



Needs + Opportunities Workshops: Framing Our Priorities

DRAFT MEETING SUMMARY

What Happened + High Level Overview of Input Received

Meeting Overview + Format

Community members participated in two Needs and Opportunities “Framing Our Priorities” Workshops held by the City of Dunwoody on April 23 and April 25. The two meetings were the third and fourth workshops (in a series of six) being held to help shape and inform the city’s comprehensive plan update. Both workshops followed the same format and included opportunities for review of draft plan content and group discussions surrounding overarching community needs and area-specific needs, building off public input collected to date and content in the city’s current comprehensive plan. This summary provides a high level recap of workshop activities and input collected. More detailed notes are available in the Summary Appendix.



Attendees provide input on draft goals

April 23, 2015 6:00 pm – 8:00 pm Dunwoody Nature Center 20 attendees (estimate, 10 signed in)	April 25, 2015 2:00 pm – 4:00 pm Dunwoody Baptist Church 20 attendees (estimate, 9 signed in)
---	---

WORKSHOPS AGENDA

Sign-in and Visioning Review Activities

Welcoming Remarks and Presentation

Identifying Our Priorities

Character Area and Future Land Use Priorities

- ★ Group 1: North Peachtree Gateway + Tilly Mill Gateway
- ★ Group 2: Winters Chapel Gateway + Peachtree Industrial Boulevard
- ★ Group 3: Neighborhoods + Jet Ferry Gateway

Adjourn

Visioning Review Activities

After signing in, attendees had the opportunity to provide feedback on draft plan materials and review informational materials about plan elements and development. Planning team members were on hand to help answer questions and take comments. Below is an overview of activities and input received.

Vision Statement Review

Attendees were asked to react to the draft vision statement, using dots to indicate their agreement or disagreement with the statement. A majority of participants thought the statement was accurate. There were a few general comments recorded.

- = accurate (11 responses, 73%)
- = somewhat accurate (4 responses, 27%)
- = not accurate

“The City of Dunwoody strives to be a dynamic, innovative community where individuals, families, and businesses can thrive through all stages of life and career by encouraging a sustainable mix of land uses, facilities, and services.”

DRAFT VISION STATEMENT

Comments on Vision Statement

- Issue with the word "dynamic" - what does that mean? Younger people probably want dynamic, but the older, permanent homeowners don't really. Otherwise, this is on point.
- Vision statement isn't clear enough. Have an issue with "individuals, families, and businesses can thrive through all stages of life" - this can encompass too much.
- This is too wordy and too cumbersome. It's not charming or fluid. And we sound like we might be doing too many things for too many people.

Goals Review

Community members were asked to react to draft overarching goal statements for Dunwoody's future growth and development. Dots were available for people to indicate if they agree or disagree with each goal. Below is a list of goals and overall results. Creating distinct gateways was the only goal that received less than 75% agreement. Full results and related comments are in the Summary Appendix.

- 1) Preserve our neighborhoods. – 100%
- 2) Nurture Dunwoody as a place to locate and grow a business. – 77%
- 3) Maintain the historic charm of Dunwoody and the city's heritage properties – 100%
- 4) Transform target redevelopment areas. – 100%
- 5) Create distinct gateway areas that give Dunwoody visitors and residents a distinct sense of arrival. – 64%
- 6) Increase connectivity and enhance transportation options for all forms of travel, improve transportation safety and minimize congestion. – 100%
- 7) Expand the city's parks and greenspace and improve recreational opportunities. – 100%
- 8) Make aging in place a more achievable reality. – 100%
- 9) Grow the arts as a part of what makes Dunwoody special. – 100%
- 10) Maintain the commitment to sustainable practices. – 100%

Land Use Policy Maps

Participants were invited to review several displays that communicated key elements of the plan update, as listed below.

- Plan Components Board – a graphic showing how the goals relate to the rest of the plan.
- Record of Accomplishments from Comprehensive Plan
- Graphic showing the difference between the Zoning Map, Existing Land Use Map, Future Land Use Map, and Character Area Map
- Existing Land Use Map
- Future Land Use Map
- Zoning Map
- Character Area Map
- Land Use Definitions

Welcoming Remarks & Presentation

Following an initial period set aside for the aforementioned activities, the planning team welcomed attendees to the workshops and introduced City leaders as well as planning team - staff that were present. Jim Summerbell, Jacobs' project manager, gave a brief presentation, highlighting a project overview, what we've learned so far, accomplishments to date, and goals for the workshop. The purpose of these two workshops was to define the needs and opportunities that the plan update will address. The needs and opportunities are directly addressed in the Community Work Program, a key implementation element of the comprehensive plan. The city has accomplished 62 percent of the activities in its 2030 Comprehensive Plan; an additional 19 percent of projects are ongoing. The remainder of the workshop, explained below, occurred in small group discussions.



Steve Foote, Community Development Director, welcomes attendees

Identifying Our Priorities

This hands-on activity was designed to identify citywide priorities for the city's long (5+ years) and short-term (5-year) future. The goal was to determine what the perceived needs and opportunities are for each overarching goal (see list under Goals Review). For the first workshop, attendees broke out into three groups for this activity. At the second workshop, discussion occurred in one group (due to small number of attendees). The following two questions were asked for each goal:

- (1) **What are the strengths and opportunities?** To achieve the goals presented, what assets does the city already have or could have in the near future to help accomplish them?
- (2) **What are the weaknesses and threats?** What obstacles stand in the way of taking advantage of these strengths and opportunities that the city should proactively address?

The notes from these discussions are provided in the appendix. Overall, the discussions suggested that most of the goals were accurate and that there were several supporting needs and opportunities for each. Some key notes from the discussion include the following (see the Summary Appendix for all notes regarding needs and opportunities):

- Goal 3 regarding preserving the city's historic charm should be reworded.
- Goal 4 regarding redevelopment areas should be supported by a corresponding map that shows redevelopment areas.
- Goal 5, creating distinct gateway areas, was viewed as inappropriate as an overarching goal.
- Goal 9, growing the arts, received much debate among community members. It is still unclear to what degree this should fall on the city to lead versus other entities.
- Goal 10, maintaining sustainable practices, should be clearly defined in the plan.

Character Area and Future Land Use Priorities

This activity allowed attendees to provide input on needs and opportunities for each of the unique character areas of the city and confirm that the current vision/intent and appropriate uses for each area are still accurate or identify what changes may be appropriate. At both workshops, there were three small rotating groups and one stationary group with displays for pre-planned character areas.

- Rotating Group 1: North Peachtree Gateway + Tilly Mill Gateway
- Rotating Group 2: Winters Chapel Gateway + Peachtree Industrial Boulevard
- Rotating Group 3: Neighborhoods + Jet Ferry Gateway
- Stationary Group: Georgetown, Dunwoody Village, Perimeter Center, Institutional/Campus

Attendees moved through each of three rotating groups with an opportunity to visit the stationary groups at their leisure. Reference materials for each group included a modified version of the current character area map, a character area board of the character areas to be discussed in each group, including a zoom-in map of the area as well as the vision statement and appropriate uses list

For all rotating groups, the following questions were asked for each character area:

- Are the vision statements still accurate for respective character areas? Are these uses still appropriate for respective character areas?
- What's missing to achieve the vision?
- What's needed to improve or sustain the character and functionality of the area?

Key outcomes from each group are summarized below. Detailed notes are in the Summary Appendix.

Group 1: North Peachtree Gateway and Tilly Mill Gateway

Facilitated by Amanda Hatton with assistance from Steve Foote and Ranada Robinson



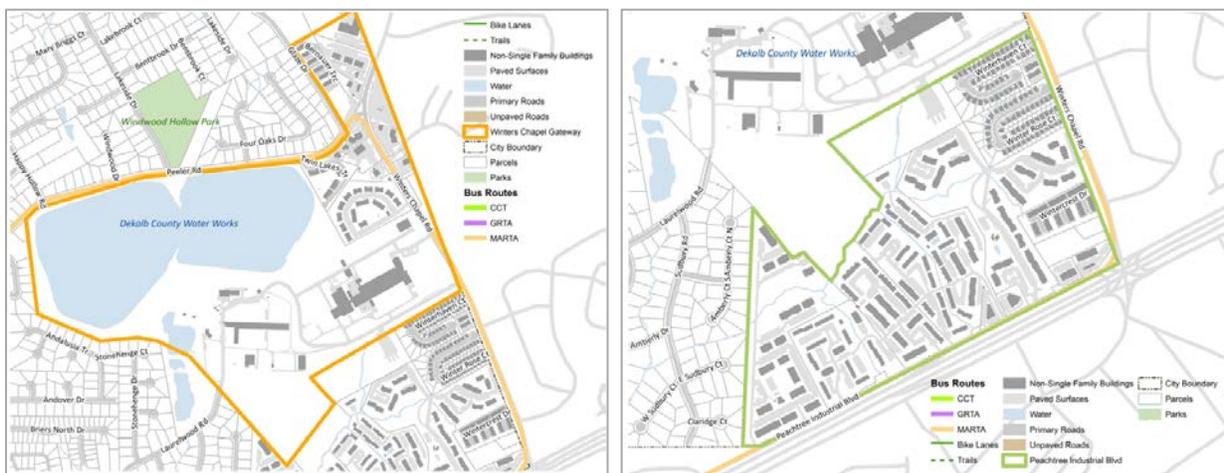
Left: North Peachtree Gateway; Right: Tilly Mill Gateway

NORTH PEACHTREE GATEWAY: This is a good place for high density. The vision and land uses are appropriate. The comprehensive plan should define what is meant by mixed use. As redevelopment occurs, opportunities to incorporate greenspace should be considered, including potentially leveraging the creek for passive recreation. Commercial uses are appropriate along North Peachtree Road. Eventually, this area makes sense being integrated into the overall vision and character of the Georgetown area, which would make it more attractive to developers.

TILLY MILL GATEWAY: This area is not currently a defined gateway into the city but could become one with more signage. There is an opportunity to incorporate more park space here and better connect to the North Peachtree Gateway area, perhaps by trail.

Group 2: Winters Chapel Gateway + Peachtree Industrial Boulevard

Facilitated by Jim Summerbell with assistance from Ranada Robinson and Jason Novsam



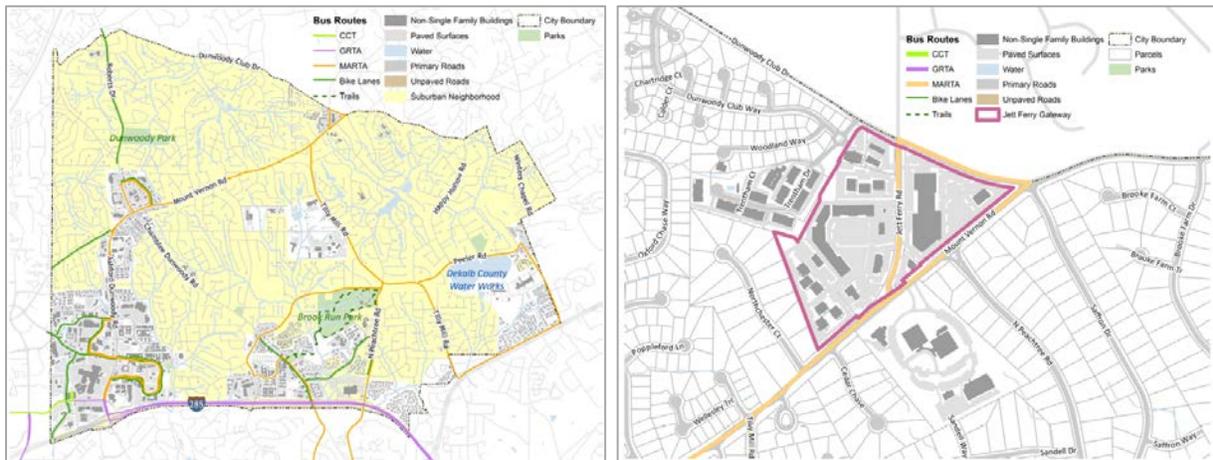
Left: Winters Chapel Gateway; Right: Peachtree Industrial Boulevard

WINTERS CHAPEL GATEWAY: This area is in transition and there is much opportunity for redevelopment here. A mix of housing makes sense but the city should ensure the housing is high quality. There is an opportunity to incorporate a mix of uses among the apartments or as a part of future redevelopment, making this area more of a destination. There is a need for more park space and an opportunity to connect to Brookhaven and Chamblee by way of Nancy Creek. This area is appropriate for active living adults.

PEACHTREE INDUSTRIAL BOULEVARD: This area could be combined with the Winters Chapel area. It is similar to the Winters Chapel area.

Group 3: Neighborhoods + Jett Ferry Gateway

Facilitated by Audra Rojek, Rebecca Keefer, and Andrew Russell



Left: Suburban Neighborhoods; Right: Jett Ferry Gateway

SUBURBAN NEIGHBORHOODS: The city needs to maintain streets and infrastructures and build sidewalks. More greenspace and pocket parks should be incorporated in the residential areas. Senior housing options should be provided in the single-family zoned area. There is a need to understand what type of housing product this would be.

JETT FERRY GATEWAY: This area suffers from traffic congestion and would benefit from continued improvements to the transportation infrastructure. The area should not be expanded as it would generate more traffic and impact adjacent residential areas. There are opportunities to increase beautification of area. Senior housing may be appropriate here.

Adjourn

Both workshops ended at the completion of the Character Area and Future Land Use Priorities discussions.