



LAND USE FRAMEWORK PLAN

The Land Use Framework Plan is intended to guide future redevelopment and community improvements within the Master Plan area over the next 10-20 years. The Dunwoody Village encompasses over 150 acres of property. Based upon current real estate market conditions and the significant amount of existing retail and office space within the Dunwoody Village, it is unlikely that large portions of the Village could experience redevelopment in the short-term (next 3-5 years).

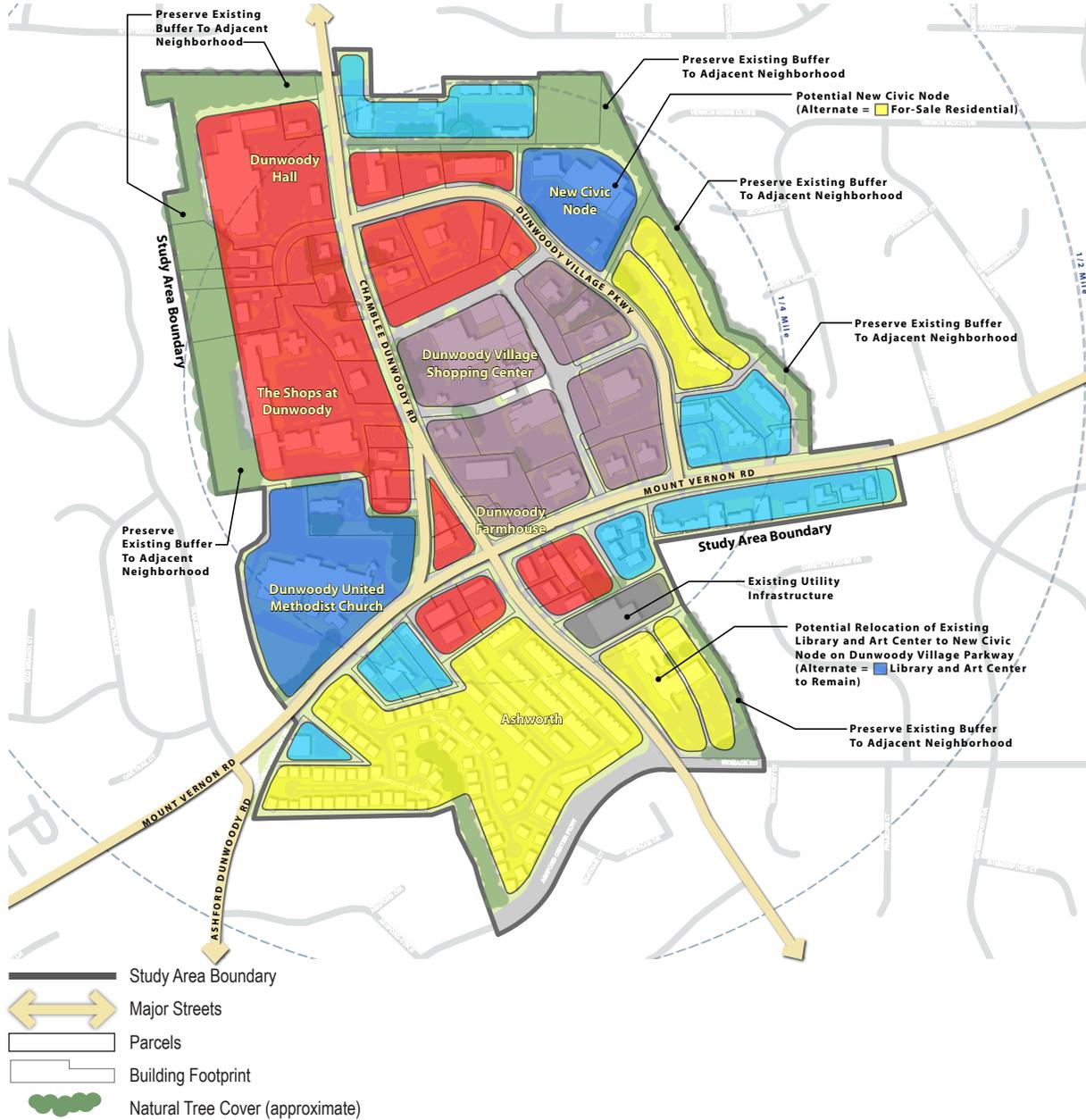
Additionally, a number of properties have multiple owners (office condominiums), are stable institutions or are higher performing retail properties and are unlikely to change in the short- to mid-term. These properties include the Ashworth neighborhood, Dunwoody United Methodist Church, The Shops at Dunwoody, Dunwoody Hall, and a series of office condos on the north side of the study area and along Mount Vernon Road. While some of these properties may need some upkeep and improvement, other areas within the Village exhibit lower levels of activity, rents, and occupancies. These areas are outlined in previous sections of this report related to Activity and Redevelopment Potential.

The land use framework plan seeks to create a 20-year vision for community improvement and redevelopment in areas that are most likely or most susceptible to change. Consistent with the community consensus points the Land Use Framework Plan seeks to:

- Create a more vibrant Village Center including a focal point community green space
- Encourage more compact development forms that promote walkability, but are appropriately sized and scaled to maintain and enhance the area's unique character and identity
- Maintain and enhance convenience retail centers that provide daily goods and services for nearby residents
- "Prune" lower performing retail and office sites over time to improve the area's market fundamentals and visual appeal of the Village
- Allow for modest residential development to enhance walkability and enliven the Village, but in doing so, encourage high-quality, owner-occupied units targeted at empty nesters and active adults

The following sections outline key strategies and recommendations for various districts within the Dunwoody Village Land Use Framework Plan.

Land Use Framework Plan



DUNWOODY VILLAGE DISTRICTS

- NEIGHBORHOOD & CONVENIENCE RETAIL:**
 - Primarily existing retail/commercial
 - Limited professional office
 - Limited opportunity for new development
 - Facade / tenant upgrades over time
 - Internal landscape / pedestrian / site improvements over time (private)
 - Generally 1-2 story development

- SMALL-SCALE OFFICE:**
 - Existing office space
 - Limited opportunity for new development
 - Facade / tenant upgrades over time
 - Internal landscape / pedestrian / site improvements over time (private)
 - Primarily 1-2 story development (third level of occupied space in some existing buildings)

- CIVIC / INSTITUTIONAL:**
 - Existing civic / institutional uses (Dunwoody United Methodist Church)
 - Opportunity for new Civic Node
 - New "town green / plaza" (0.5-1.0 acres)
 - Potential new Municipal Complex
 - Potential relocation of existing Library & Arts Center (from Chamblee Dunwoody Road)
 - Potential new civic uses
 - 1-3 story development
 - Potential supporting retail / office (small-scale 1-2 stories)
 - NOTE: See separate detailed site concept

- FOR-SALE RESIDENTIAL:**
 - Existing townhomes and small-lot single-family (Ashworth)
 - Opportunity for new development (Chamblee Dunwoody Road site & Dunwoody Village Parkway site)
 - 10 to 12 units per acre
 - 2 to 3 stories with private garages
 - Age-targeted (empty nesters)
 - Large units (greater than 2,000 sq. ft.)
 - For-sale product
 - Preserve existing buffers
 - High-quality design / materials

- VILLAGE CENTER MIXED-USE:**
 - Existing Village commercial
 - Preservation of Cheek-Spruill Farmhouse
 - Preservation of Fresh Market and Walgreens
 - Significant opportunity for redevelopment (multiple sites)
 - New "town green" (1.5-2.0 acres)
 - New internal street grid
 - "Walkable" storefront character
 - Potential new storefront retail / office
 - Potential for-sale loft housing over ground-floor commercial (40-80 units)
 - Age-targeted housing (empty nesters)
 - Large units (greater than 2,000 sq. ft.)
 - Generally for-sale product
 - Primarily 2-3 story development
 - High-quality design / materials (compatible with Village aesthetic)
 - NOTE: See separate detailed site concepts



Potential short-, mid-, and long-term Dunwoody Village build-out



VILLAGE CENTER

The proposed Dunwoody Village Center incorporates a significant public open space surrounded by a mix of uses in keeping with Dunwoody Village's traditional architectural style. The Village Center is proposed for the southern portion of the superblock bounded by Chamblee Dunwoody Road, Mount Vernon Road, and Dunwoody Village Parkway. The area today is occupied by a collection of commercial properties including the Dunwoody Village Shopping Center and several outparcels (banks, US Post Office, real estate offices, and others), and the Farmhouse at the corner of Chamblee Dunwoody Road and Mount Vernon Road. The Farmhouse is intended to remain as an important community icon, but be re-integrated into the surrounding area through landscaping and pedestrian walkways.

The primary focus of the Village Center is to:

- Create a central community gathering space within the Village
- Encourage high-quality redevelopment of underutilized areas, primarily the east, "back" side of the Dunwoody Village Shopping Center and underutilized surface parking areas
- Foster greater connectivity and accessibility by creating an internal street grid within the superblock
- Create a more walkable, vibrant Village Center with area appropriate goods and services
- Provide an opportunity for a modest number of high-end residential units to foster greater livability, activity during evening and weekend hours, and security (more "eyes on the street")

A central green space should be the key organizing element of the Village Center. Dunwoody Village has long been the social and historical center of the Dunwoody community. However, gathering spaces for community events have been limited to area parking lots and closing area roadways due to the lack of a central park or plaza. Creating significant, useable green space within the Village is one of the highest priorities voice by community residents. The Planning Team recommends that a village green of 1.5 to 2.0 acres or more should be developed within the core of the Village.

The green space should be visible from one or more main roadways (Mount Vernon Road, Dunwoody Village Parkway, and Chamblee Dunwoody Road). However, 1.5 and 2 acres in size, the green space should not feel “exposed” to a major roadway where area traffic and noise could limit the gathering space’s functionality and use. The community space should include a combination of green (grass and landscaping) and hardscape (pavers, plazas, etc.) to accommodate a variety of uses and events. Positioning the green space along or within the proposed internal street grid will enhance the area’s flexibility to accommodate larger community gatherings by temporarily closing internal streets and expanding events into those areas. The green space should also be linked to the Farmhouse through a pedestrian path, sidewalks, and enhanced landscaping.



LEGEND

- CIVIC
- MIXED USE
- RESIDENTIAL
- COMMERCIAL

The central green space should be surrounded by high-quality, multi-story redevelopment. While there are community concerns regarding the impact of multi-story buildings on the Village's traditional character, it is necessary to have the area surrounding the green space of sufficient height and uses to create a focal point of activity, enhance the area's walkability, and provide the proper proportion to visually frame the green space. While multi-story, these new buildings should be designed in keeping with the Village's traditional architectural style and should be largely red brick.

Based upon the local real estate market fundamentals, the most likely uses for buildings surrounding the central green space are retail and professional office on the ground floor with residential units above. A limited number of buildings surrounding the green space could be commercial with retail on the ground floor and office space above. However, some existing office facilities within the Village would need to be eliminated to provide a market for new office space to be leased.



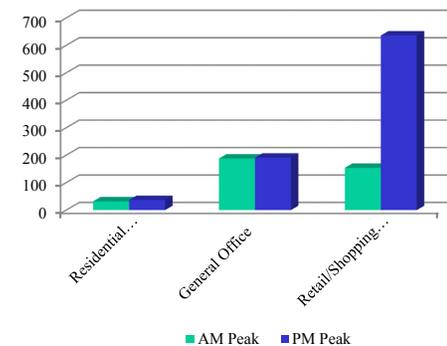
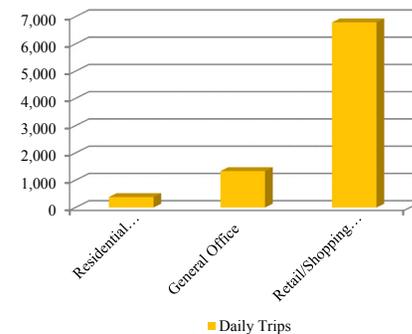


There is significant concern from some area residents regarding the integration of residential units into the Dunwoody Village. Future residential units within the Village are intended to reinforce and add to the traditional character of the Village and are not intended to be high density (over 12 units/acre) or apartment uses. The greatest opportunity to meet community needs and goals and promote “lifelong community” principles is to incorporate a variety of residential units within the Village (residential over retail (flats and stacked units), townhomes, and nearby single-family homes). Residential uses should focus on aging residents and empty nesters that are looking for lower-maintenance residences within a walkable environment and easy access to restaurants, local goods, and area services. Multi-story units should consider elevators to meet the needs to this market and reinforce “lifelong community” principles. Within the Dunwoody Village, residential products should focus on for-sale units, larger than 2,000 square feet, and constructed of high-quality building materials in keeping with the Village’s traditional architectural style.

Integrating residential units in the Dunwoody Village would help foster a multi-modal transportation network and minimize traffic generation within the district. Residential uses generate lower daily trips compared to office and retail uses and significantly lower trips during AM and PM peak periods. Residential uses in close proximity to commercial areas also allow residents and visitors to walk or utilize other modes of transportation limiting the number of necessary vehicular trips. For additional information regarding residential uses, please see “Residential” at the conclusion of this section.

Traffic Generation by Land Use

Land Use Category	Example Intensity		Daily Trips	AM Peak Hour	PM Peak Hour
Residential Condo/Townhouse	55	d.u. (assumed 1,800 s.f./d.u = 100,000 s.f.)	382	32	37
General Office	100,000	s.f.	1,334	188	191
Retail/Shopping Center	100,000	s.f. gross leasable area	6,791	154	636





To meet these and other area circulation and access needs, an internal street grid should be instituted within the superblock of Mount Vernon Road, Chamblee Dunwoody Road, and Dunwoody Village Parkway as opportunities allow. Ideally, two new east-west routes would be provided and one new north-south roadway. East-west roadways would link the traffic signal at Chamblee Dunwoody Road and The Shops at Dunwoody to Dunwoody Village Parkway, and the main entry of Dunwoody Plaza shopping center on Dunwoody Village Parkway to Chamblee Dunwoody Road between the existing Walgreen's Pharmacy and Starbucks. A new north-south roadway should begin at the main entry to the Dunwoody Village off of Mount Vernon Road (between existing Wells Fargo and BB&T banks) and end at the proposed northern east-west road and Dunwoody Village Parkway as it turns toward Chamblee Dunwoody Road. Each of these internal streets should include landscape buffers with trees and lights and pedestrian sidewalks. Bicycle lanes/paths should be incorporated into the roadways as well. These internal roadways should be constructed as a part of redevelopment efforts in coordination with local property owners.

Successful retailers are vital to the vision of a more vibrant Village Center. The current and projected Dunwoody Village environment supports unique, local retailers, and boutiques. Retail storefronts should be designed in a traditional manner along the back of sidewalks facility the central green space and internal roadways.



CIVIC / INSTITUTIONAL

Many traditional town centers include a civic facility and/or icon as an attraction and sociological focal point. Determining whether Dunwoody City Hall belongs in the Dunwoody Village is a larger, city-wide conversation that requires additional study. However, part of the goal of the Dunwoody Village Master Plan was to consider whether a civic presence was desired, necessary, and could be accommodated within the Dunwoody Village if it was determined to be appropriate in the future.

In terms of desire, community feedback included both pros and cons to locating City Hall within the Village. Many residents view the Village as the traditional focal point of the city and see a natural connection between a City Hall and the emotional center of the community. Others were less enthusiastic of repositioning commercial property for a public (non-taxable) facility.

From a community design perspective, a civic presence or public facility is helpful as a community focal point and generator of visitors and activity to the area. However, in the case of Dunwoody Village, that facility could be a City Hall, relocation of the Dunwoody Library into the Village Core, relocation of some of the City's arts facilities into the Village Core, another public facility being developed within the Village, or all of the above.

One possible scenario would be to cluster a future City Hall (with the administrative functions of the police department), Dunwoody Library, and Spruill Arts Center into a single municipal complex within the Dunwoody Village. This opportunity would consolidate several city facilities into a single location with potential greater efficiency. One of the only single properties large enough to accommodate a municipal center of this scale is the Dunwoody Plaza Shopping Center. The concept on the following page illustrates the site's potential to anchor the northeast end of the Village with a range of daytime, nighttime, and evening activities based upon the mix of facilities. The concept would also provide a secondary community green space at ½ to 1 acres in size and maintain and/or enhance the buffer between the parcel and adjacent neighborhood. This concept may include some supporting retail, but would reduce the total amount of retail uses on the perimeter of the Village in favor of enhancing the quality and potential quantity of retail in the Village Center.

A second option for a civic presence within the Dunwoody Village would be adjacent to the Village Green proposed within the Village Center. If there is not a desire to create a larger municipal complex, one side of the community gathering space could be utilized as a site for a civic anchor, similar to concept on page 35.



ILLUSTRATIVE CONCEPTS
NOT AN ACTUAL DEVELOPMENT
PROPOSAL



Dunwoody Village Master Plan

Urban Collage, Inc. | Houseal Lavigne Associates | RCLCO | Kimley-Horn and Associates, Inc. | Market + Main, Inc.



NEIGHBORHOOD/CONVENIENCE RETAIL

Neighborhood retail centers that meet the daily needs of nearby residents and workers are one of the mainstays of the Dunwoody Village. Under this plan there should be incentives for façade, landscape, and streetscape enhancements to improve the appearance and accessibility of commercial properties primarily along the west side of Chamblee Dunwoody Road and the north end of Dunwoody Village Parkway. However, these shopping areas including Dunwoody Hall, the Shops at Dunwoody, and smaller parcels at the intersection of Chamblee Dunwoody Road and Mount Vernon Road will likely remain retail uses with some limited, storefront offices. Neighborhood/convenience retail areas should maintain consistency with the Dunwoody Village's traditional architectural character.

To enhance neighborhood retail areas the City of Dunwoody should consider:

- A façade and landscape improvement program
- Updating Chamblee Dunwoody Road, Mount Vernon Road, and Dunwoody Village Parkway streetscape requirements to be consistent with those planned in the Circulation and Open Space Framework Plan
- Reviewing the City's site design standards to encourage any redevelopment to address the street by placing buildings at the back of sidewalk and placing parking behind or to the side, screened from public right-of-way
- Enhancing the pedestrian environment by requiring pedestrian sidewalks/paths from major roadways to developments and enhancing parking lot landscaping where appropriate
- Encouraging (or requiring) inter-parcel connectivity and limit curb cuts to major roadways (Mount Vernon Road, Chamblee Dunwoody Road, and Dunwoody Village Parkway) as part of significant development or redevelopment efforts
- Reviewing the City's sign ordinance to ensure that it promotes the installation of low, traditionally styled, high-quality signage and does not serve as a disincentive that results in older, deteriorating signage remaining in place

SMALL-SCALE OFFICE

One of the unique features of the Dunwoody Village is a collection of smaller-scale, Williamsburg-esq office condos. These small scale office facilities are located along the southern edge of Mount Vernon Road between Ashford Dunwoody Road and Wickford Way, at the intersection of Mount Vernon Road and Dunwoody Village Parkway, and along Center Drive at the northernmost end of the Village. As office condos with multiple owners that reinforce the traditional character of the Village, these facilities are unlikely to change over the short- and mid-term. Similar to neighborhood/convenience retail areas, façade and landscape improvements should be undertaken as opportunities arise in keeping with the Village's traditional architectural character.

Maintaining small scale office opportunities is important to maintaining the unique, local character of the Dunwoody Village. However, pruning lower performing office buildings over time will help the Village Center be a more viable location for local businesses. As opportunities arise, low visibility, lower performing, stand-alone office (marked by lower rental rates and higher vacancies) should be removed from inventory over modest reinvestments that will only prolong consolidation and redevelopment.

RESIDENTIAL

As outlined in the Village Center description on previous pages, integration of a modest number of for-sale residential units into the Dunwoody Village can:

- Provide an opportunity for aging residents to remain in Dunwoody, reinforcing lifelong community principles
- Enhance walkability and open space opportunities and the pedestrian environment
- Enhance the market for desired restaurants and boutiques
- Reduce and/or minimize traffic generation

Residential uses in the Dunwoody Village should seek to provide a variety of housing types (flats, stacked, lofts, etc.) to limit opportunities to overbuild, reinforce the area's unique character and broaden the area's appeal. Opportunities include flats over retail/office within the Village Center, stacked units (2-story with garage) over retail/office in the Village Center, and single-family attached townhomes on the periphery of the Village.

There are significant concerns by some in the community regarding the character, quality, and potential impact of residential uses in the Village. The community's vision for Dunwoody Village is a small-scale "town center" in a walkable format with a variety of uses that will enhance the character, livability, viability, and economic value of the area. To meet that vision residential uses considered for the Dunwoody Village should be:

- For-sale units with limits on the number of potential leased units
- 10-12 units/acre
- 2-3 stories, 2 stories at neighborhood edges
- Age-targeted, designed and marketed toward empty-nesters and early retirees who seek a lower-maintenance, more-active lifestyle in close proximity to goods and services
- High-quality materials and design in keeping with Dunwoody Village's traditional architectural character

Geographic factors, market limitations, and community aspirations suggest that the appropriate number of residential units within the Village Center and adjacent areas would be no more than 120-160 units over the next 10 years.

