

Land Use

Adopted 10/15/2024

Motor Mile Corridor Character and Vision

The Motor Mile Corridor will continue to be a major regional shopping destination for auto sales and service. Though local commercial areas will be primarily auto-oriented in their marketing, future land uses will reflect a mixed-use urban environment that is pedestrian and bicycle friendly and visually appealing to visitors.

Future Land Use and Development Character

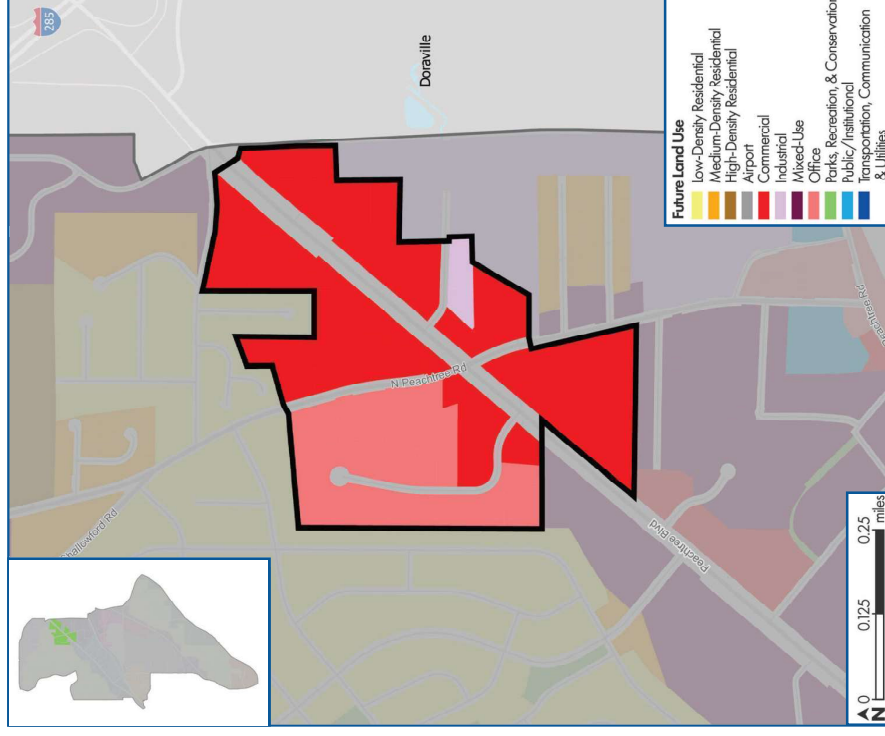
- Land uses recommended for this area include commercial retail, office, and mixed-use.
- **Future Land Uses:** Commercial, Industrial, Office
 - Appropriate zoning for this area can be found in the Zoning Quick Reference Guide on page 141

Policies and Implementation Measures

- Implement urban design standards that feature coordinated signage, inventory display, street furniture, lighting and landscaping that create a recognizable character for the corridor and improve walkability
- Maintain appropriate buffers between residential areas to the north and the commercial uses along the corridor
- Allow the continued use and adaptive reuse of older industrial buildings not visible from the corridor within the requirements of the II zoning district
- Prohibit new auto dealerships from locating along the Peachtree Boulevard corridor, and encourage redevelopment of newly vacated auto dealership sites
- Discourage the expansion of existing or the creation of new surface lots for vehicle display or storage.
- Encourage the use of parking structures for these uses
- Complete intersection improvements at Peachtree Boulevard, North Shallowford Road, and Parsons Drive
- Create a gateway at Peachtree Boulevard, Shallowford, and Parsons Drive intersection to welcome visitors to the City



Motor Mile Corridor - Future Land Use



Land Use

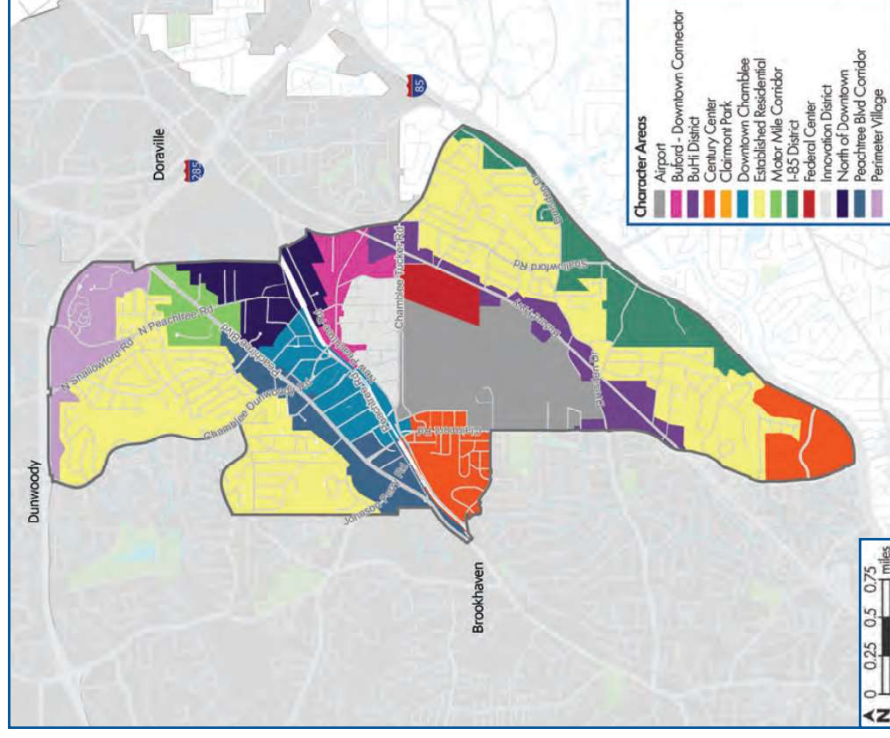
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Character Areas

Building on the Character Areas established in the 2019 One Chamblee Plan, the Character Areas were analyzed and then refined to more accurately delineate regions with similar or distinct characteristics. The analysis identified the need to account for updates in small areas and the development pattern changes observed over the past five years. Notable changes include the creation of the North of Downtown (former GM District), Buford-Downtown Connector (formerly Aviation District and BuHi District), Innovation District (formerly Aviation District), and Institutional District (former BuHi District). These changes were made to ensure that the Character Areas accurately represented the evolving nature of the community. Alongside these map changes, revisions were also made to the Character Area narrative and recommendations to align with updated small area or housing recommendations. These updates were aimed at creating a more comprehensive and responsive plan that reflects the current and future needs of Chamblee.

Character Area	Character Area Vision
Airport	Economic hub; centered around PDK Airport
Buford Hwy Downtown Connector	Medium-density, moderate-income neighborhoods and international businesses
Buford Highway	Cultural retail destination
Century Center	High-density, walkable, mixed-use gateway node
Clairmont Park	Stable established single-family neighborhoods and higher-intensity residential along major street frontage supported by nearby commercial, mixed-use, and office areas
Downtown Chamblee	Vibrant center with transit-oriented development and associated high-density housing, services, civic functions, and employment opportunities
Established Residential	Stable, established single-family neighborhoods supported by nearby commercial areas, schools, and parks
Motor Mile Corridor	Visually appealing, mixed-use, and walkable regional shopping destination for auto sales and service
I-85 District	Stable, affordable, medium-density housing and lower-density office and commercial
Federal Center	Employment center focused on federal offices and facilities
Innovation District	Low-rise commercial and light industrial uses with range of job opportunities to support surrounding neighborhoods
North of Downtown	Live/work area that serves as an extension of downtown and offers a mix of housing options to accommodate a range of income levels
Peachtree Blvd Corridor	Active and visually appealing mixed-use corridor with pedestrian-oriented, human scale development
Perimeter Village	Dense mixed residential area with some office and commercial uses

Character Areas



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Future Land Use

The Future Land Use map provides parcel level future land use recommendations. Along with the Character Area map and supporting Character Area narrative pages (101 - 140), this provides guidance to City staff and decision makers on the land use and zoning changes envisioned for each parcel over the next 20 years. The table below shows each of the future land uses with residential densities where applicable and appropriate uses.

Future Land Use	Residential Density	Uses
Low-Density Residential	Less than 6 units per acre	Single-family detached and attached housing
Medium-Density Residential	6-19 units per acre	Single-family attached housing and multi-family housing
High-Density Residential	20-80 units per acre	Multi-family housing, live-work units
Airport	N/A	Airport-related functions
Commercial	N/A	Retail, restaurants, and services
Industrial	N/A	Light industrial uses, warehousing, and supportive office and retail uses
Mixed Use	6-80 units per acre	Any combination of residential, commercial, office, and public/institutional uses
Office	N/A	Privately-held spaces for business, professional, financial, and non-profit organizations
Parks, Recreation, and Conservation	N/A	Publicly- or privately-held parks, playgrounds, recreational facilities, and protected open space
Public/Institutional	N/A	Publicly- or institutionally-held schools; places of worship; assisted living facilities; medical facilities; libraries; and City, county, state, or federal services
Transportation, Communication, and Utilities	N/A	Power lines, railroad, communications, and cellular towers

Future Land Use

