

DORAVILLE DOWNTOWN MASTER PLAN LCI

Doraville, Georgia



In 2010, TSW worked with the City of Doraville and its stakeholders to develop a plan for downtown Doraville, including the existing civic center, the former GM assembly plant, and a portion of Buford Highway. Central to the effort was establishing a plan that would improve connectivity, encourage market-viable and pedestrian-friendly mixed-use development, promote increased density to support transit and a vibrant community center, maintain diversity, ensure multiple transportation options, and support economic growth and a high quality of life.

Using these goals as a base, TSW facilitated an inclusive planning effort that brought together local stakeholders and regional economic development officials to create a market-based vision for providing jobs and transforming the GM site into a model for transit-oriented development. This included establishing a framework for guiding redevelopment on the GM site based on a fixed network of blocks and public spaces, but a flexible program of uses and densities within this framework. It then defined vehicular, bicycle, transit and pedestrian investments connecting it to surrounding areas. Supporting this was a series of policies and projects aimed at growing businesses, celebrating diversity, instituting “green” development, and creating a community where residents could age in place. These policies provided further guidance to private developers without limiting their ability to program the site to meet their needs.

The plan also laid the foundation for implementing key transportation projects. In order to position them for funding, TSW provided detailed design work for those projects that the City of Doraville planned to submit for LCI implementation funding, including preparing cross sections, pricing, and concept design.



*top: Stakeholders discussion Doraville's future a community meeting
middle: Rendering showing future upgrades to New Peachtree Road
bottom: A massing model of the proposed GM site redevelopment*

