

# Welcome to the Dunwoody Village

IMAGINE YOUR BUSINESS IN DUNWOODY VILLAGE

- ✓ AFFLUENT HOUSEHOLDS, HIGH PURCHASING POWER
- ✓ MARKET STUDY DOCUMENTING RETAIL NEEDS
- ✓ HIGH TRAFFIC COUNTS AND STRONG VISIBILITY
- ✓ CITY INVESTMENT FOR A VIBRANT VILLAGE

The City of Dunwoody unanimously adopted a redevelopment plan for the Dunwoody Village in March 2011. The plan focuses on creating significant, open green space within the Dunwoody Village surrounded by new, high-quality, multi-story redevelopment. Based on the completed market study, retail will surround the green with residential units above.

As the City moves forward towards purchasing and creating the central Village Green it is seeking partners for redevelopment.

## EXISTING DEMAND, UNLIMITED POTENTIAL

### 2010 MARKET STUDY SHOWS RETAIL NEEDS

An analysis of retail expenditures within the Dunwoody Village 2-mile trade area reveals the area is under-served, with demand far exceeding supply, in the following retail categories:

- Restaurant with Bar or Tavern → \$9.1 million of unmet demand
- Health and Personal Care → \$7.7 million of unmet demand
- Home and Garden → \$2.6 million of unmet demand

In total, expenditure data reveals that as much as \$22.6 million in annual expenditures are 'leaking out' to other retail areas.

New retailers to the Dunwoody Village will complement the existing variety of retail destinations and add to the well-established sense of place in the Dunwoody Village.

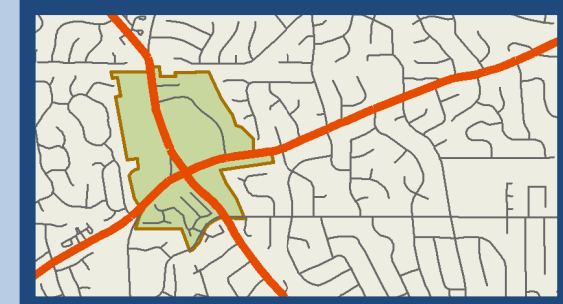


## STEADY TRAFFIC FLOW, HIGH VISIBILITY

### HIGH VOLUMES TRAVEL MAJOR CORRIDORS

Mount Vernon Road and Chamblee Dunwoody Road connect the Dunwoody Village, providing easy access to GA 400, I-285, and the Perimeter area.

- 17,000 vehicles per day travel Chamblee Dunwoody Road
- 20,000 vehicles per day travel Mount Vernon Road just west of the Village
- 16,000 vehicles per day travel Mount Vernon just east of the Village



Additionally, the City is in the midst of a fully-funded, \$2.2 million streetscape project for Dunwoody Village Parkway.

Preliminary concepts, submitted to GDOT this spring, reshape the Parkway with the addition of five foot bike lanes, landscape strips, and wide sidewalks accomplished through the removal of the existing median and the conversion of the roadway from four lanes to two.

These enhancements will improve connectivity and access within the Village itself, improving pedestrian and bicycle traffic for retailers.



## STRONG DEMOGRAPHICS

### AFFLUENT, WELL-EDUCATED POPULATION

As of the 2010 Census, Dunwoody is home to 46,267 residents. The largest age groups in Dunwoody are individuals 25-34 and 35-44, in the prime of their working and family lives.

Education is extremely important to the citizens of Dunwoody - 40% have a bachelor's degree and 21% have a master's degree (or higher) in 2000. Dunwoody is home to Georgia Perimeter College with an annual student population over 9,000.



	1 Mile	2 Mile	3 Mile
Population	9,623	42,240	89,064
Households	3,874	19,761	41,962
Average Household Income	\$139,895	\$107,462	\$108,810
Median Housing Value	\$293,515	\$280,727	\$261,691
Average Age	39.4	38	38.5



# Dunwoody Village

✓ RETAIL DEMAND ✓ HIGH PURCHASING POWER ✓ STEADY TRAFFIC COUNTS ✓ COMMUNITY SUPPORT FOR REDEVELOPMENT

## BE PART OF THE NEW VILLAGE GREEN

### HIGH-QUALITY RETAIL TO SURROUND OPEN SPACE



The Village Green is proposed for the southern portion of the superblock bounded by Chamblee Dunwoody Road, Mount Vernon Road, and Dunwoody Village Parkway. The Village Green itself anchors over the current site of the United States Postal Building. From the City's discussions with USPS, they are open to the possibility of relocating within the Dunwoody Village as retail store within the new redevelopment.

The proposed Village Green envisioned by our Master Plan incorporates a significant public open space surrounded by new, high-quality, multi-story redevelopment. Based on the completed market study, retail and professional offices will surround the green with residential units above.

The City is seeking partners for redevelopment as it moves towards creating this new central gathering space within the Village to create a more walkable, vibrant Village Center with new high-quality retail and high-end residential units to foster greater activity during evening and weekend hours.

