

Brewery Desires Toco Hills Space

A "micro" brewing company has its sights set on a new home at Toco Hills Shopping Center in north DeKalb.

Dow Scoggins, president of Friends Brewing Co., says the company probably will ask the county government to rezone about 2,000 sq. ft. of the center from a C-1 to a C-2 category in the next few weeks.

DeKalb's county commission last month approved a zoning law change that allows small malt beverage manufacturing in C-2 (heavy commercial) and M (industrial) districts.

Previously, such manufacturers were restricted to M-2 (heavy industrial) districts.

Friends makes Helenboch beer. It started operations in north Georgia several years ago. The micro brewery is now based in Union City.

The company hopes to be operating in DeKalb by early next year.

This Week's Rezoning

TOCO HILLS STOP STR
DeKalb News/Era
Thurs. July 26, 1990

Store Growth Okayed; Sloan Plan Delayed

By REBECCA W. THOMAS

DeKalb County's board of commissioners has approved an expansion of the Kroger Store in the Toco Hills Shopping Center — an expansion that will have the additional store space spilling over into the controversial parcel of land known as "Toco III."

Development on that parcel was denied by the commissioners at their May zoning meeting.

Attorney David Flynt, representing Harry Arnold, Leila Johnson Arnold and Leila Louise Arnold, owners of the property, this week was seeking an alteration in the C-1 conditional use of the Kroger property, which will straddle parcels I and II.

The new expansion of the store will increase its size from 42,130 to 60,400 square feet.

Mr. Flynt brought along to the afternoon zoning meeting 50 supporters from the neighborhood. There also were opponents of the plan present. They were represented by Ken Murphy, who spoke for residents in the North Druid Hills and Mason Mill neighborhoods.

Toco Hills Shopping Center is at the intersection of N. Druid Hills Road and LaVista Road. The proposed expansion faces LaVista Road and threat-

ens a residential area off Houston Mill Road, opponents charged.

Commissioner Sherry Sutton suggested that the Commission delay a decision on the controversial change for two weeks so that the neighbors and the board members could study the site plan.

Flynt said that the site plan dealt with water retention, erosion control and traffic flow, all neighborhood concerns, and that the only change to the site plan was the configuration of the building.

Commissioner-At-Large Annie Collins presented a substitute motion to approve the application to alter conditions on the site and the commission okayed the request on a 5-2 vote.

ANOTHER NEIGHBORHOOD controversy on LaVista Road centered on developer Jim Andrews' proposal to expand his Sloan Square complex on LaVista Road, near the intersection with Briarcliff Road.

Neighbors from Shepherds Lane and Beechaven Drive complained about flooding on Memorial Day. And, they blamed it on insufficient water run-off controls in Sloan Square.

Andrews got the commission to approve his proposed land use amendment to change the usage

from OPR (office-professional) to HDR (high density residential) but the rezoning proposal, from OI (office institution) to RM-HD (multi-family high density) was deferred until the Aug. 28 zoning meeting, at the suggestion of Commissioner Sutton.

She speculated that part of the flooding problem might be related to nearby mini-warehouses on Briarcliff Road.

"Let's figure out whether they are doing their job," she said.

The DeKalb County Planning Department approved the RM-HD site plan, which would add 84 units to Sloan Square, to be called Sloan Square II, but said that the developer had to control the run-off water from Sloan Square I.

Andrews brought along a hydraulics expert, Joe Lancaster, who blamed the flooding on the big catch basin, of which Sloan Square is just a small part, he said.

The protesting neighbors continued to explain that they had never had damaging floods before Sloan Square was built.

See ZONING, Back Page

(All in DeKalb Co. GA)

Toco Hill Pharmacy (Leonard Brown)

2921 N. Druid Hills Rd.

Toco Hill shoe Rebuilders (Geo. L. Oldham, mgr)

approx 2897 North Druid Hills Rd.

Toco Hill Shopping Center

2855 N. Druid Hills Rd.

Toco Hill Shell Service (Glen O. Hall)

2222 Lavista Rd. NE.

page 1232

Atlanta City Directory

1962 Suburban Edition

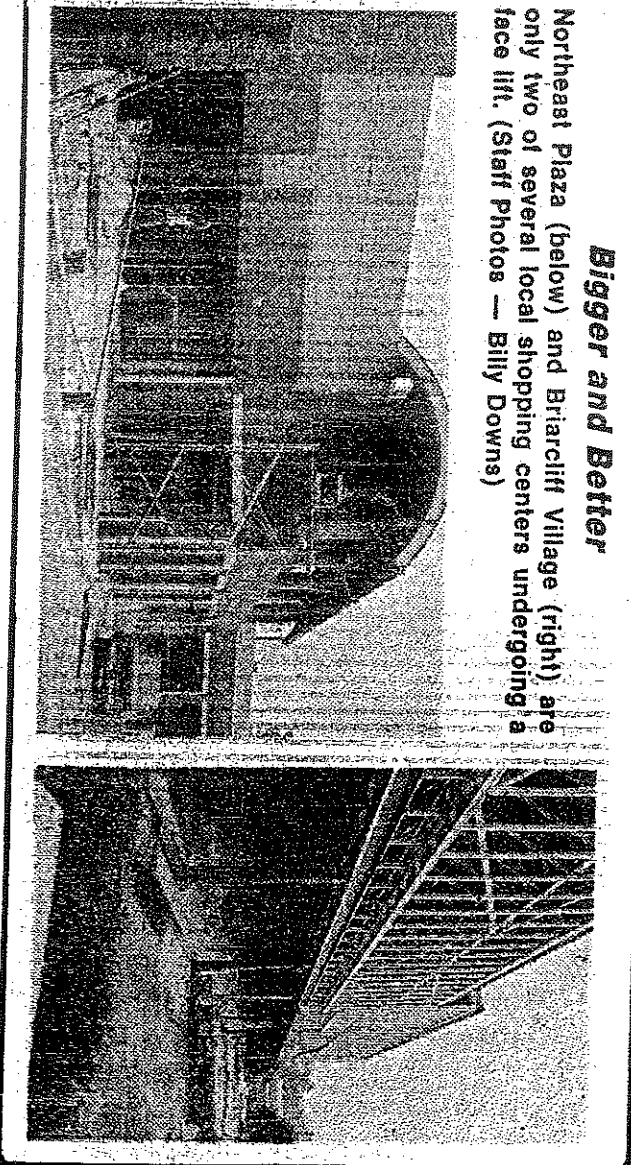
not listed in 1957

(Thursday, October 19, 1985)

DeKalb

Bigger and Better

Northeast Plaza (below) and Briarcliff Village (right) are only two of several local shopping centers undergoing a face lift. (Staff Photos — Billy Downs)



High cost of new construction sparks wave of shopping center renovations

By Chuck Bell

Staff Writer

Anyone who takes a casual drive around DeKalb County these days can't help noticing all the commotion at some of the older shopping centers.

Buildings are surrounded by scaffolding. Bustling workmen are tearing off old facades and putting up new ones. Parking lots are being re-stripped and old lighting fixtures replaced.

Among the shopping centers receiving a face lift are Northeast Plaza, Briarcliff Village, North DeKalb Mall, Toco Hills Shopping Center, Avondale Mall (formerly Columbia Mall) and Embury Hills Shopping Center. Most of them are strip centers rather than enclosed malls, and nearly all are more than 20 years old.

The most extensive changes are taking place at Northeast Plaza and Avondale Mall.

Northeast Plaza is being renovated and expanded in a joint venture between Western Development Southeast and David Barnhart and Associates. In addition to a complete facelift, the mall will grow to 290,000 square feet, adding 52 tenants, and a possible future expansion could boost total retail sales space to 400,000 square feet.

Avondale Mall, where much of the new Chuck Norris movie "Invasion: USA" was filmed, was completely gutted and rebuilt in a new configuration that allows room for more small shops.

"I don't think there's a single nail or wire or piece of tile that was here before," said Monica Warner, director of marketing and advertising for Scott Hudgens Co., which owns the mall. "When Chuck Norris was making the movie we told him he could destroy anything he wanted to because it was all going to be replaced anyway."

The shopping center renovations going on in DeKalb County reflect a nationwide trend. All over the country, real estate developers are finding limited opportunities in the construction of large regional malls, and they are turning toward smaller strip centers.

■ **Northeast Plaza:** Renovation to cost in excess of \$1 million, (not including expansion). New facade, expanding to total of 290,000 square feet. 52 shops added.

■ **Toco Hills:** Renovation to cost \$2 million. New facade. Internal changes. ■ **Briarcliff Village:** Renovation to cost \$3 million. New facade, rearrangement of shop entrances, two new anchor stores.

■ **Avondale Mall:** Renovation to cost \$4 million. New name, complete internal rearrangement, new food-service area, new anchor stores.

"It's become a very popular thing to do for a number of reasons," said Billy Bowman, president of Inter-south Inc., which manages Toco Hills Shopping Center.

One of the reasons, not surprisingly, is money. "By doing renovations, they can get higher rents," said Barbara Shatterly, who handles marketing for Intersouth.

Tenants at the older malls were paying rent far below the current market rate. At Toco Hills, for example, Bowman said tenants had been paying rent that averaged \$3 per square foot in an area where other shopping centers were charging rents of \$12-\$14 per square foot. He said the renovated Toco Hills center now will be able to charge a higher rent.

Tom Thompson, a leasing agent for the Oxford Group, which is overseeing the renovation of Briarcliff Village, said rent at that center will average \$18 per square foot when the renovation is completed.

In some cases, the higher rent forces older tenants to move out. But new businesses usually are willing to fill the vacated space.

At Briarcliff Village, Ace Hardware and Clough World are departing. They will be replaced by T.J. Maxx — which is taking 26,000 square feet in the center — and Upton's, a new department store chain which will occupy a 50,000-square-foot space.

Thompson is optimistic about the outcome of the changes at Briarcliff Village. "We came in and took the plaza over about a year ago," he said. "The center is about 20 years old and it badly needed renovation. The design didn't make any sense with the fronts of the retail stores facing into the inner part of the mall."

Files,
7000
HILLS
SHOPPING
MALL