Dunwoody Village
Master Plan

Prepared for the City of Dunwoody
3/17/2011

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The Dunwoody Village Master Plan is a product of many months of effort on the part of a wide variety of committed community leaders, residents and staff. Sincere thanks go out to all those who took the time to share their time, thoughts, ideas, expertise, and leadership in crafting this comprehensive vision for the Dunwoody Village area.

Sounding Board

A group of 14 community residents played a key role in the planning process by acting as a Sounding Board to preview public presentations and information and provide feedback into the planning process and deliverables. The City of Dunwoody greatly appreciates the commitment and devotion these individuals showed in helping maintain and enhance the Dunwoody Village

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Dunwoody Village Shopping Center

Introduction

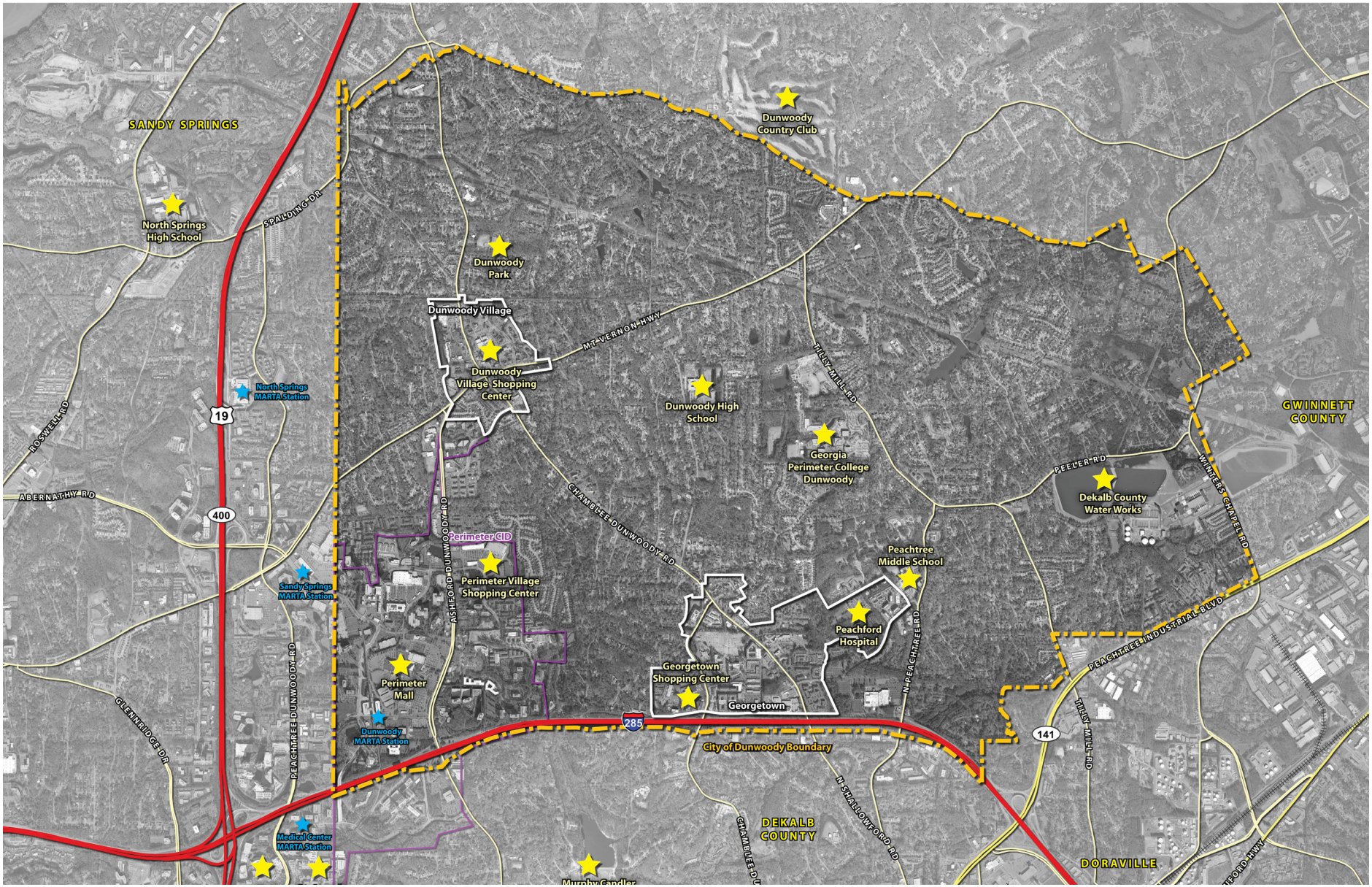
This Dunwoody Village Master Plan was completed by the City of Dunwoody and its team of consultants during the period of Summer 2010 through early 2011. This plan is designed to comply with the standards and intent of the Atlanta Regional Commission's (ARC) Livable Centers Initiative (LCI). Moreover, and more importantly, this Master Plan is a reflection of the complex and diverse desires of the citizens and leaders of the City as a whole.

The plan is designed to be visionary and far-reaching, yet pragmatic and actionable in the short- to mid-term. In this regard, the Master Plan outlines a realistic, community-based vision for the future of the Dunwoody Village area as it pertains to future development, open space, circulation, and economic development. In understanding the vision for the future as described herein, it is important to recognize that the Dunwoody Village area is a very unique place - a place that is physically and psychologically rooted in the Dunwoody community. Dunwoody Village, as it stands today, is a complex balance of numerous, and often competing, agendas. It is at once a highly localized convenience commercial center for nearby residents while also existing - for many - as the broad city-wide civic "heart" of the community. In addition, its placement at the intersection of Mount Vernon and Chamblee Dunwoody Roads places it directly in the cross-hairs of high volume commuter traffic for Dunwoodians and those merely passing through on a daily basis to and from Roswell, Chamblee, Sandy Springs, Norcross, and beyond. The vision outlined in this Master Plan attempts to reconcile these realities by imagining a diverse place that is not a "one size fits all" solution. Rather, this plan recognizes that the Village is, and should be, many things to many people.

Most stakeholders in Dunwoody have clearly demonstrated a warm affection for the charm and convenience of the Village. However, many also recognize that changes are not only inevitable but necessary if the Village hopes to keep pace with the onset of time, a changing economy, and a desire for a sustained and improved quality of life. This plan outlines and illustrates several of those desires including improvements to walkability and bikability (both from within and outside of the Village), opportunities for increased usable public space and special event space, a more vibrant mix of uses, enhancements to the area's livability, mitigation of traffic congestion, and the creation of a true civic heart of the City.

By fulfilling the vision contained within these pages, the Dunwoody Village Area can continue to thrive as a true "Village" that is vibrant, sustainable, and economically viable while maintaining its quaintness, charm, and link to the area's history.

City of Dunwoody Area



Dunwoody Plaza

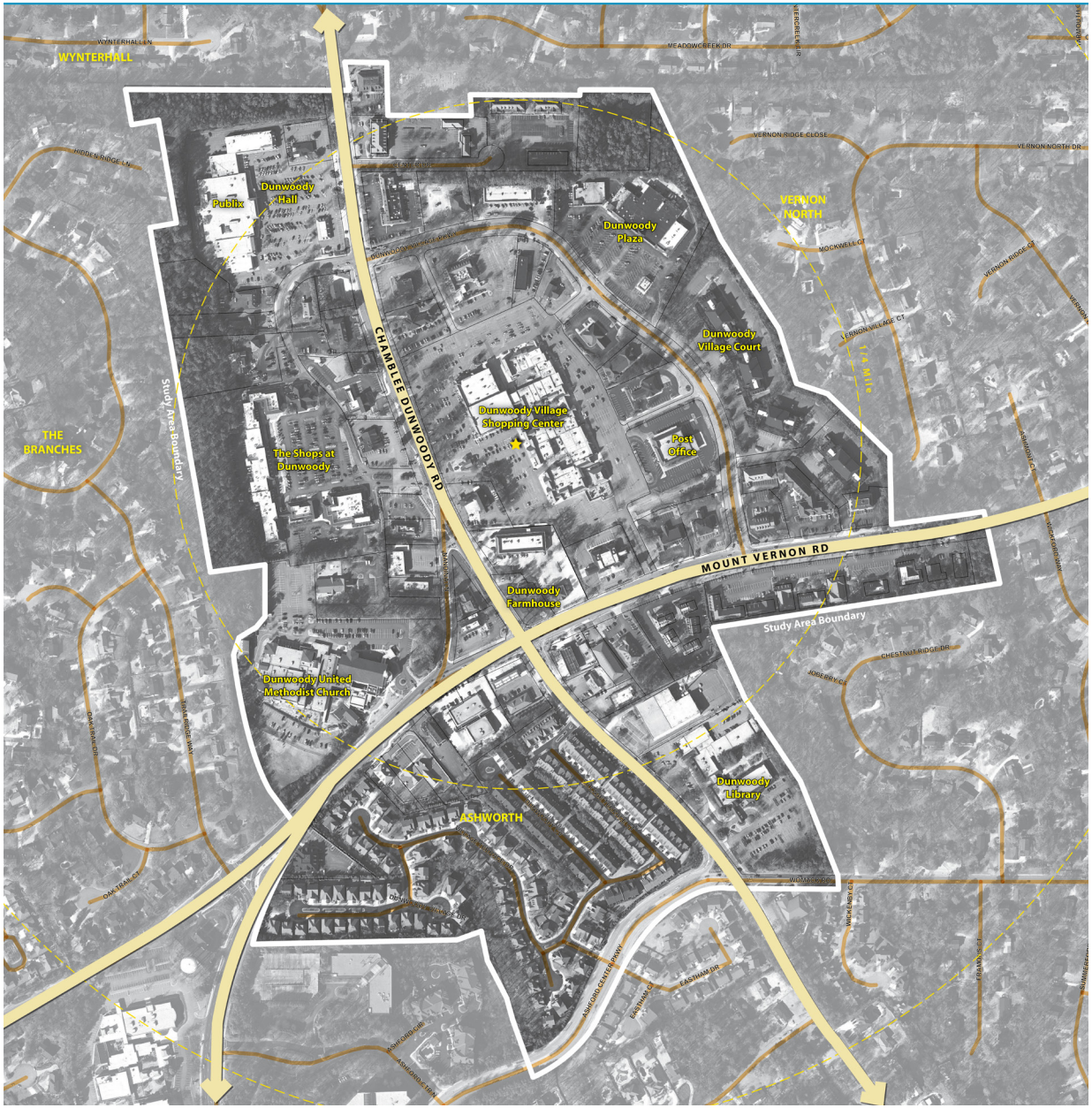
1 Existing Conditions

Village Context

The 165-acre Dunwoody Village study area sits at a major north DeKalb crossroads of Mount Vernon Road and Chamblee Dunwoody Road in the western part of the City of Dunwoody. Primarily a commercial district, the Village is surrounded on all sides by very stable single-family residential communities including: The Branches, Wynterhall, Cedarhurst, and Vernon North (among others). More recently, new housing subdivisions such as Ashworth (in the southwest corner of the study area) have brought a greater mix of housing types to the area including single-family detached cluster homes and attached townhomes.

Two large churches - Dunwoody United Methodist and Dunwoody Baptist mark the western approach to the Village along Mount Vernon Road. Just one mile to the southwest lies the Perimeter Center area - the largest commercial office sub market in the southeast United States. The Georgetown/North Shallowford area of Dunwoody lies approximately two miles to the southeast along Chamblee Dunwoody Road. Two and a half miles to the north Chamblee Dunwoody (via Roberts Drive) eventually ties into the Georgia 400 Interchange at Northridge Road. To the east of the study area lie numerous single-family neighborhoods and the Dunwoody Campus of Georgia Perimeter College.

Dunwoody Village Study Area



Study Area Boundary
Major Streets
Minor Streets
Parcels
Gross area - 165 acres
Parcel area - 157 acres

Recent Development History

Once nothing more than a farmhouse and surrounding fields, the Dunwoody Village area has changed significantly over the past 50 years. With the construction of the Shops at Dunwoody in the 1970's, the area was forevermore transformed from a rural outpost to a suburban shopping district.

As late as 1993, there was still a relatively large tract of undeveloped land in the southwest corner of the study area and the historic Cheek-Spruill Farmhouse was still surrounded by a large field. A few large stands of trees still remained behind the Dunwoody United Methodist Church and along the back sides of Dunwoody Plaza, the Shops at Dunwoody, and Dunwoody Hall.

By 2002, the large tract of virgin land in the southwest corner had been developed into a mixed residential community called the Ashworth. The large field surrounding the Farmhouse had been sold off and developed into a CVS pharmacy and a bank. In addition, Dunwoody United Methodist Church had expanded and had consolidated access in the rear of the parcel with the Shops at Dunwoody.

From 2002 to the present, several storefronts and businesses have changed however very little new development has occurred other than the small addition in Dunwoody Village Shopping Center to build the Fresh Market.

Dunwoody Village:
1993 Aerial Photo

Dunwoody Village:
2002 Aerial Photo

Dunwoody Village:
2009 Aerial Photo

Existing Development Character

Originally developed as a "Williamsburg" themed commercial district, the Dunwoody Village area has expanded and matured over its 40+ year history. Through the efforts of the Dunwoody Homeowner's Association and involved community members, the core of the district has generally maintained its unique sense of architecture and scale over the years.

Most buildings within the study area are one or two stories tall. However, unlike contemporary flat-roofed commercial centers, many buildings here incorporate a fairly steep roof pitch along with cupolas and dormers thus giving the area a taller sense of proportion (e.g., creating the sense of a two to three story character).

Architectural standards and on-going community pressure have generally ensured that new development and redevelopment (or retrofitting) remains in keeping with the "colonial" style of the Village including elements such as cupolas, dormers, columns, brick siding, divided-light windows, and building signage with indirect lighting.

Newer developments have incorporated antique street lights, benches, and trash receptacles. While these elements have been codified, implementation of consistent sidewalks and streetscape elements has never been completed in a comprehensive manner. Major roadways are lined with overhead utilities that create a degree of unsightly clutter.

The Dunwoody Village is home to a variety of community events and festivals. Annual events include, the State's largest Fourth of July Parade, Dunwoody Homeowners Association's annual holiday lighting "Light up Dunwoody", and the Dunwoody Art Festival. While the Farmhouse is the district's iconic building and includes the district's largest green space, it accommodates only modest-sized gatherings. Larger events include street closures and utilize surface parking areas due to the absence of a significant community green space or gathering space within the Village.

BB&T Bank on Mount Vernon Road

Dunwoody Village Shopping Center

Dunwoody Village Parkway

Architectural Style in Dunwoody Village

Fresh Market

Streetscape Character

Publix in Dunwoody Hall

RBC Bank

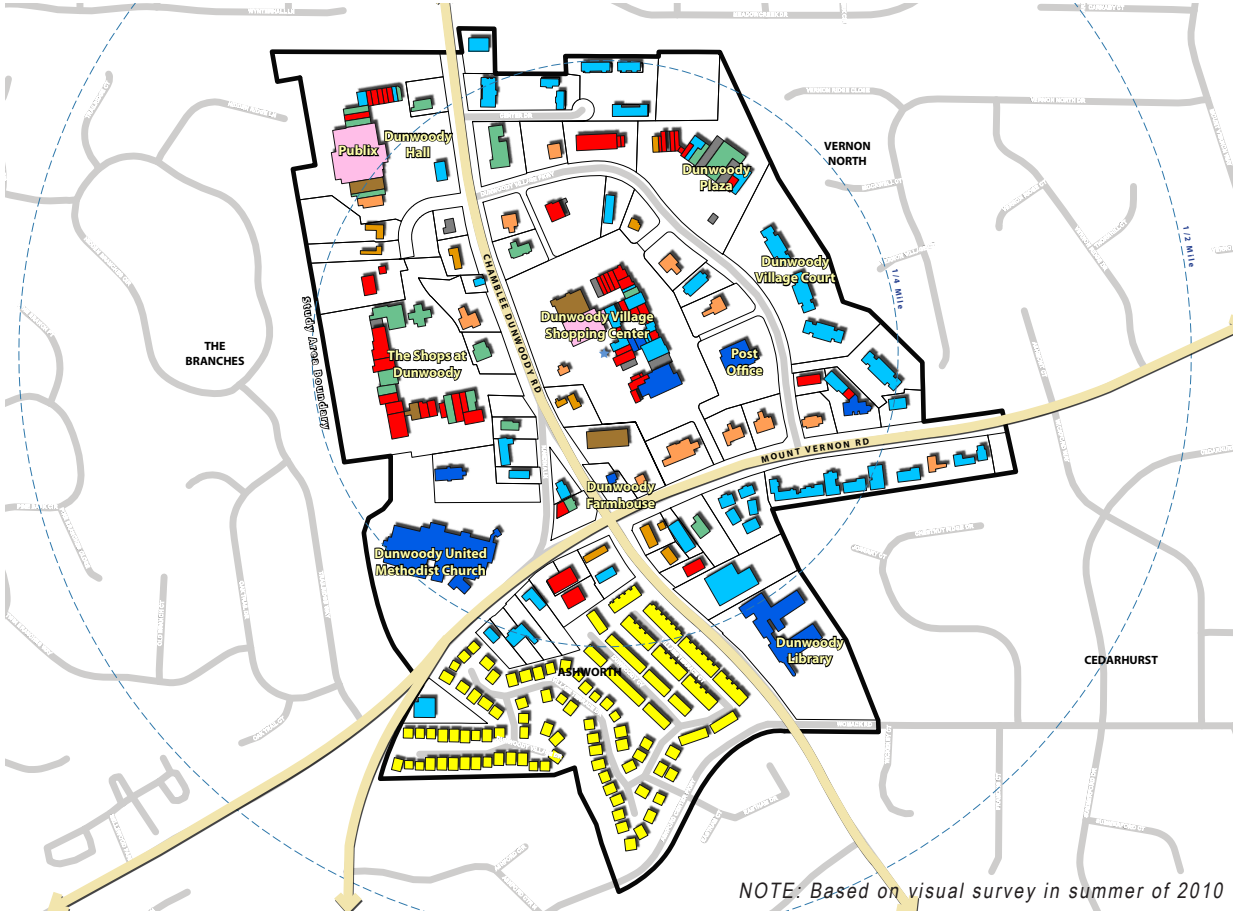
Existing Office Building in Dunwoody

Existing Building Use

Based on a visual survey in summer of 2010, the diagram at right depicts how individual buildings and storefronts are used within the Dunwoody Village area.

From a commercial standpoint, the Village exhibits a healthy mix of convenience retail, shopping, restaurants, and office space. In particular, the study area contains two groceries (Publix and Fresh Market), four pharmacies, an astounding eleven banks and appriximately nineteen individual food service-related businesses. At the time of the visual survey, six individual storefronts / buildings were unoccupied - a surprisingly low number given the current state of the economy. The study area is comprised of a balanced mix of multi-tenant shopping centers (Dunwoody Hall, The Shops at Dunwoody, Dunwoody Village, and Dunwoody Plaza) and individual out-parcel developments - with the out-parcels generally aligning Chamblee Dunwoody Road, Mount Vernon Road, and Dunwoody Village Parkway. Office uses are a combination of lease space and office condominiums and are generally concentrated along Mount Vernon Road and Dunwoody Village Parkway.

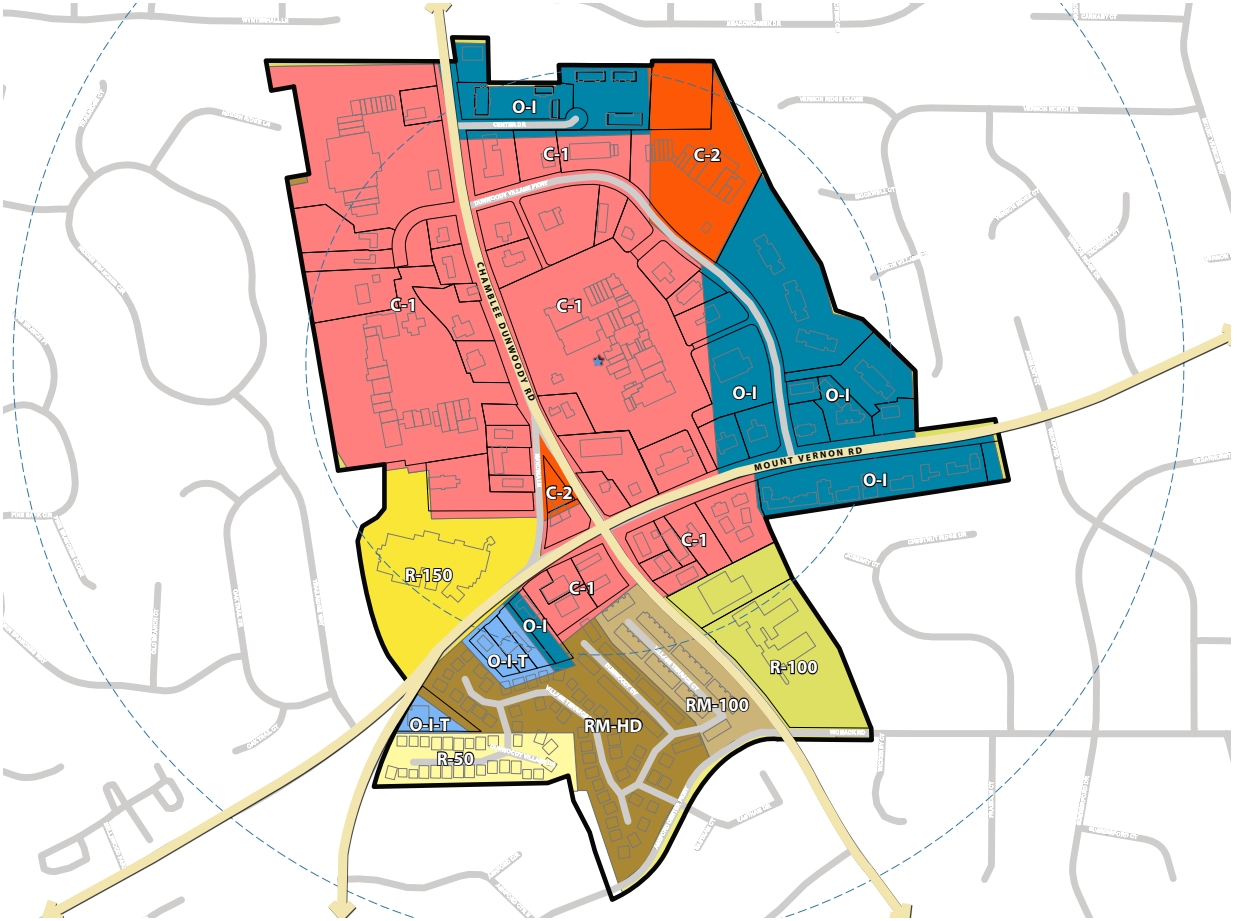
There are several institutions located within the Dunwoody Village area including several civic uses (North DeKalb Cultural Arts Center, Dunwoody Library, The Spruill Center, and the Farmhouse) along with a few notable private institutions (Dunwoody United Methodist Church and several small child care / education facilities). The Farmhouse, Library, and Spruill Arts Center provide the area with a unique city-wide appeal.



Existing Zoning

The Dunwoody Village Study Area is made up of 11 individual zoning districts and one overlay district. These districts are a combination of single-family, multifamily, office, commercial, and an overlay district. 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.

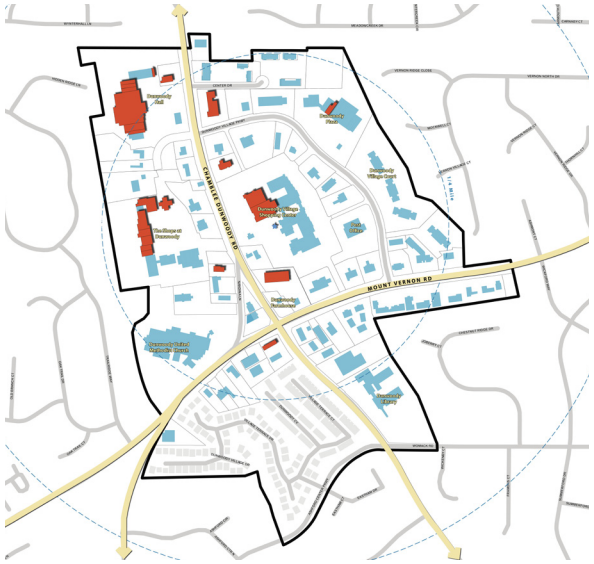
The development standards contained within the Dunwoody Village Area zoning districts are low- to medium-density in nature, consistent with the existing built environment of the study area and the City in general. Single-family residences are permitted up to a typical 3-floor limit and multifamily uses are permitted up to a maximum of 5 floors. Office and retail buildings are limited to 2 to 5 stories in height. 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 which is more common in more dense or mixed-use environments.



*Dunwoody Village Overlay applies to most but not all of the LCI Study Area.

Weekday Activity

Weeknight Activity



Weekend Activity

NOTE: Based on visual survey in summer of 2010

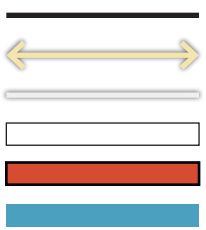
Village Activity

Based on the distribution, mix and hours of operation of the various businesses within the Village, the area exhibits a wide swing in apparent activity during different times of the day and week.

During weekday business hours, the Village is at its most active and is alive with patrons visiting shops, eating lunch, and workers using the relatively high quantity of office space. In addition, patrons come from the vast quantities of office space in Perimeter Center seeking alternative midday shopping or lunch experiences.

The story changes, however when assessing activity levels during weekday evenings. Currently, few restaurants generate traffic in limited areas within the Village (such as at The Shops at Dunwoody) and the two grocery stores are highly used. In contrast, many auto-oriented businesses and office complexes go quiet in the evenings. Given the concentration of office space on the east side of the study area, this creates a sizeable swath of "dead space" during the evenings.

Weekends bring a mixed bag of activity to the Village. While the office complexes remain closed - thus perpetuating an "emptiness" in the east side of the Village - restaurants, shops, and convenience retailers spring to life. In contrast to weekday patronage by area office workers and commuters, weekends tend to see a much higher level of activity by area residents and families.



Study Area Boundary
Major Streets
Minor Streets
Parcels
High Activity
Low Activity

Natural Features

Over the course of several decades, the Dunwoody Village area has witnessed a steady loss of natural tree cover and undeveloped land thus changing the character of the area from “rural” to “suburban.” While the area is now largely dominated by paving (roads and parking lots), there are still several important stands of very large trees.

In particular, several natural “buffers” have been maintained over the years to protect adjacent single-family neighborhoods from encroaching commercial development. On the northwest there is a large undisturbed forested area behind Dunwoody Hall and The Shops at Dunwoody. On the northeast there is a smaller, yet equally important buffer behind Dunwoody Plaza and Dunwoody Village Court. In addition, there are several important free standing old-growth trees scattered along Chamblee Dunwoody Road and Nandina Lane. Collectively, these large tree-covered areas give the Village a sense of place and time and should be preserved where possible.

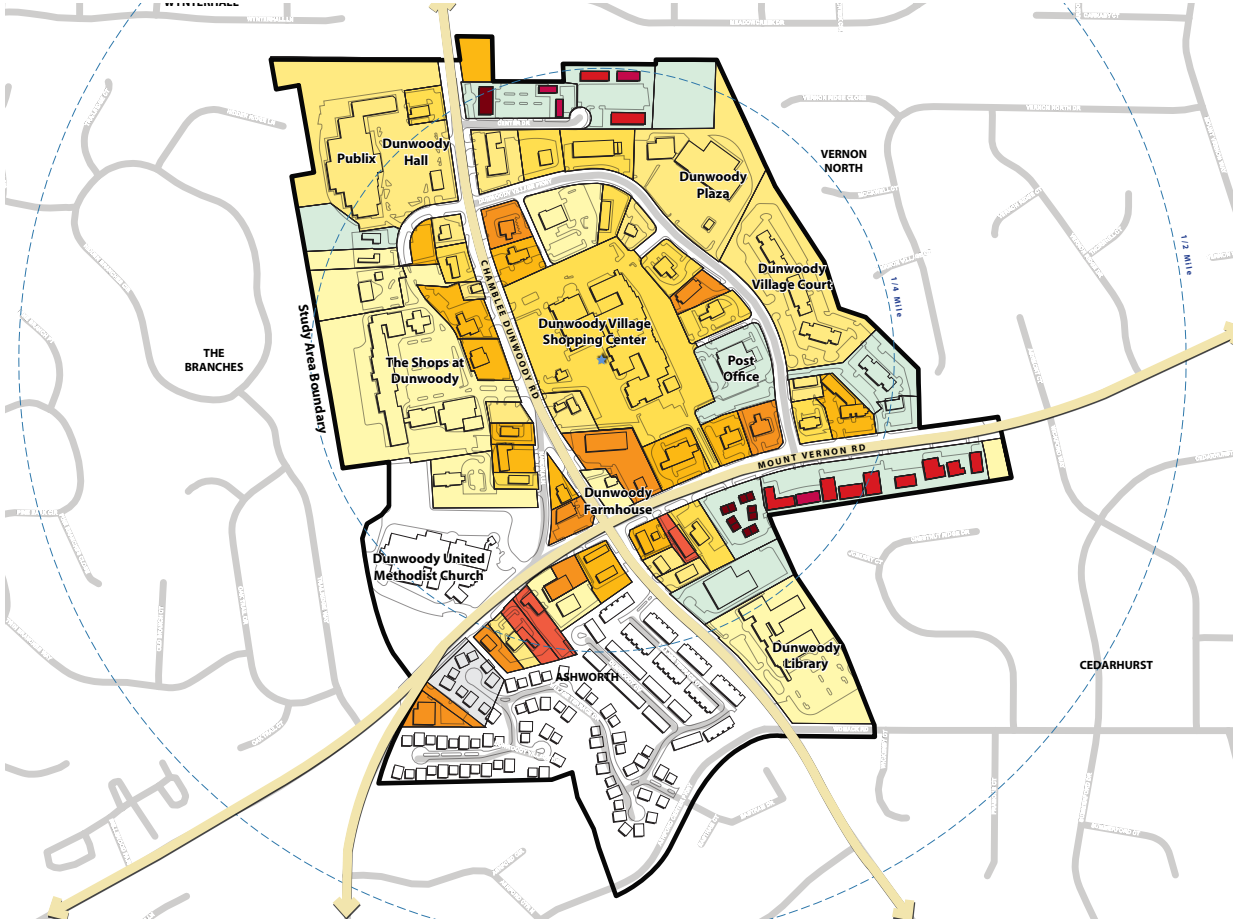
Topographically, the study area generally falls off from the high point in the southwest to the low point in the north east. The moderate slope of the land is not overly noticeable from the perspective of the automobile but is very obvious from the point of view of the pedestrian. In particular, the northeast side of the Village sits in a relatively large hole that is approximately 40-50 feet lower than Chamblee Dunwoody Road.

Tax Value

Using tax values obtained from DeKalb County in summer of 2010, the diagram at right shows the various ranges of values for each parcel within the Dunwoody Village study area. While not an exact indication of each property's true "market value," this analysis does provide an overall picture of approximate land values - at least relative to each other.

In general, and not surprisingly, the most expensive properties are those with frontage on Mount Vernon Road and Chamblee Dunwoody Road. In addition, the diagram points out that properties that are "condominiums" (office uses on Mount Vernon and along the northern boundary of the study area just east of Chamblee Dunwoody Road) have generally low land values but high building values. This demonstrates the challenge in trying to redevelop these properties in that multiple owners are impacted within a single piece of property.

Relative parcel size is another factor when considering future redevelopment options. As clearly demonstrated in the diagram, smaller "out-parcel" properties generally have higher property values (on a per square foot basis) than larger parcels and are likely to be more difficult to assemble and redevelop - particularly when considering that future redevelopment is likely to require acquisition of multiple out-parcels in order to be feasible.

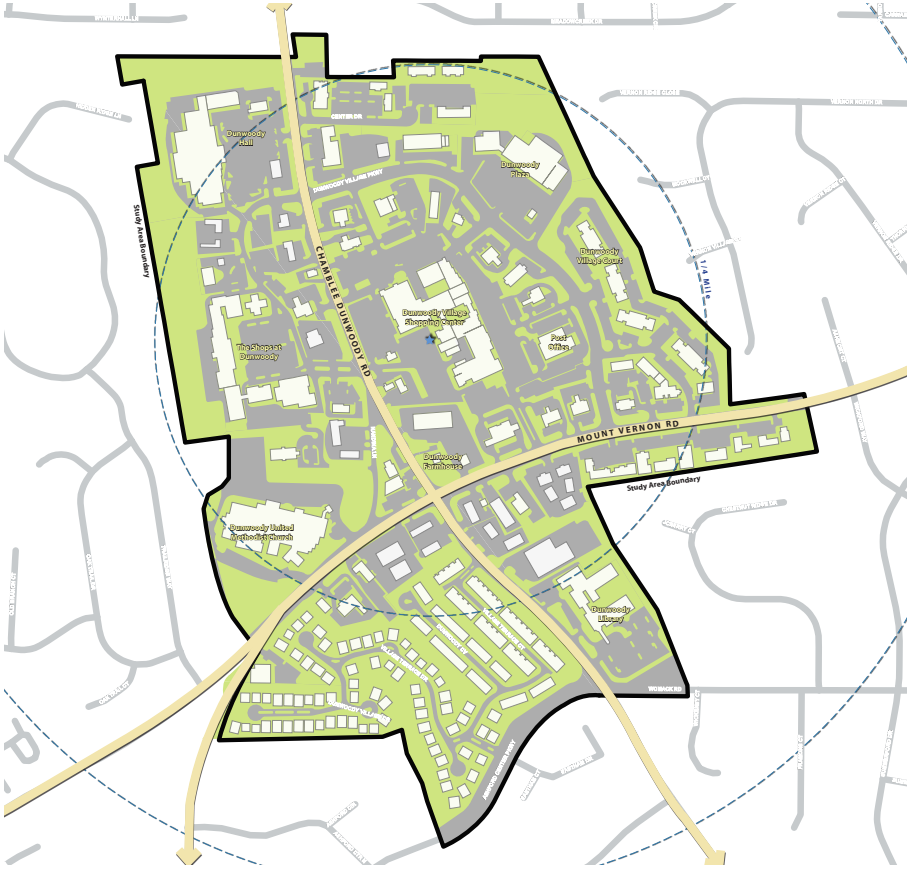


Study Area Boundary
Major Streets
Minor Streets

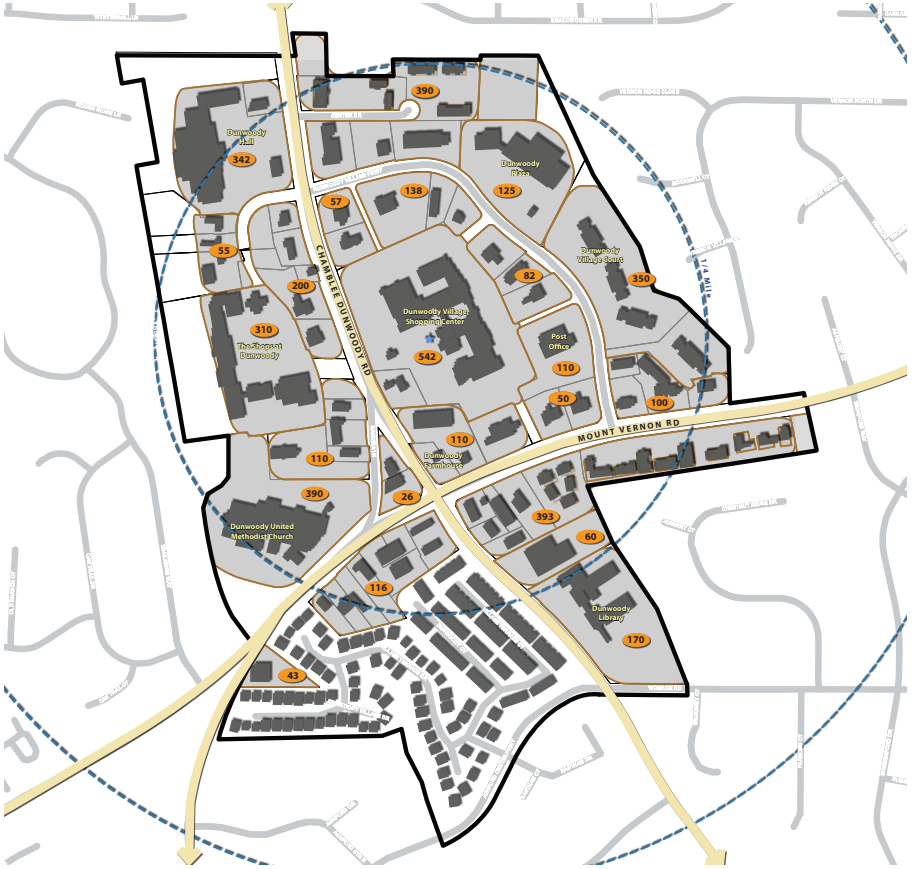
Tax Value (per square foot)

$0-$2.52	$8.19 - 9.42
$2.53-$6.03	$9.43-$12.06
$6.04-$8.18	$12.07-$15.13
	$15.14-$20.87
	$20.88-$46.49
	$46.50-$79.14
	$79.15-$132.54

* *Tax value based on 2010 DeKalb County Tax Assessor data.*



Pavement Area (streets, parking, and driveways) 90 acres - 40% of the total study area



Parking Area (total +/-4,265 total spaces)

Pavement

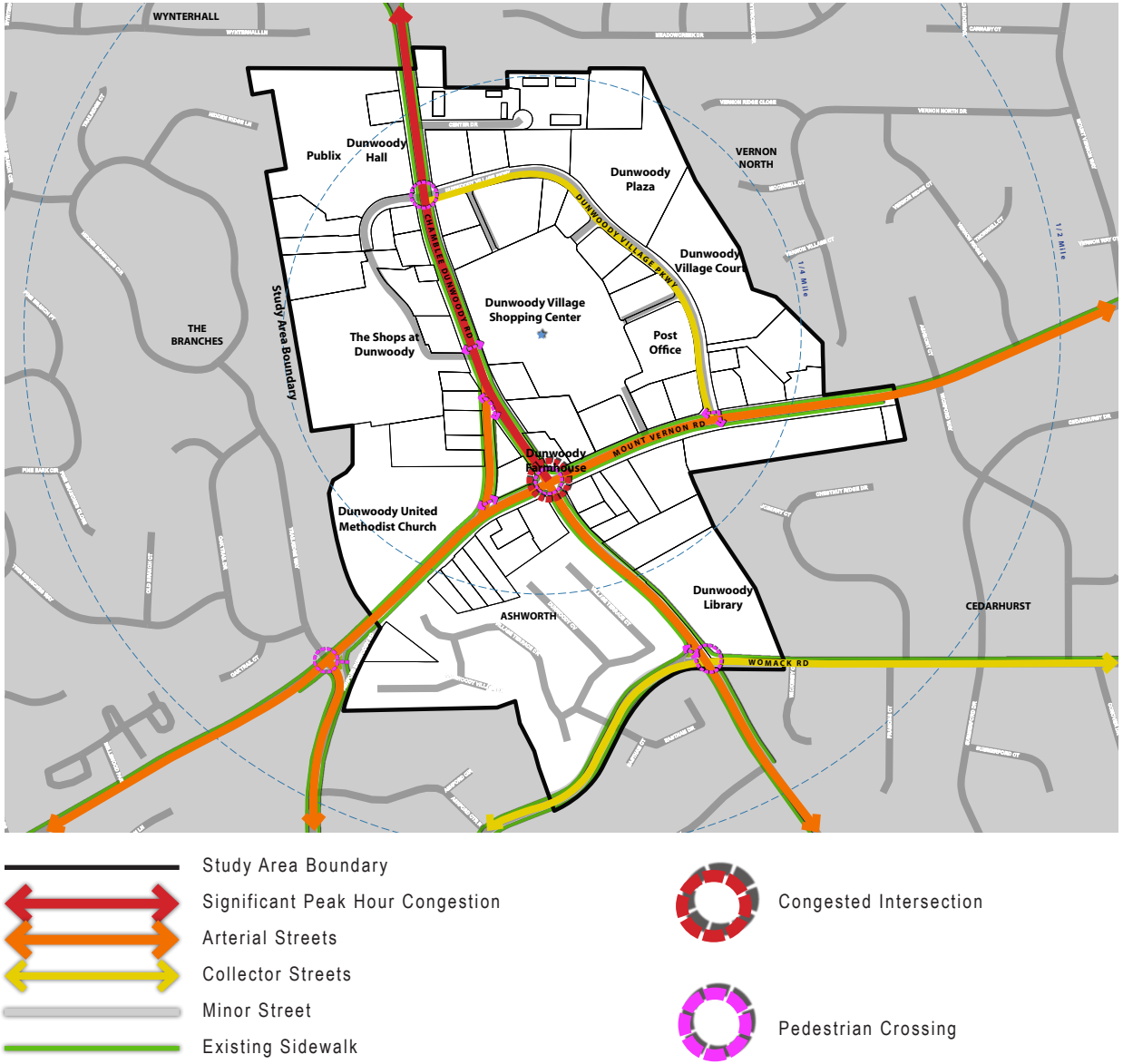
Built primarily as an automobile-oriented shopping district, the Village is dominated by pavement including roads, driveways, curb cuts, drive through lanes, and large surface parking lots. On the whole, about 40% of the total land area within Dunwoody Village is "paved." This predominance of paving facilitates driving and parking in the area, but is a tremendous hindrance to biking, walking, or relaxing.

Parking

Convenient and abundant parking is certainly an important part of making any commercial district viable from an economic standpoint. However, with the exception of a few locations within Dunwoody Village (most notably around the groceries), many surface parking lots are somewhat underutilized on a daily basis. Furthermore, the spread-out and singular nature of buildings generally does not lend itself to any shared parking concepts.

Roadways

Two roadways within the Dunwoody Village study area - Mount Vernon Road and Chamblee Dunwoody Road - are classified by the Georgia Department of Transportation (GDOT) as minor arterials (and no roadways within the study area are designated as state routes). 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.



Available traffic volume data from count stations near Dunwoody Village indicates 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 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 due to a larger congestion problem on the regional network where bottlenecks or intersection problems outside the study area could be impacting flow through the Village. Also, closely spaced intersections and driveways within the study area are likely reducing available roadway capacity.

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 (which is not desired by the community or planned by the City) will significantly address the existing congestion issues.

Sidewalk along Mount Vernon Road

Sidewalk along Chamblee Dunwoody Road

No Sidewalks along Dunwoody Village Parkway

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 traffic volumes and 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. 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.

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 the Dunwoody MARTA 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.

Demographic Trends

The Dunwoody Village 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 Village is not growing in population, existing households exhibit affluence and housing values that are greater than both the City of Dunwoody and the Atlanta MSA overall.

Because the Dunwoody Village 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. Household growth in the City as a whole is expected to occur at a rate of 1.0% annually between 2010 and 2015. This is less than expected growth rates in North Fulton County and the Atlanta MSA (1.3% and 2.4% respectively). The explanation for this marked difference lies in the fact that Dunwoody is more established than North Fulton and the MSA and has less land available for conventional development on greenfield sites. The Village has an average household size of 2.86 people, which is in line with the MSA average (2.78), 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 Village older than the Atlanta MSA (30.8% of households over 55).

Neighborhoods surrounding the Dunwoody Village are generally more affluent than the City as a whole and the Atlanta MSA. Median Household Income is $108,333 - well above the city ($87,392) and the MSA ($58,964). 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 Village area and in the City of Dunwoody than it is in the MSA overall, it is notable that the average year built for housing surrounding the Dunwoody Village is 1975 while it is 1982 for the Atlanta MSA. As these aging communities (and commercial buildings within the Village) extend beyond their useful life, there are significant opportunities for redevelopment.

Employment Trends

The Atlanta MSA economy has been one of the hardest hit of any metro area in terms of job losses during the 'great recession.' Atlanta lost nearly 200,000 jobs from 2008 to 2010 and currently has an elevated unemployment rate (above 10%). According to Georgia State University's Economic Forecasting Center, 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 (estimated at 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 Village 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 Village.

The Dunwoody Village study area lacks major employers within its boundaries; however, it is located in close proximity to multiple regional job centers, with Perimeter Center being the most closely related. With over 100,000 jobs, Perimeter 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 2011. In particular, the prevalence of health care providers in the "Pill Hill" area (cluster of hospitals and doctor's offices along Peachtree Dunwoody Road southwest of the City of Dunwoody) as well as a large amount of education jobs represents industry segments that are expected to grow the fastest over the next five years. Further, the Village is in close proximity to the Buckhead and Cumberland office cores, and when combined with Perimeter, represents a significant amount of high-paying job growth.

Over the next 20 years, ARC and Moody's Analytics offer a positive outlook for regional job growth. Atlanta is expected to remain among the top metro areas in the United States for job growth. The ten-county MSA area is anticipated to add over one million jobs during the next 20 years. The increasing preference expected for intown and near suburban locations will likely mean that areas in and around the Dunwoody Village study area will be able to capture a sizable portion of 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 Village will drive demand for new housing, goods, and services within the Village's boundaries.

Office Market Overview

The Dunwoody Village consists of low-rise professional business parks (Class C)/office condos. Office uses are primarily service-oriented catering to the needs of the local population. Predominant tenant types are medical/dental offices, law offices, and various civic/non-profit enterprises. Buildings tend to have been built in either the 1970s or 1980s and lack many of the amenities and layouts required by today's Class A tenants. The office supply in the area consists of 285,000 square feet of neighborhood and community office space with an occupancy rate around 80% - slightly lower than the rate for the metro area overall.

Strengths: The area possesses many physical and locational attributes that make it a logical location for neighborhood-serving (but not regionally-serving) office. The area offers easy access to I-285 and GA400 and is proximate to numerous high income households. Although traffic congestion is a concern, transportation woes are less severe than areas immediately adjacent to Perimeter Mall. Proximity to Perimeter - the largest collection of corporate office space in the Southeast United States - means the area is unlikely to attract large Class A users, but will appeal to smaller service-oriented tenants that have been priced out of the Perimeter market. This type of demand is likely to increase as Perimeter's average rental rates climb.

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

Anticipated Demand: Given the market and locational characteristics, most demand will likely emanate from the local-serving market. Modest household growth and the replacement of space lost to new development will drive demand. Redevelopment of existing office sites will likely attract many of the existing office users into new space but will not likely result in a net addition of new office users. Tenants will likely be small-space users, generally requiring under 2,500 square feet. The area can reasonably support additional demand for +/-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 in mixed-use development models.

Retail Market Overview

The Village consists of a variety of neighborhood-serving, anchored strip centers and stand-alone outparcel buildings. Several centers are aging, or under-utilized but on the whole retail land uses are performing well and serve as a local alternative to nearby Perimeter Center. Overall, the study area has +/-600,000 square feet of retail (+/-40% of the size of Perimeter Mall). This is a very large quantity of space for a neighborhood serving district (as opposed to regional). At 14%, vacancies are moderate, despite broader difficulties in the retail sector and are in line with the Metro average. 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 a recognition of being a "unique place" within the market. The high level of purchasing power, a result of the area's affluent households, will be a continual benefit to existing and future retailers. Additionally, high traffic counts in the area will provide tenants with a high degree of visibility.

Challenges: High traffic counts are desirable to retailers, but further increases will likely provide diminishing returns. Already, traffic flow patterns and near-constant traffic congestion threaten accessibility and thereby hurt local retailers. Additionally, a lack of a continuous and safe pedestrian network inhibits potential full use by customers.

Anticipated Demand: Support for retail emanates primarily from households living within a 3-mile radius. Additional demand sources include pass-through traffic, and nearby offices. These secondary sources will be integral in supporting any future regional retail. The net demand for neighborhood-serving retail is estimated to be +/-5,000 new square feet per year, but will not start until +/-2015. Due to current local and national challenges in the retail market, net new demand is not anticipated until high-quality vacant spaces have been backfilled and prospective tenants resume expansion plans in line with the broader economy. However, there is potential for a new high-quality, walkable mixed-use redevelopment (which does not currently exist in this location). This would likely involve relocating existing tenants. Specifically, there is unmet demand for mid-priced restaurants, a variety of boutiques, and home furnishings offerings.

For-sale Residential Market Overview

The Village has experienced limited construction of for-sale housing product due to land constraints. There have, however, been a small number of recent infill projects including high-end townhomes and new single-family detached homes in small-scale subdivisions. All of these products are in the Ashworth development which offers a variety of townhome and small lot single-family with townhomes typically priced in the mid to high $300,000's and single-family homes priced in the mid $400,000's.

Strengths: Residents benefit from relatively close proximity to I-285 and GA400. The area offers a wide variety of neighborhood serving retail (two groceries, two pharmacies, and a variety of banks, restaurants, and service providers) and is within two miles of Perimeter Center. The high number of established surrounding neighborhoods makes this a natural location for further residential development if space can be provided.

Challenges: High traffic volumes will further inhibit accessibility to the Village. Additionally, the lack of greenfield sites poses a challenge as redevelopment of parcels with existing structures will be substantially more expensive and/or require higher intensities than currently desired.

Anticipated Demand: Based on demographics and the current overhang of available supply, demand is not likely to begin for 3-5 years. When demand returns, likely purchasers will primarily be empty-nesters and pre-retirees seeking to "age in place." A secondary market audience is likely to be young professionals but the ability to attract this market segment will be highly dependent on format and the price point. At typical townhome densities (e.g., 10-12 units per acre), housing units would likely be priced at $400,000 and up, a price point typically more attractive to mature households rather than young professionals. Once demand resumes, there is an estimated annual market support for 12-24 attached homes. Should housing be developed at somewhat higher densities, lower price points could be achievable thus opening up the market to the young professional set - a market that will continue to be strong once demand returns.

Rental Residential Market Overview

The apartment market south of the Village in the Perimeter Center represents a dichotomy of product offerings including an abundance of older, conventional, garden style product (Class C or D; low monthly rents; past their usable life) and newer mid-rise product (Class A and B; higher monthly rents). 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 area due to fierce resident resistance to additional rental product.

Strengths: Rental residential benefits from many of the same locational attributes as for-sale residential including relatively close proximity to I-285 and GA400, and access to the office and retail offerings within the Perimeter area. Rental residential could further benefit from the high level of potential visibility along the major arterials surrounding the Dunwoody Village. This exposure is important in attracting would be tenants to for-lease residential communities.

Challenges: The primary (and likely insurmountable challenge) for rental communities is fierce resistance by local residents to apartment communities and the lack of desire among City staff or elected officials to develop this type of residential product. Therefore, this plan does not recommend the addition of any rental residential product.

Anticipated Demand: For the record, new apartments would likely be supported by young singles and couples, including those working in and around Perimeter Center. The Village could likely support 90 units annually starting in 2011. While local resistance to apartment development will preclude this type of development, it is interesting to note that approximately one-third of demand would come from households ages 55 and up. Strong demand within this mature age means that a rental, age-targeted senior community would likely be market supportable if such a development were to become feasible in terms of community acceptance.

Redevelopment Potential

The diagram at right represents an overall assessment of the properties that are the most likely candidates for redevelopment in the short- to mid-term (e.g., the next 5-10 years).

While not an exact science or precise prescription for redevelopment, the analysis is largely based on the physical and economic assessment of the Village (as summarized on the previous pages of this report) along with an understanding of community desires (as ascertained in the early stages of this planning process).

Based on this analysis, it should be understood that "full-scale" redevelopment of the entire Village is not probable or desirable. In fact, large portions of the Dunwoody Village area are currently thriving and therefore unlikely to fundamentally change over the next 10-20 years (other than routine cosmetic improvements).

Small-Scale Opportunities: Individual "out-parcel" style development; generally does not reflect current community desires for a walkable "village." These properties may be better suited to redevelopment if assembled into larger opportunities

Large-Scale Opportunities: Larger multi-tenant shopping/ office centers with partial vacancies; mixed community consensus as to desirability and compatibility with a walkable "village." These properties may require public incentives and/or investment due to size and complexity.

Civic Relocation Opportunities: Properties with a desirable active civic use but could be better configured or relocated within the study area to meet community desires for a walkable "village." These properties will require active public sector engagement and/or investment.

2 Vision & Framework Plan

Overall Vision

In 2010 the City of Dunwoody adopted its first Comprehensive Land Use Plan. The Comprehensive Land Use Plan laid the foundation for this more detailed master plan effort:

> Dunwoody Village has historically been the "heart" of Dunwoody. A master planning process will have established a detailed vision for this center of the community, focused on pedestrian and bicycle amenities, public functional green space, traffic calming, architectural controls, connectivity and place making. A sense of history will add to the charm and sense of place.
>
> This area will offer a "village green" with civic activities and amenities, and redevelopment will draw community members to shopping, dining and entertainment. Furthermore, redevelopment should have a residential component for day and evening activity to foster community. The design should embody the unique character of Dunwoody. The marker or unifying signifier (whether a "logo" or other identifier) that the City creates for itself and employs at gateways should be hallmarked in the Dunwoody Village in a distinctive, prominent way.

> The Dunwoody Village Master Plan was developed to create a more detailed vision for the District based upon the area's unique character and identity, the desire to create a great sense of place, underlying real estate market fundamentals, and public input. The resultant master plan include land use and circulation framework plans and short-term and long-term action plans to guide City of Dunwoody initiatives and investments in this area over the next 10-20 years.

Throughout the planning process, public involvement was a vital element of developing a community driven plan. The process included:

- +/- 20 Stakeholder Interviews in August 2010
- 4 Sounding Board Meetings- a committee of 14 community members identified by City Council to serve as a focus group for the planning effort
- 4 Public Workshops (the 4th workshop was held twice on consecutive evenings)
- An Interactive Project Website
- A Community Preference Survey
- 3 Public Open Houses
- City Councilmember Interviews/Small Group Sessions

The first phase of community involvement in September and October of 2010 included stakeholder interviews, one Sounding Board Meeting, one public workshop, and the online community preference survey to clarify community goals and objectives for Dunwoody Village. While there are many perspectives and viewpoints in the community, the following community consensus points emerged through the public participation process and guided development of the Master Plan.

- Reinforce Dunwoody Village as a focal point of the community and a City of Dunwoody destination
- Maintain the area's unique 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 surrounding single-family neighborhoods
- Determine potential for a civic presence in the Village
- Recognize community preferences to limit residential densities and rental properties

Future Character

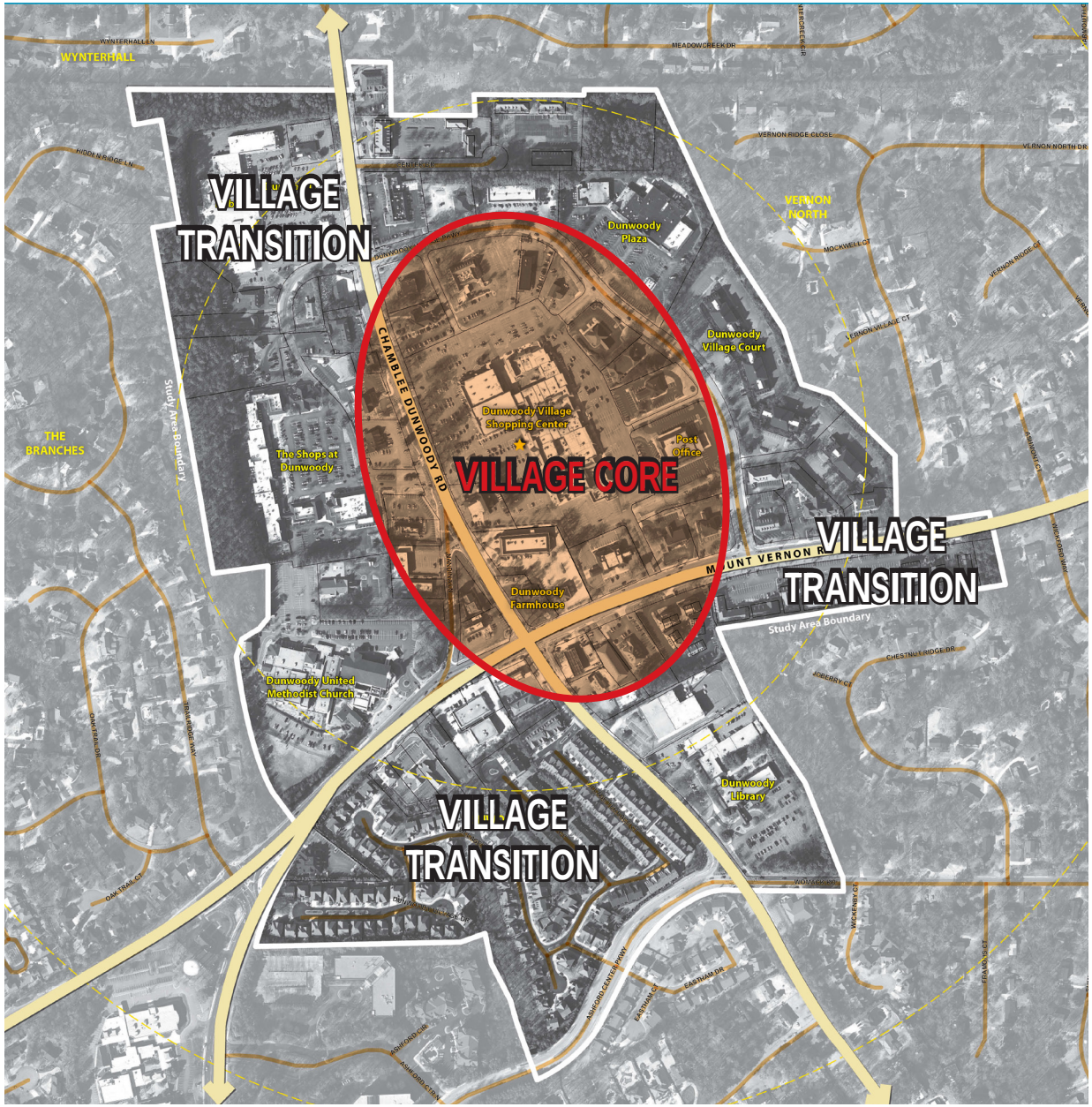
In September 2010, a Community Preference Survey was conducted at the first public meeting and online into early October to gather stakeholder input regarding the future of the Dunwoody Village. While over 270 stakeholders participated in the survey, the pool of respondents was not a scientific sample of the community as a whole. The community preference survey was not intended to be a voting mechanism, but rather one of many tools utilized during the planning process to provide greater insight into community issues and general preferences between various segments of the community.

The survey included two parts. First, a series of images were ranked by survey participants based upon their appropriateness for the future of the Dunwoody Village. Images were divided into two subareas: Village Transition areas adjacent to surrounding single-family neighborhoods and the Village Core roughly bounded by Mount Vernon Road, Chamblee Dunwoody Road, and Dunwoody Village Parkway. An additional set of images included circulation and open space images. The second half of the survey included a series of multiple choice questions and short-answer questions regarding land use, transportation/circulation, sense of place, and implementation.

Visual images that ranked most highly for Village Transition areas included a variety of low-scale buildings including retail, townhomes, and institutions. Almost all highly ranked images were brick buildings with somewhat contemporary versions of traditional architectural styles.

Within the Village Core, the most highly ranked images were a mix of retail and mixed-use images.

Within the circulation and open space images, hardscape plazas bordered by grass and trees, sidewalks, and bicycle paths rated most highly.



Notable results from multiple choice and short-answer questions:

- 74% of survey respondents reported that the Dunwoody Village needs some or extensive improvement and redevelopment. 22% reported that the area needs landscaping/general improvements and 3% reported that the area looks fine as it is.
- The retail goods and services most desired in Dunwoody Village by survey respondents included casual restaurants, grocery, pharmacy, gifts and specialty shops, and book/ music shops.
- If residential units were added to the Village in the future, survey respondents reported that the most appropriate target markets are empty nesters/early retirees and young professionals.
- There is strong community desire for more open spaces, particularly small scale parks and plazas.
- The lack of sidewalks and uninviting pedestrian environment is viewed as a significant issue in the Village
- The highest implementation priorities from survey respondents were:
  - Create open space/parks
  - Make the area more walkable/bikable

Village Transition Areas | **Village Core** | **Circulation and Open Space**

Highly ranked survey images

Land Use Framework Plan

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

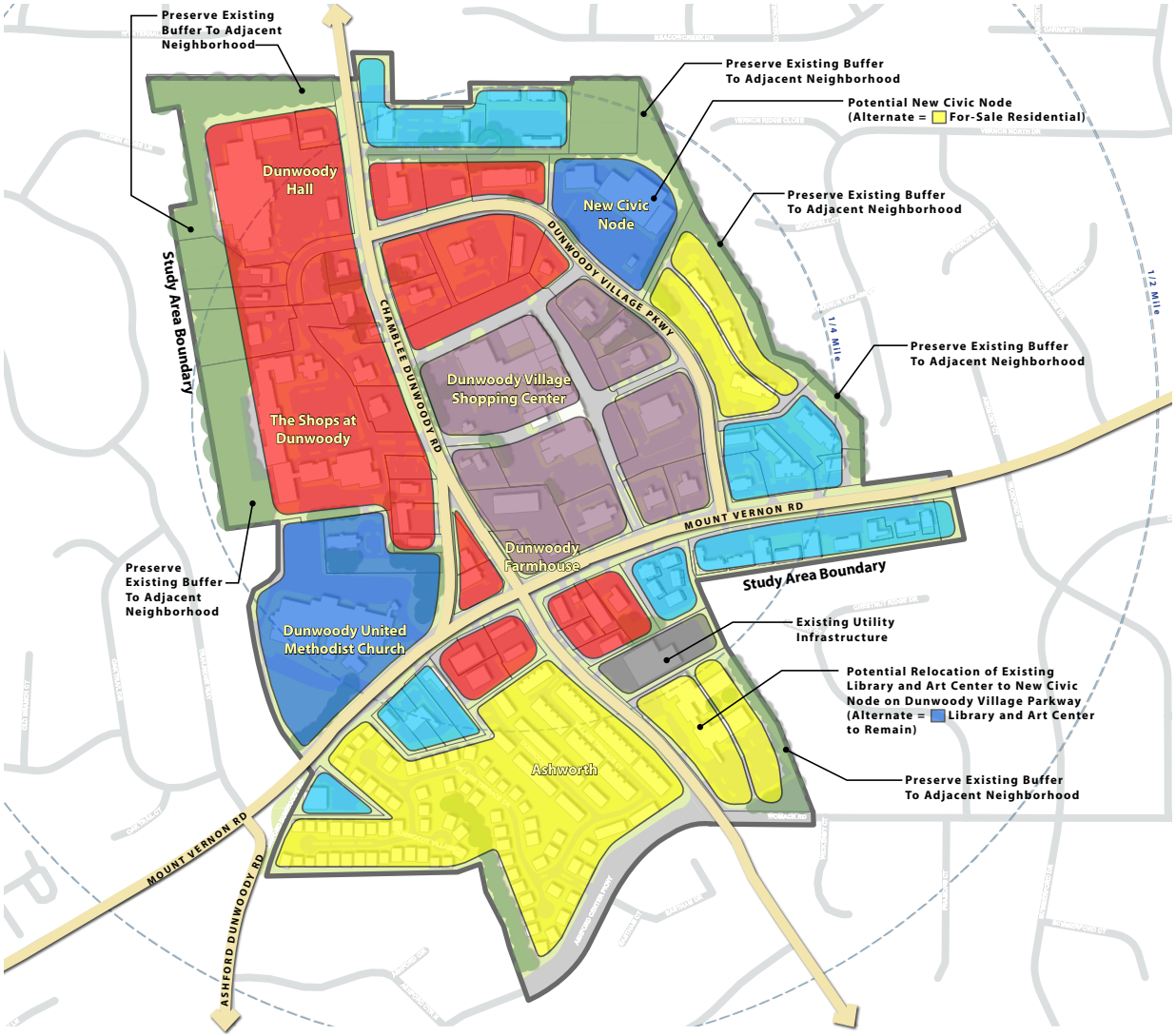
Additionally, a number of properties have multiple owners (office condominiums), are stable institutions or are higher performing retail properties and are unlikely to change in the short- to mid-term. These properties include the Ashworth neighborhood, Dunwoody United Methodist Church, The Shops at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

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

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

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

Land Use Framework Plan



DUNWOODY VILLAGE DISTRICTS

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

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

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

FOR-SALE RESIDENTIAL:
- Existing townhomes and small-lot single-family (Ashworth)
- Opportunity for new development (Chamblee Dunwoody Road site & Dunwoody Village Parkway site)
  - 10 to12 units per acre
  - 2 to 3 stories with private garages
  - Age-targeted (empty nesters)
  - Large units (greater than 2,000 sq. ft.)
  - For-sale product
  - Preserve existing buffers
  - High-quality design / materials

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

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

Village Center

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

The primary focus of the Village Center is to:

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

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

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

LEGEND

- CIVIC
- MIXED USE
- RESIDENTIAL
- COMMERCIAL

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

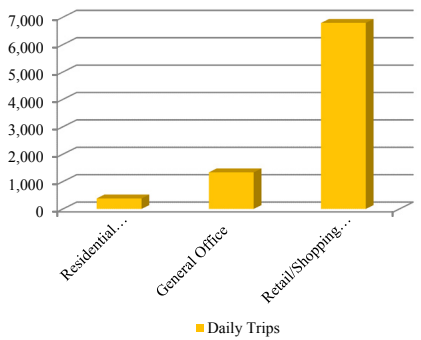
Based upon the local real estate market fundamentals, the most likely uses for buildings surrounding the central green space are retail and professional office on the ground floor with residential units above. A limited number of buildings surrounding the green space could be commercial with retail on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

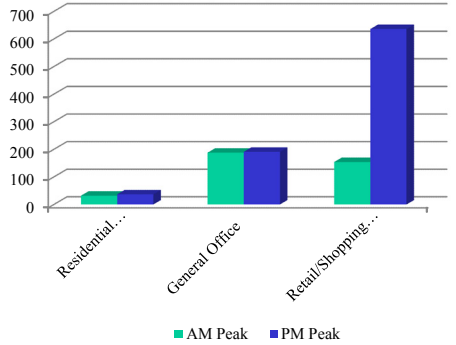
There is significant concern from some area residents regarding the integration of residential units into the Dunwoody Village. Future residential units within the Village are intended to reinforce and add to the traditional character of the Village and are not intended to be high density (over 12 units/acre)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

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

Traffic Generation by Land Use

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





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

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

Civic / Institutional

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

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

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

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

ILLUSTRATIVE CONCEPTS
NOT AN ACTUAL DEVELOPMENT PROPOSAL

Neighborhood/Convenience Retail

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

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

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

Small-scale Office

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

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

Residential

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

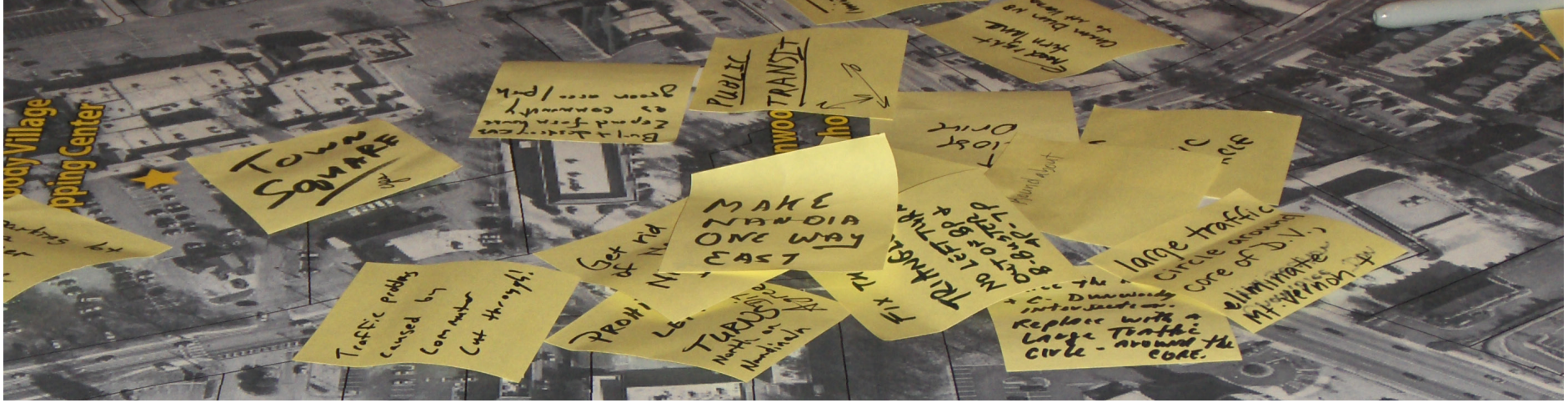
- Provide an opportunity for aging residents to remain in Dunwoody, reinforcing lifelong community principles
- Enhance walkability and open space opportunities and the pedestrian environment
- Enhance the market for desired restaurants and boutiques
- Reduce and/or minimize traffic generation

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

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

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

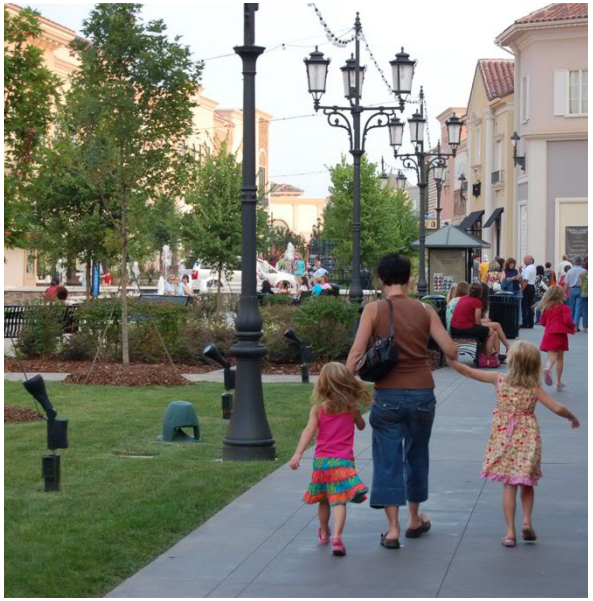
Geographic factors, market limitations, and community aspirations suggest that the appropriate number of residential units within the Village Center and adjacent areas would be no more than 120-160 units over the next 10 years.



Circulation & Open Space Framework Plan

The Circulation and Open Space Framework Plan outlines key community green/open space and pedestrian, bicycle, and roadway improvements developed in conjunction with the land use and market goals established during the planning process. Outlining transportation improvements in conjunction with land use goals and objectives is vital to maintaining and enhancing the character of the Dunwoody Village. The Circulation and Open Space Framework Plan places emphasis on community goals to create additional open space and gathering areas, enhance walkability, and expand potential for alternative transportation modes to be utilized in and around Dunwoody Village.

The following sections outline key green space initiatives and recommended roadway, pedestrian, bicycle, and multi-use trail enhancements.



Circulation and Open Space Framework Plan

DUNWOODY VILLAGE CIRCULATION & OPEN SPACE INITIATIVES

OPEN SPACES:
- "Town Green" - 1.5 to 2.0 acres (NOTE: location and layout TBD)
- "Civic Green" - 0.5 to 1.0 acres
- Farmhouse Green
- Chamblee Dunwoody Road & Womack Pocket Park (if property is renovated/redeveloped)
- The Shops at Dunwoody Plaza (private)

PEDESTRIAN PATHS / TRAILS:
- 12-15 feet wide
- Multi-use for pedestrians and recreational bikers (not bicycle commuters)
- Some in public right of way, some on private property (with easements)
- Potential trailheads connecting to adjacent neighborhoods (secured access to be further explored) (NOTE: Will require detailed discussions with affected neighborhoods and existing property owners to determine feasibility and exact locations)

STREETSCAPE IMPROVEMENTS:
- Sidewalks, decorative lighting, street trees, mast arms, aceess management, landscaping, and on-street bike routes (dedicated lane on Dunwoody Village Parkway)
- Chamblee Dunwoody Road
- Mount Vernon Road
- Dunwoody Village Parkway
- Ashford Center Parkway

INTERSECTION IMPROVEMENTS:
- Decorative Pedestrian Crossings
- Pedestrian Signalization if warranted
- Operational Improvements (Chamblee Dunwoody Road signalization changes associated with change to Nandina Lane)

NEW VILLAGE CENTER STREET GRID:
- New roads to break up super block (associated with new development) (NOTE: location and layout TBD)
- Roads may be public or private (TBD)
- Pedestrian oriented streets
- Operational Improvements

ACCESS MANAGEMENT IMPROVEMENTS:
- Operational & access improvements to Chamblee Dunwoody Road north of Mount Vernon Road
- Potential signal timing, reduced / consolidated curb-cuts, interparcel connectivity enhancements, etc. (requires additional detailed study)

NANDINA LANE RECONFIGURATION:
- Conversion of Nandina to one-way (southbound)
- Requires adjustments to operation of Chamblee Dunwoody Road & Mount Vernon Road intersection (requires additional detailed study)
- Consider long-term removal

Open Space

As detailed in the Village Center description in the last section, the centerpiece of the proposed, walkable Village Center is a Village Green Space. The primary goal is to create an appropriately scaled community gathering space as a focal point of the Village Center. The Planning Team's recommended 1.5 to 2 acre open space would accommodate community gatherings of up to 10,000 or more if adjacent streets are designed in a manner that they can be closed for larger events.

The Village Green should be visible from and/or linked to each of the Village's major streets (Mount Vernon Road, Chamblee Dunwoody Road, and Dunwoody Village Parkway) through sidewalks, multi-use trails, and significant landscaping. The Green should also be linked to the Farmhouse via a pedestrian path and enhanced landscaping.

The most significant design challenge for the space is to create an open space that is large enough to accommodate community gatherings without feeling oversized and empty when not in use. To best meet this challenge, the green space must be designed in conjunction with surrounding redevelopment and utilize a variety of materials to create sub-areas. The space should include a combination of hardscape plazas and open green spaces to provide variety and flexibility to comfortably accommodate a variety of groups (from small gatherings to large events). The space is intended to be passive in nature and not a location for active recreation (playgrounds, athletics, etc.).

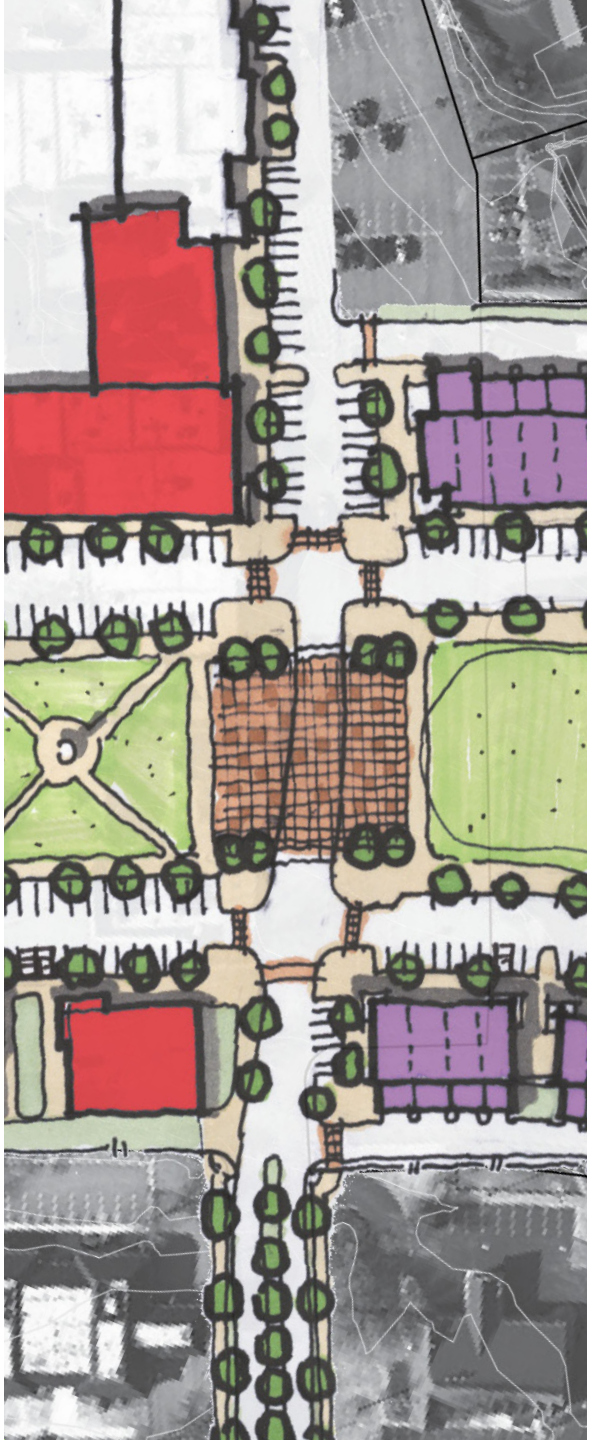
Other open space opportunities within the Dunwoody Village include maintaining and enhancing green spaces and mature trees that surround the Farmhouse, a more formal "civic green space" of ½ to 1 acre that should accompany the development or relocation of any civic facility into the Dunwoody Village, and encouraging enhanced community green space as a part of major, private redevelopment/improvement projects.

Any public or private redevelopment or major improvement property improvement project should be accompanied with landscape and green space improvements. The Planning Team recommends that the district's zoning classification be reviewed to encourage the creation and enhancement of smaller green spaces, provide street trees along major roadways and entries, and provide landscape islands and trees within surface parking areas. Generally these smaller open spaces should be used to create focal points within redevelopment projects and be bordered on at least one side by a public roadway where reasonable to enhance visibility and safety. If the City were to reposition the current Library/Arts Center site at Chamblee Dunwoody Road and Womack/Ashford Center Parkway, a landscaped area or pocket park should be considered on the northeast corner of the intersection as a gateway into the Dunwoody Village.

New Roadways

Integral to enhancing the character of and enhancing walkability in the Dunwoody Village is breaking up the superblock bounded by Mount Vernon Road, Chamblee Dunwoody Road, and Dunwoody Village Parkway. The Dunwoody Village Master Plan calls for two new east-west connections between Chamblee Dunwoody Road and Dunwoody Village Parkway and one north-south connection through the block. These internal roadways should be local, low-speed streets with shared bicycle lanes on-street, on-street parking, landscape buffers (4-6 feet recommended), street trees, lighting and wide pedestrian sidewalks (8-12 feet in width recommended).

The internal street grid is proposed to enhance access, visibility, and walkability providing multiple options for cars, bicycles, and pedestrians alike. These roadways would also alleviate some pressure on the Mount Vernon Road/Chamblee Dunwoody Road intersection and Chamblee Dunwoody Road between Mount Vernon Road and Dunwoody Village Parkway as they would provide options for low circulation. Internal streets will reduce the opportunity to have the "back side" of buildings exposed to public right-of-way and reduce expanses of surface parking lots.



Traffic Enhancements

Congestion at the Mount Vernon Road and Chamblee Dunwoody Road intersection, in combination with Nandina Lane, inhibits travel to and through the Village on a daily basis. Particularly during afternoon peak hours, delay at the intersection can back traffic for expansive distances in all directions. Roadway expansions to improve capacity are not supported by the community and would not reinforce the character of the Dunwoody Village. Adjustments are necessary however, to better manage the intersection and enhance safety.

While some inventive concepts have been proposed for the intersection (two-lane roundabouts, bypasses, etc.), the Planning Team recommends a series of more modest improvements including modifications to Nandina Lane and enhanced traffic signal timing of this and all nearby traffic signals.

Left-turn movements onto and out of Nandina Lane create operational and safety conflicts due to their close proximity to the major intersection of Chamblee Dunwoody Road and Mount Vernon Road. This project would involve operationally changing the intersections at both ends of Nandina Lane to become right-in-right-out only. This may result in needing turn lane reconfigurations at the primary intersection (to be determined by a future traffic study); however, the net result will yield better efficiency and safety within the proximity of this area. This project will also include replacing the existing span wire signals with decorative mast arms and utilizing countdown pedestrian signals and well-marked crosswalks. Over the long-term, Nandina Lane should be further studied as a one-way southbound street or eliminated.

One of the largest challenges for the Dunwoody Village is the high volume of traffic passing through the area along the major corridors of Mount Vernon Road and Chamblee Dunwoody Road. Much of this traffic is regional in nature resulting from traffic patterns that extend well beyond the district. It is unlikely that this traffic can be rerouted, so improving operational efficiency along the major corridors is paramount. Operational improvements can be made by evaluating signal timings and linking signals together to coordinate timings and achieve positive progression. This effort would involve a more detailed traffic study that evaluates the network of signals in and around the Dunwoody Village.

As part of any improvement project, access management along Chamblee Dunwoody Road and all major roadways in the Dunwoody Village area should be considered. Part of the traffic congestion problem in the area is the number of curb cuts and potential conflict points along major roadways. Any future redevelopment and/or streetscape project should consider reducing the number of curb cuts and directing as many turning movements as possible into a limited number of intersections and access points.

Streetscape Improvements

To enhance walkability within Dunwoody Village pedestrian facilities (sidewalks, ramps, crossings) and the pedestrian environment (storefronts, lighting, benches, trash receptacles, etc.) must both be improved. Four significant streetscape (sidewalk, landscape, and lighting) projects are recommended for the Dunwoody Village.

Enhancements to Dunwoody Village Parkway are under design as part of a Transportation Enhancement Grant awarded to the City. Elements of the plan include:

- Reduction in the number of travel lanes from 2 in each direction to 1 northbound and 1 southbound lane
- On-street bicycle lanes
- Landscape buffers 6-feet in width between travel lanes and sidewalks
- Street trees, pedestrian lighting, and roadway lighting within the landscape buffer
- 6-foot wide sidewalks in the short-term with potential to widen to 12-feet as part of future improvements and/or redevelopment
- Flexibility to add on-street parking on the west side of Dunwoody Village Parkway as part of future park development and/or private redevelopment

With future enhancements, efforts should be made to reduce the number of curb cuts along the roadway to limit potential conflict points between motorized vehicles, bicycles, and pedestrians.

Streetscape improvements should be undertaken for Chamblee Dunwoody Road in two phases. The first phase would improve the roadway from Mount Vernon Road to Roberts Drive (approximately 2,700 linear feet). Elements should include:

- Landscape buffers no less than 4 feet in width and preferably 6 feet in width between the roadway and pedestrian sidewalks
- Street trees, pedestrian lighting, and roadway lighting within the landscape buffer
- Wider sidewalks no less than 8 feet in width, preferably 10-12 feet wide
- Off-street bicycle facility on one side of the street (5-foot dedicated path or as part of a 12-foot multi-use path)
- Intersection enhancements including new mast arm traffic signals, pedestrian signals, high visibility crosswalks, and ADA Ramp improvements where necessary
- Removal of overhead utility lines and replace with underground utility lines
- Access management considerations to reduce and limit curb cuts and potential conflict areas along the corridor

The second phase of streetscape improvements along Chamblee Dunwoody Road (approximately 1,300 linear feet) should include the area from Mount Vernon Road south to Ashford Center Parkway.

- Landscape buffers no less than 4 feet in width between the roadway and pedestrian sidewalks
- Street trees, pedestrian lighting, and roadway lighting within the landscape buffer
- Wider sidewalks no less than 8 feet in width,
- Off-street bicycle facility on one side of the street as part of a 12-foot multi-use path
- Intersection enhancements including new mast arm traffic signals, pedestrian signals, high visibility crosswalks, and ADA Ramp improvements where necessary
- Removal of overhead utility lines and replace with underground utility lines

Multi-modal improvements along Mount Vernon Road from Ashford Dunwoody Road to Wickford Way (approximately 3,500 linear feet) should include:

- Landscape buffers no less than 4 feet in width and preferably 6 feet in width between the roadway and pedestrian sidewalks
- Street trees, pedestrian lighting, and roadway lighting within the landscape buffer
- Wider sidewalks no less than 8 feet in width, preferably 10-12 feet wide adjacent to the proposed Village Center
- Off-street bicycle facility on one side of the street (5-foot dedicated path or as part of a 12-foot multi-use path on the north side of Mount Vernon Road)
- Intersection enhancements including new mast arm traffic signals, pedestrian signals, high visibility crosswalks, and ADA Ramp improvements where necessary
- Removal of overhead utility lines and replace with underground utility lines
- Access management considerations to reduce and limit curb cuts and potential conflict areas along the corridor

Finally, pedestrian and bicycle enhancements on Ashford Center Parkway and/or Womack Road should consider:

- On-street bicycle lanes or shared lanes
- Landscape buffers no less than 4 feet in width between the roadway and pedestrian sidewalks
- Street trees, pedestrian lighting, and roadway lighting within the landscape buffer
- Wider sidewalks along both sides of major roadways no less than 6 feet in width
- Intersection enhancements including new mast arm traffic signals, pedestrian signals, high visibility crosswalks, and ADA Ramp improvements where necessary
- Extension of the Ashford Center Parkway median when and where feasible

Bicycle Routes

A combination of on-street and off-street bicycle routes will be necessary to enhance the ability of bicycles to traverse the area more easily. On-street bicycle routes should be included on Dunwoody Village Parkway and as part of new internal street grid through the Village Center. On-street bicycle lanes should be 5 feet in width to meet AASHTO standards.

Off-street bicycle lanes should be considered as part of multi-use trails on one side of Mount Vernon Road and Chamblee Dunwoody Road due to high traffic volumes, the number of conflicts, and other safety concerns. Multi-use paths are typically 12-15 feet in width on one side of a street and accommodate pedestrians (runners/joggers), recreational bicyclists, and sometimes electric carts and/or other devices. Alternatively, dedicated off-street bicycle lanes between landscape buffers and pedestrian sidewalks should be 8 feet or greater in width.

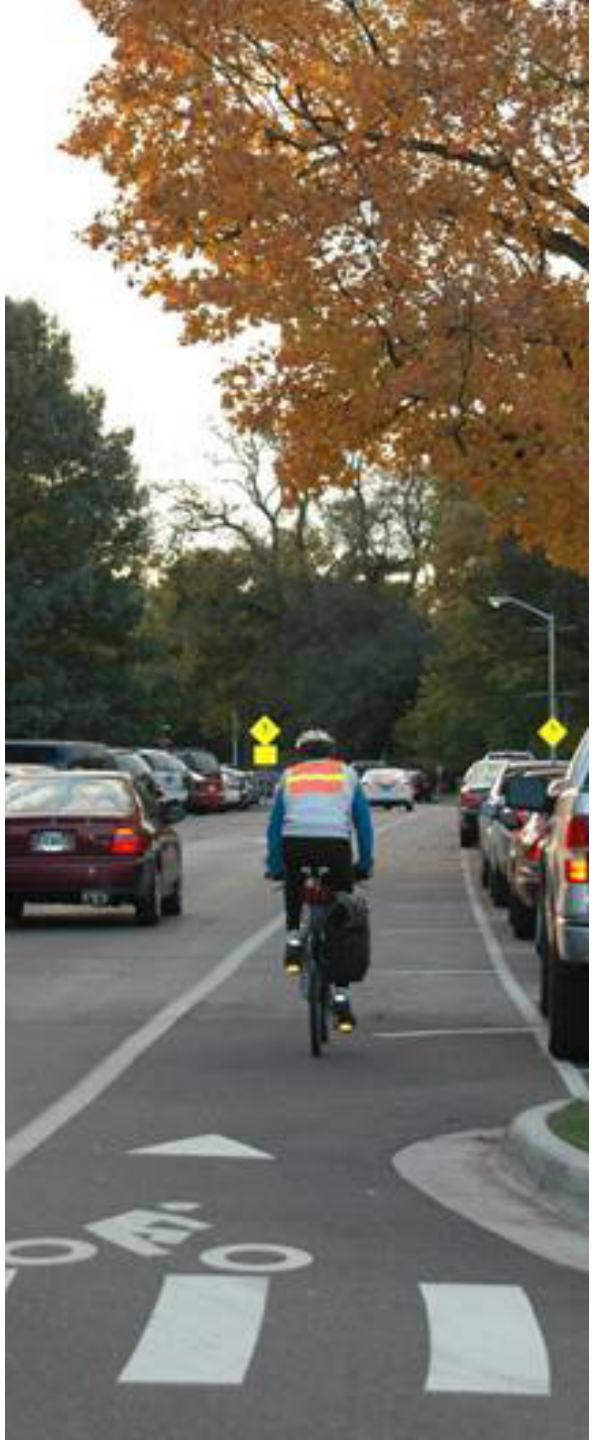
These bicycle routes should be tied into a Citywide network of bicycle facilities in coordination with the City's Comprehensive Transportation Plan.

Multi-use Paths/Trails

To further enhance connectivity to and from the Dunwoody Village, multi-use paths and trails should be considered, if desired by adjacent neighborhoods, to connect surrounding single-family neighborhoods to the Village. These paths would be 12-15 feet wide to accommodate pedestrians, bicycles, and potentially electric-carts (golf carts) or other devices. Trails would require cooperation within the neighborhoods to determine a proper location and property easements for the City to assist with construction of the path. The City of Dunwoody should consider a policy regarding these paths if individual neighborhoods desire their implementation.

Based upon public involvement in the Dunwoody Village Master Plan, potential priority locations for off-street multi-use trails include:

- A dedicated east-west path through the Village Center in conjunction with the realization of one of the recommended east-west roadways
- Potential links to adjacent neighborhoods (if the neighborhoods desire them and assist in defining the appropriate path):
  - The Branches,
  - Wynterhall,
  - Wyntercreek, and
  - Vernon North.



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3 Action Plan

LCI Goals

The following section outlines the 10 Livable Centers Initiative goals established by the Atlanta Regional Commission (ARC) and how the Dunwoody Village Master Plan addresses each component.

1. Efficiency/feasibility of land uses and mix appropriate for future growth including new and /or revised land use regulations needed to complete the development program.

Dunwoody Village currently includes a mix of retail, office, and institutional uses sprawled over more than 160 acres of property. The Dunwoody Village Master Plan encourages a more walkable, mixed-use environment in the Village Center. Strategies include pruning of lower performing retail and office facilities over time to allow the clustering of commercial uses in the Village Center and integration of residential uses where appropriate. A more balanced mix of uses will use land more efficiently, promote greater walkability, and better position the Dunwoody Village as a social and economic focal point in the City. While the Dunwoody Village Overlay District has served the area well by fostering development that is in keeping with the Village's traditional architectural character, some regulatory updates will be necessary regarding site development, sidewalk, landscaping, and other standards.

2. Transportation demand reduction measures.

The current Dunwoody Village environment relies upon automobile travel to access most goods and services. The Dunwoody Village Master Plan seeks to reduce transportation demand by clustering a mix of uses in the Village Center, creating a more walkable development pattern, extending pedestrian and bicycle facilities throughout the activity area and to adjacent neighborhoods, and integrating residential uses within the Village.

3. Internal mobility requirements, such as traffic calming, pedestrian circulation, transit circulation, and bicycle circulation.

A significant number of mobility enhancements are recommended by the Dunwoody Village Master Plan. An internal street grid is proposed within the Village Center to better distribute local traffic, significant pedestrian upgrades are recommended, and an on-street and off-street bicycle network is envisioned. The efficiency of existing MARTA bus service and potential to add local shuttle service to/from Perimeter Center are also greatly enhanced by the proposed development pattern in the Village Center.

4. Mixed-income housing, job/housing match and social issues.

Housing within the Village area currently includes the Ashworth Subdivision (townhomes and cluster homes) along Chamblee Dunwoody Road and surrounding single-family subdivisions. The Dunwoody Village Master Plan encourages the integration of flats and townhomes over retail within the Village Center and townhomes on the periphery of the Village. While being mindful of community desires to limit residential densities and rental properties, the integration of residential options within the Village will provide local residents (particularly seniors and empty nesters) with a greater variety of housing types to choose from, enhance walkability, and will help support the goal of creating a lifelong community.

5. Continuity of local streets in the study area and development of a network of minor roads.

The Dunwoody Village Master Plan recommends a series of internal connector streets between Chamblee Dunwoody Road and Dunwoody Village Parkway to enhance the network of local streets and provide travel options. The Comprehensive Transportation Plan includes additional options to alleviate peak hour traffic through the Village (specifically the Mount Vernon Road/Chamblee Dunwoody Road intersection).

6. Need/identification of future transit circulation systems.

Transit service in the area is limited to MARTA bus routes. However, local circulators including a potential shuttle service to and from Perimeter Center and to other areas of Dunwoody for special events has been considered and encouraged as part of the planning process. Future funding opportunities will dictate the City's ability to implement a local shuttle in cooperation with the local business community.

7. Connectivity of transportation system to other centers.

Enhanced pedestrian facilities and bicycle networks within the Village and to other key areas of the City (Perimeter Center, Georgetown Area, Jett Ferry/Williamsburg Area, etc.) will enhance connectivity among Dunwoody Activity Centers and the opportunity to utilize alternate transportation modes. With greater connectivity to Perimeter Center the Dunwoody Village will be connected to MARTA rail service and a greater number of Atlanta metro Activity Centers.

8. Center development organization and management, promotion, and economic restructuring.

During the development of this Master Plan, the City of Dunwoody hired a Director of Economic Development to assist with organization, recruitment/retention, and economic structuring of the Dunwoody Village. The City also has a vibrant Chamber of Commerce and Convention and Visitor's Bureau in addition to other local organizations who have helped sustain and maintain the Village.

9. Stakeholder participation and support.

Stakeholder involvement in the Dunwoody Village Master Plan has been significant. The process has included stakeholder interviews, 4 meetings with a Sounding Board of community residents, 4 public workshops held over 5 evenings, a community preference survey, an interactive project website for information posting and community feedback, Councilmember interviews, and three public open houses. The process generated considerable interest with total attendance at the four workshops exceeding 500 unique participants. The community preference survey alone was completed by approximately 300 local residents and property owners. While there have been enthusiastic discussions regarding elements of the plan, a series of community consensus points established through the public participation process and substantial input on preliminary concept plans guided the development of the final plan and its recommendations.

10. Public and private investment policy.

Some level of public/private partnerships may be necessary for the Dunwoody Village vision to become a reality. Most importantly, public involvement and investment will be necessary to create the recommended community green space in the Village Center. Public investment will also be necessary for pedestrian, bicycle, and roadway enhancements. This series of public investments, in addition to updated zoning and site regulations, will help set the tone for private development to make landscape/façade improvements to existing facilities and create the full complement of uses over the next 20 years.

5-Year Action Plan

The 5-Year Action Plan is a tool from the Atlanta Regional Commission to outline and track improvement projects and efforts defined by the Master Plan. The chart on this and the next page outlines each recommended transportation project and includes an estimate of cost, timing, and potential funding sources for each initiative. The Action Plan also lists other recommended initiatives as required by Atlanta Regional Commission.

Construction costs are preliminary estimates from early 2011 and should be used for budgetary purposes only. Construction costs can vary based on project design and the time at which projects are designed and/or constructed. More detailed cost estimates should be generated as implementation of individual projects is pursued.

Engineering costs vary from 10-20% of the projected construction cost based on the size and complexity of each project. Right of way (ROW) costs are estimated based on the potential value of the area affected based on the Framework Plan. The project years included in the table are based on a reasonable timeframe for implementing each initiative if progress were to begin immediately.

#	Project Name	Type of Improvement	Description
1	Dunwoody Village Parkway Multi-Modal Improvements (Note: Project has received TE funds and is currently underway)	"Roadway / Multimodal Roadway / Operations & Safety Transit / Facilities Capital Last Mile Connectivity / Joint Bike-Ped Facilities"	From Mount Vernon Road to Chamblee Dunwoody Road (2,300 ft); reconfigure facility to become a two-lane roadway with on-street bike lanes; sidewalks; landscaped buffers; pedestrian crossing improvements; limited segment of on-street parking; landscaped median to remain; lighting; sheltered bus stops
2	Chamblee Dunwoody Road Multi-Modal Improvements	"Roadway / Multimodal Roadway / Operations & Safety Transit / Facilities Capital Last Mile Connectivity / Joint Bike-Ped Facilities"	From Mount Vernon Road to Roberts Drive (2,700 ft); multi-use path to one side with narrower sidewalk on opposite side; landscaped buffer; access management plan; pedestrian crossing improvements; lighting; mast arms; sheltered bus stops; additional right-of-way
3	Mount Vernon Road at Chamblee Dunwoody Road Intersection Improvements and Reconfiguration of Nandina Lane Intersections to be Right-In-Right-Out	Roadway / Operations & Safety	Geometric reconfiguration of both Nandina Lane intersections to become right-in right-out to eliminate left-turn conflicts; possible eventual removal of Nandina Lane in conjunction with improvements to the main intersections; decorative mast arms; traffic impact study; additional turn lanes; additional right-of-way required (for turn lanes)
4	Mount Vernon Road Multi-Modal Improvements	"Roadway / Multimodal Roadway / Operations & Safety Transit / Facilities Capital Last Mile Connectivity / Joint Bike-Ped Facilities"	From Ashford Dunwoody Road to Wickford Way (3,500 ft); multi-use path to one side with narrower sidewalk on opposite side; landscaped buffers; access management plan; partial landscaped median; pedestrian crossing improvements; lighting; landscaping; sheltered bus stops
5	Chamblee Dunwoody Road Multi-Modal Improvements	"Roadway / Multimodal Roadway / Operations & Safety Last Mile Connectivity / Joint Bike-Ped Facilities"	From Mount Vernon Road to Ashford Center Parkway (1,300 ft); Multi-use path to one side with narrower sidewalk on opposite side; potential landscaped median; landscaped buffer; access management plan; pedestrian crossing improvements; lighting
6	Neighborhood Trails: Residential Bicycle / Pedestrian Connections to surrounding Neighborhoods:	"Roadway / Multimodal Roadway / Operations & Safety Last Mile Connectivity / Joint Bike-Ped Facilities"	"Connection to the W from The Branches to adjacent retail - 2 places Connection to the NW from Wynterhall to adjacent retail Connection to the NE from Meadowcreek to adjacent retail Connection to the E from Vernon North to adjacent retail (Approx. 800 ft each); projects to include multi-use path; lighting; public involvement needed; some small bridge structures; (should allow 24 hour non-gated availability if funded with LCI funds - other funding sources will allow usage restrictions)"

#	Project Name	Type of Improvement	Description
7	Enhanced Bicycle / Pedestrian Connections through Existing / Proposed Commercial Developments -paths to become public streets (project occurs west of Chamblee Dunwoody Road)	"Roadway / Multimodal Roadway / Operations & Safety Last Mile Connectivity / Joint Bike-Ped Facilities"	From Chamblee Dunwoody Road through Dunwoody Hall and the Shops at Dunwoody back to Chamblee Dunwoody Road (1,500 ft); sidewalks; landscaped buffer; bike sharrows/ signage; parking lot reconfiguration for better-defined routes and fewer access points; lighting
8	Optimization / Coordination of Traffic Signals and ITS Improvements	Roadway / Operations & Safety	At intersections in and around the LCI study area; ITS equipment; signal timing study and coordination plan
9	Womack Road Multi-Modal Improvements	"Roadway / Multimodal Roadway / Operations & Safety Last Mile Connectivity / Joint Bike-Ped Facilities"	From Ashford Center North to Wickenby Court (2,000 ft); Pedestrian crossing improvements using existing median as refuge; lighting; restriping to include bike lanes or wide outside lane with sharrows; median extension where feasible
10	Dunwoody Village Internal Multi-Modal Streets - Phase I[a]	"Roadway / Multimodal Roadway / Operations & Safety Last Mile Connectivity / Joint Bike-Ped Facilities"	Innitial retrofitted streets as part of major redevelopment (exact alignment and orientations to be determined in partnership with private developer) (Assumed 1,250 ft N/S and 1,700 ft E/W); sidewalks on both sides; on-street parking; landscaped buffer; lighting; two-lane roads; bikes in mixed traffic; safe pedestrian crossing locations
11	Dunwoody Village Internal Multi-Modal Streets - Phase II[c]	"Roadway / Multimodal Roadway / Operations & Safety Last Mile Connectivity / Joint Bike-Ped Facilities"	Longer-term completion of grid network as part of phased redevelopment (exact alignment and orientations to be determined in partnership with private developer) (Assumed 1,000 ft N/S and 1,000 ft E/W); sidewalks on both sides; on-street parking; landscaped buffer; lighting; two-lane roads; bikes in mixed traffic; safe pedestrian crossing locations

Notes:

Projects have been developed as part of a planning-level analysis. Some desired components - such as landscaped medians - may need to be included as longer-term phased components as determined during corridor-specific design processes.

Many related/integrated projects are displayed in groupings for the purposes of this study. These projects may need to be further broken into smaller groupings or segments as determined through the process of implementation.

[a] Internal roadways may be done in partnership with a private developer.

5-Year Action Plan

Project Name	Engineering Year	Engineering Costs	ROW Year	ROW Costs[a, b]	Construction Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source	Match Amount
1. Dunwoody Village Parkway Multi-Modal Improvements	2011	$150,000	2012	$250,000	2013	$2,000,000	$2,400,000	City of Dunwoody	City of Dunwoody, LCI, Federal Funds	City of Dunwoody	$480,000
2. Chamblee Dunwoody Road Multi-Modal Improvements	2012	$400,000	2014	$1,200,000[b]	2015	$3,000,000	$4,600,000	City of Dunwoody	City of Dunwoody, LCI, Federal Funds	City of Dunwoody	$920,000
3. Mount Vernon Road at Chamblee Dunwoody Road Intersection Improvements and Reconficguration of Nandina Lane Intersections	2013	$200,000	2014	$200,000	2015	$2,000,000	$2,400,000	City of Dunwoody	City of Dunwoody, LCI, Federal Funds	City of Dunwoody	$480,000
4. Mount Vernon Road Multi-Modal Improvements	2014	$500,000	2015	$500,000b	2016	$4,000,000	$5,000,000	City of Dunwoody	City of Dunwoody, LCI, Federal Funds	City of Dunwoody	$1,000,000
5. Chamblee Dunwoody Road Multi-Modal Improvements	2015	$300,000	2016	$600,000b	2017	$2,000,000	$2,900,000	City of Dunwoody	City of Dunwoody, LCI, Federal Funds	City of Dunwoody	$580,000
6. Neighborhood Trails	2015	$350,000	2016	$1,000,000[b]	2017	$1,500,000	$2,850,000	City of Dunwoody	City of Dunwoody, LCI, Federal Funds	City of Dunwoody	$570,000
7. Enhanced Bicycle / Pedestrian Connections through Existing / Proposed Commercial Developments	2013	$60,000	2014	$600,000[b]	2015	$500,000	$1,160,000	Private Development, City of Dunwoody	Private Development, City of Dunwoody, LCI, Federal Funds	Private Development, City of Dunwoody	$232,000
8. Optimization / Coordination of Traffic Signals and ITS Improvements	2012	$50,000	NA	$0	2013	$400,000	$450,000	City of Dunwoody	City of Dunwoody, LCI, Federal Funds	City of Dunwoody	$90,000
9. Womack Road Multi-Modal Improvements	2016	$60,000	NA	$0	2017	$500,000	$560,000	City of Dunwoody	City of Dunwoody, LCI, Federal Funds	City of Dunwoody	$112,000
10. Dunwoody Village Internal Multi-Modal Streets - Phase I[c]	2014	$350,000	2015	$0	2016	$3,500,000[c]	$3,850,000	Private Development, City of Dunwoody	Private Development, City of Dunwoody	Private Development, City of Dunwoody	$770,000
11. Dunwoody Village Internal Multi-Modal Streets - Phase II[c]	2014	$250,000	2015	$0	2016	$2,500,000[c]	$275,000	Private Development, City of Dunwoody	Private Development, City of Dunwoody	Private Development, City of Dunwoody	$55,000
Total		$3,390,000		$3,450,000		$21,900,000	$36,165,000				$7,233,000

Notes:

[a] Right-of-way estimates are based on ARC's costing tool as well as comparisons with other projects in similar areas. Some right-of-way costs may be reduced or eliminated if property is acquired by easement or through negotiations with property owners/developers.

[b] Some elements requiring right-of-way - such as sidewalks and bike lanes - can be accomplished through easements in lieu of direct right-of-way acquisition.

[d] Vehicular capacity increases must occur on roadways classified as minor collectors or higher to be eligible for LCI or GDOT funding. Roadways can be reclassified through GDOT to become eligible for funding.

Housing Projects/Initiatives

	Description/Action	Cost	Year	Responsible Party	Funding Source
1	Update Dunwoody Village Zoning with new stand alone Dunwoody Village Mixed Use District	$40,000	2012	City of Dunwoody	General Funds
2	Update attached single family zoning category	$10,000	2012	City of Dunwoody	General Funds
3	Develop senior (age 55 and up) housing strategy and incentives	$10,000	2012	City of Dunwoody	General Funds

Budget for item 1 assumes the process is concurrent with other zoning updates. $50,000 estimated for a stand-alone process

Other Local Initiatives

	Description/Action	Cost	Year	Responsible Party	Funding Source
1	Develop façade and landscape incentive program for local businesses	$25,000	2012	City of Dunwoody	General Funds
2	Dunwoody Village Central Open Space	$3,000,000	2012	City of Dunwoody	Bond Funds
3	Chamblee Dunwoody Access Management Study	$35,000	2012	City of Dunwoody	General Funds
4	Dunwoody Municipal Complex Site Study (City Hall and/or Library)	$20,000	2013	City of Dunwoody	General Funds
5	Dunwoody Farmhouse Open Space improvements	$100,000	2013	City of Dunwoody	Bond Funds
6	Chamblee Dunwoody at Womack Open Space	$250,000	2014	City of Dunwoody	Bond Funds
7	Municipal Complex Open Space	$1,000,000	2016	City of Dunwoody	Capital Improvements

Initiatives 2 and 7 include property acquisition costs

Implementation Tools

To implement the Dunwoody Village Master Plan vision a variety of funding and implementation tools will be necessary. The following section outlines key funding opportunities for Village improvements and other implementation recommendations/principles.

LCI Funds

Upon adoption of this plan, the City of Dunwoody will be eligible to pre-qualify two implementation projects for LCI funding. LCI Funding is a competitive process where construction funding (up to $4 million per project) is available generally once each year. LCI funding requires a 20% local match. Projects that are most likely to garner LCI Funding are those that are catalytic in nature and address multiple LCI Program Goals. The Planning Team recommends that Chamblee Dunwoody Road multi-modal improvements be prioritized as the highest potential project for LCI funding. This project includes pedestrian and bicycle enhancements, access management strategies, signalization and safety elements, and improves one of the two main arterial streets through the Dunwoody Village area.

TE Grant- Dunwoody Village Parkway

The City of Dunwoody has received a Transportation Enhancement (TE) Grant to complete the first phase of pedestrian and bicycle improvements on Dunwoody Village Parkway. TE funds are awarded annually to local governments, with awards typically between $500,000 and $1 million. TE funds require a 20% local match. The City has applied for a second TE grant to complete Dunwoody Village Parkway improvements from Mount Vernon Road to Chamblee-Dunwoody Road. Upon successful completion of Dunwoody Village Parkway improvements, the City should consider TE funding for enhancements to other Village streets including Mount Vernon Road.

Other potential funding sources

Funding for other public improvement projects including roadways, pedestrian facilities, bicycle facilities, and open spaces are often culled from other federal and state funds (Department of Transportation, CMAQ, CDBG, etc.) or other local funding sources (Capital Improvements Programs and bonds). City staff will continually need to work with elected officials to prioritize Dunwoody Village projects with other City priorities and identify grant funds that may be secured to help offset the costs of improvement projects.

Retail Targets

The City's economic development strategy will guide future retail services in the Dunwoody Village. Specifically, our analysis of retail expenditures within the 2-mile trade area reveals that the area is underserved (demand exceeds supply) in the following retail categories:

- Home and garden ($2.6 million of unmet demand)
- Specialty food ($1.5 million of unmet demand)
- Health and personal care ($7.7 million of unmet demand)
- Sporting goods and gifts ($1.7 million of unmet demand)
- Bar and taverns. ($9.1 million of unmet demand)

In total, expenditure data reveals that as much as $22.6 million in annual expenditures are 'leaking out' to other retail areas, most likely Perimeter Center Mall and surrounding shopping centers. This means that demand exists to support additional retailers within these categories and to capture the expenditures within the two-mile trade area. It is important to remember however, that while statistical demand exists for these categories, the reality is that a wide variety of competition exists only two miles away (Perimeter Center) and so the challenge is to find tenants that do not already have a location at Perimeter Center. In many cases this will rule out national tenants (especially in the grocery and pharmacy categories) but will not exclude more locally grown tenants or those that are not already represented in the local market.

Housing Initiatives

Integration of housing into the Dunwoody Village area is recommended to provide opportunities for seniors and early retirees to remain in Dunwoody in a more walkable, lower maintenance environment and to enhance the area's vibrancy with more residents watching over the area, walking through the district, and utilizing community open spaces. Repositioning of lower performing retail and office facilities on the periphery of the Village for residential uses will also strengthen the retail and office environment in the Village Center, enhance the Village Center's environment and opportunity for economic success, and provide a greater buffer to adjacent single-family neighborhoods.

As the housing market recovers, new residential opportunities in the Village will arise. The City of Dunwoody should update its development regulations to encourage the limited types of housing recommended by the Dunwoody Village Master Plan. The City may also need to assist property owners and potential development entities in considering appropriate residential models. The City may also consider marketing potential opportunities to entities that have a proven track record of implementing high quality projects in other places.

Open Space Initiatives

One of the primary community goals and recommendations of the Dunwoody Village Master Plan is the creation of a central green space within the Village Center. The City of Dunwoody will likely have to take primary responsibility to secure property and develop the desired green space. It is possible that a private development entity may develop a central green space in return for relocated or additional density. However, the City's ability to create the envisioned open space is much greater if developed on public land by the City and its partners. The current site of the US Post Office within the Dunwoody Village is one possible site for the central green space. There is strong public sentiment that a Post Office remain in the Village. If the current property were repositioned, the Post Office should be relocated to another storefront space within the heart of the Village. Other potential sites would require negotiation and likely purchase from private entities.

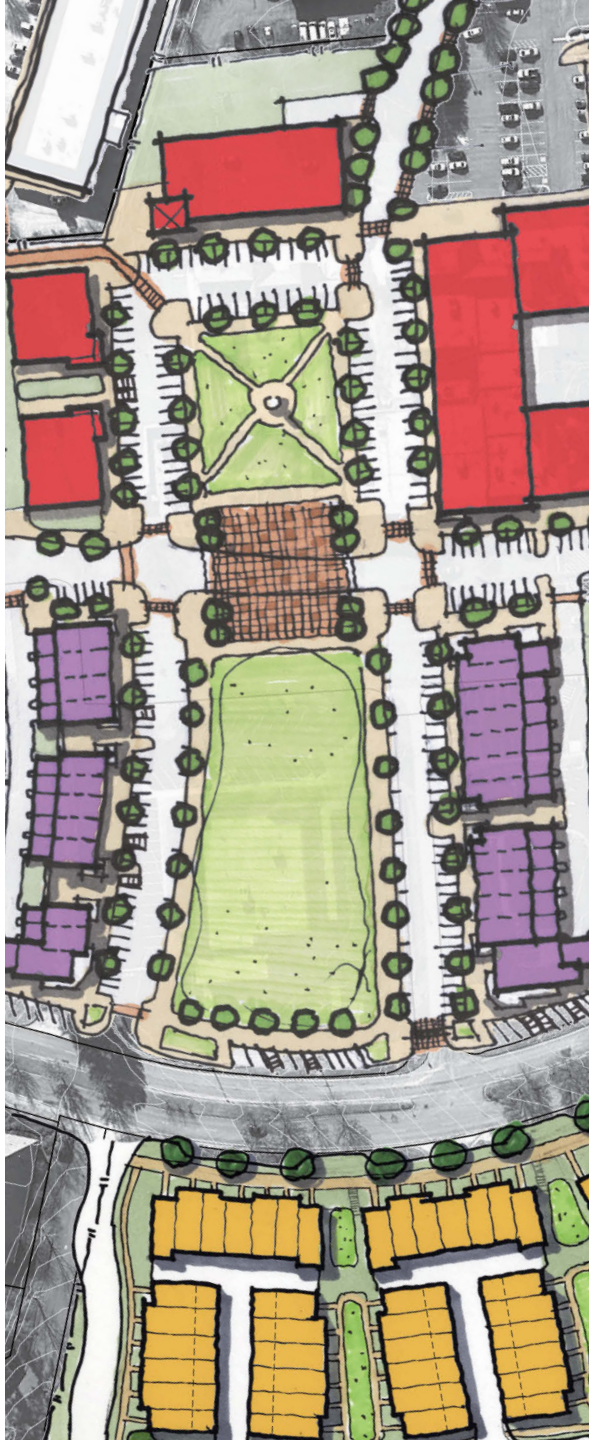
Other community green spaces envisioned in the plan may be implemented or improved by the City, a local non-governmental institution, or by private development. Any future private development of 3 acres or more should be encouraged to develop or improve a community green space as a key component to maintain the Village's character and further enhance the environment.

Public Facilities

The City of Dunwoody may have an opportunity to site a new public facility within the Dunwoody Village over the next decade or two. Opportunities include construction of a new City Hall when the city's current lease at Perimeter Center East expires, relocation of the Dunwoody Library, or relocation of one of the City's visual or performing arts facilities. Regardless of the facility, positioning a civic building within the Dunwoody Village could be a catalyst for additional private investment. Any Dunwoody Village public facility should complement the Village Center green space or be complemented with an additional community green space and should set an example for private development in terms of its site development and architectural style.

Comprehensive Land Use Plan Updates

As part of the adoption of this Master Plan, this document should become an addendum to the City's adopted Comprehensive Land Use Plan. The Dunwoody Village Master Plan builds upon the framework of the Comprehensive Land Use Plan, is an implementation item of the Plan, and defines a more detailed set of goals and aspirations for the future of the district. As such, the policies and recommendations herein should guide the City as public and private investments are made in the Dunwoody Village over the next 10-20 years.

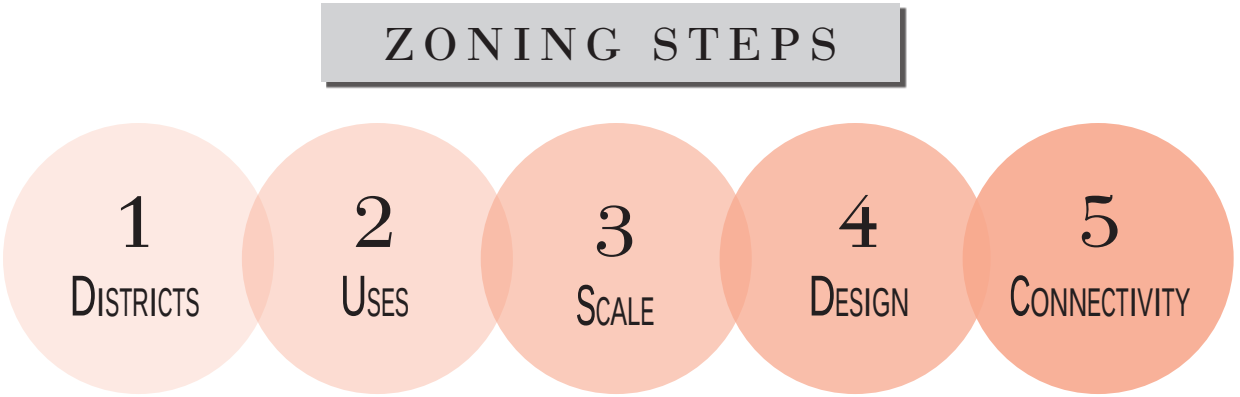


Zoning Recommendations

The following recommendations are for the implementation of the overall project recommendations and findings as they relate to land use, urban design, and connectivity. In general, there are five steps for project implementation through zoning. Step 1 is the consolidation of all existing districts into a single new stand-alone district; Step 2 focuses on the uses of the new district; Step 3 covers the necessary dimensional and development controls that will be needed to ensure the proper scale; Step 4 highlights necessary aspects as it relates to design and architecture; and Step 5 reveals connectivity components within the new zoning district.

1. District

Currently there are 11 zoning districts in play within the study area – R150, R100, R50, RM100, RMHD, OI, OIT, NS, C1, C2, and the Dunwoody Village Overlay District. A total of 6 of these districts are operating today as underlying districts underneath the Village overlay – R100, OI, OIT, NS, C1, and C2. The 4 districts that are outside of the overlay and still within the study area are R150, R50, RM100, and RMHD. In order to achieve the vision of this plan the zoning districts need to be upgraded and improved. There are several strategies that may be considered for changing the existing zoning. The underlying districts could be tweaked, the Dunwoody Village Overlay district could be revised or a combination of both of these steps in tandem could be undertaken. An approach should be pursued that offers to the greatest extent possible a set of regulations that are user-friendly, administratively straight-forward, flexible when needed and unbending on those elements that matter most. The ideal approach to the zoning structure for the study area is to evolve the existing Dunwoody Village Overlay District into a stand-alone district that supplants the existing underlying zoning districts. The remaining zoning districts outside of the overlay can continue under the same designations as they are today.



DISTRICT RECOMMENDATION 1
Evolve the existing Dunwoody Village Overlay District into a new stand-alone Dunwoody Village Mixed Use District.

DISTRICT RECOMMENDATION 2
The existing underlying zoning districts within the Dunwoody Village Overlay District would be removed.

DISTRICT RECOMMENDATION 3
Preserve the existing zoning districts outside of the Dunwoody Village Overlay District area as they are consistent with the land use recommendations of the plan.

DISTRICT RECOMMENDATION 4
Create subareas within the new Dunwoody Village Mixed Use District to further regulate any desired land uses and relevant development control, urban design, and connectivity specificity.

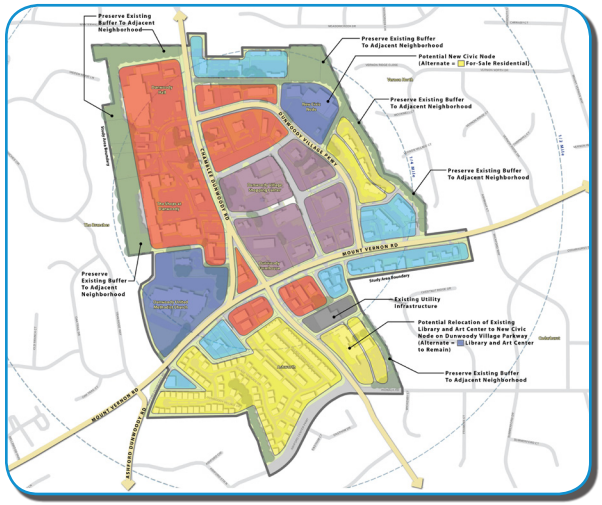
2. Uses

The primary new types of uses envisioned in the plan are: Active Ground Floor uses; Lifelong Housing; Mixed Use, Open Space, and Village Scale uses. The existing uses that are recommended to be continued in the plan are commercial/retail uses, institutional uses, office uses, and residential uses. The institutional and residential uses allowed in the zoning districts outside of the Dunwoody Village Overlay District would continue to be allowed in those retailed zoning districts. The new Dunwoody Village Mixed Use District would allow for the commercial/retail uses as well as senior housing uses, office uses, institutional uses, parking uses, and open space uses. The new Dunwoody Village Mixed Use District would consist of delineated subareas in order to provide greater specificity in the location of certain uses as called out in the plan.

USES RECOMMENDATION 1
Establish delineated subareas within the Dunwoody Village Mixed Use District.

USES RECOMMENDATION 2
A residential subarea would allow for only senior housing units targeting ages 55 and up.

USES RECOMMENDATION 3
An office subarea would allow for only office and studio uses.



USES RECOMMENDATION 4
A commercial / retail subarea would allow only commercial and retail uses.

USES RECOMMENDATION 5
A new mixed use subarea would allow for commercial, retail, institutional, civic, residential senior housing units targeting ages 55 and up and office and studio uses.

USES RECOMMENDATION 6
Require open space and parking as part of all uses and all developments within the district.

USES RECOMMENDATION 7
Consider historic designation of the Farmhouse in order to preserve this use within the district.

3. Scale

The new Dunwoody Village Mixed Use District will implement development controls consistent with the village and low- to medium-density building patterns envisioned in the plan. The development controls of the zoning districts found outside of the existing Dunwoody Village Overlay District would remain as they are today. Development controls would address the elements of front yards, side yards, rear yards, buffers, lot widths, lot coverage, maximum building heights, and density.

SCALE RECOMMENDATION 1

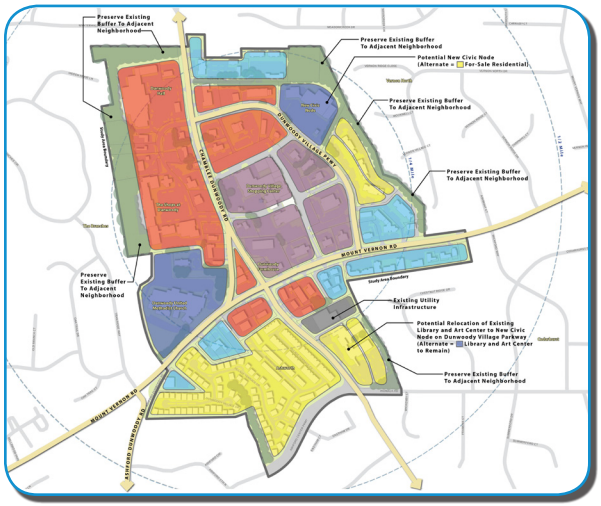
Residential uses would be limited to a maximum density of 10-12 units per acre.

SCALE RECOMMENDATION 2

Residential uses would have an average square footage of no less than 2,000 sqft.

SCALE RECOMMENDATION 3

Maximum square footage limitations would ensure that large big box uses would be prohibited from being built.



SCALE RECOMMENDATION 4

Maximum building coverage controls would ensure new development provides open space improvements on-site.

SCALE RECOMMENDATION 5

Buffers would be delineated on the District map for the perimeter of the area and buildings would have height limitations when located in close proximity to adjacent single-family neighborhoods.

SCALE RECOMMENDATION 6

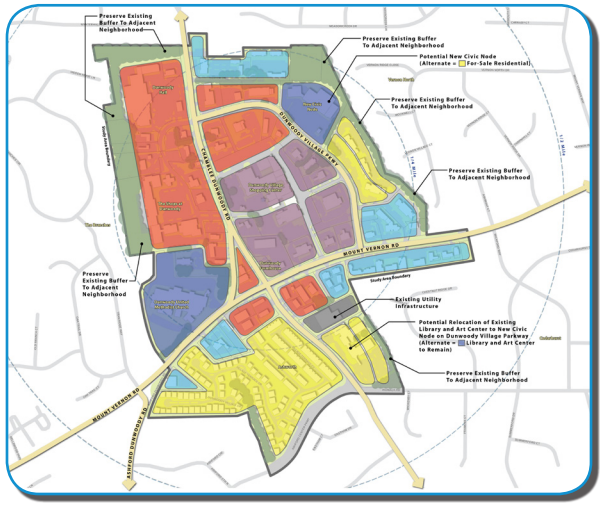
Attached single-family residential would be permitted with a minimum lot width of 20 ft and a minimum lot area of 1,000 sqft.

SCALE RECOMMENDATION 7

District would require a minimum building setback dimension and a maximum building setback dimension.

4. Design

The existing Dunwoody Village Overlay District has extensive controls in place for elements such as architectural design, building massing, sidewalks, landscaping, and parking. These regulations have proven effective yet should be strengthened and broadened in order to fully implement the vision of the plan. Much of the character consistent with a "village" lies in the design of development and as such the new Dunwoody Village Mixed Use District will have a full set of both architectural and urban design standards. Elements related to building façades, window fenestration, signage, building massing, architectural style, landscaping, sidewalks, and streetscapes and open spaces will be exhaustively regulated through the new district regulations.



DESIGN RECOMMENDATION 1
Pre-1900 Mid Atlantic American Colonial Architecture standards and urban signage regulations will remain in place.

DESIGN RECOMMENDATION 2
Sidewalks, street furniture zones and street landscaping will be required along all streets - public and private.

DESIGN RECOMMENDATION 3
Large blocks will be required to be broken up into smaller blocks as part of any new development.

DESIGN RECOMMENDATION 4
Parking lots will be prohibited from being located in front yards in certain subareas of the District.

DESIGN RECOMMENDATION 5
Parking lots will be landscaped and designed with pedestrian walkways connected to buildings and sidewalks.

DESIGN RECOMMENDATION 6
Ground-floor non-residential and non-civic uses will require 65% fenestration along all street frontages.

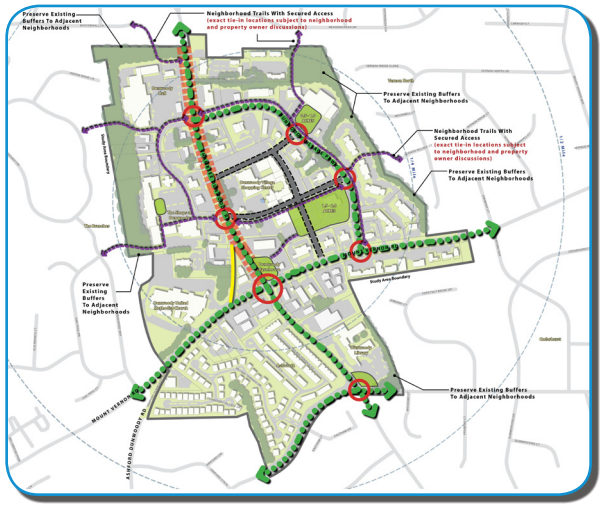
DESIGN RECOMMENDATION 7
Building massing limitations will require building facades to "break-up" when up to 200 linear feet in length.

DESIGN RECOMMENDATION 8
Elements including porches, balconies, stoops, plazas, outdoor dining, terraces, and gardens will be provided.

DESIGN RECOMMENDATION 9
Loading, garbage facilities and mechanical and building systems equipment will be screened.

5. Connectivity

The existing Dunwoody Village Overlay District and subsequent zoning districts are relatively silent on matters related to connectivity and will need to be updated to implement the connectivity components of the plan. The plan focuses primarily on elements related to Access Management, a New Street Grid, Pedestrian Paths/Trails, and Traffic Calming. Not every aspect of these components can be implemented solely through a zoning mechanism/ Public Works standards and the City's Comprehensive Transportation Plan are excellent tools for prescribing the desired outcome for connectivity goals and visions. However, the Zoning Ordinance and this new Dunwoody Village Mixed Use District in particular can be a strong ally to these other mechanisms and should in fact be used as much as possible to further regulate private development with the study area.



CONNECTIVITY RECOMMENDATION 1
Require inter-parcel connectivity between adjacent parcels.

CONNECTIVITY RECOMMENDATION 2
Establish "complete streets" standards for all newly created streets (public or private).

CONNECTIVITY RECOMMENDATION 3
Delineate new Paths/Trails as part of an adopted master plan for the District that establishes the location, width and material specifics of Paths and Trails.

CONNECTIVITY RECOMMENDATION 4
Require bicycle parking ratios in addition to bicycle parking facility standards.

CONNECTIVITY RECOMMENDATION 5
Require new streets (public or private) to break up large blocks as part of new development or redevelopment.

CONNECTIVITY RECOMMENDATION 6
Limit the number of total allowable driveways onto adjacent roadways and limit the driveway widths to 24 ft for 2 way entrances.

CONNECTIVITY RECOMMENDATION 7
Require on-street parking, sidewalk build-outs and streetscaping as part of development along existing and new streets.

CONNECTIVITY RECOMMENDATION 8
Require pedestrian entrances fronting all streets and sidewalks.

25-Year Projections

The following table outlines 25-year projections for population, households, and employment in the Dunwoody Village Area based upon the land use framework and other improvements recommended within this Master Plan.

25-Year Population and Employment Projections

	2010	2015	2020	2025	2030	2035
Population	246	298	444	587	727	864
Households	86	106	171	236	301	366
Average HH Size	2.86	2.60	2.25	2.20	2.15	2.10
Employment	129	149	219	289	359	429
Job/HH Ratio	1.50	1.41	1.28	1.22	1.19	1.17