

Public Hearing: YES ☒ NO ☐

Department: Planning & Sustainability

SUBJECT:

Commission District(s): 1 and 7

Application of Director of Planning & Sustainability for a text amendment to Chapter 5: Small Area Plans of the Comprehensive Land Use Plan. This application is intended to incorporate Embry Hills-Presidential Parkway & Surrounding Communities Placemaking Strategy document's general vision, policies, and goals as guidance for future development of the planned area.

PETITION NO: N1-2026-1098 TA-26-1248180

PROPOSED USE: Ch. 5: SAP – Embry Hills-Presidential Parkway

LOCATION: N/A

PARCEL NO. : N/A

INFO. CONTACT: Aprell King, Long Range Planner

PHONE NUMBER: 404-371-2155

PURPOSE:

Application of Director of Planning & Sustainability for a text amendment to Chapter 5: Small Area Plans of the Comprehensive Land Use Plan. This application is intended to incorporate Embry Hills-Presidential Parkway & Surrounding Communities Placemaking Strategy document's general vision, policies, and goals as guidance for future development of the planned area.

RECOMMENDATION:

COMMUNITY COUNCIL: (August 2026) Full-cycle deferral.

PLANNING COMMISSION: (September 1, 2026) Approval.

PLANNING STAFF: (September 2026) Approval.

STAFF ANALYSIS: The applicant is seeking to adopt the *Embry Hills-Presidential Parkway & Surrounding Communities Placemaking Strategy* document's general vision, policies, and goals as guidance for future development of the planned area. Originating as an Arts & Culture small area plan within the Embry Hills & Presidential Parkway area, DeKalb County & Pond conducted targeted community engagement efforts that resulted in the expansion of the boundary area and scope. Based on the desires and needs captured by the community, the Arts & Culture-focused plan developed into a robust Small Area Plan focused on three pillars of focus: **Safer Streets, Accessible Open Space, and Catalytic Development** (through a placemaking lens). The boundary was expanded to include residential areas of Embry Hills and Northcrest to broaden the regional access footprint and ensure the plan encompassed a foundation representative of its designated Regional Center character area. Between February 2025 and May 2026, DeKalb County and Pond kicked off the master planning process which included the launch of a project website, interactive surveys, six “public” events, and numerous engagements with over 2,250 total community members reached in total. In addition to a ground-level community approach, the PMT worked very closely with Commissioner District 1 and Super Commissioner District 7 to ensure district and constituent needs alignment were represented. The *Embry Hills-Presidential Parkway & Surrounding Communities Placemaking Strategy* document also highlights a detailed planning and mobility framework – involving strategic stakeholder listening sessions – including linking neighborhoods through housing, trail and multi-use path connectivity, accessible green space, catalytic development, and safer streets

through urban design and placemaking. With a major goal being to identify a sense of place and identity for the area, listening sessions were held with local artists in the area and the plan includes strategic public art location recommendations and concept designs to aid in future implementation efforts. It also includes a phased action plan for implementing priority projects - with clearly defined roles and responsibilities - for policy, safe streets, open public space, and catalytic development projects. Adopting the *Embry Hills-Presidential Parkway & Surrounding Communities Placemaking Strategy* as an amendment to Chapter 5: Small Area Plans in DeKalb County's 2050 Unified Plan will enable the Planning & Sustainability Department – Long Range Division – to move forward with DeKalb County and the community's goal of creating a regionally-anchored, more connected, livable, and developable corridor in DeKalb County. Planning & Sustainability Staff recommends ***“Approval”***.

PLANNING COMMISSION VOTE: (September 1, 2026) Approval 7-0-0. Commissioner Murphy moved, Commissioner Cooper seconded for approval, per Staff recommendation. Commissioner Moore was not present for this vote.

COMMUNITY COUNCIL VOTE/RECOMMENDATION: (August 2026) Full-Cycle Deferral (3-0-1) to allow the consultants to tweak the study and to consider suggestions from the Council which included: 1) Verifying whether certain included parcels are in incorporated DeKalb; 2) Adding traffic circles at Chamblee-Tucker Road and Alton Road; and at Chamblee Tucker Road and Embry Circle, near Buckeye Road.

Planning Commission Hearing Date: September 1, 2026
Board of Commissioners Hearing Date: September 24, 2026

STAFF ANALYSIS

CASE NO.:	TA-26-1248180	File ID #: 2026-1098
Address:	Embry Hills, Presidential Parkway, and Northcrest residential and commercial areas.	Commission Districts: 1 and 7
Request:	Application of Director of Planning & Sustainability for a text amendment to Chapter 5: Small Area Plans of the Comprehensive Land Use Plan. This application is intended to incorporate Embry Hills-Presidential Parkway & Surrounding Communities Placemaking Strategy document's general vision, policies, and goals as guidance for future development of the planned area.	
Applicant/Agent:	DeKalb County Planning & Sustainability Director	
Existing Land Use:	There is a mixture of uses in the area, ranging from single family housing to multi-family apartments, to commercial, institutional, 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.	
Surrounding Properties:	See “Figure 7 – Current Land Use (Zoning)” in Draft <i>Embry Hills-Presidential Parkway & Surrounding Communities Placemaking Strategy</i> Final Report.	
Comprehensive Plan:	Designated as majority Regional Center and Town Center character area; future investment and a cohesive strategy for development is proposed in this region.	
Sections of the Zoning Ordinance Affected by the Amendment:	Chapter 5: Small Area Plans of the Comprehensive Land Use Plan.	

STAFF RECOMMENDATION: APPROVAL.

The applicant is seeking to adopt the *Embry Hills-Presidential Parkway & Surrounding Communities Placemaking Strategy* document’s general vision, policies, and goals as guidance for future development of the planned area.

Originating as an Arts & Culture small area plan within the Embry Hills & Presidential Parkway area, DeKalb County & Pond conducted targeted community engagement efforts that resulted in the expansion of the boundary area and scope. Based on the desires and needs captured by the community, the Arts & Culture-focused plan developed into a robust Small Area Plan focused on three pillars of focus: **Safer Streets**, **Accessible Open Space**, and **Catalytic Development** (through a placemaking lens). The boundary was expanded to include residential areas of Embry Hills and Northcrest to broaden the regional access footprint and ensure the plan encompassed a foundation representative of its designated Regional Center character area.

Between February 2025 and May 2026, DeKalb County and Pond kicked off the master planning process which included the launch of a project website, interactive surveys, six “public” events, and numerous engagements with over 2,250 total community members reached in total. In addition to a ground-level community approach, the PMT worked very closely with Commissioner District 1 and Super Commissioner District 7 to ensure district and constituent needs alignment were represented. The *Embry Hills-Presidential Parkway & Surrounding Communities Placemaking Strategy* document also highlights a detailed planning and mobility framework – involving strategic stakeholder listening sessions – including linking neighborhoods through housing, trail and multi-use path connectivity, accessible green space, catalytic development, and safer streets through urban design and placemaking. With a major goal being to identify a sense of place and identity for the area, listening sessions were held with local artists in the area and the plan includes strategic public art location recommendations and concept designs to aid in future implementation efforts. It also includes a phased action plan for implementing priority projects - with clearly defined roles and responsibilities - for policy, safe streets, open public space, and catalytic development projects.

Adopting the *Embry Hills-Presidential Parkway & Surrounding Communities Placemaking Strategy* as an amendment to Chapter 5: Small Area Plans in DeKalb County’s 2050 Unified Plan will enable the Planning & Sustainability Department – Long Range Division – to move forward with DeKalb County and the community’s goal of creating a regionally-anchored, more connected, livable, and developable corridor in DeKalb County.

[Embry Hills-Presidential Pkwy Packet.pdf](#)

[Presidential_Report_Appendix.pdf](#)

RESOLUTION

A RESOLUTION BY THE BOARD OF COMMISSIONERS OF DEKALB COUNTY, GEORGIA TO ADOPT EMBRY HILLS-PRESIDENTIAL PARKWAY & SURROUNDING COMMUNITIES PLACEMAKING STRATEGY AND TO AMEND THE DEKALB COUNTY 2050 UNIFIED PLAN, CHAPTER 5, SMALL AREA PLANS, TO INCLUDE THE STUDY.

WHEREAS, DeKalb County recommended a supplemental land use and zoning framework for the Presidential Parkway Regional Center area within the 2050 Unified Plan, and recommended a small area plan be conducted in support of these development expectations; and

WHEREAS, in February 2025, DeKalb County hired a consultant to conduct a small area plan study process, including extensive community engagement, to support the recommendations detailed in the 2050 Unified Plan, referred to as the *Presidential Parkway Regional Center*; and

WHEREAS, between March 2025 and May 2026, a diverse array of stakeholders participated in public meetings, workshops, and focus groups to contribute input on the goals and objectives of the plan; and

WHEREAS, the DeKalb County Planning & Sustainability department recognizes that the *Embry Hills-Presidential Parkway & Surrounding Communities Placemaking Strategy* aligns with the 2050 Unified Plan; and

WHEREAS, the *Embry Hills-Presidential Parkway & Surrounding Communities Placemaking Strategy* is considered to be an amendment to Chapter 5: Small Area Plans of the 2050 Unified Plan, offering additional guidance for the surrounding 2,635-acre area, which is designated as majority Regional Center and Town Center; and

WHEREAS, the *Embry Hills-Presidential Parkway & Surrounding Communities Placemaking Strategy* includes the following elements:

- Community Engagement Process
- Existing Conditions & Technical Analysis (Physical Conditions & Analysis, Past Plan Review, Needs and Opportunities)

- Plan Development (Land Use & Zoning Strategy, Transportation & Mobility Strategy, Placemaking Strategy, Catalytic Development)
- Project Deliverables (Implementation Plan, Draft & Final Report)

WHEREAS, in order to ensure consistency with the community and County's collective vision and policy recommendations, it is recommended that the Board of Commissioners adopt the proposed *Embry Hills-Presidential Parkway & Surrounding Communities Placemaking Strategy* as an amendment to the 2050 Unified Plan.

NOW, THEREFORE BE IT RESOLVED, that the DeKalb County Board of Commissioners:

- (1) hereby adopts the *Embry Hills-Presidential Parkway & Surrounding Communities Placemaking Strategy* dated August 24, 2026, and amends the 2050 Unified Plan, Chapter 5, Small Area Plans, to include this Plan; and
- (2) the recommended policies and development standards contained in *Embry Hills-Presidential Parkway & Surrounding Communities Placemaking Strategy* provide specific guidelines to support the character areas of the Future Land Use Map of the 2050 Unified Plan and provide specific density/intensity guidelines.

September 24, 2026

APPROVED by the DeKalb County Board of Commissioners, this _____ day of _____, 2026.

CHAKIRA JOHNSON

Presiding Officer
Board of Commissioners
DeKalb County, Georgia

APPROVED by the Chief Executive Officer of DeKalb County, this _____ day of _____, 2026.

LORRAINE COCHRAN-JOHNSON

Chief Executive Officer
DeKalb County, Georgia

ATTEST:

BARBARA SANDERS, CCC

Clerk to the Board of Commissioners and
Chief Executive Officer
DeKalb County, Georgia

APPROVED AS TO SUBSTANCE:

APPROVED AS TO FORM:

JULIANA NJOKU

Director of Planning and Sustainability

TERRY G. PHILLIPS

County Attorney