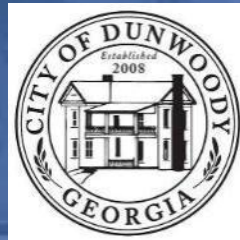


City of Dunwoody

Dunwoody Village Master Plan Public Meeting #1

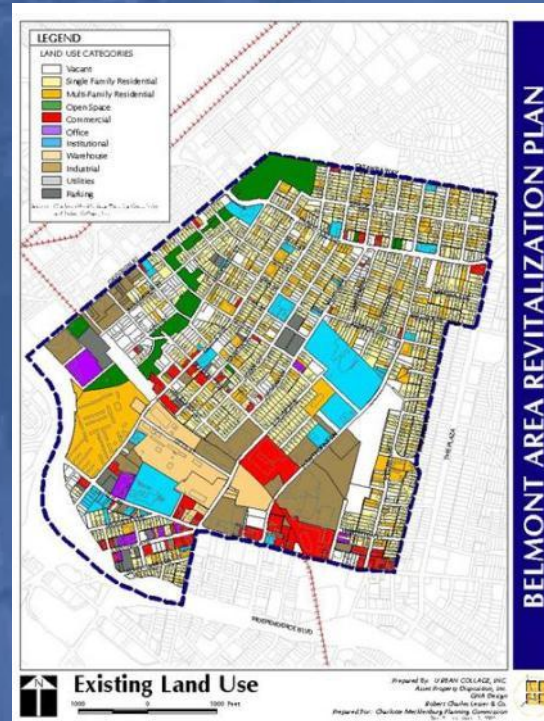


September 21, 2010
Urban Collage, Inc. with
Houseal Lavigne, RCLCo, Kimley-Horn/Urban Resource Group & Market + Main

Agenda

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

Planning Team



URBAN COLLAGE, INC. *Planning & Urban Design*

- Extensive Community Planning Experience and Expertise
- Public Involvement Specialists
- Focus on Implementation

RCLCo

Market Analysis

- Economic Real Estate Professionals

HOUSEAL LAVIGNE

Planning /Economic Development

- Downtown and Subarea Strategists
- Technology and Public Involvement

KIMLEY-HORN & ASSOCIATES/ URBAN RESOURCE GROUP

Open Space & Transportation

- Transportation & Circulation Planning and Analysis
- Renowned Landscape Design Studio

Master Plan Process

Phase 1- Inventory and Assessment

- Complete assessment of existing conditions/market study
- Conduct community meetings to clarify community vision
- Define plan and community goals and objectives

Phase 2- Conceptual Master Plan

- Engage the community in developing realistic options
- Develop alternatives and framework plan
- Build community consensus and coordination

Phase 3- Action Plan

- Confirm priorities
- Develop 5-Year and 20-Year action plan
- Adopt plan/begin implementation

City of Dunwoody Comprehensive Plan (June 2010)

Vision/Intent

- “Historically... the “heart” of Dunwoody.”
- “A master planning process will establish a detailed vision... focused on pedestrian and bicycle amenities, public functional green space, traffic calming, architectural controls, connectivity and place making.”
- Sense of history, “village green,” redevelopment with a residential component, unique design character

Future Development- height, form, and use guidelines

Goals- land use, transportation, community facilities

Community Issues and Opportunities

General Consensus Points

- Reinforce Dunwoody Village as the historical and emotional focal point of the Dunwoody Community
- Preserve and enhance the Farmhouse as a community icon
- Maintain the area's uniqueness and identity including the concentration of local businesses
- Make the Village more walkable
- Create community green space and maintain mature tree cover
- Maintain and enhance buffers to single-family neighborhoods

Community Issues and Opportunities

Not Quite Consensus Points

- Maintain a consistent architectural character in the Village
- Strengthen the Village to be more lively and more of a destination
- Recognize potential to add residences to the Village, and strong community preferences to limit residential densities and rental properties
- Evaluate potential for a desired civic presence in the Village

Community Issues and Opportunities

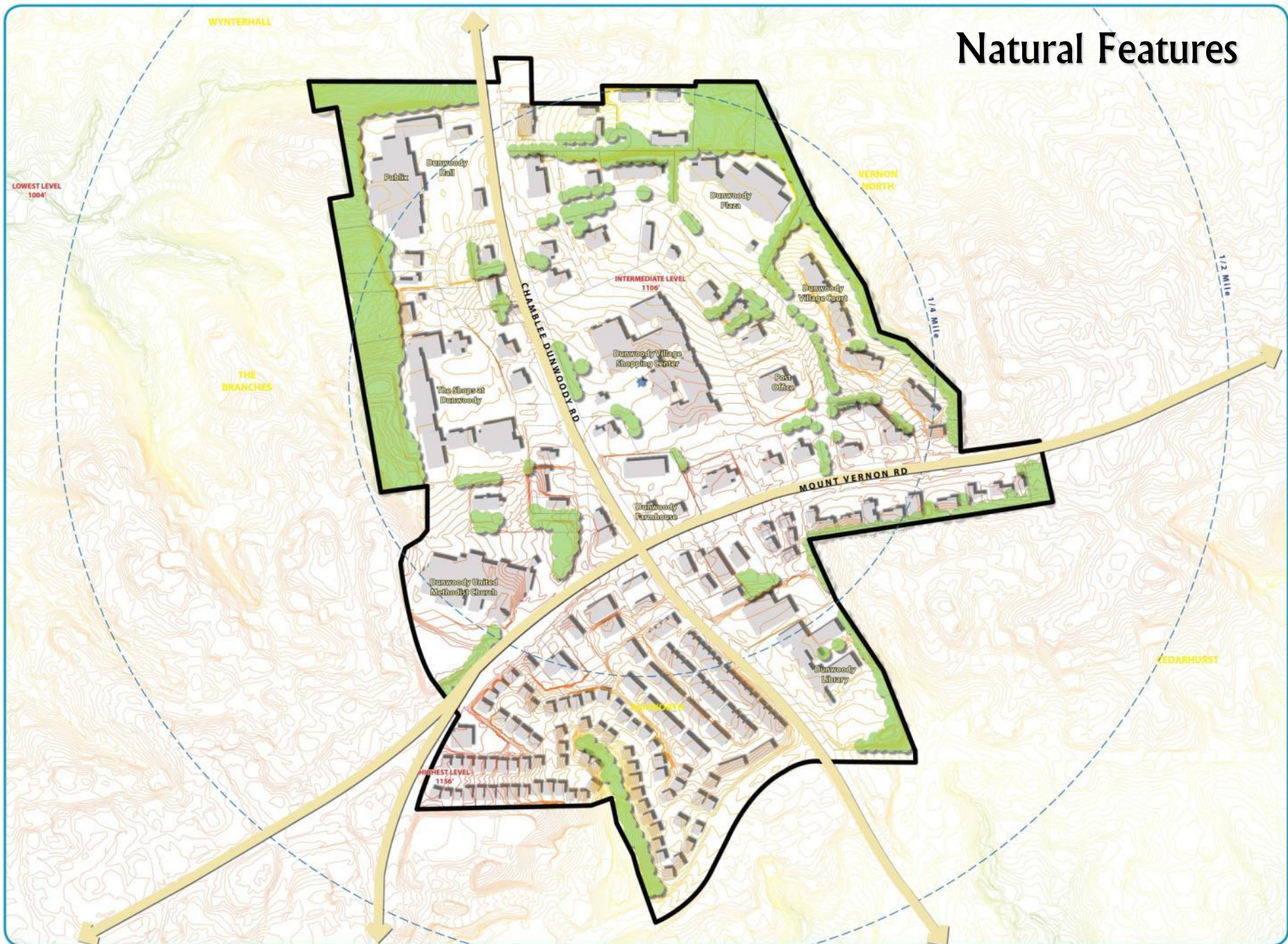
Master Plan Questions for Discussion

- What type of “destination” should the village be? Who is the proper market audience?
- What form should future development/redevelopment take? What regulations are necessary to maintain and enhance the Village’s character?
- How can the city and community best attract the goods and services desired for the Village?
- How much, if any, public investment will be appropriate and necessary to catalyze redevelopment of key properties?
- How much green space is realistic in the Village? How would such space be realized?
- Is residential development on the edges of the Village desirable? What about the interior of the Village?
- Is there an appropriate location for a civic facility?

Context Map



Natural Features

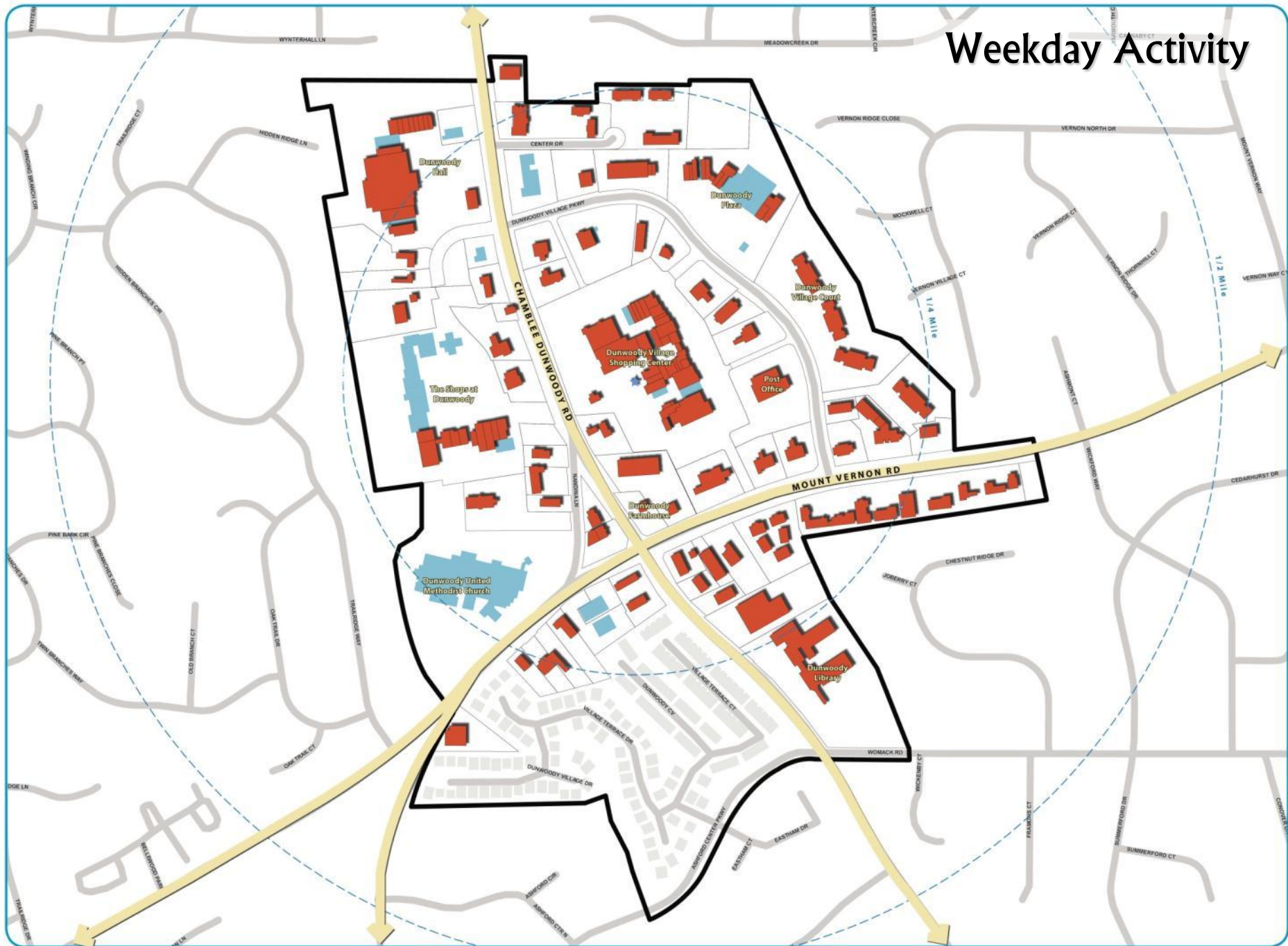


Pavement Areas

Map of Dunwoody, Georgia, showing pavement areas. The map features a central area outlined in black, labeled "Study Area Boundary". This area is filled with a light green color, representing pavement. Major roads like Chamblee Dunwoody Rd and Mount Vernon Rd are shown in yellow. Other roads are in grey. Landmarks include Dunwoody Mall, Dunwoody Plaza, Dunwoody Village Shopping Center, Post Office, Dunwoody Village Court, Dunwoody United Methodist Church, Dunwoody Farmhouse, and Dunwoody Library. A scale bar indicates 1/2 mile and 1/4 mile.

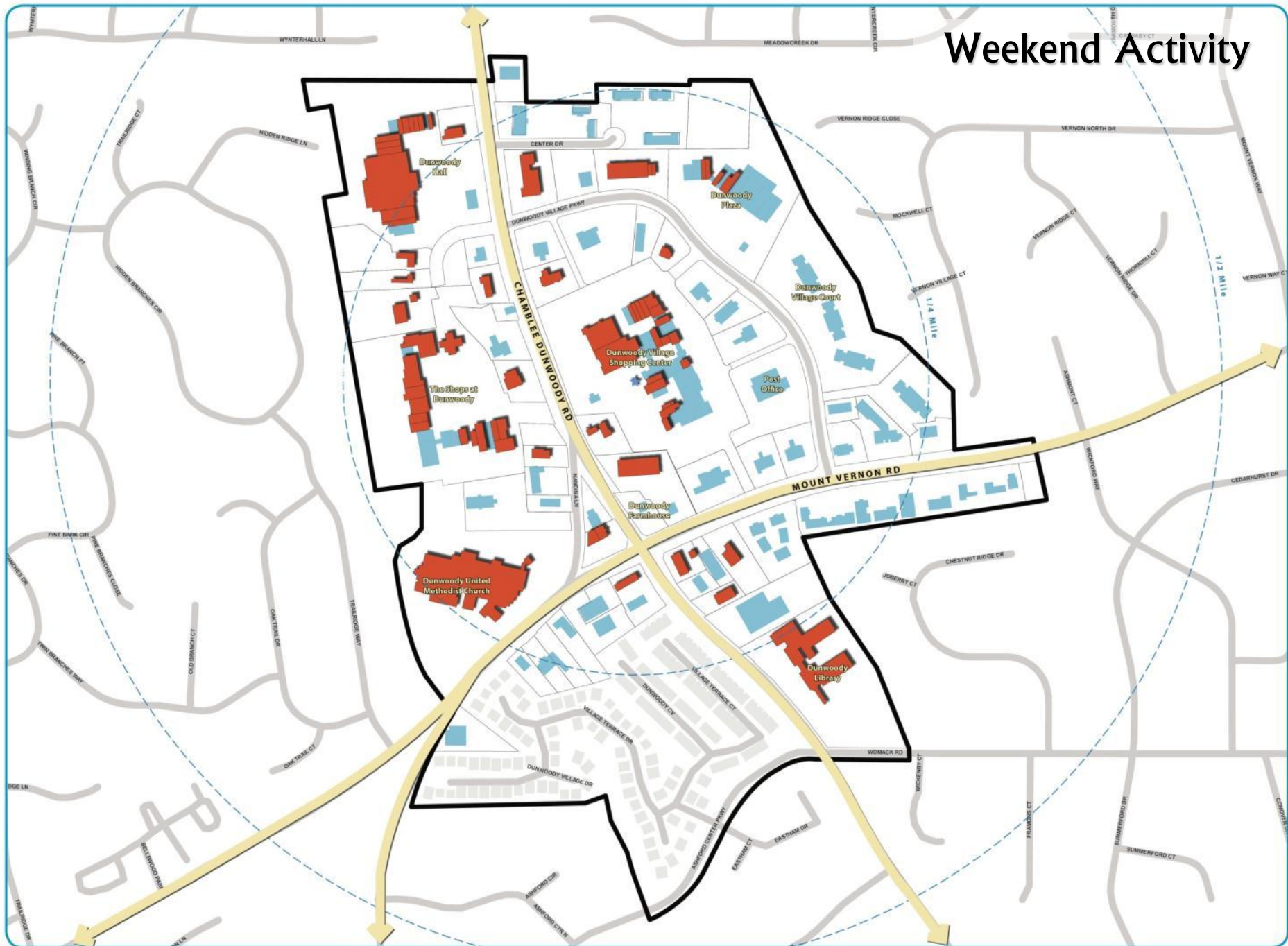
ASHWORTH

Weekday Activity

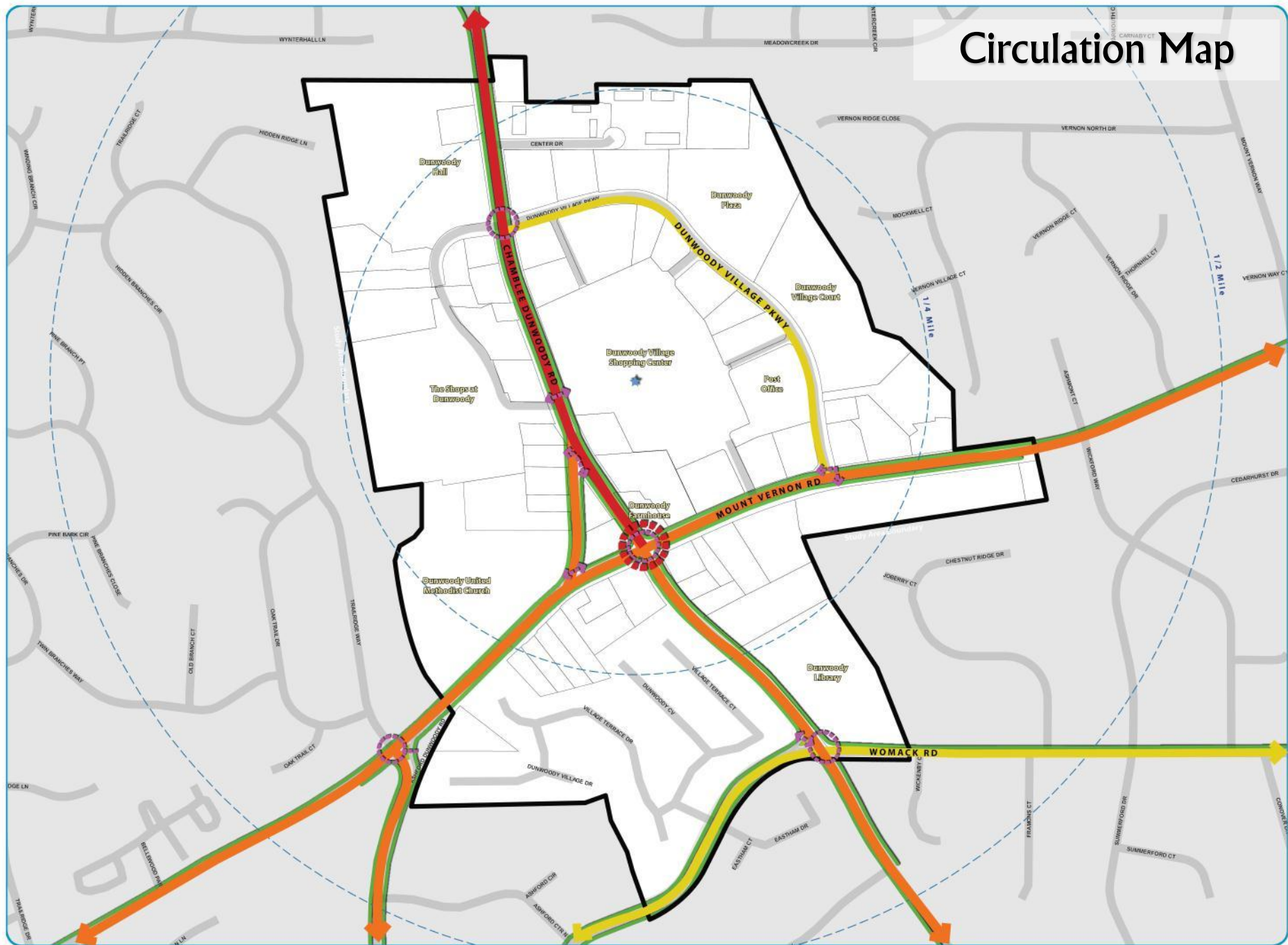


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Weekend Activity



Circulation Map



Demographics Drive Real Estate Demand

	Dunwoody Village Study Area	City of Dunwoody	Atlanta MSA
Population (Claritas Est.)	246	36,166	5.5 million
% Owner Occupied Units	96%	62%	69%
% 1 and 2-person households	50%	68%	53%
Median HH Income	\$108,000	\$87,000	\$59,000
Median Age	45	42	35
Notes	No growth projected for study area, negligible growth projected for retail trade area	Greatest growth projected for empty nester and retiree age cohorts	Projected to grow 12.5% over next 5 years

Existing Market Conditions

- **600,000 SF of neighborhood and community retail**
 - Nearly 40% of the retail space of Perimeter Mall
 - Collection of neighborhood centers and outparcels
 - Vacancies in Village retail centers moderate despite broader difficulties in retail sector
 - Retail rents in the low \$20 per sf range are well above Atlanta average but generally trending downward by about 10% from peak
 - Retail occupancy about 86% for well maintained centers, in-line with the Atlanta average
- **285,000 SF of neighborhood and community office**
 - Large stock of low-rise buildings and office condos
 - Average year built – 1980
- **Market has responded well to infill townhome communities in and around the study area**
 - Despite soft market, conditions appear to be stabilizing
- **Strengthening rental apartment market locally, regionally and nationally (but less desired by the community)**

Initial Market Opportunities Assessment

- Area does not lack for retail space but could better meet market demands through “sense of place” and/or walkable environment
 - Unmet demand for midscale restaurants and boutiques likely to be filled once lending loosens up or incentives become available
- Office opportunity in near term is to solidify existing properties
 - Mid-term opportunities if in different format
- Very strong opportunity for townhome development in mid-term
 - More limited but viable “niche” condominium opportunities
- Potentially strong rental residential opportunities
 - Niche product above retail or office
 - Age-targeted or age-restricted

Dunwoody Village Compass Survey



Planning Stations

1. Change/No Change
2. Visions for Dunwoody Village
3. Transportation/Circulation
Issues and Challenges





City of Dunwoody

Dunwoody Village Master Plan

Public Meeting #2
October 28, 2010, 7 PM
Dunwoody Baptist Church Chapel

Website:
www.dunwoodyga.gov