City of Dunwoody

Dunwoody Village Master Plan Public Workshop #2



October 28, 2010 Urban Collage, Inc. with <u>Houseal Lavigne, RC</u>LCo, Kimley-Horn/Urban Resource Group, & Market + Main

Agenda

Overview of September 21st Public Workshop
Dunwoody Village Opportunities
Community Planning Exercises

 Key Questions
 Photographic Examples
 Building Blocks

Next Steps

Workshop #1 Summary

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

Workshop Agenda:

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





Dunwoody Village COMPASS Survey

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



Village Transition Area

Highest ranked images

SIGNAGE

SIGNAGE





Highest ranked images

B A R K



Images rated highly by those who live >1 mile from Village (3.6)



Images rated highly by those who live >1 mile from Village (3.6) and in online survey

Images rated highly by those who live >1 mile from Village (3.1) and in online survey

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Images rated highly by those who live >1 mile from Village (3.1) and in online survey

Images rated highly by those who live >1 mile from Village (3.0)



Lowest ranked images

PLAZA

DIVINEDEVEN

MALE III GOLGAR

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COBALER



ANIMAL CLINIC

Village Core



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



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



Images rated highly by those who live <1 mile from Village (3.3)



Images rated highly by those who live <1 mile from Village (3.2)



Images rated highly by those who live <1 mile from Village (3.1)

"I would love to see Dunwoody Village as a Dunwoody destination"

FIVE

Images rated highly by those who live >1 mile from Village (3.4) and in online survey

FIVE GUYS



Images rated highly by those who live >1 mile from Village (3.2) and in online survey



Images rated highly by those who live >1 mile from Village (3.1)

Images rated highly by those who live >1 mile from Village (3.0) and in online survey
"I think it's important to keep a small local village feel."

(and the following, lowest ranked images are not it.)

Average Score- 1.8



Average Score- 1.7

Lowest ranked images

CLUB

UB.



Average Score- 1.5

XOX .





Circulation & Open Space

"I would just love an area that I can park and walk or just walk/ride bikes from my house"

Average Score- 4.8

Average Score- 4.4

Average Score- 4.3 O WYIN



Average Score- 4.0

Highest ranked images

Average Score- 4.0



Average Score- 3.8



"Make it [green space] a focal point of Dunwoody."

Average Score- 3.8



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

Average Score- 3.7



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

Average Score- 2.9



Average Score- 2.8

W4335.

Average Score- 1.8

Average Score- 1.3

Lowest ranked images

2

Profile of Survey Respondents

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

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

Profile of Survey Respondents

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

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

Survey responses to date

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

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

"The current mix of stores and services is very good."

"I think the overall look and feel is great as it is. I wouldn't change it."

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

"Dunwoody Village is a vast area of unfulfilled potential"

Survey responses to date

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

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

Survey responses to date

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

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

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

"I would love to see a City Hall and large green space for small concerts/art festivals."
What types of institutions, if any, are most appropriate as a high profile civic anchor in the core of the Village?

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

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

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

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

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

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

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

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

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

27% - It is wonderful and gives the area a unique character

- 45% It is nice, but somewhat inconsistent and could be better
- 20% It is okay, I could take it or leave it
- 8% I do not like it

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

Create open space/parks – 4.2

- Make the area more walkable/bikable 4.0
- Transportation improvements 3.6
- Encourage high-quality redevelopment 3.6

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

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

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

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

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

Planning Exercises

Chamblee Dunwoody Road North

- Need pedestrian improvements at all intersections Need flashing light in morning - 7.30 am to 8.30 am
- (at Chamblee Durwoody and Durwoody Village Plovy intersection)
- Prohibit left turns out of shopping center (Durwoody
- Need better traffic flow and less traffic from Chamblee Durwoody/Roberts Drive to Mt Vernon in morning
- Desire traffic calming on residential streets Chambles/Roberts signal needs retiming, over
- congested largely due to school traffic Caution light definitely needed before Wyntercreek sub-
- doing north Trouble getting out of Wyntercisek subdivision
- (Wyntercreek Road and Roberts) Cari't get out of my subdivision now - Wyntercreek.

General Comments

- More ped/bike routes/paths through neighborhoods to allow access to Wilage
- More bike trails to school safe routes
- Cut through on Meadowcreek Dr. to Mt Version Way is had
- Don't want speed humps if they slow down emergency whicle response times
- Austin School back up at end of school day
- Crossing guards safety patrol program so kids can walk or bike to school on their own
- Traffic diverted from 400 through Village: traffic problems on GA 400 cause cars to be diverted through the Willage
- No sidewalks in Wyntercniek subdivision
- . It is hard to make a left turn out of the Harary
- School related traffic causing much of the congestion in the Village
- Way of new vehicular connections if these bring more cut-through traffic or congestion
- Landscaped buffers along main roads are definitely needed
- Mt Version and Chamblee Durwoody are not serving their dual purpose very well of facilitating both local and regional trips. Both roads become highly congested and both are difficult for pedestrians to use

Mount Vernon Road West

- Ashford Durwoody at Mount Version signal should sync with signal at Chamblee Duriwoody at Mount Vernon
- Cars turning left onto Mount Vemon from Ashford Durwoody going north think they have automatic right of way. Two lanes often go left right in front of cars going straight which is dangerous
- The light at Ashford Durwoody and Moust Vernon backs Mt Vernon up terrible coming from Sandy Springs
- Change back to what it was, current format is worse and treeless
- Cut through traffic in Durwoody West / Branches is homble
- People on Mt Vernon get aggravated at cut through traffic at high speed, lots of non Dekalb and non Fulton license plates.
- Keep MI Vernon two lanes to and from Durwoody. more fanes will cause more people to cut through
- Difficult to turn left onto Mt Vernon out of Branches
- Too many speeders eastbound from Mt Vernon Bivd. enforce
- High speed with people cutting through to Spalding Hidden Branches Drive



VERNON RO 3

WOODY

HOUNT



And a state of the **Durwoody Village Parkway**

- Need sidewalks and better crossings
- Limit zigzags, allow for wider sidewalks for pedestrian path - min 12 feet wide
- Median staging area; not enough room for left turning whichs
- Sidewalks needed on both sides of parkway
- · Road too narrow for 2 cars in each direction
- Speeds too high
- More buffers landscaped buffers between sidewalks with trees
- Light on Dunwoody Village Pkwy at Mount Vernon Rd poorly timed light - long wait to leave parkway



Mount Vernon Road East

- Convert two way left turn land to raised landscaped median
- Improve streetscape with bikeways and lighting using SPLOST Funds
- Problem merging four lanes to two lanes east bound and vice wesa because of light, momings are tentible Signalized crosswalks on Mount Vernon corridoc also
- sidewalks on both sides of the street
- Natrow lates to slow traffic and allow more room for a bike ped nith
- Light posts green in color and consistent with same style as in Perimeter Mall area
- Four lane Mount Vernon to Jett Ferry
- Light on Dunwoody Village Pkwy at Mount Verson Rd poorly timed light - long wait to leave parkway

Chamblee Dunwoody Road and Mount Vernon Road Intersection

- Mt Vernon and Chamblee Durawoody intersection is too dangerous for pedestrians
- Need traffic circle
- Roundabout
- Bypass roads around core of Dunwoody Village
- Need right turn lane on Chamblee Durwoody NB to Mount Vernon Road
- Public transit on Chamblee Durwoody Road and Mount Vernon Road
- Fix the intersection, no left turn out of BP and Block Buster between 4 p.m. - 7 p.m.
- Make Nandina one way traveling south and eliminate left turns
- Get rid of Nandina nightmane
- Close Drive (at the northwest of intersection)
- Prohibit left turns going north on Nandina Lane
- Kill the Mount Wenon and Chamblee Durneoody intersection. Replace with a large traffic circle around
- the core. Buy and destroy CVS, expand Farm House as community
- green area or park Traffic problems caused by commuter out through





Transportation Issues

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



Sense of Place in Dunwoody Village

Models:

- Duluth
- The Forum
- Virginia Highlands for adults
- Decatur Square- but nicer
- Old Roswell
- Vickery
- "Dunwoody a la Suwanee"
- Asheville or Highlands, NC
- Coconut Grove Miami, FL
- Rosemary Beach, FL
- Chapel Hill, NC
- Fairhope, AL

Avoid:

- Not Perimeter
- Not The Forum
- Not Buckhead
- Not looking for a corporate make-over
 - Don't try to make Dunwoody like someplace else!

"Why change? Why is redevelopment even necessary?"

Market Opportunities

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

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

Market Opportunities

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

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

"Change is good as long as the core values of the community are adhered to."



Community Planning Exercises

"This is the decision-making time that separates visionaries from profiteers and/or lemmings. If we do it right at this time, no one will ever look back and say... 'Geez, rather than this wonderful green space, I sure wish those folks had voted for more row houses and a Hardee's' "

City of Dunwoody

Dunwoody Village Master Plan Public Workshop #3



Please join us on:

November 18, 2010 Dunwoody United Methodist Church Fellowship Hall