

MEMORANDUM

To: Mayor & City Council
From: John Olson, AICP
Date: December 14, 2020
Subject: 5-year update to the 2020-2040 Comprehensive Plan.

ITEM DESCRIPTION

The purpose of this hearing is to have City Council review and take action on the 5-year update to the 2020-2040 Comprehensive Plan.

BACKGROUND

Dunwoody's 2035 Comprehensive Plan, adopted in 2010 and last updated in 2015, serves as the long-range planning document that sets a guide for land use, capital investment, and future development within the community. The Georgia Department of Community Affairs (DCA) requires local governments in Georgia to create and update their long-range comprehensive plan every 5-years. Based on the last update that occurred in 2015, the city is required to update its Plan for 2020. However, the aim of the update is not to overhaul the 2015 plan but to refresh and update it, based on new conditions, input, and priorities that have changed in the last five years.

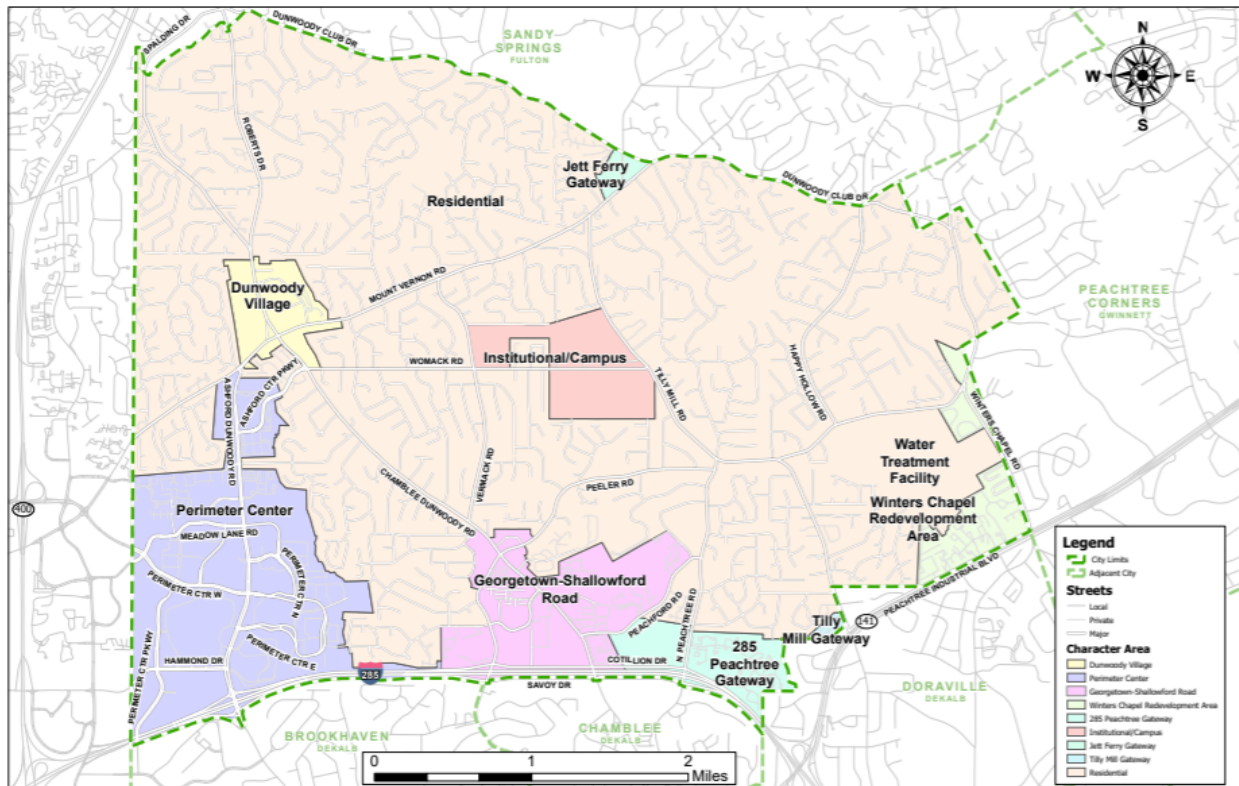
In November 2019, the City of Dunwoody, in partnership with the Atlanta Regional Commission (ARC), kicked off the 5-year update. The Comp Plan Sounding Board, consultants and staff have spent last year involved in the update. During this time significant public outreach has been completed, including four sounding meetings, one community involvement meeting, and one community involvement survey. A draft of the plan was reviewed by City Council back in September and the final compliance was made by ARC and DCA in November 2020 where a recommendation of support was made. In an effort to complete the Plan update process, staff has submitted the final draft of the plan to City Council for consideration and adoption. A brief overview of some of the draft updates are outlined below:

- The Vision Statement was updated from the previous plan to reflect today's priorities: "The City of Dunwoody will be a dynamic regional destination and a community where all people can thrive – with a balanced mix of urban and suburban environments and amenities; high quality employment; equitable housing and transportation options; a commitment to sustainability; and best-in class infrastructure, facilities and services."
- The Plans goals were updated and revised based on today's need and priorities. While the wording of some goals were revised to present a more proactive view, the goal areas have not changed significantly. Based on community input and observation, the Sounding Board, along with consultants and City staff, identified one additional goal to include in the plan update: leverage Dunwoody's location at the heart of growing job centers, transportation systems and neighboring communities. Community Policies have

Community Development

been updated and modestly revised to remain consistent with the updated Vision and Goals.

- The Character Area map (shown on the following page) has been updated based on evolving conditions over the last 5 years and recent studies. The Character Area text includes modest revisions based on additional studies that have been completed since the last Comprehensive Plan as well as any changes to City policy. Some topical threads that have been woven into the Character Area update include continuing to refine strategies to incorporate senior housing and leveraging Dunwoody's location and character as a unique asset. Additionally, the North Peachtree Character Area has been re-named "285 Peachtree Gateway" to better describe its location and well-suited position for future redevelopment. First Baptist Church Atlanta (located at 2200 Cotillion Drive) along I-285 is now included within the 285 Peachtree Gateway Character Area. Also, the Georgetown Character Area has been slightly modified to include a parking lot and two condominium communities along Peachford Road. Since the last plan update, the Perimeter zoning code and overlay district have been adopted and are now reflected in this section.



- Important action items have been included. Most notably, new action items include, 'replace the Dunwoody Village Overlay with a new set of Dunwoody Village Zoning Districts,' and 'review and implement solutions for structured parking, public parking, and shared parking.' Also, to outline future zoning changes to the area, the proposed Dunwoody Village regulating plan has been included as Figure 7 of the Plan.
- Future Land Use Changes to the Future Land Use map recommended by City staff include:
 - Adding City and Neighboring City limits
 - Adding Dunwoody Village Zoning Districts

- Including Future Park Additions
 - Creating New "Institutional" Land Use Category
 - Creating New "Utility" Land Use Category
- CITY OF DUNWOODY 2020-2040
COMPREHENSIVE PLAN
- Priority Needs and Opportunities have been revised to reflect a more proactive, forward-thinking Plan. An additional need has also been identified, "Prepare for the I-285/400 express lane expansion and infrastructure."
 - The Community Work Program section has been updated to reflect a revised work program from 2021 to 2025.
 - A new action statement has been added to address actions necessary to address opportunities and challenges presented by the I-285 Top End and GA 400 Express Lane.

Recommendation

Based on the extensive public outreach, and support of ARC and DCA, staff is recommending **APPROVAL** of the 5-year update to the Comprehensive Plan.

Exhibits

- Exhibit A: 2020-2040 Dunwoody Next Comprehensive Plan 5-year update redlines
- Exhibit B: 2020-2040 Dunwoody Next Comprehensive Plan 5-year update clean version
- Exhibit C: Comprehensive Plan Ordinance

**STATE OF GEORGIA
CITY OF DUNWOODY**

Resolution 2020-12-XX

**RESOLUTION TO ADOPT CITY OF DUNWOODY COMPREHENSIVE PLAN 2020-2040
5-YEAR UPDATE**

WHEREAS: The Mayor and City Council of the City of Dunwoody have completed the five-year update of the City of Dunwoody’s 2020-2040 Comprehensive Plan update; and

WHEREAS: The five-year update document was prepared according to the Minimum Standards and Procedures for Local Comprehensive Planning effective October 1, 2018 and established by the Georgia Planning Act of 1989, and required public hearing was held on December 14, 2020; and

NOW THEREFORE, that the Mayor and City Council of the City of Dunwoody, Georgia certify that the minimum public participation and other procedural requirements, as identified in the Minimum Standards and Procedures for Local Comprehensive Planning, have been met or exceeded in preparing the five-year update to Dunwoody’s 2020 to 2040 Comprehensive Plan.

BE IT FURTHER RESOLVED that the Mayor and City Council of the City of Dunwoody, Georgia hereby adopt the five-year update to Dunwoody’s 2020 to 2040 Comprehensive Plan.

APPROVED by the Mayor and City Council of the City of Dunwoody, Georgia this 14th day December 2020.

Approved by:

Approved as to Form and Content

Lynn P. Deutsch, Mayor

City Attorney

Attest:

Sharon Lowery, City Clerk
(SEAL)

November 18, 2020 Draft



CITY OF DUNWOODY 2020-2040 COMPREHENSIVE PLAN







CITY OF DUNWOODY 2020-2040 COMPREHENSIVE PLAN

ADOPTED TBD





CITY OF DUNWOODY 2020-2040 COMPREHENSIVE PLAN

ACKNOWLEDGMENTS:

CITY OF DUNWOODY MAYOR AND COUNCIL MEMBERS

Lynn Deutsch, Mayor
 Stacey Harris
 John Heneghan
 Tom Lambert
 Jim Riticher
 Joe Seconder
 Pam Tallmadge

SOUNDING BOARD MEMBERS

Lynn Deutsch
 Bob Dallas
 Ardy Bastien
 Terri Polk
 Lorna Sherwinter
 Ann Hanlon
 Richard McLeod
 Michael Smith
 Michael Starling
 Brent Walker

CITY STAFF

Eric Linton, City Manager
 Jay Vinicki, Assistant City Manager
 Richard McLeod, Community Development Director
 John Olson, Planning Manager
 Richard Hathcock, Senior Planner
 Daniel Gaddis, Planner
 Michael Starling, Economic Development Director
 Michael Smith, Public Works Director
 Brent Walker, Parks and Recreation Director
 Jennifer Boettcher, Communications Director
 Kathy Florence, Communications

ATLANTA REGIONAL COMMISSION

Andrew Smith
 Jared Lombard
 Ryan Schlom

KIMLEY-HORN

Eric Bosman
 Emily Smith

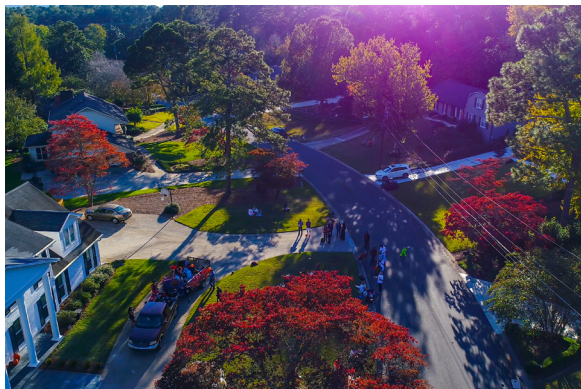


Placeholder for Resolution

Placeholder for Resolution

EXECUTIVE SUMMARY

The Georgia Planning Act of 1989 requires each local government within the state of Georgia to prepare a long-range comprehensive plan. In addition, every five years, the Georgia Department of Community Affairs (DCA) requires updates to issues and opportunities, the community work program, and land use sections of the Plan. The 2020-2040 City of Dunwoody Next Comprehensive Plan (The Plan) is a 5-year update from the previous 2015-2035 Plan that was adopted by the City on October 12, 2015. The purpose of the Plan update is to highlight changes that have occurred in Dunwoody within the last five years, and revise the community's goals and objectives, as well as focus on implementation measures to aid in achieving those goals within the next 20-years. This update builds upon the efforts of the previous



▲ Single Family Neighborhood in Dunwoody

plan, and incorporates the findings and recommendations of several subsequent planning studies, including Dunwoody Village Master Plan, three Livable Centers Initiative Studies, the Sustainability Plan, the Transportation Master Plan, the Parks and Recreation Master Plan, and the Economic Development Strategy. The 2020 update also builds upon the work program established in the previous plan and examines current trends to develop a framework and work program for the next 20-year planning period.

The Plan is one of the primary tools used by various City Departments, the Planning Commission, City Council and other policy bodies to make decisions concerning the location of land uses and community facilities, priorities for public investment, the extension of public services, business development, and how to meet transportation needs. Overall, the Plan provides the community, stakeholders, staff, and decision makers with a strategic long-term vision that includes basic goals, objectives, and recommendations that are used to guide future growth and development.



▲ Perimeter Center

THE VISION

The City of Dunwoody will be a dynamic regional destination and a community where all people can thrive – with a balanced mix of urban and suburban environments and amenities; high quality employment; equitable housing and transportation options; a commitment to sustainability; and best-in-class infrastructure, facilities and services.

This vision is supported by 9 overarching goals that will help shape the City's direction.



Maintain and enhance residential amenities and housing types.



Expand parks and greenspace and improve recreational opportunities.



Foster a business friendly climate.



Expand housing choice and make aging in place an achievable reality.



Redevelop target areas.



Cultivate and expand access to arts and culture.



Promote connectivity and choice for all modes of travel.



Maintain and strengthen the commitment to sustainable practices.



Leverage Dunwoody's location.

The community’s vision is further defined by the **Character Areas Map**, which divides the City into unique character areas along with associated subarea visions, policies, and implementation measures. The Character Areas Map plays a key role in guiding Dunwoody elected officials and staff in future development and policy decisions. This Character Areas Map is further supported by the **Future Land Use Map**, which provides guidance on specific future land use that would be in keeping with the community vision.

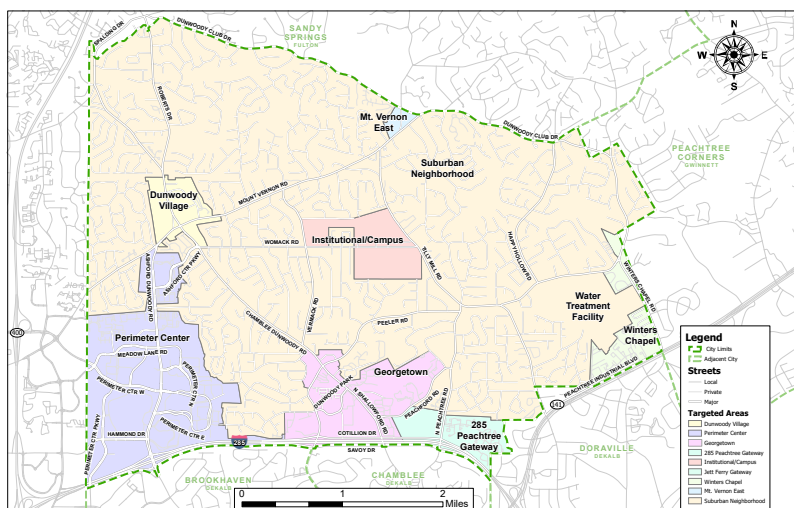
PRIORITY NEEDS AND OPPORTUNITIES

The recommendations of this plan were crafted to address a list of 16 Priority Needs and Opportunities identified through the public outreach effort and existing conditions analysis. They relate directly to the goals of the plan as outlined in the matrix on the following page.

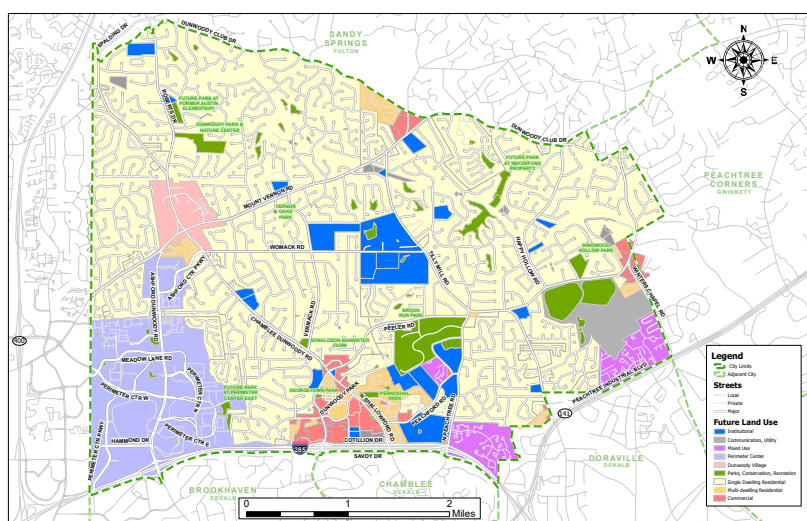
KEY RECOMMENDATIONS

Among the many recommendations of this plan, the following items stand out as key in achieving the community’s vision for the future. These projects help the City to achieve multiple goals and its long-term vision.

- Undertake additional small area planning studies.
- Establish a comprehensive program to construct new gateways to the City and plan for beautification of public areas, including streets.
- Update and implement the Transportation Master Plan.
- Update and implement the Sustainability Plan.
- Better equip housing and public space for seniors.
- Promote supportive land use patterns along Peachtree Industrial Boulevard to capitalize on the redevelopment of the GM site in Doraville.
- Update and implement the Economic Development Plan in partnership with Discover Dunwoody.
- Prepare for I-285/400 managed lane expansion and infrastructure around gateways supporting higher intensity land uses.



▲ Character Areas Map, see page 19 for a larger version of the map



▲ Future Land Use Map, see page 37 for a larger version of the map.









GOALS	Maintain and enhance Neighborhoods.	Foster a business friendly climate.	Redevelop target areas.	Promote connectivity and choice for all modes of travel.	Expand parks and greenspace and improve recreational opportunities.	Expand housing choice and make aging in place an achievable reality.	Cultivate and expand access to arts and culture.	Maintain and strengthen the commitment to sustainable practices.	Leverage Dunwoody's location.
									
PRIORITY NEEDS AND OPPORTUNITIES									
1. Local development regulations and land use controls represent a key asset to be continuously monitored and enhanced.	■	■	■	■		■		■	
2. Traffic congestion is a challenge that needs to be addressed creatively.		■	■	■				■	■
3. The City's public rights-of-way are assets to maintain and improve.	■	■	■	■					
4. Dunwoody possesses a unique character that should be enhanced and accentuated.	■				■			■	
5. Dunwoody's strong employment core can support small business development and an entrepreneurial environment.		■	■						
6. Ensuring that the City's permitting process is straightforward and easy to understand, is an asset to be continuously monitored and improved.		■	■					■	
7. Dunwoody's economic development efforts must be strengthened and coordinated.		■	■				■	■	■
8. Encouraging the construction of a greater variety of housing options, including for seniors, is a key need.	■	■	■			■		■	
9. Encourage use of wider range of transportation options.				■		■		■	■
10. Transportation connectivity is a critical need that the City should address.	■		■	■	■			■	■
11. The City's comprehensive transportation plan remains an asset.				■		■			
12. Active recreational opportunities for all ages are a challenge to be addressed.	■		■	■	■	■	■	■	■
13. The City has a strong park and greenspace network that must be preserved, enhanced, and expanded.	■	■	■	■	■	■	■	■	
14. Dunwoody possesses existing resources that can be strengthened to create a vibrant arts and culture community.		■	■				■	■	
15. The Dunwoody Sustainability Plan is an asset that the City should continue to implement.	■	■		■	■	■		■	
16. Prepare for the I-285/400 managed lane expansion and infrastructure.			■	■					■



TABLE OF CONTENTS

Sec.	Title	Pg.
1	PLAN OVERVIEW	1
1.1	<i>Purpose</i>	1
1.2	<i>Scope</i>	1
1.3	<i>Methodology</i>	4
1.4	<i>Public Outreach Effort</i>	5
1.5	<i>Community Demographics and Dynamics</i>	7
2	COMMUNITY VISION AND GOALS	9
2.1	<i>Vision Statement</i>	9
2.2	<i>Goals</i>	10
2.3	<i>Community Policies</i>	14
2.4	<i>Character Areas</i>	21
2.5	<i>Future Land Use</i>	35
3	NEEDS AND OPPORTUNITIES	39
3.1	<i>Public Input</i>	39
3.2	<i>Priority Needs and Opportunities</i>	41
3.3	<i>Summary</i>	47
4	COMMUNITY WORK PROGRAM	49
4.1	<i>Implementation Program</i>	49
4.2	<i>Community Work Program</i>	53

TECHNICAL ADDENDUM (Printed separately)



1 PLAN OVERVIEW



1.1 PURPOSE

The City of Dunwoody Comprehensive Plan is a living document that is continually updated and shaped by its leadership, staff, and citizens. It is a policy guide for making zoning and capital investment decisions, and it sets policies for City officials and staff concerning the future development of the City. Dunwoody Next is a five-year update of the City’s Comprehensive Plan, as required by the “Minimum Standards and Procedures for Local Comprehensive Planning,” (Minimum Standards) adopted by the Georgia Department of Community Affairs (DCA). The latest version of these standards and procedures can be found in the DCA Rules at Chapter 110-12-1, effective October 1, 2018. In meeting these standards, this plan enables the City to maintain its Qualified Local Government Status, making it eligible to receive certain types of state funding. This update reassesses where Dunwoody stands today and how it intends to grow in the future. Following the requirements of the Minimum Standards, it presents an updated community vision, corresponding goals, and a work program designed to make that vision a reality.

1.2 SCOPE

Dunwoody’s first Comprehensive Plan was adopted in 2010, shortly after the City was incorporated on December 1, 2008. This inaugural comprehensive plan was prepared under an earlier version of the Minimum Standards that required a different format and framework than the current standards. The City’s next required plan update, adopted in 2015, was developed under a newer, heavily updated version of the Minimum Standards released in 2014. Though built on the 2010 inaugural plan’s foundation, recommendations and findings of the 2015 plan update, looked very different and in many ways represented a fresh start for the community as it prepared to grapple with the anticipated challenges of the next five years. The aim of the current required 2020 update is not to overhaul the 2015 plan but to refresh and update it, based on new conditions, input, and priorities.

In keeping with the DCA Minimum Standards, this plan is organized into three major components that reflect three core elements required by those standards, as detailed below:

1. **COMMUNITY VISION AND GOALS** – which lay out the future vision and goals that the community wants to achieve in text, maps and graphics;
2. **NEEDS AND OPPORTUNITIES** – which provides a list of the various needs and opportunities that the community will address;
3. **COMMUNITY WORK PROGRAM** – which provides a five-year Short Term Work Program designed to address the needs and opportunities and achieve the goals. This program includes activities, initiatives, programs, ordinances, and administrative systems to be put into place or maintained in order to implement the plan.

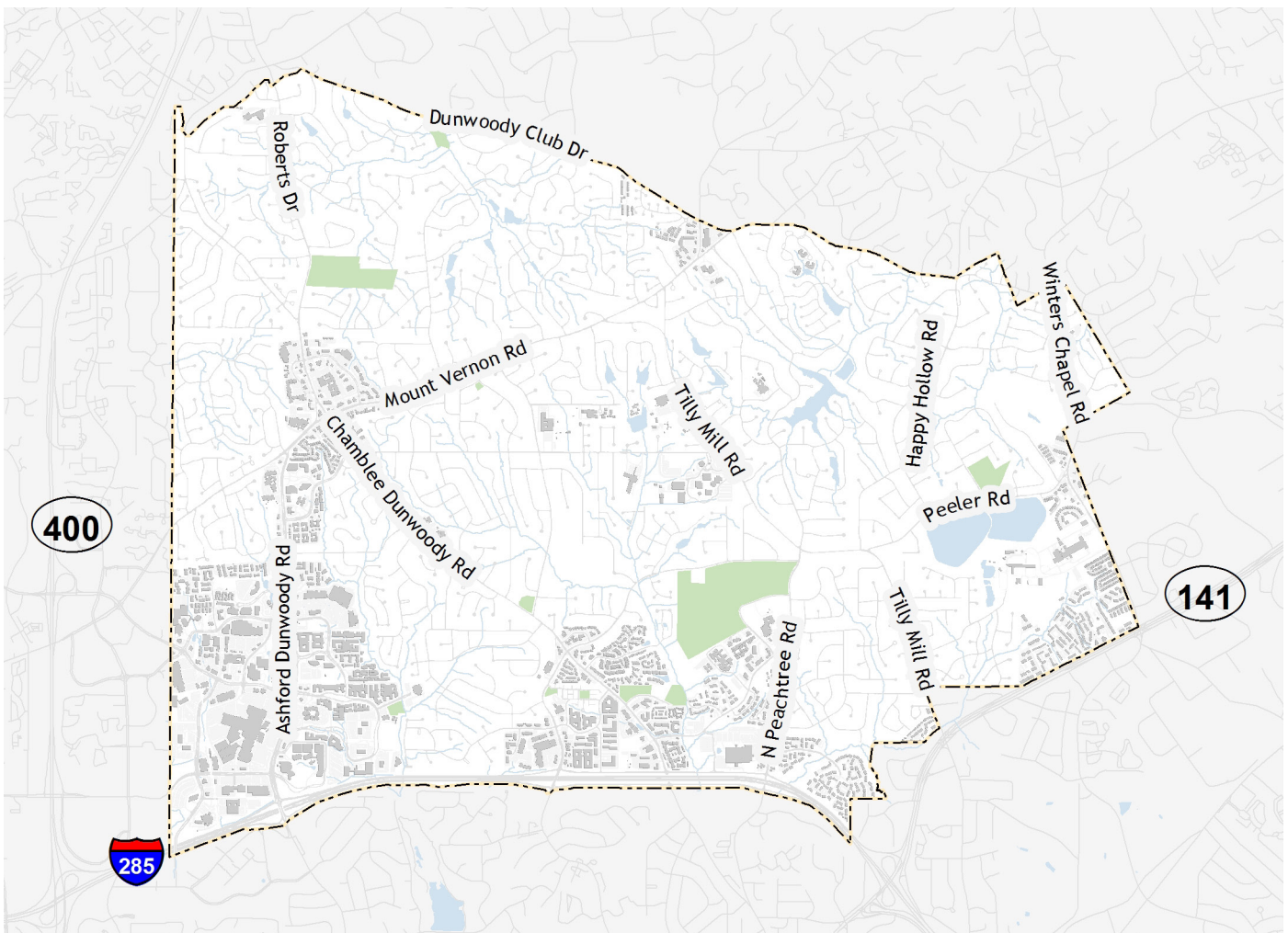
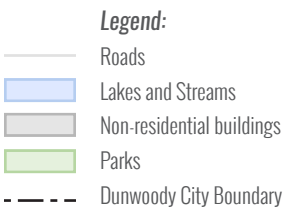
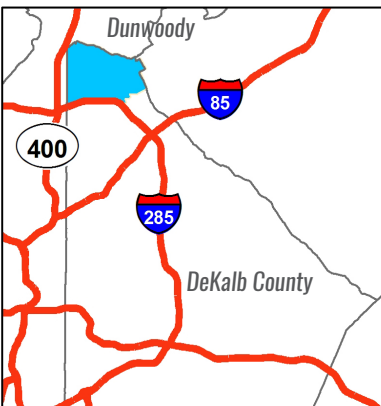


FIGURE 1: City Boundaries Map



In addition, the plan incorporates eight planning elements, as defined by the DCA Minimum Standards, that are important to shaping the future of the community. Several of these elements are required by the Minimum Standards based on Dunwoody’s characteristics. For example, since the City has a zoning code, the plan must include a Land Use Element. Other incorporated elements are optional in relation to the Minimum Standards but are encouraged by DCA and are included to make the plan a useful, comprehensive, and informative document for the community.



These eight elements are woven throughout this main plan document, including in the Vision and Goals, Character Areas and Future Land Use, Needs and Opportunities, and Community Work Program. They are also specifically addressed in further detail in the Technical Addendum. They are listed below, with the planning elements required for Dunwoody noted by an asterisk.

1. Population and Housing
2. Economic Development
3. Natural and Cultural Resources
4. Community Facilities and Services
5. Intergovernmental Coordination

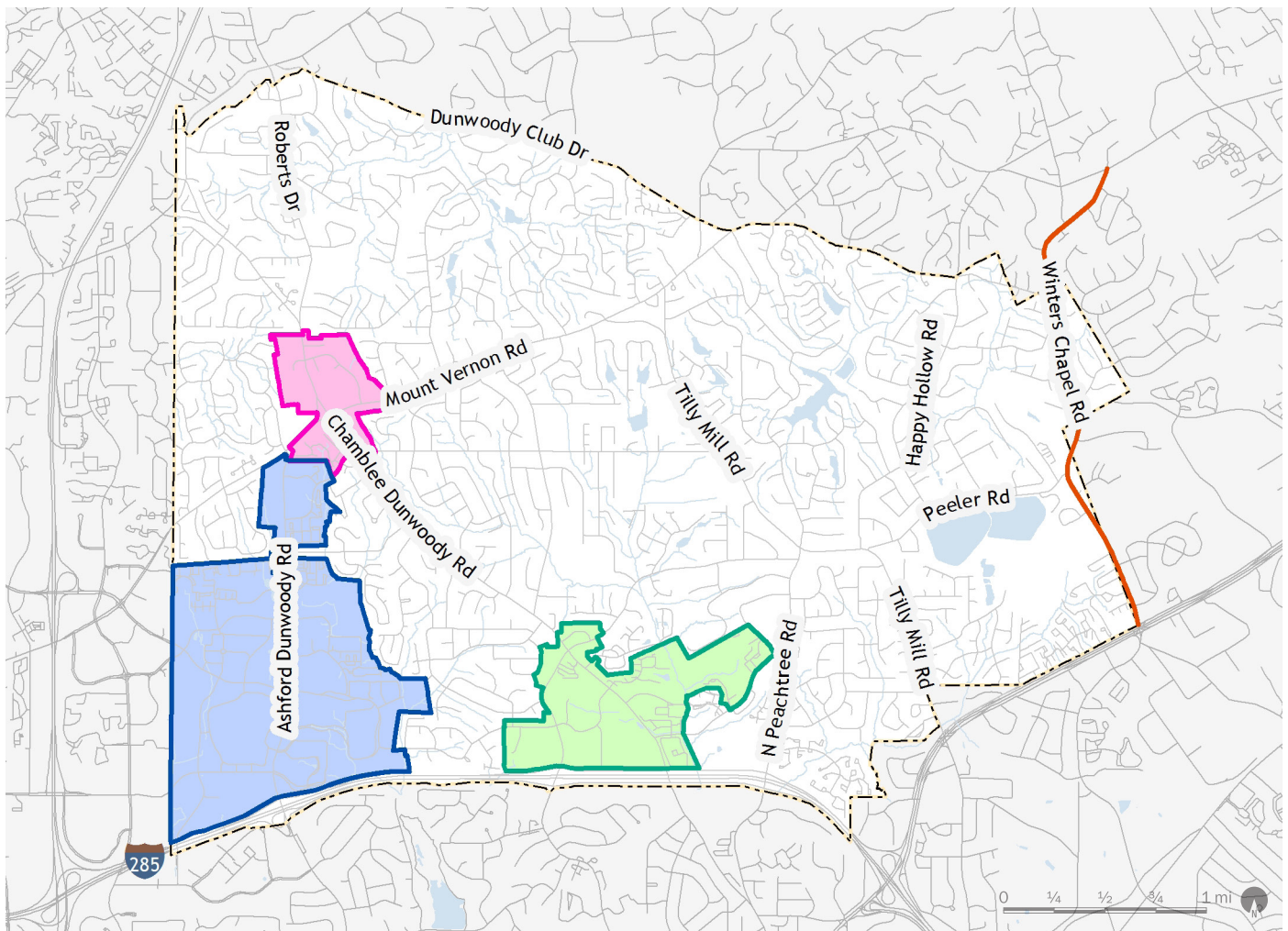


FIGURE 2: Previous Studies Map

- 6. Transportation*
- 7. Land Use*
- 8. Broadband Services*



Besides the analysis for each element, the Technical Addendum also includes a Report of Accomplishments highlighting the success of the previous Community Work Program adopted as part of the last plan, a detailed description of the public involvement process utilized in preparing this plan update, and a report on how this plan is consistent with the Regional Water Plan and Environmental Planning Criteria.

The geographic area covered by this plan is that which is encompassed by the current incorporated boundaries of the City of Dunwoody. Dunwoody lies at the northern tip of DeKalb County, bounded by the Fulton County line on the north and west, Interstate 285 on the south, Peachtree Industrial Boulevard on the southeast, and the Gwinnett County line on the northeast. The City covers approximately 13.7 square miles of land area and can be seen in the City Boundaries Map, Figure 1.

1.3 METHODOLOGY

This plan update is the product of two previous comprehensive plans, multiple planning efforts undertaken by the City since the inaugural plan's adoption, and an extensive public outreach effort. The previous comprehensive plan, the 2015 Shape Dunwoody plan, laid the foundation for this effort, and where relevant, the findings and recommendations of that plan were maintained and updated. As with the previous plan, this plan continues to incorporate the recommendations of several planning studies, including three Livable Centers Initiatives (LCI), Winters Chapel Corridor Study, Transportation Master Plan, Parks and Recreation Master Plan, Sustainability Plan, and Economic Development Strategy. The Previous Studies Map, Figure 2, shows the study area boundaries of the previous LCI studies. The other studies were citywide.

The public outreach effort for this plan update included a kickoff public hearing, four Sounding Board meetings, a Public Open House, and public review and comment via an online survey mechanism. Because the 2015 plan was completed under DCA's then new 2014 rules, DCA does not require this plan update to be a complete overhaul. The scope of outreach reflects the more limited update nature of this 2020 plan.

As with the 2015 plan, to help direct the formulation of the update, a Sounding Board was formed comprised of members representing a cross-section of the community including elected officials, local business interests, key staff, and residents.

The goals of the Sounding Board were to:

1. Seek agreement on key issues.
2. Help to craft a common vision for the future.
3. Provide guidance on actions needed to achieve that vision.
4. Affirm public input.

The Sounding Board met four times during the course of the planning effort, and summaries of their meetings can be found in the Technical Addendum.

1.4 PUBLIC OUTREACH EFFORT

The Plan update kicked off in October 2019. As part of this effort, the Atlanta Regional Commission (ARC) was contracted in November 2019 as a consultant to lead the planning effort. In order to ensure that this Comprehensive Plan presented a true reflection of Dunwoody, the City Council approved a nine-member sounding board composed of city staff, residents and community leaders. The expectation of the sounding board was to work with ARC to develop and fulfill a one-year schedule to work with City Council, residents, and various stakeholders to complete the Plan update. As well, the sounding board reviewed draft materials, provided insight into public engagement, and served as facilitators of the planning process.

As preparations were made for public involvement for the 2020 Dunwoody Next Comprehensive Plan Update, the City of Dunwoody engaged the public in ways that went well beyond the minimum requirements as outlined by Georgia's Department of Community Affairs. Starting in March of 2020, the global pandemic Coronavirus (COVID-19) caused local and state leaders to issue stay at home orders for Georgia residents and to ban large gatherings of people. Before the shelter at home orders were issued, the first public kick-off meeting was held on Saturday, February 29 from 1-3 pm at Dunwoody City Hall at 4800 Ashford Dunwoody Rd, Dunwoody, Georgia. At this well-attended public meeting, a large gathering of stakeholders contributed to the robust discussion of where they felt Dunwoody was heading as a City and places where needs and opportunities needed to be addressed in the future.

A second public input session was originally scheduled for Saturday, April 25, 2020 at Dunwoody's Lemonade Days Festival. Due to the pandemic, this event was canceled and postponed to a later date. As an alternative, the Community Development team began to reassess the structure of public engagement opportunities. The Dunwoody Next Comprehensive Plan update draft was uploaded to the City's website on May 18, and citizens were invited to provide input through June 18 to give adequate time to make their opinions, comments, and concerns about the Plan draft known to the Community Development staff. Although this alteration of the format of public engagement was not something originally planned, the City of Dunwoody and the Georgia Department of Community Affairs recognize that we overcame a difficult obstacle while still providing a maximum opportunity for dynamic public engagement.

Detailed information on public engagement activities/techniques and meeting topics is found in Section B of the Technical Addendum.

Additionally, the City of Dunwoody released multiple press releases to the public inviting public engagement in the process. This outreach included several social media blasts, advertisements in the Dunwoody Crier newspaper, postings on the City Hall bulletin board, and several postings on the City website. At the City of Dunwoody, we know that public engagement is the foundation to a Comprehensive Plan that works for all citizens and through our multifaceted approach to public engagement, we are confident that we have exceeded expectations in regard to this all-important piece of updating the Dunwoody Next Comprehensive Plan.

Sounding Board members

Lynn Deutsch - Mayor
 Bob Dallas - Chair, Planning Commission
 Villard Bastien – Chair, Zoning Board of Appeals
 Ann Hanlon - Perimeter CID
 Richard McLeod – Director, Community Development
 Terri Polk – resident
 Lorna Sherwinter – resident
 Michael Smith – Director, Public Works
 Michael Starling – Director, Economic Development
 Brent Walker – Director, Parks and Recreation



▲ Public kick-off meeting

Additional Meeting and Outreach Information

Event	Date	Time	Location
Public Kickoff Announcement/ Hearing	November 18, 2019		City Hall
Sounding Board Meeting #1	January 23, 2020	9-11 AM	City Hall
Public Meeting	February 29, 2020	1-3 PM	City Hall
Sounding Board Meeting #2	March 10, 2020	9-11 AM	City Hall
Sounding Board Meeting #3	May 21, 2020	9-11 AM	Online via Zoom
Public Engagement Opportunity: Draft plan posted online with survey	May 18 - June 18, 2020		City of Dunwoody Website
Sounding Board Meeting #4	July 9, 2020	10 AM - 12 PM	Online via Zoom



▲ Public kick-off meeting



▲ Public kick-off meeting

1.5 COMMUNITY DEMOGRAPHICS AND DYNAMICS

The project team assessed and compiled a range of existing condition data as part of the plan update. This data was designed to stimulate discussion among the Sounding Board and members of the public and inform the direction of updating the City's vision, goals, needs, and opportunities. A summary is presented below - with visuals/charts, details, and source citations included in Section C.1 of the Technical Addendum.

Who We Are

Dunwoody's population has grown steadily over the last few decades, but the growth rate has been leveling off as the City has become more built out. Between 1980 and 2000, Dunwoody's population nearly doubled from just under 20,000 to almost 40,000. The City then grew by roughly 20% from 2000 to 2010, during which the City incorporated (2008). Heading through and out of the Great Recession, growth has flattened, with the City growing by about 6% to nearly 50,000 residents between 2010-2018. For comparison, as of 2018, Dunwoody is currently almost the same size as Brookhaven (approx. 54,000 residents) but is considerably smaller than Alpharetta (66,000), Roswell (95,000), and Sandy Springs (109,000).

In terms of population composition, Dunwoody's age-sex distribution largely mirrors that of the Atlanta metro, with the largest cohort in the economically active age groups between 25 and 59 years of age. Dunwoody's population has a proportionally large over-70 population, however. The racial distribution in Dunwoody reflects that of the 10-county metro area loosely, although the City is home to a smaller proportion of residents of color. However, Dunwoody has become more diverse in the past decade. The proportion of all residents of color, and residents who identified as two or more races, has increased, while the proportion of white residents has decreased.

Where and How We Live

According to the Metro Atlanta Housing Strategy (<https://metroatlhousing.org>), the character of the City's housing stock falls into three main subareas: neighborhoods near employment corridors, with a mix of newer and older higher priced homes and higher rents – concentrated in the southwestern corner of the City around Perimeter Center; moderate-to-higher-priced neighborhoods near employment centers with a mix of single-family and multifamily units housing both renters and owners – found in the southern and southeastern areas of the City; and moderate-to-higher-priced neighborhoods consisting almost entirely of single-family homes – making up northern Dunwoody.

Dunwoody is experiencing a moderate shift in the composition of its housing stock. While the City gained roughly 1,200 dwelling units since 2010, that growth has been concentrated in multifamily. Simultaneously, the proportion and raw number of single-family homes decreased. In terms of household income, 63% of home-owning households in Dunwoody have an income in excess of \$100,000 annually, whereas 31% of renters fall into that category. Area median home value estimates are between roughly \$418,000 and \$452,000. Median owner costs are around \$1,711 per month, while average monthly rent is about \$1,400. Importantly, about a quarter of the city's households are cost burdened, paying over 30% of their income toward housing. Roughly 12% of Dunwoody's households are severely housing cost burdened, paying more than 50% of their income toward housing.

What We Do

Broadly speaking, Dunwoody is an affluent city in comparison to the metro region. The median household income in the City in 2019 is \$94,561, well above the metro area's median household income of \$67,625. Most Dunwoody households make at least \$75,000 a year, while 22% make below \$50,000 annually. Approximately 48% of the City's households earn over \$100,000 a year, whereas in the 10-county region, that figure is only about 31%.

In terms of the jobs within Dunwoody, the largest employment sector is Finance and Insurance by far,

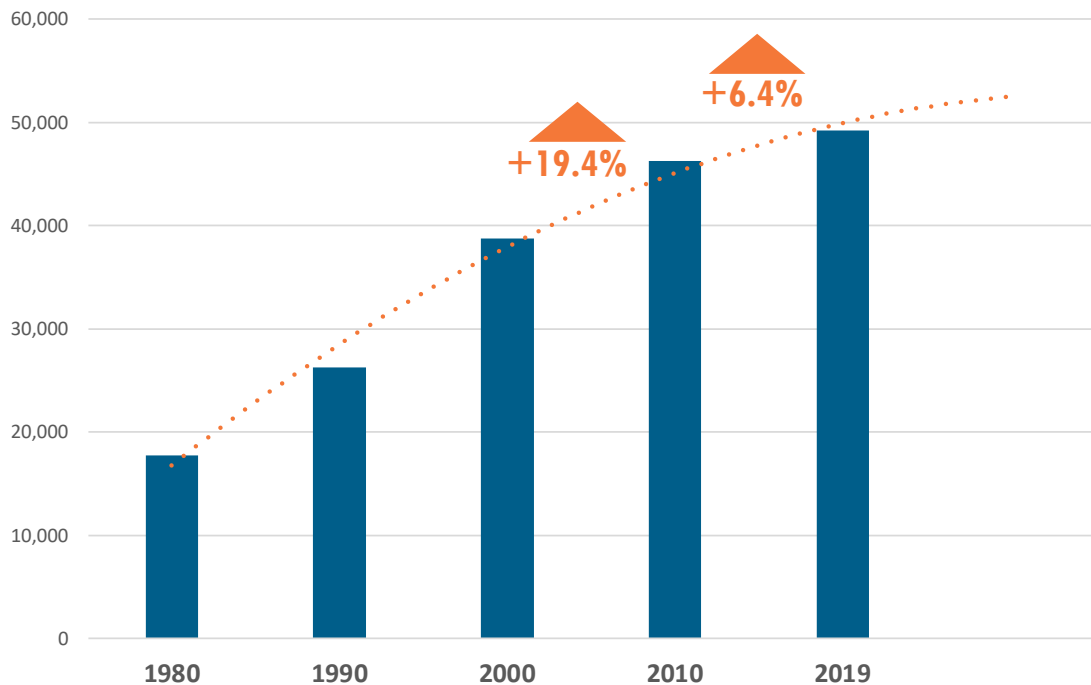
followed by Professional, Scientific, and Technical Services. Dunwoody residents – regardless of what area of the region they work in – concentrate in Professional, Scientific, and Technical Services, followed distantly by Health Care and Social Assistance.

How We Move

Each weekday, Dunwoody experiences a dramatic change in population as people travel both into and out of the City for work. Just over 42,000 people living outside Dunwoody commute into Dunwoody for work, while about 19,000 Dunwoody residents leave the city to work elsewhere, creating a net influx of about 23,000 people into the City each day. Only 2,165 Dunwoody residents both live and work in the city limits.

The areas where Dunwoody residents work are largely concentrated in major regional employment centers from Atlanta northward, including Downtown and Midtown Atlanta, Emory/CDC, Buckhead, Cumberland, and Perimeter – as well as the major highway employment corridors north of I-285, including GA 400, I-75, and I-85. In contrast, the areas where Dunwoody workers live are spread more evenly across the entire metro area, covering south Cherokee, south Forsyth, Cobb, Fulton, DeKalb, Gwinnett, and north Clayton.

84% of Dunwoody residents use a car to get to work each day. The vast majority of those drives alone, while 8% carpool. 6% of residents use public transportation, 8% work from home, and another 2% use alternative modes of transportation such as walking or biking to get to work. Most commuters out of the city drive alone with 16% carpooling and 1% taking transit. About 60% of Dunwoody residents travel less than 30 minutes to work. Roughly 36% experience a commute between 30-60 minutes. The remainder commutes more than an hour each way.



▲Population Change (Data Source: US Census, Esri Business Analyst)

2 COMMUNITY VISION AND GOALS

The Community Vision and Goals identify the City of Dunwoody's direction for the future and are intended to serve as a guide to Dunwoody officials in day-to-day decision making. They are the product of an extensive public involvement effort and are comprised of several components:

- Aspirational vision statement
- List of overarching community goals
- List of general policies
- Character Areas Map and defining narrative
- Future Land Use Map

With the exception of the Future Land Use Map, each of these components was already established as part of the City's inaugural 2030 Comprehensive Plan. Through the Shape Dunwoody plan update process community members were given the opportunity to revisit and update each component through a series of input activities. The same process was repeated in the 2020 Dunwoody Next planning process. The results of these activities are presented here, and reflect the changing conditions and evolving vision for the community.

The new addition to these policies is the Future Land Use Map, which is intended to provide guidance in making rezoning decisions at the parcel level. The map illustrates the appropriate future land use patterns that would be in keeping with the overall vision and goals for the community. It works in concert with the Character Areas Map. While the Future Land Use Map provides guidance on specific future land uses that would be in keeping with the community vision, the Character Areas Map provides guidance on the urban design and character related elements of rezoning decisions.

2.1 VISION STATEMENT

The community vision paints a picture of what the City of Dunwoody desires to become in the long-term, 20-year planning period extending out to 2040. To arrive at this vision, the project team and Sounding Board began with the community vision statement established in the 2015 Shape Dunwoody planning process - which itself was built and refined from the inaugural 2010 plan. Team members ultimately felt the 2015 vision statements still resonated in a broad sense but needed refinement in certain areas to reflect today's priorities. The resulting vision statement is shown below.

CITY-WIDE VISION STATEMENT

The City of Dunwoody will be a dynamic regional destination and a community where all people can thrive - with a balanced mix of urban and suburban environments and amenities, high quality employment, equitable housing, and transportation options, a commitment to sustainability, and best in class infrastructure, facilities and services.

In many ways, this vision statement is reflective of existing conditions. Dunwoody is fortunate to already possess many fine attributes that make it a desirable community offering a high quality of life for its residents. It is home to many desirable and vibrant neighborhoods, has a strong economic base, and provides ready access to many recreational and cultural amenities. Nonetheless, time marches on and communities are always changing and evolving. It was widely recognized by participants in the Dunwoody Next planning process that continuing efforts to maintain and improve existing conditions must be made if the City wants to maintain its quality of life.

2.2 GOALS

The community identified a number of goals it needs to achieve in order to make this citywide vision a continuing reality. The following goals represent the recurring, dominant themes expressed by participants in the 2020 Dunwoody Next planning effort. Like the vision statement, they were derived from a reiterative vetting process involving the City staff, the Sounding Board, and members of the public.

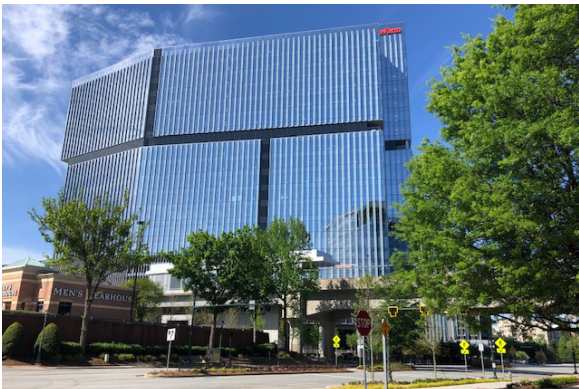


▲ Twelve 24 in Dunwoody



MAINTAIN AND ENHANCE RESIDENTIAL AMENITIES AND HOUSING TYPES WITHIN NEIGHBORHOODS

Throughout the planning process, preservation of Dunwoody’s residential neighborhoods was a key goal expressed by participants. To most residents of the City, this goal centers around maintaining single family neighborhoods, which make up over 65 percent of the land area of the City. However, successful neighborhoods are far more than just brick and mortar - they are the people, community organizations, and services and facilities that support them. As a result, efforts to maintain what many consider Dunwoody’s strongest asset, its neighborhoods, must involve a broad, comprehensive approach that involves all aspects of the community and allows for an appropriate balance between growth and preservation. As mentioned below, there is a broad desire to balance the traditional single family residential areas and character of the city with more diverse housing products and retail and employment in walkable locations within target redevelopment areas.



▲ State Farm



FOSTER A BUSINESS FRIENDLY CLIMATE

At the heart of this goal is economic development and building long-term prosperity for all residents. It involves actively engaging the City and its economic development partners in business retention, attraction and expansion. Its benefits include a strong tax base, a stable job market, and ready access to services and goods. Plan input shows a desire to make Dunwoody a stronger regional destination, and the business climate is an important part of that effort.

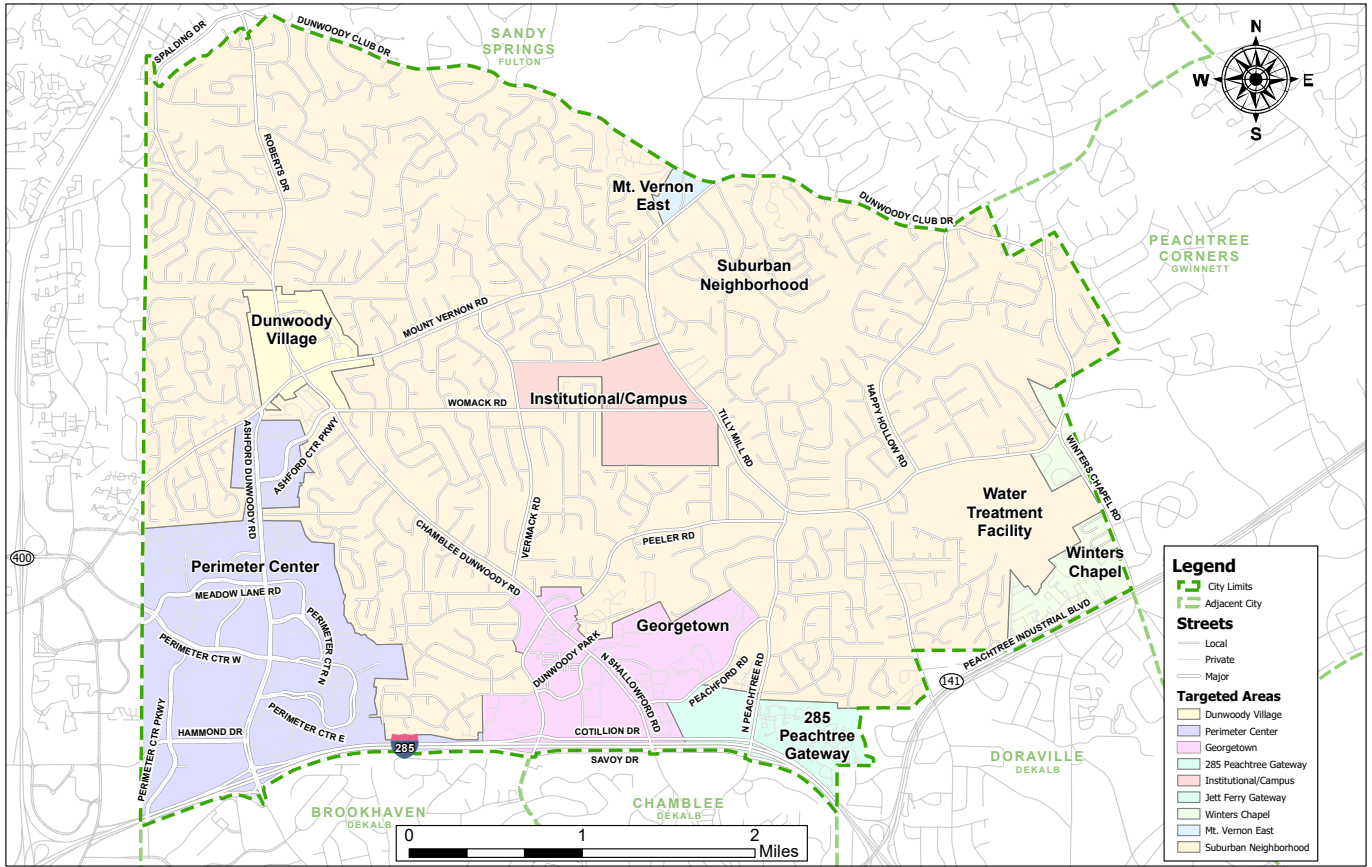


FIGURE 3: Targeted Areas



REDEVELOP TARGET AREAS WITH A VIBRANT MIX OF USES, TRANSPORTATION OPTIONS, HIGH QUALITY DESIGN, AND AMENITIES

Though most of the city is unlikely to significantly change over the 20-year horizon of this plan, several areas have been identified as ripe for redevelopment and offer opportunities for new growth. There are very few tracts of undeveloped land in the City, so any new growth will have to take the form of redevelopment. In particular, many of the older shopping areas and aging multifamily developments are likely to change, and the City has planned for such growth through small area master planning efforts. Figure 3 on the next page identifies the Target Redevelopment Areas. Along those lines, there is a growing recognition that Dunwoody is evolving, including the mindset that target nodes across the city - which have been planned for redevelopment and experienced market driven infill in recent years - can and should accommodate a denser, more fine-grained mix of commercial, employment, housing uses. This approach can attract and accommodate a wider cross section of residents and workers to continue defining Dunwoody’s character. As mentioned above, there is a broad desire to balance the traditional single family residential areas and character of the city with more diverse housing products and retail and employment in walkable locations within target redevelopment areas.



PROMOTE CONNECTIVITY AND CHOICE FOR ALL MODES OF TRAVEL, INCLUDING TRANSIT, BIKING, AND WALKING

Dunwoody is fortunate to be located at the crossroads of several major highways with easy access to all the opportunities and amenities that the Atlanta metropolitan area has to offer. This convenient access comes at a cost, and like most communities in the Atlanta metropolitan area, Dunwoody is often plagued by highly congested roadways, particularly at peak hours. Although residents and workers have access to transit and multi-modal opportunities, much more needs to be done to increase transportation connectivity and access and to maintain the City's locational advantage. Input in the 2020 Dunwoody Next planning process shows a clear aspiration for continued improvement of streetscapes to promote walking and biking, filling in gaps in the existing bike/ped network, and linking the network seamlessly to transit stations. In addition, market trends supporting transit-orient development (TOD) in major metros in the U.S. have accelerated in the last 20 years, including in Dunwoody. Continued TOD around the city's transit stations remains a high priority that will help curb the growth of single occupant vehicle trips on the city's roadways and promote other transportation modes.



EXPAND PARKS AND GREENSPACE IN MORE LOCATIONS ACROSS THE CITY, AND IMPROVE RECREATIONAL OPPORTUNITIES

Dunwoody is an active community that enjoys outdoor recreation, and is known for its tree lined streets and dense tree canopy. With an anticipated growth in population and limited undeveloped areas, the community needs to take an active role in preserving greenspace and expanding its recreational opportunities. This includes increased environmental protection measures to ensure that the expansive tree canopy remains a defining characteristic of Dunwoody for years to come. Parks, trails, and greenways resonated strongly with participants in the Dunwoody Next planning process.



EXPAND HOUSING CHOICE AND MAKE AGING IN PLACE AN ACHIEVABLE REALITY FOR RESIDENTS

The Dunwoody Next plan process revealed acknowledgment that the city should work to diversify its range of housing options to attract, accommodate, and retain a wider cross-section of residents and workers. Dunwoody's housing types are concentrated in single family detached and larger multifamily products, with only a small percentage in single family attached (e.g., townhomes) and smaller multifamily products. Meanwhile, about a quarter of the city's households are cost burdened, paying over 30 percent of their income toward housing. Roughly 12 percent of Dunwoody's households are severely cost burdened, paying more than 50 percent of their income toward housing. As a result, the city should strive to incorporate "missing middle" and workforce housing development opportunities. Promoting housing options and policies that encourage greater diversity in housing product can help enhance equity and quality of life for all citizens. Public input showed that sensitivity in terms of location, design, construction quality, and school system impacts, are important factors to balance as part of this goal.

Residential options for seniors remain paramount as well. Dunwoody has a population that has strong roots and connections to the broader community. Unfortunately, most of the City's housing stock is single-family residential, designed for traditional, younger families with children. As a result, housing stock and other factors that make aging in place easy, are not present to meet the changing needs of this growing portion of the population. To retain and serve long-time residents, Dunwoody must work to provide better options for older adults to stay in their neighborhood or the wider community as they age. Tools can include regulatory changes such as allowing accessory dwelling units in certain areas, which

make it easier for older adults to move in with family or family to move in with them; and permitting smaller, lower maintenance senior-accessible housing in reasonable proximity to the traditional single-family residential neighborhoods that older adults are departing, to maintain their connection to familiar surroundings. Besides housing, other assets that make aging in place a reality include convenient access to transportation options, cultural and recreational amenities, quality health care facilities, and supportive social networks. A comprehensive strategy will be necessary to retain aging residents of Dunwoody who have contributed so much to its sense of community.



CULTIVATE AND EXPAND ACCESS TO ARTS AND CULTURE AS PART OF WHAT MAKES DUNWOODY SPECIAL

The arts play a very important role in defining a community as unique and distinguish it as a desirable destination and location for residents and business. They include not only access to the fine arts and performing arts, but also the display of public art and even interpretation of historic assets. Participants in the Dunwoody Next process recognized that the City has an active arts community, but much more can be done to support its growth and establish Dunwoody as a widely recognized arts and culture community.



MAINTAIN AND STRENGTHEN THE CITY'S COMMITMENT TO SUSTAINABLE PRACTICES

Dunwoody takes its responsibility toward sustainable practices very seriously, as is evident by the establishment and continued operation of a Sustainability Committee and its adoption in 2014 of a Sustainability Plan. The new forthcoming Sustainability Plan will have four main focus areas: Trees and Greenspace, Transportation and Air Quality, Resource Efficiency, Water Quality, and Communication and Outreach. Of the many priorities, residents expressed the value of Dunwoody's dense tree canopy; and as such, proper environmental protection measures should be taken to preserve it. Additional considerations include: protecting green space; improving watershed function; and encouraging alternative energy uses in homes, businesses, and vehicles.



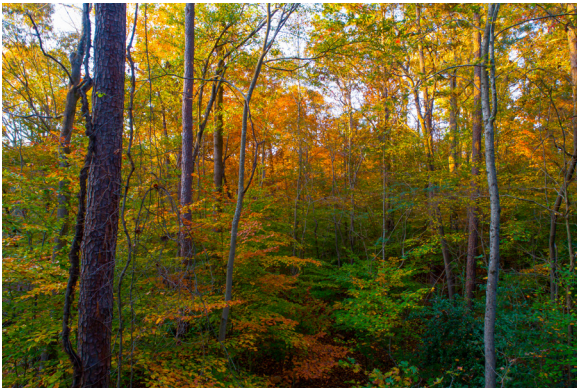
LEVERAGE DUNWOODY'S LOCATION AT THE HEART OF GROWING JOB CENTERS, TRANSPORTATION SYSTEMS AND NEIGHBORING COMMUNITIES

Dunwoody is closely linked to Sandy Springs and Brookhaven because of the shared Perimeter Center area, which itself is a regional employment center, drawing workers from the entire Atlanta metro. This area continues to evolve in a more walkable, mixed-use development pattern than in the past. Dunwoody also features employment and commercial areas elsewhere that are shared with neighboring jurisdictions. Along with its own growing activity centers and adjacent communities, Dunwoody is at the heart of multiple transportation networks, including MARTA rail and bus service, GA 400, and I-285, all of which are planned and expected to change in the coming years. These systems will create the potential for growth and development as well as challenges. Specific items to plan for include increased use of existing MARTA rail, new bus rapid transit (BRT) service, and managed lanes projects on GA 400 and the I-285 Top End.

Given its location in the center of these drivers of change, Dunwoody must coordinate and prepare in order to maximize its locational advantage – rather than insulate itself. Dunwoody Next plan participants expressed that the city should continue coordinating with its neighbors, regional agencies, and DeKalb County Schools, to prepare for the reality of development and change both inside and outside its limits. Doing so can help the city capture positive spillover effects.

2.3 COMMUNITY POLICIES

The following policies are intended to provide ongoing guidance and direction to local government officials for making decisions consistent with achieving the Community Goals. For this reason these policies are organized by goal, through being comprehensive in nature, many individual policies likely will help to achieve multiple goals.



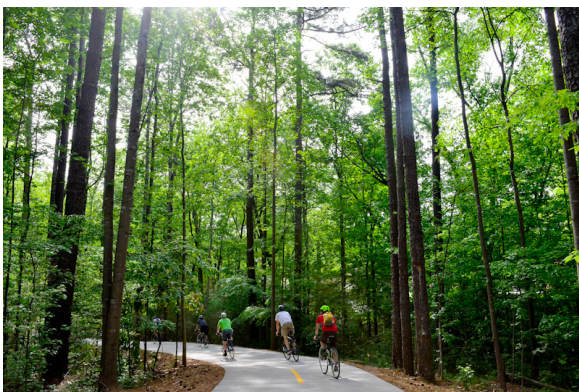
MAINTAIN AND ENHANCE RESIDENTIAL AMENITIES AND HOUSING TYPES WITHIN NEIGHBORHOODS

- Through careful planning, the City of Dunwoody seeks to ensure that population growth will not **exceed infrastructure investment**.
- The City will promote ways to achieve a greater level of **owner-occupied housing**.
- The City will regularly communicate with the **local school board** on decisions concerning new housing, and it is recommended that residential developers meet with local school board officials to discuss and mitigate any potential adverse impacts on local schools.
- New housing infill into existing neighborhoods will be **compatible** with surrounding properties.
- Preserve the character of **existing residential neighborhoods**.
- **Protect properties** located on borders of Suburban Residential Neighborhoods Character Area with compatible height, building placement, densities, massing and scale, buffers, tree protection and other associated site development and building regulations.
- Land use decisions will concurrently consider implications for **transportation and open space**.
- Promote small scale, conscientious redevelopment of our neighborhood commercial nodes designed to enhance the quality of life of our residential neighborhoods.



FOSTER A BUSINESS FRIENDLY CLIMATE

- The City of Dunwoody is **business-friendly** and supports its **small businesses** that add to the character and quality of life for residents.
- The economic priority for the City is to protect a diversified, **healthy tax base** in order to function as a financially responsible



government and provide the services and capital improvements desired by its residents and business owners.

- Cultivate a healthy, cooperative relationship with nearby partners, including the Perimeter CIDs, Sandy Springs, Brookhaven, Dunwoody Perimeter Chamber of Commerce, and the Perimeter Business Alliance.
- Development in Dunwoody will be recognized for its **high quality design** throughout the City.
- The City of Dunwoody commits to maximizing resources through incentives and grants; this will especially target opportunities to promote **unique development**, such as adaptive reuse of buildings with historic value.
- Promote small business development to further an environment that promotes Dunwoody as a city of small business incubation and innovation.



REDEVELOP TARGET AREAS WITH A VIBRANT MIX OF USES, TRANSPORTATION OPTIONS, HIGH QUALITY DESIGN, AND AMENITIES

- Encourage a mix of **compatible land uses** in future commercial development and redevelopment areas. As part of this consider reducing the minimum acreage thresholds for use of the planned development district.
- Promote the **conversion of surface parking** to other land uses (outparcels, plazas, open space) and encourage **structured and shared parking solutions in priority locations**.
- Encourage mixed-use development and design standards that enhance **pedestrian movement, lifelong communities and healthy living**. (See Universal Design Policies below).
- **Coordinate with neighboring jurisdictions**, to the extent of where interests are shared, especially for future improvements to Peachtree Industrial Boulevard and/or any improvements along the borders of Winters Chapel Character Area.



PROMOTE CONNECTIVITY AND CHOICE FOR ALL MODES OF TRAVEL, INCLUDING TRANSIT, BIKING, AND WALKING

- **Promote walk- and bike-“ability”** to homes, schools, shopping, employment centers, civic uses, and open space.
- Implement the multi-modal transportation options in the City’s Comprehensive Transportation Plan.
- Create a **community-wide pedestrian/bike path network**.
- Provide safe and secure parking to support **multi-modal transit services**.
- Increase **network connectivity** to accommodate demand between adjacent neighborhoods and developments without accessing the major thoroughfare system.

UNIVERSAL DESIGN:

Universal Design is the design of products and environments to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design.

UNIVERSAL DESIGN IN THE COMMUNITY:

Communities built around the elements of universal design meet the needs of seniors, people with disabilities, and people of all ages and ability. Universal design can simplify life for all ages by making the built environment more usable by as many people as possible. At the community scale Dunwoody supports the recommendations of the Atlanta Regional Commission’s Lifelong Communities Program.

the changing needs of residents as they age. The intent is not to create a residential hospital setting, but to create a practical safe home that allows easy access, and functionality. At the dwelling unit scale Dunwoody applies universal design in the home to several key elements of the home, including entry, bedrooms, bathrooms, kitchens, overall circulation, etc. See Land Use Appendix for a list of possible criteria that should be evaluated and considered in adopting universal design standards.

ELEMENTS AT THE COMMUNITY SCALE:

- Create a range of housing opportunities and choices
- Create walkable neighborhoods
- Encourage community and stakeholder collaboration
- Foster communities with strong sense of place
- Provide a variety of transportation choices
- Strengthen and direct development towards existing communities
- Encourage compact building design in target redevelopment areas.

BENEFITS AT THE DWELLING UNIT SCALE:

- A home that is accessible to anyone regardless of age or ability
- Function home design that make everyday living easier
- Incorporated design features that appeal to a wider range of buyers
- A home that can adapt to the changes in lifestyle without the need of extensive remodeling

UNIVERSAL DESIGN AT HOME:

Homes designed with the elements of universal design for aging-in-place are normal looking homes that meet

Use in Zoning:

Consider a zoning amendment that would address the incorporation of universal design principals into new subdivisions, multi unit housing, and age restricted housing.

- Promote the use of zero-emission Low Speed Vehicles (LSV) and Neighborhood Electric Vehicles (NEVs) and consider other **emerging and innovative transportation technologies**.
- Promote **travel demand management (TDM)** strategies to reduce trips.
- Preserve current transportation investment through **effective maintenance** of transportation system.
- Work with Georgia Regional Transportation Authority (GRTA), Metropolitan Atlanta Rapid Transit Authority (MARTA), Atlanta Regional Commission (ARC) and Georgia Department of Transportation (GDOT) efforts related to express **transit service** and regional bus rapid transit (BRT) initiatives to connect Dunwoody to surrounding communities.



EXPAND PARKS AND GREENSPACE IN MORE LOCATIONS ACROSS THE CITY, AND IMPROVE RECREATIONAL OPPORTUNITIES

- Preserve strategically located, **existing undeveloped land** that could be a viable option for functional greenspace.
- Create and maintain programs to support **historic preservation** and/or **campaign for grant dollars** that award historic preservation dollars.
- Encourage the acquisition of greenspace as a part of larger redevelopment areas.





EXPAND HOUSING CHOICE AND MAKE AGING IN PLACE AN ACHIEVABLE REALITY FOR RESIDENTS

- The City of Dunwoody seeks to promote a strong quality of life by fostering active civic engagement by **all ages and demographic groups** and by celebrating the diversity of the community. Furthermore, City planning and programming will aim to make Dunwoody a “**lifelong community**,” that is, a place where individuals can live throughout their lifetime and which provides a full range of options for residents, including:
 - Transportation options: allow ways to remain mobile and retain independence.
 - Healthy lifestyles: create environments that promote physical activity, the production of local food, and social interaction.
 - Expanded information and access to services:
 - Provide housing options near services for the continuum of care needed through aging years.
 - Modernize and extend network of community information available to all residents .
- Utilize universal design as a component of all residential development where senior appropriate housing has been required, particularly within the Dunwoody Village, Georgetown, and Winters Chapel Character Areas
- Encourage the integration of senior appropriate housing, both active adult and assisted living, into the fabric of the community, thus offering multi-generational or lifelong housing opportunities.
- Remove barriers to the development of “missing middle” and workforce housing options.



CULTIVATE AND EXPAND ACCESS TO ARTS AND CULTURE AS PART OF WHAT MAKES DUNWOODY SPECIAL

- Support the **arts and opportunities for cultural activities** and events.
- Support the recommendations of the Public Art Implementation Plan, including the participation of City departments, community organizations and private developers in creating public art.



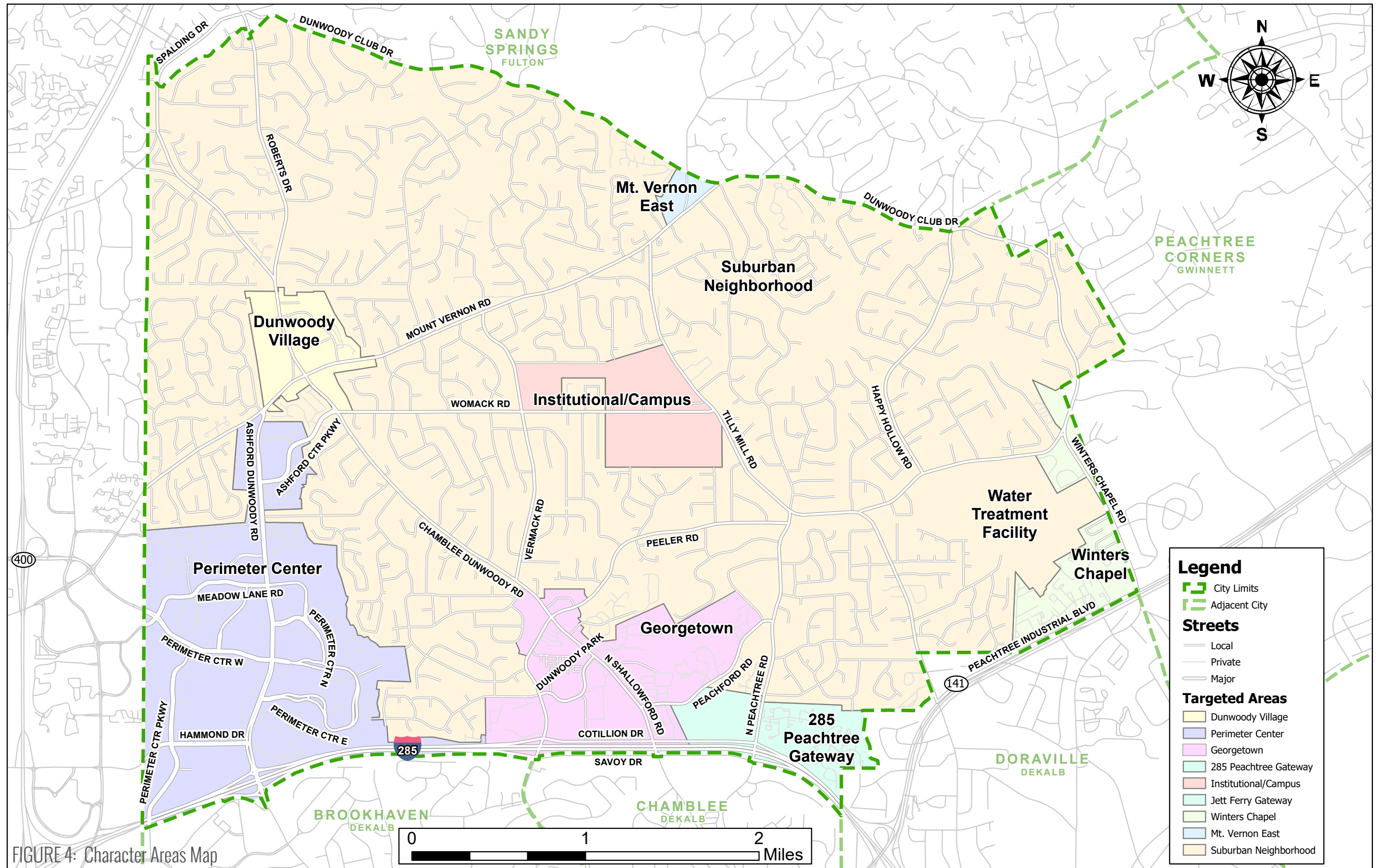
MAINTAIN AND STRENGTHEN THE CITY'S COMMITMENT TO SUSTAINABLE PRACTICES

- Champion sustainable development in all land use and development practices.
- Provide conveniently located and efficiently managed City Administration services, demonstrating commitment to sustainable practices in managing City-run resources.
- Engage regional, state and federal resources for improving local sustainable practices.
- Support **community partnerships** for pursuing sustainable practices.
- Demonstrate **regional leadership** in promoting efficient and innovative use of resources.
- Prioritize environmental protection measures to preserve Dunwoody's dense tree canopy and other environmental features that make it unique.



LEVERAGE DUNWOODY'S LOCATION AT THE HEART OF GROWING JOB CENTERS, TRANSPORTATION SYSTEMS AND NEIGHBORING COMMUNITIES

- Coordinate with neighboring jurisdictions, Community Improvement Districts (CIDs), regional agencies (e.g., MARTA, GDOT, ARC), and the DeKalb County Schools to monitor and prepare for future growth and infrastructure investments
- Given the link between transportation and land use, prepare for the potential effects of transportation network changes such as continued increases in transit ridership (existing MARTA rail, new bus rapid transit (BRT) service) and managed lanes projects on GA 400 and the I-285 Top End





2.4 CHARACTER AREAS

The Character Areas Map is a visual representation of the City's future development policy. It was originally developed as part of the City's inaugural Comprehensive Plan and was refined through the Shape Dunwoody and Dunwoody Next processes. This Comprehensive Plan Update also includes a Future Land Use Map that specifies the preferred use of each parcel of land in the future. The Future Land Use Map supplements the policies of the Character Area Map to provide more detailed guidance to City officials to inform rezoning and capital investment decisions.

Interpretation of the Character Areas Map is provided in the supporting text to be considered along with the City's zoning ordinance, the Future Land Use Map, and other local policies when decision-makers consider land development questions or requests. The supporting text provides written and graphic description of the types, forms, styles and patterns of development that the City will encourage in each area via **implementation measures, primarily zoning**. Whenever the character area descriptions refer to high quality materials it applies to brick, stone, stucco or other materials deemed appropriate by the city.

The specific land uses illustrated in the Future Land Use Map and the character features described in the Character Areas Map narratives that follow will inform rezoning and capital investment decisions appropriate for each character area, with regulations concerning permitted and conditional land uses, as well as criteria for urban design, environmental sustainability, connectivity, and infrastructure requirements. Furthermore, three sub-area plans fall within character area boundaries found here, specifically: the Perimeter Livable Centers Initiative Study (LCI) and the two City of Dunwoody master plans – the Georgetown/Shallowford Master Plan and the Dunwoody Village Revitalization Master Plan. The recommendations of those plans were incorporated into policies represented in both the Character Areas Map and Future Land Use Map.

As a City with limited undeveloped land, Dunwoody will experience change incrementally (lot by lot) in the majority of the City. Some areas, however, are likely to experience market pressure for redevelopment or are locations where the City intends to provide incentives for revitalization. The community desires that the **majority of its land use – designated as Suburban Neighborhood Character Area – remains stable**. The other development areas described below can be defined generally by use: Multi-family/Mixed-Use, Institutional, Regional Activity Center, Village Center, and Neighborhood Commercial. However, the Future Development Map identifies the different characters primarily based on the location – such as street names or historical reference, to provide geographic context.

The supporting narrative provides policy direction for regulating future scale and design with the goal of furthering consistent character within each area as defined by an orienting "vision." Where appropriate, statements for policy and goals are also established. The City's eight character areas are identified by name and the color used on the map.



SUBURBAN NEIGHBORHOOD

Vision/Intent

Stable, owner-occupied single-family residential area with accessible sidewalks, extensive landscaping, and access to parks and functional greenspace, places of worship and schools.

Future Development

Form: Traditional homes with quality design and long lasting building materials, such as stone or brick, streetscaping, and pedestrian and bicycle amenities.

Use (See Future Land Use Map): Single-family residential, public gathering spaces, places of worship, aging in place appropriate residential.

Action Items

- Encourage paths, connectivity, and sidewalks.
- Identify potential trail easements.

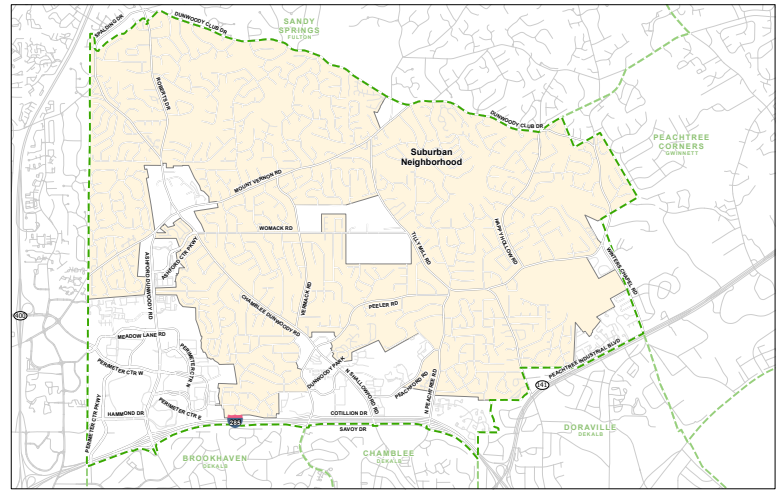
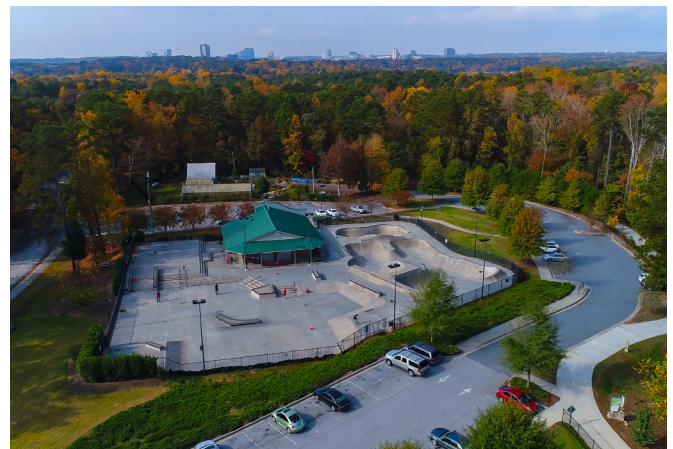


FIGURE 5: Suburban Neighborhood Character Area Map



▲ Brook Run Park



▲ Single Family Home

DUNWOODY VILLAGE

Vision/Intent

Dunwoody Village has historically been the “heart” of Dunwoody. A master planning process established a detailed vision for this center of the community, focused on pedestrian and bicycle amenities, functional public open space, a multi-modal transportation environment, architectural controls, connectivity and place making. A sense of history adds to the Village’s charm and sense of place. This area envisions a “village green” with civic activities and amenities, and redevelopment will draw community members to shopping, dining and entertainment. Furthermore, redevelopment efforts should have a residential component to provide day and evening activity to enliven the district and foster community. The design should embody the unique character of Dunwoody, while also improving and building upon traditional design elements.

Future Development

Form: Master planned design, high quality building materials, civic amenities, integrated open space and appropriate transitions from greater to less intense uses. The periphery of the character area will include transitional areas to adequately protect single-family residential and other residential homes in the area.

- **Use (see Future Land Use Map):** Mixed-Use (containing a mix of office, retail and residential, including both either vertical or horizontal mixed-use through the district), townhomes, other owner-occupied housing, live-work units, civic institutional, community retail (not greater than 50,000 square feet per tenant space), local and unique business, boutique retail, public assembly and entertainment. The Dunwoody Village will have four distinct districts named DV-1, DV-2, DV-3, and DV-4. These districts include DV-1: Village Commercial, DV-2: Village Office, DV-3: Village Residential, and DV-4: Village Center.

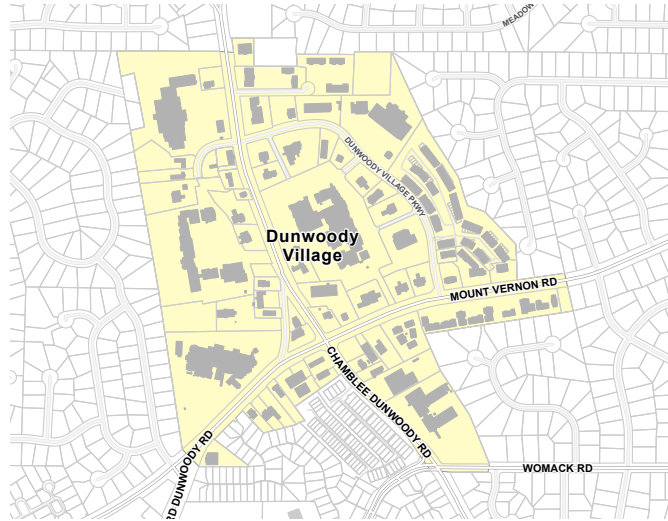


FIGURE 6: Dunwoody Village Character Area Map



▲ Dunwoody Village Townhomes



▲ Local Shops

Action Items

- Create an active community center with public places to gather, following a master planning process that potentially supports a redevelopment investment program.
- Establish way-finding or landmark features that unify the Village and can be used across the City,
- Replace the Dunwoody Village Overlay with a new set of Dunwoody Village Zoning Districts.
- Regularly review and update the Dunwoody Village Zoning Districts to ensure that they meet the Character Area vision.
- Creatively address parking and congestion that new local activity may generate.
- Review and implement identified solutions for structured parking, public parking, and shared parking.
- Establish bicycle network for new connectivity throughout the City so that “all roads lead to the Village.”
- Create venues for cultural events and community gatherings.
- For detailed circulation and open space recommendations concerning the Dunwoody Village character area, see the Dunwoody Village Master Plan.
- Pursue the creation of a central green space and alternatives for acquiring that space.
- Consider a Village overlay district to support entrepreneurship.
- Work with adjacent neighborhoods to explore connectivity options and preserve buffers adjacent to neighborhoods.
- Explore options for preserving existing historic resources.
- Incorporate public art that enhances the sense of community and supports pedestrian mobility; focus on streetscapes, pedestrian areas and gathering spaces; encourage developers to include public art.
- Support the recommendations of the Public Art Implementation Plan for new public art in Dunwoody Village.

REDEVELOPMENT WITH OPEN SPACE

Several regional examples of redevelopment with open space were referenced during Community Meeting discussions about Dunwoody Village. The City of Smyrna allows higher buildings adjacent to the plaza at the Market Village. The City of Dunwoody envisions similar development in which open space is consolidated into well-designed spaces and modest increases in height are provided.

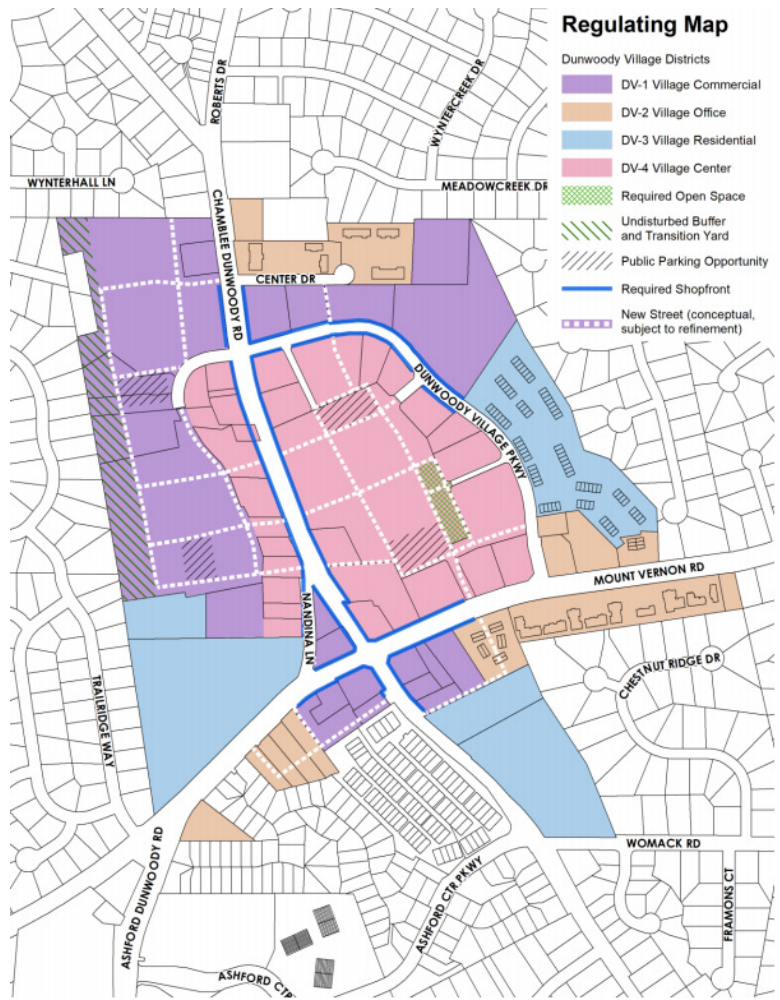


FIGURE 7: Dunwoody Village Master Plan from Draft Plan Update

GEORGETOWN

Vision/Intent

This area will redevelop into a pedestrian- and bicycle-oriented activity center, including a mix of commercial, office and residential uses with expanded access to regional mobility and transit connections. Redevelopment will incorporate functional open space and greenways and preserve adjacent single-family homes protected by adequate buffering. Ideally, this area includes a wide array of activities achieve the City’s desire to be a “lifelong community,” allowing options for aging in place. Multi-use paths and transit options will invite alternative transportation modes and greater connectivity; new pedestrian and bicycle options will link the area to Perimeter Center. It focuses more intense development along I-285 with transitions to adjacent residential subdivisions. The City seeks a dynamic mix of uses in the Georgetown area and generally discourages additional stand-alone apartments in favor of mixed-use developments and a greater variety of housing types. The City also encourages creative redevelopment of existing multi-family developments.

Future Development

Form:

- Buildings and site design organized to take advantage of the area’s walkability and transit.
- Heights and densities will transition downward as development moves towards the adjacent Suburban Neighborhood Character Areas, protected by adequate buffering/transition zones.
- Characterized by transitions to adjacent uses (step down of building heights, buffers).
- Public functional green space and connectivity.
- Innovative parking solutions including underground and structured options and pedestrian- and bicycle-oriented features such as wrap-around parking, and landscaping.
- High quality, long lasting materials such as stone and brick.
- Transitional buffer zones to appropriately protect any adjacent residential uses.

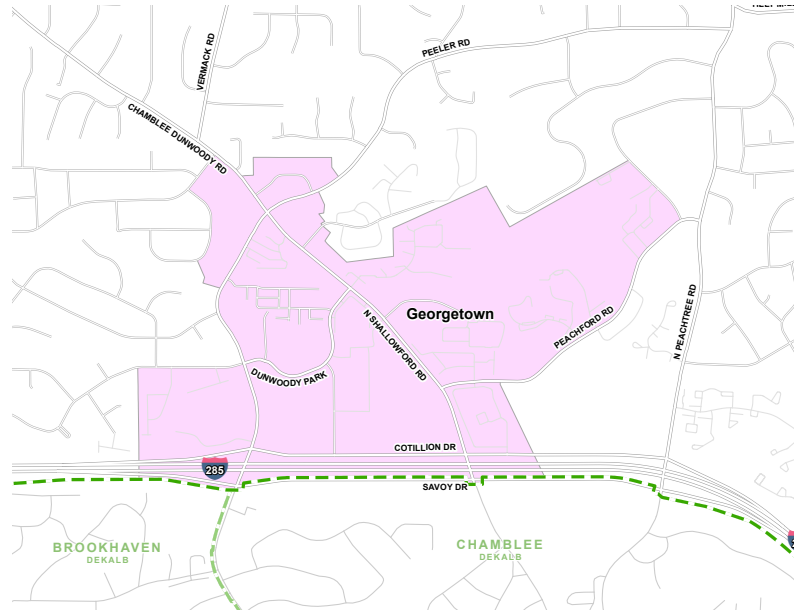


FIGURE 8: Georgetown Character Area Map



▲ New multi-use trail at Project Renaissance



▲ New Housing in Georgetown

Use (see Future Land Use Map):

- Appropriate uses include a mix of quality, public space (plazas, pocket-parks) and civic institutional uses, commercial, office, townhome, other owner occupied housing, and mixed-use with residential components accommodating the creation of a lifelong community.
- Commercial: Big-box retail is not appropriate (75,000 square foot or greater).
- The area is also ideally suited for senior housing, including nursing homes, assisted living, age restricted communities, and single family homes when universal design has been adequately applied.

Action Items

- Re-development projects demonstrate appropriate transitions between intense uses and adjacent neighborhoods; transitions include gradual increases only in height-plane, buffers and landscaping and intensity of uses.
- Incorporate sustainable building and site development practices.
- Multi-generational residential including active-adult housing and a range of continuing care options near new public amenities.
- The Dunwoody marker, logo or identifier should be prominent in this area
- Establish a bicycle network to allow cycling between Dunwoody Village, Georgetown and Brook Run.
- Bicycle, pedestrian, and alternative forms of transportation provide connectivity throughout character area.
- For detailed circulation and open space recommendations for the Georgetown Character Area, see the Georgetown/Shallowford LCI Master Plan.
- Encourage new retail and commercial development, including restaurants, to balance with and serve the growing residential community.
- Leverage connections to express lane access at North Shallowford Road and bus rapid transit facilities.
- Provide housing for senior populations, while also encouraging a vibrant community for young adults and children to thrive.
- Incorporate public art in new gathering spaces; add public art to existing parks, trailways and office areas; encourage developers to include public art.
- Support the recommendations of the Public Art Implementation Plan for new public art in Georgetown.

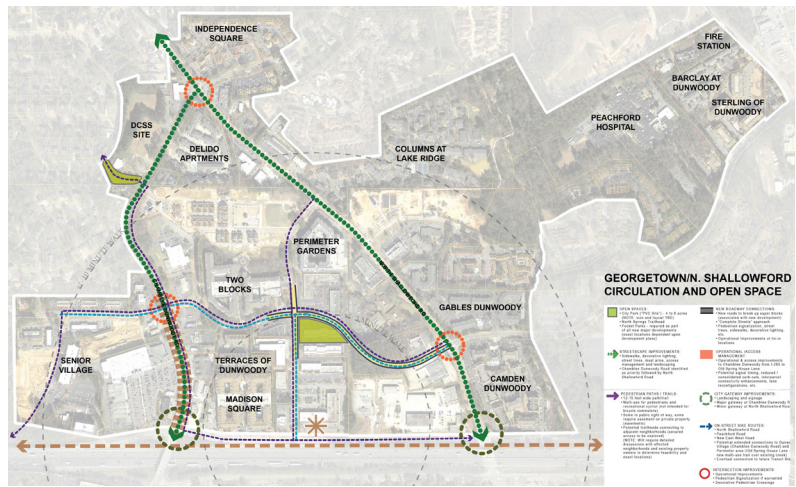


FIGURE 9: Georgetown/Shallowford Master Plan 5-Year Update Transportation Framework



▲ I-285 Top End Express Lanes Project

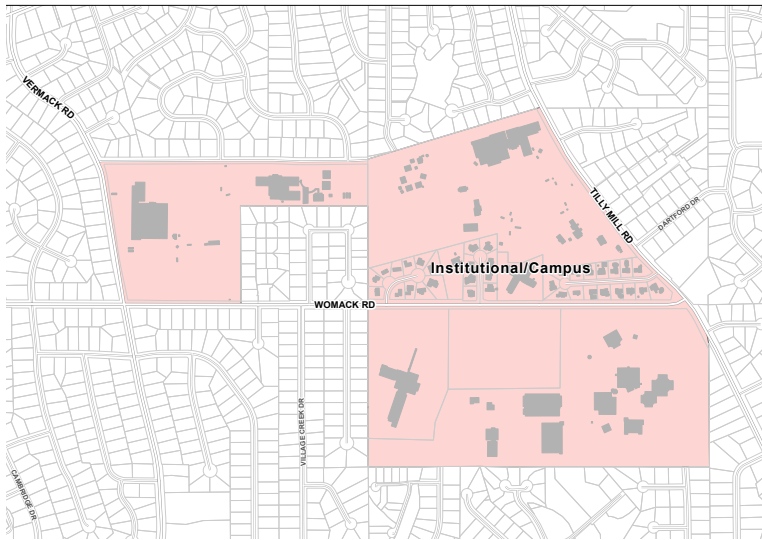


FIGURE 10: Institutional/Campus Character Area Map

INSTITUTIONAL CENTER

Vision/Intent

A defined area for academics, culture, places of worship, and recreation supporting the missions of its respective institutions while considering the mobility needs of Dunwoody residents.

Future Development

Form: High quality design and building materials with managed access and parking; buffers and landscaping. Transitional buffer zones will appropriately protect any adjacent residential.

Use (see Future Land Use Map): Institutional and cultural facilities and accessory residential uses.

Action Items

- Improved roads with better ingress and egress management.
- Improvement of existing pedestrian and bike networks should be explored.
- Promote/establish new connectivity, particularly for cycling and pedestrian movement.



▲ Dunwoody High School



▲ Georgia State University: Perimeter College - Dunwoody Campus

MOUNT VERNON EAST

Vision/Intent

Neighborhood-scale commercial node focused on providing a unique destination for surrounding residents, creating a pedestrian and bicycle friendly environment through multi-use paths, streetscape, and well-designed parking areas and vehicular access, which could potentially include the addition of a roundabout to improve traffic flow. Cohesive architectural design and streetscaping will define gateways into the City of Dunwoody. A unifying design feature such as way-finding signage or City marker will link the gateway with the rest of the City.

Future Development

Form: The Mount Vernon East node with buildings oriented towards the three major commercial roads (Mount Vernon Road, Dunwoody Club Drive and Jett Ferry Road); public functional green space; new development will carefully consider parking; high quality building and landscaping materials; pedestrian and bicycle friendly streets with way-finding signage and/or public art. Transitional buffer zones will appropriately protect any adjacent residential.

Use (see Future Land Use Map): Retail use, neighborhood-scale commercial (no large-scale retail “big-box”); and mixed use.

Action Items

- Allow for redevelopment of existing vacancies.
- Create public plaza and/or green space.
- Retain quality materials and landscaping.
- Leverage existing restaurants and gourmet food stores to cultivate a unique outdoor dining and café experience.
- Actively promote more neighborhood scaled mixed-use development.
- Provide additional pedestrian connectivity and amenities.
- Incorporate public art in new gathering spaces and gateways; encourage developers to include public art.
- Support the recommendations of the Public Art Implementation Plan for new public art in Mt. Vernon.



FIGURE 11: Mount Vernon East Character Area Map



▲ Shopping Center



▲ Local Restaurant

285 PEACHTREE GATEWAY

Vision/Intent

Providing high density housing options along I-285 with high quality material and amenities that are contextually sensitive to the surrounding land uses. The City envisions aging, existing apartments to redevelop into mixed-use and transit-oriented developments, adding public functional green space and more owner-occupied options.

Future Development

Form: Strong continuity between developments through high architectural standards, quality building materials, prominent placement of amenities such as functional greenspace and pedestrian walkways and bicycle paths. Transitional buffer zones will appropriately protect any adjacent single-family residential.

Uses (see Future Land Use Map): Multi-family as part of Mixed-Use, along with attached and detached single-family, and aging in place appropriate housing options.

Action Items

- Re-development projects demonstrate appropriate transitions between intense uses and adjacent neighborhoods; transitions include gradual increases only in height-plane, buffers and landscaping and intensity of uses.
- Incorporate sustainable building and site development practices.
- Require elements of universal design as part of residential redevelopment.
- Establish a bicycle and pedestrian network to allow easier cycling and pedestrian movement.
- Undertake study of the redevelopment potential of the area. As part of the study get community input and study the impacts of new development along the I-285 corridor, such as the redevelopment of former GM site in

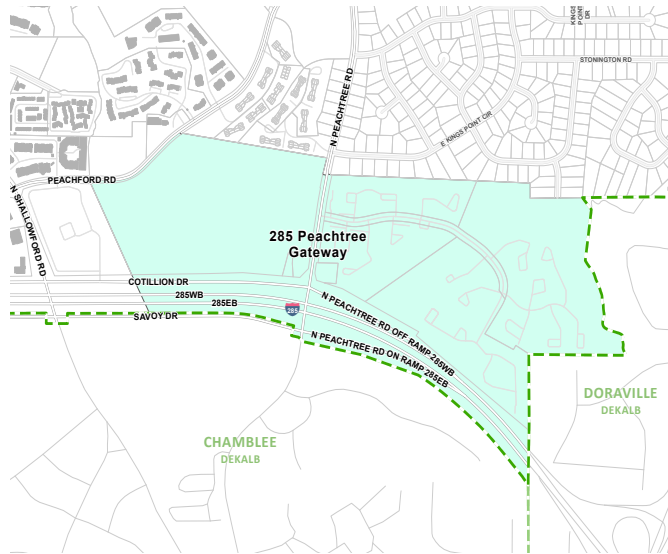


FIGURE 12: North Peachtree Character Area Map



▲ Apartments off of North Peachtree Road



▲ Apartments of off North Peachtree Road

PERIMETER CENTER

Vision/Intent

Perimeter Center will be a visitor friendly “livable” regional center with first-class office, retail, entertainment, hotels, and high-end restaurants in a pedestrian and bicycle-oriented environment. The area will serve as a regional example of high quality design standards. The City of Dunwoody works in partnership with the Perimeter Community Improvement Districts (PCIDs) and adjacent communities to implement and compliment the framework plan and projects identified in the Perimeter Consolidated Master Plan and its future updates.

In the future, the area should add public gathering space and pocket parks, venues for live music and entertainment and continue to create transportation alternatives, mitigate congestion, and reduce remaining excessive surface parking. The area creates the conditions of possible true “live-work” environment. All future development continues to emphasize high quality design standards and building materials and incorporates the current national best practices on energy efficiency, where possible.

The City of Dunwoody recognizes the value of creating mixed-use, transit-oriented development within walking distance of public transit stations. The City will work with the DeKalb County School System and the Public Works Department to mitigate the impact of such development on the City’s infrastructure and schools.

Future Development

- The Perimeter Center Character Area is divided into four subareas (PC-1, PC-2, PC-3, and PC-4) with an adopted public space and design standard Overlay District. This area was the subject of a previous LCI Study. The cities of Dunwoody, Sandy Springs, and Brookhaven work in partnership with the Perimeter Community Improvement Districts (PCIDs) to implement and complement the framework plan and projects identified in the Perimeter Consolidated Master Plan and its future updates.

For specific recommendations on height, density and use refer to the provisions of the Perimeter Center Overlay District and Zoning, available from the Dunwoody Community Development Department.

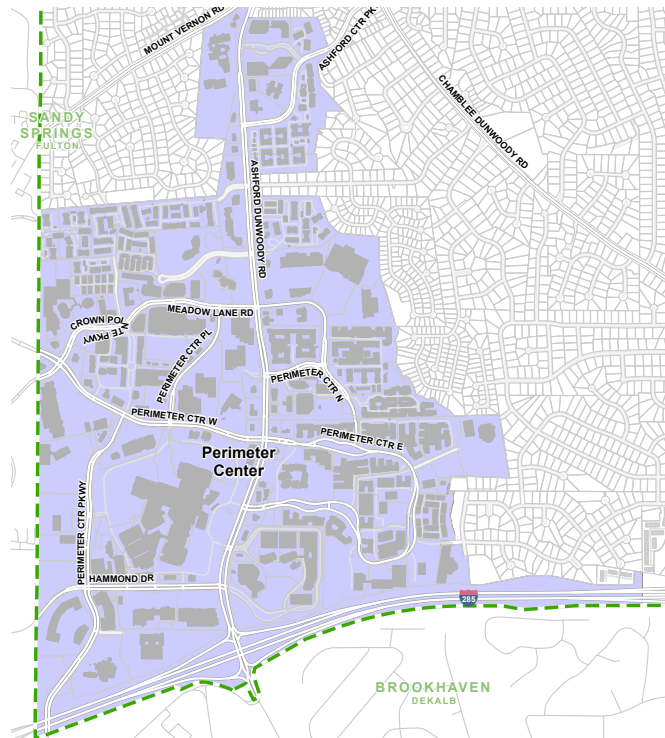


FIGURE 13: Perimeter Center Character Area Map



▲ High Street Rendering

PC-1: Applies to the central core area of Perimeter Center, including the area directly surrounding the Dunwoody MARTA train station. This district allows for the highest intensity of buildings, a high level of employment uses, and active ground story uses and design that support pedestrian mobility.

PC-2: Made up of uses including shop front retail, residential, and offices.

PC-3: A smaller scale, less intensive commercial district, permitting both shop front and office buildings.

PC-4: Made up primarily of residential uses at a scale that provides a transition between the intensity of Perimeter Center and the surrounding single-family residential neighborhoods.

Action Items

- New development will include amenities and provide public functional green space.
- The City will work with the DeKalb County School System and the Public Works Department to mitigate the impact of such development on the City's infrastructure and schools.
- Reduce surface parking and promote livable, walkable centers in the immediate areas surrounding MARTA station.
- Encourage hotel and convention development near MARTA in order to foster commerce along the mass transportation route.
- Achieve a lifelong-community for residents who can age in place with safe access to medical, recreational and other necessary services.
- Create bicycle, pedestrian and non-auto related transportation options to connect with the rest of the City of Dunwoody, including multi-use paths and public space through the implementation of the hotel-motel tax.
- The 2012 PCID Commuter Trail System Master Plan proposed a network of commuter trails connecting to the MARTA station.
- The 2012 PCID Perimeter Circulator Implementation report recommended circulator transit to provide first/ last mile connectivity for commuters and reduction in CID area congestion.
- The PCIDs have proposed Perimeter Park at the Dunwoody MARTA Station.
- Work with the Perimeter Connects to actively reduce automobile dependency and emerge as a leader in alternative transportation for the region.
- Work to strengthen Board of Education relationship for creative solutions to school capacity.
- Work with the PCIDs' boards to implement vision.
- Coordinate with the City of Sandy Springs for LCI Updates and implementation efforts.
- Coordinate with the Atlanta Regional Commission (ARC) for implementation of future LCI study updates and funding.
- Coordinate with MARTA regarding Bus Rapid Transit (BRT) (or other regional service) connectivity and urban design surrounding all transit stations.
- Look for ways to encourage live entertainment for the benefit of visitors and residents.
- Incorporate public art that enhances the area's appearance, identity and functionality; focus on parks, multi-use trails, gathering spaces and transportation infrastructure; encourage developers to include public art.
- Support the recommendations of the Public Art Implementation Plan for new public art in Perimeter Center.

COMMUNITY IMPROVEMENT DISTRICT (CID)

A Community Improvement District (CID) is an authorized self-taxing district dedicated to Infrastructure improvements within its boundaries. The PCIDs are governed by two boards – one each for Fulton and DeKalb. The PCIDs spent or leveraged public funds to invest \$55 million in Dunwoody alone; over \$7 million from ARC's LCI program was directed to the PCIDs. This makes it one of the most, if not the most, successful CIDs in the region. The PCIDs' mission focuses exclusively on transportation improvements:

To work continuously to develop efficient transportation services, with an emphasis on access, mobility, diversification and modernization.



▲ Perimeter Mall



▲ Housing in Perimeter Center

WINTERS CHAPEL

Vision/Intent

An attractive gateway to the City offering a mix of housing, shopping, and recreational options. The City envisions this area as a mixed-use area, preserving affordability while adding functional green space and more owner-occupied residential options, with existing and improved neighborhood scale commercial continuing to serve the surrounding residential area.

Future Development

Form: Development should focus on providing public functional green space and buildings with high quality materials. Transitional buffer zones will appropriately protect any adjacent residential.

Uses (see Future Land Use Map): Multi-family as part of Mixed-Use, along with attached and detached single-family, small office and neighborhood scale commercial.

Action Items

- Coordinate with Gwinnett County and the City of Peachtree Corners to promote redevelopment of surrounding area in conformity with the Winters Chapel Study.
- Leverage existing businesses to promote culturally diverse dining and retail.
- Enhance older commercial and multi-family stock, while maintaining affordability.
- Maintain occupancy and enhance retail areas.
- Promote public gathering spaces.
- Build on existing commercial activity to promote community events.
- Incorporate public art in new gathering spaces and gateways; encourage developers to include public art.
- Support the recommendations of the Public Art Implementation Plan for new public art in Winters Chapel.



FIGURE 14: Winters Chapel Character Area Map



▲ Townhouses off of Winters Chapel



▲ Apartments off of Peachtree Industrial Blvd

GATEWAYS

Vision/Intent

Cohesive design and streetscaping will define gateway areas into the City of Dunwoody. A unifying design feature such as way-finding signage or City markers will link gateways with the rest of the City.

Action Items

- Construction of gateway features that define “arrival” to City of Dunwoody. Major gateways take priority over minor, and the construction of unique landmark architectural features should be encouraged.
- Partner with local community groups to maintain landscaping.
- Work with neighboring jurisdictions to encourage appropriate land uses and controls adjacent to gateway features.
- Features may include:
 - Quality of building materials and design,
 - Enhanced landscaping and streetscape,
 - Monument, public art, or unique landmark feature.

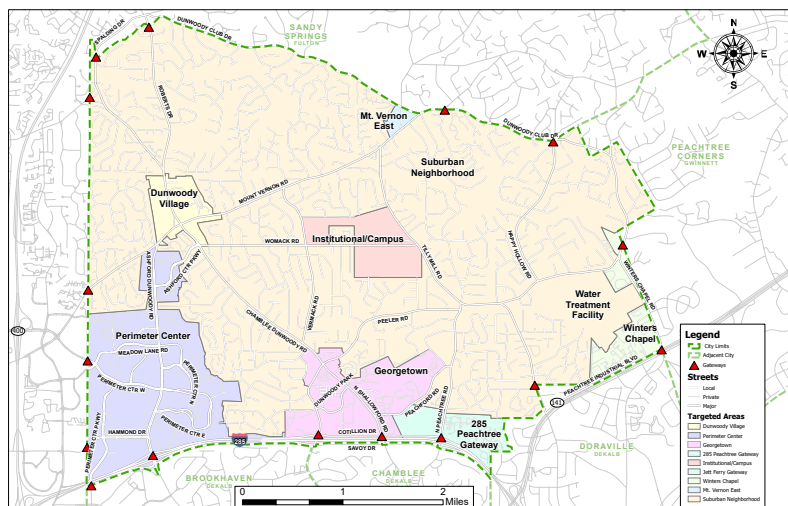


FIGURE 15: Gateway locations shown as triangles on the Character Areas Map



▲ GA 400/285 Project Rendering

2.5 FUTURE LAND USE

The Future Land Use Map like the Character Areas map is a **visual representation of the City’s future development policy**. Interpretation of the map is provided in the supporting text to be considered along with the City’s zoning, the Character Areas Map, and other local policies when decision-makers consider land development questions or requests.

FIGURE 16: Future Land Uses Table

	LAND USE	DESCRIPTION	ZONING CATEGORIES
	Single Dwelling Residential	The predominant use of land is for single-family dwelling units, including accessory dwelling units, townhomes, or a mix of housing types.	R- districts, RA- districts, PD
	Multi-dwelling Residential - Apartments	The predominant use of land is for multi-family dwelling units, typically 12 units per acre or more.	RM- districts, PD
	Multi-dwelling Residential - Other	The predominant use of land is for multi-dwelling units, 3 or more units attached, including townhouses and condominiums.	RM- districts, PD
	Commercial	Land dedicated to non-industrial business uses, including retail sales, office, service, and entertainment facilities. Accessory commercial uses may be located as a single use in one building or grouped together in a shopping center or office building.	O-I, O-I-T, C-1, C-2, NS, O-D, PD
	Public/ Institutional	Government uses at all levels, and institutional land uses. Government uses include City Hall, police and fire stations, libraries, post offices, schools, etc. Examples of institutional land uses include colleges, churches, cemeteries, hospitals, etc. Does not include facilities that are publicly owned, but would be classified more accurately in another land use category. For example, publicly owned parks and/or recreational facilities are classified under park/recreation/conservation category; and general office buildings containing government offices (such as the current Dunwoody City Hall) are included in the commercial category.	Any zoning district.

	LAND USE	DESCRIPTION	ZONING CATEGORIES
	<p>Transportation/ Communication/ Utilities</p>	<p>Major transportation routes, public transit stations, power generation plants, railroad facilities, radio towers, telephone switching stations, airports, port facilities or other similar uses.</p>	<p>Any zoning district, subject to applicable zoning restrictions.</p>
	<p>Parks/ Recreation/ Conservation - Public</p>	<p>Land dedicated to active or passive recreational uses held in public ownership or land trust. These areas may include playgrounds, public parks, nature preserves, community centers or similar uses.</p>	<p>Any zoning district.</p>
	<p>Parks/ Recreation/ Conservation - Private</p>	<p>Land dedicated to active or passive recreational uses in private ownership. These areas may include subdivision recreation areas, golf courses, swim and tennis centers, or similar uses.</p>	<p>Any zoning district.</p>
	<p>Mixed Use</p>	<p>A mixture of uses on the same parcel, vertical (same building) or horizontal (different buildings). Typically this is made up of a combination of commercial and residential uses, but could include a mix of other uses as well.</p>	<p>OCR, PD, CR-1</p>
	<p>Perimeter Center</p>	<p>Livable regional center with office, retail, mixed-use, and multi-use residential buildings.</p>	<p>PC- districts, PD</p>
	<p>Dunwoody Village</p>	<p>A true “downtown” with a more walkable and bikeable village. This would include a central public green space, a vibrant mix of civic, office, convenience retail, residential uses, and new streets with redevelopment.</p>	<p>DV- districts, PD</p>

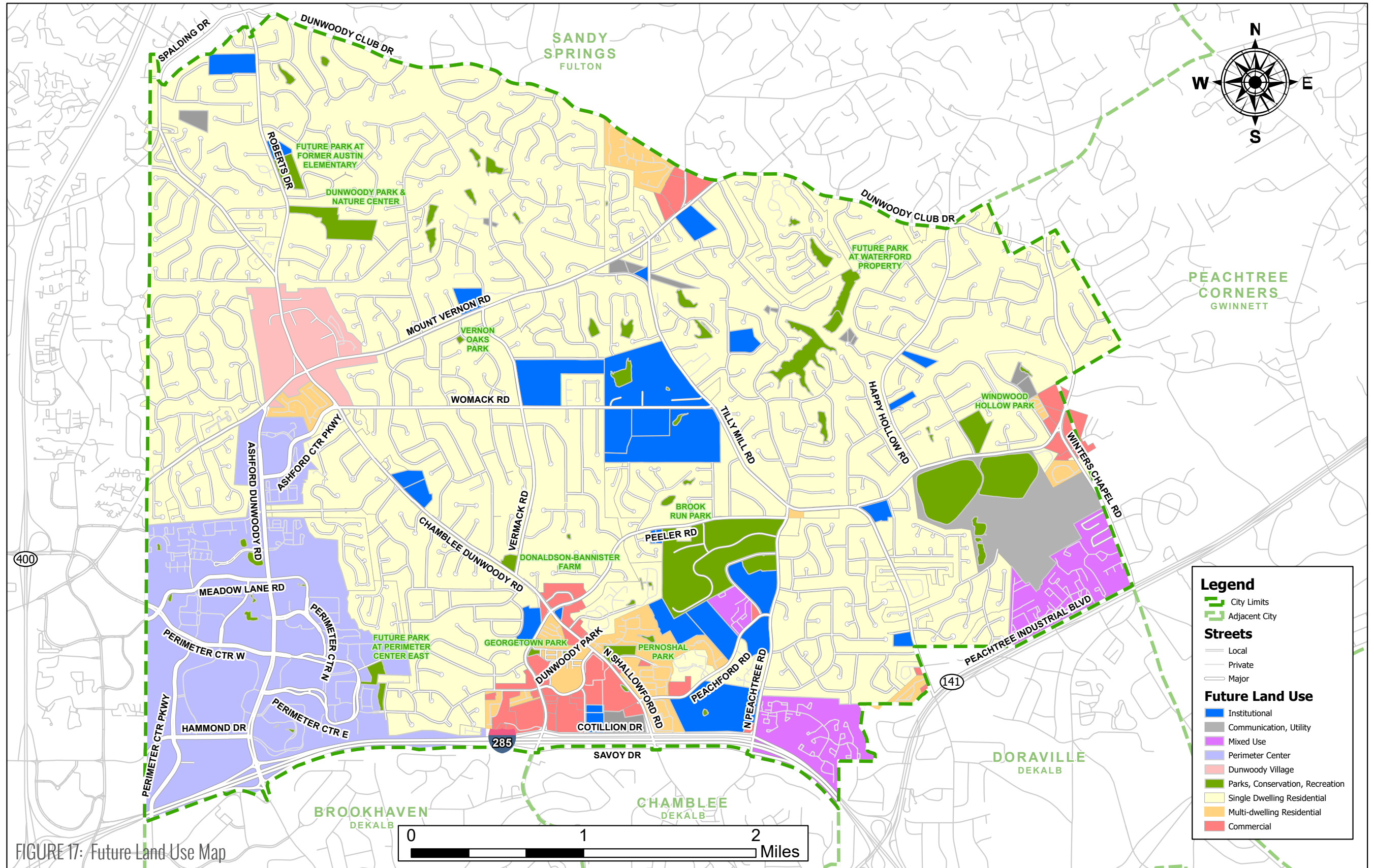


FIGURE 17: Future Land Use Map



3 NEEDS AND OPPORTUNITIES

To achieve Dunwoody’s vision and goals for the future, there are needs and opportunities that the community must address. A need can be defined as a condition of something that is required or wanted or a challenge to be addressed. An opportunity is a chance for progress or advancement or an asset to be strengthened. Needs and opportunities are constantly changing as the community grows, and should be regularly re-evaluated to keep the plan current. The Dunwoody Next process has identified and affirmed needs and opportunities which are unique to the community, based on the technical assessment prepared by the planning team, as well as by public input collected as a part of the community engagement process. The details of the technical assessment and the public input process can be found in the Appendix.



▲ Needs and Opportunities Workshop

3.1 PUBLIC INPUT

Community members participated in a Needs and Opportunities Workshop held by the City of Dunwoody on February 29, 2020. The public workshop was held to give the community an opportunity to help identify the needs and opportunities that would more directly impact the community’s future. The workshop included opportunities for review of draft plan content and group discussions with City staff surrounding overarching community needs and area-specific needs, building off public input collected to date and content in the City’s current comprehensive plan. The previous plan’s priority needs and opportunities were developed using public workshops and a Sounding Board in 2015. Workshops included facilitated discussions of Strengths, Weaknesses, Opportunities, and Threats in the community, or a SWOT Analysis, per DCA guidelines.

The SWOT analysis was designed to identify citywide priorities for the City’s long (5+ years) and short-term (5-year) future. The exercise was used to identify the perceived needs and opportunities underlying each overarching goal. The following two questions were asked for each goal:

1. **What are the strengths and opportunities?** What assets does the City already have, or could have in the near future, to help achieve the goals presented?
2. **What are the weaknesses and threats?** What obstacles stand in the way of taking advantage of these strengths and opportunities that the City should proactively address?

By framing the discussion around each goal, participants were able to grasp the comprehensive nature of the needs and opportunities, and how most of the needs and opportunities related to more than one goal. For this plan update, the Sounding Board convened on January 23, March 10, and May 21, and July 9 2020. The January and March meetings included discussions around the existing plan’s needs and opportunities – items they felt still resonated, needed modification, or needed to be added. Community members also participated in a Public Open House on February 29 at City Hall, which had, among other things, activities designed to solicit input on this part of the plan. Activities included a review of the existing needs and opportunities and a discussion of what still resonates, similar to the process used to gather feedback from the Sounding Board. Another activity was a budgeting game in which participants placed “play money” in boxes representing community priorities such as transportation, economic development, trails and greenways, public safety, and arts and culture. Each participant received a finite number of bills in set denominations that were far fewer than the number of community priorities, meaning they had to prioritize and make decisions about what they felt was important. Broadly, the input received largely affirmed the existing plan’s needs and opportunities but also offered areas for modification to certain items.

GOALS	Maintain and enhance Neighborhoods.	Foster a business friendly climate.	Redevelop target areas.	Promote connectivity and choice for all modes of travel.	Expand parks and greenspace and improve recreational opportunities.	Expand housing choice and make aging in place an achievable reality.	Cultivate and expand access to arts and culture.	Maintain and strengthen the commitment to sustainable practices.	Leverage Dunwoody's location.
									
PRIORITY NEEDS AND OPPORTUNITIES									
1. Local development regulations and land use controls represent a key asset to be continuously monitored and enhanced.	■	■	■	■		■		■	
2. Traffic congestion is a challenge that needs to be addressed creatively.		■	■	■				■	■
3. The City's public rights-of-way are assets to maintain and improve.	■	■	■	■					
4. Dunwoody possesses a unique character that should be enhanced and accentuated.	■				■			■	
5. Dunwoody's strong employment core can support small business development and an entrepreneurial environment.		■	■						
6. Ensuring that the City's permitting process is straightforward and easy to understand, is an asset to be continuously monitored and improved.		■	■					■	
7. Dunwoody's economic development efforts must be strengthened and coordinated.		■	■				■	■	■
8. Encouraging the construction of a greater variety of housing options, including for seniors, is a key need.	■	■	■			■		■	
9. Encourage use of wider range of transportation options.				■		■		■	■
10. Transportation connectivity is a critical need that the City should address.	■		■	■	■			■	■
11. The City's comprehensive transportation plan remains an asset.				■		■			
12. Active recreational opportunities for all ages are a challenge to be addressed.	■		■	■	■	■	■	■	■
13. The City has a strong park and greenspace network that must be preserved, enhanced, and expanded.	■	■	■	■	■	■	■	■	
14. Dunwoody possesses existing resources that can be strengthened to create a vibrant arts and culture community.		■	■				■	■	
15. The Dunwoody Sustainability Plan is an asset that the City should continue to implement.	■	■		■	■	■		■	
16. Prepare for the I-285/400 managed lane expansion and infrastructure.			■	■					■

FIGURE 18: Priority Needs and Opportunities

The matrix to the left illustrates how these priority needs and opportunities relate to each of the community goals. The priority needs and opportunities are roughly organized by community goal, and so position within the list does not indicate priority of one item over another.

3.2 PRIORITY NEEDS AND OPPORTUNITIES

This section describes the nature and intent of each of the top priority needs and opportunities identified through the 2015 Shape Dunwoody and Dunwoody Next community engagement processes. This list is used later to frame the development of implementation measures presented in the Community Work Program.

3.2.1 LOCAL DEVELOPMENT REGULATIONS & LAND USE CONTROLS REPRESENT A KEY ASSET TO BE CONTINUOUSLY MONITORED AND ENHANCED

The desire to have local control over land development regulations and land use policies was one of the primary motivators for Dunwoody’s incorporation. Since becoming a City, many modifications and enhancements to the original DeKalb County land use regulations, which created the framework for the City’s first zoning ordinance, have been made to better reflect the community’s vision for the future. Such modifications include the creation of new residential infill standards and the work on the



Perimeter Center form based code. Zoning regulations and land use controls are constantly being reevaluated through regular use and interpretation, and participants in the Dunwoody Next planning effort recognized the importance of aligning the codes to match the vision of the comprehensive plan. In particular, interest was expressed in modifying the code to ensure that senior housing desires are adequately supported and aging in the community is possible, that the community sees better connectivity and reduction in traffic, and that requirements for new development provide provision for adequate recreational areas and greenspace.

3.2.2 TRAFFIC CONGESTION IS A CHALLENGE THAT NEEDS TO BE ADDRESSED CREATIVELY



One of the biggest concerns for residents and businesses is traffic congestion. The issue not only affects those who both live and work in Dunwoody; but also workers from outside Dunwoody who travel into the city, as well as Dunwoody residents who leave the city for work in other metro employment areas. Widely recognized as a broad regional challenge, traffic congestion predictably surfaced during the 2020 planning process. Plan participants recognized that simply adding more roadway capacity is not always the solution to the problem. The widening of local roads often induces more traffic and can destroy the charm of the city’s neighborhoods. Instead, there is continued support for fixing and properly maintaining what the city already has - making operational improvements such as installing traffic calming measures, adding turn lanes, modifying intersection geometry and function, and continuously optimizing signal timing. Participants also recognized that as redevelopment occurs proper planning needs to be in place to mitigate the potential for further transportation problems.

3.2.3 THE CITY'S PUBLIC RIGHTS-OF-WAY ARE ASSETS TO MAINTAIN AND IMPROVE

Dunwoody's public rights-of-way are the gateways to the community, and play an important role in crafting the image and character of the community. General cleanliness and proper road, bike lane, and trail maintenance are important not only for public image, but also the safety of travelers. Potholes, cracked pavement, and debris create safety issues for motorists as well as pedestrians and cyclists. Input received in the 2020 plan update process revealed a clear desire to continue enhancing and upgrading the city's bike/pedestrian network. Many of the City's rights-of-way also lack complete sidewalks or bike facilities, and though the City has made ongoing improvements, more needs to be done to help ensure greater transportation safety. The planning process also uncovered demand for continued improvements at the its gateways, which will strengthen brand/identity building and beautification.

3.2.4 DUNWOODY POSSESSES A UNIQUE CHARACTER THAT SHOULD BE ENHANCED AND ACCENTUATED

The overall character and unique charm of Dunwoody is defined by several key factors:

- Dunwoody is a hybrid of older areas with new areas mixed in. This hybrid appeals to a variety of users.
- Dunwoody is a combination of Atlanta's "OTP (outside the perimeter)" and "ITP (inside the perimeter)" character merged into one.
- Dunwoody has an expanding employment core, especially around its MARTA stations.
- Dunwoody possesses opportunities for lower-density mixed-use and infill activity nodes in multiple areas that have already undergone small-area planning efforts as well as market-driven development.
- Dunwoody is primarily a two-lane road community; the two lanes create cohesion among a large residential area.



- Dunwoody is a community with historic charm; even though most of the City was built in the last fifty years, key prominent historic assets help to reflect a historic image.
- Dunwoody is a city of trees; this is particularly true not only in residential areas where the tree canopy is prevalent, but even in the more commercial areas, where street trees and aesthetically pleasing streetscapes contribute to this attribute.
- The tree ordinance for the City of Dunwoody directs development to occur without degrading the quality of Dunwoody's tree canopy.

Participants in the Dunwoody Next planning process affirmed the previous plan's focus on maintaining the existing Suburban Neighborhood Character Areas, which cover the majority of the city's land area. Likewise, they expressed a growing recognition that target nodes across the city, which have been studied and planned for redevelopment, can and should accommodate a mix of commercial, employment, and housing uses. The plan's Character Areas Map and adherence to its policies will be an invaluable tool to achieve the desired character for the community.



3.2.5 DUNWOODY'S STRONG EMPLOYMENT CORE CAN SUPPORT SMALL BUSINESS DEVELOPMENT AND AN ENTREPRENEURIAL ENVIRONMENT

Dunwoody benefits from its healthy Perimeter Center area, which is concentrated in the southwestern corner of the City and serves as a strong, growing anchor for the City's economy. Dunwoody has a perennial opportunity to better leverage this major job center with large employers; the presence of young professionals looking for the ability to spin off or build firms from high-tech innovations; a vibrant retirement community ready for after-retirement opportunities; proximity to the City of Atlanta and its assets; and the presence of MARTA to encourage small business creation and growth in other areas of the City. Doing so will help the city get at a clear desire from plan participants that Dunwoody can evolve as more of a regional destination. Additionally, achieving Broadband Ready Certification will further enhance Dunwoody's strong employment core, entrepreneurial attractiveness, and educational assets with fast, reliable access to the internet.

3.2.6 ENSURING THAT THE CITY'S PERMITTING PROCESS IS STRAIGHTFORWARD AND EASY TO UNDERSTAND, IS AN ASSET TO BE CONTINUOUSLY MONITORED AND IMPROVED

It is important that Dunwoody understands its level of economic development competitiveness relative to nearby communities, including but not limited to Sandy Springs, Chamblee, Roswell, Brookhaven, and Buckhead, in terms of the ease of business owners to obtain permits. Surrounding communities are continuously refining their land use regulations and permitting processes in an attempt to encourage quality development. Dunwoody needs to continue to monitor this activity and its own permitting activity to remain competitive in marketplace.

3.2.7 DUNWOODY'S ECONOMIC DEVELOPMENT EFFORTS MUST BE STRENGTHENED AND COORDINATED

The City of Dunwoody is an active leader in economic development and currently has several protocols in place to ensure that City officials understand the needs of existing businesses and that the City competes for relocation projects. The City funds and staffs a business retention and expansion program that visits over 100 businesses per year and has created beneficial programs such as Engage Dunwoody, which is a partnership with the Dunwoody Chamber of Commerce to connect its firms to nonprofit entities to build a better community. However, there is always room for improvement. This recommendation is to continue existing efforts and to build on the foundation the City of Dunwoody Department of Economic Development has laid. Participants in the Dunwoody Next process also expressed the need for the City to better align economic development efforts with redevelopment and infill development in target areas.

3.2.8 ENCOURAGING THE CONSTRUCTION OF A GREATER VARIETY OF HOUSING OPTIONS, INCLUDING FOR SENIORS, IS A KEY NEED



Aging in place was a frequent topic of discussion throughout the Dunwoody Next community engagement process. Consistent with national trends, seniors are choosing to work longer years prior to retiring, and also want to maintain their strong ties to the community. Besides retrofitting existing housing stock to better accommodate their needs, the community has also identified the need to incorporate universal design into new construction, offering a greater variety of senior appropriate housing options in the target redevelopment areas of the community. Indeed through the City's master planning efforts, several areas within Dunwoody Village and the Georgetown areas have already been viewed as appropriate for senior housing. Dunwoody residents have expressed a need for more diversity in senior housing from tools to retrofit their current home to meet the needs of aging, to active 55+ communities, all the way to memory-care/convalescent homes. Through appropriate policies and possible incorporation of such universal design criteria into the City's land development regulations, the development of a greater variety of senior-appropriate housing options will be encouraged. Plan input also demonstrated a broad need for the city to diversify its range of housing options in general, in order to attract, accommodate, and retain a wider cross-section of residents and workers. Dunwoody's housing types are concentrated in single family detached and larger multifamily products, with only a small percentage in single family attached (e.g., townhomes) and smaller multifamily products. Meanwhile, about a quarter of the city's households are cost burdened, paying over 30 percent of their income toward housing. Roughly 12 percent of Dunwoody's households are severely cost burdened, paying more than 50 percent of their income toward housing. As a result, there is a need for more "missing middle" and workforce housing options. Plan feedback showed that context-sensitivity in location, design, and construction quality are important factors to balance within this need.



3.2.9 ENCOURAGE USE OF A WIDER RANGE OF TRANSPORTATION MODES

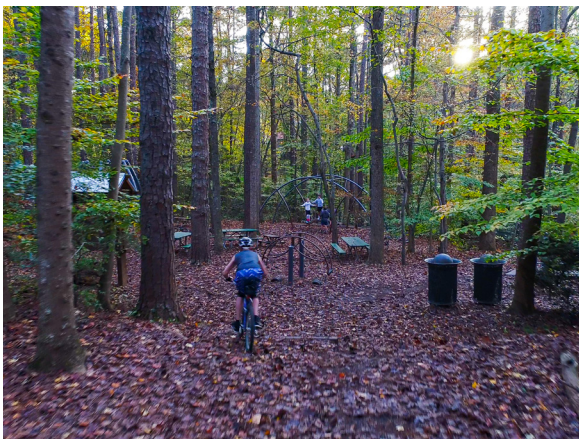
Though operation improvements to the local road network can do much to reduce local traffic congestion, it does little to reduce the overall use of the car as the primary means of transportation in the City. Only through investment in facilities that support other modes of transportation, and appropriate land use planning that supports a non-auto dependent lifestyle can the overall use of the automobile hoped to be reduced. The City has increased the mileage of the mixed-use path network in the recent past with many more miles planned in the near future. Linking the bike/ped network to transit stations is a critical part of this overall need. Transit-orient development (TOD) itself, around the city's transit stations, is a key



opportunity to increase economic activity and accommodate new housing types while minimizing single occupant vehicle trips on the city's roadways.

3.2.10 TRANSPORTATION CONNECTIVITY IS A CRITICAL NEED THAT THE CITY SHOULD ADDRESS

Much of the City's traffic issues stem from the fact that most of the City is designed with limited arterial through-streets. Only few areas of the City offer alternative routes to popular destinations. However, the lack of interest in building more road capacity, forces most improvements in the way of connectivity to target redevelopment areas, and other modes of transportation such as trails and sidewalks. Trail and greenway networks, walking and biking received significant discussion in this planning process as critical needs to address. As the City works to improve its redevelopment areas, continuing efforts need to be made to incorporate better connectivity as well.



3.2.11 THE CITY'S COMPREHENSIVE TRANSPORTATION PLAN REMAINS AN ASSET

Dunwoody conducted a Comprehensive Transportation Plan (CTP) in 2017 that by reference is incorporated into policies of this plan. The CTP directly addresses the transportation related needs and opportunities identified in this plan and is updated every 10 years. Participants in the Dunwoody Next effort recognized the need for ongoing transportation planning to address these ever changing conditions.

3.2.12 ACTIVE RECREATIONAL OPPORTUNITIES FOR ALL AGES ARE A CHALLENGE TO BE ADDRESSED

The City operates seven parks offering approximately 170 acres of green space for the enjoyment of Dunwoody residents and visitors. The City does not own or operate recreational programs in its parks, but rather facilitates the use of the parks by organized groups who manage programming. Local churches and religious based organizations also play an active role in providing recreational services. Dunwoody United Methodist Church, North Atlanta Church of Christ, Dunwoody Baptist Church, Marcus Jewish Community Center of Atlanta (MJCCA), and North Peachtree Baptist Church all operate some athletic programs and offer a variety of athletic facilities. Despite these opportunities, the Parks, Recreation and Open Space Master Plan adopted in 2017 found that a priority is to continue the high level of basic park maintenance such as mowing, litter removal, sports facility maintenance, and to explore programs in the areas of education/enrichment, fitness/wellness, and youth sports. The Plan found that according to National Recreation and



Park Association standards and community input that the City should consider adding a variety of facilities including, tennis, baseball, softball, soccer, basketball, multi-use fields, aquatics, trails, community centers and playgrounds. In particular there is a lack of indoor programming space, such as a community center or an indoor aquatics facility. Based on these recommendations, the City has in recent years made improvements to Brook Run Park, built new trails and acquired new park lands in the Georgetown area. The Parks, Recreation and Open Space Master Plan was updated in 2017 and continues to guide parks and recreation planning and decision-making. Participants in the Dunwoody Next community engagement process indicated that trails and greenways were the highest priority for the City moving forward, and Parks and Recreation can work these priorities into future improvements.

3.2.13 THE CITY HAS A STRONG PARK AND GREENSPACE NETWORK THAT MUST BE PRESERVED, ENHANCED, AND EXPANDED



The Parks, Recreation and Open Space Master Plan pointed out that the City has a stated goal of having a park within one-half mile of all residents, but currently falls short of meeting that goal. In particular the City's most densely populated area, Perimeter Center lacks a City park, though plans are underway to address that need with the development of Perimeter Park, and additional parkland close to the MARTA station. Due to the lack of vacant undeveloped land, the assemblage of linear parks and greenways is also being explored by the City to connect nearby activity centers. These potential greenways would run along major stream corridors where, due to flooding and development restrictions, good tree coverage still remains. Dunwoody Next participants affirmed the need for continued expansion of parks.

3.2.14 DUNWOODY POSSESSES EXISTING RESOURCES THAT CAN BE STRENGTHENED TO CREATE A VIBRANT ARTS AND CULTURE ENVIRONMENT

The arts, in all its many forms, plays a very important role in defining the character of Dunwoody. In 2018, the Create Dunwoody Arts & Culture Master Plan was adopted by City Council and the plan has many strong ideas that are echoed by the public in the Dunwoody Next process. Leveraging the available parks and cultural buildings in Dunwoody to create more events including music and concerts, and to grow placemaking for the City are among the highest priorities. In 2020, the [City developed] [Council adopted] a public art implementation plan that set out an agenda for public art created by the City, partnering public agencies, community organizations and private developers, as well as policies and procedures for moving projects forward. Following this plan will help the City ensure that public art investments help address the City's other goals and priorities.

3.2.15 THE DUNWOODY SUSTAINABILITY PLAN IS AN ASSET THAT THE CITY SHOULD CONTINUE TO IMPLEMENT

The City's commitment to sustainable practices was witnessed by the adoption of a Sustainability Plan in 2014 and is currently undergoing a Sustainability Plan update. Additionally, the City was awarded the 2019 Silver distinction for the Green Communities Award from the Atlanta Regional Commission. As described earlier, sustainability means more than just environmental stewardship, it is a holistic or comprehensive term that the City has applied to four broad categories:

- Resource Conservation & Waste Reduction;
- Ecology, Biodiversity, and Health & Wellness;
- Outreach and Education; and
- Economic Prosperity.

The Sustainability Plan includes over 100 action items, and by reference, this plan update supports its implementation.

3.2.16 PREPARE FOR THE I-285/400 MANAGED LANE EXPANSION AND INFRASTRUCTURE

The City has multiple points where Georgia Department of Transportation is considering a managed lane entry and exit point. As these managed lanes have been established in the metro-Atlanta region, we have seen the landscape dramatically altered by construction and traffic patterns. It is the intent of the City to capitalize on these future entry and exit points to the managed lane infrastructure coming online in the next decade by considering connectivity, economic development, and appropriate housing in the area.

3.3 SUMMARY

Through the 2020 Dunwoody Next planning and community engagement effort, the City's previously identified priority needs and opportunities have been affirmed and revised. These items continue to need to be addressed in order for the community to achieve its vision and goals for 2040. These seventeen items reflect a common desire in maintaining neighborhood character, supporting context-sensitive redevelopment in target areas, expanding economic prosperity, and furthering responsible governance practices that have made Dunwoody one of the premier communities in metro Atlanta. In its short history as a City, Dunwoody has done much to address concerns over transportation, recreational opportunities, and land development controls, but this list also reflects an ongoing effort to achieve greater success.

The Community Work Program outlines the overall strategy and action items for achieving the Community Vision and Goals and for addressing the priority Community Needs and Opportunities laid out in Chapter 3. These actions are supported by the policies provided as part of the Community Vision and Goals laid out in Chapter 2, and are presented here in two parts. The first part is the Implementation Program which outlines how the community addresses each of the priority needs and opportunities. The second part is the short term work program, which lists out the specific actions the City government and other partner entities will undertake to implement this plan within the first five-years of the planning horizon.



4 COMMUNITY WORK PROGRAM

4.1 IMPLEMENTATION PROGRAM

The implementation program outlines a variety of action items that need to be undertaken to address the priority needs and opportunities. These action items include policies, ongoing efforts, short term efforts, and long term efforts. Short term efforts are those that can be accomplished in the next five years and are later included in the Short Term Work Program. Long term item efforts are those that may be accomplished beyond the 5 year immediate time frame or as opportunity may arise.

4.1.1 LOCAL DEVELOPMENT REGULATIONS & LAND USE CONTROLS REPRESENT A KEY ASSET TO BE CONTINUOUSLY MONITORED AND ENHANCED

- Adhere to a policy that universal design is encouraged in target redevelopment areas. (Policy)
- Regularly review and incorporate revisions into the Dunwoody Zoning Ordinance, in particular incorporate requirements for universal design standards. (Short-Term)
- As part of implementation of the Sustainability Plan, review the City Zoning Regulations to see if it supports sustainability goals (tree protection, access, connectivity, etc.). (Ongoing)

4.1.2 TRAFFIC CONGESTION IS A CHALLENGE THAT NEEDS TO BE ADDRESSED CREATIVELY

- Make transportation improvements as part of implementation of the Dunwoody Comprehensive Transportation Plan. See transportation projects in the short term work program (Short Term).

4.1.3 THE CITY'S PUBLIC RIGHTS-OF-WAY ARE ASSETS TO MAINTAIN AND IMPROVE

- Regularly assess condition of local roads, and public rights of way. Assessment should include general cleanliness, pavement condition, and sidewalk condition. (Ongoing)
- Regularly sweep local roadways, bike lanes and trails. (Ongoing)
- Implement Streetscape projects that improve the overall aesthetics and multi-modal operation of the City's arterial roadways.. See projects in the short term work program. (Short Term).
- Manage litter cleanup volunteer events (Short Term)

4.1.4 DUNWOODY POSSESSES A UNIQUE CHARACTER THAT SHOULD BE ENHANCED AND ACCENTUATED

- Maintain and preserve historic resources that are owned by the City per the Parks, Recreation and Open Space Master Plan, and work with local non-profit interests to maintain and enhance the inventory of historic and cultural resources, see Natural and Cultural Resources assessment in the Appendix (Ongoing, Short Term)
- Preserve and enhance the character of the community as defined by the Character Areas Map and supporting action items and policies (Ongoing, Policy)
- Review Tree Protection Ordinance to determine how well the current tree ordinance serves the community and protects the tree cover. (Short Term)
- Complete site location evaluation and financing plan locating City Hall, Police and other civic functions, including options for joint public-private partnership. (Short Term)

4.1.5 DUNWOODY'S STRONG EMPLOYMENT CORE CAN SUPPORT SMALL BUSINESS DEVELOPMENT AND AN ENTREPRENEURIAL ENVIRONMENT

- Implement development tasks in the Dunwoody Village Master Plan, Georgetown/Shallowford Master Plan, Urban Redevelopment Plan, Sustainability Plan, and Transportation Plan to attract additional local serving businesses as well as destination businesses, particularly restaurants and retail in economic nodes outside of the Perimeter Center area. (Ongoing)
- Include specific questions for small business owners in the City's annual survey (Short Term)
- Work with Chamber to conduct a feasibility study for an innovation incubator/co-working space. Determine if this incubator/co-working space could be an initiative of Georgia State University after its consolidation with Georgia Perimeter College is complete. (Short Term)
- Work with Georgia State University to make its entrepreneurship assets directly accessible to Dunwoody businesses and talent. (Short Term)
- Establish additional incentives to further desirable development in City. Examples of best practice tools to consider that can be paired together for eligible projects include but are not limited to tax allocation districts (TADs), tax abatement bonds, redevelopment bonds, lease-revenue financing, and the EB-5 Immigrant Investor Program. Take advantage of Georgia Department of Community Affairs tools such as its Redevelopment Fund and its Energy Rebate Program. (Short Term)

4.1.6 ENSURING THAT THE CITY'S PERMITTING PROCESS IS STRAIGHTFORWARD AND EASY TO UNDERSTAND, IS AN ASSET TO BE CONTINUOUSLY MONITORED AND IMPROVED

- Periodically compare the cost and timeliness of permitting processes in surrounding communities to that of Dunwoody's. (Short Term)

4.1.7 DUNWOODY'S ECONOMIC DEVELOPMENT EFFORTS MUST BE STRENGTHENED AND COORDINATED

- Continue to regularly engage business community in feedback on City needs and concerns and vice versa. (Ongoing)
- Continue business retention and expansion visits. (Ongoing)
- Expand follow-up efforts after receiving business feedback. (Short Term)
- Work with the chamber to expand the Engage Dunwoody program. (Short Term)
- Develop and maintain database of the City's available and developable real estate portfolio. (Short Term)
- Make accessible a list of all real estate redevelopment opportunities sorted by character area and pulled from existing sources. (Ongoing)

4.1.8 ENCOURAGING THE CONSTRUCTION OF A GREATER VARIETY OF HOUSING OPTIONS, INCLUDING FOR SENIORS, IS A KEY NEED

- Adhere to a policy that universal design is encouraged in target redevelopment areas, and review for possible incorporation into Dunwoody Zoning Ordinance. (Policy and Short Term.)

- Consider and evaluate the benefits of amending the zoning code to encourage a more equitable housing market in the City.

4.1.9 ENCOURAGE USE OF A WIDER RANGE OF TRANSPORTATION MODES

- Promote the development of a variety of land uses in target redevelopment areas that reduce the demand for auto oriented trips. (Ongoing)
- Promote walk- and bike-“ability” to homes, schools, shopping, employment centers, civic uses, and open space. (Policy)
- Implement the multi-modal transportation options in the City’s Comprehensive Transportation Plan. (Short Term)
- Undertake a parking study of multi-modal transit hubs. This should evaluate existing facilities, end-of-trip facilities, electric charging stations, and bike parking on public and private properties (Short Term).
- Develop wayfinding signage to human scaled activity (Short Term)
- Support GRTA, MARTA, ARC and GDOT efforts related to express transit service and regional bus rapid transit (BRT) initiatives to connect Dunwoody to surrounding communities. (Policy)
- Focus future growth around the Perimeter Center MARTA Station. (Policy)

4.1.10 TRANSPORTATION CONNECTIVITY IS A CRITICAL NEED THAT THE CITY SHOULD ADDRESS

- Develop a citywide greenway system. Expand the City’s trail network by constructing new trails and greenways in keeping with the work program of the Parks, Recreation, and Open Space Master Plan, and LCI Plans with the goal of creating a community-wide pedestrian/bike path network. (Short Term)
- Increase network connectivity to accommodate demand between adjacent neighborhoods and developments without accessing the major thoroughfare system. (Policy)
- Collaborate with neighborhoods to identify connectivity projects. (Short Term)
- Study the possible connection between Ashford-Dunwoody and Perimeter Center Parkway (Slip ramp from I-285) along with the East-west connector between Perimeter Center Parkway and Peachtree Dunwoody Road. This may be done as part of the update of the Comprehensive Transportation Plan (Short Term)

4.1.11 THE CITY’S COMPREHENSIVE TRANSPORTATION PLAN REMAINS AN ASSET

- Implement the work program of the City of Dunwoody Comprehensive Transportation Plan (Ongoing).
- Update the City of Dunwoody Comprehensive Transportation Plan. (Short Term)

4.1.12 ACTIVE RECREATIONAL OPPORTUNITIES FOR ALL AGES ARE A CHALLENGE TO BE ADDRESSED

- Update and implement the work program of the Parks, Recreation and Opens Space Master Plan (Ongoing, Short Term)
- Maintain an inventory of recreational resources/assets to help document existing resources and identify opportunities for further expansion. (Ongoing)

4.1.13 THE CITY HAS A STRONG PARK AND GREENSPACE NETWORK THAT MUST BE PRESERVED, ENHANCED, AND EXPANDED

- Add publicly accessible green space and/or dedicated park space as a part of large scale new development/redevelopment projects. (Policy)
- Update Parks, Recreation and Open Space Master Plan (Short Term)
- Expand the City's greenway network as laid out in the implementation program of the Parks, Recreation and Open Space Master Plan (Short Term)

4.1.14 DUNWOODY POSSESSES EXISTING RESOURCES THAT CAN BE STRENGTHENED TO CREATE A VIBRANT ARTS AND CULTURE ENVIRONMENT

- Continue to support the arts and opportunities for cultural activities through the facilitation of community wide events. (Ongoing)
- Integrate public art throughout the City – including in public spaces, gathering places and gateways – as recommended in the public art implementation plan. (Policy)
- Implement processes, outlined in the public art implementation plan, for city agencies, other public agencies, community organizations and developers to support the City's public art goals. (Short Term)
- Create an Arts Council to promote, help fund and facilitate the arts in the Dunwoody community. (Short Term)
- Undertake an Arts Study in conjunction with private interests to study how to better inform the community of upcoming art events, and how to best support the facility needs of the fine arts. (Short Term)

4.1.15 THE DUNWOODY SUSTAINABILITY PLAN IS AN ASSET THAT THE CITY SHOULD CONTINUE TO IMPLEMENT

- Implement the work plan, in the Dunwoody Sustainability Plan. See Sustainability Plan Short Term Work Program, key provisions of the Sustainability work plan have been included in the Shape Dunwoody CWP as well and include the following:
 - Develop and implement a plan to install electric vehicle charging stations on City property (Short Term)
 - Develop ordinances that accommodate additional green building certifications (Short Term)
 - Ensure that any extended contract with DeKalb or new private contract in 2015 promotes recycling participation (Short Term)
 - Conduct remote sensing analysis for City wide assessment of trees (Short Term)
 - Install demonstration green infrastructure project (Short Term)
 - Develop a community garden at site of new City Hall (Short Term)
 - Install a regional stormwater management solution in Dunwoody Village (Short Term)
 - Undertake a parking study of multi-modal transit hubs. This should evaluate existing facilities, end-of-trip facilities, electric charging stations, and bike parking on public and private properties (Short Term).
 - Develop wayfinding signage to human scaled activity (Short Term)
 - Develop a citywide greenway system. (Ongoing)
 - Develop the framework for Comprehensive Ped/Bike Plan to be incorporated into the CTP (Short Term)
 - Collaborate with neighborhoods to identify connectivity projects. (Short Term)
 - Maintain Gold Level Certification in ARC's Green Communities Program and consider attaining a higher level of certification. (Short Term)
 - Develop Keep Dunwoody Beautiful Program. (Short Term)
 - Manage litter cleanup volunteer events (Short Term)

- Focus future growth around the Perimeter Center MARTA station (Policy)
- Update the Sustainability Plan (Short Term)

4.1.16 PREPARE FOR THE I-285/400 MANAGED LANE EXPANSION AND INFRASTRUCTURE

4.2 COMMUNITY WORK PROGRAM

The following CWP is comprised of projects that are ongoing or should be launched over the next five years to further the goals of the plan. The CWP is organized by element and lists implementation years, responsible party, estimated cost, and potential funding sources. A Need/Opportunity column is included to identify the Priority Needs and Opportunities related to each item in the CWP.

FIGURE 19: Community Work Program Table

ITEM	TYPE	PROJECT OR ACTIVITY	YEAR(S)					RESPONSIBLE PARTY	COST ESTIMATE					FUNDING SOURCE	NEED/ OPP.
			2021	2022	2023	2024	2025		2021	2022	2023	2024	2025		
COMMUNITY FACILITIES															
CF.1	Parks: Master Plan	Undertake Parks & Recreation Master Plan Update			√			Comm'y Dev, Parks and Recreation						General Fund	3.2.12, 3.2.13
CF.2	Parks and Open Space: Acquisition	Acquire new park and open space, per results of Master Plan priorities	√	√	√	√	√	City Manager, Parks and Recreation, Finance	cost estimate dependent upon site locations and acreage resulting from Parks & Rec Master Plan process					Potential Park Bond/SPLOST/ General Fund	3.2.12, 3.2.13
CF.3	Parks: Facilities	Implement Brook Run Park improvements		√				Parks and Recreation, Finance		\$100K				Potential Park Bond/SPLOST/ General Fund	3.2.12, 3.2.13
CF.4	Parks: Facilities, Sustainability	Develop citywide greenway system/Multi-use path/Greenway construction	√	√	√			Public Works, Parks and Recreation, Community Dev, Perimeter CID	cost estimate dependent upon site locations and land values					General Fund/potential park bond/SPLOST	3.2.13
CF.5	Stormwater: Infrastructure Projects	Installation, repair and replacement of stormwater infrastructure	√	√	√	√	√	Public Works, City Council	\$250K	\$250K	\$250K	\$250K	\$250K	Stormwater Utility Fee	3.2.3, 3.2.15
CF.6	Sustainability, Facilities	Consider maintaining Gold Level in ARC's Green Communities Program		√	√			Sustainability Committee, Community Dev		Staff	Staff			General Fund, potential grant funding	3.2.15
CF.7	Sustainability	Manage cleanup and recycling efforts at volunteer events		√	√	√	√	Sustainability Committee, Community Dev		Staff	Staff	Staff	Staff	General Fund	3.2.15
CF.8	Cultural Arts	Support the development of an Arts Study	√					Arts Council, City Manager				Staff	Staff	General Fund	3.2.14
CF.9	Certification	Achieve Broadband Ready Certification			√			Community Development Department			Staff			General Fund	3.2.5
ECONOMIC DEVELOPMENT															
ED.1	Research	Include specific questions for small business owners in the City's annual survey		√	√	√	√	Economic Development, Marketing		Staff	Staff	Staff	Staff	General Fund	3.2.5

ITEM	TYPE	PROJECT OR ACTIVITY	YEAR(S)					RESPONSIBLE PARTY	COST ESTIMATE					FUNDING SOURCE	NEED/ OPP.
			2021	2022	2023	2024	2025		2021	2022	2023	2024	2025		
ED.2	Business Development	Work with GSU to make its entrepreneurship assets directly accessible to Dunwoody businesses	√	√	√	√	√	Economic Development	Staff	Staff	Staff	Staff	Staff	General Fund	3.2.5
ED.3	Coordination	Work with Chamber to expand the Engage Dunwoody Program	√					Economic Development	Staff	Staff				General Fund	3.2.7
ED.4	Research	Develop and maintain database of City's available and developable real estate portfolio	√	√	√	√	√	Economic Development, Community Dev	Staff	Staff	Staff	Staff	Staff	General Fund	3.2.7
ED.5	Plan/Study	Develop a citywide economic development plan		√	√			Economic Development		Staff	Staff			General Fund	3.2.7
INTERGOVERNMENTAL COORDINATION															
IC.1	Intergovernmental Coordination	Coordinate with adjacent municipalities on improvements carried out along border	√	√	√	√	√	City Manager, Public Works, Perimeter CID	TBD					General Fund	3.2.16
IC.2	Services, Sustainability	Ensure that any extended contract with DeKalb or new private contract in 2015 promotes recycling participation	√	√	√			City Manager (CM), Public Works		\$30K				General Fund (CM)	3.2.15
IC.3	Economic Development	Work with Sandy Springs and Brookhaven to solidify a unified marketing vision		√				Economic Dev		Staff				General Fund	3.2.7
LAND USE															
LU.1	Plan/Study, Sustainability	Update the Sustainability Plan	√					Comm'y Dev/ Public Works		Staff				General Fund	3.2.15
LU.2	Regulatory/ Infrastructure	Implement LCI recommendations	√	√	√	√	√	Community Dev		Staff				General Fund/ PCIDs	3.2.1, 3.2.4

ITEM	TYPE	PROJECT OR ACTIVITY	YEAR(S)					RESPONSIBLE PARTY	COST ESTIMATE					FUNDING SOURCE	NEED/ OPP.
			2021	2022	2023	2024	2025		2021	2022	2023	2024	2025		
LU.3	Design & Character	Update Master Plans for Dunwoody Village (2021) and Georgetown/N. Shallowford (2022)	√	√				Community Dev	Staff	Staff				General Fund	3.2.1, 3.2.4
LU.4	Regulation	Update the zoning ordinance	√	√	√	√	√	Community Dev	Staff	Staff	Staff	Staff	Staff	General Fund	3.2.1
LU.5	Regulatory/ Sustainability	Develop ordinances that accommodate additional green building certifications				√		Community Dev/ Sustainability Committee				Staff		General Fund	3.2.1, 3.2.15
LU.6	Economic Development/ Development Process	Periodically report on the comparative cost and timeliness of permitting processes in surrounding communities to that of Dunwoody's	√	√	√	√	√	Community Dev	Staff	Staff	Staff	Staff	Staff	General Fund, Development Authority	3.2.6
LU.7	Research	Historical and current zoning entitlement records- organization, scanning, and GIS mapping	√					Staff	Staff					General Fund	3.2.1
LU.8	Research	3D Mapping of Buildings (current and proposed) and trees	√	√	√			Staff	Staff	Staff	Staff			General Fund	3.2.4
LU.9	Plan/Study	Housing Study	√	√				Staff	Staff	Staff				General Fund	3.2.8
LU.10	Regulation	Develop a citywide Unified Development Ordinance		√	√			Staff		Staff	Staff			General Fund	3.2.1
NATURAL AND CULTURAL RESOURCES															
NCR.1	Sustainability	Conduct remote sensing analysis for City-wide assessment of trees		√				Community Development		Staff				General Fund	3.2.15

ITEM	TYPE	PROJECT OR ACTIVITY	YEAR(S)					RESPONSIBLE PARTY	COST ESTIMATE					FUNDING SOURCE	NEED/ OPP.
			2021	2022	2023	2024	2025		2021	2022	2023	2024	2025		
NCR.2	Sustainability	Install demonstration green infrastructure project for water conservation				√		Public Works				\$80K, Staff		General Fund/ Grants (PW)	3.2.15
TRANSPORTATION															
T.1	Infrastructure	Annual road resurfacing	√	√	√	√	√	Public Works	\$3.1 M	\$3.1 M	\$3.1 M	\$3.1 M	\$3.1 M	LARP/Bonds/ SPLOST/LMIG	3.2.3
T.2	Infrastructure	New sidewalks	√	√	√	√	√	Public Works	\$1 M	\$1 M	\$1 M	\$1 M	\$1 M	General Fund	3.2.3, 3.2.9
T.3	Infrastructure	Intersection Improvements	√	√	√	√	√	Public Works	\$1 M	\$1M	\$1M	\$1M	\$1M	General Fund	3.2.2, 3.2.3
T.4	Infrastructure	Traffic calming	√	√	√	√	√	Public Works	\$25K	\$25K	\$25K	\$25K	\$25K	General Fund	3.2.2
T.5	Streetscape	Streetscape projects		√		√	√	Public Works		\$150K		\$500K	\$1M	General Fund	3.2.9
T.6	Plan/Study	Comprehensive Transportation Plan Update				√	√	Public Works				\$100K		General Fund	3.2.11
T.7	Infrastructure	Road striping	√	√	√	√	√	Public Works	\$10K	\$10K	\$10K	\$10K	\$10K	General Fund	3.2.3
T.8	Infrastructure	Sign replacement	√	√	√	√	√	Public Works	\$10K	\$10K	\$10K	\$10K	\$10K	General Fund	3.2.3
T.9	Plan/Study	Construction of design standards and gateway and way-finding systems	√	√	√	√	√	Comm'y Dev, Public Works, Economic Development, Discover Dunwoody		\$200K	\$200K			General Fund/ PCIDs	3.2.4, 3.2.9
T.10	Sustainability	Endorse/ assist with bike share program					√	Sustainability Committee, Community Dev, Economic Dev, PCIDs				\$150K		General Fund/ Grants (ED)	3.2.9
T.11	Sustainability	Develop framework for Comprehensive Ped/Bike Plan and integrated into the CTP		√	√	√	√	Public Works, Community Dev			\$5K	Staff	Staff	General Fund/ Grants (ED)	3.2.9
T.12	Sustainability	Collaborate with neighborhoods to identify connectivity projects	√	√	√	√	√	Public Works, Community Development			Staff			General Fund	3.2.10



November 18, 2020 Draft



CITY OF DUNWOODY 2020-2040 COMPREHENSIVE PLAN



The November 18, 2020 version of the Dunwoody Comprehensive Plan Update, Dunwoody Next, builds on the previous 2015 Comprehensive Plan, Shape Dunwoody. Red text with strike-through indicates text from the 2015 plan to be removed, green text/image borders indicate new proposed text and graphics, purple text indicates text that will be updated upon completion and approval of the plan, and blue text indicates updates since the May 21st draft.



CITY OF DUNWOODY 2020-2040 COMPREHENSIVE PLAN

ADOPTED TBD



CITY OF DUNWOODY 2020-2040 COMPREHENSIVE PLAN

ACKNOWLEDGMENTS:

CITY OF DUNWOODY MAYOR AND COUNCIL MEMBERS

Lynn Deutsch, Mayor
 Stacey Harris
 John Heneghan
 Tom Lambert
 Jim Riticher
 Joe Seconder
 Pam Tallmadge

SOUNDING BOARD MEMBERS

Lynn Deutsch
 Bob Dallas
 Ardy Bastien
 Terri Polk
 Lorna Sherwinter
 Ann Hanlon
 Richard McLeod
 Michael Smith
 Michael Starling
 Brent Walker

CITY STAFF

Eric Linton, City Manager
 Jay Vinicki, Assistant City Manager
 Richard McLeod, Community Development Director
 John Olson, Planning Manager
 Richard Hathcock, Senior Planner
 Daniel Gaddis, Planner
 Michael Starling, Economic Development Director
 Michael Smith, Public Works Director
 Brent Walker, Parks and Recreation Director
 Jennifer Boettcher, Communications Director
 Kathy Florence, Communications

CONSULTANTS - KIMLEY-HORN

Eric Bosman
 Emily Smith

ATLANTA REGIONAL COMMISSION

Andrew Smith
 Jared Lombard
 Ryan Schlom

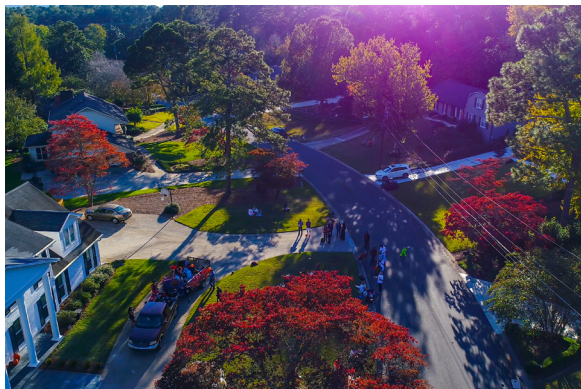


Placeholder for Resolution

Placeholder for Resolution

EXECUTIVE SUMMARY

The City of Dunwoody Comprehensive Plan is a guide for making rezoning and capital investment decisions and sets policies for City officials and staff concerning future development. This update of the Comprehensive Plan builds upon the efforts of the 2030 Comprehensive Plan, prepared in 2010, and incorporates the findings and recommendations of several subsequent planning studies, including three Livable Centers Initiative Studies, the Sustainability Plan, the Transportation Master Plan, the Parks and Recreation Master Plan, and the Economic Development Strategy. Its preparation was guided by an **extensive public outreach effort**. That effort included press releases, an on-line survey, several public workshops, an open house, several sounding boards meetings and interviews with local leaders.



▲ Single Family Neighborhood in Dunwoody

Since the adoption of the first City Comprehensive Plan, the Georgia Department of Community Affairs (DCA) standards that Comprehensive Plans in Georgia are required to meet have been revised and updated. This update reassesses where Dunwoody stands today and how it intends to develop in the future, as well as reorganizes the document to fit the requirements of the new state standards. It presents an updated community vision and corresponding goals, an assessment of needs and opportunities that the community will address in working toward that vision, and a work program designed to make that vision a reality.



▲ Perimeter Center

The Georgia Planning Act of 1989 requires each local government within the state of Georgia to prepare a long-range comprehensive plan. In addition, every five years, the Georgia Department of Community Affairs (DCA) requires updates to issues and opportunities, the community work program, and land use sections of the Plan. The 2020-2040 City of Dunwoody Next Comprehensive Plan (The Plan) is a 5-year update from the previous 2015-2035 Plan that was adopted by the City on October 12, 2015. The purpose of the Plan update is to highlight changes that have occurred in Dunwoody within the last five years, and revise the community's goals and objectives, as well as focus on implementation measures to aid in achieving those goals within the next 20-years. This update builds upon the efforts of the previous plan, and incorporates the findings and recommendations of several subsequent planning studies, including Dunwoody Village Master Plan, three Livable Centers Initiative Studies, the Sustainability Plan, the Transportation Master Plan, the Parks and Recreation Master Plan, and the Economic Development Strategy. The 2020 update also builds upon the work program established in the previous plan and examines current trends to develop a framework and work program for the next 20-year planning period.

The Plan is one of the primary tools used by various City Departments, the Planning Commission, City Council and other policy bodies to make decisions concerning the location of land uses and community facilities, priorities for public investment, the extension of public services, business development, and how to meet transportation needs. Overall, the Plan provides the community, stakeholders, staff, and decision makers with a strategic long-term vision that includes basic goals, objectives, and recommendations that are used to guide future growth and development.

THE VISION

The City of Dunwoody will be a dynamic regional destination and a community where all people can thrive – with a balanced mix of urban and suburban environments and amenities; high quality employment; equitable housing and transportation options; a commitment to sustainability; and best-in-class infrastructure, facilities and services.

This vision is supported by **eight** 9 overarching goals that will help shape the City's direction.



Maintain and enhance residential amenities and housing types.



Expand parks and greenspace and improve recreational opportunities.



Leverage Dunwoody's location.



Foster a business friendly climate.



Expand housing choice and make aging in place an achievable reality.



Redevelop target areas.



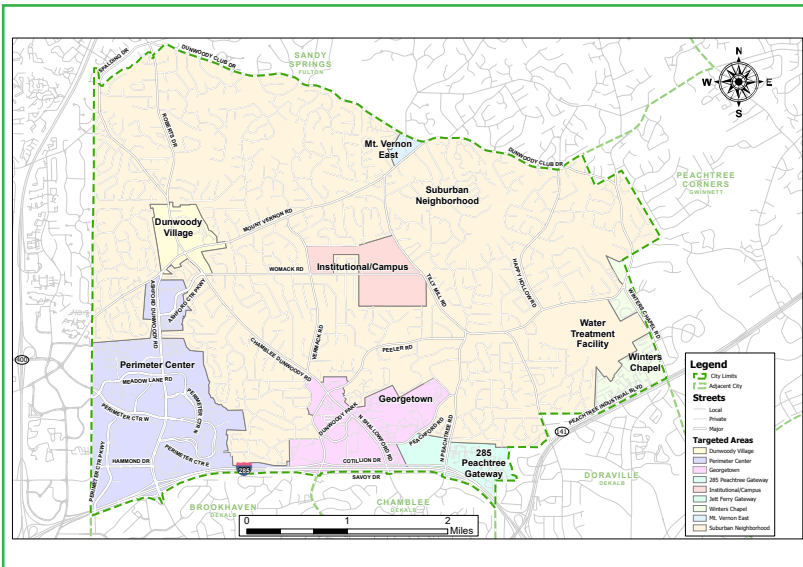
Cultivate and expand access to arts and culture.



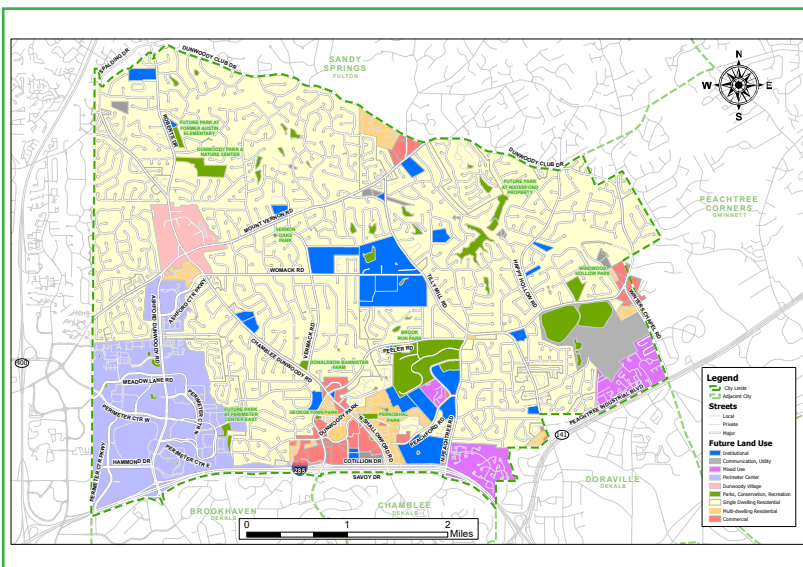
Promote connectivity and choice for all modes of travel.



Maintain and strengthen the commitment to sustainable practices.



▲ Character Areas Map, see page 19 for a larger version of the map



▲ Future Land Use Map, see page 35 for a larger version of the map.



The community's vision is further defined by the **Character Areas Map**, which divides the City into unique character areas along with associated subarea visions, policies, and implementation measures. The Character Areas Map plays a key role in guiding Dunwoody elected officials and staff in future development and policy decisions. This Character Areas Map is further supported by the **Future Land Use Map**, which provides guidance on specific future land use that would be in keeping with the community vision.

PRIORITY NEEDS AND OPPORTUNITIES

The recommendations of this plan were crafted to address a list of 16 Priority Needs and Opportunities identified through the public outreach effort and existing conditions analysis. They relate directly to the goals of the plan as outlined in the matrix on the following page.

KEY RECOMMENDATIONS

Among the many recommendations of this plan, the following items stand out as key in achieving the community's vision for the future. These projects help the City to achieve multiple goals and its long-term vision.

- Undertake additional small area planning studies.
- Establish a comprehensive program to construct new gateways to the City and plan for beautification of public areas, including streets.
- Update and implement the Transportation Master Plan.
- Update and implement the Sustainability Plan.
- Better equip housing and public space for seniors.
- Promote supportive land use patterns along Peachtree Industrial Boulevard to capitalize on the redevelopment of the GM site in Doraville.
- Update and implement the Economic Development Plan.
- Update and implement the Economic Development strategy in partnership with Discover Dunwoody.
- Prepare for I-285/400 managed lane expansion and infrastructure around gateways by supporting higher intensity land uses.

GOALS	Maintain and enhance Neighborhoods.	Foster a business friendly climate.	Redevelop target areas.	Promote connectivity and choice for all modes of travel.	Expand parks and greenspace and improve recreational opportunities.	Expand housing choice and make aging in place an achievable reality.	Cultivate and expand access to arts and culture.	Maintain and strengthen the commitment to sustainable practices.	Leverage Dunwoody's location.
									
PRIORITY NEEDS AND OPPORTUNITIES									
1. Local development regulations and land use controls represent a key asset to be continuously monitored and enhanced.	■	■	■	■		■		■	
2. Traffic congestion is a challenge that needs to be addressed creatively.		■	■	■				■	■
3. The City's public rights-of-way are assets to maintain and improve.	■	■	■	■					
4. Dunwoody possesses a unique character that should be enhanced and accentuated.	■				■			■	
5. Dunwoody's strong employment core can support small business development and an entrepreneurial environment.		■	■						
6. Ensuring that the City's permitting process is straightforward and easy to understand, is an asset to be continuously monitored and improved.		■	■					■	
7. Dunwoody's economic development efforts must be strengthened and coordinated.		■	■				■	■	■
8. Encouraging the construction of a greater variety of housing options, including for seniors, is a key need.	■	■	■			■		■	
9. Encourage use of wider range of transportation options.				■		■		■	■
10. Transportation connectivity is a critical need that the City should address.	■		■	■	■			■	■
11. The City's comprehensive transportation plan remains an asset.				■		■			
12. Active recreational opportunities for all ages are a challenge to be addressed.	■		■	■	■	■	■	■	■
13. The City has a strong park and greenspace network that must be preserved, enhanced, and expanded.	■	■	■	■	■	■	■	■	
14. Dunwoody possesses existing resources that can be strengthened to create a vibrant arts and culture community.		■	■				■	■	
15. The Dunwoody Sustainability Plan is an asset that the City should continue to implement.	■	■		■	■	■		■	
16. Prepare for the I-285/400 managed lane expansion and infrastructure.			■	■					■



TABLE OF CONTENTS

Sec.	Title	Pg.
1	PLAN OVERVIEW	1
1.1	Purpose	1
1.2	Scope	1
1.3	Methodology	3
1.4	Public Outreach Effort	5
1.5	Demographics	6
2	COMMUNITY VISION AND GOALS	9
2.1	Vision Statement	9
2.2	Goals	10
2.3	Community Policies	14
2.4	Character Areas	20
2.5	Future Land Use	33
3	NEEDS AND OPPORTUNITIES	37
3.1	Public Input	37
3.2	Priority Needs and Opportunities	39
3.3	Summary	46
4	COMMUNITY WORK PROGRAM	47
4.1	Implementation Program	47
4.2	Short Term Community Work Program	51

TECHNICAL ADDENDUM (Printed separately)



1 PLAN OVERVIEW



1.1 PURPOSE

The City of Dunwoody Comprehensive Plan is a living document that is continually updated and shaped by its leadership, staff, and citizens. It is a policy guide for making rezoning and capital investment decisions, and it sets policies for City officials and staff concerning the future development of the City. Dunwoody Next is a five-year update of the City’s Comprehensive Plan, as required by the “Minimum Standards and Procedures for Local Comprehensive Planning,” (Minimum Standards) adopted by the Georgia Department of Community Affairs (DCA). The latest version of these standards and procedures can be found in the [DCA Rules at O.C.G.A Chapter 110-12-1](#), effective [October 1, 2018](#). ~~March 1, 2014~~. In meeting these standards, this plan enables the City to maintain its Qualified Local Government Status, making it eligible to receive certain types of state funding. This update reassesses where Dunwoody stands today and how it intends to grow in the future. Following the requirements of the Minimum Standards, it presents an updated community vision, corresponding goals, and a work program designed to make that vision a reality.

1.2 SCOPE

Dunwoody’s first Comprehensive Plan was adopted in 2010, shortly after the City was incorporated on December 1, 2008. This inaugural comprehensive plan was prepared under an earlier version of the Minimum Standards that required a different format and framework than the current standards. ~~As a result, this plan,~~ [The City’s next required plan update, adopted in 2015, was developed under a newer, heavily updated version of the Minimum Standards released in 2014.](#) Though built on the [2010 inaugural plan’s](#) foundation, [recommendations and findings of the 2015 plan update](#) ~~inaugural plan,~~ looked very different and in many ways represented a fresh start for the community as it prepared to grapple with the anticipated challenges of the next five years. [The aim of the current required 2020 update is not to overhaul the 2015 plan but to refresh and update it, based on new conditions, input, and priorities.](#)

In keeping with the [DCA Minimum Standards](#), [this plan is organized into](#) ~~presented in~~ three major components [that reflect three core elements required by those standards, as detailed below:](#)

1. **COMMUNITY VISION AND GOALS** – which lay out the future vision and goals that the community wants to achieve in text, maps and graphics;
2. **NEEDS AND OPPORTUNITIES** – which provides a list of the various needs and opportunities that the community will address;
3. **COMMUNITY WORK PROGRAM** – which provides a five-year Short Term Work Program designed to address the needs and opportunities [and achieve the goals.](#) This program includes activities, initiatives, programs, ordinances, and administrative systems to be put into place or maintained in order to implement the plan.

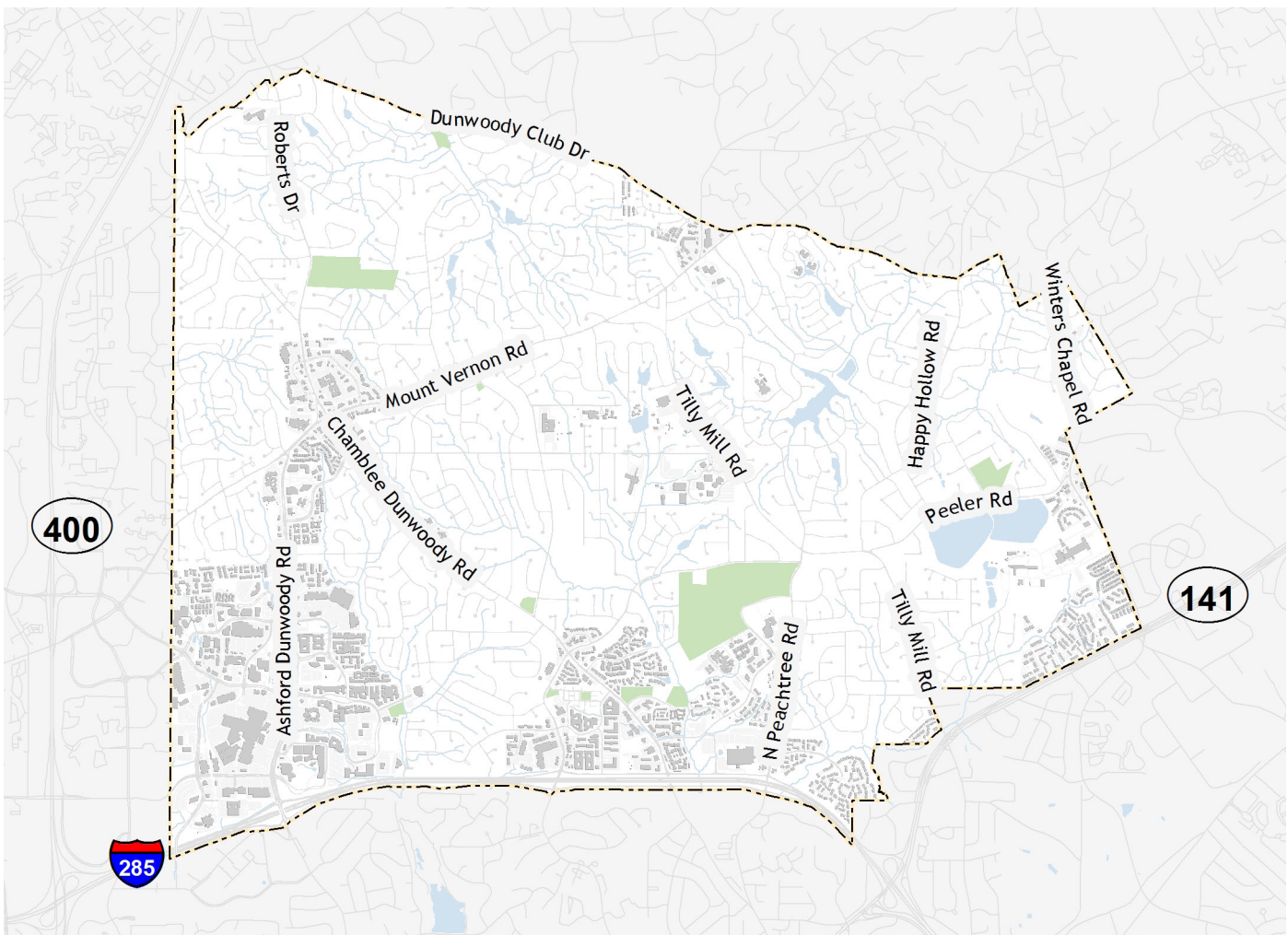
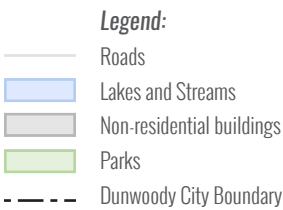
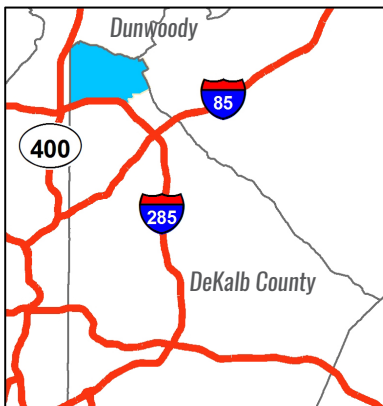


FIGURE 1: City Boundaries Map



In addition, the plan incorporates eight planning elements, as defined by the DCA Minimum Standards that are important to shaping the future of the community. These elements are addressed in detail in the Technical Addendum, which includes a technical analysis for each of the following elements:

1. Population and Housing Community Demographics and Dynamics
2. Economic Development
3. Natural and Cultural Resources
4. Community Facilities and Services
5. Intergovernmental Coordination
6. Transportation
7. Land Use
8. Community Facilities and Services



In addition, the plan incorporates eight planning elements, as defined by the DCA Minimum Standards, that are important to shaping the future of the community. Several of these elements are required by the Minimum Standards based on Dunwoody's characteristics. For example, since the City has a zoning code, the plan must include a Land Use Element. Other incorporated elements are optional in relation to the Minimum Standards but are encouraged by DCA and are included to make the plan a useful, comprehensive, and informative document for the community.

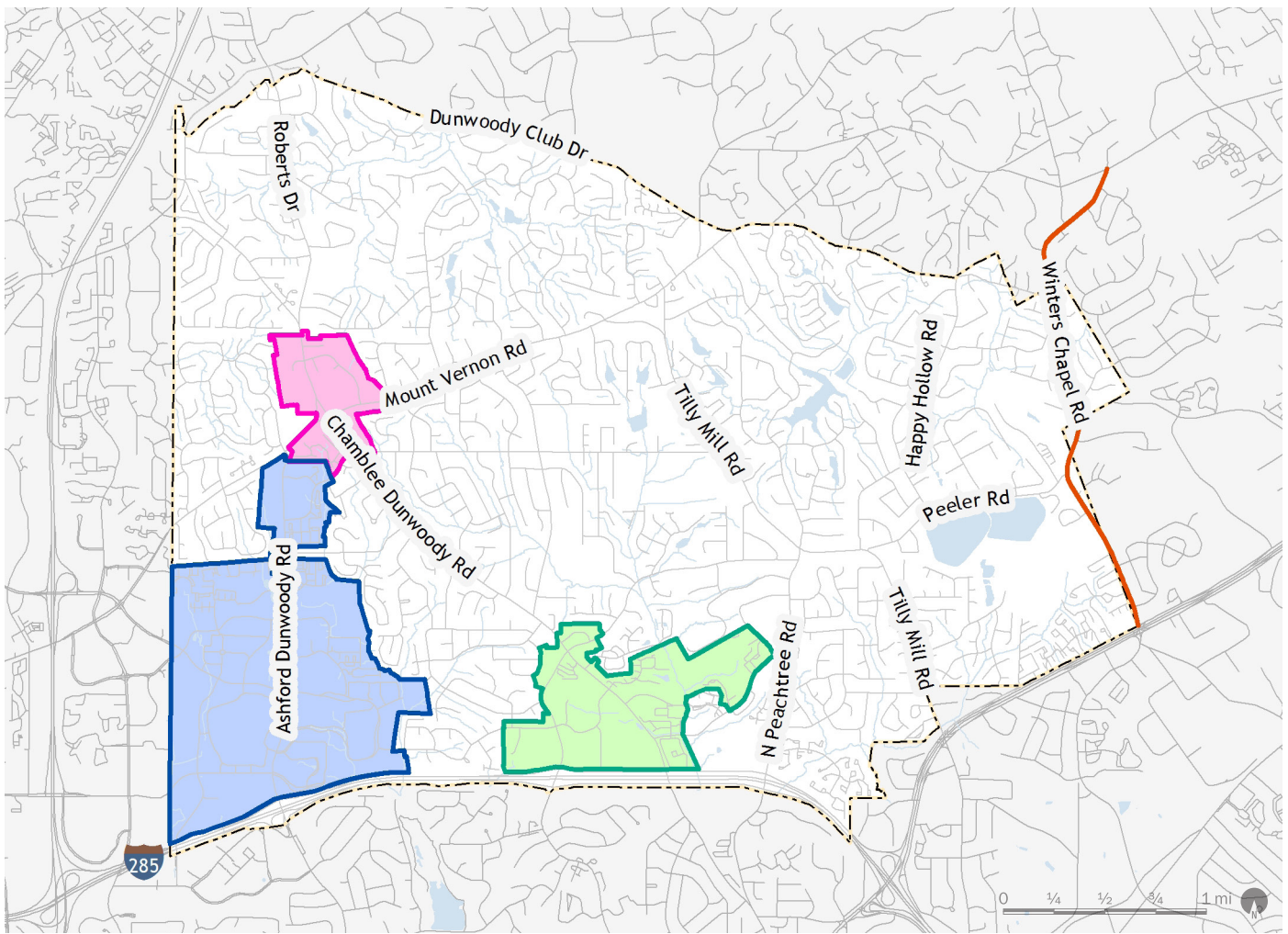


FIGURE 2: Previous Studies Map

These eight elements are woven throughout this main plan document, including in the Vision and Goals, Character Areas and Future Land Use, Needs and Opportunities, and Community Work Program. They are also specifically addressed in further detail in the Technical Addendum. They are listed below, with the planning elements required for Dunwoody noted by an asterisk.

- Legend:**
- Winters Chapel Corridor Study
 - Perimeter Center LCI
 - Dunwoody Village LCI
 - Georgetown/Shallowford LCI

1. Population and Housing
2. Economic Development
3. Natural and Cultural Resources
4. Community Facilities and Services
5. Intergovernmental Coordination
6. Transportation*
7. Land Use*
8. Broadband Services*

Besides the analysis for each element, the Technical Addendum also includes a Report of Accomplishments highlighting the success of the previous ~~Short Term~~ Community Work Program adopted as part of the ~~inaugural~~ last plan, a detailed description of the public involvement process utilized in preparing this plan update, and a report on how this plan is consistent with the Regional Water Plan and Environmental Planning Criteria.

The geographic area covered by this plan is that which is encompassed by the current incorporated boundaries of the City of Dunwoody. Dunwoody lies at the northern tip of DeKalb County, bounded by the Fulton County line on the north and west, Interstate 285 on the south, Peachtree Industrial Boulevard on the southeast, and the Gwinnett County line on the northeast. The City covers approximately 13.7 square miles of land area and can be seen in the City Boundaries Map, Figure 1.

1.3 METHODOLOGY

This plan update is the product of ~~the two~~ previous comprehensive plans, multiple planning efforts undertaken by the City since the inaugural plan's adoption, and an extensive public outreach effort. The previous comprehensive plan, ~~the 2015 Shape Dunwoody plan the City of Dunwoody 2030 Comprehensive Plan~~, laid the foundation for this effort, and where relevant, the findings and recommendations of ~~that the previous~~ plan were ~~incorporated~~ maintained and updated. ~~In addition~~ As with the previous plan, this plan continues to incorporate ~~d and updated~~ the recommendations of several planning studies, including three Livable Centers Initiatives (LCI), Winters Chapel Corridor Study, Transportation Master Plan, Parks and Recreation Master Plan, Sustainability Plan, and Economic Development Strategy. The Previous Studies Map, Figure 2, shows the study area boundaries of the previous LCI studies. The other studies were citywide.

The public outreach effort ~~launched~~ for this plan update included ~~two~~ a kickoff public hearings, ~~four~~ Sounding Board meetings, a Public Open House, and public review and comment via an online survey mechanism. Because the 2015 plan was completed under DCA's then new 2014 rules, DCA does not require this plan update to be a complete overhaul. The scope of outreach reflects the more limited update nature of this 2020 plan. ~~five community workshops, and an Open House. Announcements and notifications of these meetings were included on the City website, local newspapers, and flyers passed out at local community events. In addition, an on-line community survey was posted providing those who could not make the public meetings an opportunity to have their ideas recorded and heard.~~

As with the 2015 plan, to help direct the formulation of the ~~plan~~ update, a Sounding Board was formed comprised of members representing a cross-section of the community including elected officials, local business interests, key staff, and residents.

The goals of the Sounding Board were to:

1. Seek agreement on key issues.
2. Help to craft a common vision for the future.
3. Provide guidance on actions needed to achieve that vision.
4. Affirm public input.

The Sounding Board met ~~four~~ times during the course of the planning effort, and summaries of their meetings can be found in the Technical Addendum.

1.4 PUBLIC OUTREACH EFFORT

The Plan update kicked off in October 2019. As part of this effort, the Atlanta Regional Commission (ARC) was contracted in November 2019 as a consultant to lead the planning effort. In order to ensure that this Comprehensive Plan presented a true reflection of Dunwoody, the City Council approved a nine-member sounding board composed of city staff, residents and community leaders. The expectation of the sounding board was to work with ARC to develop and fulfill a one-year schedule to work with City Council, residents, and various stakeholders to complete the Plan update. As well, the sounding board reviewed draft materials, provided insight into public engagement, and served as facilitators of the planning process.

As preparations were made for public involvement for the 2020 Dunwoody Next Comprehensive Plan Update, the City of Dunwoody engaged the public in ways that went well beyond the minimum requirements as outlined by Georgia's Department of Community Affairs. Starting in March of 2020, the global pandemic Coronavirus (COVID-19) caused local and state leaders to issue stay at home orders for Georgia residents and to ban large gatherings of people. Before the shelter at home orders were issued, the first public kick-off meeting was held on Saturday, February 29 from 1-3 pm at Dunwoody City Hall at 4800 Ashford Dunwoody Rd, Dunwoody, Georgia. At this well-attended public meeting, a large gathering of stakeholders contributed to the robust discussion of where they felt Dunwoody was heading as a City and places where needs and opportunities needed to be addressed in the future.

A second public input session was originally scheduled for Saturday, April 25, 2020 at Dunwoody's Lemonade Days Festival. Due to the pandemic, this event was canceled and postponed to a later date. As an alternative, the Community Development team began to reassess the structure of public engagement opportunities. The Dunwoody Next Comprehensive Plan update draft was uploaded to the City's website on May 18, and citizens were invited to provide input through June 18 to give adequate time to make their opinions, comments, and concerns about the Plan draft known to the Community Development staff. Although this alteration of the format of public engagement was not something originally planned, the City of Dunwoody and the Georgia Department of Community Affairs recognize that we overcame a difficult obstacle while still providing a maximum opportunity for dynamic public engagement.

Detailed information on public engagement activities/techniques and meeting topics is found in Section B of the Technical Addendum.

Additionally, the City of Dunwoody released multiple press releases to the public inviting public engagement in the process. This outreach included several social media blasts, advertisements in the Dunwoody Crier newspaper, postings on the City Hall bulletin board, and several postings on the City website. At the City of Dunwoody, we know that public engagement is the foundation to a Comprehensive Plan that works for all citizens and through our multifaceted approach to public engagement, we are confident that we have exceeded expectations in regard to this all-important piece of updating the Dunwoody Next Comprehensive Plan.

Sounding Board members

Lynn Deutsch - Mayor
 Bob Dallas - Chair, Planning Commission
 Villard Bastien - Chair, Zoning Board of Appeals
 Ann Hanlon - Perimeter CID
 Richard McLeod - Director, Community Development
 Terri Polk - resident
 Lorna Sherwinter - resident
 Michael Smith - Director, Public Works
 Michael Starling - Director, Economic Development
 Brent Walker - Director, Parks and Recreation

Additional Meeting and Outreach Information

Event	Date	Time	Location
Public Kickoff Announcement/Hearing	November 18, 2019		City Hall
Sounding Board Meeting #1	January 23, 2020	9-11 AM	City Hall
Public Meeting	February 29, 2020	1-3 PM	City Hall
Sounding Board Meeting #2	March 10, 2020	9-11 AM	City Hall
Sounding Board Meeting #3	May 21, 2020	9-11 AM	Online via Zoom
Public Engagement Opportunity: Draft plan posted online with survey	May 18 - June 18, 2020		City of Dunwoody Website
Sounding Board Meeting #4	July 9, 2020	10 AM - 12 PM	Online via Zoom



▲ Public kick-off meeting



▲ Public kick-off meeting

1.5 COMMUNITY DEMOGRAPHICS AND DYNAMICS

The project team assessed and compiled a range of existing condition data as part of the plan update. This data was designed to stimulate discussion among the Sounding Board and members of the public and inform the direction of updating the City's vision, goals, needs, and opportunities. [A summary is presented below - with visuals/charts, details, and source citations included in Section C.1 of the Technical Addendum.](#)

Who We Are

Dunwoody's population has grown steadily over the last few decades, but the growth rate has been leveling off as the City has become more built out. Between 1980 and 2000, Dunwoody's population nearly doubled from just under 20,000 to almost 40,000. The City then grew by roughly 20% from 2000 to 2010, during which the City incorporated (2008). Heading through and out of the Great Recession, growth has flattened, with the City growing by about 6% to nearly 50,000 residents between 2010-2018. For comparison, as of 2018, Dunwoody is currently almost the same size as Brookhaven (approx. 54,000 residents) but is considerably smaller than Alpharetta (66,000), Roswell (95,000), and Sandy Springs (109,000).

In terms of population composition, Dunwoody's age-sex distribution largely mirrors that of the Atlanta metro, with the largest cohort in the economically active age groups between 25 and 59 years of age. Dunwoody's population has a proportionally large over-70 population, however. The racial distribution in Dunwoody reflects that of the 10-county metro area loosely, although the City is home to a smaller proportion of residents of color. However, Dunwoody has become more diverse in the past decade. The proportion of all residents of color, and residents who identified as two or more races, has increased, while the proportion of white residents has decreased.

Where and How We Live

According to the Metro Atlanta Housing Strategy (<https://metroatlhousing.org>), the character of the City's housing stock falls into three main subareas: neighborhoods near employment corridors, with a mix of newer and older higher priced homes and higher rents – concentrated in the southwestern corner of the City around Perimeter Center; moderate-to-higher-priced neighborhoods near employment centers with a mix of single-family and multifamily units housing both renters and owners – found in the southern and southeastern areas of the City; and moderate-to-higher-priced neighborhoods consisting almost entirely of single-family homes – making up northern Dunwoody.

Dunwoody is experiencing a moderate shift in the composition of its housing stock. While the City gained roughly 1,200 dwelling units since 2010, that growth has been concentrated in multifamily. Simultaneously, the proportion and raw number of single-family homes decreased. In terms of household income, 63% of home-owning households in Dunwoody have an income in excess of \$100,000 annually, whereas 31% of renters fall into that category. Area median home value estimates are between roughly \$418,000 and \$452,000. Median owner costs are around \$1,711 per month, while average monthly rent is about \$1,400. Importantly, about a quarter of the city's households are cost burdened, paying over 30% of their income toward housing. Roughly 12% of Dunwoody's households are severely housing cost burdened, paying more than 50% of their income toward housing.

What We Do

Broadly speaking, Dunwoody is an affluent city in comparison to the metro region. The median household income in the City in 2019 is \$94,561, well above the metro area's median household income of \$67,625. Most Dunwoody households make at least \$75,000 a year, while 22% make below \$50,000 annually. Approximately 48% of the City's households earn over \$100,000 a year, whereas in the 10-county region, that figure is only about 31%.

In terms of the jobs within Dunwoody, the largest employment sector is Finance and Insurance by far,

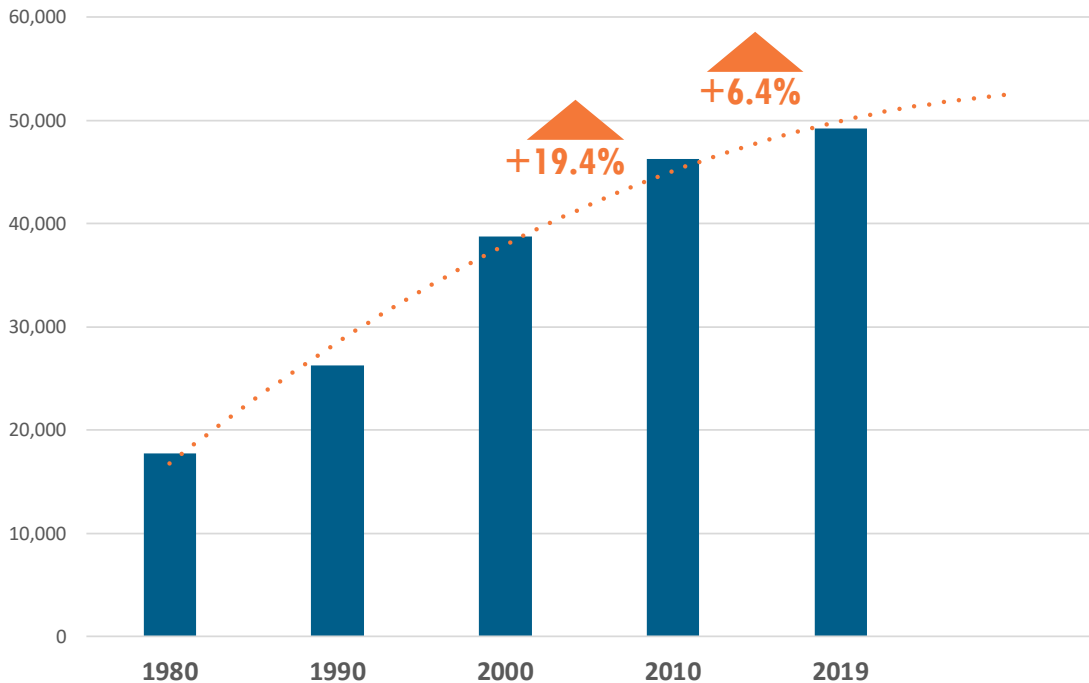
followed by Professional, Scientific, and Technical Services. Dunwoody residents – regardless of what area of the region they work in – concentrate in Professional, Scientific, and Technical Services, followed distantly by Health Care and Social Assistance.

How We Move

Each weekday, Dunwoody experiences a dramatic change in population as people travel both into and out of the City for work. Just over 42,000 people living outside Dunwoody commute into Dunwoody for work, while about 19,000 Dunwoody residents leave the city to work elsewhere, creating a net influx of about 23,000 people into the City each day. Only 2,165 Dunwoody residents both live and work in the city limits.

The areas where Dunwoody residents work are largely concentrated in major regional employment centers from Atlanta northward, including Downtown and Midtown Atlanta, Emory/CDC, Buckhead, Cumberland, and Perimeter – as well as the major highway employment corridors north of I-285, including GA 400, I-75, and I-85. In contrast, the areas where Dunwoody workers live are spread more evenly across the entire metro area, covering south Cherokee, south Forsyth, Cobb, Fulton, DeKalb, Gwinnett, and north Clayton.

84% of Dunwoody residents use a car to get to work each day. The vast majority of those drives alone, while 8% carpool. 6% of residents use public transportation, 8% work from home, and another 2% use alternative modes of transportation such as walking or biking to get to work. Most commuters out of the city drive alone with 16% carpooling and 1% taking transit. About 60% of Dunwoody residents travel less than 30 minutes to work. Roughly 36% experience a commute between 30-60 minutes. The remainder commutes more than an hour each way.



▲Population Change (Data Source: US Census, Esri Business Analyst)

2 COMMUNITY VISION AND GOALS

The Community Vision and Goals identify the City of Dunwoody’s direction for the future and are intended to serve as a guide to Dunwoody officials in day-to-day decision making. They are the product of an extensive public involvement effort and are comprised of several components:

- Aspirational vision statement
- List of overarching community goals
- List of general policies
- Character Areas Map and defining narrative
- Future Land Use Map

With the exception of the Future Land Use Map, each of these components was already established as part of the City’s inaugural 2030 Comprehensive Plan. ~~However,~~ Through the Shape Dunwoody plan update process community members were given the opportunity to revisit and update each component through a series of input activities. ~~The same process was repeated in the 2020 Dunwoody Next planning process.~~ The results of these activities are presented here, and reflect the changing conditions and evolving vision for the community.

The new addition to these policies is the Future Land Use Map, which is intended to provide guidance in making rezoning decisions at the parcel level. The map illustrates the appropriate future land use patterns that would be in keeping with the overall vision and goals for the community. It works in concert with the Character Areas Map. While the Future Land Use Map provides guidance on specific future land uses that would be in keeping with the community vision, the Character Areas Map provides guidance on the urban design and character related elements of rezoning decisions.

2.1 VISION STATEMENT

The community vision paints a picture of what the City of Dunwoody desires to become in the long-term, 20-year planning period extending out to 2040~~35~~. To arrive at this vision, the project team and Sounding Board began with the community vision statement ~~that was established in as a part of the 2015 Shape Dunwoody planning process - which itself was built and refined from the inaugural 201030 plan. Team members ultimately felt the 2015 vision statements still resonated in a broad sense but needed refinement in certain areas to reflect today’s priorities. and refined it through the public input process. In the end, it was determined that the existing vision statement included in the inaugural 2030 Plan was largely reflective of the community’s vision but needed some “tightening up” to better communicate a succinct vision.~~ The resulting vision statement ~~is shown offered below. was crafted by the project team, and refined through discussion with the Sounding Board and participants at the community workshops held for this plan update.~~

CITY-WIDE VISION STATEMENT

The City of Dunwoody strives to be a dynamic, innovative community where individuals, families, and businesses can thrive through all stages of life and career by encouraging a sustainable mix of land uses, facilities, and services.

The City of Dunwoody will be a dynamic regional destination and a community where all people can thrive - with a balanced mix of urban and suburban environments and amenities, high quality employment, equitable housing, and transportation options, a commitment to sustainability, and best in class infrastructure, facilities and services.

In many ways, this vision statement is reflective of existing conditions. Dunwoody is fortunate to already possess many fine attributes that make it a desirable community offering a high quality of life for its residents. It is home to many desirable and vibrant neighborhoods, has a strong economic base, and provides ready access to many recreational and cultural amenities. Nonetheless, time marches on and communities are always changing and evolving. It was widely recognized by participants in the Dunwoody Next planning process that continuing efforts to maintain and improve existing conditions must be made if the City wants to maintain its quality of life.



▲ Twelve 24 in Dunwoody

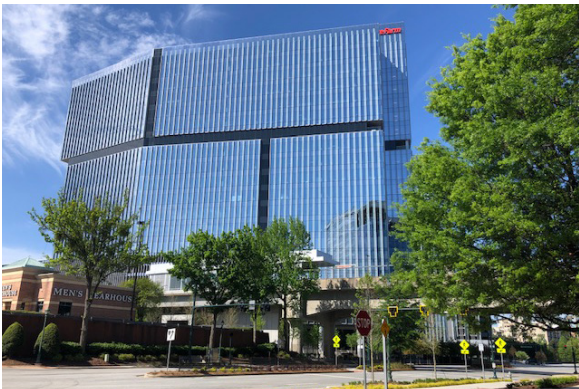
2.2 GOALS

The community identified a number of goals it needs to achieve in order to make this citywide vision a continuing reality. The following goals represent the recurring, dominant themes expressed by participants in the 2020 Dunwoody Next planning effort. Like the vision statement, they were derived from a reiterative vetting process involving the City staff, the Sounding Board, and members of the public.



PRESERVE OUR MAINTAIN AND ENHANCE DUNWOODY'S RESIDENTIAL AMENITIES AND HOUSING TYPES WITHIN NEIGHBORHOODS

Throughout the planning process, preservation of Dunwoody's residential neighborhoods was the dominant a key goal expressed by participants. To most residents of the City, this goal centers around the preservation of maintaining single family neighborhoods, which make up over 65 percent of the land area of the City. However, successful neighborhoods are far more than just brick and mortar - they are the people, community organizations, and services and facilities that support them. As a result, efforts to maintain what many consider Dunwoody's strongest asset, its neighborhoods, must involves a broad, comprehensive approach that involves all aspects of the community and allowsing for an appropriate balance between growth and preservation. that maintains the overall suburban character. As mentioned below, there is a broad desire to balance the traditional single family residential areas and character of the city with more diverse housing products and retail and employment in walkable locations within target redevelopment areas.



▲ State Farm

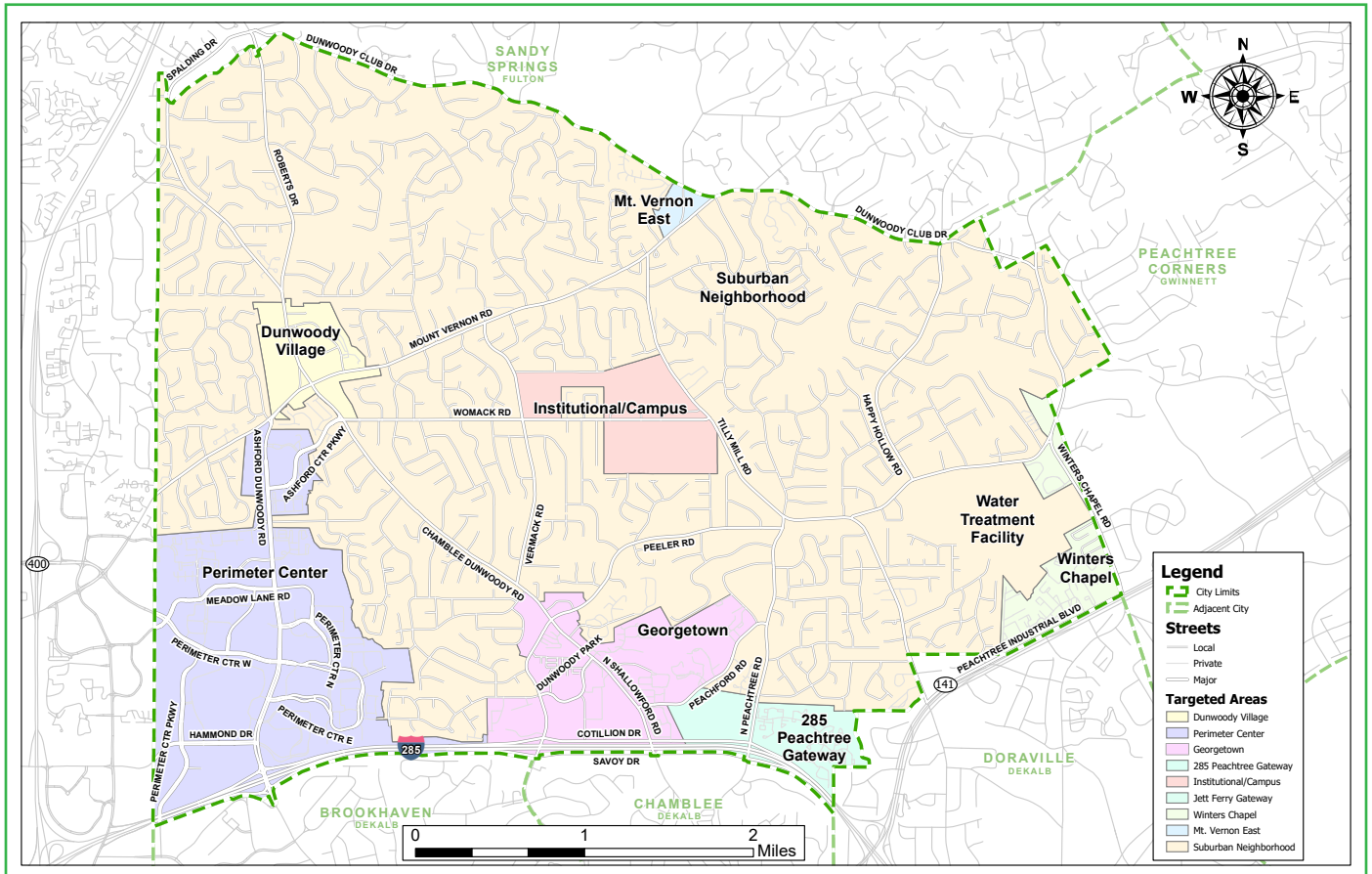


FIGURE 3: Targeted Areas

\$ NURTURE DUNWOODY AS A PLACE TO LOCATE AND GROW BUSINESS — FOSTER A BUSINESS FRIENDLY CLIMATE

At the heart of this goal is economic development and building long-term prosperity for all residents. It involves actively engaging the City and its economic development partners in business retention, attraction and expansion. Its benefits include a strong tax base, a stable job market, and ready access to services and goods. Plan input shows a desire to make Dunwoody a stronger regional destination, and the business climate is an important part of that effort.

🏠 TRANSFORM TARGET REDEVELOPMENT AREAS REDEVELOP TARGET AREAS WITH A VIBRANT MIX OF USES, TRANSPORTATION OPTIONS, HIGH QUALITY DESIGN, AND AMENITIES

Though most of the city is unlikely to significantly change over the 20-year horizon of this plan, several areas have been identified as ripe for redevelopment and offer opportunities for new growth. There are very few tracts of undeveloped land in the City, so any new growth will have to take the form of redevelopment. In particular, many of the older shopping areas and aging multifamily developments are likely to change, and

the City has planned for such growth through **small area** master planning efforts. Figure 3 on the next page identifies the Target Redevelopment Areas. **Along those lines, there is a growing recognition that Dunwoody is evolving, including the mindset that target nodes across the city - which have been planned for redevelopment and experienced market driven infill in recent years - can and should accommodate a denser, more fine-grained mix of commercial, employment, housing uses. This approach can attract and accommodate a wider cross section of residents and workers to continue defining Dunwoody's character. As mentioned above, there is a broad desire to balance the traditional single family residential areas and character of the city with more diverse housing products and retail and employment in walkable locations within target redevelopment areas.**



INCREASE CONNECTIVITY AND ENHANCE TRANSPORTATION OPTIONS FOR ALL FORMS OF TRAVEL PROMOTE CONNECTIVITY AND CHOICE FOR ALL MODES OF TRAVEL, INCLUDING TRANSIT, BIKING, AND WALKING

Dunwoody is fortunate to be located at the crossroads of several major highways with easy access to all the opportunities and amenities that the Atlanta metropolitan area has to offer. This convenient access comes at a cost, and like most communities in the Atlanta metropolitan area, Dunwoody is often plagued by highly congested roadways, particularly at peak hours. Although residents and workers have access to transit and multi-modal opportunities, much more needs to be done to increase transportation connectivity and access and to maintain **its the City's** locational advantage. **Input in the 2020 Dunwoody Next planning process shows a clear aspiration for continued improvement of streetscapes to promote walking and biking, filling in gaps in the existing bike/ped network, and linking the network seamlessly to transit stations. In addition, market trends supporting transit-orient development (TOD) in major metros in the U.S. have accelerated in the last 20 years, including in Dunwoody. Continued TOD around the city's transit stations remains a high priority that will help curb the growth of single occupant vehicle trips on the city's roadways and promote other transportation modes.**



EXPAND THE CITY'S PARKS AND GREENSPACE AND IMPROVE RECREATIONAL OPPORTUNITIES EXPAND PARKS AND GREENSPACE IN MORE LOCATIONS ACROSS THE CITY, AND IMPROVE RECREATIONAL OPPORTUNITIES

Dunwoody is an active community that enjoys outdoor recreation, and is known for its tree lined streets and dense tree canopy. With an anticipated growth in population and limited undeveloped areas, the community needs to take an active role in preserving greenspace and expanding its recreational opportunities. **This includes increased environmental protection measures to ensure that the expansive tree canopy remains a defining characteristic of Dunwoody for years to come. Parks, trails, and greenways**

resonated strongly with participants in the Dunwoody Next planning process.



MAKE AGING IN PLACE A MORE ACHIEVABLE REALITY EXPAND HOUSING CHOICE AND MAKE AGING IN PLACE AN ACHIEVABLE REALITY FOR RESIDENTS

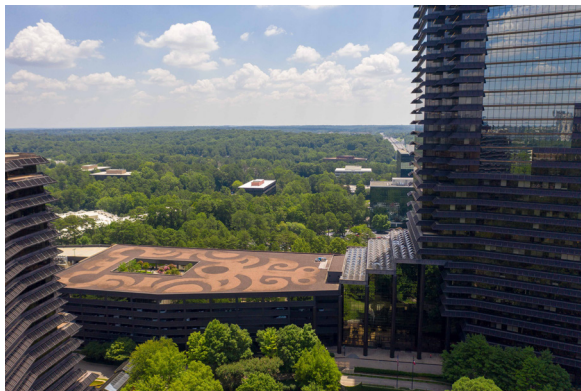
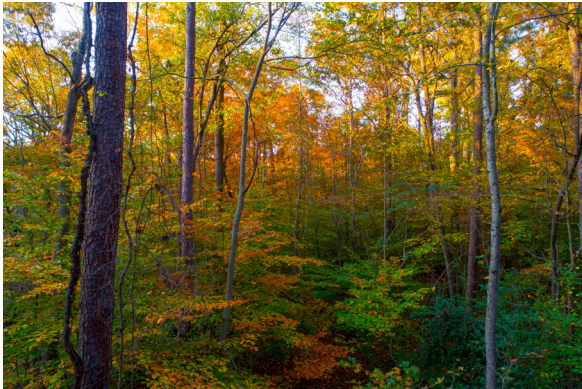
The Dunwoody Next plan process revealed acknowledgment that the city should work to diversify its range of housing options to attract, accommodate, and retain a wider cross-section of residents and



workers. Dunwoody's housing types are concentrated in single family detached and larger multifamily products, with only a small percentage in single family attached (e.g., townhomes) and smaller multifamily products. Meanwhile, about a quarter of the city's households are cost burdened, paying over 30 percent of their income toward housing. Roughly 12 percent of Dunwoody's households are severely cost burdened, paying more than 50 percent of their income toward housing. As a result, the city should strive to incorporate "missing middle" and workforce housing development opportunities. Promoting housing options and policies that encourage greater diversity in housing product can help enhance equity and quality of life for all citizens. Public input showed that sensitivity in terms of location, design, construction quality, and school system impacts, are important factors to balance as part of this goal.

Residential options for seniors remain paramount as well. Dunwoody has a aging population that

has strong roots and connections to the broader community. Unfortunately, most of the City's housing stock is single-family residential, designed for traditional, younger families with children. As a result, the housing stock and other factors that make aging in place easy, are not present is-not to meeting the changing needs of this growing portion of the population. To retain and serve long-time residents, Dunwoody must work to provide better options for older adults to stay in their neighborhood or the wider community as they age. Tools can include regulatory changes such as allowing accessory dwelling units in certain areas, which make it easier for older adults to move in with family or family to move in with them; and permitting smaller, lower maintenance senior-accessible housing in reasonable proximity to the traditional single-family residential neighborhoods that older adults are departing, to maintain their connection to familiar surroundings. Besides housing, other assets that make aging in place a reality include convenient access to transportation options, cultural and recreational amenities, quality health care facilities, and supportive social networks. A comprehensive strategy will be necessary to retain aging residents of Dunwoody who have contributed so much to its sense of community.



GROW THE ARTS AS PART OF WHAT MAKES DUNWOODY SPECIAL CULTIVATE AND EXPAND ACCESS TO ARTS AND CULTURE AS PART OF WHAT MAKES DUNWOODY SPECIAL

The arts play a very important role in defining a community as unique and distinguish it as a desirable destination and location for residents and business. They include not only access to the fine arts and performing arts, but also the display of public art and even interpretation of historic assets. Participants in the Dunwoody Next process recognized that the City has an active arts community, but much more can could be done to support its growth and establish Dunwoody as a widely recognized arts and culture community.



MAINTAIN THE COMMITMENT TO SUSTAINABLE PRACTICES MAINTAIN AND STRENGTHEN THE CITY'S COMMITMENT TO SUSTAINABLE PRACTICES



Dunwoody takes its responsibility toward sustainable practices very seriously, as is evident by the establishment and continued operation of a Sustainability Committee and its recent adoption in 2014 of a Sustainability Plan. Sustainability means more than just environmental stewardship, it is a holistic or comprehensive term that the City has applied to four broad categories, including: Resource Conservation & Waste Reduction; Ecology, Biodiversity, and Health & Wellness; Outreach and Education; and Economic Prosperity. The new forthcoming Sustainability Plan will have four main focus areas: Trees and Greenspace, Transportation and Air Quality, Resource Efficiency, Water Quality, and Communication and Outreach. Of the many priorities, residents expressed the value of Dunwoody's dense tree canopy; and as such, proper environmental protection measures should be taken to preserve it. Additional considerations include: protecting green space; improving watershed function; and encouraging alternative energy uses in homes, businesses, and vehicles.



LEVERAGE DUNWOODY'S LOCATION AT THE HEART OF GROWING JOB CENTERS, TRANSPORTATION SYSTEMS AND NEIGHBORING COMMUNITIES

Dunwoody is closely linked to Sandy Springs and Brookhaven because of the shared Perimeter Center area, which itself is a regional employment center, drawing workers from the entire Atlanta metro. This area continues to evolve in a more walkable, mixed-use development pattern than in the past. Dunwoody also features employment and commercial areas elsewhere that are shared with neighboring jurisdictions. Along with its own growing activity centers and adjacent communities, Dunwoody is at the heart of multiple transportation networks, including MARTA rail and bus service, GA 400, and I-285, all of which are planned and expected to change in the coming years. These systems will create the potential for growth and development as well as challenges. Specific items to plan for include increased use of existing MARTA rail, new bus rapid transit (BRT) service, and managed lanes projects on GA 400 and the I-285 Top End.



Given its location in the center of these drivers of change, Dunwoody must coordinate and prepare in order to maximize its locational advantage – rather than insulate itself. Dunwoody Next plan participants expressed that the city should continue coordinating with its neighbors, regional agencies, and DeKalb County Schools, to prepare for the reality of development and change both inside and outside its limits. Doing so can help the city capture positive spillover effects.



2.3 COMMUNITY POLICIES

The following policies are intended to provide ongoing guidance and direction to local government officials for making decisions consistent with achieving the Community Goals. For this reason these policies are organized by goal, through being comprehensive in nature, many individual policies likely will help to achieve multiple goals.



PRESERVE OUR MAINTAIN AND ENHANCE DUNWOODY'S RESIDENTIAL AMENITIES AND HOUSING TYPES WITHIN NEIGHBORHOODS

- Through careful planning, the City of Dunwoody seeks to ensure that population growth will not **exceed infrastructure investment**.
- The City will promote ways to achieve a greater level of **owner-occupied housing**.
- The City will regularly communicate with the **local school board** on decisions concerning new housing, and it is recommended that residential developers meet with local school board officials to discuss and mitigate any potential adverse impacts on local schools.
- New housing infill into existing neighborhoods will be **compatible** with surrounding properties.
- Preserve the character of **existing residential neighborhoods**.
- **Protect properties** located on borders of Suburban Residential Neighborhoods Character Area with compatible height, building placement, densities, massing and scale, buffers, tree protection and other associated site development and building regulations.
- Land use decisions will concurrently consider implications for **transportation and open space**.
- Promote small scale, conscientious redevelopment of our neighborhood commercial nodes designed to enhance the quality of life of our residential neighborhoods.



NURTURE DUNWOODY AS A PLACE TO LOCATE AND GROW BUSINESS FOSTER A BUSINESS FRIENDLY CLIMATE

- The City of Dunwoody is **business-friendly** and supports its **small businesses** that add to the character and quality of life for residents.
- The economic priority for the City is to protect a diversified, **healthy tax base** in order to function as a financially responsible government and provide the services and capital improvements

UNIVERSAL DESIGN:

Universal Design is the design of products and environments to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design.

UNIVERSAL DESIGN IN THE COMMUNITY:

Communities built around the elements of universal design meet the needs of seniors, people with disabilities, and people of all ages and ability. Universal design can simplify life for all ages by making the built environment more usable by as many people as possible. At the community scale Dunwoody supports the recommendations of the Atlanta Regional Commission’s Lifelong Communities Program.

the changing needs of residents as they age. The intent is not to create a residential hospital setting, but to create a practical safe home that allows easy access, and functionality. At the dwelling unit scale Dunwoody applies universal design in the home to several key elements of the home, including entry, bedrooms, bathrooms, kitchens, overall circulation, etc. See Land Use Appendix for a list of possible criteria that should be evaluated and considered in adopting universal design standards.

ELEMENTS AT THE COMMUNITY SCALE:

- Create a range of housing opportunities and choices
- Create walkable neighborhoods
- Encourage community and stakeholder collaboration
- Foster communities with strong sense of place
- Provide a variety of transportation choices
- Strengthen and direct development towards existing communities
- Encourage compact building design in target redevelopment areas.

BENEFITS AT THE DWELLING UNIT SCALE:

- A home that is accessible to anyone regardless of age or ability
- Function home design that make everyday living easier
- Incorporated design features that appeal to a wider range of buyers
- A home that can adapt to the changes in lifestyle without the need of extensive remodeling

UNIVERSAL DESIGN AT HOME:

Homes designed with the elements of universal design for aging-in-place are normal looking homes that meet

Use in Zoning:

Consider a zoning amendment that would address the incorporation of universal design principals into new subdivisions, multi unit housing, and age restricted housing.

desired by its residents and business owners.

- Cultivate a healthy, cooperative relationship with nearby partners, including the Perimeter CIDs, Sandy Springs, Brookhaven, Dunwoody Perimeter Chamber of Commerce, and the Perimeter Business Alliance.
- Development in Dunwoody will be recognized for its **high quality design** throughout the City.
- The City of Dunwoody commits to maximizing resources through incentives and grants; this will especially target opportunities to promote **unique development**, such as adaptive reuse of buildings with historic value.
- Promote small business development to further an environment that promotes Dunwoody as a city of small business incubation and innovation.



TRANSFORM TARGET REDEVELOPMENT AREAS REDEVELOP TARGET AREAS WITH A VIBRANT MIX OF USES, TRANSPORTATION OPTIONS, HIGH QUALITY DESIGN, AND AMENITIES

- Encourage a mix of **compatible land uses** in future commercial development and redevelopment areas. As part of this consider reducing the minimum acreage thresholds for use of the planned development district.
- Promote the **conversion of surface parking** to other land uses (outparcels, plazas, open space) and encourage **structured and shared parking solutions in priority locations.**



- Encourage mixed-use development and design standards that enhance **pedestrian movement, lifelong communities and healthy living**. (See [Universal Design Policies](#) above).
- **Coordinate with neighboring jurisdictions**, to the extent of where interests are shared, especially for future improvements to Peachtree Industrial Boulevard and/or any improvements along the borders of Winters Chapel Character Area.



~~INCREASE CONNECTIVITY AND ENHANCE TRANSPORTATION OPTIONS FOR ALL FORMS OF TRAVEL~~ PROMOTE CONNECTIVITY AND CHOICE FOR ALL MODES OF TRAVEL, INCLUDING TRANSIT, BIKING, AND WALKING

- **Promote walk- and bike-“ability”** to homes, schools, shopping, employment centers, civic uses, and open space.
- Implement the multi-modal transportation options in the City’s Comprehensive Transportation Plan.
- Create a **community-wide pedestrian/bike path network**.
- Provide safe and secure parking to support **multi-modal transit services**.
- Increase **network connectivity** to accommodate demand between adjacent neighborhoods and developments without accessing the major thoroughfare system.
- Promote the use of zero-emission Low Speed Vehicles (LSV) and Neighborhood Electric Vehicles (NEVs) and consider other **emerging and innovative transportation technologies**.
- Promote **travel demand management (TDM)** strategies to reduce trips.
- Preserve current transportation investment through **effective maintenance** of transportation system.
- Work with Georgia Regional Transportation Authority (GRTA), Metropolitan Atlanta Rapid Transit Authority (MARTA), Atlanta Regional Commission (ARC) and Georgia Department of Transportation (GDOT) efforts related to express **transit service** and regional bus rapid transit (BRT) initiatives to connect Dunwoody to surrounding communities.



~~EXPAND THE CITY’S PARKS AND GREENSPACE AND IMPROVE RECREATIONAL OPPORTUNITIES~~ EXPAND PARKS AND GREENSPACE IN MORE LOCATIONS ACROSS THE CITY, AND IMPROVE RECREATIONAL OPPORTUNITIES

- Preserve strategically located, **existing undeveloped land** that could be a viable option for functional greenspace.
- Create and maintain programs to support **historic preservation** and/or **campaign for grant dollars** that award historic preservation dollars.
- Encourage the acquisition of greenspace as a part of larger redevelopment areas.



~~MAKE AGING IN PLACE A MORE ACHIEVABLE REALITY~~ EXPAND HOUSING CHOICE AND MAKE AGING IN PLACE AN ACHIEVABLE REALITY FOR RESIDENTS

- The City of Dunwoody seeks to promote a strong quality of life by fostering active civic engagement by **all ages and demographic groups** and by celebrating the diversity of the community. Furthermore, City planning and programming will aim to make Dunwoody a “**lifelong community**,” that is, a place where individuals can live throughout their lifetime and which provides a full range of options for residents, including:
 - Transportation options: allow ways to remain mobile and retain independence.

- Healthy lifestyles: create environments that promote physical activity, the production of local food, and social interaction.
- Expanded information and access to services:
 - Provide housing options near services for the continuum of care needed through aging years.
 - Modernize and extend network of community information available to all residents .
- Utilize universal design as a component of all residential development where senior appropriate housing has been required, particularly within the Dunwoody Village, Georgetown, and Winters Chapel Character Areas
- Encourage the integration of senior appropriate housing, both active adult and assisted living, into the fabric of the community, thus offering multi-generational or lifelong housing opportunities.
- Remove barriers to the development of “missing middle” and workforce housing options.



GROW THE ARTS AS PART OF WHAT MAKES DUNWOODY SPECIAL CULTIVATE AND EXPAND ACCESS TO ARTS AND CULTURE AS PART OF WHAT MAKES DUNWOODY SPECIAL

- Support the **arts and opportunities for cultural activities** and events.
- ~~Integrate public art at City gateways and community gathering areas.~~
- Support the recommendations of the Public Art Implementation Plan, including the participation of City departments, community organizations and private developers in creating public art.



MAINTAIN THE COMMITMENT TO SUSTAINABLE PRACTICES MAINTAIN AND STRENGTHEN THE CITY'S COMMITMENT TO SUSTAINABLE PRACTICES

- Champion sustainable development in all land use and development practices.
- Provide conveniently located and efficiently managed City Administration services,

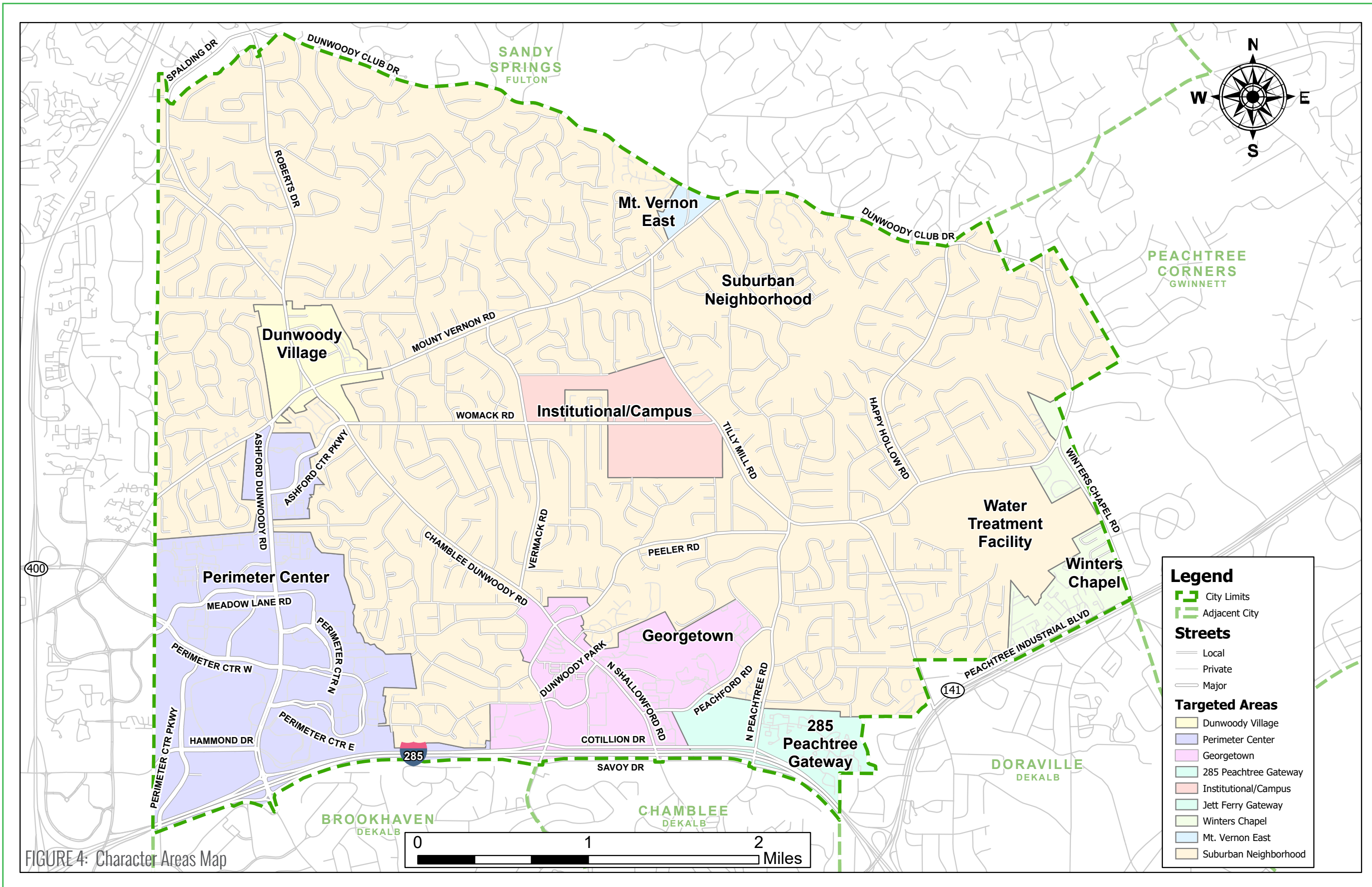


FIGURE 4: Character Areas Map

demonstrating commitment to sustainable practices in managing City-run resources.

- Engage regional, state and federal resources for improving local sustainable practices.
- Support **community partnerships** for pursuing sustainable practices.
- Demonstrate **regional leadership** in promoting efficient and innovative use of resources.
- **Prioritize environmental protection measures to preserve Dunwoody's dense tree canopy and other environmental features that make it unique.**



LEVERAGE DUNWOODY'S LOCATION AT THE HEART OF GROWING JOB CENTERS, TRANSPORTATION SYSTEMS AND NEIGHBORING COMMUNITIES

Coordinate with neighboring jurisdictions, Community Improvement Districts (CIDs), regional agencies (e.g., MARTA, GDOT, ARC), and the DeKalb County Schools to monitor and prepare for future growth and infrastructure investments

Given the link between transportation and land use, prepare for the potential effects of transportation network changes such as continued increases in transit ridership (existing MARTA rail, new bus rapid transit (BRT) service) and managed lanes projects on GA 400 and the I-285 Top End

2.4 CHARACTER AREAS

The Character Areas Map is a visual representation of the City's future development policy. It was originally developed as part of the City's inaugural Comprehensive Plan and was refined through the **Shape Dunwoody and Dunwoody Next public involvement** processes. **Unlike the inaugural plan**, This Comprehensive Plan Update also includes a Future Land Use Map that specifies the preferred use of each parcel of land in the future. The Future Land Use Map supplements the policies of the Character Area Map to provide more detailed guidance to City officials **to inform in-making** rezoning and capital investment decisions.

Interpretation of the Character Areas Map is provided in the supporting text to be considered along with the City's zoning **ordinance**, the Future Land Use Map, and other local policies when decision-makers consider land development questions or requests. The supporting text provides written and graphic description of the types, forms, styles and patterns of development that the City will encourage in each area via **implementation measures, primarily zoning**. Whenever the character area descriptions refer to high quality materials it applies to brick, stone, stucco or other materials deemed appropriate by the city.

The specific land uses illustrated in the Future Land Use Map and the character features described in the Character Areas Map narratives that follow will inform rezoning and capital investment decisions appropriate for each character area, with regulations concerning permitted and conditional land uses, as well as criteria for urban design, environmental sustainability, connectivity, and infrastructure requirements. Furthermore, three sub-area plans **adopted or supported by the City** fall within character area boundaries found here, specifically: the Perimeter Livable Centers Initiative Study (LCI) and the two **City of Dunwoody** master plans – the Georgetown/Shallowford Master Plan and the Dunwoody Village Revitalization Master Plan. The recommendations of those plans were incorporated into policies represented in both the Character Areas Map and Future Land Use Map.

As a City **with limited undeveloped land near full build-out**, Dunwoody will experience change incrementally (lot by lot) in the majority of the City. Some areas, however, are likely to experience market pressure for redevelopment or are locations where the City intends to provide incentives for revitalization. **Rules for both types of change need to be established**. The community desires that the **majority of its land use – designated as Suburban Neighborhood Character Area – remains stable the same**. The other development **areas types** described below can be defined **generally similarly** by use: Multi-family/Mixed-Use, Institutional, Regional Activity Center, Village Center, and Neighborhood Commercial. However, the Future Development Map **identifies names** the different characters primarily based on the location – such as street names or historical reference, to **provide give it** geographic context.

SUBURBAN NEIGHBORHOOD

Vision/Intent

Stable, owner-occupied single-family residential area **that is characterized by a traditional suburban pattern of development** with accessible sidewalks, extensive landscaping, and access to parks and functional greenspace, places of worship and schools.

Future Development

Form: Traditional homes with quality design and long lasting building materials, such as stone or brick, streetscaping, and pedestrian and bicycle amenities.

Use (See Future Land Use Map): Single-family residential, public gathering spaces, places of worship, **office**, aging in place appropriate residential.

Action Items

- Encourage paths, connectivity, and sidewalks.
- Identify potential trail easements.

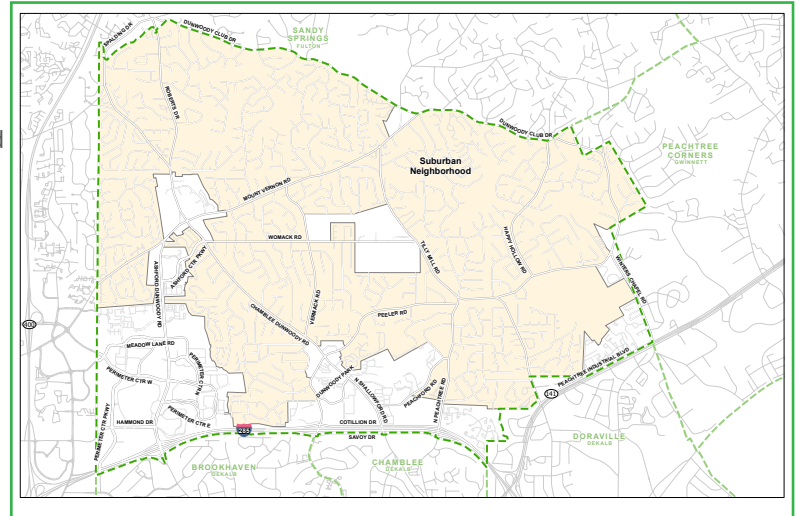
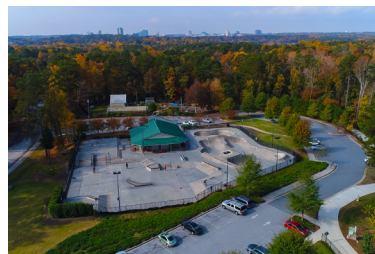


FIGURE 5: Suburban Neighborhood Character Area Map



▲ Brook Run Park



▲ Single Family Home

DUNWOODY VILLAGE

Vision/Intent

Dunwoody Village has historically been the “heart” of Dunwoody. A master planning process established a detailed vision for this center of the community, focused on pedestrian and bicycle amenities, functional public open space, a multi-modal transportation environment, architectural controls, connectivity and place making. A sense of history will add to the Village’s charm and sense of place. This area envisions a “village green” with civic activities and amenities, and redevelopment will draw community members to shopping, dining and entertainment. Furthermore, redevelopment efforts should have a residential component for to provide day and evening activity to enliven the district and foster community. The design should embody the unique character of Dunwoody, while also improving and building upon traditional Williamsburg design elements.

Future Development

Form: Master planned design, high quality building materials, civic amenities, integrated open space and appropriate transitions from greater to less intense uses. The periphery of the character area will include a large transitional areas to adequately protect single-family residential and other residential homes in the area.

- Use (see Future Land Use Map):** Mixed-Use (containing a mix of office, retail and residential, including both either vertical or horizontal mixed-use through the district), townhomes, other owner-occupied housing, live-work units, civic institutional, community retail (not greater than 50,000 square feet per tenant space), local and unique business, boutique retail, public assembly and entertainment. The Dunwoody Village will have four distinct districts named DV-1, DV-2, DV-3, and DV-4. These districts include DV-1: Village Commercial, DV-2: Village Office, DV-3: Village Residential, and DV-4: Village Center.

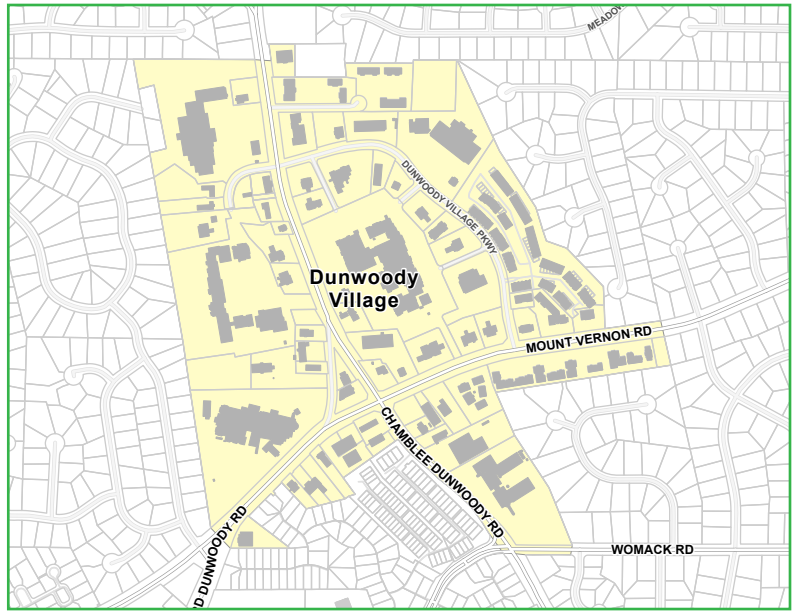


FIGURE 6: Dunwoody Village Character Area Map



▲ Dunwoody Village Townhomes



▲ Local Shops

Action Items

- Create an active community center with public places to gather, following a master planning process that potentially supports a redevelopment investment program.
- Establish way-finding or landmark features that unify the Village and can be used across the City, ~~if a way-finding or gateway plan does not already exist for the greater City as a whole.~~
- ~~Regularly review the Dunwoody Village Overlay to ensure enforcement meets intent of Overlay and Character Area vision.~~
- Replace the Dunwoody Village Overlay with a new set of Dunwoody Village Zoning Districts.
- Regularly review and update the Dunwoody Village Zoning Districts to ensure that they meet the Character Area vision.
- Creatively address ~~the~~ parking and congestion that new local activity may generate.
- Review and implement identified solutions for structured parking, public parking, and shared parking.
- Establish bicycle network for new connectivity throughout the City so that “all roads lead to the Village.”
- ~~Establish infrastructure thresholds that new development must meet.~~
- ~~Complete site location evaluation and financing plan locating City Hall, Police and other civic functions, including options for joint public-private partnership. Note that the Georgetown area is also being considered as a possible location of City Hall.~~
- Create venues for cultural events and community gatherings. ~~like music and create programs for public uses of City Hall and library.~~
- For detailed circulation and open space recommendations concerning the Dunwoody Village character area, see the Dunwoody Village Master Plan.
- Pursue the creation of a central green space and alternatives for acquiring that space.
- Consider a Village overlay district to support entrepreneurship.
- Work with adjacent neighborhoods to explore connectivity options and preserve buffers adjacent to neighborhoods.
- Explore options for preserving existing historic resources.

REDEVELOPMENT WITH OPEN SPACE

Several regional examples of redevelopment with open space were referenced during Community Meeting discussions about Dunwoody Village. The City of Smyrna allows higher buildings adjacent to the plaza at the Market Village. The City of Dunwoody envisions similar development in which open space is consolidated into well-designed spaces and modest increases in height are provided. ~~and rules whereby densities may increase, contingent upon the provision of amenities (open space, plazas, etc.) or development features.~~

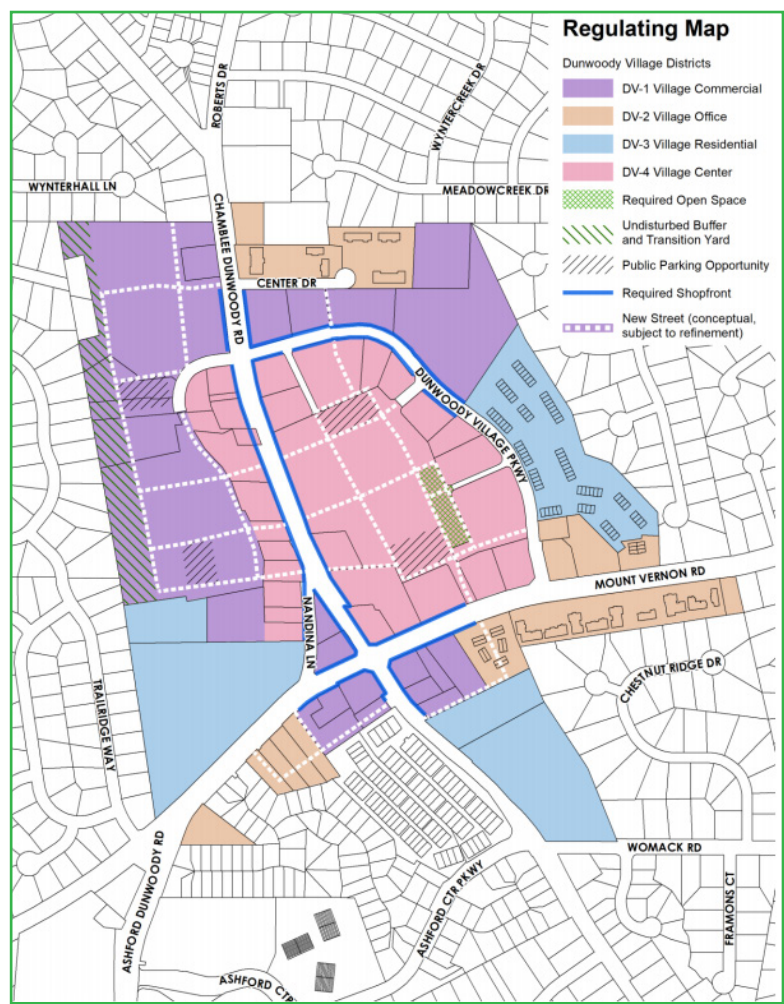


FIGURE 7: Dunwoody Village Master Plan from Draft Plan Update

- Incorporate public art that enhances the sense of community and supports pedestrian mobility; focus on streetscapes, pedestrian areas and gathering spaces; encourage developers to include public art.
- Support the recommendations of the Public Art Implementation Plan for new public art in Dunwoody Village.

GEORGETOWN

Vision/Intent

This area will redevelop into a pedestrian- and bicycle-oriented activity center, including a mix of commercial, office and residential uses with expanded access to regional mobility and transit connections. Redevelopment will incorporate functional open space and greenways and preserve adjacent single-family homes protected by adequate buffering. Ideally, this area includes a community center where a wide array of activities achieve the City's desire to be a "lifelong community," allowing options for aging in place. Multi-use paths and transit options will invite alternative transportation modes and greater connectivity; new pedestrian and bicycle options will link the area to Perimeter Center. It focuses more intense development along I-285 with transitions to adjacent residential subdivisions. The City seeks a dynamic mix of uses in the Georgetown area and generally discourages additional stand-alone apartments in favor of mixed-use developments and a greater variety of housing types. The City also encourages creative redevelopment of existing multi-family developments.

Future Development

Form:

- Buildings and site design organized to take advantage of the area's walkability and transit.
- Heights and densities will transition downward as development moves towards the adjacent Suburban Neighborhood Character Areas, protected by adequate buffering/transition zones.
- Characterized by transitions to adjacent uses (step down of building heights, buffers).
- Public functional green space and connectivity.
- Innovative parking solutions including underground and structured options and pedestrian- and bicycle-oriented features such as wrap-around parking, and landscaping.
- High quality, long lasting materials such as stone and brick.
- Transitional buffer zones to appropriately protect any adjacent residential uses.

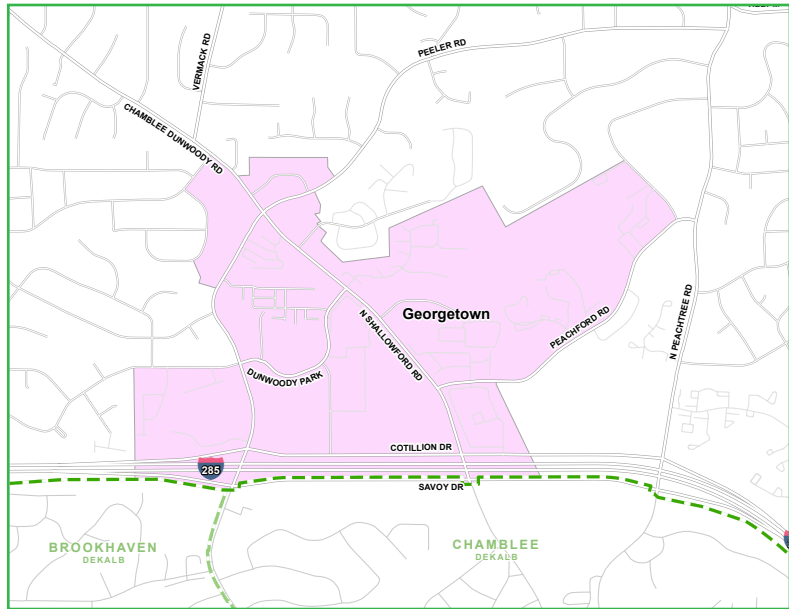


FIGURE 8: Georgetown Character Area Map



▲ New multi-use trail at Project Renaissance



▲ New Housing in Georgetown

Use (see Future Land Use Map):

- Appropriate uses include a mix of quality, public space (plazas, pocket-parks) and civic institutional uses, commercial, office, townhome, other owner occupied housing, and mixed-use with residential components accommodating the creation of a lifelong community.
- Commercial: Big-box retail is not appropriate (75,000 square foot or greater).
- The area is also ideally suited for senior housing, including nursing homes, assisted living, age restricted communities, and single family homes when universal design has been adequately applied.

Action Items

- Re-development projects demonstrate appropriate transitions between intense uses and adjacent neighborhoods; transitions include gradual increases only in height-plane, buffers and landscaping and intensity of uses.
- Incorporate sustainable building and site development practices.
- Multi-generational residential including active-adult housing and a range of continuing care options near new public amenities.
- **Promote a local, private or non-profit recreation center, such as a YMCA, in this area.**
- The Dunwoody marker, logo or identifier should be prominent in this area
- Establish a bicycle network to allow cycling between Dunwoody Village, Georgetown and Brook Run.
- Bicycle, pedestrian, and alternative forms of transportation provide connectivity throughout character area.
- **Complete site location evaluation and financing plan locating City Hall, Police and other civic functions, including options for joint public-private partnership. Note that the Dunwoody-Village area is also being considered as a possible location for City Hall.**
- For detailed circulation and open space recommendations for the Georgetown Character Area, see the Georgetown/Shallowford LCI Master Plan.
- Encourage new retail and commercial development, **including restaurants**, to balance with and serve the growing residential community.
- **Leverage connections to express lane access at North Shallowford Road and bus rapid transit facilities.**
- **Provide housing for senior populations, while also encouraging a vibrant community for young adults and children to thrive.**
- **Incorporate public art in new gathering spaces; add public art to existing parks, trailways and office areas; encourage developers to include public art.**
- **Support the recommendations of the Public Art Implementation Plan for new public art in Georgetown.**

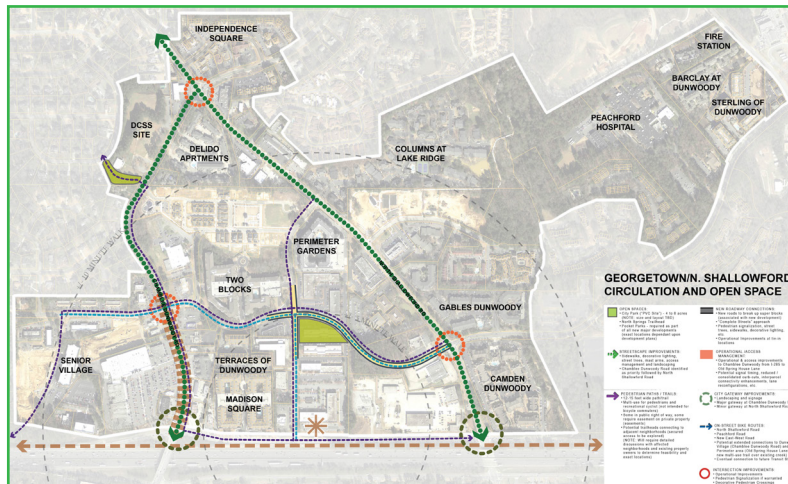
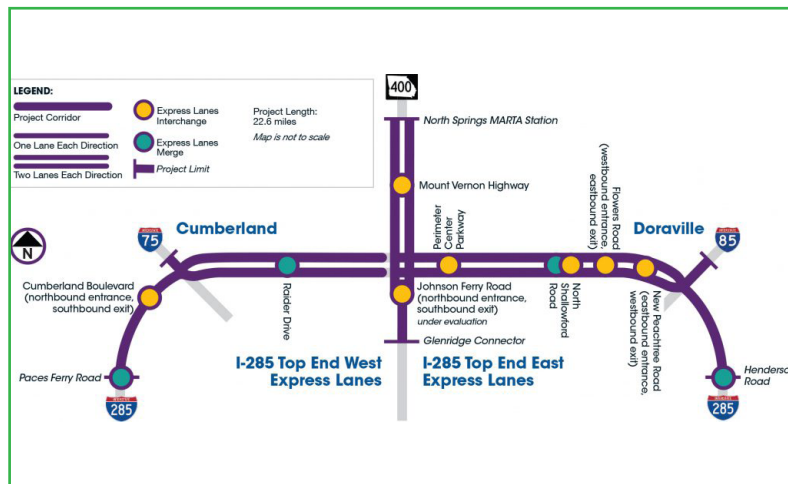


FIGURE 9: Georgetown/Shallowford Master Plan 5-Year Update Transportation Framework



▲ I-285 Top End Express Lanes Project

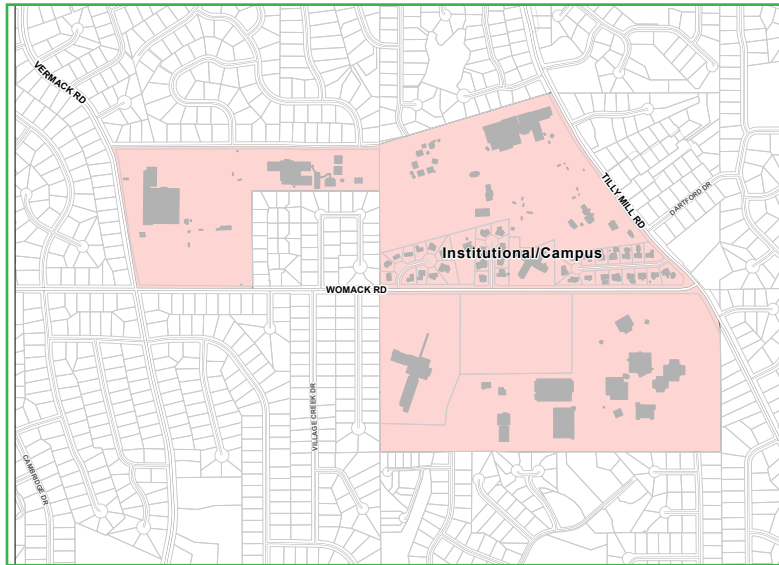


FIGURE 10: Institutional/Campus Character Area Map



▲ Dunwoody High School



▲ Georgia State University: Perimeter College - Dunwoody Campus

INSTITUTIONAL CENTER

Vision/Intent

A defined area for academics, culture, **places of worship**, and recreation supporting the missions of its respective institutions while considering the mobility needs of Dunwoody residents.

Future Development

Form: High quality design and building materials with managed access and parking; buffers and landscaping. Transitional buffer zones will appropriately protect any adjacent residential.

Use (see Future Land Use Map): Institutional and cultural facilities and accessory residential uses.

Action Items

- Improved roads with better ingress and egress management.
- ~~Womack Road restriping should be considered to facilitate a more efficient use of right-of-way.~~
- Improvement of existing **pedestrian and bike networks** ~~and transit development along Womack Road and Tilly Mill Road~~ should be explored. ~~as road widening is not a feasible solution.~~
- Promote/establish new connectivity, particularly for cycling and pedestrian movement.

MOUNT VERNON EAST

Vision/Intent

Neighborhood-scale commercial node focused on providing a unique destination for surrounding residents, creating a pedestrian and bicycle friendly environment through multi-use paths, streetscape, and well-designed parking areas and vehicular access, which could potentially include the addition of a roundabout to improve traffic flow. Cohesive architectural design and streetscaping will define gateways into the City of Dunwoody. A unifying design feature such as way-finding signage or City marker will link the gateway with the rest of the City.

Future Development

Form: The Mount Vernon East node with buildings oriented towards the three major commercial roads (Mount Vernon Road, Dunwoody Club Drive and Jett Ferry Road); public functional green space; new development will carefully consider parking; high quality building and landscaping materials; pedestrian and bicycle friendly streets with way-finding signage and/or public art. Transitional buffer zones will appropriately protect any adjacent residential.

Use (see Future Land Use Map): Retail use, neighborhood-scale commercial (no large-scale retail “big-box”); and mixed use.

Action Items

- Allow for redevelopment of existing vacancies.
- Create public plaza and/or green space.
- Retain quality materials and landscaping.
- Leverage existing restaurants and gourmet food stores to cultivate a unique outdoor dining and café experience.
- Actively promote more neighborhood scaled mixed-use development.
- Provide additional pedestrian connectivity and amenities.
- Incorporate public art in new gathering spaces and gateways; encourage developers to include public art.
- Support the recommendations of the Public Art Implementation Plan for new public art in Mt. Vernon.

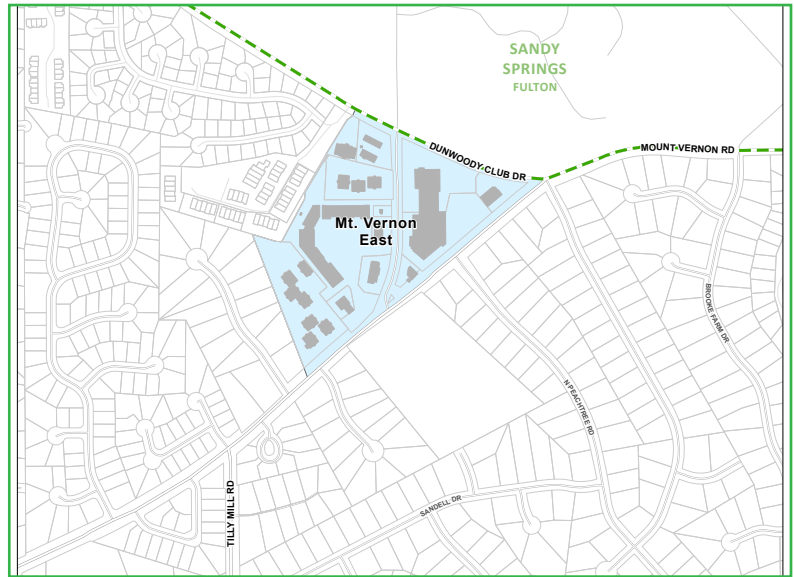


FIGURE 11: Mount Vernon East Character Area Map



▲ Shopping Center



▲ Local Restaurant

285 PEACHTREE GATEWAY

Vision/Intent

Providing high density housing options along I-285 with high quality material and amenities that are contextually sensitive to the surrounding land uses. The City envisions aging, existing apartments to be redeveloped into mixed-use and transit-oriented developments, adding public functional green space and more owner-occupied options.

Future Development

Form: Strong continuity between developments through high architectural standards, quality building materials, prominent placement of amenities such as functional greenspace and pedestrian walkways and bicycle paths. Transitional buffer zones will appropriately protect any adjacent single-family residential.

Uses (see Future Land Use Map): Multi-family as part of Mixed-Use, along with attached and detached single-family, and aging in place appropriate housing options.

Action Items

- Re-development projects demonstrate appropriate transitions between intense uses and adjacent neighborhoods; transitions include gradual increases only in height-plane, buffers and landscaping and intensity of uses.
- Incorporate sustainable building and site development practices.
- Require elements of universal design as part of residential redevelopment.
- Establish a bicycle and pedestrian network to allow easier cycling and pedestrian movement.
- Undertake study of the redevelopment potential of the area. As part of the study get community input and study the impacts of new development along the I-285 corridor, such as the redevelopment of former GM site in Doraville.

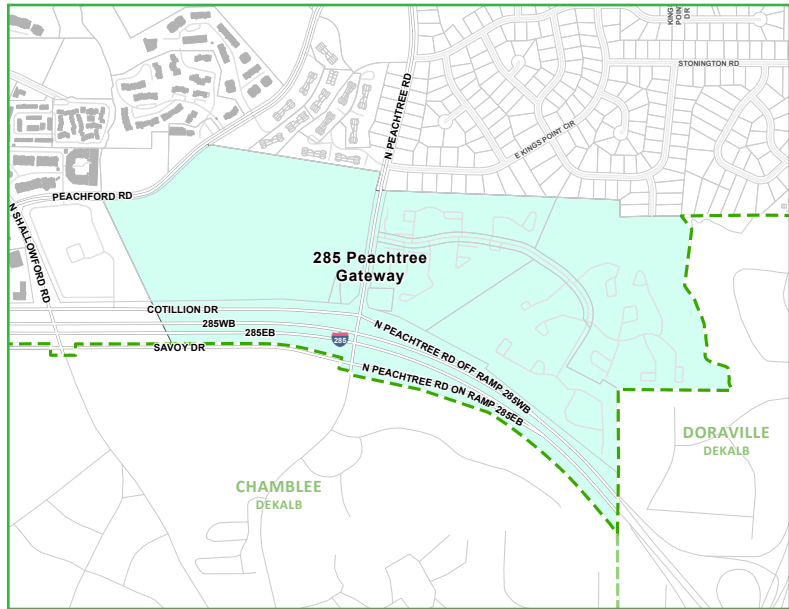


FIGURE 12: North Peachtree Character Area Map



▲ Apartments off of North Peachtree Road



▲ Apartments of off North Peachtree Road

PERIMETER CENTER

Vision/Intent

Perimeter Center will be a visitor friendly “livable” regional center with first-class office, retail, entertainment, hotels, and high-end restaurants in a pedestrian and bicycle-oriented environment. The area will serve as a regional example of high quality design standards. The City of Dunwoody works in partnership with the Perimeter Community Improvement Districts (PCIDs) and adjacent communities to implement and compliment the framework plan and projects identified in the Perimeter Consolidated Master Plan Center Livable Centers Initiative study (LCI) and its current and future updates.

In the future, the area should add public gathering space and pocket parks, venues for live music and entertainment and continue to create transportation alternatives, mitigate congestion, and reduce remaining excessive surface parking. The area creates the conditions of possible true “live-work” environment. All future development continues to emphasize high quality design standards and building materials and incorporates the current national best practices on energy efficiency, where possible.

The City of Dunwoody recognizes the value of creating mixed-use, transit-oriented development within walking distance of public transit stations. However, the City has concerns about the impact of such development on the City’s infrastructure and schools. The City will work with the DeKalb County School System and the Public Works Department to mitigate the impact of such development on the City’s infrastructure and schools.

Future Development

- The Perimeter Center Character Area is will be divided into four subareas (PC-1, PC-2, PC-3, and PC-4) with an adopted public space and design standard Overlay District. draft proposed overlay district outline that the City is reviewing as part of the Perimeter Center Zoning Code. This area was the subject of a previous LCI Study. The cities of Dunwoody, Sandy Springs, and Brookhaven work in partnership with the Perimeter Community Improvement Districts (PCIDs) to implement and complement the framework plan and projects identified in the Perimeter Consolidated Master Plan Center Livable

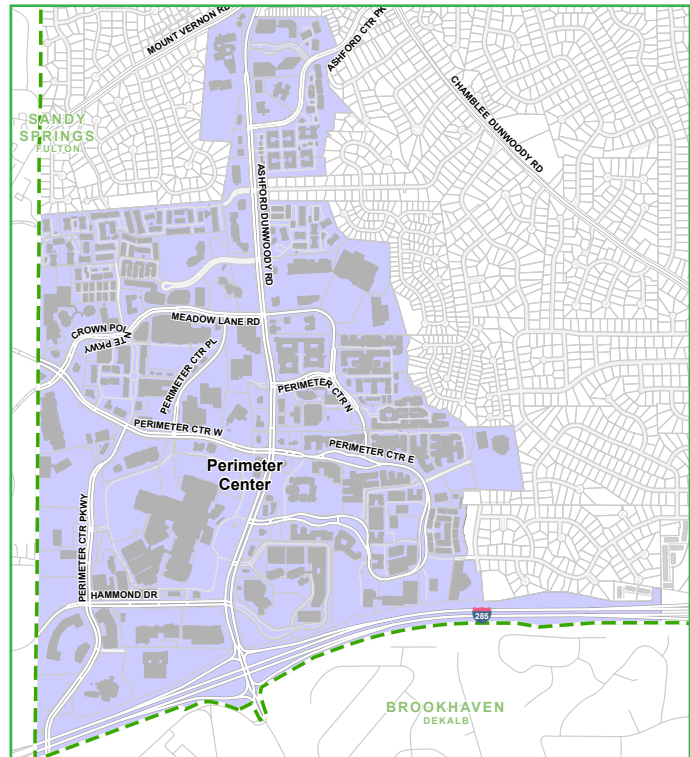


FIGURE 13: Perimeter Center Character Area Map

Centers Initiative study (LCI) and its current and future updates.

For specific recommendations on height, density and use refer to the provisions of the Perimeter Center Overlay District and Zoning, available from the Dunwoody Community Development Department.

PC-1: Intended to apply Applies to the central core area of Perimeter Center, including the area directly surrounding the Dunwoody MARTA train station. This district allows for the highest intensity of buildings, a high level of employment uses, and active ground story uses and design that support pedestrian mobility.

PC-2: Made up of uses including primarily of employment uses and limited shop front retail, residential, and offices. services:

PC-3: A smaller scale, less intensive commercial district, permitting both shop front and office buildings.

PC-4: Made up primarily of residential uses at a scale that provides



▲ Perimeter Mall



▲ Housing in Perimeter Center



▲ High Street Rendering

a transition between the intensity of Perimeter Center and the surrounding single-family residential neighborhoods.

Action Items

- New development will include amenities and provide public functional green space.
- ~~New development will be mindful of school capacity issues and applicants will work with Board of Education and City for better resolution of school issues.~~ The City will work with the DeKalb County School System and the Public Works Department to mitigate the impact of such development on the City's infrastructure and schools.
- Reduce surface parking and promote livable, walkable centers in the immediate areas surrounding MARTA station.
- Encourage hotel and convention development near MARTA in order to foster commerce along the mass transportation route.
- Achieve a lifelong-community for residents who can age in place with safe access to medical, recreational and other necessary services.
- Create bicycle, pedestrian and non-auto related transportation options to connect with the rest of the City of Dunwoody, including multi-use paths and public space through the implementation of the hotel-motel tax.
- The 2012 PCID Commuter Trail System Master Plan proposed a network of commuter trails connecting to the MARTA station.
- The 2012 PCID Perimeter Circulator Implementation report recommended circulator transit to provide first/ last mile connectivity for commuters and reduction in CID area congestion.
- The PCIDs have proposed Perimeter Park at the Dunwoody MARTA Station.
- Work with the Perimeter Connects to actively reduce automobile dependency and emerge as a leader in alternative transportation for the region.
- Work to strengthen Board of Education relationship for creative solutions to school capacity.
- Work with the PCIDs' boards to implement vision.
- Coordinate with the City of Sandy Springs for LCI Updates and implementation efforts.
- Coordinate with the Atlanta Regional Commission (ARC) for implementation of future LCI study updates and funding.
- Coordinate with MARTA regarding Bus Rapid Transit (BRT) (or other regional service) connectivity and urban design surrounding all transit stations.
- Look for ways to encourage live entertainment for the benefit of visitors and residents.
- Incorporate public art that enhances the area's appearance, identity and functionality; focus on parks, multi-use trails, gathering spaces and transportation infrastructure; encourage developers to include public art.
- Support the recommendations of the Public Art Implementation Plan for new public art in Perimeter Center.

COMMUNITY IMPROVEMENT DISTRICT (CID)

A Community Improvement District (CID) is an authorized self-taxing district dedicated to Infrastructure improvements within its boundaries. The PCIDs are governed by two boards – one each for Fulton and DeKalb. The PCIDs spent or leveraged public funds to invest \$55 million in Dunwoody alone; over \$7 million from ARC's LCI program was directed to the PCIDs. This makes it one of the most, if not the most, successful CIDs in the region. The PCIDs' mission focuses exclusively on transportation improvements:

To work continuously to develop efficient transportation services, with an emphasis on access, mobility, diversification and modernization.

WINTERS CHAPEL

Vision/Intent

An attractive gateway to the City offering a mix of housing, shopping, and recreational options. The City envisions ~~the apartments in~~ this area ~~to redevelop into~~ as a mixed-use area development, preserving affordability while adding functional green space and more owner-occupied residential options, with ~~the~~ existing and improved neighborhood scale commercial continuing to serve the surrounding residential area.

Future Development

Form: Development should focus on providing public functional green space and buildings with high quality materials. Transitional buffer zones will appropriately protect any adjacent residential.

Uses (see Future Land Use Map): Multi-family as part of Mixed-Use, along with attached and detached single-family, small office and neighborhood scale commercial.

Action Items

- Coordinate with Gwinnett County and the City of Peachtree Corners to promote redevelopment of surrounding area in conformity with the Winters Chapel Study.
- Leverage existing businesses to promote culturally diverse dining and retail.
- **Redevelop** **Enhance** older commercial and multi-family stock, **while maintaining affordability.**
- Maintain occupancy **and enhance** retail areas.
- Promote public gathering spaces.
- Build on existing commercial activity to promote community events.
- **Incorporate public art in new gathering spaces and gateways; encourage developers to include public art.**
- **Support the recommendations of the Public Art Implementation Plan for new public art in Winters Chapel.**



FIGURE 14: Winters Chapel Character Area Map



▲ Townhouses off of Winters Chapel



▲ Apartments off of Peachtree Industrial Blvd

GATEWAYS

Vision/Intent

Cohesive **architectural** design and streetscaping will define **such areas as** gateway **areas** into the City of Dunwoody. A unifying design feature such as way-finding signage or City markers will link gateways with the rest of the City.

Action Items

- Construction of gateway features that define “arrival” to City of Dunwoody. Major gateways take priority over minor, and the construction of unique landmark architectural features should be encouraged.
- Partner with local community groups to maintain landscaping.
- Work with neighboring jurisdictions to encourage appropriate land uses and controls adjacent to gateway features.
- Features may include:
 - Quality of building materials and design,
 - Enhanced landscaping and streetscape,
 - Monument, **public art**, or unique landmark feature.

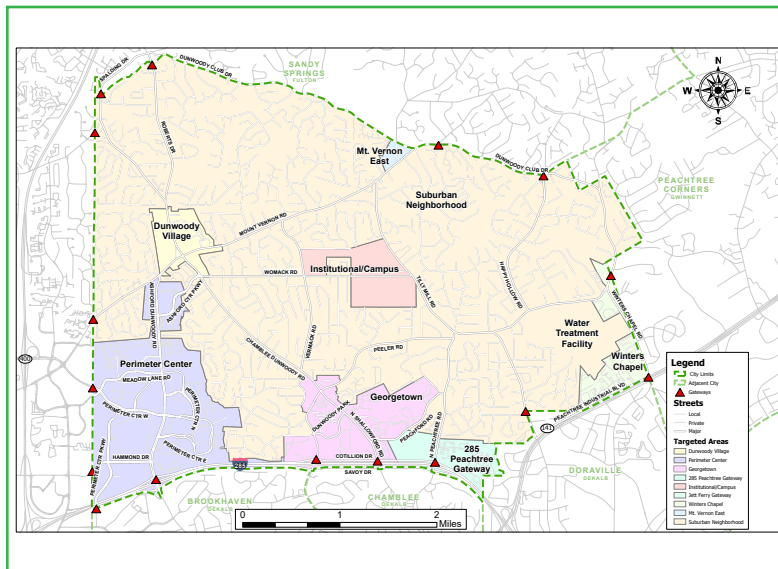


FIGURE 15: Gateway locations shown as triangles on the Character Areas Map




▲ GA 400/285 Project Rendering

2.5 FUTURE LAND USE

The Future Land Use Map like the Character Areas map is a **visual representation of the City’s future development policy**. Interpretation of the map is provided in the supporting text to be considered along with the City’s zoning, the Character Areas Map, and other local policies when decision-makers consider land development questions or requests.

FIGURE 16: Future Land Uses Table

	LAND USE	DESCRIPTION	ZONING CATEGORIES
	Single Dwelling Residential	The predominant use of land is for single-family dwelling units, including accessory dwelling units, townhomes, or a mix of housing types. detached, semi-attached or duplexes.	R- districts, RA- districts, PD (R-150, R-100, R-85, R-75, R-60, R-50, RA, RA-5, RA-8, R-CD, R-CH)
	Multi-dwelling Residential - Apartments	The predominant use of land is for multi-family dwelling units, typically 12 units per acre or more.	RM- districts, PD (RM-150, RM-100, RM-85, RM-75, RM-HD)
	Multi-dwelling Residential - Other	The predominant use of land is for multi-dwelling units, 3 or more units attached, including townhouses and condominiums.	RM- districts, PD (RM-150, RM-100, RM-85, RM-75, and RM-HD)
	Commercial	Land dedicated to non-industrial business uses, including retail sales, office, service, and entertainment facilities. Accessory commercial uses may be located as a single use in one building or grouped together in a shopping center or office building.	O-I, O-I-T, C-1, C-2, NS, O-D, PD
	Public/ Institutional	Government uses at all levels, and institutional land uses. Government uses include City Hall, police and fire stations, libraries, post offices, schools, etc. Examples of institutional land uses include colleges, churches, cemeteries, hospitals, etc. Does not include facilities that are publicly owned, but would be classified more accurately in another land use category. For example, publicly owned parks and/or recreational facilities are classified under park/recreation/conservation category; and general office buildings containing government offices (such as the current Dunwoody City Hall) are included in the commercial category.	Any zoning district.

	LAND USE	DESCRIPTION	ZONING CATEGORIES
	<p>Transportation/ Communication/ Utilities</p>	<p>Major transportation routes, public transit stations, power generation plants, railroad facilities, radio towers, telephone switching stations, airports, port facilities or other similar uses.</p>	<p>Any zoning district, subject to applicable zoning restrictions.</p>
	<p>Parks/ Recreation/ Conservation - Public</p>	<p>Land dedicated to active or passive recreational uses held in public ownership or land trust. These areas may include playgrounds, public parks, nature preserves, community centers or similar uses.</p>	<p>Any zoning district.</p>
	<p>Parks/ Recreation/ Conservation - Private</p>	<p>Land dedicated to active or passive recreational uses in private ownership. These areas may include subdivision recreation areas, golf courses, swim and tennis centers, or similar uses.</p>	<p>Any zoning district.</p>
	<p>Mixed Use</p>	<p>A mixture of uses on the same parcel, vertical (same building) or horizontal (different buildings). Typically this is made up of a combination of commercial and residential uses, but could include a mix of other uses as well.</p>	<p>OCR, PD, CR-1</p>
	<p>Perimeter Center</p>	<p>Livable regional center with office, retail, mixed-use, and multi-use residential buildings.</p>	<p>PC- districts, PD Draft- PG-1, PG-2, PG-3 and PG-4 Districts</p>
	<p>Dunwoody Village</p>	<p>A true “downtown” with a more walkable and bikeable village. This would include a central public green space, a vibrant mix of civic, office, convenience retail, residential uses, and new streets with redevelopment.</p>	<p>DV- districts, PD</p>

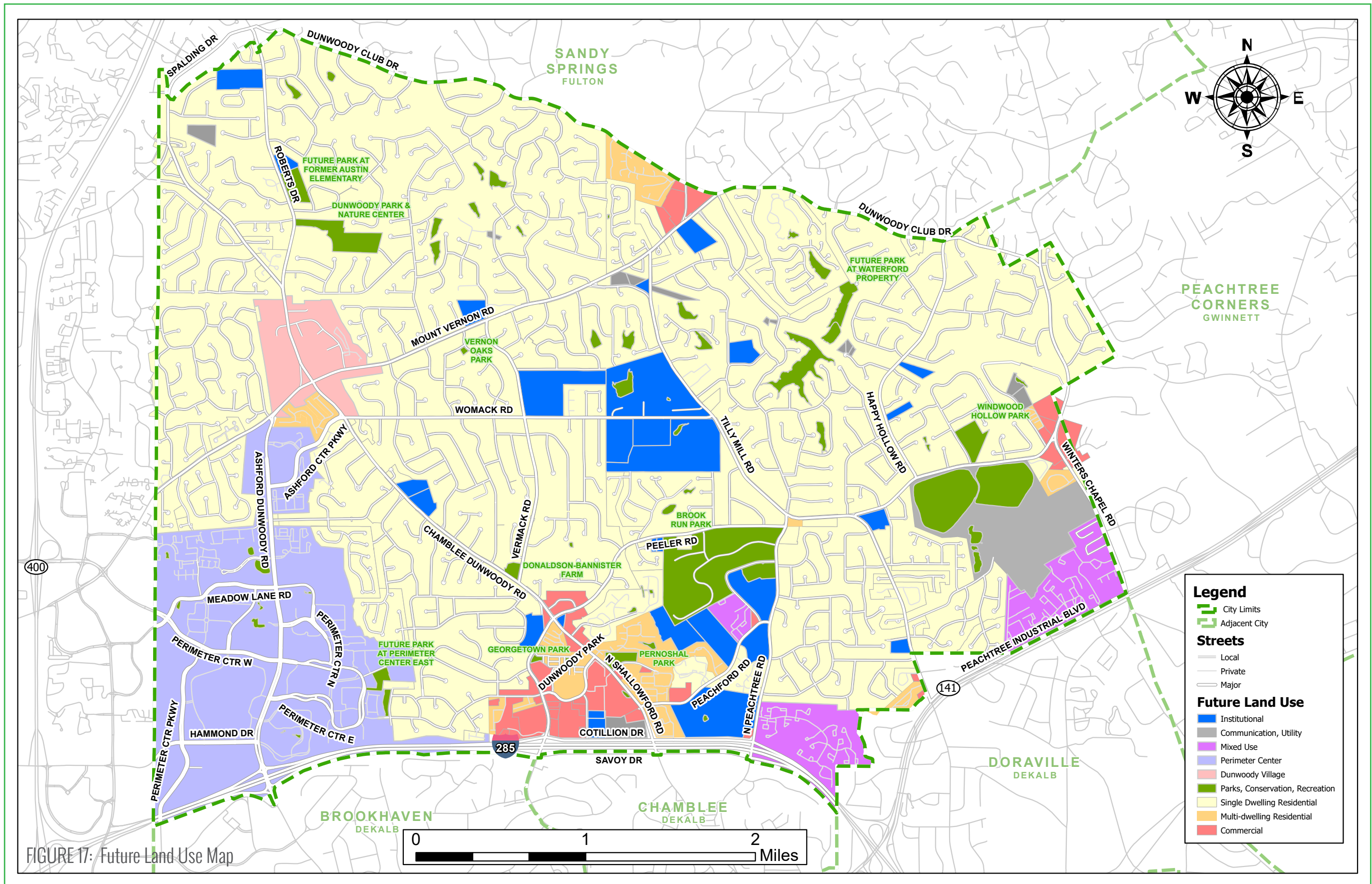
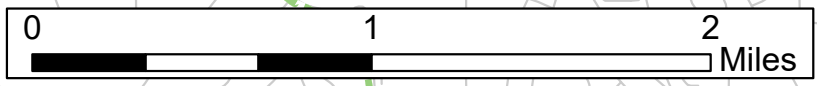


FIGURE 17: Future Land Use Map



Legend

- City Limits
- Adjacent City

Streets

- Local
- Private
- Major

Future Land Use

- Institutional
- Communication, Utility
- Mixed Use
- Perimeter Center
- Dunwoody Village
- Parks, Conservation, Recreation
- Single Dwelling Residential
- Multi-dwelling Residential
- Commercial



3 NEEDS AND OPPORTUNITIES

~~In order~~To achieve Dunwoody’s vision and goals for the future, there are ~~a number of~~ needs and opportunities that the community must address. A need can be defined as a condition of something that is required or wanted ~~or a challenge to be addressed~~. ~~while~~ An opportunity is a chance for progress or advancement ~~or an asset to be strengthened~~. Needs and opportunities are constantly changing as the community grows, and should be regularly re-evaluated to keep the plan current. The Dunwoody Next process has identified ~~and affirmed~~ needs and opportunities which are unique to the community, based on the technical assessment prepared by the planning team, as well as by public input collected as a part of the community engagement process. The details of the technical assessment and the public input process can be found in the Appendix.



▲ Needs and Opportunities Workshop

3.1 PUBLIC INPUT

Community members participated in ~~a two~~ Needs and Opportunities “~~Framing Our Priorities~~” Workshops held by the City of Dunwoody on ~~February 29, 2020~~. ~~April 23 and April 25, 2015~~. The public workshop was held to give the community an opportunity to help identify the needs and opportunities that would more directly impact the community’s future. ~~Both workshops followed the same format and included opportunities for review of draft plan content and group discussions~~The workshop included opportunities for review of draft plan content and group discussions with City staff surrounding overarching community needs and area-specific needs, building off public input collected to date and content in the City’s current comprehensive plan. ~~Following the DCA guidelines, these needs and opportunities were identified through a facilitated discussion of the~~

~~Strengths, Weaknesses, Opportunities, and Threats in the community, or a SWOT Analysis~~The previous plan’s priority needs and opportunities were developed using public workshops and a Sounding Board in 2015. Workshops included facilitated discussions of Strengths, Weaknesses, Opportunities, and Threats in the community, or a SWOT Analysis, per DCA guidelines.

The SWOT analysis was designed to identify citywide priorities for the City’s long (5+ years) and short-term (5-year) future. The ~~exercise goal~~was used to ~~determine~~ ~~identify what~~ the perceived needs and opportunities ~~underlying are for~~ each overarching goal. The following two questions were asked for each goal:

- 1. What are the strengths and opportunities?** ~~To achieve the goals presented,~~What assets does the City already have, or could have in the near future, to help ~~achieve the goals presented accomplish them?~~
- 2. What are the weaknesses and threats?** What obstacles stand in the way of taking advantage of these strengths and opportunities that the City should proactively address?

By framing the discussion around each goal, participants were able to grasp the comprehensive nature of the needs and opportunities, and how most of the needs and opportunities related to more than one goal. ~~The workshop discussions resulted in a list of 45 initial needs and opportunities, which were~~

GOALS	Maintain and enhance Neighborhoods.	Foster a business friendly climate.	Redevelop target areas.	Promote connectivity and choice for all modes of travel.	Expand parks and greenspace and improve recreational opportunities.	Expand housing choice and make aging in place an achievable reality.	Cultivate and expand access to arts and culture.	Maintain and strengthen the commitment to sustainable practices.	Leverage Dunwoody's location.
									
PRIORITY NEEDS AND OPPORTUNITIES									
1. Local development regulations and land use controls represent a key asset to be continuously monitored and enhanced.	■	■	■	■		■		■	
2. Traffic congestion is a challenge that needs to be addressed creatively.		■	■	■				■	■
3. The City's public rights-of-way are assets to maintain and improve.	■	■	■	■					
4. Dunwoody possesses a unique character that should be enhanced and accentuated.	■				■			■	
5. Dunwoody's strong employment core can support small business development and an entrepreneurial environment.		■	■						
6. Ensuring that the City's permitting process is straightforward and easy to understand, is an asset to be continuously monitored and improved.		■	■					■	
7. Dunwoody's economic development efforts must be strengthened and coordinated.		■	■				■	■	■
8. Encouraging the construction of a greater variety of housing options, including for seniors, is a key need.	■	■	■			■		■	
9. Encourage use of wider range of transportation options.				■		■		■	■
10. Transportation connectivity is a critical need that the City should address.	■		■	■	■			■	■
11. The City's comprehensive transportation plan remains an asset.				■		■			
12. Active recreational opportunities for all ages are a challenge to be addressed.	■		■	■	■	■	■	■	■
13. The City has a strong park and greenspace network that must be preserved, enhanced, and expanded.	■	■	■	■	■	■	■	■	
14. Dunwoody possesses existing resources that can be strengthened to create a vibrant arts and culture community.		■	■				■	■	
15. The Dunwoody Sustainability Plan is an asset that the City should continue to implement.	■	■		■	■	■		■	
16. Prepare for the I-285/400 managed lane expansion and infrastructure.			■	■					■

FIGURE 18: Priority Needs and Opportunities

reviewed and consolidated by staff with the help of the Sounding Board. As a result, the 45 needs and opportunities were reduced to 16 priority needs and opportunities. The matrix below illustrates how these priority needs and opportunities relate to each of the community goals. The priority needs and opportunities are roughly organized by community goal, and so position within the list does not indicate priority of one item over another. For this plan update, the Sounding Board convened on January 23, March 10, and May 21, and July 9, 2020. The January and March meetings included discussions around the existing plan's needs and opportunities – items they felt still resonated, needed modification, or needed to be added. Community members also participated in a Public Open House on February 29 at City Hall, which had, among other things, activities designed to solicit input on this part of the plan. Activities included a review of the existing needs and opportunities and a discussion of what still resonates, similar to the process used to gather feedback from the Sounding Board. Another activity was a budgeting game in which participants placed “play money” in boxes representing community priorities such as transportation, economic development, trails and greenways, public safety, and arts and culture. Each participant received a finite number of bills in set denominations that were far fewer than the number of community priorities, meaning they had to prioritize and make decisions about what they felt was important. Broadly, the input received largely affirmed the existing plan's needs and opportunities but also offered areas for modification to certain items.

The matrix below illustrates how these priority needs and opportunities relate to each of the community goals. The priority needs and opportunities are roughly organized by community goal, and so position within the list does not indicate priority of one item over another.



3.2 PRIORITY NEEDS AND OPPORTUNITIES

This section describes the nature and intent of each of the top priority needs and opportunities identified through the 2015 Shape Dunwoody and Dunwoody Next community engagement processes. This list is used later to frame the development of implementation measures presented in the Community Work Program.

3.2.1 STRENGTHEN & ENFORCE LOCAL DEVELOPMENT REGULATIONS & LAND USE CONTROLS REPRESENT A KEY ASSET TO BE CONTINUOUSLY MONITORED AND ENHANCED

The desire to have local control over land development regulations and land use policies was one of the primary motivators for Dunwoody's incorporation. Since becoming a City, many modifications and enhancements to the original DeKalb County county-land use regulations, which was created the framework for the City's first zoning ordinance, have been made to better reflect the community's vision for the future. Such modifications include as the creation of new residential infill standards and the current work on the Perimeter Center form based code. Zoning regulations and land use controls are constantly being reevaluated through regular use and interpretation, and participants in the Dunwoody Next planning effort recognized the importance of aligning the codes to match the vision of the comprehensive plan. In particular, interest was expressed in modifying the code to ensure that senior housing



desires are adequately supported and aging in the community is possible covered, that the community sees better connectivity and reduction in traffic, that transportation regulations regarding access and connectivity speak to sustainability, and that requirements for new development provide provision for adequate recreational areas and greenspace.

3.2.2 **MANAGE TRAFFIC CONGESTION IS A CHALLENGE THAT NEEDS TO BE ADDRESSED CREATIVELY**

One of the biggest concerns for of local residents and businesses is traffic congestion. The issue not only affects those who both live and work in Dunwoody; but also workers from outside Dunwoody who travel into the city, as well as Dunwoody residents who leave the city for work in other metro employment areas. Widely recognized as a broad regional challenge, traffic congestion predictably surfaced during the 2020 planning process. and throughout the Dunwoody Next planning effort managing traffic consistently ranked as a top priority in the hierarchy of needs. It impacts almost every aspect of Dunwoody's quality of life. Most everyone Plan participants recognized, however, that simply adding more roadway capacity is not always the solution to the problem. The widening of local roads would only create often induces more traffic and can destroy the suburban charm of the city's neighborhoods. Instead, there is continued was more support for fixing and properly maintaining what the city already has - making operational improvements such as installing traffic calming measures, adding turn lanes, modifying intersection geometry and function, and continuously optimizing improving signal timing. Participants also recognized that as redevelopment occurs proper planning needs to be in place to mitigate the potential for further transportation problems.

3.2.3 **IMPROVE AND MAINTAIN THE PUBLIC RIGHTS-OF-WAY THE CITY'S PUBLIC RIGHTS-OF-WAY ARE ASSETS TO MAINTAIN AND IMPROVE**

Dunwoody's public rights-of-way are the gateways to the community, and play an important role in crafting the image and character of the community. General cleanliness and proper road, bike lane, and trail maintenance are is important not only for public image, but also the safety of travelers. Potholes, cracked pavement, and debris not only create safety issues for motorists

as well as, but pedestrians and cyclists as well. Input received in the 2020 plan update process revealed a clear desire to continue enhancing and upgrading the city's bike/pedestrian network. Many of the City's rights-of-way also lack complete sidewalks or bike facilities, and though the City has made ongoing improvements, more needs to be done to help ensure greater transportation safety. The planning process also uncovered demand for continued improvements at the its gateways, which will strengthen brand/identity building and beautification.



3.2.4 **MAINTAIN THE CHARACTER OF DUNWOODY POSSESSES A UNIQUE CHARACTER THAT SHOULD BE ENHANCED AND ACCENTUATED**

The overall character and unique charm of Dunwoody is defined by several key physical factors:

- Dunwoody is a hybrid of older areas with new areas mixed in. This hybrid appeals to a variety of users.



- Dunwoody is a combination of Atlanta’s “OTP (outside the perimeter)” and “ITP (inside the perimeter)” **character** merged into one.
- Dunwoody has an **expanding** employment core, especially around its MARTA stations.
- Dunwoody possesses opportunities for lower-density mixed-use and infill activity nodes in multiple areas that have already undergone small-area planning efforts as well as market-driven development.
- Dunwoody is primarily a two-lane road community; the two lanes create cohesion among a large residential area.
- Dunwoody is a community with historic charm; even though most of the City was built in the last fifty years, key prominent historic assets help to reflect a historic image.
- Dunwoody is a city of trees; this is particularly true not only in residential areas where the tree canopy is prevalent, but even in the more **commercial** areas, where street trees and aesthetically pleasing streetscapes contribute to this **attribute**.
- The tree ordinance for the City of Dunwoody directs development to occur without degrading the quality of Dunwoody’s tree canopy.

Participants in the Dunwoody Next planning process affirmed the previous plan’s focus on maintaining the existing **Suburban Neighborhood Character Areas**, which cover the majority of the city’s land area. Likewise, they expressed a growing recognition that target nodes across the city, which have been studied and planned for redevelopment, can and should accommodate a mix of commercial, employment, and housing uses. ~~concern that as the community continues to grow and change that it does not lose those elements that help to set it apart. In doing this,~~ The plan’s Character Areas Map and adherence to its policies will be an invaluable tool to achieve the desired character for the community.

3.2.5 ENCOURAGE DUNWOODY’S STRONG EMPLOYMENT CORE CAN SUPPORT SMALL BUSINESS DEVELOPMENT AND AN ENTREPRENEURIAL ENVIRONMENT

Dunwoody benefits from its healthy Perimeter Center area, which is concentrated in the southwestern corner of the City and serves as a strong, **growing** anchor for the City’s economy. Dunwoody has a **perennial** opportunity to **better** leverage this major job center with large employers; the presence of young professionals looking for the ability to spin off or build firms from high-tech innovations; a vibrant retirement community ready for after-retirement opportunities; proximity to the City of Atlanta and its assets; and the presence of MARTA to encourage small business creation and growth in other areas of the City. **Doing so will help the city get at a clear desire from plan participants that Dunwoody can evolve as more of a regional destination. Additionally, achieving Broadband Ready Certification will further enhance Dunwoody’s strong employment core, entrepreneurial attractiveness, and educational assets with fast, reliable access to the internet.**

3.2.6 ENSURING THAT THE CITY'S PERMITTING PROCESS IS STRAIGHTFORWARD AND EASY TO UNDERSTAND, IS AN ASSET TO BE CONTINUOUSLY MONITORED AND IMPROVED

It is important that Dunwoody understands its level of economic development competitiveness relative to nearby communities, including but not limited to Sandy Springs, Chamblee, Roswell, Brookhaven, and Buckhead, in terms of the ease of business owners to obtain permits. Surrounding communities are continuously refining their land use regulations and permitting processes in an attempt to encourage quality development. Dunwoody needs to continue to monitor this activity and its own permitting activity to remain competitive in marketplace.



3.2.7 STRENGTHEN DUNWOODY'S ECONOMIC DEVELOPMENT EFFORTS MUST BE STRENGTHENED AND COORDINATED

The City of Dunwoody is an active leader in economic development and currently has several protocols in place to ensure that City officials understand the needs of existing businesses and that the City competes for relocation projects. The City funds and staffs a business retention and expansion program that visits over 100 businesses per year and has created beneficial programs such as Engage Dunwoody, which is a partnership with the Dunwoody Chamber of Commerce to connect its firms to nonprofit entities to build a better community. However, there is always room for improvement. This recommendation is to continue existing efforts and to build on the foundation the City of Dunwoody Department of Economic Development has laid. Participants in the Dunwoody Next process also expressed the need for the City to better align economic development efforts with redevelopment and infill development in target areas.



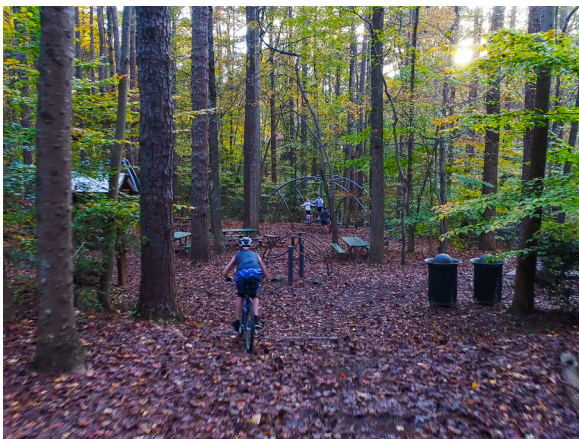
3.2.8 — MAXIMIZE THE BENEFITS OF OUR STRONG RELATIONSHIPS WITH LOCAL, REGIONAL, STATE, AND FEDERAL PARTNERS ARE ESSENTIAL ASSETS

Cooperation and regionalism are hallmarks of successful communities. This is especially true of Dunwoody, which is closely tied to Sandy Springs and Brookhaven because of the shared Perimeter Center area despite being located in different counties. Similarly, Dunwoody shares retail areas with other cities on its borders. Dunwoody is also a recognized suburb of the City of Atlanta and benefits from the close proximity to Atlanta's assets as well as the metro area's labor shed. These relationships have been and can be increasingly mutually beneficial as to the City of Dunwoody and its local partners. continue to build their relationships across city, county, and even metro lines. The citizens desire to maximize



the benefits of these long held relationships as Dunwoody grows with the surrounding communities. Dunwoody Next plan participants expressed that the city should continue coordinating with its neighbors and preparing for the reality of continued development just outside the city limits. This includes potential transit-oriented development (TOD) and development stemming from bus rapid transit (BRT) in the broader area. Input reflected the notion that Dunwoody can capture positive spillover from activity in neighboring cities:

3.2.8 ENCOURAGING THE CONSTRUCTION OF A GREATER VARIETY OF HOUSING OPTIONS, INCLUDING FOR SENIORS, IS A KEY NEED



Aging in place was a frequent topic of discussion throughout the Dunwoody Next community engagement process. As the large baby boom generation segment of the Dunwoody population reaches retirement age, more and more, Consistent with national trends, seniors are choosing to work longer years prior to retiring, and also want to maintain their strong ties to the community. Besides retrofitting existing housing stock to better accommodate their needs, the community has also identified the need to incorporate universal design into new construction, offering a greater variety of senior appropriate housing options in the target redevelopment areas of the community. Indeed through the City’s master planning efforts, several areas within Dunwoody Village and the Georgetown areas have already been designated viewed as appropriate for senior housing. Dunwoody residents have expressed a need for more diversity in senior housing from tools to retrofit their current home to meet the needs of aging, to active 55+ communities, all the way to memory-care/convalescent homes. a term that can be applied to a broad spectrum of housing options to serve everything from active-adult to assisted living. Through appropriate policies and possible incorporation of such universal design criteria into the City’s land development regulations, the development of a greater variety of senior-appropriate housing options will be encouraged.



Plan input also demonstrated a broad need for the city to diversify its range of housing options in general, in order to attract, accommodate, and retain a wider cross-section of residents and workers. Dunwoody’s housing types are concentrated in single family detached and larger multifamily products, with only a small percentage in single family attached (e.g., townhomes) and smaller multifamily products. Meanwhile, about a quarter of the city’s households are cost burdened, paying over 30 percent of their income toward housing. Roughly 12 percent of Dunwoody’s households are severely cost burdened, paying more than 50 percent of their income toward housing. As a result, there is a need for more “missing middle” and workforce housing options. Plan feedback showed that context-sensitivity in location, design, and construction quality are important factors to balance within this need.

3.2.9 ENCOURAGE USE OF A WIDER RANGE OF TRANSPORTATION MODES

Though operation improvements to the local road network can do much to reduce local traffic congestion, it does little to reduce the overall use of the car as the primary means of transportation in the City. Only through investment in facilities that support other modes of transportation, and appropriate land use planning that supports a non-auto dependent lifestyle can the overall use of the automobile hoped to be reduced. The City has increased the mileage of the mixed-use path network in the recent past with many more miles planned in the near future. Further master planning efforts such as the Livable Center Initiatives can assist in this effort, as well as continuing efforts to improve its pedestrian and bicycle networks. Linking the bike/ped network to transit stations is a critical part of this overall need. Transit-orient development (TOD) itself, around the city's transit stations, is a key opportunity to increase economic activity and accommodate new housing types while minimizing single occupant vehicle trips on the city's roadways.

3.2.10 IMPROVE TRANSPORTATION CONNECTIVITY IS A CRITICAL NEED THAT THE CITY SHOULD ADDRESS

Much of the City's traffic issues stem from the fact that most of the City is designed with limited arterial through-streets. Only few areas of the City offer alternative routes to popular destinations. However, the lack of interest in building more road capacity, forces most improvements in the way of connectivity to target redevelopment areas, and other modes of transportation such as trails and sidewalks. Trail and greenway networks, walking and biking received significant discussion in this planning process as critical needs to address. As the City works to improve its redevelopment areas, continuing efforts need to be made to incorporate better connectivity as well.



3.2.11 IMPLEMENT AND UPDATE THE CITY'S COMPREHENSIVE TRANSPORTATION PLAN REMAINS AN ASSET

Dunwoody conducted a Comprehensive Transportation Plan (CTP) in 2017 that by reference is incorporated into policies of this plan. The CTP directly addresses the transportation related needs and opportunities identified in this plan and is updated every 10 years, but as the community has changed and grown it needs to be updated, and it is programed to do so in 2016. Participants in the Dunwoody Next effort recognized the need for ongoing transportation planning to address these ever changing conditions.

3.2.12 PROVIDE ACTIVE RECREATIONAL OPPORTUNITIES FOR ALL AGES ARE A CHALLENGE TO BE ADDRESSED

The City operates seven parks offering approximately 170 acres of green space for the enjoyment of Dunwoody residents and visitors. The City does not own or operate recreational programs in its parks, but rather facilitates the use of the parks by organized groups who manage do the programming. Local churches and religious based organizations also play an active role in providing recreational services. Dunwoody United Methodist Church, North Atlanta Church of Christ, Dunwoody Baptist Church, Marcus Jewish Community Center of Atlanta (MJCCA), and North Peachtree Baptist Church all operate some athletic programs and offer a variety of athletic facilities.

Despite these opportunities, the Parks, Recreation and Open Space Master Plan adopted in 2017 found that a priority is to continue the high level of basic park maintenance such as mowing, litter removal,

sports facility maintenance, and to explore programs in the areas of education/enrichment, fitness/wellness, and youth sports. ~~many of the existing parks needed improvements to adequately meet the recreational needs of the community, along with additional parkland and greenway development. A survey from that planning effort, indicated that 60% of residents go outside the City for park activities.~~ The Plan found that according to National Recreation and Park Association standards and community input that the City should consider adding a variety of facilities including, tennis, baseball, softball, soccer, basketball, multi-use fields, aquatics, trails, community centers and playgrounds. In particular there is a lack of indoor programming space, such as a community center or an indoor aquatics facility. Based on these recommendations, the City has in recent years made improvements to Brook Run Park, built new trails and acquired new park lands in the Georgetown area. ~~The Parks, Recreation and Open Space Master Plan was updated in 2017 and continues to guide parks and recreation planning and decision-making. Participants in the Dunwoody Next community engagement process indicated that trails and greenways were the highest priority for the City moving forward, and Parks and Recreation can work these priorities into future improvements. pointed out the continuing need for further improvements particularly with regards to Brook Run Park, Donaldson-Chesnut House, and further development of the City's trail network. The Parks, Recreation and Open Space MAster Plan will be updated in 2016, and the need for these improvements should be analyzes as part of that effort.~~

3.2.13 ~~ADD NEW PARKLAND AND PRESERVE GREEN SPACE~~ THE CITY HAS A STRONG PARK AND GREENSPACE NETWORK THAT MUST BE PRESERVED, ENHANCED, AND EXPANDED

The Parks, Recreation and Open Space Master Plan pointed out that the City has a stated goal of having a park within one-half mile of all residents, but currently falls short of meeting that goal. In particular the City's most densely populated area, Perimeter Center lacks a City park, though plans are underway to address that need with the development of Perimeter Park, and additional parkland close to the MARTA station. Due to the lack of vacant undeveloped land, the assemblage of linear parks and greenways is also being explored by the City to connect nearby activity centers. These potential greenways would run along major stream corridors where, due to flooding and development restrictions, good [tree coverage](#) still remains. Dunwoody Next participants affirmed the need for continued expansion of parks.

3.2.14 ~~BUILD UPON EXISTING RESOURCES TO FURTHER SUPPORT THE CULTURAL ARTS~~ DUNWOODY POSSESSES EXISTING RESOURCES THAT CAN BE STRENGTHENED TO CREATE A VIBRANT ARTS AND CULTURE ENVIRONMENT

The arts, in all its many forms, plays a very important role in defining the ~~desirable~~ character of Dunwoody. ~~The City is fortunate to have a very active arts community, but much more could be done to organize and leverage these resources to establish Dunwoody as a widely recognized arts community. Though this would not be the primary responsibility of the City government, the City could play an important role in supporting their development through planning, access to City parks and facilities, promotion of art in public rights-of-way, and communications.~~ In 2018, the Create Dunwoody Arts & Culture Master Plan was adopted by City Council and the plan has many strong ideas that are echoed by the public in the Dunwoody Next process. Leveraging the available parks and cultural buildings in Dunwoody to create

more events including music and concerts, and to grow placemaking for the City are among the highest priorities. In 2020, the [City developed] [Council adopted] a public art implementation plan that set out an agenda for public art created by the City, partnering public agencies, community organizations and private developers, as well as policies and procedures for moving projects forward. Following this plan will help the City ensure that public art investments help address the City's other goals and priorities.

3.2.15 ~~IMPLEMENT~~ THE DUNWOODY SUSTAINABILITY PLAN IS AN ASSET THAT THE CITY SHOULD CONTINUE TO IMPLEMENT

The City's commitment to sustainable practices was witnessed by the adoption of a Sustainability Plan in 2014 and is currently undergoing a Sustainability Plan update. Additionally, the City was awarded the 2019 Silver distinction for the Green Communities Award from the Atlanta Regional Commission. As described earlier, sustainability means more than just environmental stewardship, it is a holistic or comprehensive term that the City has applied to four broad categories:

- Resource Conservation & Waste Reduction;
- Ecology, Biodiversity, and Health & Wellness;
- Outreach and Education; and
- Economic Prosperity.

The Sustainability Plan includes over 100 action items, and by reference, [this plan update](#) supports its implementation.

3.2.16 PREPARE FOR THE I-285/400 MANAGED LANE EXPANSION AND INFRASTRUCTURE

The City has multiple points where Georgia Department of Transportation is considering a managed lane entry and exit point. As these managed lanes have been established in the metro-Atlanta region, we have seen the landscape dramatically altered by construction and traffic patterns. It is the intent of the City to capitalize on these future entry and exit points to the managed lane infrastructure coming online in the next decade by considering connectivity, economic development, and appropriate housing in the area.

3.3 SUMMARY

Through the 2020 Dunwoody Next [planning and](#) community engagement effort, ~~sixteen~~ the City's [previously identified](#) priority needs and opportunities have been ~~identified~~ [affirmed and revised](#). [These items continue to](#) ~~that will~~ need to be addressed in order for the community to achieve its vision and goals for 203540. These ~~seventeen~~ items reflect a common desire in maintaining ~~the~~ [neighborhood character, supporting context-sensitive redevelopment in target areas, expanding](#) economic prosperity, and [furthering](#) responsible governance practices that have made Dunwoody one of the premier communities in ~~the metro~~ Atlanta ~~metro-area~~. In its short history as a City, Dunwoody has done much to address concerns over transportation, recreational opportunities, and land development controls, but this list also reflects an ongoing effort to achieve greater success.

The Community Work Program outlines the overall strategy and action items for achieving the Community Vision and Goals and for addressing the priority Community Needs and Opportunities laid out in Chapter 3. These actions are supported by the policies provided as part of the Community Vision and Goals laid out in Chapter 2, and are presented here in two parts. The first part is the Implementation Program which outlines how the community addresses each of the priority needs and opportunities. The second part is the short term work program, which lists out the specific actions the City government and other partner entities will undertake to implement this plan within the first five-years of the planning horizon.

4 COMMUNITY WORK PROGRAM

4.1 IMPLEMENTATION PROGRAM

The implementation program outlines a variety of action items that need to be undertaken to address the priority needs and opportunities. These action items include policies, ongoing efforts, short term efforts, and long term efforts. Short term efforts are those that can be accomplished in the next five years and are later included in the Short Term Work Program. Long term item efforts are those that may be accomplished beyond the 5 year immediate time frame or as opportunity may arise.

4.1.1 ~~STRENGTHEN & ENFORCE~~ LOCAL DEVELOPMENT REGULATIONS & LAND USE CONTROLS REPRESENT A KEY ASSET TO BE CONTINUOUSLY MONITORED AND ENHANCED

- Adhere to a policy that universal design is encouraged in target redevelopment areas. (Policy)
- Regularly review and incorporate revisions into the Dunwoody Zoning Ordinance, in particular incorporate requirements for universal design standards. (Short-Term)
- As part of implementation of the Sustainability Plan, review the City Zoning Regulations to see if it supports sustainability goals (tree protection, access, connectivity, etc.). (Ongoing)

4.1.2 ~~MANAGE~~ TRAFFIC CONGESTION IS A CHALLENGE THAT NEEDS TO BE ADDRESSED CREATIVELY

- Make transportation improvements as part of implementation of the Dunwoody Comprehensive Transportation Plan. See transportation projects in the short term work program (Short Term).

4.1.3 ~~IMPROVE AND MAINTAIN THE PUBLIC RIGHTS-OF-WAY~~ THE CITY'S PUBLIC RIGHTS-OF-WAY ARE ASSETS TO MAINTAIN AND IMPROVE

- Regularly assess condition of local roads, and public rights of way. Assessment should include general cleanliness, pavement condition, and sidewalk condition. (Ongoing)
- Regularly sweep local roadways, bike lanes and trails. (Ongoing)
- Implement Streetscape projects that improve the overall aesthetics and multi-modal operation of the City's arterial roadways.. See projects in the short term work program. (Short Term).
- Manage litter cleanup volunteer events (Short Term)

4.1.4 ~~MAINTAIN THE CHARACTER OF~~ DUNWOODY POSSESSES A UNIQUE CHARACTER THAT SHOULD BE ENHANCED AND ACCENTUATED

- Maintain and preserve historic resources that are owned by the City per the Parks, Recreation and Open Space Master Plan, and work with local non-profit interests to maintain and enhance the inventory of historic and cultural resources, see Natural and Cultural Resources assessment in the Appendix (Ongoing, Short Term)
- Preserve and enhance the character of the community as defined by the Character Areas Map and supporting action items and policies (Ongoing, Policy)
- Review Tree Protection Ordinance to determine how well the current tree ordinance serves the community and protects the tree cover. (Short Term)
- Complete site location evaluation and financing plan locating City Hall, Police and other civic

functions, including options for joint public-private partnership. (Short Term)

4.1.5 ENCOURAGE DUNWOODY'S STRONG EMPLOYMENT CORE CAN SUPPORT SMALL BUSINESS DEVELOPMENT AND AN ENTREPRENEURIAL ENVIRONMENT

- Implement development tasks in the Dunwoody Village Master Plan, Georgetown/Shallowford Master Plan, Urban Redevelopment Plan, Sustainability Plan, and Transportation Plan to attract additional local serving businesses as well as destination businesses, particularly restaurants and retail in economic nodes outside of the Perimeter Center area. (Ongoing)
- Include specific questions for small business owners in the City's annual survey (Short Term)
- Work with Chamber to conduct a feasibility study for an innovation incubator/co-working space. Determine if this incubator/co-working space could be an initiative of Georgia State University after its consolidation with Georgia Perimeter College is complete. (Short Term)
- Work with Georgia State University to make its entrepreneurship assets directly accessible to Dunwoody businesses and talent. (Short Term)
- Establish additional incentives to further desirable development in City. Examples of best practice tools to consider that can be paired together for eligible projects include but are not limited to tax allocation districts (TADs), tax abatement bonds, redevelopment bonds, lease-revenue financing, and the EB-5 Immigrant Investor Program. Take advantage of Georgia Department of Community Affairs tools such as its Redevelopment Fund and its Energy Rebate Program. (Short Term)

4.1.6 ENSURING THAT THE CITY'S PERMITTING PROCESS IS STRAIGHTFORWARD AND EASY TO UNDERSTAND, IS AN ASSET TO BE CONTINUOUSLY MONITORED AND IMPROVED

- Periodically compare the cost and timeliness of permitting processes in surrounding communities to that of Dunwoody's. (Short Term)

4.1.7 STRENGTHEN DUNWOODY'S ECONOMIC DEVELOPMENT EFFORTS MUST BE STRENGTHENED AND COORDINATED

- Continue to regularly engage business community in feedback on City needs and concerns and vice versa. (Ongoing)
- Continue business retention and expansion visits. (Ongoing)
- Expand follow-up efforts after receiving business feedback. (Short Term)
- Work with the chamber to expand the Engage Dunwoody program. (Short Term)
- Develop and maintain database of the City's available and developable real estate portfolio. (Short Term)
- Make accessible a list of all real estate redevelopment opportunities sorted by character area and pulled from existing sources. (Ongoing).

4.1.8 — MAXIMIZE THE BENEFITS OF OUR STRONG RELATIONSHIPS WITH LOCAL, REGIONAL, STATE, AND FEDERAL PARTNERS

- ~~Encourage a conversation between local chambers of commerce in the cities in and near the~~

~~Perimeter Center area and the PCID Business Alliance regarding combining and/or coordinating efforts. (Ongoing)~~

- ~~Work with Sandy Springs and Brookhaven to solidify a unified marketing vision. (Short Term)~~
- ~~Continue building rapport with Metro Atlanta Chamber and Atlanta Regional Commission and leverage regional resources and opportunities. (Ongoing)~~
- ~~Continue working with neighboring jurisdictions to host state project managers for joint tours of the cities to highlight economic development opportunities. (Ongoing)~~

4.1.8 ENCOURAGING THE CONSTRUCTION OF A GREATER VARIETY OF HOUSING OPTIONS, INCLUDING FOR SENIORS, IS A KEY NEED

- Adhere to a policy that universal design is encouraged in target redevelopment areas, and review for possible incorporation into Dunwoody Zoning Ordinance. (Policy and Short Term.)
- Consider and evaluate the benefits of amending the zoning code to encourage a more equitable housing market in the City.

4.1.9 ENCOURAGE USE OF A WIDER RANGE OF TRANSPORTATION MODES

- Promote the development of a variety of land uses in target redevelopment areas that reduce the demand for auto oriented trips. (Ongoing)
- Promote walk- and bike-“ability” to homes, schools, shopping, employment centers, civic uses, and open space. (Policy)
- Implement the multi-modal transportation options in the City’s Comprehensive Transportation Plan. (Short Term)
- Undertake a parking study of multi-modal transit hubs. This should evaluate existing facilities, end-of-trip facilities, electric charging stations, and bike parking on public and private properties (Short Term).
- Develop wayfinding signage to human scaled activity (Short Term)
- Support GRTA, MARTA, ARC and GDOT efforts related to express transit service and regional bus rapid transit (BRT) initiatives to connect Dunwoody to surrounding communities. (Policy)
- Focus future growth around the Perimeter Center MARTA Station. (Policy)

4.1.10 IMPROVE TRANSPORTATION CONNECTIVITY IS A CRITICAL NEED THAT THE CITY SHOULD ADDRESS

- Develop a citywide greenway system. Expand the City’s trail network by constructing new trails and greenways in keeping with the work program of the Parks, Recreation, and Open Space Master Plan, and LCI Plans with the goal of creating a community-wide pedestrian/bike path network. (Short Term)
- Increase network connectivity to accommodate demand between adjacent neighborhoods and developments without accessing the major thoroughfare system. (Policy)
- Collaborate with neighborhoods to identify connectivity projects. (Short Term)
- Study the possible connection between Ashford-Dunwoody and Perimeter Center Parkway (Slip ramp from I-285) along with the East-west connector between Perimeter Center Parkway and Peachtree Dunwoody Road. This may be done as part of the update of the Comprehensive Transportation Plan (Short Term)

4.1.11 IMPLEMENT AND UPDATE THE CITY'S COMPREHENSIVE TRANSPORTATION PLAN REMAINS AN ASSET

- Implement the work program of the City of Dunwoody Comprehensive Transportation Plan (Ongoing).
- Update the City of Dunwoody Comprehensive Transportation Plan. (Short Term)

4.1.12 PROVIDE ACTIVE RECREATIONAL OPPORTUNITIES FOR ALL AGES ARE A CHALLENGE TO BE ADDRESSED

- Update and implement the work program of the Parks, Recreation and Open Space Master Plan (Ongoing, Short Term)
- Maintain an inventory of recreational resources/assets to help document existing resources and identify opportunities for further expansion. (Ongoing)

4.1.13 ADD NEW PARKLAND AND PRESERVE GREEN SPACE THE CITY HAS A STRONG PARK AND GREENSPACE NETWORK THAT MUST BE PRESERVED, ENHANCED, AND EXPANDED

- Add publicly accessible green space and/or dedicated park space as a part of large scale new development/redevelopment projects. (Policy)
- Update Parks, Recreation and Open Space Master Plan (Short Term)
- Expand the City's greenway network as laid out in the implementation program of the Parks, Recreation and Open Space Master Plan (Short Term)

4.1.14 BUILD UPON EXISTING RESOURCES TO FURTHER SUPPORT THE CULTURAL ARTS DUNWOODY POSSESSES EXISTING RESOURCES THAT CAN BE STRENGTHENED TO CREATE A VIBRANT ARTS AND CULTURE ENVIRONMENT

- Continue to support the arts and opportunities for cultural activities through the facilitation of community wide events. (Ongoing)
- Integrate public art throughout the City – including in public spaces, gathering places and gateways – as recommended in the public art implementation plan. ~~at City gateways and community gathering areas.~~ (Policy)
- Implement processes, outlined in the public art implementation plan, for city agencies, other public agencies, community organizations and developers to support the City's public art goals. (Short Term)
- Create an Arts Council to promote, help fund and facilitate the arts in the Dunwoody community. (Short Term)
- Undertake an Arts Study in conjunction with private interests to study ~~how to promote and curate the installation of public art~~, how to better inform the community of upcoming art events, and how to best support the facility needs of the fine arts. (Short Term)

4.1.15 IMPLEMENT THE DUNWOODY SUSTAINABILITY PLAN IS AN ASSET THAT THE CITY SHOULD CONTINUE TO IMPLEMENT

- Implement the work plan, in the Dunwoody Sustainability Plan. See Sustainability Plan Short Term Work Program, key provisions of the Sustainability work plan have been included in the Shape Dunwoody CWP as well and include the following:
 - Develop and implement a plan to install electric vehicle charging stations on City property (Short Term)

- Develop ordinances that accommodate additional green building certifications (Short Term)
- Ensure that any extended contract with DeKalb or new private contract in 2015 promotes recycling participation (Short Term)
- Conduct remote sensing analysis for City wide assessment of trees (Short Term)
- Install demonstration green infrastructure project (Short Term)
- Develop a community garden at site of new City Hall (Short Term)
- Install a regional stormwater management solution in Dunwoody Village (Short Term)
- Undertake a parking study of multi-modal transit hubs. This should evaluate existing facilities, end-of-trip facilities, electric charging stations, and bike parking on public and private properties (Short Term).
- Develop wayfinding signage to human scaled activity (Short Term)
- Develop a citywide greenway system. (Ongoing)
- Develop the framework for Comprehensive Ped/Bike Plan to be incorporated into the CTP (Short Term)
- Collaborate with neighborhoods to identify connectivity projects. (Short Term)
- Maintain Gold Level Certification in ARC's Green Communities Program and consider attaining a higher level of certification. (Short Term)
- Develop Keep Dunwoody Beautiful Program. (Short Term)
- Manage litter cleanup volunteer events (Short Term)
- Focus future growth around the Perimeter Center MARTA station (Policy)
- Update the Sustainability Plan (Short Term)

4.1.16 PREPARE FOR THE I-285/400 MANAGED LANE EXPANSION AND INFRASTRUCTURE

4.2 ~~SHORT TERM~~ COMMUNITY WORK PROGRAM

The following ~~STWP~~ CWP is comprised of projects that are ongoing or should be launched over the next five years to further the goals of the plan. The ~~STWP~~ CWP is organized by element and lists implementation years, responsible party, estimated cost, and potential funding sources. A [Need/Opportunity column is included to identify the Priority Needs and Opportunities related to each item in the CWP.](#)

FIGURE 19: Short-Term-Community-Work Program Table

ITEM	TYPE	PROJECT OR ACTIVITY	YEAR(S)					RESPONSIBLE PARTY	COST ESTIMATE					FUNDING SOURCE	NEED/ OPP.
			2021	2022	2023	2024	2025		2021	2022	2023	2024	2025		
COMMUNITY FACILITIES															
CF. 1	Parks: Master Plan	Undertake Parks & Recreation Master Plan Update			√			Comm'y Dev, Parks and Recreation						General Fund	3.2.12, 3.2.13
CF. 2	Parks and Open Space: Acquisition	Acquire new park and open space, per results of Master Plan priorities	√	√	√	√	√	City Manager, Parks and Recreation, Finance	cost estimate dependent upon site locations and acreage resulting from Parks & Rec Master Plan process					Potential Park Bond/SPLOST/ General Fund	3.2.12, 3.2.13
CF. 3	Parks: Facilities	Implement Brook Run Park improvements		√				Parks and Recreation, Finance		\$100K				Potential Park Bond/SPLOST/ General Fund	3.2.12, 3.2.13
CF. 4	Parks: Facilities, Sustainability	Develop citywide greenway system/Multi-use path/Greenway construction	√	√	√			Public Works, Parks and Recreation, Community Dev, Perimeter CID	cost estimate dependent upon site locations and land values					General Fund/potential park bond/SPLOST	3.2.13
CF. 5	Fire, 911, EMS	Undertake Fire, 911, EMS Study		√				Police Dept., City Council		\$35K				General Fund	
CF. 5	Stormwater: Infrastructure Projects	Installation, repair and replacement of stormwater infrastructure	√	√	√	√	√	Public Works, City Council	\$250K	\$250K	\$250K	\$250K	\$250K	Stormwater Utility Fee	3.2.3, 3.2.15
CF.7	Facilities	Develop and implement a plan to install electric vehicle charging stations on City property	√	√	√			Sustainability Committee (Community Development)	\$5K, Staff	\$10K, Staff	\$10K, Staff			General Fund	
CF.8	Staff Research of Funding Sources	Identify available grant money	√	√	√	√	√	Comm'y Dev	Staff					General Fund	
CF.9	Sustainability, Stormwater infrastructure project	Install a regional stormwater management solution in Dunwoody Village		√	√			Public Works, Community Development		\$150K, Staff	\$150K, Staff			General Fund (PW)	
CF.10	Facilities	Complete site location evaluation and financing plan locating City Hall, Police and other civic functions, including options for joint public-private partnership.	√	√				City Manager	Staff					General Fund	

ITEM	TYPE	PROJECT OR ACTIVITY	YEAR(S)					RESPONSIBLE PARTY	COST ESTIMATE					FUNDING SOURCE	NEED/ OPP.
			2021	2022	2023	2024	2025		2021	2022	2023	2024	2025		
CF.6	Sustainability, Facilities	Consider maintaining Gold Level in ARC's Green Communities Program		√	√			Sustainability Committee, Community Dev		Staff	Staff			General Fund, potential grant funding	3.2.15
CF.7	Sustainability	Manage cleanup and recycling efforts at volunteer events		√	√	√	√	Sustainability Committee, Community Dev		Staff	Staff	Staff	Staff	General Fund	3.2.15
CF.13	Cultural Arts	Endorse/ Asset in the creation of a Create an Arts Council		√	√			City Manager		Staff	Staff			General Fund	
CF.8	Cultural Arts	Support the development of an Arts Study	√					Arts Council, City Manager				Staff	Staff	General Fund	3.2.14
CF.9	Certification	Achieve Broadband Ready Certification			√			Community Development Department			Staff			General Fund	3.2.5
ECONOMIC DEVELOPMENT															
ED.1	Research	Include specific questions for small business owners in the City's annual survey		√	√	√	√	Economic Development, Marketing		Staff	Staff	Staff	Staff	General Fund	3.2.5
ED.2	Business-Development	Conduct Feasibility Study for innovation incubator/co-working space		√				Economic-Development, Chamber		TBD				General Fund	
ED.2	Business Development	Work with GSU to make its entrepreneurship assets directly accessible to Dunwoody businesses	√	√	√	√	√	Economic Development	Staff	Staff	Staff	Staff	Staff	General Fund	3.2.5
ED.5	Business-Development	Establish additional incentives to further desirable development	√	√	√	√	√	Economic-Development	Staff	Staff	Staff	Staff	Staff	General Fund	
ED.5	Research of Funding Sources	Identify available grant money	√	√	√	√	√	Grant Contractor/ Comm'y Dev						General Fund	

ITEM	TYPE	PROJECT OR ACTIVITY	YEAR(S)					RESPONSIBLE PARTY	COST ESTIMATE					FUNDING SOURCE	NEED/ OPP.
			2021	2022	2023	2024	2025		2021	2022	2023	2024	2025		
ED.3	Coordination	Work with Chamber to expand the Engage Dunwoody Program	√	✗	✗			Economic Development	Staff	Staff	Staff			General Fund	3.2.7
ED.4	Research	Develop and maintain database of City's available and developable real estate portfolio	√	√	√	√	√	Economic Development, Community Dev	Staff	Staff	Staff	Staff	Staff	General Fund	3.2.7
ED.5	Plan/Study	Develop a citywide economic development plan		√	√			Economic Development		Staff	Staff			General Fund	3.2.7
INTERGOVERNMENTAL COORDINATION															
IC. 1	Intergovernmental Coordination	Coordinate with adjacent municipalities on improvements carried out along border	√	√	√	√	√	City Council/City Manager, Public Works, Perimeter CID	TBD					General Fund	3.2.16
IC.2	Intergovernmental Coordination	Identify available grant money	✗	✗	✗	✗	✗	Grant Contractor/ Comm'y Dev	TBD					General Fund	
IC.2	Services, Sustainability	Ensure that any extended contract with DeKalb or new private contract in 2015 promotes recycling participation	√	√	√			City Manager (CM), Public Works		\$30K				General Fund (CM)	3.2.15
IC.3	Economic Development	Work with Sandy Springs and Brookhaven to solidify a unified marketing vision		√				Economic Dev		Staff				General Fund	3.2.7
LAND USE															
LU. 1	Plan/Study, Sustainability	Update the Sustainability Plan	√				✗	Comm'y Dev/ Public Works		Staff				General Fund	3.2.15
LU. 2	Regulatory/ Infrastructure	Implement LCI recommendations for the Perimeter LCI, Georgetown/ Shallowford and Dunwoody Village LCIs.	√	√	√	√	√	Community Dev		Staff				General Fund/ PCIDs	3.2.1, 3.2.4

ITEM	TYPE	PROJECT OR ACTIVITY	YEAR(S)					RESPONSIBLE PARTY	COST ESTIMATE					FUNDING SOURCE	NEED/ OPP.
			2021	2022	2023	2024	2025		2021	2022	2023	2024	2025		
LU.3	Design & Character	Participate in-Perimeter LCI-update	√					Community Dev, City Council	Staff					General Fund	
LU.3	Design & Character	Update Master Plans for Georgetown/ Shallowford (2022) and Dunwoody Village (2021)	√	√				Community Dev	Staff	Staff				General Fund	3.2.1, 3.2.4
LU.4	Regulation	Update the zoning ordinance	√	√	√	√	√	Community Dev	Staff	Staff	Staff	Staff	Staff	General Fund	3.2.1
LU.6	Staff Research of Funding Sources	Identify available grant money	√	√	√	√	√	Community Dev	Staff	Staff	Staff	Staff	Staff	General Fund	
LU.5	Regulatory/ Sustainability	Develop ordinances that accommodate additional green building certifications				√		Community Dev/ Sustainability Committee				Staff		General Fund	3.2.1, 3.2.15
LU.6	Economic Development/ Development Process	Periodically report on the comparative cost and timeliness of permitting processes in surrounding communities to that of Dunwoody's	√	√	√	√	√	Community Dev	Staff	Staff	Staff	Staff	Staff	General Fund, Development Authority	3.2.6
LU.7	Research	Historical and current zoning entitlement records- organization, scanning, and GIS mapping			√			Community Dev Staff	Staff		Staff			General Fund	3.2.1
LU.8	Research	-3D Mapping of Buildings (current and proposed) and trees	√	√	√			Community Dev Staff	Staff	Staff	Staff			General Fund	3.2.4
LU.9	Plan/Study	Housing Study	√	√				Staff	Staff	Staff				General Fund	3.2.8
LU.10	Regulation	Develop a citywide Unified Development Ordinance		√	√			Staff		Staff	Staff			General Fund	3.2.1
LU.11	Regulation	Consider incorporating Universal Design into requirements for new residential development		-	√			Community Dev			Staff			General Fund	

ITEM	TYPE	PROJECT OR ACTIVITY	YEAR(S)					RESPONSIBLE PARTY	COST ESTIMATE					FUNDING SOURCE	NEED/ OPP.
			2021	2022	2023	2024	2025		2021	2022	2023	2024	2025		
NATURAL AND CULTURAL RESOURCES															
NCR. 1	Regulatory Incentives	Establish incentives for large-lot land-preservation		✓				Comm'y Dev	Staff					General Fund	
NCR.2	Sustainability	Develop Keep-Dunwoody Clean-and-Beautiful-Program		✓	✓	✓	✓	Sustainability-Committee,-Community-Dev		\$1K	\$2K	\$2K	\$2K	General Fund	
NCR.1	Sustainability	Conduct remote sensing analysis for City-wide assessment of trees		✓				Community Development	Staff					General Fund	3.2.15
NCR.2	Sustainability	Install demonstration green infrastructure project for water conservation				✓		Public Works				\$80K, Staff		General Fund/ Grants (PW)	3.2.15
NCR.5	Sustainability	Develop a-community-garden-at-site-of-new-City-Hall				✓	✓	Parks-and-Recreation,-Community-Development				\$10K-Staff		General Fund/- Grants (PW)	
NCR.6	Sustainability	Maintain Gold-Level Certification in ARC's Green Communities Program and consider attaining a higher level of certification		✓	✓			Sustainability-Committee,-Community-Development	Staff	Staff				General Fund	
TRANSPORTATION															
T. 1	Infrastructure	Annual road resurfacing	✓	✓	✓	✓	✓	Public Works	\$3.1 M	\$3.1 M	\$3.1 M	\$3.1 M	\$3.1 M	LARP/HOST/ Bonds/SPLOST/ LMIG	3.2.3
T. 2	Infrastructure	New sidewalks	✓	✓	✓	✓	✓	Public Works	\$1 M	\$1 M	\$1 M	\$1 M	\$1 M	General Fund	3.2.3, 3.2.9
T. 3	Infrastructure	Intersection Improvements	✓	✓	✓	✓	✓	Public Works	\$1 M	\$1M	\$1M	\$1M	\$1M	General Fund	3.2.2, 3.2.3
T. 4	Infrastructure	Traffic calming	✓	✓	✓	✓	✓	Public Works	\$25K	\$25K	\$25K	\$25K	\$25K	General Fund	3.2.2
T. 5	Streetscape	Streetscape projects		✓		✓	✓	Public Works		\$150K		\$500K	\$1M	General Fund	3.2.9
T. 6	Plan/Study	Comprehensive Transportation Plan Update		✓		✓	✓	Public Works		\$100K		\$100K		General Fund	3.2.11

ITEM	TYPE	PROJECT OR ACTIVITY	YEAR(S)					RESPONSIBLE PARTY	COST ESTIMATE					FUNDING SOURCE	NEED/ OPP.
			2021	2022	2023	2024	2025		2021	2022	2023	2024	2025		
T. 7	Operations	TMS/Signal-management system study	√					Public Works-	\$10K					General Fund	
T. 7	Infrastructure	Road striping	√	√	√	√	√	Public Works	\$10K	\$10K	\$10K	\$10K	\$10K	General Fund	3.2.3
T. 8	Infrastructure	Sign replacement	√	√	√	√	√	Public Works	\$10K	\$10K	\$10K	\$10K	\$10K	General Fund	3.2.3
T. 9	Plan/Study	Construction of design standards and gateway and way-finding systems	√	√	√	√	√	Comm'y Dev, Public Works, Economic Development, Discover Dunwoody		\$200K	\$200K			General Fund/ PCIDs	3.2.4, 3.2.9
T. 11	Staff Research of Funding Sources	Identify available grant money	√	√	√	√	√	Comm'y Dev	Staff					General Fund	
T. 10	Sustainability	Endorse/ assist with bike share program				√	√	Sustainability Committee, Community Dev, Economic Dev, PCIDs				\$150K		General Fund/ Grants (ED)	3.2.9
T. 13	Sustainability	Develop wayfinding signage to human scale activity	-	-	√			Parks and Recreation, Marketing			\$100K			General Fund/ Grants (M)	
T. 11	Sustainability	Develop framework for Comprehensive Ped/Bike Plan and integrated into the CTP		√	√	√	√	Public Works, Community Dev			\$5K	Staff	Staff	General Fund/ Grants (ED)	3.2.9
T. 12	Sustainability	Collaborate with neighborhoods to identify connectivity projects	√	√	√	√	√	Public Works, Community Development			Staff			General Fund	3.2.10

