

5.0 :: Implementation

These job projections are based on the projected non-residential demand and summarized in the table below combined with square-footage-per-employee measures from CoStar and the GSU Economic Forecasting Center:

Projected Non-residential Development (SF)			2010	2011	2016	2021	2026	2031	2036
Retail	11,660,000	SF			1,185,760	4,074,240	2,206,200	2,096,900	2,096,900
Corp + Local Office	12,969,282	SF			800,000	2,500,000	3,333,183	3,168,049	3,168,049
Industrial	-	SF							
Hotel Rooms =	6,200				620,000	620,000	620,000	620,000	620,000

Jobs to Housing Ratio

The continued introduction of a higher proportion of non-residential development to residential development into the PCIDs produces higher jobs-to-housing unit ratios than areas with communities that are largely residential. Over the next 25 years, however, the PCIDs is projected to add significant numbers of mid-to-high density multifamily (stacked-flat condominiums and rental apartments) and townhouse units that will decrease the jobs-to-housing ratio significantly. The ratios are projected to decrease from 9.25 in 2010 to 7.10 by 2021 and 5.06 by 2036 – assuming that multifamily and townhouse development equals projected demand.

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	2010	2011	2016	2021	2026	2031	2036
Jobs:Housing Ratio (Jobs per Housing Unit)	9.25	9.18	8.28	7.10	6.20	5.55	5.06

Benefits of Framework Plan

There are economic, social and environmental benefits to the Framework Plan.

Economic Benefits

The projected market demand will result in jobs and increased economic activity and tax revenues. The added amenities, infrastructure, connectivity, walkability and other improvements will enhance the property values and rental rates in Perimeter and further enhance the high quality and reputation that Perimeter already has. This will preserve and enhance the values in Perimeter for a long time to come.

Social Benefits

Social benefits are numerous. The creation of Transit Villages, providing livability enhancements and transportation options and access to green space, trail, bikeways, and more people will engage in various physical activities (including commuting to work) that will improve the physical and mental health of the residents. The option of transit will reduce the cost of transportation to households. Creating compact walkable environments will

bring more social interaction among the community and improve quality of life. The attention to water quality, storm water management will improve the water quality of the creeks. All of these will reduce our health care and social service costs.

Environmental Benefits

Retrofitting the auto oriented suburban model to compact walkable urban model with efficient buildings and green infrastructure can yield in significant emission reductions. Providing choice for people working at Perimeter to live close to work and providing transit options will reduce vehicle miles traveled (VMT). Increasing the jobs to housing ratio will help with the VMT reduction and reduce the emissions further.

Making Perimeter transit oriented by creating Transit Villages and retrofitting from suburban model to urban environments will align with the goals of funding sources and programs to attract funds to implement the vision.

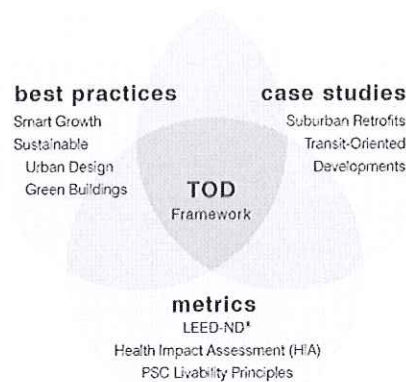
The Framework Plan will help create a model retrofit and steer Perimeter toward a sustainable direction.

4.0 :: Recommendations

4.3 Framework Plan

The Framework Plan brings together components of best practices and case studies in transit-oriented development, suburban retrofit and sustainable urban design, fortified with LEED ND and the livability principles of Partnership for Sustainable Communities.

The Framework Plan lays out recommendations for the three focus areas; sustainable growth management, livability enhancements and connectivity as mentioned previously.



Growth Management

The development potential indicates far more demand than available vacant land and the development of approved projects. However there is significant amount of under utilized assets; surface parking lots and aging infrastructure and development to accommodate the demand. The LCI vision lays out a framework for the development of Transit Villages – TODs.

We recommend focusing the future anticipated development and demand along the transit spine (MARTA) around the four transit stations that would further leverage the transit and create a sustainable growth pattern. The first priority should be at the core of the Perimeter –Dunwoody MARTA Station. This is an ideal location for a starting point of this effort, as 6 to 8 major developments are planned in this area. This will give a great impetus to retrofit the large surface parking lots and suburban street grid that surrounds Perimeter Mall. It will also give great opportunity to integrate the much desired civic gathering space that can serve both active and passive recreational activities. Being centrally located and accessible by two MARTA stations and several surface streets this will become the heart of the Perimeter in

future providing a sense of place for the Perimeter community.

Adding connectivity, livability enhancements will attract diverse high quality businesses and corporations that provide high paying jobs. The transit villages can also provide diverse housing products for a diverse group of people from work force housing to empty nesters to Gen Y and others. The transit villages that enable walkable mixed use environments will capitalize on life-long communities ARC program, where senior citizens can live and walk to the various services and amenities among other population. This will align well to capture the expected market demand and market needs.

The infusing of additional housing and various livability enhancements that draws employment will ~~help enhance the jobs to housing ratio.~~ This will give an opportunity for many people employed in various sectors from corporations to medical to institutional to live and work in close proximity. This will reduce the commuting distance and time and contribute to creating more sustainable growth for Perimeter as well as the region.

