



Tucker Downtown Master Plan

Plan conducted by TSW + Bleakly Advisory Group + City of Tucker + Tucker-Northlake CID

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Chapter 1: Overview

This Master Plan serves as a guide for attracting the best quality development to the City of Tucker. It was a concerted effort between the City of Tucker, the Tucker-Northlake CID, TSW, and Bleakly Advisory Group. It is a plan that is implementable, fully vetted through the public, and aimed to harness the existing energy of Downtown Tucker. Special collaboration between TSW and other hired consultants working simultaneously on other plans effecting Downtown Tucker was conducted to ensure all recommendations were thoughtfully integrated. The Downtown Master Plan builds on the key recommendation of the Comprehensive Plan to Enhance Downtown while also building off of the recently adopted strategies from the Transportation Plan, as well as the Trail Master Plan and Parks Master Plan.



EXECUTIVE SUMMARY //



Executive Summary

WHY COME TO TUCKER?

Civic Spirit

The City of Tucker's energy and enthusiasm continue since its incorporation in 2016. This civic spirit is reflected in the large number of events that occur in the downtown area, the many successful restaurants and shops, continued investment and renovation work, streetscape improvements to Main Street, and more. Enhancing the downtown is a central tenet of the Comprehensive Plan, an approach embraced by the community. Properties within the downtown have virtually doubled and tripled in value over the last 5 years, clearly indicating there is a strong interest in locating in the downtown.

The community offers a number of events for the entire family, mostly all centered on its Main Street, which has become the focus of a concerted effort to encourage activity among local merchants. Events include Tucker Day, Taste of Tucker, the Tucker Chili Cook-Off, Annual Tucker Plant Swap, Tucker Cruise In, Christmas on Main Street, and Tucker Farmer's Market.

The community has maintained a distinctive identity, centered on its strong public schools that attract new families to the area and referred to as the "Tucker Cluster Schools." Five

neighborhood elementary schools (Brockett, Idlewood, Livsey, Midvale, and Smoke Rise) feed Tucker Middle School, which feeds Tucker High School.

In recent years, The City of Tucker has made tremendous progress in completing numerous plans and studies that will improve many aspects of the City. Aside from this Downtown Master Plan, other plans and studies include the following:

- Tucker 2005 LCI
- Tucker-Northlake Community Improvement District Master Plan 2015
- Tucker Downtown Historic District Proposed Design Guidelines 2017
- Tucker Tomorrow Comprehensive Plan 2018
- Historic Resource Report 2019
- Parks Master Plan 2019
- Sign Ordinance and Overlay Rewrite 2019
- Strategic Transportation Master Plan 2019
- Trail Master Plan 2019
- Branding Strategy 2019



Great Access & Proximity

Located in Georgia's DeKalb County, Tucker is about 15 miles northeast of Downtown Atlanta and is formerly an unincorporated area. It is one of Georgia's newest cities but has a longstanding history of a vital community and feels more like a small town than suburbia, complete with an attractive Main Street. Tucker, Georgia is a family-friendly suburb where the residents are all very active in their community. Residents here have easy access to interstates 285, 85, and US-78, two airports, a range of MARTA bus routes, and MARTA train stations.



Downtown Tucker

- Locally owned shops & restaurants such as Matthews Cafeteria, Local 7, Village Burger, Las Colinas Mexican Grill, and Garden Enthusiast.
- Recent renovations with Infinite Realities Comic Book Store, Bell Street Burritos, and the Corner Cup.
- Tandem Bank
- Fun events
- Parks and trails
- Strong schools
- Community pride

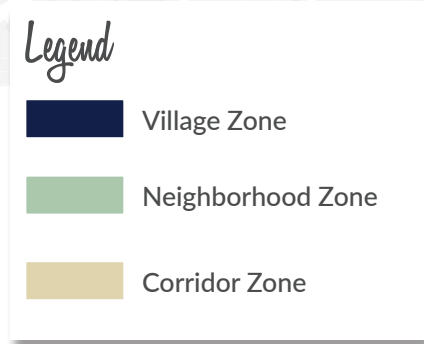
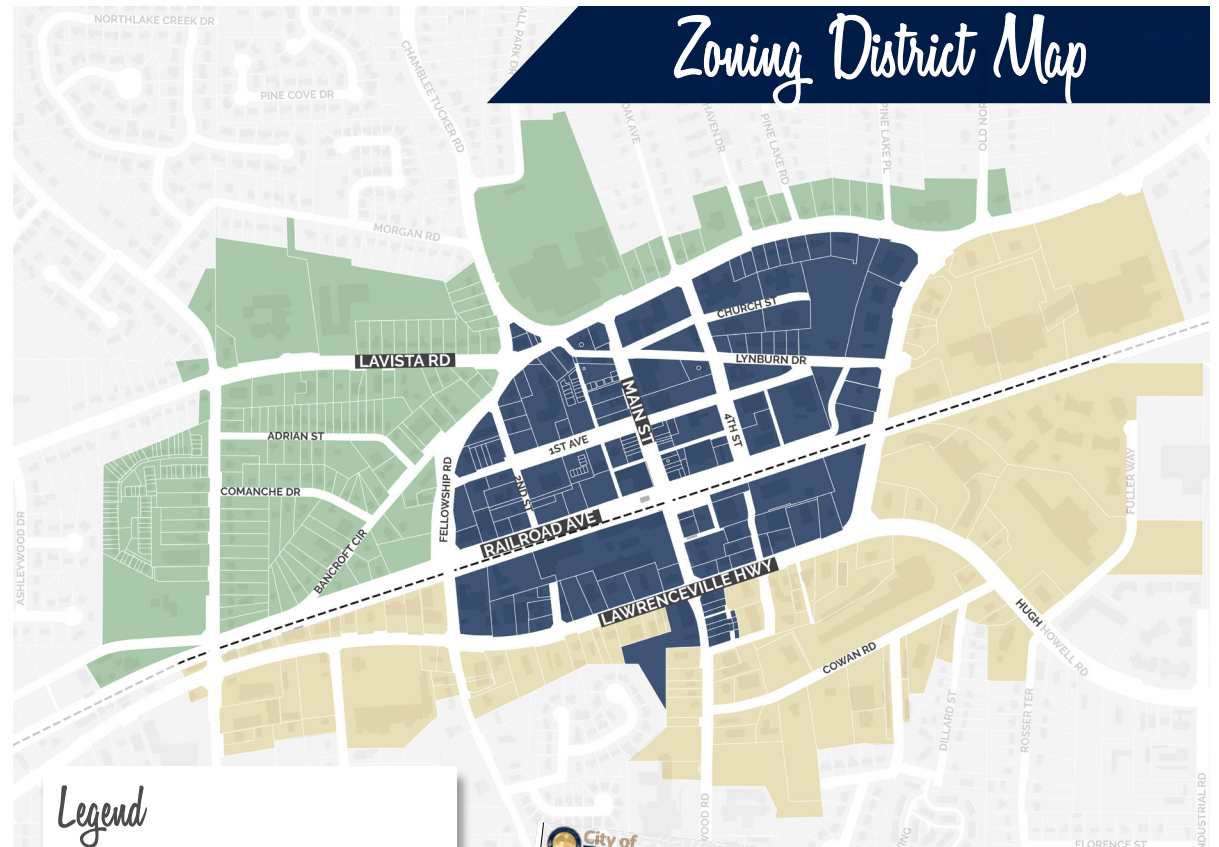


Integrated Zoning

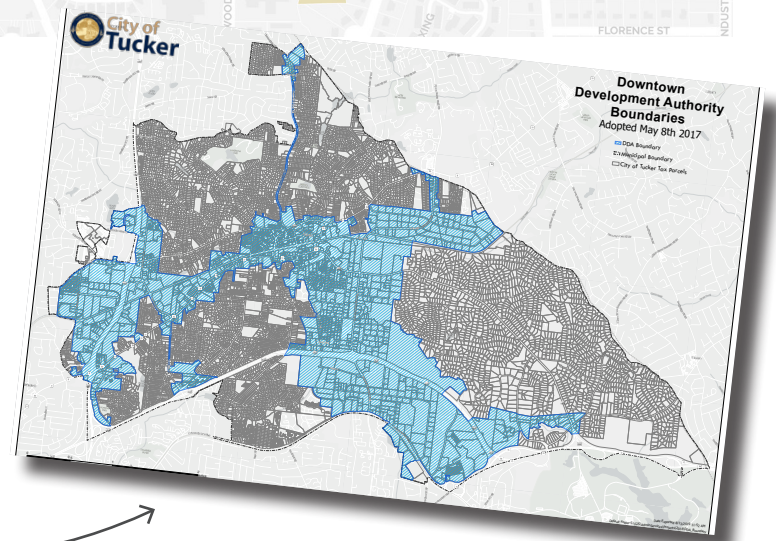
The City recently adopted new zoning district regulations for the downtown that vastly simplified a complex array of underlying zoning, overlay regulations, and design guidelines. These expanded zoning districts encourage growth downtown that preserves the center's special small-town qualities, keeps Main Street wide and open while furthering development that complements the size and style of Tucker's older buildings. Chapter 4, beginning on page 74, details how to apply these zoning districts to facilitate quality residential, retail, and office development that the community wants in its core.

Downtown Development Authority (DDA)

The Downtown Development Authority (DDA) is an economic development tool that focuses on all the commercial areas, including Downtown Tucker and Main Street area. The City's active DDA is charged with catalyzing beneficial sustainable development for the City and will continue to play a vital role in implementation of this Master Plan.



Development Authority Boundary Map



Executive Summary

GETTING AROUND IS GETTING EASIER & SAFER!

Tucker is focusing on improving safety and connectivity throughout the City. Read about the aspects of this process listed on the following pages.

Transportation

Tucker has an important and dynamic grid system that ensures walkability and exudes the historic charm of the City. Looking further out, the downtown is ringed with major commercial corridors that are increasingly experiencing renovation with new retail and restaurants. These key thoroughfares should be studied for safety and multi-modal connectivity improvements as the City grows. In order to increase the economic vitality of the community,

the City must expand the grid system and more effectively get people to areas throughout the city as a whole.

Main Street

The City of Tucker has a classic Main Street which continues to attract new businesses. Former and currently underway streetscapes are adding more energy and place making with wider sidewalks, lighting and plantings.

Parks & Trails

The adopted Trails Master Plan (2019) includes a range of trails that radiate out of the downtown. These trails will create both a new transportation option to get to and experience Tucker, but will also create new, dynamic public spaces.

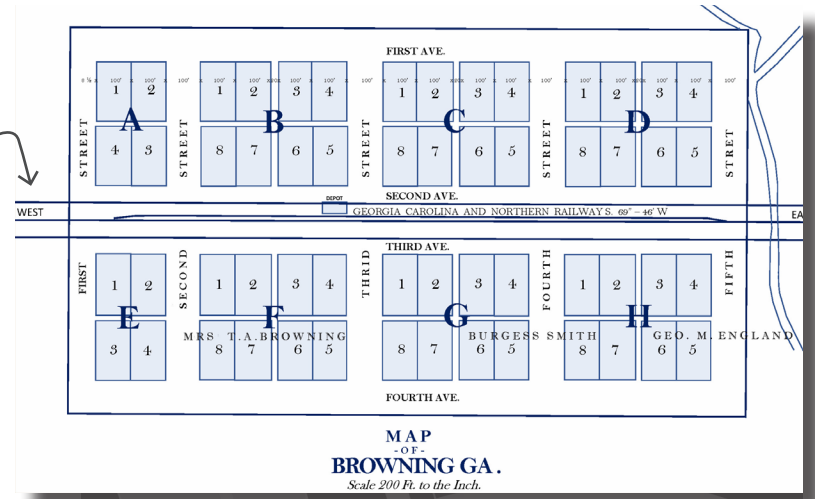
Vision from Trails Plan ↘



Alleys

The City has reengaged its alley network and is uncovering this asset to further connect and enrich the downtown area. Activating these spaces through transportation and programming for the public is an exciting concept for the future. In activating the alleys, the City has provided the opportunity to bring new public spaces, as well as create more dynamic redevelopment with improved access and increased street frontage.

Historic Map of Browning, GA (showing alleys)



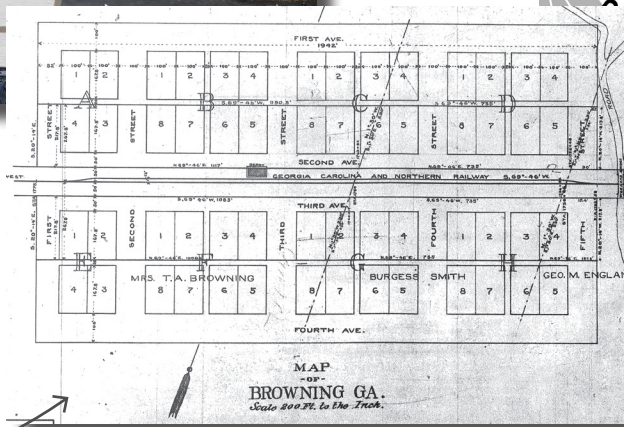
LEGEND

- Existing Alleys
- Proposed Alleys
- Historic Blocks (reference from Map of Browning, GA)
- Railroad Tracks

Vision for Tucker Alleyways



1892 Browning Map



Executive Summary

MARKET CONDITIONS IN TUCKER

As part of this master plan, an extensive real-world market study was completed that analyzed residential, office, and retail demand over a potential ten-year development time-frame. The total potential demand for downtown Tucker is summarized here.

Office Demand

- Based on forecasted growth in employment by industry from the Atlanta Regional Commission, Tucker could support up to 80,000 SF over a 10-year period.

94 Forecast: Average Annual New Employees in Downtown Tucker
x 42% In Office-Based Sectors

39 Employees Generating Demand for Office Space Each Year
x 200 Square Feet of Office Space per Employee

75,000-80,000
 Square Feet of Net New Office Demand Downtown over 10 Years

Retail Demand

- Downtown will support additional retail as new residential units and office space deliver because such development will generate more built-in spending power downtown and attract more visitors by making downtown more of a destination.
- Based on area household spending power, Bleakly estimates that downtown can support an additional 55 SF of retail for each new downtown household, and 30 SF for each new downtown office worker.
- Downtown Tucker could support an additional 45,000 SF of retail over the next 10 years, based on projections that downtown could support 80,000 SF of new office space and nearly 600 units of residential demand over that same period.
- This demand translates into two to three more blocks of retail space downtown.
- This additional retail would allow the downtown retail scene to expand from a small strip of shops to an even greater, full-fledged district that would be a destination for locals and visitors alike.



Residential Demand

Given the untapped opportunity for housing that meets the needs of smaller and older households, there is a strong opportunity for residential development in downtown Tucker. There is demand for approximately 50 new residential units annually for the next five years, distributed among a range of housing types.

Furthermore, the downtown residential market stands to gain momentum as new housing options are added - and as other public projects that arise from this Downtown Tucker Master Plan process are implemented, such as new downtown trails or greenspace. Consequently, projections for 2025-2029 show residential demand increasing by 30% relative to 2019-2024.

Unit Type	2019-2024: Getting Established	2025-2029: Gaining Momentum	10-Year Total	
	% Share	% Share	Demand	% Share
 <p>Single-Family Units</p>	4%	4%	22	4%
 <p>Townhome/Plex Units</p>	34%	30%	187	32%
 <p>Multifamily Units</p>	62%	66%	378	64%
Total Units	100%	100%	587	100%

Executive Summary

MOVING FORWARD



VISION

The Vision of this Master Plan is to create a walkable, active, and prosperous downtown that supports strong retail and office uses, and enhances the connectivity and vibrancy of Downtown Tucker.



KEY RECOMMENDATIONS

The Framework Plan details the following:

- Parcels with potential redevelopment opportunities;
- The distinction of “Key Retail Streets” (see right) to ensure continued retail growth and success;
- Key locations for gateway improvements;
- Existing alleyways that can be re-imagined for future pedestrian connectivity and service access;
- Potential alleyways that are historically significant and could be revitalized for further pedestrian connectivity and service access; and
- Proposed trail network based on the recommendations set forth in the 2019 City of Tucker Trail Master Plan, starting construction in the downtown.



GOALS

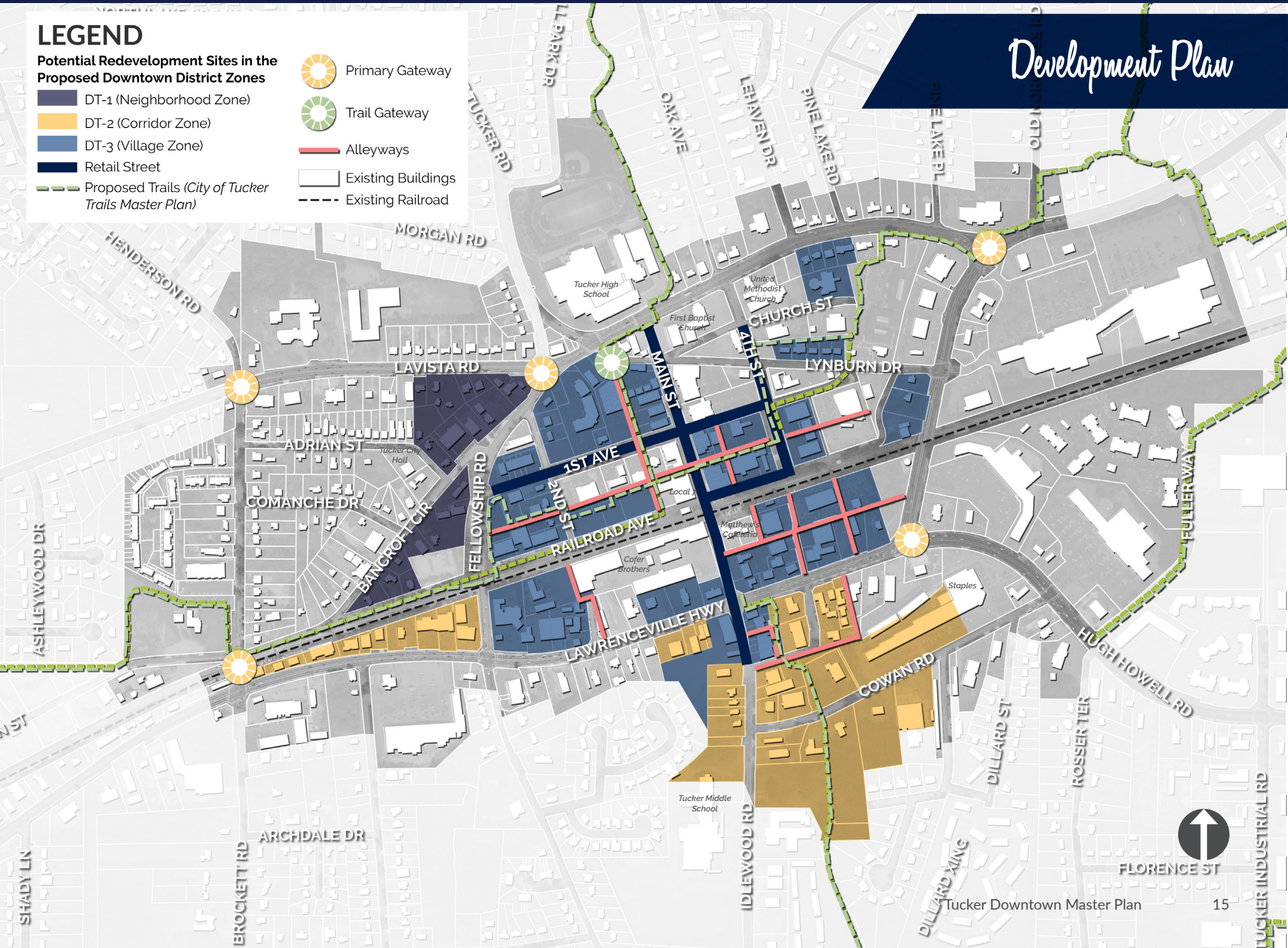
- Make Downtown More Walkable And Bikable.
- Utilize The Existing And Historical Network Of Alleys And Trails To Improve Access, Pedestrian Connectivity, And Vibrancy Downtown.
- Support The Relocation Of City Hall To Lavista Road.
- Create An Environment For A Thriving Commercial And Entertainment Core.
- Encourage Appropriate Development Downtown.
- Develop A Wayfinding And Signage Plan For Downtown.
- Create More Greenspaces And Plazas Downtown That Bring Residents And The Community Together.

LEGEND

Potential Redevelopment Sites in the Proposed Downtown District Zones

- DT-1 (Neighborhood Zone)
- DT-2 (Corridor Zone)
- DT-3 (Village Zone)
- Retail Street
- Proposed Trails (City of Tucker Trails Master Plan)
- Primary Gateway
- Trail Gateway
- Alleyways
- Existing Buildings
- Existing Railroad

Development Plan



FLORENCE ST

Executive Summary

REDEVELOPMENT SITES

A Lawrenceville Highway

This site along Lawrenceville Highway, originally surface parking lots is now envisioned as a pedestrian-oriented mixed-use office/retail development to complement the proposed multi-use trail and existing historic buildings at the intersection of Lawrenceville Highway and Idlewood Road.

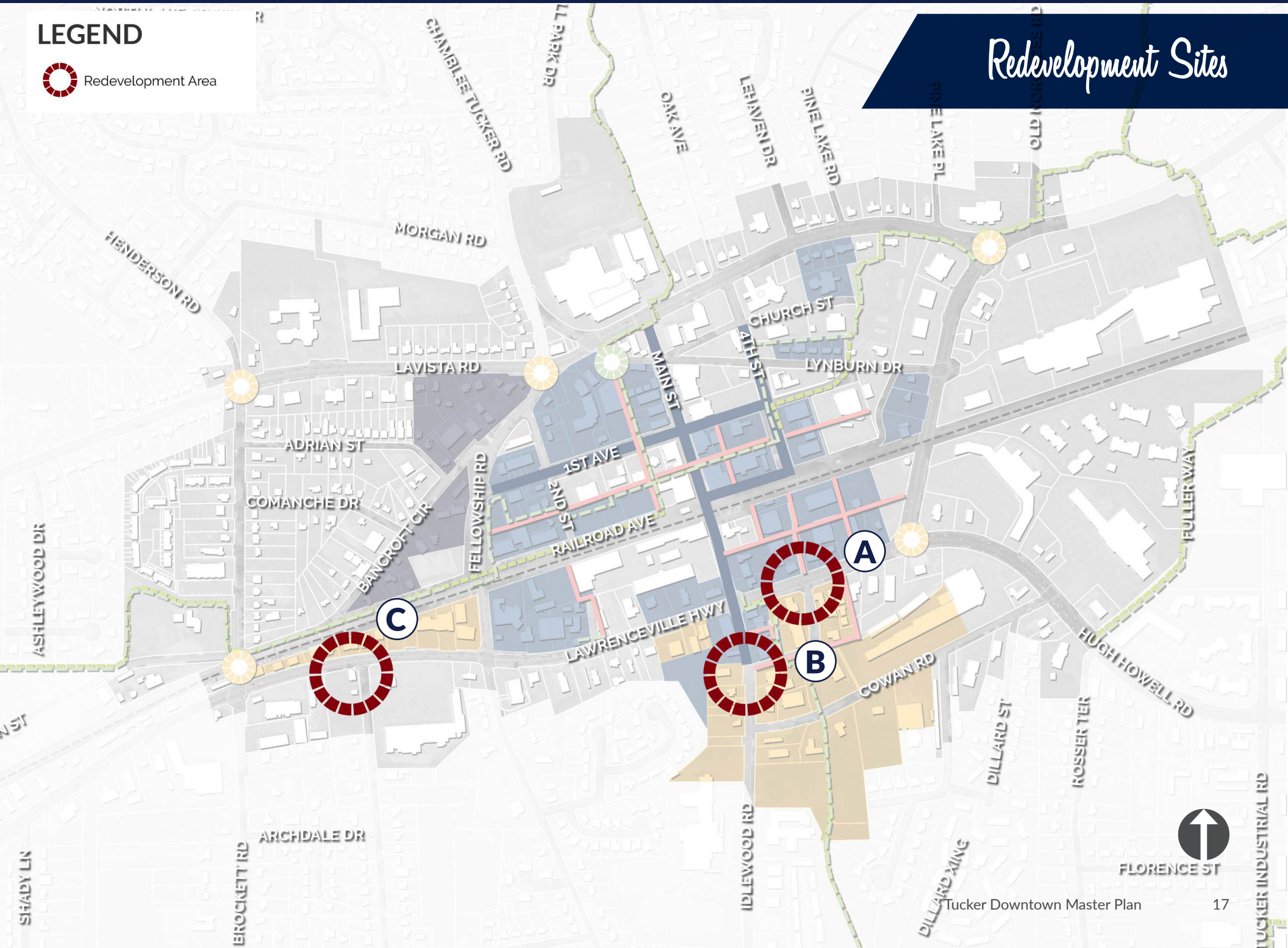


The 3-D illustration shows ideas for the future; they show the potential but do not guarantee that development will occur or that the site designs will be exactly as shown.

LEGEND

 Redevelopment Area

Redevelopment Sites



B Idlewood Road Site

This site along Idlewood Road is replacing under-utilized real estate and transforming it into pedestrian-oriented mixed-use building within walking distance of Main Street.



The 3-D illustration shows ideas for the future; they show the potential but do not guarantee that development will occur or that the site designs will be exactly as shown.

C Morris Avenue Site

This site along Morris Avenue at Lawrenceville Highway is creating residential density with townhomes to increase pedestrian activity and roof tops close by to support the downtown core.



The 3-D illustration shows ideas for the future; they show the potential but do not guarantee that development will occur or that the site designs will be exactly as shown.

An aerial photograph of a city street scene. In the foreground, a parking lot contains several cars parked in rows. A road with double yellow lines runs horizontally across the middle, with a few cars driving. In the background, there are buildings and more parked cars. A dark blue semi-transparent overlay covers the left side of the image, containing text.

Chapter 2

- > Master Plan Overview
- > Existing Conditions
- > Plan Review
- > Market Analysis



EXISTING CONDITIONS //

Master Plan OVERVIEW

The Tucker Downtown Master Plan study area boundary, shown with the yellow outline on the adjacent map, includes the Main Street corridor and the historic core of Tucker.

The study area is approximately 280 acres of land (357 acres including streets). A variety of uses and building types make up the Downtown Tucker study area including some vacant and/or underutilized parcels which provide opportunities for infill development in the future (these sites are described and illustrated in more detail on the following pages).

Location & Context

Tucker, Georgia is located in DeKalb County, which is part of the 10-County Metro Atlanta Region. The study area is located approximately 15 miles northeast of Downtown Atlanta, approximately 7 miles from northwest of Stone Mountain, and approximately 8 miles northeast of Downtown Decatur.

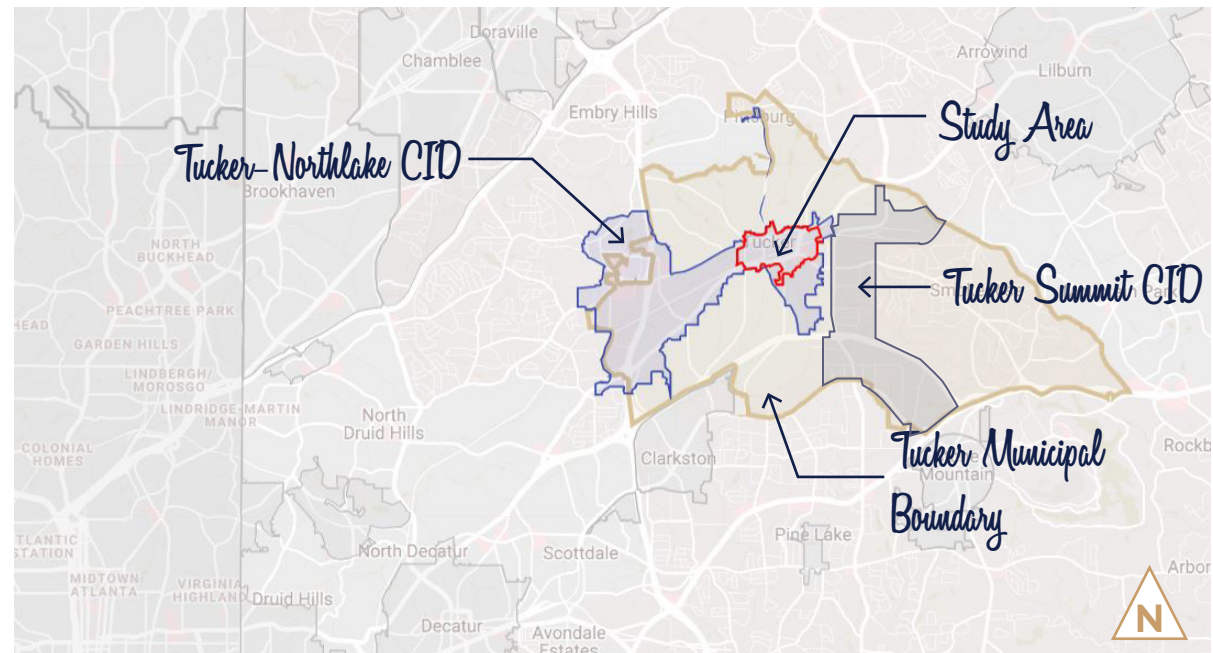
The study area is bounded roughly by Lawrenceville Highway on the eastern and southern edges, Brockett Road on the western edge, and Lavista Road on the northern edge. The study area encompassed a former Overlay District that has evolved into special

zoning districts that allows for appropriate development per three zones - village, corridor, and neighborhood which reflect the character of these areas.

Downtown Tucker is defined by its historic Main Street, which is lined by predominately one-story historic commercial spaces and anchored to the north by Tucker High School. It is bisected by an active CSX railroad track that runs parallel to Railroad Avenue. In 2010, Main Street underwent a first phase of streetscape improvements including sidewalk upgrades, street trees and landscaping, street furniture,


and street parking. A second phase of the Tucker Streetscaping project began construction in January of 2020 and will complement the first phase with similar improvements along the major east/west cross streets.

With this recent investment, new retail and restaurants have surfaced in the area. The increased revitalization of the downtown speaks to the first goal of the City's Comprehensive Plan — Enhance Downtown. This master plan aims to not only improve current conditions but provide a higher level of vibrancy and identity to Tucker's downtown.



Study Area Context

LEGEND

-  Tucker Master Plan Study Area Boundary
-  Main Street Corridor
-  Streets (white lines)
-  Railroad Tracks



Future Land Use

The Current Future Land Use Map comes directly from the Tucker Tomorrow 2018 Comprehensive Plan. The parcel-by-parcel land uses were informed by the character area map in the comprehensive plan, and shows the types of development that are most appropriate for parcels if they are to develop or redevelop in the future based on the five overarching goals of the comprehensive plan.

The map focuses on simplified land uses or character areas: suburban, commercial, downtown, institutional, industrial, and conservation and open space.

DOWNTOWN ACTIVITY CENTER

The majority of the study area is designated as Downtown. It is the main activity center for Tucker and is intended to include a mix of shops and stores, small office buildings, single-family homes as well as denser housing types, churches, and civic buildings. There are opportunities for new development and for redevelopment to occur here and with that said, there is a strong public interest in making downtown a more vibrant place. The Tucker Tomorrow Comprehensive Plan that was adopted in April of 2018, included the Enhancement of Downtown as one of the five principal objectives learned from a nine-month public engagement process.

SUBURBAN

The light yellow areas show the current and future location of Tucker's suburban neighborhoods consisting largely of single-family homes and lower density residential development. It is the largest character area in the City, however the study area for this master plan only includes a few parcels of this land use.

LIGHT INDUSTRIAL

The purple represents areas of light industrial development. The area that touches the western side of the study area, runs from Downtown Tucker to Northlake Parkway and includes parcels along Lawrenceville Highway and the CSX rail line.



Future Land Use Map

LEGEND

- Suburban
- Commercial Redevelopment Corridor
- Downtown
- Institutional
- Light Industrial



Downtown Tucker Zoning Districts

The zoning in the downtown study area reflects the small-town mixed-use of the original tenants, as well as components of design guidelines that were previously in place. The zoning districts are intended to regulate land use and development in the study area. The map showing the Zoning District Regulations for Downtown (shown on the facing page) permits a mix of uses in the study area across three districts (Neighborhood, Corridor, and Village). They also incorporate a variety of standards related to site design, streetscapes, connectivity, and more.

The intents of all DT districts are:

1. To promote the development of a more dynamic, mixed-use district of appropriate scale and magnitude in downtown Tucker;
2. To ensure that new structures and developments are consistent with the vision and recommendations of the downtown Tucker LCI plan;
3. To provide a variety of housing types and promote more residential opportunities;
4. To design and arrange structures, buildings, streets, and open spaces to create a walkable, human-scale environment;
5. To provide for connectivity of streets and communities and reduce the dependence on automobile use by increasing the ease of movement and opportunities for alternative modes of travel;

6. To ensure a compatible relationship between building placement, building mass and scale, and street by using techniques such as:
 - a. Use of additional facade detail; proportion of facade elements, doorways, projections and insets; window design; and creation of strong shadow lines as decorative elements;
 - b. Use of consistent setbacks from property lines;
 - c. Development of quality sidewalks and a more active, interesting pedestrian environment;
 - d. Use of landscaping, lighting, and street furniture to unify district buildings and define space;
 - e. Use of compatible materials to promote a design and aesthetic compatible with the desired character; and
7. To implement the policies and objectives of the Comprehensive Plan, the Zoning Ordinance, and other official policies and plans within the DT districts.

DT-1 (DOWNTOWN NEIGHBORHOOD):

highlighted in light green on the map, is intended to preserve the existing residential neighborhood character and uses while allowing compatible mixed-use and commercial uses. This neighborhood character is guided by residential architecture such as pitched roofs, smaller scale, fenestration, cornices, columns, etc.

DT-2 (DOWNTOWN CORRIDOR):




highlighted in light gold on the map, is intended to encourage mixed-use development along Lawrenceville Highway that creates an aesthetically pleasing and pedestrian-friendly environment. Commercial, residential, and mixed-use developments are desired. Although a mixture of uses is allowed, multi-family and townhouses are preferred. The orientation of any development must be toward Lawrenceville Highway and Lavista Road but access may be from the rear.

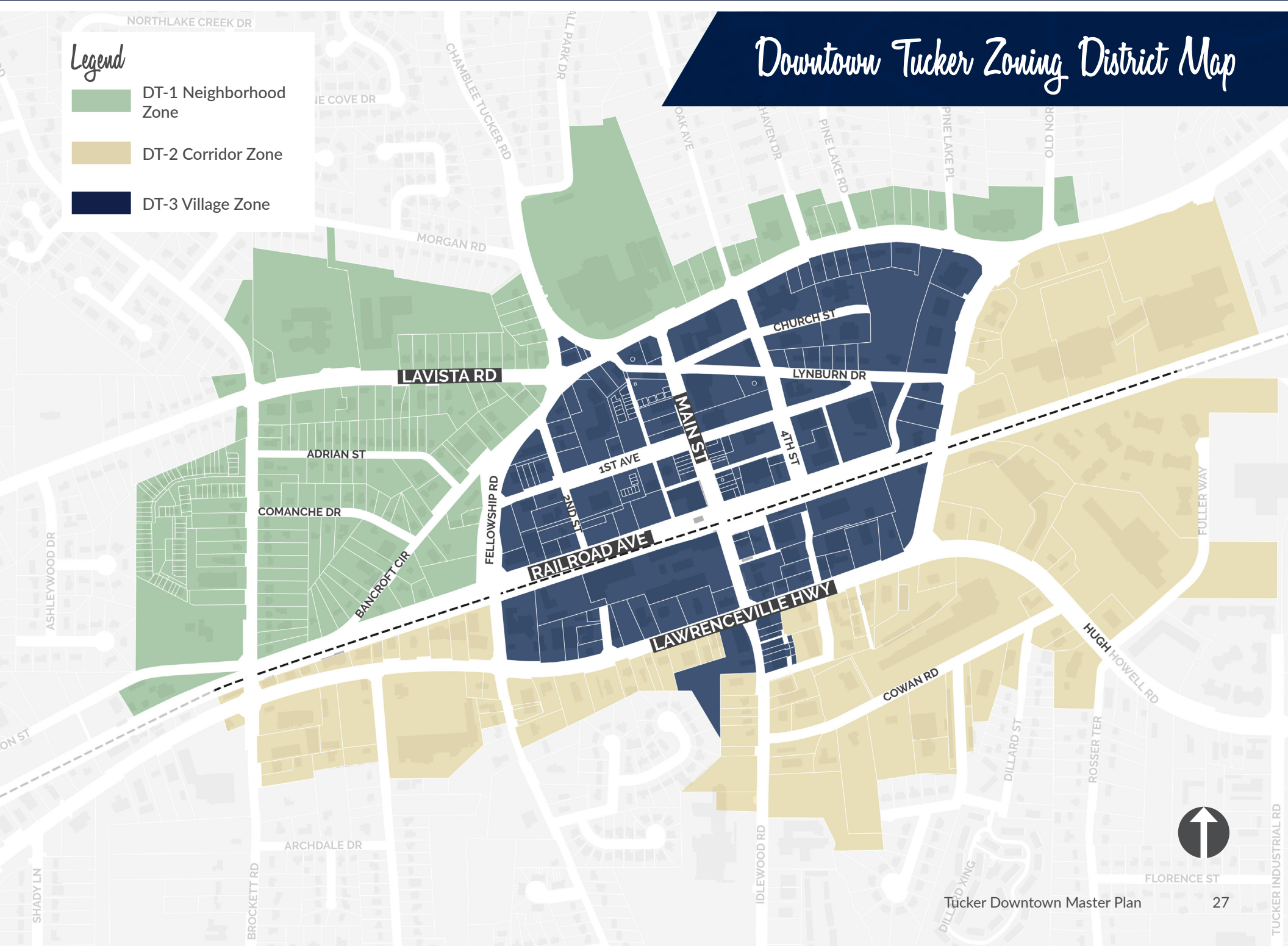
DT-3 (DOWNTOWN VILLAGE):

highlighted in dark blue on the map, is intended to revitalize Main Street and create a well-defined core area for Tucker. Mixed-use development with commercial and office uses is encouraged to create the downtown, "Main Street" atmosphere. Additionally, the intent of the district is to incorporate the varying institutional uses such as places of worship, schools, squares and plazas, and government uses into the character of the district. The urban character of this district is guided by shallow or no setbacks, compatible architectural themes, and building materials and massing.

Downtown Tucker Zoning District Map

Legend

-  DT-1 Neighborhood Zone
-  DT-2 Corridor Zone
-  DT-3 Village Zone



Community Resources

The City of Tucker downtown area includes many important community resources where people can gather or that serve the community including government departments, schools, and libraries. Main Street itself has been used for a range of successful festivals including Tucker Day, Tucker Chili Cook Off, Tucker Cruise, Movie on Main, and Tucker July 4th Fireworks with up to 5,000 people on the closed off Main Street.

The map to the right shows the community resources in the study area and their geographical relationships to each other. The close proximity of these resources in relation to Main Street's location creates an excellent starting point towards achieving walkability in the downtown area. The resources noted above could also serve as a draw for future businesses and residential units increasing vibrancy in the downtown.

These locations are also notable because they are unlikely to be redeveloped in the short term (unless there are active plans to do so), and future developments could build off of them to attract visitors and residents.

SCHOOLS AND CHURCHES

The area is fortunate to have two DeKalb County public schools on either end of Main Street. Although the pick-up and drop-off of students causes traffic congestion, and students parking along Main Street is notably a problem for the downtown, these facilities are

great community resources for the following reasons:

- Students could walk to school with improved pedestrian facilities;
- Community groups use the facilities;
- Both schools put on musical, theater, and sports events for the community; and
- The location of each offers opportunities to connect trail systems from residential areas, the schools, and local attractions to Main Street.

The study area has four prominent church locations that all offer community facilities for social gathering including meeting spaces for local civic groups such as the Tucker Civic Association, Optimists Club, and Lifelong Communities.

CITY FACILITIES

The existing Tucker City Hall is located off of Northlake Parkway in the Lakeside Centre office park. The City Hall Annex, is closer to Main Street, but disconnected from the main City Hall and currently holds the City Council Chambers and office spaces. Both are recommended in previous plans to either relocate somewhere closer to Main Street and/or undergo major renovation work.

PARKS AND OPEN SPACE

The Tucker Recreation Center is the only City owned greenspace inside the study area. The Kelley Cofer Park and Tucker Nature Preserve are located just outside the study area. The

Recreation Center offers the community a variety of sports, classes, community events, and other activities that provide central gathering in the community.

MAIN STREET COMMERCIAL AREA

Restaurants and shops line the commercial core along Main Street, however, development becomes more auto-repair focused and auto-oriented south of Lawrenceville Highway.



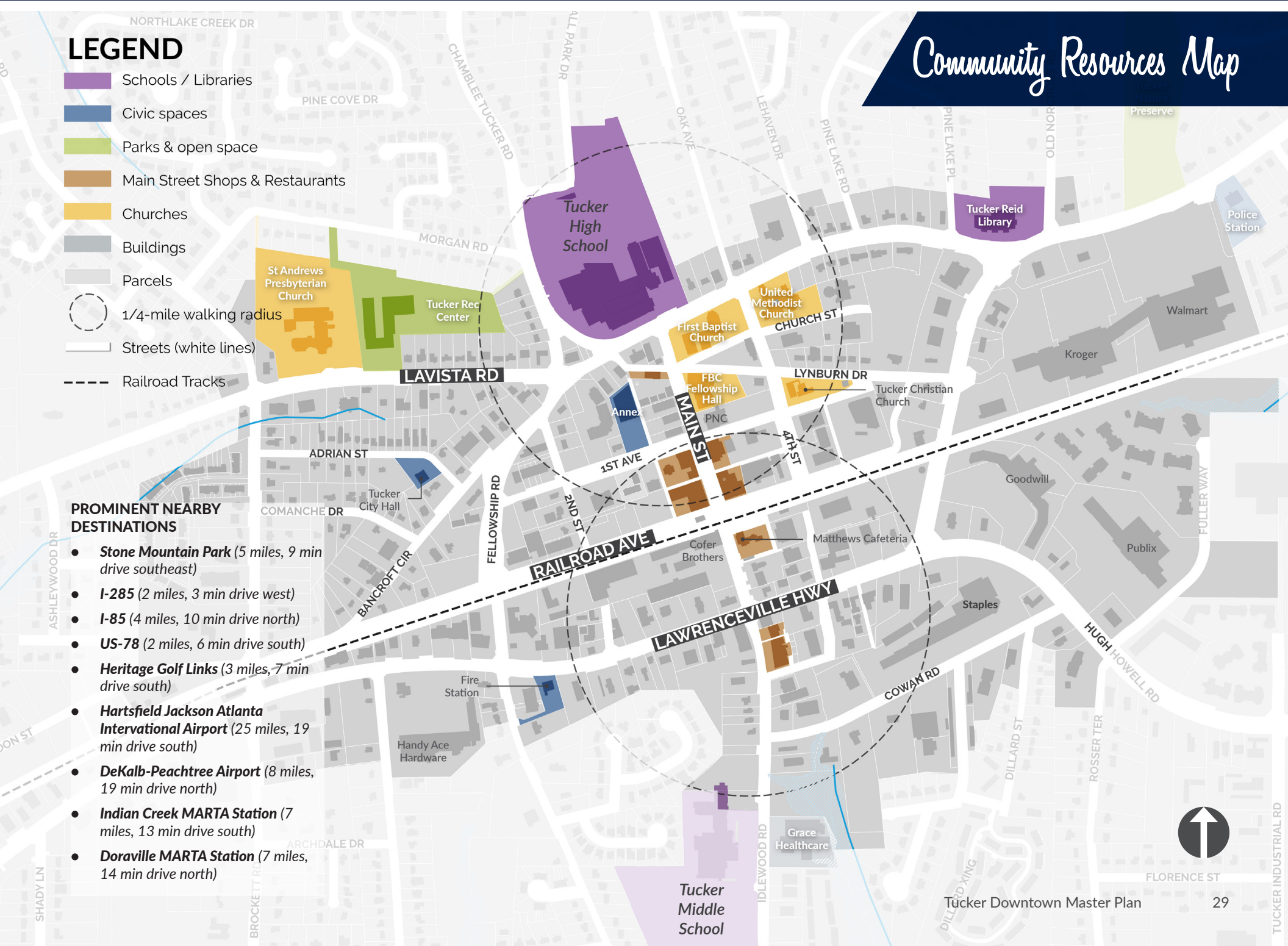
Community Resources Map

LEGEND

- Schools / Libraries
- Civic spaces
- Parks & open space
- Main Street Shops & Restaurants
- Churches
- Buildings
- Parcels
- 1/4-mile walking radius
- Streets (white lines)
- Railroad Tracks

PROMINENT NEARBY DESTINATIONS

- **Stone Mountain Park** (5 miles, 9 min drive southeast)
- **I-285** (2 miles, 3 min drive west)
- **I-85** (4 miles, 10 min drive north)
- **US-78** (2 miles, 6 min drive south)
- **Heritage Golf Links** (3 miles, 7 min drive south)
- **Hartsfield Jackson Atlanta International Airport** (25 miles, 19 min drive south)
- **DeKalb-Peachtree Airport** (8 miles, 19 min drive north)
- **Indian Creek MARTA Station** (7 miles, 13 min drive south)
- **Doraville MARTA Station** (7 miles, 14 min drive north)



Infrastructure & Connectivity

STREETS

Main Street, Lavista Road, and Lawrenceville Highway are key streets on which to focus streetscape enhancements for all modes of transportation in the Downtown Tucker study area. These corridors connect many destinations of interest within Tucker (shown in light green on the map to the right). The map shows proximity and connection to places of interest such as schools, Main Street restaurants, and shops, etc. and a majority of them are within a 5 minute walk from each other. The City has an extensive SPLOST program that is adding up to \$5 million a year of sidewalk and street improvements. In addition, in 2019, the City adopted a trail plan that proposes an expansive network radiating out from the downtown that will connect the residential and commercial areas.

BARRIERS

The combination of the CSX Railroad, Lawrenceville Highway and Fellowship Road act as barriers in the community. Fellowship Road separates the majority of the residential community on the western edge of the study area boundary from Main Street and schools while the CSX Railroad bisects the north and south sides of Main Street. Lawrenceville Highway serves as a high speed arterial with low pedestrian and bicycle safety. It creates a barrier south of the downtown core. Intersection treatments, such as crosswalks and refuges for pedestrian safety are necessary in

order to improve the walking conditions and connections between the different parts of the study area. Plans however are underway to improve these conditions on both Fellowship Road and Lawrenceville Highway.

LOOKING AHEAD

The recently adopted 2019 Transportation Plan Update to the Comprehensive Plan addresses the need for greater pedestrian safety. Several listed projects in the plan have already been approved for funding and some are now in place. The Trail Master Plan in fact, incorporates the LCI plan for a new pedestrian bridge to cross Fellowship Road, making for a much safer and more pleasant connection from nearby neighborhoods to Downtown Tucker.



Connectivity Map

LEGEND

- Places of Interest
- Buildings
- Parcels
- Important streets for connectivity for all modes of transportation
- Barriers to connectivity
- Important intersections to enhance
- 1/4 mile (5 minute) walking radius from Main Street and Lavista/Lawrenceville Highway intersections
- Midblock Crossing
- Proposed Tucker PATH Master Plan Trails
- Streets (white lines)
- Railroad Tracks



Transportation Analysis

Transportation analysis considers the pedestrian and vehicular networks as well as the railroad crossings to identify which improvements are of top priority.

RAILROAD CROSSINGS

Within the study area, there are two existing rail crossings at-grade. The major crossing is located on Main Street, with one secondary crossing located southwest of Main Street at Brockett Road.

The rail line through the study area is an active CSX rail line. All rail crossings should provide a safe, smooth crossing for vehicles, pedestrians, bicyclists, and those with disabilities. The current crossings, while relatively convenient for vehicles, are more difficult to cross for pedestrians, bicyclists, and those who are physically challenged. There are crosswalks near the tracks along Lawrenceville Highway but sidewalks are inconsistent and do not connect pedestrians safely on either side of the railroad tracks. The City is exploring funding opportunities to improve the Main Street at-grade crossing for pedestrians.

STREET CLASSIFICATIONS

Streets are often classified based on how they function: how many cars travel on them per day and the speed limit. Lawrenceville Highway is a Major Arterial in the study area as well as being a State-Route and serves as a prominent west-east connector for Downtown Tucker. The main function of major arterials is to

move traffic from collector roads to freeways or expressways, and between urban centers. They typically have target speed limits of 45 to 65 miles per hour. Lavista Road, Hugh Howell Road, and Brockett Road are all classified as Minor Arterials. Minor arterials carry lower traffic volumes with lower speeds. For minor arterials it is important to consider a complete street arrangement including vehicular and cyclist movement, as well as pedestrian safety particularly within urban settings. Minor arterials located within an urban context typically have target speed limits of 25 to 35 miles per hour.

PEDESTRIAN AND BICYCLE FACILITIES

There are almost no sidewalks in the central portion of the study area other than along Main Street. The blue dotted lines on the map to the right show where sidewalks are not present. Sidewalks are prominent near the schools along Lavista Road and Lawrenceville Highway. There are missing crosswalks along many intersections on 4th Street, Main Street and Railroad Avenue, Brockett Road and Railroad Avenue, and 1st Street and 2nd Street.












No designated bicycle facilities exist within the study area. The Tucker Tomorrow Comprehensive Plan and Trail Plan enhance the bicycle and pedestrian network by adding multi-use trails that connect to trails outside the study area, and bicycle infrastructure throughout. These recommendations and more are described in further detail on pages

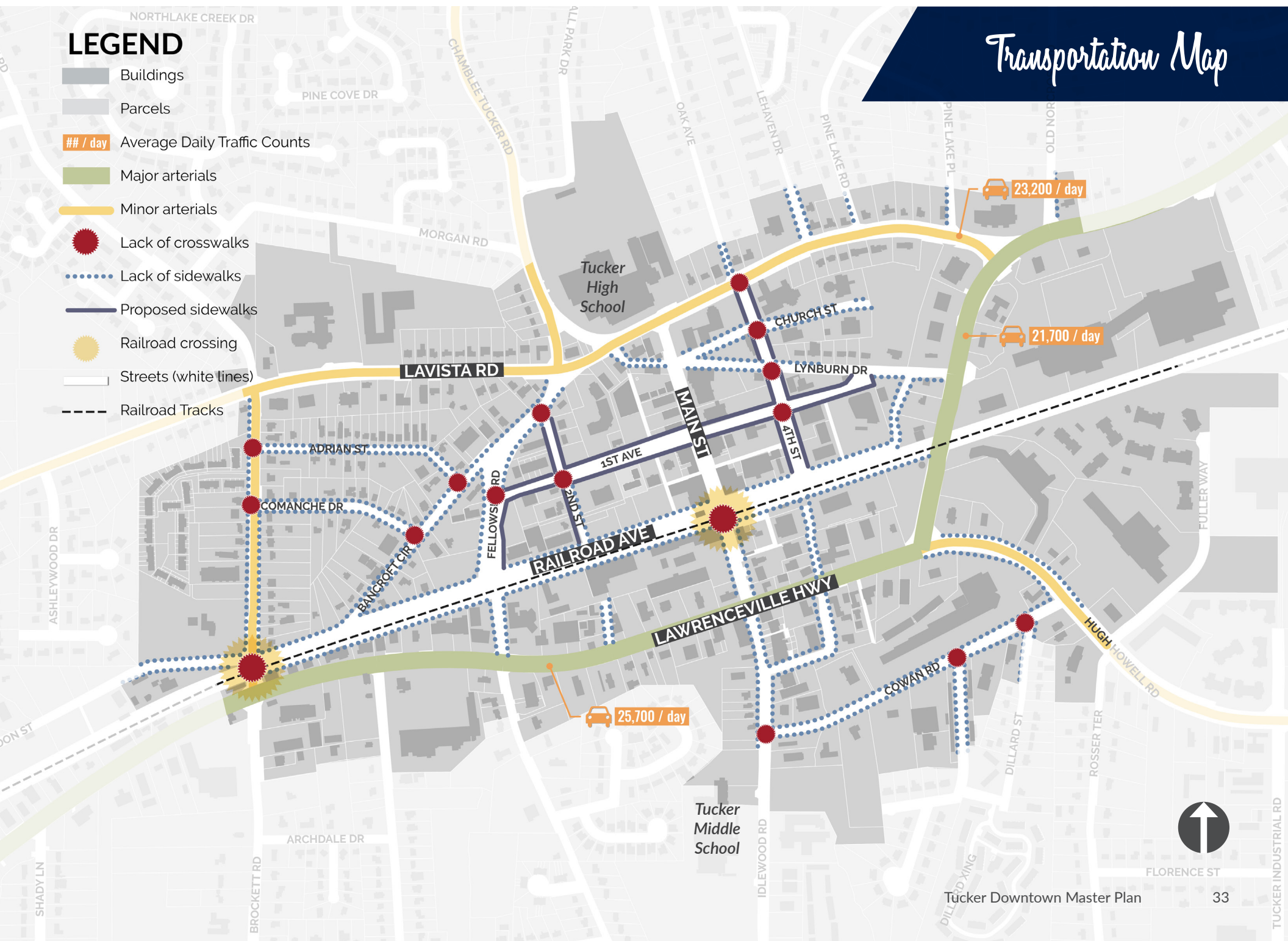
32 through 39. The City's adopted Trail plan proposes five trails that will extend from the downtown to create a network for bicyclists, pedestrians, and runners.



Transportation Map

LEGEND

-  Buildings
-  Parcels
-  Average Daily Traffic Counts
-  Major arterials
-  Minor arterials
-  Lack of crosswalks
-  Lack of sidewalks
-  Proposed sidewalks
-  Railroad crossing
-  Streets (white lines)
-  Railroad Tracks



TUCKER INDUSTRIAL RD

Previous & Current PLANNING EFFORTS

The City of Tucker has recently completed several plans and studies that affect Downtown Tucker. The Planning Team looked at each study to help determine the Tucker Downtown Master Plan. A list of those plans and studies that were reviewed are listed below:

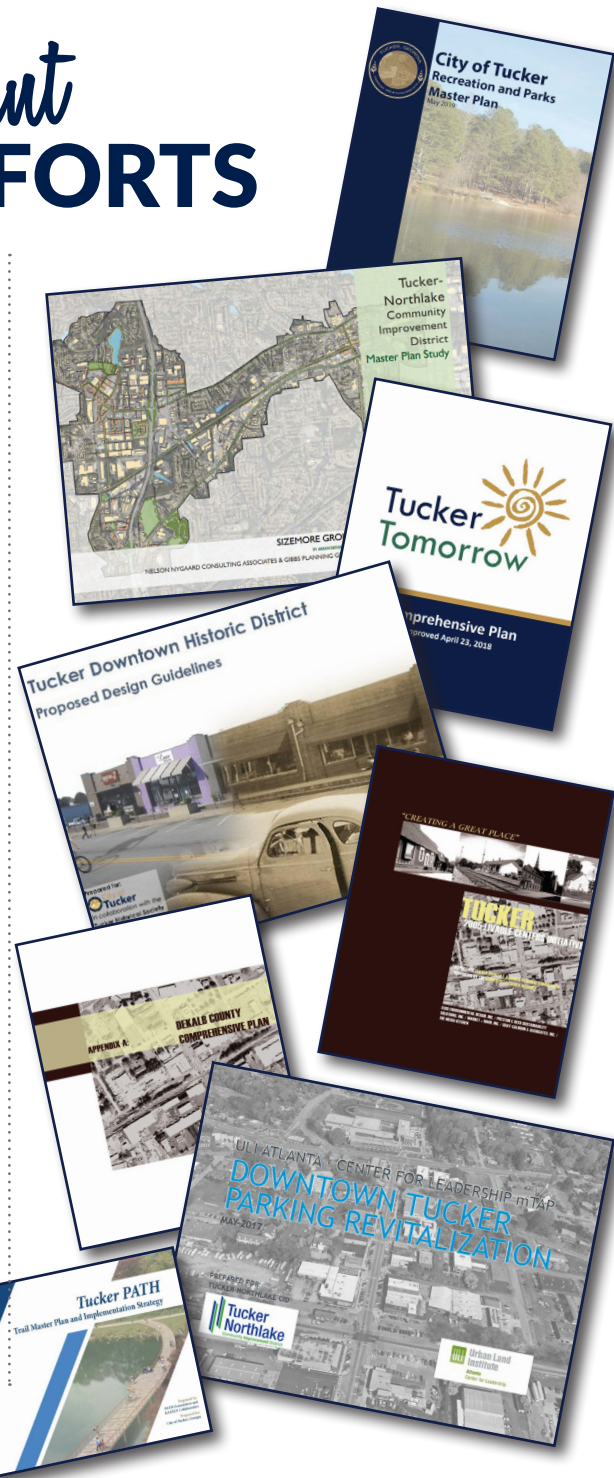


Previous Adopted Plans



- Tucker 2005 LCI
- Tucker-Northlake Community Improvement District Master Plan 2015
- Tucker Downtown Historic District Proposed Design Guidelines 2017
- Tucker Tomorrow Comprehensive Plan 2018
- Historic Resource Report 2019
- Parks Master Plan 2019
- Sign Ordinance and Overlay Rewrite 2019
- Strategic Transportation Master Plan
- Trail Master Plan 2019

Tucker Downtown Master Plan



Tucker LCI | 2005

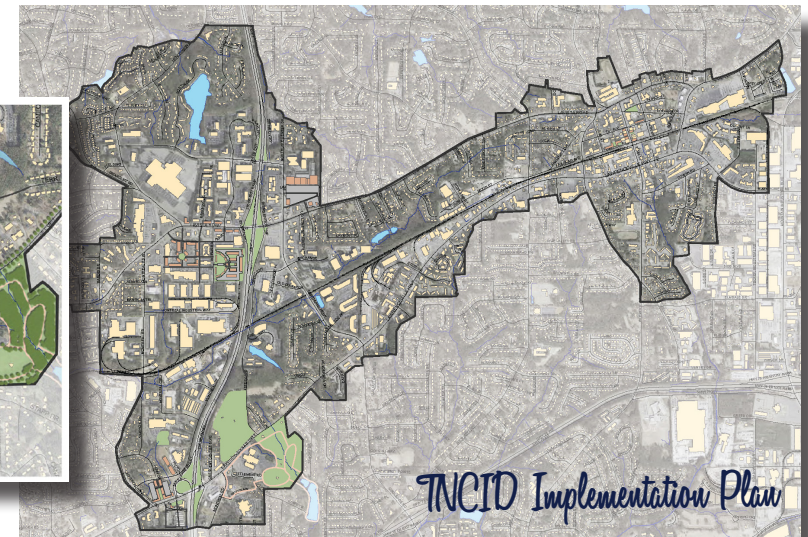
The purpose of this study was to address the possibility of incorporating high density development in Downtown Tucker, providing a mix of commercial, office, recreation, and housing options, and improving mobility on the major corridors.

FIVE UNIQUE FEATURES PROPOSED

- Develop a linear park along the railroad
- Provide a pedestrian corridor between 4th Street and Main Street that would allow for a place that residents can use for festivals and staging areas.
- Create a new cultural center and amphitheater for downtown.
- Provide a pedestrian corridor along Lynburn Drive that would provide pedestrian access between residential areas and future retail and restaurants. This pedestrian only street would improve the access and safety for the high school, and provide another opportunity to correct vehicular movement by removing an existing traffic signal at the current intersection of Lynburn Drive and Lavista Road.
- Develop a new library and relocation of historic courthouse. The proposed location for the courthouse is at the northeast corner of the improved Lavista-Chamblee-Tucker intersection.

TRANSPORTATION ENHANCEMENTS PROPOSED

- Inter-parcel access and medians at Lavista Road and Lawrenceville Highway
- Pedestrian only access/street in alley between 4th Street and Main Street
- New roadways (extension of 1st Avenue and realignment, creation of 2nd street, creation of 5th Street, new road connecting Lynburn Drive and Church Street, new roads south of the railroad to Lawrenceville Highway, additional lane at Lawrenceville Highway and Lavista Road)
- Off road multi-use trail along linear park along Railroad Avenue and other routes throughout the study areas.
- Public parking structures
- On-street parking along 1st Avenue, 1st Street, Main Street, and 4th Street
- Pedestrian/streetscape improvements throughout study area
- Cul-de-sac at Bancroft Circle
- Major vehicular intersection improvements at Chamblee-Tucker Road and Lavista Road
- Plan for future commuter rail line and an enhancement of MARTA bus stop surrounded by structured parking, and urban plaza, and a mix of uses
- Main Street improvements that include narrowing the roadway, providing angled parking, and implementing wide, brick sidewalks, street lamps, bicycle racks, benches, street trees, ADA accessible ramps, and crosswalks and signals
- Pedestrian bridge that runs east-west along Railroad Avenue across Fellowship Road.



Tucker-Northlake Community Improvement District Master Plan Study | April 2015

The Tucker-Northlake Community Improvement District Master Plan Study is a planning study led by the Tucker-Northlake Community Improvement District (TNCID) in coordination with DeKalb County and the Atlanta Regional Commission (ARC). The focus of the study was defined by three distinct districts: Historic Downtown Tucker, the Northlake Regional Retail District, and the Northlake Medical and Industrial District; and the major corridors that connect them: Lawrenceville Highway and Lavista Road.

VISION

This study seeks to create a vibrant, walkable, and economically thriving Tucker-Northlake where:

- The small town charm of Tucker's Main Street thrives with shops and restaurants;
- Northlake's regional commercial and industrial centers develop into mixed-use, walkable destinations; and
- Lavista Road and Lawrenceville Highway are inviting multi-modal connectors for these activity centers.

DOWNTOWN TUCKER MIXED-USE DISTRICT 5-YEAR RECOMMENDATIONS

The following are key recommendations of the study that would affect the Downtown Tucker Mixed-Use District:

- Incentivize new housing in the downtown to include multi-family and townhome development. Encourage housing to be within walking distance to Main Street, further supporting downtown retail and restaurants with nearby residents in a walkable community.

- Pursue supplemental funds to install trees with a minimum caliper of 6" on Main Street to help improve the pedestrian experience.
- Work with the development community to implement the Main Street Building Expansion Program which would help to create a more vibrant Main Street by allowing building facade expansion.

DOWNTOWN TUCKER MIXED-USE DISTRICT LONG-TERM RECOMMENDATIONS

Following are the longer term recommendations for the Downtown Tucker Mixed-Use District:

- As improvements are made to the downtown and it becomes more desirable, structured parking should be incorporated more into new development with shared parking opportunities.
- Continue the Main Street Building Expansion Program

DOWNTOWN TUCKER OVERLAY 5-YEAR RECOMMENDATIONS

In order to create a vibrant, mixed-use, walkable, well-connected community nodes and corridors, several zoning updates were recommended in the study. These recommendations aim to increase connectivity, walkability, design and aesthetics, and create more incentives and accountability for enactment of the Overlay guides.

- Incorporate an ideal street section for Lavista Road and Lawrenceville Highway into the Tucker Overlay
- Incentivize compliance of the Signage Requirements on existing properties
- Incorporate block size requirements
- Include incentives for shared parking

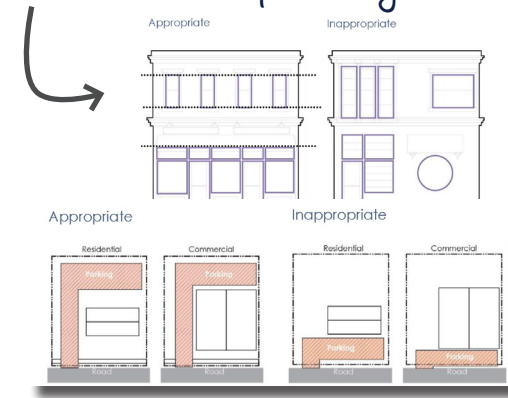
- Incorporate trail connection requirements or incentives per DeKalb County's CTP, PATH, trail plans, and connection to the proposed Rail Trail.
- Incorporate requirements or incentives for new development and redevelopment to place utilities underground.
- Develop a set of design guidelines that consider Form Based Code.
- Incorporate a Complete Streets Policy
- Include incentives for employer assisted housing in the Overlay.
- Include a required mix of unit sizes in new multi-family developments to provide for a mix of incomes.

Tucker Downtown Historic District Proposed Design Guidelines | Spring 2017

This plan is intended to highlight the importance of preserving Downtown Tucker's historical past by explaining ways to do so. One way to preserve Tucker's history was to put together design guidelines for downtown. These guidelines would establish general design standards for alterations to existing properties, new construction, and demolitions.

It is explained in the plan that any property owner seeking to alter or change any building or property within the proposed Historic District, if it is historically designated, must submit an application to the proposed Tucker Historic Commission (THPC) for a Certificate of Appropriateness (COA). Once the owner fulfills the requirements of the COA process, they would be granted a permit to then go through a design review process. The plan goes into detail on types of site design guidelines that include:

Historic District Proposed Design Guidelines



- Development patterns
- Setbacks and spacing
- Building heights
- Rhythm and orientation of facades
- Parking lot designs
- Landscaping and public spaces
- Utilities

Architectural guidelines are also detailed in the plan and include the following:

- Typical commercial facades
- General facade standards
- Entrances
- Doors and windows
- Cornices and roofs
- Side and rear facades
- Awning and canopies

Tucker Tomorrow Comprehensive Plan | April 2018

The Tucker Tomorrow Comprehensive Plan recommends a set of actions to help create a better Tucker. The plan was created to serve as a decision-making tool for the next ten years to help guide future land development and public investment.



Enhance
Downtown
Tucker



Improve
Transportation
Connections



Preserve
and Improve
Neighborhoods



Strengthen
Recreational
& Community
Resources



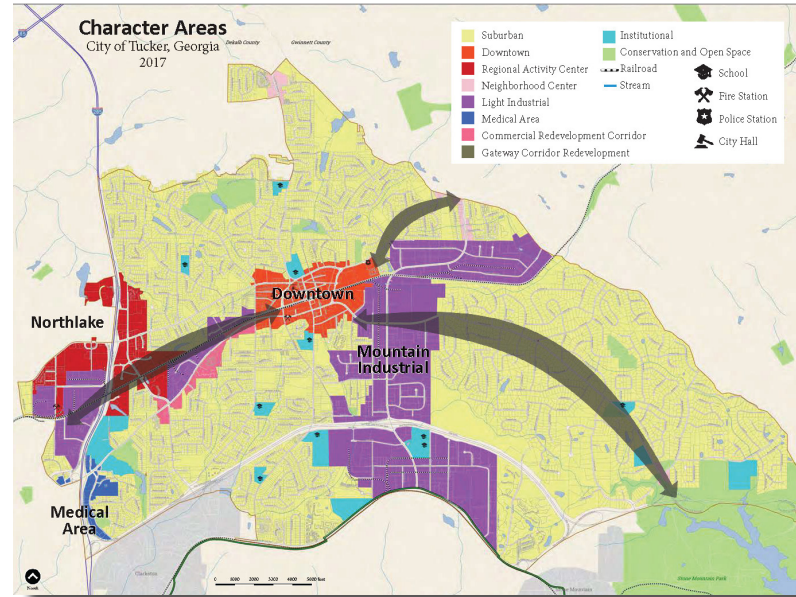
Bolster
Economic Base

VISION

We want Tucker to remain a welcoming and safe place in which to live, work, and do business. Most importantly, we are a city with a powerful sense of community and we want to grow even



*Our vision is expressed in the phrase:
Tucker, Today. Tomorrow. Together.*



stronger as we work together toward a better tomorrow. Our vision is expressed by the phrase: Tucker, Today. Tomorrow. Together.

GOALS

This plan has five major community goals which are shown graphically to the left and described further on the following pages.

Enhance Downtown Tucker

Grow Main Street area into an even more vibrant civic center offering increased opportunities to live, work, shop, recreate, learn, enjoy the arts and gather as a community.

Improve Transportation Connections

Create path system linking neighborhoods, downtown, schools, library, and recreation facilities. Remake Lawrenceville Hwy-Hugh Howell corridor into inviting transportation spine that recalls a country road linking commercial areas.

Preserve and Improve Neighborhoods

Enhance zoning to preserve existing neighborhoods, while guiding future development to most appropriate places. Implement other measures to enhance neighborhoods (improving connections).

Strengthen Recreational and Community Resources

Develop open space and recreational resources into unified network that includes opportunities for people of all ages and interests to access and enjoy Tucker's recreational, historic, art, cultural resources and natural environment.

Bolster Economic Base

Grow primary job centers of Mountain Industrial Area, Northlake Commercial Center, Lawrenceville Highway Medical Area and Downtown Tucker.

RECOMMENDATIONS THAT AFFECT THIS PLAN

- Develop a new City Hall to include civic spaces, a park, and a large multipurpose space for community gathering and for art and cultural events.
- Create more attractive and safer downtown gateways at the intersections of Main Street and Lawrenceville Highway, and Lavista Road and Main Street.
- Encourage growth downtown that preserves the center's special small-town qualities.
- Expand downtown's borders to include areas within walking distance of Main Street.
- Consider a long-term strategy of developing first a surface lot, and, if demand is sufficient, a structured parking building downtown.
- Improve sidewalk and intersection safety.
- Transform the Lawrenceville Highway-Hugh Howell Road Corridor into an attractive gateway to neighborhoods, downtown, and commercial centers.



- Offer financial incentives to encourage the redevelopment of large parcels along the south side of Lawrenceville Highway (encourage zero-lot line setbacks that allow developers to situate parking behind buildings).
- Promote mixed-use and boulevard-style design along the segment of the Lawrenceville Highway corridor.
- Focus new housing in downtown and the Northlake Overlay District.
- Focus on creating new urban, walkable neighborhoods that provide enhanced connectivity to jobs and amenities.
- In appropriate areas, encourage vertically-integrated mixed-use development.
- Increase housing choices for "empty nesters" and encourage the inclusion of senior-appropriate housing.
- Encourage housing at a variety of price points.
- Integrate high quality affordable housing into new developments, rather than isolate them in separate affordable housing sites.
- Encourage redevelopment of older apartment units to promote affordable housing and equity creation opportunities.
- Unite parks into a citywide asset through construction of multi-use trail.
- Consider renovation and expansion of the Recreation Center to become a multi-use facility.
- Negotiate with developers for increased open space within private projects.

Sign Ordinance & Overlay Rewrite | June 2019

The purpose of these changes to existing regulations was to establish signage as a design element that could contribute to a sense of place, while balancing the needs of business owners to properly advertise and market their business. This would also amend Tucker's three overlay districts to streamline the regulations and clarify the design requirements for each overlay (more information on this plan is explained on page 24). The resulting new code is more user-friendly and easier to interpret, as well as incorporated into this plan.

Tucker Downtown Historic Resource Report | June 2019

The purpose of this plan is to establish a document that lists Tucker's historic resources (buildings, cemeteries, archaeological sites, etc.) as well as a history of the area.

Project Objective	Provide a baseline document that identifies Tucker's historic resources built before 1970
Historic resources can include:	
Houses Schools Cemeteries Churches Stores/Commercial Industrial Parks Parks/Playgrounds	

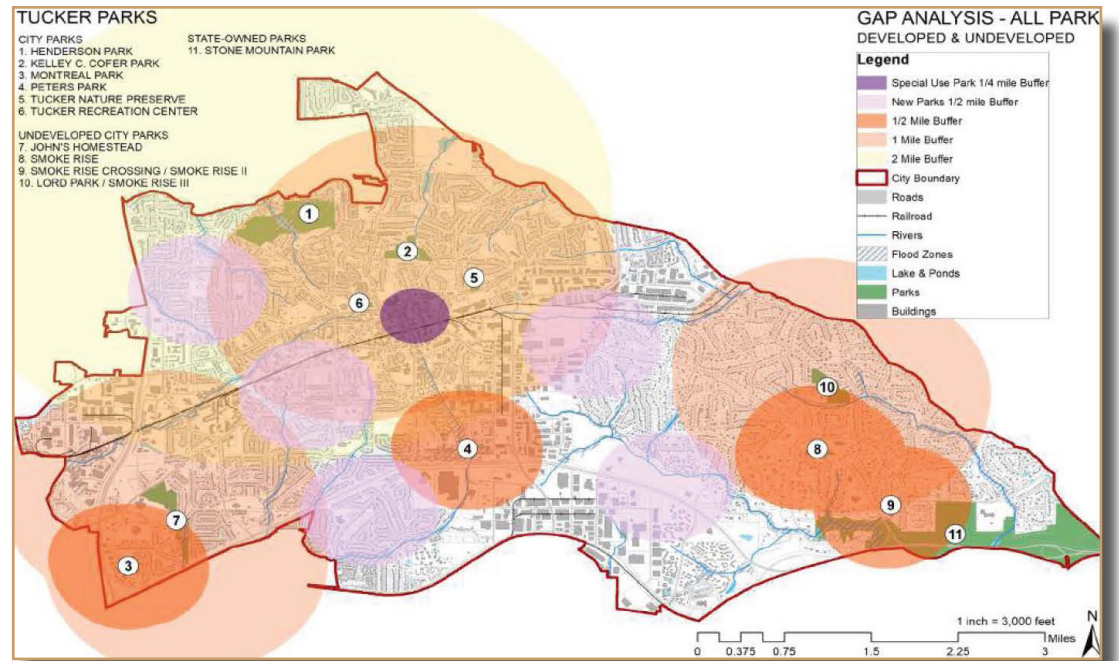
Strategic Transportation Master Plan (STMP)

The Strategic Transportation Master Plan is one of the many Tucker Tomorrow Community Work Program items. Promoting greater connectivity is the central theme of the Tucker Tomorrow Plan, and one of the five goals established in the Plan is to “Improve Transportation Connections.” The STMP provides a thorough, detailed analysis of transportation issues and opportunities and assesses the future transportation system demands using a sophisticated modeling system. It also defines multi-modal transportation improvements that address issues, capitalize on opportunities, and provides for future growth.

Parks Master Plan | May 2019

The purpose of this plan is to create a roadmap showing what Tucker parks could be like in the future. Guidelines on future expansions, ensure there are enough parks for the community per square mile. This includes studies on staffing, programs, community needs, and park ordinances.

The plan details an action plan of short-term (1 to 5 years) and long-term (6 to 10 years) recommendations. Some of the long-term action items include new trail heads and city trail connections to and within new city parks lands and to purchase or acquire appropriate park lands to maintain recommended level of service goals for park acreage.



Above graphic details all parks both developed and undeveloped as indicated in the Parks Master Plan

Image at right details the project site plan of the Tucker Recreation Center as indicated in the Parks Master Plan



RECOMMENDATIONS THAT AFFECT THIS PLAN

One of the park spaces envisioned in the Parks Master Plan include updates to the Tucker Recreation Center (image of plan is shown on page 37).

Short-Term Action Items include:

- Recreation Center Feasibility Plan
- Update and/or replace recreation center following feasibility study
- Propose a park bond to fund key capital improvement projects in each city district
- Produce master plan for undeveloped parks
- Include trail heads and/or city trail connections within parks that are on the city trail system network as part of park improvements

Indicated in the document, is a summary of the recommended actions that the City of Tucker Parks Department should implement in developing a program plan to meet the needs of residents. The highest priority improvements included:

- Community Special Events;
- Fitness and Wellness Programs;
- Adult/Senior Programs and Services;
- Gardening/Farm-to-Table Classes;
- Art Classes;
- Outdoor Programs;
- Socialization of Dogs; and
- Visiting Parks.

Tucker PATH Trail Master Plan | April 2019

This master plan identifies 32 miles of bicycle and pedestrian facilities that will connect the commercial area of Downtown Tucker to surrounding neighborhoods, parks, schools, and existing trails. There are four types of trails including greenway trails, shared-use streets or Woonerf streets, side paths, and neighborhood greenways.

The plan identifies seven trail sections, three of which connect directly to downtown from Johns Homestead Park, Kelley Cofer Park, and the Stone Mountain PATH.

RECOMMENDATIONS THAT AFFECT THIS PLAN

The trails that most directly affect this Master Plan is the Segment #1, #2, and #3 trails. Segment #1 is intended to run primarily along Railroad Avenue taking walkers and bicyclists from Downtown Tucker to Johns Homestead Park. Projects along this segment include:

- A pedestrian bridge on Fellowship Road
- Side-path along Crescent Center Boulevard
- Neighborhood greenway through existing Cemetery Road
- At-grade crossing on Lawrenceville Highway

Overview of all recommended trails from the Tucker PATH Trail Master Plan

Segment #2 will provide a 2.7 mile loop connecting downtown to Kelley Cofer Park. It is intended to follow existing city alleyways from 1st Avenue north to Lynburn Drive at Lavista Road and from Main Street east between 1st Avenue and Railroad Avenue. The loop will connect downtown, the Post Office, Hearthsides Club, Library, and Tucker High School. Projects along this segment include:

- Shared-use marking crossing Lavista Road
- Trail through Tucker High School
- Loop Trail in Kelley Cofer Park
- Shared-use street between Main Street and 4th Street (renderings on the facing page show how that space could look on event days and regular days)

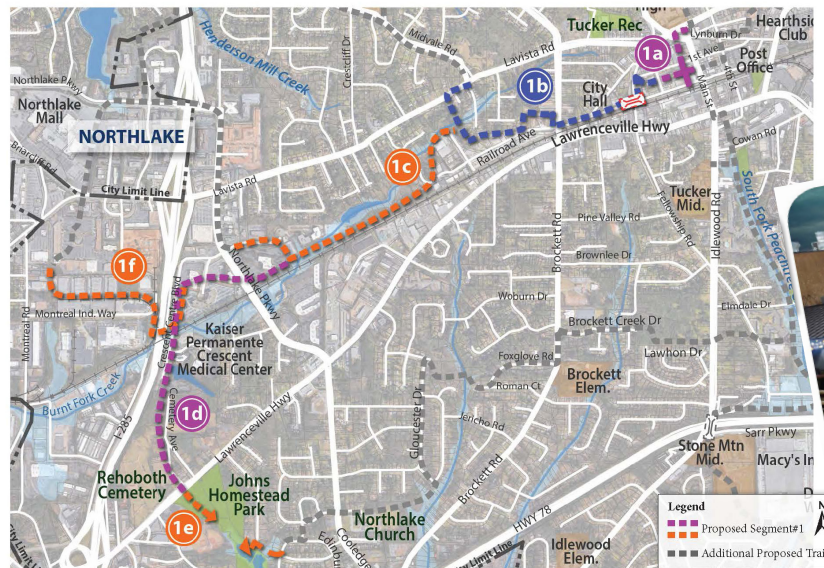


Segment #3 will provide a 3.2 mile greenway trail connection from Downtown Tucker to the existing Stone Mountain PATH beginning at Main Street and Lawrenceville Highway. It will connect Tucker Middle School, Peters Park, Stone Mountain Middle School, and Stone Mountain PATH. Projects along this segment include:

- Improvements to Lawrenceville Highway and Main Street
- Greenway at back of Commercial Buildings between Cowan Road and Lawrenceville Highway
- Greenway through Stone Mountain Middle School
- Trail tie-in to Stone Mountain PATH

In 2019 the City of Tucker approved the funding of engineering plans for segment #1A, two sections of the trail plan generating from Main Street and Railroad Avenue with anticipated construction to begin in 2020.

Segment #1 | Downtown to Johns Homestead Park



Tucker, Georgia



Top right image: Map showing the Trail Segment #1, which is intended to run from Downtown Tucker to Johns Homestead Park, as indicated in the Tucker PATH Trail Master Plan

Above images: Example renderings from Segment #1, #2, and #3

Market CONDITIONS

The Market analysis provides a demographic snapshot of the overall market, and describes the retail, housing, and office demand for Downtown. The boundary corresponds to the area encompassed by the Downtown Tucker Special Zoning District.

The plan provides a cohesive vision for the future of downtown Tucker and a road-map for implementation.

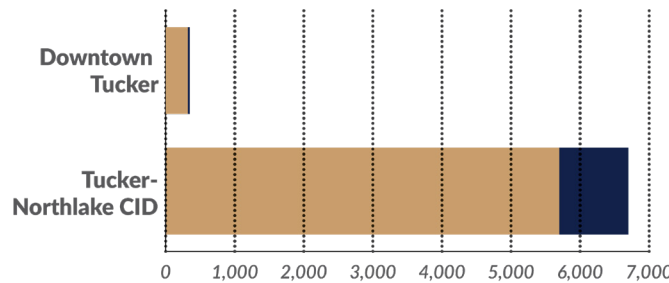
This market analysis is intended to ground the vision and scale of the Downtown Master Plan in an understanding of the realities of the local real estate market today and an analysis of opportunities for catalyzing additional growth.

Demographic Indicators

The Market Analysis suggests that currently there is a limited downtown resident base. While downtown households have significant individual wealth, there are only 140 households in the downtown study area in total. This means that the aggregate spending power downtown today is still relatively limited, which is a barrier to attracting new commercial development.

Attracting additional spending to downtown Tucker will take a concerted effort and collaboration between the public and private sectors. To attract additional visitors, the public

sector can focus on improvements to the public realm and enhanced policies and events that are intended to capture additional spending in the downtown area. Providing opportunities for out-of-town visitors to gather, interact, and linger, as well as park their vehicles, will be essential to grow the downtown retail environment. Today, downtown resident spending supports 30,000 SF of retail, roughly equal to the amount of retail space that has already been renovated downtown. In addition to attracting additional visitors to create additional downtown vibrancy, more downtown residents and downtown jobs are needed to generate additional spending power to support additional retail spaces.



2010 TOTAL POPULATION
2018 TOTAL POPULATION

Population increase is near stagnant in the downtown area and only increased by ten (10) from 2010 to 2018.

The estimated median household income for downtown residents is 47% greater than the median income for the City of Tucker overall.



Like household income levels, the median home values for downtown are approximately 8% higher than that of the City of Tucker and DeKalb County overall.



DOWNTOWN TUCKER MEDIAN HOME VALUE



Households in Downtown Tucker tend to be smaller and older than the surrounding area:

- 67% of downtown households are comprised of one or two people
- 73% do not have children (people age less than 18) living at home
- 66% are age 55 or older

Overall, the City of Tucker also leans towards smaller and older households:

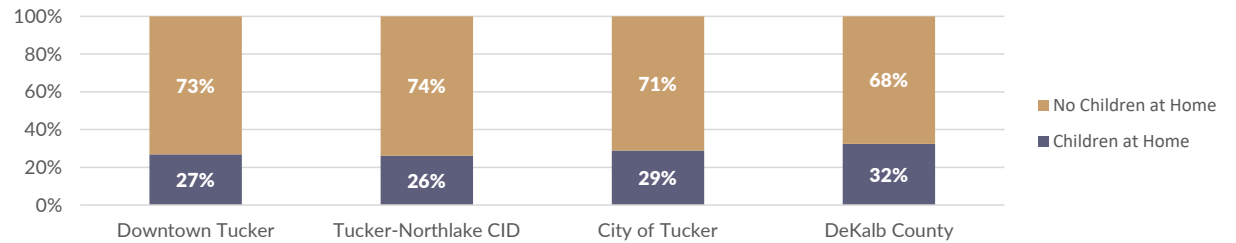
- 67% of City of Tucker households are comprised of one or two people
- 71% of City of Tucker households have no children at home
- 44% are age 55 and older

These facts together suggest that downtown Tucker and Tucker overall does not have much of a “family market” today as it may have had in the past. Young and middle-age families with children still comprise an important demographic, but they are not the only, or even the primary, type of household in the area. Tucker is in the same predicament as many communities built in post WWII America. These communities are not well positioned to meet the housing needs of the future without a concentrated shift.

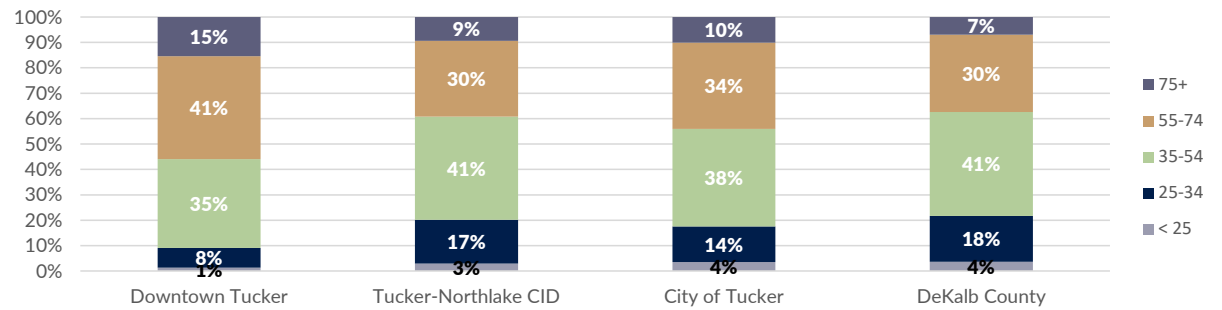
Mostly 1&2 person HOUSEHOLDS

The income characteristics of current area residents suggest downtown Tucker is well-positioned to attract high-quality development. An example of new home construction for downtown Tucker is shown at right.

HOUSEHOLDS WITH CHILDREN AT HOME



HOUSEHOLDS BY AGE



Economic Indicators

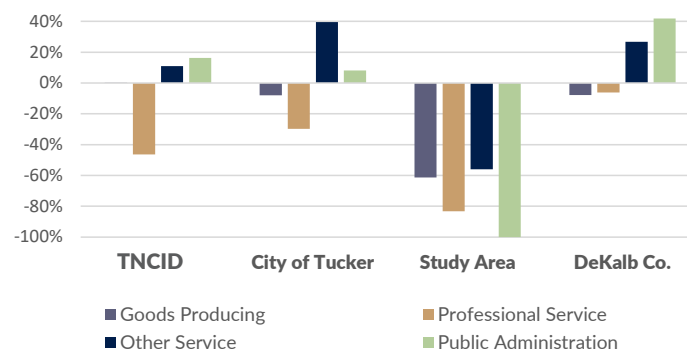
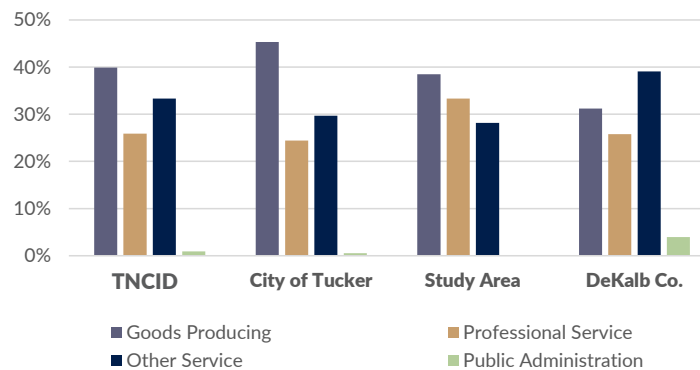
STUDY AREA EMPLOYMENT DISTRIBUTION

Based on data from the US Census, employment in the study area decreased 73% from 2005 to 2015 (the most recent data for the direct area). While this striking decrease is largely attributed to a drop in the Admin and Support employment sector, all sectors lost jobs over the ten-year period. Approximately one-third of the jobs in the study area are in the professional service sectors. These are typically the sectors that provide demand for office space. This large decline was influenced by the Great Recession. The office vacancy trend for Tucker-Northlake CID area has been at or above 20% since 2017. Research on the office market in the study area, detailed on the following page, suggests that the market is currently at equilibrium, pointing to a likely improvement in the professional service employment picture since 2015.

EMPLOYMENT COMPARISON

Compared to the other areas that were studied in the Market Analysis, the study area has the higher proportion of professional service employment, which points to the opportunity to seek opportunities to develop additional office space in downtown Tucker. However, the study area saw decreasing levels of employment from 2005-2015.

The office market in DeKalb County is in dire need of new office real estate development with products that are attractive to 21st century tenants. National and regional trends are pointing to creative loft-office space in active mixed-use settings as the type of spaces that can attract new tenants. Often, tenants seeking creative loft-office spaces are looking at mixed-use areas outside of typical high-rise office locations, such as smaller downtowns.

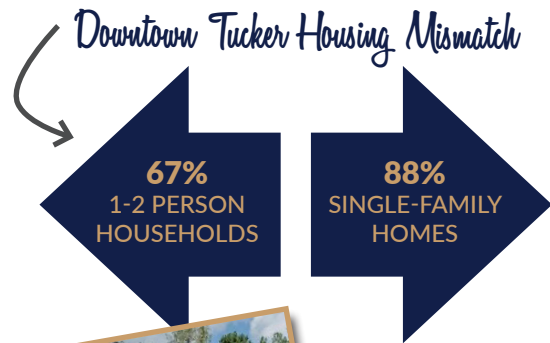


In Conclusion

Downtown Tucker has the potential to attract new office tenants, given the expansion of additional residential and retail uses, adding to the mix of a re-envisioned study area.

Housing Market

While the local resident base leans towards smaller and older households, the Tucker housing stock is weighted toward single-family detached homes that are typically tailored for larger and younger families. Downtown effectively has two housing options: single-family homes and the HearthSide Club at Tucker, a target senior housing community. New construction is more of the same. The chart at right summarizes the new construction homes (either already built or ready-to-build) that builders are marketing in the study area. All are large single-family homes built for growing families. These homes continue to sell because family buyers are drawn to the relative affordability of Tucker compared to other areas in the region as well as its great regional location, parks, and emerging downtown. However, the lack of small



New construction homes on the market in Tucker.

single-family, townhomes, or multifamily (condos or apartments) construction leaves key market segments under served.

MISMATCH BETWEEN SUPPLY AND DEMAND

The lack of variety of housing stock creates a mismatch between the existing housing stock (supply), and the preferences of existing or potential residents (demand). The mismatch limits the residential market that downtown can serve. Smaller and/or older households that make up a large share of the local housing demand, for example, may want to be able to maintain a large home and lawn, but do not necessarily want to live in an age-restricted apartment building.

This mismatch is in large part a reflection of the aging of America. In 1960, only 41% of American households were comprised of one or two people, so single-family homes were in greater demand. This is the demand that fueled the growth of suburban towns like Tucker. The challenge now is to introduce other housing options that respond to current, changing demand conditions.

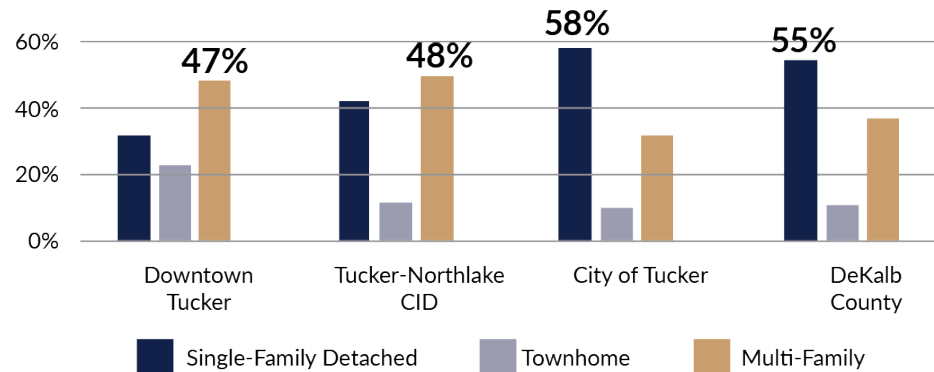
Not only does this mismatch limit Tucker's ability to attract new residents, it also impacts Tucker's

ability to retain existing residents who want to downsize as they age. Current residents may be forced to look beyond Tucker to find the housing options they are looking for. Still, all six of the single-family and townhomes communities that stalled during the recession have begun rebuilding.

PEERS HAVE BROADER RANGE OF HOUSING

As a point of comparison, successful peer downtowns such as Woodstock (Cherokee County) and Duluth (Gwinnett County) have been adding a broader range of housing options to their downtown cores. As a result, they have been able to expand the types of households that choose to live in their downtown, especially among empty-nesters and younger households that may not have children in school yet. The housing built in these peer downtowns reflects the character of the housing for which there is demand for in Tucker.

Downtown Woodstock new construction options include small lot single-family homes, modified duplexes, townhomes, urban garden apartments, and mixed-use over retail. Downtown Duluth new construction options include conventional single-family homes, townhomes, condominium flats, and mixed-use over retail.



HOUSING STOCK BY TYPE OF STRUCTURE

Office Market

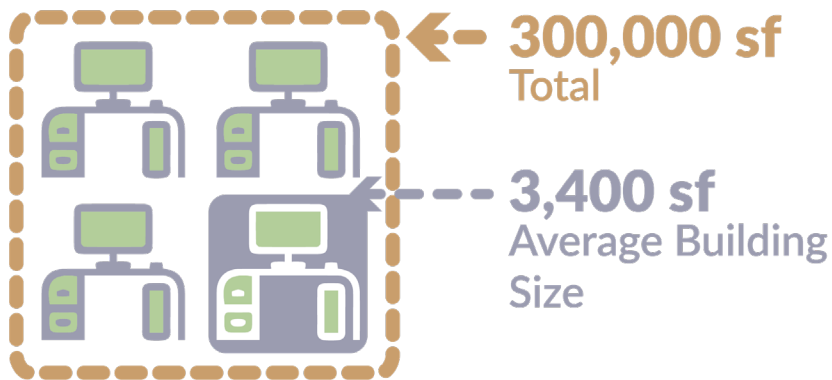
STABLE OFFICE MARKET

The downtown office market is sizable for a small downtown, comprised of a large collection of small tenants. The office employees increase downtown's daytime population, which helps local restaurants and retailers stay busy during the day when nearby residents are at work. The downtown office market, while already sizable, is unlikely to get much bigger. The market has maintained a healthy 5% vacancy rate for several years - well occupied, but with enough room for tenants to move around and find the space they need without having to bid up rents or resort to new construction. This suggests the market is in equilibrium and will remain so, with very small and incremental changes to supply. Importantly, the downtown office market does not compete directly with the I-285/Northlake market. Whereas I-285 attracts large corporate tenants, downtown attracts small, independent

businesses. This explains why the downtown office market has remained stable, even as the I-285/Northlake market has been grappling with increased vacancy. The future of the downtown office market is largely independent of the I-285 cluster, unless redevelopment or subletting activity were to occur at I-285 that substantially increased the number of very small blocks of space (+/- 1,000 SF) available.

NEW OFFICE SUPPLY CHARACTER

The slow, incremental growth in new office space demand is likely too small to support a new standalone office building until downtown generates substantial redevelopment momentum. Instead, demand will likely be satisfied through smaller additions to supply, such as adaptive reuse of existing (non-office) buildings, live-work buildings, or office components that are incorporated into larger mixed-use projects.



Average Office
SPACE IS SMALL

HIGH Occupancy
BUT LOW GROWTH

The images above represent three possible options for new office types in Downtown Tucker.

Retail Market

Today, downtown resident spending can only support 30,000 SF of retail, roughly equal to the amount of retail space that has already been renovated downtown. Additional retail space is unlikely in the downtown without more residents, jobs and visitors needed to generate additional spending power to support the revitalization of additional square footage. But with ongoing revitalization efforts and improvements to the public realm, downtown's retail spaces should continue to be reenvisioned, redeveloped and reoccupied.

NEW RETAIL SUPPLY CHARACTER

Trends in other successful small towns such as Woodstock and Duluth suggest that 50% (20,000 to 25,000 SF) of new retail would likely be restaurants and food establishments.

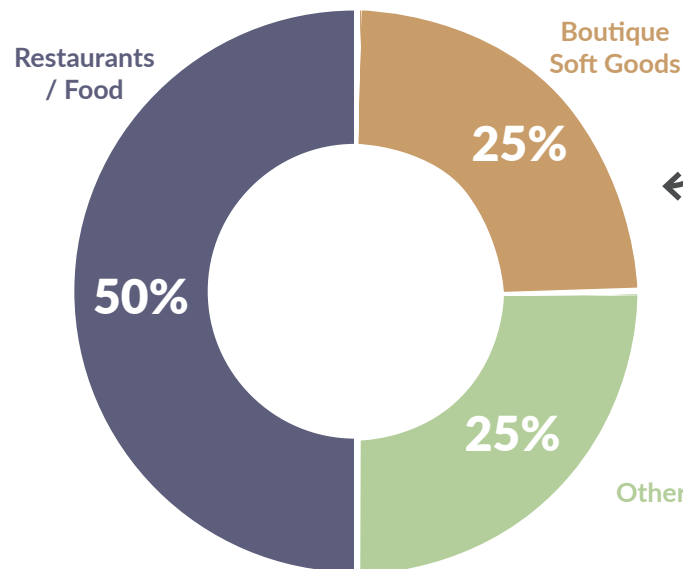
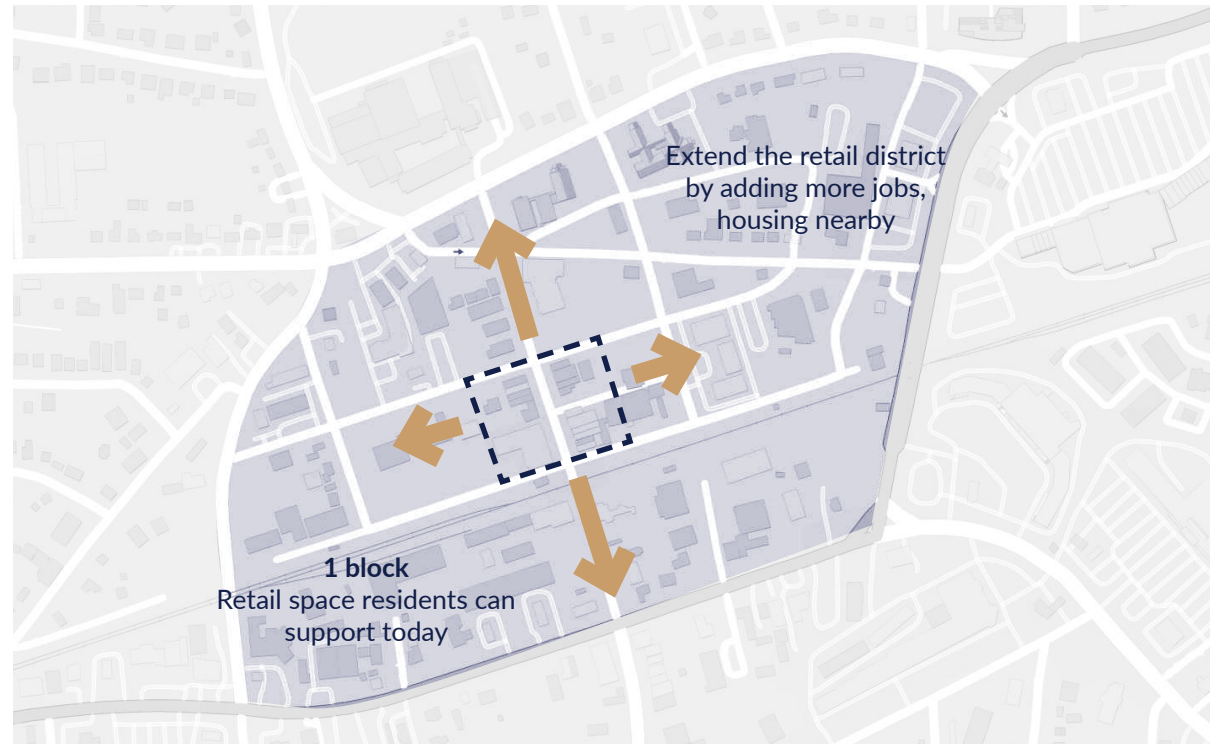
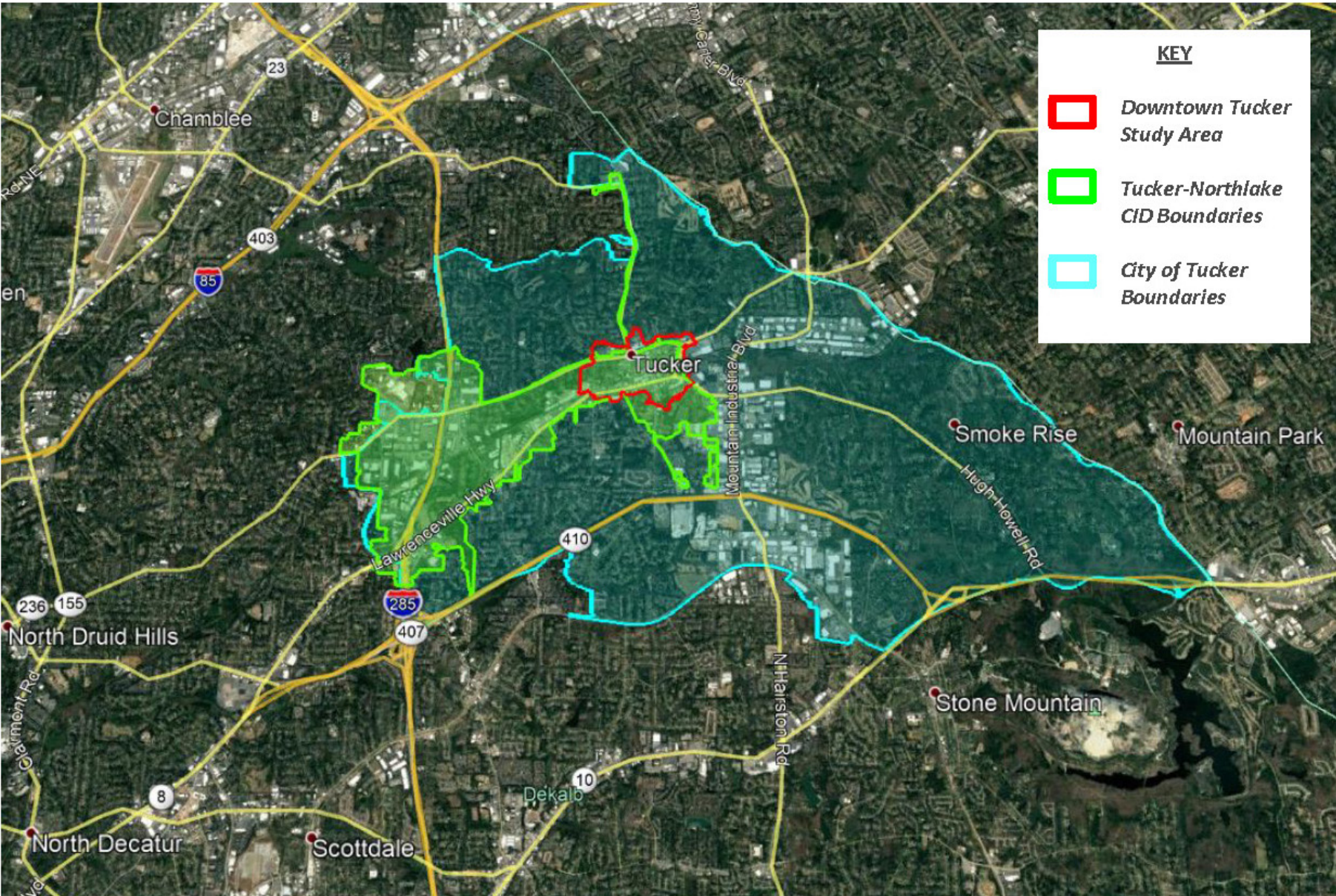


Chart indicates the anticipated type of retail for the downtown.

Boutiques would likely comprise 25% (11,000 SF) of retail space, and all other businesses would represent the balance (11,000 SF).

REGIONAL CONTEXT MAP

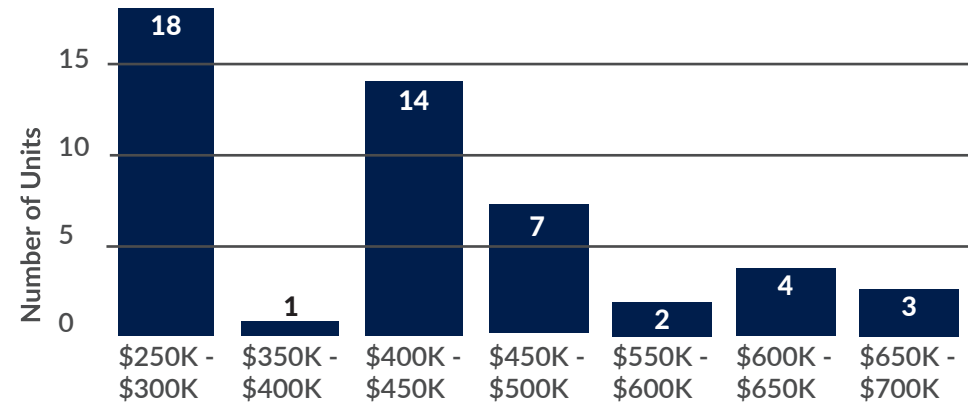


For-Sale Market Trends

New for-sale residential activity has been sporadic citywide because it is subject to the availability of buildable lots, and Tucker is largely built-out. For example, there were 22 new home sales in 2018, but none in 2017. However, in 2019, there were 49 new home sales for Tucker in subdivisions such as Thorncrest, Ashbrooke Phase I & II, Midvale Cove and Weston.

All new for-sale construction that has occurred in recent years, or new construction opportunities that are being marketed for sale today are single-family homes. There has been no new townhome or condo construction.

HOME SALES IN 2019



Base Price	Beds	Sq Ft	Price PSF
\$319,888	4	2,800	\$114
\$377,230	4	2,529	\$149
\$438,900	4	2,522	\$174
\$489,900	5	2,588	\$189
\$592,755	4	3,384	\$175
\$600,950	5	3,166	\$190
\$632,503	5	3,157	\$200
\$493,161	4-5	2,878	\$171

Rental Apartment Market Trends

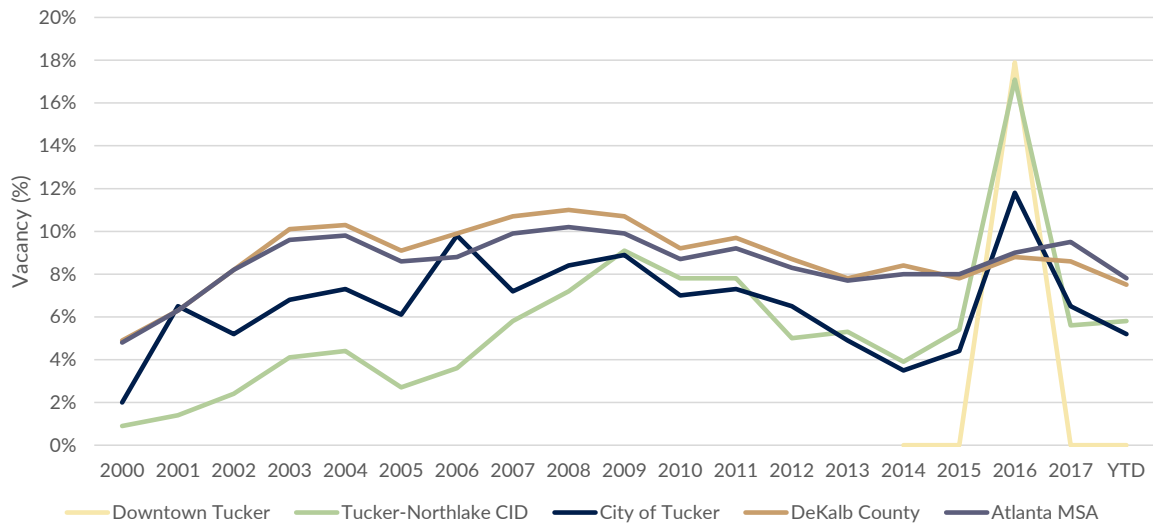
RENTAL VACANCY

With the exception of a spike in vacancy as the HearthSide Club senior apartments leased up, apartment vacancy has remained fairly stable since 2014 across all of the geographies graphed at right. Even so, vacancy is slightly elevated relative to the rule-of-thumb of 5% for a healthy apartment market. The spike in vacancy in 2016 is only a reflection of the delivery and lease-up of HearthSide, not a reflection of any real instability in the market. The size of the spike is reflective, however, of how small the local apartment market is, one project was enough to increase vacancy by a factor of four for the City of Tucker.

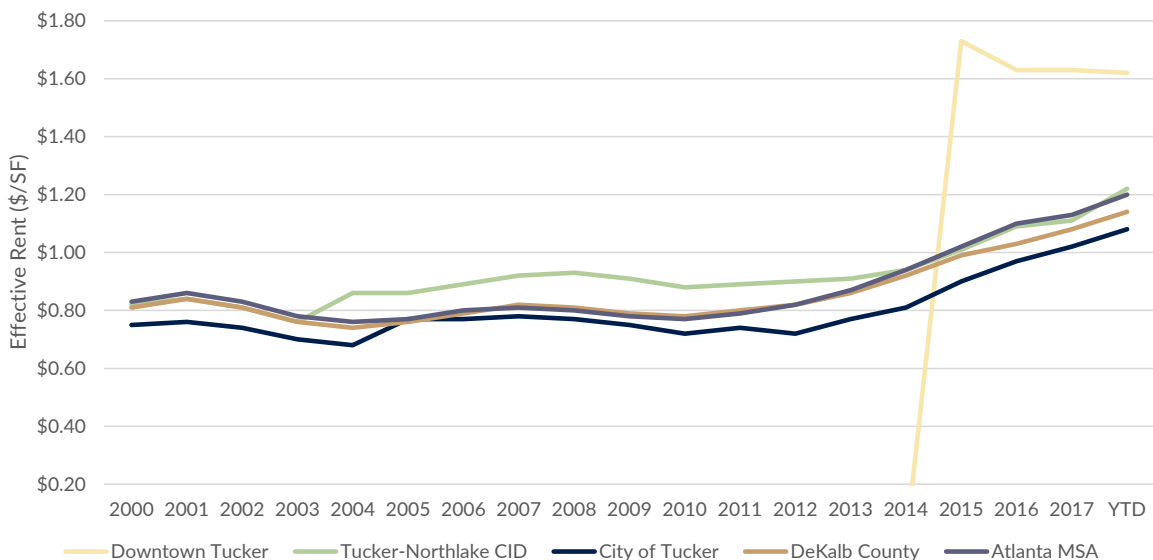
RENTAL RENTS

Market-rate apartment rents have been trending in the same direction as the Atlanta MSA overall. Rents for the CID and the City of Tucker are comparable to the regional average of \$1.20/SF today. Downtown Tucker had no apartments until 2016 (pre-leasing began in 2015), until HearthSide opened. As such, the downtown Tucker trend line is a reflection of that property's performance alone. The higher rent being achieved at this property does not reflect a rent premium for a downtown Tucker per se, but rather a premium for new construction (the other trend lines include both new and existing properties) and a premium for seniors-only apartments.

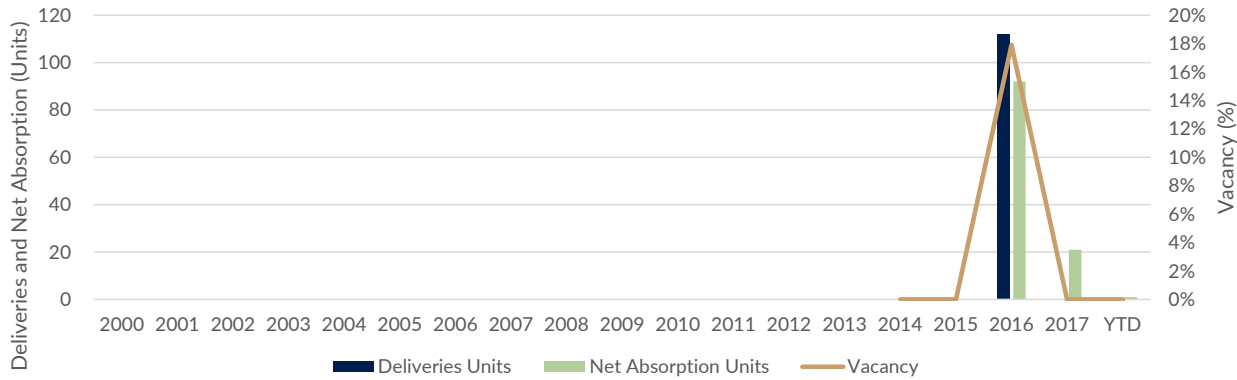
APARTMENT VACANCY
(Note: Spike in 2016 due to new properties in lease-up)



APARTMENT RENTS



DOWNTOWN TUCKER (DELIVERIES & NET ABSORPTION)



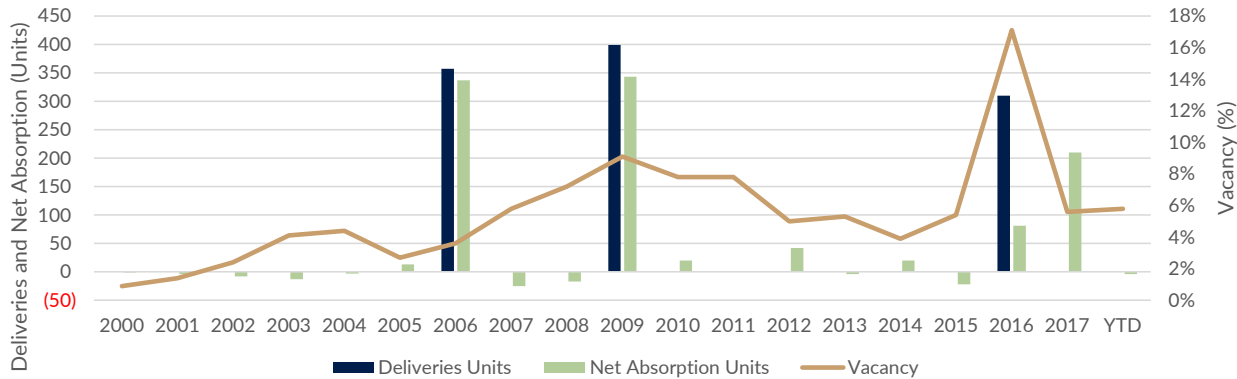
DOWNTOWN TUCKER

HearthSide is the only rental apartment building in the downtown Tucker study area. The property opened in 2016 and is now fully leased with 112 units.

TUCKER-NORTHLAKE CID

There are more rental apartment properties in the Tucker-Northlake CID, approximately 1,800 units overall. The most recently opened properties include the HearthSide Club, Green Park Apartments, Atlas Lavista Hills, and the Avana City North. The market has absorbed both properties that delivered in 2016, as evidenced by the return to a 6% vacancy level. Rather than being disbursed among many smaller scale properties, the area has a small number of very large, sprawling garden apartment communities. There are three communities with more than 300 units, and they account for over 50% of the CID's inventory. As downtown pursues more infill projects, expect more projects at the scale of Hearthsides Club (+/- 4 stories, <200 units).

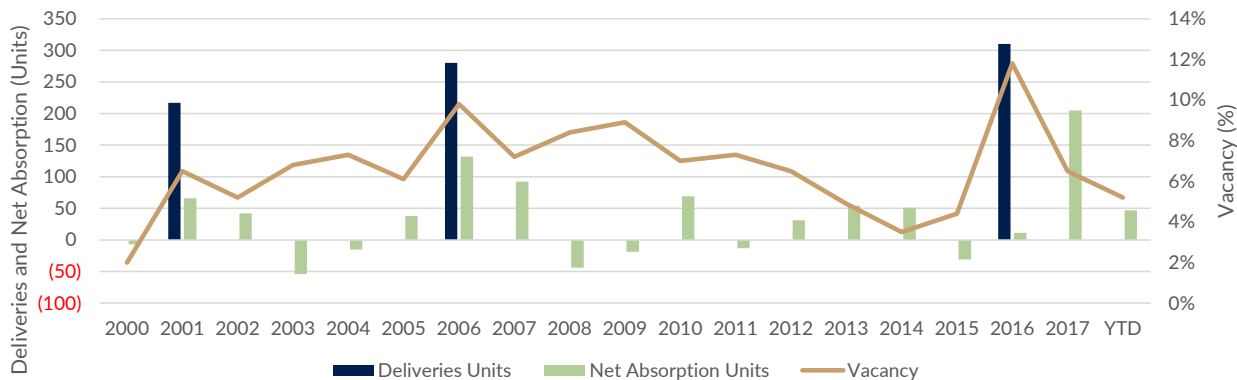
TUCKER-NORTHLAKE CID (DELIVERIES & NET ABSORPTION)



CITY OF TUCKER

Most of the city's apartment inventory falls outside of the bounds of the Tucker-Northlake CID, as the city has approximately 3,800 units compared to 1,800 units in the CID. However, since the recession, the newest apartment deliveries in the city have fallen within the boundaries of the CID, namely HearthSide Club, Green Park Apartments, and Northlake Senior; a 90-unit senior development on Northlake Parkway, which was quickly leased after opening in May 2019. Fairfield Residential is in the process of building a 245-unit multi-family building along Northlake Parkway.

CITY OF TUCKER (DELIVERIES & NET ABSORPTION)



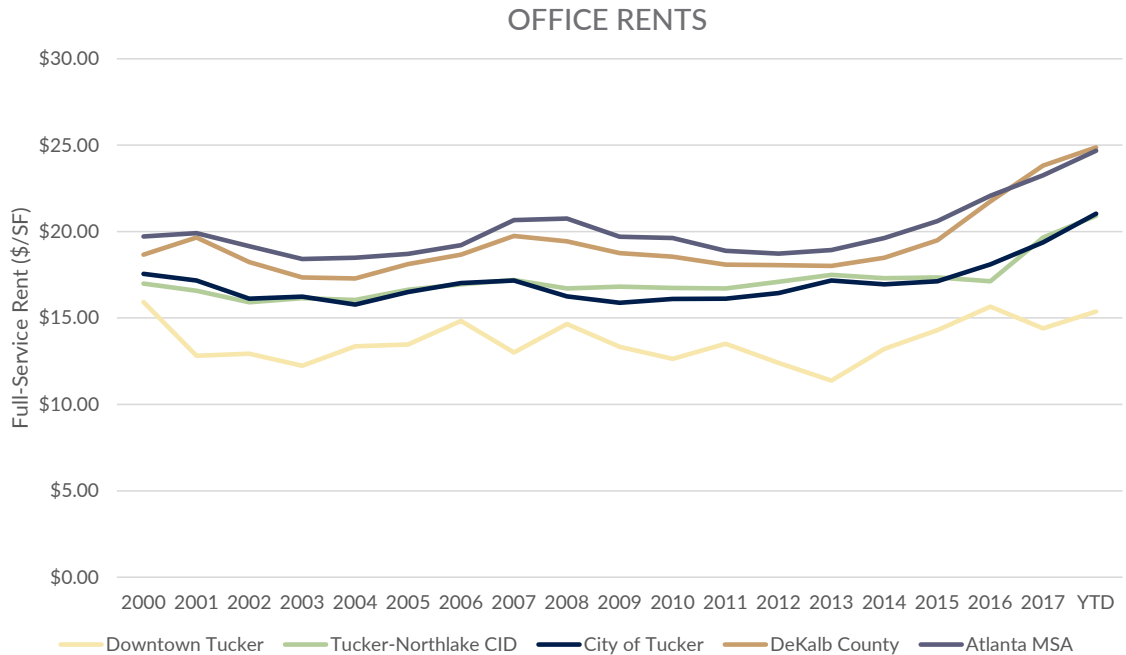
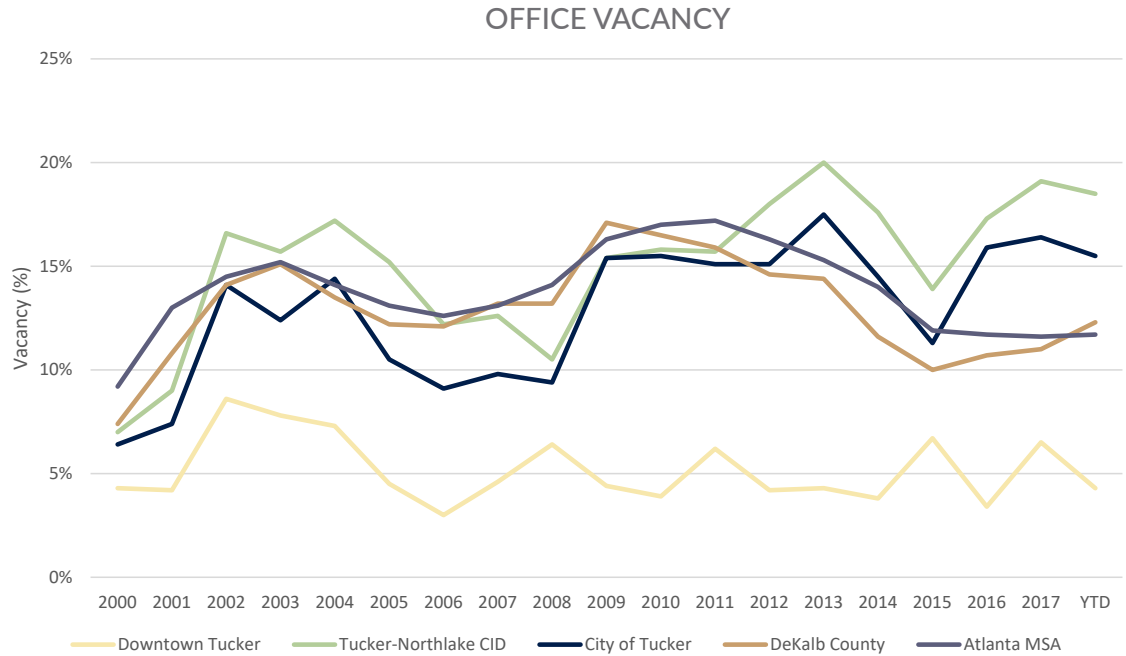
Office Market Trends

OFFICE VACANCY

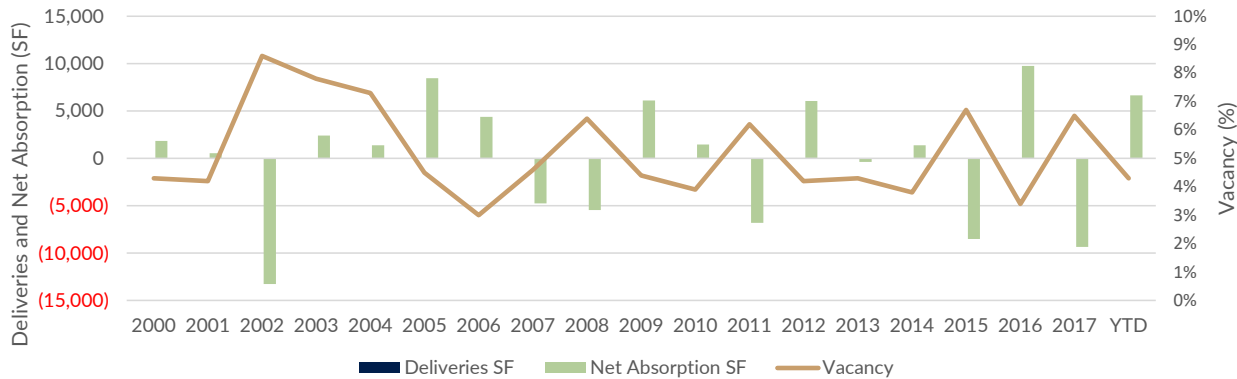
Office vacancy has been lower and more stable in downtown Tucker than in larger office sub-markets, whether the CID of the Atlanta MSA overall. Vacancy has hovered between 3% to 6%, even during the Great Recession.

OFFICE RENTS

Office rents have been trending upward since 2013. The graph below shows that office rents have tended to move in the same direction across office markets. When office rents have increased for the entire Atlanta MSA, they have also tended to increase in downtown Tucker. The graph at right shows three office rent tiers, with downtown Tucker being the most inexpensive. Office space in downtown Tucker is priced at a discount to office space in the Tucker-Northlake CID (largely comprised of buildings near I-285), which itself is priced at a discount to DeKalb County and the Atlanta MSA overall.



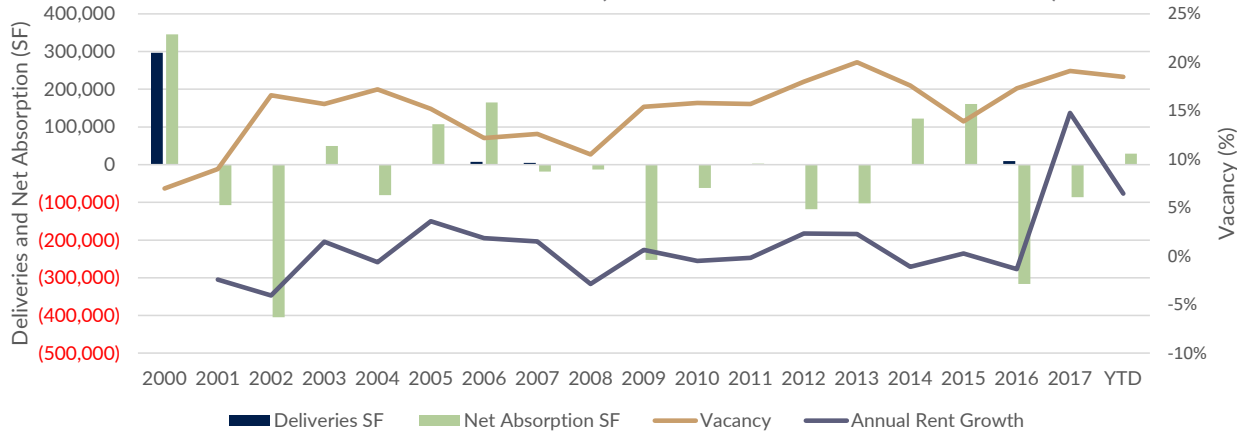
DOWNTOWN TUCKER (DELIVERIES & NET ABSORPTION)



DOWNTOWN TUCKER

Downtown Tucker has not seen any new office development since at least 2000. Net absorption trends show that if there is negative absorption in one year, that space is typically re-leased the following year. This is why vacancy may move up and down slightly from year to year, but still stays within a narrow and healthy range. Today, vacancy stands at 4%. These trends together indicate that the downtown office market is stable. It has not gotten bigger since 2000, but neither has vacancy changed substantially over that time. The downtown office market is small, so while the low vacancy rate suggests that the market may be able to support some additional development today, the market can only absorb small amounts of space at a time without experiencing a glut of new supply.

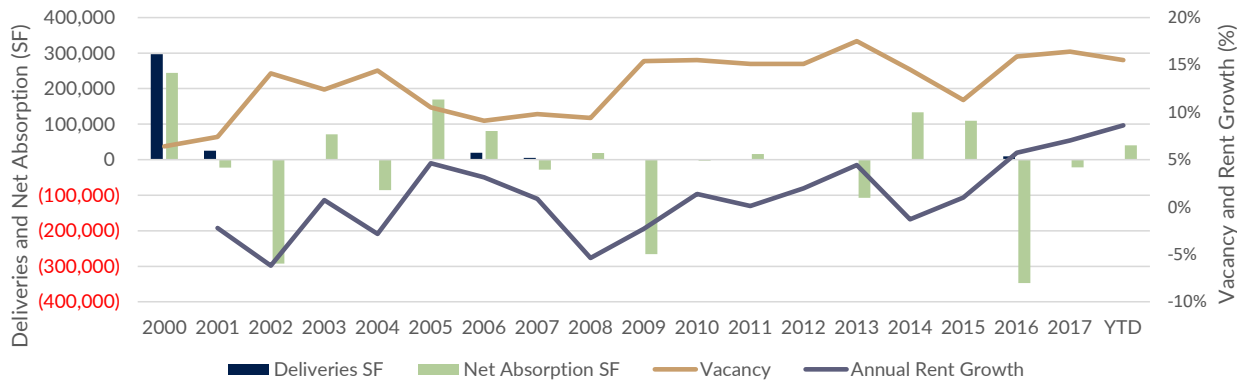
TUCKER-NORTHLAKE CID (DELIVERIES & NET ABSORPTION)



TUCKER-NORTHLAKE CID

The Tucker-Northlake CID has not seen any new office deliveries since 2000, and yet vacancy has increased in recent years. The lack of transit, and the loss of a number of flagship tenants including Yellow Pages, Bank of America, and AT&T, have significantly hurt this sub market. Vacancy increased from 11% at the depth of the recession to 19% today. Interestingly, as the economy has recovered, the CID office market has declined. This suggests that the CID's office market appeals to discount-oriented tenants but does not align with emerging office market trends towards urban, walkable, creative space. That said, the Tucker-Northlake CID remains a large office sub-market within the Atlanta MSA. It has nearly 5 million SF of space overall, 16 times the size of the downtown Tucker office market.

CITY OF TUCKER (DELIVERIES & NET ABSORPTION)



CITY OF TUCKER

Trends in the City of Tucker mirror those in the Tucker-Northlake CID to a large extent, because most of the city's office space is located near I-285 within the Tucker-Northlake CID.

Retail Market Trends

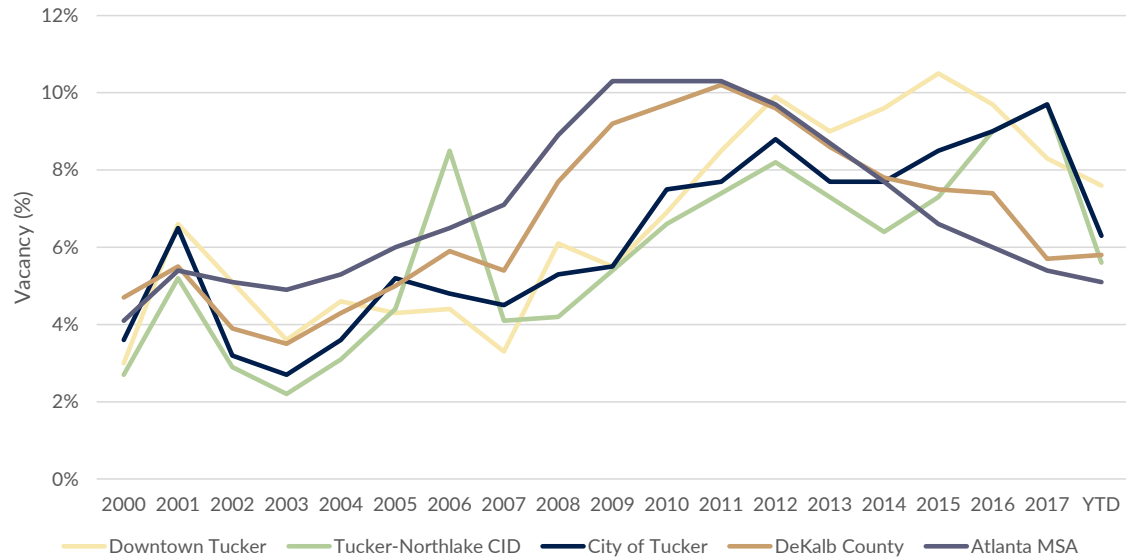
RETAIL VACANCY

Retail vacancy has been trending lower in recent years, and the sub-markets in this analysis tend to move in tandem with the Atlanta MSA overall. Vacancy now hovers around 6% for the larger market, although vacancy is closer to 8% in downtown Tucker. Vacancy for the downtown Tucker sub-market fluctuates more than the other areas due to the relatively small amount of retail space downtown, as small additions or subtractions of tenants have a proportionally bigger impact on overall vacancy.

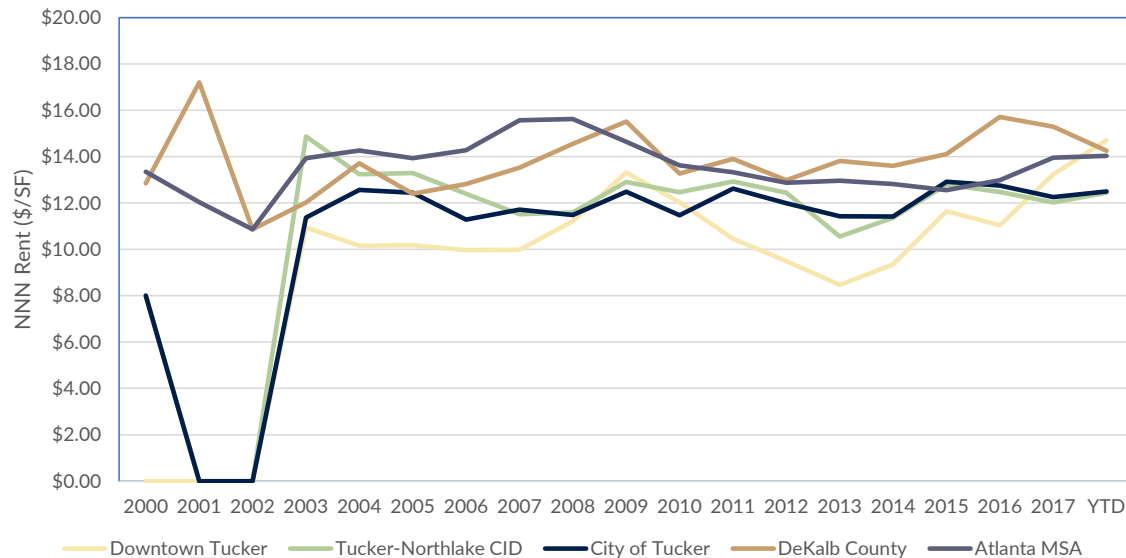
RETAIL RENTS

Retail rents have been increasing in downtown Tucker faster than in the region overall. After bottoming out at \$8.50/SF in 2013, rents today are nearly \$15/SF. As a result, downtown Tucker retail no longer rents at a discount to the larger DeKalb County or Atlanta MSA. Rents in downtown Tucker now exceed rents in the Tucker-Northlake CID and City of Tucker overall. This likely reflects how retail space in and around Northlake Mall, the largest retail cluster in the area, has become less attractive to tenants in recent years. It also reflects the resurgence in demand for boutique retail and restaurants like that in downtown Tucker. New ownership at Northlake Mall, with plans to convert a significant percentage to office/medical, will further impact the retail market.

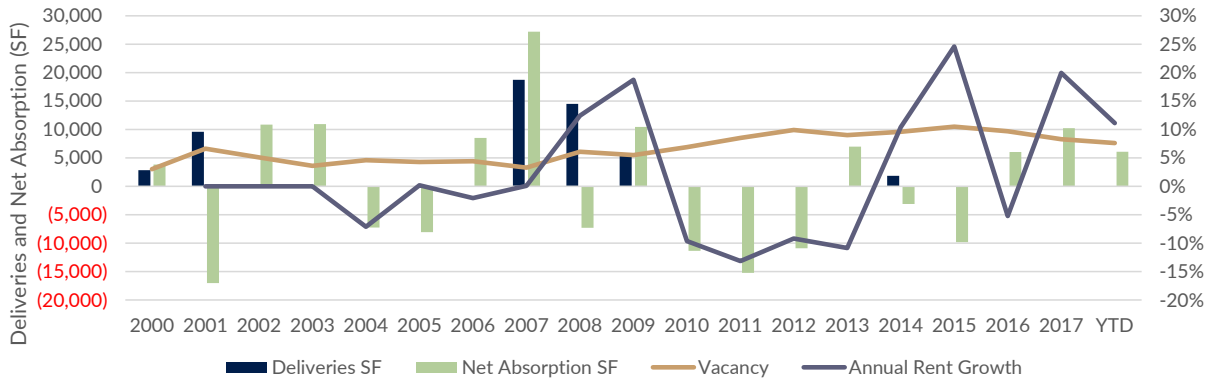
RETAIL VACANCY



RETAIL RENTS



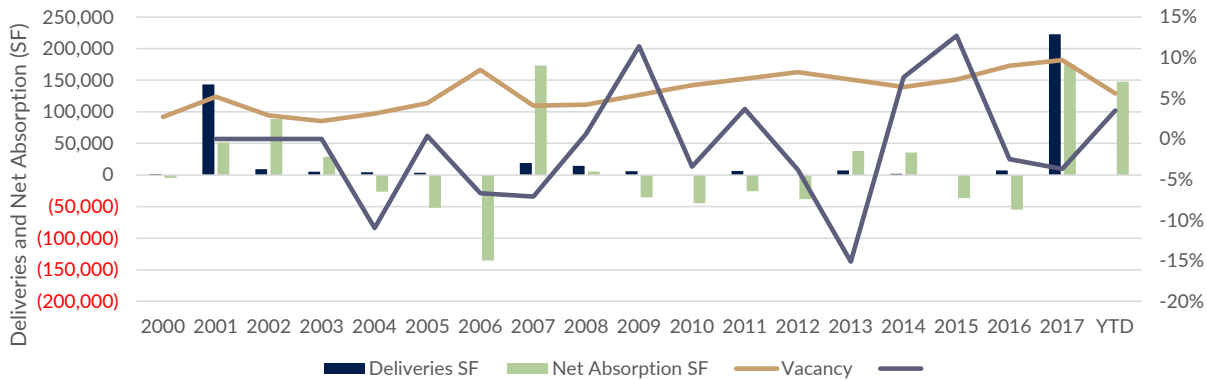
DOWNTOWN TUCKER (DELIVERIES & NET ABSORPTION)



DOWNTOWN TUCKER

Downtown Tucker has seen only marginal new retail development since the Great Recession. The pre-recession deliveries were strip-style development on the fringes of downtown, rather than true downtown-oriented development. Despite the lack of deliveries, vacancy remained elevated well into the economic recovery, and net absorption was negative for five of the six years from 2010 to 2015. More recently, absorption has turned positive again, in part through the rehabilitation and upgrading of existing properties to appeal to new tenants. This has helped reduce vacancy to a healthier though still elevated 8% today.

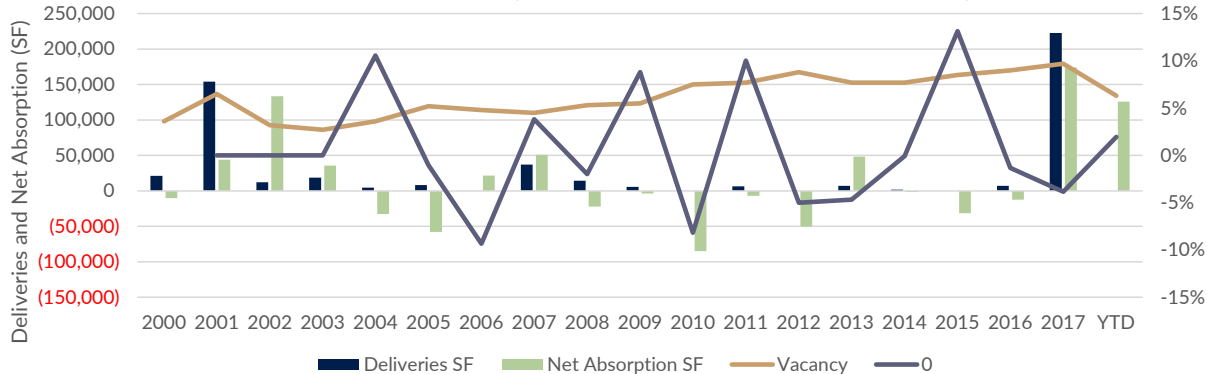
TUCKER-NORTHLAKE CID (DELIVERIES & NET ABSORPTION)



TUCKER-NORTHLAKE CID

The Tucker-Northlake CID had until recently also experienced a trend of negative net absorption and increased vacancy. However, year-to-date numbers (through October 2018) indicate that vacancy is decreasing, even as new retail is delivered, namely, a Dick's Sporting Goods and Sprouts anchored shopping center in 2017. This pattern, in which vacancy declines only with the addition of new supply, may suggest obsolescence of the existing retail stock. To be clear, retail as an entire real estate category is experiencing significant disruption in recent years, so obsolescence is a growing concern that areas all over the country, not just the CID, will have to face. Today, vacancy stands at 6%, which is slightly elevated but still healthy. In fact, the 200,000 SF Meridian Shopping Center with 20 retail spaces that opened in 2018, is now 90% leased. The more important concern would be the ability to backfill future vacancies as they occur, if the retail stock is in fact becoming obsolete.

CITY OF TUCKER (DELIVERIES & NET ABSORPTION)



CITY OF TUCKER

Recent delivery and absorption activity points to a healthy market in Tucker.

Demand Projections RESIDENTIAL

Given the untapped opportunity for housing that meets the needs of smaller and/older households, there is a strong opportunity for residential development in downtown Tucker that is attractive and affordable.

There is demand for approximately 50 new residential units annually for the next five years, distributed among a range of housing types. Furthermore, the downtown residential market stands to gain momentum as new housing options are added - and as other public projects that arise from this Downtown Tucker Master Plan process are implemented, such as new downtown trails or greenspace. Consequently, projections for 2025-2029 show residential demand increasing by 30% relative to 2019-2024.

The demand distribution by residential product type was determined by first establishing the overall absorption potential within the study area, based on household growth forecasts, expected tenure and turnover rates, as well as other demonstrated preferences expressed in current housing data. Next, to determine the potential for additional housing types within the study area, the housing production distribution

Unit Type	2019-2024: Getting Established	2025-2029: Gaining Momentum	10-Year Total	
	% Share	% Share	Demand	% Share
 <p>Single-Family Units</p>	4%	4%	22	4%
 <p>Townhome/Plex Units</p>	34%	30%	187	32%
 <p>Multifamily Units</p>	62%	66%	378	64%
Total Units	100%	100%	587	100%

of other successful mixed-used downtowns in the Atlanta region was used as a potential scenario for future potential in downtown Tucker. Other small downtowns in the Atlanta region have proven to attract a wide range of additional housing types once introduced to the marketplace. Given its location in the region, it was determined that similar demand could be expected in Tucker.

OFFICE

Based on forecasted growth in employment by industry from the Atlanta Regional Commission, Tucker could support approximately 7,500 to 8,000 SF of net new office space annually, or up to 80,000 SF over a 10-year period.

94 Forecast: Average Annual New Employees in Downtown Tucker
x 42% In Office-Based Sectors

39 Employees Generating Demand for Office Space Each Year
x 200 Square Feet of Office Space per Employee

75,000-80,000

Square Feet of Net New Office Demand Downtown over 10 Years

RETAIL

- Downtown will support additional retail as new residential units and office space deliver because such development will generate more built-in spending power downtown and attract more visitors by making downtown more of a destination.
- Based on area household spending power, Bleakly estimates that downtown can support an additional 55 SF of retail for each new downtown household, and 30 SF for each new downtown office worker.
- Downtown Tucker could support an additional 45,000 SF of retail over the next 10 years, based on projections that downtown could support 80,000 SF of new office space and nearly 600 units of residential demand over that same period.
- This demand translates into two to three more blocks of retail space downtown.
- This additional retail would allow the downtown retail scene to expand from a small strip of shops to an even greater, full-fledged district that would be a destination for locals and visitors alike.



Chapter 3

This chapter summarizes the extensive and on-going public engagement process used to formulate the master plan recommendations.

- > Outreach Process
- > Stakeholder Interviews
- > Survey Results
- > Kickoff Meeting Results
- > Workshop Meeting Results





PUBLIC OUTREACH //

Outreach PROCESS

During the public outreach process (outlined in the adjacent diagram and described in more detail on the following pages), the TSW Team:

- Met with the City to craft the project schedule;
- Created an online survey to gather input from residents and stakeholders;
- Interviewed key stakeholders who own parcels in Downtown Tucker, and asked questions tailored to each stakeholder regarding biggest issues, challenges, and their future vision for Downtown Tucker and more specifically, the properties they own;
- Hosted two (2) public planning workshops;
- Created initial concepts and recommendations and displayed them for public feedback; and
- Submitted Master Plan for final approval in Spring 2019.

Getting Started

- » Existing conditions assessment
- » Market analysis
- » Previous and concurrent plans assessment
- » Identify key stakeholders
- » Meet with City to discuss a plan of action
- » Launched the community online survey



Public Kick-off Meeting

- » Presentation by Project Team
- » Group activity to identify “Big Ideas” and potential “Project Goals”
- » One-on-one interviews with key stakeholders

Online Survey

Visioning Workshop

- » Overview of survey results and market study
- » Initial bubble diagrams based off kick-off meeting feedback, online survey, interviews and market study

VISIONING

DRAFT PLAN

Finalizing Recommendations

- » Final Presentations
- » Final Recommendations
- » Implementation + Action Plan
- » Plan Renderings
- » Perspective Renderings
- » Completion of Report

FINAL CONCEPT

- » Prepare Draft List of Recommendations per input received at Kick-off Meeting and Visioning Workshop
- » Public/Stakeholder Review + Comment

Marketing Outreach

Coordination with City of Tucker and concurrent planning efforts



Stakeholder INTERVIEWS

The TSW Team held one-on-one Stakeholder interviews on November 13, 2018, at the City Hall Annex with Downtown Tucker property owners.

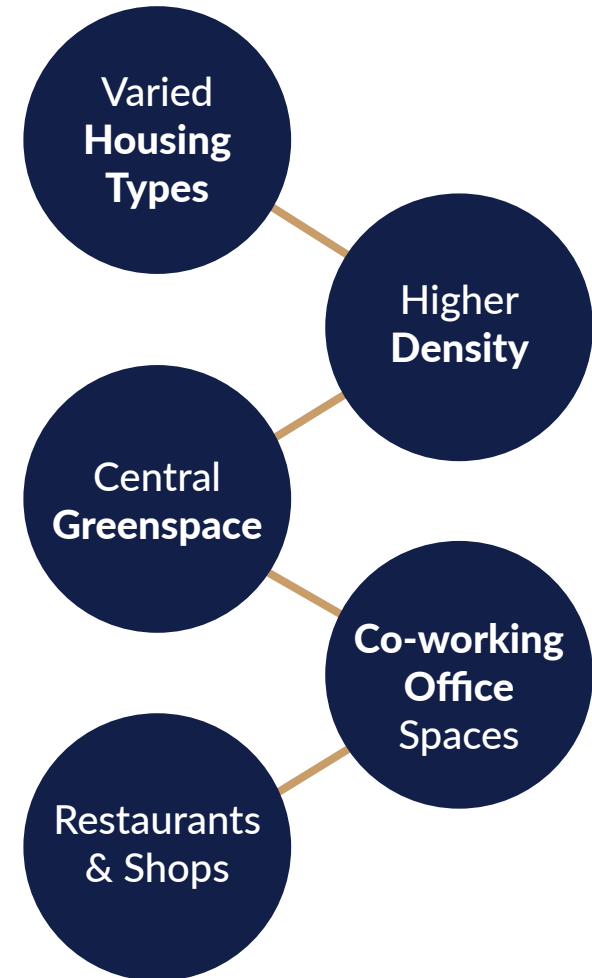
Stakeholders were identified by the City of Tucker planning staff and included those who currently own property in downtown Tucker. The questions were formulated prior to each interview, and were tailored specifically to each stakeholder. A sample of some of the questions asked during the interviews included the following:

- Please tell us your history with Tucker and how long you have owned these properties?
- Do you own any of the businesses located on your property or are they all leased? How are they performing?
- As a local property owner what is missing in the downtown core?
- Have you experienced any roadblocks in development and/or doing business in downtown Tucker?
- Do you have a future vision for your parcels?
- If you haven't thought of a future vision for your parcel(s), are you open to new ideas for how your parcel(s) can you be used in the future?

Common Themes

- Envision more condos, a new city hall space or amphitheater/gathering spot
- Open to all types of residential downtown
- Parking is a perceived problem
- More restaurants, breweries, service retail, and co-working office spaces
- Bring in a boutique hotel downtown
- Townhouse over flats could work downtown
- Main Street needs to happen first then the intersection at Lawrenceville Highway and Main Street
- Need to improve pedestrian safety on Lavista Road and Lawrenceville Hwy to get to Main Street, pedestrian bridge to high school
- Add gateways on Main Street
- Would like to see more greenspace
- Walking is key - need more connected sidewalks that are wider and protected
- Would like to see more small cottage court type single-family development
- Need more gathering spaces

Big Ideas



Community ONLINE SURVEY

The online community survey went live on November 2018 and closed on January 2019.

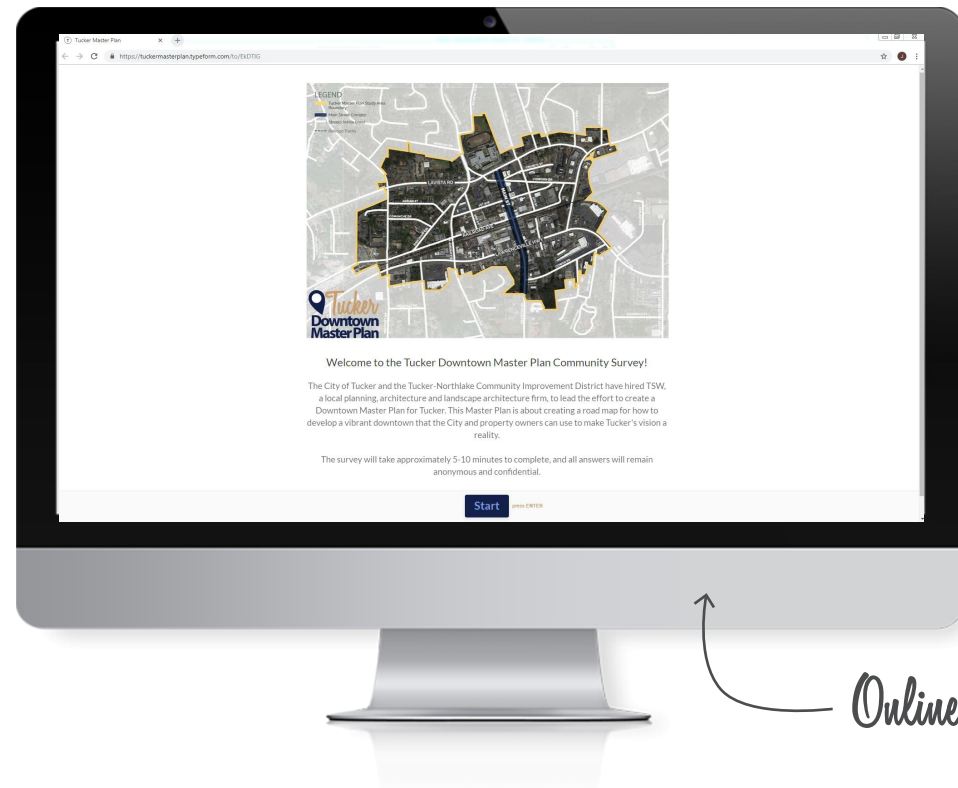
The survey received 621 responses, an impressive number. The survey questions were written to gain an understanding of how people use Downtown Tucker today, and what would enhance their experience or bring them back to the area in the future. It also included an eleven (11) question visual preference survey at the end. The visual preference survey was added to receive general preferences for physical design downtown as it relates to downtown gateways, downtown wayfinding and directional signage, public art, alleyways, streetscaping, bike facilities and trails, greenspaces, housing, and mixed-use development. Between four and six images were provided per category.

Most questions were in multiple choice format, but allowed open-ended responses if a respondent had other thoughts or ideas, or did not want to choose any of the images. The infographics on the following pages illustrates the survey results.

621
PEOPLE



COMPLETED
ONLINE
SURVEYS



What do you find beautiful or attractive about Downtown Tucker today?

Words most mentioned in responses

- » Small town/local feel
- » Quaint, cozy, charming, & unique
- » Colorful storefronts
- » Remnants of old Tucker & historical Main Street buildings
- » Local shops & restaurants
- » The people
- » Main Street & the streetscape improvements
- » New street furniture & landscaping along Main Street
- » Festivals & events
- » Not much

Respondents wrote in answers to what they found most beautiful and attractive about Downtown Tucker today. Some of the words most commonly mentioned included those listed above.

“ I visit Downtown to eat at the local restaurants and enjoy the atmosphere that is unique to Tucker. It’s where you bring out of towners to hang out. ”

// Survey Response



The top reasons people currently visit Downtown were due to existing restaurants, the events, such as the Farmer’s Market, retail shopping, and a large number of responses indicated they do not currently visit downtown or only visit very little.

What currently brings you to



The top three (3) choices for new activities people would like to see in Downtown Tucker would be to add more restaurants, retail, and mixed uses.

What kinds of development should be prioritized in Downtown Tucker?



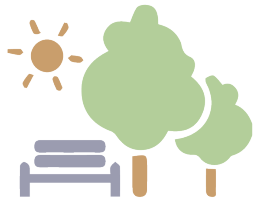
The survey asked respondents the maximum amount of stories in terms of building height, that they would be willing to allow in Downtown Tucker. Most respondents (51%) specified a maximum of 3-stories. The current adopted code allows for 2-stories on Main Street, 3-stories north of the railroad tracks, and 4-stories south of the railroad tracks.

List the top 3 new activities you would like in Downtown Tucker.

Top 10 most listed (in order)

1. Park / Greenspace
2. Shopping / Retail Shop
3. Concert / Event / Festival
4. Restaurant / Dining
(Breakfast & Brunch were listed a lot)
5. Dog Park
6. Brewery / Gastropub/
Distillery/Microbrewery
7. Splash Pad
8. Biking Trail / Walking Trail
9. Dessert / Coffee Shop
10. Playground

TOWN GREEN



93% want a
TOWN GREEN

The survey asked respondents if they would like to see a town green in the downtown that could be used for community events and recreation. An overwhelming amount (93%) were in favor of this idea. Only 7% of respondents said no to the idea.

TYPES OF DEVELOPMENT



Respondents stated preferences for the types of development they thought should be prioritized to revitalize Downtown Tucker. They were asked to choose as many as applicable from restaurants, boutiques, mixed-use, residential, breweries, offices, none of the above, and other.

HOUSING PREFERENCES



Respondents stated preferences for the types of housing that should be offered downtown. They were asked to choose as many as applicable. The list included owner-occupied multi-family units above commercial, townhouses, small, single-family lots, owner-occupied multi-family units, none of these or other.

Visual Preference Survey Results

Survey takers were asked to view a set of four images for varied topics (e.g. gateways, wayfinding, public art, etc.) and choose the image(s) they felt were most appropriate for Downtown Tucker. They were permitted to choose as many as they wanted or they had the option to choose the “none of these” option.

The most liked images are displayed on the following pages.



Gateways, Wayfinding, & Signage.

The preferred images for potential gateways for Downtown Tucker include some type of roundabout with landscaping or pedestrian scaled archway. Respondents indicate they would like to see traditional directional signage and/or informational banners.

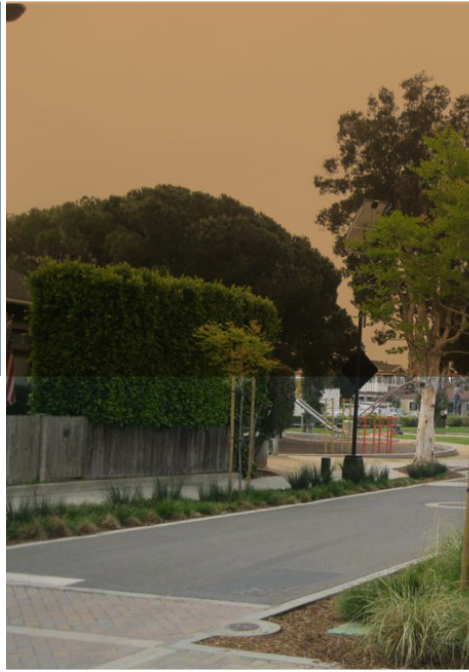




Public Art & Alleyways.

All images in the public art and alleyway category received high ratings from respondents, however building murals and restaurant and retail activated alleyways were rated the highest. It is preferred that alleyways stay primarily for pedestrians and could include a multi-use trail and/or could be utilized for markets and community event space. The currently adopted Trail Plan incorporates the use of alleys in the Downtown.





Streetscaping, Bike Facilities & Trails.

The most preferred images for streetscaping improvements indicate that a shared street with a wide sidewalk, street trees, and on-street parking is preferred. Curb-less streets that are pedestrian and bicycle oriented is also a preference. Respondents want to bring in a mix of bike facilities and trails to downtown including a shared multi-use trail either on a street or along the railway and buffered bike lanes. The currently adopted Trail Plan has many of these features and includes a Complete Street program that incorporates streetscaping and the enhancement of the street for all users including cars, pedestrians, and bicyclists.



Greenspace.

It has been highly suggested that a large enough greenspace be built downtown. The images shown here display the most liked images in the survey that would satisfy that need. Respondents would like to see a greenspace that is possibly terraced, landscaped, and potentially have an amphitheater for community gathering. The other type of space could be a hardscaped plaza that incorporates public art and outdoor seating, restaurants, and shops.

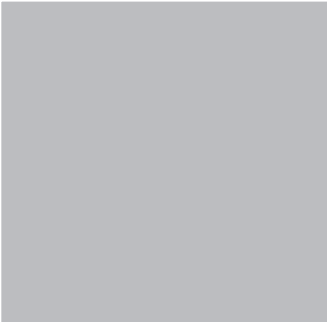
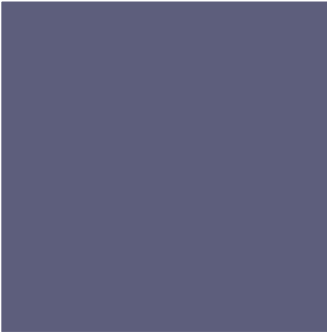




Small Lot Single-Family & Townhouse.

Images most preferred by meeting attendees for single-family dwellings were ones that depicted alley loaded homes. Townhouses that were also alley loaded and facing a shared pocket park or common greenspace were also preferred.





Owner Occupied Multi-Family Units & Mixed-Use.

The most preferred images for multi-family units included two-story duplexes and three-story condos. The most preferred images of mixed-use development were three-story retail with residential above and live/work units. In all images, quality materials such as brick and stone are shown.

Kickoff Meeting RESULTS

The TSW Team hosted a public kickoff meeting at the First Baptist Church of Tucker in the Fellowship Hall on November 27, 2018.

The TSW Team presented information regarding existing conditions, and current market conditions for the study area. Following the presentation attendees were asked to split into groups to discuss potential big ideas and project goals for the master plan.

The diagram shown on the facing page details the thoughts and ideas that came out of the Kickoff Meeting and has since become the framework for the big ideas, design decisions, and goals the TSW Team used moving forward.



KICKOFF MEETING PARTICIPANTS



Top right: The TSW Team started the meeting with a presentation to discuss existing conditions and market conditions.

Bottom right and left: Visitors assembled into groups during the Kickoff Meeting to discuss potential bid ideas and goals for Downtown Tucker.

Project Goals



Worksheets



LAND USE

Encourage an appropriate mix of residential, commercial, and office development Downtown

- Allow mixed-use development Downtown
- Expand Main Street with rows of businesses, both fronting Main Street and on the backside of current strip
- Provide live/work and co-working office spaces Downtown
- (Re)develop underutilized spaces with appropriate development for Downtown
- Further invigorate downtown by adding a variety of housing types with different price points and densities



TRANSPORTATION

Make walking, bicycling, and driving easier for all

- Add sidewalks and multi-use trails
- Improve streetscape with safer intersections, railroad crossings, and wayfinding
- Better utilize parking Downtown
- Link neighborhoods to Downtown with an extended street grid
- Engage alleyways



ARTS & CULTURE

Grow the arts communities and public gathering spaces

- Identify locations for a possible community center and amphitheater
- Create a community gathering centralized greenspace or town center that can be used for events in the future

Big Ideas



Visioning Workshop RESULTS

The Visioning Workshop was held on January 29, 2019 at the Fellowship Hall First Baptist Church of Tucker.

The Planning Team opened the night up with a presentation on initial findings, survey results and the input gathered from previous meetings, and a brief overview of Tucker's history. Two potential concept plan bubble diagrams were presented to the attendees who were then asked to gather into groups to review and later present their thoughts and ideas on the two concepts to the room. Their findings are described further on the facing page.

35+

VISIONING WORKSHOP
PARTICIPANTS



Top: Attendees first discussed the two concepts proposed together in groups.

Left: Each table picked a spokesperson for the group to discuss the table's collective findings, thoughts and preferences between the two concept plans proposed by the Planning Team.

Summary of Results

Concept Comments

Agenda

Tucker Downtown Master Plan

Welcome to the VISIONING WORKSHOP!

Agenda
Tuesday 2.12.19

- 6:00 pm Team Introductions
Project Scope/Process
- 6:10 pm Market Demand
Discuss Concepts
- 6:30 pm Q&A
- 7:00 pm Group Table Activity

Tucker Downtown Master Plan

Visioning Workshop Worksheet

Activity

1. Review the two concept plans on your table as a group.
2. Choose a group spokesperson at your tables to present findings/discussion points of the group and answers to the two questions below:
 - Question 1:** Which of the two concept plans do you prefer? Why?
 - Question 2:** Are there any changes or missed opportunities to consider?
3. Individually fill this sheet out with your thoughts on each concept.
4. Place this sheet in the basket at the front entrance before you leave.

Q1 _____

Q2 _____

Write down additional thoughts you have in the space provided below.

MORE!

Worksheet

Concept Plan 1 Comments

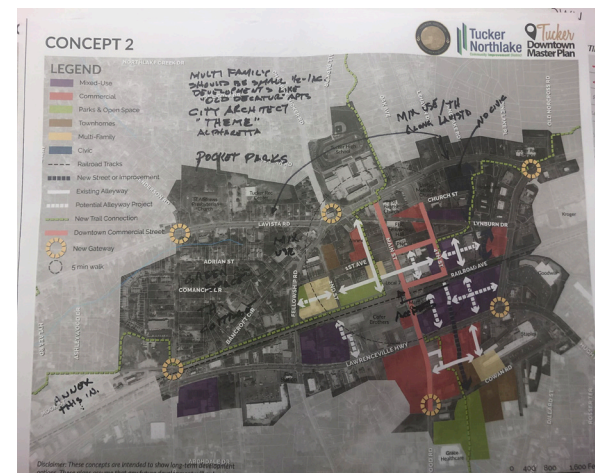
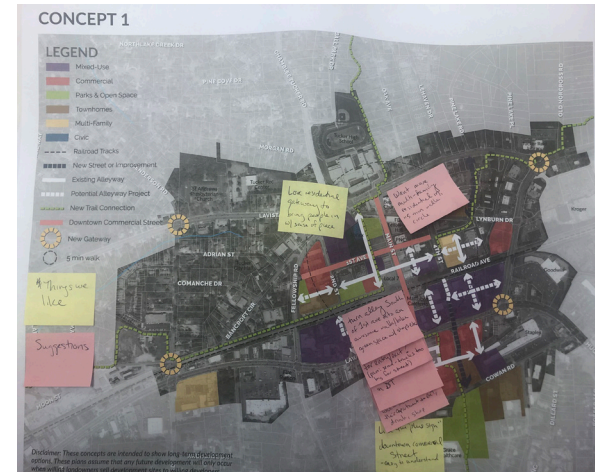
- Better location of central greenspace
- Retail streets along 1st Avenue and Main Street is best to centralize investment in the core
- Like the plans for mixed-use development
- More multi-family options
- Like placement of City Hall off Main Street

Concept Plan 2 Comments

- Concept needs more pocket parks
- Multi-family development should be limited in size
- Show more mixed-use development and office spaces

General Comments

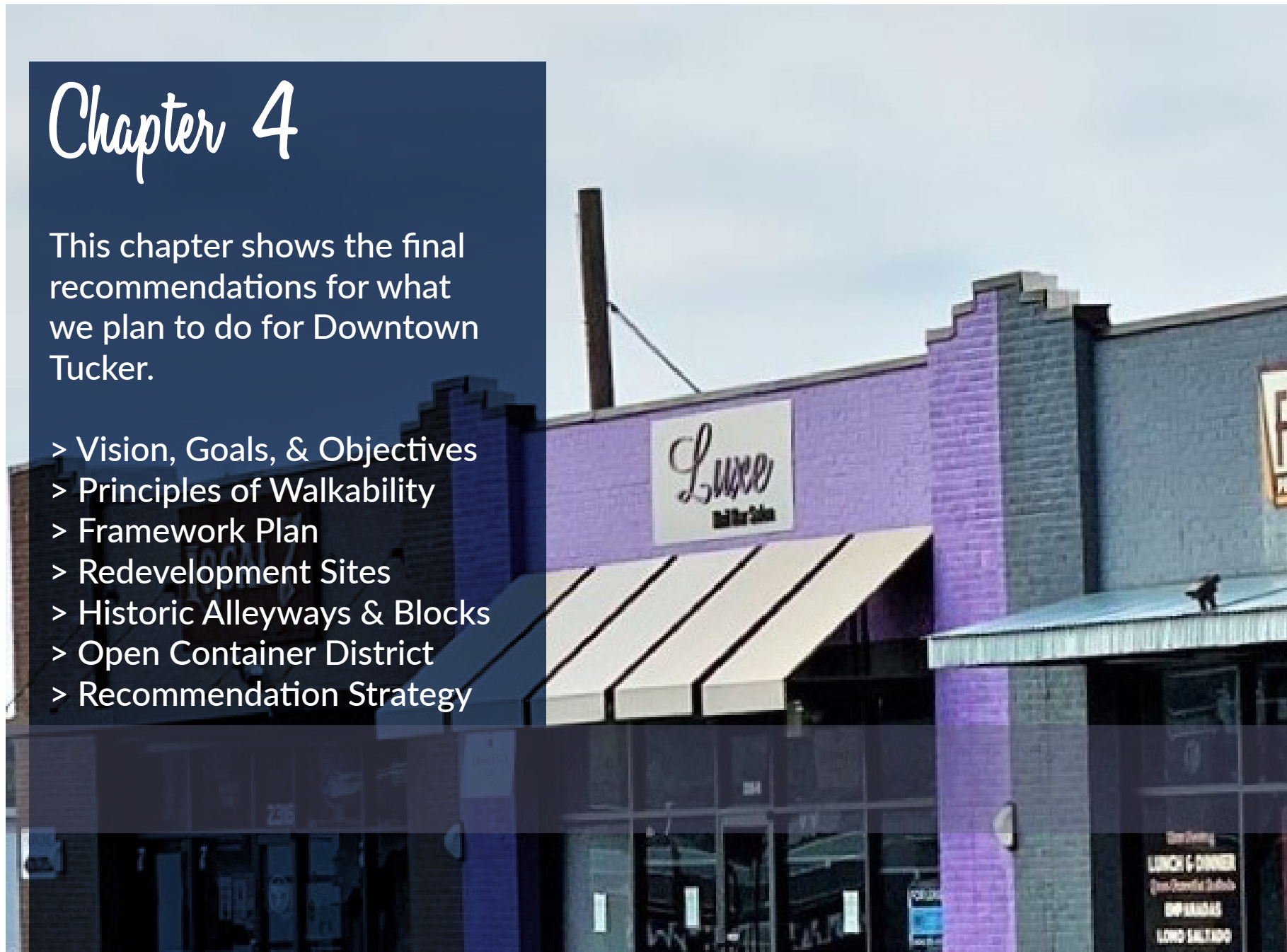
- Need on-demand office space
- Refresh and update Freemasons Square
- More should be addressed on Lavista Road or to the west of downtown in the residential communities
- Would modify these plans to show more residential and more density in the core



Chapter 4

This chapter shows the final recommendations for what we plan to do for Downtown Tucker.

- > Vision, Goals, & Objectives
- > Principles of Walkability
- > Framework Plan
- > Redevelopment Sites
- > Historic Alleyways & Blocks
- > Open Container District
- > Recommendation Strategy





FINAL RECOMMENDATIONS //

Downtown Tucker Master Plan

VISION, GOALS, & OBJECTIVES

The Vision of this Master Plan is to create a walkable, active, and prosperous downtown that supports strong retail and office uses, and enhances the connectivity and vibrancy of Downtown Tucker.

This Master Plan is anchored by the Tucker Tomorrow 2018 Comprehensive Plan and the many plans recently adopted for Downtown Tucker. It represents the collective vision of the community, city staff, business and land owners, and the recommendations set forth by the Planning Team.

Vision to Goals & Objectives

The vision was established based on input received during interviews with stakeholders, discussions with city staff, public meetings, and results from the community survey. Specific Goals listed on the following pages address the vision, which lead to the creation of the Development Plan. The Development Plan establishes three (3) separate design zones based on the Zoning District Regulations and identifies potential locations for redevelopment within those zones. It also highlights the trail network proposed in the Tucker PATH Master Plan, locations for primary and trail gateway improvements, proposed street connections, and identifies the location of historical alleyways available for potential future pedestrian connections.

How are we going to achieve this vision?

By meeting seven goals (as explained on the following pages) relating to land use and development, transportation, economic development, and arts and culture:

- **Land Use & Development.** To provide opportunities to create an attractive downtown, while adding new residences, office spaces, retail, and downtown anchors, such as parks and the relocation of City Hall.
- **Transportation.** To restore existing alleys downtown, create more safe and attractive pedestrian areas and crossings, and design streetscapes for all users.
- **Economic Development.** To strengthen existing businesses, increase amount of dollars spent downtown, and recruit future businesses that further boost downtown's economy.
- **Arts & Culture.** To foster a rich environment where public art can flourish and enhance the vibrancy and cultural identity of downtown.





Establishing a vision will guide policy changes that will activate a more vibrant and prosperous Downtown Tucker.

Recommended GOALS & PRINCIPLES

The plan's seven (7) master plan goals below and on the facing page are intended to guide the physical look and feel of Downtown Tucker through transportation improvements, economic development, land uses, arts and culture, and public spaces.

Under each goal, lists a series of principles that look beyond the physical aspects of the plan, and focus on how the vision is implemented through public policy. These goals continue current City efforts to help existing businesses, attract new businesses and create new programming opportunities to attract new patrons to downtown. Chapter 5 of this report (see page 100) explores how these goals and objectives will be implemented with a detailed project list.



Make Downtown More Walkable and Bikable.

- Improve safety and walkability at sidewalks, intersections, and existing at-grade railroad crossings.
- Support streetscape enhancements.
- Add bicycle facilities.
- Improve conditions of existing sidewalks and add new sidewalks where needed.
- Increase the walkability for students and teachers at Tucker Middle School and Tucker High School with improved connections to downtown.



Utilize the Existing and Historical Network of Alleys and Trails to Improve Access, Pedestrian Connectivity, and Vibrancy Downtown.

- Create smaller blocks and amplify alleyway access for pedestrians.
- Implement trail network as recommended in the Trail Master Plan.
- Develop a set of criteria and action plan geared towards attaining a sense of ownership from all future users of alleys.
- Utilize alleys for future pedestrian outdoor gathering (e.g. festivals and art shows)



Support the Relocation of City Hall To Lavista Road.

- Enhance areas around future site with supportive uses.
- Connect new city hall location to other areas downtown with improved trail, alleyway, and sidewalk network.



Create an Environment for a Thriving Commercial and Entertainment Core.

- Establish key retail streets to encourage development and investment in the downtown core.
- Promote the creation of an “Open Container District.”
- Enhance the economic development toolbox to assist in implementing recommended projects.
- Initiate a Downtown “tax allocation district,” or TAD, to attract high-quality mixed-use development.
- Assess current and future supply and demand of residential real estate to identify needs/gaps of additional housing.



Develop a Wayfinding and Signage Plan for Downtown.

- Add consistent signage throughout downtown including the addition of banner stands.
- Further application of recently adopted sign ordinance.
- Enhance gateways at main entry-points to downtown and trail entrances.
- Incorporate art in new development.



Encourage Appropriate Development Downtown.

- Attract new businesses and retail.
- Build a variety of office spaces including co-working office spaces at varied price points and sizes.
- Offer a variety of appropriate housing types including small-lot single-family, townhomes / plex units, etc.
- Explore the use of additional incentives for housing development.
- Utilize the Downtown Development Authority (DDA) to help initiate housing and mixed-use development.



Create More Greenspaces and Plazas Downtown That Bring Residents and the Community Together.

- Develop more small plazas and pocket parks.
- Improve conditions at Freemasons Square.
- Conduct a study to determine the best location and size of a future greenspace that’s large enough for community gathering and festivals.

Principles of WALKABILITY

What is a Walk Score?

Walk Score measures the walkability of an address using a patented system. For each address, Walk Score analyzes hundreds of walking routes to nearby amenities. Points are awarded based on the distance to amenities in each category. Amenities within a 5 minute walk (.25 miles) are given maximum points. Downtowns should aim to achieve a Walk Score of at least 90. A score of 90 indicates that an area is “a walker’s paradise” - daily errands would not require a car.

Tucker has an average Walk Score of 24, which means that there is some public transportation but does not have many bike lanes or cohesive pedestrian routes.

**CITY OF
TUCKER**



Walk Score **24**

Ways to Achieve Walkability

For a city to encourage walking, it must have a dense mixture of land uses, integrated with connected streets and open spaces, all designed for people. Walkable downtowns are safe, convenient, healthy, and sustainable, but they can be very difficult to achieve everywhere. Tucker has a walkable central grid but over the years as the City has expanded beyond the core, streets have transitioned to a pattern designed for driving.

1

PROVIDE OPTIONS FOR PEDESTRIANS TO GET AROUND

Create interconnected routes that shorten both the actual and perceived distance for pedestrians are vital to achieving walkability. This can be accomplished by making city blocks smaller or by providing access through blocks via publicly accessible alleys, pathways, or boulevards. According to “Design for Walkability,” a good rule of thumb is that a comfortable walking environment offers a choice of route about once per minute, which is every 200 to 300 feet at a moderate walking pace. Walking five 200-foot blocks through a densely populated street is easy and comfortable. Walking that same thousand feet on a suburban commercial street, past a single distant building with no intersections, is very uncomfortable. Main Street in Tucker is a great example of a walkable street, while Lawrenceville Highway to the south with varied curb cuts and suburban shopping centers is not.

2

DESIGN BLOCKS WITH BUILDINGS THAT ORIENT TO THE STREET AND OPEN SPACES

Rather than setting buildings back behind parking lots and large expanses of landscaping and/or concrete, it’s best to place buildings at the edges of streets and public spaces. Having a built edge provides a sense of definition to streets, helps reinforce circulation routes, and allows for easy pedestrian access to buildings. The space between the building and the street is only meant to provide a gradual transition from public to private space. If a building is set back behind parking lots, like they oftentimes are in suburban commercial developments, isolate pedestrians from activities, exposes them to traffic, and forces them to walk greater distances. This pedestrian scale of design will be pushed through Tucker’s recent zoning code updates to the downtown district and expanding it on Main Street between First and Railroad Avenue. As Tucker grows, buildings with loading docks, parking lots, service entrances, blank walls, and driveways should be limited in size and placed where they disrupt the least amount of pedestrians.

3

COMBINE USES TO SUPPORT PUBLIC ACTIVITY

The way in which uses are arranged on a site has a major impact on the level of activity, security, and identity of surrounding streets and spaces. Active spaces such as retail, restaurants, or places of entertainment should be placed



strategically along pedestrian routes to enhance public engagement. Private, less active spaces, such as loading and utility spaces, should be placed towards the interior of parcels, further away from public streets. Downtown restaurants on Main Street in Tucker are a great example of businesses engaging and activating the street with outdoor seating.

4 DESIGN SURFACE PARKING LOTS BEHIND BUILDINGS

Traditionally, suburban development places surface parking lots in the front of buildings, separating the establishment from the street and pedestrians. This form of development is usually unattractive, space-hungry, and disruptive to pedestrians. Parking is an expensive use, but a key driver of site planning and project finances, so having underground parking or parking decks are oftentimes too expensive to build. A more walkable alternative to front of house parking lots, is instead, back of house parking lots, so pedestrians are not sandwiched between unsafe roadways, and parking lots. Additionally on-street parking allows for easy access to shops and provides a buffer between cars on the street and people on the sidewalks. An example of this is on Main Street which has angled on-street parking fronting the businesses.



5 DESIGN BUILDINGS AT A HUMAN SCALE

Buildings should be designed to meet and engage people at their scale, using awnings, facade elements, lighting, public art, signage, bicycle facilities, and other features along sidewalks. Buildings should be broken up between smaller blocks, or subdivided visually. This type of rhythm is indicative of the historic buildings in downtown Tucker.

6 PROVIDE CLEAR, CONTINUOUS PEDESTRIAN ACCESS

The most common width of a sidewalk is usually around five feet. Offering wider sidewalks that include elements like trees, lighting, public art, and street furniture are visually stimulating, feel safer, and will help promote walkability. In cities that are very walkable, it is not uncommon to see 40 feet wide sidewalks, but a well-designed 10-foot sidewalk can be adequate, depending on the location. Not only should sidewalks be wider, but they should be continuous, connect to other types of pedestrian pathways such as alleyways and trails, provide access to major uses and amenities, and be met with safe street crossings.

Development PLAN

The parcels highlighted on the map to the right are potential opportunities for redevelopment. These parcels were chosen for one or more of the following reasons:

- Current land or business owners indicated in interviews that they are open to redevelopment in the future
- Current land or business owners indicated in interviews that they have plans to redevelop and/or improve their property
- Land is vacant or under-utilized
- Land is publicly owned

These parcels may be redeveloped by the current land owner, acquired by either developers at-cost, or could be purchased by the City of Tucker, cleared, and resold to developers at-cost or for a small profit. The profit could be used to fund other public improvements or to acquire more real estate.

The Framework Plan establishes Potential Redevelopment Sites and characterizes the parcels by the proposed Downtown District Zone Regulations that are currently underway for the City of Tucker. The purple highlighted parcels represent those that are located in the DT-1 Neighborhood Zone; the gold highlighted parcels are those in the DT-2 Corridor Zone; and the blue highlighted parcels represent those in the DT-3 Village Zone.

Key Recommendations

The Framework Plan details the following:

- Parcels with potential redevelopment opportunities;
- The distinction of “Key Retail Streets” (see right) to ensure continued retail growth and success;
- Key locations for gateway improvements;
- Existing alleyways that can be re-imagined for future pedestrian connectivity and service access;
- Potential alleyways that are historically significant and could be revitalized for further pedestrian connectivity and service access; and
- Proposed trail network based on the recommendations set forth in the 2019 City of Tucker Trail Master Plan.

What is a “Retail Street?”

This plan defines a retail street exactly how it sounds - it is a street that has retail clustered onto it. Retail performs best when it is concentrated with other retail stores. This concentration benefits all retailers because customers can walk between the shops. Streets with retail typically have wider sidewalks to accommodate heavy foot traffic, plenty of street trees for shade and benches, and the buildings have entrances that face the sidewalk. Successful retail streets have a diversity of businesses that operate during various times of the day and on weekends to keep them active at all times. This plan defines “Retail Streets” as streets that may contain retail, but also include offices and other supporting uses.

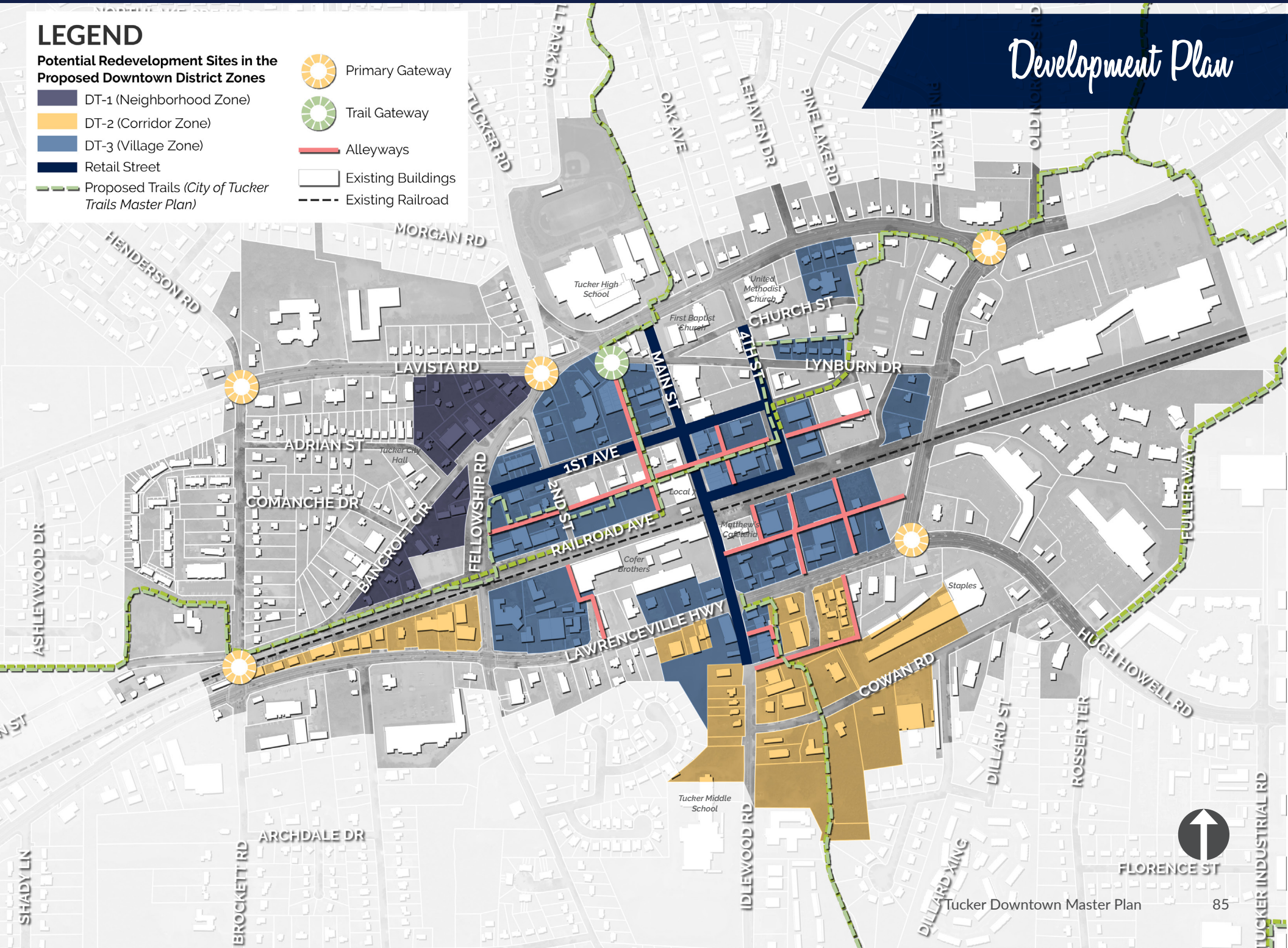
Main Street, 1st Avenue, and 4th Street are recommended as the key retail streets in this Master Plan. Main Street is the closest of the three streets that already have the components of a successful retail street: it is clean, anchored by daytime workers, supported by a variety of shops and restaurants, and is walkable. However, it is unsafe to cross over the railroad tracks, walkability begins to decline and uses become less active south of Railroad Avenue.

LEGEND

Potential Redevelopment Sites in the Proposed Downtown District Zones

- DT-1 (Neighborhood Zone)
- DT-2 (Corridor Zone)
- DT-3 (Village Zone)
- Retail Street
- Proposed Trails (City of Tucker Trails Master Plan)
- Primary Gateway
- Trail Gateway
- Alleyways
- Existing Buildings
- Existing Railroad

Development Plan



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Redevelopment Sites

A Lawrenceville Highway

This site along Lawrenceville Highway, originally surface parking lots is now envisioned as a pedestrian-oriented mixed-use office/retail development to complement the proposed multi-use trail and existing historic buildings at the intersection of Lawrenceville Highway and Idlewood Road.

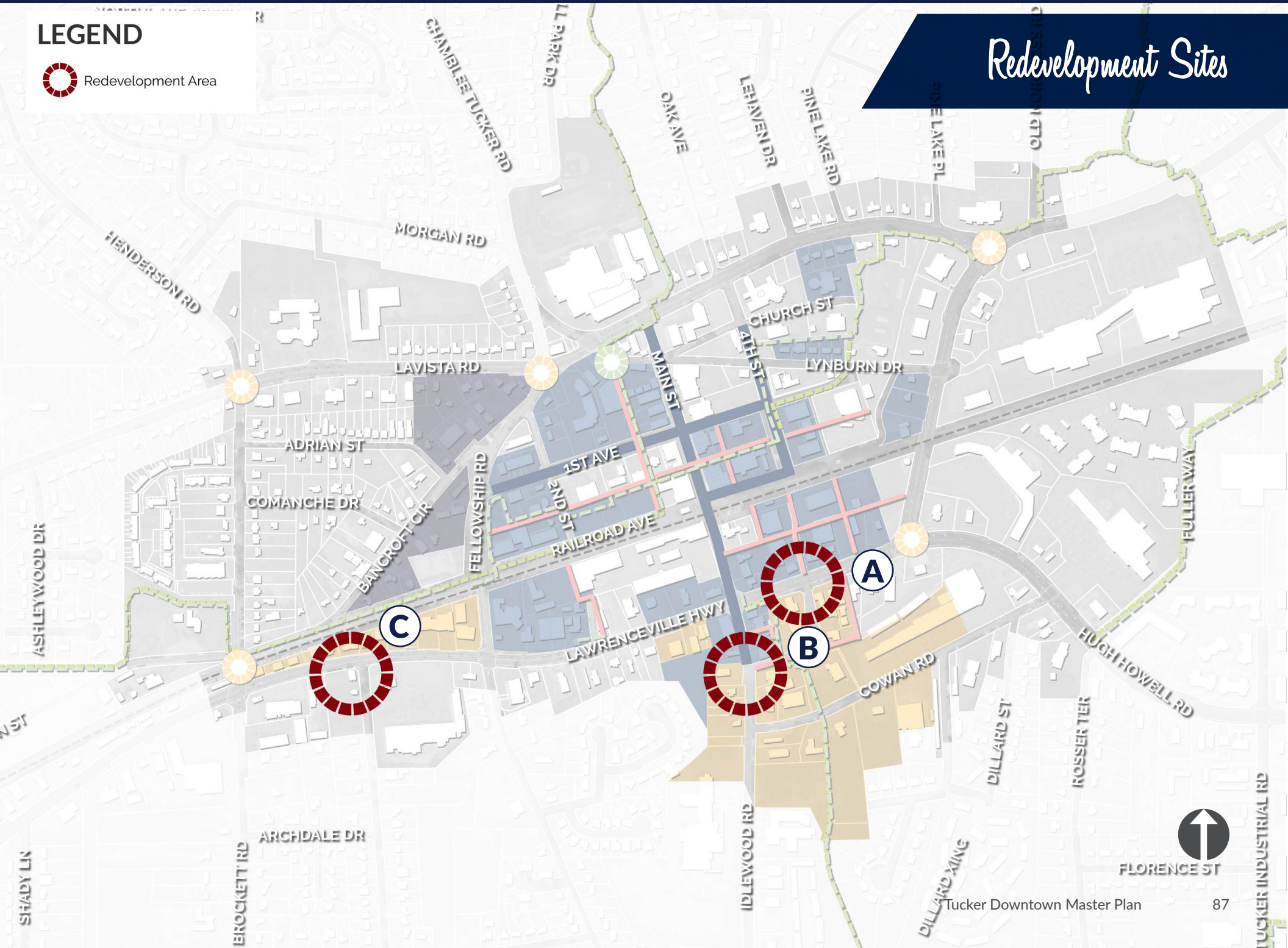


The 3-D illustration shows ideas for the future; they show the potential but do not guarantee that development will occur or that the site designs will be exactly as shown.

LEGEND

 Redevelopment Area

Redevelopment Sites



B Idlewood Road Site

This site along Idlewood Road is replacing under-utilized real estate and transforming it into pedestrian-oriented mixed-use building within walking distance of Main Street.



The 3-D illustration shows ideas for the future; they show the potential but do not guarantee that development will occur or that the site designs will be exactly as shown.

© Morris Avenue Site

This site along Morris Avenue at Lawrenceville Highway is creating residential density with townhomes to increase pedestrian activity and roof tops close by to support the downtown core.



The 3-D illustration shows ideas for the future; they show the potential but do not guarantee that development will occur or that the site designs will be exactly as shown.

Downtown Tucker's ALLEYWAYS

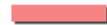



Downtown Tucker has the potential to utilize existing alleys and uncover historic alleys to provide quality public space and accessibility that is safer for pedestrians spending time downtown.

The Tucker-Northlake CID received Atlanta Regional Commission's Livable Communities Initiative funding to further research means to activate the alleys in downtown Tucker.

Historic Map of Browning, GA



LEGEND

-  Existing Alleys
-  Proposed Alleys
-  Historic Blocks (reference from Map of Browning, GA)
-  Railroad Tracks



Existing alleys in Tucker



In total, there are four (4) alleys running east to west (Andrews Alley - south of Lavista Road, Browning Alley - south of 1st Avenue, Cofer Alley - south of 3rd Avenue, and Davis Alley - south of 4th Avenue)

In addition, there are four (4) alleys that run north to south (England Alley - east of Fellowship Road, Flowers Alley - east of 2nd Street, Golding/Goza Alley - east of 3rd Street, and Harris/Henderson Alley - east of 4th Street).

It is recommended that each alley downtown is named to help build an identity and help create a sense-of-place. An example of this being accomplished is the Parsons Alley in Duluth, GA.



These alleys have the potential to create:

A more walkable downtown

- Shortcuts and better city connections
- Opportunities for alleys to be quieter, safer, and more interesting routes than existing streets
- Developers want parcels with street frontage and good access

Places for green infrastructure

- Places for local plants, storm-water drainage, and other green city initiatives
- Act as symbols and catalysts of a healthier more eco-friendly downtown for all

Intimate and personal city spaces

- An option for pedestrians to step out of the street
- Space to sit and eat lunch with friends or meet neighbors

Additional street frontages

- Ground floor retail spaces and restaurant owners have the opportunity to utilize alleyway for sales

Places for children and the elderly

- These user groups are an important part of city life, but often move at a slower pace and need shade, places to rest, places to play safely, and places for people watching

Off-street spaces for festivals and cultural activities

- Activating alleys can provide save interesting places for festivals and cultural activities in outdoor community environments without taking over streets or parks

Unique experiences

- High quality alleys that offer good lighting and feel safe, have good paving, and offer attractions like public art, vegetation, store and business entrances and cafes.
- Offer a unique experience that cannot be found elsewhere downtown

Downtown Tucker's HISTORIC BLOCKS

Remnants of the classic American street grid plan, with wide north-south streets, east-west avenues, and alleys subdividing blocks, are present in Downtown Tucker. Right of way should be secured to restore and expand the pedestrian and vehicular grid downtown creating a more walkable, accessible, and pedestrian friendly city center. Connecting dead end streets and using alleys for pedestrian access, in conjunction with existing and planning sidewalks, supports the goals of the Tucker LCI Study and the Comprehensive Plan by increasing opportunities to live, work, and gather as a community in a unique downtown.

Example of a mid-block crossing utilized as a courtyard space



1892

Today

Block
149,352 sq. ft. / 3.43 acres
420 ft. x 355.6 ft.

Quarter Block
37,338 sq. ft. / 0.86 acres
200 ft. x 167.8 ft.

Original Lots (1 – 8)
18,669 sq. ft. / 0.43 acres
100 ft. x 167.8 ft.

Alleys
15,512 sq. ft.
420 ft. x 20 ft + 355.6 x 20 ft.

Local 7

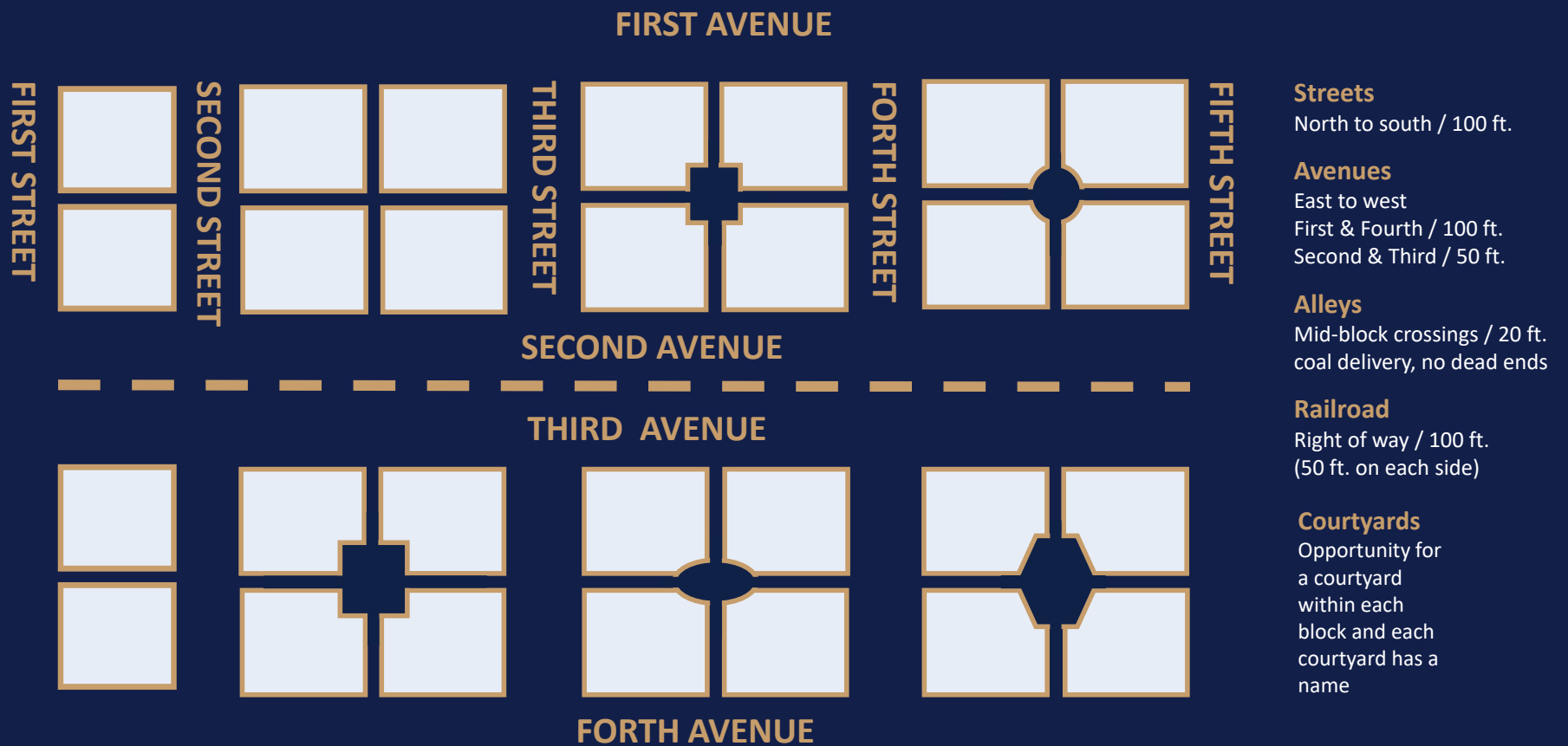
Bank of America

Fifth Street

The test of this study is to help Tucker reclaim its downtown core. Luckily, the components that make an area livable — gridded street pattern, small block size, inviting pedestrian scale, narrow streets are still intact. Therefore, the primary focus can be to help the residents see past the ills of the area, and instead, begin to look at the possibilities.

- Excerpt from the 2005 Tucker LCI Study

Example of how courtyards could be integrated in the historic blocks downtown.



Downtown Tucker

OPEN CONTAINER RECOMMENDATIONS

The City of Tucker does not have an open container ordinance for Downtown.

Today, open containers are only allowed during permitted special events. The proposed recommendations in this Master Plan would allow open containers without a permit, but contained within a few blocks (highlighted in blue on the facing map). The idea is to let downtown patrons move easily between restaurants and enjoy a bit of the outdoors while sipping an alcoholic beverage.

Open container has become a big trend across metro Atlanta. Neighboring cities such as Smyrna, Acworth, Roswell, Powder Springs, and Woodstock have in recent years, approved for open containers areas in their downtowns. The City of Smyrna believes this will encourage residents to enjoy the comfort and beauty of their downtown, as well as encourage the additional support of local businesses by residents and visitors.

Benefits of having an Open Container Policy for a specified area in Downtown Tucker:

- Attract new development and revitalization to downtown core
- Enhance vibrancy and street life
- Increase the number of festivals and improve the night-life
- Clarity for police enforcement

The proposed area is recommended to be contained within a few blocks downtown and restricted to the following streets:

- Railroad Avenue from 2nd Street to 4th Street
- 2nd Street from Railroad Avenue to 1st Street
- 1st Avenue from 2nd Street to 4th Street
- Main Street from Lynburn Drive to Railroad Avenue

Downtown Festival at the Parsons Alley in Duluth, GA

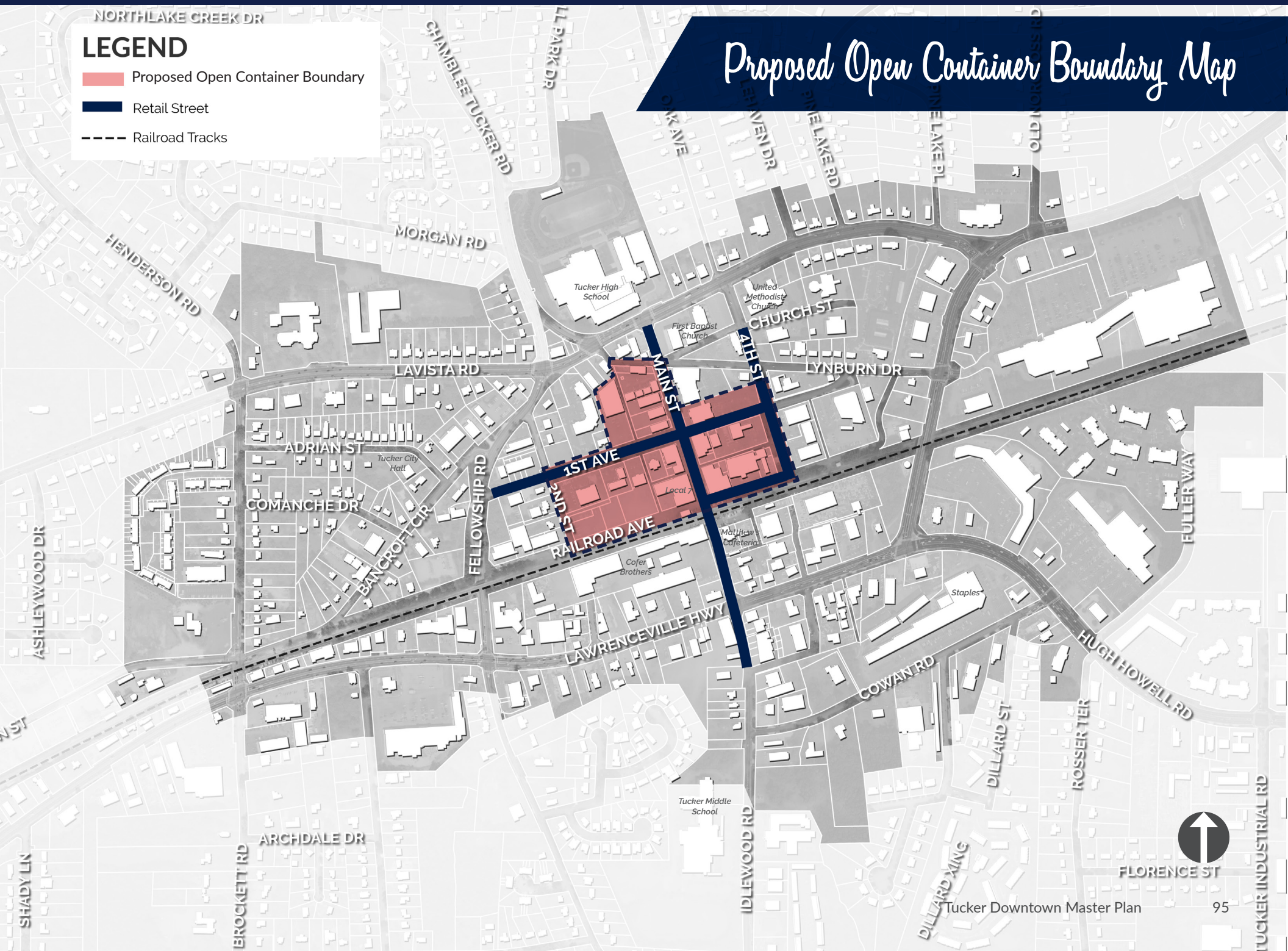


Allowing open containers at select times will spark urban renewal and allow citizens to have responsible fun outdoors

LEGEND

- Proposed Open Container Boundary
- Retail Street
- Railroad Tracks

Proposed Open Container Boundary Map



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Downtown District Based Recommendations

DT-1 DOWNTOWN NEIGHBORHOOD

The DT-1 Downtown Neighborhood District should preserve the existing residential neighborhood character and uses while allowing compatible mixed-use and commercial uses along major roads.

RECOMMENDED USES:

- Variety of residential types such as cottage homes, townhouses, attached and detached small-lot single family, two and three family dwellings.
- Institutional/public buildings such as government Facility, Library, Places of Worship, Recreation
- Mix of office buildings at varied sizes and price points
- Mix of retail or service uses

RECOMMENDED DIMENSIONAL REQUIREMENTS:

- Maximum building height is 2 to 3 stories
- Buildings must face a sidewalk
- 20% of site must be Open Space
- Inter-parcel access is required



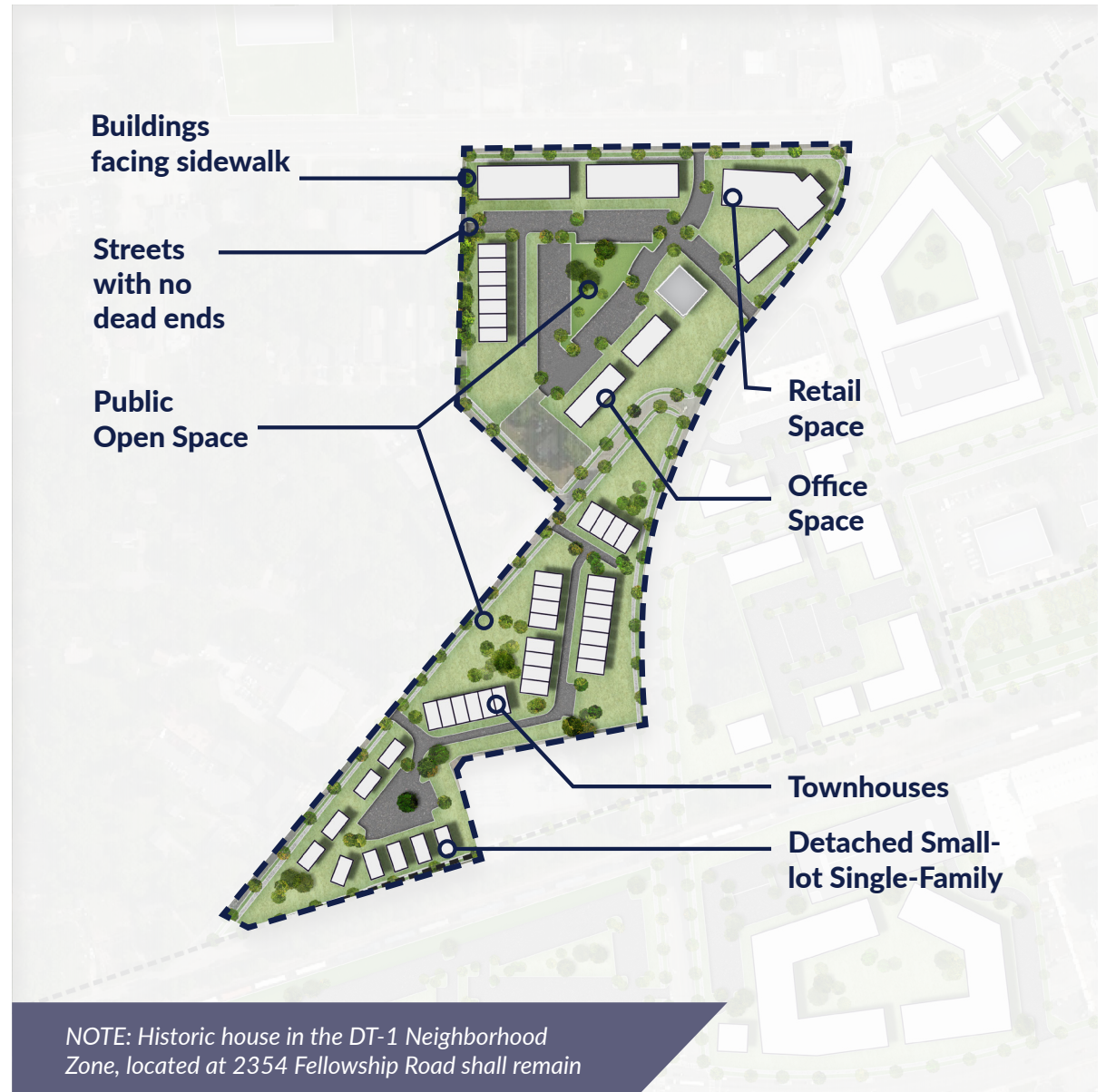
Typical Concept Plan in the DT-1 Neighborhood Zone



1 Story Commercial



Neighborhood Green Space



Downtown District Based Recommendations

DT-2 CORRIDOR ZONE

The DT-2 Downtown Corridor District should encourage mixed-use development along Lawrenceville Highway that creates an aesthetically pleasing and pedestrian-friendly environment.

RECOMMENDED USES:

- Variety of residential types such as cottage homes, townhouses, attached and detached single-family, two and three family dwellings, and Live/Work units.
- Lodging uses such as bed and breakfasts, hotels/motels, nursing care facility, and daycare facilities.
- Institutional/Public buildings including hospital uses.
- Higher Education uses such as colleges and universities and vocational schools.
- Mix of office buildings at varied sizes and price points.
- Mix of retail uses and services.

RECOMMENDED DIMENSIONAL REQUIREMENTS:

- Larger commercial buildings permitted
- Orientation of any development must be toward Lawrenceville Highway and Lavista Road but access may be from the rear
- Maximum building height is 2 to 4 stories (2 stories on Main Street)
- 20% of site must be Open Space



Typical Concept Plan in the DT-2 Corridor Zone



Downtown District Based Recommendations

DT-3 VILLAGE ZONE

The DT-3 Downtown Village District should revitalize Main Street and create a well-defined core area for Tucker. Mixed-use development with commercial and office uses is encouraged to create the downtown, “Main Street” atmosphere.

RECOMMENDED USES:

- Variety of residential types such as cottage homes, townhouses, single-family attached and detached, two and three family dwellings, and Live/Work units
- Lodging uses such as bed and breakfasts, hotels/motels, nursing care facility, and daycare facilities
- Institutional/Public buildings
- Higher Education uses such as colleges and universities and vocational schools
- Mix of office buildings at varied sizes and price points
- Mix of retail uses and services

RECOMMENDED DIMENSIONAL REQUIREMENTS:

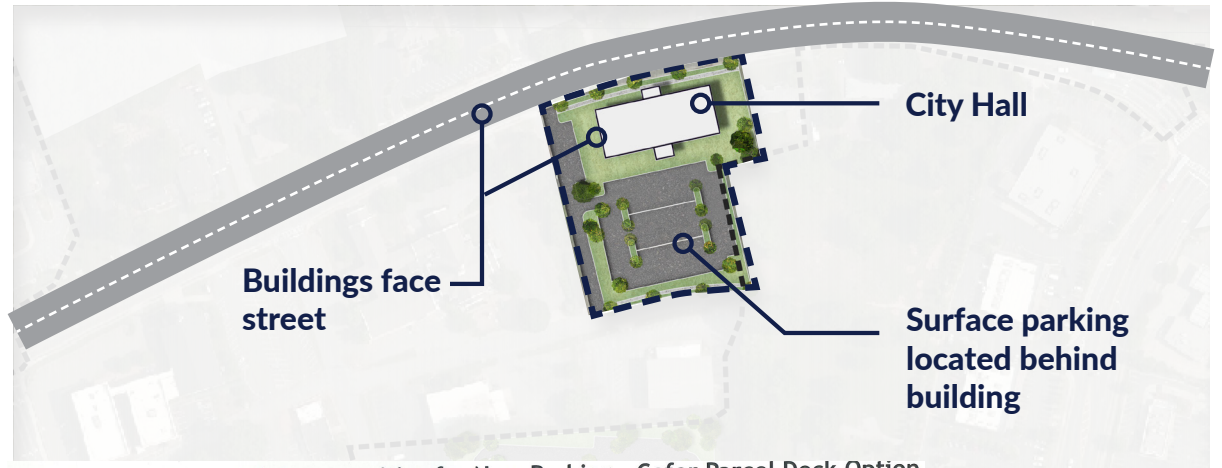
- Mix of urban types that are closer to the street
- Maximum building height is 2 to 3 stories
- 10% of site must be Open Space and 90% max of lot coverage
- Blocks must form an interconnected system of streets



Typical Concept Plan in the DT-3 Village Zone



Institutional/Public Buildings



Potential Opportunities for New Parking - Cofer Parcel Deck Option
Downtown Tucker Parking Revitalization



2 Story Mixed-Use



ULI Proposed
park & parking
in the DT-3
Village Zone

Chapter 5

This chapter shows how this plan will be implemented in the future.

- > Priority Projects
- > Action Matrix
- > Phasing Plan





IMPLEMENTATION //

4 Priority PROJECTS

1

Enhance the economic development toolbox to assist in implementing Master Plan projects. The toolbox includes determining incentive packages to attract appropriate development.

Consider subsidizing development infrastructure, either preemptively or in cooperation with a developer, with a tax allocation district.

- The Georgia Redevelopment Powers Law gives local governments the authority to use the increased property tax revenue in specially defined areas to promote economic development.
- Request from local voters the opportunity to use the Georgia Redevelopment Powers Law to initiate a Downtown “tax allocation district,” or TAD, to help attract high-quality mixed-use development.
- TAD funds should be used strategically to leverage other funding sources where possible to incentivize private investments in housing.

Explore the use of additional incentives for housing development including Land Acquisition Funds, Community Development Block Grant (CDBG), and/or modifying/streamlining entitlement requirements. This is one of the top 4 Priority Projects for the following reasons:

- Incentivize businesses to create more restaurants and retail.
- The market study for downtown indicates the need for more office and residential to activate downtown.

Some projects may lend themselves to priority implementation because they may catalyze future investment downtown because of the amenities they would provide. The following four (4) projects should be tackled first during implementation of this plan.

2

Conduct a Space Analysis and Programming Study for the new City Hall.

The existing City Hall is located just west of downtown in the middle of residential subdivision on Adrian Street and associated government facilities are located separately in a rented building off of 1st Avenue. Plans are already underway to relocate City Hall to Lavista Road, as land has been purchased by the City of Tucker to use as an option for a future location. Conducting a Space Analysis and Programming Study for the new City Hall is one of the top 5 Priority Projects for the following reasons:

- The current location for City Hall is segmented from downtown.
- Departments at City Hall are split between various locations and lack room for growth.

3

Conduct a Downtown Parks and Plaza Implementation Plan

Conducting a Downtown Parks and Plaza Implementation Plan is one of the top 4 Priority Projects for the following reasons:

- Public feedback and analysis of existing conditions uncovered a need for a large park in Downtown Tucker.
- It is recommended by the TSW Team that a community park be located near the new City Hall to help improve walkability and cohesion of downtown.
- It was identified in the public engagement process that Freemasons Square (a privately-owned property) was underutilized.
- Explore parking opportunities along Railroad Avenue.

4

Develop a Downtown Streetscape Implementation Plan that focuses on pedestrian and bicyclist connectivity to downtown.

There are multiple streets downtown that act as a major barriers to connectivity for pedestrians, and divides the central core of downtown from the surrounding residential communities, commercial, and industrial development that serve it. The Streetscape Implementation Plan is one of the top 4 Priority Projects for the following reasons:

- There are missing sidewalks and a lack of bicycle infrastructure.
- Public input from the Visual Preference Survey indicates the community are in favor of streetscapes that focus on walkability and bikability.

Action MATRIX

The Action Matrix outlines each project's timeline, responsible parties, and estimated cost and funding sources.

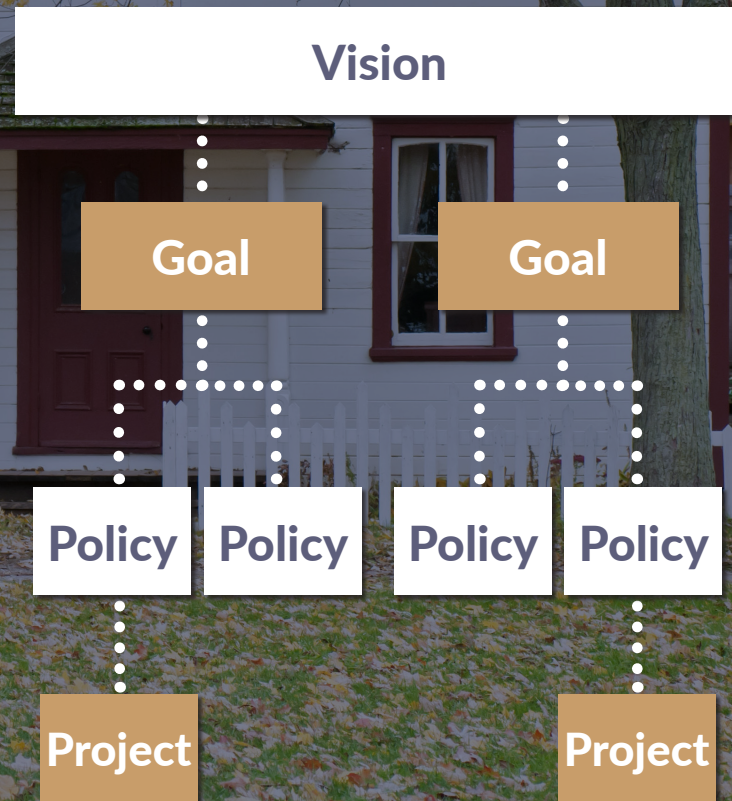
How Goals & Policies Translate into Projects

This master plan offers a series of project and policy recommendations in order to accomplish the seven goals addressed in Chapter 3. The charts on pages 104-106 note the recommendations and corresponding action steps to implementation.

A general phasing plan on page 107 notes one way to phase the implementation; however, as City funds become available and as developers assemble land, projects can be phased accordingly and concurrently. Projects that will make an immediate positive impact for Downtown Tucker are prioritized, such as projects that provide public park space and enhance the car and pedestrian networks, because they

form the framework for future growth. The private sector will drive the development schemes for the majority of these projects;

however, as noted in the chart, the City can support and catalyze these initiatives by purchasing land ahead of time.



Implementation Strategy

Short-, mid-, and long-term projects and policies are recommended. They are divided into four categories: Transportation (T.#), Economic Development (ED.#), Land Use &

Development (LU.#), Arts & Culture (AC.#). The short-term projects, that the City of Tucker can implement immediately, improve the public realm and start activating more of Downtown. The other projects are longer-term initiatives dependent on larger funding

streams, coordination with private developers where appropriate, and collaboration between public entities. The project matrix lists all the recommended projects, timeline for completion, general cost estimates, the responsible entity, and the funding sources.

Project Matrix

Column Title	Cost	Phase	Responsible Party	Funding Source	
TRANSPORTATION (T)					
T.1	Conduct a Downtown Tucker Grid & Alley Restoration Feasibility Study and Implementation Plan	\$100,000	Short Term	Tucker-Northlake CID	LCI
T.2	Develop plans for pedestrian crossing improvements at the Main Street railroad crossing (sidewalks, crosswalks, fencing, landscape, etc.)	\$25,000	Short Term	City	General Fund
T.3	Study medians on Lawrenceville Highway and Lavista Road for beautification and traffic safety	\$50,000	Mid-Term	City	General Fund / DOT
T.4	Develop a Downtown Streetscape Implementation Plan that focuses on pedestrian and bicyclist connectivity to downtown	\$150,000	Short Term	City	General Fund / SPLOST / DOT
T.4a	Idlewood Road Streetscape Project	-	-	-	-
T.4b	Railroad Avenue Streetscape	-	-	-	-
T.4c	Lynburn Drive Streetscape	-	-	-	-
T.4d	Lavista Road Streetscape	-	-	-	-
T.4e	1st Avenue Streetscape	-	-	-	-

Project Matrix

T.4f	Lawrenceville Highway Streetscape	-	-	-	-
T.4g	Brockett Road Streetscape	-	-	-	-
T.4h	Hugh Howell Road Streetscape	-	-	-	-
ECONOMIC DEVELOPMENT (ED)					
ED.1	Establish Open Container Boundary Regulation for Downtown	Staff	Short Term	City	-
ED.2	Create events in Downtown Tucker during times of the year that do not currently see a lot of activity	Staff	Ongoing	City	-
ED.3	Initiate low-interest rehabilitation financing program and/or lease-purchase programs, and promote their use, to assist homeowners, investors, and developers.	TBD	Short Term	City	General Fund
ED.4	Enhance the economic development toolbox to assist in implementing Downtown Master Plan projects by determining attractive elements for downtown development incentive package.	Staff / DDA	Ongoing	City	General Fund / CDBG
ED.5	Install banner stands for events on Main Street	Staff	Short Term	City	-
LAND USE AND DEVELOPMENT (LU)					
LU.1	Conduct a Space Analysis and Programming Study for the new City Hall	\$20,000	Short Term	City	General Fund
LU.2	Focus redevelopment on identified sites on the Framework Plan	Staff	Short Term	City	-
LU.3	Cluster new retail development along Main Street, 1st Avenue, and 4th Street	Staff	Ongoing	City	-

Project Matrix

LU.4	Conduct a Downtown Parks and Plaza Implementation Plan	\$25,000	Short Term	City	General Fund
LU.4a	Railroad Avenue Park or another area in Downtown for a future Park	-	-	-	-
LU.4b	Determine new activation plan and design for Freemasons Square on Main Street	-	-	-	-
ARTS AND CULTURE (AC)					
AC.1	Gateway creation including signage, public art, & landscaping	\$50,000	Mid-Term	City	General Fund
AC.1a	Lavista Road and Brockett Intersection	-	-	-	-
AC.1b	Railroad Avenue and Lavista Road Intersection	-	-	-	-
AC.1c	Lavista Road and Fellowship Road Intersection	-	-	-	-
AC.1d	Hugh Howell Road and Lawrenceville Highway Intersection	-	-	-	-
AC.1e	Lawrenceville Highway and Lavista Road Intersection	-	-	-	-
AC.2	Continue Implementation of the 2019 City of Tucker Branding Master Plan to determine Signage & Wayfinding for downtown	Staff	Ongoing	City	General Fund

Phasing PLAN

This plan will take at least 10 years to fully implement.

Priority Projects (0-2 years)

As previously mentioned, seven Priority Projects were identified: Enhance the economic development toolbox to assist in implementing Downtown Master Plan projects (ED.6), Conduct a Space Analysis and Programming Study for the new City Hall (LU.1), Activate existing alleys through tactical experimentation techniques (AC.3), Conduct a Downtown Parks and Plaza Implementation Plan (LU.4), and Develop a Downtown Streetscape Implementation Plan that focuses on pedestrian and bicyclist connectivity to downtown (T.4).

Short-Term Projects (2-5 years)

Short-term projects are initiatives that improve the public realm and that can be implemented fairly quickly to activate more of Downtown. These projects consist of alleyway feasibility study and implementation plan, streetscape projects, intersection improvements, the open container boundary regulations, and a space analysis and programming study for the new City Hall.

LEGEND

 Streetscape Projects

 Project Matrix ID Number



Mid-Term Projects (5-10 years)

The next phase of projects includes: Study medians on Lawrenceville Highway and Lavista Road for beautification and traffic safety (T.3)

and Gateway creation including signage, public art, & landscaping (AC.1). The mid-term period is relatively quiet in order to devote more resources to completing short-term project and coordinating longer term projects.



Tucker
**Downtown
Master Plan**



TSW
Bleakly Advisory Group
City of Tucker
Tucker-Northlake CID