

How do you see **Branding** in this area?



Banners Reflecting Key Amenities



Neighborhood Identity Street Signage



Consistent Landscaping at Key Locations



Historic District Designators

What kind of **Tactical Urbanism** would you like to see?



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Small Pocket Park



Gateway Arch



Story Wall Mural / Signature Public Art

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Attractive Or Artistic Bus Stop Shelters



Unique Benches or Seating



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Pedestrian Improvements at Overpasses



Streetscape Lighting



Pedestrian Crossing Artwork

What kind of **Streetscape improvements** would be most impactful?



District Signage



Colorful & Highly Visible Sculptures



Attractive Pavers & Murals

Have thoughts? Another idea? Let us know!

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Large Scale Monuments / Icons



Large Scale Public Art



Iconic Murals



Pedestrian Gateways and Archways

Embry Hills, Presidential Parkway, and the Surrounding Communities Placemaking Strategy

Please check mark your favorite ideas for what you want to see for the branding and identity of this area. Feel free to add comments too!

How do you see **Branding** in this area?



Banners Reflecting Key Amenities



Neighborhood Identity Street Signage



Consistent Landscaping at Key Locations



Historic District Designators

What kind of **Tactical Urbanism** would you like to see?



Painted Crosswalk Series



Small Pocket Park



Gateway Arch



Story Wall Mural / Signature Public Art

A tactical urbanism project is planned as a part of this study to kickstart implementation, support a regional sense of place, foster community pride, and begin to create a branding identity for the area!

What kind of **Amenities** do you like?



Community Oriented Artwork or Bulletin



Attractive Or Artistic Bus Stop Shelters



Unique Benches or Seating



Educational Signage (Historical / Environmental)



Playful Amenities (Swinging Benches, String Lights, Etc)

What kind of **Safety Strategies** are most important to you?



Pedestrian Improvements at Overpasses



Streetscape Lighting



Pedestrian Crossing Artwork

→ In desperate need of a sidewalk on the NE side of Chamberlaine Tucker Rd.!

Also need to have thoughts? Another idea? Let us know!

What kind of **Streetscape improvements** would be most impactful?



District Signage



Colorful & Highly Visible Sculptures



Attractive Pavers & Murals

What kind of **Gateways** do you want to see?



Large Scale Monuments / Icons



Large Scale Public Art



Iconic Murals



Pedestrian Gateways and Archways

→ Traffic light on E-7 between Ekin Rd & Henda mi

DeKalb County Georgia

POND



Embry Hills, Presidential Parkway, and the Surrounding Communities Placemaking Strategy

Please check mark your favorite ideas for what you want to see for the branding and identity of this area. Feel free to add comments too!

How do you see **Branding** in this area?



Banners Reflecting Key Amenities



Neighborhood Identity Street Signage



Consistent Landscaping at Key Locations



Historic District Designators

What kind of **Tactical Urbanism** would you like to see?



Painted Crosswalk Series



Small Pocket Park



Gateway Arch



Story Wall Mural / Signature Public Art

A tactical urbanism project is planned as a part of this study to kickstart implementation, support a regional sense of place, foster community pride, and begin to create a branding identity for the area!

What kind of **Amenities** do you like?



Community Oriented Artwork or Bulletin



Attractive Or Artistic Bus Stop Shelters



Unique Benches or Seating



Educational Signage (Historical / Environmental)



Playful Amenities (Swinging Benches, String Lights, Etc)

What kind of **Safety Strategies** are most important to you?



Pedestrian Improvements at Overpasses



Streetscape Lighting



Pedestrian Crossing Artwork

What kind of **Streetscape improvements** would be most impactful?



District Signage



Colorful & Highly Visible Sculptures



Attractive Pavers & Murals

Have thoughts? Another idea? Let us know!

What kind of **Gateways** do you want to see?



Large Scale Monuments / Icons



Large Scale Public Art



Iconic Murals



Pedestrian Gateways and Archways



Embry Hills, Presidential Parkway, and the Surrounding Communities Placemaking Strategy

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Banners Reflecting Key Amenities



Neighborhood Identity Street Signage



Consistent Landscaping at Key Locations



Historic District Designators

What kind of **Tactical Urbanism** would you like to see?



Painted Crosswalk Series



Small Pocket Park



Gateway Arch



Story Wall Mural / Signature Public Art

A tactical urbanism project is planned as a part of this study to kickstart implementation, support a regional sense of place, foster community pride, and begin to create a branding identity for the area!

What kind of **Amenities** do you like?



Community Oriented Artwork or Bulletin



Attractive Or Artistic Bus Stop Shelters



Unique Benches or Seating



Educational Signage (Historical / Environmental)



Playful Amenities (Swinging Benches, String Lights, Etc)

What kind of **Safety Strategies** are most important to you?



Pedestrian Improvements at Overpasses



Streetscape Lighting



Pedestrian Crossing Artwork

What kind of **Streetscape improvements** would be most impactful?



District Signage



Colorful & Highly Visible Sculptures



Attractive Pavers & Murals

Have thoughts? Another idea? Let us know!

What kind of **Gateways** do you want to see?



Large Scale Monuments / Icons



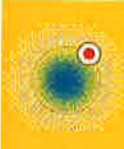
Large Scale Public Art



Iconic Murals



Pedestrian Gateways and Archways



Embry Hills, Presidential Parkway, and the Surrounding Communities Placemaking Strategy

Please check mark your favorite ideas for what you want to see for the branding and identity of this area. Feel free to add comments too!

How do you see **Branding** in this area?



Banners Reflecting Key Amenities



Neighborhood Identity Street Signage



Consistent Landscaping at Key Locations



Historic District Designators

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What kind of **Streetscape improvements** would be most impactful?



District Signage



Colorful & Highly Visible Sculptures



Attractive Pavers & Murals

I like the ideas but would rather have money spent on more substantive amenities, given that there is not an unlimited amount of money to go around.

Have thoughts? Another idea? Let us know!

What kind of **Gateways** do you want to see?



Large Scale Monuments / Icons



Large Scale Public Art



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Streetscape Lighting



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Colorful & Highly Visible Sculptures



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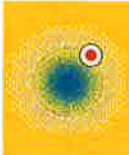
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Attractive Pavers & Murals

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Pedestrian Improvements at Overpasses



Streetscape Lighting



Pedestrian Crossing Artwork

What kind of **Streetscape improvements** would be most impactful?



District Signage



Colorful & Highly Visible Sculptures



Attractive Pavers & Murals

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Large Scale Public Art



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What kind of **Safety Strategies** are most important to you?



Pedestrian Improvements at Overpasses



Streetscape Lighting



Pedestrian Crossing Artwork

What kind of **Streetscape improvements** would be most impactful?



District Signage



Colorful & Highly Visible Sculptures



Attractive Pavers & Murals

Make Pleasantdale Park into a really usable park instead of rubble from the new school + old worn out buildings + facilities

Have thoughts? Another idea? Let us know!

What kind of **Gateways** do you want to see?



Large Scale Monuments / Icons



Large Scale Public Art



Iconic Murals



Pedestrian Gateways and Archways

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Small Pocket Park



Gateway Arch



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Community Oriented Artwork or Bulletin



Attractive Or Artistic Bus Stop Shelters



Unique Benches or Seating



Educational Signage (Historical / Environmental)



Playful Amenities (Swinging Benches, String Lights, Etc)

What kind of **Safety Strategies** are most important to you?



Pedestrian Improvements at Overpasses



Streetscape Lighting



Pedestrian Crossing Artwork

What kind of **Streetscape improvements** would be most impactful?



District Signage



Colorful & Highly Visible Sculptures



Attractive Pavers & Murals

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Large Scale Monuments / Icons



Large Scale Public Art



Iconic Murals



Pedestrian Gateways and Archways

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Neighborhood Identity Street Signage



Consistent Landscaping at Key Locations



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Unique Benches or Seating



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Pedestrian Improvements at Overpasses



Streetscape Lighting



Pedestrian Crossing Artwork

What kind of **Streetscape improvements** would be most impactful?



District Signage



Colorful & Highly Visible Sculptures



Attractive Pavers & Murals

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Large Scale Monuments / Icons



Large Scale Public Art



Iconic Murals



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Banners Reflecting Key Amenities



Neighborhood Identity Street Signage



Consistent Landscaping at Key Locations



Historic District Designators

only if - local kept - up Artist only in Chamber are all & faded

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Painted Crosswalk Series



Small Pocket Park



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What kind of **Amenities** do you like?



Community Oriented Artwork or Bulletin



Attractive Or Artistic Bus Stop Shelters



Unique Benches or Seating



Educational Signage (Historical / Environmental)



Playful Amenities (Swinging Benches, String Lights, Etc)

Decorated trash cans & utility boxes

Indoor year around pool

What kind of **Safety Strategies** are most important to you?



Pedestrian Improvements at Overpasses



Streetscape Lighting



Pedestrian Crossing Artwork

Not the same as Bike Paths which is it?

Indoor year-around pool 4 laps.

Decorated / painted trash cans & utility boxes
Sound walls decorated

What kind of **Streetscape improvements** would be most impactful?



District Signage



Colorful & Highly Visible Sculptures by local Artist



Attractive Pavers & Murals

Have thoughts? Another idea? Let us know!

What kind of **Gateways** do you want to see?



Large Scale Monuments / Icons



Large Scale Public Art



Iconic Murals



Pedestrian Gateways and Archways

only by local Artist

only by local artist

Embry Hills, Presidential Parkway, and the Surrounding Communities Placemaking Strategy

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What kind of **Tactical Urbanism** would you like to see?



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What kind of **Safety Strategies** are most important to you?

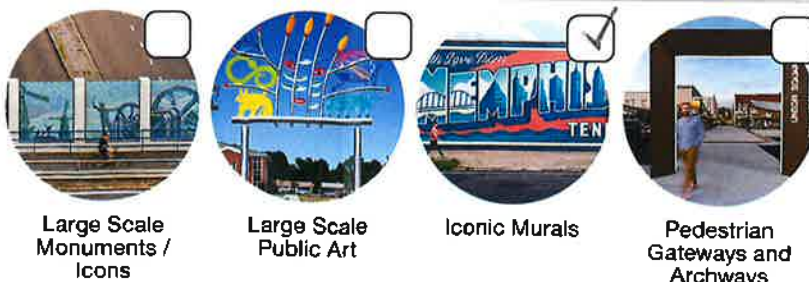


What kind of **Streetscape improvements** would be most impactful?



Have thoughts? Another idea? Let us know!

What kind of **Gateways** do you want to see?





Embry Hills, Presidential Parkway, and the Surrounding Communities Placemaking Strategy

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How do you see **Branding** in this area?

☐

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Banners Reflecting Key Amenities

Neighborhood Identity Street Signage

Consistent Landscaping at Key Locations

Historic District Designators

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Small Pocket Park

Gateway Arch

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Community Oriented Artwork or Bulletin

Attractive Or Artistic Bus Stop Shelters

Unique Benches or Seating

Educational Signage (Historical / Environmental)

Playful Amenities (Swinging Benches, String Lights, Etc)

What kind of **Safety Strategies** are most important to you?

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Pedestrian Improvements at Overpasses

Streetscape Lighting

Pedestrian Crossing Artwork

What kind of **Streetscape improvements** would be most impactful?

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District Signage

Colorful & Highly Visible Sculptures

Attractive Pavers & Murals

Have thoughts? Another idea? Let us know!

What kind of **Gateways** do you want to see?

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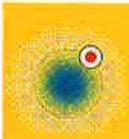
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Large Scale Monuments / Icons

Large Scale Public Art

Iconic Murals

Pedestrian Gateways and Archways



Embry Hills, Presidential Parkway, and the Surrounding Communities Placemaking Strategy

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Banners Reflecting Key Amenities



Neighborhood Identity Street Signage



Consistent Landscaping at Key Locations



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Streetscape Lighting



Pedestrian Crossing Artwork

What kind of **Streetscape improvements** would be most impactful?



District Signage



Colorful & Highly Visible Sculptures



Attractive Pavers & Murals

Filled out by a mom and 2 kids
Playful amenities!

Have thoughts? Another idea? Let us know!

What kind of **Gateways** do you want to see?



Large Scale Monuments / Icons



Large Scale Public Art



Iconic Murals



Pedestrian Gateways and Archways

Purpose Possible

Embry Hills, Presidential Parkway & Surrounding Communities

Design Workshop #2

Online Activity Qualitative Responses

What name do you call this area?

Completion № 1697 A death trap for cyclists?

Completion № 1698 Embry Hills

Completion № 1699 Embry hills

Completion № 1701 Embry Hills

Completion № 1702 Chamblee-Tucker and 85

Completion № 1703 Embry hills

Completion № 1704 Embry Hills

Completion № 1705 East Chamblee, Ponko Chicken area, Mercer University area

Completion № 1706 Embry Hills

Completion № 1709 Presidential Parkway, chamblee north druid hills area

Completion № 1713 Mercer Area

Completion № 1716 Embry hills

Completion № 1718 Mercer Drive area

Completion № 1719 Near spaghetti junction

Completion № 1720 homeless crime area. chamblee tucker panhand area

Please share your email address if you'd like to receive updates on the project.

Completion № 1697 [REDACTED]@gmail.com

Completion № 1698 [REDACTED]0@gmail.com

Completion № 1699 [REDACTED]ail.com

Completion № 1701 [REDACTED]e@gmail.com

Completion № 1702 [REDACTED]t@gmail.com

Completion № 1703 [REDACTED]@gmail.com

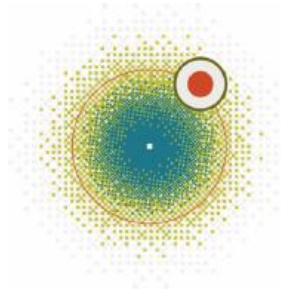
Completion № 1705 [REDACTED]cpacs.org

Completion № 1706 [REDACTED]dspring.com

Completion № 1713 [REDACTED]design@gmail.com

Completion № 1718 [REDACTED]bellsouth.net

Completion № 1720 [REDACTED]x@gmail.com



Embry Hills-Presidential Parkway & Surrounding Communities Placemaking Strategy Public Open House

Wednesday, May 13 | 6:00 PM – 8:00 PM
District at Chamblee, Gather Building

Overview

The final Public Open House was held on May 13, 2026 at 6:00 p.m. at the District at Chamblee Gather Building. The meeting included a panel presentation at 6:15 p.m., followed by an open-house format, with input boards and an ice cream social.

Participants

Twenty (20) community members provided their contact information on the sign-in sheets for the Public Open House. Based on residential information collected at the sign-in table, all of the attendees who provided their ZIP code live in or around the study area. Table 1 shows the breakdown by ZIP code.

Table 1: Attendees by Residential ZIP Code

Residential ZIP code	General Location	Total Count
30341	Western portion of study area and Chamblee area west of study area	11
30340	Atlanta Silverbacks area and north of study area	5
30084	Northcrest area	2
Not provided	N/A	2

Tables 2 and 3 summarize additional information gathered from attendees. Table 2 indicates how attendees want to stay involved in the implementation of the plan,

Embry Hills-Presidential Parkway & Surrounding Communities Placemaking Study

Public Open House Summary

and Table 3 breaks down how attendees learned about the meeting (providing insight into the success of different outreach methods).

Table 2: Attendees' Interest in Future Involvement

Ways to Stay Involved	Total who Indicated Interest
Subscribe to project updates	10
Support community outreach	10
Partner with the County on arts/culture programming	6
Get updates about economic development incentives	10

*Note: The interest column tallies community members who were attending a meeting for the first time. Community members who had previously filled out this information are not included in the table above.

Table 3: How did you hear about this meeting?

Ways to Learn about the Meeting	Total who Heard about Meeting through this Method
Commissioner Patrick's email	1
Community Council	1
DeKalb County website, social media, or project email list	9
Friends and neighbors	3
Flyer in the community	1
Other – "Claudia Colichon"	1

Key Takeaways

- The community was excited about the Embry Village Shopping Center, particularly the opportunities for redevelopment, green spaces, and trails. However, there were concerns about parking adequacy and proximity to the Kroger store entrance (some patrons may have mobility issues).
- There is strong consensus that the district needs to be better connected with trails and ADA-compliant sidewalks.
- Historic preservation strategies should be considered, particularly for celebrating the unique architecture of the residential areas.
- The community reiterated traffic and safety concerns regarding Chamblee Tucker Road.
- The Prep Kitchen site lacks visibility and needs signage and new uses to activate the area.

Panel Discussion

The first hour of the Open House included an introduction by the project team and a stakeholder panel. Stakeholders represented on the panel were: Commissioner Robert Patrick (DeKalb County Commission District 1), Alejandro Coss (Latin American Chamber of Commerce CEO and President), and Kristin Allen (Atlanta Regional Commission Principal Planner). Each panelist brought a different perspective to the issues facing Embry Hills/Northcrest/surrounding communities today and the opportunities for improving the area for generations to come.

Consultant Project Manager Lauren Patterson and Super District 7 Commissioner LaDena Bolton co-facilitated the panel. The questions focused on key aspects of plan implementation, such as policy interventions, barriers to change, partnerships, and the vision for success. The following themes recurred throughout the discussion:

- As the area grows, Kristin Allin emphasized that the community needs housing options that are affordable for different age groups and meet a range of lifestyles (e.g., senior housing, accessory dwelling units, mixed-use developments catered to young people, etc.). More housing will also support more commercial activity in walkable centers.
- Alejandro Coss discussed the community's desire for gathering spaces and walkability.
- Commissioner Patrick highlighted several priorities for day-to-day upkeep and maintenance that he is working to support – clearing overgrown trees from street signs, filling potholes, and repairing damaged sidewalks.
- Potential barriers to development include zoning, transportation issues that are beyond County control (e.g., GDOT, MARTA), and macroeconomic forces that impact construction and housing costs.
- At the 10-year mark of this plan's implementation, the stakeholders hope that the area will have achieved walkability and better public transit, a thriving business sector, vibrancy from diverse housing types, and a community identity and brand.

Question & Answer Submittals

Three Q&A cards were submitted. The questions below are listed exactly as written; the planning team has not made any adjustments for grammar or spelling.

1. The Embry Hills/Northcrest neighborhood takes a lot of pride in their historic architecture. In the development planning, has there been any discussion about historic preservation? There are a few remaining commercial properties along Chamblee-Tucker Road that could be great touchpoints when branding the neighborhood and embracing the past as we look to the future.
2. With the expansion of the project plan to include the Northcrest Historic Neighborhood, what are the safety aspects that are being reviewed? Specifically, speeds and site distance on Chamblee-Tucker creates a hazardous environment for residents. Could we implement turn lanes? Flashing lights? Lower speed limits?
3. How are you making these redeveloped spaces accessible and welcoming for families living in nearby apartment communities in Embry Hills and Northcrest, especially for residents who may not currently feel connected?

Plan Feedback

The public was invited to provide feedback on the plan's recommendations and priorities, implementation actions for the catalyst sites, and public art and placemaking strategies throughout the study area. Community members were also able to vote on their preferred design for the mural at Chamblee-Tucker Road and Mercer University Drive.

Catalyst Site A) Embry Village-Kroger Site

- There was broad support for the redevelopment concept.
- One community member was concerned about parking and the gas station. They wanted to ensure that parking remains free and accessible to the front entrance of Kroger (too much walking could be an impediment for mobility-limited seniors).

Embry Hills-Presidential Parkway & Surrounding Communities Placemaking Study

Public Open House Summary

- Community wants to walk here and stay for longer than just a trip to the grocery store.
- There are dangerous roads and intersections around the site; everyone would love to see better streetscape improvements. Some families currently try to walk and feel very unsafe. Sidewalks are disconnected. Nothing is ADA-compliant.
- Community members want better access to this site and to the other commercial spaces to the north as well.
- Some of the top desired amenities are coffee shops, an ice cream store, brewery, restaurants, and green spaces. The central greenspace idea was well-received; community members would like to see shade, play areas, an open green space, and picnic tables.
- A sidewalk is desired along Henderson Mill at Chamblee-Tucker.
- A priority is a pocket park where community members can gather and that will support/bring businesses.
- There is an opportunity to redevelop and reorganize the layout of the shopping center for better access and business visibility. The design should prioritize sidewalks connecting the retail to the park and along main roads.

Catalyst Site B) Prep Kitchen

- The area would benefit from large signage for wayfinding, particularly to increase visibility from the highway.
- The Prep Kitchen site feels industrial and unwelcoming to the community. It needs to be cleaned up and activated.
- The community wants to walk here and be able to connect from the greenway. New retail and amenities like restaurants, breweries, parks, and shops would attract people to stay longer.

Embry Hills-Presidential Parkway & Surrounding Communities Placemaking Study
Public Open House Summary

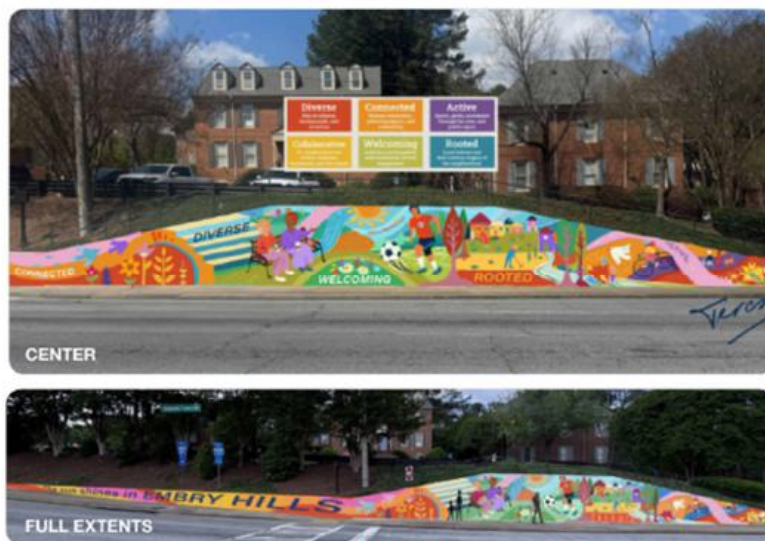
Catalyst Site C) Chamblee-Tucker & Mercer University Drive Intersection

- There is a desire for improvements from this intersection to the interstate access points. Meeting attendees were supportive of the ideas presented, particularly the trails and greenspace up the road.
- Chamblee-Tucker Road needs a lot of improvements for people to feel safe. The sidewalks are not ADA-accessible; they do not have safe ramps for wheelchair users.
- The community wants to see redevelopment of parcels surrounding the area, especially near the highway. Redevelopment should incorporate infill housing to activate the place, but not just "luxury housing" and "not too many apartments."
- Some community members expressed concerns about homelessness in this area.
- Sidewalks need to be built on both sides of the street.

Mural Options

Mural Option 1 received greater support from the community members in attendance, with 13 votes, compared to 3 votes for Mural Option 2.

Figure 1: Mural Option 1



Embry Hills-Presidential Parkway & Surrounding Communities Placemaking Study

Public Open House Summary

Figure 2: Mural Option 2



One community member raised a concern that only people who attended meetings had voted and wanted to see more engagement for the mural.

Implementation Strategies

The Implementation Strategies board activity instructed attendees to share action items that they are excited about. The responses are summarized by timeframe of the proposed action.

Short-Term Strategies

1. Greenspace with park in Embry Village and retail/food
2. Park and trails behind Embry Hills Club in collaboration with Warren Tech @ 3121 Alton, with trail connectivity to Mercer
3. Safe streets and walkability
4. Embry Village redevelopment
5. Trailhead development

Mid-Term Strategies

1. Pleasantdale? Public art? Dog park? Etc.

Embry Hills-Presidential Parkway & Surrounding Communities Placemaking Study

Public Open House Summary

Long-Term Strategies

There were no sticky notes provided under this category.

Comment Cards

Three comment cards were submitted. The comments below are listed exactly as written; the planning team has not made any adjustments for grammar or spelling.

1. - Pleasantdale? What?
 - Open air markets – festivals – 9 months/year
 - New buildings – at least 2 stories
 - Think outside the box
 - Plan big
 - 15 minute city
 - SRO ordinance
 - Grocery cart ordinance
2. Bike lanes please
3. Catalyst A/Embry Village
 - It looks pretty, but I have two practical concerns:
 - o Parking – the lot which is often full is gone. Many people who use that lot are older and need to park close. The proposed garage is too far for them. Possible suggestion – the underground parking escalator/elevator. The one at Chamblee Tucker/Peachtree works pretty well.
 - o I'd hate to lose Kroger gas!

Embry Hills-Presidential Parkway & Surrounding Communities Placemaking Study

Public Open House Summary

Photos



Embry Hills-Presidential Parkway & Surrounding Communities Placemaking Study

Public Open House Summary



Embry Hills-Presidential Parkway & Surrounding Communities Placemaking Study

Public Open House Summary



A decorative pattern of small squares, some light and some dark, arranged in a grid-like fashion on the left side of the page.

APPENDIX E

Urban Design



EMBRY HILLS-PRESIDENTIAL PARKWAY AND
THE SURROUNDING COMMUNITIES
PLACEMAKING STRATEGY

Priority Site #1

PREP Kitchen Site Analysis

04.17.26

2

WHY THIS SITE CONTEXT

PREP KITCHEN: FOOD HUB

- One of the three major anchors in the district.
- Thriving multicultural businesses.
- Located at a key gateway of the district.
- Already a food hub, prime for activation, with multiple food trucks operating.
- On north-south access of planned Peachtree Creek trail. Connecting to Mercer University and Warren Tech.



2

WHY THIS SITE A NATIONAL BRAND

PREP KITCHEN: NATIONAL IMPACT

- PREP® is the country's largest provider of dedicated commercial kitchens and shared co-working kitchen spaces.
- Six locations nationwide: Dallas, Austin, Atlanta (2), Tucker, Houston, Scottsdale.

260

private kitchens in service or under construction

1920

sales leads generated for PREP® members past 12 months

134

food trucks operating at PREP®

358

companies currently operating at PREP®

36

coworking kitchen stations

1300

culinary jobs on PREP® campuses



2

THE SITE TODAY
CONSIDERATIONS



2

ACTIVATION STRATEGIES

OVERVIEW

- 1 **Streetscape Improvements:**
 - **Presidential Parkway:** Complete street improvements (refer to Safe Streets chapter).
 - **Presidential Drive:** Streetscape improvements to include pedestrian facilities and stormwater components, with connections to a future trail and potential housing redevelopment.
- 2 **Intersection Improvements:** Opportunity for asphalt art and enhanced crosswalks at key intersections.
- 3 **Signage:** Opportunity for gateway and pylon signage at key entry points.
- 4 **District-Themed Banners / Gateway:** Opportunity for district-themed banners along the highway edge to create a gateway identity and invite visitors into the district.
- 5 **Parklets:** Opportunity to activate portions of existing parking lots using tactical urbanism strategies.*
- 6 **Facade Upgrades:** Opportunity for brand integration on existing facades.

**Note: Image is for illustrative purposes only. Site-specific analysis of parking, delivery, and loading requirements will be necessary to determine feasibility.*



2

ACTIVATION
STRATEGIES

PARKLETS

Parklets: Opportunity to activate portions of existing parking lots using tactical urbanism strategies.*

**Note: Image is for illustrative purposes only. Site-specific analysis of parking, delivery, and loading requirements will be necessary to determine feasibility.*



EXISTING



PROPOSED

2

BRAND
INTEGRATION

TACTICAL URBANISM

Parklets: Opportunity to activate portions of existing parking lots using tactical urbanism strategies.*

**Note: Image is for illustrative purposes only. Site-specific analysis of parking, delivery, and loading requirements will be necessary to determine feasibility.*



EXISTING



PROPOSED



EMBRY HILLS-PRESIDENTIAL PARKWAY AND
THE SURROUNDING COMMUNITIES
PLACEMAKING STRATEGY

Priority Site #3

Embry Hills Shopping Center
Site Analysis

03.20.26

3

WHY THIS SITE CONTEXT

EMBRY HILLS vs. NORTH HILLS SHOPPING CENTERS

- Both sit at the heart of the district. At the intersection of major connectors, including the future trail
- Both have underutilized parking lots and present redevelopment opportunities
- Both were mentioned by the community as potential sites for a town green
- Both are part of the Regional Center and Town Center designation in the DeKalb 2050 Unified Plan (higher densities)



3

DEKALB'S 2050 UNIFIED PLAN

Main Takeaways

Regional Center (RC)

Density (du/ac): 75-no limit

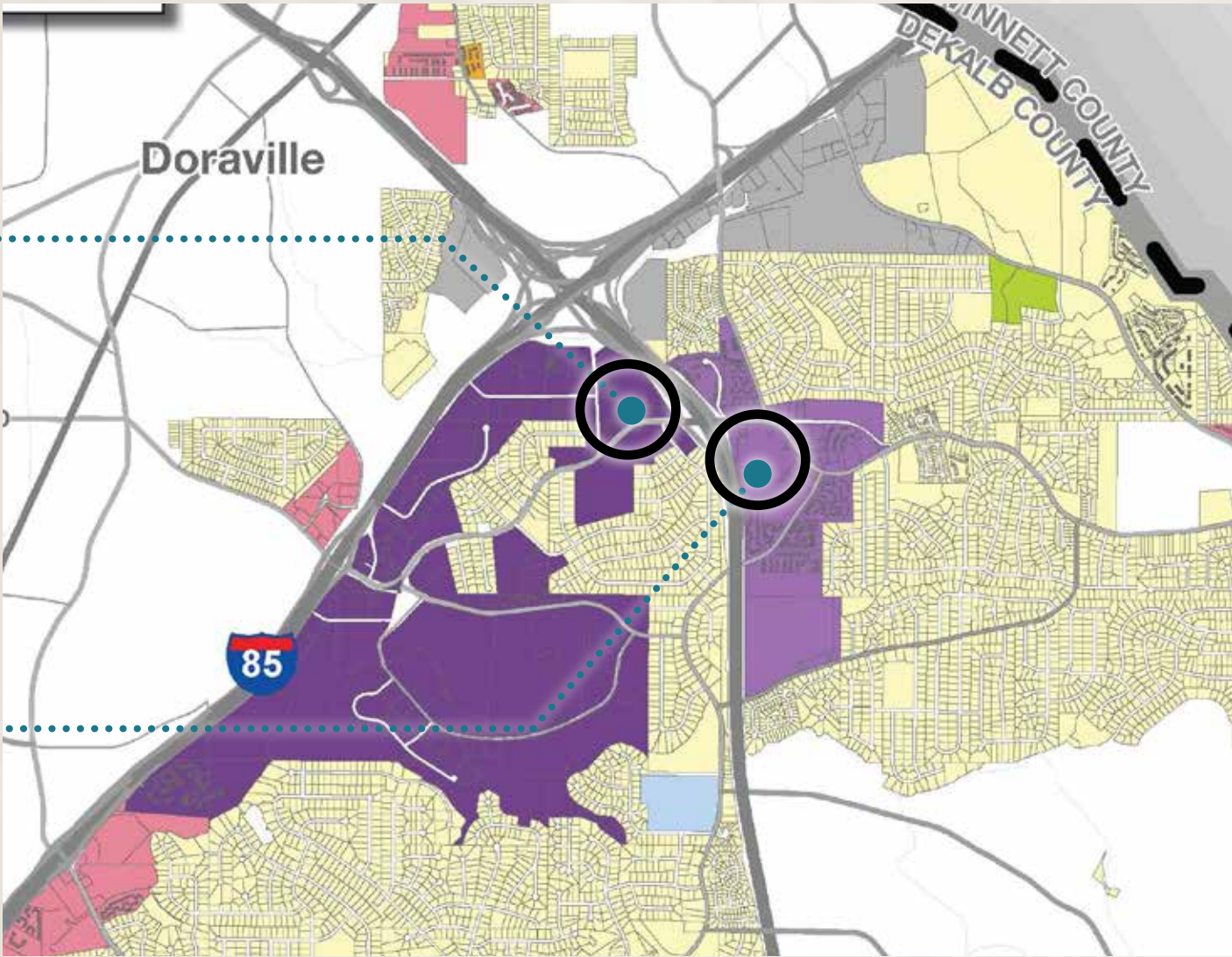
- Townhomes, Condominiums, Apartments
- Retail, Commercial, Office
- Civic, Institutional
- Entertainment and Culture
- Parks and Recreation
- Health Care
- Technology Centers

Town Center (TC)

Density (du/ac): 60-75*

*75 with approved SAP

- Same uses as Regional Centers



3

WHY THIS SITE CONTEXT

EMBRY HILLS SHOPPING CENTER

- Recent investment and upgrades
- Opportunity to create momentum east of the highway and connect to future trail
- Major anchor

NORTH HILLS SHOPPING CENTER

- Proximity to future trail and future residential redevelopment (Former hotel site)
- Proximity to area's gateway
- Has not seen investment in recent years



2018



2019

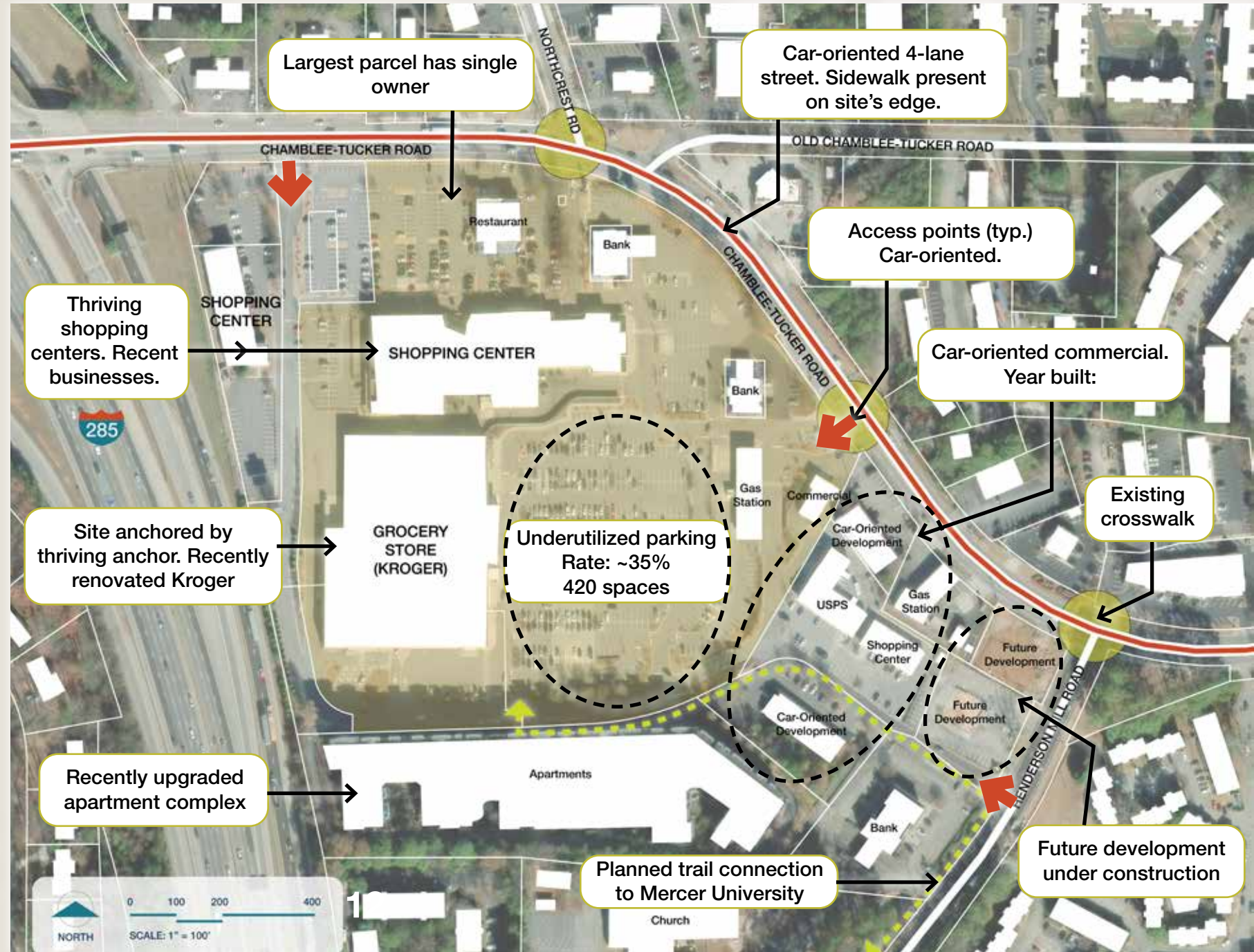


2020



2021

EMBRY HILLS SHOPPING CENTER TIMELINE



3

APPROACH

HOW TO REDEVELOP AND/OR ACTIVATE THE SITE?



3

APPROACH

HOW TO REDEVELOP AND/OR
ACTIVATE THE SITE?

SHORT
TERM

1

CAUTIOUS

Activate the underutilized parking spaces in front of Kroger via tactical urbanism strategies such as a turf, asphalt art, and food trucks. “Oversized parklet.”

- Tactical / Incremental
- Focuses on parking lot activation
- Less disruptive
- No parcel acquisition
- No redevelopment partner
- No shared parking strategy
- No increased density
- Kroger stays. Main anchor
- Kroger as main partner



3

APPROACH

HOW TO REDEVELOP AND/OR
ACTIVATE THE SITE?

3

BOLD

LONG
TERM

Pursue a master planned redevelopment opportunity for the **ENTIRE** shopping center and its surroundings, focused on catalytic redevelopment, mixed-use opportunities, economic development, increase density, and a connected street network.

- Master planned
- Focuses on redevelopment of underutilized parking lots and existing buildings
- Disruptive
- Parcel consolidation
- Multiple redevelopment partners
- Shared parking strategy (deck/decks)
- Kroger stays. Main anchor



3

APPROACH

HOW TO REDEVELOP AND/OR
ACTIVATE THE SITE?



Pursue a master planned redevelopment opportunity for the Kroger site **ONLY**, focusing on underutilized parking spaces and conserving Kroger as the anchor.

- Master planned
- Focuses on redevelopment of underutilized parking lots
- Preserves all existing buildings; creates precedent for future areas
- Somewhat disruptive
- No parcel consolidation
- Kroger is the main redevelopment partner
- Shared parking strategy (deck/decks)
- Increased density
- Kroger stays. Main anchor



Area 1

Phase 1 redevelopment opportunity:
Underutilized parking spaces

Area 2

Phase 2 redevelopment opportunity:
Existing car-oriented commercial.
No recent investment

Area 3

Phase 3 redevelopment opportunity:
Existing commercial: recently
renovated/built

3

APPROACH

HOW TO REDEVELOP AND/OR
ACTIVATE THE SITE?



Activate the underutilized parking spaces in front of Kroger via tactical urbanism strategies such as a turf, asphalt art, and food trucks. "Oversized parklet."

- Tactical / Incremental
- Focuses on parking lot activation
- Less disruptive
- No parcel acquisition
- No redevelopment partner
- No shared parking strategy
- No increased density
- Kroger stays. Main anchor
- Kroger as main partner

Pursue a master planned redevelopment opportunity for the Kroger site ONLY, focusing on underutilized parking spaces and conserving Kroger as the anchor.

- Master planned
- Focuses on redevelopment of underutilized parking lots
- Preserves all existing buildings; creates precedent for future areas
- Somewhat disruptive
- No parcel consolidation
- Kroger is the main redevelopment partner
- Shared parking strategy (deck/decks)
- Increased density
- Kroger stays. Main anchor

Pursue a master planned redevelopment opportunity for the ENTIRE shopping center focused on catalytic redevelopment, mixed-use opportunities, economic development, increase density, and a connected street network.

- Master planned
- Focuses on redevelopment of underutilized parking lots and existing buildings
- Disruptive
- Parcel consolidation
- Multiple redevelopment partners
- Shared parking strategy (deck/decks)
- Kroger stays. Main anchor

3

WHAT WE HEARD FROM THE COMMUNITY

WHAT TYPE OF PLACE WILL THIS BE?

A multi-generational
central gathering
space for the
community

A catalyst site for
the district

A site to test ideas

A Town
Green

A place to call heart

A first...

A signature destination

A representation of
the district

3

WHAT MAKES THE DISTRICT BEAT?
TOWN GREEN COMPONENTS

A passion for



A passion for
Learning

A passion for
Food

A passion for
Sports

Nature

How can we represent the energy of the district in its heart?

3

WHAT MAKES THE DISTRICT BEAT?
TOWN GREEN COMPONENTS

A passion for

**Brain
Development**

Learning/community center
Stage for music performances
Career center
Public art

**Social
Connections**

Grocery store
Food trucks
Restaurants
Farmers market

**Body
Movement**

Open lawn for multi-generational classes
Playground
Mini soccer field
Connectivity to future trail

Nature

3

SCALE COMPARISON
SUCCESSFUL TOWN GREENS

Priority Site #3 Tucker, GA



3

SCALE COMPARISON
SUCCESSFUL TOWN GREENS

Priority Site #3



Woodstock, GA



3

SCALE COMPARISON
SUCCESSFUL TOWN GREENS

Priority Site #3



Seaside, FL



3

SCALE COMPARISON
SUCCESSFUL TOWN GREENS

Priority Site #3 Suwanee, GA



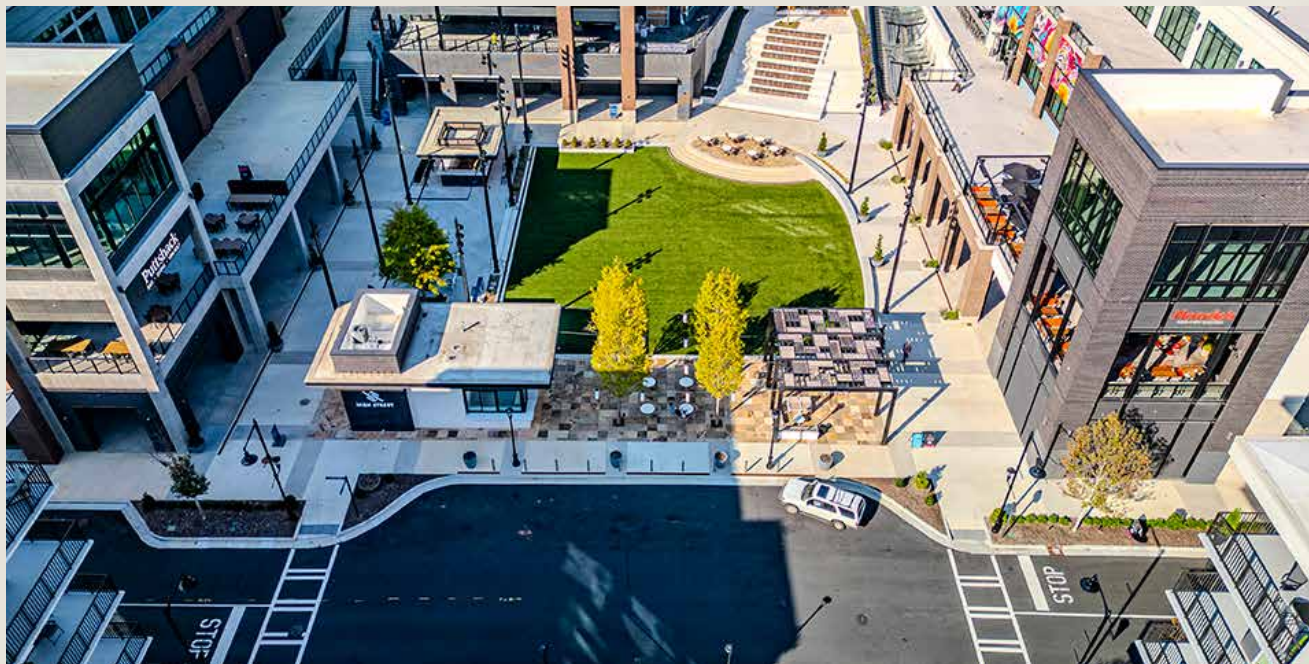
3

CASE STUDY

MIXED-USE REDEVELOPMENT

High Street, Dunwoody, GA

- 36-acre mixed-use district
- Proximity to MARTA
- Shared parking strategy
- Central green space



3

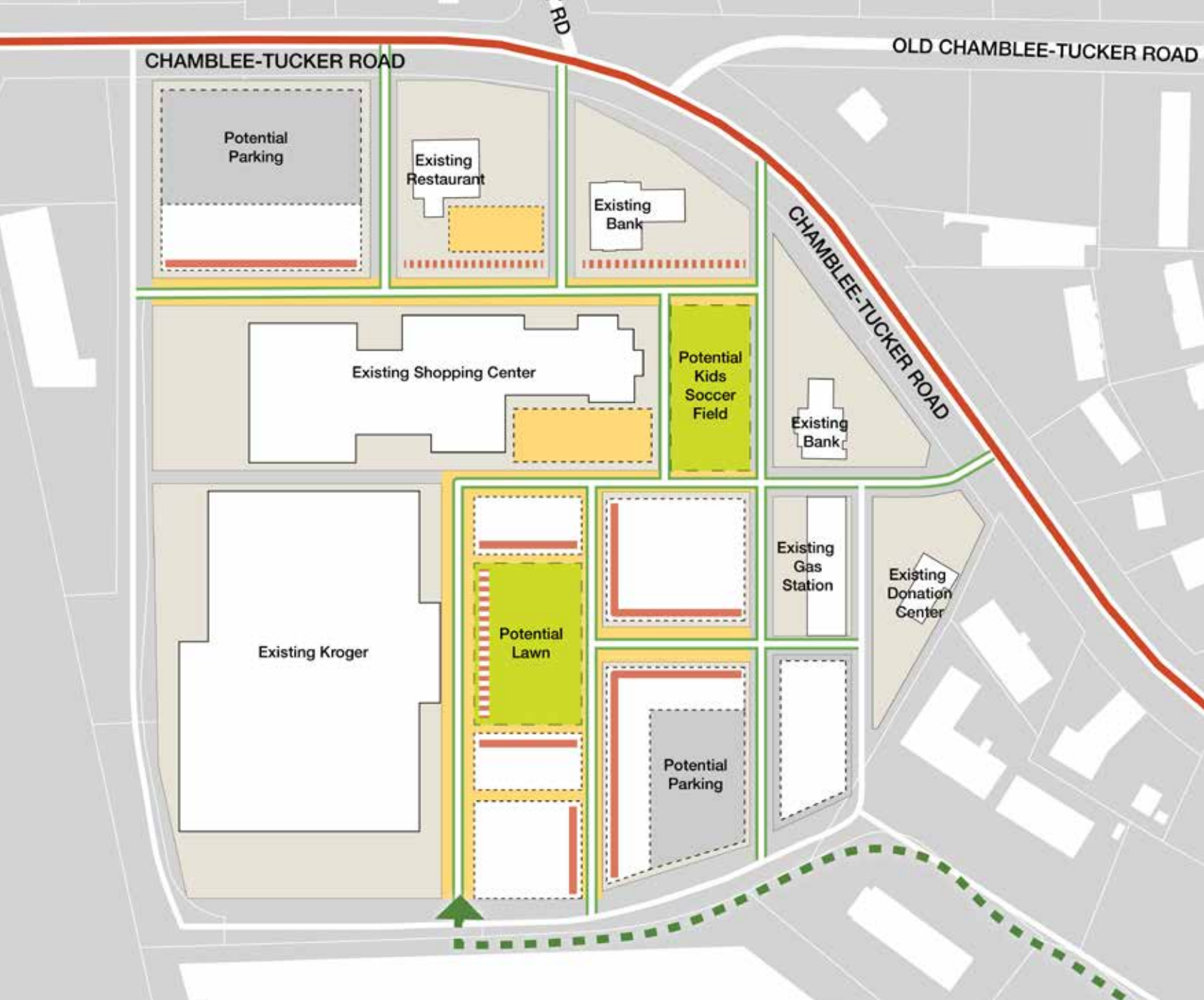
SCENARIO 1

GREEN SPACE FACES KROGER

LEGEND

- New / improved street
- Existing building
- Potential new building
- Potential parking / redevelopment pad
- Potential new green space
- Potential new plaza / outdoor space
- Edge activation via public art or tactical urbanism
- Ground level activation

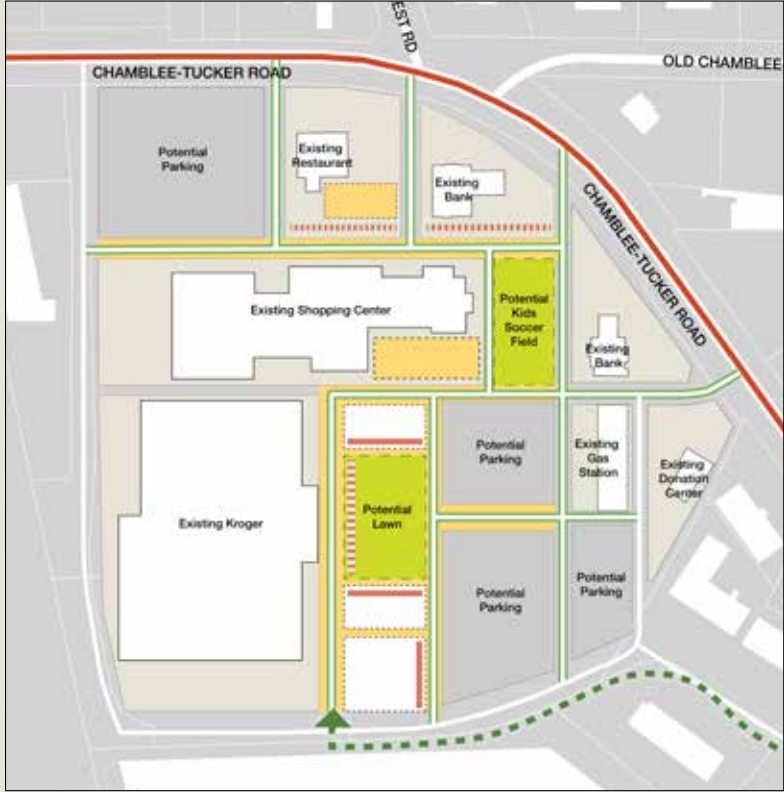
EXISTING CONDITIONS



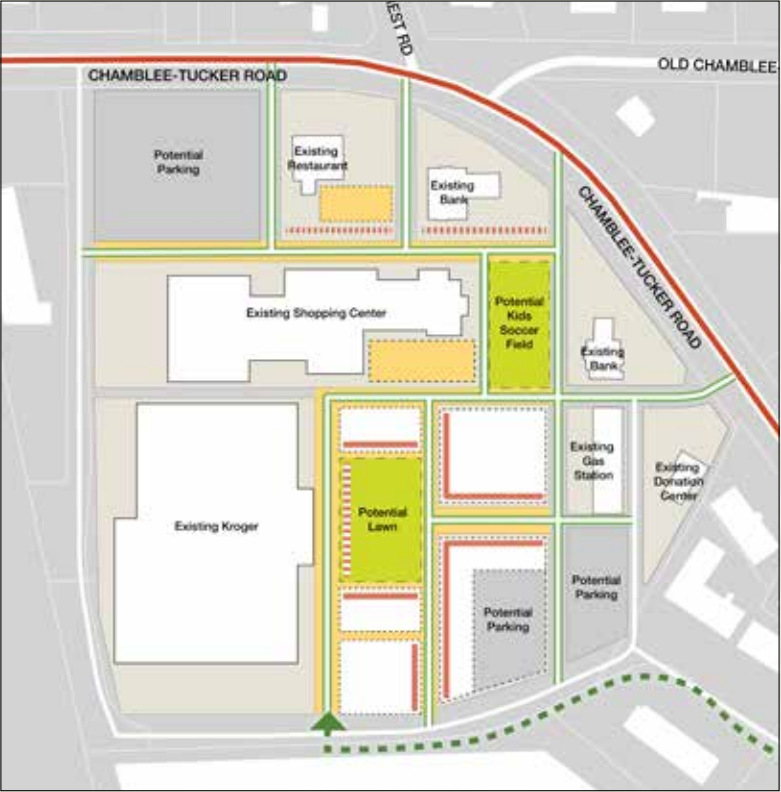
3

SCENARIO 1
POTENTIAL PHASING

PHASE 1



PHASE 2



PHASE 3



3

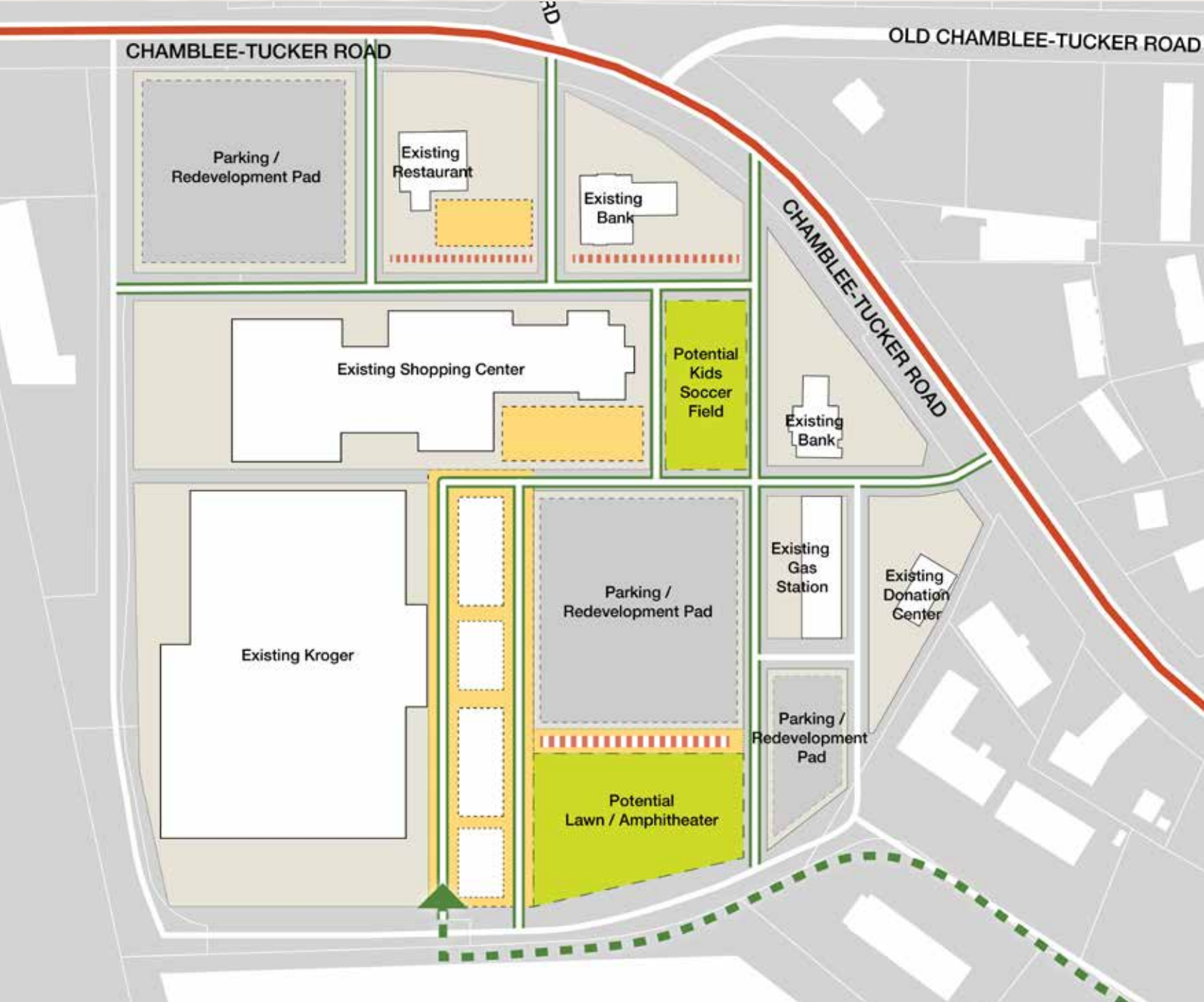
SCENARIO 2A

GREEN SPACE FACES RESIDENTIAL DEVELOPMENT

LEGEND

- New / improved street
- Existing building
- Potential new building
- Potential parking / redevelopment pad
- Potential new green space
- Potential new plaza / outdoor space
- Edge activation via public art or tactical urbanism
- Ground level activation

EXISTING CONDITIONS



3

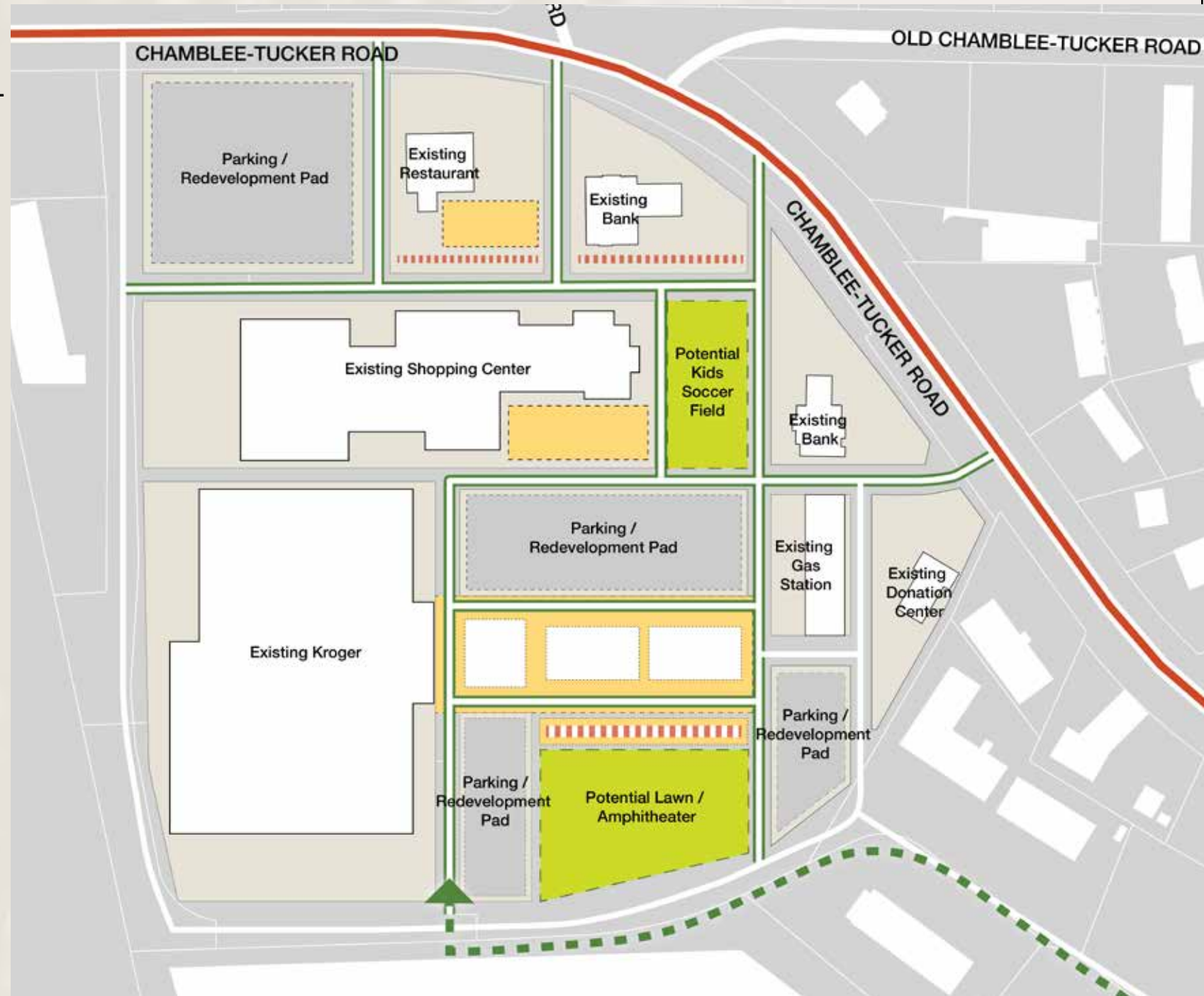
SCENARIO 2B

GREEN SPACE FACES RESIDENTIAL DEVELOPMENT

LEGEND

-  New / improved street
-  Existing building
-  Potential new building
-  Potential parking / redevelopment pad
-  Potential new green space
-  Potential new plaza / outdoor space
-  Edge activation via public art or tactical urbanism
-  Ground level activation

EXISTING CONDITIONS



3

COMMUNITY FEEDBACK

Through extensive community engagement, a series of great ideas emerged for the site:

Mobility and Streets

- Improve crossings along Chamblee-Tucker Road to enhance pedestrian safety and connectivity to the site.
- Reduce the number of lanes and traffic speeds along Chamblee-Tucker Road, particularly near the site.
- Create pedestrian connections to the future trail and adjacent school. Strengthen connections to the broader trail network. Introduce mid-block pedestrian connections through the site.

Site Activation and Programming

- Activate the site with food trucks, music, and parklets.
- Use asphalt art and other public art strategies to generate immediate momentum around the site, especially at key entrances.
- Incorporate the site's history and storytelling elements.
- Introduce flexible programming such as outdoor movies and small events.

Open Space and Placemaking

- Use underutilized parking areas to create a green space for the community. Options included: In front of Kroger, in front of the residential area, at the corner of the site.
- Support green space, active recreation, reduced parking, outdoor dining, and tactical urbanism strategies.
- Integrate public art as both placemaking and wayfinding.
- Incorporate the site's history and storytelling elements.

Parking and Development

- Reconfigure excess parking as a long-term redevelopment opportunity.
- Ensure preservation of ADA-accessible parking spaces.
- Balance parking needs with new active uses and open space.



Community Feedback: Key Ideas

3

**INSPIRATION
PROGRAMMING**

Food Trucks



Children Events



Parklet



Wellness Events



Farmers Market



Outdoor Seating



Kids Soccer Field



Asphalt Art



A decorative pattern of small squares, some light and some dark, arranged in a grid-like fashion on the left side of the page.

APPENDIX F

Public Artist Engagement

**Embry Hills, Presidential Parkway & Surrounding Communities
Placemaking Strategy**

Public Art Engagement - Final Report

**Presented by Purpose Possible
May 2026**



www.purposepossible.com

Purpose Possible
Embry Hills, Presidential Parkway & Surrounding Communities
Public Art Engagement - Final Report

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[Wall Murals](#)

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[Gateways and Identity Markers](#)

[Art-Infused Infrastructure](#)

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Introduction

Public art plays a vital role in shaping vibrant, inclusive communities. In the area of Embry Hills, Presidential Parkway and surrounding communities, it has the potential to reflect local identity, support community goals, and activate public spaces in meaningful ways. This Public Art Engagement Plan is designed to explore how public art can best serve the study area—by identifying opportunities for local artists to contribute to placemaking efforts and outlining strategies to connect with diverse, local, and emerging artists, including artists from historically underrepresented racial, ethnic, linguistic, and cultural communities, as well as artists with varying levels of access to traditional arts networks. The ultimate goal is to lay the groundwork for DeKalb's success as it moves toward implementing the public art recommendations in the broader plan.

Our Approach

The following describes the methodology that guided this engagement process — from reviewing existing conditions to convening artists and community members around a shared vision for public art in the study area.

Reviewing Existing Conditions

We assessed the current state of public art, engagement with local artists, and past investment in arts initiatives. Given the limited public art and minimal connection to the arts community to date, this review was intended to help identify opportunities to build stronger, more inclusive partnerships moving forward, including identifying barriers to participation such as language access, limited awareness of arts opportunities, transportation constraints, and lack of connection to formal arts institutions.

Identifying Opportunities and Align To Goals

Building on input from key stakeholders—including the Project Advisory Group (PAG) and the general public—we identified opportunities for public art to help advance the community's stated goals for the plan area, including creating identity, safer streets, and accessible green spaces, with particular attention to ensuring these outcomes reflect the lived experiences and cultural identities of the area's varied populations.

- Strategic groundwork was conducted to assess the County's and community's capacities and resources for engaging with artists, as well as for funding, administering, and maintaining public art—ensuring that all recommendations are informed by these realities.

Artist Engagement

We created strategies for reaching and engaging diverse, local, and emerging artists in the community including:

- Design an accessible, low-barrier online form—also hosted on the project website—to collect artist information and build a centralized repository for future engagement. The form will be designed to be easily understood and mobile-friendly.
- Identify artists both for focused engagement—helping to refine the public art recommendations in this plan—and to provide DeKalb County with a starter list of artists for potential collaboration during implementation. This process includes researching and connecting with arts and culture organizations in the study area and surrounding communities; sharing calls for interest via community forums, networks, and newsletters; and directly contacting individual artists, including recent applicants to a neighboring city's mural project. These efforts aim to build an inclusive and representative pool of artists that reflects the racial, cultural, linguistic, and socioeconomic diversity of the surrounding communities, including artists who may not typically participate in formal public art processes, who can contribute meaningfully to placemaking initiatives throughout the plan area.
- Convene an artist-focused stakeholder meeting or design workshop designed to be welcoming and accessible to a wide range of participants to better understand how local artists can be meaningfully involved in implementing the plan's placemaking initiatives, and to gather their input on how public art itself can support the community's broader goals. This session will also serve as a starting point for developing realistic, sustainable strategies for ongoing artist engagement, recognizing that both artist capacity and local infrastructure for arts engagement may be limited.

Intended Outcomes

- Inform public art recommendations integrated into the general plan, highlighting specific opportunities to involve local artists in placemaking initiatives.
- Provide a starter list of local artists to support future requests for proposals (RFPs) and ongoing artist engagement efforts.
- Include recommended strategies for ongoing artist engagement that prioritize equity, representation, and accessibility, enabling the community to collaborate with artists on developing future projects and foster deeper, more embedded partnerships—such as involving artists in socially impactful art and design.

What We Learned

Existing Conditions

Through site visits, studies of GIS maps, and meetings with County staff, we learned that there is currently little to no public art across the study area and no formal municipal or community-based infrastructure to support public art or artist engagement. While informal artist networks and creative activity do exist, these efforts are fragmented and lack coordination at a study-area level. Although some pockets have more established organizations and community groups that could drive engagement locally, the County would need to serve as the primary driver for any comprehensive public art strategy.

County representatives noted that many parts of the study area face broader needs related to infrastructure, connectivity, and safety, which are often perceived as more immediate priorities. There is shared recognition, however, that investment in public art and overall vibrancy, can serve as a catalyst for private sector interest and additional investment, helping advance both of these priorities. The County has strong interest in expanding public art, however there is not currently a County budget line item for public art, and structural changes would be required to build long-term capacity. The County's launch of Arts Dekalb/Dekalb Council for the Arts is an opportunity to create the staffing, procedures, and dedicated budget needed to support public art implementation beyond one-off projects. Surrounding municipalities—such as Doraville—have arts-related staff who could serve as partners.

Despite current limitations, County staff emphasized there is clear departmental and community interest in public art and vibrancy, and given the current absence of existing installations, the opportunity for meaningful impact is present.

Identification of Artists and Cultural Organizations

The project team (Purpose Possible) identified artists and cultural organizations in the study area through a combination of targeted online research and relationship-based outreach. This included researching artists and arts organizations connected to creative activity in and around Embury Hills, as well as leveraging internal networks with Atlanta-based artists and creatives who work in DeKalb County. This approach ensured a mix of individuals familiar with the local context as well as those with broader placemaking and public art experience.

In addition to this research work, the team also created an online form (see image) that was hosted on the project website for easy access. This form opened a new channel of communication and integration with the creative community. In tandem with this form, we collaborated with ARC and GCA to identify other cultural organizations that did not come up

during our research. We recognize that there are more organizations, artists, and creative industry businesses within the study area than turned up during our research. For a full list of the cultural organizations and artists contacted, please contact the County directly.

Public Art in Embry Hills, Presidential Parkway & Surrounding Communities | Artist Information Form

Purpose Possible is a consulting firm that's part of a team working with DeKalb County to develop a Placemaking Plan for Embry Hills, Presidential Parkway, and surrounding communities. Please visit [THIS LINK](#) for more information on the work this team is doing. A major goal of this plan is to increase public art in the area and to develop a list of artists to turn to for future projects.

To that end, we are using this form to collect information on artists who are familiar with this area. The information collected will be used to invite a select group of artists to a focus group discussion and possible other interactions, and will later be shared with DeKalb County for their use when distributing RFPs. There are no plans to post this information publicly. Please contact Elizabeth Low with any questions or concerns: elow@purposepossible.com.

* Indicates required question

The portion of this map outlined in green is the area defined as Embry Hills, Presidential Parkway & Surrounding Areas for the purposes of this Placemaking Plan. (Please note that the study area was updated in Nov. 2025.)



Artist Focus Group

The Artist Focus Group for the Embry Hills/Presidential Parkway Placemaking Area Plan was held on January 20, 2026. It brought together a diverse group of local creatives, community members, and stakeholders to share ideas about how public art can help shape the future of the area and this plan. Participants included muralists, painters, photographers, installation artists, business owners, and residents, all representing a range of perspectives and creative disciplines.

The session was structured around two primary goals: 1) gathering input on how art could improve the study area and 2) exploring how DeKalb County could meaningfully and sustainably engage artists in future placemaking efforts.

The conversation began with a shared understanding that community members envision **vibrant, inclusive, and culturally grounded** artwork that reflects local identity and

strengthens everyday experiences. During the visioning discussion, participants emphasized that communities within the study area, such as Embry Hills, have a unique history and strong sense of community but lack visible markers that communicate this identity. Artists discussed the importance of naming, signage, and iconic installations that could serve as recognizable landmarks. They also highlighted opportunities for art to support functionality, improve pedestrian safety, and activate underutilized spaces. Ideas ranged from seating near transit stops and art in intersections for traffic calming, to creative installations in parking lots and commercial areas. Several artists stressed that meaningful public art should be participatory, suggesting community paint-alongs, youth engagement, and co-creation opportunities that invite residents to help shape the final outcomes.

The second portion of the discussion focused on partnerships and long-term collaboration. Participants shared examples of existing engagement, including informal artist networks, studio collectives, school-based programs, and community events such as art drops and pop-ups. However, the conversation also revealed that these efforts are largely grassroots and fragmented, underscoring the need for more intentional coordination.

Artists expressed **interest in stronger collaboration** with schools, youth programs, and local businesses, and emphasized that partnerships with DeKalb County should include **clear communication, accessible opportunities to propose ideas, and transparency around funding and expectations**. Participants noted that equitable compensation, recognition, and visibility are critical for sustaining artist involvement over time. They also highlighted the value of creating an artist directory, establishing ongoing submission opportunities beyond formal RFPs, and providing clear guidelines for public art projects.

Public Design Workshop

Sarah Lawrence, a local resident artist, was brought in to support the community visioning process by developing a participatory art exercise at Design Workshop #2 to inform the design of a mural to be installed at the intersection of Chamblee Tucker Road and Mercer University Drive following the completion of this plan.

As part of the artist-led visioning process, residents participated in a hands-on "Community Tile Activity," where they selected three of the following attributes identified through the public engagement process as descriptive of their community: Diverse, Connected, Active, Collaborative, Welcoming, and Rooted, and stacked them in order of importance. The top tile represented their highest priority, creating a clear visual signal of what matters most across the group. Thirty people contributed to this activity at the workshop and twenty more participated in an online version that ran for three weeks following the event.

Overall, residents were excited to see public art in their community and took pride in shaping a piece rooted in shared values. The final mural composition translates those

individual choices into a unified grid, where layered brushstrokes reflect both personal expression and collective authorship.

Across the responses, warm tones dominate the top position: orange and red were top picks, together accounting for more than half of all selections, corresponding to “Connected” and “Diverse.” Participants told us that social interaction, cultural richness, and everyday exchange are the community’s strongest shared priorities. Purple (“Active”) follows with nine selections, indicating a parallel emphasis on movement, public space, and vitality. Cooler tones appear less frequently: blue (“Rooted”), green (“Welcoming”), and yellow (“Collaborative”) each showed up only a handful of times as the top pick but very frequently in the second and third layers, implying these values are widely present but more often function as supporting priorities.

Recommendations

The recommendations that follow are designed to be realistic, actionable, and responsive to the conditions and opportunities specific to this study area. They address both immediate opportunities — where public art can be deployed now to advance safety, identity, and connectivity — and the longer-term infrastructure needed to sustain meaningful artist engagement and community ownership over time. Many of these recommendations can be moved forward immediately; in parallel, an overall countywide strategic or master plan for public art and arts engagement is strongly recommended to provide the coordination and vision that will make individual efforts more cohesive and effectively aligned over time.

The study area offers vast opportunities to achieve the broader goals of pedestrian safety, wayfinding, connectivity, and identity through public art - which also underscores the need to approach this in a thoughtful and community-building way. While the entire study area does not have a single identity, individual communities within (Embry Hills, Northcrest, and, to an extent, the Mercer University campus) do. There is a deep desire within those communities to reinforce their identities and thus their involvement in the process is essential. The involvement of constituents in the burgeoning areas can also help create the sense of identity in those areas. Furthermore, any naming of places, corridors, or neighborhoods — whether through signage, murals, or gateway markers — should emerge from and be validated by the communities those names are meant to represent, ensuring that public art becomes a source of shared pride rather than contention.

Our recommendations will provide a typology of public art that can be deployed across the study area, but it's also important to reinforce the values of investment in **vibrancy** and **ongoing engagement with the creative community**.

- **Vibrancy** is the measurable quality of a place characterized by active human use, visual interest, cultural identity, and visible maintenance and is both a driver and a signal of long-term investment value.
- **Ongoing engagement with the creative community** - including artists, cultural organizations, educators, creative industry practitioners, and others - signals the value of this group to the vitality of general community and will yield ideas and creative solutions that reflect the full diversity of those who live, work, and invest in the area, ensuring that vibrancy is built with the community rather than simply installed for it.

The following strategies will help achieve these goals:

Integrate Public Art with Functional Community Goals

- **Align public art with safety, wayfinding, and connectivity.** Public art should be intentionally integrated into pedestrian safety improvements, wayfinding systems, and connectivity enhancements so that creative placemaking supports both aesthetic and functional community needs.
 - This includes opportunities such as traffic-calming artwork, artistic crosswalks, and creative seating near transit stops.
- **Incorporate identity and gateway elements.** Use signature installations, signage, and gateway markers to reinforce neighborhood identity and create recognizable landmarks that reflect Embry Hills/Presidential Parkway history and community character.
- **Embed public art in capital and infrastructure projects.** Establish internal processes to ensure that public art is considered alongside all new public projects.
 - This includes streetscape improvements, parks, transit areas, and commercial corridors.
- **Activate underutilized spaces through design.** Integrate art into parking lots, intersections, and other overlooked areas to improve visibility, safety, and create welcoming convening spaces.

Foster Ongoing Engagement with Artists and Creatives

- **Create participatory opportunities for residents.** Incorporate community paint days, youth engagement initiatives, and artist-led workshops to make sure residents play an active role in shaping public art and feel ownership of the outcomes.
 - This includes partnering with established community organizations that know how to engage local groups in such activities. This also supports participation, partnership, and potential crossover benefits (such as partnering with an existing event that brings multiple resources to communities).

- **Leverage artists already in the community.** Identify and collaborate with local creatives and grassroots [artist networks](#) that are already organizing events, pop-ups, and informal installations.
- **Maintain sustained, ongoing open communication channels.** Commit to host periodic forums, focus groups, or meetings for artists to convene and brainstorm. Provide an accessible space on the County website for submissions, and share updates on funding and other timelines to keep artists informed and involved over time.

Establish Clear Pathways for Artist Involvement

- **Develop transparent engagement processes.** Share clear guidelines for how artists can participate, propose and submit ideas, and respond to opportunities beyond the traditional RFPs.
- **Ensure equitable compensation and recognition.** Prioritize building consistent compensation structures and visibility for artists to support sustainable, symbiotic, long-term involvement.
- **Create structures that invite collaboration.** Build genuine relationships with creatives beyond immediate needs, participate in artist collective meetings to better connect with creatives for future initiatives.

Create Opportunities for Private Business Participation

- **Develop a public art toolkit for businesses.** Provide resources such as approved paint color palettes, design guidance, and clear mural approval process to help businesses enhance their facades and adjacent public spaces without additional roadblocks.
- **Connect businesses with local artists.** Maintain a curated and updated list or directory of artists available for commissions to make collaboration more accessible.
- **Consider a micro-grant program.** Offer small grants or matching funds to support and promote small-scale enhancements (storefront murals, creative signage, outdoor seating areas) that contribute to overall vibrancy and neighborhood identity.

Public Art Types

The study area offers a rare opportunity — for the most part, it is a blank slate with little existing public art. At the same time, the area has significant and well-documented needs: improvements to pedestrian safety, clearer wayfinding, stronger physical and visual connectivity to trails and other amenities, and a compelling desire among stakeholders to establish a distinct sense of place and identity.

While beautification alone is a legitimate goal in many contexts, the conditions in this study area call for a more purposeful approach. Here, public art is recommended not as decoration but as infrastructure — a means of directly advancing the community's goals. When strategically deployed, public art can address all of these priorities simultaneously rather than as separate investments, delivering meaningful functional improvements while also building the visual interest and cultural identity that attract long-term investment.

Vibrancy Enhancements

Budget: \$

Degree of Difficulty: ●

Timeline: 🕒

What is it? Vibrancy enhancements are low-barrier, high-impact interventions that introduce color, pattern, and visual interest into the built environment as a natural extension of routine maintenance and infrastructure improvements. Rather than requiring dedicated public art budgets, artist procurements, or lengthy community engagement processes, vibrancy enhancements are often deployed opportunistically, such as when a wall is already being painted or when a bike rack is already being replaced, but can also serve as quick, low-lift strategic interventions targeted at areas where visible attention and investment are most needed.

Why does it work here? The upgrade from utilitarian to visually engaging requires minimal additional cost or effort, but meaningfully changes the character of a place over time. The study area is currently dominated by concrete and undifferentiated surfaces; these small but intentional investments would send a powerful signal to the community that the area is valued and that change is underway.

What could this look like? Vibrancy enhancements require no artist and no special budget — only an intentional color decision made at the right moment. The following examples illustrate how that simple shift, applied consistently across a corridor or district, accumulates into a meaningful and cohesive visual identity.

- Utility boxes and poles — painted a single bold color or simple color band instead of standard gray or black; one of the most immediately impactful and lowest-cost interventions available, requiring only a color specification decision at the time of routine maintenance
- Jersey barriers and low retaining walls — painted in 2-3 color horizontal or diagonal stripes using standard paint and painter's tape, transforming ubiquitous concrete infrastructure into a cohesive visual element of the streetscape
- Bridge and pedestrian guardrails — painted a signature corridor color instead of standard black or silver, creating visual continuity and identity along a walking or biking route
- Bollards and street furniture — specifying color when purchasing or replacing bollards, bike racks, and benches rather than defaulting to standard black or gray; a

procurement decision that costs nothing extra and accumulates into a coherent visual identity over time

- Underside of overpasses and bridge decks — painted a bright solid color, transforming what is typically one of the most visually oppressive elements of the pedestrian environment into a moment of surprise and delight



This business owner at the PREP site within the study area is already deploying simple vibrancy enhancements to enhance their corner of the building. Photo 2026, courtesy of Jessica Flórez.



Part of a larger project to invite the community to engage with a space near a construction project, this installation shows how simple use of color can make a powerful change. "Bright Stripes Installation / Taller KEN + Alloy Design" 21 Sep 2021. [ArchDaily](#). Accessed 19 Apr 2026.

Considerations: Vibrancy enhancements are intended to be low-cost, require minimal staff time for approvals, and should be easily maintained. Establishing an approved color palette will streamline implementation and ensure visual coherence across the study area. Equally important is routing location approvals through a single, consistent process — without this, well-intentioned efforts can accumulate into a disjointed and visually chaotic result.

Potential implementation partners: While vibrancy enhancements are designed to be implemented without extensive partnership, there is significant value in encouraging agency partners (GDOT, MARTA, et al.), community organizations, and private businesses to participate. Developing a simple toolkit and a clear, accessible approval process will be essential to broadening participation while maintaining quality and consistency.

Wall Murals

Budget: \$\$

Degree of Difficulty: ●-●

Timeline: ⌚⌚

What is it? Wall murals are large-scale painted or printed works applied directly to building facades, retaining walls, underpasses, and other vertical surfaces. They range from artist-designed figurative or abstract compositions to community-created works developed through participatory processes. Unlike vibrancy enhancements, wall murals are intentional, planned installations that typically involve a defined scope, a selected artist or artist team, and a community engagement component.

Why does it work here? The study area's many blank vertical surfaces, including retaining walls, highway underpasses, and building facades, offer a remarkable opportunity to build identity and a sense of place from the ground up. Wall murals are one of the most immediate and cost-effective tools for making that vision visible, creating landmarks that residents and visitors recognize and remember. When rooted in local history, culture, or identity, murals do more than beautify — they tell a story about who belongs in a place and why it matters.

What could this look like?
Painted murals



"Here We Go" by Teresa Afternoon, 2024, Lawrenceville, GA. Image courtesy of the artist.



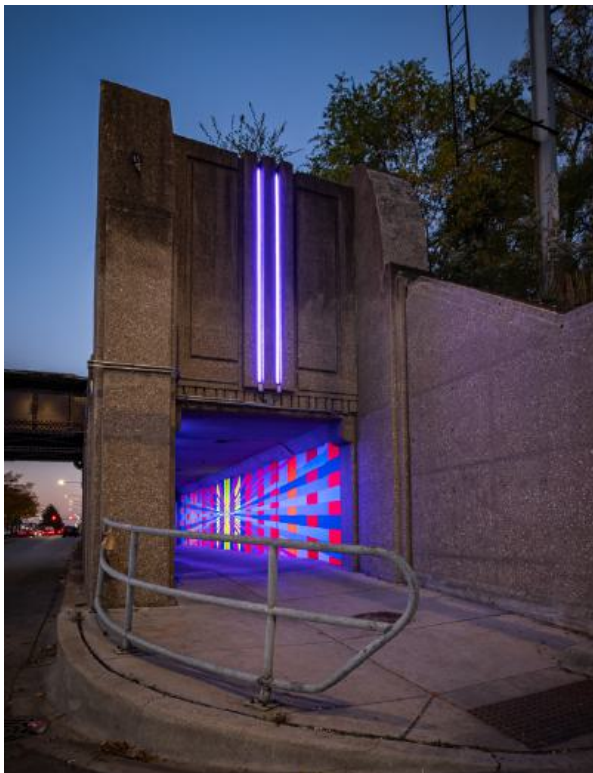
*"A Fleeting Moment" by Trudy Tran, 2023, Atlanta, GA.
[Accessed 19 Apr 2026](#)*

Mosaic murals



*South street mosaics – Isaiah Zagar
Philadelphia, PA
Image by alibnz*

Even using light as a medium



*"Woven Together" by Luftwerk, in collaboration
with Gloria Talamantes
Chicago, IL*

Considerations: Murals require more planning and coordination than vibrancy enhancements, including surface preparation, artist selection, community input, and a maintenance plan for touch-ups and eventual restoration. Establishing a clear and streamlined approval process, including pre-approved surfaces, standard agreement templates, and maintenance expectations, will reduce friction and encourage more frequent implementation. Thoughtful placement is essential; murals should be sited where they are visible to pedestrians, reinforce wayfinding or safety goals, and are protected from vandalism where possible.

Potential implementation partners: Local and regional artists and artist collectives, neighborhood and community organizations, businesses and property owners (for facade murals), GDOT and MARTA (for retaining walls and underpasses), schools, and local arts organizations who can assist with artist identification, community engagement, and fundraising.

Asphalt Art and Wayfinding

Budget: \$\$

Degree of Difficulty: ●-●

Timeline: ⌚⌚

What is it? Asphalt art and wayfinding encompasses painted or printed designs applied directly to horizontal surfaces — roadways, crosswalks, sidewalks, plazas, and parking areas. These interventions range from decorative geometric patterns and full intersection murals to functional wayfinding systems that use color, line, and iconography to guide pedestrians through a corridor or toward a destination. At their most effective, asphalt art installations are simultaneously beautiful and functional, serving as both landmarks and navigation tools.

Why does it work here? The study area has identified pedestrian safety, wayfinding, and connectivity as primary needs — and asphalt art is uniquely positioned to address all three at once. Painted crosswalks and intersection murals slow vehicle speeds and increase driver awareness, directly improving pedestrian safety. Color-coded pathways and directional markings on the ground guide pedestrians naturally and intuitively toward trails, transit, and other amenities without relying on signage that can be overlooked or ignored. And because these interventions are applied to surfaces people are already walking on, they meet pedestrians exactly where they are, making the experience of moving through the area more engaging, legible, and enjoyable.

What could this look like?



Painting of the Biddle Street and Valley Street intersection in Baltimore, MD, 2022, as part of the Johnston Square "Bee Safe" Art Crosswalk Program. Image courtesy of Made You Look Baltimore.



"Walk" by Lope Max Diaz, 2016, Chapel Hill, NC. Courtesy of Town of Chapel Hill Community Arts & Culture

Considerations: Surface preparation and paint or material selection are critical to durability — high-traffic areas require traffic-grade materials, such as StreetBond paint, that can withstand vehicle and pedestrian wear and UV exposure. A consistent design language and color palette should be established early to ensure that wayfinding elements read as a coherent system rather than disconnected individual projects. Maintenance and reapplication schedules should be built into the program from the outset, as faded or deteriorating asphalt art can undermine the sense of care and investment it is meant to convey. Coordination with traffic engineering and relevant right-of-way authorities will be required for any installations in or adjacent to roadways.

Potential implementation partners: Local and regional artists and design firms, community organizations for participatory design processes, schools and youth programs for plaza and sidewalk installations, and adjacent property owners and businesses for installations on private plazas and parking areas. [Bloomberg Philanthropies](#) offers excellent guides, safety studies, and grant funding (a nonprofit partner may be required). Future projects could also be funded through SPLOST.

Gateways and Identity Markers

Budget: \$\$-\$\$\$\$

Degree of Difficulty: 🟡

Timeline: 🕒🕒🕒

What is it? Gateways and identity markers are three-dimensional sculptural or architectural installations that define the entrances, edges, and key nodes of a place. They include vertical elements such as totems, pylons, and monument signs; overhead elements such as arches, portal structures, and suspended installations spanning roadways or pathways; and ground-level elements such as neighborhood markers, medallions, and sculptural anchors at key intersections or trailheads. Unlike flat surface interventions, gateways and identity markers occupy space — they are experienced from a distance, command attention, and function as orienting landmarks that help people understand where they are and where they are going.

Why does it work here? One of the study area's most pressing needs is identity — a legible sense of place that distinguishes it from surrounding areas and gives residents, visitors, and investors a reason to take notice. Gateways and identity markers are among the most powerful tools for making that identity visible and legible at a glance. The study area includes sub-areas that each have their own distinct character, history, and community identity, and rather than imposing a single unified aesthetic, gateways and markers can be tailored to reflect and amplify what makes each area unique, while a consistent design vocabulary across all installations signals that these places are part of a larger, connected district.

What could this look like?

A pillar or totem



An arch



Using existing infrastructure



Eventually, identity markers could be paired with streetscaping, perhaps in partnership with a neighborhood organization.



Considerations: Gateways and identity markers represent a higher level of investment than surface-based interventions and require careful planning around siting, structural engineering, material durability, lighting, and long-term maintenance. Placement is critical — these elements should be located at true decision points and entry moments, where they will be seen by the greatest number of pedestrians and drivers and where they will most effectively reinforce the area's identity and wayfinding system. Community engagement is of paramount importance for this typology, as identity markers carry symbolic weight and

should reflect the values, culture, and aspirations of the people who live and work in the area.

Potential implementation partners: Community and neighborhood organizations are essential partners for identity and design input, ensuring that markers reflect the distinct character of each sub-area rather than a generic or imposed aesthetic. Private developers and property owners should be engaged for installations on or near private property, and local foundations and business improvement districts are natural partners for funding and long-term stewardship. GDOT should be consulted early in the process for any overhead or roadway-adjacent installations. Given the complexity of developing a system of markers that is both individually responsive to each sub-area and cohesive across the broader district, engaging an outside consultant and artist team to develop a dedicated design framework and implementation plan is strongly recommended.

Art-Infused Infrastructure

Budget: \$\$-\$\$\$\$

Degree of Difficulty:  - 

Timeline:   -   

What is it? Art-infused infrastructure refers to the integration of artistic design directly into functional infrastructure elements — rather than treating art and infrastructure as separate investments. This includes bus shelters and transit waiting areas designed as distinctive, place-specific installations rather than generic commercial structures; decorative or patterned fencing and railings on highway overpasses and pedestrian bridges; site-designed benches, seating walls, and bike racks that function as sculpture as well as furniture; and trailheads and trail connection points that are designed as intentional arrival and departure experiences. The defining principle of this typology is that the artistic quality is built in from the start, not added on afterward, making it often no more expensive or complex to maintain than standard infrastructure.

Why does it work here? The study area has significant infrastructure needs that will require investment regardless of whether an artistic lens is applied. Art-infused infrastructure takes advantage of that inevitable investment by ensuring that what gets built is not just functional but meaningful - contributing to the area's identity, vibrancy, and sense of care at no significant additional cost. A bus shelter that is also a piece of civic art can place waiting riders into a historical moment. A trailhead that is designed as a welcoming gateway encourages use and signals that the connection to the broader trail network is intentional and valued. In an area working to establish identity and attract investment, every infrastructure element is an opportunity to reinforce that something different is happening here.

What could this look like?

Bus shelters



This bus shelter incorporates the history of the neighborhood in which it resides. A Tapestry of Rogers Road by Kiara Chatterjee, 2021, Chapel Hill, NC. Photo courtesy of Town of Chapel Hill Community Arts & Culture

Bridges



Bridge of Hope, 2020, Marietta, GA. Photo Courtesy of Marietta Arts Council

Fencing - can include permanent and temporary installations



An example of a permanent installation.



The temporary "On the Fence" program installation, Edmonds, WA

Mural programs for benches, utility boxes, and bike racks are lower cost and are terrific community engagement opportunities, but do require hands-on administration.



Considerations: The key to successful art-infused infrastructure is early integration — artistic design intent must be established at the beginning of an infrastructure project, not retrofitted at the end. This requires close coordination between engineers, planners, and artists or designers from the outset. Procurement processes may need to be adapted to accommodate artist or design firm involvement alongside traditional infrastructure contractors. Material selection should prioritize durability and ease of maintenance, as these elements will be subject to heavy use and weather exposure. Establishing design standards and pre-approved templates for common elements such as benches and bike racks can streamline implementation and ensure visual consistency across the study area.

Potential implementation partners: GDOT for overpass and roadway-adjacent infrastructure; MARTA for bus shelter design and installation; local artists and design firms with experience in fabrication and public space design; and private developers and property owners for infrastructure elements within or adjacent to development sites. These types of projects are ripe for various funding mechanisms, public (including SPLOST) and private, often in partnership with a nonprofit organization.

Site-Specific Artwork

Budget: \$\$\$\$\$

Degree of Difficulty: 

Timeline:    

What is it? Site-specific artwork refers to original works of art conceived and created in direct response to a particular location — its history, culture, physical characteristics, community identity, and context. Unlike portable or reproducible works, site-specific pieces are inseparable from the places they inhabit; they are designed for one location and one location only. This category encompasses the broadest range of media and form — sculpture, installation, mosaic, light art, sound art, kinetic works, and more — and typically represents the highest level of artistic ambition, community engagement, and investment within a public art program. Site-specific works are often the most memorable and celebrated elements of a public art portfolio, becoming landmarks and symbols of a place in their own right.

Why does it work here? The study area's varied conditions make it particularly well-suited for site-specific artwork. Where sub-areas have distinct histories and established community identity, site-specific works can root that identity in the physical landscape in a lasting and celebrated way. Where identity is still taking shape, a well-conceived site-specific work can serve as a catalyst — giving a place its first defining landmark and signaling to residents and visitors alike that something meaningful is being built here. A well-sited and thoughtfully developed site-specific work can become the defining image of a neighborhood — the piece that people photograph, reference, and rally around — accelerating the establishment of identity and community pride in ways that no other typology can match.

What could this look like?



Site-specific artworks can simultaneously beautify and solve challenges. This artwork provides a visual screen, space barrier - and tells the stories from a rehabilitation hospital that used to be on this site.

"Mutualities; Lives Interwoven", by [Forlano Design](#), 2019, Shenton Park, Western Australia. Accessed 19 Apr 2026



This series of artworks in Rosslyn, VA, offer a gateway to and define a corridor leading to a major plaza. The series also includes designs for street lighting, benches, and bike racks. Arlington, VA. "Luminous Bodies" by Cliff Garten. Installed 2020. Photo by Jeremy Green.

Considerations: Site-specific artwork requires the most significant investment of time, resources, and process of any typology in this framework. A thorough community

engagement process is essential to ensure that the work reflects the values and identity of the people it represents. Artist selection should be conducted through a transparent and inclusive process, and should prioritize artists with demonstrated experience in public, community-engaged work. Budgets should account not only for artist fees and fabrication but for site preparation, structural engineering where required, lighting, insurance, and a long-term maintenance and conservation plan. Despite the greater investment required, site-specific works often deliver outsized returns — in community pride, media attention, placemaking impact, and long-term economic value.

Potential implementation partners: Local, regional, and potentially national artists and artist teams with public art experience; community and neighborhood organizations as essential partners in the engagement and selection process; local arts agencies as potential funding sources and administrative partners; private developers seeking to meet public art requirements or community benefit commitments; foundations and corporate sponsors for supplemental funding; and universities and cultural institutions that may have interest in co-presenting or supporting works of significant artistic ambition.

A decorative pattern of small squares, some light and some dark, arranged in a grid-like fashion on the left side of the page.

APPENDIX G

Public Artist Murals

Artist: Teresa Abboud
Company: Teresa Afternoon LLC.
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teresaafternoon7@gmail.com
personal email: teresaabboud@hotmail.com
404-426 0582

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Planner - Long Range Planning
DeKalb County Government | Planning &
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Email
Address: alking@dekalbcountyga.gov

EMBRY HILLS MURAL PROJECT – Teresa Abboud

ARTIST STATEMENT:

My interest comes directly from my life in Atlanta, my “Home” away from home for more than a decade. Coming from Lebanon, I have been painting murals for many causes and NGO’s in Atlanta. I envisioned this to be the best way to integrate and give back to Atlanta- the multicultural and historical landmark in the South East of the United States.

My motivation through art is always to make our life better, to invite viewers to think, and reflect themselves in the painting. For me the mission of art is to make our lives better under the big titles of diversity, equity and inclusion.

For long, Embry Hills has been a destination I visit frequently- either to come to Alif Institute, visit Mediterranean bakery or the old Big Lot and North Lake mall, play pickle ball at Mercer University or visit many friends from different ages and backgrounds whose home is Embry Hills. For these reasons, making this mural is close to my heart and I want to celebrate the mural with the community of Embry Hills.

THE PROPOSAL:

Since this project is one of the first in the area, I envision it as the cover of a book — “The Book of Embry Hills.” The mural is the wall that tells the story of Embry Hills’ people and invites you to open the first page.

I wanted this visual to make people smile; a painting that celebrates everyday life and reflects on the history and evolution of the neighborhood. As described in the artist brief, the mural should reinforce a sense of belonging and make people proud of their origins and the area’s diversity. Bringing these ideas together, I aimed to create a scene people of all ages and backgrounds can identify with.

I began with two elderly women sitting on a public bench, contemplating Embry Hills’ progress and enjoying a pleasant morning or afternoon. You’ll also see a soccer player wearing a Silverbacks jersey — the local soccer team — which ties to the 2026 World Cup happening in Atlanta. The houses, farmlands, bridges and paths, nature, flowers, and birds are all elements drawn from the area. I plan to extend the mural to the left and add the painting’s title: “**The Sun Shines in Embry Hills.**” I feel this area, which wasn’t included in the artist brief, deserves color.

Wall Dimension:

Wall size: 595 square feet

extra section: 180 square feet

Total wall: 775 square feet

THE SKETCH



The Sun Shines at Embury Hills



Actual wall



the mock-up

The Sun Shines at Embry Hills

The 2 ladies sitting on the bench, represent the older generation, they are proud to tell the story of Embry Hills, and enjoying the progress of this area. **DIVERSITY**

the soccer player represent the Silverbacks team and stadium at Embry Hills. And now with the world cup coming it is great to include the soccer theme to the wall . the guy is wearing the Silverback jersey. **UNITED**



Flowers, birds and color are part of Embry hills, a sign of nature, of happiness diversity and growth. **KIND**

Since Embry Hills was a farmland, and sells dairy, and since people love to grow their vegetable and take care of their happy houses, this area reminds us of that. **ROOTED**

the highway corridor, and the idea of growing a walking path, this area is designated for the progress and connections of Embry Hills. **ACTIVE**



wall with real human figure.

PROPOSAL WITH WORDS:



In this section I added the same version of the proposal with words:
UNITED, KIND, DIVERSE, ACTIVE, ROOTED
I personally like it without words.

PREVIOUS PROJECTS:



160 Trinity Street Downtown Atlanta Project for the City of Atlanta,
Ga, 2021

this project was a call of Art y the City of Atlanta that I won.
the theme was For Black Lives Matter, and I wanted to show that we
have the same dreams, hopes and lives.



Ceiling mural June 2025, Emory University, Cox Hall Cafeteria.



Lawrenceville Blooms, Mural at a major intersection for the City, 1500 sq ft, 2023

This project was a Call of Art by the City of Lawrenceville that I won.

The theme was to showcase the beauty of Lawrenceville. And I wanted to show in that mural the diversity of ethnicity that city have by the colors and by the diversity of the buildings.



Refuge Coffee Co. / Woodruff Art center Midtown Atlanta, GA , year 2022
Project for the Woodruff Art Center and Refuge Coffee Co. Midtown Atlanta

The theme was Cinco the Mayo

“Let’s celebrate together” and the idea behind it, I wanted to show that in that all religion and ethnicity have their celebration, and let’s all celebrate together each other culture. This mural was highlighted during the visit of Sec of State Anthony Blinken to Atlanta in along with Mayor Andre Dickens

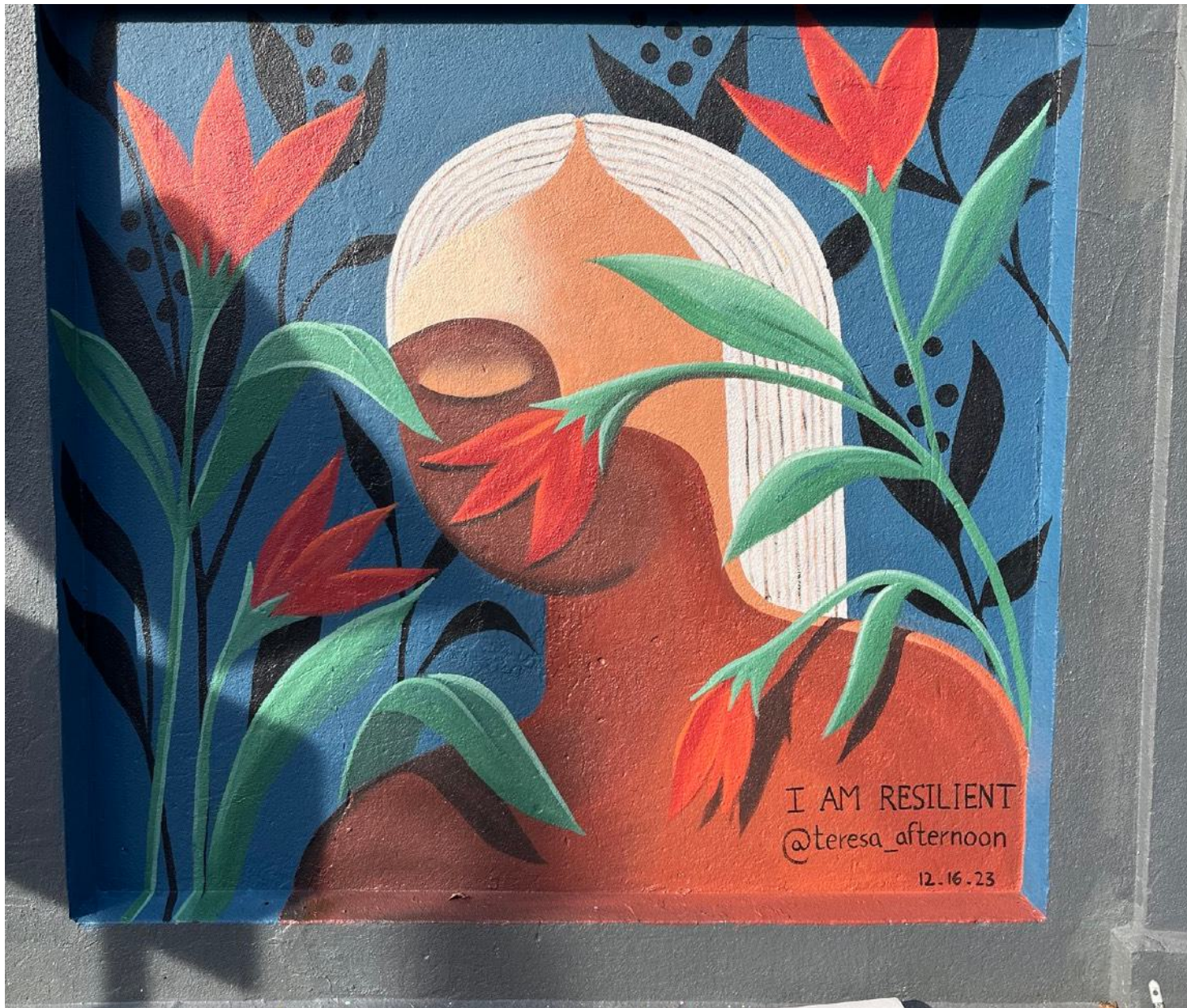


Refuge Coffee Co. Clarkston GA , 2019

This is one of the first project I did, Client: Refuge Coffee Co.

Title : “We all are different and we drink Coffee”

And the title says it all, a call for anti-racism, a call for accepting each other.



Mural "I am Resilient" 8x8 feet , Cabbage town, December 2023

Project by Stalk ATL,

where each artist choose to paint what they want, and I chose to paint that , a theme that is engrave in me, with the theme of equality , and accepting each other.



Emilio's Restaurant, Midtown Atlanta summer 2024
Commission Art for a Mexican restaurant



Emilio's Restaurant, Midtown Atlanta summer 2024
Commission Art for a Mexican restaurant

Thank you for your time viewing my proposal.

Teresa Abboud



APPENDIX H

Public Engagement Boards

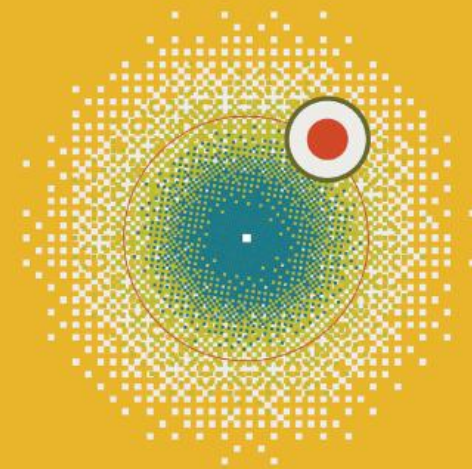
WELCOME!

.....

TO THE
OPEN HOUSE

FOR THE

**Embry Hills, Presidential Parkway,
and the Surrounding Communities
Placemaking Strategy**



DeKalb County
GEORGIA

POND

BLUE
EXPRESS



PURPOSE AND GOALS - PROPÓSITO Y OBJETIVOS

Embry Hills-Presidential Parkway, & Surrounding Communities Placemaking Strategy

VISION AND PURPOSE

Celebrate local culture, improve connections, and protect community identity through public art and placemaking.

STUDY AREA



STUDY AREA CHARACTERISTICS



Cultural Potential:

Embry Hills is home to local artists, civic spaces, and untold stories offering rich opportunities for cultural identity.



Aging Commercial Development:

Older development present opportunities for placemaking, adaptive reuse, and branding.



Institutional Anchors:

Major institutions like Mercer University and the ITA Tennis Center bring daily activity and visibility to the area.



Diverse + Historic Community:

The multicultural, multigenerational population here is rooted in mid-century neighborhoods with deep ties to place.

PROJECT TIMELINE



PROJECT GOALS

1. Create a Unique Identity

Establish a bold, recognizable brand that reflects the character of the study area as a cultural destination.

2. Celebrate Arts & Culture

Elevate local stories and voices through public art, cultural programming, and artistic engagement.

3. Enhance Placemaking

Transform underutilized spaces into vibrant, people-centered places that invite gathering, activity, and creativity.

4. Improve Connectivity & Mobility

Strengthen safe, walkable, and multimodal connections between neighborhoods, trails, and transit to support access for all.

5. Livable Communities

Prioritizing high quality housing while preserving historic neighborhoods and local character.



DeKalb County
GEORGIA



COMMUNITY INSIGHTS - PERSPECTIVAS DE LA COMUNIDAD

Embry Hills-Presidential Parkway, & Surrounding Communities Placemaking Strategy

ENGAGEMENT MILESTONES

This plan is grounded in robust public engagement, drawing on input from a diverse cross-section of the community. The project has run through March of 2025 - May of 2026 with multiple pop up events, design workshops, an open house, and online survey. Insights gathered through events, focus groups, and surveys helped shape and refine the recommendations presented here.



¡También disponible en español!
Survey also available in Spanish!

WHAT HAVE WE HEARD?

A key part of the engagement strategy was the online survey. From June 2025 to February 2026, the survey collected public perceptions of the study area and identified opportunities for future improvements. Survey responses provided key insights that informed the development of this plan. This board summarizes the events and feedback we have heard over the course of the year.

Top Three Desired Amenities for the Area

1. Public spaces (parks, playgrounds, open spaces, trails)
2. Bike and pedestrian amenities
3. Public art installations

Most Mentioned Words:



180+ survey responses

10 engagement events

2,250+ total community members reached so far

Responses from local businesses, community members, local artists & stakeholders

Address safety and access along Chamblee Tucker Road - one of the biggest challenges in the area

As the front door to the district, Mercer University has potential to set the tone for walkability, placemaking, signage, and wayfinding that welcomes people into the area

Preserve the wetlands

Sidewalk repairs, overgrown vegetation, lighting gaps, and basic upkeep are key priorities

Begin building trail segments that visibly connect to destinations

Create a cohesive identity for the district

Improve bus stop amenities, lighting, seating, and shade, and make it easier for pedestrians and cyclists to safely reach and use transit.

Ensure this plan connects seamlessly with neighboring cities' plans, trail systems, and redevelopment strategies

There is a lack of shared gathering places. Prioritize new parks, plazas, and flexible green spaces

Currently disconnected: Needs wider and more connected sidewalks



View the website for more information and the final report once it has been adopted!

¡Nuestra página web esta disponible en español!

PLAN FRAMEWORK AND RECOMMENDATIONS - MARCO DEL PLAN Y RECOMENDACIONES

Embry Hills-Presidential Parkway, & Surrounding Communities Placemaking Strategy



SAFER STREETS

Safety - Connectivity - Transportation

The Safer Streets strategy was developed based on community-identified concerns regarding high-risk roadway conditions and limited access to local businesses and community resources. The recommended improvements focus on reducing conflicts between vehicles and pedestrians, creating safe and continuous sidewalk connections, and enhancing key corridors to be more comfortable and accessible for all modes of transportation.



ACCESSIBLE GREEN SPACE

Parks and Trails - Nature - Stormwater

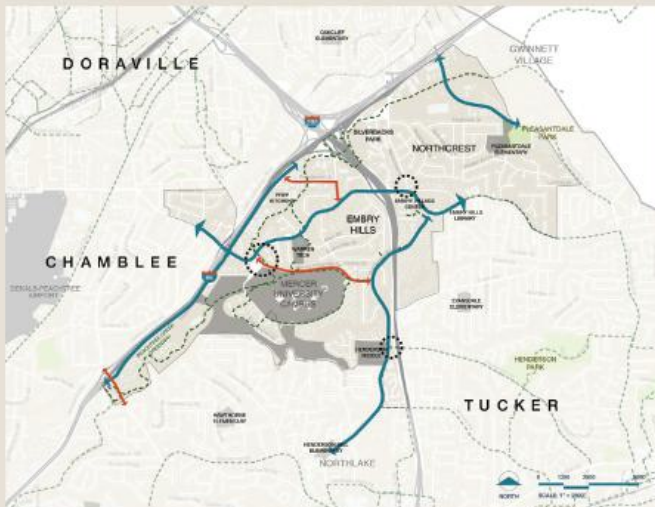
Building on the DeKalb Parks and Recreation Plan, this effort addresses gaps in neighborhood park access and expands on previous trail planning work. Recommendations emphasize stronger trail connections, new opportunities for green space, and the preservation of natural resources as development continues.



CATALYTIC DEVELOPMENT

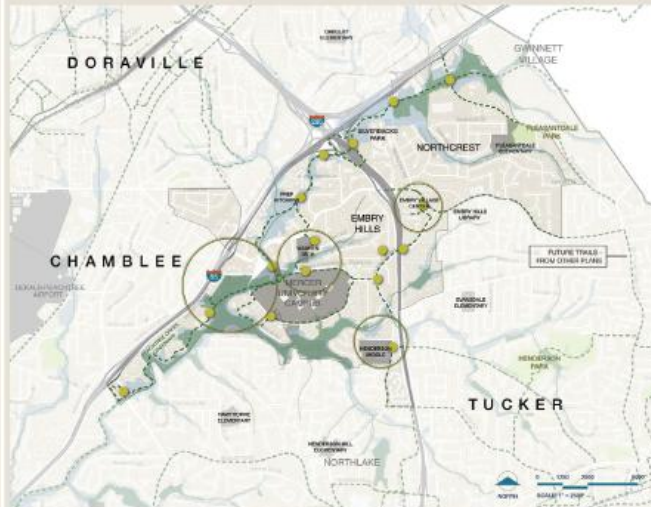
Sensible Development - Economic Growth - Regional Impact

This plan identifies strategic locations for economic investment and provides recommendations for development that supports long-term vitality. These strategies aim to balance new growth with the preservation of neighborhood character and existing housing. Clusters of development are proposed near existing centers of activity and along major highways, where it can build on established uses and take advantage of existing infrastructure.



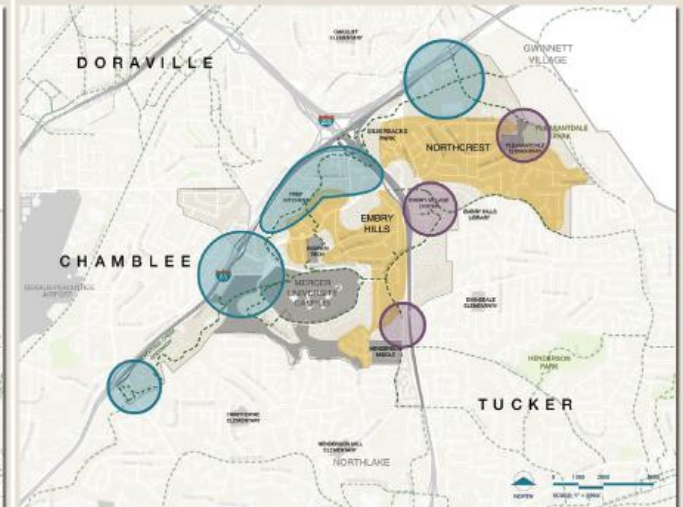
Strategies

- 1 Primary Corridor Opportunities
- 2 Pedestrian Enhancements Opportunities
- 3 Key Intersection Safety Needs



Strategies

- 1 Areas to Preserve
- 2 New Park Opportunities
- 3 Trailhead Gateway Opportunities



Strategies

- 1 Regional Development Opportunities
- 2 Local Development Opportunities
- 3 Neighborhood Priorities



CATALYST SITE ANALYSIS - ANÁLISIS DEL SITIO CATALÍTICO

Embry Hills-Presidential Parkway, & Surrounding Communities Placemaking Strategy

Nodes and regions within the study area were assessed to understand the areas of greatest opportunity for catalytic development. The analysis synthesized existing needs and overlaid all recommendations to identify areas with the highest need and potential impact. The highest scoring areas were brought to the community to vote for the most desired improvements.



Sensible Development - Economic Growth - Housing Options - Regional Impact

This catalyst site is located at the Embry Village Shopping center at the key intersection of Northcrest and Embry Hills. This area presented a lot of redevelopment potential due to the large percentage of parking lot on the site, minimal grading concerns, highway visibility, major road accessibility, and the age of existing structures.



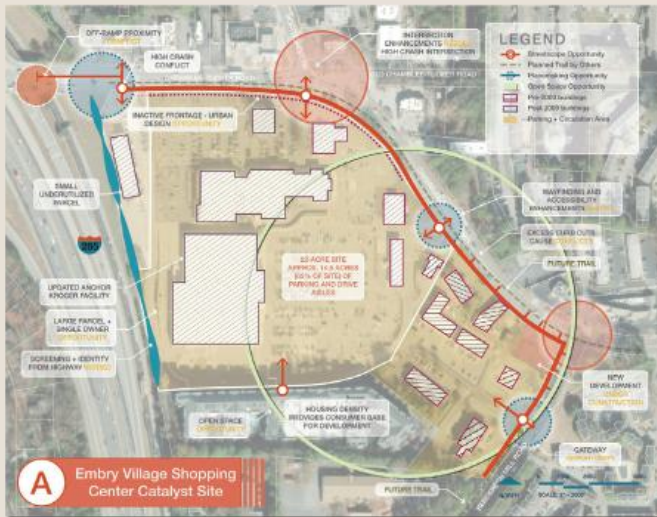
Trails - Placemaking - Gathering Space

This catalyst site is located at the intersection of Presidential Parkway and Presidential Drive. It includes a mix of amenities like the ITP Training Academy, a rock climbing gym, an animal shelter, and PREP Kitchen. Opportunities for this site include connections to the natural amenities and potential to transform Presidential Parkway into a more comfortable corridor by reducing the visual and noise impacts of the highway.



Safety - Connectivity - Gateway - Placemaking

Located at the intersection of Chamblee Tucker Road and Mercer University Drive, this site serves as a gateway to Mercer University and Embry Hills. As one of the busiest and most challenging intersections in the area, it presents safety concerns for both drivers and pedestrians. Chamblee Tucker Road is also a key transit corridor, providing important bus connections for residents. A primary opportunity is to remove the slip lane, bringing drivers to the intersection and reducing traffic concerns while adding green space and placemaking enhancements to the corridor.



Opportunities for this node from the overall district strategies include:

- Chamblee-Tucker & Henderson Mill Road Multi-Modal and Placemaking Improvements
- Embry Village Shopping Node Regional Catalytic Development
- Potential Greenway Trailhead
- Connection to Peachtreeville and Embry Hills Communities
- Adjacent to Future BRT
- Existing high use commercial area



Opportunities for this node from the overall district strategies include:

- Presidential Parkway placemaking streetscape improvements
- Intersection improvements at Presidential Parkway and Presidential Drive
- Presidential Parkway Node - Regional Catalytic Development
- Future Peachtree Creek Greenway
- Local Businesses and Amenities: PREP Food, Central Rock Gym



Opportunities for this node from the overall district strategies include:

- Chamblee-Tucker Multi-Modal and placemaking improvements
- Intersection improvements at Chamblee-Tucker intersections with Mercer Drive and I-68
- Mercer Road Regional Catalytic Development
- Potential Greenway Trailhead
- Future Peachtree Creek Greenway
- Location of local businesses and connection to existing apartments and residences



PUBLIC ART & PLACEMAKING STRATEGY - ESTRATEGIA DE ARTE PÚBLICO Y PLACEMAKING

Embry Hills-Presidential Parkway, & Surrounding Communities Placemaking Strategy

Defining Placemaking for the Study Area

Placemaking is not one-size-fits-all, each community defines what it means based on its identity, culture, and lived experience. At its core, placemaking is about creating meaningful connections between people and place in ways that reflect and strengthen that uniqueness. For this project, placemaking is embedded in the fundamentals: safer streets, accessible open spaces, and catalytic sites, ensuring that identity and community are built into how the place functions. This approach is grounded in the voices of residents, workers, and stakeholders, translating local culture and everyday experiences into visible, lasting change.

WHAT IS PLACEMAKING? ¿QUÉ ES EL PLACEMAKING?

Identity	Collaboration	Community Pride
Belonging	Activity	Local Investment
Connection	Vibrancy	People-Centered Design

STRATEGIES / ESTRATEGIAS

VIBRANCY ENHANCEMENTS MEJORAS DE VITALIDAD

Vibrancy enhancements are low-barrier, high-impact interventions that introduce color, pattern, and visual interest. They focus on activating everyday infrastructure and include:

- Utility boxes and poles
- Barriers and retaining walls
- Bridges and guardrails
- Bollards and street furniture
- Underside of overpasses and bridge decks

WALL MURALS MURALES DE PARED

- Transform blank walls into engaging visual landmarks
- Add identity, beauty, and a sense of place
- Help tell local stories tied to culture and community
- Make spaces more memorable and recognizable

ASPHALT ART ARTE EN EL ASFALTO

- Uses painted surfaces to improve safety and navigation
- Slows traffic and increases driver awareness
- Helps guide pedestrians more intuitively
- Reduces reliance on traditional signage

GATEWAYS AND IDENTITY MARKERS PORTALES DE IDENTIDAD

- Strengthen neighborhood identity and visibility
- Highlight key entry points and important locations
- Reflect local history and community character
- Create a cohesive look while allowing unique expressions

ART-INFUSED INFRASTRUCTURE INFRAESTRUCTURA ARTISTICA

- Integrates artistic elements into functional infrastructure
- Uses custom, site-specific designs instead of generic solutions
- Enhances bridges, railings, lighting, and public spaces
- Improves visual quality without significant added cost

SITE-SPECIFIC ARTWORK ARTE ESPECÍFICA DEL SITIO

- Large-scale, highly customized artistic projects
- Designed through community engagement and input
- Perfect local identity and priorities
- Require planning for long-term maintenance and durability
- Deliver cultural, social, and economic value over time

Art Typology Priority Locations

The study area offers vast opportunities to achieve the broader goals of pedestrian safety, wayfinding, connectivity, and identity through public art. These interventions should be grounded in what each site needs to enhance each of these goals. The map below highlights specific priority opportunities for intervention throughout the district.

What is your top art priority?

¿Cuál es su máxima prioridad para arte?



EMBRY VILLAGE SHOPPING CENTER - CENTRO COMERCIAL EMBRY VILLAGE

Embry Hills-Presidential Parkway, & Surrounding Communities Placemaking Strategy

A CATALYST SITE

CATALYTIC DEVELOPMENT



PROPOSED INTERVENTIONS:



SAFETY ENHANCEMENT MEJORAS DE SEGURIDAD

Frequent driveways and entry points create conflicts between vehicles and pedestrians. All intersections has opportunities for redesign to improve safety, legibility, and connectivity are needed.



GATEWAYS, SIGNAGE, ART PORTALES, SEÑALIZACIÓN, ARTE

A coordinated system of gateways, signage, and public art can establish a strong and recognizable identity for the corridor. Key intersections should serve as focal points with enhanced wayfinding, while linear art elements can unify the corridor and create a memorable arrival experience.



SITE AMENITIES / SITE DESIGN EQUIPAMIENTO Y DISEÑO DEL SITIO

The existing layout lacks a coherent urban structure, with buildings dispersed across the site and no defined street edge or spatial hierarchy. Opportunities to introduce coordinated design standards for setbacks and frontage conditions can shape a more cohesive, people-oriented place.



LANDSCAPE PAISAJISMO

The majority of the parcel is paved. Introducing landscape elements such as shade trees, planting beds, and permeable surfaces can mitigate the heat island effect and create a more comfortable, human-scaled environment.



STREETSCAPE IMPROVEMENTS MEJORAS EN EL PAISAJE URBANO

The sidewalk along Chamblee Tucker is narrow and there is limited room for transit infrastructure. A reconfigured streetscape with expanded pedestrian clear zones can improve safety, comfort, and visual continuity along the corridor.

The plan proposes its redevelopment into a mixed-use town center through a phased and flexible approach. Initial phases introduce open space and temporary activations, followed by targeted infill and street realignments to improve circulation and access. The final phase envisions a comprehensive redevelopment that creates a more walkable, connected, and active neighborhood center. Phasing is shown below, and key recommendations are shown in the map to the right.



- Focuses on parking lot activation
- Transforming the center to a town square

- Master planned redevelopment of underutilized parking lots
- Preserves existing buildings, establishes increased density, and creates precedent for future areas

- Focuses on redevelopment of comprehensive site
- Multiple redevelopment partners, increased build out and development based upon the master plan

ABOUT THE SITE:

This catalyst site is located at the location of Embry Village Shopping center at a key intersection of Northcrest and Embry Hills. This area presents a lot of redevelopment potential due to the large percentage of parking, minimal grading concerns, highway visibility, accessibility, and age of existing structures. The area is also adjacent to higher density residential, along a major bus route, and connected to future planned trails.

What is your top priority for this site? ¿Cuál es su máxima prioridad para este sitio?



INITIAL INVESTMENTS:

- Pocket Park
- Pop Up Stores
- Internal Circulation design for new urban design order

LEGEND

- PRIMARY STREET
- NEW STREET
- STREET WITH SIDEWALK
- SIDEWALK CONNECTION
- EXISTING BUILDING
- POTENTIAL NEW BUILDING
- POTENTIAL PARKING / REDEVELOPMENT PAD
- POTENTIAL NEW GREEN SPACE
- IMPROVED LANDSCAPE / PEDESTRIAN EXPERIENCE
- EDGE ACTIVATION
- EXISTING BUILDING ACTIVE EDGES
- PLACEMAKING / PUBLIC ART OPPORTUNITIES
- ASPHALT ART / PEDESTRIAN CROSSING
- MERCER TRAIL PLAN



DeKalb County
GEORGIA



PREP KITCHEN - PREP COCINA

Embry Hills-Presidential Parkway, & Surrounding Communities Placemaking Strategy

B CATALYST SITE



PROPOSED INTERVENTIONS:



SAFETY ENHANCEMENT MEJORAS DE SEGURIDAD

Visibility improvements, pedestrian crossings, and sidewalks are proposed to enhance walkability and safety.



GATEWAYS, SIGNAGE, ART PORTALES, SEÑALIZACIÓN, ARTE

Better signage, kiosks, and gateway features will make it easier to find key destinations in this area. Gateway elements can create a strong sense of arrival and should be visible from the highway while still easy to access from local roads.

Ideas for this area include a highway gateway, a mural on the existing wall, artistic crosswalks, and a feature or sculpture at the trailhead to create an iconic and recognizable location.



SITE AMENITIES / SITE DESIGN EQUIPAMIENTO Y DISEÑO DEL SITIO

Seating, planters, shade structures, lighting, and small-scale improvements can be added at the trailhead or along new sidewalks to enhance comfort.



LANDSCAPE PAISAJISMO

A landscape buffer and green infrastructure is needed to buffer the highway from the development zone to increase the comfortability in this area. Preservation standards will also need to be established along the creek in conjunction with the trail addition.



STREETSCAPE IMPROVEMENTS MEJORAS EN EL PAISAJE URBANO

Overall streetscape improvements in this node include sidewalk additions, buffers, and intersection safety enhancements.

ABOUT THE SITE:

The site near Presidential Parkway and Presidential Drive includes amenities like ITP Training Academy, a climbing gym, an animal shelter, and PREP Kitchen, but lacks a cohesive public realm. While these uses contribute to the area's activity, the site would benefit from a more cohesive and inviting public realm. Recommendations focus on adding accessible green space, improving trail connections, screening the highway to reduce visual and noise impacts, preserving the floodplain, and strengthening connections between people, open space, and surrounding development.

What is your top priority for this site?

¿Cuál es su máxima prioridad para este sitio?



LEGEND

- EXISTING CREEK
- KEY PARCELS
- PARCELS
- PLACEMAKING / PUBLIC ART OPPORTUNITIES
- TRAIL PLAN ALIGNMENT
- PROPOSED GREEN SPACE
- ASPHALT ARTWORK
- IMPROVED STREET



ACCESSIBLE GREEN SPACE

TOP 3 INITIAL INVESTMENTS:

- Parklets
- Streetscape improvements
- Gateway signage at key entry points



IMPLEMENTATION & PRIORITIES - IMPLEMENTACIÓN Y PRIORIDADES

Embry Hills-Presidential Parkway, & Surrounding Communities Placemaking Strategy

IMPLEMENTING THE FRAMEWORK

Implementation translates the vision into a clear path forward, focused on delivery, alignment, and momentum. Rather than treating projects as standalone efforts, this plan organizes actions around near-term wins, catalytic investments, and long-term infrastructure improvements that reinforce one another over time. Implementation will require coordinated leadership across County departments, agencies, and partners, with a strong emphasis on leveraging public investment to unlock private development. As conditions evolve, this plan will serve as a flexible roadmap, guiding decision-making, prioritizing resources, and ensuring that progress remains grounded in community priorities and measurable outcomes. This board summarizes the key implementation steps to visualize the plan.

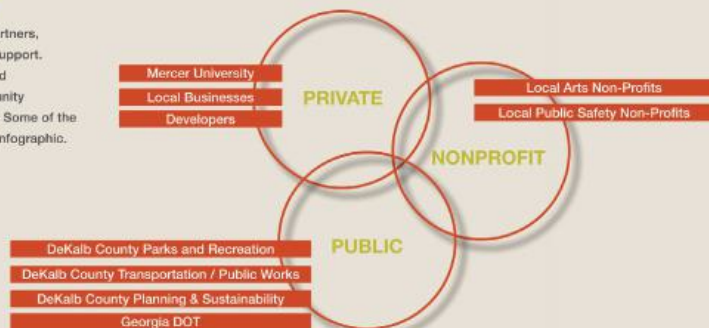
MEASURING SUCCESS

To measure the success of the plan, the county should track a mix of physical change, economic growth, community impact, and implementation progress. This plan and recommendations will also require important partnership with leaders and agencies around the county. Below is a draft of the performance metrics that can be reviewed annually to evaluate progress.

1. Development & Land Use Change	4. Mobility & Access	7. Implementation Progress
# Number of catalyst sites implemented (especially top 3 priority sites) AC Acres of underutilized land redeveloped SF Amount of new mixed-use or infill development % Change in property values within target areas X/X Ratio of redevelopment vs. greenfield development	MI Miles of new trails, sidewalks, and bike infrastructure # Number of trailheads added at key intersections # Pedestrian and cyclist counts in improved corridors % Reduction in traffic incidents or improved safety metrics % Transit ridership changes (if applicable)	% % of recommendations completed vs. planned X/X Public vs. private investment leveraged YRS Time to implementation for catalyst projects \$ Grants or funding secured
2. Economic Activity	5. Parks & Public Space	8. Branding & Identity
# New businesses opened (especially local/small businesses) % Retail occupancy rates in key corridors (e.g., Embury Village, Mercer) # Job creation within the district # Increase in local tax revenue (sales + property tax) % Commercial vacancy rate reduction	AC Acres of new park space created # Number of shared-use agreements established (schools + parks) % Park usage rates (visitation, programming participation) % Access: % of residents within a 10-minute walk to a park	# Installation of gateways and wayfinding elements # Increase in visitors to the district # Social media/marketing engagement tied to the area # Recognition as a destination (events, regional draw)
3. Housing Outcomes	6. Community & Cultural Impact	
# Number of new housing units by type (rental, highway corridor, etc.) % Percentage of preserved existing housing stock X/X Housing affordability levels (rent/income ratio) # Number of displacement mitigation or preservation programs implemented	# Number of public art installations or cultural programs # Participation in community events, pop-ups, and workshops % Resident satisfaction (survey-based) # Diversity of community partners engaged (artists, orgs, etc.) % Perception of neighborhood identity/trending (survey-based)	

COLLABORATION

Enacting the plan requires committed partners, coordinated leadership, and continued support. Collaboration across multiple sectors and stakeholders is key to implement community priorities and ensure continued success. Some of the proposed partnerships are listed in this infographic.



PRIORITIES / PRIORIDADES

Priority	Category	#	Item	Partners	Funding Source
Short-Term 1-5 Years	Safe Streets	1	Mercer Intersection Mural	DeKalb County (District 1 & 7), Local Artists	Commissioner Discretionary Funds (DeKalb County)
	Open Space	2	Neighborhood Park in Embury Village	DeKalb Parks & Rec, Property Owners, Community Groups	SPLOST, Park Prize Grants, Land Dedication
	Catalytic Development	3	Pop-Up shops in Embury Village	Property Owners, Local Businesses, Decide DeKalb	Small Business Grants, Private Investment
	Safe Streets	4	Neighborhood branding and signage plan	DeKalb County, Civic Associations	LCI Implementation Funds, County General Fund
	Safe Streets	5	Bridge Identity Fencing Along Shallowford Road	GDOT, DeKalb County	GDOT Enhancement Funds, TAP
	Safe Streets	6	Henderson Mill Intersection Art	DeKalb County, Local Artists	Arts Grants, Sponsorships
	Catalytic Development	7	Sports Economic Strategy for PREP Kitchen ITP Training Academy Area	Decide DeKalb, Private Operators, Chamber	Economic Development Funds, Private Investment
	Open Space	8	Pleasantdale Park Art Installation	DeKalb Parks & Rec, Arts Organizations	SPLOST, Arts Grants
	Safe Streets	9	Feasibility Study for Chamblee Tucker and Mercer Intersection	DeKalb County, GDOT, ARC, Consultants	ARC, SS4A Planning Grants
	Safe Streets	10	Chamblee Tucker Safety Plan	DeKalb County, GDOT, ARC	SS4A, HSIP
	Open Space	11	Trailhead along new development on Presidential Parkway	Developers, DeKalb County, ARC	Developer Contributions, Impact Fees, LCI
	Safe Streets	12	Branding and signage plan for District	DeKalb County, Local Businesses, CID (future)	LCI, Private Sponsorships

What short-term strategies are you most excited about?

¿Qué estrategias son las que más te interesan?

Priority	Category	#	Item	Partners	Funding Source
Mid-Term 5-10 Years	Catalytic Development	1	SAP for Embury Village Center	DeKalb County, Property Owners, ARC, Consultants	LCI, County Planning Funds
	Open Space	2	Peachtree Creek Greenway Design	ARC, DeKalb County, PATH Foundation	Federal Grants (RAISE/TAP), Philanthropy
	Safe Streets	3	Highway gateway icon on interchange of I-285 and I-85	GDOT, DeKalb County, Private Sponsors	GDOT, Sponsorships
	Safe Streets	4	Gateways for Mercer University Campus	Mercer University, DeKalb County	University Investment, Matching Grants
	Catalytic Development	5	Pop-Up shops and park for Presidential Parkway Node	Developers, DeKalb County	PPP, Temporary Activation Grants
	Catalytic Development	6	Urban Design Guidelines for Presidential Parkway	DeKalb County, Consultants	County Planning Funds
	Safe Streets	7	Highway Screening elements along Presidential Parkway	GDOT, DeKalb County	GDOT, Federal Transportation Funds
	Safe Streets	8	Shallowford Road Development Standards	DeKalb County	Zoning Updates, County Ordinance
	Safe Streets	9	Infill strategy for Mercer Intersections	Developers, Decide DeKalb	Private Investment, Opportunity Zones
	Open Space	10	Shared Use Agreements for Warren Tech and Mercer University	Mercer University, Warren Tech	Institutional Agreements, Grants
	Open Space	11	Trailhead along new development on Presidential Parkway	Developers, DeKalb County, ARC	Developer Contributions, Impact Fees, LCI
	Safe Streets	12	Branding and signage plan for District	DeKalb County, Local Businesses, CID (future)	LCI, Private Sponsorships

What mid-term strategies are you most excited about?

¿Qué estrategias son las que más te interesan?

Priority	Category	#	Item	Partners	Funding Source
Long-Term 10+ Years	Safe Streets	1	Intersection Improvements Mercer / Chamblee Intersection	GDOT, DeKalb County	Federal Transportation Funds, GDOT
	Open Space	2	Trailhead enhancements along Peachtree	ARC, PATH Foundation, DeKalb County	Federal + Philanthropic Funding
	Safe Streets	3	Highway Mural Along Presidential Parkway	GDOT, Artists, Sponsors	Arts Grants, Sponsorships
	Safe Streets	4	Secondary streetscape improvements	DeKalb County	SPLOST, LCI Implementation
	Safe Streets	5	Underpass art under I-285	GDOT, Artists	Arts + Transportation Enhancement Funds
	Safe Streets	6	Pleasantdale Road streetscape improvements	DeKalb County, GDOT	SPLOST, Federal Grants

What long-term strategies are you most excited about?

¿Qué estrategias son las que más te interesan?

BILINGUAL LIBRARY SURVEY HANDOUT

Embry Hills, Presidential Parkway, and the Surrounding Communities Placemaking Strategy

Please check mark your favorite ideas for what you want to see for the branding and identity of this area. Feel free to add comments too!

How do you see **Branding** in this area?



Banners Reflecting Key Amenities
Neighborhood Identity Street Signage
Consistent Landscaping at Key Locations
Historic District Designators

What kind of **Tactical Urbanism** would you like to see?



Painted Crosswalk Series
Small Pocket Park
Gateway Arch
Story Wall Mural / Signature Public Art

A tactical urbanism project is planned as a part of this study to kickstart implementation, support a regional sense of place, foster community pride, and begin to create a branding identity for the area!

What kind of **Amenities** do you like?



Community Oriented Artwork or Bulletin
Attractive Or Artistic Bus Stop Shelters
Unique Benches or Seating
Educational Signage (Historical / Environmental)
Playful Amenities (Swinging Benches, String Lights, Etc)

What kind of **Safety Strategies** are most important to you?



Pedestrian Improvements at Overpasses
Streetscape Lighting
Pedestrian Crossing Artwork

What kind of **Streetscape Improvements** would be most impactful?



District Signage
Colorful & Highly Visible Sculptures
Attractive Pavers & Murals

Have thoughts? Another idea? Let us know!

What kind of **Gateways** do you want to see?



Large Scale Monuments / Icons
Large Scale Public Art
Iconic Murals
Pedestrian Gateways and Archways

Embry Hills, Presidential Parkway, and the Surrounding Communities Placemaking Strategy

Marca tus ideas favoritas para esta área.
¡Añade tus comentarios!

¿Cómo ves la **Marca** en esta área?



Pancartas que reflejan servicios claves
Letreros vial de identidad del vecindario
Jardinería en puntos claves
Designadores de distritos históricos

¿Qué tipo de **Urbanismo Táctico** te gustaría ver?



Serie de cruces peatonales pintados
Mini parques
Arcos de entrada
Murales de pared con historia/Arte público

Se está planificando un proyecto de urbanismo táctico como parte de este estudio para impulsarlo, apoyar un sentido de comunidad, fomentar el orgullo comunitario y comenzar a crear una identidad/ marca para el área.

¿Que clase de **Amenidades** te gusta?



Boletines orientados a la comunidad
Paradas de autobús con diseños
Bancos/banquetas con estilo
Señalización educativa (histórica o ambiental)
Amenidades divertidas (bancos/luces colgantes, etc)

¿Qué tipo de **Estrategias de Seguridad** son las más importantes para usted?



Mejoras peatonales
Iluminación del paisaje urbano
Diseños en cruces peatonales

¿Qué tipo de mejora del **Paisaje Urbano** tendría mayor impacto?



Señalizaciones del distrito
Esculturas coloridas y muy visibles
Murales atractivos

¿Tienes mas ideas? ¡Háganos saber!

¿Qué tipo de **Puntos de Acceso** quieres ver?

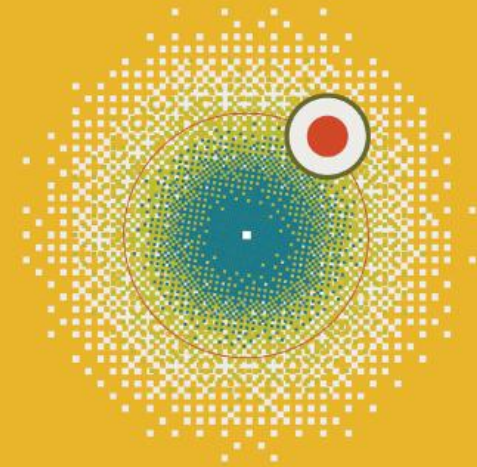


Monumentos a gran escala
Arte público a gran escala
Murales iconicos
Puertas y arcos peatonales

WELCOME!

TO
DESIGN WORKSHOP #2

**Embry Hills, Presidential Parkway,
and the Surrounding Communities**
Placemaking Strategy



Embry Hills, Presidential Parkway, and the Surrounding Communities

Placemaking Strategy - PROJECT PURPOSE AND GOALS

VISION AND PURPOSE

Celebrate local culture, improve connections, and protect community identity through public art and placemaking.

STUDY AREA



STUDY AREA CHARACTERISTICS



Cultural Potential:

Embry Hills is home to local artists, civic spaces, and untold stories offering rich opportunities for cultural identity.



Aging Commercial Development:

Older development present opportunities for placemaking, adaptive reuse, and branding.



Institutional Anchors:

Major institutions like Mercer University and the ITA Tennis Center bring daily activity and visibility to the area.



Diverse + Historic Community:

The multicultural, multigenerational population here is rooted in mid-century neighborhoods with deep ties to place.

PROJECT TIMELINE



PROJECT GOALS

1. Create a Unique Identity

Establish a bold, recognizable brand that reflects the character of the study area as a cultural destination.

2. Celebrate Arts & Culture

Elevate local stories and voices through public art, cultural programming, and artistic engagement.

3. Enhance Placemaking

Transform underutilized spaces into vibrant, people-centered places that invite gathering, activity, and creativity.

4. Improve Connectivity & Mobility

Strengthen safe, walkable, and multimodal connections between neighborhoods, trails, and transit to support access for all.

5. Livable Communities

Prioritizing high quality housing while preserving historic neighborhoods and local character.



DeKalb County
GEORGIA



Embry Hills, Presidential Parkway, and the Surrounding Communities Placemaking Strategy - COMMUNITY INSIGHTS

ENGAGEMENT MILESTONES

Public engagement has been central for this plan, engaging with a wide range of community members - including business owners, artists, and the Spanish speaking community. Community responses throughout many events, focus groups, and the survey have guided the development and initial recommendations for this plan.



¡También disponible en español!
Survey also available in Spanish!

WHAT HAVE WE HEARD SO FAR?

From June 2025 to February 2026, an online survey gathered public perceptions of the study area and opportunities for the future. Questions centered on the experience of those who live, work, or play within the study area and where there was room for improvements within that experience alongside public art. Responses to this survey provided insight and have guided the development of this plan. On this board are some of the responses and findings from this survey.

Top Three Desired Amenities for the Area

1. Public spaces (parks, playgrounds, open spaces, trails)
2. Bike and pedestrian amenities
3. Public art installations



180+ survey responses

9 engagement events

2,250+ total community members reached so far

Responses from local businesses, community members, local artists & stakeholders

Address safety and access along Chamblee Tucker Road - one of the biggest challenges in the area

As the front door to the district, Mercer University has potential to set the tone for walkability, placemaking, signage, and wayfinding that welcomes people into the area

Preserve the wetlands

Sidewalk repairs, overgrown vegetation, lighting gaps, and basic upkeep are key priorities

Begin building trail segments that visibly connect to destinations

Create a cohesive identity for the district

Improve bus stop amenities, lighting, seating, and shade, and make it easier for pedestrians and cyclists to safely reach and use transit.

Ensure this plan connects seamlessly with neighboring cities' plans, trail systems, and redevelopment strategies

There is a lack of shared gathering places. Prioritize new parks, plazas, and flexible green spaces

Currently disconnected: Needs wider and more connected sidewalks



View the website for ongoing engagement and updates!

¡Nuestra página web esta disponible en español!

Embry Hills, Presidential Parkway, and the Surrounding Communities Placemaking Strategy - PLAN FRAMEWORK AND RECOMMENDATIONS



SAFER STREETS

Safety - Connectivity- Transportation

The safer streets strategy developed from community feedback on challenging and dangerous roads, and desire for better access to community businesses and resources. The recommendations to increase safety in the study area are focused on reducing vehicle and pedestrian conflicts, providing safe and connected sidewalks, and making strategic corridors more comfortable for all modes of transportation.



ACCESSIBLE GREEN SPACE

Parks and Trails - Nature - Stormwater

This plan addresses identified gaps in neighborhood park access highlighted in the DeKalb Parks and Recreation Plan and expands on previous trail planning efforts. The green space recommendations focus on enhancing trail connectivity and identifying opportunities for new green spaces across the region. It also evaluates preservation to protect the natural resources as this area continues to develop.



CATALYTIC DEVELOPMENT

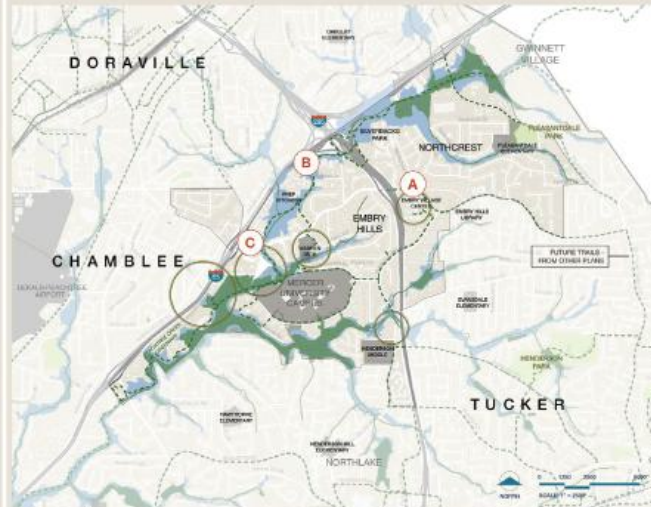
Sensible Development - Economic Growth - Housing Options - Regional Impact

With a mixture of local businesses, light industrial, and historic neighborhoods, this area has a variety of needs. This plan identifies regions of possible future economic growth, providing opportunities for the future of the study area - while preserving the character of the existing neighborhoods and housing.



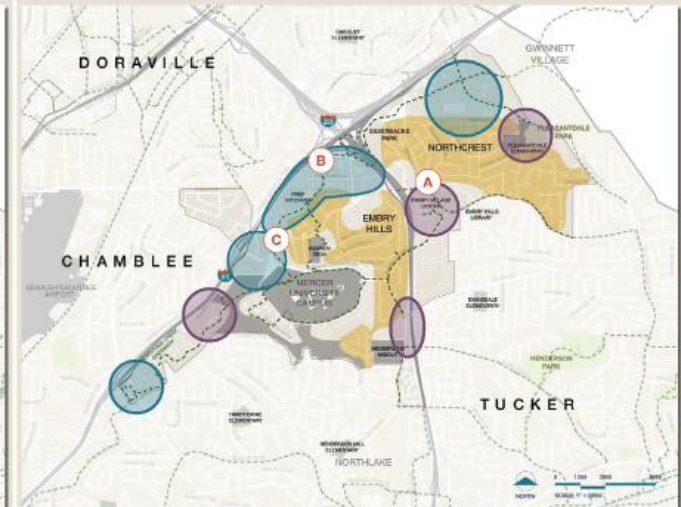
Strategies

- 1 Primary Corridor Opportunities
- 2 Pedestrian Enhancements Opportunities
- 3 Key intersection Safety Needs



Strategies

- 1 Areas to Preserve
- 2 New Park Opportunities
- 3 Trailhead gateway Opportunities



Strategies

- 1 Regional Development Opportunities
- 2 Local Development Opportunities
- 3 Neighborhood Priorities





Embry Hills, Presidential Parkway, and the Surrounding Communities

Placemaking Strategy - CATALYST SITES

CATALYST SITES

Three catalyst sites were chosen based on an analysis metrics and community input. The team evaluated design feasibility for the study area which overlaid: large parcels, dangerous intersections, floodplain, trail connectivity, and more and then brought the sites for the community to vote on. Each catalyst site also relates to a primary design framework category that the community has identified as a top priority for the study area.

IMPACT
COST
DIFFICULTY



13

B Presidential Parkway - PREP Area

- Presidential Parkway placemaking streetscape improvements
- Intersection improvements at Presidential Parkway and Presidential Drive
- Presidential Parkway Node - Regional Catalytic Development
- Future Peachtree Creek Greenway
- Local Businesses and Amenities: PREP Food, Central Rock Gym

COMMUNITY VOTES

IMPACT
COST
DIFFICULTY



11

C Chamblee-Tucker & Mercer Intersection

- Chamblee-Tucker Multi-Modal and placemaking improvements
- Intersection improvements at Chamblee-Tucker intersections with Mercer Drive and I-85
- Mercer Node Regional Catalytic Development
- Potential Greenway Trailhead
- Future Peachtree Creek Greenway
- Location of local businesses and connection to existing apartments and residences

COMMUNITY VOTES

IMPACT
COST
DIFFICULTY

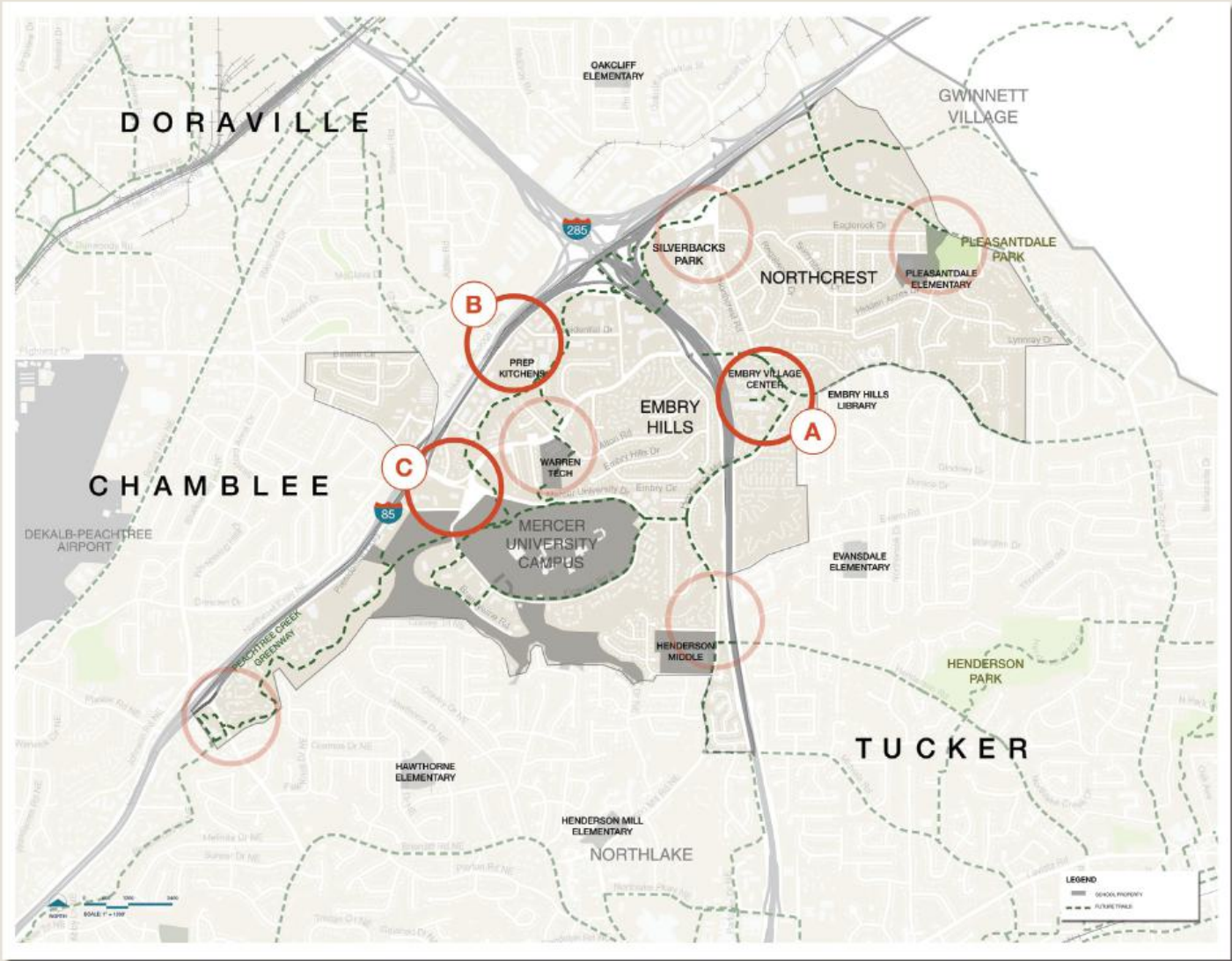


27

A Embury Village Shopping Area

- Chamblee-Tucker & Henderson Mill Road Multi-Modal and Placemaking Improvements
- Embury Village Shopping Node Regional Catalytic Development
- Potential Greenway Trailhead
- Connection to Pleasantdale and Embury Hills Communities
- Adjacent to Future BRT
- Existing high use commercial area

COMMUNITY VOTES



Embry Hills, Presidential Parkway, and the Surrounding Communities Placemaking Strategy - PREP KITCHEN CATALYST SITE

B
CATALYST
SITES

ABOUT THE SITE:

This catalyst site is located in the area surrounding Presidential Pkwy and Presidential Dr. This area contains many amenities, such as PATL, a rock climbing gym, an animal shelter, and PREP Kitchen. These amenities would benefit from an approachable and inviting area. Catalyst recommendations for this node focus on the accessible greenspace category to jumpstart trail development, screen the highway, preserve the floodplain, and connect people to development.



CATALYST SITE INTERVENTIONS COULD INCLUDE:



SAFETY ENHANCEMENT

Visibility improvements, pedestrian crossings, and sidewalks are proposed to enhance walkability and safety.



SIGNAGE / KIOSKS

Wayfinding signage, kiosks, and gateways will improve navigation and highlight key destinations in this node.



GATEWAYS

Signature entry points and gateway markers to establish a sense of place and arrival. Gateway scale is critical as well, since this area is highly visible from the highway and easily accessible from nearby major roads.



ART

In this node specific opportunities to create a sense of place include the mural on the existing wall, crosswalk art, and sculpture / identity at the trailhead.



SITE AMENITIES / SITE DESIGN

Seating, planters, shade structures, and small-scale improvements can be added at the trailhead or along new sidewalks to enhance comfort.



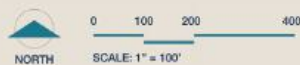
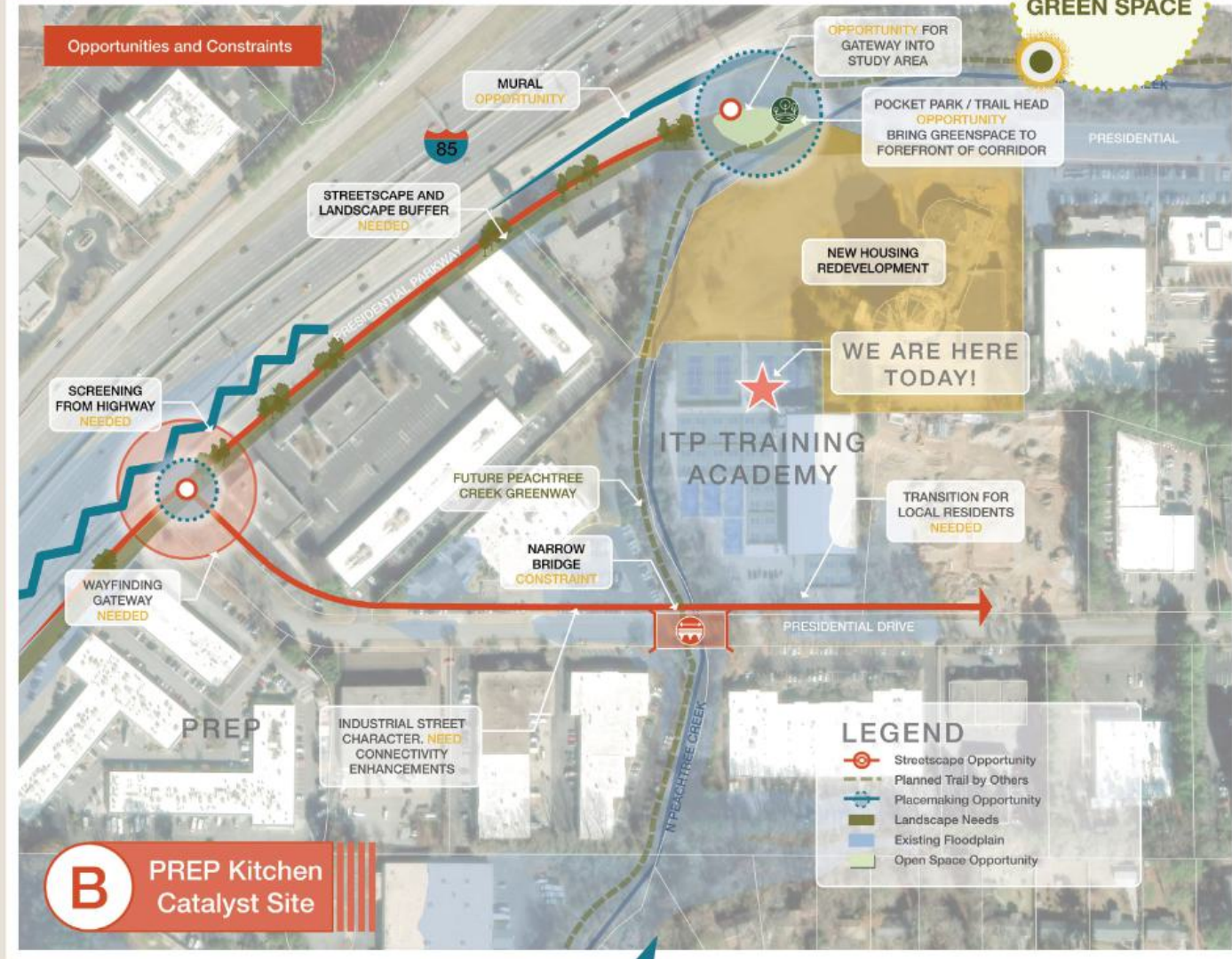
LANDSCAPE

A landscape buffer and green infrastructure is needed to buffer the highway from the development zone to increase the comfortability in this area. Preservation standards will also need to be established along the creek in conjunction with the trail addition.



STREETSCAPE IMPROVEMENTS

Overall streetscape improvements in this node include sidewalk additions, buffers, and intersection safety enhancements. The narrow bridge could hinder the addition of these elements.



WHAT INTERVENTIONS DO YOU MOST WANT TO SEE IN THIS CATALYTIC SITE?

ACCESSIBLE
GREEN SPACE

Embry Hills, Presidential Parkway, and the Surrounding Communities

Placemaking Strategy - MERCER INTERSECTION CATALYST SITE

C
CATALYST
SITES

ABOUT THE SITE:

This catalyst site is at the key intersection of Chamblee-Tucker and Mercer University Drive. This area acts as a gateway into Mercer and a gateway into the Embry Hills area. Traffic counts show this is one of the busiest intersections in the study area. Traffic movements are both dangerous and confusing to navigate for vehicles and pedestrians. This intersection is also surrounded by underutilized parcels with large parking areas surrounded by wetlands and floodplains.



CATALYST SITE INTERVENTIONS COULD INCLUDE:



SAFETY ENHANCEMENT

The opportunity to remove the slip lane will restrict through movement, slow traffic, and create a safer environment for all people. Other visibility enhancements and added crosswalks will create a safer environment.



SIGNAGE / KIOSKS

Wayfinding signage, kiosks, and gateways will improve navigation to the various destinations in this node. Multiple wayfinding elements are needed specifically along Chamblee Tucker Road.



GATEWAYS

Gateways are needed to identify the major destinations of this area such as Mercer University. This will help navigate visitors to the key locations and create a sense of place to this confusing intersection.



ART

Adding art to the intersections will not only create a sense of place but also increase safety and navigability of this node. The existing wall has been identified as the quick win mural to jumpstart improvements for this node.



SITE AMENITIES / SITE DESIGN

Seating, planters, and shade structures can be added along the new linear park and nearby bus stops along Chamblee Tucker Road.



LANDSCAPE

This intersection is surrounded by open space within the floodplain. Areas to make the natural areas accessible for pockets of recreation should be evaluated with the trail alignment.



STREETSCAPE IMPROVEMENTS

Removing the slip lane is a key opportunity that would slow traffic, improve safety, and add space for pedestrian and recreation infrastructure. The alignment of the future Peachtree Creek Greenway needs to be brought to this intersection to connect people to the developments and bus routes along Chamblee Tucker Road. The narrow bridge crossing into Mercer would also need improvements to gain pedestrian or cyclist accessibility.



Embry Hills, Presidential Parkway, and the Surrounding Communities

Placemaking Strategy - EMBRY VILLAGE SHOPPING CENTER CATALYST SITE

A CATALYST SITES

ABOUT THE SITE:

This catalyst site is located at the location of Embry Village Shopping center, a local hub for commerce at a key intersection of Northcrest and Embry Hills. This area presents a lot of redevelopment potential due to the large percentage of parking lot on the site, minimal grading concerns, highway visibility, major road accessibility, and age of existing structures. The area is also adjacent to higher density residential, along a major bus route, and connected to future planned trails in the area.



CATALYST SITE INTERVENTIONS COULD INCLUDE:



SAFETY ENHANCEMENT

The proximity of drive ways and entryways creates vehicular and accessibility conflicts. The intersections along Chamblee Tucker Road are also dangerous and could use pedestrian enhancements to create safer connections.



SIGNAGE / KIOSKS

Signage specifically at the major intersections could use a refresh and added identity. Wayfinding and directional signage for people to walk to local businesses within the development is also needed.



GATEWAYS

A coordinated gateway strategy can brand the development as a cohesive destination. Anchoring gateways at prominent corners helps define thresholds, mark points of arrival, and reinforce an iconic district identity.



ART

Linear art elements along the highway and Chamblee Tucker could establish a brand across the entire corridor and capture visitors from the highway.



SITE AMENITIES / SITE DESIGN

The existing layout lacks a coherent urban structure, with buildings dispersed across the site and no defined street edge or spatial hierarchy. Opportunities to introduce coordinated design standards for setbacks, frontage conditions, and site organization can shape a more cohesive, people-oriented place.



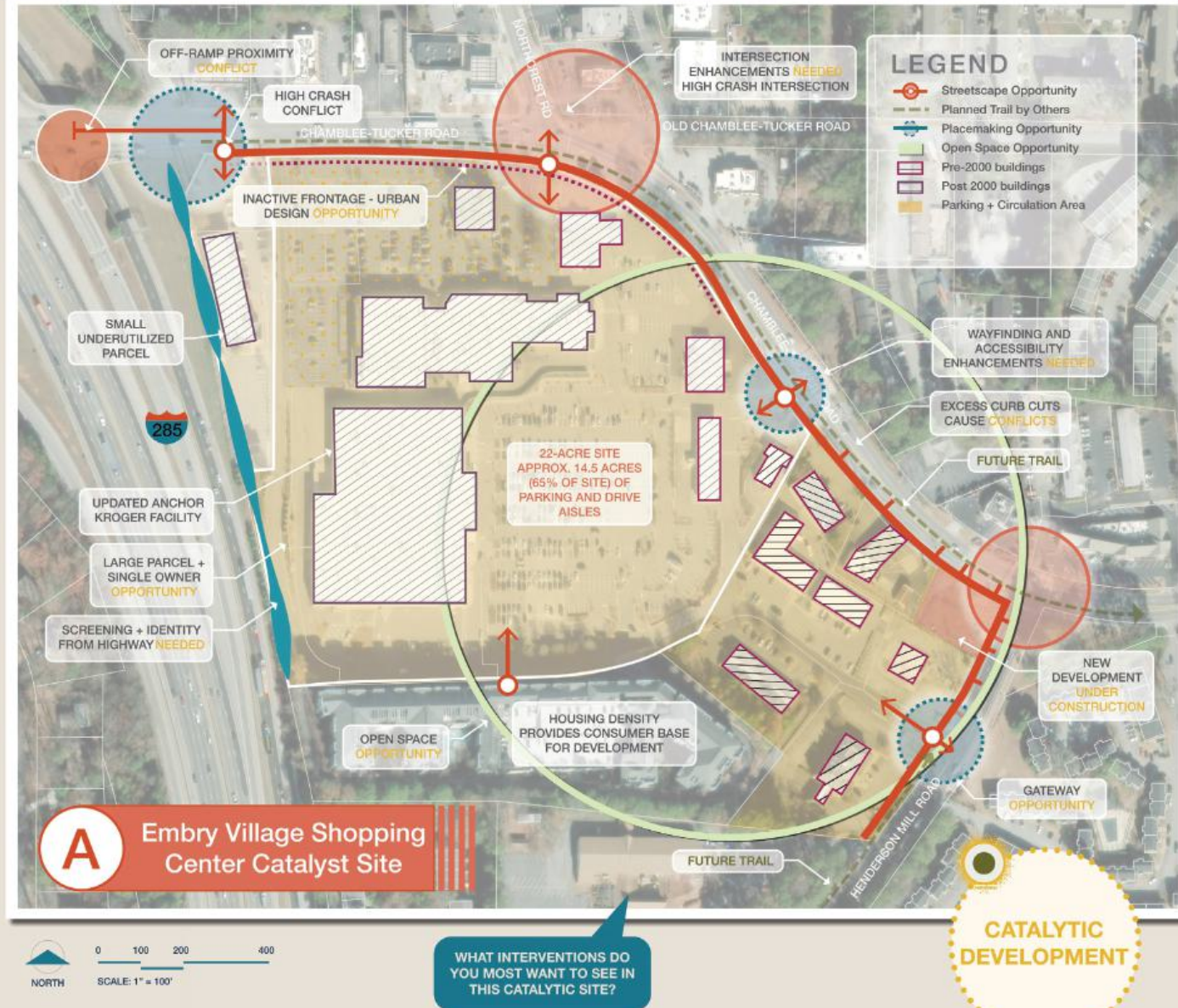
LANDSCAPE

The majority of the parcel is paved. Introducing landscape elements such as shade trees, planting beds, and permeable surfaces can mitigate the heat island effect and create a more comfortable, human-scaled environment.



STREETSCAPE IMPROVEMENTS

The sidewalk along Chamblee Tucker is narrow, with a small landscape buffer and limited room for transit infrastructure connections. A reconfigured streetscape with expanded pedestrian clear zones, a defined furnishing zone, and consistent planting can improve safety, comfort, and visual continuity along the corridor.



Embry Hills, Presidential Parkway, and the Surrounding Communities

Placemaking Strategy - HOUSING

THE HOUSING CONTEXT

The study area is experiencing multifamily developments alongside established single-family neighborhoods. Older housing stock, including naturally occurring affordable housing, supports workforce residents, highlighting the need for preservation and rehabilitation of the existing single family neighborhoods. Across the broader area, trends such as an aging population, homelessness, and vacant commercial centers are additional considerations when developing the housing strategy for the study area.

HOUSING STRATEGIES

The housing strategy is defined in three segments: areas for future growth, areas for infill, and areas to preserve. The different strategies to develop these zones are listed below.

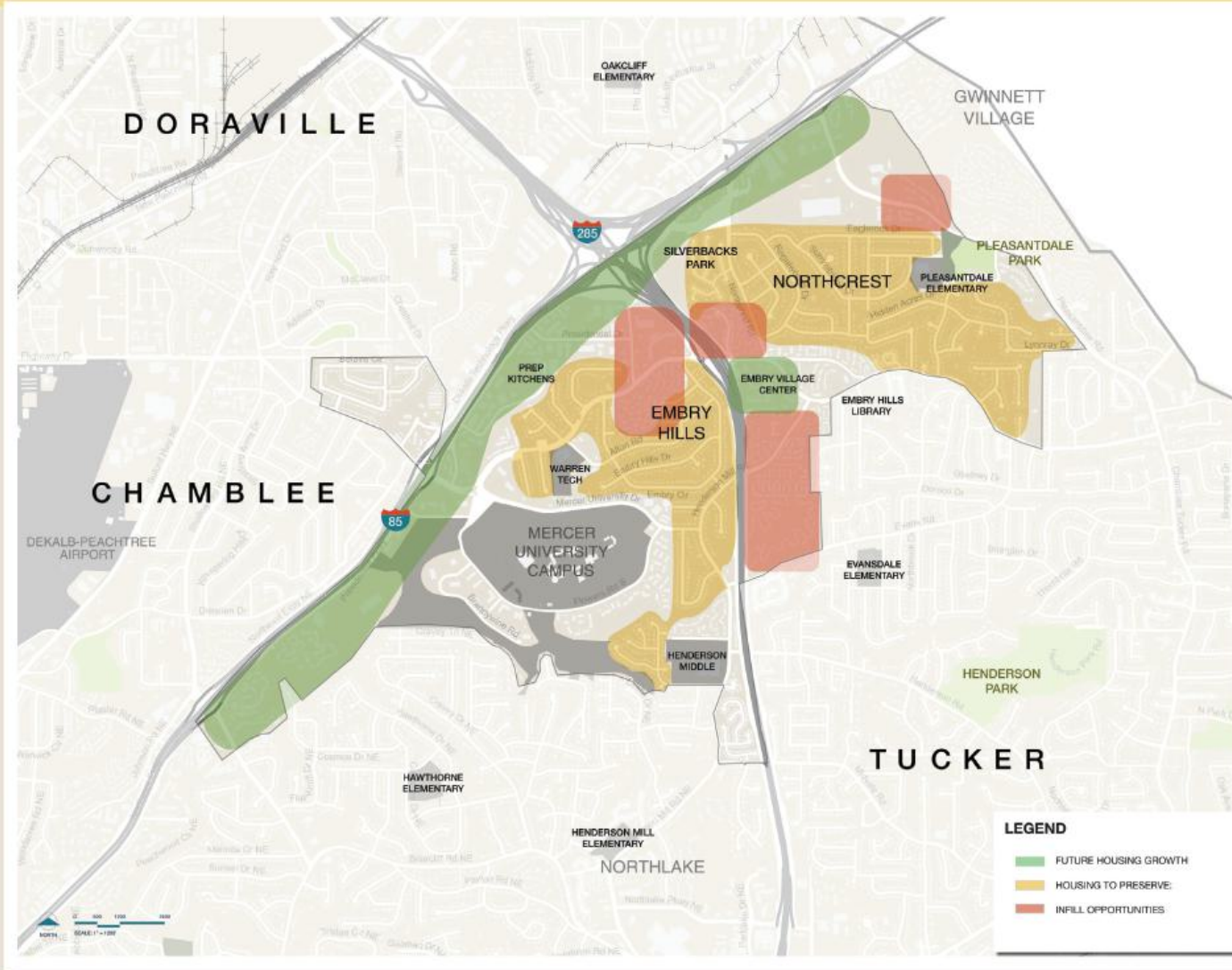
FUTURE HOUSING GROWTH

INFILL OPPORTUNITIES

- **Zoning Updates for Diverse Housing Types:** Allow townhomes, duplexes, and other missing-middle housing in appropriate locations.
- **Adaptive Reuse of Underutilized Sites:** Encourage redevelopment of aging commercial centers and underused properties.
- **Public-Private Partnerships:** Partner with developers and major landowners to deliver mixed-use housing projects.
- **Housing Fund & Gap Financing:** Leverage county housing funds and financing programs to support new housing development.

HOUSING TO PRESERVE

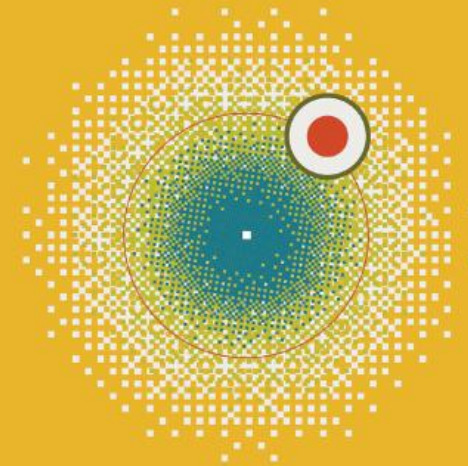
- **Owner-Occupied Rehabilitation Programs:** Provide grants or low-interest loans to repair and maintain aging single-family homes.
- **NOAH Preservation Partnerships:** Partner with the Housing Authority and nonprofit organizations to acquire, rehabilitate, and preserve naturally occurring affordable housing.
- **Housing Fund & Gap Financing Tools:** Leverage the County housing fund, bond financing, and other incentives to support housing preservation and redevelopment.
- **Affordable Housing Monitoring & Preservation:** Track LIHTC properties nearing expiration and pursue preservation strategies when affordability is at risk.
- **Supportive & Transitional Housing Partnerships:** Coordinate with service providers and nonprofits to expand transitional housing and supportive services for residents experiencing housing instability.



WELCOME!

TO
DESIGN WORKSHOP #1

**Embry Hills - Presidential Parkway
and Surrounding Communities**
Placemaking Strategy



DeKalb County
GEORGIA

POND

BLUE
EXPRESS



Embry Hills - Presidential Parkway and Surrounding Communities

Project Purpose and Goals

VISION AND PURPOSE

Celebrate local culture, improve connections, and protect community identity through public art and placemaking.

STUDY AREA



STUDY AREA CHARACTERISTICS



Cultural Potential:

Embry Hills is home to local artists, civic spaces, and untold stories offering rich opportunities for cultural identity.



Aging Commercial Development:

Older development present opportunities for placemaking, adaptive reuse, and branding.



Institutional Anchors:

Major institutions like Mercer University and the ITA Tennis Center bring daily activity and visibility to the area.



Diverse + Historic Community:

The multicultural, multigenerational population here is rooted in mid-century neighborhoods with deep ties to place.

PROJECT TIMELINE



PROJECT GOALS

1. Create a Unique Identity

Establish a bold, recognizable brand that reflects the character of the study area as a cultural destination.

2. Celebrate Arts & Culture

Elevate local stories and voices through public art, cultural programming, and artistic engagement.

3. Enhance Placemaking

Transform underutilized spaces into vibrant, people-centered places that invite gathering, activity, and creativity.

4. Improve Connectivity & Mobility

Strengthen safe, walkable, and multimodal connections between neighborhoods, trails, and transit to support access for all.

5. Livable Communities

Prioritizing high quality housing while preserving historic neighborhoods and local character.



DeKalb County
GEORGIA



Embry Hills - Presidential Parkway and Surrounding Communities

Community Insights

PREVIOUS ENGAGEMENT MILESTONES

Public engagement has been central for this plan, engaging with a wide range of community members - including business owners, artists, and the spanish speaking community. Community responses throughout many events, focus groups, and the survey have guided the development and initial recommendations for this plan.



¡También disponible en español!
Survey also available in spanish!

WHAT HAVE WE HEARD SO FAR?

180+ survey responses
8 engagement events
2,250 total community members reached so far

Responses from local businesses, community members, local artists & stakeholders

Address safety and access along Chamblee Tucker Road - one of the biggest challenges in the area

As the front door to the district, Mercer University has potential to set the tone for walkability, placemaking, signage, and wayfinding that welcomes people into the area

Begin building trail segments that visibly connect to destinations

Improve bus stop amenities, lighting, seating, and shade, and make it easier for pedestrians and cyclists to safely reach and use transit.

Ensure this plan connects seamlessly with neighboring cities' plans, trail systems, and redevelopment strategies

Preserve the wetlands

Sidewalk repairs, overgrown vegetation, lighting gaps, and basic upkeep are key priorities

Create a cohesive identity for the district

There is a lack of shared gathering places. Prioritize new parks, plazas, and flexible green spaces

Currently disconnected: Needs wider and more connected sidewalks

ONGOING & FUTURE ENGAGEMENT

After the design workshop today there are still opportunities to provide feedback. There is another design workshop and the final open house to provide input on the plan. The website will be open for the duration of the project and all materials can be found through the QR code.



PROVIDE FEEDBACK FOR YOUR VOICE TO BE HEARD!
LEAVE STICKY NOTES OR COMMENTS ON THE BOARDS

¡COMPARTE USTEDES OPINIONES PARA QUE USTED VOZ SEA ESCUCHADO! DEJA NOTAS O COMENTARIOS.

View the website for ongoing engagement and updates!



¡Nuestra página web esta disponible en español!

Embry Hills - Presidential Parkway and Surrounding Communities

Draft Framework and Recommendations

PROJECT FRAMEWORK



Safety - Connectivity- Transportation

The safer streets strategy developed from community feedback on challenging and dangerous roads, and desire for better access to community businesses and resources. The recommendations to increase safety in the study area are focused on reducing vehicle and pedestrian conflicts, providing safe and connected sidewalks, and making strategic corridors more comfortable for all modes of transportation.



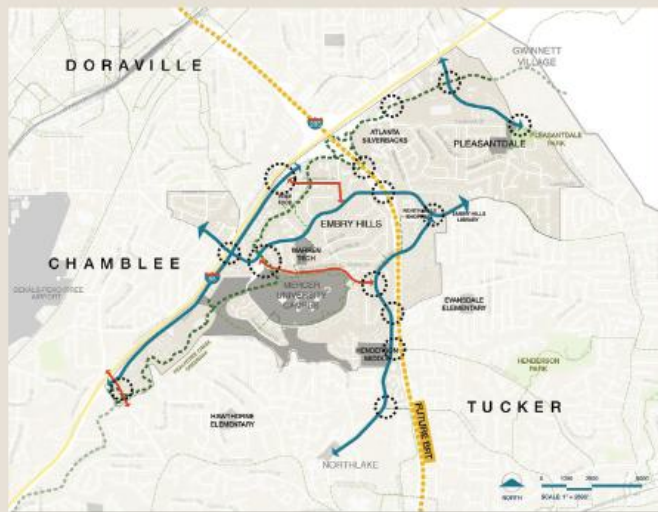
Parks and Trails - Nature - Stormwater

This plan addresses identified gaps in neighborhood park access highlighted in the DeKalb Parks and Recreation Plan and expands on previous trail planning efforts. The green space recommendations focuses on enhancing trail connectivity and identifying opportunities for new green spaces across the region. It also evaluates preservation to protect the natural resources as this area continues to develop.



Sensible Development - Economic Growth - Housing Options - Regional Impact

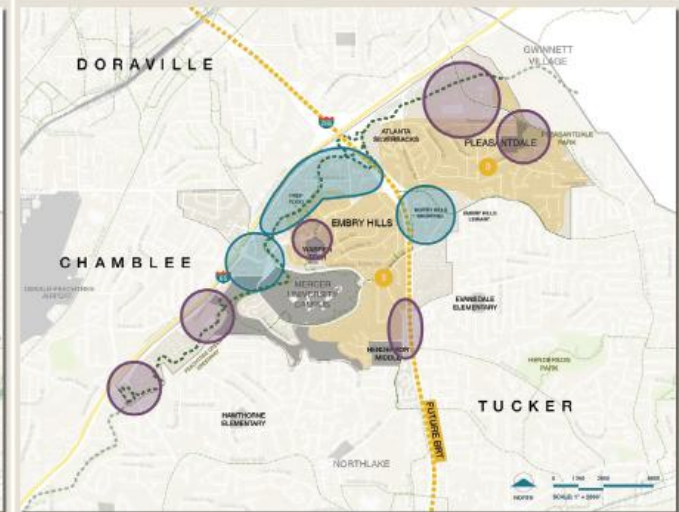
With a mixture of local businesses, light industrial, and historic neighborhoods, this area has a variety of needs. This plan identifies regions of possible future economic growth, providing opportunities for the future of the study area - while preserving the character of the existing neighborhoods and housing.



- 1 Complete Street Improvements on Main Corridors
- 2 Streetscape Improvements on Secondary Streets
- 3 Key intersection improvements



- 1 Areas to Preserve
- 2 New Park Opportunities
- 3 Trailhead gateways



- 1 Regional Development opportunities
- 2 Local development opportunities
- 3 Neighborhood Priorities





Embry Hills - Presidential Parkway and Surrounding Communities

Safer Streets Framework

STRATEGY 1

COMPLETE STREET IMPROVEMENTS ON MAIN CORRIDORS

1.1 CHAMBLEE-TUCKER ROAD

Multi-modal streetscape improvements for safe travel for drivers, pedestrians, and transit riders.

1.2 HENDERSON MILL ROAD

A more comfortable pedestrian experience through wider sidewalks, placemaking, and public art.

1.3 PLEASANTDALE ROAD

Safe street enhancements through placemaking and pedestrian-oriented installations.

1.4 PRESIDENTIAL PARKWAY

Placemaking and urban development standards for a more attractive and welcoming frontage road experience.

STRATEGY 2

STREETSCAPE IMPROVEMENTS ON SECONDARY STREETS

2.1 MERCER UNIVERSITY DR

2.2 PRESIDENTIAL DRIVE

2.3 SHALLOWFORD ROAD

Pedestrian improvements and connectivity enhancements

STRATEGY 3

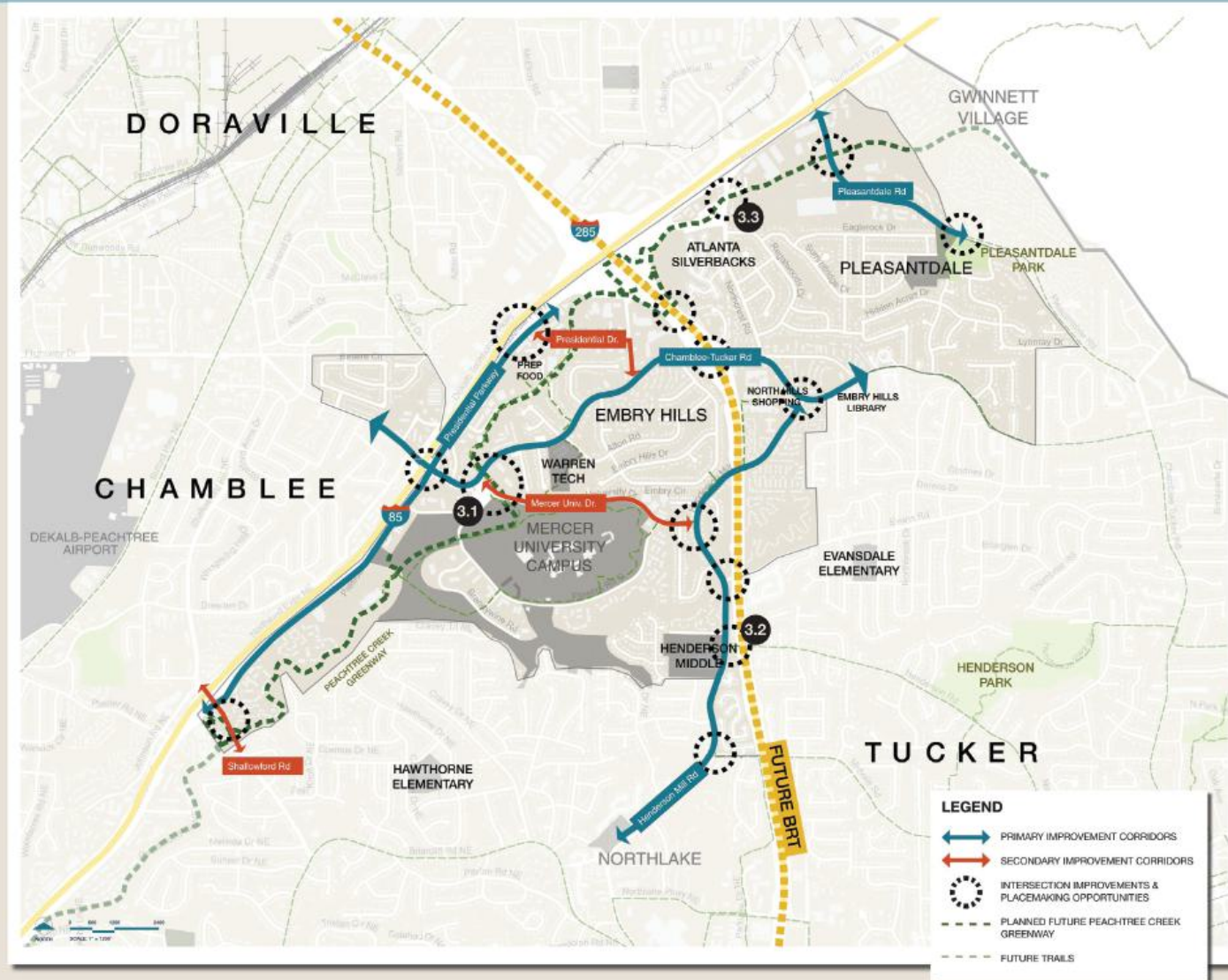
KEY INTERSECTION IMPROVEMENTS

3.1 CHAMBLEE-TUCKER ROAD & MERCER UNIVERSITY DRIVE

3.2 HENDERSON MILL ROAD & HENDERSON ROAD

3.3 NORTHCREST ROAD & ATLANTA SILVERBACKS WAY

& PLACEMAKING OPPORTUNITIES



Embry Hills - Presidential Parkway and Surrounding Communities

Accessible Green Space Framework

ACCESSIBLE
GREEN SPACE

STRATEGY 1 AREAS TO PRESERVE

- FLOODPLAIN
- WETLANDS

The public has revealed preserving nature a top priority for the study area. Preserving floodplains and wetlands helps reduce flooding, improve water quality, and protect homes and infrastructure. The plan will include recommendations for preservation and improvement and identify green infrastructure opportunities for new development.

STRATEGY 2 NEW PARK OPPORTUNITIES

2.1 SHARED USE AGREEMENTS

Shared use agreements with schools are an opportunity to increase recreation opportunities within each neighborhood without the need for acquisition and parkland development.

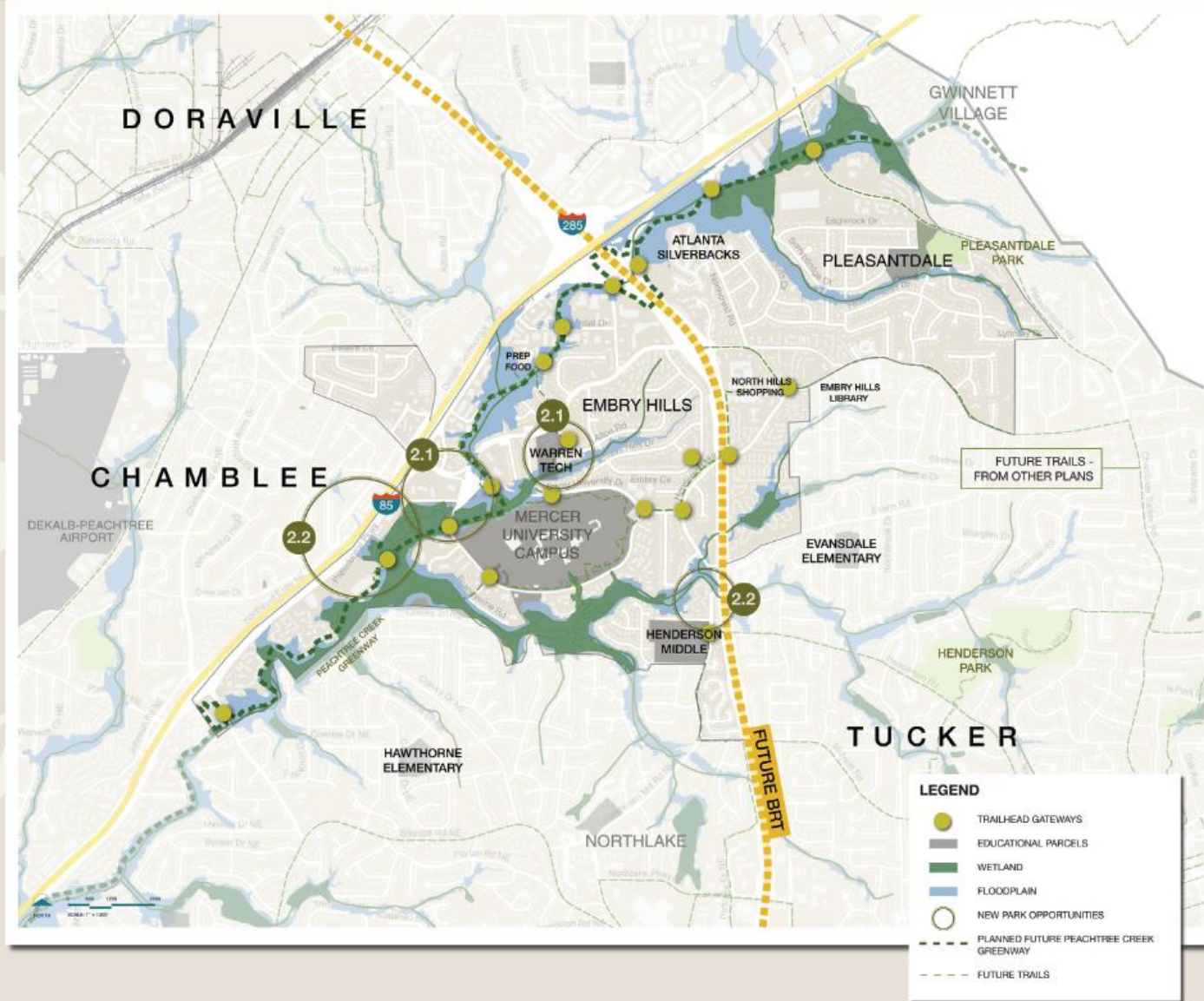
2.2 ON NEW PARK LAND

As redevelopment occurs, mandated open space and recreation requirements can add park land.

STRATEGY 3 TRAILHEAD GATEWAYS

TRAILHEAD / GATEWAY OPPORTUNITIES

Intersections and key points along future trail alignments can become attractive connections to nature. They also are opportunities for placemaking, public art, and wayfinding.



Embry Hills - Presidential Parkway and Surrounding Communities

Catalytic Development Framework

CATALYTIC DEVELOPMENT

STRATEGY 1 REGIONAL DEVELOPMENT OPPORTUNITIES

1.1 I-285 & I-85 - PRESIDENTIAL PARKWAY NODE

This node is highly visible from the highway and easily accessible from nearby major roads. It connects directly to the Embry Hills neighborhood and offers a future link to the Peachtree Creek Greenway.

1.2 NORTH HILLS SHOPPING NODE

A commercial core framed by Chamblee-Tucker Road and Henderson Mill Road. This area connects both the Pleasantdale and Embry Hills neighborhoods.

1.3 MERCER NODE

A major entry into Mercer University. An existing business and commercial area located within the future regional hub, with a future link to the Peachtree Creek Greenway.

1.4 PLEASANTDALE INDUSTRIAL

An underutilized light industrial area with large parcels and easy access from major roads. This area connects to neighboring Chamblee and Doraville and the future Peachtree Creek Greenway.

STRATEGY 2 LOCAL DEVELOPMENT OPPORTUNITIES

2.1 SHALLOWFORD ROAD

A major visible intersection, located along the future Peachtree Creek Greenway. Development opportunities include an expected apartment development and brownfield sites identified in DeKalb county plan as potential redevelopment.

2.2 PRESIDENTIAL GREENWAY

A visible area with large parcels set to be redeveloped. Has planned greenway connectivity and direct access to Presidential Parkway.

2.3 PLEASANTDALE PARK

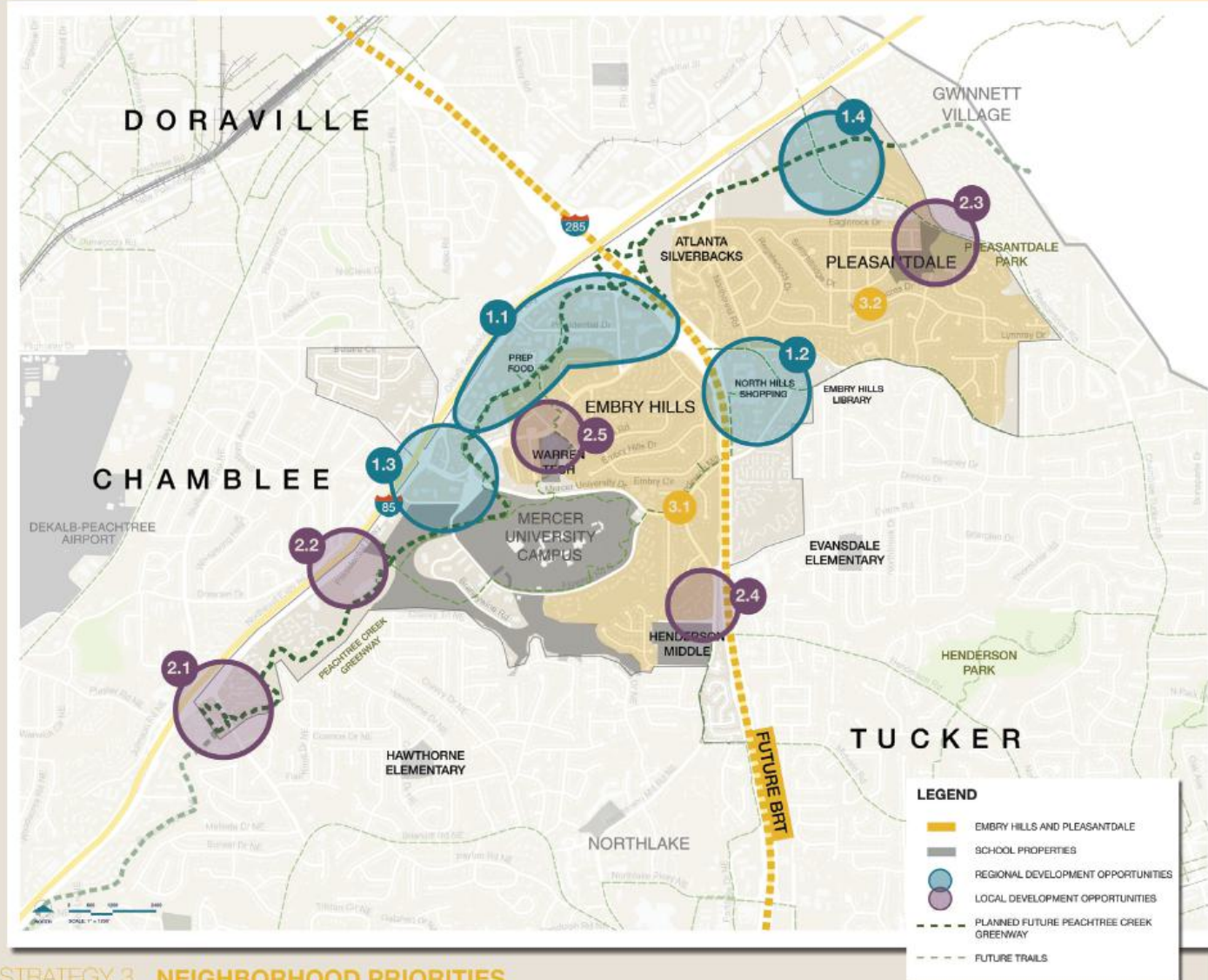
Connected to Pleasantdale Elementary and neighborhood, with park enhancements underway. Small older industrial sites are an opportunity for infill neighborhood services.

2.4 HENDERSON MIDDLE INTERSECTION

An area with key connective intersections, linking Embry Hills, local schools, and the Northlake community improvement district (CID). Offers future trail and park connections from the county.

WARREN TECH

This area is a potential cultural hub, featuring the Embry Hills club and Warren Tech. A key connection between the Embry Hills and Presidential Parkway areas.



STRATEGY 3 NEIGHBORHOOD PRIORITIES

3.1 Embry Hills

3.2 Pleasantdale



Pedestrian connections to amenities, services, and local businesses



Placemaking and neighborhood activity to celebrate the unique character and history of each area



Preventing displacement and housing pressure

Embry Hills - Presidential Parkway and Surrounding Communities

Priority Sites

PRIORITY
SITES

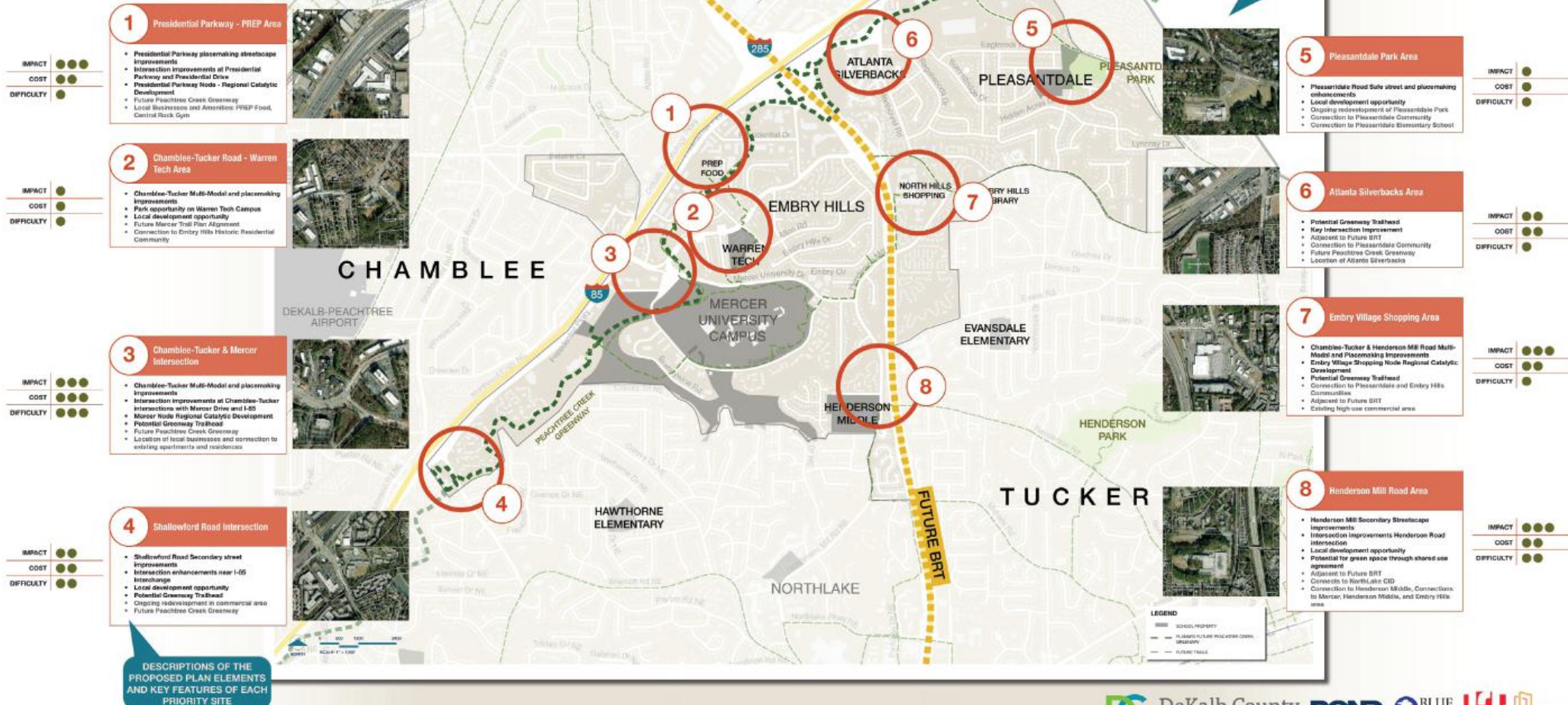
IMPLEMENTATION

HOUSING
COMMUNITY ENGAGEMENT
MOBILITY
PLACEMAKING
ACCESSIBLE GREEN SPACE
CATALYTIC DEVELOPMENT

ROAD TO ACTION

There are many key areas where applying safer street, green space, and catalytic development strategies can benefit the overall region. These sites were picked based on an overlay of all recommendations, community input, and regional goals. Our next steps are to look in detail at a few key sites in the area. Which of these areas do you see as most critical to improve multi-modal access, promote economic development, and support community identity through public art and placemaking?

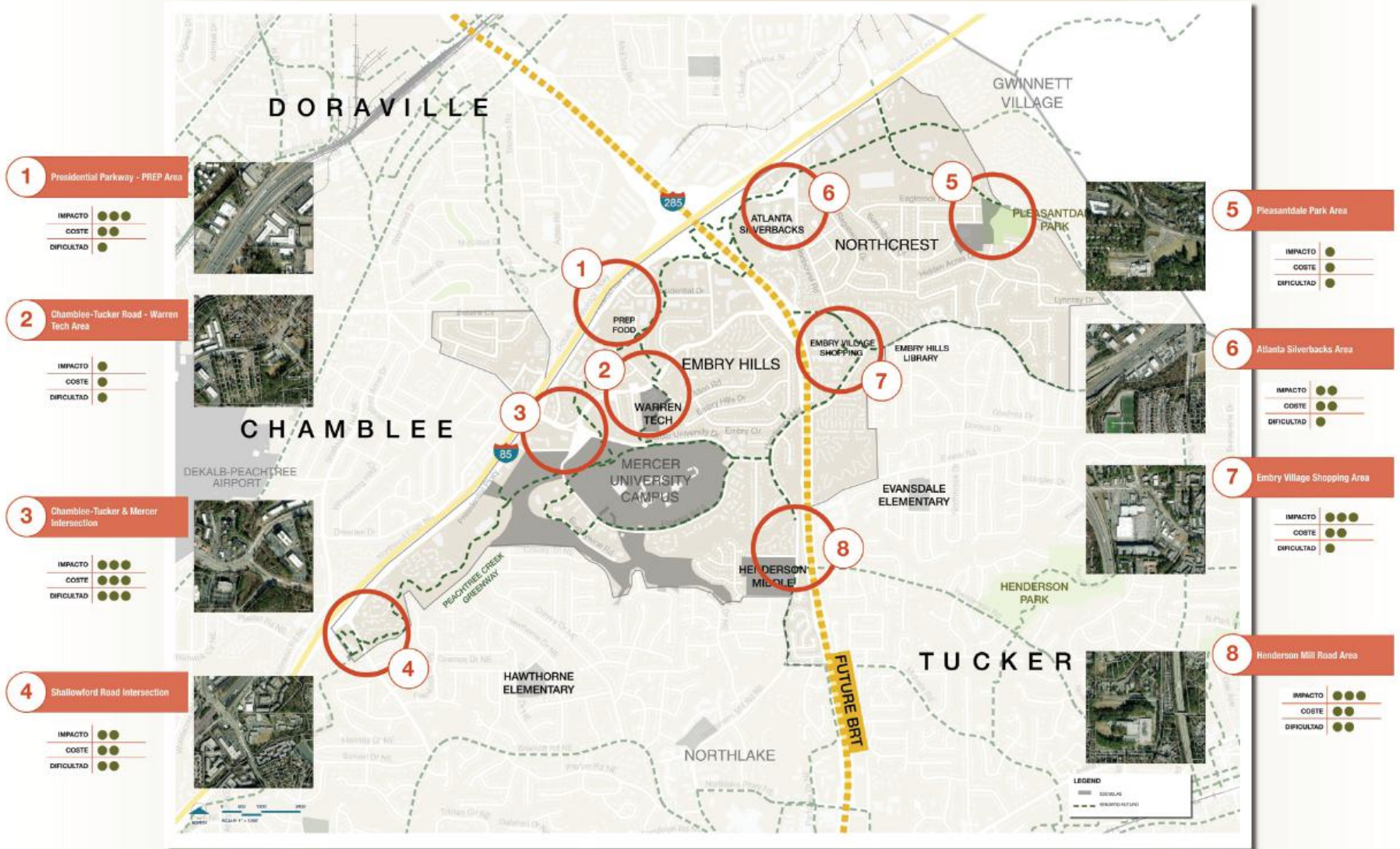
WHAT PRIORITY SITES DO YOU THINK ARE MOST IMPORTANT? PLACE A MARBLE IN THE JAR!



Embry Hills, Presidential Parkway, and the Surrounding Communities

Placemaking Strategy - Zonas Prioritarias

ZONAS
PRIORITARIAS



Embry Hills-Presidential Parkway and Surrounding Communities

Branding and Identity

Please place dots on your favorite images or sticky notes with your answer next to each question. Feel free to add comments too!

What Makes Us Pulse?

How do you see **Branding** in this area?



Banners reflecting key amenities (Mercer, Silverbacks, Embry Hills)



Neighborhood identity street signage



Consistent landscaping at key locations



Historic District designators



Have another idea?



Trail oriented development



Varied building typology

What kind of **Tactical Urbanism** would you like to see?

A tactical urbanism project is planned as a part of this study to kickstart momentum for this study. This project is intended to support the regional sense of place, foster community pride, and begin to create a branding identity for the area.

What would you like to see?



Painted Crosswalk Series



Small Pocket Park



Gateway Arch



Story Wall Mural / Signature Public Art



Have another idea?



Large scale monuments / icons



Large scale public art

What kind of **Public Art** do you want to see?

What makes this place **unique**?



Kind of **Regional**
Development?



Colorful housing
developments



Mixed use
developments



Have another idea?



Community oriented
artwork or bulletin



Attractive or artistic bus
stop shelters



Unique benches or
seating



Educational signage
(historical or
environmental)



Playful amenities
(swinging benches,
string lights, etc)



Have another idea?

What kind of
Amenities?



Kind of **Gateways**
you want to see?



Iconic Murals



Pedestrian Gateways
and Archways



Have another idea?

What kind of **Streetscape**
improvements?



District Signage



Colorful & highly visible
sculptures



Attractive pavers &
murals



Have another idea?

What kind of **Safety**
strategies are most
important to you?



Pedestrian
improvements at
overpasses



Streetscape lighting



Pedestrian Crossing
artwork

STRATEGY 1 & 2 - STREET IMPROVEMENTS MATRIX AND ANALYSIS

STRATEGY 1 MAIN CORRIDORS

STRATEGY 2 SECONDARY CORRIDORS

ID	From Street	To Street	High AT Volumes (>16,000)	Prioritization Criteria								Total Score
				High AT Crash History	Ped-Involved Crash History	Access to Zero Vehicle Households	Access To Transit (NextGen Bus)	Access to Community Destination	Access to Major Retail Corridor	Future Land Use - High Density	Public Input	
Chamblee-Tucker Road	I-85	I-285	1	1	1	1	1	1	1	1	1	8
Henderson Mill Road	NorthCrest	End of Study Area	0	1	1	1	1	1	0	0	1	6
Pleasantdale Road	I-85	End of Study Area	1	1	1	1	1	1	0	0	0	6
Presidential Parkway	Shallowford Road	Buckeye Drive	0	1	0	0	1	1	1	1	1	6
Mercer University Drive	Chamblee-Tucker	Henderson Mill Road	0	1	0	1	0	1	0	1	1	5
Shallowford Road NE	I-85	End of Study Area	1	1	1	0	0	0	1	0	0	5
Presidential Drive / Buckley	Presidential Parkway	Chamblee-Tucker	0	0	1	0	0	1	1	1	0	4
NorthCrest Road	I-85	End of Study Area	0	1	1	0	0	1	0	0	0	3
Flowers Road	Mercer University Drive	Mercer University Drive	0	1	0	1	0	1	0	0	0	2
Henderson Road	Henderson Mill Road	End of Study Area	0	1	0	0	0	0	0	0	0	1

STRATEGY 1 & 2 PRIORITIZATION CRITERIA



High Active Trip Volumes

Corridor has a segment with modeled active trip volumes of > 16,000 trips/mi



High Active Transport Crash History

More than five crashes occurred along the corridor



Pedestrian Crash History

Pedestrian-involved crashes have occurred along the corridor



Access to Zero Vehicle Households

Corridor touches a block group with > 15% zero vehicle households



Access to Transit

A bus route is located along the corridor



Access to Community Destination

Corridor is within 1/4 mile of a park, school, or other activity center



Access to Major Retail Corridor

Corridor has major commercial zoning along the street



Future Land Use - High Density

Corridor is within the Regional Center future land use designation

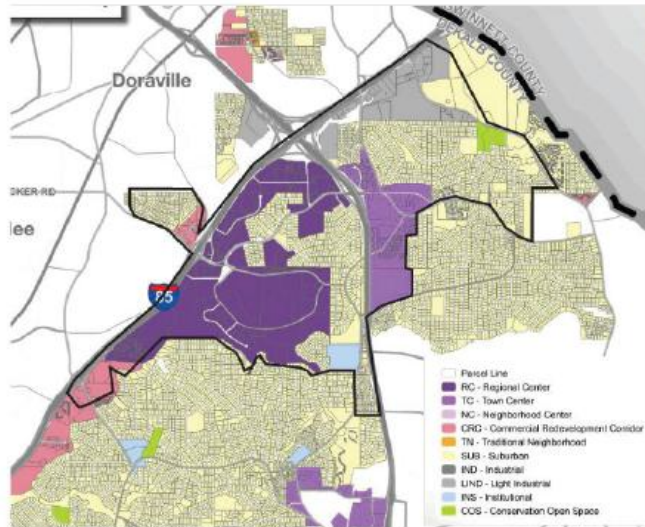


Public Input

Corridor was called out in community engagement as a key priority

DEVELOPMENT CONDITIONS

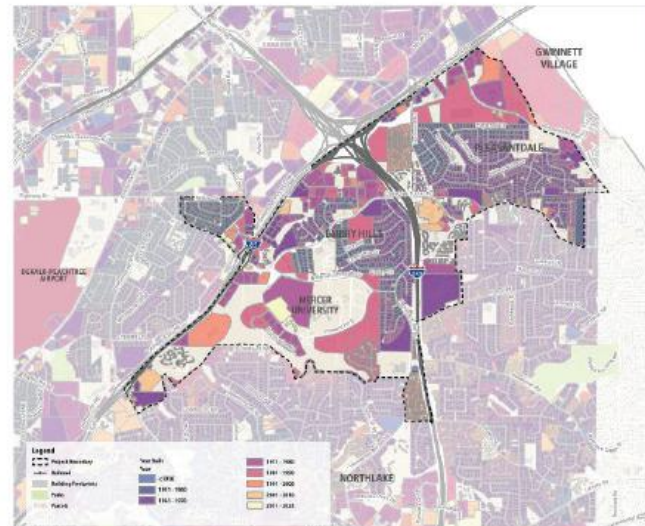
MAPS AND ANALYSIS



Future Land Use

Regional Center (RC) & Town Centers (TC) can feature:
Townhomes, Condominiums, Apartments, Retail, Commercial, Office, Civic, Institutional buildings, Entertainment and Culture, Parks and Recreation, Health Care, and Technology Centers

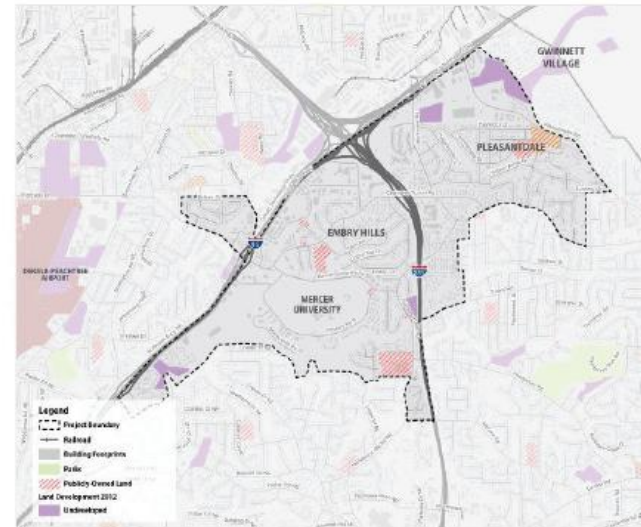
Commercial Redevelopment Corridors (CRC):
The CRC areas are transition zones; intended to support redevelopment along important commercial corridors.
Uses include: Townhomes, Condominiums, Apartments, Retail, Commercial, and Office Mixed Use.



Building Age

The housing stock in the area is aging, as a large proportion of homes in the area were built before 1970. These 1970's homes create a historic character for the Embury Hills and Pleasantdale communities. Another segment of the housing stock was built between the 1970's and 2000's. Commercial and industrial buildings in the area are also aging.

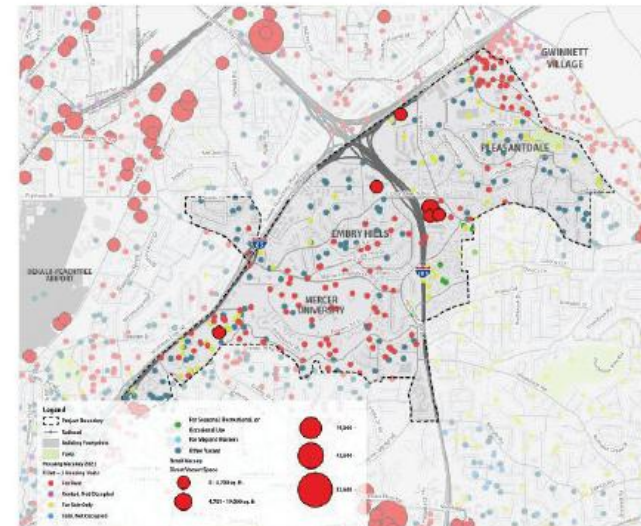
As housing ages, updates and infrastructure improvements are necessary.



Public and Vacant Land

The majority of the undeveloped and vacant land in the site area is in the floodplain or wetlands.

Public lands in the district include the Henderson Middle School, Warren Tech, DeKalb County Fire Station 19, and Pleasantdale park.



Housing and Retail Vacancy

There is some retail vacancy in the area, with some square footage available in the Embury Hills Shopping Center and NorthHills shopping center.

STRATEGY 3 INTERSECTIONS

AERIAL IMAGERY

KEY INTERSECTION IMPROVEMENTS

3.1 CHAMBLEE-TUCKER ROAD & MERCER UNIVERSITY DRIVE

Primary East-West Connector

- 4 travel lanes
- Major Bus Route
- Intermittent Sidewalk
- High Pedestrian and Cyclist use (within top 10 highest daily trips in study area)
- Very high traffic at interstate intersections, lower volumes through center of the study area (Average ADT 18,300) (GDOT 2024)
- >100 Freight Trips
- Existing landscape improvements along sections



STRATEGY 3 INTERSECTIONS

AERIAL IMAGERY

KEY INTERSECTION IMPROVEMENTS

3.2 HENDERSON MILL ROAD & HENDERSON ROAD

Primary North-South Connector

- 2-4 travel lanes
- Bus route
- 4' sidewalk on one side of the road
- High pedestrian and cyclist use (within top 10 highest daily trips in study area)
- Moderate vehicular use (up to 10,000 ADT)



STRATEGY 3 INTERSECTIONS

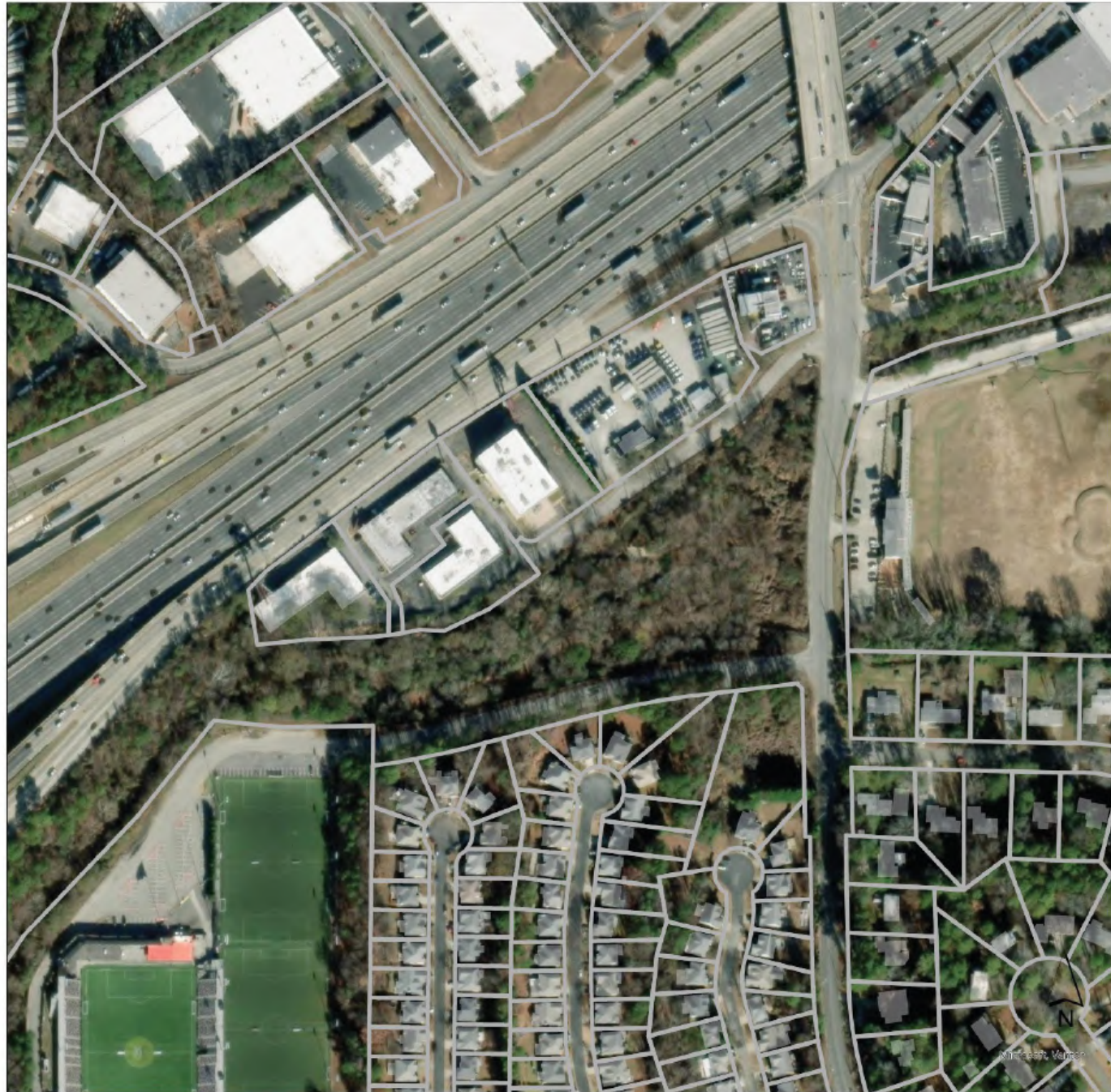
AERIAL IMAGERY

KEY INTERSECTION IMPROVEMENTS

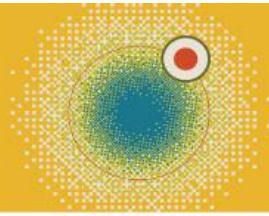
3.1 NORTHCREST ROAD & ATLANTA SILVERBACKS WAY

Activity and Northern Connector

- 2-4 travel lanes
- 4'-5' sidewalk on one side of the road
- High pedestrian and cyclist use (within top 5 highest daily trips in study area)
- Moderate vehicular use (13,000 ADT)
- Connects to Silverbacks, driving range, Pleasantdale, and Embury Village Shopping



POP-UP MEETING



Embry Hills and Presidential Parkway Small Area Plan

Vision and Purpose

Celebrate local culture, improve connections, and protect community identity through creative placemaking.

The purpose of this study is to develop a community-informed plan that enhances access to trails, transit, and public spaces, while elevating arts, culture, and walkability in the Presidential Parkway study area ensuring that growth reflects and supports the people who call Embry Hills home.

Project Goals

1. Create a Unique Identity

Establish a bold, recognizable brand that reflects the character of the study area as a cultural destination.

2. Celebrate Arts & Culture

Elevate local stories and voices through public art, cultural programming, and artistic engagement.

3. Enhance Placemaking

Transform underutilized spaces into vibrant, people-centered places that invite gathering, activity, and creativity.

4. Improve Connectivity & Mobility

Strengthen safe, walkable, and multimodal connections between neighborhoods, trails, and transit to support access for all.

Project Timeline

March - April



Existing Conditions & Technical Analysis

May – July



Plan Development

August - September



Project Deliverables

Study Area Characteristics



Cultural Potential:

Embry Hills is home to local artists, civic spaces, and untold stories offering rich opportunities for cultural identity.



Institutional Anchors:

Major institutions like Mercer University and the ITA Tennis Center bring daily activity and visibility to the area.



Aging Commercial Fabric:

Older development present opportunities for placemaking, adaptive reuse, and branding.



Diverse + Historic Community:

The multicultural, multigenerational population here is rooted in mid-century neighborhoods with deep ties to place.



Embry Hills and Presidential Parkway Small Area Plan

Help us imagine the future of Embry Hills through art.
Place a ★ next to the public art types that inspire you.

Murals



Large-scale wall art that tells neighborhood stories and adds color to public life.



Sculptures & Landmarks



Iconic and eye-catching pieces that define a place and invite photos.



Ground Art & Painted Streets



Crosswalks, plazas, and sidewalks made playful and bold with creative paint.



Functional Art



Beautiful benches, bike racks, safety bollards and lighting that are both useful and artistic.



Interactive & Playful Art



Art you can touch, move through, or play on. Something fun for all ages.



Community-Created Proj-



Art made by residents, students, and local artists working together.

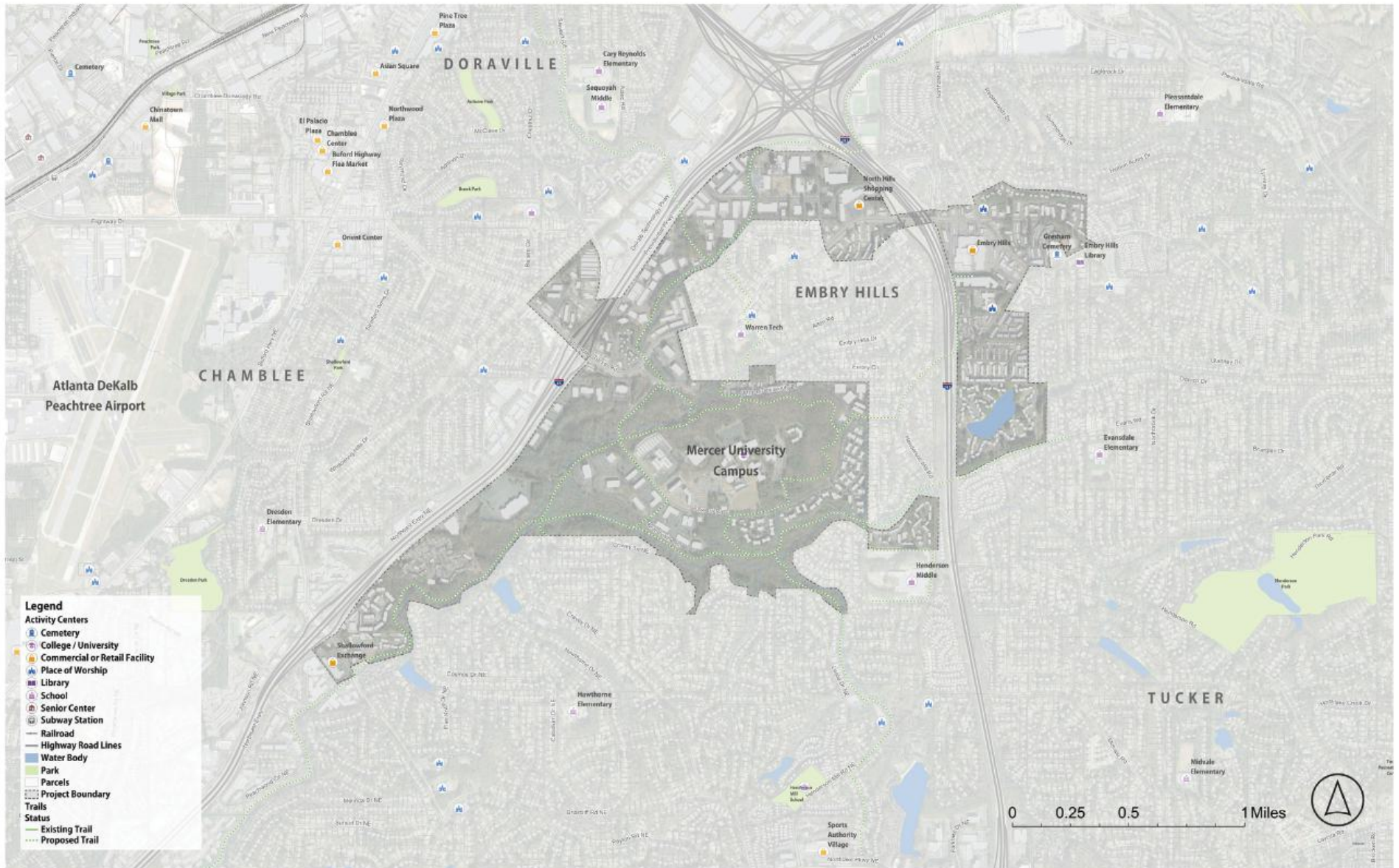


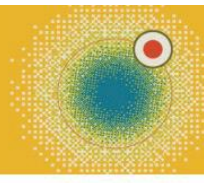
Have another idea?

Write it on a sticky note and add it here!



Embry Hills and Presidential Parkway Small Area Plan





Embry Hills and Presidential Parkway Small Area Plan

Help Us Map What Matters!

Use the colored dot stickers below to show us what is already great and where there is room to grow!



A cultural gem!

Spotted something meaningful? Place a dot and add a sticky note to tell us why it is special.



A gateway to the area

Mark key entrances or spots that could welcome people in style.



Art belongs here!

Tag places where you'd love to see murals, sculpture, or creative flair.



Future potential

Spot a site that's ready for new energy? Think redevelopment, reuse, or activation.



Needs some love

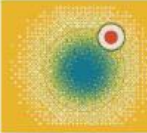
Mark areas that feel unsafe, dull, or disconnected



Add a sticky note with your ideas!

Topics can include traffic, pedestrian comfort, public art, safety, beautification, etc.

BUSINESS ENGAGEMENT MEETING



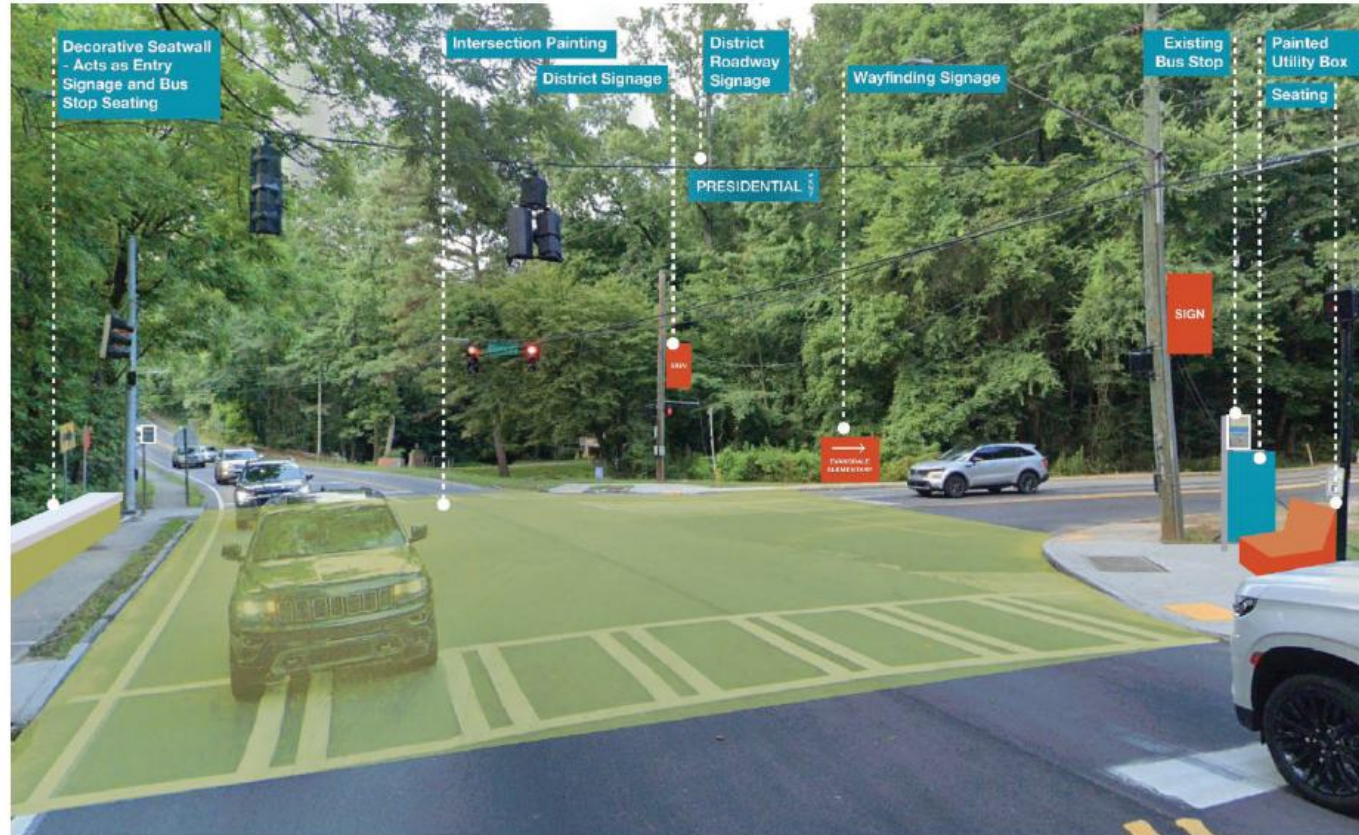
Henderson Mill Road Intersection

Embry Hills and Presidential Parkway Small Area Plan - July 2025

Before



After - Conceptual Public Art Interventions



Goals

- 1. Create a Unique Identity**
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Intersection Plan



What elements do you want to see? What elements are we missing?
Add notes on your ideas and responses!



Henderson Mill Road Intersection - Visual Preference Survey

Embry Hills and Presidential Parkway Small Area Plan - July 2025

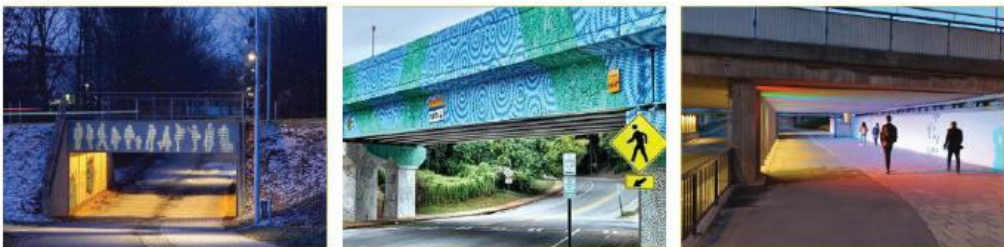
1 Crosswalk Improvements



2 Bus Stop Enhancements - Seating



3 Gateway



4 Utility Box Artwork

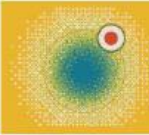


6 Signage - District



6 Signage - Roadway



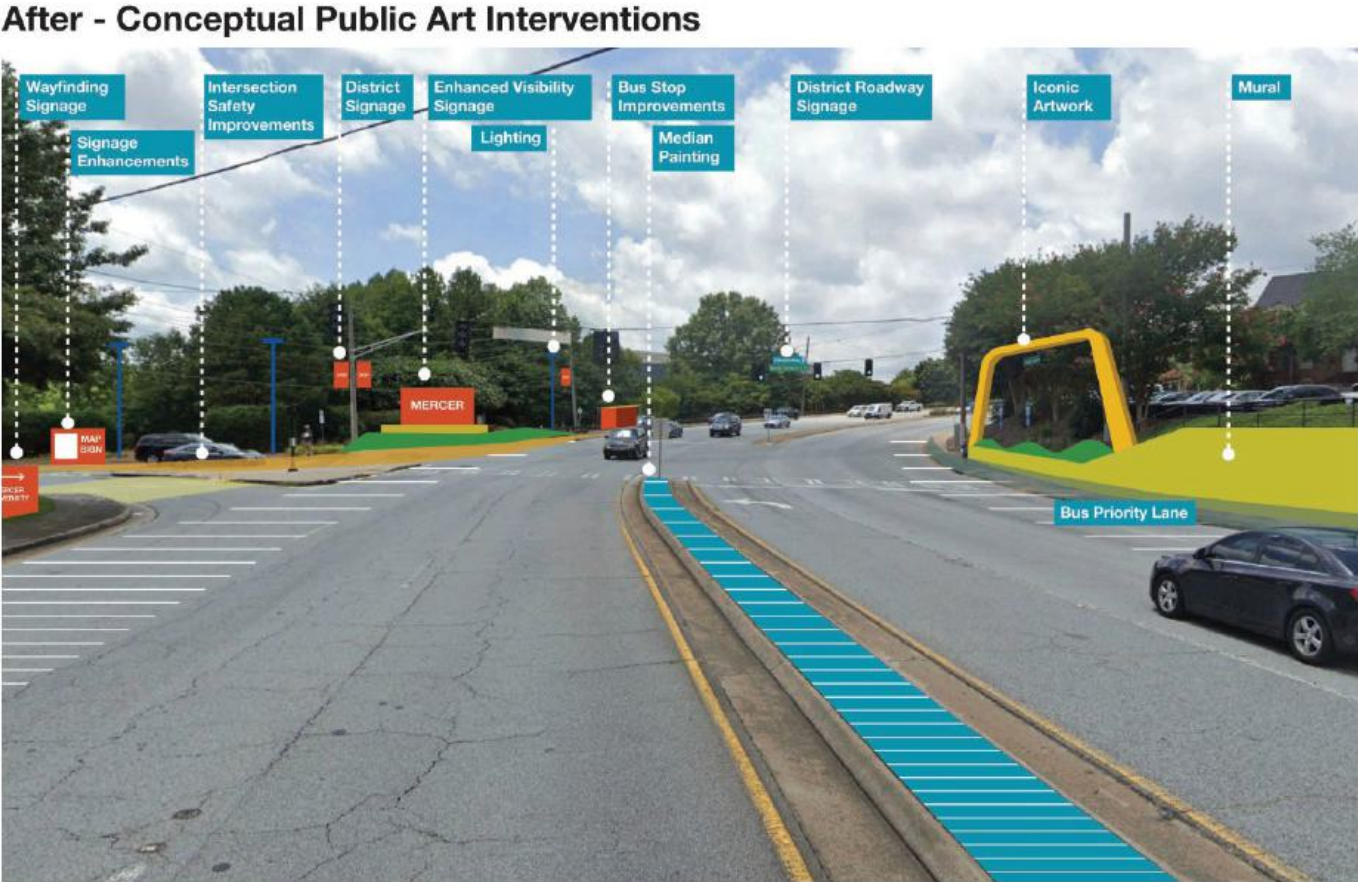


Chamblee-Tucker Road Intersection

Embry Hills and Presidential Parkway Small Area Plan - July 2025



- Goals
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Add notes on your ideas and responses!



Chamblee-Tucker Road Intersection - Visual Preference Survey

Embry Hills and Presidential Parkway Small Area Plan - July 2025

1 Crosswalk Improvements



2 Bus Stop Enhancements



3 Landscape and Lighting Improvements



4 Murals



5 Iconic Art Installations

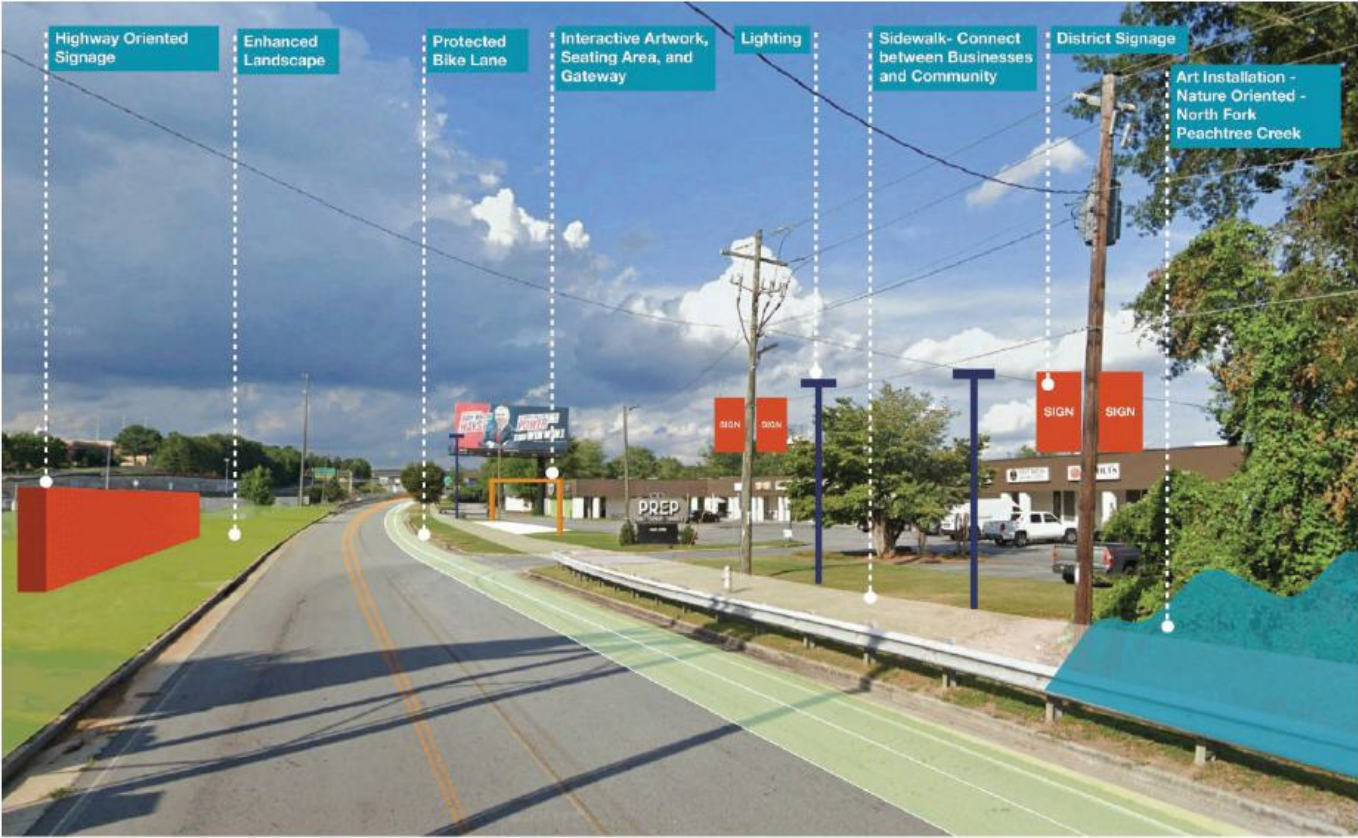


6 Signage



Before

After - Conceptual Public Art Interventions



- Goals**
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What elements do you want to see? What elements are we missing?
Add notes on your ideas and responses!



Presidential Parkway - Visual Preference Survey

Embry Hills and Presidential Parkway Small Area Plan - July 2025

1 Gateway



2 Roadway Artwork



3 Landscape Improvements



4 Cyclist Safety and Amenities

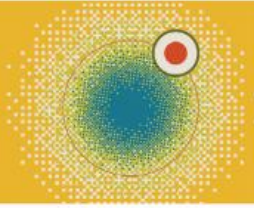


5 Art Installations



6 Signage





Embry Hills and Presidential Parkway Small Area Plan

July 2025

STRATEGY 1 COMPLETE STREET IMPROVEMENTS ON MAIN CORRIDORS

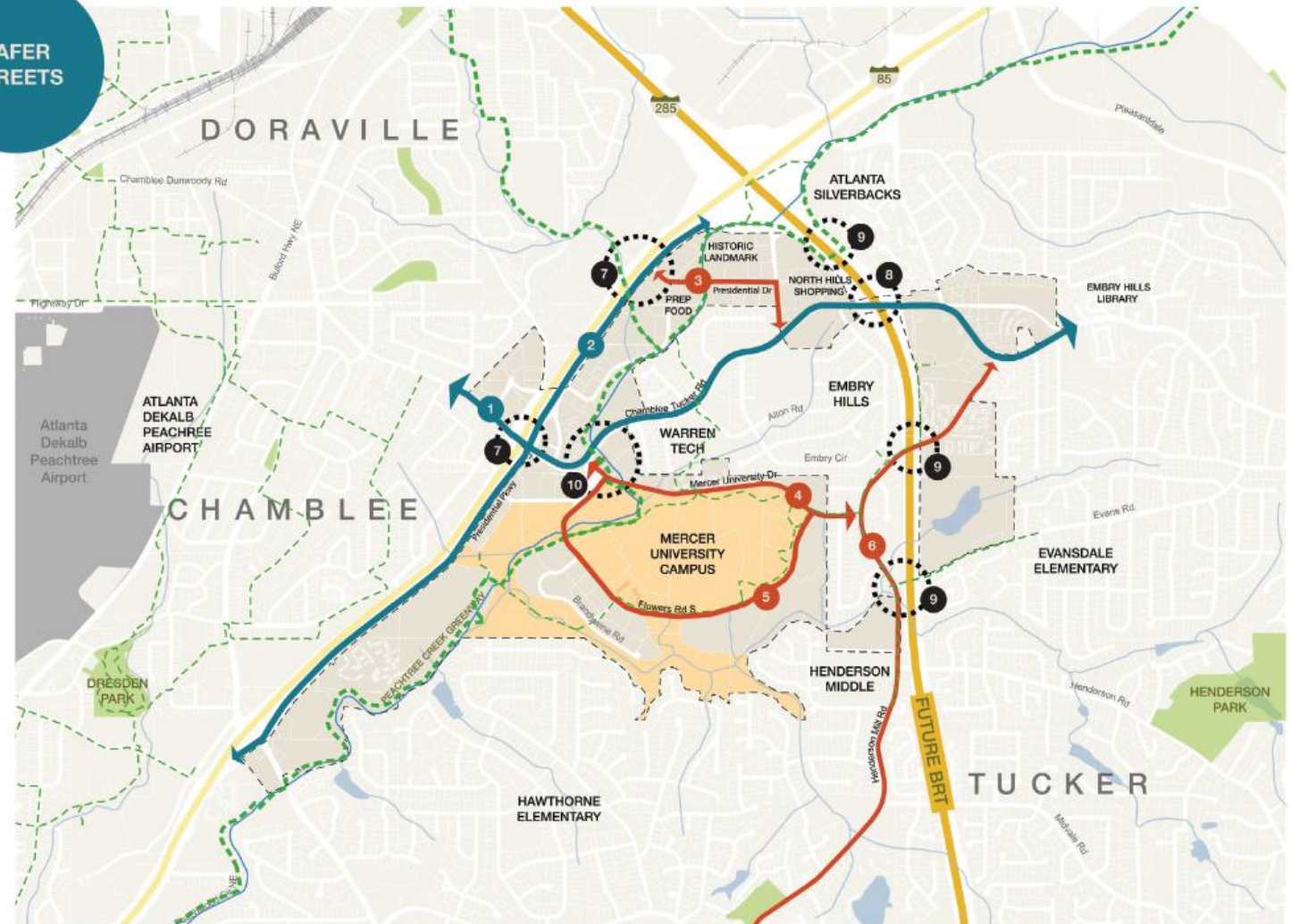
- 1 CHAMBLEE-TUCKER ROAD
- 2 PRESIDENTIAL PARKWAY

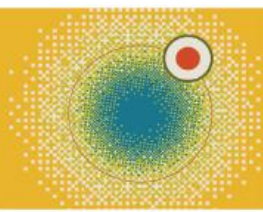
STRATEGY 2 STREETSCAPE IMPROVEMENTS ON SECONDARY STREETS

- 3 PRESIDENTIAL DRIVE
- 4 MERCER UNIVERSITY DRIVE
- 5 FLOWER ROAD
- 6 HENDERSON MILL ROAD

STRATEGY 3 KEY INTERSECTION IMPROVEMENTS

- 7 GATEWAYS AT PRESIDENTIAL PARKWAY
 - CHAMBLEE-TUCKER ROAD
 - PRESIDENTIAL DRIVE
- 8 GATEWAYS AT I-285 (BRT)
 - CHAMBLEE-TUCKER ROAD
 - HENDERSON MILL ROAD
- 9 FUTURE TRAIL CROSSINGS AT I-285
 - PEACHTREE CREEK GREENWAY
 - HENDERSON MILL ELEMENTARY
- 10 KEY INTERSECTION AND MERCER UNIVERSITY GATEWAY AT CHAMBLEE-TUCKER ROAD





Embry Hills and Presidential Parkway Small Area Plan

July 2025

SAFETY THROUGH PLACEMAKING

Help us imagine the future of Presidential Parkway and Embry Hills
Place a ☆ next to the elements that inspire you

Pedestrian Barriers



Crosswalk Improvements



Interactive Art Installations



Bus Stop Enhancements



Signage



Landscaping



Have an idea?

Write it on a sticky note and add it here!

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