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To: Mayor and City Council

From: Brent Walker, Parks and Recreation Director

Date: February 10, 2020

Subject: Funding Approval for Design Services of Perimeter Center East Park Property

ITEM DESCRIPTION

Allocation of Hotel Motel Tax Revenues for design services of Perimeter Center East Park Property

BACKGROUND

The City adopted the Perimeter Center East Park concept plan as part of the Parks and Recreation Master Plan in 2017. Also in 2017, this project was identified as the top ranked Phase I initiative of the Hotel Motel Tax Projects. A copy of the place making plan for these projects is attached to this memo.

PROJECT SCOPE

The scope of work for design services will consist of survey work, architectural services, engineering services and geotechnical services for the park elements shown in the attached concept plan.

FUNDING

Staff recommends funding the design of the project for a total of \$45,000. Funds would be appropriated from the Hotel Motel Tax Fund Balance, the funding of the construction phase will come from bonding funds.

RECOMMENDATION

Staff respectfully requests that Council approve the allocation of \$45,000 from the Hotel Motel Tax Fund for the design services of the Perimeter Center East Park Property.

Lynn Deutsch Mayor
Eric Linton, ICMA-CM City Manager
Sharon Lowery, CMC City Clerk

Pam Tallmadge City Council Post 1
Jim Riticher City Council Post 2
Tom Lambert City Council Post 3

Stacey Harris City Council Post 4
Joe Seconder City Council Post 5
John Heneghan City Council Post 6

Packet page:...

- ① SMALL PICNIC SHELTER
- ② ARRIVAL PLAZA W/ SCULPTURE
- ③ PLAYGROUND
- ④ PLAZA W/ WATER FEATURE
- ⑤ RESTROOM BUILDING W/ PAVILION
- ⑥ EXERCISE EQUIPMENT AREA
- ⑦ PARKING LOT: ±50 SPACES
- ⑧ 10' WIDE PATH
- ⑨ SOFT SURFACE TRAIL
- ⑩ CONNECTION TO FUTURE TRAIL



Live

Work

Play



A Placemaking Plan

For a More Welcoming and
Better Connected Dunwoody

OUR STORY



Placemaking

What if we built our communities around places?

Placemaking is a hands-on approach for improving communities by collaboratively reinventing public spaces and better connecting people and places to build stronger, more cohesive communities. It's a creative process that relies on community-based participation to create ways to better use a community's resources and connect them with its people and history.

Connecting Dunwoody is just such an effort that begins with the city's history. Dunwoody was founded by Charles Dunwoody in 1839 as one of Georgia's original railroad towns. Its early success relied on access to transportation that would help grow the farming community into one of the most affluent, influential and impactful cities in the Southeast today.

Growth came in leaps and bounds when Rouse Corporation bought 70 acres of land to develop what is now known as Perimeter Mall. Investment in infrastructure, construction of I-285, expansion of the Connector, Hartsfield-Jackson International Airport and the MARTA transit line spurred tremendous growth in Perimeter Center and Dunwoody.

In 1969, Michael Gearon, developer of Executive Park on I-85 and North Druid Hills, purchased 500 acres from the well-established Spruill Family to build Perimeter Center. His vision incorporated a commercial and business center to support the residents already living in Dunwoody.

Work

Build

Grow

Carey Spruill and Shorty along Mount Vernon Road in the 1970s.



Timeline

1800

- 1839** • Major Charles Dunwoody moves to Georgia
- 1889** • Spruill Family begins farming in the Dunwoody area

1900

- 1969** • I-285, The Perimeter, is completed.
- 1969** • Michael Gearon, developer of Executive Park, purchases 500 acres from the Spruill family to develop an “architecturally and density-controlled campus-like office park in a heavily wooded, rustic setting” later named Perimeter Center.
- 1970s** • Investment in infrastructure, expansion of The Connector, Hartsfield-Jackson International Airport, MARTA brings tremendous growth to Perimeter Center.
- 1970** • Rouse Corporation buys 70 acres from Gearon to develop Perimeter Mall.
- 1980s** • Perimeter Center becomes largest concentration of office space, residence and commercial developments south of Washington, DC.
- 1980s** • Houston developer Gerald Hines purchases one of the last parcels from the Spruill Family to build the Ravinia Office Park, which signaled higher densities and a dramatic increase in land values.
- 1990s** • The construction of I-285 and GA 400 linked Dunwoody to Downtown Atlanta, making it a major hub for business and residents.
- 1991** • The Spruill Family donated its last five acres in the Perimeter area along with their historic homeplace to the North DeKalb Center for the Arts. The organization was renamed the Spruill Center of the Arts.
- 1996** • MARTA adds Dunwoody on its route to accommodate the 1996 Olympic Games.

2000

- 2008** • Dunwoody is formally established as the City of Dunwoody.
- 2012** • State Farm leases 500,000 square feet in Dunwoody as the first step in opening their 8,000 employee Regional Hub.
- Today** • The City of Dunwoody is now home to Fortune 1000 companies such as, IHG, Oldcastle and State Farm and has approximately 48,000 residents.



OUR PRESENT



In 2008, Dunwoody officially incorporated as a city and for the past decade, has flourished as one of the fastest growing areas of Metro Atlanta. The City of Dunwoody is now recognized as a hotspot for new business investments and planting family roots due to its small town charm with a big city vibe.

At the center of it lies a community that balances a fast-paced commercial hub with a rich family-oriented history. Dunwoody provides unparalleled access to talent, technology and lifestyle amenities making it the perfect place to call home – for businesses and residents.



Sharing Our Vision ...

From Michael Gearon's initial investment to purchase 500 acres in 1969, Dunwoody has grown to become one of Atlanta's premiere destinations with a strong sense of community – for business, families and visitors.

Now is the time to invest again in Dunwoody's exciting future and to ensure the community remains attractive and welcoming to everyone.

The City of Dunwoody and the Dunwoody Convention and Visitors Bureau are excited to

share a vision of a more welcoming Dunwoody – a better connected Dunwoody. From building multi-use trails, parks and green spaces, the vision brings our residents, visitors and businesses together in a city that embraces walkability and usability.

It's a big vision that requires a big investment. We are excited about the plans in store – and the possibilities for the future growth and success of the residents, businesses and visitors to Dunwoody.

OUR PROCESS

Shaping Our Plan ...

This placemaking plan has been years in the making. Taken from multiple plans, the proposed projects call for a livable, walkable Dunwoody – a more connected Dunwoody.

Through input from a visitor survey by the Dunwoody Convention and Visitors Bureau, a citizen survey by the City of Dunwoody; and a 2016 Parks Master Plan survey, the results were unanimous.

Visitors and residents wished for more green space, parks, trails and bike paths. Additionally, visitors requested more unique dining experiences and citizens wanted more city-wide special events.

The proposed projects will be funded through an increase of the hotel/motel tax in January 2018. The additional funds will support the creation or expansion of physical attractions which will:



Visitor/Citizen Desires

39% Support Pathways and Trails



33% Want to See More Park Amenities



28% Requested More City-wide Events



Additionally, the CVB and the City hosted meetings to gather input from citizens, hoteliers and local tourist attractions. The stakeholders voiced their opinion on those projects that will be most beneficial in the short-term and what they would like to see in the long-term growth of Dunwoody.

The final plan is being presented to the Council Committee and is being followed by an Open House in November. In the end, a new ordinance must be approved by the City Council to authorize the tax.

Our Plan Begins...

Packet page:...



PROPOSED PLAN - PHASE I

#13..

The first phase of Connecting Dunwoody is made up of a series of pocket parks and walking and biking trails that better connect commercial areas, multi-family developments and public green spaces. The nature trails and parks will provide gathering areas, allow children to play and pets the opportunity to stretch their legs by simply making Dunwoody more walkable.

Phase I will include constructing a new Perimeter Center East Park, the Ashford Dunwoody Road Trails (Phases I and II), a Flyover Bridge Park and tie a new Westside Connector Trail to the water features of Perimeter Park@Dunwoody MARTA Station.

Phases II and III will ultimately expand across the city to better connect different parts of Dunwoody to add walkable and bikeable byways.



PERIMETER CENTER EAST PARK



1

Proposed Plan for Perimeter Center East Park



PARK LEGEND

- 1 Small Picnic Shelter
- 2 Arrival Plaza w/ Sculpture
- 3 Playground
- 4 Plaza w/ Water Feature
- 5 Restroom Pavilion
- 6 Exercise Equipment Area
- 7 Parking Lot (50 spaces)
- 8 10' Wide Path
- 9 Soft Surface Trail
- 10 Connection to Future Trail

Pet-Friendly Pocket Park with Gathering/Play Areas & Nature Trails

The Perimeter Center East Park is a small pocket park nestled behind Perimeter Center East providing public green space to local residents within walking distance.

The park's proposed facilities include a walking path, a central plaza with a water feature, a small playground and additional space for a sculpture plaza and greenery. The central plaza water feature will contain water movement creating pleasant background sounds for park users by helping eliminate traffic noise from adjacent roads. A water fountain with a pet bowl is planned for the area's four-legged residents.

Connected by a 10-foot brick walkway around the perimeter, the park will include benches and swings along the walk. The lower section of the park will serve as a retention pond, surrounded by nature trails with a wood chip surface in areas that are not prone to flooding or standing water.

The space will provide areas for people to gather, walk pets, enjoy nature trails and allow children to play. Approximately 50 parking spaces should be available. As with the other parks, the site will include waste receptacles and dog waste bag dispensers.

ASHFORD DUNWOODY MULTI-USE TRAILS - PHASES I & II

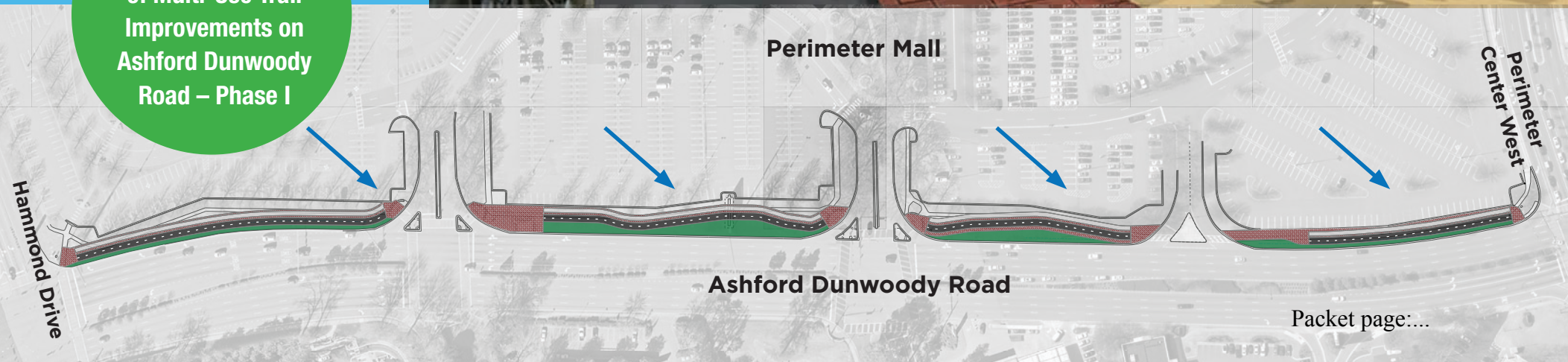
The busiest road in Dunwoody will become more pedestrian and bicycle friendly with the proposed development of the Ashford Dunwoody Road Multi-Use Trails on the western shoulders of the road.

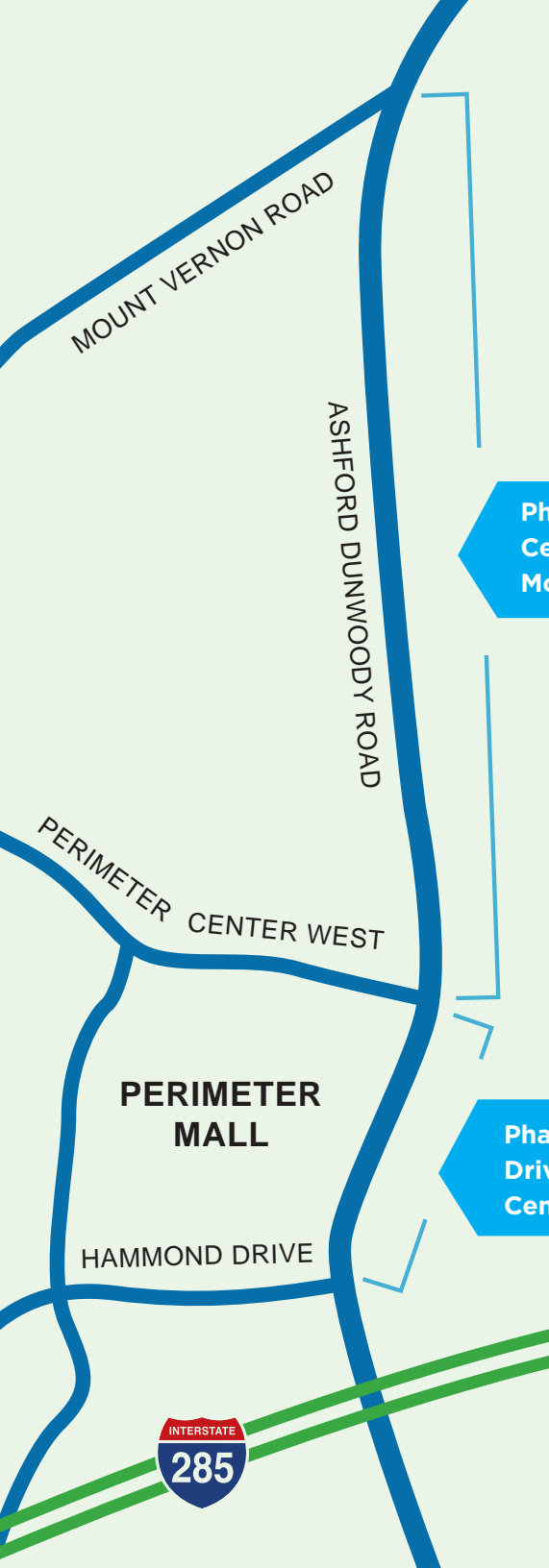
Graphic
Illustration of Design
of Multi-Use Trail
Improvements on
Ashford Dunwoody
Road – Phase I



2

Proposed Plan for
Ashford Dunwoody Road
Multi-Use Trails

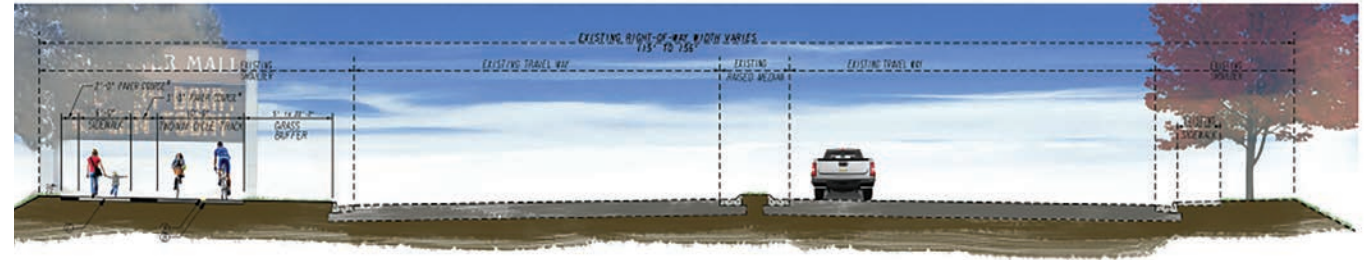




Phase II - Perimeter Center West to Mount Vernon Road



Phase I - Hammond Drive to Perimeter Center West



Typical Section – Ashford Dunwoody Road

Landscaped Bicycle & Pedestrian Friendly Trails for Safety and Accessibility

The planned bicycle and pedestrian (multi-use) pathways along Ashford Dunwoody Road will connect Hammond Drive to Perimeter Center West in Phase I and Perimeter Center West to Mount Vernon Road in Phase II. Walking or biking along this busy road in its current state is nearly impossible. These improvements will safely connect more pedestrians and cyclists to Perimeter Mall and reduce the amount of commuter traffic in this corridor.

The multi-use trails will reconstruct the western shoulders of Ashford Dunwoody Road with a 10-foot wide, two-way bicycle track, a minimum of five feet from the back of the curb. An adjoining, parallel, wide pedestrian walkway is proposed outside of the two-way cycle track, outlined by brick pavers to provide a division between the pedestrian way and bicycle track.

Phase I of the corridor includes approximately 2,000 feet of non-motorized improvements along Ashford Dunwoody Road. Phase II

of the corridor extends the trail another 4,000 feet up Ashford Dunwoody.



FLYOVER BRIDGE PARK



3

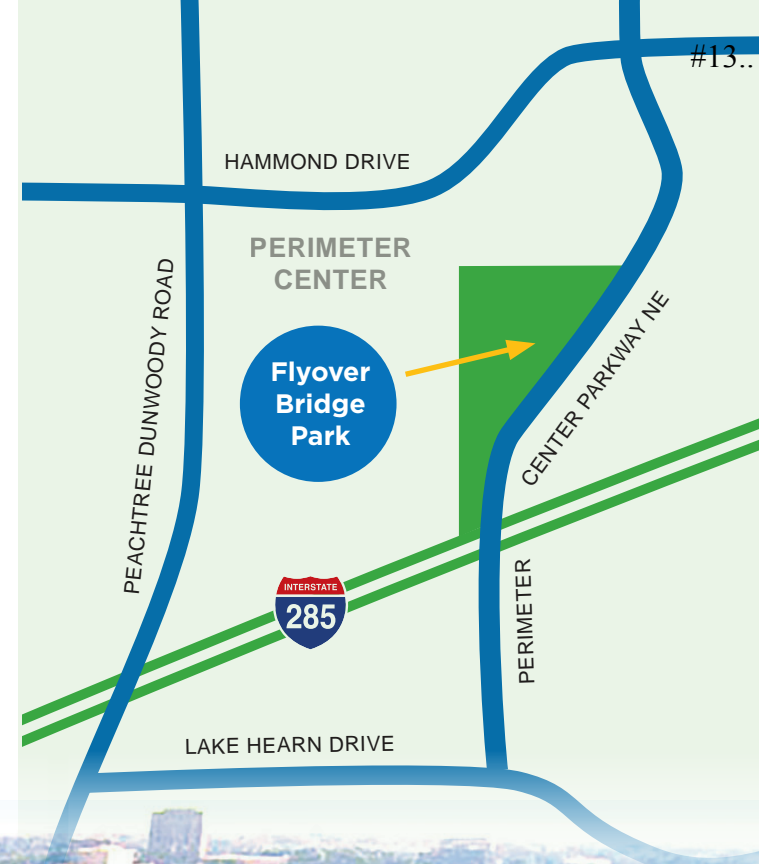
Proposed Plan for Perimeter Center Parkway Flyover Bridge Park

Pedestrian & Bicycle Friendly Pocket Park

The proposed Flyover Bridge Park repurposes existing unused green space to be pedestrian and bicycle friendly, with decorative pavers and landscaped medians. The nearly half-mile long park aims to provide plazas, lawns and gardens for residents and visitors to enjoy.

The park will meet up with adjacent multi-use trails and walking paths to greatly enhance access and usability of trail systems in and around the city.

The Flyover at Perimeter Center Parkway connects the Perimeter market from Perimeter Place to the Medical Center – and a host of shopping, dining and lodging for residents and visitors.



Existing
unused green
space here will be
repurposed to for
pedestrians and
bicycles.

PERIMETER PARK@ MARTA

Proposed Plan for Perimeter Park @ Dunwoody MARTA Station - North Plaza

4

Urban Park with Public Green Space

Located underneath MARTA's Dunwoody Station, the Perimeter Park at MARTA fulfills a vision to create sustainable public green space and a signature urban park within the central Perimeter area.

The proposed five-acre linear park will become a green space for residents, visitors and employees in the area to enjoy. The North Plaza will be reconstructed to re-naturalize the existing stream and create a series of small ponds, natural rock dams and appealing water movement.

The North Plaza design envisions a successful park at two elevations: one at street level and the other at stream level. The design captures the strong desire - noted by stakeholders - for increased pedestrian traffic with a more urban experience around the park and a more serene environment along the edges of the stream.

The upper, street-level path incorporates the existing streetscape along Perimeter Center Parkway, providing a path along the mall loop road with two pedestrian bridges over the streambed. The lower, stream-level path is reached by a series of broad stairs and provides for walkability along the creek.

Along this stream trail, the park will feature a series of garden and reflection spaces where visitors can relax and enjoy the new green space. The North Plaza will be anchored by another large, open community space and a hardscape plaza overlooking Perimeter Creek. Together these new park spaces will be a signature focal point within the Perimeter that fosters both individual reflection and group activities.

The park will play a vital role towards Dunwoody becoming a true live-work-play city with more connectivity.



NORTH PLAZA LEGEND

- A Restroom**
- B Entrance Plaza**
- C Decorative Crosswalk**
- D Existing Streetscape**
- E Arbor Overlook**
- F Retaining Wall with Decorative Railing**
- G Pedestrian Bridge**
- H Terraced Seating & Steps**
- I Stream Trail**

WESTSIDE CONNECTOR TRAIL

5

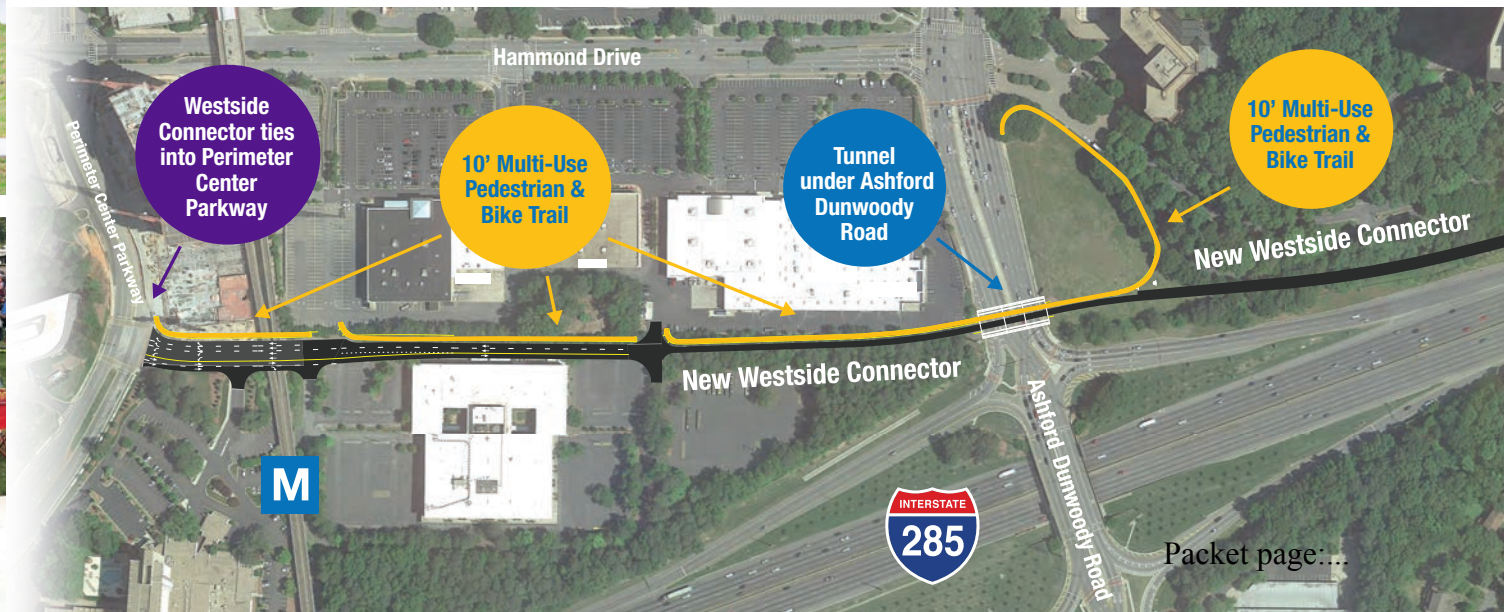
Proposed Plan for Westside Connector Trail

Multi-Use Trail to Safely Walk, Bike & Connect to the Perimeter District

The Westside Connector project is designed to provide congestion relief to the existing I-285 at Ashford Dunwoody Interchange and surrounding area along Hammond Drive. The concept is to construct a grade separated distributor ramp that will provide access between I-285 to Perimeter Center Parkway, eliminating the existing weaving problem on Ashford Dunwoody Road between I-285 and Hammond.

To provide pedestrian connectivity, a proposed multi-use trail would be incorporated into the project between the commercial developments within the Perimeter Center Improvement District (PCID) areas.

With a proposed eight-foot sidewalk around the perimeter, lined with benches and swings along the walk and an irrigated lawn, the multi-use trail will allow pedestrians to safely walk, bike and connect to the Perimeter District.



PHASES OF PLACEMAKING PLAN



PHASE I

- **Perimeter Center East Park**
- **Ashford Dunwoody Road Trail - Phase I**
From Hammond Drive to Perimeter Center West
- **Flyover Bridge Park**
- **Westside Connector Trail**
From Dunwoody MARTA Platform to Ashford Dunwoody Road
- **Perimeter Park @ Dunwoody MARTA Station - North Plaza**
- **Ashford Dunwoody Road Trail - Phase II**
From Perimeter Center West to Mount Vernon Road

PHASE II

- **Georgetown to Perimeter Trail**
From Perimeter Center East Park to Chamblee Dunwoody Road
- **Highstreet Trail**
From Central Parkway to Perimeter Center Parkway
- **Perimeter Mall Trail**
From Hammond Drive to Perimeter Center West
- **Georgetown Gateway Trail**
From Georgetown Park to Cotillion Drive
- **Ravinia Trail**
From Perimeter Center East Park to Ashford Dunwoody Road

PHASE III

- **Ashford Gables Trail**
From Ashford Gables Drive to Ridgeview Road
- **North Fork Nancy Creek Trail - Phase I**
From Perimeter Center East Park to Valley View Road
- **Perimeter Park @ Dunwoody MARTA Station - South Plaza**
- **North Fork Nancy Creek Trail - Phase II**
From Valley View Road to Ashford Center Parkway
- **Winters Chapel Road Trail**
From Dunwoody Club Drive to Peeler Road
- **Cotillion Trail**
From Chamblee Dunwoody Road to North Shallowford Road
- **Windwood Hollow Trail (Peeler Road)**
From Brook Run Park to Winterschapel Road
- **Perimeter Park @ Dunwoody MARTA Station - South Phase II**

All projects in the Placemaking Plan were taken directly from previously approved plans and meet the definition of tourism product development, which is the creation or expansion of physical attractions which are: available and open to the public; improve destination appeal to visitors; and are used by and support the visitor's experience. The scope and list of projects are subject to change.



WHAT'S NEXT?

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Look for and participate in the 2018 Citizen Survey.

Visit ConnectDunwoody.com to voice your opinion.

Participate in upcoming meetings for the Arts and Cultural Master Plan & 2018 *Shape Dunwoody* events.





Live

Work

Play

