

## Perimeter Center

INSERT REVISED LOCATOR MAP

### Vision/Intent

To create a "livable" regional center with first-class office, retail and high-end restaurants in a ~~pedestrian-oriented~~ pedestrian and bicycle-oriented environment that serves as a regional example of high quality design standards. The City of Dunwoody works in partnership with the Perimeter Community Improvement Districts ~~(P-CIDs)~~ (PCIDs) to implement and compliment the projects identified in the Perimeter Center.

By 2030, the area successfully adds public gathering space and pocket parks, continues to create transportation alternatives, mitigates ~~against~~ congestion, and reduces remaining excessive surface parking. The area creates the conditions of possible true "live-work" environment and trending towards 3 or less in the long range. All future development continues

**Deleted:** framework plan and

**Deleted:** Livable Centers Initiative study (LCI) and its five-year updates

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to emphasize high quality design standards, building materials and incorporates LEED building standards where possible.

The city of Dunwoody recognizes the value of creating mixed use transit oriented development within walking distance of public transit stations. However, the city has concerns about the impact of such development on the city's infrastructure and schools. To ensure proper controls on residential growth in the PCID, the city recommends zoning changes to require Special Land Use Permits for future high-density housing projects.

### Future Development

The boundary of the Character Area designation extends slightly beyond the boundary of the ~~PCIDs~~ PCIDs/LCI study area to include either existing commercial or to provide a transition where the Character Area abuts adjacent Suburban Character. The locator map also shows where the ~~PCIDs~~ PCIDs /LCI boundary extends both east into Sandy Springs and into unincorporated DeKalb County, south of I-285.

The first section identifies the City's intent for the area outside the ~~PCIDs~~ PCIDs ; the subsequent section incorporates components which lie within the City of Dunwoody boundaries.

#### *Outside the Perimeter – CIDs/LCI:*

Development within the Perimeter Center Character Area that abuts the Suburban Character area should demonstrate conformance with the principles of a transitional area. Unless accompanied by an exceptional and usable open space provisions, density should be no greater than 4-8 units to the acre and commercial should be very low intensity (under 20,000 square feet).

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**Deleted:** the LCI Transitional Area

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1999 parking lot conditions in the Perimeter Center area



2009 conditions above (outparcel development); the City envisions continuing the trend of converting existing surface parking to better uses, ideally including pocket park and green space

#### Within the Perimeter-CIDs/ LCI study area:

In 2000, the Perimeter-CIDs engaged in a Livable Cities Initiative study to craft a vision and strategy for the Fulton and DeKalb Perimeter Community Improvement Districts. This process resulted in a future land use plan that divided the CIDs into defined, development sub-areas -- **Transitional, High-Density, and Transit Village** -- indicated below. Where located within the Dunwoody City limits, new development should conform to the intent of these areas, as described and summarized below. In 2005, the Perimeter-CIDs went through a process to update the LCI and document potential growth strategies for each area. The City will partner with the PCIDs PCIDs for a 2010 Update and amend this Comprehensive Plan, if appropriate.

PCIDs are governed by two boards -- one each for Fulton and DeKalb. The PCIDs spent or leveraged public funds to invest \$55 million in Dunwoody alone; over \$7 million from ARC's LCI program was directed to the PCIDs. This makes it one of the most, not the most, successful CIDs in the region. The PCIDs mission focuses exclusively on transportation improvements:

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**Deleted:** The City of Dunwoody incorporated these areas as official land use policy, when it adopted the DeKalb County Comprehensive Plan as an interim policy.

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**To work continuously to develop efficient transportation services, with an emphasis on access, mobility,**

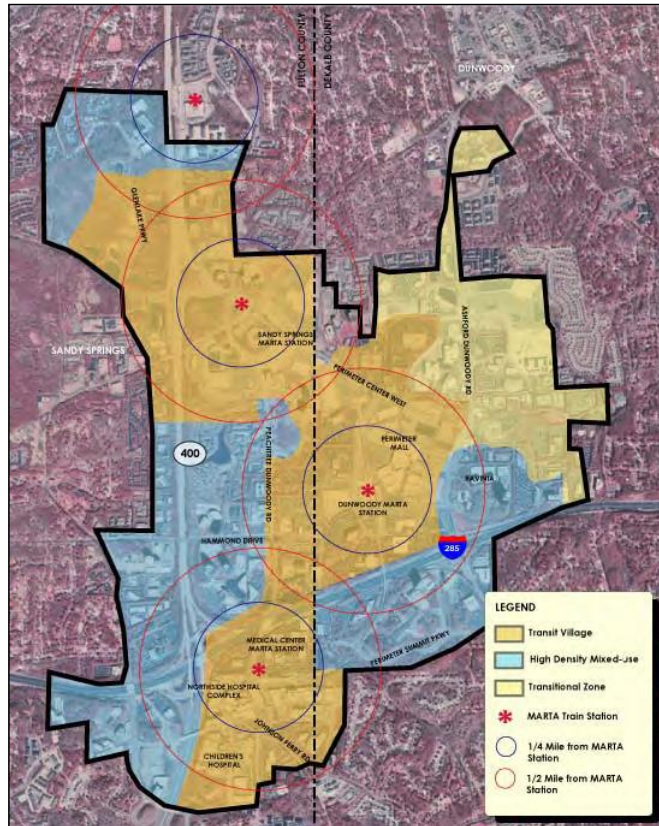


FIGURE 1-1 Perimeter Center LCI development types

Zoned when the area was under unincorporated DeKalb County jurisdiction, several of the parcels located within the City's character area remain undeveloped. As actual market values adjust in the post-recession climate, the City anticipates opportunities to establish development regulations to provide appropriate recreation and open space amenities for the public, especially where open space potential is identified within the Perimeter LCI "Transit Village" and "Transitional" section described further below.

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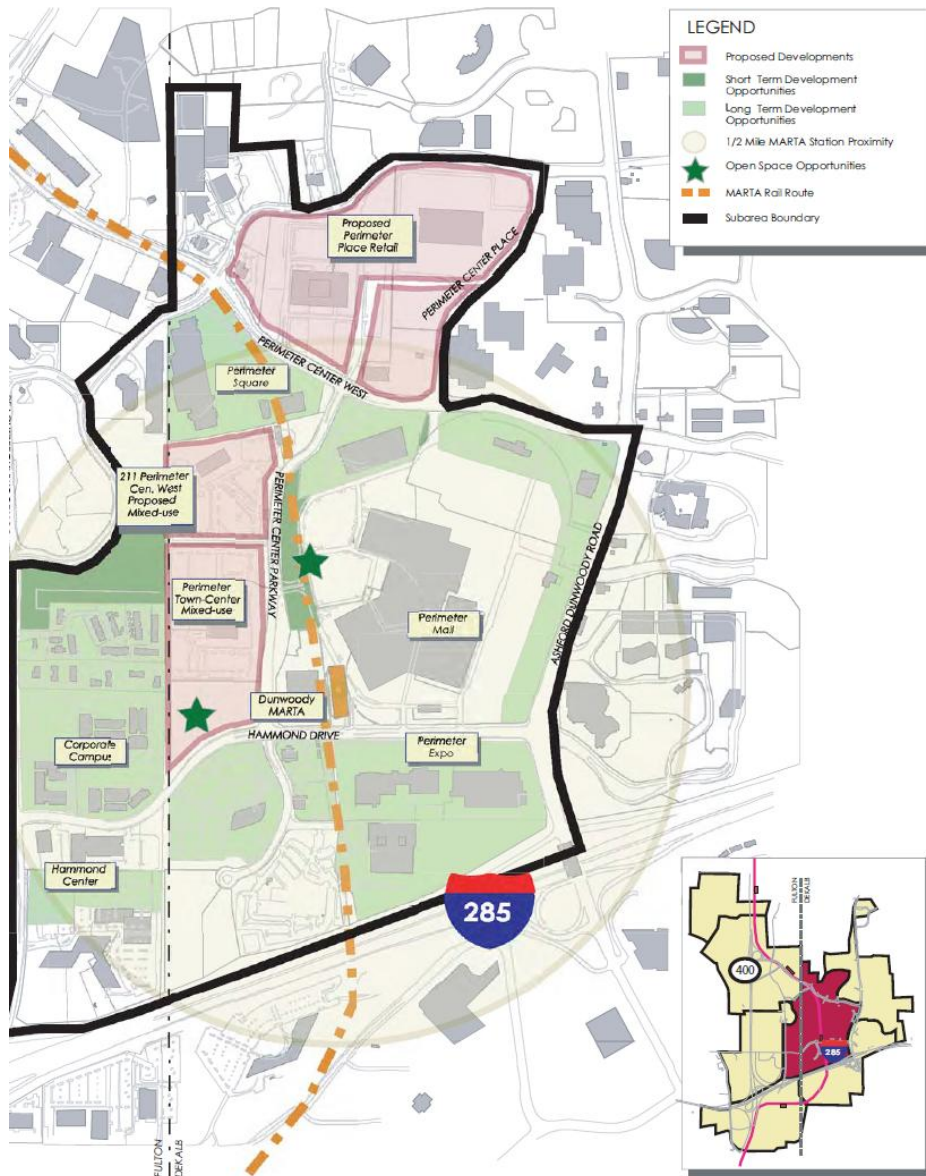


FIGURE 2 Development Opportunities

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### Transit Village Sub-Area:

Defined by a half-mile radius around the existing MARTA Stations, the Transit Village area will develop as an urban district promoting a mix of residential, commercial and institutional uses. This decision is based on the location of major transit infrastructure which provides opportunities for alternative transportation.

The desire is to generate a "Town Center" near Perimeter Mall to reinforce business development and a sense of identity for the area emerged. The plan argues the vision for the Perimeter Mall "Transit Village" can serve as the "prototype spearheading development at other MARTA Stations."

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**Deleted:** High-density development makes these large infrastructure projects feasible, and second, there exists an increasing demand for more urban environments offering transit convenience. ¶

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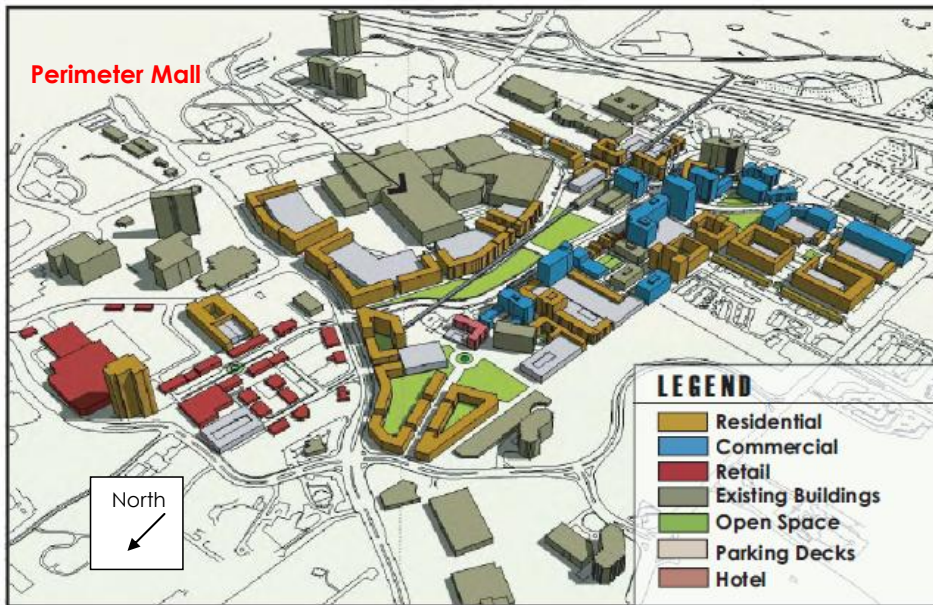


FIGURE 3: Plan-view Perimeter Center Parkway Build- Out with Linear Park and Green Space

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FIGURE 4 Transit Village Vision: Perimeter Focus: Envisioning a New Center Update.

#### High-Density Mixed-Use sub-area:

This development sub-area currently has a concentration of commercial uses, mostly due to accessibility from I-285. The Ravinia complex on the north side of I-285 includes an upscale hotel (Crown Plaza) and two high-rise office towers. The parcels north of Ravinia are a part of the Perimeter Center East commercial properties, owned by Equity Office Properties. These buildings vary from low-density offices built in the 1970s (such as 77 Perimeter Center West) to high-rise buildings (including the former Philips regional headquarters) fronting I-285. The City envisions continuing commercial development along with encouraging compatible uses to balance office expansion.

Notable, the interchange at Ashford Dunwoody Road is one of the major transportation bottleneck locations in the Perimeter area. Current road patterns require all of the traffic on Ravinia Drive and Perimeter Center East to converge on to Ashford Dunwoody Road. Given the commercial nature of the developments on both these roads, morning and afternoon rush hour times create huge congestion issues south of Perimeter Center West. Similar issues are created south of I-285 at Ashford Dunwoody Road, where vehicular traffic from offices at Perimeter

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Summit and Lake Hearn backs up during peak hours. The recent interchange improvements at Ashford Dunwoody Road are aimed at reducing congestion on Ashford Dunwoody Road, on both sides of I-285.

Additionally, the ~~PCIDs~~ PCIDs completed the Perimeter Center Parkway Bridge (flyover) in 2007. This bridge provides much needed vehicular, pedestrian and bicycle accessibility connecting the Dunwoody MARTA Station to Perimeter Summit. The parkway improvements were achieved through a collaborative partnership between the Atlanta Regional Commission's Livable Centers Initiative, Georgia's Fast Forward bond program and DeKalb County.

The City also envisions realizing the goal of **expanding the open space** from the trails behind the Ravinia Towers to additional areas in the future. A public plaza would also be appropriate at Perimeter Summit, to serve the large number of residents and employees that will be using the complex. Public art such as sculptures or fountains could enhance these open spaces. This would anticipate a conversion of excess parking into usable pocket parks.

#### Perimeter Center Transitional Sub-Area:

Geared specifically towards protecting the single-family communities that become vulnerable to density pressures given high land prices, this sub-area actively discourages incompatible infill and loss of neighborhood character. The City of Dunwoody intends establish a "buffer zone" where transitional regulations can be put in place to offer contextual sensitivity. The Plan envisions low and medium density office and some residential. The City of Dunwoody considers up to 8 units maximum to the acre "low density" and up to 12 units to the acre "medium density."

Two areas of potential open space, as indicated on the development opportunities map below, are identified. They include surface parking that could be converted into more appropriate uses, including usable open space amenities.

In 2009, the ~~PCIDs~~ PCIDs broke ground on the nearly \$18 million half-diamond interchange at Hammond Drive and GA 400.

Construction will include building entrance and exit ramps from Hammond Drive to GA 400 and replace the four-lane Hammond overpass with a nine-lane, higher bridge to meet current and future traffic volumes. This will provide alternative access to the area. The project had been planned for more than 15 years.

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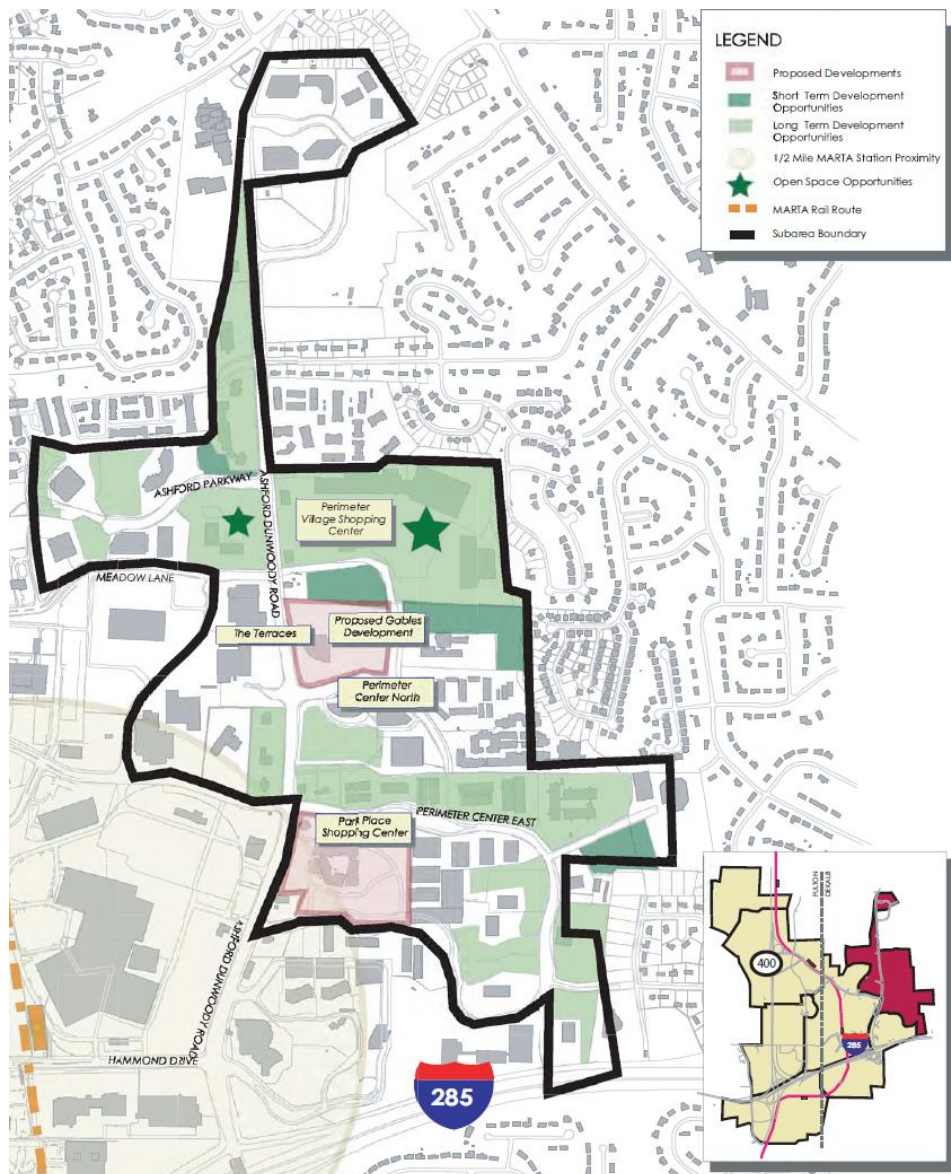


FIGURE 5-4 Development Opportunities, Transitional Zone

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### Perimeter Center Character Area Goals

- Land Use
  - New residential development will include amenities and provide public functional green space
  - New residential development will address school capacity issues and applicants will work with Board of Education and City for better resolution of school issues
  - Reduce surface parking and promote livable centers in the immediate areas surrounding MARTA station
  - Encourage hotel and convention development near MARTA in order to foster commerce along the mass transportation route.
  - Achieve a lifelong-community for residents who can age in place with safe access to medical and recreational services
- Transportation and Circulation
  - Create bicycle, pedestrian and potential golf cart options to connect with the rest of the City of Dunwoody
  - Work with the Perimeter Transportation Management Association (TMA) to actively reduce automobile dependency and emerge as a leader in alternative transportation for the region
  - Promote/establish new connectivity
- Intergovernmental Coordination
  - Work to strengthen Board of Education relationship for creative solutions to school capacity
  - Work with the PCIDs PCIDs boards to implement vision
  - Coordinate with the City of Sandy Springs for LCI Updates and implementation
  - Coordinate with the Atlanta Regional Commission (ARC) for implementation of future LCI study updates
  - Coordinate with MARTA regarding Bus Rapid Transit (BRT) (or other regional service) and urban design surrounding all transit stations

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