



# COLLISION & COEXISTENCE

*BUFORD HIGHWAY AS A LOCUS OF  
ARTICULATED SOCIAL RELATIONS*

Alexander Krupp

University of Kentucky



Price. Right Price.  
Unusual - Suspension  
Service Services

CHANGE  
ROTATION  
\$29.98

TIES  
THE  
ITY  
YOUR  
KITY

at&t

LONG HALL

THE NEW  
THE NEW

PAVING  
THE WAY  
FOR THE  
FUTURE

THE NEW  
THE NEW

THE NEW  
THE NEW  
VOTE

THE NEW  
THE NEW  
MOBILIZE

THE NEW  
THE NEW  
MOBILIZE  
ROCK THE VOTING BOOTH

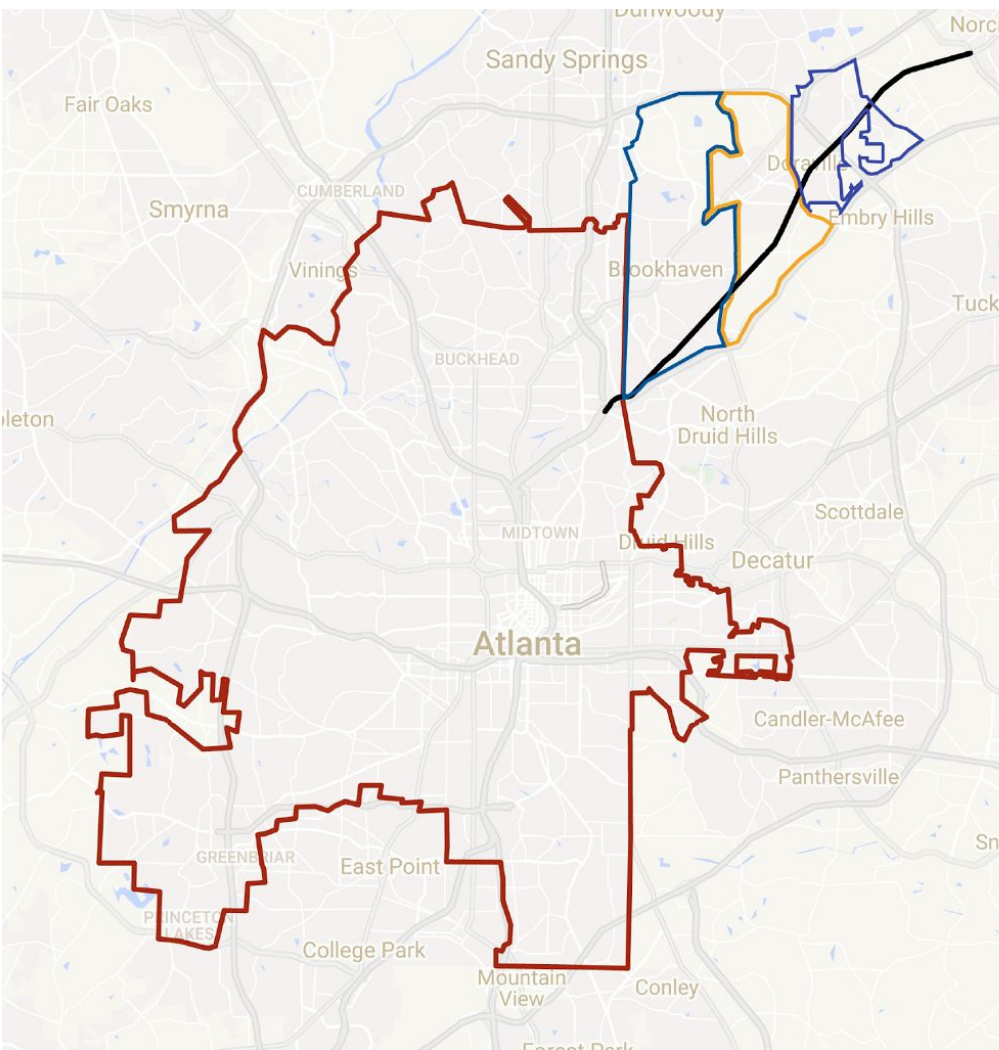
10TH ANNUAL  
TEA WALK  
Together Empowering Asian Americans

FLORIDA

UPS

Kappa Inc.

GOAL HOOK.COM



# LEGEND

- Atlanta
- Brookhaven
- Chamblee
- Doraville
- Buford Highway

# WHY I WANT TO TALK ABOUT BUFORD HIGHWAY

- Countering the Atlanta narrative
- An example of how places change
- Buford Highway is special
  - We can and should keep that

---

# METHODOLOGY

---

# SECONDARY RESEARCH

- Theory
  - Community
  - Place
    - Massey, Bender, Cresswell, Sennett, Corlett
    - A locus of articulated social relations
- Data
  - Newspapers
  - Population statistics



# FIRST-PERSON INTERVIEWS



**Shawn Gillen, PhD**  
*City Manager, Doraville*



**Victoria Huynh**  
*Vice President of Social  
Services and Advocacy,  
Center for Pan Asian  
Community Services, Inc.*



**Mayor Donna Pittman**  
*Mayor, Doraville*



**Penn Hansa**  
*Atlanta resident*



**Rebekah Morris**  
*Teacher, Cross Keys High  
School*



**Susan Fraysse (unpictured)**  
*Doraville resident*



**Marian Liou**  
*Founder, WeLoveBui*



**Julio Penaranda**  
*General Manager, Plaza  
Fiesta*

# HISTORY

---



# HISTORY

- Pre-1960s
  - Chamblee
  - Doraville
  - General Motors
- Contemporary
  - White Flight
  - David Halpern
  - Immigration

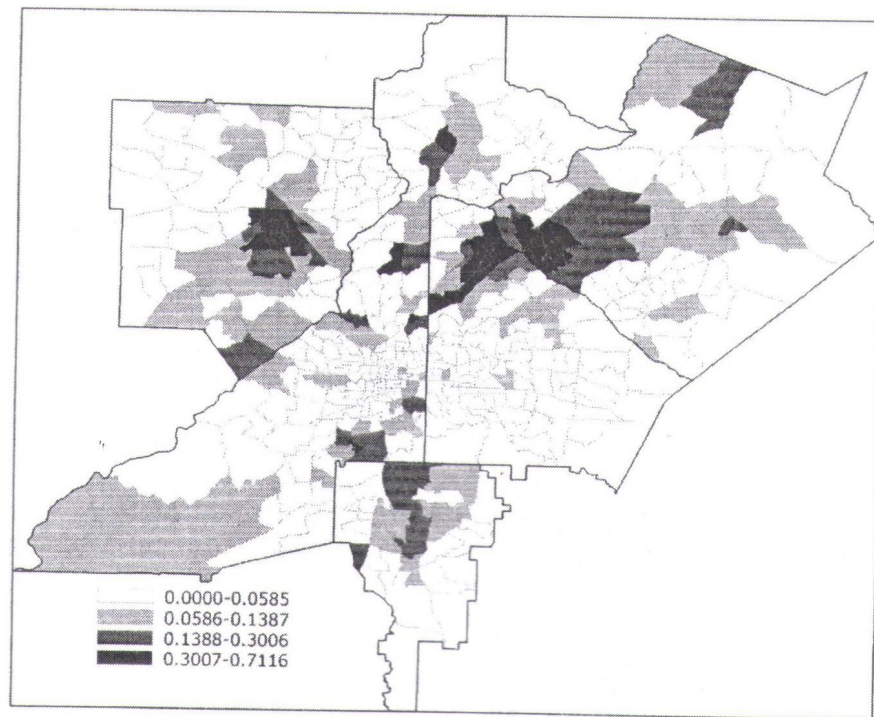


Figure 10.2. Hispanic Population, 2000

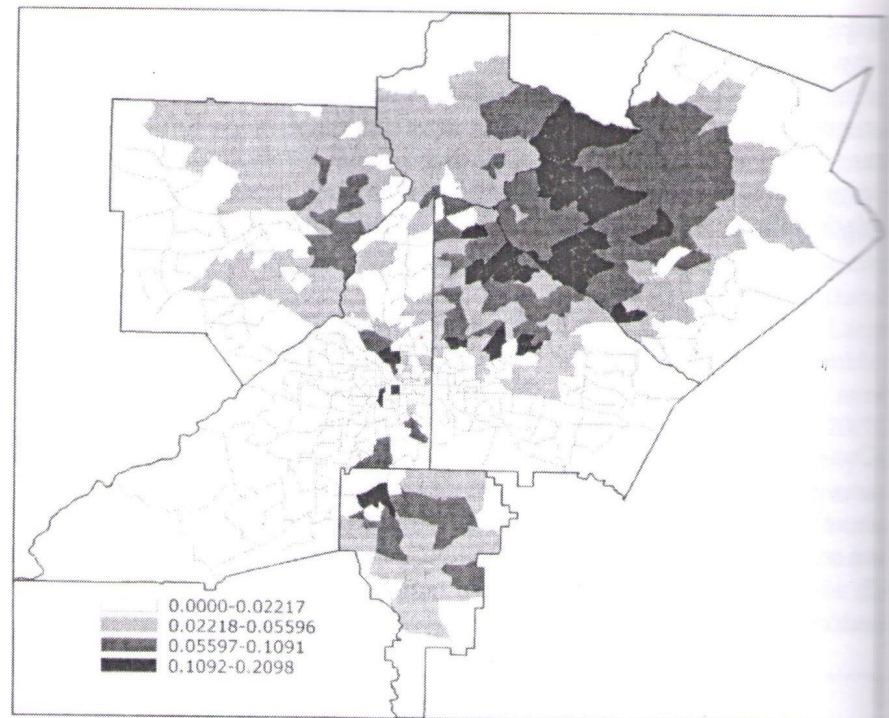
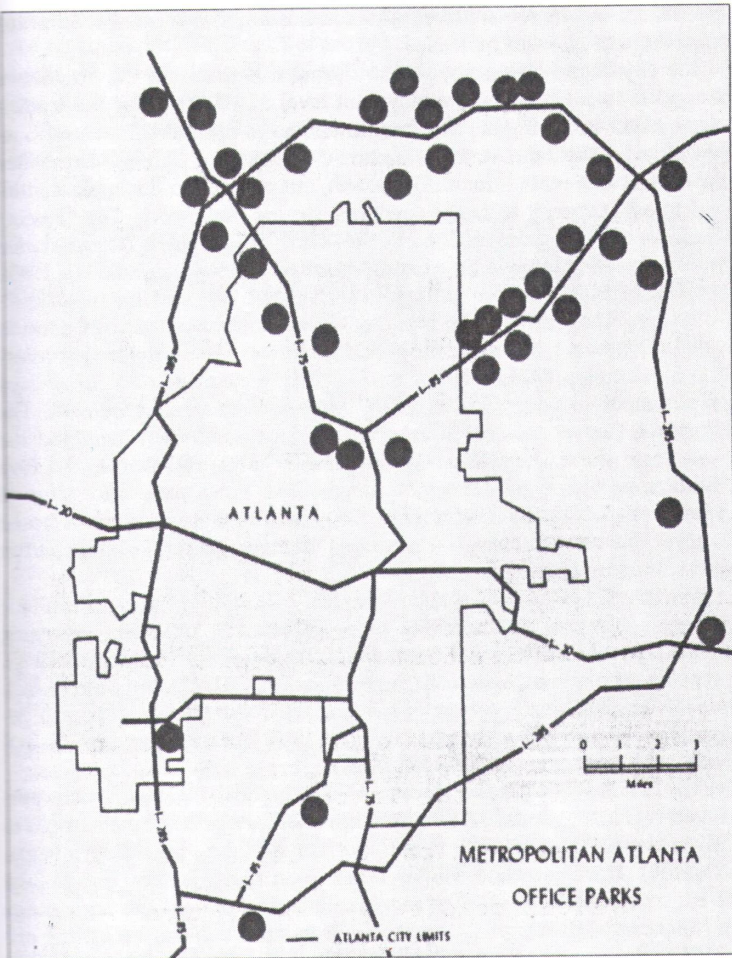


Figure 10.3. Asian Population, 2000



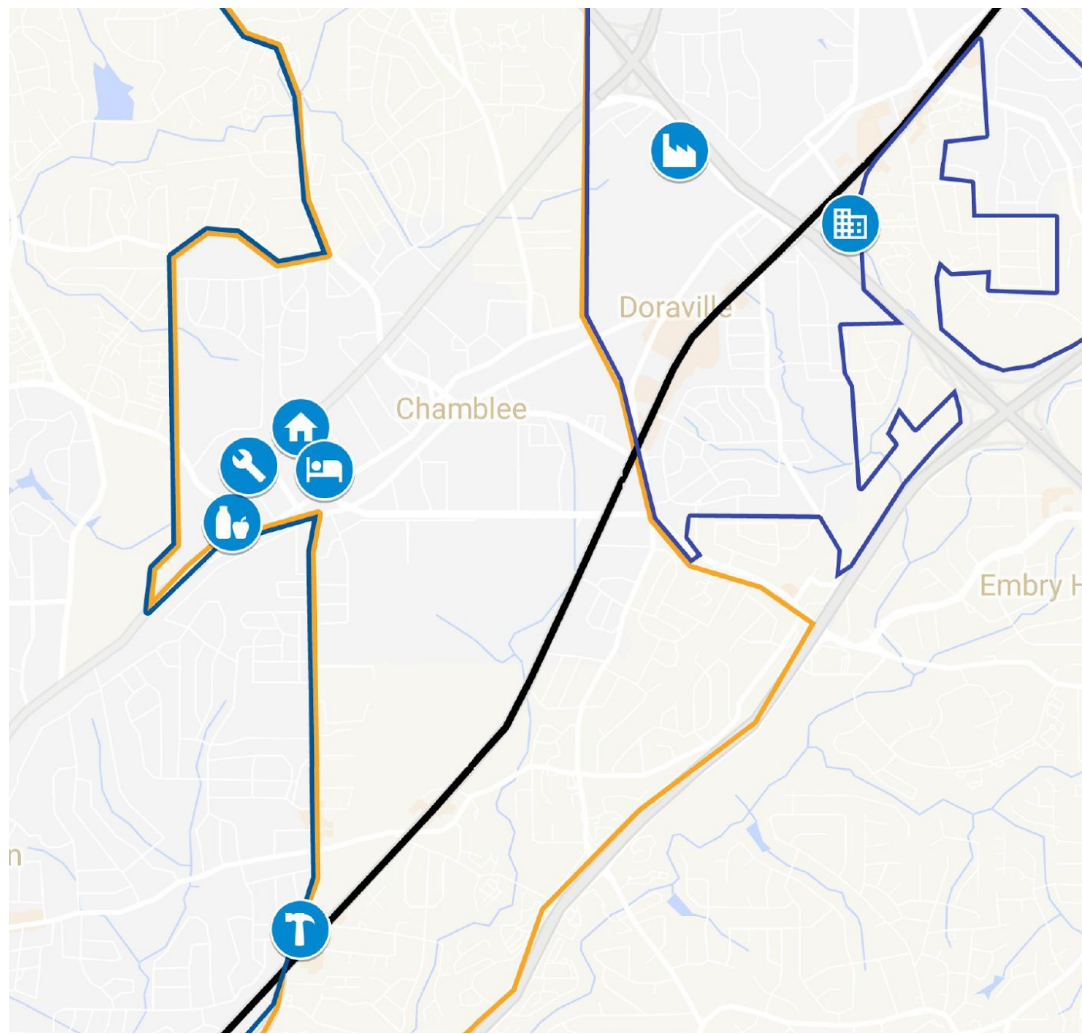
## AN INTERSTITIAL ZONE

Figure 6.7. The pattern of office parks in Atlanta revealed in this 1970 map shows the close correspondence of their locations along the radial freeways and the I-285 perimeter highway. Note the paucity of office parks on the Southside.

# ISSUES AT STAKE

- Developments
- Schools
- Disconnection
- No constructive way to deal with change

---



## LEGEND

-  Former GM plant
-  Nexus BuHi
-  Olmsted Chamblee
-  Trackside Chamblee
-  Parkview on Peachtree
-  Whole Foods Market
-  Skyland Brookhaven

# SCENARIOS

---

# GENTRIFICATION SCENARIO

*In this scenario, caution has been thrown to the wind. As the intown area becomes more desirable, developers offer larger deals to redevelop Buford Highway.*

- PROS
  - Economic prosperity
  - Universal marketability
- CONS
  - Erasure of identity
  - Connection between supply and demand

---



# SUPERFICIALITY SCENARIO

*The Halal Guys opened at the start of 2017... People see a restaurant like that and think diversity. They are right in a way but, unlike the case with many Buford Highway businesses, this diversity is superficial.*

- PROS
    - Respects Buford Highway identity
    - Allows for growth
  - CONS
    - Skin-deep beauty
    - Complacency
-

# ENGAGEMENT SCENARIO

*In this situation, communication networks are well-established, government is receptive and reflective of local people and concerns, and development is driven by the best interests of those people.*

- PROS
    - Gives power to residents
    - Preserves deeper aspects of identity
  - CONS
    - Economically counterintuitive, short-term
    - Far easier said than done
-

# STRATEGIES

- Communication
- Participation
- Long-term planning
- Expression

---

MOVING *FORWARD*

---