



CITY OF DUNWOODY BRANDING

Research Results

May 5, 2010

prepared by sky design

TABLE OF CONTENTS

City of Dunwoody

Research Results

Online/Newspaper Survey Results	1 – 72
1. Do you LIVE in Dunwoody?.....	1
2. Do you WORK in Dunwoody?	1
3. In what part of Dunwoody do you LIVE?.....	2
4. In what part of Dunwoody do you WORK?	4
5. How long have you LIVED in Dunwoody?.....	7
6. How long have you WORKED in Dunwoody?	7
7. If you don't live in Dunwoody, are you familiar with the City?	8
8. Which of the following words BEST describes Dunwoody?.....	9
9. Which of the following words LEAST describes Dunwoody?.....	11
10. How well do you know Dunwoody's history?	12
11. Would you like to know more about the history of Dunwoody?	12
12. Would you like Dunwoody's image to reflect MOST:.....	13
13. What do you like MOST about Dunwoody?	16
14. What do you like LEAST about Dunwoody?.....	18
15. If you could choose any of the following, where would you most like to live?.....	22
16. What were the reasons for your selections in the previous question?	24
17. Is there anything additional you would like to tell us about Dunwoody?	49
18. Are you male or female?	72
19. How old are you?	72
Stakeholder Focus Group	73 – 79
Public Focus Group 1	81 – 82
Public Focus Group 2	83 – 84
Public Focus Group 3	85 – 86
Public Focus Group 4	87 – 88
Public Focus Group 5	89 – 91
City Council Focus Group	92 – 94
Convention & Visitors Bureau of Dunwoody Focus Group	95 – 97
City of Dunwoody Department Heads Focus Group	98 – 102

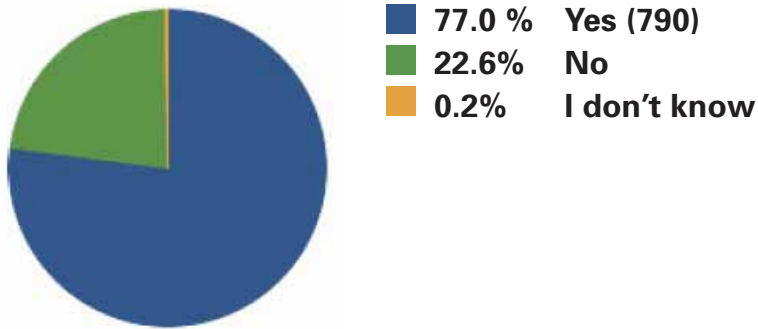
SURVEY RESULTS

ONLINE/NEWSPAPER SURVEY RESULTS

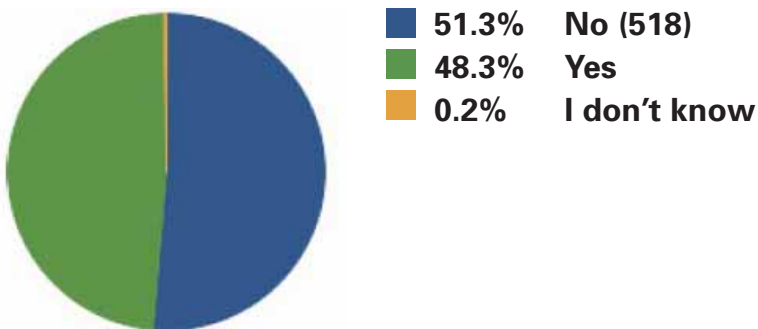
City of Dunwoody

March 29 – April 16, 2010

1. Do you LIVE in Dunwoody?



2. Do you WORK in Dunwoody?

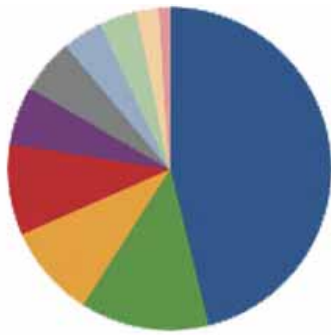


ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

3. In what part of Dunwoody do you LIVE?



46.1%	Dunwoody Neighborhood (446)
12.9%	Outside the City
9.3%	Dunwoody Village
9.1%	OTHER
5.8%	Georgetown
5.4%	Tilly Mill Gateway
4.0%	Winters Chapel Gateway
3.8%	Perimeter Center
2.2%	Shallowford Road Gateway
1.0%	I don't know

3. In what part of Dunwoody do you LIVE? OTHER Answers:

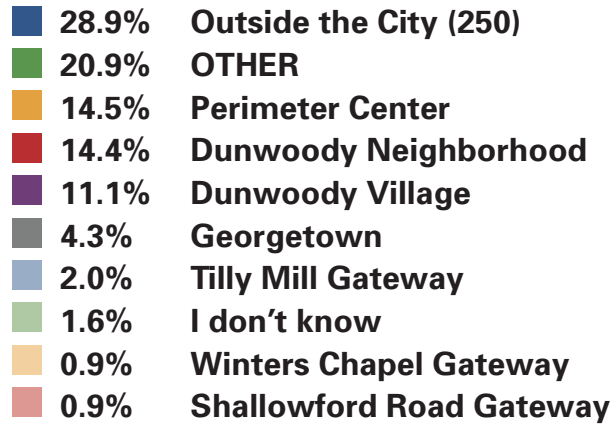
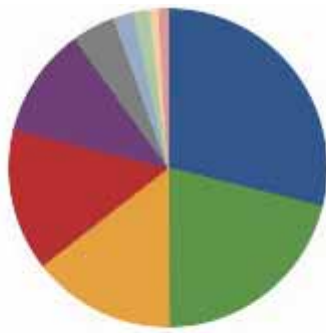
- Brookhaven
- Brookhaven
- buckhead
- by Marcus center
- centrally located neighborhood
- Chamblee
- Chateau Woods
- Cobb County
- College
- corner of Winters Chapel and Peachtree Industrial
- Cumming
- DCForest
- do not live in Dunwoody
- Dunwoody Club Drive
- Dunwoody North
- dunwoody north
- Dunwoody North
- Dunwoody North Subdivision
- Dunwoody North Subdivision
- East Cobb, Marietta
- East Dunwoody
- error in your survey - i don't live in dunwoody
- Gateway makes no sense
- GPC-Dunwoody Campus
- grew up in Dunwoody - Dunwoody Village area
- Griffin
- Halfway between Georgetown and Shallowford Rd Gateway
- Happy Hollow Road
- Heathwood
- I answered I don't live in Dunwoody
- I do not live in dunwoody. You need to fix your survey.
- I don't
- I don't live in Dunwoody
- I don't live in Dunwoody
- I don't
- I live in Mableton, GA
- i WORK IN Dunwoody
- in & out of Dunwoody with buyers
- Just over line in Sandy Springs
- Kingsley neighborhood
- live for 17 years on N Peachtree
- Live in Asheville, NC

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

4. In what part of Dunwoody do you WORK?



4. In what part of Dunwoody do you WORK? OTHER answers:

- 100 Ashford Center North
- Abernathy Rd and Mt. Vernon-North Park Towers
- Across from Dunwoody Baptist Church-Water Tower
- All areas
- all around dunwoody
- all of Dunwoody and beyond
- all over
- all over – I am a realtor
- alpharetta
- at home
- Brook Run dog park (volunteer)
- Buckhead
- buckhead ... work from home though
- central atlanta
- Chamblee Dunwoody just north of Mt. Vernon
- City Hall
- clients all over
- clients in several dunwoody locations
- College
- Concourse
- do not work in Dunwoody
- do not work in Dunwoody
- do not work in Dunwoody
- Do not work in Dunwoody
- do not work in dunwoody
- don't work
- Don't work
- Don't work
- don't work
- Don't work in Dunwoody
- don't work in Dunwoody
- don't work in Dunwoody
- don't work outside home
- Downtown Atlanta
- Dunwoody Club/Jett Ferry
- dunwoody hall
- Dunwoody North
- Dunwoody Park
- Dunwoody Park
- Dunwoody United Methodist Church
- E. Cobb
- entire area, realtor

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

4. In what part of Dunwoody do you WORK? OTHER answers (continued):

- Entire City – In-home Services
- from home
- from home
- GPC
- Griffin
- Gwinnett County
- Happy Hollow Road
- home
- home
- home
- home
- home
- home
- Home
- home, one block from library
- homemaker
- homemaker
- homemaker/volunteer
- I am retired
- I am retired and do not work, but that was not an answer option.
- I do not work
- I do not work in Dunwoody
- I don't
- i don't
- I don't work
- I don't work in Dunwoody
- I don't work in Dunwoody.
- I don't. you need to fix your survey.
- i don't
- I have never worked in Dunwoody
- I show homes in Dunwoody
- i work in cobb county
- I'm retired
- I'm retired.
- I'm retired.
- in sandy springs
- independence sq
- Jett Ferry/Dunwoody Club Dr.
- Lakeside H. S.
- local gyms
- mom
- mt vernon commons
- Mt. Vernon Commons
- Multiple areas as a Realtor
- my home office
- N/A
- n/a
- n/a
- N/A
- n/a
- na
- near GPM at home
- Near St.Luke's
- none
- none
- North DeKalb Cultural Center
- North Park Town Center
- northside hospital
- Not applicable
- not applicable
- not in dunwoody
- on fringe at the Concourse
- PCID in Sandy Springs
- random
- restaurants where I meet Clients
- retired
- retired
- Retired
- retired
- retired
- retired
- retired
- retired
- retired
- retired
- retired
- retired
- retired
- Retired
- Retired
- retired
- retired
- retired
- Retired

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

4. In what part of Dunwoody do you WORK? OTHER answers (continued):

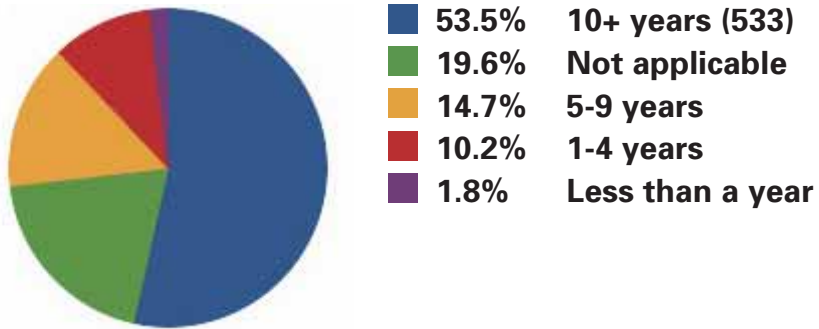
- retired
- Retired
- retired
- retired
- retired
- retired
- retired
- retired
- Retired
- Retired
- Retired
- Retired
- Retired
- Retired
- Retired
- Retired
- Retired
- SAHM
- same
- Sandy Springs
- Sandy Springs
- Sandy Springs
- Shallowford/Peeler and Chamblee Dunwoody
- Smyrna
- Springfield
- stay at home mom
- Stay at home mom
- stay at home mom
- Stone Mountain
- The Branches (I work at home)
- Tilly Mill Road at Jewish Community Center
- travel the city
- unemployed
- Valley View Road Area
- Vermack Rd.
- Vernon Ridge
- williamsburg of Dunwoody
- Windward Parkway area
- work from home
- work from home
- work from home in between a few of these places
- work in our home in the same area as question 3

ONLINE/NEWSPAPER SURVEY RESULTS

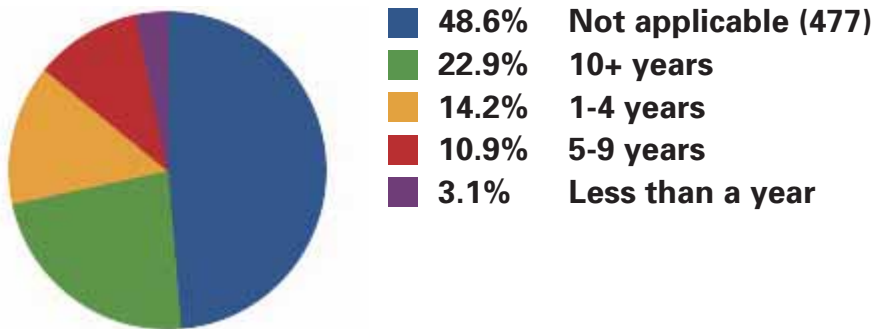
City of Dunwoody

March 29 – April 16, 2010

5. How long have you LIVED in Dunwoody?



6. How long have you WORKED in Dunwoody?

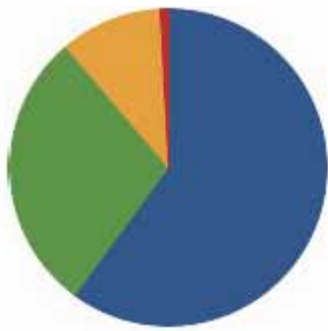


ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

7. If you don't live or work in Dunwoody, are you familiar with the City?



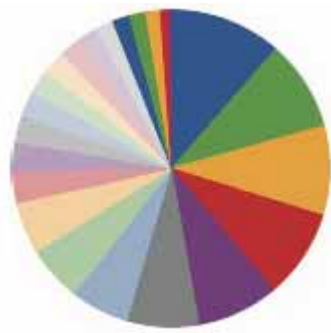
60.1%	Not applicable (577)
28.6%	Extremely familiar
10.4%	Somewhat familiar
0.8%	Unfamiliar (no need to continue)

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

8. Which of the following words BEST describes Dunwoody?



■ 11.4%	Traditional (680)	■ 2.5%	Diverse
■ 9.2%	Friendly	■ 2.4%	Old
■ 9.1%	Conservative	■ 2.4%	Corporate
■ 9.0%	Safe	■ 2.2%	Entrepreneurial
■ 8.3%	Home	■ 2.0%	Cultural
■ 7.3%	Upscale	■ 1.8%	Inclusive
■ 5.9%	Proud	■ 1.7%	OTHER
■ 5.7%	Historical	■ 1.6%	Average
■ 5.3%	Wealthy	■ 1.5%	Young
■ 3.2%	Intellectual	■ 0.8%	Exciting
■ 2.9%	Unique	■ 0.2%	Liberal
■ 2.7%	Sophisticated		

8. Which of the following words BEST describes Dunwoody? OTHER answers:

- a family community
- 2 completely different areas. Perimeter / traditional residential
- A glorified DHA run by a small group of narrow minded old people.
- Active
- attractive, civic minded
- Awesome
- becoming too crowded!
- Bland
- Boring
- Boring
- boring
- Boring, exclusive
- Boring, non-diverse in political affairs
- Busy
- charming
- Classic
- Clean, Beautiful,
- Cohesive Community/Involved Citizenry
- comfortable
- Comfortable
- comfortable
- community
- Community; hometown; beautiful
- compact, accessible, active
- Connected
- convenient
- Convenient
- Conveniently located
- conveniently located; snobby
- conversational, faith based, patriotic, great place to raise a family.
- convenient
- declining from too much development
- different

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

8. Which of the following words BEST describes Dunwoody? OTHER answers (continued):

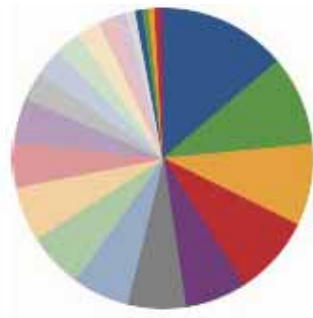
- Difficult
- disconnected
- Exclusive, snooty, too white
- Expensive, Vanilla
- Families
- Family
- Family
- Family
- Family
- Family atmosphere
- Family Community
- Family Friendly
- Family Friendly
- Family oriented
- family oriented
- Family Oriented
- Family Values, Family Friendly
- fashionable
- frumpy
- full of contrasts (traditional and contemporary, young and old, strong business center and strong residential area), bipolar
- Fun
- green, walkable (at least where I live and work)
- Home to Wing nuts
- homogeneous, republican, protective
- undiverse
- international flavor
- Lush
- needs improvements
- neighborhood feel everywhere you go
- neighborhoods
- nice place to raise a family
- NIMBY!
- Northern
- nostalgic
- Not inclusive
- NOT inclusive
- old image of tennis dresses and vapid mommies now replaced by interracial couples, gays, working women and sophisticated folks; the old population of narrow minded fuddy duddies has moved northward
- Outdated to other communities
- Overcrowded
- Police State
- Progressive
- provincial, fear of progress
- Quaint
- quiet
- racist
- residential
- Safe, Inviting
- seeking to improve in all ways that are essential to a community
- self-centered
- small town community feeling
- small town feel
- small town feel
- snobbish
- Snobby
- Snobby, closed
- Staid
- stuck in the 70's imagine/not current
- suburban
- Suburban
- suburbia, great close-in location
- tired - aging homes, retail and population
- Traditional, Yet Modern
- Uppity and at times mean and at times exclusive
- urban
- Urbanite
- Vague;Lacking cohesion;No real identity
- very special
- well educated
- Wooded
- xenophonie, provincial, snobby, self absorption

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

9. Which of the following words LEAST describes Dunwoody?



13.8%	Liberal (471)	3.0%	Upscale
9.6%	Diverse	2.7%	Entrepreneurial
8.8%	Average	2.5%	Historical
8.6%	Exciting	1.9%	Wealthy
6.6%	Cultural	1.0%	Friendly
6.2%	Corporate	1.0%	Safe
6.1%	Sophisticated	0.7%	OTHER
6.0%	Unique	0.6%	Conservative
5.8%	Young	0.6%	Traditional
4.9%	Inclusive	0.6%	Proud
4.7%	Old	0.2%	Home
3.0%	Intellectual		

9. Which of the following words LEAST describes Dunwoody? OTHER answers:

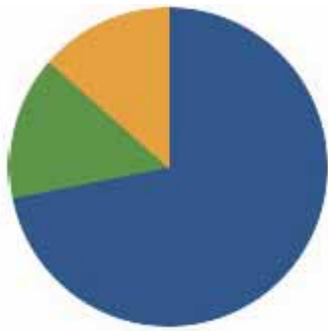
- a landmark identity
- bedroom community
- charming
- convenient
- cosmopolitan
- crime ridden
- dull
- dunwoody is in decline due to rough college student influx and over commercial, retail and multi-family development
- Easy to travel in
- enough split levels and 70's contemporaries to never qualify as 'upscale'.
- friendly
- GPC students and traffic is very bad
- hip
- mixed use
- Narrow minded
- not a college town, yuk
- not a college town!
- organized
- Snobbish
- sprawling
- too many apartment, too much drive through traffic
- VR Support Test
- we don't need an image, we need safe neighborhoods and less traffic
- Womack Tilly Mill College and it's traffic

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

10. How well do you know Dunwoody's history?



- 71.8 %** I know bits and pieces of the City's history (703)
 - 14.6%** Not familiar with the City's history
 - 13.4%** I know the City's full history
-

11. Would you like to know more about the history of Dunwoody?



- 70.8%** Yes (687)
- 29.1%** No

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

12. Would you like Dunwoody's image to reflect MOST:



44.8%	The future (430)
31.1%	The present
13.1%	OTHER
10.8%	The past

12. Would you like Dunwoody's image to reflect MOST: OTHER answers:

- A bedroom community
- A blend of all with strong planning for future
- A Blend of the Past/Present/Future
- a combination of all.
- A combination of the best of all three.
- A combination of the past, present and future
- a combination of the three themes above
- a community
- A little of all three
- A mix of all of the above
- a mixture of all three
- A New Age of Responsible Government with emphasis on Growth of the Community and not the Government
- a state and regional leader
- a suburb of Atlanta
- all
- all
- All 3
- all 3
- all are important for balance
- all aspects
- All of the above
- all of the above
- all of the above
- All of the above
- All of the above
- All of the above
- All of the above
- All of the above
- All of the above
- All of the above
- All of the above
- All the above
- all three
- All three
- All three
- all three
- all three with more on future
- all three: past, present, and future
- An anchor, something that brings the community together with pride/respect (not tragedy or hardship, which can bring a community together as well))
- bits of all three
- Blend of all three
- both past and future
- Combination
- combination
- combination
- Combination of past, present & future

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

12. Would you like Dunwoody's image to reflect MOST: OTHER answers (continued):

- combine all
- Conservative growth and life
- continuity
- decatur
- Depict past & future
- Don't care
- don't know
- don't spend taxes on image. Keep it safe homeowner community
- Elements of all: past, present and future
- family, home, present
- Fun / enjoyable living
- future, sobriety
- Great Family place to live
- great neighborhoods, safe, less traffic
- great place to have a house
- Historic charm w/current feel
- historical and friendly
- Home
- I think all 3 would be good
- I think all three need to be incorporated as it makes Dunwoody unique
- I want a quiet suburban place to live - don't spend my taxes on image, just stop retail, commercial and multi-family, don't color it by calling it mixed use
- I would be please to speak with whomever...I pay my DHA dues but am not in the circle.
- Is a combination possible?
- just outside atlanta city
- lifestyle
- Maberry type neighborhoods in a large city setting
- Maintain good portions of the past, eradicate the mistakes
- mix of each
- Mix of past and future
- neighborhood community of atlanta
- nice houses and neighborhoods
- No historical districts in residential areas
- nod to past, eyes on future
- not sure
- past and future
- Past and future
- past and future
- past and future
- past and present
- past, present and future
- past/future combination
- Perhaps some of all, otherwise "the future"
- present and future
- Present and future
- present but looking to future
- Progress
- qualities of the past with focus on the future
- quiet suburbs
- quiet, safe, private, limited access neighborhoods - stop all the commercial, shame on you all
- reality
- Residential, not corporate
- safe home ownership
- safe neighborhoods
- safe neighborhoods, open roads
- safe neighborhoods, quality in appearance and roads
- safe neighborhoods, turn it around
- safe single family neighborhood, suburbia, unfriendly to developers
- Silly question... what's actionable about this?
- small town feel with a big city presence
- Standing on history, but looking forward
- Suburban friendliness
- that we are rooted in the historical past but have a strong future
- The future growing from the past
- The future, without dismissing the history
- the past but up with times
- The past is our present & our future since we were to be based on the tradition Williamsburg look!
- The possible
- times change, but still want safe neighborhoods first
- to signify the past and future
- traditional but NOT old
- unified, caring
- updated image
- VR Support test
- walkable, bikeable, green, clean, caring now and more so in the future

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

12. Would you like Dunwoody's image to reflect MOST: OTHER answers (continued):

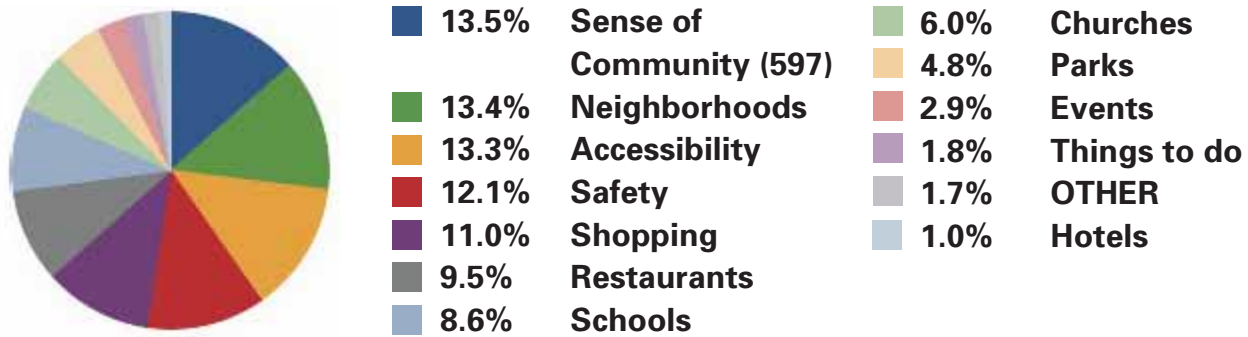
- we moved here for good schools and a private house
- welcoming atmosphere
- Well maintained and not in decline (as in pave the pot holes!)
- Who we are
- Young families and connecting to the past with urban farming

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

13. What do you like MOST about Dunwoody?



13. What do you like MOST about Dunwoody? OTHER answers:

- A grand City Hall Building with finest architecture and a Grand Library cum Historical Museum, Paved Streets, Walkway's and more people walking on weekends enjoying the sun and thereby being GREEN!
- Access to freeways and other places
- accessibility and neighborhoods are being killed by college traffic and too many outsiders and new businesses
- Accessibility to great hospitals
- Artist Centers
- beautiful environment
- beauty
- city within a big metro area
- close to Atlanta
- comfort zone
- convenience, health facilities
- development not overly abused
- DHA and it's actions to maintain property values
- easy to get to major roads
- family
- Family friendly
- faux-historic feel
- few multi-lane streets, yards well maintained
- Friends who live nearby
- Good value
- i don't actively like it
- I have lived here since 1960 and graduated from Dunwoody elementary school in 1968
- It's home and I'm committed to seeing it prosper.
- it's not Sandy Springs
- JCC/Temple
- Jewish life
- location
- location
- Location in Atlanta area
- lots of trees and greenery, it's easy to walk certain places, feels small town and neighborly around Dunwoody Village
- MJCCA
- MJCCA
- New Police
- new police force
- New Police Force and local control
- no Atlanta/Fulton politics/taxes
- no branding with my taxes, let's focus on remaining a anonymous safe neighborhood community
- nothing in particular
- Our own City government
- people for most part welcoming and friendly
- People, neighbors, friends

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

13. What do you like MOST about Dunwoody? OTHER answers (continued):

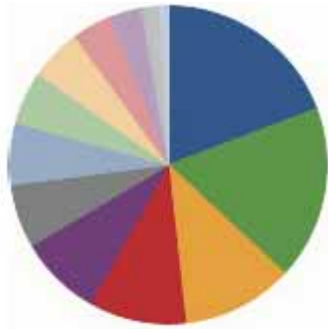
- police
- Police Department
- pretty
- privacy
- Proximity to everything
- Proximity to inside perimeter activities
- proximity within for nearly all services and close by to TONS of other atlanta-metro things
- Quality of Life
- quiet place to live - stop the social programs, parks, college outreach etc with my taxes
- quiet, no crowds, no traffic
- quiet place to live
- schools not as good with all the apartment people
- schools- elementary only
- sd include Synagogues ...
- small size
- small town in a big city
- synagogues - you could be more inclusive when you list religious places
- tall trees, established community
- test
- the hot moms
- the residents
- the village feel
- tradition
- Tree cover
- trees
- used to be more upscale
- very convenient location
- walkable
- was easy to get in and out but great neighborhoods and not much commercial - restore that
- what dunwoody was before all the commercial and apartments and condos
- what it used to be
- work there

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

14. What do you like LEAST about Dunwoody?



19.2%	Things to do (291)	5.4%	Schools
17.7%	OTHER	5.2%	Accessibility
11.3%	Restaurants	4.0%	Safety
9.9%	Parks	3.2%	Sense of Community
8.3%	Hotels	1.7%	Churches
6.4%	Shopping	0.9%	Neighborhoods
6.2%	Events		

14. What do you like LEAST about Dunwoody? OTHER answers:

- Ability to get around without driving a car.
- Advertising on the Old Farm House and the silly Two Headed JackAss on Ashford Dunwoody
- all the apartments in the city
- and college is very bad, and too much office
- Apartments
- apartments
- apartments
- APARTMENTS
- Apartments
- APARTMENTS
- apartments
- apartments
- apartments , poor planning
- apartments and traffic
- by far the college and its traffic, second too many businesses and apartments and townhomes
- can't think of anything
- chamblee police
- city govt "no chickens" and threat to too much additional govt interference, roadway pavement conditions, speeders on Womack Road
- Closed to new ideas
- college and kids and traffic is awful, close it!
- Commercial stuff apartments and college and the traffic it brings
- commercialization,too much growth too fast
- Condition of roads
- congestion traffic
- Covenants over property rights
- crowded schools
- Crumbling Infrastructure, overly aggressive police force
- cut through traffic
- dekalb College has grown too big, very bad traffic
- DeKalb College
- Dekalb Community College and all the traffic - close it
- Do something with the farm
- Doesn't have a cute town square
- Dunwoody Village
- empty parking lots at Dunwoody Village
- enjoy them all
- GA Perimeter College
- GA Perimeter College,and it's traffic
- Georgia Perimeter College & it's traffic and the people from outside our neighborhoods that it brings - very bad
- Georgia Perimeter College
- Georgia Perimeter College
- georgia Perimeter College and the college students, very

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

14. What do you like LEAST about Dunwoody? OTHER answers (continued):

- usavory and very bad traffic
- Georgia Perimeter College is ruining our neighborhoods
- Georgia Perimeter College Traffic
- Georgia Perimeter College, it's traffic and arrogant low class kids
- getting busier/more traffic
- Glorified DHA run by a small group taking away property rights and implementing pet projects.
- GPC is very bad, schools were very disappointing with all the apartment and condo kids moving in.
- GPC, traffic, and rude outsider kids in junk cars
- I hate the clickishness of the people here & how some get special treatment over others as in the case of the LAW BREAKING chicken owners and the don't know don't tell BS. All laws are to be upheld!
- I like everything about Dunwoody
- I like it!
- Infrastructure
- Increased high density, shorter term housing
- increased traffic especially cut through traffic for other communities
- increasing traffic
- intolerance to new ideas
- It has a somewhat snobby image
- its a generic suburb
- lack of a sense of community
- Lack of a vibrant Center of town
- lack of businesses
- Lack of diversity
- lack of flowers Perimeter Center
- LACK of green space
- lack of mix of uses, town center
- lack of representation of a variety of cultures, political views
- Lack of walk ways and bike paths, green space
- Limited amount of public space
- Low number of non-chain restaurants
- Mass apartments, over crowding of schools
- middle and high school
- Missing Sidewalks, Potholes
- more restaurants
- N/a
- n/a
- N/A
- NA
- na
- narrow, inadequate streets
- need more family friendly restaurants
- need more green space
- Need more sidewalks/bike paths
- need non-chain shops and restaurants.
- Need to update Dunwoody Village
- No "downtown" area to walk around and shop and eat and listen to music
- No bike lanes; Poor roads
- no college, no mixed use, no more density
- No gas stations!
- no new age type churches
- no real dislikes
- no reason to be here but location
- No town square
- none
- None
- none
- none
- none really
- Not recycling or enough green issues addressed. Need more side walks
- not applicable
- not as pedestrian friendly
- Not enough parks
- not enough parks, events
- not enough restaurants
- not sure
- nothing in particular
- nothing unique, too many chains
- Other
- overhead power lines
- Perimeter College Speeding
- Perimeter College traffic and reckless college kids driving
- poor street conditions
- poor street repair, traffic congestion around perimeter college,poor public relations when dealing with Community development department
- Potholes on Ashford Center Parkway, Traffic in Dunwoody

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

14. What do you like LEAST about Dunwoody? OTHER answers (continued):

- Village
- public high school is mediocre, too many strip malls, not enough park, too difficult to bike, need more walkability and public green spaces, more trees in parking lots would help too
- Raising money thru tickets
- Resistance to change
- restaurants: bad; hotels: any?; parks: small/few; events: too private; things to do: passive; traffic
- Road conditions on Ashford Ctr pkwy and Tilly Mill
- road maintenance
- Roads
- roads, need bike lanes/sidewalks
- rush hour
- see question 9
- shopping: where? outside mall area; schools: Dekalb?!; hotels: who cares?; sense of community: where? DHA? Are you kidding?
- smugness
- snobby reputation
- snobs
- Stop Sign madness, quit putting them all over the place where no value in adding them
- stuck in the past
- test
- That traffic light in front of Fresh Market!
- the boys club mentality
- the college is very bad and there is just too much commercial development and increased density development
- the community college
- the condition of the roads
- The new government and new taxes
- The new variances board that city put up in front yard of a neighbor
- the outdated high school facility
- There does not seem like much to do, unless it's churchy family stuff-Which is OK, but Virginia Highlands/Buckhead/Midtown feels like much more exciting energy—even Alpharetta has Dunwoody beat here
- There's no "downtown"
- these are all inoffensive
- threat of change
- thru traffic
- thru traffic
- too many apartments
- too many apartments
- too many outsiders and businesses and big building going on
- too many restriction on signs and businesses
- too many stores apartments and office buildings
- too much business and apartments and condo projects
- too much commercial and apartments and condos
- too much commercial stuff
- too much commercial, multi family and retail
- too much development for roads size and no one wants more roads or wider roads or intersections
- traffic
- traffic
- Traffic
- traffic
- Traffic
- traffic
- Traffic
- traffic
- traffic
- Traffic
- traffic
- traffic
- traffic
- Traffic
- traffic
- traffic
- traffic
- traffic
- traffic
- traffic
- Traffic
- Traffic
- traffic

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

14. What do you like LEAST about Dunwoody? OTHER answers (continued):

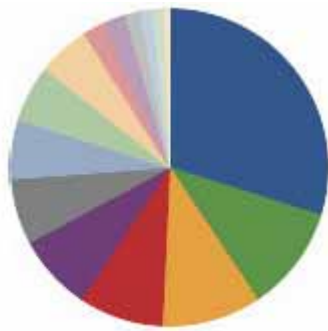
- traffic
- Traffic
- Traffic
- Traffic
- traffic
- traffic
- Traffic
- traffic
- traffic
- Traffic
- traffic
- traffic
- Traffic
- traffic
- traffic
- traffic
- traffic
- traffic
- traffic
- traffic
- traffic
- traffic
- traffic
- traffic
- traffic
- traffic
- traffic
- traffic
- Traffic
- traffic
- traffic
- Traffic
- traffic
- traffic
- Traffic
- traffic
- traffic
- traffic
- Traffic
- traffic
- traffic
- Traffic
- traffic
- Traffic
- traffic
- Traffic
- Traffic
- traffic & poor street paving
- traffic and being part of dekalb co.
- traffic and poor road designs
- traffic and pot holes
- traffic and pot holes
- traffic and streets that need paving
- traffic at rush hour
- traffic at times
- Traffic Congestion
- traffic congestion
- traffic congestion
- traffic congestion @ GPC & PCID
- traffic cut thru
- traffic issues
- Traffic lunch time & evenings
- traffic on Mt. Vernon Rd.
- traffic problems
- Traffic, esp. GA Perimeter College
- Traffic, Lack of sidewalks
- Traffic, lack of walkability
- Traffic, poor roads,lack of city beautification w/benches, flowers, etc.
- Traffic, roads need fixing, nothing unique about our town
- traffic, streets, lack of pedestrian walkways
- TRAFFIC!
- TRAFFIC!!!!
- traffic. not enough parks
- unsure
- vehicular mobility
- Very congested
- vision and bureaucracy
- visitor traffic issues
- Want to be able to WALK more places
- We formed a city to stop development and the college and now it seems the "leaders" are promoting it - stop development and increased density
- we need more parks and green spaces
- wish there were more community events like fireworks on July 4, etc.
- worried about middle school and high school.

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

15. If you could choose any of the following, where would you most like to live?



29.8%	Dunwoody (681)	5.3%	OTHER
10.7%	Sandy Springs	2.2%	Norcross
10.0%	Buckhead	2.2%	Duluth
8.6%	Roswell	1.5%	Marietta
7.8%	Vinings	1.3%	Suwanee
6.6%	Decatur	1.1%	Downtown
6.0%	Alpharetta	0.4%	Smyrna
5.8%	Midtown		

15. If you could choose any of the following, where would you most like to live?

OTHER answers:

- | | |
|--|---|
| • Alabama, Montana | • Brookhaven |
| • Alpharetta | • Brookhaven |
| • Ann Arbor, MI | • Brookhaven |
| • Area that offers more of an out side area like down town roswell | • Brookhaven area |
| • Athens | • brookhaven or Chamblee |
| • Atlanta - L5P/Virginia Highlands | • Brookhaven or Chamblee or Johns Creek |
| • Big Canoe | • Buckhead - you can recreate just as an exclusive place if you stop the retail, multifamily 7 office |
| • Blairsville | • Chicago |
| • Blueridge | • Clarkston |
| • Brookhaven | • cumming |
| • Brookhaven | • Cumming |
| • brookhaven | • Dahlenega, Athens, Madison, Dunwoody if it was more forward looking |
| • Brookhaven | • Depends on circumstances |
| • Brookhaven | • Downtown Norcross, without their taxes |
| • brookhaven | • Dunwoody is the only place we want to live in Atlanta! |
| • Brookhaven | • East Atlanta |
| • brookhaven | • East Cobb |
| • Brookhaven | • east Cobb |
| • Brookhaven | • east cobb |
| • Brookhaven | • east Cobb |
| • Brookhaven | • East Cobb, Johns Creek |
| • Brookhaven | • EastCobb |

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

15. If you could choose any of the following, where would you most like to live?

OTHER answers (continued):

- Europe
- Forsyth county
- Forsyth County
- Hawaiï
- Hawaiï
- heaven
- Highlands
- Hilton Head Island
- I miss the small town feel that we used to have, like being able to go to city hall close by, like having our own police, high density housing/apartments have choked our streets.. include perimeter college
- I still would like to be in the same location as I'm in now!
- I'd love if Dunwoody was more "county" and "Rural", while keeping close proximity to Metro Atlanta
- In the country
- in the country outside of all areas listed
- Inman Park
- ITALY
- john's creek
- John's Creek
- Johns Creek
- Johns Creek
- Johns Creek
- Johns Creek
- Johns Creek
- Kennesaw
- Lake claire, Candler Park
- Lake Lanier
- Lawrenceville
- locations would only be if they were not in Fulton county
- London, NYC, SF, Chicago, Austin, Seattle
- Lula
- Mableton
- Milton
- morningside
- Morningside
- Morningside, Ansley Park
- Morningside, Ansley Park, Druid Hills
- Mountains
- NC Sea coast
- New Zealand!
- North Carolina mountains
- North GA Mountains
- not georgia
- not one of these
- On a lake
- Other
- outside the metro area
- paris
- Peachtree City
- quiet upscale suburbs with little or no commercial, multifamily or retail
- San Diego!
- sharp safe neighborhoods should be the focus
- Snellville
- south georgia
- St. John, USVI
- Stay right in Dunwoody
- Stone Mountain, Lithonia
- suburban upscale
- test
- upscale, quiet, safe, private neighborhoods
- upscale convenient suburbia
- VA Highlands, Little Five Points, Lake Claire, Inman Park...
- Va. Highlands
- Virginia Highlands
- Virginia Highland
- Virginia Highland
- Virginia Highlands
- Virginia Highlands
- Virginia Highlands
- Virginia Highlands
- Virginia Highlands
- virginia highlands
- Virginia Highlands
- virginia-highland
- Virginia-Highland
- Virginia-Highlands
- west coast
- with Bike Lanes

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

16. What were the reasons for your selections in the previous question?

- 20-something singles such as myself
- A vibrant area that is a destination for people that live there as well as people that don't.
- Ability to get things done without having to drive far
- Ability to walk to entertainment and restaurants, and parks. Diverse, young people. Great neighborhoods
- Ability to walk to restaurants, shopping, etc. Restaurants are not national chains
- accepted cultural diversity, variety of activities and sense of identity.
- Accessibility without too much density
- Access to church, family and friends is easier.
- Access to Good Schools and close proximity to work
- Access to Peachtree Road. Vibrant business community. Great cultural offerings. Very pro small business.
- Access to services and availability of quality housing.
- access to work and schools
- access, architecture, trees
- access, quality of life,
- access, trees, sense of place
- Accessibility to 285. Schools.
- Accessibility
- Accessibility
- accessibility
- accessibility
- Accessibility
- Accessibility and proximity to restaurants and shopping.
- Accessibility to activities, malls and cultural life.
- Accessibility to all parts of Atlanta, nice neighborhoods, friends.
- Accessibility to major highways
- Accessibility to work and cultural opportunities. Schools.
- Accessibility, character, things to do, urban feel
- Accessibility, community feel, pedestrian friendly, parks & recreation
- Accessibility, quality of schools, value of housing choices.
- Accessibility, sense of neighborhood, restaurants
- Accessibility, Upscale, good schools, property values
- accessibility, village feel, williamsburg motif.
- accessible by interstate/major roads, home value,
- accessible to the arts, beautiful tree lined streets, upscale and modern,
- All good solid communities
- All have good community neighborhoods
- All of the reasons I stated for liking Dunwoody before.
- All resemble the positive attributes of Dunwoody. A quaint, family place to live.
- All the reasons that I said I liked Dunwoody - it is welcoming, easily accessible. There are a lot of shops and restaurants. I feel safe and love the sense of community.
- All upscale areas.
- Along the river.

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

16. What were the reasons for your selections in the previous question? (continued)

- Already live in Dunwoody and I like where I live. Also, our kids attend pvt school in SS/Dun area.
- Although I technically live in Sandy Springs, I live right on the edge of Dunwoody and identify strongly with the community. Because of it's architectural uniformity and controlled growth, Dunwoody has a very neighborly "feel" to it. It's a great place to live and work.
- am very comfortable in this area
- Appearance of neighborhoods, character of retail centers and other public areas.
- Are you kidding? Who WOULDN'T love to live in New Zealand? The landscape, the climate, the diversity, the proximity of city, country and sea, the food . . . Need I go on?
- areas are appealing, convenient
- Areas have a sense of personality and are small enough that you feel part of the community
- Areas most comparable to Dunwoody.
- areas our realtor showed us
- Areas that have town centers and maintain their unique qualities despite inevitable sprawl on the outskirts.
- Arts, non chain restaurants/shopping, emerging street life in Decatur/Midtown, less cookie-cutter houses, people and shopping. Closer to the better private schools.
- As good or better than the rest. So why change
- attitude, convenience to everything
- availability of cultural events (music series, book festival, beer and wine festivals, etc). Real sense of downtown. July 4th fireworks.
- Balance of convenience & community
- Beautiful homes and neighborhoods
- beautiful neighborhoods
- Beautiful upscale neighborhoods. Close access to the city. Close to my child's school.
- Because I like living in Dunwoody
- Because it elicits a positive response from those that would hear I live in Dunwoody
- Because it's home to me.
- Because NYC has everything I wish for in a city.
- "Been here 30 years and have many friends,
- Dunwoody has a good reputation and I enjoy my church and country club and opportunities for volunteer service."
- Been here 34 years
- "Being a ""close in"" suburb is important to me- I like easy access - I left Vinings because of the poor public schools and it was getting over built
- Sandy Springs doesn't really have a sense of community due to its geographic shape"
- "Best areas in the city to live, schools are great,
- safety is good, conservative attitudes,friendly."
- Better parks, recreation, clean
- better restaurants, more community
- better schools
- better schools
- Better schools and parks (alpharetta, sandy springs, roswell); closer to intown restaurants/activities (buckhead/sandy springs)
- Better schools; stable governments
- bike paths, parks, rivers, shopping
- both cities/neighborhoods have a sense of community and history I like.

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

16. What were the reasons for your selections in the previous question? (continued)

- Both have good reputations for safe neighborhoods and schools.
- bring back single family residential as the priority. stop all the commercial and dense development. 18 units per acre in the crier? no one wants that, people don't understand how dense that is, represent the people not the developers. Spend may taxes on tight conservative standards and enforcement, not expanding commercial and office space and apartments. The DHA does not speak for Dunwoody! Let them leave their legacy somewhere else, not with my taxes.
- Buckhead has beautiful homes and is "in town" Convenience
- Buckhead is considered to be upscale, has a lot of variety in things to do and is nicely manicured in many areas.
- Buckhead is moda modern and upscale metropolitan community. Alpharetta is a safe, upscale, and newer community (visually pleasing to the eye as you're driving along).
- Buckhead would be closer to work, it has a good elementary school at Sarah Smith, and investment value. Dunwoody because it has a nice small community feel (good schools, bigger yards, parks, programs and churches that add educational/extra-curricular opportunities, etc.), but all still close enough to work.
- Buckhead would provide a more cosmopolitan, sophisticated, intellectual environment closer to culture and more highly educated people. Sandy Springs is prettier. Decatur is more interesting but too close to crime filled neighborhood.
- calmness and quiet, absence of giant billboards and light pollution, clean air, relaxing, great outdoors, trees
- Casual, friendly, community vibe with lots of great restaurants and things to do.
- Central business districts with historical character, walkable and good schools (public & private)
- central city history
- Centrally located with metro-Atlanta
- Certainly we love Dunwoody and have lived here forever but Buckhead is a thriving community close into town and offers an array of restaurants and community events.
- Character
- character, charm, unique shopping and great restaurants
- charm ,history,small,
- Children and grandchildren live near; my church
- Cities I am familiar with that have a draw for me.
- Cities like Dunwoody
- Cities open to new ideas, progressive. Honor property rights.
- City living with historical houses and established beauty.
- city shops, hall, events
- Citylike/ able to interact with many different type of people within walking distance, plus some nature walks
- Close to interstates, safety
- Close proximity to the city. Not a long commute to get home. Everything I need within 5-10 miles of my home
- Close to activities, church. Historic Norcross is great.
- Close to Buckhead/Atlanta without being too urban. Village feel in a large metropolitan setting.
- Close to everything (work, shopping, transportation), family friendly, good schools, nice homes, consistent feel of area, sense of community.
- "Close to In-laws
- Close to schools of all grade levels
- Neighborhood"
- close to job
- close to shopping, work, play locations without much driving

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

16. What were the reasons for your selections in the previous question? (continued)

- Close to the office and almost everything I do outside the office is in Dunwoody. Country Club, etc.
- "Close to where I live now/ where I work.
- Good areas."
- close, safe neighborhoods, nothing in the middle that brings in outsiders and bad traffic like the college
- Closeness to town, non-cookie-cutter layouts, semi-"old"/historic feel, lack of 4-lane roads/sprawl
- Closer in, beautiful homes.
- closer to activities, restaurants, things to do.
- closer to my children's school
- Closer to work, nice areas
- cobb county taxes
- cobb taxes
- comfort zone
- communities for homeowners not for office buildings malls and that college
- Communities with a lot of history that is preserved and treasured. Great neighborhoods and safe places to live. Very accessible to anywhere in the Atlanta area.
- Community
- community
- community feel
- Community feeling.
- Community oriented, lots of things to do, good restaurants, events
- Community reputation
- Community, Accessibility, Schools, Safety
- community, close to shopping and entertainment
- community, native Atlantan
- Community, neighbors, Dunwoody Country Club.
- Community, safety, accessibility to highways
- community, safety, proximity to the city of atlanta
- community; location and schools
- convenience
- convenience
- Convenience
- "convenience
- convenience and lots of growth in the areas.
- Convenience to all types of different things.
- Convenience to downtown and to the highways. Access to public transportation would be a plus.
- CONVENIENCE TO EVERYTHING
- Convenience to restaurants, concerts, theater. Lots of fun activities.
- Convenience to work and basic needs, e.g., groceries, gas, etc.
- Convenience to work, schools, things to do
- Convenience to work, shopping, friends, doctors, and theater and other social activities
- convenience, accessibility
- Convenience, identity

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

16. What were the reasons for your selections in the previous question? (continued)

- convenience, looks, restaurants
- Convenience, proximity to shopping/work, safety
- Convenience, comfort, my grown children are here, religious centers are diverse and close, all my shopping needs, it's so "walkable"
- convenient
- Convenient location. Either good public schools or proximity to good private schools. Access to lots of shopping options.
- Conveniently located, police force, sense of community.
- Conveniently located for family and friends
- Crime rates, upscale suburban locations.
- Cultural and intellectual activities in and around Emory.
- Culture, accessibility, shopping, atmosphere
- Culture, activities, character
- Culture, parks, things to do
- Decatur - bungalow architecture, downtown area, city schools
- Decatur and Clarkston are close to everything I do; they are inclusive, with many different ethnicities and economic levels. People seem friendly; in Dunwoody they all seem alike.
- Decatur and Virginia-Highland are more interesting than Dunwoody, which tends to roll up the sidewalks at 9P. Hard to find a restaurant open later. They are also more diverse and inclusive.
- Different lifestyles
- Dislike direction of DeKalb County
- Diverse neighborhoods
- diversity and inclusiveness
- diversity and things to do
- diversity, access to freeways, safety
- diversity, cultural opportunities, family events, biking and walking locations, these are updated cities with the current times-not stuck in the mindset of how it use to be. These cities make the environment relative to all people not just one group of citizens.
- Diversity. Strong city identity. Liberal and inclusive.
- Don't want to move!
- Downtown Decatur is a walkable area with great restaurants, bars, shops, etc. It has parks and bike paths. It is diverse in age, race, and lifestyle. It is inclusive and has developed a strong sense of community.
- dream homes close to downtown and major roads. We've realized all the Atlanta schools are poor. We shifting to private schools net year.
- "Dunwoody - location and proximity to Perimeter Mall and shopping
- Decatur - walkability and ambiance"
- Dunwoody felt like a small town when I moved here 40 years ago. I now is a large community that still has the friendly small town feel with the advantages of a big city within minutes from home. It is a place where you want to take root.
- Dunwoody for location, Norcross and Decatur for their community centers
- Dunwoody has a wonderful blend of history, community, security and optimism for the future.
- Dunwoody has always felt like home. We moved out of Dunwoody to Norcross a few years ago to get a bigger, newer house. We came back to Dunwoody because we realized neighborhood and diversity were more important than a newer, bigger home.
- Dunwoody has attributes that I would not find in any of the other cities named.

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

16. What were the reasons for your selections in the previous question? (continued)

- Dunwoody has the schools, organized neighborhoods, safety, pool & tennis neighborhoods, houses with large yards, sidewalks, option to walk to destinations, great location in Atlanta with access to 400 & 285, plus Marta rail is convenient to downtown/ midtown. Overall - love Dunwoody!
- Dunwoody is a warm, friendly place to raise my children. It is safe and secure and maintains a level of quality in its development.
- Dunwoody is as good a community that can be found in the Atlanta area.
- Dunwoody is centrally located when compared to the other communities in Q15. There is quick & easy access to other parts of metro-Atlanta via the interstates and major roads.
- Dunwoody is convenient to almost everything and the schools are very good. They could be better, but they are better than most. We need more cultural things to do without having to go downtown...Shopping needs to be better..all the good shopping is in Buckhead and it is not safe to go there.
- Dunwoody is conveniently located. It affords me easy access to other parts of town.
- Dunwoody is home.
- Dunwoody is in an incredible, fantastic location and with our own zoning and PD we can control development. If you stop commercial, multifamily and office expansion and actually roll it back, upscale infill will occur without any need to yield on zoning. You can create another Buckhead. Dunwoody residents' feelings they live upscale now is fantasy left over from 20 years ago. Upscale has moved to Alpharetta, Duluth, etc. With the cutback/closure of the Clarkston, Decatur and Lawrenceville campuses the college is streaming in a very bad element that doesn't belong here. Close the college.
- Dunwoody is just right for us, close to Marta, shopping, Churches, golf course, major interstate highways, health care.
- Dunwoody is my home I love Dunwoody I love people in Dunwoody I like everything about Dunwoody.
- Dunwoody is still home. However the attitude on many people is get out of my way I'm busy. I'm too busy to not use my cell phone, too busy to watch my driving and obey the law etc. Lula is a small quiet town.
- Dunwoody is wonderful – but the roads are deteriorating while the traffic is increasing. Johns Creek and Alpharetta now seem the way Dunwoody seemed when we moved here in 1989 – feeling a little bit more community-oriented.
- Dunwoody is: overpriced, grid lock at key times, politics now favor developers and not existing businesses or residents. I will relocate my business whenever the opportunity arises.
- Dunwoody more family oriented but friends and office are in Buckhead
- Dunwoody offers what I want.
- Dunwoody, Roswell and Alpharetta are all family oriented, have great selections of homes, have a lot of things that make life easier (good shopping, schools and accessibility to other parts of town). I also feel they are safer from crime than many other areas. We lived in Buckhead and moved to Dunwoody for the schools and to get more living space for the same amount of money. Parts of Sandy Springs offer what I would want, but parts are too commercial and too crime ridden and the taxes are much higher. They have to pay for private trash collection and their service is not as accommodating as ours. As for everywhere else - either too crowded, too far, too expensive or too much crime.
- Dunwoody's location is perfect for us - close to major arteries, close to world-class hospitals, within striking distance of anything we want to do, but there is still lots of green space and the charm of a genuine Southern community. We are very happy with Dunwoody Elementary and Peachtree Middle School. We have great neighbors. Strong community leaders - from the City Council to the HOA, Preservation Trust and Womans Club - make sure that Dunwoody remains a great place to live.
- Each is a distinctive community with commonality of architecture, sense of community center, great restaurants and events and accessibility to Atlanta events. Traffic is horrible in Sandy Springs, Roswell, Alpharetta. Not an urban pioneer.
- Easy access to everything - more walkable: You can walk to entertainment, stores, etc. and not always have to drive. Unique mix of people from every race, creed, country.
- Easy of local restaurants and events

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

16. What were the reasons for your selections in the previous question? (continued)

- Easy walking access to shopping, restaurants and community
- Events, ability to walk places, family friendly atmosphere.
- everything is close and a great community that comes together in time of need- not too big
- Everything Stated Before
- experience
- Familiarity
- familiarity with both
- familiarity, proximity to necessities, things to do
- familiarity, restaurants, shopping, convenience
- Family friendly living, schools
- Family oriented, close-knit communities
- Family oriented, convenient, traditional, pretty
- family values
- Family, Church in Dunwoody. Currently in Roswell, and it is a fairly pleasant area.
- Family; close to work; slower paced and beautiful
- Far more culturally interesting, more character, less suburban
- Financial, community
- "Forward looking development (not stagnant).
- Access to good, independent restaurants/bars.
- Proximity to arts/parks/events."
- Friendly and relatively safe.
- Get away from traffic, congestion and noise.
- Good accessibility but more neighborhoods instead of "sub-divisions".
- Good community with a relatively well-off economic base, safety, accessibility to shopping, medical facilities, good housing
- Good community; good, serious government so far; central location; close to many things, and MARTA
- good location, beautiful neighborhoods, great restaurants and shopping, vibrant
- good location, good neighborhoods with lots of young families, not clogged with multi-lane roads, decent schools
- good place to raise a family
- Good school and sense of community with easily accessible kids programs and sports.
- Good/Known areas of town. Accessibility, things to do, upscale housing.
- Government actually cares about what is going on in the community (except Vinings - they have a strong sense of community)
- Government, citizens, permanence
- Grandkids
- great accessibility to metro area, history
- great appearance, great homes, private, property appreciation - we won't get that with more development and with the college nightmare
- Great community with good leadership, excellent location, stable and family oriented.
- great dining, family friendly, great walking area of town
- great family environment
- great location to commute to Atlanta and get around and great neighborhoods and great houses. close to Atlanta but private homes
- Great location to midtown/downtown/Alpharetta etc.

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

16. What were the reasons for your selections in the previous question? (continued)

- great neighborhoods and single family houses on large lots away from crowds and businesses and apartments
- great places
- great suburbs
- Greater variety of cultures, arts and events but yet a strong sense of community and inclusion.
- Historic and quaint shopping area with great restaurants. Great Parks
- historical and plenty of activity
- history
- houses on property, nice houses
- housing architecture is more unique. Can walk to places. cultural
- "Housing, Culture, Restaurants, Inclusion, Diversity,
- Schools, Churches, Shopping, Community, Neighborhoods, Thriving Businesses, Parks, Events"
- I am 4 minutes from work by living in Sandy Springs, and Buckhead has some beautiful neighborhoods that are closer to in town action.
- I am a real estate broker and know the areas of north Atlanta well. All in all, I think the Dunwoody/Sandy Springs area is the best place to live in Atlanta.
- I am familiar with those cities
- I am from there and enjoy the wide open spaces of rural Georgia
- I am just fine where I am.
- I can live anywhere I choose and I chose Dunwoody!
- I chose Decatur and Midtown because they're closer to town and thus have a bit more going on as far as restaurants, entertainment, etc. I chose Dunwoody and Sandy Springs because they are very nice, safe neighborhoods that have more affordable housing.
- I chose Dunwoody over those other cities when looking for a place to live. I only want to live here.
- I chose Dunwoody when I had many options - I would not change.
- I chose to live in Dunwoody when I recently had to relocate from the home I lived in Dunwoody for many years to a condo over Decatur where I work.
- I currently live in Sandy Springs and really like that location.
- I currently live in Vinings and love its accessibility to midtown Atlanta.
- I do love Dunwoody for many reasons but we need updated shopping and better restaurants. The DHA's insistence on "williamsburg style" has actually held us back. I don't want to live in crowded Alpharetta but they have great looking brick shopping centers with nice restaurants and stores.
- I don't like to commute. Prefer a house in a more urban environment.
- I enjoy living and working in DeKalb County
- I enjoy the culture, the sense of opportunity and location of both cities...so much to see and do!
- I enjoy visiting these areas.
- I feel Dunwoody has tremendous potential
- I feel that the neighborhoods further in town offer things that Dunwoody doesn't. People in town tend to be more liberal and I feel I have more in common with them. There are also things to do - Piedmont Park, Downtown Decatur, outdoor concerts and festivals. Those areas offer a better walking community rather than driving to get anywhere you need to go.
- I feel that Vinings and Alpharetta put more emphasis on the beauty of their shopping centers etc. Perimeter area merchants especially around Super Target are allowed to have minimal if any landscaping. Just compare that area and Dunwoody Village area to lets say The Forum. There is no comparison, Dunwoody is lacking in seasonal color etc.

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

16. What were the reasons for your selections in the previous question? (continued)

- I grew up here and wanted to raise my children here. Dunwoody has an amazing sense of community that I have never heard of anywhere else in Atlanta.
- I grew up in Dunwoody and love the community..
- I grew up in Dunwoody. I have lived in Roswell. I currently live in Alpharetta. All are great, but Dunwoody is my favorite b/c that is where my family lives.
- I grew up in the Dunwoody/Sandy Springs Panhandle area and I love it here. Love seeing people I know everywhere I go.
- I have lived here for 15 years and it is home to my children.
- I have lived here more than 10 years and I enjoy this area.
- I have lived here the whole time I've been in Atlanta and would not move because of our connections to friends and community.
- I have lived in Duluth, Norcross before and they are changing, and not for the good. It seems that Dunwoody is really trying to be a very safe family and business oriented
- I have lived in Dunwoody and currently live in Sandy Springs and I like the area. But I grew up in Morningside and it, with Ansley Park and Druid Hills have a lot more character and interesting architecture. And restaurants stay open past 10:00 PM.
- I have lived in Dunwoody for 28 yrs and would not want to live anywhere else. The only disadvantage is the high DeKalb property tax rate. Cobb County would be the second best.
- I have lived in Dunwoody just over 10 years and prior to that Sandy Springs for 7 years. I love the regions and area outside the perimeter, providing many things to do and places to go with easy access to all forms of transportation.
- I have lived in my Dunwoody home for 34 years and I have loved every minute of it. The community is friendly, safe, beautiful, historical, and is easy reach of many places in Atlanta.
- I have lived in there.
- I have lived in these areas since moving here 44 years ago. Friends and family are all nearby and I am love the conveniences in these areas.
- I just enjoy here, may be I am familiar here .
- I just like everything about Dunwoody and where I live
- I know that the county couldn't have cared less about this area..only what the tax revenue was worth to the county...high density has really created a mess here...and we still have those pvc farms...so more traffic to come..and creating wider roads is not the answer to our traffic..only serves to increase it more...We can't turn back the clock but hopefully we will be able to help change this to a small town feel..do love to see the dunwoody police on the roads..
- I know the dunwoody area and what it has to offer. Also, I know the downtown area
- I like a community-based place to live. Someplace with a town center. Someplace that is walkable. I meant to include Decatur on the list.
- I like a somewhat urban locale. I have to be close to Brook Run. Dunwoody's worst feature is traffic congestion.
- I like Atlanta and I like the suburbs that have safe and quiet neighborhoods.
- I like Dunwoody but the other areas are also nice places to live.
- "I like Dunwoody enough to choose it again and I've lived in Roswell and would also live there again."
- I like Dunwoody, but it is lacking in diversity, restaurants, shopping, etc. Those are the things I like about Decatur and Roswell.
- I like Dunwoody, Sandy Springs is near Dunwoody, and Decatur is close to work.
- I like in town/close to town living
- I like it here.
- I like living close enough to everything that I have convenience, but I don't want to live in a big city. I like Dunwoody's community identity. Would not want to live in a place with no identity.
- I like living in Dunwoody and wouldn't want to live another place

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

16. What were the reasons for your selections in the previous question? (continued)

- I like midtown
- i like my city
- I like neighborhoods
- I like nice, upscale neighborhoods where there's a higher level of wealth among residents.
- I like nostalgia. I also like to be able to walk to places also, not that it's so easy around here but I "can" if i want to.
- I like older, more historical areas with character and the local "villages" they provide.
- I like small town feel close to Atlanta
- I like suburban areas and the fun areas too.
- I like the accessibility to work, play, hospitals, churches, parks, etc.
- I LIKE THE AREA BECAUSE THERE IS LOTS OF THINGS TO DO WITH IN WALKING DISTANCE
- I like the area I live in.
- I like the area.
- I like the areas and good commute to work
- I like the community that I currently reside. Good walking neighborhood, now that the sidewalks are in place. The Perimeter Center has everything I need including good restaurants and shopping. The Village has everything I need if I want to get away from the intensity surrounding the Perimeter Center.
- I like the feel and scale of Norcross and Decatur. You can walk to fun places, take MARTA or get a bus to MARTA, so travel is easier.
- I like the feel of the "city"
- I like the feeling of community and the character of the town areas.
- I like the historic square section
- I like the location of Dunwoody and Sandy Springs and the family,neighborhood, small town feel right next to a big city, Atlanta. I can live, work, raise children in the Dun/SS area.
- I like the location of Dunwoody but I like the diversity and small-town, local feel of Decatur, such as the "square", and the unique restaurants, shops, etc. that it offers.
- I like the parks and recreation offered in Alpharetta/Milton.
- I like the pedestrian-friendly aspect of in-town living. Dunwoody was built for the car. I like the parks of in-town living, community meeting points. Dunwoody sorely lacks this.
- "I like the small town community atmosphere."
- I would love to see Dunwoody have a Town Square."
- I like the small town feel of Norcross and Dunwoody
- I like the upper scale locations. I like the conveniences available with proximity of shopping and restaurants.
- I like them and have homes, family, or friends there.
- I like this area with the mixture of history and traditional buildings with a progressive view of the future and access to the city.
- I like this little City.. I think it's comfy.
- I like to be close in, in a reasonably affluent neighborhood.
- "I like to see more culture in Dunwoody. Make the farm a place where kids can work with animals.
- Have more little restaurants and shops"
- I like Vinings' proximity to the river and to downtown. It has a more settled feeling to it.
- I like walkable, bikeable places with diversity and "things happening" in public spaces–music, art, food, LIFE.
- I like water and fishing
- I like where I live
- I like where I live and don't want to live anywhere else!

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

16. What were the reasons for your selections in the previous question? (continued)

- I live here by choice; the total accessibility to the needs and wants in my life are within several miles and access to anything else I choose is within reach.
- I live in Dunwoody for my kids. In town living is much more exciting than Dunwoody. Everything is NOT about kids. I love my kids and I don't really want a gay pride parade going by my house and trying to explain that to my kids, but me personally....I like party-time atmosphere.
- I live in Vinings. I like the pan handle portion of Sandy Springs that use to be part of the unincorporated area of Dunwoody. Roswell for the feel
- I live there and like where I am living. I prefer shopping at Perimeter Mall....Places I need and want to get to are near by.
- I live there for the last 27 years.
- I live there now and it is convenient to both Dunwoody, buckhead and downtown
- I live there now and love it.
- I lived in Midtown before Dunwoody. I loved my ability to walk (safely) to most of my errands. Although I can walk in Dunwoody, not all sidewalks are on both sides of the street, the lights are not coordinated to accommodate walkers/bikers/strollers. (I like the Chicago northern suburbs community feel)
- I love Dunwoody and selected it to live over all the rest because it is the closest type of a community like the one I grew up in-- community feel, good schools, and great neighborhoods
- I love Dunwoody, even though I think it can be very exclusive at times and snobby. But, its home and I hope that changes.
- I love Dunwoody!
- I LOVE Dunwoody. I am familiar with the area and very comfortable here.
- I love it here. I love the trees and flowers in my neighborhood. I love Austin Elementary School. I love the safety and homey feeling I have here.
- I love living here!
- I love living here. I can walk to many places, I feel safe and it is easy to get to buckhead where I work.
- I love living in Dunwoody and would not move anywhere but Suwanee where my children live
- I love living in Dunwoody, but the schools are only fair. I can go to Norcross or Alpharetta and find nice neighborhoods with better quality schools.
- I love living in Dunwoody. Roswell is historic and diverse-things for young and old. They have wonderful parks, walking trails and bike paths. Also downtown unique restaurants and shopping. Would like to see more of that in Dunwoody.
- I love my community! Church, schools, friends . . . it is like Mayberry with culture!
- I love my home in Dunwoody; I grew up off of Ashford Dunwoody, went to Montgomery Elementary. I perceive Suwanee to have a more cohesive community with a wonderful central square. I feel that the Dunwoody Village portion of Dunwoody does not care about what happens in the Georgetown/Chateau Woods/North Springs neighborhoods. I think they are fine with sacrificing our neighborhoods to commercial gateways at Chamblee Dunwoody and Shallowford. I hope they will consider that we are part of the community as well. I don't want to see our properties turned into commercially zoned areas or our Dunwoody style of living compromised by 12 story buildings.
- I love the community and the easy access to most things in and around Atlanta
- I miss the horses grazing at Vermack/Womack, I like seeing the pair of hawks fly around Springfield. We need more nature.
- I moved here because I like Dunwoody. It's close to the city, but not too close. It is a quiet, nice place to live.
- I moved here from a part of town that had sidewalks and a sense of community. I live on Happy Hollow Road and feel excluded from the rest of the city of Dunwoody because there are no sidewalks and I have to drive everywhere. Decatur seems more inclusive with a neighborhood feel.
- I moved to Dunwoody for its central location and proximity to work, retail, and transportation to other places in Atlanta.

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

16. What were the reasons for your selections in the previous question? (continued)

- I picked Dunwoody first for obvious reasons. I then picked Alpharetta because our daughter lives there and it is a nice place also.
- I prefer an urban setting to the suburbs.
- I prefer living closer to downtown
- I recently moved from East Cobb (sold my home) and moved to Dunwoody (bought a home). I think Dunwoody has everything and is easy to get to work downtown.
- I still believe Dunwoody has a lot of potential, once the "old guard" lets go.
- I think Dunwoody carries a sense of history – strong, proud, traditional, conservative – and that it is thought of as being stable yet forward thinking.
- i think of Dunwoody and Vinings as being quaint and similar in size.
- I think they all have things to offer.
- I used to live there ... small town atmosphere with shops and restaurants on the square, unique quirky vibe, access to MARTA, close to downtown, affordable housing, good schools, young, liberal ...
- I want to live (work, spend time) where there are lots of different things to do, many independent retailers/restaurants/bars, diverse population.
- I want to live in a reasonably quiet area with less traffic and congestion.
- I want to live in a stable safe residential town that cares about keeping rampant progress in check.
- I wanted Dunwoody to become a town due to lack of cops. Yet from what I have seen so much time is being wasted on non-issues such as chicken lawbreakers and still not enough cops in the Zone 3 areas versus other areas. It seems what is good for downtown is not the same in this areas. Thus if I move it will be out of the city all together into the country and away from the rat (or is that chicken?!) race all together! Oh and if people want to raise chickens that's where they should also move to because chickens are not pets or for the city! I thought Dunwoody would try to maintain it's traditional feel. Yet it seems with the chicken people has come this view that traditional means old or outdated. I love the Williamsburg look and want the city to try to live up to the standards it was formed on. Do this or people will move and all you will be left with is a town full of poultry law breakers and the illegal's who only understand they can move here and break the laws as well!
- I was born and raised in Dunwoody and my family still lives here
- I was born and raised in Dunwoody, and I now live in Dunwoody raising my own family.
- I would choose Dunwoody, Sandy Springs, Roswell, or Alpharetta for the sense of community, relative safety, and quality of education. Buckhead, Morningside, and Ansley Park are closer to my office (which is downtown).
- I would prefer a smaller home, no or small yard, and a shorter walk to amenities. I am currently 10-12 minutes walk from MARTA and I'd prefer it under 5 minutes. I can easily say that thus far my home in Dunwoody is the best place I've ever lived. That is in large part due to my being so close to PCID and their significant improvements for pedestrians.
- I would want to live in a community that has the "it" factor.
- I'd rather be farther out in the suburbs than in the city.
- i'm comfortable because this is where i have raised my children since birth.
- I'm living there now.
- I've lived here 28 years and I like it.
- I've lived here for 30+ years. I'm proud of the area. It's easily accessible. Feels like home.
- I've lived in Dunwoody for a total of 10 years (two separate times), and I love it. I love the sense of community and all the options that I have around me.
- I've lived in Dunwoody since 1972, and I think it's the best suburb of Atlanta!
- I choose to be here.
- If I am going to live close to Atlanta then this is the only area. I would only move to a lake in an outlying area.

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

16. What were the reasons for your selections in the previous question? (continued)

- If I could live in downtown Decatur, like the accessibility to shopping, culture, Marta...
- If I wanted to live somewhere other than Dunwoody, I would move.
- if there were somewhere else i'd like to live, i'd move there!
- image
- In Atlanta, I would choose Dunwoody. If I left Dunwoody, it would be move out of state.
- Inclusiveness, openness, diversity, not as concerned with image
- inertia
- Interesting places with similar qualities of Dunwoody including shopping, restaurants and life style.
- It has everything I look for in a city
- it has many amenities
- It is a wonderful place to live. Great location, great place to raise a family.
- it is centrally located and has everything to offer
- it is home
- It is home and has been for 20+ years
- It is home and has been for 35 years. the new Dunwoody is friendly, active, Prosperous and involved in the building of our City.
- It is like living in a small town with the great sense of community, but it is still in a "big city" with all of its perks a short drive away.
- It is most like the small town I grew up in. The people value family! While other towns listed have the same draw, I'd have to fight more traffic if I lived there. I hate wasting my precious time in traffic.
- "It is similar to Dunwoody without the DHA which rules with an iron fist and that is extremely unappealing"
- It is the best place for our family right now.
- It is the best place to live because it is safe, sense of community, great neighbors, great place to raise children
- It is where I grew up.
- It is where I live now and where my family is.
- It was where I used to leave before moving to Dunwoody in 1999. I like the Dunwoody location and access to most everything. But I wish we had a few more choices about restaurants and shopping.
- It's close to highways
- It's home
- it's home - friendly people, great location, great schools
- It's home and I feel safe.
- it's home, close to everything I need, great schools
- It's home, great place to live, close to everything
- It's home!
- It's Home!
- It's home. Civic pride.
- It's home....for now
- it's in the middle of the city. i can walk anywhere (grocery store, restaurants, park, entertainment, etc.).
- it's liberal, minded, accepting, inclusive, walkable, diverse, cultural and friendly
- It's the middle of everything and I like Piedmont Park and all of its events.
- It's where I'm comfortable.
- Just like those areas

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

16. What were the reasons for your selections in the previous question? (continued)

- Lack of restaurants (outside chains), TOO many apartments, more consistently well-kept neighborhoods (most Dunwoody neighborhoods are inconsistently well-kept, not a lot of consistently “nice” neighborhoods” - example of a pretty consistently nice & well-kept neighborhood in my mind would be Village Mill), sidewalks down Mt. Vernon (past Chamblee Dunwoody toward Tilly Mill) are a mess & not well-maintained.
- lay out of city.
- Least stressed/plenty of green environment/safe/easy to navigate/smaller communities with access to larger ones when necessary/ (prefer keep it simple)
- less congested but close to Dunwoody and to Atlanta
- Like a town center, easy access to lots of things
- Like it
- Like older houses
- like sense of community, identity, historical preservation
- like the “downtown” area where you can walk to restaurants and shops
- Like the area
- like the areas - easily accessible and known areas
- Like the idea of live, work, play - but not viable as yet for me due to age of children. I do like the vibe, restaurants, culture & walkability of midtown
- Like the location
- little more cosmopolitan
- live there and visit there.
- Live there now
- Lived here for 41 years - too old to start over elsewhere.
- Lived here for past 20 years
- lived in Atlanta my entire life, love the areas and the ambiance
- Lived in Dunwoody for 33 years. There is no better place to live.
- living close to 285 and being in the center of the Atlanta
- local destinations - great restaurants-locally owned, historical values, many things to do within walking distance, feel safe, aesthetically comfortable with combination of old and new.
- “local pride with money to back it up”
- Location
- location
- location
- location
- location
- location
- Location
- Location
- Location
- Location
- location
- location - proximity to so many major highways and community feel - great single family neighborhoods
- location and adjacency
- Location and character of the neighborhood (traditional homes on reasonably sized land parcels), quality of the schools

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

16. What were the reasons for your selections in the previous question? (continued)

- Location and convenience
- location and convenience - although the other areas have a lot more choices
- Location and quality of housing
- Location and things to do
- Location and vibrancy
- Location has outstanding shopping and restaurants as well as friendly people. We love our proximity to MARTA and to 285, 400, and other major interstates.
- Location of family, friends, and church
- Location of Family, Friends, Communities, Taxes, Cost of Living, Convenience to shopping, Schools
- Location outside 285 yet relatively close to downtown & airport & safe neighborhood community.
- location relative to my work; leisure activity opportunities; safety.
- Location to work.
- Location, amenities and transportation
- Location, community, accessibility, and neighborhood involvement
- Location, family friendly
- location, fun, things to do, great community, price range, types of homes
- Location, great place to raise a family due to strong sense of community with neighborhoods, schools, churches, parks, Village in walking distance
- location, history and restaurants
- Location, location, location
- Location, near expressways but look for a comfortable environment and hopefully trees and a place to walk safely. Easy access to shopping
- Location, police department
- location, safety, residential community
- Location, Schools, and Community
- Location, schools, neighborhoods
- Location, schools, taxes
- location, sense of community
- Location, sense of community feeling, shopping & restaurants
- location, sense of place.
- Location, Upscale, Sense of Pride, Hometown feeling, historic
- location, parks, malls, restaurants, outdoor beauty and environment
- location; housing prices
- "Location. Cost of living."
- Location. Neighborhoods.
- location. value.
- Location/Community
- Lots of good restaurants and shops within walking distance. Easy access to downtown and midtown. Designed for more walking. More diverse than Dunwoody.
- Love being in the city - but if I had to be out of it, I would like to be close in an accessible area with lots of stores and restaurants like Dunwoody or Sandy Springs.
- Love Dunwoody, would also enjoy being closer to town.

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

16. What were the reasons for your selections in the previous question? (continued)

- Love location, employment opps, mix of ages, schools
- love the area
- Love to live in historical place
- Lower Property Taxes
- lower taxes, prettier
- Many resources/attractions within walking distance
- Meets expectations.
- More cultural events are easily accessible from mid-town and Buckhead. Lots to do. There are tons of great places to eat and great shops.
- more cultural venues
- "more culturally socioeconomically diverse, connected with ATLANTA, not just a 3-mile bubble. People, places, attitudes of intown feel less built-on-demand with cookie-cutter mass-production."
- more diverse
- more diversity, more interesting things to do, not as conservative & protective of the current status quo
- More exciting, greater diversity, a more open atmosphere
- More going on-better restaurants,shopping
- more interesting parts of town
- More neighborhood atmosphere. Sense of community. More cultural and artsy.
- More nightlife, arts, and entertainment. Less hassle than dealing with the top end 285 or 400 traffic
- More Parks & Recreation; better restaurants (name brand vs Mom/Pop. We do not need Dunwoody Village to be mixed use..no more residential - we have enough school problems as it is and far too many apartments/condos, etc. We have too many no-name places open then go out of business...we need more stabilized businesses and more variety of quick foods as well. Traffic at Dunkin Donuts are is horrendous/dangerous on weekday mornings too many cars blocking the road or driving erratically to get into their parking lot; sidewalks are awful. Bring back the original upscale - well known Dunwoody of years yester.
- more places for young adults in midtown and Buckhead. I would like to see that in Dunwoody
- more to do
- more to do in the town and outside activities - would like to see dunwoody remain as quaint but expand opportunity., i.e. art galleries, etc.
- More urban, good accessibility
- More young professionals and/or better outdoors lifestyle
- Most familiar with those areas. More shopping areas and restaurants in a "family" price range.
- Mountainous rural area
- Moved into Dunwoody to be close to work, but the community is what keeps me here. That means neighborhood, schools, and friends.
- Moving farther out would provide more land and privacy and living in Buckhead would provide easier access to work and the prestige of living in Buckhead.
- MULTI FACETED
- My area of Sandy Springs (Spalding Drive near Jett Ferry)is almost completely developed, as is most of Dunwoody. I like the "small town feel" and traffic is not bad, compared to other areas of Atlanta.
- my daughter and her family live in Cumming and I like that it seems less hectic further out from the metro area
- "My family has lived in Dunwoody since 1972 and we
- love the community, access to atlanta, shopping,restaurants and environment here."
- My family lives in Dunwoody and I grew up there. It is safe and has good schools. It is close enough to Atlanta to do stuff

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

16. What were the reasons for your selections in the previous question? (continued)

downtown but far enough away to feel like a suburb.

- My parents bought our house in 1964 and I had a wonderful childhood here in Dunwoody North. After they passed away, my husband and I came back to take care of things. We were looking for a new home in the area and decided to buy the house I grew up in. Could not be happier with the area. We love the fact that we are a city now with our own awesome Police Department. Thank you all for all your hard work. This is a great place to live.
- My parents built their home in Kingsley Subdivision back in the early 1970's. My husband and I moved in several years ago to care for my aging Mother. Since her death, this truly is the only home mothers grandsons & our sons remember growing up. This is home sweet home to each of us and I truly hope this house will remain in our family long after we are gone. Our sons will have to fight over who will live here then. Dunwoody is one great city and historically a place we all can call home.
- Near JCC, our temple. Want more liberal politics.
- neighborhoods and inclusive
- neighborhoods and proximity to 285
- New Houses being build, golf courses, less traffic from malls and office buildings.
- New towns and mixed use opportunities
- nice area, good location, access to other areas
- Nice area, lots of bike/skate friendly areas.
- nice area, good people, sense of community
- nice areas that safe and well kept and are good investments
- Nice areas, larger homes, property
- Nice conservative community
- Nice family community
- nice houses away from commercial and apartments
- nice local restaurants/shopping that are not all "chains"...Family environment with a safe feeling
- Nice neighborhood feel. Parks, shopping without all of the fast aggressive driving.
- nice neighborhoods, nice community
- Nice residential communities
- Nice upscale areas
- No advantage in moving!
- No college, no businesses in residential areas, less apartments and condos
- No place compares with Dunwoody! When we drive into the city limits, we smile and sigh...we are home! 31 years and counting!
- No place like home! Dunwoody
- none
- Not as close to the perimeter. Not as busy.
- Not familiar enough with the other choices
- not sure
- not sure except drawn to urban areas as opposed to suburbs
- Not too many side walks and i have 3 little children. I also feel the police are a bit zealous here I have had three senseless run in with the police. I was pulled over for not having on a seat belt although I did have one on. I had to request a jury trial to fight the ticket. Now how much did that cost a budding city
- now live in the Buckhead area but loved living in Dunwoody. Son lives in Decatur it is a good walking city.
- One of the reasons why I like Dunwoody so much is it unique. A small city within a big city with a small town community feel about it. It is friendly. The other areas on the list have such a huge area to them that I think that I would feel lost for a while and

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

16. What were the reasons for your selections in the previous question? (continued)

- miss the community spirit that I have always sensed in Dunwoody.
- opportunity to grow a “new” city
- Our family is very happy here. We moved from Brookhaven a little over 10 years ago and Dunwoody is a much more coherent and friendly area. Most of our friends live here.
- Our friends live in Sandy Springs
- Our location in Dunwoody puts us close to the highway so we can get anywhere we want to go yet we do not have to listen to traffic rolling by.
- Our neighborhood is very social and active. This makes a great environment to raise kids. Every month our circle of friends organize some family outing, event or trip. If it weren't for this close knit community of friends Dunwoody would be just another city. Dunwoody is very special.
- Our son and his family live in Dunwoody and our daughter and husband live in Alpharetta. We intend to remain in Dunwoody with our children and grandchildren.
- Parks and chickens
- Parks, access to greenspace, being in town.
- Parks, greenspace, greenway, sense of community
- Personal preference for the cultural, eclectic, diverse, open-minded, inclusive, upscale, urban, exciting nature of those selections.
- Place of being, home, pride.
- places I have either lived or visited
- Places with a strong sense of community and identity and charm.
- Prefer closer in upscale neighborhoods.
- prestige; safety; proximity; inside perimeter
- Prestige.
- Price of real estate. Friendliness of neighborhood. lived in Dunwoody two years and neighbors were very stand offish
- Primarily location, prestige, schools.
- Progressive approach to the future. Responsible planning via Alpharetta, the Natural Park lands and spaces, and SMOOTH ROADS!!
- Progressive government, good roads and historic/shopping/restaurant districts.
- Progressive towns
- Property value, Parks, Safety, Schools, City Life, access to airport
- Proximity to area attractions, shopping, etc
- proximity to Atlanta
- proximity to Atlanta. Dunwoody is closer than a lot of the other cities listed and traffic is so much better in Dunwoody than a lot of the other cities listed.
- proximity to both my work and entertainment in midtown
- “Proximity to city while still a residential community based area.
- Nice residential base.”
- Proximity to city, old homes, great parks, great restaurants, walkability.
- Proximity to City; cultural options; sense of place and community
- Proximity to our children's school in norcross, but still close to atlanta
- Proximity to the city while still maintaining individual community identity.
- proximity to work and family. convenience to go places.
- Proximity to work and recreation.
- Quaint, Sense of Community, Historical, Many activities, shopping , restaurants,recreation

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

16. What were the reasons for your selections in the previous question? (continued)

- Quality of life
- Quality of life and/or small community feel of city or area
- Quality of life issues. Great location and sense of belonging and community. Feeling like you have a place in the community and are an individual.
- Quality of life, convenience to major interstates, and green space.
- Quality of life, diversity, walking, bicycling, less traffic
- Quality of life, safety, schools, more conservative people
- Quality of neighborhoods and neighbors and accessibility to work districts
- quiet safe upscale suburban neighborhoods - far less commercial
- quiet upscale suburbs like Dunwoody used to be - restore that, STOP all the development.
- quiet, safe, private, single family homes.
- quieter, safer, less traffic, peaceful
- relative size and atmosphere
- reputation, quality
- Restaurants, shopping, and diverse people. (except Dunwoody is home)
- restaurants, shopping, culture,
- Restaurants, shopping, nightlife for 35 and over, schools
- Restaurants, Small town feel, exclusivity, not a lot of apartments
- retired and like the location
- Roswell for history. Johns Creek and Milton for small government cities.
- "Roswell has a great recreational sports dept, lots of great parks and good schools. Buckhead is historical and close in to town."
- Roswell has so much to do in various areas unlike Dunwoody. Suwanee is a new area, safe and has a lot going on. Dunwoody is just home and probably would not leave, obviously we like it or we wouldn't be here.
- Rural, yet urban environment.
- Safe communities that are good for families. Good schools and short-commutes into the city. Cute restaurants and shops. Lots of trees/parks/mature wooded areas.
- safe neighborhoods, bigger, nicer houses, the 70s are over, but the location is great
- safe private neighborhoods. Not too much commercial or apartments or condos, and NO COLLEGE!
- safe upscale residential suburbia without commercial, apartments, the college, etc., overwhelming the homeowners
- Safety and good neighborhoods
- Safety, beauty, and schools in the areas.
- safety, location, schools, shops/restaurants
- safety, lower taxes
- Safety, Reputation, Things to Do
- safety, schools, convenience
- Same type of community spirit.
- Sandy Springs and Dunwoody have much the same feel and interest
- school system
- School taxes after age 65.
- School, safe neighborhood, house location
- Schools
- Schools and character of neighborhoods...family friendly

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

16. What were the reasons for your selections in the previous question? (continued)

- schools, church, accessibility
- schools, close in
- schools, familiarity, safety, friends, family
- Schools, neighborhood feel, access to highways
- Schools, neighborhoods
- Schools, quality of neighborhoods, proximity to fun stuff to do.
- schools, safety, neighborhoods
- schools, sense of community, new home construction
- Schools; High School Architecture
- see #13
- sense of community
- sense of community
- sense of community
- Sense of Community
- Sense of community and quaintness to areas. Like the small town walking areas of each city picked coupled with the accessibility to conveniences.
- Sense of community and things to do.
- sense of community, events, outdoor activities, walkability/bikeability, churches
- Sense of community, friendly neighbors, people helping people, small town feel with the amenities of a big city, great place to raise kids, feel safe having kids ride bikes and walk places
- "Sense of community, good elementary schools-not MS or HS-they need to improve, safety,location relative to shopping and Marta station and going anywhere in metro Atlanta, residents maintain their property, local control of government esp. zoning. I wish there were homes to downsize to smaller in size with smaller yards."
- sense of community, older history
- Sense of community, pride, things to do, events.
- Sense of community; laid back lifestyle
- sense of history, neighborhoods, culture
- Sense of neighborhood; location in terms of shopping, restaurants and roads. Safety & housing.
- Sense of neighborhood/safety. Types of people who live there.
- sense of roomier spacious area and homes, as well as friendlier environment and neighborhoods.
- similar "small town" settings in a major metro area
- similar cities
- similar communities
- Similar neighborhoods to Dunwoody - we have a strong Emory tie - so those areas are close by
- Similar social and economics and proximity to school
- Since I work in Midtown I would not be interested moving further outside the perimeter. The areas I checked are the areas I prefer to live in do to my work location.
- Small community feel. Church roots. Convenience of home/work and all things in close proximity.
- Small community.
- small enough to feel like I belong and its upscale
- Small town atmosphere adjacent to Atlanta; opportunities for easy commute to fun events and venues, controlled growth.
- small town feel and town center

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

16. What were the reasons for your selections in the previous question? (continued)

- small town feel, sense of community
- Small town feel, small unique restaurants and shops less large corporations. Town square for events.
- small town feeling and safety
- Small town feeling with lots of events to promote these cities.
- small town feeling, safety
- small town feeling, sense of neighborhood and community, easy to walk to shops, etc.
- Small, unique communities.
- some areas of Sandy Springs are similar
- something new and different might be fun
- stable well governed communities
- Strong protection of traditional values in the community and architecture.
- Strong sense of community; most are diverse, progressive, interesting history...
- Strong sense of culture, restaurants, community and diversity.
- Style of community center, schools, neighborhood, type of restaurants/shopping
- Suburban feel with easy access to downtown, airport, and Marta
- suburban upscale. i don't want to work, shop, eat out etc where I live, I'll ride a little for that. I moved here to get away from all that. don't just top the development roll it back and get rid of the college in our neighborhoods
- Tax \$'s go to roads and landscaping. Police force does not deter visitors.
- Taxes; safety
- test
- That's where I live.
- that's where I live
- The accessibility to transportation and a strong city center with parks and lots of green space.
- The areas that I am familiar with and where I grew up
- The cities selected were not in Gwinnett or Cobb Counties which are overwhelmingly racist.
- The City maintains its sense of place, community and history while being open to contained progress
- The convenience, the neighborhoods, community.
- the feeling of a (small) community where there is central business area, where you can walk. good access to public transportation. relatively good access to other areas in Atlanta
- the improvements the city is undertaking. Better zoning and the amount of money they provide for public safety. I know Dunwoody does this, but we need a stronger Police presence since crime is rising. Also, we need a face lift with street scape roads, sidewalks and street lights.
- The lifestyle of this area is perfect for my needs.
- "the location of Dunwoody is excellent - close to everything however - the traffic congestion appears to be getting worse also - I know that Public Safety has improved a lot and I am VERY pleased w/the Dunwoody Police Dept., I still do not feel save"
- The same reasons why I like Dunwoody.
- The school systems are the main reason we moved from Midtown Atlanta to Dunwoody in 1980.
- The sense of community and safety
- The sense of community, places to eat, things to do, and interesting happenings of those places.
- the suburban nature, but relatively close in
- The things I checked in 13.
- The traffic congestion is getting worse and worse.

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

16. What were the reasons for your selections in the previous question? (continued)

- There are none that apply.
- "There are things to do and they are interesting places."
- There is a "neighborhood" feel to all of them; close to shopping and restaurants, museums, theater, art galleries
- There is a distinct sense of place, friendliness, and safety here in Dunwoody.
- There is no more convenient place to live to get anywhere in Atlanta than Dunwoody. I'd never live anywhere else. Everything I need is here.
- There's always something going on in these cities that brings the community together. Just look at what the 4th of July parade does for us.
- These all similar suburban settings, close enough to go downtown, to seemingly safer than in-town areas. Each of the three has it's own charms.
- These are affluent neighborhoods with good access.
- These are places that I think best exemplify community and forward-thinking.
- These areas are close to the things I like to do as well as most of our family and friends live in these areas
- These areas are interesting, have historic neighborhoods, offer more diversity and progressive and less conservative residents.
- These areas are more upscale, diverse and seem more prosperous
- These areas are primarily safe and have appropriate homes for my class of living.
- These areas have a sense of community, historic buildings, pedestrian-friendly shopping areas, green space, and special events like our July 4th parade in Dunwoody.
- These cities are more forward looking than Dunwoody
- these cities still provide constant activity, without being in the middle of the Atlanta.
- These cities tend to be more affluent and better places to live. Very family oriented with high regards for safety and overall good communities
- They all have a sense of community, a defined identity, and they are family-oriented.
- They all have nice areas, that would seem to be a nice change.
- They are areas that I feel safe, that are nice, at least a little upscale, convenient to work or other needs (less so Duluth, Roswell & Alpharetta, though I like those areas).
- They are both small towns with lots to do and the city managers seem to do a good job looking out for their citizens. I would love living in Midtown except I would not tolerate the City of Atlanta or Fulton City government for one second! I like Dunwoody because I like being part of something new and having a say in things...forget that I've now been here 28 years!
- They are communities I enjoy and for Dunwoody and Sandy springs, they are good "central" locations for getting around Atlanta metro. I like the feel of the city of Decatur and the restaurants.
- They are nice locations close to where my wife and I work.
- They are not in Fulton County
- They are unique towns with things to do and great restaurants that are not all chains. Perimeter Mall is extremely congested and Dunwoody Village is in desperate need of a make over. It's extremely dated and is in need of young, new blood.
- They are upscale, clean, new-looking/feeling, and safe and have good schools.
- They have unique neighborhoods and homes (Buckhead and Vinings) Roswell because of the historic district which is close enough to homes with land
- They offer more, and are outside DeKalb school system.
- They take care of the streets.
- Things to do, nice area
- Things to do, restaurants, schools, overall atmosphere, sense of community

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

16. What were the reasons for your selections in the previous question? (continued)

- Thinking of places similar to Dunwoody...how about East Cobb?
- Thinking about retiring.
- This is where I grew up. My family still lives here. It's a good place to raise my family.
- this is where we have friends and our kids are in the schools we want them to be in. the sense of family is something we have never experienced in any other city. this is a city that takes pride in making sure the people that live in it are happy and safe.
- Those are diverse and progressive neighborhoods that welcome people of all kinds. I find Dunwoody far too conservative, close-minded to other political views (the newspaper sucks) and much too corporate. There are few local businesses here as there are in those other neighborhoods.
- Those areas are more in line with my personal beliefs. When I moved to Dunwoody in 1972, I felt a part of the community. Now, I feel like an outsider. I am not conservative, I am not overly religious although I do attend church, and I am not closed-minded. I no longer feel that Dunwoody has anything good to offer and am disturbed by the kinds of people who are moving into my neighborhood. White, conservative suburbanites who are very closed-minded and non-inclusive. They are SCARED of the outside world and want Dunwoody to be closed to "outsiders."
- Those cities are known for better pedestrian and bicycle access
- Tired of the traffic and congestion in and around Dunwoody.
- Tired of traffic congestion, air quality and redundant local government taxes.
- To be closer to work.
- towns that are contained, have a sense of community and have a mix of shopping/restaurants/homes. I would like to live in Va Highlands for that reason, too. Cities with walking areas and a coherent sense of downtown. We need more of a central location for dunwoody (think decatur)
- Traffic jams at intersections are horrible
- Traffic not as difficult. Easy access to major interstates, Perimeter area and downtown.
- Traffic, bad neighbors, open spaces, clean air and lack of crime.
- travel convenience, variety of style of homes, support facilities for residents and aesthetic beauty of some neighborhoods
- trendy. Interesting places to eat. Architecture of the homes. Many wrap a round porches.
- truly beautiful area with incredible houses with nice lot sizes
- Type of area
- type of neighborhood - like being able to walk to some things -
- Unique, has a small neighborhood feel, easy to get to airport, center of Buckhead, downtown
- upscale;le safe neighborhoods with nicely paved streets and limited traffic and outsiders
- Upscale
- Upscale areas convenient to Atlanta
- upscale convenient suburbia - we need less business, retail, restaurants, less multi-family and apartments and no college!
- Upscale neighborhoods
- upscale neighborhoods, quiet streets, only neighborhood traffic
- upscale single family neighborhoods
- upscale, pretty. proximity to city. safety. shopping. local restaurants (not chains)
- upscale, safe
- upscale, safe, amenities--
- Urban
- Urban farming, art districts, chickens, town squares, events, city-wide wireless, sense of community, inclusive culture
- Variety in architecture. Independent shops. Pedestrian life abundant.

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

16. What were the reasons for your selections in the previous question? (continued)

- very happy here
- Very Happy living in Dunwoody
- very nice single family homes on single lots
- very nice suburban setting. we have better location.
- very stable, community spirit, close to Atlanta
- vibe
- Vibrant communities
- Vibrant, new, lots to do, new restaurants, "up and coming"
- village type living
- Vinings and Buckhead are both historical, thriving areas. Decatur is very unique with a sense of community and a lot of city-wide events.
- Vinings has a community feel to it, but it doesn't have as many restrictions
- Vinings has so much character, Sandy Springs has made many improvements to the area recently, Dunwoody is my home.
- Vinings is a unique enticing enclave & happening place.
- walk-able, diverse, liberal community
- walkability, bikeability (sort of), green space protected, sense of unique identity, neighborhood eateries, shops, work. public and cultural events like concerts, book festivals, art events, etc. You can get around without having to get in a car!!!!!!!!!!!!!!
- walkable
- Walkable to a variety of places.
- Walkable, dynamic mix of uses, neighborhoods, schools, hometown feel, safe (except Midtown)
- walkable, small-town atmosphere, upscale, senior-friendly
- want to retire where there is a sense of community, many activities
- We feel very comfortable and safe in Dunwoody. There are many services right in our neighborhood and we receive customer service next to none. Everyone makes you feel like your neighbor and it takes me back to years gone by when everyone in your neighborhood cared for each other.
- We got it all right here in Dunwoody!
- We like it here
- We looked all around before purchasing our home or opening up our home based business and decided this was the right fit for our family. I would like to have the zip code fixed to reflect Dunwoody not Doraville or Atlanta however the US Postal services sends mail back if people use 30338 vs our zip of 30360 and both postal people come in our neighborhood to do the streets around and our street.
- We looked at houses for a year in Atlanta and chose Dunwoody because of its accessibility over East Cobb. We liked the smaller size of Dunwoody compared to Sandy Springs & EC... more European style community.
- We love Dunwoody
- we love dunwoody
- We love Dunwoody! Started living in Dunwoody after I moved from Telaviv, Israel. Nicely located, conservative yet modern and lively place. Well educated citizens, lot of family values and togetherness always striving to make Dunwoody a better place to live. The much loved Dunwoody crier, JCC, Dunwoody Baptist Church and Preschool, Vanderlyn, the famous 4th of July Parade, The lemonade days and what not :)
- We love dunwoody. It is a great family place and a comfortable, small town in a big city!
- We love the sense of community here
- We moved to Dunwoody 33 years ago. We liked it so well that I turned down corporate moves at the family's behest. Atlanta, Dunwoody and the USA has changed dramatically to the extent that my next stop may be heaven. I hope that we can stand up for

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

16. What were the reasons for your selections in the previous question? (continued)

our nation.

- We purposely selected to live in Dunwoody. Great schools and great neighborhoods convenient to shopping and MARTA
- We relocated here from the West and do not like living here. Dunwoody does have a friendly environment, however there are no good, small, family owned restaurants, people here do not want to change, the traffic on Mt. Vernon could be fixed but citizens don't want to get rid of the "small town" feel, the public schools are horrible - there is so much more to education then kids being able to take tests, there is no place to walk around, shop, enjoy being outside, the Dunwoody 4th of July parade needs to be based on the community not politics.
- We've lived here 23 years, and have never regretted it.
- We've lived in many places inside and outside of Georgia, but Dunwoody feels the most like home.
- well-communicated, suburban comfort
- Well, I like those particular areas because they always have things going on - music, arts, etc
- went to high school here and now back with family...sense of community...location...schools will make a tremendous comeback...tradition
- What was on Page 15?
- Where I live and enjoy.
- Why?
- Widely varied for each selection
- Williamsburg Architecture, Convenient to shops, Perimeter Mall, and highways
- Work close to Buckhead. Otherwise, Dunwoody's a great choice.
- Would like to see more parks in Dunwoody, safe practical bike lanes not 2-3 feet wide with no separation from cars, more diverse small individually owned restaurants, a brew pub like 5 seasons, practical redevelopment of Dunwoody Village that includes green space and amphitheater for events like what Sandy Springs has done.
- Would like to see the village revamped and better use of all the parking and surroundings

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

17. Is there anything additional you would like to tell us about Dunwoody?

- "A big sense of pride in the area. Love being
- close to Perimeter Mall, access to interstate good.
- Job convenience and opportunity."
- A charming small town feel with a flare of big city conveniences. Who could ask for more?
- A great safe place to call home-my home town.
- a lot of people have worked hard to preserve what we have and strive for cityhood
- A town square/park would be great improvement for the area, something instead of doing events in the parking lots off of Mount Vernon.
- Absolute convenience to be anywhere in a reasonable amount of time.
- Act regionally, take into consideration the adjacent cities – Doraville, Chamblee
- all the survey options seem targeted to more development. NO more development (commercial or multifamily) and cut the college back to 2000-3000 students or move it NOW. I live here NOW, a 20 year plan doesn't help me. It's bad NOW. Pave the roads, stop the social programs.
- Although I didn't select it as the 'most' when offered, I do feel safe in Dunwoody.
- As a lifetime graphic designer, your reliance on terms like "brand" and "gateway" show a failure to grasp reality. Dunwoody may need an identity—it is not a brand, unless you're putting it on the shelves of Kroger.
- As it's been echoed many times - do not want anymore apartment/multi-family dwellings - that detracts from what we enjoy as a community as they are a more transient community.
- Back off on the police presence. Spend more tax dollars on improving the looks.
- Beside being nicknamed "Bankwoody" with too many banks, it's a great place to live, work, and raise a family
- Big city appeal, small town feel.
- "Can we PLEASE coordinate the traffic lights between the Fresh Market and Ashford-Dunwoody? That is the ONLY reason I hate going to the village.
- Also, how do we get new tenants for all of the vacant retail space in the village?"
- city council and mayor need to listen to people living here first an stop all the commercial development and apartments and condos. Danny Ross needs to listen a lot more and stop promoting living in a high rise in a college town. NO ONE wants that! City plan in Crier does not represent public comments at public meetings - stop the special interests and represent us!
- clean n friendly place
- clean up the lot at Tilly Mill and North peachtree. Shut down the college and the college traffic, very ugly disrespectful crowd it brings here, Tilly Mill is on wrong place in your map, don't spend my taxes on community events, leave that to private groups, chamber & such. No more commercial and multifamily even if it's called PC mixed use.
- close the college, bad element and the cause of all the bad traffic. "multifamily" is a liberal socialist concept pushed by the liberal colleges through city planning. the developers love it because it gives them more density and profits. Dunwoody is in a GREAT location. Gentrification will come without increasing density or yielding standards. I want my REPRESENTATIVES (I didn't elect leaders) to do what we formed a city for -roll back the college and roll back the excessive development - gentrification has and will come.
- Close the college, stop the increased density (that's all mixed use is). Spend my taxes on basic services, I don't need a brand, let the businesses and Perimeter mall pay for that.
- close the college. in the last few years the students have become very rough, not what we want in this neighborhood and it's the cause of all the traffic problems
- close the college. stop the social programs with my taxes in my neighborhood. Don't do what you think we need, do what we planned when we formed the city.

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

17. Is there anything additional you would like to tell us about Dunwoody? (continued)

- close to the best of Atlanta and surrounding areas
- College should be moved, too much traffic and we shouldn't have to pay for it. Widening intersections and roads will just ruin the neighborhoods. Too much office and retail and apartments, don't let them build any more, nothing.
- CONTROL GROWTH!!!!!!!!!!!!!! We have too many apartments to be supported by our schools. WE HAVE to slow growth in order to do it well.
- could be friendlier,
- could use a few more upscale restaurants
- Dunwoody govt. seems to acting like at a condo assoc. as opposed to a true municipality.
- Dedicated civic workers,
- Develop an area in Dunwoody Village that would be equivalent to a square in an established city
- Develop Dunwoody Village into an attractive gathering place (piazza; open restaurants)
- Develop/promote from a pedestrian point of view!
- direction being controlled by a handful, with personal bias, not what's best for the majority long term; way too conservative
- Do not allow high-density growth. We need to maintain our residential identity and increase property values by being the best-value-location outside the perimeter.
- Do not allow single family homes to have six-eight automobiles (there are two on Mt. Vernon)
- Do not get political, stay focused on the needs of the citizens and City. Be proactive.
- do not like the changes of too many apartments, too much new commercial, too much traffic
- Don't build any more apartments.
- don't let any more apartments to be built
- Don't overcrowd with apartments, condos, and corporate high rise.
- don't overload with apartments/condos/corporate high rise
- Don't re-engineer the city. We formed a city to preserve the suburban single family way of life. We don't want more or different stores or offices - I can drive to shopping and work, i don't want it near my home and kids. Focus on safety and improving the Wesley Chapel and Tilly Mill areas, stop all the focus on the village, it doesn't need anything, certainly not with my tax dollars. Close the college. It's ruining Dunwoody. Vary bad grade of students from other parts of Atlanta.
- don't want it to have higher density
- Downtown area is average. Need to make it more attractive.
- Dunwoody has the potential to be a better city. I would like to see become a bit less conservative.
- Dunwoody always felt like it had "two sides": the upscale side (west of Ashford-Dunwoody) and a more "ghetto"/bad side of town (east of Ash-Dun, especially east of Chamblee-Dunwoody). Not sure what can be done about it, but it's definitely an image that y'all need to combat (many friends I talk to agree)
- Dunwoody doesn't reflect my demographic well—young parents who are more liberal than our city's reputation. Those outside Dunwoody sometime see us as an geriatric community made up of "white flight" transplants.
- Dunwoody has a small town feel and a big city appeal. We are a community with access to a major metropolitan city.
- Dunwoody has a small town feel even though it is located just outside of Atlanta.
- Dunwoody High School needs improvement
- dunwoody is a great place to live but I would like to see more of a town center with a local gathering place, green space and an area that could host more events and concerts. Hopefully Dunwoody village will be revitalized to reach this goal.
- Dunwoody is a great place to live, with good schools but it lacks a sense of community. This may well be that it's a new city that is spread out over several miles, so there is no "city center".
- Dunwoody is a great place to raise a family! I was raised here, and now I am raising my children here.

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

17. Is there anything additional you would like to tell us about Dunwoody? (continued)

- Dunwoody is a great, close community.
- Dunwoody is beginning to look aged. The newer cities are cleaner and have so much more to offer. The above ground utilities are an EYESORE. On the plus side.....our new police force is fabulous and we know that with Dunwoody now being a city that things will hopefully get better,
- Dunwoody is great and has the possibility to become something very special
- Dunwoody is ideally located for the activities our young family enjoys. When we visit the outer areas of Atlanta I appreciate what we have even more.
- Dunwoody is lacking in a 'center' of the city. We have many small shopping areas, but no town/city square. I feel this would be an asset to our city. We need more trees in Dunwoody village too. We have a huge ugly parking lot opposite the chamber building. Trees would improve the look of that area.
- Dunwoody is primarily residential with convenient access to the rest of metro Atlanta.
- "Dunwoody is the Village that IBM built through relocation of their employees. Dunwoody has great schools."
- Dunwoody need to have it's own water treatment and water harvesting/conservation project; Have some more buses ply from neighborhoods to malls, facilitate use of public transport and ensure security. Have a vehicle free day once every six months and promote sustainable living.
- Dunwoody needs a central "core" - shopping, retail, something unique about us. Our family is not wild about the designs from the GA Tech group - the designs seem to be a copy of what everyone else is doing right now. We prefer something more unique to Dunwoody culture - perhaps more Williamsburg style.
- Dunwoody needs good schools that are accessible to all neighborhoods and more green space. Also a feeling of a modern Dunwoody village with condos, nice stores and green space and some offices.
- Dunwoody needs to focus on the repair of major roadways that need repair(Tilly Mill Road). Simply filling potholes with asphalt is only a temporary repair.
- Dunwoody needs to remain the quiet haven home from the noise of the rest of the day and not the latest newcomer in the noisy, flashy world.
- Dunwoody overall just seems to be a snobby type of area. I think this is a pretty common conception throughout atlanta. There is not much sense of youth and urban appeal. When you think of retiring with money, you think of moving up into the dunwoody area if you still want to be close to the city. Just my perception of course.
- Dunwoody seems sadly - but inevitably - ruddering itself into smaller and smaller and circles. Too much micro management. Too many zoning issues, too much of the usual story in which a government feeds on its need to define itself and prove its merit through change. Sometimes your ship doesn't need its course changed
- Dunwoody should formulate a vision to be cutting edge and a trendsetter; it should be what older cities can't be and be a model for newer cities or those in extreme growth modes; it should cultivate an even greater sense of community among its residents; it should make itself the choice location for corporations
- Dunwoody should maintain its traditional look and feel.
- Dunwoody should model itself after Decatur.
- Dunwoody Village has lots of potential but is not conducive to walkers/bikers/runners. ALso it lacks a strong sense of character and visual appeal. It would be great to see the same stores (publix, CVS, ace Hardware, Mellow mushroom, etc) but with more character in an easier to navigate plan. A central public space for events and a playground would also greatly improve its appeal.
- Dunwoody Village is NOT appealing. There is not a defined center of town where people can congregate.
- Dunwoody Village would be a great place for city hall, town square, park, and amphitheater.
- Dunwoody would greatly benefit from a community gathering space~ walking distance from neighborhoods to shops, restaurants and green space~ (rethink D'woody Village) for community events, etc.

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

17. Is there anything additional you would like to tell us about Dunwoody? (continued)

- Dunwoody's "City Center" (Chamblee-Dunwoody and Mt. Vernon) needs to be bulldozed and started from scratch. A work/play/ shop/dine town square would be great.
- Dunwoody's history is that of rural farmland. Nature and preserving trees and green space should be a focus. We should try to preserve and accentuate the home town friendly slow paced environment.
- Dunwoody's size (small) and accessibility are its two biggest advantages and what makes it unique from other parts of Atlanta.
- Easy access to highways, shopping & downtown areas.
- easy to work with
- Enjoy the community organizations especially the Dunwoody Nature Center, GFWC Dunwoody Woman's Club, Spruill Center and Stage Door Players.
- Enough with the stop signs. Pave the roads. No more 'business' development. No more high density housing. Get the schools the heck out of Dekalb's grubby mitts somehow.
- Find a way to stop additional apartment developments and eliminate existing run down apartment developments.
- Fix roads
- Fix the pot-holes
- fix the roads
- fix the roads
- fix the roads and get some better PR people to work for the Community Development department, and find a way to decrease traffic congestion around perimeter college and Mt. Vernon
- Fix the roads. Especially the major through ways such as Chamblee-Dunwoody and Mount Vernon. These roads are in horrible shape. Fixing pot holes is like putting a band-aid on an open fire hydrant
- Fix the streets; pave main thoroughfares. Sandy Springs had already paved many Perimeter arteries by this point in their cityhood.
- Focus on keeping the roads in good repair instead of on branding the city.
- For such a great little community, its amazing the lack of restaurants outside of Perimeter, and the number of store front vacancies (especially in the Williamsburg Shopping Center
- full of opportunity, Dunwoody has all the intangible things it needs to be a great City, it seems to be just trying to figure out how to get there.
- get the college back to it's original size or close it. the kids are very bad, from much different neighborhoods and traffic is horrible. shrink the college before you spend money on roads and intersections. spend our money on us, not on outsiders.
- Glad to see road repairs starting - potholes are getting bad. Mt. Vernon needs turn lanes. Need to upgrade Dunwoody Nature Center - great facility but badly underfunded. Stage Door Players and the library are big assets too. July 4 Parade is great - it's the only time the neighbors see each other! Glad we saved the farmhouse. Too many apartments. Georgetown Kroger area needs revitalization. Dunwoody Village should be the town center but we only go there for the Post Office, oil changes and the vet. Ace Hardware is a plus. Perimeter Mall area streetscapes are nice but the crosswalks are already turning into potholes. Traffic seems to be maxing out - we better start some long-range planning soon. Need to keep density low or we won't be able to get around. More of a Starbucks's vibe would help the city attract young intellectuals who tend to prefer intown neighborhoods now. We've become a bunch of super conservative old people I'm afraid.
- Glad to see the DPD in action
- good ideas, like hosting the 1996 Olympics, start in Dunwoody

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

17. Is there anything additional you would like to tell us about Dunwoody? (continued)

- Govt has a good chance to “do the right thing” and not ponder senseless and restrictive issues like “no chickens”. I get concerned that the minority “loud mouths” will force more regulation on us - If that happens we will move our family and my business OUT of Dunwoody; I think city council should focus on Security (crime and speeders), Developing outdoor environments (bike lanes, pocket parks, etc.) Encouraging businesses (not imposing MORE restrictions, working WITH commercial opportunities - the Dunwoody Homeowners Association has WAY TOO MUCH say-so in development, it only takes one loud-mouth NIMBY to tilt a review in the wrong direction and EVERYONE loses; Homeowners need to understand that Businesses generate the majority of revenue, and if they are restricted, residential property taxes WILL increase to pay for all the needs.)
- Gpc and student cars and aggressive traffic is ruining (has ruined) Dunwoody. Turn it back. Education is good, but expanded too much here and bot for our young people. Too much office and retail. Fewer apartments and condos. NO mixed use, that’s a sell out to Coro and the developers. Pay your own medical!
- GPM is just awful. way too big, way too much traffic, disrespectful crowd. I’m very disappointed you formed a do-nothing feel-good political committee to mask the problem. Obama politics here at home!
- Great city, hasn’t yet found an identity since becoming incorporated, traffic can be a hassle... but you knew that :)
- Great community to live in. Would like to see roads repaired in a timely manner (potholes, etc.) GA Perimeter College is going to be a problem in terms of traffic.
- Great core of caring people.
- Great for growing up in :)
- great mall and shopping around perimeter mall!
- “Great Place to “Live, Work and Play””
- great place to have a business; very friendly neighborhood; very safe; upscale
- great place to live, work and play
- Great place to live, work, play and worship.
- Great place to live!
- grew up here, great schools
- Gross waste of money to be separately incorporated. Only replicates, unnecessarily, another layer of government. Incorporation was simply an effort to snub our noses at Dekalb county. I wish I had had the concession for green poles for street lights and traffic signals. This is the only change I’ve seen since becoming a city. Also, don’t even get me started on the 40 police cars for 40 officers!! I wonder who directly benefited monetarily from that decision?
- Growing up in Roswell, I always thought of Dunwoody as an older area in Atlanta hosting nice, older homes. Best description...ritzy area of town.
- Hard working people; share my values; crime at the mall; parks need clean up
- has great bones; fear of commercial invasion; we have used this as a bedroom community
- Hate the faux Williamsburg emphasis. Let’s move forward.
- Having our own municipality is wonderful. The only things sorely lacking now our own 911 dispatch center and improved ambulance service
- “hmmm.... Safety and feeling safe (two very different) are very important. I like seeing our police around our neighborhoods... I wish they seemed more friendly... or stopped to say hello if there were a groups of neighbors hanging out. Saving money and/or redirecting dollars to other needs of our city would be most welcome. Perhaps a Clean Up Dunwoody weekend??? There are SO many areas that have trash thrown around or are overgrown, perhaps city trash cans/recycle bins.
- Keeping sign-age to a minimum and at a minimum height and a similar style for continuity. Businesses with street frontage need to keep their property clean and neat... perhaps similar planting...? (again for continuity) I am sure I could come up with more, given more time :) “

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

17. Is there anything additional you would like to tell us about Dunwoody? (continued)

- I agree with Ric W. Commercial, retails and apartments and condos have ruined Dunwoody and mixed use is more of the same. Mixed use is just more of the same. We want landscaped businesses set back from the streets, suburbia, not city scapes. The biggest problem is the college and it's traffic and rough kids. It doesn't belong in our neighborhoods. Education is great, the campus location is ruining our neighborhoods and property values.
- I agree with Ric. No mixed use, no more density, no more college. Spend my taxes on police and paving and basic services only
- I am excited about the future of Dunwoody. I would like to see improvements for traffic flow, more distinction and character, more restaurants, and restrict growth of apartments.
- I am looking forward to the day that I can leave Dunwoody for good.
- I am proud to be a resident and homeowner
- I am so proud of our city and the hard work of all who made it happen. I would like our first priority for the future to be roads. Being in real estate the condition and appearance of the roads really hurt the city.
- I am very pleased with our new government and our new police force. We are very proud to be living here and encourage all our friends who are looking to consider it.
- I believe dunwoody needs more restaurants and arts events. Atlanta symphony, ballet, dance. Perhaps these artists could have a venue in dunwoody area. Also, the shopping areas (ie. dunwoody village, etc) need renovation and upscaling. The Publix shopping center area, for example. Architecture is dated (gables, etc). Also,
- I can't believe Family-Oriented wasn't listed as a characteristic of Dunwoody. That's the best part about it. I love how Dunwoody is divided into distinct neighborhoods, with good yards, swim/tennis facilities, and sidewalks. It's very peaceful and the best place in Atlanta to raise a family.
- I did not realize that Perimeter Mall will is considered Dunwoody.
- I do like the school system, but I wish more kids from the district attended the schools rather than going to private schools. Since many of the schools are Charter there are too many kids out side Dunwoody who attend these schools to get the numbers where they need to be.
- I don't like the traffic coming through Dunwoody!
- I don't care about the history; very unfriendly; close-minded; folks in general; Dunwoody is an overpriced, dull, bland metro suburb
- I find the people in the Chamber of Commerce very friendly and caring about their city
- I have a few ideas for your moniker...
- I have been unhappy with treatment from the City Offices and their manner of doing business with the residents.
- I have lived here for almost my entire life and moved my family here. It is a great place for kids to grow up!
- I have lived in Dunwoody 20 years this go round. I also lived here in the early 70's when I graduated from Peachtree High School. Therefore, I believe I'm qualified to say that Dunwoody is a nice place to live. However, many individuals exude an arrogance related to their Dunwoody residency which far surpasses Dunwoody's attractiveness as a place to call home.
- I have this sense that it would like to forever be a cloistered white enclave in growing international county.
- I helped get the city "off the ground," felt involved. I would like many other opportunities to participate in our future ... yet maintain the integrity of the original concept.
- I hope Dunwoody continues to grow, but in a very measured way -- a way that does not overwhelm the roads and existing establishments.
- I like a strong DHA
- I like Dunwoody. I think that it needs improvement from the perspective of landscaping (gateways into the city like interstate and state highway exits). The Dunwoody Village and the village at Jett Ferry/Mt Vernon look old, tired, and dated. While I imagine it is privately owned, I would love for someone to buy them, tear them down, and build something with contemporary style, class, and paint that's not faded and flaking off. It reminds me of Helen, Georgia - marketed as an Alpine Village, but in reality is a redneck tourist trap.

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

17. Is there anything additional you would like to tell us about Dunwoody? (continued)

- I like that Dunwoody is a great place to raise a family, and is very family friendly. However, there are some areas where I think Dunwoody would benefit from an area like Atlantic Station, like the North Shallowford area. The area seems a little run down and not as safe as other areas of Dunwoody.
- I like the 4th of July Celebration. Would like to see even more city events.
- I like the Crier, and pet chickens (clean) are OK.
- I like the fact that there are younger people who are much younger than I who are willing to take the time to make it better in all respects
- I like the location. I can get home multiple ways. I am very upset though, about the Perimeter Mall traffic and I cannot go Ashford Dun. to get onto 285. This area needs help.
- I love all that Dunwoody has to offer including shopping, restaurants and its beautiful homes.
- I love Dunwoody and have lived here since 89, I have seen many good changes and some changes that should be done that have not.
- I love Dunwoody, but there is nothing unique about it. All the stores and restaurants are chains. There's no reason for people from other parts of the city to come to Dunwoody. We need like a Jillians or bowling alley or something fun like that to do. Also, the lack of parks is concerning.
- "I love Dunwoody's mature trees. Dunwoody is like an oasis of green close to bustling Atlanta.
- I may be wrong, but Dunwoody appears to lack 20-30 yr olds. This demographic could improve the vitality of Dunwoody's commercial areas.
- Many people living in other parts of Atlanta view Dunwoody as very conservative and somewhat dull. We may want to counter this perception with our logo. "
- I love Dunwoody's Williamsburg architecture and think it should be preserved and expanded. I also like the beautiful yards in Dunwoody and hope that our parks will one day become just as beautiful. Dunwoody is a great place to raise a family. It's safe and has great schools but is close enough to downtown that commutes can be only 20-30 minutes. A lot of residents (myself included) grew up in Dunwoody and then moved back to start our own families. I hope that the new city can continue Dunwoody's tradition of great schools, safety, and minimal traffic while creating more of an identity for the city with a cute downtown/city square area, similar to Marietta's town square.
- I love Dwody very much, but hope that the city doesn't regulate us to the point that I regret voting for cityhood. I hope the city works to keep Dunwoody village's "village" feel, rather than turning it into a multi-story building-filled city within a city.
- "I love living here b/c it has a sense of community in a large metro area. As so many of us are retired, we need smaller homes with smaller landscapes. We have enough McMansions."
- I love some areas and dislike the look of other areas. It needs to modernize in many areas.
- I love the architectural covenants in Dunwoody and the Williamsburg style that you see in both business and residential structures. I love the Stephen Fuller, Bill Grant "look", traditional, elegant, well-crafted.
- I love the area but hope it will build a reputation as an environmental leader as a community and offer people more access to recycling, community gardening, new buildings to be LEED certified, no clear cutting of trees so the air stays fresher and the landscape keeps lush green. Add side walks for more walking. Clean air, prevent over building of apts, Make this a proud "environmentally friendly city".
- I love the people of Dunwoody
- I often get comments from out of town guests about the beautiful buildings in Dunwoody
- I once had a man at a conference in Chicago tell me that he had visited Dunwoody and loved it because it had such great trees, landscaping, and natural beauty. He lived out of state. I thought that "outsider perspective" was interesting.
- I plan to make it my home in the near future.

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

17. Is there anything additional you would like to tell us about Dunwoody? (continued)

- I really like Dunwoody. It is a bit more conservative and homogeneous than I would prefer, but it's also a very comfortable, safe place. It does have a nice mall and several nice restaurants but is a little lacking in entertainment options for younger people.
- I really want my tax dollars spent on Police, paving, tight development standards, etc. I do not want, nor do we need, in Dunwoody, increased density or development of any kind. I also don't want my tax dollars spent on branding. We should also shut down GPC. We do not need the traffic and problems that come from this - this is a residential neighborhood. To summarize: No mixed use, no more density, no increased development, no more college (GPC). Please Spend my taxes on police and paving and basic services only.
- I said it all in #16
- I think Dunwoody has a lot of potential but it feels and looks tired, old and boring. Compared to other cities and areas around Atlanta, I do not see much here to attract new business and residents.
- I think Dunwoody is the ideal place to live in Atlanta. It is very accessible, has good schools, nice churches, a strong sense of community, plenty of shopping and good restaurants. What more could you ask for?
- I think it is a great town with a lot of potential. I think it needs to leverage its history and develop a sort of "Main Street" feel. It seems to have all of the right ingredients to be a 'small town in a big city' and just needs to more effectively leverage its available assets.
- I think it is a wonderful community that should celebrate the past and embrace the future. I think there are some nice parks (Brook Run) but I would like to see more greenspace throughout the entire city. I would also like to see the city continue to be more pedestrian friendly.
- I think it is important that we protect the schools in Dunwoody. People want to live here because it has good schools and is family friendly. High density living spaces will add traffic, crowd our schools- without boosting the PTA an equal amount to make up for it- and increase crime.
- I think it's a wonderful community and I enjoy the people a great deal.
- I think the city has made a positive effort towards establishing an identity for this area.
- I think the college has made my community a nuisance. I think that they should stop the rough kids who honk their horns at you and make obscene gestures at you. I think I would feel safe again if the kids that go there went away. I think that Dunwoody is trying to make the college happy and not make the residents happy. I think that the community feeling has gotten worse because of the college and because of the traffic associated with the college.
- I think the greatest weakness of Dunwoody is lack of greenspace and safe places to walk and ride bikes. It would be wonderful to somehow have bike lanes and wider walkways on our major streets like Mt. Vernon, Tilly Mill and Dunwoody Club, for example.
- I think the new Police Force is doing a great job.
- I think the upgrades being done in town are great.
- I think there is a lot of fear of change. I also think there is a lack of willingness to learn from best practices in other cities.
- I think we have some excellent opportunities to recreate our city and improve upon the Dunwoody Village and Parkway areas. Would like to see us develop a very nice upscale shopping village which has nice restaurants and is an area where you can walk or ride a bicycle. I think an urban design like Vinings or Suwanee would be desirable.
- I think we should work on building synergy within our city - it will take time to lessen old divisions and territory worries but hopefully the city can facilitate improved synergy for the future of Dunwoody.
- I voted for the formation of the city of Dunwoody because I felt that as a city we would be able to preserve our standard of living and derail the efforts of outside developers to line their pockets while creating unnecessary, unchecked, and unneeded growth. Especially the "mixed use type" and higher density housing that destroys all real sense of community, increases crime and lowers the standard of living.

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

17. Is there anything additional you would like to tell us about Dunwoody? (continued)

- I want all codes enforced. The idea of this don't know don't tell is plain unfair. If we get to pick which laws to enforce or live by what was the point of becoming a city at all? It saddens me that even at the meeting on the chickens our officials stated they wished it would have never been brought up and that the don't know, don't tell policy was still in place! Do your jobs and that means more than favors for your friends!
- I want us to showcase our city as a city with history but is forward thinking and always puts people first!
- I was married in Dunwoody at the Dunwoody City Hall Park. It was beautiful and intimate.
- I was opposed to incorporation and for the most part, the effort and subsequent governance by its elected officials has gone well. I watch with interest as the new city seeks to tackle big dollar issues such as paving. I would go so far as to say I have great admiration for the mayor and council, even when I've disagreed with them.
- I was very happy when Dunwoody became a city because it stabilized my property value.
- I wish it were more liberal, had better traffic control at Publix and block off Nandina. NO MORE APARTMENTS or transient students.
- I wish it were the same neighborhood area it was 37 years ago when I moved into Dunwoody. Today it is more like the suburban sprawl I left back north.
- I wish the police force for concentrate on illegal drugs, and auto thefts.
- I wish there are not big changes I like the way it is and wish to live here for long time to come
- I wish there were more restaurants that were not "chain" stores. I also wish the infrastructure here was getting enough attention to keep it up to par. The roads, particularly, have deteriorated in the past few years.
- i wish there were ore locally owned dining establishments. I wish that Dunwoody village would become something really great. there is so much empty space, it really could become the center of town.
- I worry about social pressures on kids - drugs?
- I would definitely raise my family in Dunwoody.
- I would like the brand to reflect the vision of the city
- I would like the community to keep property taxes affordable so the average family can work and live here while raising their children.
- I would like to add that I'm infuriated that they are using a downtown design firm to do our branding and logo. I'm a design professional who has lived here my life, and am as qualified as your firm, with a lifetime of dunwoody living experience to boot! I have every intention of contacting the city and the crier to find out why local firms were not given the opportunity to bid !!!!!
- I would like to keep the community feel of Dunwoody and try to reduce over development that could destroy the single family neighborhoods to are the backbone of the community
- I would like to know more about what there is "to do" in Dunwoody. Maybe information on local dining, art, etc.
- I would like to see a strong (single) cultural arts center in Dunwoody; One of the aspects about Dunwoody I very much like is how convenient shopping of all types and restaurants are. But going to hear the symphony is not convenient - the one aspect of Dunwoody I don't like; While I think GA Perimeter College is POORLY located (and should be in a more commercial area with EASY access to the interstate), I think it could redeem itself a bit if it had a concert hall where we could hear a variety of concerts from surrounding schools (DHS, DES, etc.) to the Atlanta Orchestra with its variety of musical sounds; A state of the art concert hall is missing in Dunwoody!
- I would like to see Dunwoody become more independent.
- I would like to see more work toward bringing us together as a community and not the fractured neighborhood, east vs west attitudes we have now. There seem to be a lot of NIMBY's that want Dunwoody to have certain things but don't want then too close to their little corner of Dunwoody.
- I would like to see some progress made re: potholes, especially on Dunwoody Village Parkway and Tilly Mill by Georgia Perimeter College. They're a mess!

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

17. Is there anything additional you would like to tell us about Dunwoody? (continued)

- I would like to see this community be more open to alternatives like more community gardens, small livestock (chickens) and cultural events. I am disappointed by my neighbors who are too lazy to recycle, grow a garden, conserve water in a drought or turn off their lights for Earth Hour. It seems there is a general disregard for anything other than their Lexus.
- I would like to see the Dunwoody Village area develop into a more user and pedestrian friendly area with shops and restaurants. I would like walking and bike paths so easier to reach and enjoy.
- I would love to see Dunwoody Village transformed into a live/work/walk area, with interesting shops and casual restaurants for gathering. That would be a great enhancement, especially if the housing units were not just expensive and huge.
- I would very much like to see a second, permanently manned police station, on Winters Chapel Rd.
- I wouldn't live anywhere else.
- I'd like it to reflect more on the historical aspect of the city.
- I'd like to see more side walks, bike paths, and restaurants with outdoor eating. Also, free shuttle busses from marta that stop along a certain path at places of interest. Check out Bethesda, MD a your model!
- I'm glad it's a city now and I like the form of government and the concern of those who make decisions for this city. I think the people of Dunwoody are good examples of what it's like to be an American.
- I'm disappointed in the direction. Police are an improvement.
- I'm excited about all the new things that are going on in our new city!!!
- I'm glad that we chose Dunwoody over Buckhead...much better and the traffic is not as bad.
- I'm sick and tired of the growing Perimeter College encroachment in our neighborhood- the number of ensuing vehicles caused by their expansion is affecting traffic, property values, and quality of life. I've lived in Kingsley since 1986 and the college traffic was never bad until they increased their student population (by closing down other Perimeter campuses! and funnelling everybody here)- this is a serious problem that Dunwoody needs to address now with the college admin and the Georgia Board of Regents ASAP. The beauty of Dunwoody is it's great proximity to metro Atlanta and its' "bedroom community-roll up the sidewalks at night mentality" - that what makes it desirable- having a mile of cars stretch down Tilly Mill to North Peachtree (even at 10:00 P.M.) is starting to ruin my love and pride of the community- if something is not done soon it's going to be like most of the parts of Atlanta- namely, a big hassle!
- I'm very upset with the city's push for more density and to support the college. Please don't sell us out after we worked so hard for the city. I can't afford to move, the college and traffic are terrible.
- I've lived here for 20 years. The stop lights need to be better timed.
- I've known Dunwoody's "reputation" since moving to Atlanta in the early 90s - e.g. wealthy, conservative, white, established/older. But after moving nearby (Sandy Springs) in 1999, I have found its residents to be friendly and open with a strong sense of community. It's also a lovely area. I do think it lacks really great shopping and restaurants, something other areas of Atlanta (e.g. Vinings, Buckhead, Virginia Highlands) can market/build on.
- I've lived here all of my life and it looks tired and dated and there are no sidewalks or public spaces. The restaurants do not reflect the surrounding community (ie: Dunwoody tavern and Mudcatz)
- I've never lived in a better neighborhood - cooperative, community minded, friendly. It reflects well on the city.
- If entry signs to Dunwoody are designed and constructed, use brick structures similar to the ones we use on our neighborhoods. The current metal signs on a metal pole do not properly reflect Dunwoody.
- If Milton County forms it'll hurt Dunwoody as residents will move across the county line to attend Milton's schools.
- If you allow the increased density office, retail and multifamily and you don't cut back the college, a great motto for the city would be "The Clarkston of Tomorrow"
- if you don't live in Dunwoody you are made to feel like an outsider.
- improve some of the intersections, but never 4-lane the roads as that will only attract more traffic and its associated pollution

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

17. Is there anything additional you would like to tell us about Dunwoody? (continued)

- Improve the quality of education in the middle school and high school to equal that of Austin and Vanderlyn. Have the Academy become k-5 so the children do not have to keep switching schools every few years.
- In the study on the condition of the roads, did I miss seeing the Parkway included or was that a typo??? Additionally, I think there is a distinct lack of Banking Opportunities and Drug Stores.
- It doesn't seem very pedestrian friendly. It seems like you have to drive anywhere that you want to go.
- It is a fine area with many fine people. Its arch-conservatism and its relentless faux- Williamsburg architecture makes it distinctive but confining. Perimeter Center breaks that mold in a refreshing way.
- It is a great place to live and work, love its convenience to Atlanta venues
- It is a great place to live and work. Hopefully, the citizens of Dunwoody will participate and ensure that their voice is heard and continue to elect officials who represent the people and their will, unlike the situation we have in Washington DC.
- It is changing more for the better all the time.
- it is very family friendly offering many things to do for people of all ages and backgrounds.
- It it would be nice to see more green space.
- It just exudes conservative, closed minded good old boys club. I'm a white, Jewish male and I find the good ole' boys club atrocious.
- It need to get over itself. Just another city in a very good location. Not as elite and special as it thinks it is.
- It reminds me of Midtown and Buckhead. It has an interesting combination of quiet neighborhoods with high rise offices and condos and great shopping. I love the tree lined roads! I wish there were more to do than shop and eat though...
- It takes over 55 minutes to get to work now and it keeps getting worse. Why would Dunwoody people take that. Its hard to get through all the traffic because of the classes at the community college. My work is annoyed and talks about leaving the Dunwoody area because its hurting our business so bad since customers cant get to us anymore. We've had several clients leave because of the community college traffic.
- It used to be known as the vibrant suburban neighborhood with all the trees. Now, it's where everyone works - and sits in traffic, all day any day of the week.
- It was, is, a very nice, if boring place to raise, our children. The price of homes is reasonable given the size of the lots on the older homes and its proximity to Atlanta.
- it would be great to get the schools in a place where so many didn't think they needed to go to private schools, it would help to keep communities even closer,
- It's a great place to live and the City has improved the safety. Thank you
- It's a great place to live with very friendly and helpful neighbours
- It's a great place to live- great for families. We need to create our own identity as a new city. Study what Naperville, IL has done. They were just voted one of the 10 best mid-size cities to live in the US
- It's a great place to live.
- It's a hidden gem.
- it's beautiful
- "It's great to grow up in, but I wish it were more pedestrian friendly. I like how we are asked to take this survey - it makes me feel like my voice is being heard. Thanks!"
- it's nice and friendly
- It's not the same anymore - Incorporation has not made the city a great one and if anything, seems to be helping it continue it on it's path of closed-minded separatism.
- It's too politically conservative for my taste, but otherwise a great place to live.
- Its a great place to live.

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

17. Is there anything additional you would like to tell us about Dunwoody? (continued)

- Its a very nice comfortable close-in suburb of Atlanta.
- Just keep it safe. Atlanta is the big name. Don't try to compete - it's a waste of tax dollars.
- keep it low density
- Keep the local government simple and stick to basic functions, public safety and zoning.
- Keep the sense of community
- Keep up the good work
- Keep up the good work in maintaining Dunwoody as a traditional community. We could not have survived much longer without the new city. The police department has been a great addition.
- Keep up the good work. Do look to the future, but don't forget the roots of Dunwoody and what makes this a wonderful *town* to live in.
- Lets find grant money to line the roads with new sidewalks, decorative street lights and trees.
- Lets keep it a safe neighborhood community with better street paving & convenient quality shopping & restaurants. Stop the apartments.
- lets not stagnate . . .
- Limit growth, growth creates more traffic.
- "Limit high density offices and housing.
- Relieve congestion around GPC and the elementary and high schools."
- Lots of potential.
- lots of unrealized potential to develop
- love it except for afternoon traffic
- Love it. Its peaceful. A lot of many smart people. Lots of trees. I like wooded lots. More at one with nature in Dunwoody than further down in Atlanta.
- Love living in Dunwoody! However, the traffic is the pits and I wish people would stop throwing trash into yards along Mount Vernon.
- Love the attention to Art and art classes
- Love the city as it is today. Please preserve it this way.
- love the nature center, people care for each other
- Love the town parade and Lemonade Days. It's a modern Mayberry. I think few other towns in this day and age hold their own parade and fair. I love to see that traditions can take root regardless of when along the Dunwoody historical timeline they were started.
- Maintain the "Williamsburg" theme in Dunwoody Village. This is a better identity than Sembler generic design(Target Village).
- Make Dunwoody about all of Dunwoody not just the PCID, Farmhouse and Dunwoody Village, but about all the diverse neighborhoods, house styles, Swim and Tennis opps, Brook Run and our schools
- "map is wrong, Till Mill in wrong place. don't spend my tax dollars on surveys and social planning. preserve the single family neighborhoods and stop the developers and commercial advancement and stores. close or greatly reduce the college before you spend any taxes on roads or intersections. change intersections and lights to favor dunwoody not cut through traffic. Cops are great, city planning is very disappointing in favor of political buddies I guess."
- middle and high school need improvement. need more sidewalks. redevelop the village as a true town center that is pedestrian friendly and links with outlying areas such as Georgetown Perimeter with streetcars, bike lanes. etc.
- More bike options in the future would be a fantastic addition
- more bike trails and pedestrian friendly
- more places for young adults, not necessarily bars, but needs to be more inviting to the 18-30 age range that is single, or married without kids

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

17. Is there anything additional you would like to tell us about Dunwoody? (continued)

- Mt Vernon road between Abernathy and Ashford Dunwoody is a mess – I hate the traffic on that road.
- My family moved to Dunwoody in 1965 and I went to Dunwoody Elementary and Dunwoody High and have seen a lot of changes over the years. There still seems to be a sense of togetherness and community in Dunwoody that you don't necessarily see elsewhere.
- no
- n/a
- N/A
- NA
- Nah - its not the worse place in the world n fact my kids seem to like it. It is somewhat disconnected from the culture and flavor of Atlanta but I assume that's why people live here
- need good, private chef restaurants; make the city an upscale community; low density; preserve residential areas; upgrade old ranch homes i.e. Chastain Park/Peachtree-Dunwoody Rd.
- Need more community events
- need more roads.
- need sidewalks on Happy Hollow! Bike lanes everywhere!
- need to fix the potholes--top priority. our roads are getting worse.
- Need to fix the roads. When the city was formed there should have been a plan to keep our roads safe. And don't understand why we need to drop the Williams burg motif. It is so Quaint.
- Need to improve traffic circulation. Need to get control of schools from Dekalb County. Need to get control of parks from Dekalb County. Need to leverage/energize local talent/skills/upscale demographics/upscale tax base/smart governance/interested voter population to make Dunwoody known as one of the best small cities in the US for work/play/schools/safety/community, etc.
- Need to keep taxes low!
- Need to upgrade our park system using the parks in Alpharetta as the model
- Needs a fresh update
- Needs better restaurants, more money to go toward the public school system (as everything that has made Dunwoody's public schools great is slowly be taken away), more cultural events. Dunwoody needs a performing arts option for children.
- Needs better schools and it's own youth recreational park (baseball-football). Murphy Candler and Sandy Springs are overcrowded and Dunwoody could support it's own in the Brook Run park.
- needs better shopping at Dunwoody Village and Publix area
- Needs extensive road maintenance. The city pretty much ignores the apartment dwellers. The city is pretty much stuck in the seventies
- Needs more community and cultural events
- needs more parks, public spaces, better schools, more diversity
- needs sidewalks and parks and more green space
- Neighborhoods need a face lift. Traffic needs to be addressed.
- no
- No
- no
- No
- no
- no
- no

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

17. Is there anything additional you would like to tell us about Dunwoody? (continued)

- no
- No
- no
- no
- No
- no
- No
- no
- No
- No
- no
- No
- No
- no
- No
- no
- No
- no
- no
- no
- No
- No
- no
- No
- NO
- No
- no
- No
- no
- No
- NO
- no
- No
- No
- No
- No
- No
- no
- No
- NO
- no
- NO
- no comment.

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

17. Is there anything additional you would like to tell us about Dunwoody? (continued)

- no farmhouse logo please
- No.
- No.
- nope
- not really.
- Not to lose the original idea of what was "Dunwoody"...all of the areas that are now a part of "Sandy Springs" are still really Dunwoody in so many people's minds.
- not today
- nothing else
- Nothing we don't already know- its a fabulous place to be- and our Dunwoody Village shopping needs to be completely revamped without adding to the congestion. We need to open more of our historical buildings to the public
- Now it began to not very safe.
- One of Dunwoody's strengths is that it's "the most intown" of the suburbs. Closer to the city than Alpharetta or Sandy Springs or Cobb Co burbs.
- Our elected officials are very disappointing. They lack leadership, wisdom and personal courage.
- Our future is looking very bright! Keep us informed, up to date and safe. Thanks
- "Our mayor should not continue to ""diss"" Georgia Tech in public. While some may think it is funny (mainly Bulldawg fans) it is not appropriate for the mayor to do it in the Crier or elsewhere. Can't we all get along?
- our nickname to some is "Dumpwoody"
- Overall, like the sense of community, location & schools - but just wish we were a little more cosmopolitan - more creative retail & restaurants, less chain mentality.
- Patriotic middle-class strivers.
- People who 'run' Dunwoody think it is community-oriented, but leaves out anyone or anything that doesn't match their narrow view.
- Perfect four seasons
- Perimeter college, although is very nice and serves a need, the amount of traffic on the residential streets and lack access makes the tilly mill /womack corridor miserable. The busing of kids to our home schools. MARTA
- Please do not load up the city with union contracts with police etc. If you do require that the city council follow GAAP in accounting for them so the citizens of Dunwoody can see the great cost union contracts/benefits levy on citizens. Another tax.....
- please don't spend my taxes on changing the city's image. Spend my taxes on basic services only like police, paving, etc. Move the college, it is making life impossible and we get no benefit, let the businesses build it elsewhere if they need more training, get it out of our neighborhoods.
- Please ensure that as growth occurs, it is "smart growth" that does not dilute the quality of schools, increase crime, or generally strain the infrastructure. The Dunwoody that my family chose to move to a decade ago is still wonderful, but there are signs of allowing growth to occur in a manner that is inefficient and damaging to the neighborhood's character. I believe that the citizens who voted for city-hood did so in the hope of locally regulating issues such as these rather than leaving them to the county.
- Please fix the roads
- please fix the roads also in the subdivisions

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

17. Is there anything additional you would like to tell us about Dunwoody? (continued)

- Please have more focus groups AFTER spring break week for the public schools (April 2-10)!! I strongly want a community feel, lots of green space, shade, trees. Bike paths and easy walkability. A sense of hometown, safe community, welcoming diversity and cultural affairs. Public music events are important sources of community gathering. A public outdoor gathering space for concerts/festivals that is NOT a parking lot would be ideal. We're a small city that could be interconnected with ways to walk and bike and drive less. I think our future is being an exemplar of Urban Small Town/Home Towns in a big city. - clean, green, welcoming, neighborly, community-oriented, walkable, bikeable, accessible, supporting local businesses, safe.....and oh yeah, did I mention green. I think this is essential. If we remove or pave over too much of the Dunwoody's natural beauty people will leave and it will be just another isolated, hot urban landscape with sparse pockets of green. Atlanta already has too many of these. Dunwoody has an opportunity to be a lovely, friendly, welcoming city - let's be that!
- please just be sure the schools continue to thrive and achieve their goals so that the community will keep their kids in the schools and not start going to private or moving out of town. the schools are a huge draw for this area and improving them is what will keep the families here.
- please pave the roads
- Please spend more time and thought on the logo. It is such an important piece of our city. KEEP IT SIMPLE!! The Dunwoody Farmhouse is not a global representation of our city.
- please stop building high rises and apartments. we are not an urban environment
- Please, no more apartments!
- police force has been a welcome addition for the business community
- Promote "all" of Dunwoody. The big boxes do not contribute to our local tax base like local businesses. Support local business and promote their businesses. What is spent in our local stores give back in service and sales taxes. You do not hear enough about them. Big is not always better.
- Re pave the streets
- Really wish there was a square or central gathering place for community events, small concerts, evening strolls etc.
- Reduce the number of students at DeKalb College, maintain the current development characteristics of Dunwoody as limiting the number of apartments, high density development, tall buildings, and stress high quality construction.
- Repave roads and need more sidewalks.
- repave streets due to large potholes
- Residents voted to incorporate the city in order to maintain the status quo, specifically that Dunwoody is a residential area that is a good place to live and raise a family. We don't want a brand, Convention and Visitors Bureau, Chamber of Commerce, autocratic government, paramilitary police presence, etc.
- Road improvement on Perimeter Center Pkwy was worth every penny, very proud to have clients visit. Keep the trees, restrict the signs and billboards.
- Road resurfacing needs to be a priority.
- Rush hour traffic is awful
- safety is improving with Police presence
- schools are good, but could be better. concern about tilly mill traffic, would like to be more inclusive
- Seems to cater to the folks that still think Dunwoody is THE place to live in Atlanta, trying to harken back to the 70s.
- Senior center w/o schedule of activities
- shame on you all - the city was started to cut down on the college size and traffic and to stop all the increased density commercial and apartments and now the city council and mayor wright are pushing it on us. Do what you were elected for! Stop Coro, stop the college, and stop the development and stop all the social programs with my taxes. police, paving, tight development standards only with my taxes!

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

17. Is there anything additional you would like to tell us about Dunwoody? (continued)

- Sidewalks create neighborhoods and community. Without them it's impossible to get to know your neighbors or even get around easily. I like being green and the ability to walk to the grocery store for milk and bread would be beneficial to the entire community. The parking situation at Kingsley would be alleviated tremendously if more people could walk their kids to school.
- Small town atmosphere in the midst of cosmopolitan Atlanta.
- "small town feeling disconnect from Perimeter Center for many"
- So far the focus on history (i.e. our current logo) makes it feel like a retirement community. History is fine, but the city should appeal to younger families too and have a more current image.
- Some of the homes along Mt. Vernon, just east of the Farm House intersection are really looking shabby! Fences need painting, yards need work. Several of these properties appear to be rentals. The rest of the city looks beautiful, but this particular area looks dreadful!
- SOMETIMES THE TRAFFIC IS TOO MUCH
- spirit of volunteerism
- Stop or shrink the College. they keep making promises they never keep -the green space is now a parking lot and the traffic and sketch students are terrible. Too many restaurants, malls, offices and apartments. NO MORE, not one shop or condo!
- Stop playing political games- cut back the college and cut back all the density, no more stores and offices, apts, condos - do what we wanted when the city was formed
- STOP SQUEEZING IT. LOOSEN UP
- test
- thank goodness we have been able to incorporate..too late for a lot, but still we can direct our attention to making this a neighborhood town...a safe place to raise children and a place for families to grow...and why even though the library is country should my library be better than theirs..I wanted a recently published book...the latest by the same author was 14 years old... and have always hated that the same thing costs more here than other places...like having a tire fixed...to buying shrimp at the grocery...
- That Dunwoody Crier sure is a polarizing rag isn't it??? They love to stir the pot!
- The 'city center' is starting to look run down. Roads need to be repaired.
- The average people living in Dunwoody are college graduated people who are more international minded and worldwide viewed.
- the best place to live in metro Atlanta
- "The branding should be what Dunwoody is today as a community."
- The City government seems dead against doing anything about our traffic problem. With the growth the City is projecting, restriping roadways and expanding bike lanes is not going to fix the problem. Golf carts and buses won't address the issue either. Somebody should get a professional traffic analysis done and recommend some fixes before more businesses depart and the City's reputation for gridlock becomes permanently affixed to its image.
- The city needs to get organized and revisit the politics of the newly formed city. Too many greased palms already. The sitting officials should realize the importance of existing businesses and stop "bending the rules" for the sake of tax dollars.
- the city needs to portray an image of a progressive futuristic city
- The condition of some of the streets is terrible. Many need to be repaved.
- The conditions of the roads are terrible and the city is not suitable to go for a run or bike ride before/after work
- The curve on Chamblee Dunwoody between 285 and Shallowford Rd is dangerous and overgrown. The Intersection of Chamblee Dunwoody and Chamblee Dunwoody is very confusing.
- The gateway areas will need considerable attention in coming years to maintain quality of our community
- "The intersection of Ashford Dunwoody & Hammond needs MAJOR improvements in traffic control. MT Vernon, turning left onto Ashford Dunwoody is ridiculously congested and I do not understand the reasoning behind redesigning that intersection.
- The entire length of Chamblee Dunwoody to Roberts desperately needs to be widened as does Perimeter Center West (or at least improved traffic control).

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

17. Is there anything additional you would like to tell us about Dunwoody? (continued)

- I think a lot could be done to help traffic through synchronization of traffic lights. Not just on the long straightaways, but looking at the major intersections and the ends of those straightaways as well. "
- The more green space it has and the more pedestrian friendly it becomes the more it will attract people.
- The people of Dunwoody who are committed to living here and keeping our unique area special are the nicest folks to know.
- The problem is the traffic from the college. Its the college that's changed the way the community feels. If the college didn't grow the way it has, there wouldn't be the traffic problems.
- The residents are proud of the way our city looks.
- The residents seem to be very organized, involved, concerned, and supportive. That's a very positive image.
- The roads and traffic are deplorable.
- The roads are becoming terrible!
- The streets need paving....not just filling the pot holes so that they wear out again. Dekalb county has spent enough on spray paint to identify the hole to have paved somewhere....but never did anything but patch...and not much of that. This is basic and necessary maintenance. The rest of the improvements won't matter if the streets look so bad. My own neighborhood, near Austin school has never been paved in the 25 years I've been here and there's a growing pot hole (already down to mud) at the entrance to our cul-de-sac that extends almost halfway across the street.
- The traffic is an issue for many residents, we actually had a neighbor just move closer to Davis academy because they could not stand the traffic.
- The traffic is becoming a huge nightmare and the roads need to improve. I would like to see the parks expanded and even additional parks if possible. Other than that is it a great place to raise kids. We are worried about the huge percentage of multi unit living as opposed to single family units. My understanding is that we are currently at 60% apartments and 40% single family residences, since we have no control over our schools this drastically effects the numbers within our schools and the quality of education Dunwoodians have come to expect. It also has drastically effected the congestion and traffic on our roads.
- The traffic is terrible for such a small place right in front of the Publix. Build a giant overpass bridge over that publix area...
- The traffic on Dunwoody Club Drive is not congested but it borders on the dangerous. People are over 50 every day and some are well above 50 mph. The curve coming out of Dunwoody Country Club and the downhill straight way are an invitation to everyone with a lead foot. Try walking on the side walk on Dunwoody Club Drive and see how safe you feel.
- The traffic problems are primarily in the Roberts Road, Chamblee-Dunwoody to I-85 route both South and North bound. Most of these problems could be solved at little or no cost. The greatest problem is at Nandina Lane and Chamblee-Dunwoody Road. While there is a protected left turn light at Mount Vernon/Chamblee-Dunwoody intersection, many drivers do not want to wait and turn left off of Mt. Vernon into Nandina and then try to make unprotected left turns on to Chamblee-Dunwoody, often getting part way across and thus blocking two lanes of traffic..A simple solution would be to prohibit left turns off Mt. Vernon into Nandina and left turns from Nandina on to Chamblee Dunwoody(or prohibit such turns from say 7-9 am and 4-6 pm...The next trouble spot is Chamblee-Dunwoody at Vermack. At rush hours there is usually one car trying to turn from south bound Chamblee-Dunwoody on to vermack and due to very heavy on-coming traffic is unable to make the turn without waiting through several light changes thus backing up traffic sometimes back North for many blocks..The solution would be to put at least one space for a left turn lane..It appears that there is adequate right-of-way at this intersection to accomplish this simple solution...The third major traffic flow issue is similar to the first one identified above...While there is a protected left turn traffic light on the upper end of the Publix shopping plaza, numerous shoppers attempt to make an unprotected exit from the lower Publix exit which causes potential accidents and stops smooth traffic flow..The solution is to exclude left turns from this exit...The final one I will comment on is the triangle at Chamblee-Dunwoody/ Roberts Road intersection...I have seen accidents and almost accidents at this intersection because drivers tend to ignore the yield sign and/or mis-judge either the speed of on-coming traffic or cut off on-coming traffic...the solution would be one of the following 1) change the yield sign to a stop sign 2) more enforcement of the yield provisions 3) remove the triangle altogether requiring all traffic to be subject to the traffic signal. While we can do little to slow amount of cut through traffic from GA 400(which is increasing each month due to expansions north of Dunwoody)we can do things with just a little thought to greatly enhance the traffic flow.

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

17. Is there anything additional you would like to tell us about Dunwoody? (continued)

- the worst part about Dunwoody is the college. Spend my taxes fighting the college, not widening our roads and intersections and ruining our neighborhoods for the bad crowd from the other closed campuses. I didn't build and invest here for them.
- There are so many opportunities to honor Dunwoody's history while creating an inviting environment more suitable for today's lifestyles. These could include energy efficient buildings and homes, bike lanes, community gardens, safe routes to school.
- There is an historic, civil war era cemetery, unknown to the Dunwoody Preservation Trust literature. Why not known? It is near the corner of Happy Hollow and Dunwoody Club Dr.
- There is no sense of downtown common Dunwoody
- There is too many restrictions on the signs
- There needs to be a greater awareness of image - while most homeowners care for their homes/yards--some do not. We have a homeowner on our street who runs a business with cars pulling up daily. Another has an empty house--with no grass--no upkeep--next to a gorgeous two story home. We need some rules for homeowners and someone to enforce the rules.
- There seems to be a rodent population in Dunwoody North neighborhoods around streams that is out of control Moles, Voles, beaver, rats, chipmunks, and squirrels are over crowded in backyards. What can be safely done about this problem?
- There seems to be some natural pockets of culture developing. Let's take advantage of the positives in that diversity but work to make connections (physical and social) throughout the city. We should be the model of the "connected" suburban environment. Establish the reputation of connectedness (like Peachtree City has done) but with a more diverse cultural heritage (like Toronto).
- They are too nice to the County government and school system in not getting a fair share in services and facilities compared to the taxes that we paid before cityhood and still pay.
- This city has a diverse population but you'd never know it because all of the movers and shakers are old white guys and a couple of old white women. There is hardly an outlet in the whole of this city for the enormous Asian community, much less the Mexicans or African Americans. The diversity lives in apartments and have no voice here because they are not part of the Home Owner's Assoc.
- This is a great place to live and raise a family.
- This is a nice residential area. Focus on friendly, not on an object like the farmhouse or a tree.
- Tilly Mill gateway is in the wrong place on your map. very disappointing that city council members and mayor and their families work in medical support and now are trying to bring medical "education" to the college. College needs to go away completely. No social programs in Dunwoody. Work for the taxpaying homeowners, not outsiders and special interests.
- Tilly Mill is on the wrong place in your map, was that intentional? This survey is slanted and unethical, all the options are for what kind of development, no option for no development. we formed a city to stop the development commercial and apartments and condos and to turn back the college size to a community asset. Closing the college should be the first priority, don't spend my taxes on speeding up development.
- Too many apartments being built, and the pass through traffic from 400 to 285, and vice versa in a pain.
- too many apartments; too many Perimeter east and west - confusing
- Too many police cars
- Too many traffic problems
- Too much regulatory and administration for such a small city.
- too much traffic
- Too much traffic.
- traffic during lunch during (M-F) is outrageous in around perimeter mall & Dunwoody Village. for those who work in the area, it's sometimes hard to get away from the office for lunch unless you go extremely early or extremely late.
- Traffic is becoming increasingly frustrating...particularly in and around Dunwoody Village. Could the lights be timed differently or somehow the flow be handled better?
- Traffic is horrible and roads are deteriorating.

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

17. Is there anything additional you would like to tell us about Dunwoody? (continued)

- traffic is killing us
- Traffic is the worst problem - especially on Roberts Drive (cut-through from Alpharetta) and near Georgia Perimeter College.
- Try to improve traffic flow in our neighborhoods.
- Try to revamp Dunwoody village so that when money is available a new city hall can be built there.
- Upscale reputation
- Very family friendly and family oriented
- very glad it is a city
- Very livable but property taxes too high (DeKalb). Traditional community that is conservative in nature.
- very safe, friendly
- Want more parks, biking and places to walk.
- Want the International Baccalaureate (IB) in all Dunwoody Schools. Don't want to move, but I feel the quality of the schools is declining
- Want to keep the small town feel and have fewer chains. Keep more green space and less development. Work on traffic relief.
- We desperately need to clean up the winters chapel side of Dunwoody. I came here from Riverside Drive in Sandy Springs. The taxes are much higher here and I live in a townhouse surrounded by low income housing and panhandlers and filthy streets. Now I have planes flying over my head. We REALLY need to clean it up around here or I will be moving.
- We didn't know how bad the college was when we moved here and it's getting much worse. We didn't realize how bad Dunwoody was changing on the Peachtree Industrial side. If we could we'd move. City needs to work on crime and needs to prop up the PI side and stop catering to village area which is okay the way it is. City is too close to the business side, work for the homeowners more.
- we don't need a second city council ie the Dunwoody homeowners assn any more that's why we elected a city council.
- we don't need any more banks
- we don't need branding, we need safe neighborhoods and tight, very tight, development standards and enforcement on the shoddy stuff by 285 and PI. the college and it's traffic is the worst and has to go. Spend my taxes on that only please & thanks
- we have a real opportunity to create something special and unique. Our location is fantastic, we need to plan and build for the next 50-100 years and not make short-term decisions.
- We have a unique opportunity to position ourselves as a "close in" neighborhood with charm that has good schools. We need to get the schools back in line! Please do not add any 4-lane roads!!! Play up the New Englandy and Williamsburg aspects of architecture and branding to appeal to transplants and higher end buyers.
- We have a unique opportunity to retrofit this community. I would like to see us preserve and promote liveability within the city limits. I think there are good lessons to be learned from Decatur's evolution over the last 25 years.
- We have an enormous opportunity and responsibility to create the type of community that we want Dunwoody to be in the future. We need more good restaurants and things to do.
- We have enough apartments here. I think the Chicken ban alienated some of the positive talent that was doing volunteer work for the city.
- We have lived here 30 yrs, at first it was hard to see the changes as it began to grow but now, we are proud of our city.!
- We have lived in Dunwoody for 30 years. It is a great place to raise a family. When I tell friends that Dunwoody has its own 4th of July Parade and so many are involved and watch they are amazed. Also our Arts and Crafts fairs, etc. And how people pitched in to help their friends throughout the community after the tornado 10 years ago... The list can go on and on.
- We have lived in Dunwoody since 1980. We have lived in 3 different homes in 2 different neighborhoods.
- We have lived in Dunwoody when it was Chamblee(45 years ago)We must find a way to integrate the blacks and hispanics into our culture. They have much to contribute. My parents came to USA in 1908."no irish need apply".Opportunity is king in USA.

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

17. Is there anything additional you would like to tell us about Dunwoody? (continued)

- we like to keep the village look
- We love Dunwoody, we're just not always pleased with how the City is portrayed and how narrow minded some of those who like to speak on behalf of our City are. I'd most like the image of the City to be able our position as a prized business center AND the area's livability, appreciating our past but excited about our future.
- We love it!!
- We love the location and family atmosphere.
- We love the new city government and especially our Police Force.
- We moved here 16 years ago and the most major negative change has been the traffic. It's not just the amount of traffic, but how poorly it flows in certain areas. Traffic lights, turning lanes and arrows which may have accommodated us 5-8 years ago, are woefully deficient now. I think this will become more frustrating as time goes on and will eventually cause people to move away and/or not want to move here. The gridlock conditions in parts of Buckhead and Sandy Springs keep me far away and were part of our decision not to move or stay in those areas. Traffic flow needs to be addressed quickly here and it must be continuously re-evaluated as conditions change. Conditions will continue to change and we can't think of this as something static. We have limited space and limited roads and we need to continuously maximize what we have to work with. I still feel I have easy accessibility to other parts of Atlanta, but only at certain times of day. The gridlock in certain areas here, affect my plans daily. Even my grocery shopping has to be well timed if I don't want to bring wet frozen food home.
- We need a "Welcome to Dunwoody" sign at the Tilly Mill Road gateway!
- We need a city with a direct focus so residents can come together to build a current and desirable city. The direct focus needs to come from the mayor-"the best place to raise a family" "the best place for walking and biking" And then truly have the city work towards what ever Dunwoody is going to be best at and make it visible for residents to see.
- We need a more pedestrian feel. I can't walk my dog or ride my bike without constant fear of the aggressive / fast drivers.
- We need a Whole Foods here!
- We need more alternative transportation choices
- We need more committees and awareness to get more people involved. It seems the same people are always on the same committees and having to do the work.
- We need more greenspace & less parking slots. We need sidewalks EVERYWHERE! We need to fix Nandina and the problems associated with traffic leaving Publix shopping center. I think that our "village" should be a village & encourage walkability, shopping, restaurants & events
- We need more parks and green spaces or something unique like a city square to set us apart as a community.
- We need to charm up Mt Vernon road to make it feel more like a main street in a small town. Make Brook Run more of an open park setting like piedmont park and not have so much under brush for people to hide in and teens to get into trouble. Help with the GPC and plan campus lay out and traffic problems.
- We need to continue to control growth, maintain the "look" of the city, and keep the trees.
- we need to continue to reinforce the zoning DHA standards of the past, that is, maintaining a Williamsburg like appearance with our building and restrict business hours so as to keep Dunwoody what it has been, a quiet bedroom community.
- We need to focus on ALL of Dunwoody and find a way to merge the thoughts of Dunwoody & PCID areas. Many people think of them as 2 different areas and they need to become one...
- We need to grow cautiously
- We need to have a green space in downtown w/ a town square with benches, etc. where people can walk, let kids play and eat ice cream! ie) Sea Side
- We need to update our image and make the city center (Dunwoody Village) a destination (think The Forum on Peachtree...) The shops on both sides of Chamblee Dunwoody are dated and uninviting.

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

17. Is there anything additional you would like to tell us about Dunwoody? (continued)

- We saw Dunwoody get formed. Police force is great but a long way to go. Clean up the commercial areas on the east side and by 285, but no more density or commercial.
- We seem to forget how few people of the total population voted for Dunwoody to become a city and may not be practical in an approach to housing other than detached single family.
- We should not have to wait 10 or 20 years for Dunwoody Village to be redeveloped-in some ways we have had an absentee landlord in terms of change & progress.
- Welcome to "Funwoody. . .where kids want to grow up"
- well kept landscaping; good pedestrian walks
- When our council members were running for office, every one of them promised no more high-density housing, but those promises seem to have been forgotten. We do not want any more high-rise buildings or any more high-density living. Cluster homes are the maximum in high-density that is desirable for Dunwoody.
- while I like no neon signs in Dunwoody Village, the wooden ones currently are lame and ugly
- While it is important to develop the historical aspects of Dunwoody, effort should be spent on developing future value. Citywide high-speed networking is a huge selling tool, as is use of electronic services to get a taxi, pay bills, interact with City.
- While we must preserve our history we need to act for the future. There are obviously 2 important areas of our city . . . traditional housing and the perimeter area. Those of us who live in Dunwoody seem to think the perimeter is an entirely different area. No so and in general there needs to be more expansive and realistic acceptance as well as understanding of what makes up our community.
- why are the restaurants so boring? Nothing but chains. Redevelopment of commercial nodes at either end of Mt. Vernon is crucial.
- Why are there so many banks in Dunwoody? Do we really need so many? We need shops, restaurants, stores that will bring people in to Dunwoody . . . please no more banks!
- Why there is not at least another gas station and some sort of Starbucks/Caribou available on Ashford Dunwoody is beyond me. I would also like to see more late night food options.
- wish it were not so conservative - or at least more open to other points of view...
- wish we had more areas with small shops to walk around to and more small businesses
- Wish we had our own city school system!
- Wonderful place to have grown up and lived. Saddened by all the newbies who are not friendly.
- Work to get out of Dekalb County - become part of a new county
- Would be a great place to live and work.
- would like more choices
- Would like more sidewalks and more ticketing of unreasonable drivers.
- Would like the city a lot better if we could keep a restaurant open and have the ability to control the schools (overcrowding, especially)
- Would like to continue to be informed of city meetings, safety issues, concerns that other residents may have, and how we can be of assistance in enhancing Dunwoody.
- Would like to decrease traffic along Mt Vernon and along school corridors. Hope we have good zoning laws and don't allow rampant construction. Would like to increase walkability and outdoor shopping especially in Dunwoody village. Would like to maintain historic character of Dunwoody. Would like to see more parks/greenspace. Thanks.
- Would like to see a big change in Dunwoody Village to create a city center with short streets, greenspace, shops, restaurants.
- Would like to see a town square or gathering place for residents - Dunwoody is so spread out there is no sense of community in the downtown area
- Would like to see an architectural "soul" in city center. By this I mean a theme that permeates the city center, a blueprint for new development that connects contiguous buildings. Would also like to see a lot of care taken with redevelopment of the many old homes in Dunwoody; along Tilly Mill there are many old ranches that are ripe for redevelopment. The cleared lot at the corner of N Peachtree and Tilly Mill is an eyesore at one of the main gateways to the city.

ONLINE/NEWSPAPER SURVEY RESULTS

City of Dunwoody

March 29 – April 16, 2010

17. Is there anything additional you would like to tell us about Dunwoody? (continued)

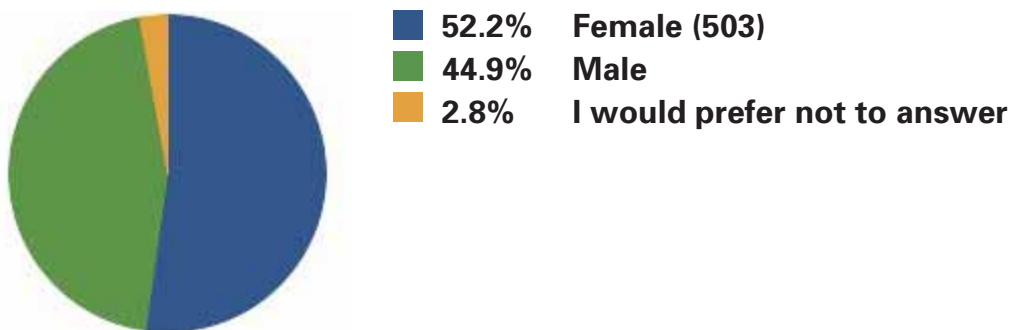
- "Would like to see better use of Brook Run, more community facilities such as an indoor pool facility for the community and neighborhood schools to use). A community center for teens to give them a safe place to "hang out" and have activities available ,as opposed to Hanging out at the outdoor skate park with nothing much to do. Better security at Brook Run.
- Outside of Brook Run, more park/playground facilities for young children. Bike paths and walking paths throughout the city, giving pedestrians more opportunity to walk safely within the city."
- Would like to see more green space(develop of brookrun more as a park and other facilities could be there) , planning for the village as more of a town hall area, whats currently in the works.
- would like to see small town charm remain and not to become overly commercial...Realize a balance between both.
- Would love fewer potholes.
- Would love more good non-chain restaurants and gift shops. Do not want more residential area in the middle of Dunwoody. Improve roads. Limit the size of Georgia Perimeter College
- Would love to have tornado sirens in place, fireworks on the 4th of July, more community theater opportunities for community members to act in, a local chorus, etc.
- "yeah"
- Yes, its needs a new brand identity... the current one is "we're a bedroom community, please leave us alone..."
- Yes, political power can get you. Revenues are important, but over-reach without experience or understanding is not wise. In the 16 months that Dunwoody has been functioning has been exemplary but... You cannot please everybody, but "brightness" should be treasured not discouraged.
- Yes, something needs to be done about the Dunwoody Village Post Office. The lines are always long and no one who works there gives a damn about service. Most of the people waiting in line are producers and taxpayers but countless hours are wasted because the USPS has abandoned the Dunwoody community.
- Yes! Get to work! Roads horrible! No stores or restaurants! DHA not needed with City Govt. instituted.
- You are doing a good job asking for input. The difficult part is to make the decisions on what is important in branding and priorities. Good luck on making those choices and not caving in to the vocal minority of opinions. Stay true to our vision and our community will continue to prosper.
- You are moving in the right direction with your Sustainability Commission. Dunwoody has a conservative, wealthy, Republican reputation though. Need to have more diversity.
- You gave no choices for "fun" and overall for family and singles Dunwoody is Funwoody!
- You've got to focus on making all areas more walkable and pedestrian / bike friendly. Even small trips in between shopping areas force people to drive because there is so little respect for pedestrians. Enforcement of these codes is necessary.

ONLINE/NEWSPAPER SURVEY RESULTS

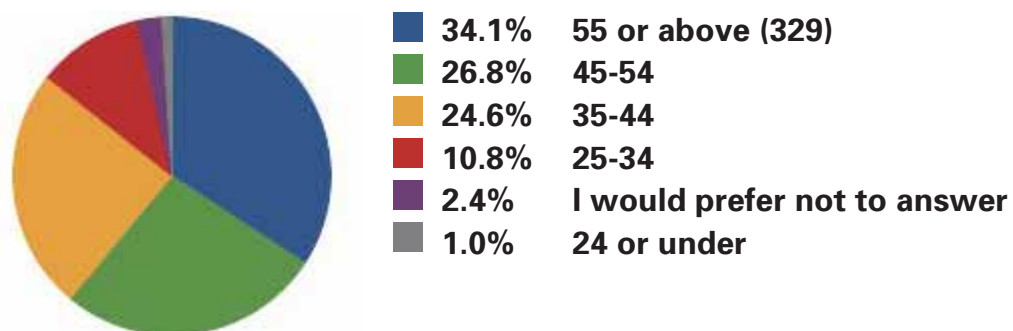
City of Dunwoody

March 29 – April 16, 2010

18. Are you male or female?



19. How old are you?



FOCUS GROUP SUMMARIES

City of Dunwoody

Stakeholder Focus Group

March 17, 2010

Adjectives to describe Dunwoody:

- Safe
- Upscale
- Clean
- Vibrant
- Friendly / hospitable
- Convenient
- Republican / white / conservative
- Exclusionary and inclusive simultaneously
- Non-distinct – the city is boring and all the stores are chains / homogeneous - and the farmhouse is more a heritage signs than it is a unique identifier for the city
- Proximity to Locations – Seated in the middle of the largest submarkets in the Southeast
- Safety
- Community Characterized by high residential involvement (how it got to be a city to begin with)
- Government that is for and by the People that actually delivers on its promise - those who are involved in the government are very enthusiastic
- Entrepreneurial – the new / enthusiasm that America is built upon
- Active – happening, active in the community
- Accessible
- Generous
- We want to attract the upwardly mobile, yuppie community, in early 40s and has made it, and now they can do what they really love and just stay here.
- We think of ourselves as two things. We think of ourselves as Dunwoody and also as Perimeter Center. We tend to disassociate ourselves as citizens with Perimeter Center. A major task of this effort is to get Perimeter Center to become a part of the city. They have been divorced for years – ever since Perimeter Center’s inception, which is a problem because the economic center of Dunwoody is Perimeter Center.
- Perimeter Center (PC) is multi-jurisdictional so it hasn’t be associated as part of Dunwoody and there are no boundary lines between Sandy Springs, Perimeter Center and Dunwoody. Perimeter Center is part of Dunwoody, Dekalb and Sandy Springs. PCID has made Perimeter Center feel like it’s a part of both Dunwoody and Sandy Springs, so it has remained as its own identity.
- PC has to be careful to not give preference between Dunwoody vs. Sandy Springs. We don’t want there to be many looks, we have done a lot to make the decorative elements of PC what they are. We want to make the look seamless.
- A lot of companies will consider using Atlanta as the mailing address because people don’t know where Dunwoody is, and even companies won’t know where they fall on the Dunwoody / Sandy Springs property lines.
- From a signage standpoint, how can we marry the places that have existing PCID logos with the city of Dunwoody overlapping areas?
- People don’t understand where Dunwoody stops. The citizens of Dunwoody don’t even know where the city begins and ends.

Areas in Dunwoody:

- Initially, we purposefully made the Dunwoody Village look different from the Perimeter Center so that Perimeter wouldn’t invade Dunwoody. But, maybe it is time to start changing the way that the two work together so that we are one Dunwoody.
- Georgetown Area, Dunwoody Village area, Perimeter Center area are the three large commercial points in the city of Dunwoody.
- The areas of Dunwoody are aligned with the school lines more than anything. We don’t have any specific residential areas. Most people don’t feel that there are defined areas.
- Local Schools: Dunwoody High School / Middle School / Academy /Vanderlyn / Austin / Chestnut / Gainesville J. High

City of Dunwoody

Stakeholder Focus Group (continued)

March 17, 2010

Why do people move here?

- Schools - People choose where they want to live based on the school system.
- Living - Younger people will move here for the convenience of the apartment complexes that are affordable, but it's also very expensive to buy. A lot of people will move for convenience. The school districts are well known. There is a perception issue for the housing market in Dunwoody – there is a vibrant market that is more affordable than northern Atlanta but is comparable to Sandy Springs or Marietta.
- Very few homes that are on the market that are fully renovated – there is a trend right now of people holding onto their homes because it is bad to sell, so there have been a lot less of home renovations. There is a perception that Dunwoody is a premier residential community. Dunwoody is upscale, elegant, and classy but we also want to attract people who would want to be in Dunwoody for a long time, and establish themselves. There is almost no opportunity for new housing in Dunwoody though so people are now just staying in Dunwoody because no one can move.
- MARTA - Proximity of Dunwoody between 285 and 400 makes it easy to get to the city Atlanta – but MARTA is not a draw for people whom a permanent residents in Dunwoody. MARTA however is important for Perimeter Center and MARTA is a great tool to use, although it is under utilized. MARTA does bring a lot of employees to the mall – it's critical to the overall community, but the residents won't use it.
- Safety – perception that crime is lower outside of the perimeter. There is a perception of the perfect lifestyle in Dunwoody with the white picket fence and the 2.5 kids.
- Sandy Springs' tagline is "living it upscale" – which is such a turnoff. Plus the apartments in Sandy Springs are a lot more run down than Dunwoody.

People of Dunwoody:

- We're back to the small town atmosphere as a function of the city and the people. The people are very involved in their own government and their own destiny. A lot of people are small town people. We get a little hung up on the farmhouse, but we don't want it to be a driving point. You want to say we have small town morals, traits, but there is a future that you can develop. We have heritage but we are looking to the future.
- When people move to Dunwoody they tend to stay in Dunwoody. There are a lot of people who have stayed in Dunwoody more than five years. People like to say that they are from Dunwoody – there is an element of civic pride.

Is there a difference between the people who work here and the people who live here?

- There are a lot of people who just get off the highway and go to work or go to the perimeter but who will never see the city itself. The recent development of Perimeter Center community housing (live-work-play) is going to start to erase the dichotomy of people who are either residents or employees so that people are both.
- We want to involve the 100,000 people who commute as much as the 45,000 who are permanent residents.
- PC is focused on the visitors, and residential Dunwoody is focused on the community and the family.
- Branding / Development create a uniqueness in the Dunwoody area that separates Dunwoody from its neighbors
- There is a transient minority population in the city.

City of Dunwoody

Stakeholder Focus Group (continued)

March 17, 2010

What do you think people who live here would say?

- There are a lot of older people in their homeowners association who won't move forward with any of the younger new ideas.
- People will always resist something if it's different.
- Our community was populated during the 70s and 80s – our kids have grown up and moved, but we are still here. We are gradually needing to change and starting to transition, which is now evident in the elementary school system – our schools are at 143% capacity.
- A lot of people who live in this community are starting to get younger with young kids.
- There is still a resistance to change in Dunwoody despite the younger community. There some legitimacy in the stable residents who don't want to change – people want it to stay the way it is. People are very protective of their own ideas.
- There are residential communities in Dunwoody where you have to drive to get to the grocery store because of the way the neighborhoods are set up. This is not what younger generation wants anymore.
- We're not making anything up about our community – if people aren't going to move here to do business, then they won't. We won't lie about who we are.

What would outsiders says?

- I had no idea it was white and republican.
- It's an elite community – sophisticated. It's almost untouchable.
- We would come here to go shopping – Perimeter is a lot nicer than Gwinnett place – it's more convenient. We used to think of it as the Chamblee–Dunwoody area.
- Safe sophisticated sense of community.
- Entrepreneurial
- PC is a Dynamic corporate environment – but Dunwoody isn't considered that significant as a place. Instead of luxury we consider Dunwoody as Upper Upscale.
- Boring, stale, deteriorating.
- Dunwoody has a lack of image outside of Dunwoody.
- We are considered the bad greedy rich guys.
- We haven't picked our thing to own yet – we're a new city. Then what? What do you do when you have multiple images to show? The transportation community, the residential community and the business community all have different images to share.

What are the drawbacks to living here?

- The number one complaint of people who work and live here is traffic., although that is a perception that isn't necessarily still relative. We are slowly working on plans to alleviate that.
- How long do people stay in their cars here vs. somewhere else?
- John Chambers CEO of Cisco – “Wherever there's a lot of traffic, things are happening”
- “Happening” as a buzz word

City of Dunwoody

Stakeholder Focus Group (continued)

March 17, 2010

Business of Dunwoody:

- We're a unique Suburban Community from a business standpoint because we have the largest individual mall in the southeast – uniqueness of the business community and office space.
- The residential community is more connected to the city.
- Have the infrastructure system in place with highways and the 3 MARTA stops.
- Want to set up Dunwoody Village as a unique destination downtown and a community gathering area. And it will begin to integrate the PC market into Dunwoody because it will give a second option for where to go to eat or shop. Dunwoody Village is really small and full of chain restaurants.
- Most of our unique destinations are all in the same locations. We want Dunwoody to have more of a Virginia Highlands feel with more unique locations.

Who's involved in the city?

- There is a core group of people who are very active. Those that are active are contributing 100% .

Major Dunwoody accomplishments:

- PCID has had great success. When the rest of Atlanta stopped, we kept going!
- Dunwoody is "resilient" and "sustainability." We have a sustainability commission. These sustainability commissions are actually making things happen.
- Part of the commission is passionate about bikes, and now they have created a bike task force . Passionate about community gardens and recycling.
- You could say we're Conservatives with a lower case c – people are trying to conserve their community.
- The people are so dedicated to make the city different. Here, it'll happen. Silly little things, like the July 4th parade or Lemonade day.
- The Spruills were the true entrepreneurs of Dunwoody.
- This has always been a place where people make things happen. We have a committed government, staff, elected officials and residents who will make things happen. There is a lot of civic pride.

What's the heart of Dunwoody?

- Dunwoody Village, not Perimeter Center. Perimeter center is for everyone else – but for the residents, Dunwoody Village is there's. Planning process for Dunwoody Village is kicking off in the next 2 months.
- Do we want to think about events or activities to make Dunwoody more of a location for people to come to Dunwoody?
- We have a lot of events that will take place in Dunwoody village.
- The community is still evolving and there is a lot of room for improvements. Vibrant and dynamic. We want to invite people into the excitement.
- #1 amount of office space in the US – in Perimeter Center
- Perimeter Center has a high concentration of Fortune 500 companies.
- IHG North America is headquartered in Dunwoody. We have a lot of regional headquarters / regional centers.
- UPS relocated to Dunwoody

City of Dunwoody

Stakeholder Focus Group (continued)

March 17, 2010

What businesses would benefit from staying in Dunwoody?

- Tech companies – upscale intelligent work force. We have a lot of knowledge in the city because Georgia Perimeter College is right down the road.
- The first W hotel in the country to take guests was located in Dunwoody. We want all of our hotels moving forward to be Green-Certified.
- Do people have a sense of the history of Dunwoody?
- People don't generally know about the history of Dunwoody. For years we ran stories in the Crier.
- You have the ancient history that Jim Perkins talks about in his article. The recent history has to do a lot with IBM. IBM had a headquarters where they would house a lot of people in Dunwoody. IBM relocates people a lot, but they would keep the same houses in the IBM family, which kept the community full of high-tech executives. This is what connects the business with the residential, which goes to the issue as to why Dunwoody is perceived this way.
- The Olympics touched a lot of companies in Dunwoody. Of all the cities in GA, the torch ran down Ashford-Dunwoody Rd.
- Dunwoody has been called the Silicon Valley of the east
- In 1975, the Wall Street Journal named Dunwoody, GA the best place to live in America

History of the Farmhouse as a Dunwoody icon:

- The image we have today is the farmhouse, but the farmhouse isn't really the face of Dunwoody any longer. We have a history, a very important history, but we are an entrepreneurial community that is active, and happening and moving towards the future.
- We need to not lose the farmhouse as a primary icon. Take the farmhouse and use it more about our history and make Dunwoody (the brand) more about the future of our city.
- Farming is quite entrepreneurial.
- We need to transition from the image of the farmhouse to the high-tech vision of Dunwoody.
- The farmhouse as a logo has only happened within the past 5 – 7 years. When they renovated the farmhouse and cleared the land and dressed it up, that's when it started to become an icon.
- Somebody got the idea that we needed sign toppers for the street signs and they went to a local artist and he drew a picture of the farmhouse and then that's how it has become the icon. It has evolved to become an icon by default. Dunwoody Village will be considered the heart of the city, rather than the farmhouse, moving forward – it will be the Gateway of the city.
- What Dunwoody Could is, because if we just take what only exists today, then we are missing the potential for the future

Future ideas:

- Center for arts and music – started an annual music festival
- Brook Run? It could be a good venue for something – an athletic site, an amphitheatre
- Don't want to craft a brand that is based only on today
- Dunwoody is a safe community that you can grow in. It has a historic element, but you aren't stuck in the past. You can affect the future because you have less obstacles to worry about. We're not a city that has to worry about our infrastructure or safety – we can worry more about our future.

City of Dunwoody

Stakeholder Focus Group (continued)

March 17, 2010

Future of Dunwoody:

- Development of Dunwoody Village as the center of the city.
- Including PC as part of the city.
- The jet ferry entrance(?)
- My ideal Dunwoody isn't only about the dining, shopping. The Georgetown Neighborhood has always been ignored. In general more than just Perimeter Center being the economic core, and Dunwoody City being the sentimental core – make sure the city is a cohesive and included experience. Diversifying our economics throughout the entire city.
- We want to be a leader in sustainability, in green issues, in parks and open space, in attracting high-tech clean industries, be a corporate leader in the region. Following that theme.
- Becoming known as a musical center and as an art center.
- A center of economic development. We are in a space where we can get the attention of investors. We are seeing a transition so that companies that once wanted to be located in Buckhead are now moving to the perimeter area. The center of gravity is shifting north.
- There are a lot of banks in the city of Dunwoody.

What neighboring cities do you most admire?

- Duluth
- Decatur: The city was a rat hole 30 years ago. Development of the city center has changed everything. It is a destination in and of itself. You can just go to Decatur and walk around and find a restaurant without needing to make plans.
- People like their website and actually respond to it. Have good local stability. They had a vision and it took them 20 years to build it, but they've been working at it. They've had a very stable government.
- Marietta – the town center and the city square is really cool. The old factories are converted into new businesses.
- Suwanee -
- Alpharetta –
- Roswell – created a government center. Has one of the largest Memorial Day parades in GA. Downtown Roswell is walkable, a place that you can go and walk. They market it as "historic Roswell". That was part of their decision as part of their branding. This is key because we need to think about how we want to position our brand – I think we want to consider looking forward and entrepreneurial.

City of Dunwoody

Stakeholder Focus Group (continued)

March 17, 2010

Feedback on other city logos:

Don't like:

- Peachtree City – too complicated. Looks like a bird, or a black peach. Too confusing.
- Suwanee's logo is too generic
- Snellville – boring
- Duluth's logo has too many elements in it because it was trying to appeal to too many people. We are not doing that, we are moving forward.
- Dunwoody – we're looking towards the entrepreneurial future
- Don't want to put the year we were established.

Like:

- 1. Basic logo typeface that doesn't have any alteration to it
- 2. More abstract – but not so modern that it will not age well.
- Look at some common themes from tech companies and borrow from their ideas. Ex. IBM, INTEL, Microsoft. ex Apple – what apple has been able to accomplish, this is going to work and this is first class – if we go on with the sophisticated and entrepreneurial theme then we need to look at high tech companies for inspiration.
- What's the feel of the high-tech stuff – high-tech / creative / entrepreneurial
- 3. Having an umbrella brand – and having multiple logos for the other brands that have similar typefaces and colors. I don't think that the umbrella brand will need to change for when it trickles down for the Police department, the CBB and others.
- Becomes a kit of parts for the city –
- The Madison logo is really nice – it tells you a lot about the city without having to be there. Abstract but has a feeling of what you are going to see when you get there
- Alpharetta logo
- East Point logo
- John's Creek
- I've seen a lot of city logos and the logos the CBB puts out – sometimes they are better than what the city puts on and sometimes they're worth
- If we are going to successfully include the PCID logo with Dunwoody's logo then using an icon would be easier for signage.
- The different signs that the different cities have – like Grant Park and Inman park – it's nice how people own up to it
- Smyrna has several brands for their culture and arts, and one for the city - like two identities
- Columbus GA has five brands, and dependant on who it is for, it will alter.
- If you can take out the name of the city, but you can still identify the city, that would be what we want for the future.
- I wouldn't say "city of" or "GA" even – don't need to put the tagline – just "Dunwoody"

Taglines:

- Taglines where people in the community can use them and identify with them so that they are remembered.
- "Virginia is for _____" "windy city"
- "Charlotte's got a lot..." "Birmingham" using the "in" in Birmingham
- Norcross logo – the way they did that was with a computer generation – like the size and form with "Norcross" – Norcross was and is still looked at as run-down and off of Buford Hwy – more about the creative process – music / food / art, place to imagine
- Savannah – "the creative coast" – branding that whole coastal area – tie it in with the college

City of Dunwoody

Stakeholder Focus Group (continued)

March 17, 2010

Color:

- Colors for Lilburn – it says art community. They had a really hard time bringing new businesses in, and they needed a branding initiative to encourage people to come and start businesses there. Some places have so far to go that they need to fly so forward to make people see them differently.

Miscellaneous:

- I don't want the brand to be too far out that the future brand doesn't relate to how Dunwoody is today.
- It has to be Honest, authentic – and not far-fetched. Don't make any unsubstantiated claims. We want it to be about what Dunwoody is or what Dunwoody could be.
- Not trying to create wholesale change. Branding is like a call to action – or can it be about vanity. We don't want this to be a call to change – we like the city the way it is and would like the message to also be – this is the way we are.
- The function of the branding is to address the issue of the fact that we don't have an image.
- Brand ourselves the way we want to be perceived.
- You can position yourself the way cars position themselves – if we are thinking about Dunwoody being economical and entrepreneurial, we need to think about the business side of this venture that Dunwoody is really a business community. If they think of Dunwoody as an active business community rather than just a residential community, then we can position ourselves as an entrepreneurial city.
- The overall goal isn't to satisfy the Dunwoody residents, but rather the people who are outside and how they perceive the city. It needs to come from within and without.
- We want to welcome people in and have them stay for a little while.

Publications that you use to get the message out:

- The Dunwoody Crier – reaches people within Dunwoody. Everyone reads it. It would function more as a media partner.
- Dunwoody Neighbor – play down the neighbor. Use either one or the other newspaper
- ABC and AJC will both cover stories about Dunwoody and have been interested in branding. AJC has been interested in Atlanta's own struggles with branding. Moving forward with them, we would let them know about our process of branding and where we are in our process.
- Blogs – DunwoodyNorth.blogspot.com / Sustainable Patty
- The press thinks that branding is a waste of money, we need to wary of that with the press.

City of Dunwoody

Public Focus Group 1

April 8, 2010

Adjectives to describe Dunwoody:

- Convenient
- Historic
- Safe
- Community
- Stylish
- Friendly (Family friendly)
- Talkers
- Diverse
- Business/Commerce
- Community response – more than other areas, Dunwoody stands out

What makes Dunwoody Unique?

- Small town planed in the middle of the “megalopolis”; a way to get away
- Does not feel urban, even around the mall

What are the benefits of living/working in Dunwoody?

- Convenient but missing a Whole Foods
- Amazing access to healthcare
- Education
- Personal experience with medical success
- Personal experience with a wonderful Girl Scout troop
- Generations are moving back to the area, which speaks greatly to the uniqueness of the community
- A lot of activities for the children, but there could always be more (Brook Run Park)
- More should be done with Brook Run Park
- Dunwoody is under the national average on park space
- We are a community of subdivisions
- Interactive
- There is a place for everyone; very comfortable
- 17 swim and tennis clubs
- NOT exclusive
- A lot of volunteer opportunities through the city
- Great churches; very large, very active, very positive
- Benefits for the workers is the abundant space
- Great roads – a double edge sword; but residents know when and where to go; it’s tolerable

Dunwoody’s history and the new brand:

- Don’t consider it historic; it was built in the 70s
- We must preserve what we have
- Wish there was more history
- I am not aware of the history. I might be more interested if more effort was taken.
- Uncover the history because it should be part of the city
- There should be more awareness of the history of Dunwoody
- Dunwoody does not have a historical society
- Historical references should be on the signage

City of Dunwoody

Public Focus Group 1 (continued)

April 8, 2010

What draws businesses to Dunwoody?

- Convenience
- Taxes
- Short commute
- Perimeter Center; hub of commerce
- Nice places to eat, run errands
- Access to shopping, planning
- Self-taxing district is helping tremendously
- Fortune 500 companies would be attracted to this area
- On the flip side, we have a bunch of empty storefronts in the Village
- If you eat in Dunwoody, they will come
- Looking for more independent businesses; mom and pop businesses

What neighboring cities do you most admire?

- Virginia Highlands for its eclectic mix
- Decatur
- Vinings
- How can we take all of these good aspects and mix them together?
- We must target and recruit businesses
- Study should be done on what Dunwoody is over/under served on
- Dunwoody Village is not conducive to just strolling; little signage; built from the inside-out; the layout is wrong
- The Forum is great, but traffic is crazy
- Move City Hall back downtown

Feedback on other city logos:

- Billings feels like Dunwoody
- Decatur has successful brand recognition
- Color is good and important
- Memorization of the logo is key
- Acworth shows the hominess of the area; it speaks about the city
- Madison and Decatur are simple and strong
- What are we trying to sell? What is the essence of how we want to be? What do we want to project?
- We are full – don't move here!

City of Dunwoody

Public Focus Group 2

April 8, 2010

Why did you move to Dunwoody?

- Small town feel in a big city
- Suburban, bedroom, residential community with good neighborhoods and schools
- Small town
- Good sized homes for the money
- Proximity to the city
- Proximity to companies
- Affordability
- Marta is a great option
- Dynamic growth in the 1970s, a lot of house for the money
- Small children can grow with the community
- Big fish in a little ocean
- Can relate about anywhere in the city

Adjectives to describe Dunwoody:

- Diverse (but that's a secret)
- Conservative
- Confused
- Boring and empty
- Lacks structure
- Lacking in restaurants
- Where the money is (a bank city)
- Hometown (a village area)
- A diamond in the rough
- User-unfriendly (the Village area)
- Does not have a core-town feel
- Could be a destination; a missed opportunity
- Conservative (which could be a negative)
- Dunwoody Crier promotes the image that Dunwoody want to be, but does not accurately represent the diversity. There are all sorts of people here.
- Dunwoody is vanilla
- Tornado changed the Dunwoody Crier, now it's very supportive of the community
- Likes the fact that it's conservative
- Conservative should not equal uninclusive
- Business section of Dunwoody could be helpful
- The Dunwoody Crier is swayed towards family and sports
- Confused; we want to be a city, but we don't know where we are going; we don't reflect the desires of everyone in the city; we don't know how to attract the people we want to attract
- Dunwoody does not have character
- There is no money or foresight to use the downtown area as it should be used
- Dunwoody is not overdeveloped like Gwinnett; not too many shopping centers
- There is a missed opportunity for concert space and meeting space

City of Dunwoody

Public Focus Group 2 (continued)

April 8, 2010

Dunwoody's history and the new brand:

- Just what we read in the Crier
- Unaware, and I have lived here 18 years
- Chamber of Commerce work in a gandy dancer years home; one of the last
- A railroad history
- Respect for the history, but it's not important
- Emphasis on forward thinking
- A lot of people have returned

Feedback on other city logos:

- Color is key; Asheville and Decatur
- Need an icon that represents the brand
- Bahamas-like
- Conyers and Acworth are boring and bothersome
- Spruill Arts could be a driver for the logo
- Contrast is good
- High-tech and diverse
- Madison gives you the idea of what the city is, but we don't have that
- Doraville – nice that it represents diversity
- A city seal is an appropriate place to show the history

Ignoring limitations, what would you like Dunwoody to be?

- I have dreams about Dunwoody Village; a central meeting place; right now, too much parking; one side should be restaurants, and one side a place to take and play with the kids and play ball
- Dunwoody Village is an eye sore and needs charm
- Consistent architecture for all the areas; clean and crisp
- Terraces complex is an icon
- We need to brand the gateways

City of Dunwoody

Public Focus Group 3

April 9, 2010

Why did you move to Dunwoody?

- School systems
- Convenient
- Recommended by friends
- Safe
- Friendly
- Wanted to live on the periphery of the suburbs
- Taxes
- Not dealing with Fulton County
- Inside 285 was "in trouble" in the 1970s
- Envy how close things are together
- I don't live here because I cannot afford the real estate
- Proximity to 285
- Although it was not a city, it had a small town feel
- Big city appeal, small town feel
- Jewish Community Center
- Sense of community
- Schools
- Seemed like a nice place; can get anywhere in 20 minutes

Adjectives to describe Dunwoody:

- No longer homey because of traffic and building
- Everyone wants a community
- So much could be done with the Village
- Congested
- Community oriented
- Civic minded
- We now have a city and must make something of it
- We are not big which limits what we do
- Upscale
- We want the feel of a gated community
- We appear snooty to outsiders; we are ashamed of that
- Looking to grow as a government, not as a community
- The reason why we are a city is because of the DHA
- Dunwoody is home – I am proud to live here
- We have values
- We have intelligence
- Safe
- Our residents have high expectations and standards
- Supportive
- We cannot become a big commercial center
- We now have control over zoning
- Taxes for small businesses are too high
- Dunwoody can't currently support small businesses
- Very engaged community
- Very right-wing Republican

City of Dunwoody

Public Focus Group 3 (continued)

April 9, 2010

Dunwoody's history and the new brand:

- It is important
- Not relevant to the brand or to the times
- Not a unique history
- More about the people and how the community has evolved over time
- Logo should not convey an image of an old decrepit town
- Retain the Village
- The geography begins with the Post Office
- I think you can build upon the history of Dunwoody
- Dunwoody is 12.1 square miles and must go up (vertically)

What makes Dunwoody unique?

- Nothing unique about the retail we have here
- More people go out of Dunwoody to eat than come in
- Should be more like downtown Decatur
- Get back to the basics
- Too many banks!

Feedback on other city logos:

- Conyers and Acworth are too busy and complex
- Color is attractive
- Belfast is too complicated and difficult to read
- Classic will last forever
- Should reflect quality of life and attitude
- Farmhouse is dated
- The purpose of a logo is to set you apart; cohesion; signage
- It's an economic driver and sparks city pride

City of Dunwoody

Public Focus Group 4

April 9, 2010

Adjectives to describe Dunwoody:

- Warm
- Too much commercial
- Strive to be a destination
- Too crowded because of Georgia Perimeter College
- Comfortable Interesting; not dull; not a bore
- Boring for young people; restaurants close too early; sleepy in terms of entertainment
- Community
- Involved
- Active
- Intimate
- Has everything you need
- Sense of community = the heartbeat of Dunwoody
- There is a bond
- Family appeal
- It's the kind of place you want to live
- Too dense
- No option for NO development
- Safe
- Pride
- Conservative – socially and politically
- Not diverse racially or politically
- Unique
- Affordable housing
- One of everything

Dunwoody's history and the new brand:

- Most people don't know the history
- Dunwoody's history is interesting to Dunwoody only
- Classic history feel is nice to incorporate
- The area is county farmland
- Interesting, but not important
- Not interesting outside Dunwoody
- Not a draw
- Values are the important things to draw on for the history
- History is hindsight; leave it to a book
- We need to look forward, not where we have been
- Farmhouse does not represent Dunwoody
- Frame it as what we want it to be

City of Dunwoody

Public Focus Group 4 (continued)

April 9, 2010

What brings businesses to Dunwoody?

- Dunwoody should embrace Perimeter Center
- People don't like the concept of East Dunwoody to PIB
- The city was developed to avoid over development
- Do we really want City Hall in the middle of Dunwoody (law breakers, etc.)?
- Businesses move here because of location and amenities
- Need business run by people in the area
- We have the better things of the past
- Live Work Play is already here
- It would be nice for the businesses that come here to want to be a part of the city.

What other cities do you admire?

- Suwanee! Recreating a small town
- Sandy Springs – same situation; moving forward in a very responsible way
- Decatur – they are their own town; they manage growth and quality of life well
- Conyers reminds me of Dunwoody – pleasant and peaceful

Feedback on other city logos:

- The last column is vibrant, but does not feel like Dunwoody
- The logo should depict exclusive residential; green lawns and exclusive living; the Buckhead feel
- Conyers and Acworth are too busy
- The logo should be classic and clean
- Tagline is critical
- Should depict now or what we want to be
- Like Decatur's image of homes, churches and the feel it exudes
- No Thomas Kinkade house!
- The word Dunwoody is very powerful
- Design should include multiples of three
- Green is a good color to represent the future

Without limitations, what would you like Dunwoody to be?

- Keep the feeling we have now
- Not too much modernism
- Not too much nightlife
- Development of the city was for preservation, it was a defensive move
- Traditional
- I would love to have a trolley which links the parks and recreation centers; like the Silver Comet trail
- Amelia Island – subdued signage, walking trails, no hustle and bustle
- Bike paths and sidewalks
- Do not widen roads
- Dunwoody has the potential to become exclusive which would be bad
- Become more diverse
- Want to see Dunwoody grow upscale

FOCUS GROUP SUMMARY

Public Focus Group 5

April 19, 2010

Why did chose to live/work in Dunwoody?

- Live here, grew up here, natural place to be
- Job opportunity, schools, quality and consistency of housing
- Found a house we liked
- I love it here. Can walk and bike anywhere
- Likes the trees and small town atmosphere, likes being near a city
- Family sized house, good schools, community, near Atlanta – not too far out
- Schools
- Stayed because it's so close to Marta, highways – convenience
- Centrally located to transportation
- Lifestyle
- Bedroom community next to a booming town
- Small town with big opportunity
- Perimeter Mall is a huge factor, not removed like Cobb County/Marietta

Adjectives to describe Dunwoody:

- Family-friendly
- Convenient
- Green landscaping
- Well-kept
- Sense of community and connectedness
- Luxurious
- Traffic, congested
- Bikeable/walkable
- Conflicted
- Not ready for change
- Car-centered
- Exciting opportunity (GT's Masterplan!)

Dunwoody's history and the new brand:

- Farmhouse seems to be an inside joke. It has nothing to do with the history, but has become an icon
- The 1970s was really the beginning of Dunwoody
- There are interesting aspects to Dunwoody and those should be preserved.
- The history gives Dunwoody character
- The Farmhouse should be on the seal, but not as part of the logo
- I don't know the history; that book is poorly written
- I know the history of articles in the Crier
- Celebrate Dunwoody's history is other ways than through the branding

FOCUS GROUP SUMMARY

Public Focus Group 5 (continued)

April 19, 2010

What types of businesses could Dunwoody benefit from?

- Good restaurants, no chains
- Mom and Pop shops Locally owned
- Keep the big stuff at the mall and bring community-sized businesses to the Village
- Dunwoody Village must have people to support it
- I don't need nightlife; no mega bars!
- Dunwoody Village needs a Vinings feel

Where do you take visitors?

- Downtown
- Stone Mountain
- Braves
- Aquarium
- Dunwoody is boring

What other cities do you admire?

- Decatur – small town feel, always something going on, involved, pride, book festival, tied to community
- Seacrest – pedestrian friendly, thought about people before cars
- Hilton Head – bike trails, safe, discrete signage, controlled look
- Charlotte – great neighborhoods, walking
- Alpharetta – is comparable to Dunwoody, but not walkable or bikeable

Feedback on other city logos:

- Alpharetta is awful and generic
- Alpharetta is not clear
- Doraville is not anything like Dunwoody. The logo is too business and doesn't look liveable
- Madison, Conyers, Acworth – more about the place
- Decatur – speaks to what Decatur is
- Bahamas – colors are beautiful, unique, makes you want to go there
- Melbourne – awful
- There are so many that are too busy
- The Dunwoody logo should be simple, clean, and identifiable
- Acworth and Conyers are too busy
- The concept of a logo that you can do things with is a good one
- Should not be chunky
- Should have a light feel
- Should not be a seal
- Billings is good, but does not fit Dunwoody

FOCUS GROUP SUMMARY

Public Focus Group 5 (continued)

April 19, 2010

Without limitations, what would you like Dunwoody to be?

- Walkable
- Diverse
- Model for sustainability
- Traffic must improve
- More sidewalks
- Maintain the perception that Dunwoody is nice
- Remain a community (not an extension of Perimeter Center)
- More destinations to walk and bike to
- Brook Run!
- More green space
- Less apartments and condos – they are taxing on our infrastructure
- Smart expansions
- Don't want the government to be controlling; we are not a Stepford community
- Don't regulate us to death

City of Dunwoody

City Council Focus Group

April 12, 2010

Adjectives to describe Dunwoody:

- Charles Dunwoody named the community and the post office spelled it wrong. It became Dunwoody
- We don't want to look backwards, but we want to be true to our mission
- Wonderful
- Family friendly
- Quality of life
- Business friendly
- Farmhouse is distinguished, honorable, patriotic and noble
- Family oriented
- Safe
- Excellence
- Something we strive to be: vibrant and exciting
- What we do, we do well
- Cohesive
- Community
- Spirit
- Supportive
- Proud
- Commitment

What is unique about Dunwoody?

- The people
- Small town feel with big city appeal
- Cannot ignore location
- If you had to plan where you want to be, this would be it

What are the benefits of living/working in Dunwoody?

- Location
- Public transportation
- Central location
- Often recommended
- Schools are second to none
- Family appeal to the schools

Where do you take visitors?

- Nature center
- Stage door players
- Brook run
- Farmhouse
- Aquarium
- Stone Mountain
- Perimeter Center Mall
- Lake Lanier

City of Dunwoody

City Council Focus Group (continued)

April 12, 2010

Dunwoody's history and the new brand:

- The people of Dunwoody are an important part of the brand
- Historical involvement
- Community is the nature of history
- History should not be a part of the logo, but honored in a different way
- Dunwoody village is a destination place

What is the Dunwoody promise?

- All about kids
- Today and tomorrow – recreation
- A place you want to spend your life in
- Home – a place that people live, a place that businesses reside and set up shop

Feedback on other city logos:

- Clean like IBM – it has lasted
- The logo should be timeless
- Duluth is modern, but buildings are more historic; sense of youth.
- Likes real life logos like Conyers, Sandy Springs and Snellville
- Must transcend time like the Marine Corps
- East Point tells the history and the future
- Doraville – likes the three words and colors
- Should be clean

What other cities do you admire?

- Franklin Tennessee because of their town center, large mall and business center
- People are important
- Should have WOW factor
- Events take me to other cities – Marietta Square
- Cities should bring people together
- Cincinnati because of its parks, history and gas light district
- Greenville, SC
- Marriage between Roswell and Decatur - upscale and funky, a good mix
- Anything you compare us to needs to be clean
- Dunwoody is like Disney – you will be treated well
- Should be an attraction

What types of businesses are attracted to Dunwoody?

- Corporate headquarters
- Financial based cities
- No warehouses or industrial
- Service based
- How do we spawn more mom and pop?
- We are focused too much on Dunwoody Village, we need to focus on Georgetown and other small nodes.

City of Dunwoody

City Council Focus Group (continued)

April 12, 2010

What brings businesses to Dunwoody?

- Labor
- Space for buildings
- Tax structure
- Quality of life
- Center of the metropolitan area
- Quick access to medical
- The people would have a great area to go to
- A community that bonds together
- Cost of living was good/better compared to where they are

Ignoring limitations, what would you like Dunwoody to be?

- Single-family residents
- Live here forever and be life long community
- It would be OK to be an “East Coast Silicone Valley”
- Dunwoody’s assets are Emory Medical, GT, UGA, and cost of living
- Smart city – well educated
- Volunteers that have civic pride and are dedicated
- High sense of place
- People that are obsessed with Dunwoody
- No image of elitist

City of Dunwoody

Convention & Visitors Bureau of Dunwoody Focus Group

April 14, 2010

Introductions:

- Embassy Suites; lives in Alpharetta
- CVBD; Marietta
- Cox Communications; lives in Dunwoody
- PCID; lives in Dunwoody
- IHG; lives in Alpharetta and looking to move to Dunwoody
- Café Intermezzo; lives in Dunwoody
- City Council; lives in Dunwoody
- Embassy Suites; lives in East Atlanta
- Retired; Dunwoody

Why do people work in Dunwoody?

- Central location
- School system
- Cox is continuing to move people to Dunwoody
- Not a giant amount of traffic
- Quality of life
- Get the message out that living here is good
- Superiority that is unknown
- Parental involvement
- The people that live in Dunwoody make it what it is
- Magnetism
- Attractive
- A people-driven community
- There is a desire to live here
- Good place to live, easy to get involved
- We want to support the community we are in
- Looking for safety
- Warm and friendly
- Wanted to live in a community where I can leave my door open – this is what I think might be able to happen
- Security
- Safety – 3 police forces
- Cooperation that exists between the people and the city (bridge to the future)
- Spirit
- Small town feel
- Economic engine that drives quality of life
- A rare lifestyle
- DHA – a community action-planning model that took responsibility for the community. They drove the quality of life demand.
- Dunwoody has had a sense of Dunwoody for quite some time
- Marta – looking to expand it further; transit equals getting people to their jobs
- One stop away from Tokyo via Marta
- PDK airport is a great draw
- What makes a community safe? Feeling freedom, visible people. Citizens caring about people – the Boy Scout rule.
- Connectivity via sidewalks, bikes and golf carts
- Looking at economic benefit of connecting people to transit

City of Dunwoody

Convention & Visitors Bureau of Dunwoody Focus Group (continued)

April 14, 2010

- Dunwoody is an easy sell – not expensive
- Cost of living is less than other in town areas
- Perimeter Mall has been a huge benefit; an economic engine; 18 million visitors a year
- Sidewalks are huge
- Need more areas like Perimeter Place - work, live, play

What brings guests/visitors to Dunwoody?

- Easy location
- Beautiful
- Upper upscale
- Plenty of places to eat
- Walkability
- Want to go to Stone Mountain when not working
- Shopping, dining, safe
- Parking
- Good for international travel
- 3/1 transient/groups
- We are going to need facilities for conventions; looking forward to the future
- Right now, we are more of a leisure destination
- Attractions are Spruill Arts Center and Perimeter Mall
- 5 powerful hotel branches
- Stone Mountain
- The mall has done a wonderful job of reinventing itself (Dennis Kemp)
- The mall is now inside out

Feedback on other city logos:

- Dunwoody has to include Perimeter Center; Perimeter Center is Dunwoody; we need a mark that tells that story
- The brand should tell you something about the area
- Classy and upscale, not childish
- East Point is nice and clean
- Decatur is childish
- Asheville is childish
- Alpharetta is clean and modern (the north point of the city)
- Dunwoody is a strong name, and the mark should reflect that
- The mark should be forward thinking
- Marks that show action and movement are good
- The history is important, but the mark should be forward thinking
- Color is important

City of Dunwoody

Convention & Visitors Bureau of Dunwoody Focus Group (continued)

April 14, 2010

- The mark should be classic and clean
- We want the mark to reflect quality and the promise of classic
- The mark should be classy
- The mark should portray home/home base
- Something that encompasses live, work, play
- Something that shows that we have arrived, we are the center of circulation
- Dunwoody is the center; you could draw a circle around Dunwoody and get to the most exciting parts of the metro area in 30 minutes or less (Dahlonega, Six Flags, Jonesboro)
- The mark should be creative

General comments about Dunwoody:

- Smart growth
- Livable community
- Our resources are second to none; our talent can be drawn upon
- Public participation is evident; you can call a meeting about anything, and everyone will show up
- People care
- The people that are here make the city
- The business professionals care
- Dunwoody is driving the engine
- We have smart growth, but we must reinvent ourselves

FOCUS GROUP SUMMARY

City of Dunwoody Department Heads

April 15 & 26, 2010

Introductions:

- Does not live in Dunwoody; feels the area is about neighborhoods.
- Does not live in Dunwoody; initially thought Dunwoody was about the mall area and now feels its about the neighborhoods.
- Lives in Dekalb County; feels Dunwoody is valued focused.
- Lives in P'tree Corners; has worked on the Dunwoody comprehensive plan.
- Not a resident; feels Dunwoody is a business center with wonderful neighborhoods, a passion about the neighborhoods, a lot of energy.
- Not a resident; feels Dunwoody is a new city with far reaching hopes; Dunwoody is not a leader in the green movement, but is making great strides.
- Not a resident; Dunwoody is NOT Dekalb!
- Lives in Forsyth County; feels Dunwoody is a vibrant commercial center with a lot of supportive neighborhoods, supportive of government and see it as a tool, not adversarial.
- Lives in Dunwoody; thinks in terms of what Dunwoody wants to be; innovative; tech focused; the American Dream; 2.5 kids with white picket fences
- Lives in North Forsyth County; Dunwoody is passionate and motivated to make it the best place possible for the people; anxious to see what Dunwoody can become.
- Lives in West Cobb; Came to Dunwoody looking for Chief's job; unique community; a lot of civic pride; great environment; lots of stuff going on; community involvement

Adjectives to describe Dunwoody:

- Affluent
- Bustling
- Determined (no obstacles that have not been overcome)
- Educated
- Proud
- Engaged (events)
- Civic oriented
- Family focused
- Engaged in all aspects of life
- Progressive
- Maintain good, but change what needs to be changed
- Willing to stand up for beliefs
- Not shy
- Passionate
- Dynamic
- Opinionated

FOCUS GROUP SUMMARY

City of Dunwoody Department Heads (continued)

April 15 & 26, 2010

- Lush (landscaping)
- Strong attention to detail
- Appearance in the community (yards)
- Classy
- Meticulous
- Anal
- Involved
- Friendly
- Knowledgeable
- Intelligent
- Caring
- Kind
- Supportive

What is unique about Dunwoody?

- Energized (regardless of issue)
- Donations for the underprivileged
- Doing what is right
- It's not a thing, it's a spirit
- School oriented
- American Dream; growing up happy
- Everything is here
- Norman Rockwell vs. edgy
- Perfect utopia
- Authenticity – Dunwoody is not portraying themselves as anything other than what they are
- Track record that we can provide/show
- This is where you would go to settle after you have lived in Midtown
- Location, location, location
- People are out and about; sidewalks have now replaced the front porches
- Daytime population is significantly higher than the nighttime population
- A lot of apartments as compared to other cities
- Lots of traffic
- Regional mall with huge draw
- Marta
- Safe community (property crime vs. people crime)
- Convenience to shopping, dining, Atlanta, mass transit and interstate system

What are the benefits of living/working in Dunwoody?

- Opportunity to have it all
- What you don't have here is close enough
- Nice older homes; don't have the large subdivisions
- People in Dunwoody are motivated to make it work
- Not a stagnant government
- Open to a lot of different ideas

FOCUS GROUP SUMMARY

City of Dunwoody Department Heads (continued)

April 15 & 26, 2010

Where do you take visitors?

- World of Coke
- Stone Mountain
- Aquarium
- Kennesaw Mountain
- Dunwoody is close to everything
- Crown Plaza

Dunwoody's history and the new brand:

- From a community development standpoint, yes – look at the past before we move forward.
- History should be honored
- Honor it, but it should take you into the future
- The history of Dunwoody is not interesting or authentic
- Architecture is 5/4 and a door – not unique
- Lets not cater to those who want to look back.
- No “hand outs” just to satisfy the masses
- Take a bold approach
- We are mostly a transplant community – therefore, the history is not important to everyone in the same way
- This is an opportunity to look forward and accept diversity
- Interests now are 180 degrees from where they once were.
- Knowing your roots is good, but Dunwoody is not a truly historic place compared to Marietta, downtown, Savannah, Charleston, Kennesaw, etc.

What other cities do you admire?

- Decatur for its walkability
- Peachtree City because it was planned
- Downtown Marietta is interestingly NOT the draw that people expected it to be
- Suwanee because it picked a few things to do RIGHT and they own them.
- Snellville for striving for the highest
- Asheville, Suwanee, Marietta, Smyrna

FOCUS GROUP SUMMARY

City of Dunwoody Department Heads (continued)

April 15 & 26, 2010

Feedback on other city logos:

- Snellville's tagline is not "striving for the highest"
- Conyers and Acworth provide no emotional response
- Alpharetta and John's Creek are clean and professional, dynamic; they give me a sense of what I can expect
- Preference is free form – not confined by a shape (limited by a circle)
- Decatur conveys something about the city and is memorable
- Doraville is boring and not true
- Melbourne is multi-faceted, but busy
- Bahamas is interesting; great use of color
- Acworth is too busy
- Like inclusion of a tagline
- Johns Creek doesn't say much
- Roswell and Powder Springs are not clear as a city identifier
- East Point is nice
- Norcross is too busy
- Lawrenceville is OK
- Snellville is too traditional

What brings businesses to Dunwoody?

- Location, location, location
- Infrastructure
- Work force
- Downtown is right here
- Schools
- Small school model
- Easy access
- Businesses that don't attract crime
- Professional
- High-tech
- Fortune 500
- Transportation
- Convenience
- Safety
- Plenty of things to do

What types of businesses does Dunwoody need more of?

- Energized (regardless of issue)
- Those that provide good services
- More destination type shops i.e. Roswell's Canton St., Marietta's Square, Virginia Highlands
- High-tech
- Boutique/independent businesses
- Those that make Dunwoody a destination

FOCUS GROUP SUMMARY

City of Dunwoody Department Heads (continued)

April 15 & 26, 2010

Ignoring limitations, what would you like Dunwoody to be?

- Vibrant
- Green
- Responsible
- Sustainable
- Place that people want to be
- Making the best out of Brook Run
- Outdoor amphitheater
- In the future, this will be a town
- Model for retrofitting a suburban area
- Multi-generational
- Active adult communities (rather than assisted living communities)
- Elderly would be dispersed
- Walkable and bikeable
- A community center
- A focal point for the community

Books Mentioned:

- Rise of the Creative Class and Franklin's Neighborhood

Other Comments:

- The DPD is already branded and would like to maintain its identity. They do not have issues combining the new City brand with the existing DPD logo.

sky design

55 Ivan Allen, Jr. Blvd. Suite 100, Atlanta, GA 30308

skydesigngraphics.com