

4 APPENDIX

PUBLIC PARTICIPATION SUMMARY

Meeting Schedule:

July 14	Project Kick-off Meeting	November 18	Public Workshop 3
August 8	City Council Worksession	November 30	Project Management Team Meeting 4
August 13-24	Stakeholder Interviews	December 2	Public Open Houses and Council member Interviews
September 7	Project Management Team Meeting 1	January 14	Sounding Board 4
September 14	Sounding Board 1	January 19	Public Workshop 4
September 21	Public Workshop 1	January 20	Public Workshop 4 (repeated meeting 4 in second location)
September 28	Project Management Team Meeting 2	January 24	Project Management Team Meeting 5
October 4	Sounding Board 2	February 4	City Council Retreat
October 26	Project Management Team Meeting 3	March 14	City Council Work Session
October 28	Public Workshop 2	March 28	City Council Meeting/Adoption
November 1	Sounding Board 3		

**A RESOLUTION TO ADOPT THE DUNWOODY VILLAGE MASTER PLAN AND
INCORPORATE AS PART OF THE COMPREHENSIVE LAND USE PLAN**

- WHEREAS,** the City of Dunwoody's Comprehensive Land Use Plan, adopted in 2010, provides a vision and direction for the City of Dunwoody and laid the foundation for a more detailed master planning effort for the Dunwoody Village; and
- WHEREAS,** the City of Dunwoody received a grant from the Atlanta Regional Commission (ARC) to conduct the Master Plan for the Dunwoody Village through the Livable Centers Initiative (LCI) program; and
- WHEREAS,** the residents, businesses, and property owners in the Dunwoody Village worked with the City of Dunwoody and the project team led by Urban Collage to develop a vision for the future of the Dunwoody Village; and
- WHEREAS,** the Dunwoody Village Master Plan has been developed based upon the direct input of the residents, businesses, property owners, and other stakeholders in the Dunwoody Village; and
- WHEREAS,** the Dunwoody Village Master Plan was designed to comply with the standards and intent of the Atlanta Regional Commission's Livable Centers Initiative as well as accurately reflect the complex and diverse desires of the citizens and leaders of the City as a whole; and
- WHEREAS,** the City of Dunwoody wishes to adopt the Dunwoody Village Master Plan as a guide for future development and redevelopment in the Dunwoody Village; and
- WHEREAS,** the City of Dunwoody wishes to maintain its Comprehensive Land Use Plan to support the implementation of the Dunwoody Village LCI Master Plan and therefore wishes to incorporate the Dunwoody Village Master Plan as a minor amendment of the Comprehensive Land Use Plan to serve as the guiding policy for the Dunwoody Village.

NOW THEREFORE, BE IT RESOLVED, by the Mayor and City Council of the City of Dunwoody and it is resolved by the authority of said City Council, that by passage of this Resolution the City of Dunwoody Mayor and City Council adopt the Dunwoody Village Master Plan and incorporate it as part of the Comprehensive Land Use Plan as a minor amendment pursuant to the Department of Community Affairs Regulations.

SO RESOVLED AND EFFECTIVE this 28th day of March, 2011.

Approved:



Ken Wright, Mayor

Attest:

**STATE OF GEORGIA
CITY OF DUNWOODY**

RESOLUTION 2011-03-19

Sharon Lowery
Sharon Lowery, City Clerk

Seal



**City of Dunwoody
Dunwoody Village and Georgetown/North Shallowford Master Plans
Project Management Team Meeting**

September 7, 2010

AGENDA

1. Activities Underway
 - a. Site Tours Completed
 - b. Stakeholder Interviews Completed
 - c. Existing Conditions Assessment
 - d. Preliminary Market Study
2. Upcoming Meetings
 - a. Village Sounding Board- Tuesday 9/14, City Hall
 - b. Georgetown Sounding Board- Tuesday 9/14, City Hall
 - c. Georgetown Workshop #1- Wednesday 9/15, Peachtree MS
 - d. Village Workshop #1- Tuesday 9/21, TBD
 - e. Next PMT Meeting- Tuesday 9/28 at 2 PM, City Hall
3. Other Items

**City of Dunwoody
Dunwoody Village Master Plan
Sounding Board Meeting #1**

September 14, 2010

AGENDA

1. Welcome & Introductions
2. Master Plan Process Overview
3. Existing Conditions, Issues and Opportunities
 - a. Community Issues
 - b. Comprehensive Plan recommendations
 - c. Market Issues and Opportunities
4. Sounding Board Vision for the Dunwoody Village
5. Preview of September 21 Community Workshop

Next Meeting- October 4th, Dunwoody City Council Chamber

For more information please visit www.dunwoodyga.gov

Contact: Warren Hutmacher

678-382-6700

Warren.Hutmacher@dunwoodyga.gov

City of Dunwoody
Dunwoody Village Master Plan
Community Workshop #1

September 21, 2010

AGENDA

1. Process Overview
2. Existing Conditions, Issues and Opportunities
3. *Dunwoody Village Compass* Community Survey
4. Planning Stations

Next Meeting- October 28th, 7:00 PM
Dunwoody Baptist Church Chapel
1445 Mount Vernon Road

For more information on the *Dunwoody Village Master Plan* and additional input opportunities please visit www.dunwoodyga.gov

Contact: Warren Hutmacher
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Karen Converse
Keith Tallmadge
LAVONNE M. WARE
Lawrence J. Minoque Jr
Peg + John Kreyke
DAN ATKINS
JOHN CAHILL
K M CAHILL
Sneika Dalmat
Susan Crawford

COMMUNITY WORKSHOP #1

NAME
Bobbe Gillis
Scott & Susie Chabben
Richard Klausinger
Karen Stroer
Bill Tobin
David Troncale
Gary Cockerill
MIKE DAVIS
Bryan Wolfe
Bob Breiten
Bob Breiten
Steve Spiegel
COMMUNITY WORKSHOP #1

NAME
Charlene Shurman
Ann Nelson
Jan Mackenzie
Dance Schreunk
Casey Daniel
Neil Williams
Tom Dorsey
Garre Brasley
JAN Phillips
LISA Bregitzer
Sarah + Bill Hancock
Keith Hicks
COMMUNITY WORKSHOP #1

NAME
Jan Slater
James Fowler
LINDA Klausinger
Ferebee Kaleida
Linda Shulin
Bev WARNER
Bob "
Kristen Wescott
Robin Isaf
Dr. JEFF Priluck
LISA May
Patty & TUCK PERKINS
COMMUNITY WORKSHOP #1

NAME
Wally Dietrich
Eileen Dietrich
PETER PETRECCA
Barbara Petrecca
M. O'Connor
Jim Redouian
John Henahan
Mitch McKeary
K+J KIEFFER
FRED SPANGLER
Emm Zack
Monna Logan
COMMUNITY WORKSHOP # 1

NAME
McAlister
Susan Wittenstein
ROBERT WITTENSTEIN
Tom Fowler
Mary Celine Crawford
Marcia Foster-Duffy
MERESY SHORTAL
Tom Simon
Bob Fiscella
BOB PRESTON
GRANT FARRINGTON
COMMUNITY WORKSHOP # 1

NAME
Joyce & Bill Amacher
Caroline Daniel
Casey Daniel
Nancy Vieira
Stacey Harris
Kate Sweeney
Tina Williams
Erin Byrd
COMMUNITY WORKSHOP # 1

NAME
Allison Thornton
Jill Hartigan
Sharon Mims
Pam Koch
Philip Woody
Robert Wilson
Tammy Anderson
Halter Wallace
Mark & Marlene Leahy
Neal Christy

COMMUNITY WORKSHOP #1

NAME
Jim & Joan Luerssen
Geri Penn
Beverly Summers
Chris GRIVALS
Sara Costner

COMMUNITY WORKSHOP #1

NAME
ROBERT ISAF
Meg ^{Lee} Firebaugh

COMMUNITY WORKSHOP #1

City of Dunwoody

Dunwoody Village Master Plan Public Meeting #1



September 21, 2010
Urban Collage, Inc. with
Houseal Lavigne, RCLCo, Kimley-Horn/Urban Resource Group & Market + Main

Agenda

1. Process Overview
2. Existing Conditions, Issues and Opportunities
3. Dunwoody Village Compass Survey
4. Planning Stations

Planning Team



URBAN COLLAGE, INC.
Planning & Urban Design

- Extensive Community Planning Experience and Expertise
- Public Involvement Specialists
- Focus on Implementation

RCLCo
Market Analysis

- Economic Real Estate Professionals

HOUSEAL LAVIGNE
Planning /Economic Development

- Downtown and Subarea Strategists
- Technology and Public Involvement

**KIMLEY-HORN & ASSOCIATES/
URBAN RESOURCE GROUP**
Open Space & Transportation

- Transportation & Circulation Planning and Analysis
- Renowned Landscape Design Studio

RELMONT AREA REVITALIZATION PLAN

Existing Land Use

Master Plan Process

Phase 1- Inventory and Assessment

- Complete assessment of existing conditions/market study
- Conduct community meetings to clarify community vision
- Define plan and community goals and objectives

Phase 2- Conceptual Master Plan

- Engage the community in developing realistic options
- Develop alternatives and framework plan
- Build community consensus and coordination

Phase 3- Action Plan

- Confirm priorities
- Develop 5-Year and 20-Year action plan
- Adopt plan/begin implementation

City of Dunwoody Comprehensive Plan (June 2010)

Vision/Intent

- "Historically... the "heart" of Dunwoody."
- "A master planning process will establish a detailed vision... focused on pedestrian and bicycle amenities, public functional green space, traffic calming, architectural controls, connectivity and place making."
- Sense of history, "village green," redevelopment with a residential component, unique design character

Future Development- height, form, and use guidelines

Goals- land use, transportation, community facilities

Community Issues and Opportunities

General Consensus Points

- Reinforce Dunwoody Village as the historical and emotional focal point of the Dunwoody Community
- Preserve and enhance the Farmhouse as a community icon
- Maintain the area's uniqueness and identity including the concentration of local businesses
- Make the Village more walkable
- Create community green space and maintain mature tree cover
- Maintain and enhance buffers to single-family neighborhoods

Community Issues and Opportunities

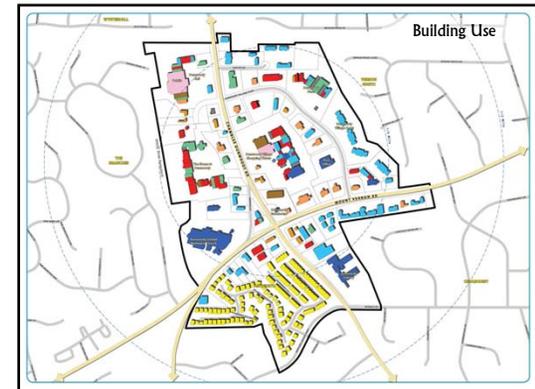
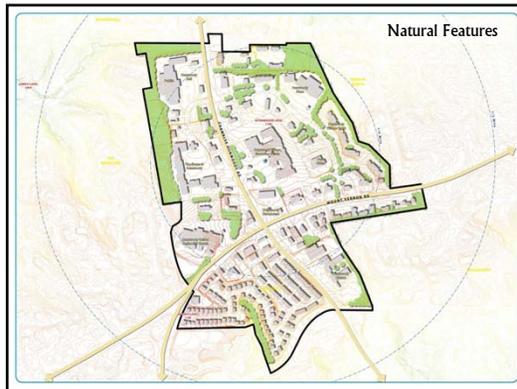
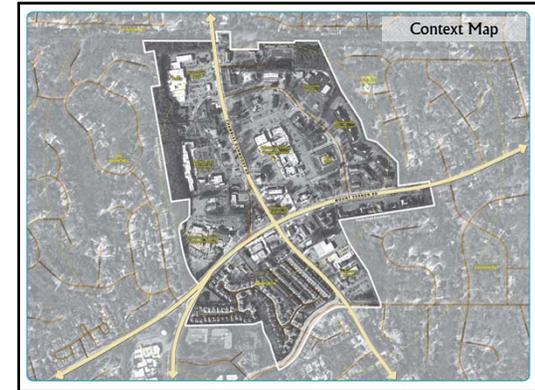
Not Quite Consensus Points

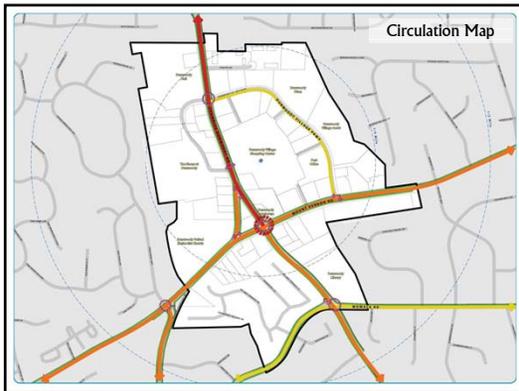
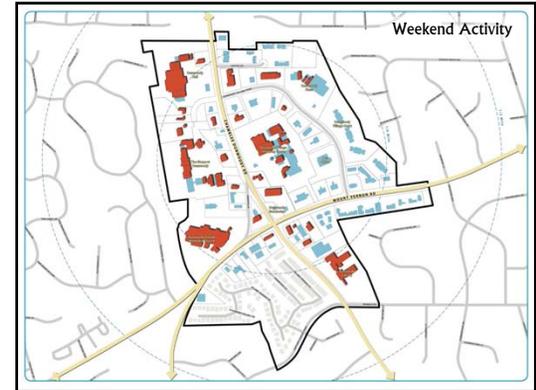
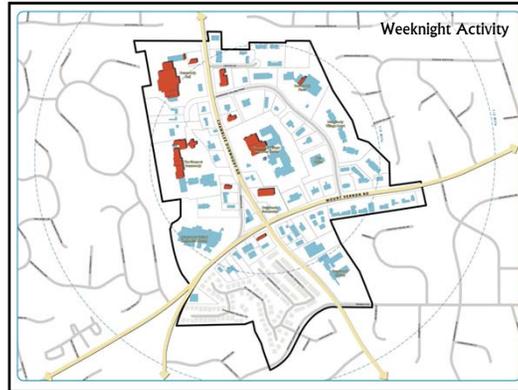
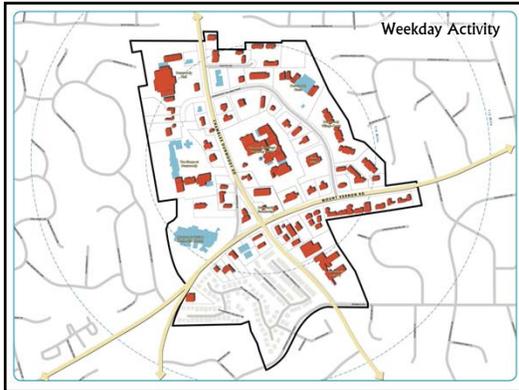
- Maintain a consistent architectural character in the Village
- Strengthen the Village to be more lively and more of a destination
- Recognize potential to add residences to the Village, and strong community preferences to limit residential densities and rental properties
- Evaluate potential for a desired civic presence in the Village

Community Issues and Opportunities

Master Plan Questions for Discussion

- What type of "destination" should the village be? Who is the proper market audience?
- What form should future development/redevelopment take? What regulations are necessary to maintain and enhance the Village's character?
- How can the city and community best attract the goods and services desired for the Village?
- How much, if any, public investment will be appropriate and necessary to catalyze redevelopment of key properties?
- How much green space is realistic in the Village? How would such space be realized?
- Is residential development on the edges of the Village desirable? What about the interior of the Village?
- Is there an appropriate location for a civic facility?





Demographics Drive Real Estate Demand

	Dunwoody Village Study Area	City of Dunwoody	Atlanta MSA
Population (Claritas Est.)	246	36,166	5.5 million
% Owner Occupied Units	96%	62%	69%
% 1 and 2-person households	50%	68%	53%
Median HH Income	\$108,000	\$87,000	\$59,000
Median Age	45	42	35
Notes	No growth projected for study area, negligible growth projected for retail trade area	Greatest growth projected for empty nester and retiree age cohorts	Projected to grow 12.5% over next 5 years

- ### Existing Market Conditions
- 600,000 SF of neighborhood and community retail
 - Nearly 40% of the retail space of Perimeter Mall
 - Collection of neighborhood centers and outparcels
 - Vacancies in Village retail centers moderate despite broader difficulties in retail sector
 - Retail rents in the low \$20 per sf range are well above Atlanta average but generally trending downward by about 10% from peak
 - Retail occupancy about 86% for well maintained centers, in-line with the Atlanta average
 - 285,000 SF of neighborhood and community office
 - Large stock of low-rise buildings and office condos
 - Average year built - 1980
 - Market has responded well to infill townhome communities in and around the study area
 - Despite soft market, conditions appear to be stabilizing
 - Strengthening rental apartment market locally, regionally and nationally (but less desired by the community)

Initial Market Opportunities Assessment

- Area does not lack for retail space but could better meet market demands through "sense of place" and/or walkable environment
 - Unmet demand for midscale restaurants and boutiques likely to be filled once lending loosens up or incentives become available
- Office opportunity in near term is to solidify existing properties
 - Mid-term opportunities if in different format
- Very strong opportunity for townhome development in mid-term
 - More limited but viable "niche" condominium opportunities
- Potentially strong rental residential opportunities
 - Niche product above retail or office
 - Age-targeted or age-restricted

Dunwoody Village Compass Survey



Planning Stations

1. Change/No Change
2. Visions for Dunwoody Village
3. Transportation/Circulation Issues and Challenges



City of Dunwoody Dunwoody Village Master Plan

Public Meeting #2
October 28, 2010, 7 PM
Dunwoody Baptist Church Chapel

Website:
www.dunwoodyga.gov

**City of Dunwoody
Dunwoody Village and Georgetown/North Shallowford Master Plans
Project Management Team Meeting**

September 28, 2010

AGENDA

1. Activities Underway
 - a. Village Sounding Board meetings completed- 9/14
 - b. Georgetown Workshop #1 completed- 9/15
 - c. Village Workshop #1 completed- 9/21
 - d. Workshop Community Surveys and exercises tabulated
2. Upcoming Meetings
 - a. Village Sounding Board- Monday 10/4, City Hall
 - b. Georgetown Sounding Board- Monday 10/4, City Hall
 - c. Georgetown Workshop #2- Wednesday 10/6, Peachtree Middle School
 - d. Dunwoody Village Workshop #2- Thursday, 10/28, Dunwoody Baptist
 - e. Next PMT Meeting- Tuesday 10/26 (to be confirmed)
3. Discussion Items
 - a. Review of Public Workshops
 - b. Preliminary Survey and Workshop Exercise Results
 - c. Website and Community Survey/Activities
 - d. Planning for next Sounding Board Meetings and Workshops
 - e. Confirm next PMT Meeting date

**City of Dunwoody
Dunwoody Village Master Plan
Sounding Board Meeting #2**

October 4, 2010

AGENDA

1. Welcome
2. Overview of September 21st Public Workshop
3. Discussion of Dunwoody Village Opportunities
4. Preview of October 28th Community Workshop

Next Meeting- November 1st, Dunwoody City Council Chamber

For more information please visit www.dunwoodyga.gov

***Contact: Warren Hutmacher
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City of Dunwoody
Dunwoody Village Master Plan
Community Workshop #2

October 28, 2010

AGENDA

1. Overview of September 21st Public Workshop
2. Dunwoody Village Opportunities
3. Community Planning Exercises
4. Next Steps

Next Meeting- November 18, 7:00 PM
Dunwoody Methodist Church Fellowship Hall
1548 Mount Vernon Road

For more information on the Dunwoody Village Master Plan and additional input opportunities please visit www.dunwoodyga.gov

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ROBERT WITTEYSTEN
Bill Davies
Barbara Schwendler
Carolyn Wasserman
Susan Crawford
Brian Robison
Raye McKnight
Ernie McKnight
Larry Mingue
Susan Krohn

COMMUNITY WORKSHOP #2

NAME
LISA Victory
JOHN FRY
DOUG SPOTNA
John Koepke
LEE & MEG FIREBAUGH
Jean Kammerer
Rania Renno
JAY NELSON
GERRI PENN

COMMUNITY WORKSHOP #2

NAME
Bob + Dodie Weithlich
Beverly + Bob EVANS
Richard + BARBARA SNALLEY
Wally DIE TRICK
Lauren Stinson
Jar Stinson
Juan Robledo
Leslie Greenberg

COMMUNITY WORKSHOP #2

NAME
Casey + Caroline Daniel
Neil Williamson
Denese + Steve Spiegel
Tom Luckie II
Rob Weir
Neal Chastigny
Cindy Sedman
BILL GROSSMAN
Shea Ellison
JAN PHILLIPS
ANDERSON CANNON

COMMUNITY WORKSHOP #2

City of Dunwoody

Dunwoody Village Master Plan Public Workshop #2



October 28, 2010
Urban Collage, Inc. with
Houseal Lavigne, RCLCo, Kimley-Horn/Urban Resource Group, & Market + Main

Agenda

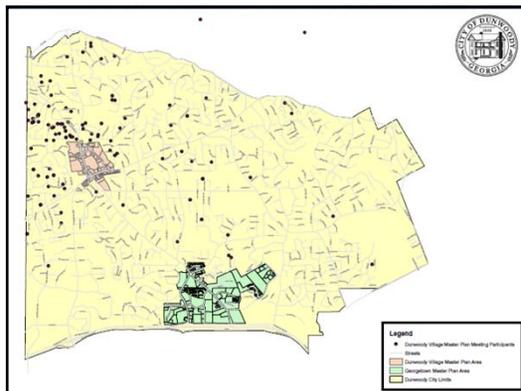
1. Overview of September 21st Public Workshop
2. Dunwoody Village Opportunities
3. Community Planning Exercises
 - Key Questions
 - Photographic Examples
 - Building Blocks
4. Next Steps

Workshop #1 Summary

- Tuesday, September 21st, 7pm
- Dunwoody Baptist Church Chapel
- +/-180 Participants

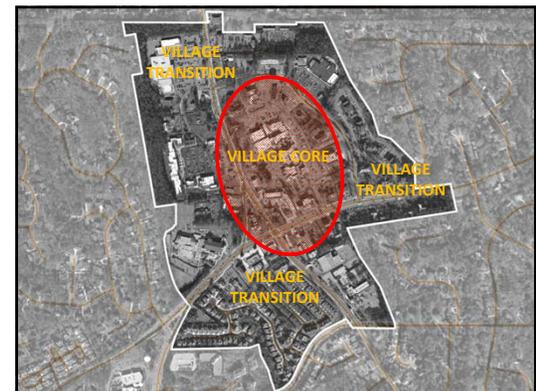
Workshop Agenda:

1. Process Overview
2. Existing Conditions, Issues and Opportunities
3. Village Compass Survey
4. Planning Stations

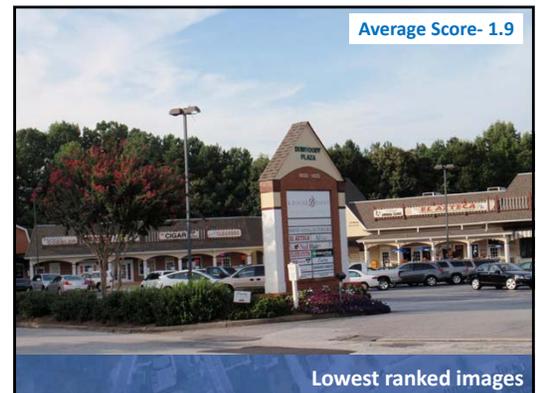
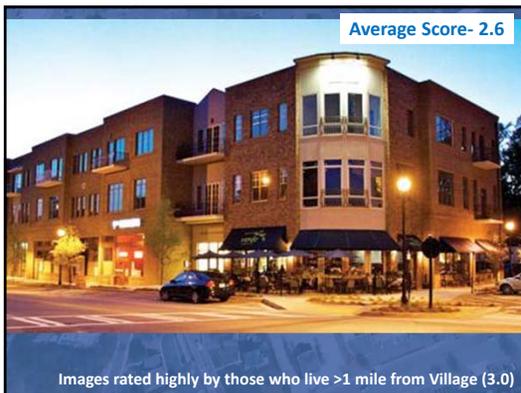


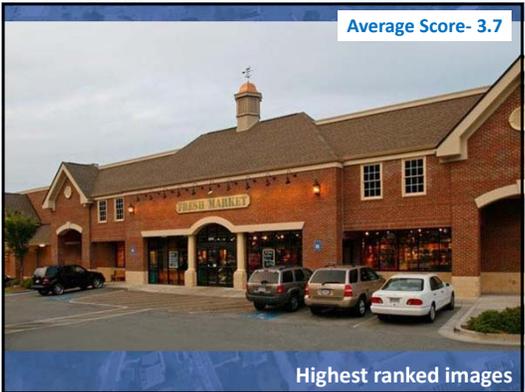
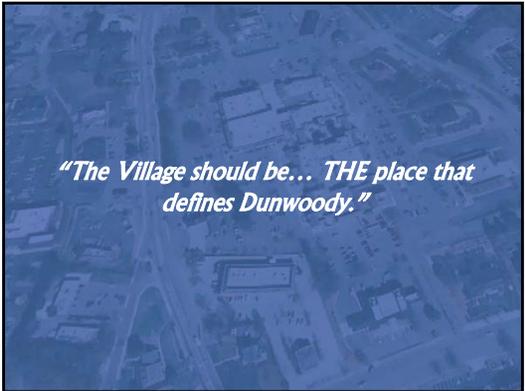
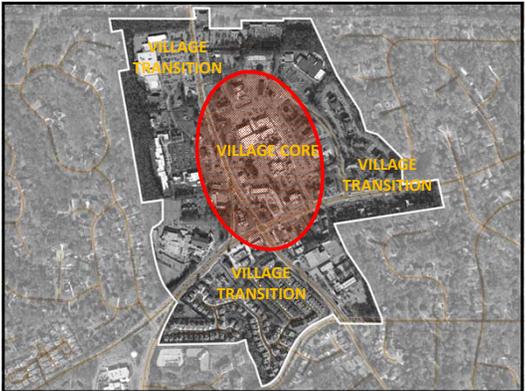
Dunwoody Village COMPASS Survey

- 2 Parts: IMAGES and QUESTIONS
- Images are divided into 3 categories:
 - 2 for CHARACTER and 1 for CIRCULATION & OPEN SPACE
- CHARACTER images vary by location
- Rate each image for its "appropriateness" using a scale of 1 to 5
- 1 = not appropriate/undesirable; 5 = appropriate/desirable
- Images are "reality-based"
- Think about long term (20 years) – will this be appropriate someday?



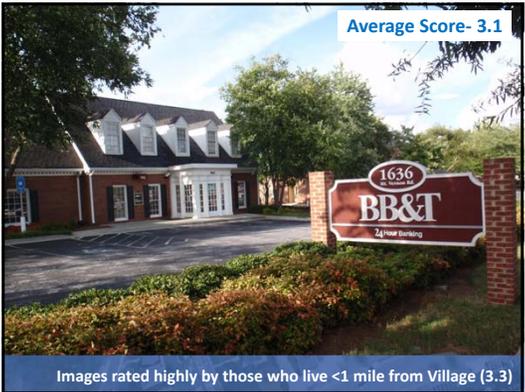


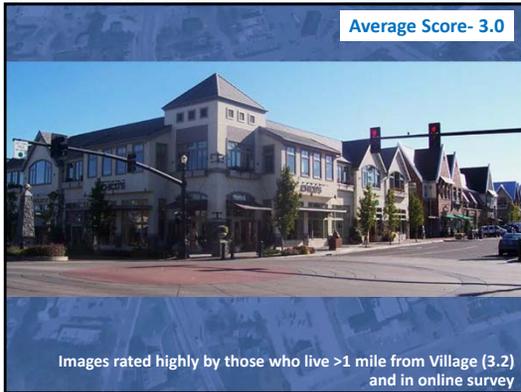
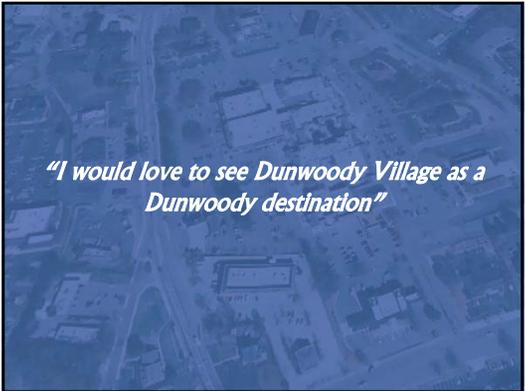






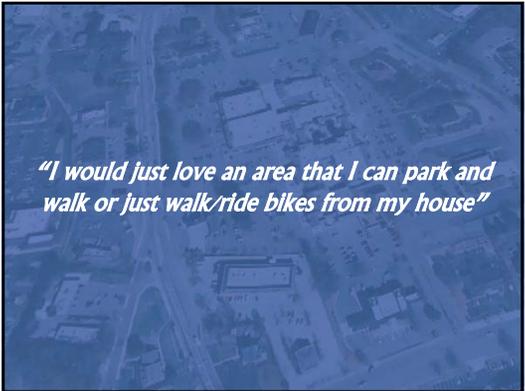
"Keep the Village for residents of Redfield, Wynterhall, Branches, etc."

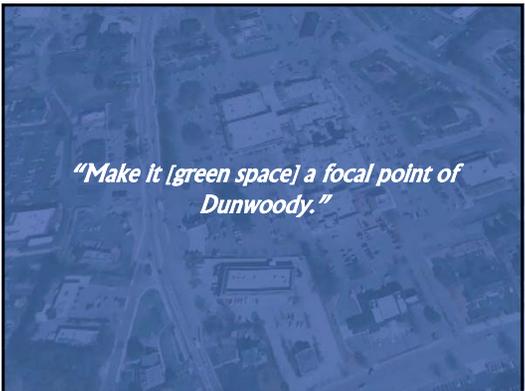




"I think it's important to keep a small local village feel."
(and the following, lowest ranked images are not it.)





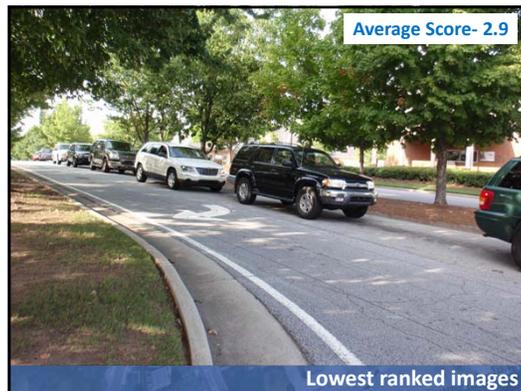


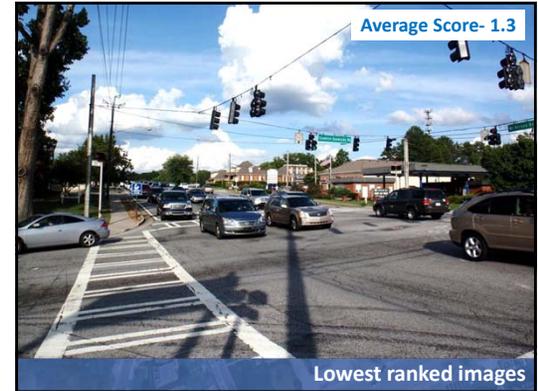
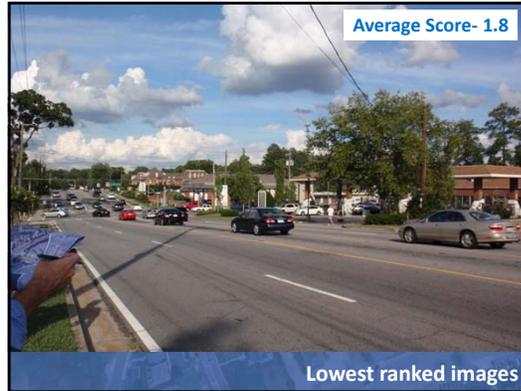


"Wouldn't it be nice to have a local musician play on a fall Friday or Saturday night where the community can bring picnics or eat at the restaurants."



"It's a rectangular hodge podge of shops in the middle of a paved parking lot desert."





Profile of Survey Respondents

Short-answer question set reflects 140 workshop surveys and 132 online surveys

- Online survey respondents were more evenly spread in terms of tenure (number of years in Dunwoody)
- Workshop respondents slightly older while the 35-50 age group was heavily represented (59%) in the online survey
- Very limited number of under 35 respondents (18 out of 255 respondents who reported their age)
- General tone of online survey responses was much more polarized than workshop responses

Profile of Survey Respondents

	Workshop	Online	Total
DISTANCE			
< 1 mile	61%	57%	59%
1-2 miles	31%	30%	31%
>2 miles	8%	12%	10%

“There are many different people with many different views and strong opinions. This is a wonderful characteristic of our City, but can make consensus difficult.”

Survey responses to date

What is your perception of the look and character of the Dunwoody Village?

	Workshop	Online	Total
Looks fine as it is	0%	6%	3%
Could use some landscaping/ general improvements	17%	28%	22%
Needs some improvement and redevelopment	37%	38%	37%
Needs extensive improvement and redevelopment	46%	28%	37%

“The current mix of stores and services is very good.”

“I think the overall look and feel is great as it is. I wouldn’t change it.”

“I feel like Dunwoody Village looks tired, old, and out of date.”

“Dunwoody Village is a vast area of unfulfilled potential”

Survey responses to date

What type of “destination” is most appropriate for the Dunwoody Village Area?

	Workshop	Online	Total
Local convenience district (e.g. primarily service residents/workers within 1 mile)	13%	22%	17%
City-wide destination (e.g. serving all residents of the City of Dunwoody)	55%	63%	60%
Regional destination (e.g. draw patrons from outside of Dunwoody for special items and events)	27%	16%	22%
Metro Atlanta destination (e.g. draw patrons from a large portion of Metro Atlanta for special events)	1%	0%	1%

Survey responses to date

What types of goods and services are most appropriate within the Dunwoody Village?

- Casual restaurants – 4.5
- Grocery – 4.4
- Pharmacy – 4.4
- Gifts and specialty shops – 4.1
- Books/music – 4.0
- Clothing/accessories – 3.7
- Pub/tavern – 3.5
- Upscale restaurants – 3.4

Many additional comments related to professional services including medical (pediatricians & dentists) offices.

“I would love to see a City Hall and large green space for small concerts/art festivals.”

Survey responses to date

What types of institutions, if any, are most appropriate as a high profile civic anchor in the core of the Village?

	Workshop	Online	Total
Post Office	3.7	3.4	3.5
Municipal Complex	3.6	3.3	3.4
Community Theatre	3.3	3.4	3.3
Library (relocated)	3.1	3.5	3.3
Spruill Arts Center (relocated)	2.9	3.3	3.1

Survey responses to date

What types of open spaces are needed within the Dunwoody Village Area?

- Small Pocket Park/Plaza – 4.1
- Walking/Biking Trails – 3.9
- Large Town Green – 3.6

Survey responses to date

If any residential units are added to the Dunwoody Village in the future, who, if any, are the proper target markets?

	Workshop	Online	< 1 mile	>1 mile	Total
Empty Nesters/Early Retirees	3.9	3.0	3.3	3.7	3.5
Young Professionals	3.4	3.0	2.9	3.6	3.2
Seniors/Elderly	3.1	2.5	2.7	3.0	2.8
Singles	2.0	1.9	1.8	2.2	1.9

“I want the Village to be a place for people and not autos.”

Survey responses to date

What transportation issues are most pressing in the Dunwoody Village Area?

- Traffic Congestion – 4.6
- Lack of Pedestrian Sidewalks – 4.4
- Uninviting Pedestrian Environment – 4.2
- Traffic Safety – 4.2
- Street Maintenance – 4.1
- Lack of Bicycle Paths – 3.8

Survey responses to date

What statement best describes how you feel about the “Pre-1900 Mid-Atlantic American Colonial” style architecture currently present in the Village?

- 27% - It is wonderful and gives the area a unique character
- 45% - It is nice, but somewhat inconsistent and could be better
- 20% - It is okay, I could take it or leave it
- 8% - I do not like it

Survey responses to date

What should be the highest priority in terms of improving the quality of life in the Dunwoody Village?

- Create open space/parks – 4.2
- Make the area more walkable/bikable – 4.0
- Transportation improvements – 3.6
- Encourage high-quality redevelopment – 3.6

“I just want to say thank you for taking the time to come up with such a positive survey to get it all started.”

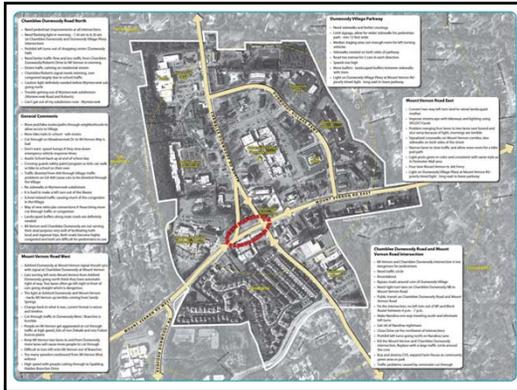
“Thanks for taking time to reach out to the residents via this web site and this survey! Good luck!”

“I feel this is a done deal and you are placating us with your silly survey exercise.”

“Dunwoody Village= A unique city area with safe walking/biking paths leading to and from surrounding neighborhoods that support local shops... while serving the members of the community young and old alike.”

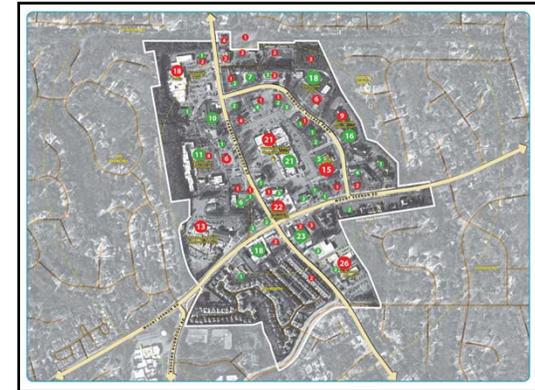
“The City of Dunwoody has an opportunity to develop a sustainable, people-friendly community by creating an area that allows its citizens to enjoy green space, gathering places, and access to appropriate businesses that serve families and individuals. It should reflect the values of the people of Dunwoody- a sense of neighborhood, a network of friends, and families living together in a community.”

Planning Exercises



Transportation Issues

- Pedestrian / Bike connectivity needed throughout
- Chamblee-Dunwoody / Mt. Vernon Congestion
- Chamblee-Dunwoody, Mt. Vernon, & Nandina Intersection
- Speeds and safety on Dunwoody Village Parkway
- Neighborhood Access (vehicular & pedestrian)



Sense of Place in Dunwoody Village

<p>Models:</p> <ul style="list-style-type: none"> • Duluth • The Forum • Virginia Highlands for adults • Decatur Square- but nicer • Old Roswell • Vickery • "Dunwoody a la Suwanee" • Asheville or Highlands, NC • Coconut Grove Miami, FL • Rosemary Beach, FL • Chapel Hill, NC • Fairhope, AL 	<p>Avoid:</p> <ul style="list-style-type: none"> • Not Perimeter • Not The Forum • Not Buckhead • Not looking for a corporate make-over • Don't try to make Dunwoody like someplace else!
--	---

*"Why change?
Why is redevelopment even necessary?"*

Market Opportunities

When lending loosens up, the market is poised to provide the following:

- Unmet demand for midscale restaurants and boutiques
- Office opportunity in near term is to solidify existing properties
- Very strong opportunity for townhome development in mid-term

"No more residential of any kind."

"Don't think we need more residences. Why do planners see this as an option?"

"Would be happy to have senior housing around transition area."

"I love the idea of loft apartments over retail if we can work on the traffic. I am about to be an empty nester... and would love a really cool condo where I could walk to everything..."

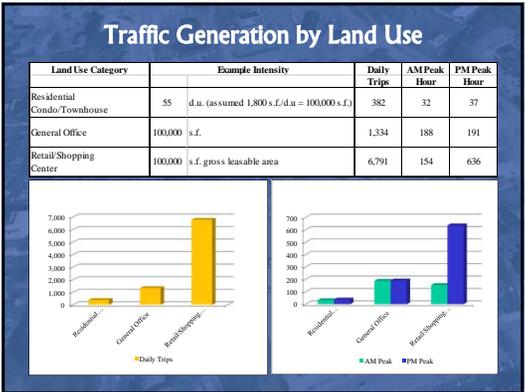
"Provide nice, affordable condominiums above the retail."

"Some condos & townhomes may be good. But no apartment buildings!"

Community Planning Exercises

Why consider residential in the Village?

1. Provide an opportunity for aging residents to remain in Dunwoody
2. Enhance walkability and open space opportunities and environment
3. Enhance the market for desired restaurants and boutiques
4. Reduce/minimize traffic generation



Community Planning Exercises

Task 2- Photo Identification

1. From the photo example sheets provided. Select those images that best represent your vision for the Village.
2. Place the images on the base map in areas where they would be most appropriate in your group's opinion.

The task involves identifying photos that represent the vision for the Village. Two example photos are provided: a large, traditional-style brick building and a smaller, more modern multi-story brick building.

Community Planning Exercises

Task 3- Building Blocks

1. Identify your community gathering place/ green space
2. Use the building blocks to build your vision for the area surrounding your community gathering place/green space
3. Identify new sidewalk, bicycle, roadway or other necessary routes and connections on the base map



City of Dunwoody

Dunwoody Village Master Plan Public Workshop #3



November 18, 2010
Dunwoody United Methodist Church

**City of Dunwoody
Dunwoody Village and Georgetown/North Shallowford Master Plans
Project Management Team Meeting**

October 26, 2010

AGENDA

1. Activities Underway
 - a. Village Sounding Board- Monday 10/4, City Hall
 - b. Georgetown Sounding Board- Monday 10/4, City Hall
 - c. Georgetown Workshop #2- Wednesday 10/6, Peachtree Middle School
 - d. Georgetown Preliminary Concept Plans completed
2. Upcoming Meetings
 - a. Dunwoody Village Workshop #2- Thursday, 10/28, Dunwoody Baptist
 - b. Village Sounding Board- Monday 11/1, City Hall
 - c. Georgetown Sounding Board- Monday 11/1, City Hall
 - d. Georgetown Workshop #3- Wednesday 11/3, Peachtree Middle School
 - e. Next PMT Meeting- Tuesday 11/30
3. Discussion Items
 - a. Preparation for Dunwoody Village Workshop #2
 - b. Georgetown Workshop #2 results and preliminary concept plans
 - c. Upcoming Sounding Board Meetings
 - d. Website

**City of Dunwoody
Dunwoody Village Master Plan
Sounding Board Meeting #3**

November 1, 2010

AGENDA

1. Welcome
2. Review and Discussion of October 28th Public Workshop
3. Next Steps

***Next Public Meeting- November 18th at 7PM
Dunwoody United Methodist Church Fellowship Hall***

For more information please visit www.dunwoodyga.gov

***Contact: Warren Hutmacher
678-382-6700
Warren.Hutmacher@dunwoodyga.gov***

City of Dunwoody
Dunwoody Village Master Plan
Community Workshop #3

November 18, 2010

AGENDA

1. Welcome & Introductions
2. Overview of Previous Public Workshops
3. Presentation of Preliminary Dunwoody Village Concepts
4. Community Review and Discussion

Next Meeting- January 20, 2011, 7:00 PM
Dunwoody Methodist Church Fellowship Hall
1548 Mount Vernon Road

For more information on the Dunwoody Village Master Plan please visit
<http://www.dunwoodyga.gov/home.aspx>
and click the project tab on the right side of the homepage

Contact: Warren Hutmacher
678-382-6700
Warren.Hutmacher@dunwoodyga.gov

NAME
Jacqueline Granath
Joe Wilson
Barry Yank
Charles A. Juray
Carole B. Juray
Patrick Burns
M/A Gerina Haus
Don Converse
Sharon Mims
George Bender
Barbara Bender
Emilie Rose McKnight

COMMUNITY WORKSHOP #3

NAME
ROSS THOMAS
JIM MALONEY
Susan McAllister
Jeanne Detouch
Danny Ross
Tommy Torbert
Casey Daniel
ADAM DRIST
ANNA DRIST
Florence Marino
Peter Petrecca
Steve Wassell

COMMUNITY WORKSHOP #3

NAME
Joseph Dietrich
Kenneth Grizzle
Pat & Jack E
Karen and Don Cowen
MOLLIE & GINNIE CHILDS
Dorise Spiegel
Bill Schwendler
Iris Callaway
CONNIE & TERRY ESTERHAR
BEN VIN

COMMUNITY WORKSHOP #3

NAME
Barb Petrecca
Andy & Megan Batchell
PATRICK CRAWFORD
Jimmy Lee
Nanna Cohen
Sue Weinshenker
GEORGE DISTRALA
Judy Steverson
PATRICK FOARDE

COMMUNITY WORKSHOP #3

NAME
Crystal Salas
Sharon Trense
Ann + Jim Blokely
Mitch Muehring

COMMUNITY WORKSHOP #3

NAME
Tara Targovnik
Becky + Dick Raney
Kenneth Gordon

COMMUNITY WORKSHOP #3

NAME
MONICA YAHR
ROBERT WITTENSTEIN
Linda Shulin
PETE + BETTY POLTRACK
Tom DWYER
Cindy Sedron
HOWARD WERTHEIMER
CARLA + ROLPH MASELAR
SCOTT COSTER
Queenie Ren

COMMUNITY WORKSHOP #3



Dunwoody Village Master Plan Workshop #3

November 18, 2010
Urban Collage, Inc. with
Houseal Lavigne, RCLCo, Kimley-Horn/Urban Resource Group, & Market + Main

Agenda

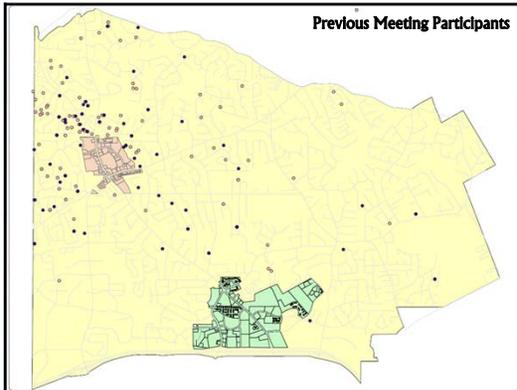
1. Welcome & Introductions
2. Overview of Previous Public Workshops
3. Presentation of Preliminary Dunwoody Village Concepts
4. Community Review and Discussion

Dunwoody Village Workshops

1. September 21, 2010
2. October 28, 2010
3. **November 18, 2010**
4. January 20, 2010

www.dunwoodyga.gov/home
("projects" tab on right)

Previous Meeting Participants



Public Workshop #1

- Tuesday, September 21st, 7pm
- Dunwoody Baptist Church Chapel
- +/-180 Participants

Workshop Agenda:

1. Process Overview
2. Existing Conditions, Issues and Opportunities
3. Village Compass Survey
4. Planning Stations



Public Workshop #2

- Thursday, October 28th, 7pm
- Dunwoody Baptist Church Chapel
- +/- 100 Attendees (+/- 80 participants in planning groups)

Workshop Agenda:

1. Overview of September 21st Workshop/Survey Results
2. Dunwoody Village Opportunities
3. Community Planning Exercises



Public Workshop #2

- Participants randomly distributed into 8 working groups
- Each table facilitated by a member of the Planning Team
- 3 key questions- public institutions, open space, and residential uses
- Photo preference exercise
- Building Block exercise- blocks constrained to market expectations



Market Opportunities

When lending loosens up, the market is poised to provide the following:

- Unmet demand for midscale restaurants and boutiques
- Office opportunity in near term is to solidify existing properties
- Very strong opportunity for townhome development in mid-term

Market Opportunities

There is potential to improve the quality of the Dunwoody Village through "sense of place" and/or walkability enhancements

- Area does not lack for retail space but could better meet market demands and enhance quality through "sense of place" and/or a more walkable environment
- Mid-term local office opportunities if in a different format
- Potentially strong residential opportunities
 - Age-targeted or age-restricted
 - Niche, quality product above retail or office



Preliminary Dunwoody Village Concepts



Computer model of Dunwoody Village today

Preliminary Dunwoody Village Concepts

Preliminary concepts are based upon:

1. Community desires
2. Economic real estate realities
3. Professional recommendations of the planning team

Preliminary Dunwoody Village Concepts

- Six preliminary concepts for review and discussion
- Concepts vary by size and location of potential open space, mix of uses, and impact to various parcels
- Concepts reflect similar intensities based on community desires and may require public/private partnerships to be economically viable
- The concepts are not the complete plan... several concepts may move forward as preferred short and mid-term strategies, but flexibility will be maintained to react to changing conditions

Preliminary Dunwoody Village Concepts

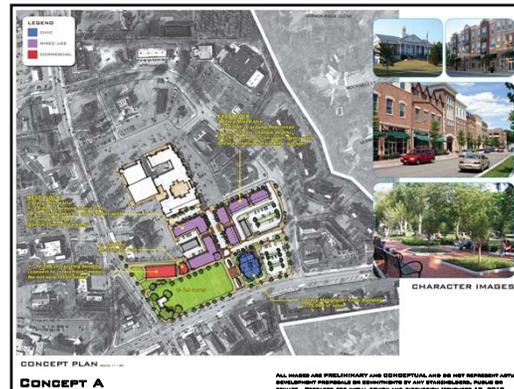
Updated consensus points/goals from Workshop 1:

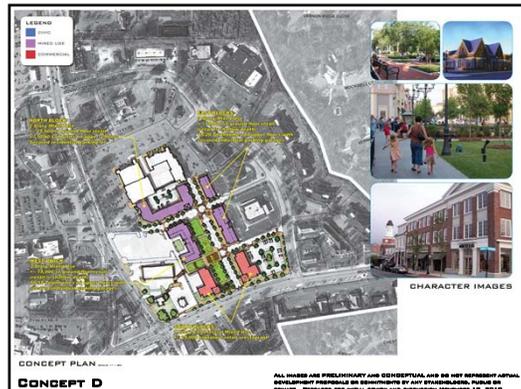
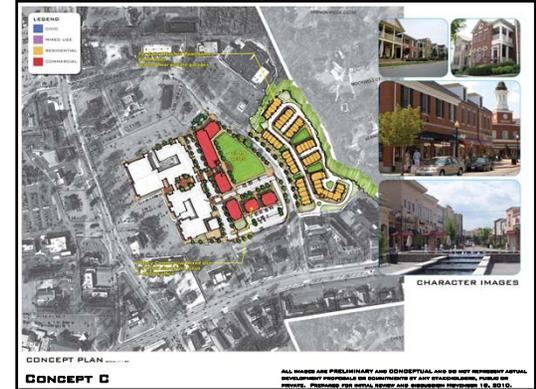
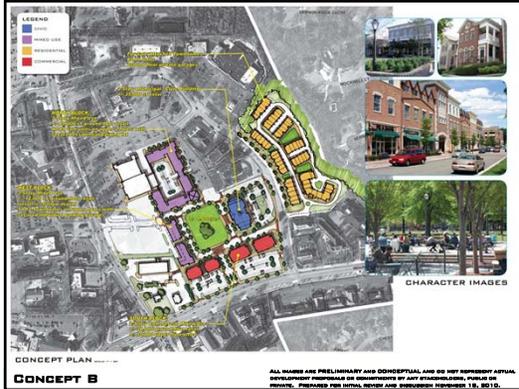
- Reinforce Dunwoody Village as a focal point of the Community
- Maintain the area's uniqueness and identity including the concentration of local businesses
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- Maintain and enhance buffers to single-family neighborhoods
- Evaluate potential for a desired civic presence in the Village
- Recognize community preferences to limit residential densities and rental properties

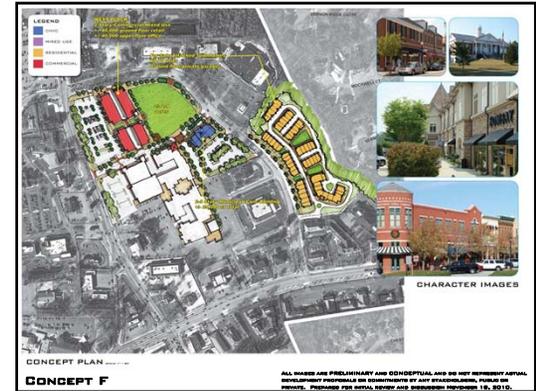
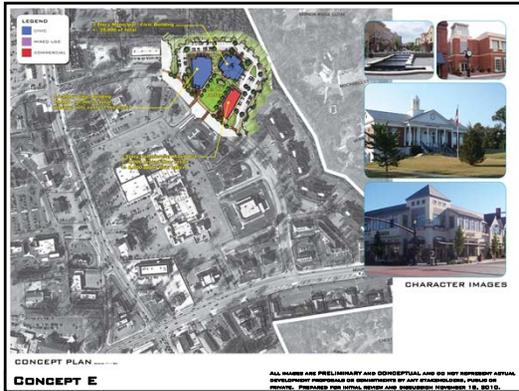
Preliminary Concept Review

Three Opportunities to provide input this evening...

- Groups will have approximately 10 minutes to review each concept quickly noting the pros and cons of each
- After the breakout sessions, concepts will be displayed in the front of the room for you to ask additional questions and engage in more lengthy discussion
- Please complete a feedback form recording your preferences and any comments







Preliminary Concept Review

Three Opportunities to provide input this evening...

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City of Dunwoody

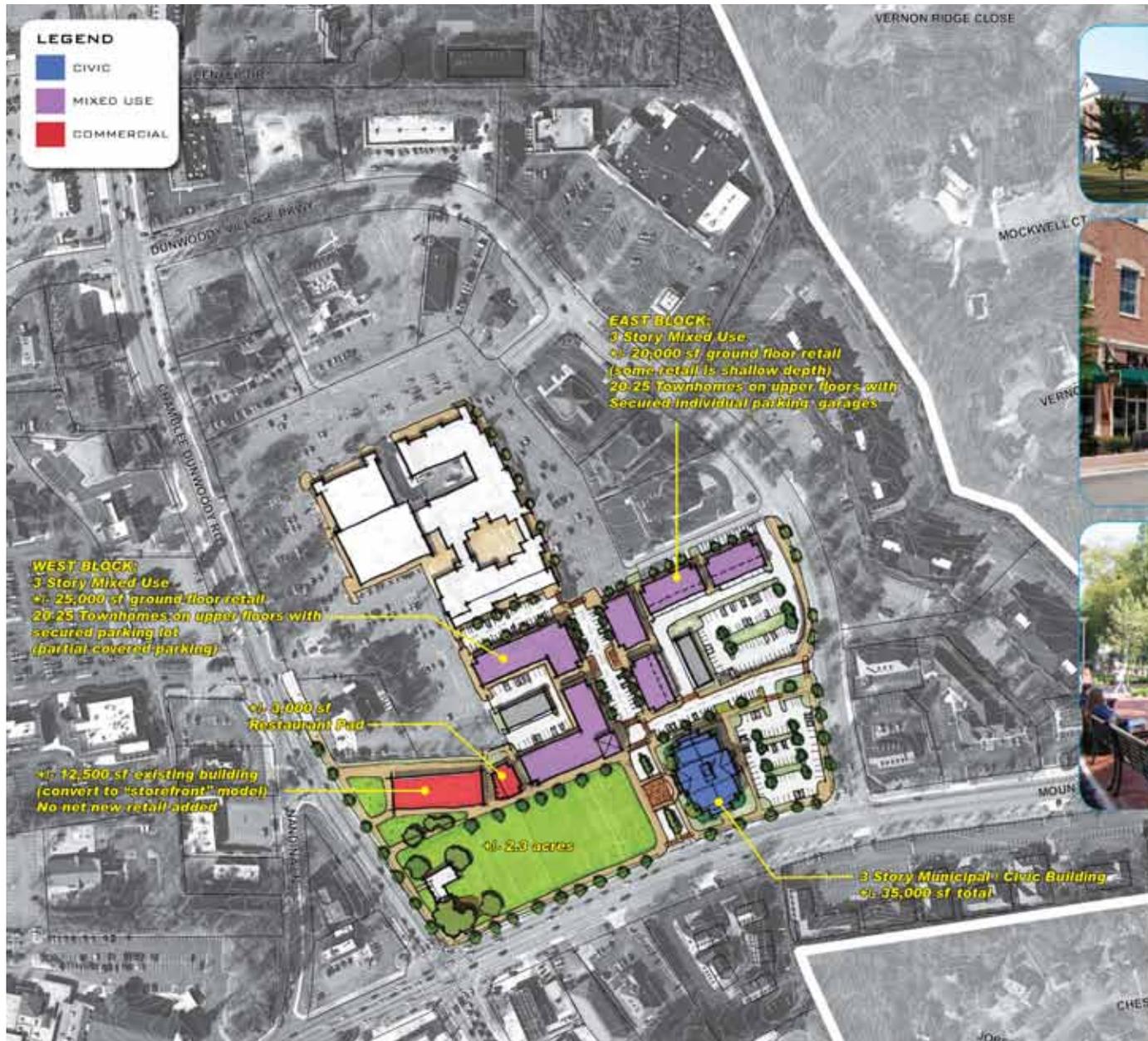
Dunwoody Village Master Plan
Public Workshop #4



January 20, 2011
Dunwoody United Methodist Church Fellowship Hall

CONCEPT PLAN ALTERNATIVES

CONCEPT A



CHARACTER IMAGES

NOTE:
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CONCEPT A

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AERIAL VIEW



SECTION KEY

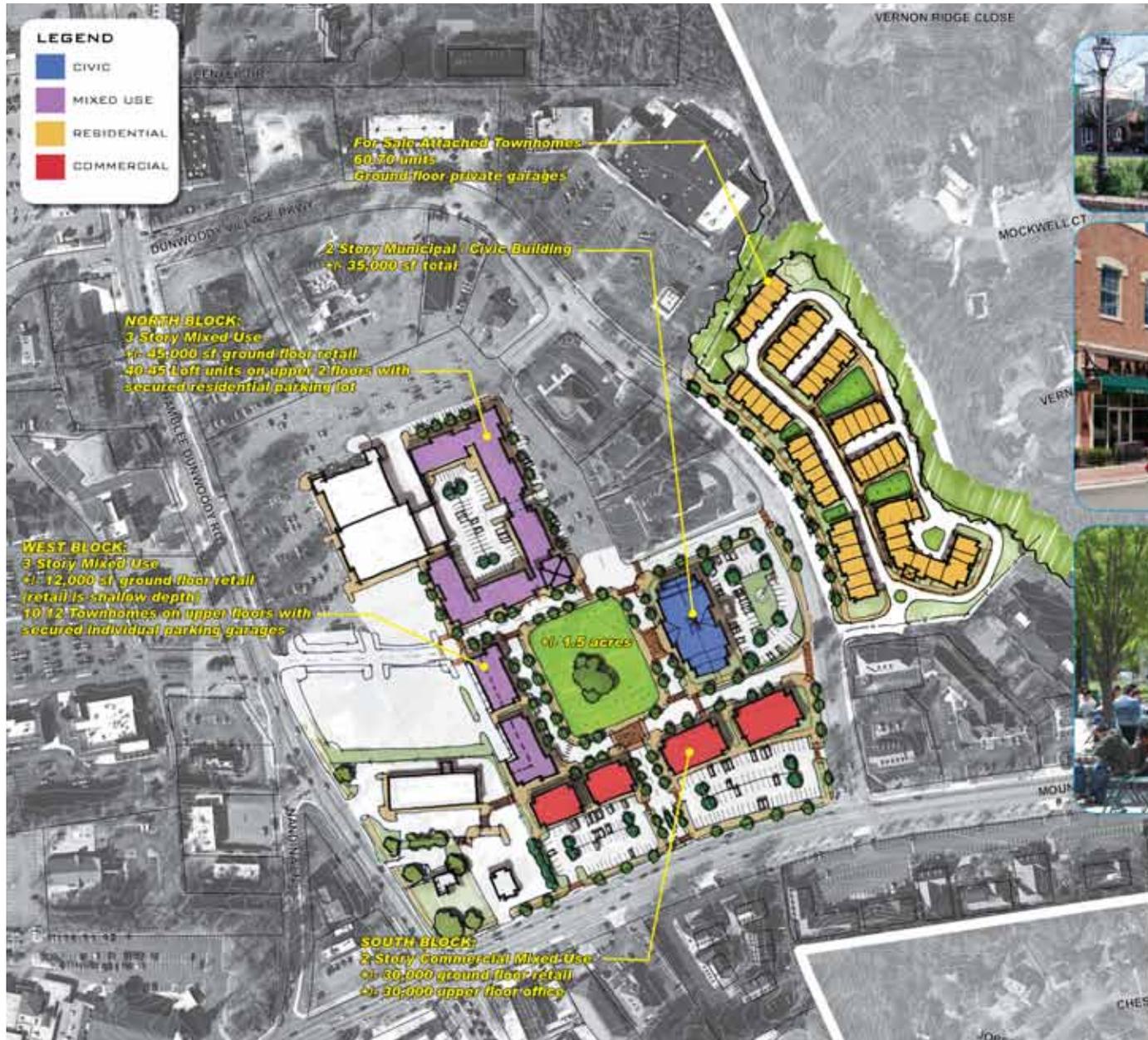


SITE SECTION

Dunwoody Village Master Plan

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

CONCEPT B



CHARACTER IMAGES

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CONCEPT PLAN

CONCEPT B

AERIAL VIEW



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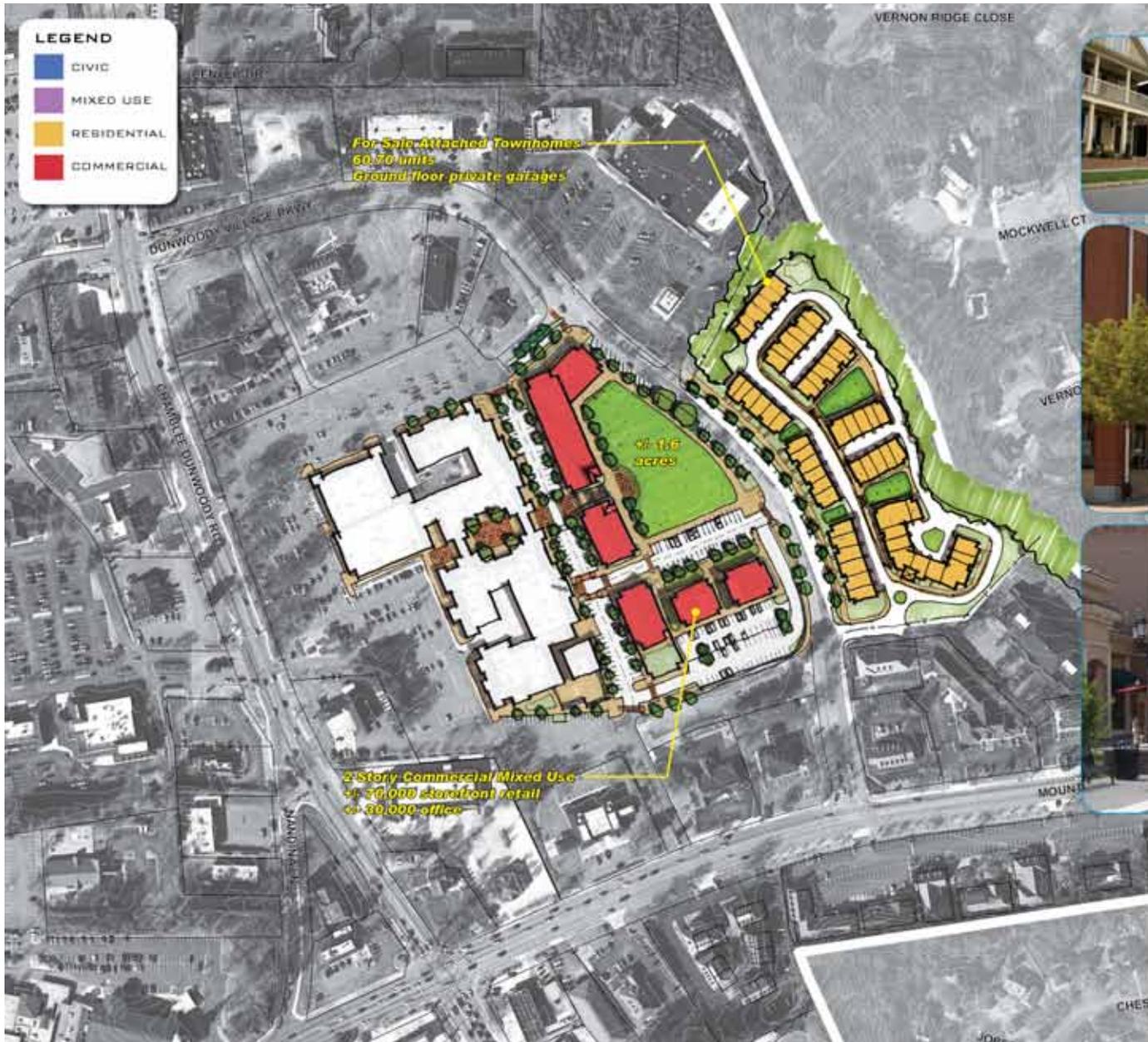


SITE SECTION

Dunwoody Village Master Plan

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CONCEPT C



CHARACTER IMAGES

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CONCEPT PLAN

CONCEPT C

AERIAL VIEW



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SECTION KEY



SITE SECTION SCALE: 1" = 40'

Dunwoody Village Master Plan

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

CONCEPT D



CHARACTER IMAGES

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CONCEPT D

AERIAL VIEW



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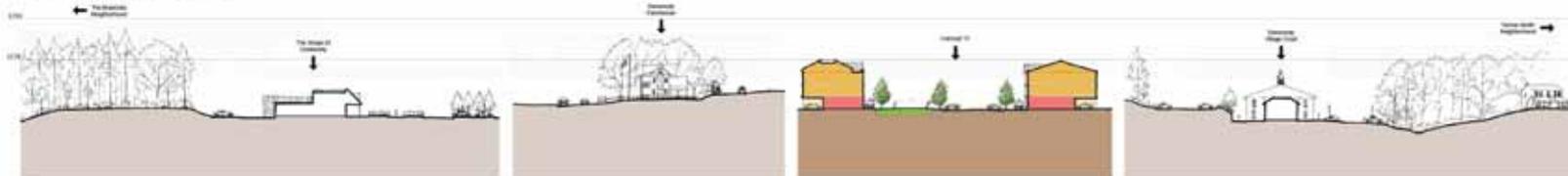
SECTION KEY



BEFORE IMAGE



AFTER IMAGE



SITE SECTION SCALE: 1" = 40'

Dunwoody Village Master Plan

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

CONCEPT E



CHARACTER IMAGES

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CONCEPT PLAN

CONCEPT E

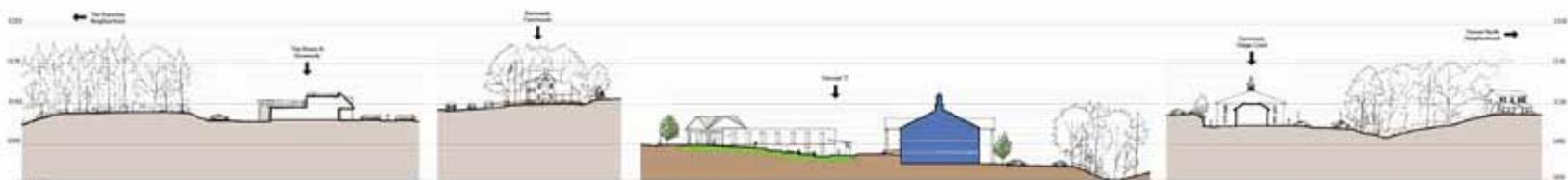
AERIAL VIEW



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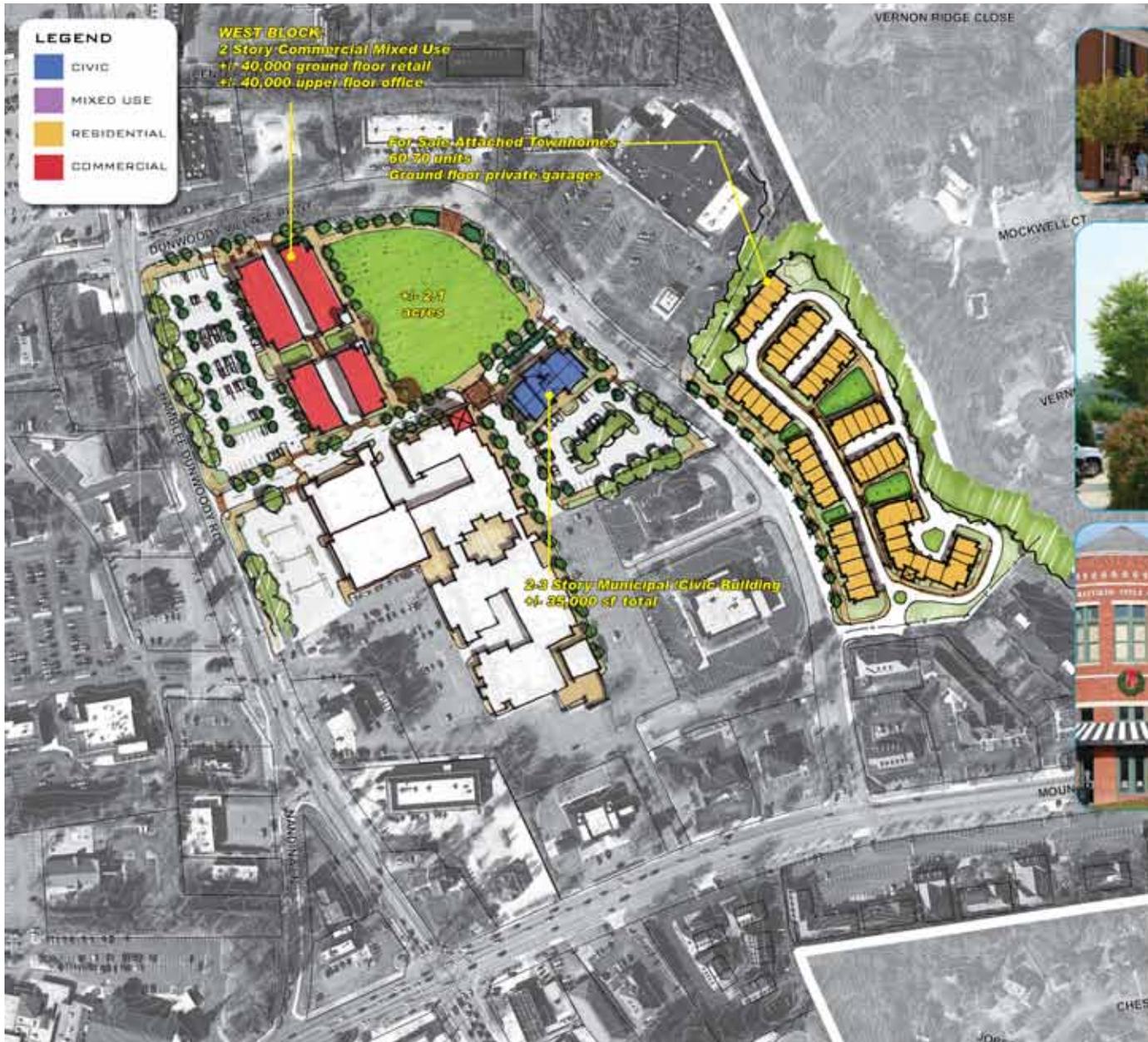


SECTION KEY



SITE SECTION

CONCEPT F



CHARACTER IMAGES

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CONCEPT F

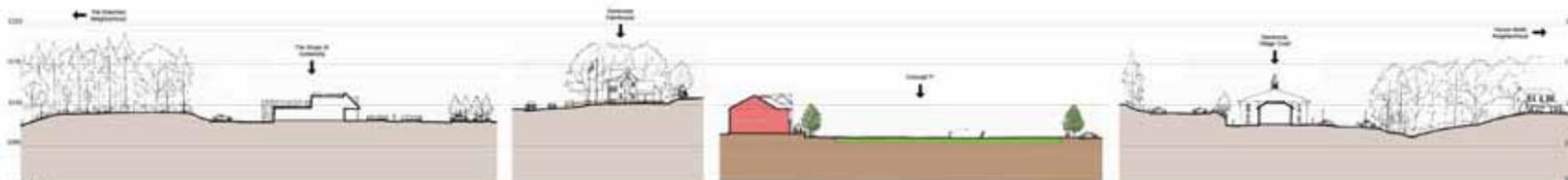
AERIAL VIEW



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SECTION KEY



SITE SECTION

Dunwoody Village Master Plan

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

CONCEPT G



CHARACTER IMAGES

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CONCEPT PLAN

CONCEPT G

AERIAL VIEW

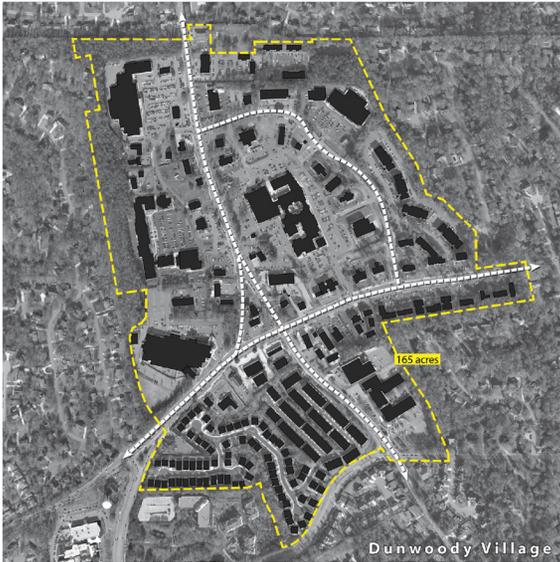


MIXED-USE: SOUTH BLOCK

MIXED-USE: NORTH BLOCK

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Village Center Comparison



**City of Dunwoody
Dunwoody Village and Georgetown/North Shallowford Master Plans
Project Management Team Meeting**

November 30, 2010

AGENDA

1. **Activities Underway since last Management Team Meeting**
 - a. Dunwoody Village Workshop #2- Thursday, 10/28, Dunwoody Baptist
 - b. Dunwoody Village Sounding Board- Monday 11/1, City Hall
 - c. Georgetown Sounding Board- Monday 11/1, City Hall
 - d. Georgetown Workshop #3- Wednesday 11/3, Peachtree Middle School
 - e. Dunwoody Village Workshop #3- Thursday 11/18, Dunwoody Methodist
 - f. Dunwoody Village Preliminary Concept Plans completed
2. **Upcoming Meetings**
 - a. Master Plan Open House- Thursday 12/2 from 10 AM – Noon and 2 PM-4 PM
 - b. Councilmember Interviews- Thursday 12/2 at 9 AM, 1 PM, and 4 PM
 - c. Georgetown Sounding Board- Tuesday 12/14, City Hall
 - d. Dunwoody Village Sounding Board- Tuesday 12/14, City Hall
 - e. Georgetown Workshop #4- Wednesday 1/19/11, Peachtree Middle School
 - f. Dunwoody Village Workshop #4- Thursday 1/20/11, Dunwoody Methodist Fellowship Hall
 - g. Next PMT Meeting- Friday 1/21/11
3. **Discussion Items**
 - a. Dunwoody Village Recap and Next Steps
 - b. Georgetown Recap and Next Steps
 - c. 12/2 Open Houses and Councilmember Interviews
 - d. Potential Dunwoody Village Scope Items for consideration
 - i. Houseal Lavigne Extension for December and January
 - ii. Schematic Open Space Design/Graphics
 - iii. Economic Analysis of Key Projects
 - iv. Additional Graphics/Marketing Material
 - v. Master Plan Summary Document and/or Poster
 - vi. Zoning Recommendations

**City of Dunwoody
Dunwoody Village Master Plan
Sounding Board Meeting #4**

January 14, 2011

AGENDA

1. Welcome
2. Overview of Previous Public Workshop
3. Discussion of Draft Framework Plans
4. Preview of Prioritization Exercises

For more information please visit www.dunwoodyga.gov

Contact: Warren Hutmacher
678-382-6700
Warren.Hutmacher@dunwoodyga.gov

NAME
Joe + Joanne Dietrich
Sue Weinskerker
GLEAN BELL
Chuck + Mary Presto
Iris Callaway
JIM WILLIAMS
MELANIE WILLIAMS
Lucia Cushman
HOWARD WERTHEIMER
Peg + Ed Garner
Karen Converse
John Hallen

COMMUNITY WORKSHOP #4

NAME
VOTE WILSON
Boyce Amacher
Carl + Anita Puhle
Brent Mauldin
PAT + Jack Eubank
Rose + ERNIE McKNIGHT
Nancy Logan
Joseph Dubois
ROBERT HALL
Crystal Salas
Bob + Maria Day
Rolph + Lisa Hansen

COMMUNITY WORKSHOP #4

NAME
Linda Skulin
JIM REAVES
Dale Orton
Karen + Rex
Rose Keen
Eileen-Wally Dietrich
Jacqueline Granath
JAMES N. FARLEY
JOSEPH KAME
ADAM DREST
Bill Robinson
Michael Lyster

COMMUNITY WORKSHOP #4

NAME

Pam Tallmadge

Kathy Belokis

MOSCENIA WELTY

Ed & Mary Wynn

Lois Kroeger

Sam - Mary McClung

PETER COX

ALLEN RIDER

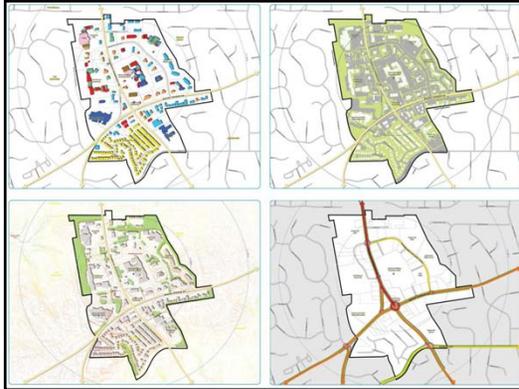
MARC KELLER

Tony Torbert

Shalini Subbarao

John Lusk

COMMUNITY WORKSHOP #4



"The Village should be... THE place that defines Dunwoody."

"I want the Village to be a place for people and not autos."

"I think it's important to keep a small local village feel."

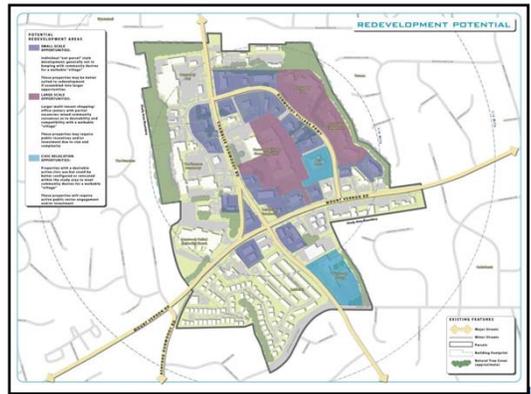


Public Workshop #2

- Thursday, October 28th, 7pm
- Dunwoody Baptist Church Chapel
- +/- 100 Attendees

Workshop Agenda:

1. Overview of September 21st Workshop/Survey Results
2. Dunwoody Village Opportunities
3. Community Planning Exercises



Public Workshop #3

- Thursday, November 18th, 7pm
- Dunwoody United Methodist
- +/- 100 Attendees

Workshop Agenda:

1. Overview of Previous Workshops
2. Presentation of Preliminary Concepts
3. Community Review & Discussion



Preliminary Dunwoody Village Concepts

- Six preliminary concepts for review and discussion
- Concepts vary by size and location of potential open space, mix of uses, and impact to various parcels
- Concepts reflect similar intensities based on community desires and may require public/private partnerships to be economically viable
- The concepts are not the complete plan... several concepts may move forward as preferred short and mid-term strategies, but flexibility will be maintained to react to changing conditions



Community Feedback

Input Opportunities

- November 18th - Public Workshop
- December 2nd - Three Public Open Houses at City Hall
- Online- Concepts and feedback form posted online from November 19th to January 19th

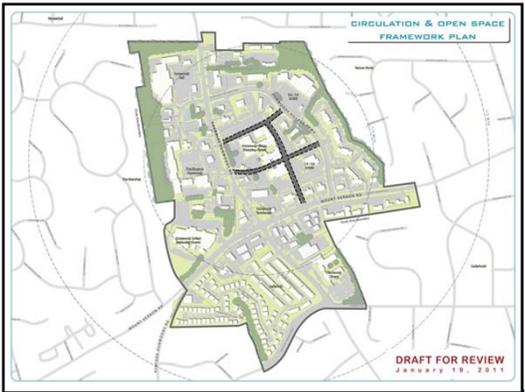
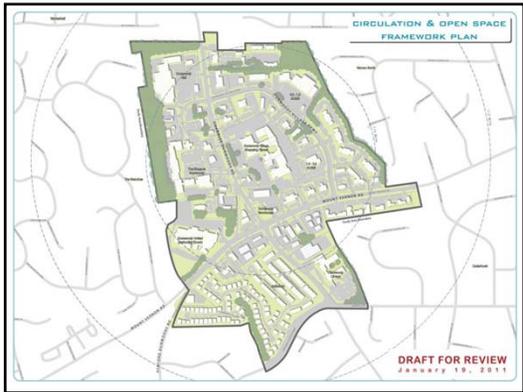
Summary

- Concept B most highly favored by the community (54% of participants selected this concept as their favorite or second favorite) followed by Concepts C (36%) and D (29%)
- Desire for green space to be "visible" from main roadways, but not "exposed"
- Strong desire to impact less vibrant areas of the Village including the "back side" of the Village and large parking areas
- Some desire to combine Concept E with another option
- Significant differences of opinion related to residential uses

Draft Dunwoody Village Framework Plans

- ### Dunwoody Village Framework Plans
- Plans are based upon:
1. Community input and desires
 2. Economic / real estate realities
 3. Professional recommendations

- ### Preliminary Dunwoody Village Concepts
- Updated consensus points/goals from Workshop 1:
- Reinforce Dunwoody Village as a focal point of the Community
 - Maintain the area's uniqueness and identity including the concentration of local businesses
 - Make the Village more walkable
 - Create community green space and maintain mature tree cover
 - Strengthen the Village as a City of Dunwoody destination
 - Preserve and enhance the Farmhouse as a community icon
 - Maintain a consistent architectural character in the Village
 - Maintain and enhance buffers to single-family neighborhoods
 - Evaluate potential for a desired civic presence in the Village
 - Recognize community preferences to limit residential densities and rental properties



Community Input

- What public improvement(s) should be the starting point for the City?
- What's missing?
- All Master Plan presentations and products available at www.dunwoodyga.gov



Dunwoody Village Action Plan

Potential Priority Public Improvements:

1. Dunwoody Village Open Space
2. Mt. Vernon Streetscape Improvements
3. Chamblee-Dunwoody Streetscape Improvements (North of Mt. Vernon)
4. Chamblee-Dunwoody Streetscape Improvements (South of Mt. Vernon)
5. Mt. Vernon/Chamblee Dunwoody Intersection and Interactive Traffic Signal Timing
6. Pedestrian Paths through Dunwoody Village to Adjacent Neighborhoods



Dunwoody Village Master Plan City Council Retreat

February 4, 2011
Urban Collage, Inc. with
Houseal Lavigne, RCLCo, Kimley-Horn/Urban Resource Group, & Market + Main

Agenda

1. Process Overview and Community Consensus Points
2. Land Use Plan
3. Connectivity and Circulation Plan
4. Points of Discussion / Feedback

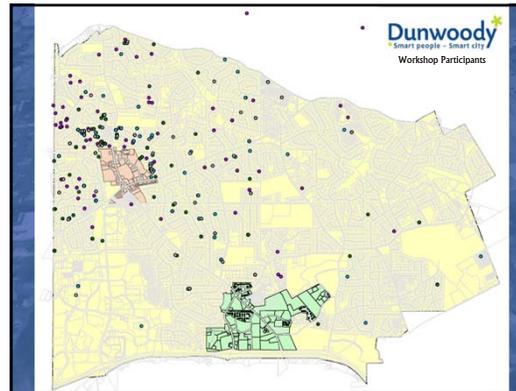
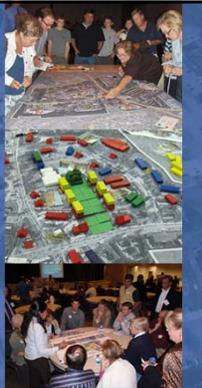
Planning Process

- +/- 20 Stakeholder Interviews (August 2010)
- 4 Sounding Board Meetings
- 4 Public Workshops
- Interactive Project Website
 - Community Preference Survey
 - Preliminary Concept Survey/Input
- 3 Public Open Houses
- City Councilmember Interviews/Small Group Sessions
- Follow-up Property Owner Interviews

Dunwoody Village Workshops

1. September 21, 2010
2. October 28, 2010
3. November 18, 2010
4. January 19-20, 2011

Followed by 3 Public Open Houses on December 2 and ongoing feedback through the project website.



Planning Topics and Themes

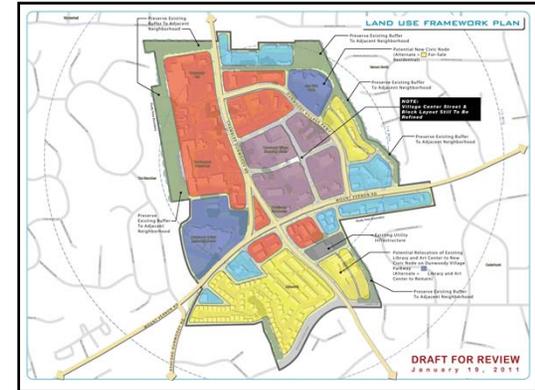
- Destination vs. Convenience
- Character & Architecture
- Open Space
- Civic Presence
- Residential Uses In the Village



Dunwoody Village Consensus Points

- Reinforce Dunwoody Village as a **focal point** of the Community, a City of Dunwoody destination
- Maintain the area's **uniqueness and identity** including the concentration of local businesses
- Make the Village **more walkable**
- Create **community green space** and maintain mature tree cover
- Preserve and enhance the **Farmhouse** as a community icon
- Maintain a consistent **architectural character** in the Village
- Maintain and enhance **buffers to single-family neighborhoods**
- Determine potential for a **civic presence** in the Village
- Recognize community preferences to **limit residential densities** and rental properties

Land Use Plan and Recommendations



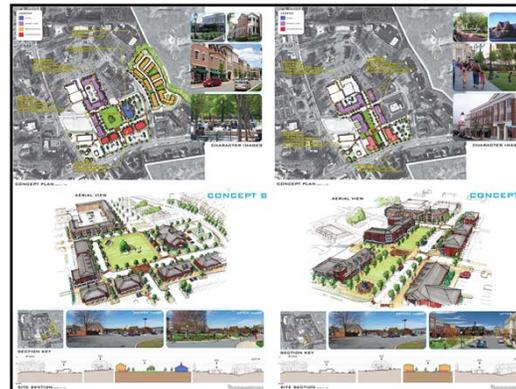
Preliminary Concepts

Input Opportunities

- November 18th Public Workshop
- December 2nd Public Open Houses at City Hall
- Concepts and feedback form posted online from 11/19 to 1/19

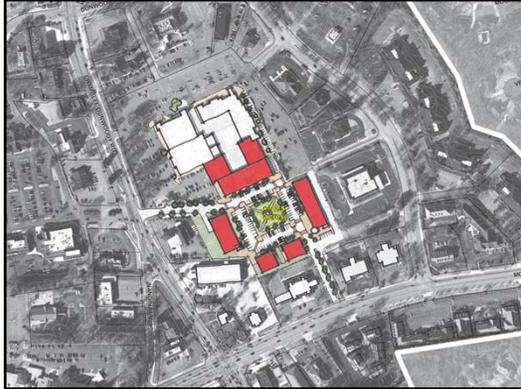
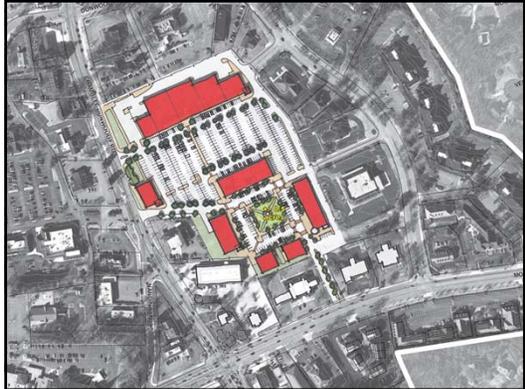
Summary

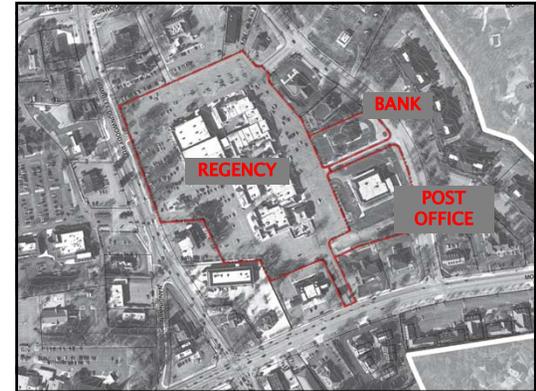
- Concept B most highly favored by the community (54% of participants selected this concept as their favorite or second favorite) followed by Concepts C (36%) and D (29%)
- Desire for green space to be "visible" from main roadways, but not "exposed"
- Strong desire to impact less vibrant areas of the Village including the "back side" of the Village and large parking areas
- Some desire to combine Concept E (municipal complex) with another option
- Significant differences of opinion related to residential uses





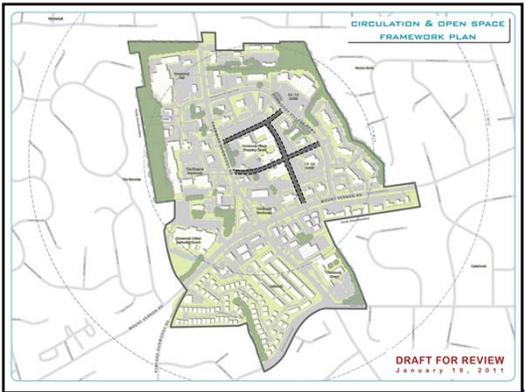
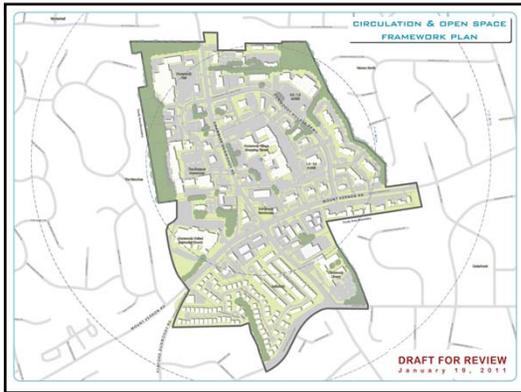
Follow up Discussions with Property Owners







Connectivity and Circulation Recommendations





Points of Discussion / Feedback

Dunwoody Village Action Plan

Land Use Strategies:

1. Village Open Space
2. Mixed-Use/Multi-Use Development
3. Owner-Occupied Residential
4. Municipal Complex
5. Zoning/Overlay Enhancements

Dunwoody Village Action Plan

Connectivity Strategies:

1. Dunwoody Village Parkway Improvements
2. Facilitate Grid Pattern through Dunwoody Village Core
3. Dunwoody Village Open Space
4. Mt. Vernon/Chamblee Dunwoody/Nandina Intersection and Traffic Signal Timing Improvements
5. Bike-Ped Facilities/Streetscaping
 - Chamblee-Dunwoody Road
 - Pedestrian Paths to Adjacent Neighborhoods
 - Mt. Vernon Road



COMPASS IMAGE RESULTS



Dunwoody Village COMPASS Survey

Dunwoody Village Master Plan

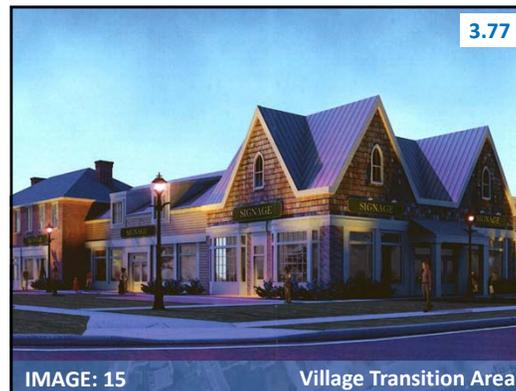


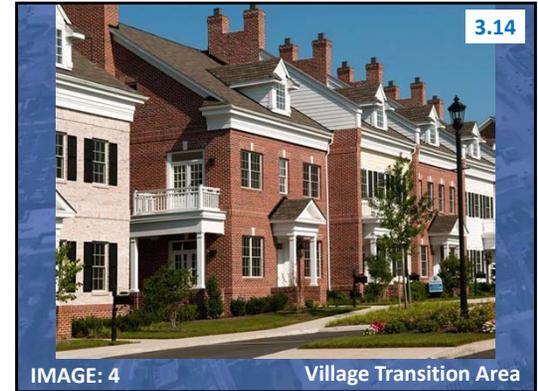
Urban Collage, Inc. with
RCLCo, Houseal Lavigne, Kimley-Horn/Urban Resource Group & Market + Main

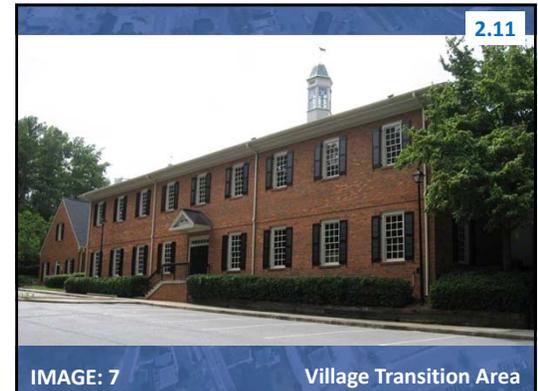
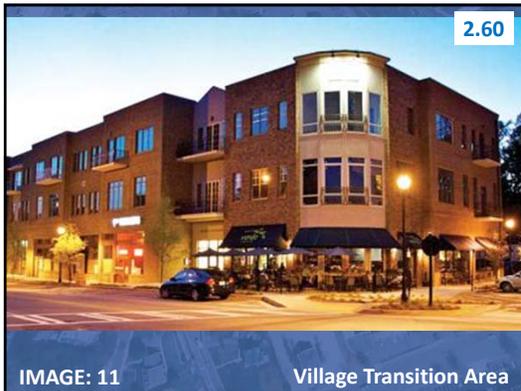


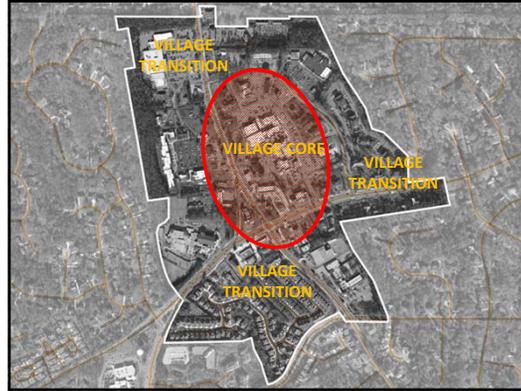
Dunwoody Village COMPASS Survey

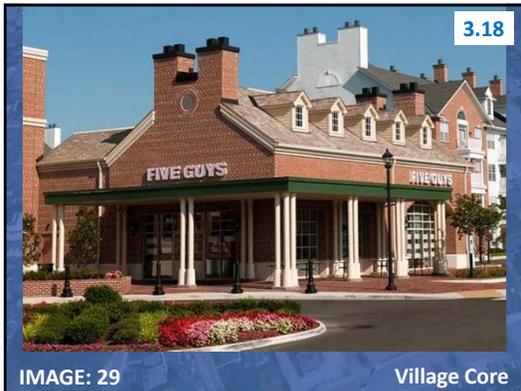
- 2 main parts: IMAGES and QUESTIONS
- Images are divided into 3 categories:
2 for CHARACTER and 1 for CIRCULATION & OPEN SPACE
- CHARACTER images vary by location
- Rate each image for its "appropriateness" using a scale of 1 to 5
- 1 = not appropriate/undesirable; 5 = appropriate/desirable
- Think about long term (20 years) – will this be appropriate someday?
- Images are "reality-based"
- Don't overthink it! Just go with your gut and first instinct!

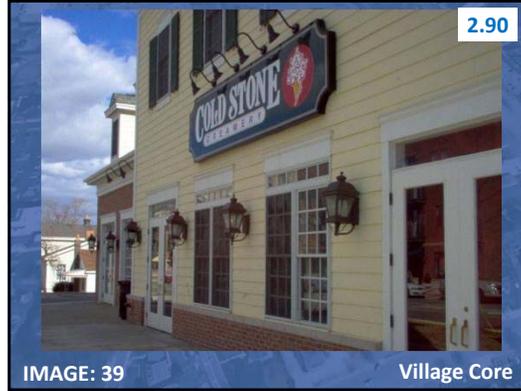


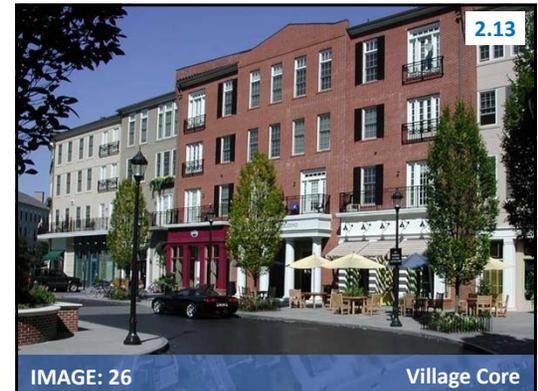
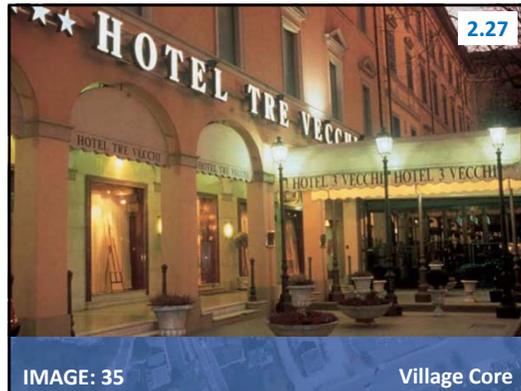
















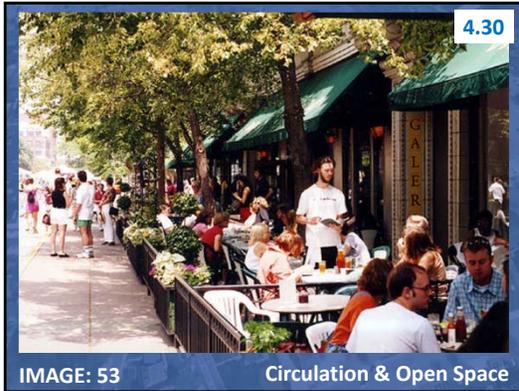


IMAGE: 53 Circulation & Open Space

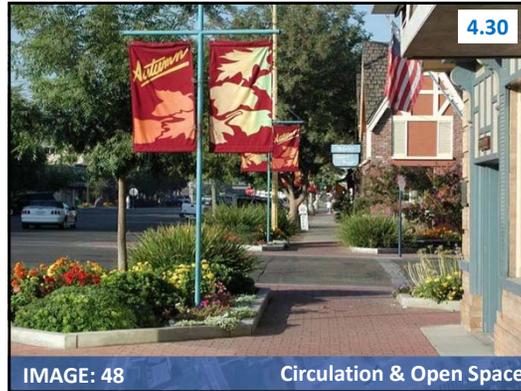


IMAGE: 48 Circulation & Open Space

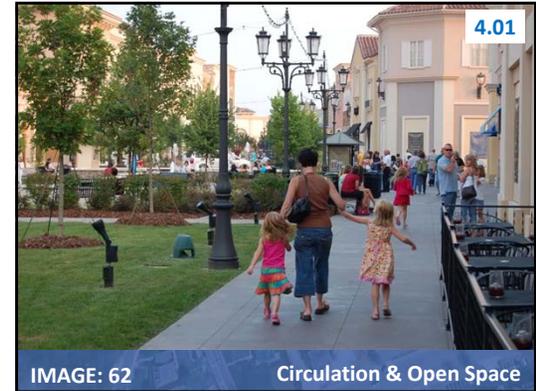


IMAGE: 62 Circulation & Open Space



IMAGE: 59 Circulation & Open Space



IMAGE: 64 Circulation & Open Space

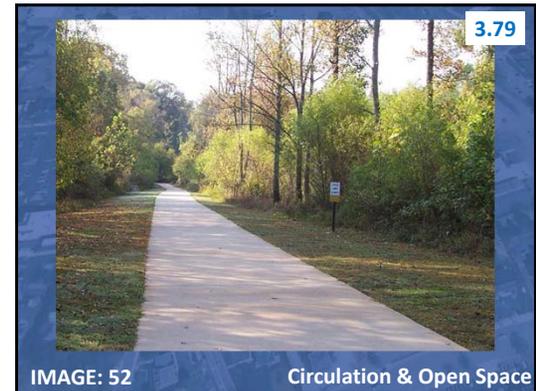


IMAGE: 52 Circulation & Open Space

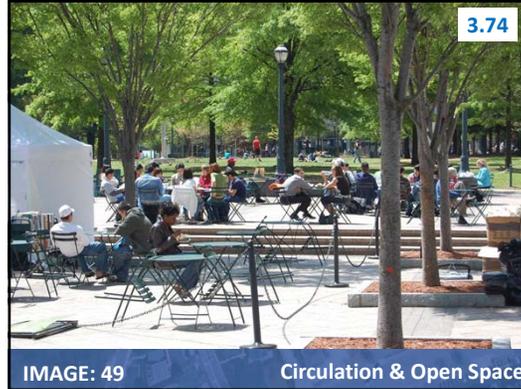




IMAGE: 63 Circulation & Open Space



IMAGE: 55 Circulation & Open Space



IMAGE: 60 Circulation & Open Space



IMAGE: 61 Circulation & Open Space

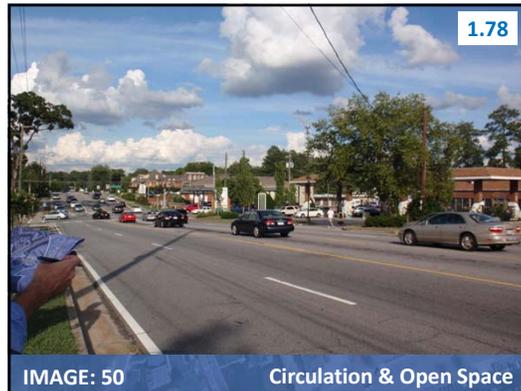


IMAGE: 50 Circulation & Open Space



IMAGE: 58 Circulation & Open Space

DETAILED MARKET ASSESSMENT REPORT

MEMORANDUM

Market Overview and Estimated Demand by Land Use for the Dunwoody Village LCI Study Area

Demographic and Economic Trends

Demographic Overview

The Dunwoody Village LCI Study Area consists primarily of commercial uses and is lightly populated. Based on Claritas estimates, the study area has a population of 246 residents (86 households). These households are primarily located in the Ashworth subdivision on the southern portion of the study area, which consists of high-end townhomes and small lot single-family homes. While the Dunwoody Village LCI Study Area reveals an area that is not growing in population, the existing households exhibit affluence and housing values that are greater than both the City of Dunwoody and the Atlanta MSA¹ overall. Population trends within the Study Area reflect the slow or no growth rate that is common in established inner-ring suburb areas where opportunities for new construction on greenfield sites are limited.

Because the Dunwoody Village LCI Study Area has such a small population it is more useful to look at the City of Dunwoody in order to understand the makeup of the existing population and characteristics of future households. The City of Dunwoody is expected to experience a modest increase in the number of total households between 2010 and 2015. Household growth in the city is expected to occur at a rate of 1.0% annually. This is less than the expected growth rates in both North Fulton County and the Atlanta MSA which are 1.3% and 2.4% respectively. The explanation for this marked difference lies in the fact that Dunwoody Village is more established than North Fulton and the MSA and has less land available for conventional development on greenfield sites. The Study Area has an average household size of 2.86 people, which is in line with the MSA average at 2.78 average, but is significantly larger than City of Dunwoody at 2.20. This is intuitive given the large number of elderly households and younger households without children that are located within the City of Dunwoody. Nearly 66% of City of Dunwoody households are composed of either 1 or 2 persons. Nineteen percent of total households are under the age of 35, while 39.6% are over the age of 55. This makes the Study Area older the Atlanta MSA, which only has 30.8% of households over 55.

The Dunwoody Village LCI Study Area is generally more affluent than the city, and the Atlanta MSA. Median Household Income is \$108,333, which is well above the city's at \$87,392 and the MSA's at \$58,964. The Study Area's median housing value is \$395,000 compared to \$356,000 in the city and \$170,000 in the MSA. Given that housing is generally more expensive in the Study Area and in the city of Dunwoody than it is in the MSA overall, it is notable that the average age of housing in the Study Area is 1975 while it is 1982 for the Atlanta MSA. As these aging

¹ The Atlanta MSA represents a 10-County area consisting of Cherokee, Clayton, Cobb, DeKalb, Douglas, Fayette, Fulton, Gwinnett, Henry and Rockdale Counties.

MEMORANDUM

communities (and commercial buildings within the Village) extend beyond their useful life, there are significant opportunities for redevelopment, a factor that will be discussed later in this report.

Employment Overview

The Atlanta MSA economy has been one of the hardest hit of any metro area in terms of job losses during the 'great recession'. In total, Atlanta lost nearly 200,000 jobs between 2008 and 2010 and currently has an elevated rate of unemployment that is above 10%. Job losses impacted all industry sectors but the construction, manufacturing, and professional & business services were disproportionately affected. The trend of job losses stopped in the second half of 2010 as the recession officially came to a close and moderate hiring resumed. According to the Georgia State University Economic Forecasting Center, the economy of the Atlanta region is projected to see flat job growth in 2010 and a resumption of job growth in line with historic averages in 2011 and 2012 (estimates call for the addition of 44,800 net new jobs in 2011 and 55,500 in 2012). Of the jobs created in 2011, 10,900 (or 24%) are "premium" higher paying jobs that require skilled workers. It is likely that most of the jobs created in the area close to the Study Area will be of this ilk. Job growth, and growth in higher paying jobs in particular, will have a positive effect on the demand for housing in and around the Study Area.

The Dunwoody Village LCI Study Area lacks major employers within its boundaries; however, it is located in close proximity to multiple regional job centers, with Central Perimeter being the most closely related to the subject area. The Central Perimeter, with over 100,000 jobs, is a major regional employment core that represents a cross-section of industry types. This diversity of job types will allow the submarket to recover quickly as the regional economy begins adding jobs in significant fashion in 2011. In particular, the prevalence of health care providers in the "Pill Hill" area as well as a large amount of education jobs represents some industry segments that are expected to grow the fastest over the next five years. Further, the Study Area is in close proximity to both the Buckhead and Cumberland office core, and when combined with Perimeter Center, represents a significant portion of where high-paying job growth is likely to occur.

Over the next 20 years, the Atlanta Regional Commission (ARC) and Moody's Analytics offer a positive outlook for regional job growth. According to both, Atlanta is expected to remain among the top metropolitan areas in the United States for employment growth. The ten-county area is anticipated to add over one million jobs during the next twenty years. The increasing preference expected for intown and near suburban locations (driven by a combination of demographic and psychographic shifts) will likely mean that areas in and around the Dunwoody Village LCI Study Area will be able to capture a sizable portion of this projected growth. There is potential to capture a larger portion if needed transportation improvements are implemented in order to increase traffic flow and accessibility. New jobs in areas surrounding the Study Area will drive demand for new housing, goods, and services within the Study Area's boundaries.

MEMORANDUM

Summary of Real Estate Market Trends

In order to measure the development opportunity for each potential land use, it is necessary to look at the Study Area through a market context and to evaluate its unique strengths and challenges based on various characteristics pertaining to its location and physical landscape. Gaining a solid understanding of the current market fundamentals in the area provides for a more informed analysis of likely future market demand.

Office Market Overview

The Dunwoody Village LCI Study Area consists mainly of low-rise professional business parks (Class C) and office condominiums. The offices housed within these buildings are primarily service-oriented business that cater to the needs of the local population base. Some of the most predominant tenant types are medical and dental offices, small law offices, and various civic/non-profit enterprises. The buildings housing these offices tend to have been built in either the 1970s or 1980s and lack many of the amenities and layouts required by today's typical Class A tenants. The office market in the area consists of 285,000 square feet of neighborhood and community office space. The office space in the Study Area has an occupancy rate around 80% which is slightly lower than the rate for the metro overall and reflects a large quantity of underutilized space.

Strengths: The Study Area possesses many physical and locational attributes that make it a logical location for neighborhood serving office, but not necessarily for regionally serving office space. The study area offers easy access to both I-285 and GA400 and is proximity to a large agglomeration of high income households. Although traffic congestion is a growing concern, the area's transportation woes are still less severe than the areas immediate adjacent to the Perimeter Mall. The proximity to the Perimeter Center office core, which is the largest agglomeration of corporate office space in the Southeast, means that the Study Area is unlikely to attract large Class A users, but instead it will appeal to smaller tenants, such as service-oriented tenants, that have been priced out of these markets but still demand a location in the immediate area. This type of demand is likely to increase as the average rental rates in the markets continue to climb.

Challenges: The main challenge for the Study Area is the high quantity of underutilized space and the lack of newer, higher quality spaces to attract tenants that demand it. While it is possible that the existing Class C buildings can backfill this available space it is more likely that some of these developments will be replaced by higher quality mixed-use projects as employment growth returns over the next five years.

Anticipated Demand: Given the market and locational characteristics of the Study Area, most demand will likely emanate from the local-serving office market. Modest household growth and the replacement of space lost to new development will drive the demand in this segment. The redevelopment of existing office sites will likely attract many of the existing office users into new space but will probably not result in a net addition of new office users. Tenants fitting into this category will likely be smaller space users with the majority requiring under 2,500 square feet. Based on typical ratios of population to service-oriented employment, and translating that

MEMORANDUM

supportable employment into office space, the Study Area can support additional demand for approximately 3,000 square feet annually, once vacant high-quality space has been backfilled. This demand is likely to begin in five years and will likely be met as part of a mixed-use development.

Retail Market Overview

The Study Area is composed of a variety of neighborhood-serving, grocery-anchored strip centers and stand-alone buildings (many of which are located on shopping center outparcels). Several of these centers are aging, or under-utilized but on the whole the retail land uses are performing well and serve as a local alternative to the mall and big box retailers located at nearby Perimeter Center. Overall the study area has approximately 600,000 square feet which equates to approximately 40% of the size of Perimeter Mall. This represents a very large quantity of retail space for a retail district that is neighborhood serving (as opposed to regional serving). Vacancies in Dunwoody Village centers are moderate despite broader difficulties in retail sector. The higher quality retail centers in the area have experienced an uptick in vacancy rates during the downturn, but at occupancy levels of 86% are healthy and are in line with the average for Metro Atlanta. Rents in the low \$20 per square foot range are very strong compared to the Atlanta region overall, and top performing tenants pay as much as \$29 per square foot (on a triple net basis).

Strengths: The Dunwoody Village area has a wide variety of retail destinations and recognition of “place” at Dunwoody Village has long been established. The high level of purchasing power, a result of the area’s affluent households, will be a continual benefit to existing and future retailers at Dunwoody Village. Additionally, high traffic counts along Chamblee Dunwoody Road and Mt. Vernon Road will provide tenants with a very high degree of visibility.

Challenges: While high traffic counts are desirable to retailers, further increases will likely provide diminishing returns. Already, traffic flow patterns and near-constant traffic congestion threaten accessibility and thereby hurt local retail outlets. Additionally, the area’s lack of a continuous and safe pedestrian network inhibits potential customers from walking or biking to retail offerings.

Anticipated Demand: Support for retail in the Dunwoody Village LCI Study Area emanates primarily from households living within a 3-mile radius of the study area. Additional demand sources include drive-through traffic, and nearby office workers. These secondary demand sources will be integral in supporting any regional retail developed in the area.

Demand for additional local-serving retail space was determined by looking at consumer expenditure data for both the Study Area and its broader trade area and translating that into a supportable amount of square footage. Based on this analysis, the net demand for neighborhood-serving retail will be approximately 5,000 square feet of new space per year, but will not start until approximately 2015. Due to the current challenges associated with the retail market both nationally and locally, RCLCO does not anticipate net new demand occurring until high-quality vacant spaces have been backfilled and prospective tenants resume expansion plans as their

MEMORANDUM

business improves in line with the broader economy. However, there is definite potential for a new, well-executed retail offering as part of a redevelopment plan in a high quality mixed-use setting. Such a redevelopment would likely involve existing tenants relocating into the new space and would not necessarily result in net new retail space, but would result in a higher quality retail environment, with improved sense of place, better connectivity and walkable, and potential a different mix of tenants. Specifically, our analysis reveals unmet demand for mid-priced restaurants, a variety of boutiques, and home furnishings offerings.

For-Sale Residential Market Overview

The Study Area has experienced limited construction of for-sale housing product due to land constraints in the area. As was stated earlier, this is a more mature area with a lack of greenfield development sites. It is difficult to assemble large land parcels that are best suited for residential development. There have, however, been a small number of infill projects recently completed. These include high-end townhomes and new single-family detached homes in small-scale subdivisions. The best example of such a project is the Ashworth development located on the southern portion of the Dunwoody Village study area. Ashworth offers a variety of both townhome and small lot single-family product with townhomes typically priced in the mid to high \$300,000's and single-family homes priced in the mid \$400,000's. Townhomes are offered in three- and four-bedroom formats, while single-family homes typically have four bedrooms.

Strengths: Residents in this area benefit from regional access via I-285 and GA400. Not only does the Dunwoody Village Study area offer a wide variety of neighborhood serving retail (including two grocery stores, two pharmacies, and a variety of banks, restaurants, and service providers), but it is also within two miles of the Perimeter Mall. Proximity to a variety of retail offerings, both within and outside the Study Area, will be attractive to future homeowners. The high number of established and diverse neighborhoods makes this a natural location for further residential development. Furthermore, this area's natural surroundings are very conducive to residential development. This includes substantial tree covering, subtle topography, and numerous streams and naturally green areas.

Challenges: High traffic volumes along Chamblee Dunwoody Road and Mt. Vernon Road will further inhibit accessibility to the study area. Residents are very resistant to any changes that will increase local traffic and as such, service improvements are recommended as part of any substantial level of new development. Additionally, the lack of greenfield development sites poses a challenge as redevelopment of parcels with existing structures tends to be substantially more expensive and/or require higher intensities than currently desired by neighborhood residents in order to be feasible.

Anticipated Demand: Based on demographics and the current overhang of available supply in the local for-sale residential market, demand for new development is not likely to begin for three to five years. Initially when demand returns, RCLCO expects that purchasers of for-sale residential in the

MEMORANDUM

Study Area will primarily be empty-nesters and pre-retirees seeking housing that will allow them “move-down” from large single-family homes in the immediate area and to “age in place.” A secondary market audience is likely to consist of young professionals but the ability to attract this market segment will be highly dependent on the format and the price point of the product offered. At the densities that neighborhood residents are currently asking for, townhomes would likely be priced at \$400,000 and up, a price band and corresponding unit size that is typically more attractive to mature households than young professionals.

In determining the depth of demand for for-sale housing in Dunwoody Village, RCLCO looked at demographic data, age by income data, household turnover rates, as well as demonstrated homesales in the zip codes immediately surrounding the Dunwoody Village area. RCLCO has determined a range of expected home sales for the Study Area once demand for new product recovers in approximately three to five years.

One and two-person households are a critical driver of demand for new housing, particularly for somewhat “niche” or higher density attached products such as townhomes, lofts, and condominiums. Demographic shifts such as the aging of the Baby Boomers and the entrance of Gen-Y into the housing market will continue to generate demand for such products. Based on both these psychographic trends and local market realities, once demand resumes, we believe there to be annual market support for 12-24 attached homes priced from \$250,000 and up. The ability to deliver product at the \$250,000 will depend on the local community’s willingness to accept densities north of 12 units per acre. At the anticipated densities closer to 10 units per acre, we expect that townhome units would be priced closer to the \$400,000 range.

Rental Apartment Market Overview

The apartment market with the Dunwoody Village LCI Study Area represents a dichotomy of product offerings. First, there exists an abundance of older, conventional, garden style product that commands low monthly rents. These are dilapidated properties that are past their useable life. This group of apartments are typically Class C or D structures and have average rents in the \$800 per month range. The other half of the market includes newer mid-rise product (most built in the 1990s) that are able to fetch strong monthly rents. These communities are considered Class A and B structures and are achieving average rents north of \$1,000 per month. Overall the apartment market has been strengthening across Metro Atlanta (and in the Dunwoody) submarket as it has been the beneficiary of several macro trends including a flight from homeownership (due to foreclosure or fear of dropping prices), a generational wave of Echo-Boomers moving into their prime renting years, and a lack of new supply as credit markets tightened during the recession and made it very difficult to finance new apartment development. Even though the apartment sector is strong, it is unlikely that any new rental product will be developed within the Dunwoody Village Study Area due to fierce resident resistance to additional rental product.

MEMORANDUM

Strengths: Rental residential benefits from many of the same locational attributes as for-sale residential. These are regional access via I-285 and GA400, and proximity to nearby regional office cores and a variety of retail offerings. Rental residential could further benefit from the high level of potential visibility along the major arterials surrounding the Dunwoody Village Study Area. This exposure is important in attracting would be tenants to for-lease residential communities.

Challenges: The primary (and possibly insurmountable challenge) for rental communities is the fierce resistance by local residents to additional apartment communities. The resistance appears largely to be due to the poor perception of current rental communities (of which there are many) and the belief that these type of communities place disproportionate stress on the already overburdened public school system.

Anticipated Demand: New apartments within the Dunwoody Village LCI Study Area would likely be supported by young singles and couples, including those working in and around Central Perimeter. Based on demand generated from household growth of singles and couples in the greater area and propensities to rent versus buy, the Study Area could likely support 90 units annually starting in 2011. Included in this is the potential to develop rental apartment units above retail providing a relatively unique niche in the market. Achievable rents for these new units would likely be between \$800 and \$1500 per month. While local resistance to apartment development may preclude this type of development from occurring, it is important to note that approximately one-third of the demand comes from households ages 55 and up. Strong demand within this mature age means that an age-targeted senior community would likely be market supportable if such a development was feasible in terms of community acceptance.

DETAILED TRANSPORTATION ASSESSMENT REPORT

Dunwoody Village Master Plan

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

**Dunwoody Village LCI
Transportation
Existing Conditions Assessment
Kimley-Horn and Associates, Inc
January 2011**

Introduction

A primary function of an LCI study is to create a plan for future improvements with a balanced consideration of both land use and transportation components. This balanced consideration is necessary so that transportation facilities can adequately support and enhance adjacent land uses. This section of the Existing Conditions Assessment provides an overview of existing transportation facilities within the Dunwoody Village study area and discusses the implications of those facilities for future developments.

LCI studies typically focus on areas that serve as activity centers for their surrounding communities. The high level of public involvement for this particular study serves as evidence for the value that City of Dunwoody residents place on Dunwoody Village. This study seeks to build on the legacy of the established Dunwoody Village district by creating a multi-modal environment that serves as a safe and comfortable place for pedestrians, bicyclists, motorists, and transit users to access together.

This LCI study should serve as a guide for the City of Dunwoody. The study should also serve as a guide for prospective property owners and developers in choosing the type and location of transportation components that should be considered for future developments. This initial assessment provides an overview of existing transportation infrastructure and creates a foundation for developing a long-range plan. Later sections of this study will build on this assessment to identify and prioritize specific projects and policies that will lead to preserving and improving Dunwoody Village as an activity center for the surrounding community and for the entire City of Dunwoody.

Review of Studies and Programmed Projects

Previous studies were reviewed for potential transportation impacts to the Dunwoody Village study area. These studies include a recent comprehensive plan, the regional transit plan, the regional Transportation Improvement Program (TIP), as well as other local and regional studies.

ARC's Unified Growth Policy Map

The Unified Growth Policy Map (UGPM) – a document developed as part of ARC's PLAN 2040 initiative - provides a regional perspective and gives direction for growth by combining local and regional plans from around Atlanta and defining regional context zones. The Dunwoody Village study area lies within an area classified as an *Established Suburb*. Established Suburbs are characterized by suburban style development patterns which primarily function around an automobile-dependent transportation system. These areas are typically built out in terms of greenfield development and future growth will most likely occur in existing commercial and industrial nodes. Redevelopment is unlikely to occur in single-family residential neighborhoods. Where new development does occur, general policies are laid out by the UGPM for how new development can best function in order to serve the surrounding

community. Key transportation related policies that are recommended in the UGPM for established suburbs include:

- Maintain the existing transportation facilities in a state of good repair.
- Expand access to regional transit systems.
- Establish strategies for improving roadway networks, such as establishing minimum connections to existing roads.
- Improve sidewalk connectivity along arterials, collectors, and local streets. Develop adequate pedestrian lighting, crossable streets, countdown crossing signals, and signal timing suitable for slower walking speeds.
- Provide multi-use trails, dedicated bike lanes and dedicated pedestrian routes to provide alternative transportation options throughout Established Suburbs.
- Evaluate roadways for excess capacity and retrofitting potential to incorporate bike and pedestrian facilities and to enhance options for transit.

The policies are in line with the goals and objectives set out for this LCI study area.

Concept3

The Dunwoody Village area is not currently identified as a regional transit destination within Concept3 which serves as the long-range transit vision for the region. Regional transit is typically composed of commuter bus service, bus rapid transit (BRT), light-rail transit, or heavy rail transit. Although Dunwoody Village is not identified as a regional transit destination, this area may continue to operate as a hub for local bus service and this existing service could likely be improved as future development occurs.

Dunwoody 2010 Comprehensive Plan Community Agenda

The 2010 Dunwoody Comprehensive Plan Community Agenda describes Dunwoody Village as the “heart” of Dunwoody. Transportation related goals established for the area in this plan include:

- Creatively address parking and congestion as a part of new local development.
- Identify solutions for structural parking.
- Establish bicycle network for new connectivity throughout the City so that “all roads lead to the Village”
- Establish infrastructure thresholds that new developments must meet.

Also, general transportation goals and policies were identified for the entire city in the Community Agenda. In summary, the goals and policies related to transportation in and around Dunwoody Village emphasize:

- Safe and efficient bicycle and pedestrian access
- Improved transit access
- Maintenance of a multi-modal balance within the transportation network
- Maintenance of an efficient roadway network not overburdened by congestion
- Improvements to efficiency along roadways while carefully balancing solutions that involve increased roadway capacity against potential impacts to the multi-modal environment and area character.

Envision6

Envision6 – ARC’s long range regional transportation plan – was reviewed for projects within the study area. No transportation projects are currently shown as planned or programmed within the Dunwoody Village study area.

Roadway Characteristics

In general roadways serve two primary functions: to provide mobility through the network and to provide access to local destinations. Limiting access to parcels increases a roadway’s ability to move traffic with minimum delay. Arterials are primarily intended to provide mobility by moving relatively high volumes of vehicles over large distances. Local streets provide access to local destinations along smaller, lower-volume and lower-speed routes. Collectors fall between these two classifications, providing a combination of access and mobility as shown in **Figure 1**.

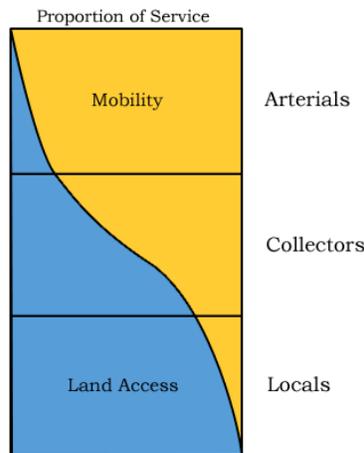


Figure 1 – Functional Classification Diagram

Two roadways within the Dunwoody Village study area are classified by the Georgia Department of Transportation (GDOT) as minor arterials (and no roadways within the study area are designated as state routes). The arterial roadways are Mount Vernon Road and Chamblee Dunwoody Road, which intersect in the study area and provide regional access in the north-south direction along Chamblee Dunwoody Road and in the east-west direction along Mount Vernon Road. Mount Vernon Road is a four lane-facility with a two-way left-turn lane from Ashford Dunwoody Road to Dunwoody Village Parkway. This roadway reduces to a two-lane facility outside of the eastern and western edges of the study area. Chamblee Dunwoody road is a two-lane facility from the northern edge of the study area down to Mount Vernon Road and then becomes a four-lane roadway between Mount Vernon Road and Womack Road, and then transitions back into a two-lane roadway south of the study area.

These roadways are the only access points into Dunwoody Village from the surrounding region and serve to connect the study area to GA 400, I-285, the Perimeter area, and surrounding neighborhoods. Due to their regional nature, these roadways maintain a very high demand and experience heavy congestion during the morning and evening peak periods.

These roadways are frequently intersected by driveways from adjacent commercial and residential developments, which significantly deteriorate their ability to serve as regional arterials. Long-term planning in this area should focus on achieving a suitable mix of mobility and access along these regional thoroughfares.

Available traffic volume data from count stations near Dunwoody Village indicate that these roadways are generally operating over or near their intended maximum capacities and field observation confirms that significant congestion is occurring. Chamblee Dunwoody Road has an average daily traffic volume of approximately 17,000 vehicles per day. Meanwhile, Mount Vernon Road – a four-lane roadway within the study area – has an average daily traffic volume of approximately 18,000 vehicles per day to the west near the Fulton County border and 16,800 vehicles per day directly to the east of the study area. The significant traffic congestion within Dunwoody Village is in part be due to a larger congestion problem on the regional network where bottlenecks or intersection problems outside the study area could be impacting flow through Dunwoody Village. Also, closely spaced intersections and driveways within the study area are likely reducing available roadway capacity.

Ashford Center Parkway at the southern edge of the study area provides a good example of access management along a corridor. This roadway is a four-lane divided local street with a landscaped median and left-turn lane at each of the relatively few access points.

Dunwoody Village Parkway east of Chamblee Dunwoody Road is a two-lane divided local street that travels from Chamblee Dunwoody Road to Mount Vernon Road. This roadway provides access to numerous commercial and residential developments and is divided by a landscaped median with intermittent breaks to allow left turns.

The roadway network with functional classifications and traffic volumes can be seen in **Figure X**.

Figure X. *(Insert image of Dunwoody Roadway network with functional classification identified and traffic volumes)*

Intersections of these roadways are critical to the operations of the local street network. There are six signalized intersections in or adjacent to the study area, each of which is closely spaced with the others and appears to operate at a poor level of service during the peak periods of the day. The relatively close spacing allows for limited storage of vehicles between intersections and presents a challenge for providing signal coordination. Updating the signal timings and coordination plans at these intersections would provide some congestion relief; however, only longer-term projects such as relocating or consolidating driveways and widening the existing street network will significantly address the existing congestion issues. **Figure X** shows the locations of traffic signals in Dunwoody Village.

Figure X. *(Insert map of traffic signals)*

Pedestrian and Bicycle Facilities

Pedestrian facilities throughout the study area are largely insufficient. Continuous sidewalks can only be found along Chamblee Dunwoody Road, Mount Vernon Road, and Nandina Lane. High volumes and high speeds with limited buffers between the sidewalk and the roadway make these facilities uncomfortable for pedestrians and difficult to cross.

Along all of the roadways, large amounts of surface parking separate roadways from the adjacent uses, typically with no clear path from the street to the buildings. During public involvement sessions, large parking expenses were consistently identified as a major pedestrian barrier within the community. In some areas where pedestrian paths through parking areas do exist, minimum accommodation is provided for the disabled.

Several local streets, such as Dunwoody Village Parkway, which provide access to many commercial uses have no pedestrian accommodations at all. Also, some intersections do have crosswalks with pedestrian signals, but overall, improvements are needed to make the area safer and more accommodating for pedestrians.

Bicycle facilities within the study area are currently insufficient. There are no dedicated bicycle lanes within the study area and only a very limited number of bicycle storage racks. Although bicyclists are allowed to operate on all roadways under Georgia law, high speeds and high volumes currently make cycling along roadways within the study area uncomfortable and unsafe.

Sidewalk coverage in the study area can be seen in **Figure X**.

(Figure X: Insert sidewalk network figure)



Sidewalks along Mount Vernon Road



Sidewalks along Chamblee Dunwoody Road



Large surface parking lots create significant pedestrian barriers throughout the study area



No sidewalks along Dunwoody Village Parkway

Mass Transit

Currently, MARTA operates a local bus route which travels through Dunwoody Village. This is bus route 150 which operates on 30 minute headways during the weekday morning and afternoon peaks and then 50 minute headways for the remainder of the day on weekdays and all day on weekends. Primarily, the route travels between Dunwoody Village and Dunwoody Station. On school days, during school peak periods in the morning and evenings, this bus route continues east along Mount Vernon Road for a limited number of trips.

Safety Assessment

Several safety concerns are present in the Dunwoody Village study area. From a vehicular standpoint, heavy congestion along Chamblee Dunwoody Road and Mount Vernon Road create increased risks of crashes. Particularly, the presence of a high frequency of driveways along these corridors increases the number of potential conflict points. Also, because there is an absence of a raised median along these roadways, there is an increased risk of angled collisions caused by left-turning vehicles to and from the multiple driveways.

Public involvement indicates that high speeds are also a present safety risk particularly along local streets such as Dunwoody Village Parkway. The public indicated a need for traffic calming where appropriate while also maintaining safe access for emergency vehicles.

Nandina Lane currently operates as a two-lane bi-directional roadway which creates a safety risk for motorists attempting to turn left onto Chamblee Dunwoody Road. High traffic volumes on Chamblee

Dunwoody Road prevent adequate gaps from becoming available for left-turning vehicles which creates both a congestion and a safety issue.

As discussed earlier, the study area can be difficult for pedestrians to negotiate. The high volumes and high speeds of the roadways make walking along and across these roadways uncomfortable. Some local streets have no sidewalks combined with narrow lanes and high travel speeds of motorists which create a mixture of very unsafe conditions for pedestrians. Also, the lack of clear pedestrian paths through the surface parking lots can create confusion on the part of motorists and pedestrians in parking areas.

Because of the lack of dedicated bicycle lanes, bicyclists are forced to operate in the shared roadway with vehicles. The high speeds and high volumes combined with the high number of driveways make these cycling conditions unsafe and hazardous, especially for recreational cyclists.

DETAILED ZONING ANALYSIS

DUNWOODY VILLAGE

EXISTING ZONING | Dunwoody Village

The Dunwoody Village Study Area is made up of 11 individual zoning districts as identified by the existing Dunwoody Zoning Map. These districts are a combination of single-family, multifamily, office, commercial and overlay districts. With the exception of the overlay district, the existing zoning districts can be classified as traditional and Euclidean with uses that are basically isolated by type within each individual district and with no regulation of urban design, aesthetic or pedestrian elements. The Dunwoody Village Overlay District is a more modern district with progressive urban design, architectural, pedestrian, signage and parking controls in place. The existing zoning districts are as follows:

The Development Standards contained within the Dunwoody Village Area zoning districts are low to medium density in nature, consistent with the existing built environment of the study area and the city in general. Single-family residences are permitted up to a typical 3-floor limit and multifamily uses are permitted up to a maximum of 5 floors. Office and retail is permitted to a maximum of 2 to 5 floors. Current standards are consistent with more traditional zoning standards in that they do not contemplate a horizontal mixture of uses or product types which require smaller yard and lot dimensions. District standards are limited in their focus, mainly pertaining to lot and density sizes. Regulation of open space, pedestrian amenities, urban design and other similar elements are absent in the current districts. Regulations pertaining to parking are basic and provide no mechanism for facilitating a more sophisticated parking arrangement within the zoning districts themselves, instead depending on regulatory exceptions to this end. Residential buffering standards are adequate and generous to ensure that adjacent neighborhoods are properly protected from the unintended effects of development including shadowing, noise, visual intrusion and other similar ill effects. Said buffers do not contemplate driveway access

STUDY AREA ZONING DISTRICTS

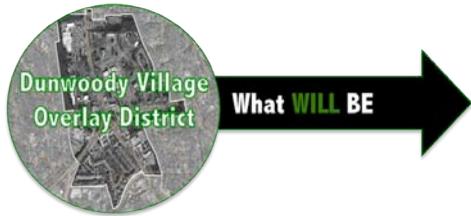
DISTRICT	NAME	USES	ORDINANCE SECTION
R150	Single-Family Residential District	Single-family	Article II, Division 4
R100	Single-Family Residential District	Single-family	Article II, Division 5
R50	Single-Family Residential District	Single-family	Article II, Division 9
RM100	Multifamily Residential District	Multifamily	Article II, Division 16
RMHD	Multifamily Residential District	Multifamily	Article II, Division 19
OI	Office Institutional District	Office	Article II, Division 23
OIT	Office Institutional Transitional District	Office	Article II, Division 24
NS	Neighborhood Shopping District	Commercial	Article II, Division 27
C1	General Commercial District	Commercial	Article II, Division 28
C2	General Commercial District	Commercial	Article II, Division 29
DV	Dunwoody Village Overlay District	None	Article III, Division 3

which is more common in more dense or mixed-use environments. The Development Standards for the existing zoning districts of the Dunwoody Village Study Area are as follows:

STUDY AREA DEVELOPMENT STANDARDS

DISTRICT	LOT WIDTH (min)	LOT AREA (min)	FRONT YARD (min)	SIDE YARD (min)	REAR YARD (min)	HEIGHT (max)	FLOOR AREA (min)	LOT COVER (max)
R150	150'	1 acre	60' -45'	20'	40'	35'	2,000 sf	35%
R100	100'	15,000 sf	45' -30'	10'	40'	35'	2,000 sf	35%
R50	60'	8,000 sf	45' -30'	7'	40'	35'	1,200 sf	35%
RM100	100' MF 60' SF	2 acres MF 6,000 sf SF	35' MF 30' SF	20' MF 7' SF	40' MF 30' SF	4 floors	650- 1,000 sf	35%
RMHD	100' MF 60' SF	2 acres MF 6,000 sf SF	50' MF 30' SF	20' MF 7' SF	40' MF 30' SF	5 floors	650- 1,000 sf	65%
OI	100'	20,000 sf	50'	20'	30'	70'	650- 1,000 sf	80%
OIT	100'	20,000 sf	40'	20'	30'	35'	1,000 sf	80%
NS	100'	20,000 sf	50'	20'	30'	25'	100,000 sf (max)	80%
C1	100'	20,000 sf	75'	20'	30'	35'	-	80%
C2	100'	30,000 sf	75'	20'	30'	35'	-	80%

sf SQUARE FEET	MF MULTI-FAMILY	SF SINGLE FAMILY	D DETACHED	A ATTACHED
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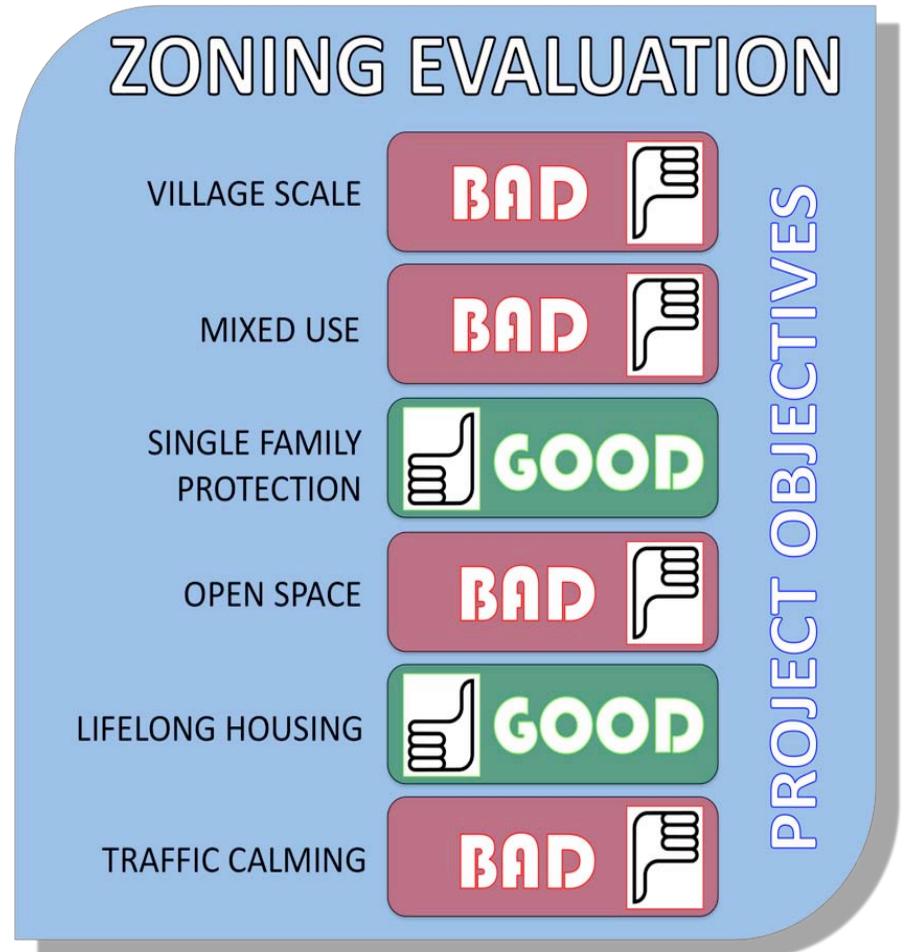
Most lacking in the existing overlay is the ability to deal with the sophisticated elements of Uses & Site Planning. There are nuances related to uses that both the overlying and underlying districts are unable to address. Residential types, unit sizes, square footage limits, bonus features and vertical mixtures of uses are not addressed. Site Planning related elements such as the relationship of buildings to streets, supplemental zones and open spaces are left out. Additional transportation features are unspoken for in the zoning controls such as transit-related parking provisions, shared or reduced parking or bicycle parking requirements. An updated zoning tool should incorporate these elements.

PROJECT OBJECTIVES ANALYSIS | Dunwoody Village

To better understand the ability of the existing zoning environment to achieve the implementation of the Dunwoody Village Area Plan it is helpful to measure the zoning to the project objectives. This will reveal a vital perspective in terms of whether or not the zoning and the project goals are in synch. The project objectives relative to zoning are as follows:

- Consideration of new zoning districts and ordinance language that would promote **village- scale mixed-use** scenarios.
- Establishing transitional zoning abutting existing residential districts to **protect these established communities** from future development impacts.
- Establish a system of **greenspace** areas that may include pocket parks, linear parks, village green, and/or amphitheater locations.
- Consider **multigenerational housing** options for all age groups of Dunwoody citizens within the Dunwoody Village area proximity.
- Develop **traffic-calming** techniques that may include on-road transportation facilities, roadway cross-sectional improvements, and landscaping enhancements.

In short, the project objectives for the Dunwoody Village Study Area are: Village-scale; Mixed Use; Single Family Protection; Open Space; Lifelong Housing and Traffic Calming. Each of these objective elements has been analyzed and assessed in relation to the ability of the current zoning infrastructure to implement each element. Elements are classified as “Good” when the existing zoning is adequate for implementing that element and conversely labeled as “Bad” when the zoning in place is not sufficient to achieve the project objective.



Those objectives that the current zoning is adequate to implement and administer are **Single Family Protection** and **Lifelong Housing**. The zoning in place today is equipped with generous buffer treatments, providing effective mitigation and separation from adjacent development within the Village. Current zoning also contains a variety of residential zoning districts that when utilized together provide a broad spectrum of residential densities, sizes and ultimately product types. Future expansion of the definitions and refined specifications of residential unit and density type should better reflect the study recommendations.

Unfortunately the majority of the project objectives are simply not attainable given the current zoning framework in place today. While there are adequate maximum building height controls in place to address **Village Scale** development within the study area, this alone is not enough to achieve this objective. The relationship of the building to the street is ultimately what determinates scale and in this area the current zoning is lacking. Provisions that regulate the massing, fenestration, orientation, setback and delineation of the lower 3 floors of a building are what is needed to properly achieve a proper scale. While the collective function of the existing districts allows for **Mixed Use** within the area, districts are needed that ensure vertical mixed uses on a single parcel. Meaningful **Open Space** is not ensured through existing regulations either. Lot Coverage limitations alone don't lead to truly usable and active community open spaces as is intended. And finally, as is the case with most traditional zoning regulations, **Traffic Calming** elements are absent from current districts with the focus placed instead on uses, yards, densities and buffers.

VISUAL IMAGERY ANALYSIS | Dunwoody Village

The Dunwoody Village Study process included a Visual Preference Survey taken by a large number of constituents during the early phase of the project. These types of visual exercises are highly valuable in that they enable photo documentation of actual places and real development to be leveraged to gauge the appropriateness and applicability of certain development types to the study area. This portion of the Zoning Analysis uncovers how the existing zoning districts in place within the Dunwoody Village Study Area measure up to the findings of the Visual Preference initiative. For purposes of this analysis, 3 of the Positive images and 3 of the Negative images are used. The findings for the selected positively ranked imagery is as follows.

POSITIVE IMAGE

*Vertical
Mixed Uses*

*Outdoor
Dining*



Balconies

*Floors
Delineated*

This positive image is characterized by vertically mixed uses, residential balconies, outdoor dining and richly delineated building floors along all building frontages.

POSITIVE IMAGE

Building Articulation

Building Fronting Open Space

Sidewalks

Open Space

This highly rated photo has a centralized programmed open space, a well-articulated building, engaging ground-floor opportunities and gracious pedestrian amenities.

This positively rated photo contains continuous sidewalks and street furniture along with active building facades complete with windows and pedestrian entrances.

POSITIVE IMAGE

Street Furniture

No Parking In Front Yard

Window Fenestration

Pedestrian Access

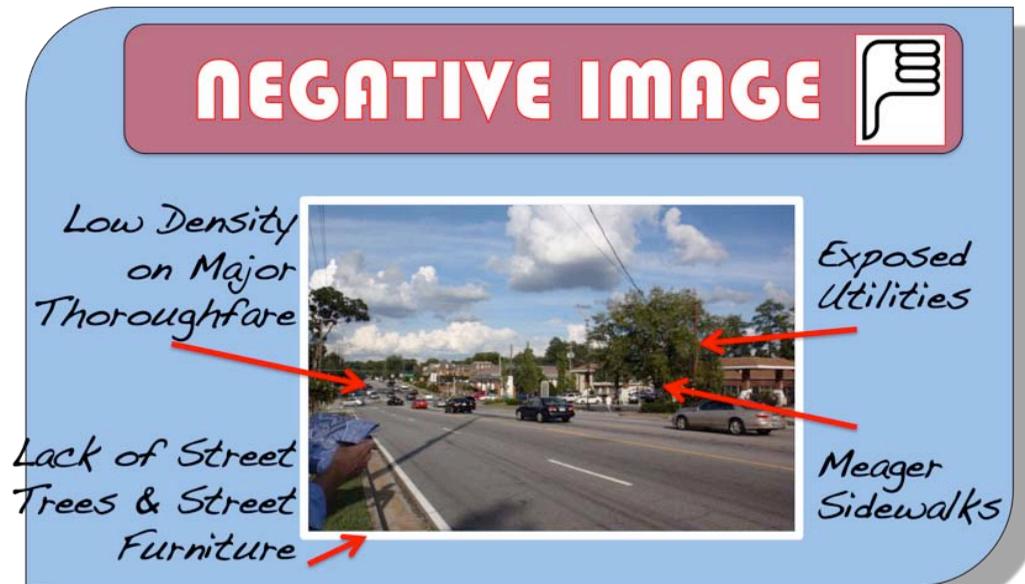
ZONING EVALUATION

BUILDING ARTICULATION	BAD	
OPEN SPACE	BAD	
VERTICAL MIXED USE	BAD	
SIDEWALKS & STREET FURNITURE	BAD	
PEDESTRIAN FRONT YARDS	BAD	
ACTIVE GROUND FLOOR	BAD	

POSITIVE IMAGERY

Clearly the elements related to the positively-rated imagery of the planning process do not fare do well in terms of their ability to be regulated and implemented through the current zoning framework in place today. The majority of the elements that contribute to the positive imagery are by nature design and pedestrian related and in these categories the current zoning is extensively lacking.

While much can be learned from positive imagery, negatively rated imagery holds equally as meaningful lessons on what the community desires. The following negatively-ranked imagery has been analyzed and summarized below.



This poorly ranked image is marked by exposed utilities, a meager sidewalk infrastructure, insufficient pedestrian amenities and poor building-to-street scale.

This low-ranked image of a multifamily building contains several typical negative elements that cause it to be unappealing and undesirable. The visible building façade contains no opportunities for communal interaction such as balconies, pedestrian entrances or an active ground floor of the building. The interior drive and courtyard further separate this building from the street and thus disconnect it from the fabric of the adjacent community.





This image has a small sidewalk, an uncomfortable relationship of building-to-street, poor façade articulation and unclear ground floor delineation.

As with the positive imagery, the current zoning controls prove to be ineffective in prohibiting the very elements that characterize the poorly and negatively ranked imagery. Again these elements are mostly design-oriented and are not addressed by the existing traditional zoning districts that deal mostly with uses, densities and yards.

ZONING EVALUATION

BUILDING ARTICULATION	BAD	
RELATIONSHIP OF BUILDING TO STREET	BAD	
VERTICAL MIXED USE	BAD	
SIDEWALKS & STREET FURNITURE	BAD	
PEDESTRIAN FRONT YARDS	BAD	
ACTIVE GROUND FLOOR	BAD	

NEGATIVE IMAGERY

LAND USE & CIRCULATION ANALYSIS | Dunwoody Village

The Dunwoody Village Study has resulted in strategic Framework Plans that have been prepared with specific detail provided regarding Land Use and Circulation concepts. There are several elements of both Land Use and Circulation plans that have direct applicability to zoning regulations. Zoning has the potential to implement many of these concepts and should be leveraged as much as possible to do so. Not every element of a master plan can be implemented through zoning but much of it can and this section outlines which portions of the Land Use and Circulation plans can be achieved either through the existing zoning controls or newly created zoning regulations for the study area.

The newly proposed land uses incorporate new urban design elements as well as more specific uses and in some cases building heights. The proposed Land Use Framework Plan categories are as listed here.

LAND USE FRAMEWORK	APPLICABILITY TO ZONING
NEIGHBORHOOD & CONVENIENCE RETAIL	Limited Office, Active Facades, Landscaping, Pedestrian Amenities, Lowrise (2 floors)
SMALL SCALE OFFICE	Active Facades, Landscaping, Pedestrian Amenities, Lowrise (2 floors)
CIVIC/INSTITUTIONAL	School, Rec/Community/Senior Center, Lowrise (3 floors)
VILLAGE CENTER/MIXED USE	Office/Retail, Age-trageted Res, Lowrise (3 floors), Open Space
FOR SALE RESIDENTIAL	For-sale, Age-targeted, Lowrise (3 floors), Large Units

The Circulation Framework Plan explores a greater specificity of street types and street amenities. Additional elements of street design are also addressed including curb cuts, landscaping, signage and block sizes. More specific details of the Circulation Framework Plan are listed here.

CIRCULATION FRAMEWORK	APPLICABILITY TO ZONING
OPEN SPACE	Town Green, Civic Green, Farmhouse Green, Pocket Parks
PEDESTRIAN PATH/TRAIL	Multi-use, Bike/Ped, 12-15'
STREETSCAPES	Sidewalks, Lighting, Trees, Landscaping
GATEWAY IMPROVEMENTS	Landscaping, Signage
NEW STREET GRID	Break Up Blocks, Complete Streets
ACCESS MANAGEMENT	Consolidated Curb Cuts, Parcel Interconnectivity

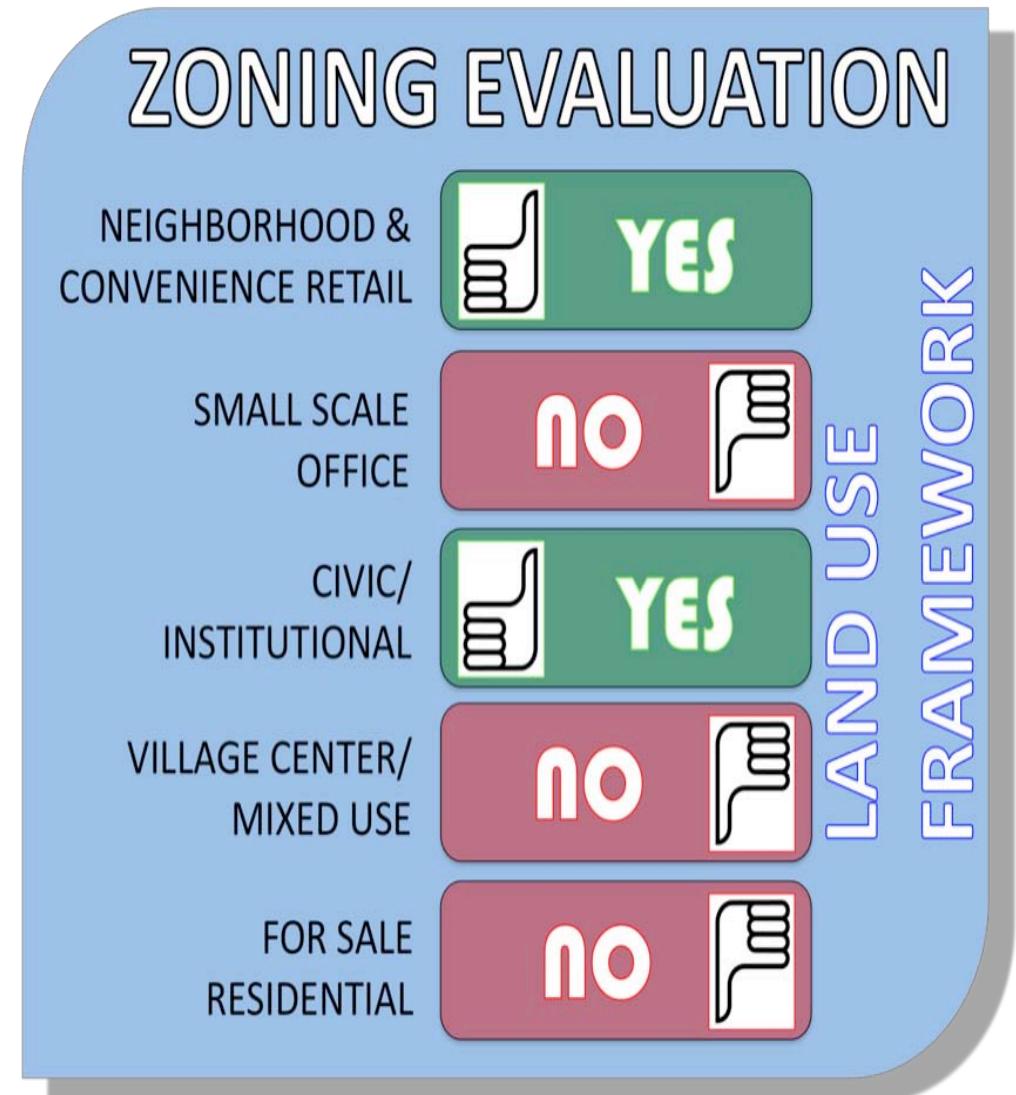
Many elements related to Circulation are best implemented and regulated through Public Works and Transportation mechanisms outside of the Zoning Ordinance. However, zoning should be leveraged whenever private land is being redeveloped and whenever circulation and transportation are part of a new development the zoning controls can be a powerful tool for implementing the recommendations of this plan.

The Land Use Framework Plan recommendations have been analyzed in relation to the ability of the existing zoning regulations to implement them. The Land Use patterns that are able to be implemented by the current zoning are noted by “Yes” and those that are not are noted by “No”.

The **Neighborhood & Convenience Retail** and **Civic/Institutional** land use patterns identified by the plan are able to be accommodated by the current zoning districts in place today. It would be helpful to add greater specificity in the permitted uses and the use definitions to ensure that the specific types of civic and neighborhood commercial uses are ensured. Otherwise, these uses are permitted with the existing zoning districts in place today. In some cases certain areas may need to be rezoned to ensure these uses are actually in place according to the plan recommendations.

For all other designations however new zoning provisions will be needed. New façade-treatment, urban design and building aesthetic components will be needed for the **Small Scale Office, Village Center/Mixed Use** and **For Sale Residential** districts. Pedestrian amenities such as sidewalks and street furniture are needed in the above listed districts as well. New mechanisms will need to be created that ensure the exactness of the product type and mix that is called for in this plan. Elements related to residential unit type, size, price point and age-specification are all quite sophisticated and will have to be balanced with Federal Fair Housing provisions. The diversity of uses that create a healthy mixed use Village Center will need to be crafted and incorporated into new provisions that further regulate this mix.

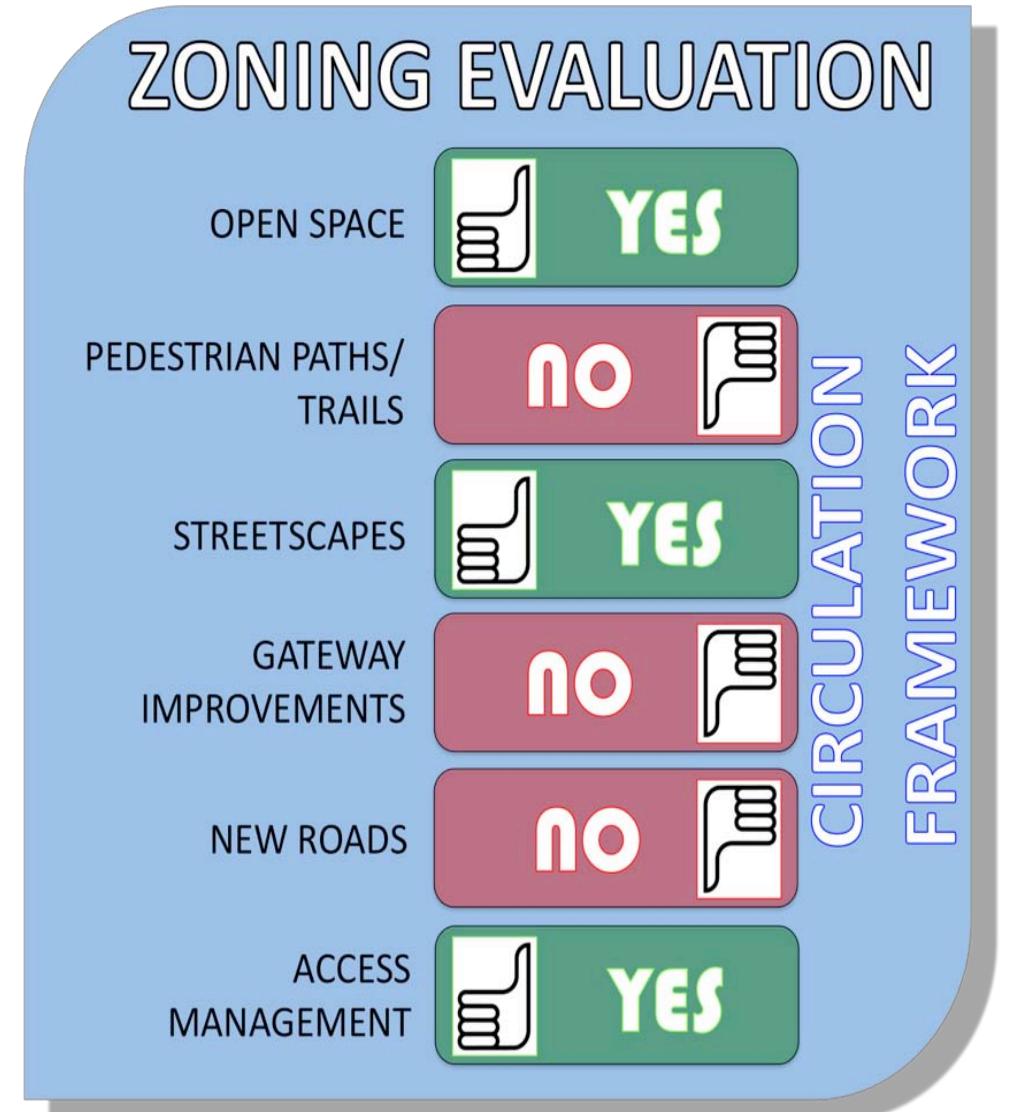
Due to the high degree of sophistication of the framework recommendations it would be ideal to leverage the existing Dunwoody Village Overlay District for implementation. It will most likely need to shift away from being just an overlay and instead become a stand-alone district encompassing the entire district and regulating through a series of subareas or subdistricts to ensure the more specific land use recommendations of the plan.



The recommended Circulation Framework Plan contemplates a system of connectivity that is not only different from current zoning regulations but is also more sophisticated than even many of the current Public Works and Transportation standards used by the City. As previously noted, not every aspect of circulation is best addressed through zoning provisions but it is good to leverage zoning as much as is possible since many circulations elements are constructed through the process of development or redevelopment.

The Dunwoody Overlay District is a sophisticated zoning mechanism that has helped to regulate several of the Circulation Framework elements since its inception. **Open Space, Streetscapes** and **Access Management** are all dealt with through the overlay. The newly emerging vision is however more expansive and modern and the overlay would need to be updated accordingly to ensure the fullness of this vision is incorporated into its regulations.

The elements of **Pedestrian Paths/Trails, Gateway Improvements** and **New Roads** however are not addressed through the current zoning. Current zoning does not require pedestrian paths or trails, gateway landscaping or the reconfiguration of larger blocks with newly created streets. All of these provisions can be addressed in new zoning designations that can be created specifically for the study area. And as always when dealing with issues of transportation and infrastructure, Public Works and Transportation mechanisms must be retooled so as to be used in companion with the zoning regulations which ultimately will be how the vision of the plan is fully implemented.



	<p>ACTIVE GROUND FLOOR</p>	<p>Active uses are office, retail, commercial & residential</p> <p>Current zoning does not require ground floor uses to be active</p> <p>Building design treatment is not addressed allowing ground floor uses to disengage from the adjacent street or sidewalk</p>
	<p>LIFELONG HOUSING</p>	<p>Currently have to use a number of different districts to get housing type diversity</p> <p>Current regulations don't adequately ensure the desired age, income and family users</p> <p>Residential opportunities located over retail are not permitted by current zoning</p>
	<p>MIXED USE</p>	<p>A mixture of different but compatible uses aren't permitted within individual zoning districts</p> <p>Vertical mixing of uses is not currently permitted in the zoning regulations</p> <p>There are no mechanisms in place that articulate the ideal distribution of mixed uses and densities</p>
	<p>OPEN SPACE</p>	<p>The Overlay district addresses landscaping requirements but not usable open space</p> <p>Design standards for open spaces are not addressed</p> <p>Open space required as a percentage of total development is not currently in place in the zoning regulations</p>
	<p>VILLAGE SCALE</p>	<p>Building heights in place through the existing zoning controls adequately help to ensure a Village scale height within the area</p> <p>Standards related to building massing, placement, setback and overall building scale are not implemented through the current controls</p>

SUMMARY OF FINDINGS (USES) | Dunwoody Village

This zoning analysis reveals that the Dunwoody Village Study interfaces with zoning in 3 primary ways: uses, urban design and connectivity. The following represents findings related to the Dunwoody Village Study recommendations and the uses allowed in the current zoning. The types of uses recommended in this process are Active Ground Floor uses, Lifelong Housing, Mixed Use, Open Space and Village Scale uses.

	<p>BUILDING ARTICULATION</p>	<p>The Dunwoody Village Overlay District regulations address elements related to fenestration and architecture</p> <p>Current standards should be updated to implement the plan vision for overall building massing and elements of scale</p>
	<p>GATEWAY IMPROVEMENTS</p>	<p>Landscaping features related to gateway treatment are not addressed by current controls</p> <p>Building design and massing guidelines are absent for ensuring gateway designs</p> <p>Open Space or Use provisions for creating gateways are not found in current zoning</p>
	<p>PEDESTRIAN FRONT YARDS</p>	<p>Current zoning controls do not ensure pedestrian front yards</p> <p>Parking facilities are currently allowed to be located in front yards</p> <p>Buildings are not required to actively front onto the adjacent street frontage or adjacent streetscape</p>
	<p>SIDEWALKS + STREET FURNITURE</p>	<p>The Dunwoody Village Overlay District requires sidewalks and general streetscaping for the Dunwoody Village area</p> <p>Current regulations do not address other sidewalk or streetscape concepts such as supplemental zones, open spaces, plazas, outdoor dining or bicycle parking</p>
	<p>SINGLE FAMILY PROTECTION</p>	<p>Current zoning requires healthy buffers and setbacks when districts are adjacent to residential neighborhoods</p> <p>Buffer standards should be updated to ensure both continued neighborhood protection and the commercial feasibility of the studies recommended land uses</p>

SUMMARY OF FINDINGS (URBAN DESIGN) | Dunwoody Village

This zoning analysis reveals that the Dunwoody Village Study interfaces with zoning in 3 primary ways: uses, urban design and connectivity. The following represents findings related to the Dunwoody Village Study recommendations and the urban design controls in the current zoning. The types of urban design recommendations resulting from this process are Building Articulation, Gateway Improvements, Pedestrian Front Yards, Sidewalk & Street Furniture and Single Family Protection.

	<p>ACCESS MAGAGEMENT</p>	<p>The Dunwoody Village Overlay District places general control over curb cuts and driveways</p> <p>Existing language is weak and is not strong enough to fully enforce access management provisions</p> <p>Interparcel activity is not fully addressed to aid in achieving access management</p>
	<p>NEW STREET GRID</p>	<p>New streets as part of development is neither required nor addressed by current zoning</p> <p>Large or "mega" blocks are not required to break up to create more walkable and pedestrian oriented blocks</p> <p>Complete Streets are not required in existing zoning</p>
	<p>PEDESTRIAN PATH/TRAIL</p>	<p>Alternative pedestrian paths are not dealt with in the existing zoning environment</p> <p>Open Space standards that can be leveraged to implement Pedestrian paths or trails are not present in the existing zoning</p> <p>Pedestrian connections from parking to building is not addressed</p>
	<p>TRAFFIC CALMING</p>	<p>Streetscape controls for purposes of traffic calming are not included in the existing zoning</p> <p>On street parking mechanisms for traffic calming purposes are not found in existing zoning</p> <p>Sidewalk extensions or bulb outs are not regulated by the zoning in place in the study area</p>

SUMMARY OF FINDINGS
(CONNECTIVITY) |
Dunwoody Village

This zoning analysis reveals that the Dunwoody Village Study interfaces with zoning in 3 primary ways: uses, urban design and connectivity. The following represents findings related to the Dunwoody Village Study recommendations and the connectivity regulations in the current zoning. The types of connectivity recommendations resulting from this process are Access Management, New Street Grid, Pedestrian Path/Trail and Traffic Calming.