

An aerial photograph of the Dunwoody Edge City 2.0 development at dusk. The image shows several modern, multi-story office buildings with glass facades. The sky is a mix of dark blue and orange, indicating sunset. The buildings are arranged in a cluster, with some taller than others. The foreground shows a parking lot and some lower-level structures.

DUNWOODY EDGE CITY 2.0

JANUARY 2023



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TABLE OF CONTENTS

■ Introduction	06
About Edge City 2.0	08
Process & Methodology	10
Key Findings	12
Public Outreach	28
■ Vision for the Future	30
Developing a Vision	33
Market-Driven Development	40
The Vision	42
■ Implementation	66
Next Steps	68
Gauging Success	73
Appendix	74
Market Analysis	77
Economic Impact Analysis	185
Public Engagement	192

An aerial night photograph of a large, modern building complex. The building features a prominent central courtyard and is surrounded by a cityscape. The sky is dark with some light clouds, and the building's lights are visible against the night. The text "INTRODUCTION WHY & HOW?" is overlaid on the left side of the image.

INTRODUCTION

WHY & HOW?



INTRODUCTION

About Edge City 2.0

The success of Perimeter Center in Dunwoody, Georgia as a regional activity center can be attributed to the popularity of the area as a workplace for many major employers and a retail destination with Perimeter Mall at its core. As a part of the rapidly growing Atlanta region, now is the time to think about the Perimeter Center's future. Edge City 2.0 is a blueprint for strategic growth and defines the preferred future of the area based on collective input from elected officials, the DeKalb Board of the Perimeter Community Improvement District, major property owners, governmental partners, and community members. This vision document focuses on activating Perimeter Center with greenspace, mobility enhancements and more for residents, workers, and visitors to enjoy.

This vision document will allow the City to engage developers and property owners at the "planning stages" of new projects to articulate exactly what the community wants. Dunwoody currently has a unique opportunity to create the best of both worlds: combining the ease and comfort of suburban life with the energy and pulse of an urban center.



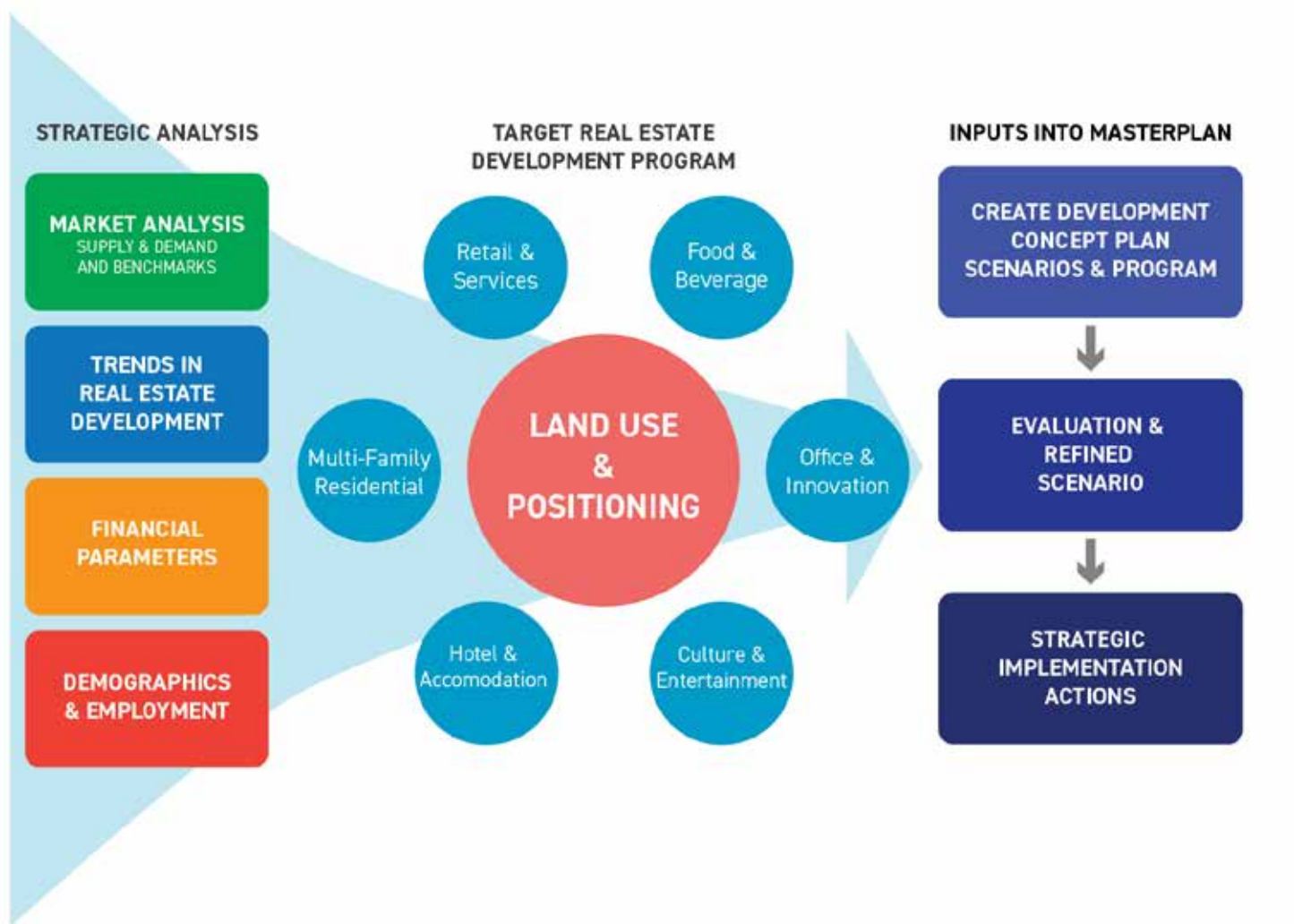
Study Area Context



Edge City Study Area

Process and Methodology

The diagram below outlines the planning team's process, which began with in-depth research into historical development patterns and market trends and projections, followed by a visioning process informed by several public engagement opportunities. The project team used high level scenario planning to test viable alternatives for the Perimeter Center.



Research and Discovery



01

The project team first evaluated and gained an understanding of Perimeter Center's current land use, its past development patterns, transportation network, the surrounding cultural and natural resources, demographics, economics, past studies that will impact its future, and the needs and wishes of the community.

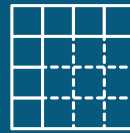
Vision



02

Based on the data gathered from City Staff, the public, research, and observations, the project team formed a future vision that will help to guide future decisions and initiatives by the City and its elected leaders.

Framework



03

The project team developed scenarios for future development and utilized public input and technical analysis to determine which scenario best aligns with the community's vision.

Inviting Success



04

The project team synthesized public and stakeholder feedback to arrive at a preferred growth scenario.

Key Findings

Market Analysis

The project team conducted a comprehensive market analysis and positioning for the Edge City 2.0 study area between October 2021 and March 2022. The first objective of the analysis was to assess the feasibility for retail, office, residential, and hotel development in the study area over a twenty-year time horizon. The assessment considered a range of potential for each asset class and prioritized the amount of each based on an objective assessment of study area characteristics, local competition, market trends, and other important factors. Based on this assessment, the project team provided recommendations of the most optimal uses, along with the optimal positioning and target markets of each use.

The second key objective was to determine the optimal positioning of Edge City relative to the competitive nature of other nodes and city centers in the northern Metropolitan Atlanta area. The recommendations of market analysis and positioning established the framework and informed the scenario planning process of Edge City 2.0.

Demographics & Economy

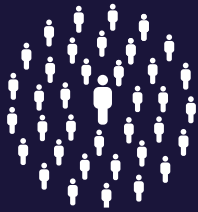
Dunwoody has a population of 51,683 (2020) according to census statistics and experienced growth of approximately 6% from 2010 to 2018. There are over 43,000 people who work in Dunwoody, a very strong population to employment ratio for a suburban city. Dunwoody experiences 40,804 inbound workers (those who travel into Dunwoody for work) and 2,216 who both work and live in the city. Industry sectors are focused on office-based employment such as Finance and Insurance, and Professional, Scientific and Technical Services.

Household median income is \$96,057 (2019 data), compared to the state average (\$58,700). Nearly 27% of households have annual incomes higher than \$150,000 which makes Dunwoody an affluent municipality. The average age in Dunwoody is 36.8, close to the state average age of 37.2. A quarter of the population is under the age of 18, displaying a significant number of families in the city.

Dunwoody has a significant retail inventory, with approximately 4.4 million square feet of existing space. This equals to 85 square feet of retail per resident, much higher than the U.S. metro average of 40 to 55 square feet. Coupled with the sizeable employment profile, Dunwoody is a major destination for commercial uses in North Atlanta.

In Dunwoody's Perimeter Center area (and what is considered the study area), the workforce is dense and concentrated around the Perimeter Mall in office and commercial complexes. Most of the city's employment is located within the Perimeter Center. The top industry sectors include Finance and Insurance (6,633 Jobs), Professional/Scientific/Technical Services (5,552 Jobs), Retail Trade (3,682 Jobs), Information (3,627 Jobs) and Accommodation/Food Services (3,319 Jobs). The labor profile for workers living in the study area mirrors that of the top industry sectors. This is beneficial to increasing the number of live/work opportunities in the study area.

Even with the Covid-19 pandemic slowing office leasing activity, there was 1.8 million square feet of move-ins in the Perimeter Center. Most of this space was taken up by the new State Farm campus south of the MARTA station; however, other major tenants include Acoustic (digital marketing) and Centene Corporation (health care insurance and programs). The diversity of new tenants in Dunwoody is indicative of the desirability of the city for employment space, even in a pandemic environment.



Population (2020)
51,683



Median Household Income
\$96,057



Average Home Value
\$432,900



Employment Rate
67%



Average Age
36.8

Competitive Review

Dunwoody Edge City 2.0 is in a strategic location at the confluence of two major highways and is also central to a significant amount of growth in north metro-Atlanta. More housing, office, retail, accommodation, and entertainment are planned across the region in a variety of urban forms and densities, most in areas that are infill and redevelopment. These nodes have influence and impact on how Dunwoody and its partners will position itself and grow over the next several decades.

A competitive review of ten infill and redevelopment areas was undertaken to determine their implications on the study area. The review includes existing conditions and anchors analysis, future plans and positioning based on a study of current comprehensive plans, Livable Centers Initiative (LCI) studies, policy documents, and trends in demographics, economics, and real estate of the general area. Certain competitive areas such as Buckhead have grown significantly over the past decade, while others such as the Marietta Regional Activity Corridor are only in the planning stages.



Results of the competitive analysis demonstrates that the Edge City node compares favorably to many other nodes.

- » **Highest educational attainment (Bachelor's degree or higher), followed by Buckhead.**
- » **Largest daytime employment by a wide margin, followed by Cumberland CID and Buckhead.**
- » **Third highest average household income, only behind Buckhead and Alpharetta North Point Activity Center.**
- » **Second highest median home value, behind Buckhead.**
- » **Second highest per capita consumer spending (annual), behind Buckhead, correlating with household income and home values.**

Edge City has more average demographic statistics when analyzing other criteria. Population growth has not kept up with areas such as City Springs or the Alpharetta Downtown LCI Area. This is due to most development over the past decade focused on employment, retail, and accommodation uses. Areas such as Downtown Doraville, Cumberland CID and the Peachtree Boulevard Corridor in Chamblee have much younger populations.

Surprisingly, the Edge City node has the second lowest persons per household at 1.95, only in front of Cumberland (1.89), and Buckhead (1.76). This is likely due to limited single-family neighborhoods in the 2-mile radius and a large proportion of multifamily in the area, while nodes that have experienced little or no redevelopment have a larger number of single-family homes and larger old townhomes.

This data analysis demonstrates that the Edge City has many similarities to the Buckhead node. It is well educated, has high household incomes, median home values, and consumer spending. Both nodes are also along the same highway and MARTA line. This plays favorably for Edge City 2.0, as it has strong core fundamentals to build upon, but city staff and residents can decide on how the area will grow out over time from a form, density, and function standpoint.

Real estate metrics were also analyzed for each node under study. Edge City and the surrounding area has competitive metrics across most real estate categories. Higher vacancy in office and lower occupancy in hotel, along with lagging residential construction compared to other nodes are indicators to be considered for the market analysis and future scenario planning.

There are several key takeaways from the competitive analysis that are to be considered during the scenario planning process.

- » **Dunwoody Edge City has excellent demographic, economic, and real estate metrics when compared to other competitive nodes. It is most like Buckhead, Cumberland CID, and City Springs.**
- » **There is a significant amount of infill and redevelopment occurring in communities in North Atlanta that must be factored when considering demand for certain uses.**
- » **Certain jurisdictions such as Sandy Springs, Cumberland, and Alpharetta have already experienced catalytic development which has spurred major investment.**
- » **Projects such as The Battery, Avalon, and Peachtree Corners Town Center have become destinations for shopping and entertainment. This has improved the perception of the areas and led to desirability for housing.**
- » **There are very few competitive areas that have the uniqueness of Dunwoody; MARTA and interstate connectivity, a large base of existing employment, hotel, and shopping, all in a concentrated area. These contextual features allow Dunwoody to position itself to capture future development and further growth of Edge City.**

Residential Market Analysis

Metro Market Overview

The Atlanta residential multifamily sector has continued to perform well, even with negative externalities of the pandemic. The market has posted record end-user demand, and this has translated into some of the highest year-over-year rent growth in the nation. 2021 experienced 18% rent growth which is also a record for the metro.

A vacancy rate of 5.7% is much lower than the 10-year average of 8.1%, which has played a factor in pushing rents higher. Vacancy is highest for Class A properties (6.3%) and is lowest for Class C properties (4.5%) demonstrating a desire for value in an increasingly expensive market. Studio apartments also have a higher vacancy rate than 2 and 3-bedroom units, likely an impact from the pandemic where renters are seeking more space for home offices.

Due to rising rents and lowered vacancy, developers have been breaking ground on projects around the metro at a record pace. Even with the uptick in project starts, only 8,000 new units were delivered in 2021, while the metro requires approximately 11,000 to 14,000 annually to keep up with prospective demand. Development activity is clustered in the North Atlanta region. There are currently 86 multifamily projects under development as of Q1 2022, and all are north of I-20. There is significant clustering in higher income areas that have excellent highway and MARTA connectivity.

The metro Atlanta for-sale residential market continues to set records for housing prices with an extremely low available inventory. Single family, condo, and townhomes are all selling very well and there is considerable growth expected in the coming years. Properties along the BeltLine and in neighborhoods such as Inman Park, the 4th Ward, Buckhead, and Midtown are all very desirable for condos and townhomes, with Buckhead and Midtown targeting very high-end buyers. As buyers become priced out of these areas, they are looking to other cities south of the I-285 such as Brookhaven and Chamblee. Desirable areas for condo and townhome buyers must be millennial friendly and urban in built-form, providing a similar lifestyle to popular areas in Atlanta.

Submarket Overview

The Edge City study area is located in the Sandy Springs/Dunwoody submarket. The submarket contains 7% of the total metro supply of multifamily rental product, 33,480 units, but has strong metrics. Highway connectivity of I-285 and Hwy 19 coupled with the MARTA line makes the submarket a desirable area for housing.

The vacancy rate is currently at 5%, down from a high of 11% at the end of 2017. Vacancy is lowest in Class B and C properties; however, there is increasing demand for Class A properties in recent years due to certain target markets getting priced out of more expensive areas such as the Old Fourth Ward, Midtown, and Buckhead. The submarket is also becoming more attractive as both Sandy Springs and Dunwoody redevelop their urban cores with more restaurants, entertainment, and amenities.

Increased demand and lowered vacancy rates have led to significant rent growth, much like the rest of Metro Atlanta. Year-over-year growth in 2021 was 23.1%, higher than the metro average, and near the top of any submarket. Average apartment rent in Sandy Springs/Dunwoody is \$1,720 per month, much higher than the \$1,390 per month at the beginning of 2020. Rent per square foot is now at \$1.65 compared to \$1.35 at the beginning of 2020.

Construction of multifamily has been limited over the past decade, especially in Dunwoody. It had been previously difficult for developers in both Sandy Springs and Dunwoody to get permits for apartment rental projects; however, both cities have changed their respective zoning rules and codes to allow for increases in density in specific areas of the cities, mainly along Roswell Road in City Springs and near the Dunwoody MARTA station.

Continued planning of City Springs and Dunwoody Edge City along with strong economic and demographic drivers will drive investment and development into this submarket. It is viewed as one of the top submarkets in the metro and has excellent potential moving forward for further multifamily rental development.

There has been limited for-sale multifamily development in the study area; however, this is slowly changing. Based on what is planned and under construction for condo and townhome product in the Sandy Springs and Dunwoody submarket, it is expected that larger square footage low-rise, stacked townhome, townhome, and rowhome product will continue to be the desired product type.

All statistics referenced in the section are derived or extrapolated from CoStar.

Demand Analysis

The Sandy Springs/Dunwoody multifamily submarket was analyzed to estimate the demand for additional rental and for-sale multifamily units in the area over the next 20 years, based on supply and demand patterns, rental rates, occupancy rates, new construction, cap rates and other key metrics. A blended average with the Submarket Residual Demand model demonstrates market demand for 6,040 to 9,330 residential rental and for-sale units over the next twenty years. It should be noted that High Street has been permitted and approved for 3,000 units in a phased timeline, taking up a large portion of future demand.

Office Market Analysis

Metro Market Overview

Atlanta's office market is currently in a downturn, challenged by speculative construction availability, sublet leasing availability, large move-outs of businesses reassessing work models, and weak rent growth. As larger companies look to reduce physical office footprints, the amount of available space continues to increase. The overall vacancy rate reached 14% in Q4 2021 with Class A reaching 18%-20%, higher than the historical average. Absorption is currently driven by the Tech and IT industry and future growth will be dependent on firms looking to expand.

Rent has seen freezes in the Atlanta area due to steady supply, increases in sublet availability and overall rent growth cooling due to the pandemic. Rent growth for Class A office was declining year-to-year since the start of 2020 but is now back to positive growth into 2022. Tenants will see pricing in their favor if the leasing environment remains slow and supply increases in the market.

Office construction has slowed, with 4.8 million SF under construction at the end of 2021 versus 8 million SF at the start of 2021. 70% of space in the pipeline is unleased adding large speculative supply for the market.

Submarket Overview

The Central Perimeter Submarket has experienced slowed recovery over the past two years due to vacancy rate rises and large sublet leasing availability. Rent growth has improved but remains below year-to-year average growth rates going into 2022. Despite these trends, the submarket remains an attractive area that has attracted major office users in recent years.

Leasing challenges in the Central Perimeter saw vacancy rates reach a high of 20.4% in Q1 2021 and remained above 20% throughout the year. The current 19.5% vacancy rate is higher than the 14% natural vacancy rate that the submarket typically experiences.

Current trends have shifted towards transit-oriented development at Central Perimeter with both State Farm's new campus and Insight Global's new office adjacent to the Dunwoody MARTA station. Annual net absorption was negative in 2021 with -246,000 SF of space and reached its lowest in the past 5 years in Q1 2021 (~570,00 SF). This is compared to peak absorption at the onset of the pandemic in Q1 2020 (~620,000 SF).

Rent has experienced positive year-over-year growth of 2.0% but is challenged by increases in backfill space and sublet availability. Central Perimeter has some of the highest rents of suburban submarkets due to its prime location in the Metro and strong highway and MARTA connectivity; however, they are discounted against Midtown (30%) and Buckhead submarkets (20%). This is not surprising as both Midtown and Buckhead are viewed as trendier and more amenity rich locations.

Demand Analysis

The entire submarket is forecast to support an additional 564,000 SF of new office space over the next decade, and 3.7 million SF over the next 20 years. Broader macro trends in the office sector (most notably the accelerated shift to remote working) may slow overall demand, however.

Expected capture rate of the submarket is strong as the study area is already a well-known office employment node with recent builds. The demand model demonstrates market demand for 1.1 million to 2.57 million SF of office over the next twenty years. This is contingent on the study area reducing its vacancy rate and increasing its amenity mix to attract future tenants.

All statistics referenced in the section are derived or extrapolated from CoStar.

Retail Market Analysis

Metro Market Overview

The Atlanta retail market stands strong as indicators in leasing activity, net absorption, vacancy rate and rent growth have positively improved since the beginning of the pandemic. Sustained economic growth will bolster the market in certain categories as retail trends continue to shift the market with growth of e-commerce, older enclosed malls experiencing decline, and areas of below-average demographic profiles closing stores.

Annual net absorption in 2021 (4.3 million SF) heavily contrasted 2020 (-256,728 SF). Despite big-box store closures, including multiple JCPenney and Macy's locations, and several bankruptcies, the Metro vacancy rate has decreased since Q2 2020. Vacancy reached 4.5% by the end of 2021, the lowest in a decade and lower than the U.S. average of 4.6%.

Demand for new retail is expected to be concentrated in the metro's northern suburbs that feature higher incomes and spending patterns. Neighborhoods inside the Perimeter such as Midtown, West Midtown and the Eastside will profit from densification and gentrification with influxes of demographics that have higher paying jobs. Construction has slowed across the Metro in recent years. 0.6% of the market's inventory is under construction, like the national average of 0.4% in 2021. This is likely due to the changing nature of retail and recent investment uncertainty in the market for large-scale projects.

Submarket Overview

As one of the premier suburban submarkets in Atlanta, Sandy Springs/North Central continues to maintain one of the highest averages asking retail rents in the metro for suburban submarkets. Benefitting from the area's prime location and high median income, developers are looking for future redevelopment at under-utilized sites to add retail space in mixed-use projects.

Absorption has been low in recent years due to limited expansion of national store retailers. Leasing has been concentrated in smaller service-oriented centers or restaurant space. Most leases in 2019 were smaller than 10,000 SF in size. Recent large-scale leases come from German grocer Lidl signing for 28,000 SF at City Center Crossing in 2019 and 33,000 SF at Mount Vernon Shopping Center in early 2020, both backfilling vacated spaces.

There were no major completed constructions in 2021, which have allowed rent to favor landlords due to the lack of desirable space in the submarket. Rent growth improved to 6% year-over-year in Q4 2021, compared to a low of 1% in Q1 2021 at the onset of the pandemic. New supply in the pipeline includes GID Investment's High Street project, approved in 2021, which will add an expected 150,000 SF of retail in the first phase of development. As developers continue to target older retail centers for mixed-use projects, demolitions are more common in the submarket.

Demand Analysis

A multi-method demand analysis was conducted to determine the optimal amount of retail demand over the next 20-years in Edge City 2.0. This consisted of a submarket residual demand model and population growth retail demand model. A blended average of both demand models demonstrates market demand for 408,000 to 954,000 square feet of retail space over the next twenty years. It should be noted that High Street is planned to construct 400,000 square feet of retail over a phased timeline, thus this one project could absorb most future retail demand dependent on how the study area grows out over time.

Redevelopment of older and obsolete retail in the study area will occur over time and is not factored into "new market demand". For example, if a 200,000 square foot retail center is demolished and replaced with a denser mixed-use development that consists of 200,000 square feet of new format retail, this would be considered zero from a demand perspective.

All statistics referenced in the section are derived or extrapolated from CoStar.

Hotel Market Analysis

Metro Market Overview

The Atlanta hospitality market maintains a strong position at the beginning of 2022 with indicators showing positive recovery since the downturn of the pandemic in 2020. There was significant momentum in 2019, with occupancy rates hovering near 70%. Average daily rates (ADR) are strong across the market and are at near pre-pandemic levels for the Atlanta market, displaying hotels are not relying on discounts to attract visitors. Increasing occupancy rates and rising ADR create positive revenue per available room (RevPAR) with approximately 2% to 3% annual growth, continuing the trend of recovery.

Construction across the market saw 3,500 rooms across 25 properties delivered in 2021 compared to 2,600 rooms in 2020. 4.6% of total inventory or approximately 5,100 rooms are under construction as of Q1 2022, higher than the national average of 2.8%. This abundance of new supply will require increases in tourism and conferences to maintain occupancy rate growth.

New supply has focused on large, upscale and luxury properties with an average of 116 rooms per property compared to the national average of 91. All 761 rooms delivered in Q4 2021 were positioned as either upscale or luxury. The current trend for hotel properties is to be built in-or-alongside mixed-use, commercial, or entertainment developments. Recent examples include the 249-room Hilton Alpharetta in Windward Park with office and residential and the 346-room Westin Gwinnett Hotel connected to Duluth's Infinite Energy Center's 72,000 SF convention space coming in 2023.

Submarket Overview

Edge City is part of the Central Perimeter/Roswell submarket. This is a smaller submarket in the Atlanta region that contains just over 5% of the metro's total inventory. The submarket is characterized by higher-end larger properties. Luxury or upscale rooms account for 25% of the submarket which proportionally exists in only 1 in 5 U.S. hotel submarkets. Hotels average 152 rooms, higher than the Atlanta market average of 116 rooms and even further above 90 rooms per average nationally.

Like the Metro, the submarket is still enduring the effects of the pandemic but is quickly beginning to recover. Rising since a low point of 41% in February 2021, occupancy stands at 58% at the beginning of Q1 2022. Average daily asking rate (ADR) rose from \$75.39 to \$93.53 from February 2021 to December 2021.

The submarket is viewed as slower growth compared to other submarkets closer to Downtown Atlanta. There have been four hotel deliveries in the past five years totaling over 550 rooms with all hotels being considered either upper midscale or upscale properties aside from the Motel 6 in Roswell. The most recent property to open was the AC Hotel in Dunwoody.

Demand Analysis

Overall demand remained flat throughout the previous decade, with moderate increases for mid-priced rooms and decreasing demand for both upper price (4.5 star) and economy (3 star) rooms. The entire submarket is forecast to support an additional 300 rooms, growing to 1,024 rooms by 2041. Expected capture rate of the submarket is strong as the study area is already a well-established hotel node with strong investment potential.

The Submarket Residual Demand model demonstrates market demand for 310 to 715 hotel rooms over the next twenty years. Hotel projects currently in the planning stages will largely meet this future demand, with little additional inventory likely supportable. Renovating/repositioning older hotel stock over time may be more beneficial than overdeveloping hotel product.

All statistics referenced in the section are derived or extrapolated from CoStar.

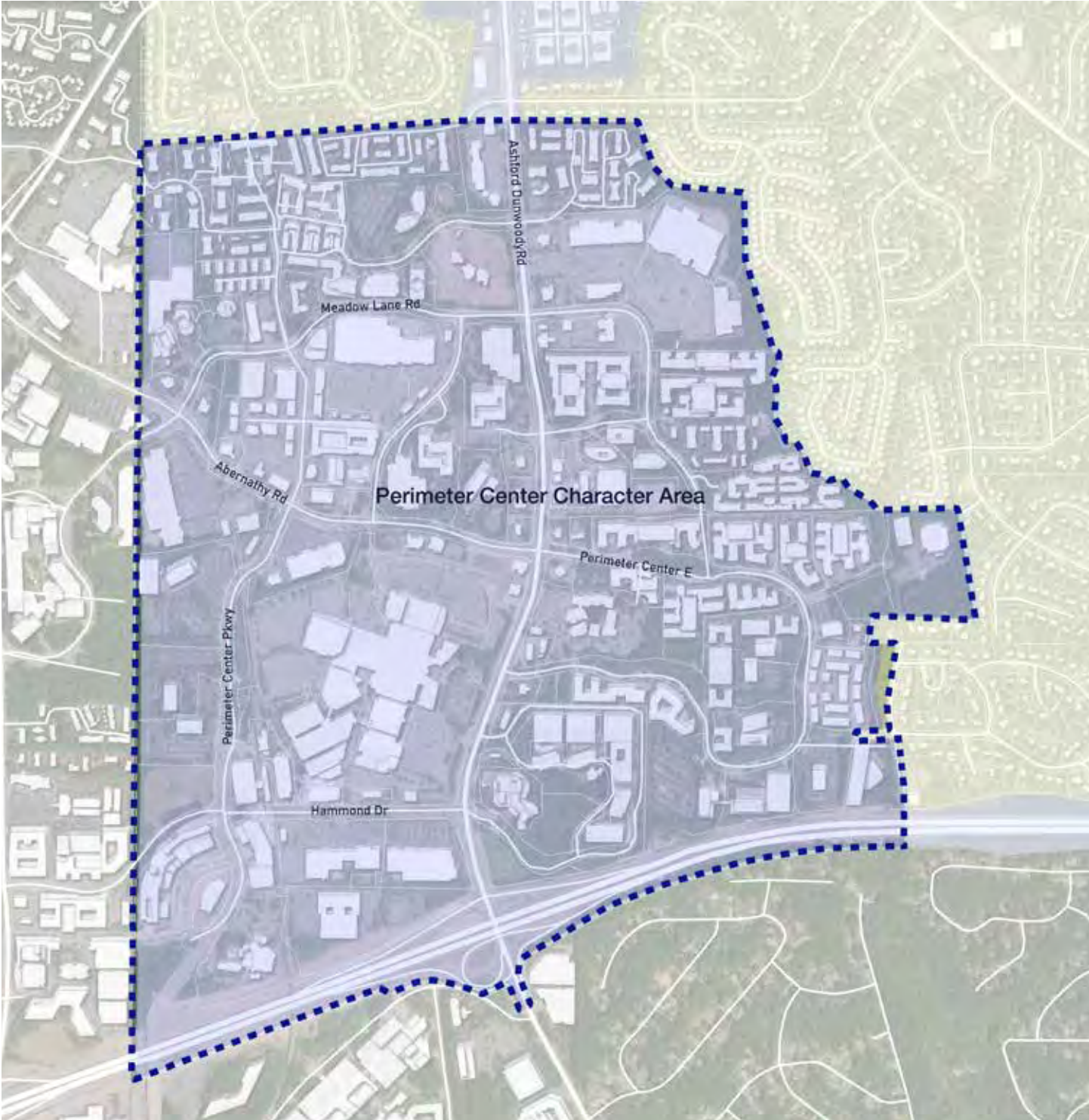
Future Land Use/Character Area

The entire study area is in the Perimeter Center Character Area. The vision for this character area is to create a livable regional center through the encouragement of pocket parks, entertainment venues, strategic mitigation of vehicular congestion, and a reduction in excessive surface parking. For new development, the City hopes to focus on high quality design that incorporates best practices on energy efficiency. Key action items found in the 2020-2040 Comprehensive Plan for the Perimeter Center Character Area include:

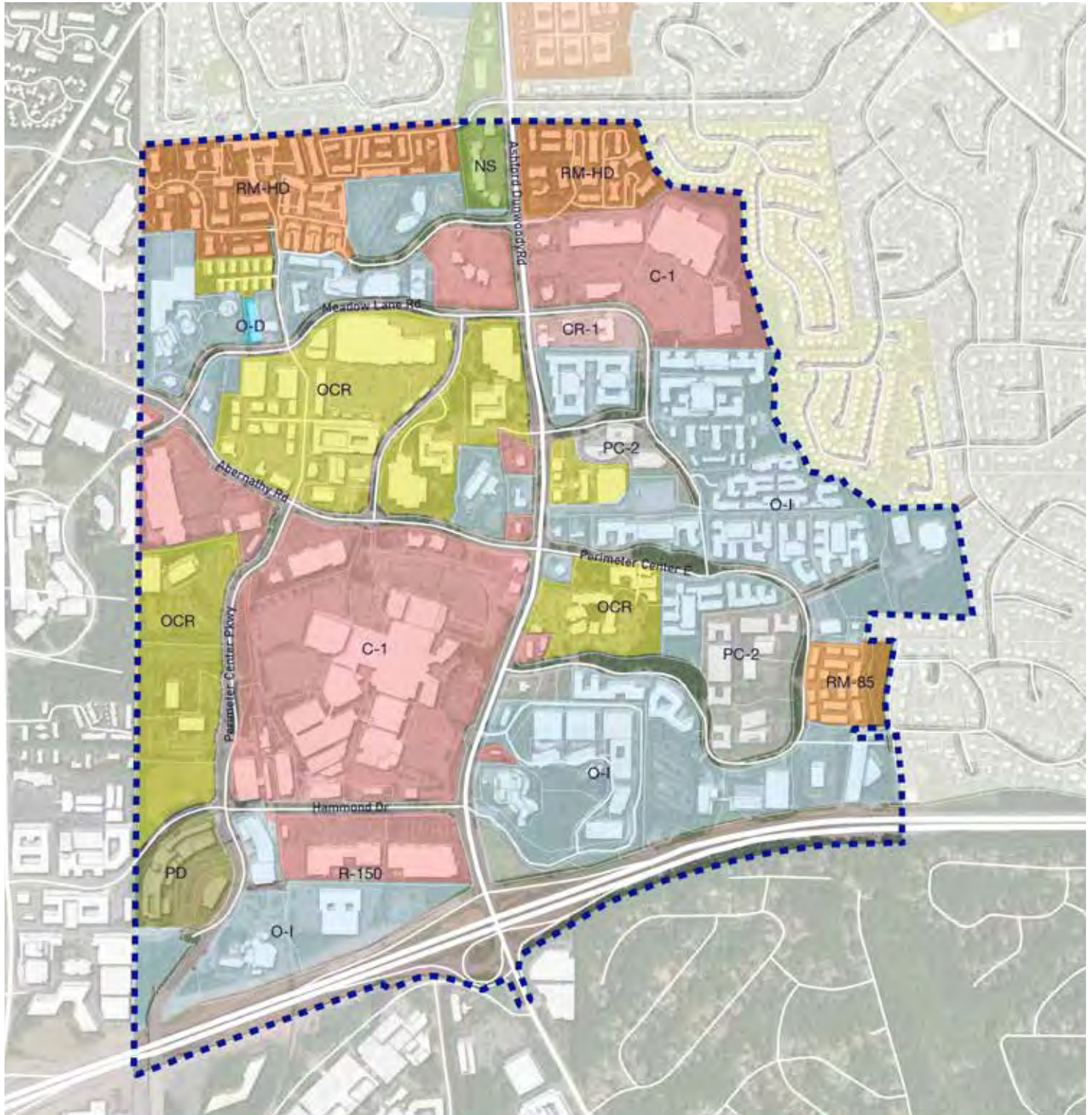
- » **New development will include amenities and provide public functional green space.**
- » **Reduce surface parking and promote livable, walkable centers in the immediate areas surrounding MARTA station.**
- » **Encourage hotel and convention development near MARTA in order to foster commerce along the mass transportation route.**
- » **Work with the Perimeter Connects to actively reduce automobile dependency and emerge as a leader in alternative transportation for the region.**
- » **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.**

After the 2020-2040 Comprehensive Plan, a LCI study of this area was completed that included several jurisdictions and the Perimeter Community Improvement Districts (PCIDs). As a result of recommendations from that study, four Perimeter Center Districts were created. The districts are intended to help implement projects identified in the Perimeter Consolidated Master Plan. The four districts are described below and outlined further on page 25:

- » **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.**



Perimeter Center Character Area



Current Zoning in the Study Area

Zoning

The Edge City study area currently includes several residential and non-residential zoning districts, as well as a special purpose district. The whole study area is also covered by the Perimeter Center Overlay, a set of standards related to design and use that are used to promote high quality development and improvements.

Residential Districts

Although, only found on a handful of parcels within the study area, the residential zoning districts are Single-dwelling Residential (R-150), Multi-dwelling Residential (RM-HD), and Multi-dwelling Residential (RM-85). R-150 is the second lowest density single-family district in the city and is intended to protect the character of established neighborhoods and accommodate appropriate infill, allowing only detached homes by right. The multi-dwelling (RM) districts allow detached and attached homes, as well as multi-unit buildings. While these districts allow a higher density, they do not allow a mixed-use product. These residential zoning districts, even when multi-unit buildings are permitted, still require wide setbacks, and large lot sizes.

	R-150	RM-85	RM-HD
Minimum Lot Size	1 acre	6,000 sf - 2 acres (depends on number of units)	6,000 sf - 2 acres (depends on number of units)
Setbacks			
Front, Detached House and 2-, 3-unit buildings	45'	30'	30'
Side, Detached House and 2-, 3-unit buildings	20'	7.5'	7.5'
Rear, Detached House and 2-, 3-unit buildings	40'	30'	30'
Front, 4+ unit buildings	N/A	35'	35'
Side, 4+ unit buildings	N/A	20'	20'
Rear, 4+ unit buildings	N/A	40'	40'
Maximum Height	35'	30'-48'	35'-48'
Maximum Density	1 u/a	14 u/a	30 u/a

Non-Residential Districts

Most of the parcels in the Edge City study area are designated in non-commercial zoning districts that are classified as office or commercial districts. These districts include Local Commercial (C-1), Neighborhood Shopping (NS), Commercial-Residential Mixed-Use (CR-1), Office-Commercial Residential (OCR), Office-Distribution (O-D), and Office-Institution (O-I).

The intent of the C-1 and NS zoning districts are to provide the development of local and convenient retail and service areas, and NS has a focus on ensuring that the size and scale of new development is compatible with surrounding neighborhoods. These districts do not allow residential development, but do allow a wide variety of commercial, office, and restaurant uses. Like the residential zoning districts, these commercial districts are characterized by wide setbacks. Both districts have the same dimensional standards except the number of stories permitted. The intent of CR-1 is to allow new mixed-use development.

Office-Distribution (O-D) and Office-Institution (O-I) are intended to provide convenient locations for office, institutional, and distribution uses. Medical uses, offices, and some services uses are permitted in these districts. Office-Commercial Residential (OCR) is a unique zoning district that is in intended to promote redevelopment of parcels that have previously been used for office or light industrial uses that are now obsolete. The purpose of this district is to allow a combination of office, commercial and residential uses. In addition to office and commercial uses, the OCR zoning district allows moderate intensity mixed use development.

While each zoning district regulates permitted uses, some parcels in the study have non-conforming uses. Therefore, the existing land uses pre-date the current zoning code. New development would be required to meet the current zoning code or go through the city's rezoning process. For example, some O-I parcels currently contain multi-family buildings, which do not conform with the current O-I regulations.

Special Purpose Districts

There is currently one small area of the Edge City study area that is in the Planned Development (PD) zoning district. This district is intended to allow development concepts that are not permitted in other non-PD zoning districts, by promoting and allowing flexible design and layout and encouraging a harmonious grouping of uses.

The PD District requires a minimum of 1.5 acres in the Edge City study area and must be approved by the City Council.

	C-1	CR-1	NS	O-I	O-D	OCR
Minimum Lot Size	20,000 sf	20,000 sf	20,000 sf	20,000 sf	1 acre	2 acres
Setbacks						
Front	59'	0'	50'	50'	75'	0'
Side	20'	20'	20'	20'	20'	20'
Rear	30'	30'	30'	30'	30'	40'
Maximum Height	2 stories/25'	3 stories/35'	2 stories/25'	5 stories/75'	2 stories/35'	2 stories/35'

Perimeter Center Districts

The Perimeter Center zoning districts and regulations were created to align with the Perimeter Center Overlay. The intent is to allow high quality and appropriate by-right development when the property is zoned in one of the four Perimeter Center zoning districts – PC-1, PC-2, PC-3, and PC-4. The city, instead of rezoning these areas through city-initiated rezonings, created the map (right) that identifies where each Perimeter Center district is appropriate. The intensity in permitted development changes with each district with PC-1 allowing the most intense development and PC-4 allowing the least intense development to create a transition into the surrounding neighborhoods. Once a parcel is rezoned to a PC district, it must meet the standards of that district and the Perimeter Center Overlay.

Currently within the study area, there are some parcels zoned PC-2, a district that is primarily for employment uses, residential buildings and limited shopfronts. The PC districts allow a wide variety of uses and all allow some type of residential use, however a mix of uses is only required in one of the PC districts, PC-1, which could promote single use developments if applicants are not willing to be innovative. Sustainability is also a key aspect of new development within the Perimeter Center Districts, requiring applicants to reach a certain number of points based on measures included in their proposal regarding water and energy efficiency and transportation.

	PC-1	PC-2	PC-3	PC-4
Maximum Height	16 stories/200'	3 stories/35' - 14 stories/180'	3 stories/35' - 5 stories/70'	3 stories/42'
Build-to Zone				
Primary Streets	0'-20'	20'-30'	0'-15'	0'-15'
Secondary Streets	0'-50'	0'-50'	0'-50'	0'-50'
Permitted Building Types	General, Civic, Shopfronts (Primary Streets)	General, Townhouse, Detached House, Civic, Shopfronts (Primary Streets)	General, Townhouse, Civic, Shopfronts (Primary Streets)	General, Townhouse, Detached House, Civic
Mix of Uses	2 use categories required when over 3 acres	No mix required	No mix required	No mix required

Overlay District

Perimeter Center Overlay

The Edge City study area is entirely within the Perimeter Center Overlay. This overlay was established to foster growth and transformation within the Perimeter Center encouraging a pedestrian-friendly, livable center.

One major aspect of development addressed in the overlay regulations are streetscape requirements. The City, along with the Perimeter Community Improvement Districts (PCIDs) have established a map (right) of the street types within the overlay district. Based on the street type and whether it is an existing or new street, improvements must be made by the applicant. Standards for street types include total right-of-way width, travel and parking lane width, sidewalk or path widths, and whether or not bicycle lanes are required. The code also leaves flexibility for the public works director to work with the applicant on the best right-of-way design for the area and street.

The overlay also regulates building materials, fenestration, and location and design of parking structures.

	Major Parkway	Minor Parkway	Primary Street	Secondary Street
Right of Way Width	Varies	100'-120'	66'-100'	66'-100'
Lane Width	10'-12'	10'-12'	10'-12'	10'-12'
Parking	8' parallel parking permitted	8' parallel parking permitted	Permitted by Public Works Director	Permitted by Public Works Director
Sidewalk or pedestrian path	8'-12'	6'-12' (depending on frontage option)	6'-10' (depending on frontage option)	6'

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Public Outreach

Input from diverse stakeholders, as well as the general public, served as the foundation for Edge City 2.0. At the project outset, a Public Involvement Plan established the following goals for the Edge City 2.0 process:

- » **Break down silos between residents, city leadership, and the real estate community.**
- » **Carry out a transparent planning process.**
- » **Align diverse goals and preferences for the Perimeter Center area's future.**
- » **Build support for the preferred future growth scenario.**

The Project Management Team, which consisted of the consultant planning team and staff from the City of Dunwoody and Perimeter Community Improvement Districts, executed a creative outreach and engagement approach to achieve the aforementioned goals. The team integrated community engagement activities throughout the planning process, which in turn shaped the preferred future scenario for Perimeter Center and related recommendations.

The planning team kicked off the process by interviewing 21 area stakeholders, including business owners, property managers, and elected officials. These interviews provided insight into the direction of the real estate market, such as new trends coming out of the COVID-19 pandemic.

A 20-member Stakeholder Advisory Committee (SAC) met five times throughout the process. A workshop with this group was the most critical juncture in the project, as it helped the City to arrive at a preferred scenario. In the final two meetings after the workshop, the planning team worked to refine the scenario and build consensus among the committee.

The Dunwoody community's participation also provided key inputs into the scenario planning, from early on in the process to the final plan. The public events included:

- » **Two (2) Public Open-House Meetings, during the “Visioning” and “Inviting Success” phases**
- » **One (1) Pop-Up Event, during the “Visioning” phase**
- » **Three (3) City Council Presentations, during the “Framework” and “Inviting Success” phases**



In addition to in-person meetings, the planning team conducted two online surveys to allow for easy participation during the “Visioning” phase and the “Inviting Success” phase. The first survey focused on hearing from the community about the “big picture”—what Edge City 2.0 should accomplish. The second survey offered community members an opportunity to review the draft concepts of the Edge City 2.0 plan and to provide their feedback.

The planning team synthesized input from the stakeholders and the public and found that several ideas rose to the top. Common desires include improved walkability, additional greenspace and trails, and more food and beverage offerings. While Perimeter Center is currently viewed as a corporate retail hub, the majority of participants in the first community survey indicated that the future Perimeter Center should be a “walkable community supporting multi-generational living.” To achieve this, many community members agreed that denser housing and office buildings are appropriate in the vicinity of Perimeter Mall and the MARTA station.

The planning team carried out several exercises to learn the public’s preferences for the look and feel of future residential, office, and other types of development. The Edge City 2.0 plan highlights the images that received the most support from the stakeholders and the public. This blueprint for future development paints a clear picture of what the Dunwoody community envisions in the next 20 years in Perimeter Center.



An aerial photograph of a modern city skyline at sunset, with a prominent red overlay. The image shows several large, multi-story buildings with glass facades, some of which are illuminated from within. In the foreground, there is a large, multi-level parking garage with many empty parking spaces. The sky is a mix of orange, red, and purple, suggesting the time is either dawn or dusk. The overall mood is futuristic and urban.

VISION FOR THE FUTURE

EDGE CITY 2.0



VISION FOR THE FUTURE

Developing a Vision

In planning for the future, the planning team considered the four “Ps.” While this planning process encouraged progressive and visionary conversations, it was also grounded in reality, recognizing constraints and implementation barriers in need of further conversation and navigation. The four “Ps” are as follows:

Physical

Tangible constraints and conditions driving opportunity

- » **Fragmented streetscape**
- » **No clear center “Main and Main”**
- » **Automobile-dominant**
- » **Pedestrians are secondary**

Potential

Opportunities for various asset classes captured in the market data

- » **Strong demand for Multifamily**
- » **Moderate demand for Office and Retail**
- » **Weak demand for Hotel**
- » **Future looks different from the past: local, varied, community-focused with amenities**
- » **Many competitive nodes with similar visions**

People

Resident, worker, and visitor needs

- » **Variety of housing options needed for growing and diverse population, including single floor housing for older residents**
- » **External, walkable retail offering**

Political

Perception, policy and administrative considerations that need continued conversation and consensus-building

- » **DeKalb School District is over-crowded**
- » **Multifamily provides additional burden**
- » **CID taxes only collected for commercial**
- » **Widespread perception that mixed-use does not reduce traffic congestion**



INSIGHTGLOBAL

Community Input Project Website

The consultant team established a project website (www.dunwoodyedge.com) to educate the community on the Edge City process and ways to get involved. Throughout the process, the planning team updated the site with project-specific documents, such as summaries of engagement events, to be transparent with the public. Web-based input tools, such as online surveys, were also linked on the “Engage” page during two online input periods. Over the life of the project, the project website garnered 1,198 views from 887 unique visitors. The website included an option for community members to subscribe to an outreach email list. The list started with 150 people that the City identified as stakeholders, and it grew to 267 people over the 10-month planning period.

Stakeholder Engagement

The Project Management Team directed the development of the Edge City 2.0 plan. Consisting of staff from the City of Dunwoody and the Perimeter Community Improvements Districts, this group served as a technical steering committee, given their extensive knowledge and on-the-ground experience working in the area. This PMT met twice a month to discuss project milestones and technical progress. Each of these meetings covered engagement planning and updates regarding recent and current outreach activities.

Beyond the Project Management Team, other key stakeholders were instrumental in their contributions to the final Edge City 2.0 blueprint. The Stakeholder Advisory Committee—the composition of which is described in more detail below—was a major sounding board for the planning team to test ideas. Elected officials, business owners, and property managers also provided helpful perspectives for shaping the scenarios.

Stakeholder Interviews

Throughout March and April 2022, the consultant team conducted 14 in-person and virtual interviews with 21 stakeholders, including business owners, property managers, and elected officials. These interviewees shared several ideas about how to attract and retain a wide range of people by offering spaces and experiences that make a desirable lifestyle possible in Dunwoody. The business community offered insightful comments about the future of the real estate market, with a particular emphasis on new trends arising after the COVID-19 pandemic.

Stakeholder Advisory Committee Members

The Stakeholder Advisory Committee (SAC) consisted of 20 members, which can be classified in four major groups:

- » **City of Dunwoody staff members and elected officials and the Perimeter Community Improvement Districts staff members.**
- » **Representatives from the planning and development community, such as the Planning Commission, the Zoning Board of Appeals, the Dunwoody Development Authority, the Dunwoody Homeowners Association, and the Dunwoody Perimeter Chamber.**
- » **Regional partners, such as representatives from Dekalb County, the Atlanta Regional Commission, and MARTA.**
- » **Voices from throughout Dunwoody, such as the Refugee Women’s Network, Corners Outreach, Dunwoody High School PTSO, the Dunwoody Public Art Commission, an apartment advocate, and more.**

Committee Meetings and Scenario Planning Workshop

The SAC met five times throughout the process as summarized in Table 1. The planning team invited the full SAC, including the four groups described in the previous section, to attend each meeting. It was important to the City of Dunwoody to bring together people of different backgrounds and build consensus among them.

Scenario Planning Workshop

The Scenario Planning Workshop, held in July 2022, was the most critical meeting of the SAC. At the workshop, the planning team shared three different growth scenarios, and the committee spent time weighing the advantages and disadvantages of each one. The committee’s input helped the team identify elements of each scenario that should be prioritized in the final refined scenario, such as pocket parks, a central greenspace, and trails and other pedestrian facilities.



www.dunwoodyedge.com website

Meeting Type	Project Phase	Date	Meeting Topic
SAC Meeting #1	Vision	March 3, 2022	Edge City 2.0 Vision
SAC Meeting #2	Vision	May 12, 2022	Market Analysis and Scenario Development Strategy
SAC Workshop (Meeting #3)	Framework	July 21, 2022	Scenarios and Tradeoffs
SAC Meeting #4	Invite Success	September 22, 2022	Preferred Development Scenario
SAC Meeting #5	Invite Success	October 11, 2022	Preferred Development Scenario

SAC Meetings throughout the Process

Engaging the Community

Several opportunities for public participation occurred throughout the planning process, as listed in Table 2. The pop-up event on April 30, 2022, drew mostly people that live in Perimeter Center (zip code 30346); most of these participants moved to Dunwoody after 2010. As shown in Figure 1, the public events attracted people from both Dunwoody and other north metro Atlanta communities, particularly Sandy Springs and Brookhaven.

Public Meeting #1

The first public meeting was held in the lobby of the Terraces North, an office building in the Perimeter Center area. This space allowed for several input stations as well as areas for neighbors to gather and mingle, including a café and an indoor mini golf feature. Attendees received a handout upon arrival, which was their guide to the input stations throughout the room. A project slideshow ran on a loop on television screens, so attendees could get acquainted with the project with the introductory slides and informational boards. Then, participants shared their ideas for Perimeter Center’s future at a vision booth, a visual preference activity station, community input maps spread out on tables, and an exit poll accessible via mobile devices.

Pop-Up Event

The spring pop-up event was a unique outdoor public engagement event, held on a Saturday morning. The previous public meeting had drawn more participants from areas outside of Perimeter Center than inside, so it was important to host the pop-up event somewhere very accessible to the Perimeter Center community. The planning team hosted the event at the Endeavor Montessori School because it is in walking distance of multiple apartments and condominiums. The Saturday morning event time made it easy and convenient for families to join.

Similar to the first public meeting, the pop-up event included multiple stations with different public participation activities. The planning team provided a “Pop-Up Passport” to community members as they arrived. The passport guided the participants through a series of input stations, and they earned a free popsicle from King of Pops when the passport was complete. Additional activities, including cornhole and a balloon artist, contributed to facilitating an inviting and fun event.

Engagement Type	Project Phase	Date	Location	Total Participants
Public Meeting #1	Vision	March 24, 2022	The Terraces North	31
Pop-Up Event #1	Vision	April 30, 2022	Endeavor Montessori School	46
Online Survey #1	Vision	March-May 2022	Online	141
Public Meeting #2	Inviting Success	October 20, 2022	Dunwoody City Hall	35
Online Survey #2	Invite Success	October-November 2022	Online	54

Public Engagement Summary

Public Meeting #2

The planning team hosted the final public meeting at Dunwoody City Hall. Thirty-five members of the public came out to review and provide feedback on the draft Edge City 2.0 Blueprint. A series of boards presented the planning process, the key elements of the Edge City 2.0 scenario, and three catalytic project opportunities.

The planning team asked attendees to complete a comment form after reviewing the information. Most community members indicated support for draft Edge City 2.0 nodes and their locations throughout the study area. A couple people suggested that more single-family housing (both attached and detached products) should be accommodated within the village, town, and city nodes. The comments also indicate the participants prefer ownership over rental products. The three catalytic project opportunities were also well-received. Community members expressed excitement about the Edge City 2.0 preferred scenario and its potential to create more opportunities to travel using alternative modes (walking, biking, or taking transit).



How Community Input Shaped Edge City 2.0

The primary goal of the Edge City 2.0 plan was to build a community-supported vision for Perimeter Center's long-term growth. The planning team carried out several visioning exercises with area stakeholders and the public to collect input on what Dunwoody community members want the Perimeter Center area to look like in 20 years.

Some activities asked about preferences for urban form and architectural style of developments, while others asked community preferences for where certain land uses should be promoted within the study area. The maps shown in Figure 3 highlight the community's preferences for placement of different land uses, amenities, and transportation enhancements such as safe, walkable connections. These maps were key inputs into the scenarios the planning team developed.

Visioning Survey

The Visioning Survey, which was open from late March to early May 2022, provided another way that the planning team gathered visioning ideas and learned about the community's priorities. When asked what the future of Perimeter Center represents to Dunwoody, the majority of respondents answered that they would like Perimeter Center to become a walkable community supporting multi-generational living. Regarding amenities in Perimeter Center, respondents' top votes were for parks and recreation spaces, trails, and plazas. As Perimeter Center develops, the respondents indicated that increased traffic, overcrowded schools, and lack of transportation connectivity are issues that need to be addressed.

Feedback Survey

The Feedback Survey was open for three weeks following the final public meeting, and 54 people participated. Although only 48 percent of participants agreed that the overall scenario would achieve the vision for Edge City 2.0, when asked about the vision for each node type, there was a high level of agreement about each one. The percentage of participants that agreed with each vision are: Urban Node (91%), City Node (77%), Town Node (81%), and Village Node (90%).

The open-ended comments can be summarized by four major themes:

- » **Walkability** – Many participants emphasized the need for safe connections, and several people commented on removing parking lots or creating underground parking.
- » **Housing Options for Seniors** – Multiple participants discussed a need for independent housing options for retirees, particularly affordable products with a master on the main and a small yard.
- » **Parks** – People want more greenspace and ways to access this additional park space via multi-use paths and sidewalk connections.
- » **Growth Impacts** - There were a mix of comments related to growth—some participants felt the scenario will bring too much office space, while others were concerned about the number of new residents. Some participants cited traffic and school overcrowding as potential issues.



Retail



Hotel



Residential



Office



Amenities



Transportation

Preferred Locations for Land Uses, Amenities, and Transportation Enhancements

Market-Driven Development Recommendations & Positioning

The Dunwoody Edge City 2.0 study area has the potential for mixed-use development including multifamily, office, retail, and hotels. Based on forecast demand for Metro Atlanta and its component submarkets, an estimate of the amount of each land use that can be supported in the study area is made based on its relative strengths and growth potential.

Preliminary Phasing

As demonstrated in the demand analysis, Edge City 2.0 has market feasibility for all real estate asset classes. Certain uses such as residential have greater viability across the 20-year timeline, while others like office and hotel are a longer-term play. Projected development phasing is based on site availability, market demand, financial implications, and absorption.

The recent developments of the State Farm Campus and Twelve24 office building, coupled with the first phase of construction for High Street and Campus 244 are organically establishing a “core of activity” for the study area around the MARTA station.

Working with Brookfield Properties will be optimal for the build-out of Edge City 2.0 as the mall site is not only adjacent to the core of new development but inhibits connectivity to other parts of the study area. Infilling multifamily residential and mixed-use onto underutilized portions of the Perimeter Mall site (such as surface parking lots) would be a “quick win” and a strategic phasing initiative.

For-sale multifamily demand is also a near-term opportunity, especially product for downsizers that offer homes on a single level. Starting small and testing the market with stacked flats or large format low-rise condos will give indicators on market viability.

Dunwoody Edge City 2.0 Market Demand

Land Use	Low	Moderate	High
Multi-family (Rental + For Sale)	6,040 Units	7,685 Units	9,330 Units
Office	1,102,000 sf	1,837,000 sf	2,572,000 sf
Retail	409,000 sf	681,000 sf	954,000 sf
Hotel	310 Rooms	515 Rooms	715 Rooms

Five Big Ideas

Emerging from the market analysis and to assist with the overall vision for Dunwoody Edge City 2.0, the following five big ideas intend to elevate quality of life in Dunwoody, facilitate sustainable development, and continue economic growth.

1 Community & Regional Destination

- » The study area has been a major employment and shopping destination for decades.
- » Edge City 2.0 “Bends the Curve” and establishes a community heart with lots of unique things to do and see for local residents.

2 Introduce a Variety of Housing Types

- » Introducing new formats of residential will provide something for all including townhouses, rowhomes, stacked flats, seniors living, and mixed-use apartments.
- » This will create a livable community, foster community interaction and generate neighborhood pride.

3 Economic Engine

- » Continue to promote job creation around targeted economic sectors and leverage what makes Dunwoody great.
- » Foster an environment that offers different formats of employment where people can live, work, and come together.

4 Unique to Dunwoody

- » Competitive Analysis demonstrates that Dunwoody is in a prime opportunity to shape its future compared to other nodes in North Atlanta.
- » Integrating unique features and anchors will make Edge City 2.0 stand out in a crowded market.

5 Leverage the Mall

- » Perimeter Mall is the largest property in the study area and will have the greatest impact through phased infill and redevelopment.
- » Can become the “heart” for the community when integrated with High Street, connecting various uses to MARTA.

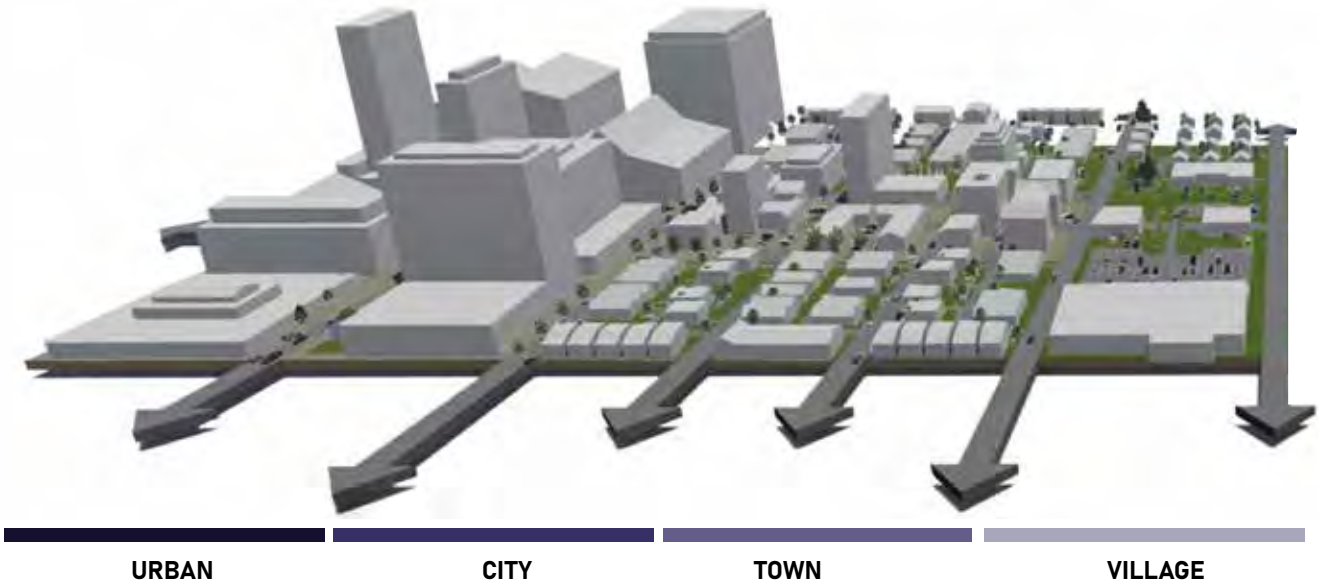
The Vision

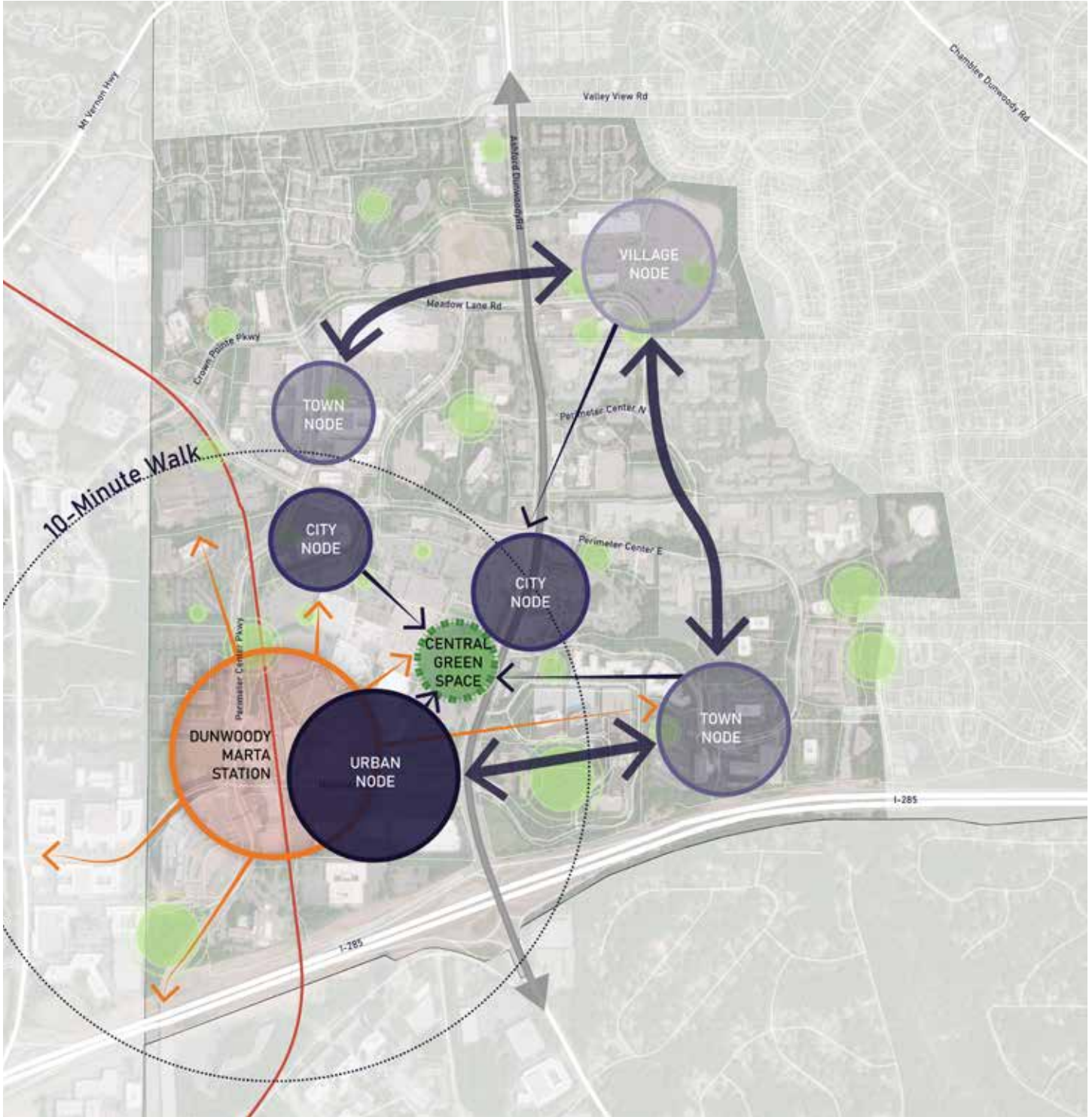
After conducting a thorough assessment of the real estate market and engaging the public on several levels, this planning effort defines a preferred development scenario for Perimeter Center which could ultimately become reality by realizing the area's growth potential and making key connections.

Edge City 2.0 emphasizes future development opportunities in proximity to the Dunwoody MARTA Station with most development activity taking place at what is currently the Perimeter Mall site and adjacent properties. Redevelopment would be concentrated around a central gathering space along Ashford Dunwoody Road, promoting outdoor space and connectivity across Perimeter Center. The concept diagram on the facing page represents the vision that was formed as a result of the market analysis and public engagement conducted during this process. Note that the scale of future development is highest around the Dunwoody MARTA station and decreases to the north and east.

Development Scale

The graphic below provides a visual understanding of how the scale of development would step down across Perimeter Center. Each of the scale categories are characterized by the context of the level of development that would take place in each node: Urban, City, Town, and Village scales. The categories below directly correspond with the nodes identified in the concept diagram to the right.





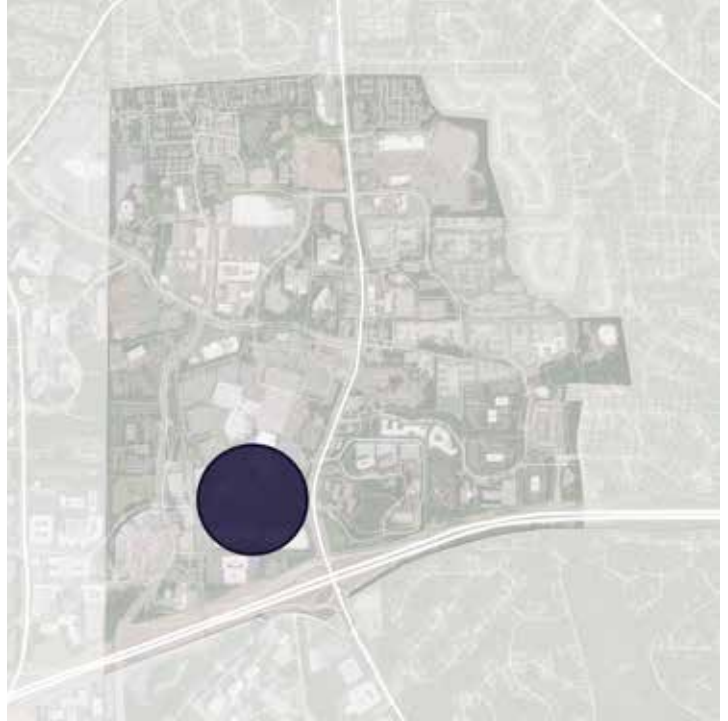
Concept Diagram of the Edge City 2.0 Vision

Urban Node

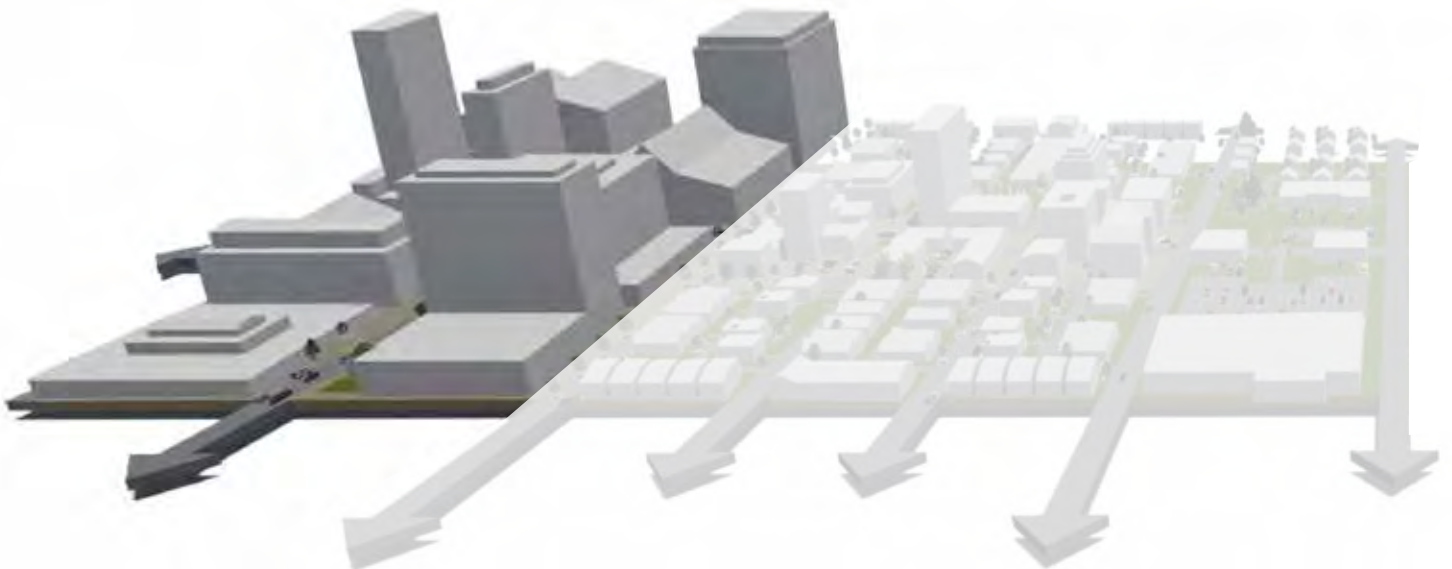
The Urban Node is exemplified by a variety of intense uses and building types. Typical buildings are 10+ stories, with offices and/or residential uses and ground-floor retail space. Parking is usually structured below or above ground. Workers, residents, and visitors are well served by transit, and can walk or cycle for many of their transportation needs.

Residential Mix

- » Stacked Flats
- » Apartments
- » Condominiums



Development Mix





City Node

A higher density node that focuses primarily on multi-family housing with small pockets of townhomes, large amounts of office space, and targeted retail allotment. This place type generally ranges from five to eight stories. Ideal placement for this type would be near transit lines and major arterials.

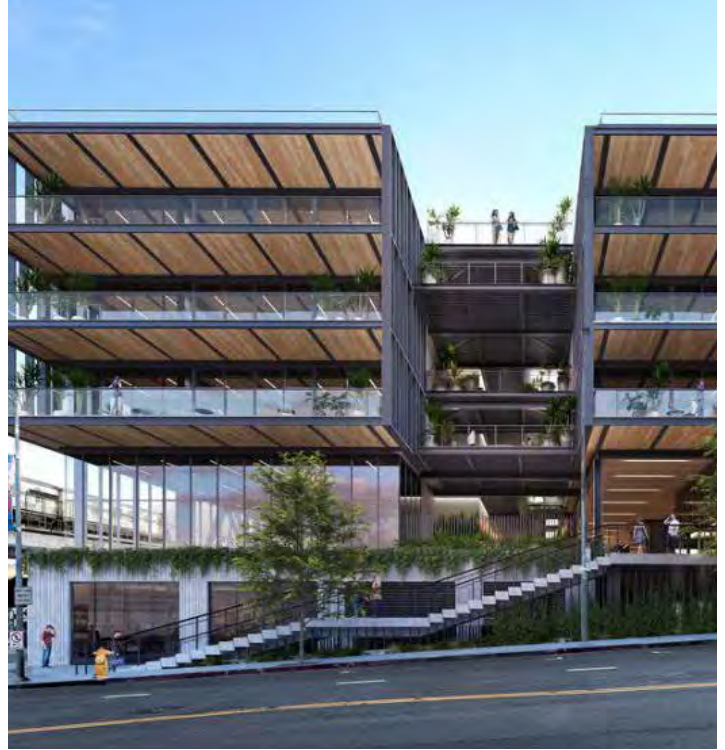
Residential Mix

- » Townhomes
- » Stacked Flats
- » Condominiums
- » Age-Restricted Units



Development Mix





Town Node

Town Nodes are walkable neighborhoods, such as the mixed-use core of a small city or transit oriented development, with a variety of uses and building types. Typical buildings are between 3-6 stories tall, with ground-floor retail space, and offices or residential above. Parking is usually structured, above or below ground.

Residential Mix

- » Townhomes
- » Age-Restricted Units
- » Compact Detached
- » Cluster Homes
- » Urban Bungalows



Development Mix



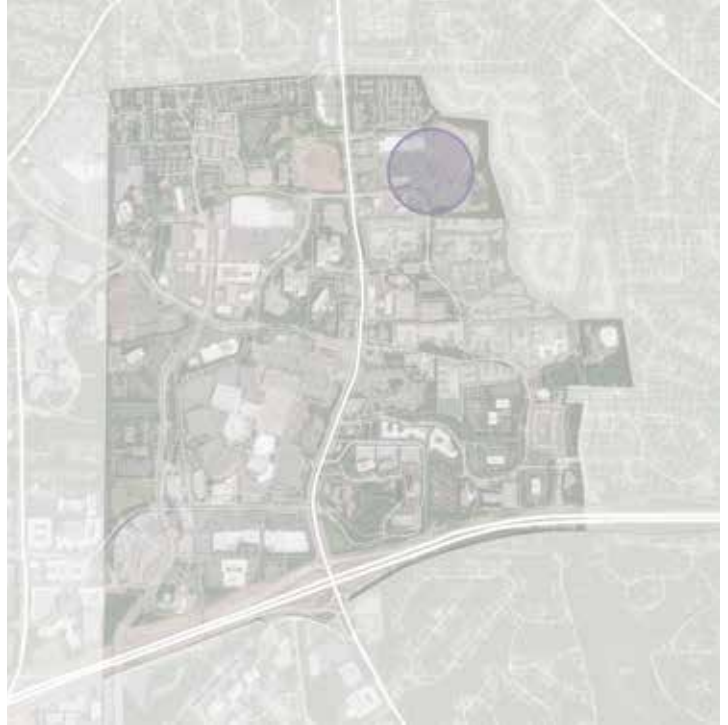


Village Node

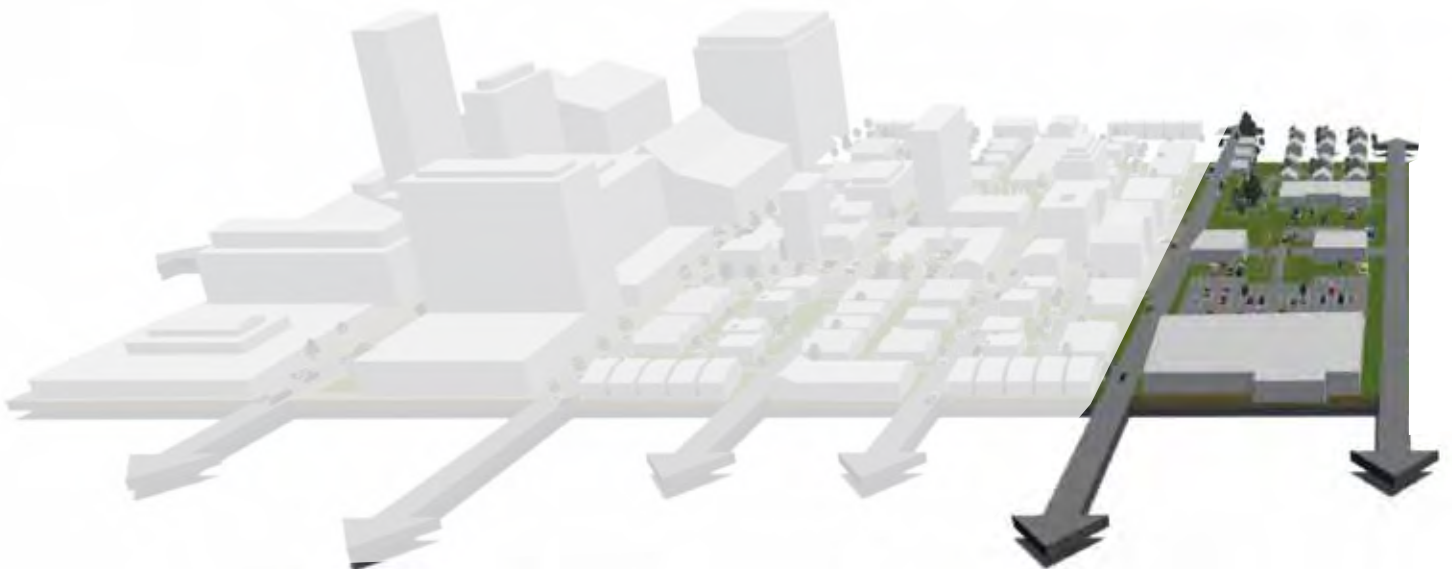
A lower density node that evenly splits residential between townhomes and multi-family residential. With a higher allotment of area dedicated to retail space, this place type is best represented as a small town Main Street that facilitates the transition between lower density single family neighborhoods and higher density commercial zones. This place type generally ranges from two to three stories.

Residential Mix

- » Townhomes
- » Compact Detached
- » Cluster Homes
- » Stacked Flats
- » Age-Restricted Units



Development Mix





Catalytic Redevelopment Opportunity

Perimeter Village Concept

This concept represents the northeastern village node identified in Edge City 2.0. It's village scale will provide a respectful transition from the Perimeter Center's Urban Core toward Dunwoody's single-family neighborhoods. The Walmart site was selected for this example due to its current format as a strip shopping center with ample surface parking. This concept demonstrates how the valuable land might be better situated to accommodate a greater mix of uses at a scale that is considered acceptable to the public.

Property owners have the right to make site alterations as long as they meeting zoning requirements. In this example, surface parking currently takes up a majority of the site. A property owner or developer would need to look into alternative parking options, such as structured parking, to make space for walkable development connected by an expanded street network.








Walmart Site Redevelopment Concept



Land Use



Development Components

- | | | | |
|---|----------------------------|---|-------------------------------------|
|  | Village Scale Development |  | Big Box Retrofit |
|  | Townhomes |  | New Street & Pedestrian Connections |
|  | Moderate Height Structures | | |



Village Look & Feel



Example Townhouse Product

Growth Potential

Population & Jobs

The City of Dunwoody experienced nearly a 25% increase in population between 2000 and 2020. Most of the City's growth is expected to take place within Perimeter Center. The population projection below reflects a 28% increase in today's population, only 3% more than the previous 2 decades.

Population



Jobs



Office & Retail

Additional jobs and new housing options will be supported by new office and retail that develops in the district. The projects below exclude potential redevelopment projects of existing and aging office and retail.

Building Area: Office



Building Area: Retail



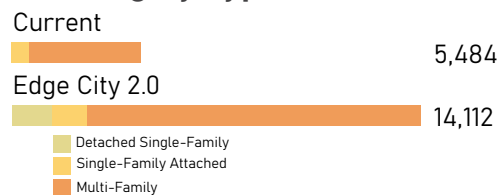
Housing

Most of the City of Dunwoody is built out with single-family residences. With access to alternative modes of transportation, Perimeter Center acts as a default location for additional housing. See the potential housing mix for the future of Perimeter Center below.

Housing Units



Housing by Type





Conceptual Development Nodes

Key Connections

Mobility, Parks and Open Space, and Redevelopment are cornerstone to implementation. The following catalytic initiatives and projects are conceptual samples of each key element needed to carry out the vision.

The diagram on the facing page conceptually represents a vision for new connections and open space across the study area to better connect residents and workers to the outdoors. These conceptual paths also create linkages to the Dunwoody Marta station and act as “last-mile” alternatives for pedestrians and bicyclists to limit dependence on personal vehicles in an area that currently experiences traffic congestion issues.

Future bicycle and pedestrian connections and an expanded park network will improve the quality of life for all Dunwoody residents. Public improvements allow for walkable access across Perimeter Center whether you walk from an adjacent neighborhood or park your car in one place and connect to new retail destinations and amenities.



Primary Connection

Routes that connect nodes to one another and along which development should occur.



Secondary Connection

Inner streets that help facilitate mobility within specific sites and to Primary Connections.



Greenway

Large pedestrian thoroughfares that run parallel to major roadways.



Pedestrian Circulation

Sidepaths and trails for pedestrians and bicyclists to facilitate safe passage throughout the Study Area.



Streetscape Improvement

Larger roads that are more hostile to pedestrians should be examined for how to reconfigure the space to increase safety and a sense of place.



MARTA



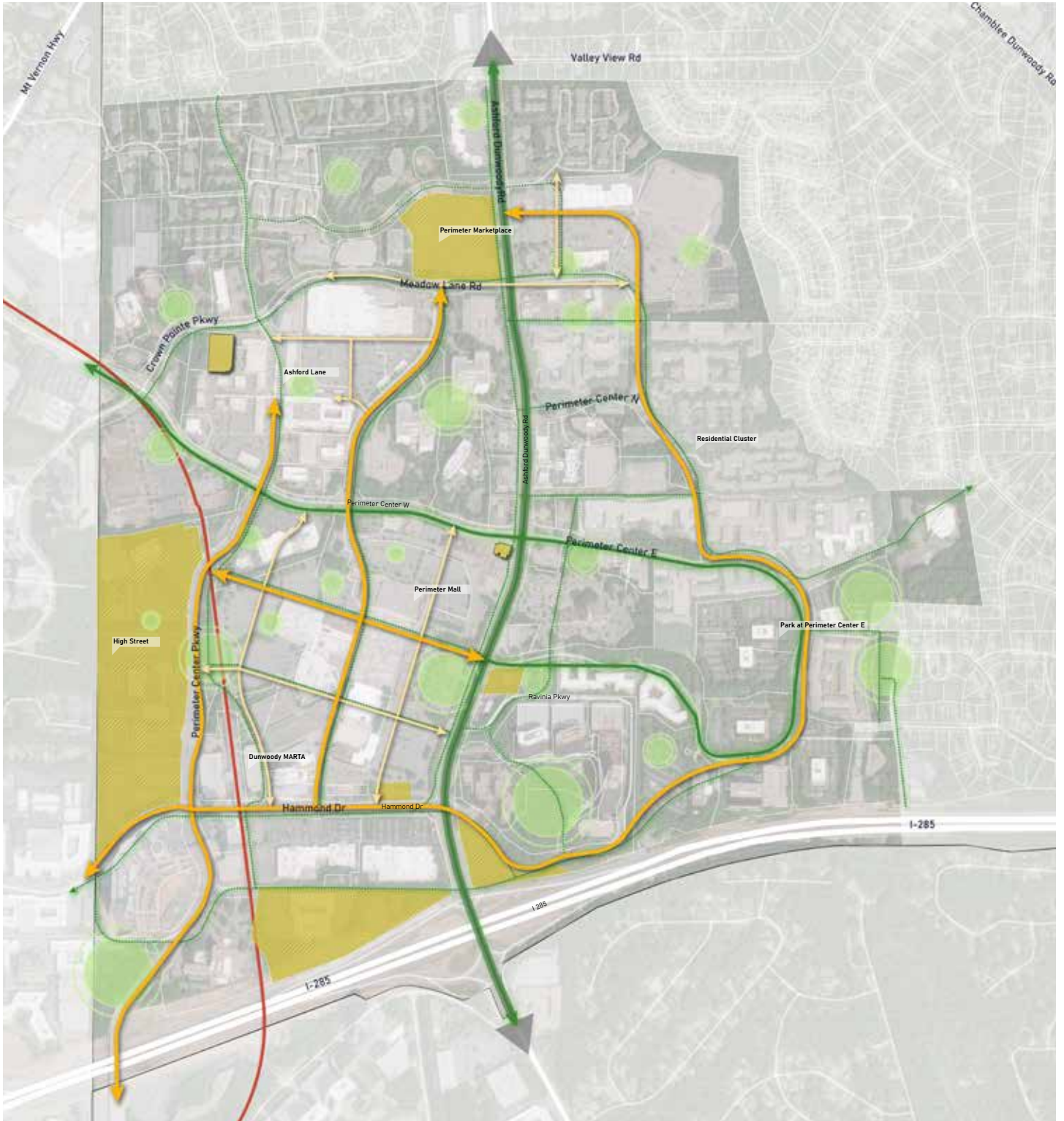
Open Space

Existing and potential locations for parks and open space, including pocket parks, civic greens, and other public gathering spaces.



Upcoming/Concurrent Development

Examples include High Street, Perimeter Marketplace, and Campus 244.



Key Connections

Open Space

Parks and Open Space were identified as an important aspect to the future growth and development of Perimeter Center.

- » Central, programmed greenspace in walking distance to MARTA and higher density development
- » Pockets of greenspace in surrounding neighborhoods
- » Provides elevated quality of life, promoting health, wellness, and overall connectivity





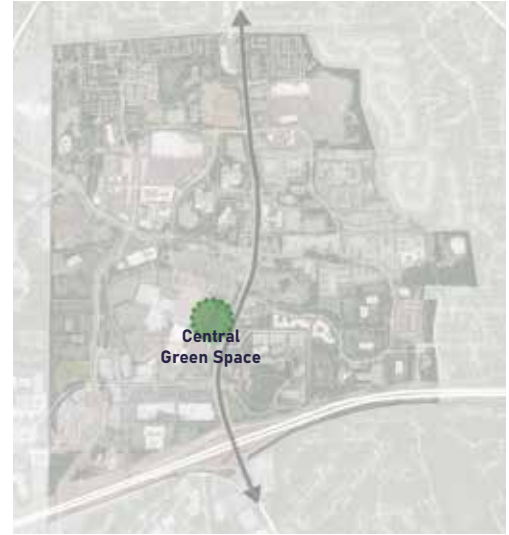
Potential Open Space Opportunities

Catalytic Open Space Opportunity

Central Green Space Concept

The Central Green Space concept demonstrates an opportunity to activate the Perimeter Center's core as an outdoor destination with activated streets and shop fronts connected to new mixed-use and residential developments. This particular example would be part of a larger park network, but serve as a central location for community events and an opportunity to create an identify truly unique to Dunwoody. Situated at the current Perimeter Mall site, this concept utilizes developable land currently occupied by parking lots. As the mall redevelops, opportunities for programmed open space will require intentional partnerships between the City and private property owners and the developer.

Programmed open space like this will continue to increase the quality of life for residents in Perimeter Center and bring a renewed sense of vibrancy to the area.









Mall Site Reorientation Concept

Land Use

 Office	 Retail
 Mixed-Use	 Residential

Development Components

- | | |
|--|--|
|  Public-facing Open Space |  Accessibility to residences |
|  Activated Plazas |  Accessibility to jobs |
|  Internal Streets |  Accessibility to other amenities |



Example Open Space in an Urban Setting



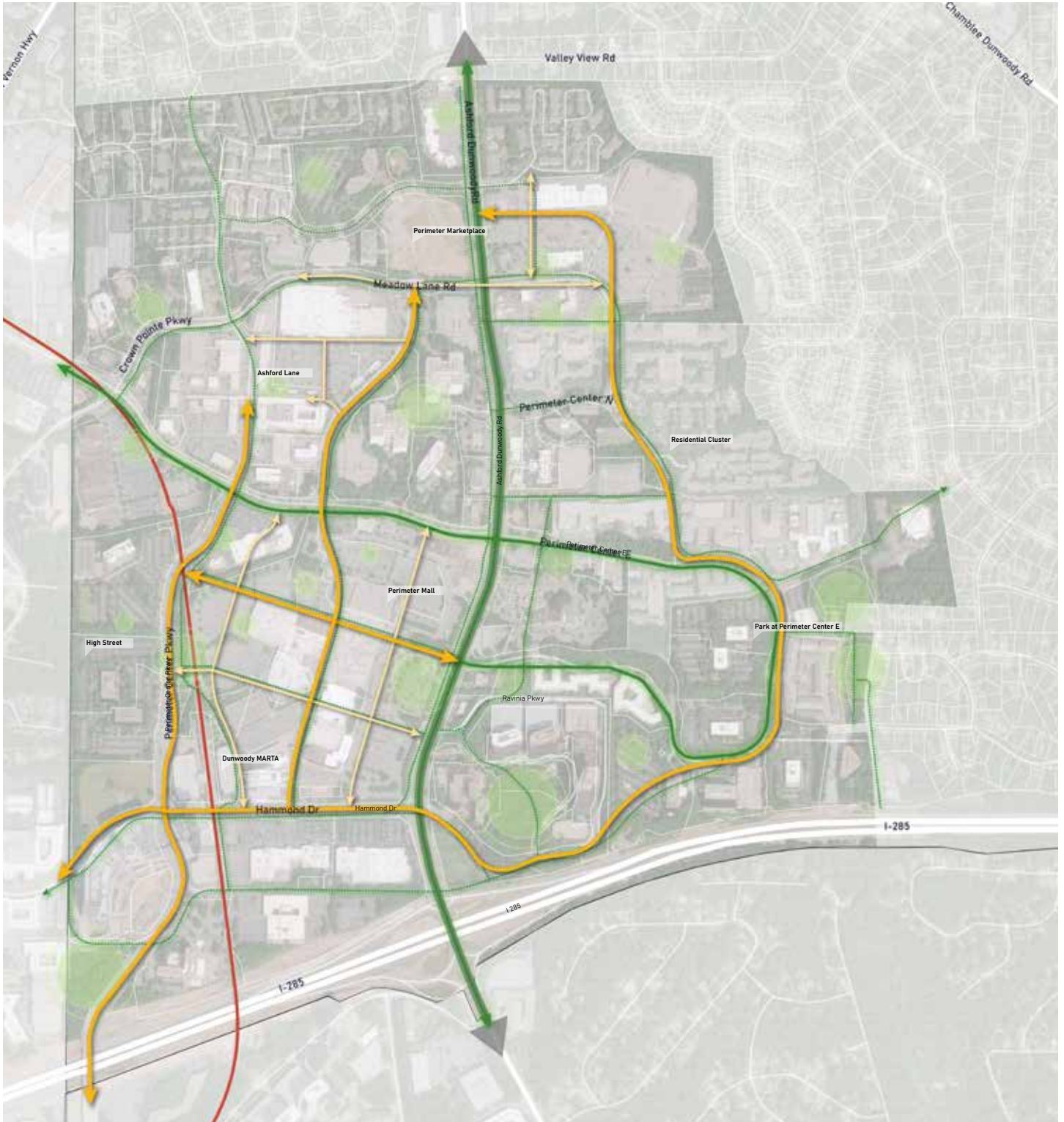
Example Activated Plaza

Mobility

Access and mobility across the study area will also be a major component to consider as Perimeter Center grows.

- » A safe and extensive bicycle and pedestrian network to better connect newly established neighborhoods and nodes and to complete last mile trips from the MARTA for those who use transit
- » A street grid to alleviate Ashford-Dunwoody congestion and promote greater walkability



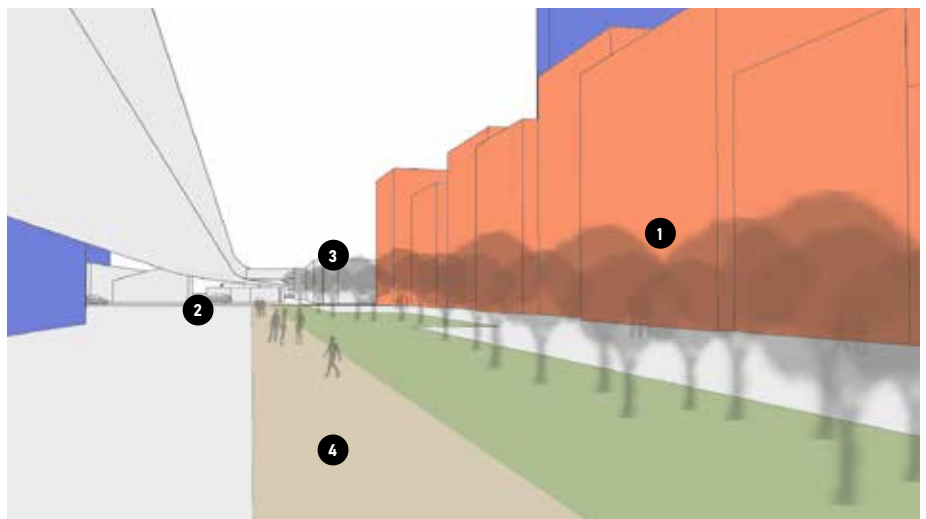
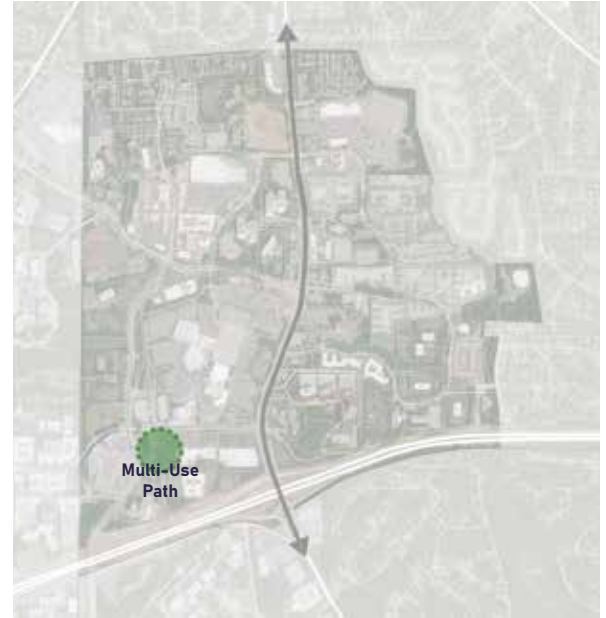


Potential Mobility Linkages

Catalytic Mobility Opportunity

Multi-Use Path Concept

The Multi-Use Path concept visualizes how alternative modes of transportation within Perimeter Center can also contribute to economic development success, the health and wellness of its users, and the activation of spaces that would not normally be activated due to lack of vehicular access. The value that trails bring to the City goes above and beyond the physical connections they provide for pedestrians and bicyclists. This concept shows how the intersection of transit ridership, walkability, and mixed-use development interacts in such a way that will bring new life to Perimeter Center.



Land Use

- Office
- Retail
- Mixed-Use
- Residential

Development Components

- 1 Activated Frontages
- 3 MARTA Station
- 2 Bike/Pedestrian Connections
- 4 Multi-use path



Activated Retail Frontage along a Trail

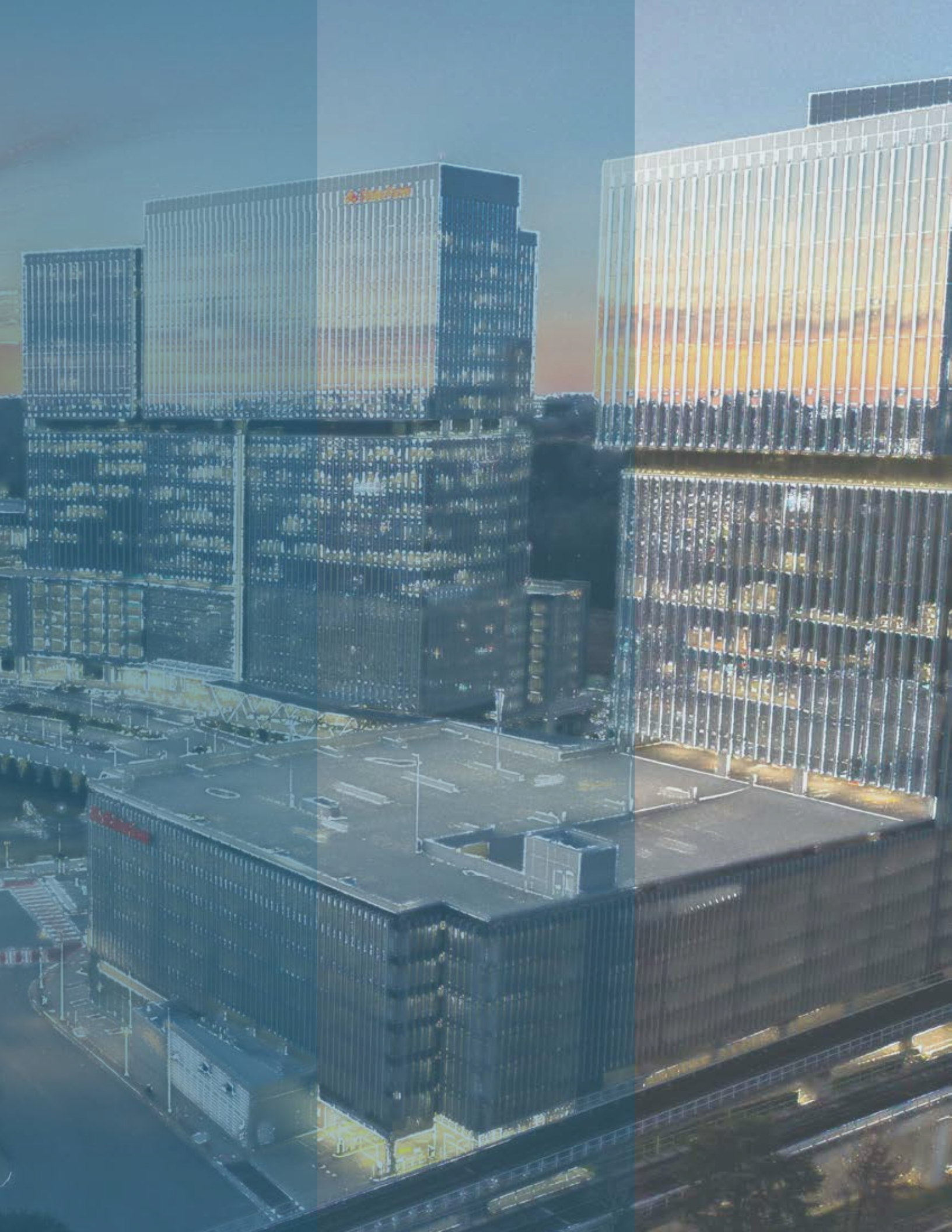


Connected Bicycle & Pedestrian Infrastructure

An aerial photograph of a large, modern building complex, possibly a university or government building, taken at dusk. The sky is a mix of orange and blue, and the building's lights are visible. The image is overlaid with a semi-transparent blue filter. The text "IMPLEMENTATION" and "WHAT'S NEXT?" is written in white, bold, sans-serif font on the left side of the image.

IMPLEMENTATION

WHAT'S NEXT?



IMPLEMENTATION



Next Steps

Dunwoody's Perimeter Center has served its purpose well as a major retail and office anchor for Atlanta's northern-metro suburbs and supporting the City of Dunwoody's tax base as a key activity center. This vision for the future of Perimeter Center simply storyboards its next iteration as Edge City 2.0.

This vision document is only the first step toward what Edge City 2.0 could be. The City would best serve its residents by focusing on what they want: a walkable community supporting multi-generational living by fostering an environment that supports connectivity and walkability, parks and greenspace, and things to do!

Connectivity/Walkability – The development of trails, sidewalks, and last mile connections which create human energy on the streets.

Parks & Greenspace – Residents and visitors value public gathering places, more trees, and the greening of the Perimeter Center's streets and infrastructure.

Something to do – Participants in this planning process expressed a desire for outdoor entertainment and a lively atmosphere with access to updated food and beverage options.

Proactive collaboration between both public and private interests is critical to creating quality-of-life amenities that will ensure our long-term competitiveness in recruiting residents, visitors, and businesses. To continue pursuing the City's long-term vision, the City of Dunwoody should take the following Actions into consideration.

1

Continued Stakeholder Consensus-building

Edge City 2.0 is not meant to become static; rather the City should continue engaging stakeholders and members of the public so that the blueprint can evolve based on changing conditions. Potential methods include but are not limited to:

Marketing - Effective marketing by the City will aid in implementing a holistic view of the positioning and experience that Edge City will have for residents, employees, and visitors. Establishing a brand will tell a story that interests business-owners and developers. Promotional materials across a broad digital spectrum will guide the story of Edge City to different audiences. This can first be carried out by continuing the maintenance of the project website: dunwoodyedge.com. This would be an ideal place to promote Edge City for business attraction and investment.



Edge City Visits – While it is important for stakeholders and elected officials to see contextually local examples, including the Cumberland Community Improvement District, the Avalon in Alpharetta, among others, it is also critical to visit and engage with cities across the United States that have experienced similar growth challenges and that are implementing actionable plans to realize their vision for the future. Planned visits should serve as an educational opportunity and a time for open conversations to help the City of Dunwoody navigate any implementation barriers. These visits can be organized by the City, the Development Authority, or the Perimeter Community Improvement District.



Example Edge City - Arlington, Virginia

1

Continued Stakeholder Consensus-building (Cont'd)

Quarterly Developer Tours & Forums – In order to proactively recruit developers and investors, the City might consider hosting tours of the study area and forums regarding development opportunities and to provide information about the application process. The City can partner with brokers and property owners to build a list of prospective businesses and end-use tenants as well.



Site Tour at Campus 244

Annual “State of the Edge” Address – As a method to continue advocacy for Dunwoody Edge City, an Annual “State of the Edge” event can be held by the City, CID or Development Authority to recap milestones and achievements and to lay a foundation for the following year. This event can include corporate sponsors, municipal partners, and current and prospective developers.



Atlanta Aerotropolis - 2022 State of the Aerotropolis Event

2

Master Plan Efforts

Planning efforts that build upon the vision set forth by Edge City 2.0 will be critical in developing actions for the City and its partners to take moving forward. Node Master Plans and a MARTA TOD Study are just a couple of examples of planning efforts that the City can take on as a part of this vision document's initiatives.



Node Master Plans - Edge City 2.0 identified logical development nodes within the study area that should be studied in further detail. Each node master plan may take a deeper dive into land use, transportation, housing, and technology among other topics to further advance the Edge City 2.0 vision one area at a time.



MARTA TOD Study – The Perimeter CID is planning on conducting a TOD study in partnership with the City and MARTA. This will serve as an opportunity to conduct further study on viable land uses, connectivity, improved accessibility, and expanded ridership.

5

Park Programming Study

Parks and Open Space emerged as key needs in the Edge City study area. Park programming is necessary to continue expanding Dunwoody's park system to serve existing and new residents in Perimeter Center. Connected spaces throughout the area will aid in creating an identity for Edge City 2.0 and will promote connectivity and an improved quality of life for years to come.



Gauging Success

Over the next 20 years, the City can monitor the success of implementing the vision of Edge City 2.0 by tracking several indicators. Overall, this City's focus moving forward will center on maximizing economic potential and accompanying sustainable development that makes Edge City 2.0 a model for the metro-Atlanta region. Stakeholder discussion and best practice suggests that the City may consider monitoring the following as Perimeter Center develops over time:

- » Incorporation of Edge City 2.0 into local planning documents including but not limited to the Comprehensive Plan, The Trails Master Plan, PCID's LCI Study, and other future studies
- » Progress in relation to catalytic projects or major elements of Edge City 2.0 (mobility, parks, and redevelopment)
- » Capital improvements that further the vision of Edge City 2.0 including trails, public parks, streetscape improvements, road network implementation, and other future projects

- » Private investments resulting from public investments within the Perimeter Center area and the change in land and tax value
- » Business and development interest garnered from Edge City 2.0 marketing efforts
- » Number of proactive meetings and forums to advance the vision of Edge City 2.0 within the development community and local development organizations and agencies in tandem with the Atlanta Regional Commission's efforts for sustainable, regional growth

Perimeter Center's strategic location will continue to make strides and serve the City of Dunwoody and its residents in a positive way. The manner in which it takes shape will depend on the decisions made in the near term. Now is the time for the City of Dunwoody to continue conversations around Perimeter Center's future and to take action on the opportunities it presents.

APPENDIX





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Dunwoody Edge City 2.0

Market Analysis & Positioning Report

Prepared for

City of Dunwoody

Appendix to the Edge City 2.0 Plan
2022



MARKET- DRIVEN
DEVELOPMENT STRATEGIES™

Preface

This report was commissioned by the City of Dunwoody, as a subcontract to Pond & Company in November 2021. The Market Analysis and Positioning Report is a component of Dunwoody Edge City 2.0 Plan and should be read in conjunction with the master report document.

The purpose of this report is to provide a comprehensive market analysis and positioning for the “study area”, in Dunwoody, Georgia.

The first objective of the analysis was to assess the feasibility for retail, office, residential, and hotel development in the study area over a twenty-year time horizon. The assessment considered a range of potential for each asset class and prioritized the amount of each based on an objective assessment of study area characteristics, local competition, market trends, and other important factors. Based on this assessment, recommendation of the most optimal uses was provided, along with the optimal positioning and target markets of each use, which are provided in the Recommendations & Positioning section.

The second key objective was to determine the optimal positioning of Edge City 2.0 relative to the competitive nature of other nodes and city centers in the northern Metropolitan Atlanta area. The recommendations of this report established the framework and informed the scenario planning process of Edge City 2.0

The figures presented in the report are based on an evaluation of the current general level of the economy in the local market, and neither consider, nor make provisions for the effect of any sharp rise or decline in local or general economic conditions.

MXD Development Strategists, Ltd. do not warrant that any estimates contained within the study will be achieved, but that they have been prepared conscientiously on the basis of information obtained during the course of this market analysis. Any tenant references made in this report are for illustrative purposes only.

Reference material used for this report, including previous city plans, was derived from the project team, as well as from the public and private sectors and government publications. This information was supplemented by our experience in the planning and development of real estate projects throughout North America and internationally.

Table of Contents

1.0	DEMOGRAPHIC & ECONOMIC ANALYSIS	4
2.0	LAND USE & DEVELOPMENT PATTERNS	16
3.0	COMPETITIVE REVIEW	28
4.0	RESIDENTIAL MARKET ANALYSIS	57
5.0	OFFICE MARKET ANALYSIS	70
6.0	RETAIL MARKET ANALYSIS	79
7.0	HOTEL MARKET ANALYSIS	89
8.0	RECOMMENDATIONS & POSITIONING	96

1

Demographic and Economic Analysis

Demographics & Economy

Introduction

The City of Dunwoody is one of Atlanta's oldest suburban areas; however, it was not incorporated until 2008. The city is situated in a well-connected location at the intersection of I-285 and Hwy 400. The city population is 51,683 (2020) according to census statistics and experienced growth of approximately 6% from 2010 to 2018. Dunwoody is smaller in comparison to other neighboring cities such as Sandy Springs (109,00) and Roswell (95,000) from a population perspective but has a large employment base.

There are over 43,000 people who work in Dunwoody, a very strong population to employment ratio for a suburban city. Dunwoody experiences 40,804 inbound workers (those who travel into Dunwoody for work) and 2,216 who both work and live in the city. Industry sectors are focused on office-based employment such as Finance and Insurance, and Professional, Scientific and Technical Services. 21,054 residents leave Dunwoody every day for employment to other jurisdictions according to U.S. Census data.

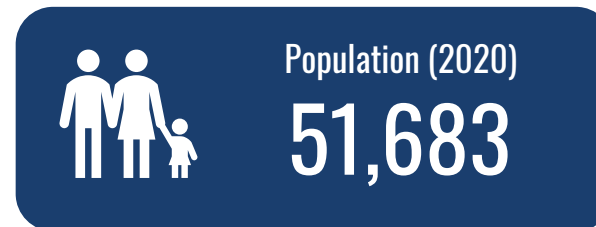
The city has recently anticipated and are working towards urban development with higher-density, live/work/play options complimenting its growing business/commercial districts and the desire for more walkable options.

Dunwoody has a significant retail inventory, with approximately 4.4 million square feet of existing space. This equals to 85 square feet of retail per resident, much higher than the U.S. metro average of 40 to 55 square feet. Coupled with the sizeable employment profile, Dunwoody is a major destination for commercial uses in North Atlanta.

Figure: Dunwoody Employment Inflow-Outflow



Source: U.S. Census



Source: U.S. Census

Demographics & Economy

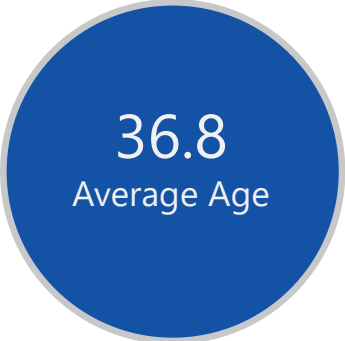
Demographic Profile

65% of the population identifies as white with a notable number identifying as Asian (18%), Black/African American (12%), Hispanic/Latino (8.8%) or mix of two or more races (3%).

Household median income is \$96,057 (2019 data), compared to the state average (\$58,700). Compared to adjacent cities; Sandy Springs (\$78,613) and Brookhaven (\$92,604) both have lower median household income than Dunwoody. Nearly 27% of households have annual incomes higher than \$150,000 which makes Dunwoody an affluent municipality.

The median value of a home in Dunwoody is more than double the state average (\$176,000) at \$432,900. Sandy Springs and Brookhaven’s median values are \$471,800 and \$484,400, respectively. Gross rent follows similar trends with the Dunwoody (\$1,468), Sandy Springs (\$1,327) and Brookhaven (\$1,415) all higher than the state average (\$1,006).

The average age in Dunwoody is 36.8, close to the state average age of 37.2. A quarter of the population is under the age of 18, displaying a significant number of families in the city. 14.2% of the population of is above 65 which is in line with the state average (14.3%). Dunwoody’s population is expected to age which is like many of the suburban areas in Metro Atlanta that have a large number of single-family homes.



Source: U.S. Census

Demographics & Economy

Housing Profile

Dunwoody has a diverse mix of residential housing in the community. 55% of all residential is considered multifamily housing, much higher than DeKalb County at 43%. Most multifamily housing is allocated in larger apartment buildings rather than townhouses, duplexes, and triplexes.

Regarding housing tenure, Dunwoody is similar to DeKalb County, with just over 55% of all units being owner-occupied. The number of owner-occupied units increases dramatically for single-family residential compared to multifamily.

The average household size for rental-occupied units significantly decreases in Dunwoody, displaying a likely trend between smaller apartments being rentals, and larger single-family homes and townhomes as owner-occupied. The average household size in Dunwoody as a total is 2.4 persons per household, while rentals have only 2.13 persons per household.

Data demonstrates that Dunwoody is a desirable place to stay long-term. 40% of households moved into Dunwoody (prior unincorporated County) in 2000, and 66% of households have lived in the City prior to 2010. This longevity demonstrates a desire plant roots and establish a long-term home in Dunwoody.

Table: Housing by Unit Type

Unit Type	Dunwoody		DeKalb County	
	Number	%	Number	%
Single Family Detached	10,130	44.9%	175,415	56.2%
Townhome/Rowhome	1,046	4.6%	22,211	7.1%
2 Units (Duplex)	31	0.1%	3,258	1.0%
3 or 4 Units	249	1.1%	12,037	3.9%
5 to 9 Units	1,048	4.6%	26,381	8.5%
10 to 19 Units	1,856	8.2%	30,007	9.6%
20 or more units	8,142	36.1%	41,049	13.2%
Total Multi-Family	12,372	55.0%	134,943	43.3%
Mobile Home	60	0.3%	1,509	0.5%

Source: U.S. Census

Table: Housing Tenure

Housing Tenure	Dunwoody		DeKalb County	
	Number	%	Number	%
Owner-occupied	11,386	55.6%	154,322	54.6%
Renter-occupied	9,096	44.4%	128,114	45.4%
Average household size of Owner-occupied unit	2.63	-	2.65	-
Average household size of Rental-occupied unit	2.13	-	2.55	-

Source: U.S. Census

Demographics & Economy

Driving & Walking Distances

Over 84% of Dunwoody residents drive a vehicle to work each day with a vast majority driving solo. A five-minute drive time from Dunwoody’s Perimeter Center Mall covers the entirety of the Perimeter Community Improvement District (PCID) Area in Dunwoody and Sandy Springs. A 10-minute drive time extends along the highway network and reaches Doraville and Brookhaven. In 15 minutes, the DeKalb-Peachtree Airport (PDK) is within reach, as well as the City of Chamblee, Cumberland, and Buckhead. All drive-times are traffic dependent.

Walking distances (using the Perimeter Mall as the center point) display large distances for the study area. A 20-minute walk covers most of the Edge City study area, while a 30-minute walk connects pedestrians to the medical district on the south side of I-285 and towards Dunwoody Village.



Walking Distance

Dunwoody, GA, USA

30 min	Population 13,927
20 min	Population 6,664
10 min	Population 470

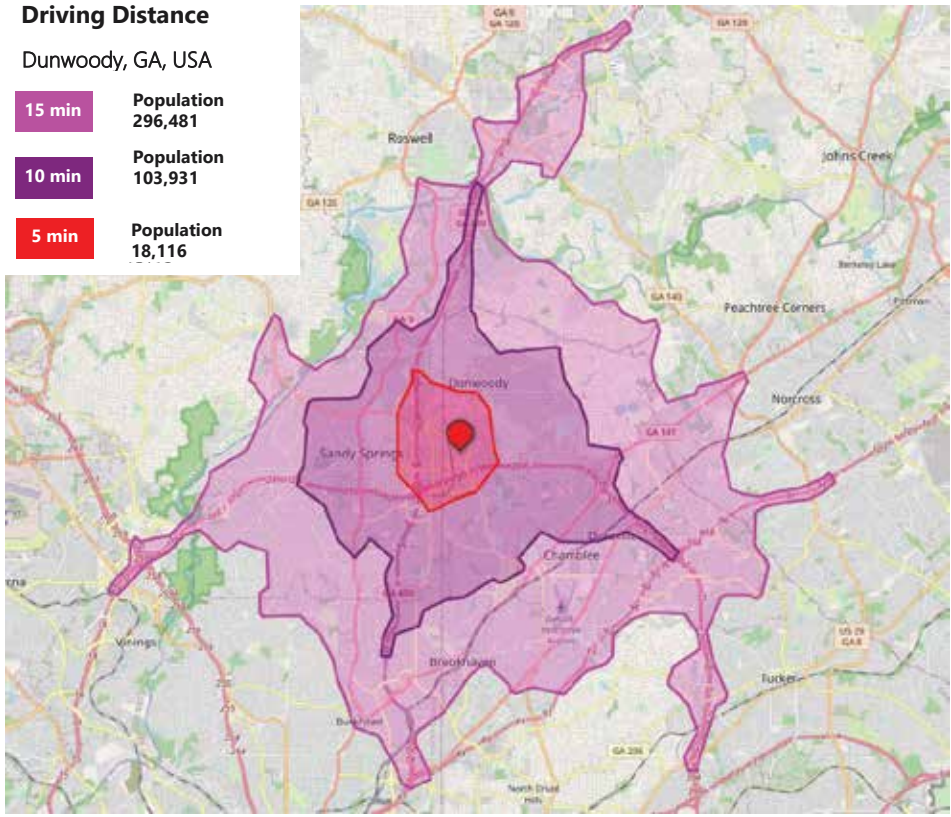
Source: OpenRouteService

Figure: Driving Distance from Study Area

Driving Distance

Dunwoody, GA, USA

15 min	Population 296,481
10 min	Population 103,931
5 min	Population 18,116



Source: OpenRouteService



Demographics & Economy

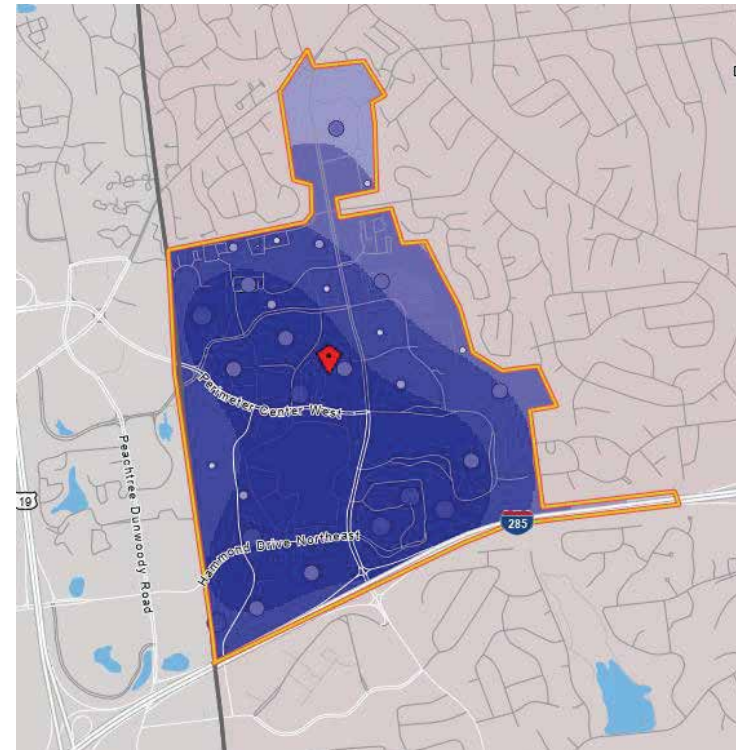
Economic Profile

In Dunwoody's Perimeter Center area (and what is considered the study area), the workforce is dense and concentrated around the Perimeter Mall in office and commercial complexes. The top industry sectors include Finance and Insurance (6,633 Jobs), Professional/Scientific/Technical Services (5,552 Jobs), Retail Trade (3,682 Jobs), Information (3,627 Jobs) and Accommodation/Food Services (3,319 Jobs). Other important industry sectors include Management of Companies/Enterprises, Support/Waste Management/Remediation and Wholesale Trade.

Most of Dunwoody's employment is in the study area (78%). Labor force flow sees that most workers are coming into the area with six times more than the number of outbound workers (31,037 Inflow to 4,671 Outflow). This is due to the area primarily zoned as commercial, with residential interspersed throughout. There is a very small population who both work and live in the area (369). Outbound workers travel to Atlanta (23%), Sandy Springs (13%) and other parts of Dunwoody (9%).

The labor profile for workers in the study area mirror that of the major industry sectors with professions in Professional/Scientific/Technical Services (1,197), Health Care/Social Assistance (435), Administration/Support/Waste Management/Remediation (429) and Finance/Insurance (424). This is beneficial to increasing the number of live/work opportunities in the study area.

Figure: Study Area Employment Density



Source: OntheMap

Demographics & Economy

Figure: Study Area Workforce Inflow-Outflow

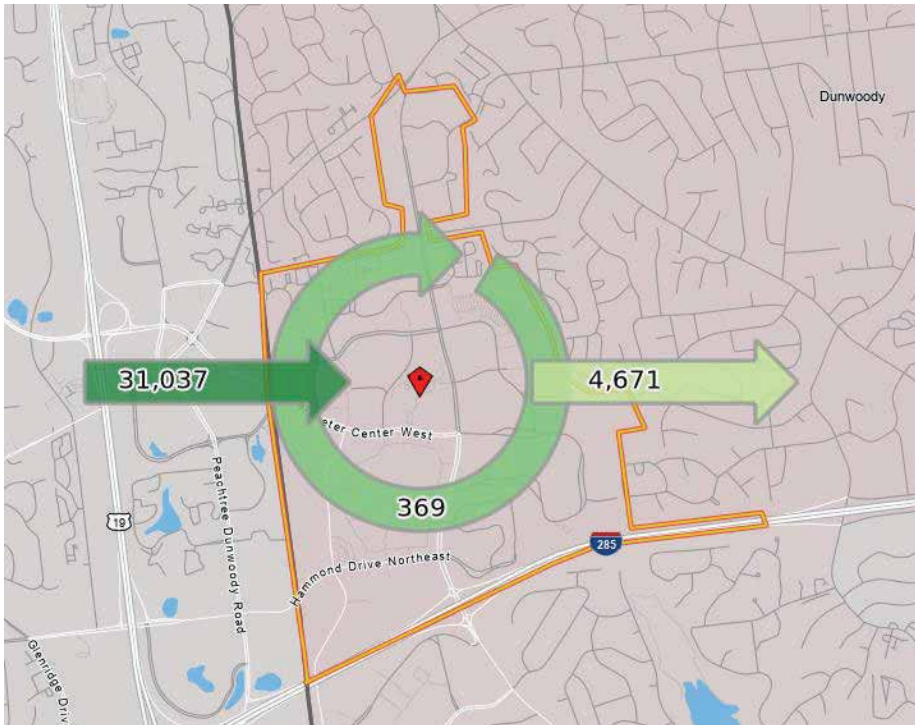


Table: Study Area Outbound Worker Destinations

Outbound Worker Destinations		
Cities, CDPs, Etc.	Count	
Atlanta City, GA	1,170	23%
Sandy Springs City, GA	660	13%
Dunwoody City, GA	473	9%
Alpharetta City, GA	320	6%
Johns Creek City, GA	219	4%
Brookhaven City, GA	139	3%
Roswell City, GA	121	2%

Source: U.S. Census

Table: Study Area Labor Profile

Top 4 Labor Profiles	
Industry	Count
Professional, Scientific and Technical Services	1,197
Health Care and Social Assistance	435
Administration & Support, Waste Management and Remediation	429
Finance and Insurance	424

Source: U.S. Census

Table: Study Area Industry Sectors

Top 5 Industry Sector Job Counts	
Industry	Count
Finance and Insurance	6,633
Professional, Scientific and Technical Services	5,552
Retail Trade	3,682
Information	3,627
Accommodation and Food Services	3,319

Source: U.S. Census

Demographics & Economy

Table: Dunwoody Top Employers 2020

City of Dunwoody 2020 Top 10 Employers				
Employer	Industry	# of Employees	% of Total City Employment	Within Dunwoody Perimeter Study Area?
InterContinental Hotels Group (Six Continent's Group)	Accommodation Services	2,094	8.24	Yes
Dekalb County School District	Educational Services	720	2.83	N/A
Convergent Outsourcing, Inc	Debt Collection Services	484	1.9	N/A
T Mobile	Retail Trade	475	1.87	Yes
UHS of Peachford LP	HealthCare Services	395	1.55	No
Southeastern Data Cooperative	Professional, Scientific and Technical Services	359	1.41	Yes
Maggiano's	Food Services	336	1.32	Yes
Nordstrom	Retail Trade	320	1.26	Yes
Macy's #20	Retail Trade	320	1.26	Yes
Walmart Supercenter #236	Retail Trade	307	1.21	Yes

Table: Dunwoody Top Employers 2011

City of Dunwoody 2011 Top 10 Employers		
Employer	Industry	# of Employees
InterContinental Hotels Group (Six Continent's Group)	Accommodation Services	906
Walden Security	Building Security Services	881
The Atlanta Journal Constitution	News and Information	607
UHS of Peachford LP	HealthCare Services	498
AutoTrader Com Inc	Retail Trade	441
ER Solutions Inc	Administration & Support	378
Macy's #20	Retail Trade	371
Walmart Supercenter #236	Retail Trade	313
IHealth Technologies	Professional, Scientific and Technical Services	310
Computer Generated Solutions	Management of Companies and Enterprises	292

Source: 2020 Dunwoody Comprehensive Annual Financial Report

Concentrated in Dunwoody's Perimeter Center area, Dunwoody's largest employers in 2020 are in Accommodation and Food Services, Retail Trade and Professional/Scientific/Technical Services. Large employers in Dunwoody but outside of the study area consist of Health Care Services, Debt Collection and Education sectors.

Among the top employers in the area, Accommodation is concentrated as one major employer, InterContinental, with Food Services following suit with Maggiano's. Retail Trade, however, is wider spread with multiple companies placing in the top ten due to the location of the Perimeter Mall.

Contrast to the industries in 2020, the companies in 2011 were more diversified with Administration, Management of Companies, Information and Building Security Services placing among the top 10. This is likely to change as State Farm has consolidated operations in Dunwoody, and the increase of office space in Dunwoody provides opportunities for large-scale employers to enter to the market.

Demographics & Economy

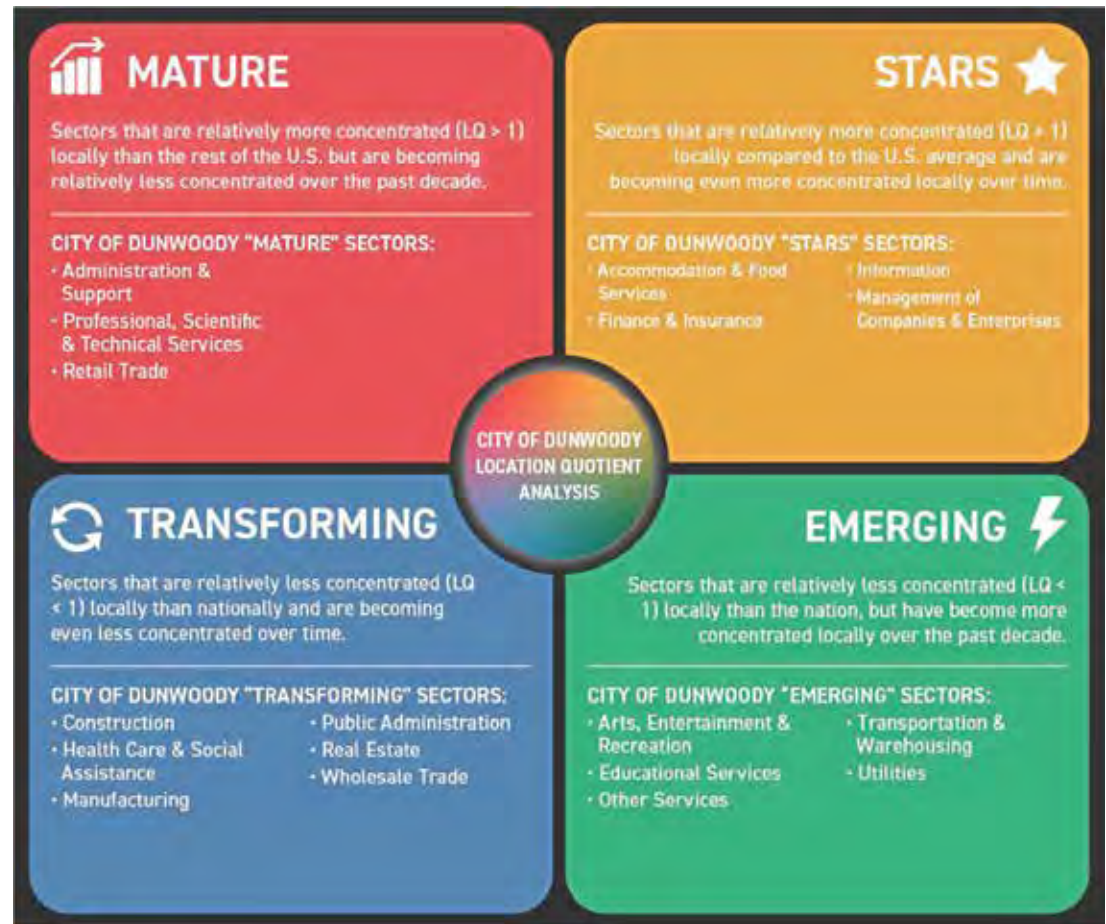
City of Dunwoody Location Quotient Analysis

A location quotient analysis quantifies the degree of concentration between different employment sectors in the City of Dunwoody relative to the U.S. Employment sectors. U.S. Census data between 2014 and 2019 was used to identify employment concentration and growth.

Star sectors are those with a higher concentration of employment in Dunwoody relative to the U.S. average and are quickly growing. Dunwoody "Star" sectors exhibit diversity in the workforce, primarily within office, hotel, and food & beverage development types.

Emerging sectors are those that are less concentrated than the U.S. average; however, they are also experiencing strong growth. This includes Arts, Entertainment & Recreation and Education Services.

Table: City of Dunwoody LQ Diagram



Demographics & Economy

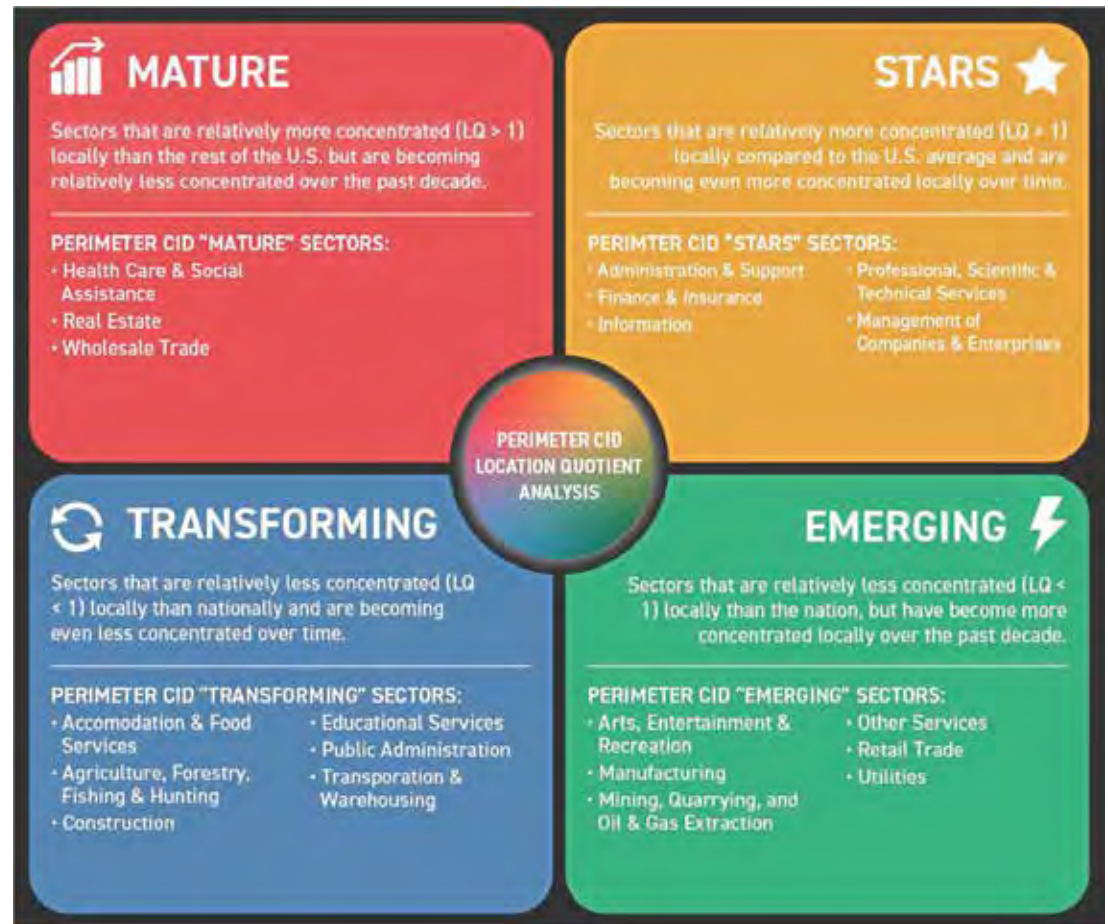
Perimeter CID Location Quotient Analysis

A location quotient analysis quantifies the degree of concentration between different employment sectors in the Perimeter Community Improvement District relative to the U.S. Employment sectors. U.S. Census data between 2014 and 2019 was used to identify employment concentration and growth. The Perimeter CID was chosen for analysis due to major employment in Sandy Springs having direct causal effect on the study area.

Star sectors are those with a higher concentration of employment in the CID relative to the U.S. average and are quickly growing. CID "Star" sectors are similar to the City of Dunwoody, but also includes the Professional, Scientific & Technical Services sector. Star sectors for the CID exhibit a very strong employment profile of office jobs.

Mature sectors are those that are more concentrated than the U.S. average; however, they are becoming less concentrated over time by experiencing less growth than the U.S. average. Health Care & Social Assistance surprisingly lost significant employment between 2014 and 2019, although it is still the largest employment sector of the CID (as of 2019).

Table: Perimeter CID LQ Diagram



Demographics & Economy

Crunchbase

Innovative companies in Dunwoody were analyzed using Crunchbase, an international database of innovative enterprises. The algorithm used to rank companies takes into account the amount of private funding/investment, number of connections of a profile within the platform, the amount of community engagement, news articles, acquisitions, and more. The higher the rank, the more innovative the enterprise compared to its peers. Five of the leading innovative companies in Dunwoody focus on software targeting different industry sectors such as health, finance, consulting and retail.

Concentrix Catalyst
Consulting, Information
Technology, Internet of Things

Combines great design and strong
tech to create experiences
accelerating outcomes.



Coin Wallet

Bitcoin, Blockchain, Cryptocurrency,
Ethereum, Financial Services,
Mobile Payments, Payments

Provides a user with unified wallet address
that can be used to manage all Crypto.

Vyne

Health Care, Medical,
Software

Provider of secure health information
exchange and electronic health care
communication management solutions.

Vyne Dental

Dental, Information Technology,
Software

Provides easy-to-use software that
simplifies the process of claims and
attachment management, facilitates secure
communications and speeds up payments.

Transaction Tree

Digital Marketing, E-Commerce,
Information Technology, Marketing,
Point of Sale, Retail

The leading provider of digital receipt
solutions for the retail industry and other
transaction-oriented enterprises.

Demographics & Economy

New Tenants to Dunwoody

The following table is a representation of the types of commercial tenants that moved to the city over the past several years. It includes industry type and move-in date based on brokerage files. Total square footage equals 1.8 million SF of space. There is a wide variety of industry types that moved into Dunwoody office space. State Farm was the largest move-in; however, other major tenants include Acoustic (digital marketing) and Centene Corporation (health care insurance and programs). The diversity of new tenants in Dunwoody is indicative of the desirability of the city for employment space, even in a pandemic environment.

Table: Dunwoody New Tenant Move-In's 2020 & 2021

Company Name	Building Name	Address	SF Occupied	Industry Type	Move Date
Acoustic	South Terraces	115 Perimeter Center PI NE	57,113	Professional, Scientific, and Technical Services	6/2/2020
Ammega	North Terraces	400 Perimeter Center Ter	8,484	Management of Companies and Enterprises	8/1/2020
Centene Corporation	South Terraces	115 Perimeter Center PI NE	51,651	Health Care and Social Assistance	11/1/2021
Chilivis, Grubman, Dalbey & Warner	-	1834 Independence Sq	8,400	Professional, Scientific, and Technical Services	8/1/2021
Discover Dunwoody	Sterling Pointe I	301 Perimeter Ctr N	5,500	Professional, Scientific, and Technical Services	2/1/2020
Edifecs	Crown Pointe	1050 Crown Pointe Pkwy	17,719	Information	9/1/2021
Gleeds	South Terraces	115 Perimeter Center PI NE	5,907	Construction	8/8/2021
Home Instead Senior Care	-	1720 Mt Vernon Rd	8,000	Health Care and Social Assistance	4/5/2021
Insight Global	Twelve24	1224 Hammond Dr	233,088	Administrative and Support Services	5/1/2022
Jack Nadel International	One Ravinia Drive	1 Ravinia Dr	5,726	Professional, Scientific, and Technical Services	7/2/2020
Miles Mediation & Arbitration	South Terraces	115 Perimeter Center PI NE	5,308	Professional, Scientific, and Technical Services	4/15/2021
Oldcastle APG, Inc.	North Terraces	400 Perimeter Center Ter	52,675	Construction	3/1/2020
Schindler Elevators	Three Ravinia	3 Ravinia Dr	51,555	Manufacturing	10/1/2021
State Farm	Phase II	240 Perimeter Center Pky NE	670,000	Finance and Insurance	1/24/2020
State Farm	State Farm Building 3	240 Perimeter Center Pky	429,200	Finance and Insurance	4/5/2021
Summit Contracting	-	53 Perimeter Ctr E	7,892	Construction	12/1/2021
TEKsystems	North Terraces	400 Perimeter Center Ter	10,954	Professional, Scientific, and Technical Services	11/1/2021
The Hall at Ashford Lane	-	4550 Olde Perimeter Way	17,372	Retailer	3/10/2021
VACO	South Terraces	115 Perimeter Center PI NE	7,680	Administrative and Support Services	6/1/2020
Vesta	Crown Pointe	1040 Crown Pointe Pkwy	11,176	Information	9/1/2021
Workspots	Lincoln Center	1455 Lincoln Pkwy E	11,382	Real Estate	7/20/2021

*Note: Tenants over 5,000 SF listed.

Source: CoStar

2

Land Use & Development Patterns

Land Use and Development Patterns

Metro Atlanta

The Metro Atlanta region features an urban core, focused on Downtown Atlanta, and suburban nodes spread along the regional highway and interstate network. Metro Atlanta is experiencing a population boom with more residents moving into the Metro than any area of the state, primarily due to the economic and job opportunities within fast growing sectors such as technology, information, professional services, and logistics.

Metro Atlanta has a population of nearly 6.1 million residents, up 15% since 2010 with an additional 800,000 residents according to Census data. Furthermore, the population of the metro area's five largest counties (including DeKalb) all grew by double digits over the past decade.

This growth has continued to push the metro footprint in all directions, especially into the northern suburbs along the I-75, I-85, and Route 400 highway networks. While single-family development continues in many communities that offer larger-tracts of greenfield land, many cities are primarily built-out and do not have the ability to accommodate future populations.

The Atlanta Regional Commission has advocated and pushed to limit sprawl through more compact, walkable, and pedestrian-friendly development. Increasing land prices and the desire to be in well-connected areas of the metro has made infill and redevelopment a feasible option in many cities.

Common Ground, Atlanta



Land Use and Development Patterns

Cities and developers are working together to transform suburban nodes that were previously single use into mixed-use development that accommodates a variety of commercial, employment, and residential types.

Neighborhoods along the Atlanta Beltline, and communities such as Buckhead, Midtown, Atlantic Station, and Cumberland have demonstrated how significant employment and population growth can be accommodated through redevelopment and infill. More recently, suburban communities like Alpharetta have embraced infill and redevelopment through initiatives such as Downtown Alpharetta and the successful Avalon mixed-use development, sparking demand for like-minded developments in surrounding communities.

There are many mixed-use projects in development throughout the Metro that continue to change the landscape including the recently rebranded Centennial Yards, the Fourth Ward Project by New City Properties, and Doraville's Assembly.

These types of projects have enabled communities to also think about the amenities and connectivity required to make more dense forms of development livable and attractive. This has come in the form of arts and culture, recreation, entertainment, public realm improvements, and greenspace, among others. Projects such as the Beltline, Model Mile, PATH400, and planned Hub404 are transformative and integral to connecting neighborhoods and making redevelopment areas more attractive for future employers and residents.



Land Use and Development Patterns

Dunwoody

Dunwoody is largely characterized by single-family home neighborhoods with several commercial nodes along I-285 and major arterial roads. The city is considered built-out, with no major tracts of greenfield land to accommodate future growth. The Dunwoody Perimeter Center or “study area” contains most commercial development including major offices and retail. Additional areas of interest include Dunwoody Village, Georgetown, and the Georgia State University Perimeter College.

Until incorporation in 2008, Dunwoody was guided by planning and policies of DeKalb County. As a result of this, the City is still working towards establishing its identity when it comes to development. With the exception of certain streetscape elements and signage, it can be difficult to determine where Dunwoody begins and ends, especially on the western edges of the city. Adopting the City’s Comprehensive Land Use Plan, along with the Dunwoody Village Master Plan and Georgetown Master Plan has allowed Dunwoody to shape its future urban environment in a way that is innovative, yet sustainable.

The vision of the Dunwoody Comprehensive Plan states:

“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.”

Already characterized by redevelopment in the Perimeter Center and Georgetown areas, future growth will be infill, repositioning of existing properties, or redevelopment of underutilized sites. These new developments must support the city’s goals of a business and family friendly community that leverages its excellent location and competes strongly against nearby communities of Sandy Springs, Brookhaven, Peachtree Corners, and Chamblee.

Recent new development outside of the Perimeter Center is focused on housing, including the 79-unit townhome community Dunwoody Village built by Lennar, and the 36-home Enclave at Dunwoody Park. Dunwoody Village and Georgetown will continue to experience future development in the form of residential, commercial, and mixed-use, albeit in a format that is appropriate for the neighborhood scale.



Dunwoody Village

Land Use and Development Patterns

Dunwoody Perimeter Center

The Perimeter Center is the commercial core of Dunwoody and has an extensive mix of uses that is anchored around the Perimeter Mall. Multifamily residential, high-rise and campus office, retail, hotels, and entertainment are all present in the Perimeter Center, establishing a strong base of activity that has made the area a well-regarded destination in the region.

Due to most development activity occurring prior to incorporation of the city, land use patterns are inconsistent throughout the Perimeter Center with a limited public realm that is not conducive to walkability. Shopping plazas and retail centers are auto-oriented and home to a mix of community serving retail such as big box, grocery, pharmacy, services, and restaurants. Offices are either campus-style with large parking lots surrounding the buildings and treed areas established as buffers to the street and adjacent uses, or taller towers with accompanying parkades.



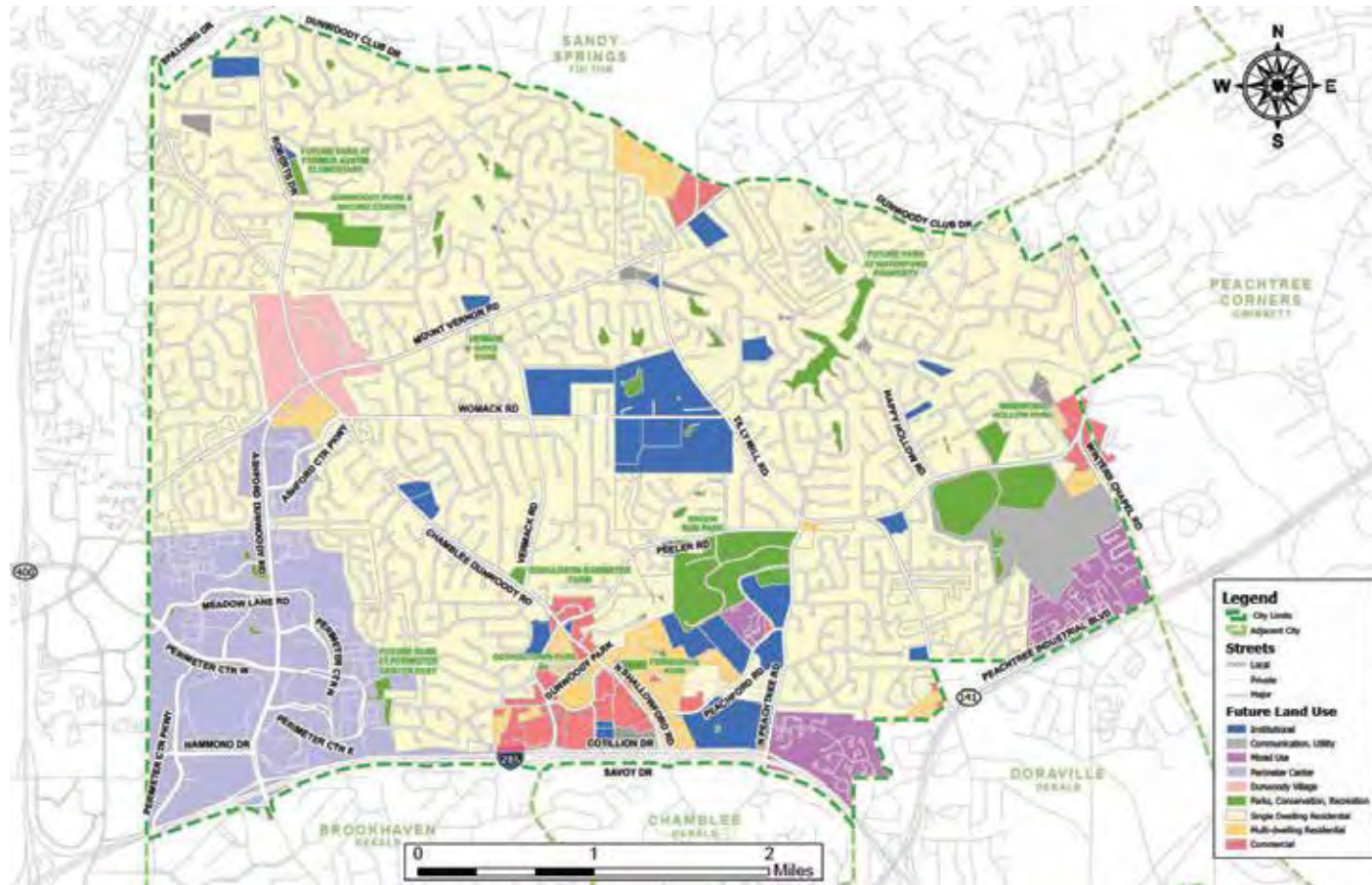
New Development

The City of Dunwoody has made significant strides in recent years to incorporate new modern forms of development into the Perimeter Center. City Council have approved various applications for projects that have either recently been completed, are under construction, or are in the planning stages. Many of these developments will be highlighted in the following pages.

New development in the Perimeter Center is exhibiting the goals of the city by introducing new typologies of office, retail, entertainment, and residential that better serves the community. Much of this new development has occurred around the Dunwoody MARTA station, including the new State Farm campus, the 16-story Twelve24 office building, Hyatt Place hotel, and recently under construction High Street. These infill and redevelopment projects are catalysts for the Perimeter Center area, demonstrating what Edge City 2.0 can transform into.

Land Use and Development Patterns

Figure: Dunwoody Future Land Use Map



Source: City of Dunwoody

Land Use and Development Patterns

Perimeter Community Improvement Districts (PCIDs)

The Perimeter Community Improvement Districts (PCIDs) encompass the study area and surrounding areas of Sandy Springs and Brookhaven. The PCIDs are self taxing districts that use additional property taxes to help accelerate needed transportation and infrastructure improvement projects.

The PCIDs land uses build upon the Dunwoody Perimeter Center, with significant office, retail, multifamily, hotel, and health care present in the area. "Pill Hill", located on the southside of I-285 along Peachtree Dunwoody Road is a major healthcare hub of Atlanta with three hospitals, multiple outpatient facilities, and other medical support services. Northside Hospital is known as the "baby factory" as it delivers the most babies in the nation while Children's Healthcare of Atlanta is the premiere facility for kids. The medical district delivers over \$3 billion in annual economic impact and is an economic engine for the PCIDs.

New development in the PCIDs includes low-rise multifamily residential, assisted living, mixed-use office, hotel, retail and entertainment. Built form for new development is more urban and pedestrian friendly, with buildings fronting the street and parking located in multi-story structures.

Figure: PCID Boundaries



Source: PCIDs



Land Use and Development Patterns

Study Area Planned and U/C Projects

The Perimeter area features several major projects that are either under construction or in the planning process. These developments will create significant change in the land use and built form of the Perimeter area upon completion, generating more employment and shopping opportunities that serve a regional trade area.

High Street

High Street is a 36-acre mixed-use project located directly west of the Perimeter Mall along Perimeter Center Parkway. The site extends from Hammond Drive to Perimeter Square shopping mall to the north. An existing office building and parking structure on the north side of the site will be retained. The project is expected to be completed in two phases, with the first phase beginning around the existing office and parking structure to create a critical mass of activity. Two other office buildings on the site will be retained for the time being but are planned to be demolished for the second phase of redevelopment.

Phase 1, known as the Green District, will include 600 upscale rental apartments, 90,000 SF of new office space (in addition to the existing 222,000 SF of office), 150,000 SF of retail and restaurants, and a three-quarter acre public park. In total, the project is expected to have 8 million SF of development. Construction began in November 2021.

Ashford Lane

Ashford Lane is the repositioning of the former Perimeter Place shopping center at 4500 Olde Perimeter Way. It is anchored around a 1.6-acre greenspace called "The Lawn" and a new 17,000 SF food hall that opened in March 2022. No new square footage will be constructed, but rather a full repositioning of the retail mix is being conducted by JLL. Ashford Lane will look to differentiate itself by positioning itself as all-day destination, featuring an indoor-outdoor bar and a license to permit an open-container district.

Campus 244

The reuse and redevelopment of the former Gold Kist headquarters is being undertaken by Georgetown Company and RocaPoint Partners at 244 Perimeter Center Parkway. The site is located with visibility off I-285 and is adjacent to the Atlanta Marriott Perimeter Center and new State Farm site. The existing 265,000 SF building is being converted into a 380,000 SF creative workspace for collaborative and innovative companies who desire urban and transit-oriented development. The 13-acre site will also include retail and restaurants, and a 145-room Element Hotel. Construction began in early 2022.

Land Use and Development Patterns

Perimeter Marketplace

Perimeter Marketplace is a 68,000 SF, 10-acre shopping center site under construction at the northwest corner of Meadow Lane and Ashford Dunwoody Road. The center is anchored by a 25,000 SF Publix and will feature a mix of national and local retail and services. Expected completion is 2022.

Park at Perimeter Center East

Located along Perimeter Center East, and along the eastern edges of the study area, the site currently encompasses three low-rise office buildings and surface parking lots. The 19.5-acre site is planned to be transformed into a residential mixed-use community anchored by trails and a small park. Multifamily product will be targeted towards active adult (55+), first time renters, and urban professionals. Other uses include 130,000 SF of new modern office space, retail, and outdoor dining. The project is currently in the planning process due to revisions from the development team based on changing market conditions.

84 Perimeter Center East

A 2-acre redevelopment site at the southeast corner of Perimeter Center E and Ashford Dunwoody Road, 84 Perimeter Center East is planned for two buildings with a common parking structure. It is expected to have 225 age-restricted residential units, and over 40,000 SF of office, retail, and restaurant space.



Land Use and Development Patterns

Surrounding Area Planned and U/C Projects

The Perimeter area features several major projects that are either under construction or in the planning process. These developments will create significant change in the land use and built form of the Perimeter area upon completion, generating more employment and shopping opportunities that serve a regional trade area.

AML Mixed-Use Project

The former headquarters of Cox Enterprises, the site sat vacant for three years and was unable to secure a large-scale office tenant. Current redevelopment plans for the 21-acre site include 630 multifamily residential units and 25,000 square feet of retail and food & beverage.

Altmore

Altmore is an infill project of a former suburban office park directly adjacent to the Medical Center MARTA station in Sandy Springs. A 186-room Hyatt House hotel opened in 2021 alongside a parking structure, restaurant, and renovated existing office space. Future plans include five restaurants built around a water feature and community plaza, 250,000 SF of new office, and 335 multifamily residential units.

Glenridge Highlands Three

A 150,000 SF office building currently in pre-leasing through CBRE. The project is an addition to Glenridge Highlands office towers One and Two along the Glenridge Connector.

300 Glenridge Point Parkway

An infill project at the northern point of Glenridge Point Parkway, plans include 112,000 SF of medical office and a 194,000 SF assisted living facility. There is limited information and details on this project currently available.

Parkside Shopping Center

An infill and redevelopment project in the City Springs area. Jamestown Properties was granted rezoning approval in late 2021 for 8-acres of the 13-acre site. Current plans call for 218 multifamily units in a mix of townhomes, condos, and apartments, 51,400 SF of new retail, and 63,000 SF of office.

Northpark 700

Northpark 700 will be a 26-story, 450,000 SF office tower built next to the Sandy Springs MARTA station. It will be the fourth and last building in the Northpark Town Center Development.

Abernathy 400

A mixed-use development planned by Cousins Properties. The site is expected to have upwards of 570,000 SF of office, along with hotel and retail, however no specific plans have been released on the site located at the Route 400 and Abernathy Rd Interchange.

NorthPlace

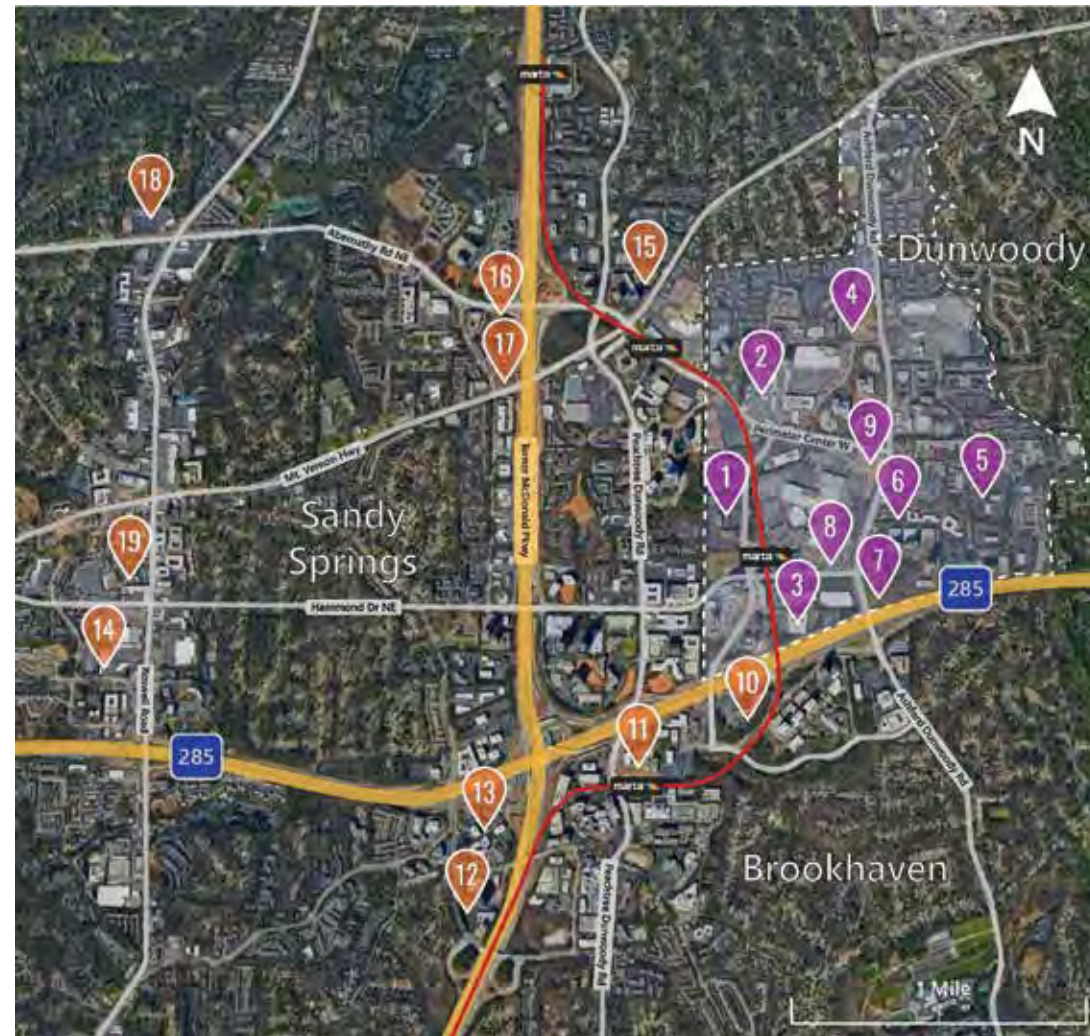
A mixed-use property with up to 290,000 SF of medical office permitted on site in a 10-story building. A 141-room Aloft hotel will open in 2022.

Land Use and Development Patterns

Development in both the study area and surround areas is significant in diversity and scale.

There are over 5,500 residential units, 750,000 SF of retail and restaurants, 3,000,000 SF of office, and four hotels that are either under construction or in the planning stages. It should be noted that several projects, specifically office-related, have been in the planning stages for several years and may change development programs as market conditions shift.

Figure: Planned and Under Construction Projects



Land Use and Development Patterns

Table: Proposed and Under Construction Projects

Map #	Project	Current Status	City	Address	Acres	Residential (Units)	Retail & Dining (SF)	Office (SF)	Hotel Rooms
1	High Street	Phase 1 U/C	Dunwoody	211 Perimeter Center Pkwy	36	3,000	400,000	635,000	400
2	Ashford Lane	Repositioning	Dunwoody	4500 Olde Perimeter Way	N/A			19,000	
3	Campus 244	U/C	Dunwoody	244 Perimeter Center Parkway	12.8		25,000	380,000	145
4	Perimeter Marketplace	U/C	Dunwoody	600 Ashwood Parkway	10		81,945	3,752	
5	Park at Perimeter Center East	Planning	Dunwoody	47 Perimeter Center East	19.4	1,196	-	660,210	
6	84 Perimeter Center East	Planning	Dunwoody	84 Perimeter Center East	2.3	225	30,110	10,348	
7	11 Ravinia Parkway	Planning	Dunwoody	11 Ravinia Parkway	3.4		110,000		
8	Buffalo Wild Wings	Planning	Dunwoody	1260 Hammond Drive	1		9,384		
9	Lazy Dog Restaurant	U/C	Dunwoody	4400 Ashford Dunwoody Rd	1		11,371		
10	AMLI Mixed-Use Project	U/C	Brookhaven	1400 Lake Hearn Drive	21	630	25,000		
11	Altmore	U/C	Sandy Springs	5775 Peachtree Dunwoody	20	335	25,000	250,000	
12	Glenridge Highlands Three	Planning	Sandy Springs	5550 Glenridge Connector	3			150,000	
13	300 Glenridge Point Pky	Planning	Sandy Springs	300 Glenridge Point Pky	N/A	194,000 SF		112,000	
14	Parkside Shopping Center	Planning	Sandy Springs	5920 Roswell Road	13	255	51,400	63,500	
15	Northpark 700	Planning	Sandy Springs	700 Northpark Place	N/A			450,000	
16	Abernathy 400	Planning	Sandy Springs	400 Abernathy Road	8			570,000	
17	NorthPlace	Planning	Sandy Springs	6401 Barfield Road	3			290,000	141
18	Sandy Springs Crossing	Planning	Sandy Springs	6690 Roswell Road	4.58	200	4,080		
19	Proposed Apartment Building	Planning	Sandy Springs	208 Sandy Springs Place	1	21			

Notes

- Metrics for developments are approximate using data supplied by the City of Dunwoody, commercial brokers, and marketing documents as of January 2022.
- High Street will consist of 139,000 SF of new office development after demolition of existing office space and construction of new leasable space.
- Park at Perimeter Center East will consist of 468,000 SF of new office development in addition to 192,210 SF of existing office.
- Parkside Shopping Center is expected to be a partial redevelopment of the existing single-use shopping center.
- Several apartment buildings are proposed in City Springs, but do not have available residential unit counts at this time.

3

Competitive Review

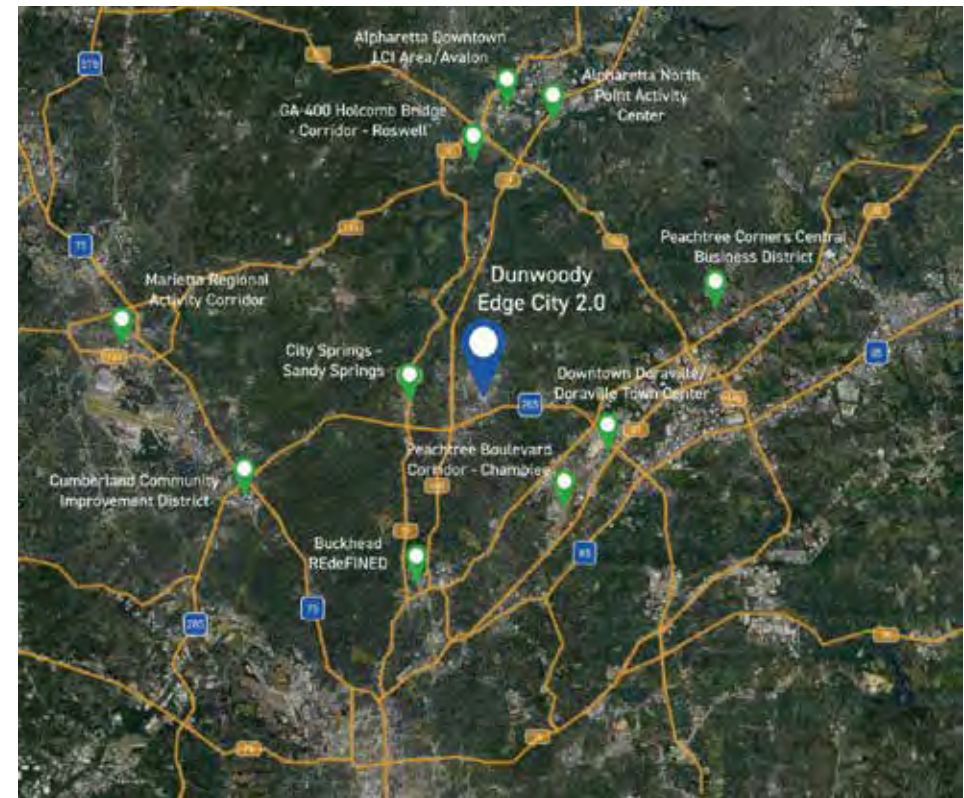
Competitive Review

Introduction

Dunwoody Edge City 2.0 is in a strategic location at the confluence of two major highways and is also central to a significant amount of growth in North Atlanta. More housing, office, retail, accommodation, and entertainment are planned across the region in a variety of urban forms and densities, most in areas that are infill and redevelopment. These nodes have influence and impact on how Edge City 2.0 will position itself and grow over the next several decades.

A competitive review of ten infill and redevelopment areas was undertaken to determine their implications on the study area. This review includes an existing conditions and anchors analysis, future plans and positioning based on a study of current comprehensive plans, LCI studies, policy documents, and trends in demographics, economics, and real estate of the general area. Certain competitive areas such as Buckhead have grown significantly over the past decade, while others such as the Marietta Regional Activity Corridor are only in the planning stages.

Figure: Competitive Planning Areas



Competitive Review

The ten areas or “nodes” under review are disbursed around the North Atlanta region and were confirmed by the client team as either competitive or aspirational to Edge City 2.0.



Competitive Review

Demographics & Economics – 2-Mile Radius

The following table examines each competitive planning area from a variety of demographic and economic perspectives and compares it to Dunwoody Edge City 2.0. A 2-mile radius from the approximate center of the planning area was used for data collection. In Dunwoody Edge City 2.0, the center point was the northern boundaries of the Perimeter Mall. This means that the 2-mile radius includes areas of Sandy Springs and Brookhaven.

Table: Demographics and Economics of Competitive Planning Areas

		Demographics & Economics 2-Mile Radius											
Node	City	Population 2010	Population 2021	Annual Growth 2010 to 2021	Median Age	Bachelor's Degree or Higher	Average Household Income	Owner Occupied Households	Renter Occupied Households	Persons Per Household	Median Home Value	Per Capita Consumer Spending (Annual)	Daytime Employment
Alpharetta North Point Activity Center	Alpharetta	22,184	27,840	2.3%	38.7	59.0%	\$ 142,263	7,140	6,114	2.10	\$ 399,629	\$ 16,660	42,468
Buckhead	Atlanta	54,889	82,321	4.5%	37.8	70.0%	\$ 145,822	22,253	24,407	1.76	\$ 646,140	\$ 19,574	74,798
City Springs	Sandy Springs	34,315	45,539	3.0%	38.8	60.0%	\$ 132,585	12,636	9,734	2.04	\$ 464,303	\$ 16,932	69,576
Cumberland Community Improvement District	Cumberland	41,964	49,877	1.7%	34.8	53.0%	\$ 92,745	6,900	19,513	1.89	\$ 332,865	\$ 14,086	80,945
Downtown Doraville / Doraville Town Center	Doraville	38,750	56,750	4.2%	33.7	29.0%	\$ 75,895	7,768	13,688	2.64	\$ 273,251	\$ 9,632	29,235
GA-400 Holcomb Bridge Corridor	Roswell	36,016	40,151	1.0%	35.4	39.0%	\$ 109,338	7,904	8,483	2.45	\$ 314,297	\$ 12,768	30,087
Marietta Regional Activity Corridor	Marietta	29,641	33,411	1.2%	33.9	32.0%	\$ 72,128	4,935	8,936	2.41	\$ 239,752	\$ 10,238	29,673*
Peachtree Boulevard Corridor	Chamblee	35,609	57,249	5.5%	35.3	44.0%	\$ 105,680	10,592	13,641	2.36	\$ 385,041	\$ 12,754	21,447
Peachtree Corners Central Business District	Peachtree Corners	28,047	33,494	1.8%	39	53.0%	\$ 120,095	9,128	4,196	2.51	\$ 346,956	\$ 13,927	32,555
Dunwoody Edge City 2.0	Dunwoody	41,650	50,874	2.0%	37.8	72.0%	\$ 139,546	11,816	14,313	1.95	\$ 474,910	\$ 18,150	91,366

Source: U.S. Census, CoStar

Competitive Review

Analysis

The Edge City 2.0 node compares favorably to many other nodes.

- **Highest educational attainment** (Bachelor's degree or higher), followed by Buckhead.
- **Largest daytime employment by a wide-margin**, followed by Cumberland CID and Buckhead.
- **Third highest average household income**, only behind Buckhead and Alpharetta North Point Activity Center.
- **Second highest median home value**, behind Buckhead.
- **Second highest per capita consumer spending (annual)**, behind Buckhead, correlating with household income and home values.

Edge City 2.0 has more average demographic statistics when analysing other criteria. Population growth has not kept up with areas such as City Springs or the Alpharetta Downtown LCI Area. This is due to most development over the past decade focused on employment, retail, and accommodation uses. Areas such as Downtown Doraville, Cumberland CID and the Peachtree Boulevard Corridor in Chamblee have much younger populations.

Surprisingly, the Edge City 2.0 node has the second lowest persons per household at 1.95, only in front of Cumberland (1.89), and Buckhead (1.76). This is likely due to limited single-family neighborhoods in the 2-mile radius and a large proportion of multifamily in the area, while nodes that have experienced little or no redevelopment have a larger number of single-family homes and larger old townhomes.

This data analysis demonstrates that the Edge City 2.0 has many similarities to the Buckhead node. It is well educated, has high household incomes, median home values, and consumer spending. Both nodes are also along the same highway and MARTA line. This plays favorably for Edge City 2.0, as it has strong core fundamentals to build upon, but city staff and residents can decide on how the area will grow out over time from a form, density, and function standpoint.

Competitive Review

Real Estate Comparison

Office, retail, multifamily, and hotel were analyzed for each 2-mile radius node and compared to Dunwoody Edge City 2.0 node. Data for this analysis is included in the Appendix of this report. Data was collected during January 2022. Like the Demographic and Economic Analysis, the center point was the northern boundaries of the Perimeter Mall. This means that the 2-mile radius includes areas of Sandy Springs and Brookhaven.

Office – The Edge City 2.0 node has the largest office inventory, at 31.6 million SF, significantly higher than the Cumberland CID and Buckhead nodes. While it has the largest amount of new inventory over the past three years and the second highest market rents (following Buckhead), it has the second highest vacancy rates (18%), only following the Peachtree Corners Central Business District.

Retail – The Edge City 2.0 node has the third lowest vacancy rate at 4.5%, following Buckhead and the Peachtree Boulevard Corridor in Chamblee. Market rents are dramatically higher than most other competitive nodes including Alpharetta Downtown LCI Area/Avalon. It only trails Buckhead which has the highest market rent at \$33.26. The node trails Alpharetta when it comes to new inventory, with both Alpharetta nodes experiencing significant new supply in recent years. This is likely to change with the development of High Street.

Three Ravinia



Significant amounts of office space were built in the study area in the 1980's such as Three Ravinia to capture suburban office growth and leverage the highway network.

Competitive Review

Multifamily – The Edge City 2.0 node has a significant inventory of multifamily units, coming in third behind Buckhead and the Cumberland CID. Most inventory is older stock as Buckhead and the Cumberland CID have added thousands of new rental units in the past several years, compared to 655 in the Edge City 2.0 node. Most new multifamily has been built in Sandy Springs along Hammond Drive. Annual rent growth, market rents, and cap rates are all competitive compared to other nodes, although average rents trail Buckhead and the Alpharetta Downtown LCI Area/Avalon nodes.

Hotels – The Edge City 2.0 node has the third largest hotel room inventory, behind Buckhead and the Cumberland CID. Surprisingly occupancy rates are the lowest out of all the competitive nodes, at only 55% as of January 2022. Most other nodes ranged between 58% and 64% occupancy. Regardless, the Edge City 2.0 node is viewed as a strong hotel investment area as cap rates of 7.0% are lowest of all nodes, even besting Buckhead at 7.5%.

What Does this Mean for Edge City 2.0?

Edge City 2.0 and the surrounding area has competitive metrics across most real estate categories. Higher vacancy in office and lower occupancy in hotel, along with lagging residential construction compared to other nodes are indicators to be considered for the market analysis and future scenario planning.

The Bishop



New multifamily development constructed in the past decade have been built in Sandy Springs, such as The Bishop, located near the border of Dunwoody.

Alpharetta Downtown LCI Area/Avalon - Alpharetta

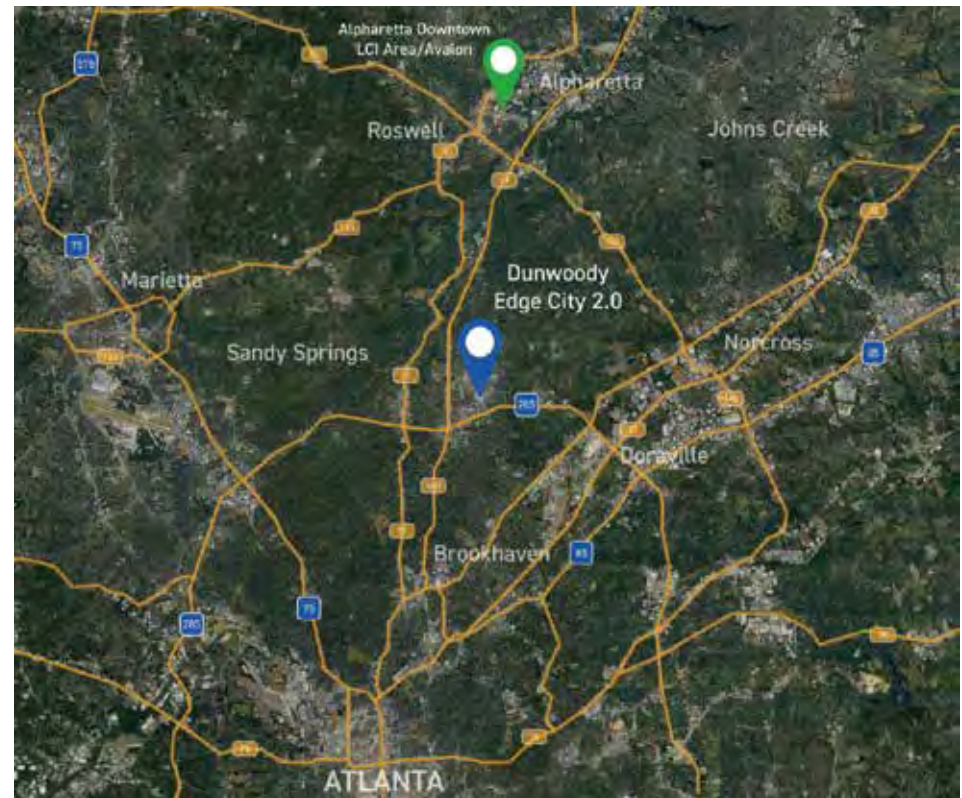
Existing Conditions

Alpharetta's City Center and Avalon community has developed into a mixed-use development area west of the Turner McDonald Parkway (400) along Old Milton Parkway (120). The land use pattern consists of mixed-use buildings of residential and ground level frontage retail, outdoor lifestyle centers, upscale hotel, institutional and civic buildings. New development is focused on proximity to major anchors such as the new City Hall in the city center and Avalon. The street patterns are built with pedestrian priority that connect various areas together. The area between City Center and Avalon is mostly residential and undeveloped greenfield; however, this is quickly shifting.

Major Anchors to Area

- The Regal Avalon
- Whole Foods Market
- Alpharetta Conference Center
- Alpharetta City Hall
- Alpharetta City Center
- The Hamilton Alpharetta by Hilton
- Alpharetta Crossing Shopping Mall
- Colony Office Park
- Wills Park

Figure: Alpharetta Downtown LCI Area/Avalon Location



Alpharetta Downtown LCI Area/Avalon - Alpharetta

Future Plans and Positioning

As part of the 2015 Downtown Master Plan and Alpharetta Comprehensive Plan 2040, the priority is to continue to develop mixed-use and densify residential around the city core while alleviating traffic and road congestion. The goal is to create a highly walkable area within the city center including historic preservation and there are plans to cluster pedestrian-friendly retail and restaurants together to generate further density.

Recent developments exhibit that commercial buildings are being proposed and built surrounding the city center core including a new 30,000 SF office, a 30,000 SF mixed-use office/retail building, and a renovation of a 30,000 SF mixed-use office building that preserves the historical significance while creating new space for tenants. There are also multiple new developments of higher density residential and commercial along Old Milton Parkway (120) towards the Avalon Community. The Avalon community itself is built up as a mixed-use and livable community area and has built out in multiple phases.

Implications for Dunwoody

- Alpharetta is viewed as a trendy place to live, and Avalon is a major shopping and dining destination for North Atlanta suburbs.
- Dunwoody will need to compete against Alpharetta for pulling spending dollars from other communities.
- Dunwoody can leverage its stronger central connectivity, MARTA station, and diverse employment.
- Dunwoody currently does not have a central greenspace or cultural/entertainment center to attract work, live, play. High Street will initiate change.



Amorance Mixed-Use Development

Alpharetta North Point Activity Center - Alpharetta

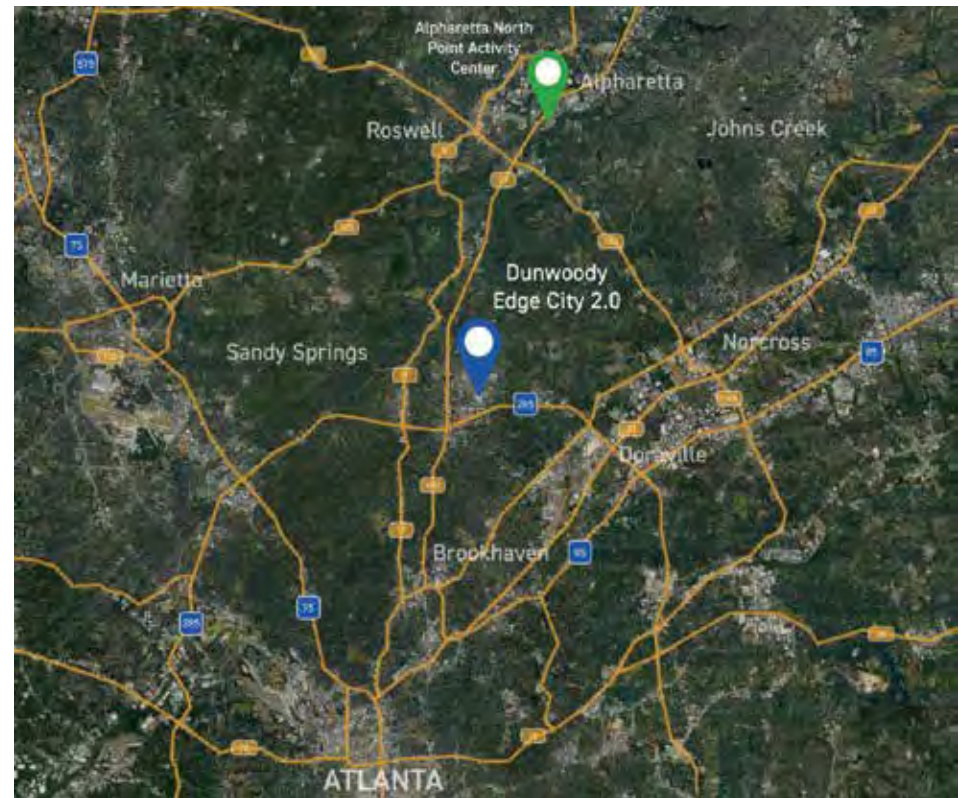
Existing Conditions

The North Point Activity Center area was defined as a Livable Center Initiative (LCI) study area in 2008. It stretches along the Turner McDonald Parkway (GA-400) between Mansell Road and Kimball Bridge Road. In 2017 and reflected in new placemaking plans in 2019, the LCI area was reduced in size, focusing south of the Turner McDonald Parkway (GA-400) and centered along North Point Parkway between Mansell Road and Kimball Bridge Road. The current land use pattern consists of retail/restaurants and a large shopping mall, North Point Mall, a small number of hotels scattered around the area, and commercial buildings such as business parks concentrated at the northeast and southwest ends of the area. The southern portion consists of a large greenspace/undeveloped area along Big Creek.

Major Anchors to Area

- North Point Mall
- Mansell Crossing
- North Point Market Center
- North Point Park Business Center
- Milton Park Business Center
- North Point Commons Shopping Area

Figure: Alpharetta North Point Activity Center Location



Alpharetta North Point Activity Center - Alpharetta

Future Plans and Positioning

As part of the new 2019 North Point Creative Placemaking Plan, the area is to be transformed from a vehicle-oriented environment into a mixed-use, walkable district. Leveraging the large greenspace to the south, the future of North Point is to create a connected community featuring a large greenway alongside North Point Parkway and enhancing the walkway with a “river of trees” including both natural and man-made placemaking.

Currently, the area is primarily zoned for Planned Shopping Center (PSC) with two small zones of mixed-use and multi-family residential. Future land use plans to create commercial along southern portions of North Point Parkway, high density residential near Big Creek, and mixed-use along the northern portion of North Point Parkway.

Current new developments and proposals include a large 14-acre redevelopment of North Point Mall into mixed-use accommodating 328 rental units, 24,000 SF service retail, and replacing portions of a large parking lot on North Point Parkway to create three new buildings totaling 25,000 SF of restaurant/retail.

Implications for Dunwoody

- Both areas are anchored around an enclosed shopping mall that will require infill or redevelopment over time. North Point mall is already taking the initiative to transform from mall into mixed-use and attracting developers.
- Significant amounts of shopping with easy access off Hwy 400.
- Big Creek and Roswell Greenway offers a nature element that Dunwoody cannot replicate in Edge City 2.0.
- Dunwoody offers MARTA access and has a more diverse mix of uses in a higher density environment.



Buckhead REdeFINED - Atlanta

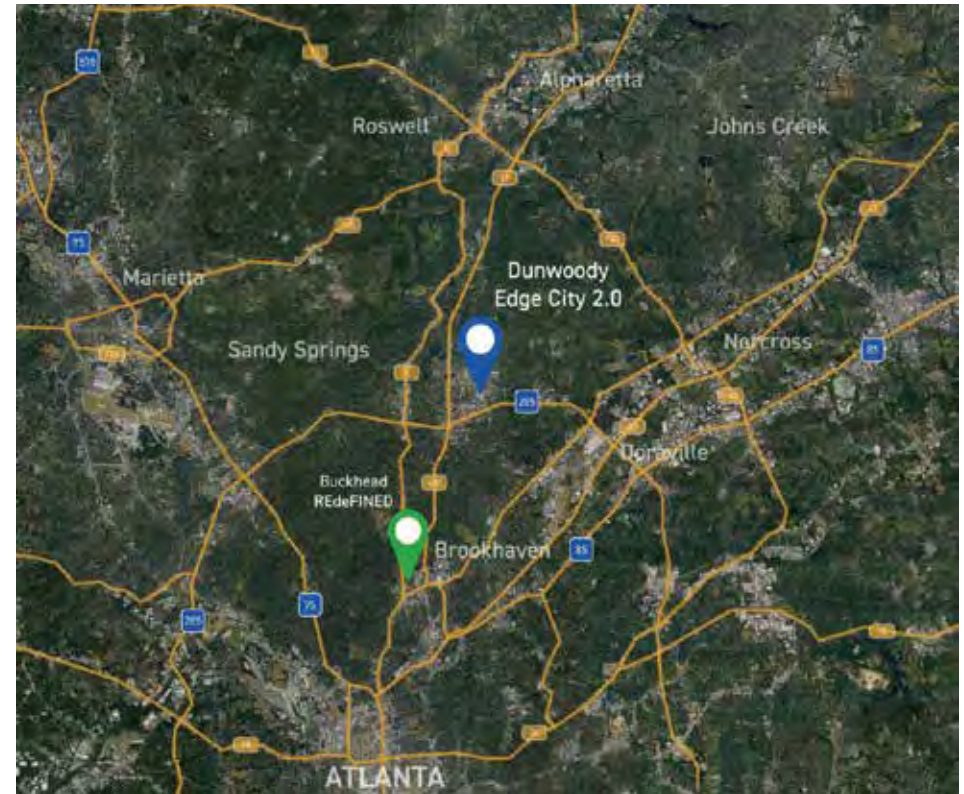
Existing Conditions

Buckhead REdeFINED is situated in North Atlanta centered at I-400 and Peachtree Rd NE. The boundaries consist of Old Ivy Road to the north, Peachtree-Dunwoody Road / Roxboro Road to the east, Rumson Road and Pharr Road to the south, and Chatham Road to the west. It encases the Buckhead Village, North Buckhead, South Tuxedo Park, Buckhead Forest, and Lenox neighborhoods. Land uses feature a dense mix of retail, commercial, condos, and high-rise office buildings along Peachtree Rd and Piedmont Rd. Mixed-use properties fill the Buckhead Village neighborhood. Residential ranging from apartments to townhouse and single-family homes cover north of Phipps Plaza and east of Lenox Square. Two MARTA stations, one for the gold line and one for the red line, are in the southeast near Lenox and North Buckhead.

Major Anchors to Area

- Buckhead MARTA Station
- Lenox MARTA Station
- Phipps Plaza Shopping Mall
- Lenox Square Shopping Mall
- Buckhead Landing Shopping Mall
- Buckhead Theatre
- Atlanta History Center

Figure: Buckhead REdeFINed Location



Buckhead REdeFINED - Atlanta

Future Plans and Positioning

Buckhead REdeFINED is a 2017 study poised to capture the cross-generational market as an ideal live, work, study, and play community. The area is also defined in the City of Atlanta 2021 Comprehensive Development Plan, Plan A, as a Regional Activity Center/Transit Oriented Development area. Focusing on pedestrian-friendly initiatives, the plan looks to address urban heat island issues, reducing car dependency, increasing mixed-use street vibrancy, and many other ideas that tackle the discrepancy between competing business and residential priorities. The REdeFINED plan also plans subareas to leverage land-use patterns.



Icon Buckhead Luxury Apartments

Implications for Dunwoody

- Large built-up area that continues to attract significant investment and business.
- Dunwoody Edge City 2.0 has more of a “blank slate” for redevelopment and positioning versus Buckhead’s various built out areas.
- There is concern in the perception of crime in Buckhead whereas Dunwoody is seen as safe.
- Buckhead’s demographics are not as diverse as Dunwoody, allowing Dunwoody to leverage a strategy that markets to an inclusive audience.
- Dunwoody is a smaller municipality and can potentially expedite processes at a faster rate, if need be.

City Springs – Sandy Springs

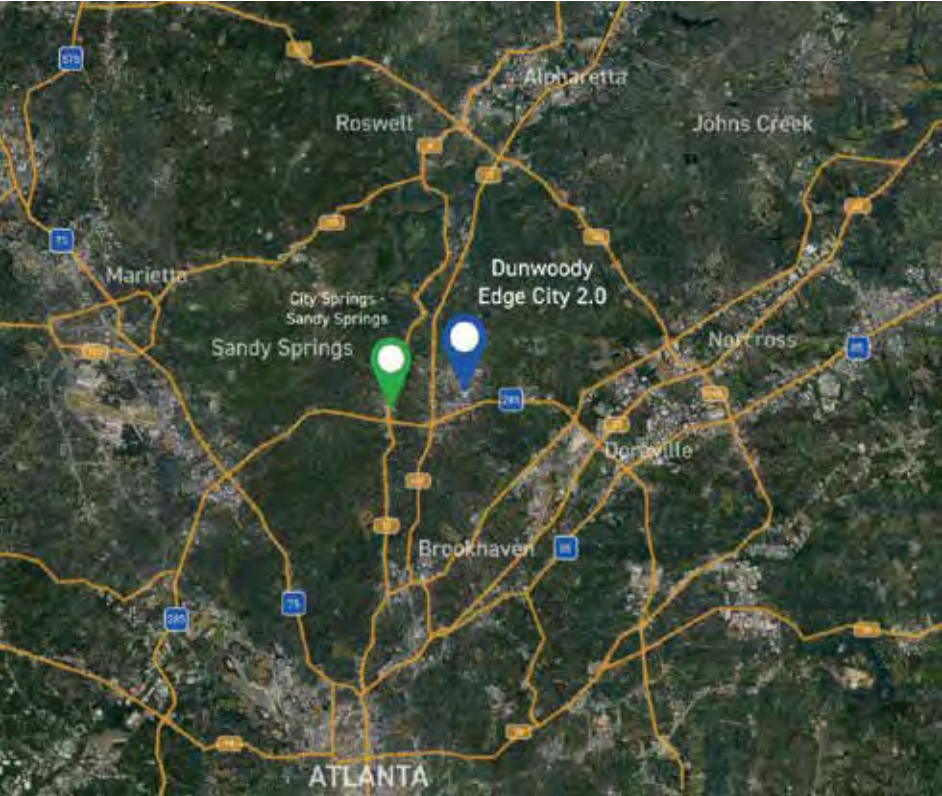
Existing Conditions

The city center of Sandy Springs is situated along Roswell Road NE and called “City Springs”. City Springs is anchored by City Hall and the Sandy Springs Performing Arts Center, along with mixed-use development. It is abutted by commercial/mixed-use zones to the north and south. The land-use pattern surrounding the urban core is a transforming landscape of mixed-use residential, strip retail and pad restaurants, big box retail chain stores, car dealerships, and low to medium density residential including apartments. There are also several small-scale office buildings interspersed among the strip retail centers. Two to three blocks on either side of Roswell Road, the urban fabric transitions into low-density single-family residential.

Major Anchors to Area

- Sandy Springs City Hall
- Sandy Spring Shopping Mall
- Cornerstone Square Shopping Mall
- Hammond Square Shopping Center
- City Walk Sandy Springs Shopping Mall
- Hammond Exchange Shopping Mall
- The Plaza at City Springs Shopping Mall
- The Prado Shopping Mall
- Abernathy Square Shopping Mall
- Sandy Springs Crossing Shopping Mall

Figure: City Springs Location



City Springs – Sandy Springs

Future Plans and Positions

As part of the LCI City Springs District Update 2018, the area continues to transform into a mixed-use, connected city center with recent mixed-use and residential developments replacing aging retail and office buildings. The updated plan also envisions a coherent road layout to ensure walkability and connectivity is achieved. The Roswell Road Small Area Plan 2017 plans the southern mixed-use/commercial area as its own development node called “Crossroads”. It will be redeveloped as mixed-use connecting east-west with Roswell Road NE as the centerpiece. The northern mixed-use section will also see this type of infill with the Abernathy Square area reconfigured for mixed-use/commercial uses along with improved connections for walkability.

Implications for Dunwoody

- Closest in proximity to Dunwoody Edge City; may compete for similar development and product.
- No MARTA access limits transit-oriented development.
- Lower in density than Dunwoody.
- Has created a “Main and Main” by anchoring around a central green space, City Hall, and Performing Arts Center.
- Has experienced a significant amount of multi-family residential in recent years and is expected to continue to do so in the future.



Cumberland Community Improvement District - Cumberland

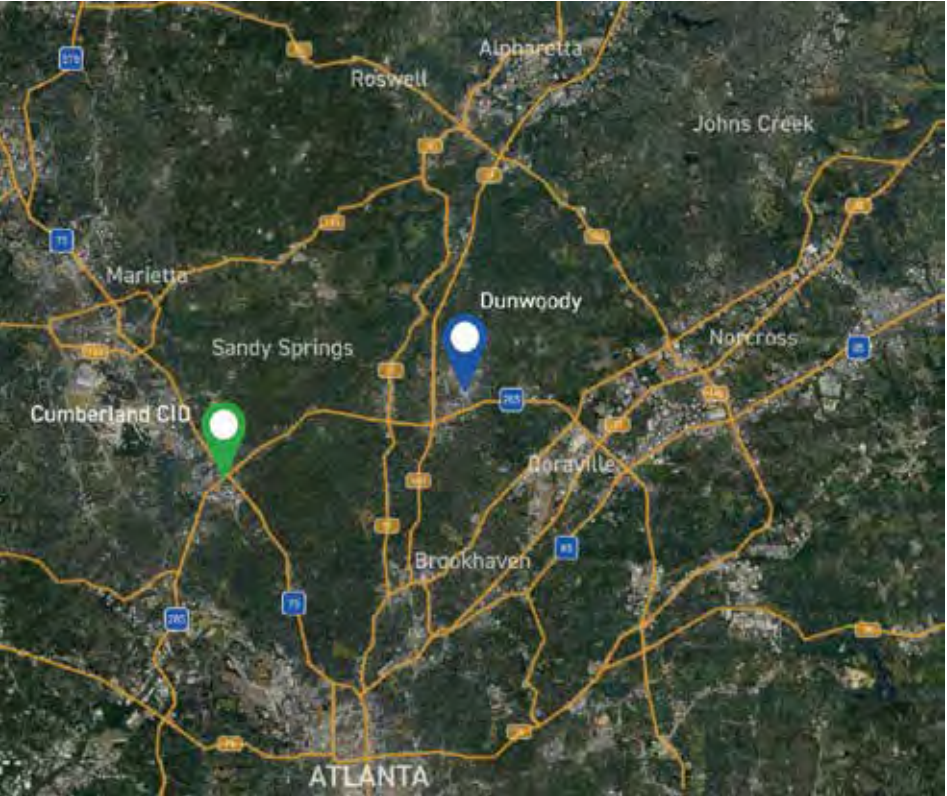
Existing Conditions

The Cumberland Community Improvement District (CID) is located surrounding the intersection of The Perimeter (I-285) and Larry McDonald Memorial Highway (I-75). Since the highway interchange cuts through the center of the CID, the land-use patterns are divided into quadrants surrounding the interchange extending south along The Perimeter. General commercial is focused on the west side of I-75 and include retail, hotels and other entertainment such as cinemas, art centers and a baseball park. The Battery Atlanta is a premiere mixed-use development that is adjacent to Truist Park, the home to the Atlanta Braves baseball team. The development of The Battery was a major catalyst for the CID. The northeastern quadrant is primarily office buildings with pad retail. Medium to high-density residential properties are scattered throughout the Cumberland CID but have a concentration in the southeastern quadrant of the interchange. The surrounding area is mostly residential.

Major Anchors to Area

- The Terrace at Windy Hill Shopping Center
- Truist Park Stadium / The Battery Entertainment Complex
- Heritage Pavilion
- Cumberland Mall
- Atlanta Galleria Office Park
- Cobb Energy Performing Arts Centre
- Akers Mill Square
- Apple Cumberland Mall
- Home Depot

Figure: Cumberland CID Location



Cumberland Community Improvement District - Cumberland

Future Plans and Positions

Designated as the Cumberland Community Improvement District (CID), the area is investing into densification and infill on underdeveloped areas. As of 2019 the CID is expected to build 2.26 million SF Class A office space, 540,000 SF of hotels, 1.6 million SF of multifamily space, and an expansion of retail & commercial space to a total of 4.7 million SF.

Recent projects to accommodate growth focus on alleviating highway interchange traffic and congestion. This includes the Riverwood Parkway project to create better walkability, office development access, highway ramp creations at Akers Mill Road to provide safer transit, and the Paces Mill rehabilitation project to connect greenspace to the community including the Chattahoochee River.

Implications for Dunwoody

- Similar connectivity to Dunwoody with major interchange connecting planning area to region.
- No MARTA connection for transit-oriented development.
- Dunwoody lacks strong mixed-use entertainment and cultural anchors like Truist Ball Park/ The Battery and Cobb Energy Performing Arts Center.
- Cumberland has strong mix of uses that rival live, work, play of Dunwoody including Class A office, hotels, dining, and new luxury apartments.



Downtown Doraville / Doraville Town Center

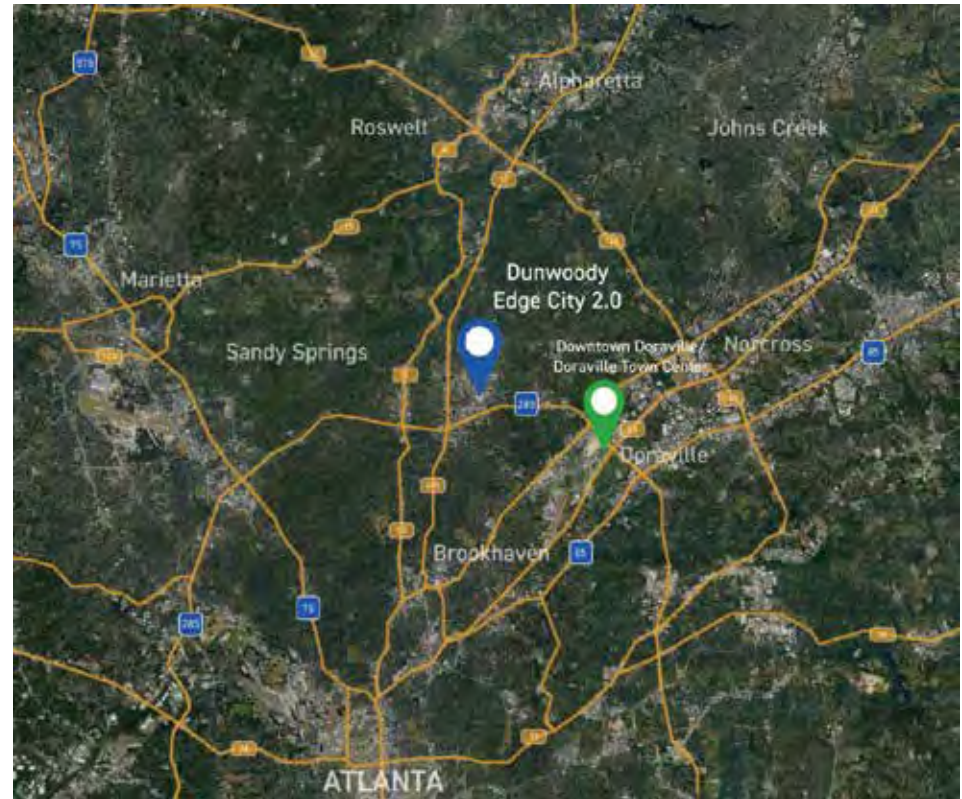
Existing Conditions

Downtown Doraville is a catalytic area for the City of Doraville located near the intersection of The Perimeter (I-285) and Buford Highway. It is home to the Doraville MARTA train station. As an emerging area, the land-use pattern currently consists of low-density retail and commercial along the Buford Highway, civic and institutional further towards the MARTA train station, and multiple parking lots along New Peachtree Road neighboring the station.

Major Anchors to Area

- Doraville MARTA Station
- Quick Trip Gas Station
- Shaking Crawfish
- Doraville Civic Center

Figure: Downtown Doraville / Doraville Town Center Location



Downtown Doraville / Doraville Town Center

Future Plans and Positions

Identified as a catalytic area, the downtown Doraville Town Center Area is poised to be redeveloped into a transit-oriented development. With many buildings vacant and underused, the city plans to build for infill density with retail/commercial, office, and multi-family residential. There are currently no new developments in this area, but there is ongoing interest in the city and the downtown core.

Gray TV recently acquired the area northwest of the downtown core in spring 2021 called “The Assembly” totaling 127 acres. They are planning to develop a “Studio City” offering a mixed-use community featuring studios, offices, retail space, apartments, townhomes and a hotel. In line with the Urban Land Institute’s Technical Assistance Panel Report April 2021, the downtown core is in position to leverage these new developments to solidify vision, goals, and purpose for the area and incrementally create a mixed-use, walkable downtown core with connections and destinations neighboring the area.

Implications for Dunwoody

- Doraville is transforming towards a unique identity that could entice developments and residents who enjoy entertainment, dining, and culture.
- MARTA and I-285 connectivity is similar to Dunwoody Edge City.
- Assembly development can be built from the ground-up rather than infill or small-scale redevelopment.
- Located south of The Perimeter; advantage for targeting younger demographic.



GA-400 Holcomb Bridge Corridor – Roswell

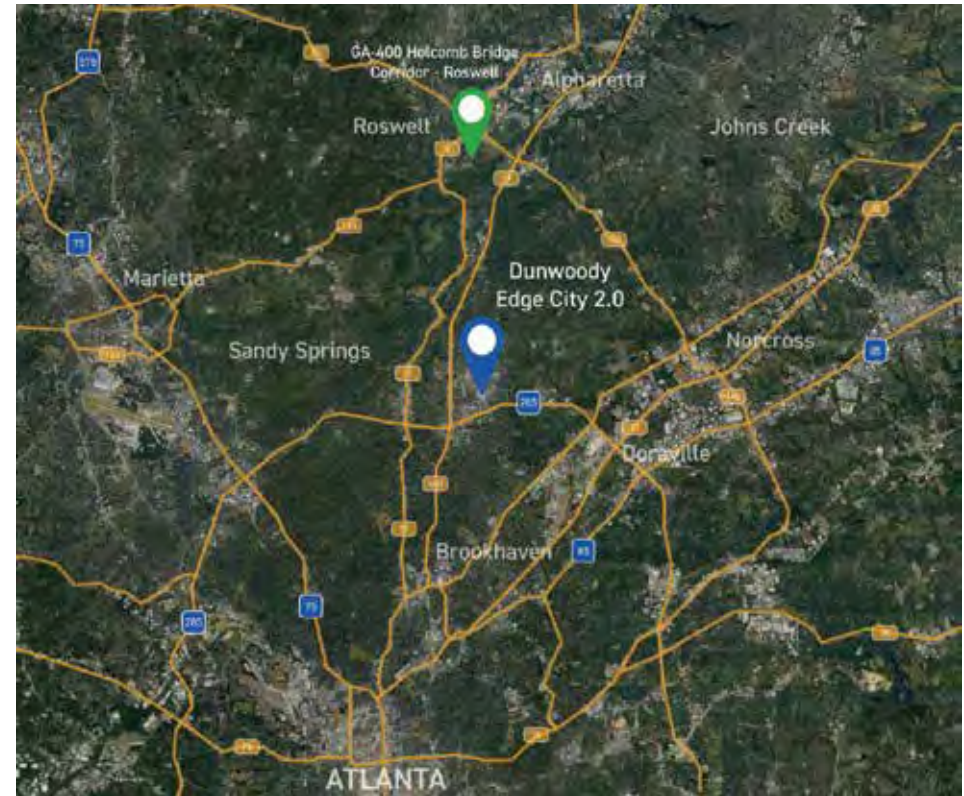
Existing Conditions

The GA-400 Holcomb Bridge Corridor consists of two areas defined by the City of Roswell: The Major Activity and Commercial Mixed-use areas. They are focused along Holcomb Bridge Road intersecting the Turner McDonald Parkway (400) and Alpharetta Highway (9). The areas' current land use pattern consists of office parks, mixed-commercial and commercial corridor zones featuring multiple shopping malls, strip retail along Holcomb Bridge, hotels, and various low density office buildings. Surrounding the commercial within the area are townhouses and other forms of residential.

Major Anchors to Area

- King Market Shopping Center
- Connexion Shopping Mall
- Holcomb Woods Parkway Office Park
- The Home Depot
- PGA TOUR Superstore
- Kimberly-Clark Corporation
- Regal Nissan
- Roswell Village Shopping Center
- Roswell Town Center Mall
- Riverview Plaza Shopping Center

Figure: GA-400 Holcomb Bridge Location



GA-400 Holcomb Bridge Corridor – Roswell

Future Plans and Positioning

The GA-400 Holcomb Bridge Corridor is expected to infill underdeveloped areas over the next 20 years, with emphasis on emerging as a transit-oriented development area surrounding the intersection of Holcomb Bridge Road and the Turner McDonald Parkway (400). Plans include potential heavy rail transit or BRT from MARTA and complete connections towards other areas acting as a gateway into Roswell. Mixed-use areas are expected to extend from the major intersection area along Holcomb Bridge Rd east to west including redevelopment of vacant or underutilized commercial buildings.



Implications for Dunwoody

- No established MARTA connections favor Dunwoody for transit-oriented development.
- Further north of The Perimeter than Dunwoody.
- Corridor is currently low-density; requires high commercial and residential densification.
- Dunwoody has multiple gateways to the study area.
- No current major redevelopment activity. Will likely require a long timeline for significant change to occur and gives advantage to Dunwoody's present transitioning.

Marietta Regional Activity Corridor - Marietta

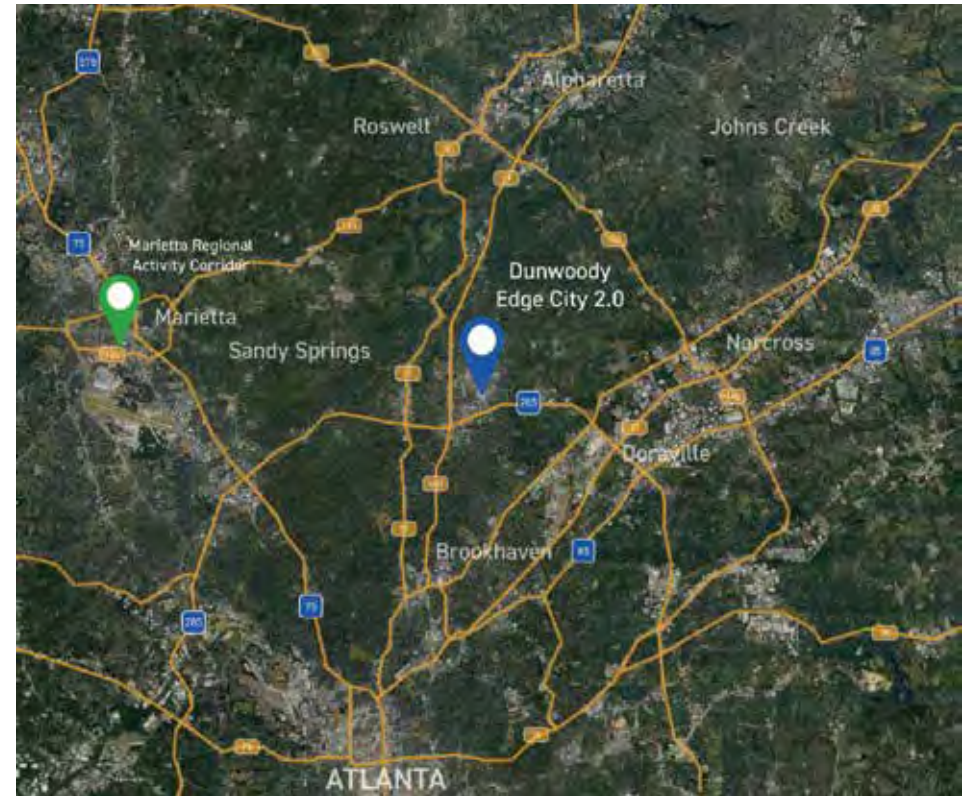
Existing Conditions

The City of Marietta is located west of the Larry McDonald Memorial Highway (I-75) with most regional commercial and business centered along Cobb Parkway (41) and the I-75. Office and businesses are also located in pockets near the Cobb County Civic Center and the historical area of Marietta Square. Heavy industry and warehousing are situated on the northern end of Marietta surrounding the intersection of the I-75 and Canton Road Connector NE. Two Livable Community Initiatives (LCI) have been conducted in the city, with one considering downtown Marietta and the other on the Franklin Gateway corridor along the I-75

Major Anchors to Area

- The Big Chicken KFC
- Franklin Gateway Sports Complex
- Kennesaw State University
- Life University
- Wellstar Kennestone Hospital

Figure: Marietta Regional Activity Corridor Location



Marietta Regional Activity Corridor - Marietta

Future Plans and Positions

The Marietta LCI 2019 study discussed that developments are to be focused on major redevelopment nodes that include connectivity between each district. The Big Chicken District has opportunity to infill vacant and underused parking lots and commercial areas into mixed-use and office buildings. In the City of Marietta's Comprehensive Plan 2017, the Regional Activity Corridor is designated for high intensity developments relating to regional trade and business.

Pedestrian walkability and connections are vital to the future of this corridor due to the distances that the corridor covers. Transit-oriented development should be considered where appropriate. The Central Business District area centered on the Marietta Square of the plan will continue to focus on general commercial, historic uses and encourage mixed-use development.

Implications for Dunwoody

- Regional Activity Corridor is spread out over a large area on both sides of I-75, with Dunwoody's Edge City more compact and walkable.
- Disparate areas that have limited connectivity compared to Dunwoody.
- Dunwoody Edge City recognized as an important commercial and employment center compared to Regional Activity Corridor.
- No MARTA or higher order transit in Regional Activity Corridor.
- Requires significant initial investment to initiate change; Dunwoody is further ahead.



Parkway Center

Peachtree Boulevard Corridor - Chamblee

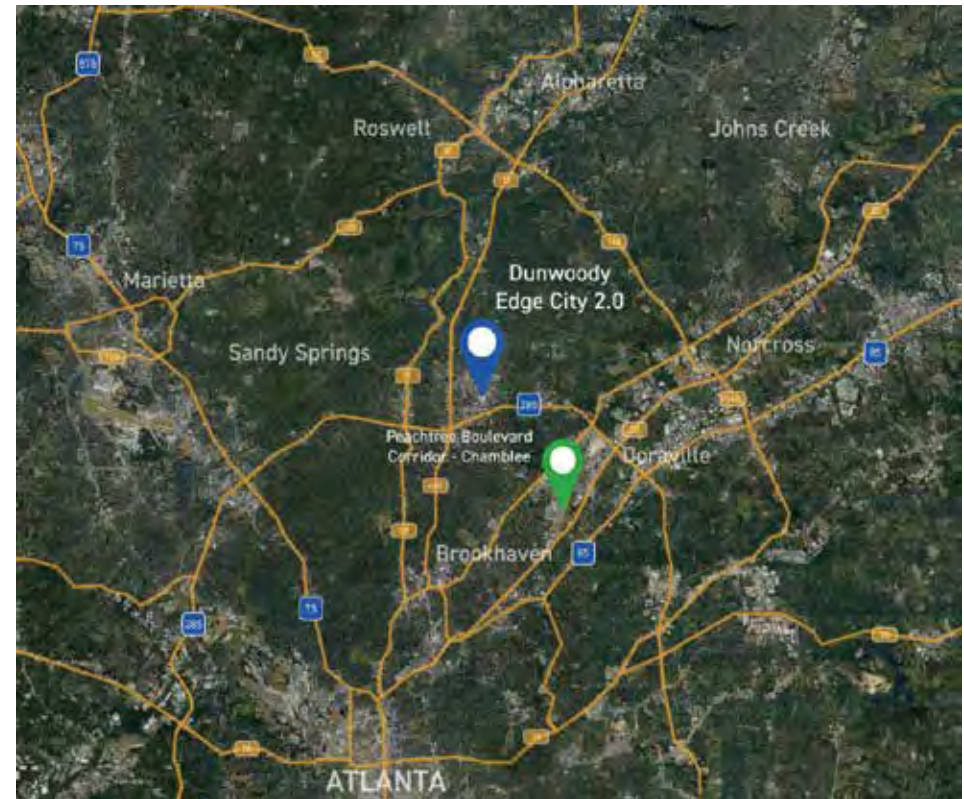
Existing Conditions

The Peachtree Boulevard Corridor is an approximate 1.7-mile corridor running along Peachtree Boulevard through the center of Chamblee. This rapidly developing corridor consists of strip retail shopping centers, big box national chains, pad retail, auto dealerships, and newer multi-family development. The Chamblee MARTA station is located on the southern edges of the corridor. The western portion of the corridor, and properties closest to the MARTA station, have experienced redevelopment to higher density apartments and mixed-use projects. There have been a variety of housing types built in the area, including town

Major Anchors to Area

- Lowe's Home Improvement
- Walmart Supercenter
- Guardian Self Storage
- Peachtree Station Shopping Center
- Chamblee Plaza
- Station at Peachtree Apartments
- Attiva Peachtree 55+ Active Adult Living

Figure: Marietta Regional Activity Corridor Location



Peachtree Boulevard Corridor - Chamblee

Future Plans and Positioning

The One Chamblee Comprehensive Plan, adopted in 2019, envisions the corridor as an “active and visually appealing mixed-use corridor with pedestrian-oriented, human scale development”. The corridor is recognized as a primary gateway for the city and urban form should be complementary to the vision. Property owners are encouraged to redevelop existing strip commercial parcels into pedestrian-scale mixed-use development. Chamblee Plaza is specifically noted as a property for redevelopment, likely due to its adjacency to Chamblee Town Center and proximity to city hall.

Recommended uses for the corridor include medium and high-density residential, retail, office, mixed-use, parks and recreation, and institutional.

Implications for Dunwoody

- A significant amount of new mixed-use and multi-family residential is being built in an in-demand area.
- South of The Perimeter is advantageous for certain target markets. Focus has been on multi-family residential, especially for those than cannot afford Buckhead and other neighborhoods closer to Downtown Atlanta.
- Chamblee MARTA station is not integrated into the planning area and is separated by rail tracks.
- Lack of premiere office space and hotels which is likely to continue.



Peachtree Corners Central Business District – Peachtree Corners

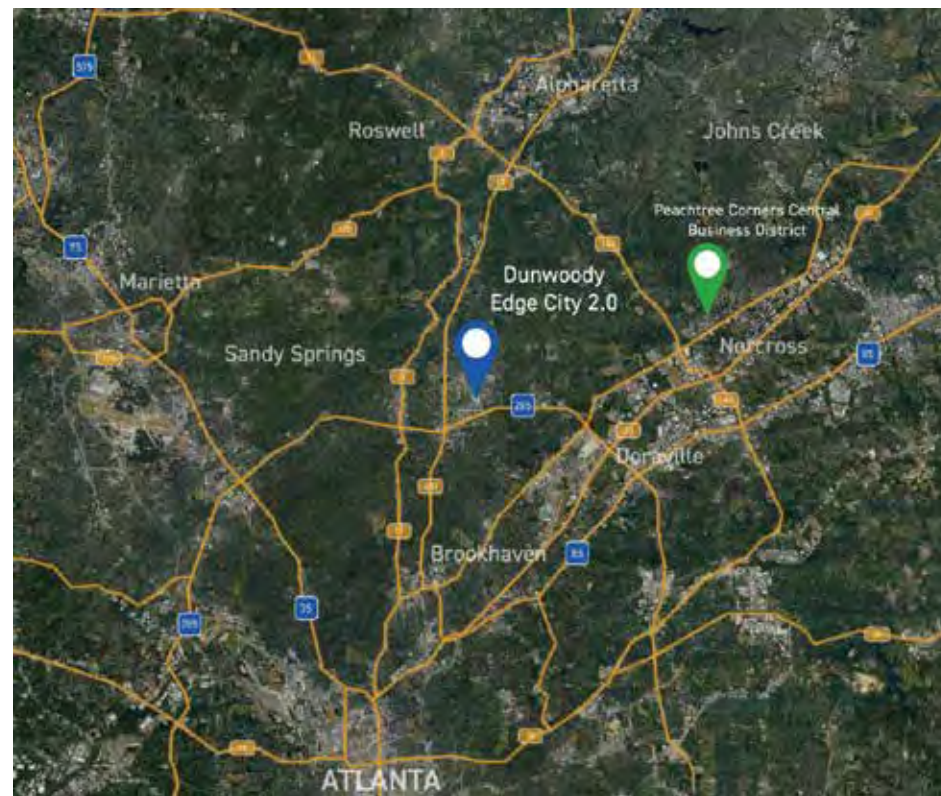
Existing Conditions

The Peachtree Corners' Central Business District is a cluster of the city's major economic areas spread along Peachtree Parkway. Included in the area is the City hall, Technology Park, the Forum, and Peachtree Corners Town Center. The land use mixture includes large campus-style office buildings, commercial complexes, and shopping centers on each side of the Parkway. Flex industrial are interspersed next to Technology Park Lake. Hotels and several low-rise apartments, townhouses are scattered along Technology Parkway NW.

Major Anchors to Area

- Atlanta Tech Park
- Gwinnett County Tag Office
- City of Peachtree Corners City Hall
- The Forum on Peachtree Parkway
- Peachtree Corners Town Center
- Peachtree Parkway Shopping Plaza
- Village at Peachtree Corners
- CMX CineBistro Peachtree Corners

Figure: Marietta Regional Activity Corridor Location



Peachtree Corners Central Business District – Peachtree Corners

Future Plans and Positioning

As part of the City of Peachtree Corners 2040 Comprehensive Plan, the Central Business District will continue to undergo transformation adding commercial, mixed-use, and higher density residential into a pedestrian-friendly community. Visually consistent, there is desire for significant residential components as current land-use lacks supply. The Comprehensive Plan is supported by the Peachtree LCI plan and the City of Peachtree Corners Innovation Master Plan. The former provided existing land-use and development understanding for the entire business district area. The latter Innovation Plan focused on existing uses of the Technology Park area and plans to transform it into a mixed-use, highly desirable community providing insight into catalytic sites to generate and build upon the economic aspects of the Central Business District as a whole.

Implications for Dunwoody

- Dunwoody has a more concentrated area to place focus on infill and redevelopment.
- Peachtree Corners is leveraging Atlanta Tech Park and focusing on the technology sector; Dunwoody should look at its strengths and leverage its established sectors.
- Peachtree Corners CBD is currently auto-oriented and cannot leverage mass transit and connectivity with downtown and Midtown Atlanta.
- The Forum and Peachtree Corners Town Center is an established pedestrian-friendly retail and entertainment node. Dunwoody currently lacks this type of format; however, High Street will look to change this.



Peachtree Corners Town Center

Competitive Review

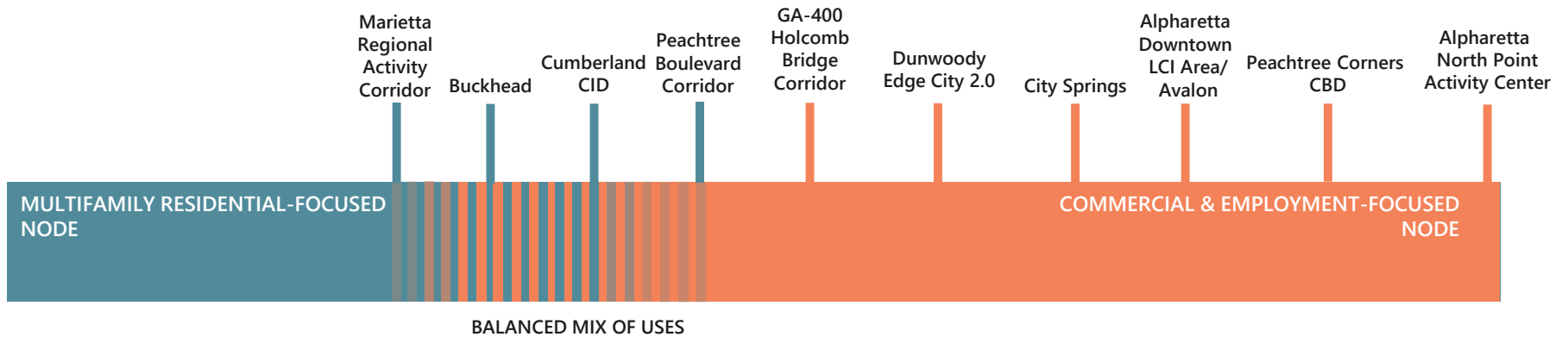
Competitive Nodes Positioning Spectrum

The Positioning Spectrum reviews whether existing development in each competitive node is focused more towards multifamily residential or commercial and employment uses, including office, retail, and hotel. Single family residential is present in these nodes but is not catalogued.

The Alpharetta North Point Activity Center has the largest commercial and employment ratio, 82% of current development is non-residential. Buckhead, the Cumberland CID, and Peachtree Boulevard Corridor in Chamblee all have a balanced mix of residential and non-residential uses.

Table: Commercial to Residential Ratio

Competitive Node (2-Mile Radius)	Commercial Ratio	Residential Ratio
Alpharetta Downtown LCI Area/Avalon	78%	22%
Alpharetta North Point Activity Center	82%	18%
Buckhead	56%	44%
City Springs	74%	26%
Cumberland Community Improvement District	57%	43%
Downtown Doraville / Doraville Town Center	55%	45%
GA-400 Holcomb Bridge Corridor	64%	36%
Marietta Regional Activity Corridor	53%	47%
Peachtree Boulevard Corridor	57%	43%
Peachtree Corners Central Business District	78%	22%
Dunwoody Edge City 2.0	73%	27%



Competitive Review

Key Takeaways

- Dunwoody Edge City 2.0 has excellent demographic, economic, and real estate metrics when compared to other competitive nodes. It is most like Buckhead, Cumberland CID, and City Springs.
- There is a significant amount of infill and redevelopment occurring in communities in North Atlanta that must be factored when considering demand for certain uses.
- Certain jurisdictions such as Sandy Springs, Cumberland, and Alpharetta have already experienced catalytic development which has spurred major investment.
- Projects such as The Battery, Avalon, and Peachtree Corners Town Center have become destinations for shopping and entertainment. This has improved the perception of the areas and led to desirability for housing.
- There are very few competitive areas that have the uniqueness of Dunwoody; MARTA and interstate connectivity, a large base of existing employment, hotel, and shopping, all in a concentrated area. These contextual features allows Dunwoody to position itself to capture future development and further growth of Edge City 2.0.

4

Residential Market Analysis

Multifamily Market Analysis

Metro Atlanta Multifamily Overview

The Atlanta multifamily sector has continued to perform well, even with negative externalities of the pandemic. The market has posted record end-user demand, and this has translated into some of the highest year-over-year rent growth in the nation. 2021 experienced 18% rent growth which is also a record for the metro. Rent growth is expected to subside in 2022 due to less fiscal stimulus efforts and further increases of new supply coming down the pipeline, returning to a more balanced 3% to 5% per annum.

A vacancy rate of 5.7% is much lower than the 10-year average of 8.1%, which has played a factor in pushing rents higher. Vacancy is highest for Class A properties (6.3%) and is lowest for Class C properties (4.5%) demonstrating a desire for value in an increasingly expensive market. Studio apartments also have a higher vacancy rate than 2 and 3-bedroom units, likely an impact from the pandemic where renters are seeking more space for home offices.

Due to rising rents and lowered vacancy, developers have been breaking ground on projects around the metro at a record pace. There are currently 22,000 units under construction which is a decade-high, but likely will not keep up with demand. Atlanta is one of the top metros for domestic migration, along with Phoenix, Houston, and Dallas-Fort Worth due to a fast-growing economy, burgeoning tech sector, highly rated universities, and relatively low cost of living. Only 8,000 new units were delivered in 2021, while the metro requires approximately 11,000 to 14,000 annually to keep up with prospective demand.

Excellent metrics have made multifamily rental housing a top investment opportunity for developers from a valuation perspective. Cap rates stand at 4.7%, down from a high of 6.1% in 2016. Low cap rates have also offset increasing construction costs to allow developers to build new supply.

Development activity is clustered in the North Atlanta region. There are currently 86 multifamily projects under development as of Q1 2022, and all are north of I-20. There is significant clustering in higher income areas that have excellent highway and MARTA connectivity. Major submarkets moving forward that expect the most activity include Buckhead, West Midtown, and Eastside, however suburban districts in the north are expected to increase their market share.

Table: Multifamily Market Statistics

	Metro Atlanta	Submarket	Study Area
Total Inventory (Units)	467,900	33,500	5,300
New Inventory 2016 - 2021 (Units)	74,700	4,130	0
Net Deliveries 2021 (Units)	10,500	291	0
Vacancy Rate	5.7%	5.0%	10.9%
Average Renting Rate	\$1,574	\$1,724	\$1,903
Average Annual Absorption Rate 2016 - 2021 (Units)	12,000	854	(-22)
2021 Absorption (Units)	17,600	473	(-308)
Cap Rate	4.7%	4.4%	4.3%

Source: CoStar

Multifamily Market Analysis

Submarket Multifamily Overview

The study area is located in the Sandy Springs/Dunwoody submarket. The submarket contains 7% of the total metro supply of multifamily rental product, 33,480 units, but has strong metrics. Highway connectivity of I-285 and Hwy 19 coupled with the MARTA line makes the submarket a desirable area for housing.

The vacancy rate is currently at 5%, down from a high of 11% at the end of 2017. Vacancy is lowest in Class B and C properties; however, there is increasing demand for Class A properties in recent years due to certain target markets getting priced out of more expensive areas such as the Old Fourth Ward, Midtown, and Buckhead. The submarket is also becoming more attractive as both Sandy Springs and Dunwoody redevelop their urban cores with more restaurants, entertainment, and amenities. Furthermore, large corporations such as Mercedes-Benz and State Farm have opened major campuses in recent years along the Perimeter, generating employment activity and job growth.

Increased demand and lowered vacancy rates have led to significant rent growth, much like the rest of Metro Atlanta. Year-over-year growth in 2021 was 23.1%, higher than the metro average, and near the top of any submarket. Average apartment rent in Sandy Springs/Dunwoody is \$1,720 per month, much higher than the \$1,390 per month at the beginning of 2020. Rent per square foot is now at \$1.65 compared to \$1.35 at the beginning of 2020.

Figure: Multifamily Absorption, Net Deliveries & Vacancy

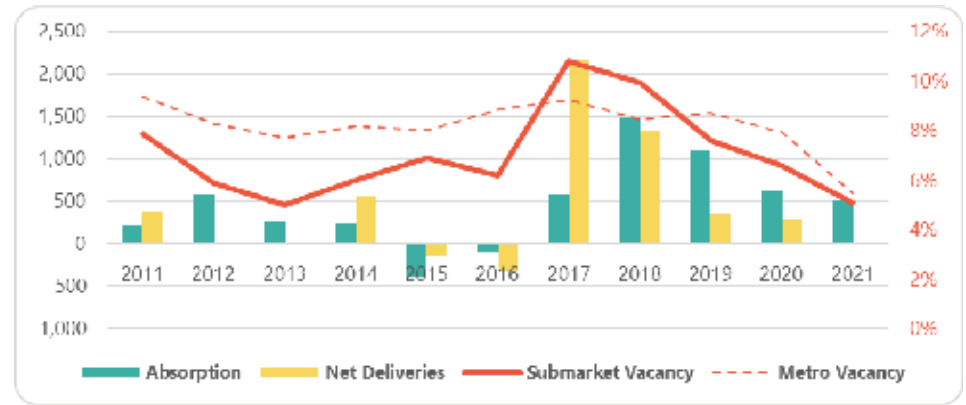
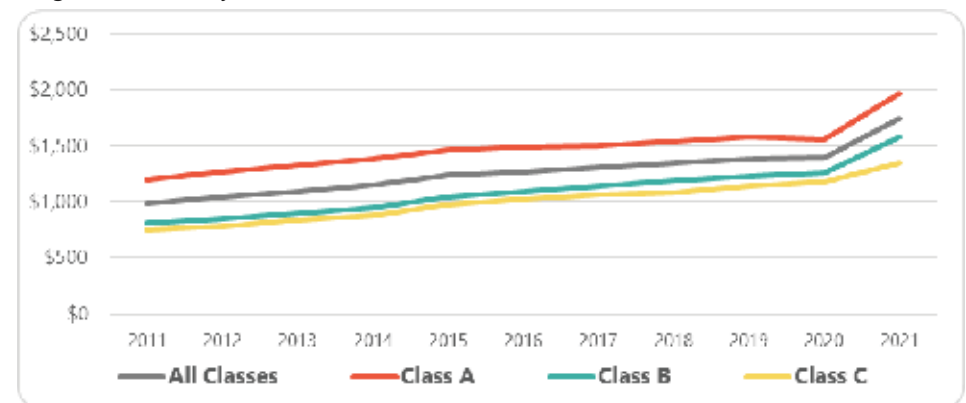


Figure: Multifamily Rental Rate Trends



Multifamily Market Analysis

Recent deliveries built in the past five years are commanding much higher rents, with some properties nearing \$2.50/per SF depending on location, fit-out, and amenities. Rents are now inline with neighboring submarkets in North Atlanta but are still viewed as bargains compared to Midtown and Buckhead, both of which cost approximately 30% more on average.

Construction of multifamily has been limited over the past decade, especially in Dunwoody. It had been previously difficult for developers in both Sandy Springs and Dunwoody to get permits for apartment rental projects; however, both cities have changed their respective zoning rules and codes to allow for increases in density in specific areas of the cities, mainly along Roswell Road in City Springs and near the Dunwoody MARTA station. Developers are targeting underutilized office and retail properties for low-rise and mixed-use rental product.

The submarket averages approximately 400 new units per year, although only 290 units were delivered to the market in 2020 and 2021 combined. It is expected that there will be between 1,200 and 1,500 new units completed over the next two years, providing much needed Class A supply to the market.

Continued planning of City Springs and Dunwoody Edge City 2.0, along with strong economic and demographic drivers will drive investment and development into this submarket. It is viewed as one of the top submarkets in the metro and has excellent potential moving forward for further multifamily development.



The Alastair at Aria Village

Multifamily Market Analysis

Multifamily in Edge City 2.0

There is approximately 5,300 multifamily residential units in the study area as of January 2022. Much of this inventory was built prior to the city's incorporation in 2008; however, all multifamily rental product is categorized as either Class A or B properties and no older than 30 years old.

Rental properties are clustered east of Ashford Dunwoody Road and include major projects such as The Bricks at Perimeter, Notting Hill, Arrive Perimeter, The Drexel Collective, and Marq Perimeter. Many of these apartment complexes are quite large, with upwards of 600 to 700 units per development. Most properties are single-use aside from The Flats at Perimeter Place which is located adjacent to Ashford Lane. This project, built in 2006, incorporates 64,000 SF of retail, services, and food & beverage on the ground floor with angled street parking. While this type of mixed-use development has not been typical in the study area, it has demonstrated the viability of low-rise mixed-use in Edge City 2.0.

Vacancy has typically averaged 5% to 6% over the past decade; however, there has been a significant increase in vacancy over the past year, with the study area now holding a 10.9% vacancy rate as of Q1 2022. This is much higher than the 5% vacancy rate of the submarket (5%) and metro average (5.7%). One factor in the increased vacancy rate may be the substantial rent growth throughout 2021. The study area experienced nearly 30% growth in average market rent year-over-year in 2021, with the asking rate per unit moving from \$1,479 to \$1,903. The submarket and metro saw rent growth of 23% and 18%, respectively, during the same time period.



Multifamily Market Analysis

This increased rent growth may have forced people who are cost sensitive to seek out housing in nearby municipalities that did not experience such rapid increases in rent. Regardless, rents are still much more affordable than areas closer to Downtown Atlanta such as Midtown and Buckhead. Marq Eight, built in 2009 and one of the newer apartment complexes has asking rents of approximately \$2.00/per SF and averages 934 SF per unit. It features amenities such as a club room, gym, BBQ area, and outdoor pool. While rent growth is expected to slow down in 2022, it may not come down to the annual average until 2023 or 2024. Vacancy is expected to decrease back to normal levels as rent growth stabilizes.

Market cap rates of 4.3% have demonstrated exceptional value for investors looking to purchase existing product, as well as build new multifamily rental. Housing in this area is viewed as a strong investment opportunity, especially with the excellent highway connectivity, MARTA access, desirable school district, and ample shopping.

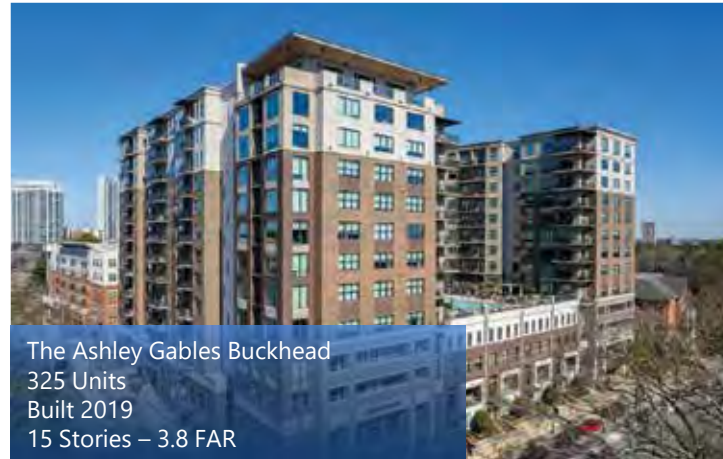
There has been no rental or for-sale multifamily product constructed in the study area over the past decade. The recent groundbreaking of Phase 1 of High Street changes that, with 598 mixed-use apartments under construction. High Street is expected to include 3,000 multifamily units at build-out, with 50% being for-sale product. The Park at Perimeter Center East redevelopment project could potentially add another 1,000+ units depending on final plans. These two projects, along with other smaller developments will introduce a modern mix of both rental and for-sale product to the study area.

Marq Eight



Multifamily Market Analysis

Examples of Multifamily Rental Typologies



Multifamily Market Analysis

For-Sale Multifamily Product

The metro Atlanta residential market continues to set records for housing prices with an extremely low available inventory. Single family, condo, and townhomes are all selling very well and there is considerable growth expected in the coming years.

Atlanta is one of the top millennial cities in the nation and this has translated into a healthy for-sale multifamily sector. Properties along the BeltLine and in neighborhoods such as Inman Park, the 4th Ward, Buckhead, and Midtown are all very desirable for condos and townhomes, with Buckhead and Midtown targeting very high-end buyers. As buyers become priced out of these areas, they are looking to other cities south of the I-285 such as Brookhaven and Chamblee. Desirable areas for condo and townhome buyers must be millennial friendly and urban in built-form, providing a similar lifestyle to popular areas in Atlanta.

The I-285 has historically been a psychological border for many millennials who are looking to purchase a condo or townhome, and thus most product has continually been built in nodes closer to Downtown Atlanta. The idea of "Living Inside the Perimeter" is slowly starting to change as prices increase significantly faster than salaries. Active adult and young professionals who cannot afford Midtown or BeltLine neighborhoods, along with young families who cannot afford single-family homes along the Perimeter are becoming targets for condo and townhome product along Perimeter cities such as Sandy Springs, Dunwoody, Cumberland, Brookhaven, Chamblee, and Doraville.



The Paramount at Buckhead



The Dunhill, Sandy Springs

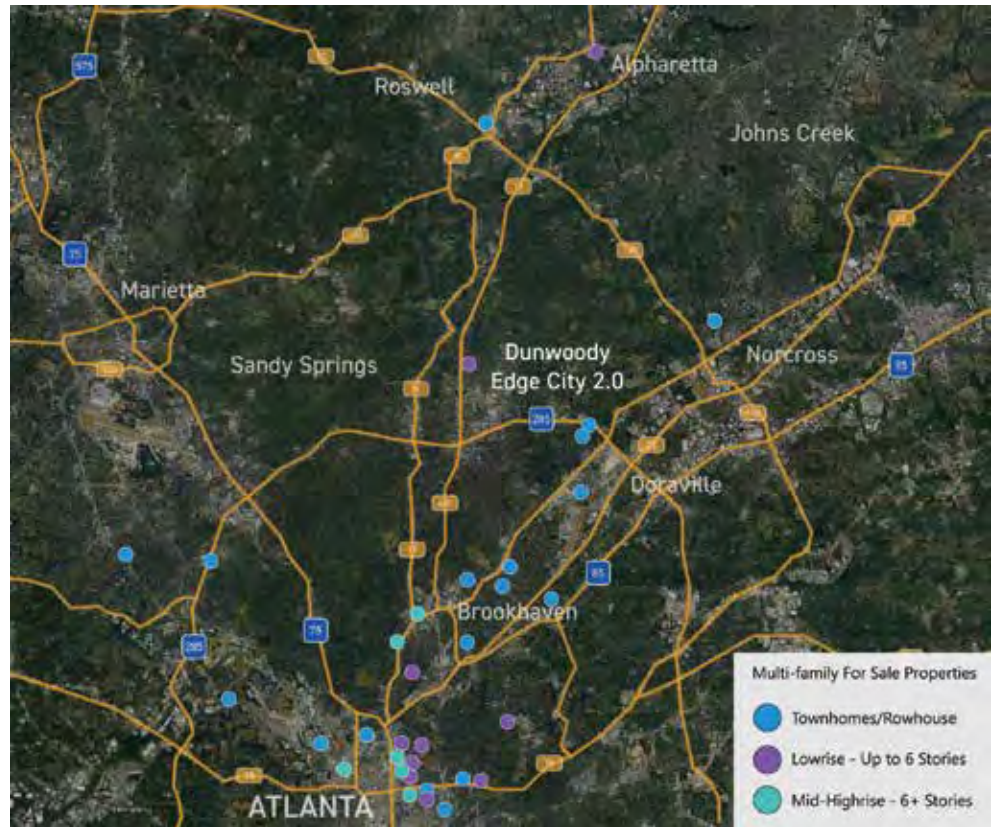
Multifamily Market Analysis

The average price for condos and townhomes across the metro as of January 2022 was \$306/per SF. This is up from \$225/per SF in January 2019, a dramatic increase over the past three years according to rate.com. This will further push rents up in desirable communities. Due to increasing purchase prices in the metro, many buyers are even finding themselves priced out of the market entirely. Millennials who prefer to live in more amenity-rich neighborhoods along the BeltLine but cannot afford property are choosing to rent rather than buy.

Figure "Example *Multifamily For Sale Typologies*" provides an example of the spatial distribution of development typologies of for-sale multifamily in North Atlanta. Townhome/rowhome and low-rise product continues to be more popular north of Buckhead. Midtown and Buckhead are areas of concentration for midrise and high-rise product, with many condo towers between six and twenty story's high. The Dunhill is an example of new low-rise condo product in Sandy Springs, a 19-unit building with larger-size condos priced at the mid \$400,000 range, or approximately \$330/per square foot for a 1,350 SF condo.

Based on what is planned and under construction for condo and townhome product in the Sandy Springs and Dunwoody submarket, it is expected that larger square footage low-rise, stacked townhome, townhome, and rowhome product will continue to be the desired product type.

Figure: Example Multifamily For Sale Typologies

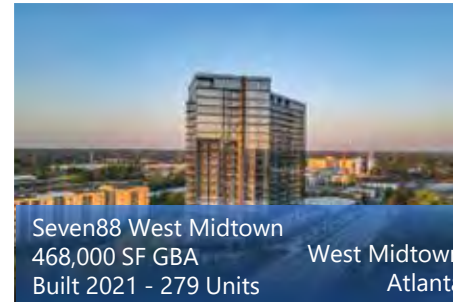


Multifamily Market Analysis

Examples of Low-rise Condos



Examples of Midrise and Highrise Condos



Examples of Townhomes/Rowhomes



Multifamily Market Analysis

Submarket Residual Demand

The Sandy Springs/Dunwoody multifamily submarket was analyzed to estimate the demand for additional multifamily units in the area over the next 20 years, based on supply and demand patterns, rental rates, occupancy rates, new construction, cap rates and other key metrics.

Demand for multifamily units has been very strong in recent years both in the Sandy Springs/Dunwoody submarket as well as the wider Atlanta Metro. Net deliveries have failed to keep pace with absorption over the past five years, resulting in very low vacancy rates and increased rental rates.

Based on this analysis, over the next decade, the entire submarket is forecast to support an additional 5,878 rental units, growing to 10,438 rental units by 2041. An additional 2,063 for-sale higher-density residential units are also forecast for demand bringing the total 20-year demand to 12,501 units. It is important to note this represents market-driven demand which may not be met with commensurate supply if such growth is not supported by the local communities within the submarket.

Employing a capture rate for the study area, it is projected that there is market demand for 3,750 to 8,750 residential rental and for-sale units.

Multifamily Market Analysis

Table: Multifamily Submarket Performance Indicators

Multifamily Performance Metrics	Historic Performance (2011)					Current Performance					Avg. Annual Change in New Development Value
	Market Asking Rent Per Unit/Month	Vacancy Rate	Cap Rate	New Development Value per Unit	Existing Inventory Sale Price per Unit	Market Asking Rent Per Unit/Month	Vacancy Rate	Cap Rate	New Development Value per Unit	Existing Inventory Sale Price per Unit	
Sandy Springs/Dunwoody	\$967	6.6%	6.4%			\$1,806	4.8%	4.6%			
Class A	\$1,200	7.8%	5.7%	\$150,355	\$133,221	\$1,966	6.3%	4.4%	\$328,567	\$297,882	8.1%
Class B	\$849	6.1%	6.6%	\$93,894	\$67,857	\$1,708	3.7%	4.8%	\$269,288		11.1%
Class C	\$753	5.1%	7.3%	\$76,743		\$1,349	2.5%	5.1%	\$200,853		10.1%

Table: Multifamily Submarket Residual Demand Projection

Multifamily Submarket Residual Demand	Historic Supply (2011)				Current Supply (2021)				Residual Demand					
	Inventory (Units)	Vacancy Rate	Vacant Units	Occupied Units	Inventory (Units)	Vacancy Rate	Vacant Units	Occupied Units	Current Residual Demand Units	Under Construction Units	10-Year Avg. Annual Net Absorption (Units/Yr)	2022 Residual Demand	2031 Residual Demand (Cumulative)	2041 Residual Demand (Cumulative)
Sandy Springs/Dunwoody	29,221	6.6%	1,943	27,278	33,459	4.9%	1,627	31,832	1,318	-	456	1,774	5,878	10,438
Class A	10,546	7.8%	823	9,723	15,543	6.3%	978	14,565	390	-	484	874	5,230	10,070
Class B	16,453	6.1%	1,007	15,446	16,127	3.7%	605	15,522	815	-	8	823	895	975
Class C	2,222	5.1%	113	2,109	1,789	2.5%	44	1,745	113	-	-36	77	-247	-607

Multifamily Market Analysis

Future Population Growth

A second multifamily demand method was employed to add validity to the market analysis. This method is based on demand for multifamily units in the area over a 20-year period based on potential future population growth in the City of Dunwoody. The city had a 1.1% annual growth rate between 2010 and 202 according to Census data, lower than many other growing suburban municipalities in North Atlanta.

20-year growth projections for Dunwoody were conducted using a business-as-usual growth rate of 1.1%, as well as population growth rates for a 2-mile radius of the study area (2%), and the nearby City Springs growth rate (3%) to offer different scenarios. This analysis produced the number of new housing units required in the city to grow at each rate. A capture rate was used as not all new housing units would be expected to be built in the Edge City 2.0 district.

A blended average with the Submarket Residual Demand model demonstrates market demand for 6,040 to 9,330 residential rental and for-sale units over the next twenty years. It should be noted that High Street has been permitted and approved for 3,000 units in a phased timeline, taking up a large portion of future demand.

Table: Multifamily Population Growth Demand Scenarios

Dunwoody Future Population Scenarios				
Scenario	Growth Rate	2040 Population	New Population (2020 to 2040)	Persons Per Household
Dunwoody Business as Usual	1.1%	64,491	12,808	2.41
2-Mile Radius Growth Rate	2.0%	76,798	25,115	1.95
City Springs 2-Mile Radius Growth Rate	3.0%	93,345	41,662	2.04

Edge City 2.0 Future New Housing Units Required				
Scenario	Number of New Units in Dunwoody	Edge City 2.0 Capture Rate		
		Low 50%	Moderate 60%	High 70%
Dunwoody Business as Usual	6,568	3,284	3,941	4,598
2-Mile Radius Growth Rate	12,880	6,440	7,728	9,016
City Springs 2-Mile Radius Growth Rate	21,365	10,683	12,819	14,956
Market Model Demand Forecast		3,750	6,251	8,751
Blended Average Total		6,039	7,685	9,330

5

Office Market Analysis

Office Market Analysis

Metro Atlanta Office Overview

Atlanta’s office market is currently in a downturn, challenged by speculative construction availability, sublet leasing availability, large move-outs of businesses reassessing work models, and weak rent growth. There was considerable fluctuation in absorption in 2021, with the Metro facing the lowest negative net absorption in the past 5 years at the start of 2021, bouncing back to positive by mid-year, and then declining again into 2022. Absorption is currently driven by the Tech and IT industry and future growth will be dependent on firms looking to expand.

As larger companies look to reduce physical office footprints, the amount of available space continues to increase. The overall vacancy rate reached 14% in Q4 2021 with Class A reaching 18%-20%. This is higher than the historical average. Sublet availability has become more prominent, with businesses such as IHG listing more than 200,000 SF of space in early 2021 and Global Payments placing approximately 170,000 SF for sublet in Q2 2021 in Central Perimeter. In contrast, the Tech and IT industry is driving absorption and contributing to stabilization of the office sector with major relocations such as Microsoft leasing 523,000 SF in Midtown in 2020, Mailchimp adding to a total of 300,000 SF, and FinTech Firm Deluxe signing for 170,000 SF near Central Perimeter.

Rent has seen freezes in the Atlanta area due to steady supply, increases in sublet availability and overall rent growth cooling due to the pandemic. Rent growth for Class A office was declining year-to-year since the start of 2020 but is now back to positive growth into 2022. Tenants will see pricing in their favor if the leasing environment remains slow and supply increases in the market.

Office construction has slowed, with 4.8 million SF under construction at the end of 2021 versus 8 million SF at the start of 2021. 70% of space in the pipeline is unleased adding large speculative supply for the market. Examples of large speculative projects include Echo Street West (300,000 SF) and Westside Paper (530,000 SF) near Midtown Atlanta, and Offices at Northlake Mall (530,000 SF) in Northlake Dekalb County.

Table: Office Market Statistics

	Metro Atlanta	Submarket	Study Area
Total Inventory (SF)	332M	36.9M	8.6M
New Inventory 2016 - 2021 (SF)	19.9M	2.7M	2M
Average Deliveries 2021 (SF)	4.1M	417K	417K
Vacancy Rate	14%	19.5%	23.0%
Average Lease Rate	\$27.21	\$30.03	\$31.45
Average Annual Absorption Rate 2016 - 2021 (SF)	793K	104K	88K
2021 Absorption (SF)	234K	148K	278K
Cap Rate	7.2%	6.9%	6.9%

Source: CoStar

Office Market Analysis

Submarket Office Overview

The Central Perimeter Submarket has experienced slowed recovery over the past two years due to vacancy rate rises and large sublet leasing availability. Rent growth has improved but remains below year-to-year average growth rates going into 2022. Despite these trends, the submarket remains an attractive area that has attracted major office users in recent years.

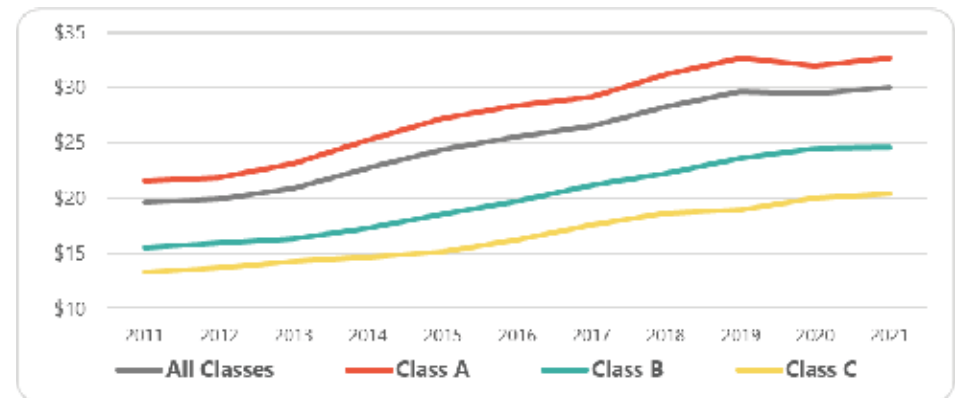
Leasing challenges in the Central Perimeter saw vacancy rates reach a high of 20.4% in Q1 2021 and remained above 20% throughout the year. The current 19.5% vacancy rate is higher than the 14% natural vacancy rate that the submarket typically experiences. This was spurred in part by backfill space and large sublet availability (2.8%), which is higher than the Metro Atlanta average of 1.6%. Large sublet leases include recent examples such as IHG subletting out more than 200,000 SF of space at Three Ravinia in Q1 2021, filled by both Schindler Elevators (52,000 SF) in Q3 2021 and German shipping company Hapag-Lloyd (125,000 SF) in Q4 2021.

Current trends have shifted towards transit-oriented development at Central Perimeter with both State Farm's new campus and Insight Global's new office adjacent to the Dunwoody MARTA station. Annual net absorption was negative in 2021 with -246,000 SF of space and reached its lowest in the past 5 years in Q1 2021 (~570,00 SF). This is compared to peak absorption at the onset of the pandemic in Q1 2020 (~620,000 SF).

Figure: Office Absorption, Net Deliveries & Vacancy



Figure: Office Rental Rate Trends



Office Market Analysis

Rent has experienced positive year-over-year growth of 2.0% but is challenged by increases in backfill space and sublet availability. Central Perimeter has some of the highest rents of suburban submarkets due to its prime location in the Metro and strong highway and MARTA connectivity; however, they are discounted against Midtown (30%) and Buckhead submarkets (20%). This is not surprising as both Midtown and Buckhead are viewed as trendier and more amenity rich locations. Lower rental rates and access to high-end, well-located and transit-accessible space gives the Central Perimeter a competitive advantage over other submarkets.

Adjusting to the pandemic and shifting work patterns, construction in Central Perimeter is low and speculative office supply is rare with the only major speculative project being the 360,000 SF 4004 Perimeter Summit project in 2018. Other projects required pre-leases of major tenants prior to construction. This is likely to continue in the next several years due to uncertainty in the market. The Perimeter Center area saw 1.4 million SF of office space delivered in both 2020 and 2021. Future proposals total more than 3 million SF spread out amongst a variety of developments in the submarket including 700 Northpark (483,656 SF) and the GID Development Group High Street project in Dunwoody that is expected to add more than one million SF of office space through a phased timeline.



Glenridge Highlands One is a typical format of the office submarket, being built in the 1990's and recently renovated. Both lease and sublease space is available for mid-sized tenants.

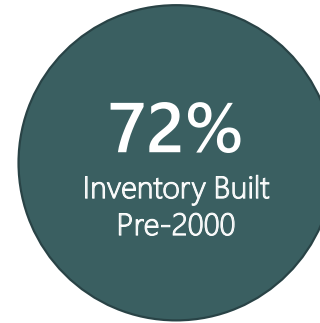
Office Market Analysis

Office in Edge City 2.0

There is approximately 8.6 million SF of office inventory in the study area as of January 2022. Most office product was built pre-millennium, with 6.2 million SF constructed prior to 2000. This inventory is characterized by both low-rise campus style office and high-rise towers. Ravinia Drive (consisting of One, Two and Three Ravinia) are iconic corporate buildings that were built in the 1980's and early 1990's and solidified Dunwoody as an employment destination. Other mid-rise and high-rise offices built in the 1980's and 1990's include The Terraces (north and south) and Crown Pointe. Many of these buildings have undergone extensive renovations in recent years to bring them up to modern standards and make them competitive in the North Atlanta office market.

Older campus style offices such as The Park at Perimeter Center East are five and six-story buildings constructed in the 1970's that feature ample surface parking in a tree-like setting. 219 and 223 Perimeter Center are two other campus style offices built in the 1970's that are slated for future demolition to make room for the High Street development by GID.

After a period of limited office construction coming out of the Global Financial Crisis, there have been several major office developments in recent years. The State Farm campus, built directly south of the Dunwoody MARTA station features nearly 1.7 million SF of office space in three distinct towers. The first 585,000 SF tower was erected in 2016, while Phase 2 and 3 were completed in 2020 and 2021 respectively.



Office Market Analysis

Additionally, the Twelve24 office tower was completed in 2020 and is adjacent to the Dunwoody MARTA station. The multi-tenant transit-oriented tower offers 345,000 SF of leasable space over 16-levels along with ground floor retail and restaurants. A special feature of the tower is a skybridge that connects employees directly to MARTA. A Hyatt Place hotel was also built adjacent to the office at the same time.

Aside from the State Farm campus, most office buildings are multi-tenant and feature covered and deck parking. Although deck parking is expensive to build, the foresight of developers is advantageous for Edge City 2.0, as sites are significantly denser than employing surface parking. Both The Park at Perimeter Center East and Perimeter Center will be going through infill and redevelopment to densify and provide new uses on the surface parking lots.

Metrics for the study area can be viewed from two different perspectives. On one side, average lease rates (\$31.45 per SF) are higher than both the submarket and Metro Average, new construction has been strong in recent years, annual absorption over the past five years has been positive and performed better than the rest of the submarket, and cap rates are below 7% in a pandemic environment.

On the other side, vacancy rates have topped 23% as of Q1 2022, significantly higher than the 10-year average of 17.5%. Regardless, there continues to be interest in the area from a variety of end-user tenants and there has been notable sub-leasing activity over the past two years.

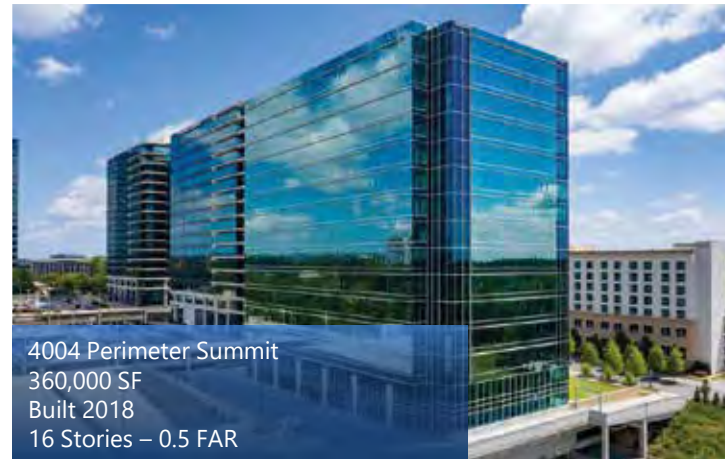
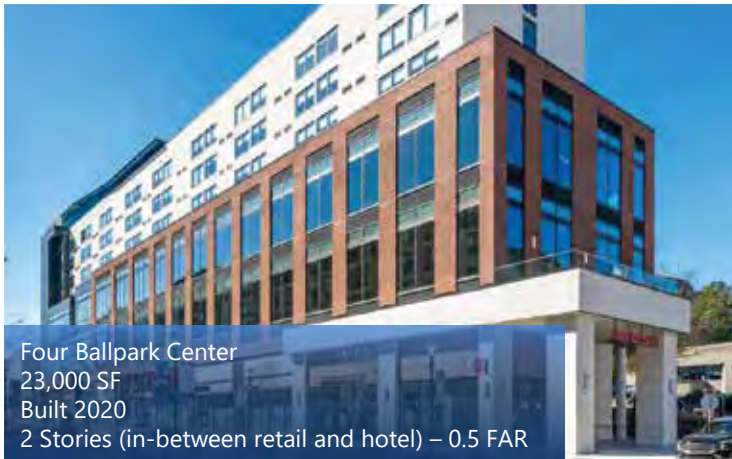
Planned mixed-use developments such as High Street will continue to add new office inventory into the study area, offering a new and exciting typology to the market. This will be positive for the build-out of Edge City 2.0 but will also challenge existing office space that is vacant in older Class-A buildings.

Twelve24



Office Market Analysis

Examples of Office Typologies



Office Market Analysis

Submarket Residual Demand

The Central Perimeter office submarket was analyzed to estimate the demand for additional office space in the area over the next 20 years, based on supply and demand patterns, rental rates, new construction, cap rates and other key metrics.

Total inventory has grown by 2.8 million SF over the past decade, despite vacancy rates ranging from 12% to 20%. This vacancy rate has closely tracked the Metro Atlanta average. The ongoing supply expansions suggests that the natural vacancy rate for office (the point above which rental rates no longer increase) is higher than in most other U.S. office markets. Rental rates increased at a steady pace from 2011 to 2019, however the pandemic did cause a plateau in rental rates over the past several years, as common to nearly all office markets.

Based on this analysis, over the next decade, the entire submarket is forecast to support an additional 564,000 SF of new office space over the next decade, and 3.7 million SF over the next 20 years. Broader macro trends in the office sector (most notably the accelerated shift to remote working) may slow overall demand, however.

Expected capture rate of the submarket is strong as the study area is already a well-known office employment node with recent builds. **The demand model demonstrates market demand for 1.1 million to 2.57 million SF of office over the next twenty years.** This is contingent on the study area reducing its vacancy rate and increasing its amenity mix to attract future tenants.

Office Market Analysis

Table: Office Submarket Performance Metrics

Office Performance Metrics	Historic Performance (2011)					Current Performance					Avg. Annual Change in New Development Capital Value per SF
	Market Asking Rent	Vacancy Rate	Cap Rate	New Development Capital Value per SF	Existing Inventory Sale Price per SF	Market Asking Rent	Vacancy Rate	Cap Rate	New Development Capital Value per SF	Existing Inventory Sale Price per SF	
Central Perimeter	\$19.36	21.9%	7.7%	\$200.33	\$146.94	\$29.85	19.3%	6.7%	\$357.64	\$236.59	6.0%
Class A	\$21.59	20.9%	7.3%	\$233.47	\$165.23	\$32.72	21.2%	6.5%	\$398.57	\$261.48	5.5%
Class B	\$15.58	26.3%	8.2%	\$139.81	\$112.36	\$24.58	17.8%	7.0%	\$287.97	\$180.23	7.5%
Class C	\$13.34	16.7%	9.1%	\$122.41	\$107.01	\$20.38	7.4%	7.6%	\$248.10	\$188.26	7.3%

Table: Office Submarket Residual Demand Projection

Office Submarket Residual Demand	Historic Supply (2011)				Current Supply (2021)				Residual Demand					
	Inventory (SF)	Vacancy Rate	Vacant SF	Occupied SF	Inventory (SF)	Vacancy Rate	Vacant SF	Occupied SF	Current Residual Demand SF	Under Construction SF	10-Year Avg. Annual Net Absorption (SF/Yr)	2022 Residual Demand SF	2031 Residual Demand SF (Cumulative)	2041 Residual Demand SF (Cumulative)
Central Perimeter	34,363,591	22.0%	7,545,159	26,818,432	37,164,703	19.5%	7,235,981	29,928,722	-1,930,642	616,000	311,029	-2,235,613	563,648	3,673,938
Class A	22,502,773	20.9%	4,710,631	17,792,142	26,046,000	21.2%	5,509,827	20,536,173	-1,498,743	600,000	274,403	-1,824,340	645,288	3,389,319
Class B	8,870,155	26.3%	2,335,814	6,534,341	8,685,899	17.8%	1,546,093	7,139,806	-434,298	16,000	60,547	-389,751	155,167	760,632
Class C	2,990,663	16.7%	498,714	2,491,949	2,432,804	7.4%	180,061	2,252,743	2,399		-23,921	-21,521	-236,807	-476,013

6

Retail Market Analysis

Retail Market Analysis

Metro Atlanta Retail Overview

The Atlanta retail market stands strong as indicators in leasing activity, net absorption, vacancy rate and rent growth have positively improved since the beginning of the pandemic. Sustained economic growth will bolster the market in certain categories as retail trends continue to shift the market with growth of e-commerce, older enclosed malls experiencing decline, and areas of below-average demographic profiles closing stores.

Since the latter half of 2020, net absorption was growing each quarter with a positive peak in Q4 2021 (1.6 million SF) after two consecutive negative quarters. Annual net absorption in 2021 (4.3 million SF) heavily contrasted 2020 (-256,728 SF). Despite big-box store closures, including multiple JCPenney and Macy’s locations, and several bankruptcies, the Metro vacancy rate has decreased since Q2 2020. Vacancy reached 4.5% by the end of 2021, the lowest in a decade and lower than the U.S. average of 4.6%.

Demand for new retail is expected to be concentrated in the metro’s northern suburbs that feature higher incomes and spending patterns. Neighborhoods inside the Perimeter such as Midtown, West Midtown and the Eastside will profit from densification and gentrification with influxes of demographics that have higher paying jobs.

Landlords have leverage with rising lease rates due to positive demand and little large-scale speculative supply. Average market rent rose to \$19.34 in Q4 2021, up from \$17.92 in Q2 2020. Similarly, year-to-year rent growth rose to 6.9% by Q4 2021.

This is compared to 2.9% in Q2 2020, its lowest point in the last 4 years. Of note, strong demographic trends, and limited supply in Buckhead/Lenox and Sandy Springs/North Central were the top rent growth sectors before the pandemic. Since then, exurban and south metro submarkets have outperformed due to little supply and consistent vacancy rates.

Construction has slowed across the Metro in recent years. 0.6% of the market’s inventory is under construction, like the national average of 0.4% in 2021. This is likely due to the changing nature of retail and recent investment uncertainty in the market for large-scale projects. Net deliveries were low in the past five years with Q3 2021 hitting a five-year low of 200,000 SF in comparison to a high of 900,000 SF in Q2 2017. 18 million SF of net inventory was added since 2010, lower compared to the boom years of the 2000’s which added more than 90 million SF. Redevelopment saw older, well-located retail centers redeveloped into other uses including mixed-use and multifamily.

Table: Retail Market Statistics

	Metro Atlanta	Submarket	Study Area
Total Inventory (SF)	365M	10.5M	3.4M
New Inventory 2016 - 2021 (SF)	14M	204K	93.1K
Net Deliveries 2021 (SF)	1.1M	1,400	0
Vacancy Rate	4.4%	6.0%	3.4%
Average Lease Rate	\$19.40	\$27.11	\$30.61
Average Annual Absorption Rate 2016 - 2021 (SF)	2.5M	7,500	17K
2021 Absorption (SF)	4.3M	29.8K	10K
Cap Rate	7.1%	6.9%	7.1%

Source: CoStar



Retail Market Analysis

Submarket Retail Overview

As one of the premier suburban submarkets in Atlanta, Sandy Springs/North Central continues to maintain one of the highest averages asking retail rents in the metro for suburban submarkets. Benefitting from the area's prime location and high median income, developers are looking for future redevelopment at under-utilized sites to add retail space in mixed-use projects.

There has not been significant tenant movement in the submarket. Net absorption held steady in 2021 with annual absorption staying positive at 30,000 SF, below the historical average of 67,607 SF. Absorption has been low in recent years due to limited expansion of national store retailers. Leasing has been concentrated in smaller service-oriented centers or restaurant space. Most leases in 2019 were smaller than 10,000 SF in size. Recent large-scale leases come from German grocer Lidl signing for 28,000 SF at City Center Crossing in 2019 and 33,000 SF at Mount Vernon Shopping Center in early 2020, both backfilling vacated spaces.

There were no major completed constructions in 2021, which have allowed rent to favor landlords due to the lack of desirable space in the submarket. Rent growth improved to 6% year-over-year in Q4 2021, compared to a low of 1% in Q1 2021 at the onset of the pandemic.

The submarket is adding new inventory in the next two years with multiple developments under construction. There is currently 218,547 SF expected to deliver and 225,485 SF proposed in the pipeline for the submarket, with most product concentrated in the Dunwoody Central Perimeter Area. There has only been 70,000 SF of completions in the past several years, constraining desirable space.

New supply in the pipeline includes GID Investment's High Street project, approved in 2021, which will add an expected 150,000 SF of retail in the first phase of development. As developers continue to target older retail centers for mixed-use projects, demolitions are more common in the submarket. In Sandy Springs, the City Springs area has demolished close to 150,000 SF of retail for redevelopment. New supply in Dunwoody and Sandy Springs will be beneficial for tenant attraction and will fetch strong rents moving forward due to pent up demand and major redevelopment efforts in both cities.



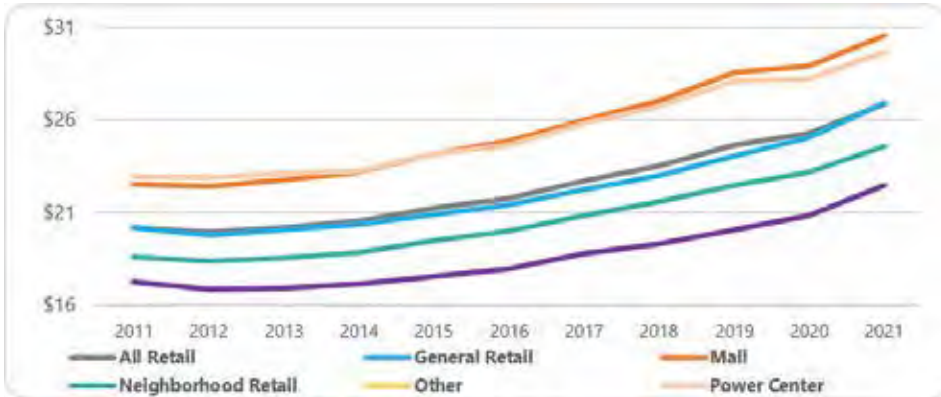
City Center Crossing

Retail Market Analysis

Figure: Retail Absorption, Net Deliveries & Vacancy



Figure: Retail Rental Rate Trends



Shops of Dunwoody

Retail Market Analysis

Retail in Edge City 2.0

There is approximately 3.4 million SF of retail inventory in the study area as of January 2022. 1.56 million SF, or nearly half of inventory is within the Perimeter Mall that acts as the primary shopping anchor for the study area. The Perimeter Mall was constructed in 1971 and is adjacent to the Dunwoody MARTA station. Former mall owners General Growth Properties renovated the mall in 2016, prior to the acquisition of the mall property by current owners Brookfield Properties. Approximately 900,000 SF, or 25% of inventory has been built post millennium. This includes Ashford Lane (formerly known as Perimeter Place) and the Dillard's expansion to Perimeter Mall. Recent retail developments have been smaller pad outparcels and freestanding retail for banks and restaurants.

Most retail is suburban-style formats including power centers, big box, strip retail, and freestanding sites. Ashford Lane deviated from these formats to create a main street concept. The retail project is currently being re-positioned further into a walkable, mixed-use center including an anchor food hall.

Recent retail developments include podium retail at the State Farm campus, and the 82,000 SF Perimeter Marketplace anchored by a Publix Supermarket. The most significant upcoming retail development is the High Street project being built along Perimeter Center Parkway, directly west of the Perimeter Mall. The development will have 400,000 SF of retail at full build-out and offer a mixed-use lifestyle format that is not currently present in Dunwoody. Casual restaurants, fine dining, new shops, and entertainment will begin to shift the perception of the Dunwoody retail market in the region.



Retail Market Analysis

The study area has experienced strong performance metrics in recent years even with externalities such as the pandemic, shifting retail patterns, and increased spending to e-commerce platforms. Vacancy sits at 3.4% as of Q1 2022, lower than the 10-year average of 4.7%. Market rents are at \$30.61, higher than the submarket average of \$27.11. Rental rates are expected to continue to increase over the next several years with annual rent growth projected to hit 5.6% in 2022.

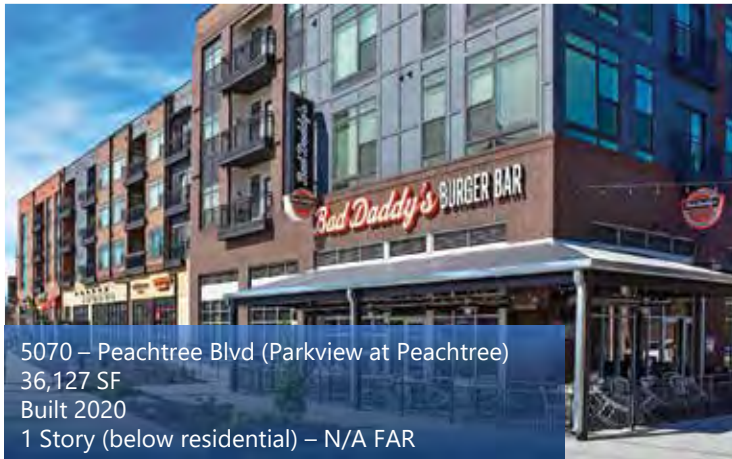
A low vacancy rate, excellent highway connectivity, and strong demographics in the immediate area are positive factors for the investment community. Market sales prices for retail properties hit \$231/per SF in December 2021, a ten-year high. With further redevelopment in the study area including new residential product, it is expected that retail value will also increase.

A strong retail base, the emergence of projects such as High Street and Ashford Lane, along with future potential redevelopment at the Perimeter Mall are expected to keep Edge City 2.0 as a destination retail hub for the North Atlanta area.



Retail Market Analysis

Examples of Retail Typologies



Retail Market Analysis

Submarket Residual Demand

The Sandy Springs/North Central retail submarket was analyzed to estimate the demand for additional retail space in the area over the next 20 years, based on supply and demand patterns, rental rates, new construction, cap rates and other key metrics.

While overall retail inventory has not grown significantly over the past decade, total occupied space has grown by over 640,000 SF during this time. Accordingly, vacancy rates have declined from 12.3% in 2011 to 6.3% currently. Vacancy rates are particularly low for larger format retail. Neighborhood centers still demonstrate relatively high vacancy rates over 10%. Owing to persistently low vacancy rates coupled with minimal deliveries, rental rates have increased substantially over the past decade, increasing from an average of \$20.21 to \$26.87 per SF.

Based on this analysis, over the next decade, the entire submarket is forecast to support an additional 586,000 SF of new retail space over the next decade, and 1.3 million SF over the next 20 years. Broader macro trends in the retail sector (most notably the shift to online commerce) will slow overall demand growth for a number of "mall-type" retail categories and is instead expected to be skewed towards Food & Beverage, Entertainment, Services and Convenience.

Employing a capture rate for the study area, it is projected that there is market demand for 397,000 SF to 926,000 SF of retail space.

Retail Market Analysis

Table: Retail Submarket Performance Metrics

Retail Performance Metrics	Historic Performance (2011)					Current Performance					Avg. Annual Change in New Development Capital Value per SF
	Market Asking Rent	Vacancy Rate	Cap Rate	New Development Capital Value per SF	Existing Inventory Sale Price per SF	Market Asking Rent	Vacancy Rate	Cap Rate	New Development Capital Value per SF	Existing Inventory Sale Price per SF	
Sandy Spring/N Ctrl	\$20.21	12.3%	7.9%	\$224.18	\$152.58	\$26.87	6.3%	7.0%	\$357.51	\$221.00	
General Retail	\$20.20	10.5%	7.8%	\$231.41	\$185.99	\$26.95	3.7%	6.5%	\$400.98	\$318.42	5.7%
Mall	\$22.54	7.3%	8.1%	\$257.93	\$137.35	\$30.58	4.4%	7.3%	\$402.40	\$193.51	4.5%
Neighborhood Center	\$18.63	14.8%	7.9%	\$200.82	\$136.53	\$24.57	10.2%	7.2%	\$307.41	\$185.05	4.3%
Power Center	\$22.92	21.5%	7.5%	\$240.93	\$188.98	\$29.65	1.4%	7.4%	\$392.60	\$202.49	5.0%
Strip Center	\$17.24	7.7%	8.2%	\$193.03	\$147.58	\$22.46	3.0%	6.6%	\$328.72	\$252.97	5.5%

Table: Retail Submarket Residual Demand Projection

Retail Residual Demand	Historic Supply (2011)				Current Supply (2021)				Residual Demand					
	Inventory (SF)	Vacancy Rate	Vacant SF	Occupied SF	Inventory (SF)	Vacancy Rate	Vacant SF	Occupied SF	Current Residual Demand SF	Under Construction SF	10-Year Avg. Annual Net Absorption (SF/Yr)	2022 Residual Demand SF	2031 Residual Demand SF	2041 Residual Demand SF (Cumulative)
Sandy Spring/N Ctrl	10,515,124	12.3%	1,294,182	9,220,942	10,531,552	6.3%	665,957	9,865,595	39,657	6,520	64,465	97,602	586,708	1,322,443
General Retail	2,487,321	10.5%	262,271	2,225,050	2,356,683	3.7%	86,086	2,270,597	71,812	2,520	4,555	73,846	43,512	160,386
Mall	2,523,151	7.3%	183,505	2,339,646	2,523,151	4.4%	111,149	2,412,002	57,902		7,236	65,138	65,120	202,614
Neighborhood Center	4,219,806	14.8%	626,550	3,593,256	4,329,762	10.2%	443,682	3,886,080	-153,588	4,000	29,282	-128,306	267,542	428,060
Other														
Power Center	887,340	21.5%	191,218	696,122	887,340	1.4%	12,189	875,151	47,263		17,903	65,166	161,126	405,321
Strip Center	397,506	7.7%	30,638	366,868	434,616	3.0%	12,851	421,765	16,268		5,490	21,758	49,407	126,062

Retail Market Analysis

Population Growth Retail Demand

A second method of retail demand was undertaken for validity of the market opportunity. Future population scenarios used in the multifamily demand analysis were used to calculate new retail spending in the area. Average per capita retail spending in the immediate area is \$18,150 per census data. An industry average sale performance of \$350 per square foot was used to calculate total demand of new retail.

This method considers that not all new retail spending dollars from population growth will be spent in the study area, and that e-commerce is expected to continue to grow at a significant rate. These were both factored in when applying a capture rate.

A blended average with the Submarket Residual Demand model demonstrates market demand for 408,000 to 954,000 square feet of retail space over the next twenty years. It should be noted that High Street is planned to construct 400,000 square feet of retail over a phased timeline, thus this one project could absorb most future retail demand dependent on how the study area grows out over time.

Table: Retail Demand by Population Growth

Edge City 2.0 Retail Demand	New Population	Edge City 2.0 Capture Rate		
		Low (SF)	Moderate (SF)	High (SF)
		30%	50%	70%
Dunwoody Business as Usual	12,808	199,259	332,098	464,938
2-Mile Radius Growth Rate	25,115	390,721	651,202	911,682
City Springs 2-Mile Radius Growth Rate	41,662	648,146	1,080,243	1,512,340
Market Model Demand Forecast		396,733	661,221	925,710
Blended Average Total		408,715	681,191	953,667



7

Hotel Market Analysis

Hotel Market Analysis

Metro Atlanta Hotel Overview

The Atlanta hospitality market maintains a strong position at the beginning of 2022 with indicators showing positive recovery since the downturn of the pandemic in 2020. There was significant momentum in 2019, with occupancy rates hovering near 70%. Occupancy rates rose to 60% at the end of 2021 compared to a low of 47.8% at the end of 2020 and nearing the 10-year average of 65%. Reduced international visitors and conferences have been supplemented by growing domestic tourism.

Average daily rates (ADR) are surprisingly strong across the market and are at near pre-pandemic levels for the Atlanta market, displaying hotels are not relying on discounts to attract visitors. Increasing occupancy rates and rising ADR create positive revenue per available room (RevPAR) with approximately 2% to 3% annual growth, continuing the trend of recovery. Although RevPAR has a 5-year year-over-year average of -5.1%, continued growth of occupancy and ADR across the market will provide momentum to the sector and hotel operators, rising back to near pre-pandemic levels and remain stable. RevPAR is expected to reach 2019 levels by 2024.

Construction across the market saw 3,500 rooms across 25 properties delivered in 2021 compared to 2,600 rooms in 2020. 4.6% of total inventory or approximately 5,100 rooms are under construction as of Q1 2022, higher than the national average of 2.8%. This glut of new supply will require increases in tourism and conferences to maintain occupancy rate growth.

New supply has focused on large, upscale and luxury properties with an average of 116 rooms per property compared to the national average of 91. All 761 rooms delivered in Q4 2021 were positioned as either upscale or luxury.

The current trend for hotel properties is to be built in-or-alongside mixed-use, commercial, or entertainment developments. Recent examples include the 249-room Hilton Alpharetta in Windward Park with office and residential, the 346-room Westin Gwinnett Hotel connected to Duluth's Infinite Energy Center's 72,000 SF convention space coming in 2023, and the 975-room Signia by Hilton next to the Georgia World Congress Center which will open with 75,000 SF of meeting space and broke ground in 2021 to open 2023.

Table: Hotel Market Statistics

Hotel Market Statistics	Metro Atlanta	Submarket	Study Area
Total Inventory (Rooms)	110,100	5,800	2,100
Inventory 2016 - 2021 (Rooms)	13,600	697	591
Net Deliveries 2021 (Rooms)	3,600	156	156
Occupancy Change (YOY) 2021	(-8.1%)	(-4.5%)	(-1.0%)
Average Daily Rate 2021	\$98.83	\$91.88	\$109
Average Occupancy 2016 - 2021	63.9%	61.7%	58.3%
2021 Occupancy	59%	57%	50.9%
Cap Rate	8.1%	7.4%	6.1%

Hotel Market Analysis

Submarket Hotel Overview

Center Perimeter/Roswell is a smaller submarket in the Atlanta region that contains just over 5% of the metro's total inventory. The submarket is characterized by higher-end larger properties. Luxury or Upscale rooms account for 25% of the submarket which proportionally exists in only 1 in 5 U.S. hotel submarkets. Hotel's average 152 rooms, higher than the Atlanta market average of 116 rooms and even further above 90 rooms per average nationally.

Like the Metro, the submarket is still enduring the effects of the pandemic but is quickly beginning to recover. Rising since a low point of 41% in February 2021, occupancy stands at 58% at the beginning of Q1 2022. Average daily asking rate (ADR) rose from \$75.39 to \$93.53 from February 2021 to December 2021. Revenue per available room (RevPAR) reflects occupancy and ADR growth with a low of \$31.34 in February 2021 rising to \$54.20 at the end of 2021. Year-over-year (YOY) RevPAR was positive with a change of 42.7% at the end of the year compared to -58.7% at the lowest in Feb 2021. RevPAR is expected to steadily rise back towards pre-pandemic levels over the next few years.

The submarket is viewed as slower growth compared to other submarkets closer to Downtown Atlanta. There have been four hotel deliveries in the past five years totaling over 550 rooms with all hotels being considered either upper midscale or upscale properties aside from the Motel 6 in Roswell. The most recent property to open was the AC Hotel in Dunwoody. The only building currently under construction (as of Q4 2021) is a 140-room loft Hotel in Sandy Springs, representing a 2.4% addition to the existing inventory. There are several hotels in the planning pipeline that will add additional inventory in coming years.



Hotel Market Analysis

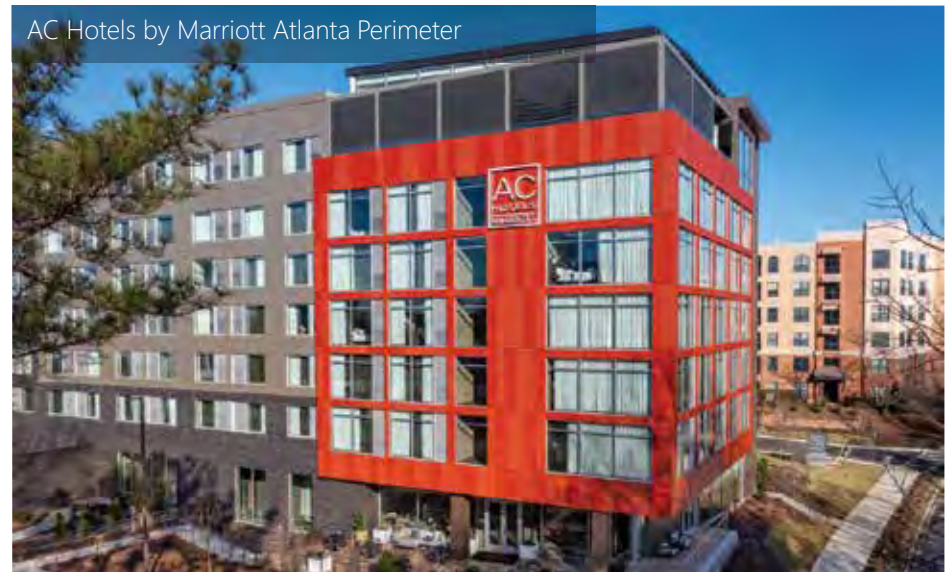
Hotel in Edge City 2.0

There are nine hotels in the study area as of January 2022. These nine properties have a total of 2,100 rooms, providing a significant inventory to the area. The Crowne Plaza Atlanta Perimeter is the largest property at 495 rooms, opening in 1986 when the area was going through a development boom of office space. After a lull in hotel expansion, four new hotels have opened in recent years:

1. Hampton Inn by Hilton – 132 rooms, opened 2016.
2. Residence Inn Atlanta Perimeter Center – 127 rooms, opened 2017.
3. Hyatt Place Atlanta Perimeter – 176 rooms, opened 2020.
4. AC Hotels by Marriott – 156 rooms, opened 2021.

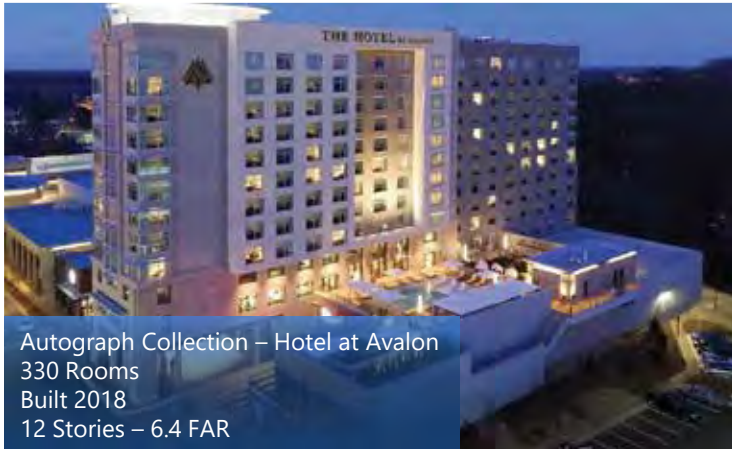
Although these new hotels have added a significant amount of new supply to the local market, they also provide a new mix and positioning of hotel that was previously unavailable. The study area now has a more diverse mix of hotels at different price points and positioning. The Hampton Inn and Residence Inn target mid-market accommodation, the Marriott, Crowne Plaza, and Embassy Suites target business and conference, while the new AC Hotel and Hyatt Place target a more millennial, trendy, and upscale clientele.

There are additional hotels planned in the pipeline that will further increase supply. Campus 244 at 244 Perimeter Center Parkway will have a 145 room Element Hotel, the brands third location in the Metro after Buckhead and Midtown. High Street by GID is permitted for two hotels totaling 400 rooms in its mixed-use development. Brands and timing have yet to be announced and are likely to be constructed in the second phase of development.



Hotel Market Analysis

Examples of Hotel Typologies



Hotel Market Analysis

Submarket Residual Demand

The Perimeter Center/Roswell hotel submarket was analyzed to estimate the demand for additional hotel rooms of various classes in the area over the next 20 years, based on supply and demand patterns, ADR, occupancy rates, new construction, cap rates and other key metrics. Due to the impact of Covid-19 from 2020 to 2022 on the hotel sector, the year 2019 is used as the measure of current demand so as not to negatively skew projections.

Overall demand remained flat throughout the previous decade, with moderate increases for mid-priced rooms and decreasing demand for both upper price (4.5 star) and economy (3 star) rooms. Additional mid-priced rooms introduced during the past several years have dampened occupancy rates and RevPAR in this segment.

Based on this analysis, over the next decade, the entire submarket is forecast to support an additional 300 rooms, growing to 1,024 rooms by 2041. Expected capture rate of the submarket is strong as the study area is already a well-established hotel node with strong investment potential. **The Submarket Residual Demand model demonstrates market demand for 310 to 715 hotel rooms over the next twenty years.** Hotel projects currently in the planning stages will largely meet this future demand, with little additional inventory likely supportable. Renovating/repositioning older hotel stock over time may be more beneficial than overdeveloping hotel product.

Figure: Hotel Room Night Demand in Perimeter Center/Roswell Submarket

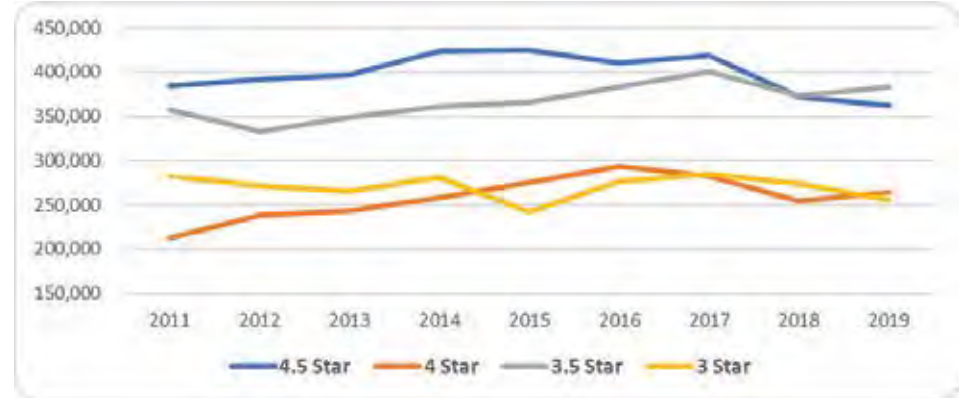
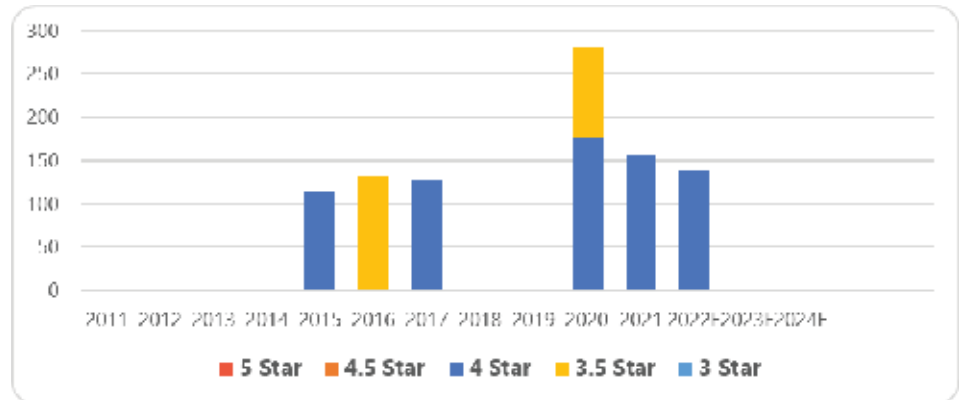


Figure: Hotel Deliveries in Perimeter Center/Roswell Submarket



Hotel Market Analysis

Table: Hotel Submarket Performance Indicators

Hotel Performance Metrics	Historic Performance (2011)						Current Performance (2019)								Avg. Annual Change in New Development Value per Room
	Average Daily Rate	Occupancy Rate	RevPAR	Revenue	Cap Rate	New Development Value per Room	Existing Inventory Sale Price per Room	Average Daily Rate	Occupancy Rate	RevPAR	Revenue	Cap Rate	New Development Value per Room	Existing Inventory Sale Price per Room	
Perimeter Center/Roswell	\$80.56	67.1%	\$54.05	\$99,662,877	8.66%		\$65,558	\$120.48	64.1%	\$77.21	\$152,468,452	7.19%	\$137,282	\$171,809	
5-Star															
4.5-Star	\$106.58	63.7%	\$67.87	\$40,976,516	8.61%	\$100,767	\$71,457	\$162.43	62.0%	\$100.72	\$58,931,936	5.57%	\$231,159	\$284,707	10.9%
4-Star	\$98.58	60.5%	\$59.60	\$20,928,930	7.87%	\$96,819	\$78,549	\$139.02	60.0%	\$83.45	\$36,704,547	7.21%	\$147,966	\$155,226	5.4%
3.5-Star	\$72.68	65.7%	\$47.72	\$26,007,206	8.60%	\$70,942	\$56,425	\$109.84	65.9%	\$72.37	\$42,080,161	7.73%	\$119,687	\$115,178	6.8%
3-Star and Under	\$41.60	82.1%	\$34.17	\$11,750,225	10.29%	\$42,448	\$48,587	\$57.72	69.4%	\$40.06	\$14,751,804	8.97%	\$57,086	\$109,773	3.8%

Table: Hotel Submarket Residual Demand Projection

Hotel Submarket Residual Demand	Historic Supply (2011)				Current Supply (2019)				Residual Demand							
	Inventory (Rooms)	Occupancy Rate	Supply Room Nights (Million)	Demand Room Nights (Million)	Inventory (Rooms)	Occupancy Rate	Supply Room Nights (Million)	Demand Room Nights (Million)	2019 Residual Demand Rooms	Supply Room Nights 2022 (Million)	Net New Rooms Delivered 2020-2022	10-Year Avg. Annual Deliveries (Rooms/Yr)	10-Year Projected Annual Demand Change (Rooms/Yr)	2022 Residual Demand Rooms	2031 Residual Demand Rooms	2041 Residual Demand (Cumulative)
Perimeter Center/Roswell	5,174	70.6%	1,855,936	1,309,742	5,416	64.1%	1,974,672	1,265,535	-247	2,144,147	463	64	686	-23	299	1,024
5-Star																
4.5-Star	1,595	73.0%	582,175	425,235	1,609	62.0%	585,117	362,812	-155	587,819	7	2	204	42	30	237
4-Star	1,076	73.4%	375,526	275,721	1,205	60.0%	439,825	264,031	-120	596,241	428	51	153	-396	-13	138
3.5-Star	1,495	67.1%	545,675	366,077	1,593	65.9%	581,445	383,103	-2	621,061	108	19	202	92	137	356
3-Star and Under	1,008	68.8%	352,560	242,709	1,009	69.4%	368,285	255,589	31	339,026	-80	-7	128	239	145	292

8

Recommendations & Positioning

Recommendations & Positioning

20-year Development Potential

The Dunwoody Edge City 2.0 study area has the potential for mixed-use development including multifamily, office, retail, and hotels. Based on forecast demand for Metro Atlanta and its component submarkets, an estimate of the amount of each land use that can be supported in the study area is made based on its relative strengths and growth potential.

	Dunwoody Edge City 2.0 Market Demand	Dunwoody Edge City 2.0 Market Demand	Dunwoody Edge City 2.0 Market Demand
Land Use	LOW	MODERATE	HIGH
Multi-family (Rental + For-Sale)	6,040 UNITS	7,685 UNITS	9,330 UNITS
Office	1,102,000 SF	1,837,000 SF	2,572,000 SF
Retail	409,000 SF	681,000 SF	954,000 SF
Hotel	310 Rooms	515 Rooms	715 Rooms

Recommendations & Positioning

Five Big Ideas

Emerging from the market analysis and to assist with the overall vision for Dunwoody Edge City 2.0, the following five big ideas intend to elevate quality of life in Dunwoody, facilitate sustainable development, and continue economic growth.



Community and Regional Destination

- The study area has been a major employment and shopping destination for decades.
- Edge City 2.0 “Bends the Curve” and establishes a community heart with lots of unique things to do and see for local residents.



Introduce a Variety of Housing Types

- Introducing new formats of residential will provide something for all including townhouses, rowhomes, stacked flats, seniors living, and mixed-use apartments.
- This will create a livable community, foster community interaction and generate neighborhood pride.

Recommendations & Positioning



Economic Engine

- Continue to promote job creation around targeted economic sectors and leverage what makes Dunwoody great.
- Foster an environment that offers different formats of employment where people can live, work, and come together.

99 Edge City 2.0 | City of Dunwoody



Unique to Dunwoody

- Competitive Analysis demonstrates that Dunwoody is in a prime opportunity to shape its future compared to other nodes in North Atlanta.
- Integrating unique features and anchors will make Edge City 2.0 stand out in a crowded market.



Leverage the Mall

- Perimeter Mall is the largest property in the study area and will have the greatest impact through phased infill and redevelopment.
- Can become the "heart" for the community when integrated with High Street, connecting various uses to MARTA.

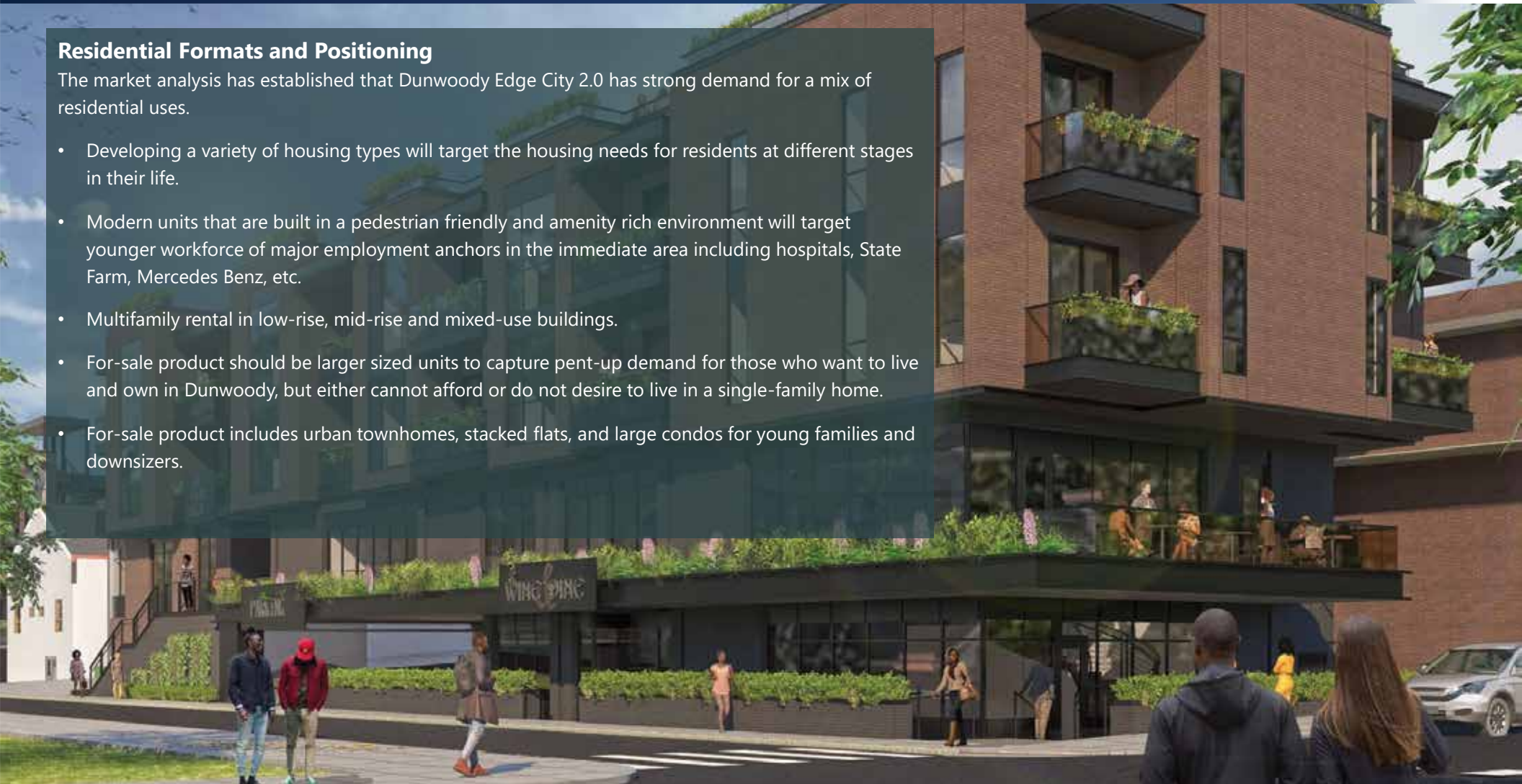


Recommendations & Positioning

Residential Formats and Positioning

The market analysis has established that Dunwoody Edge City 2.0 has strong demand for a mix of residential uses.

- Developing a variety of housing types will target the housing needs for residents at different stages in their life.
- Modern units that are built in a pedestrian friendly and amenity rich environment will target younger workforce of major employment anchors in the immediate area including hospitals, State Farm, Mercedes Benz, etc.
- Multifamily rental in low-rise, mid-rise and mixed-use buildings.
- For-sale product should be larger sized units to capture pent-up demand for those who want to live and own in Dunwoody, but either cannot afford or do not desire to live in a single-family home.
- For-sale product includes urban townhomes, stacked flats, and large condos for young families and downsizers.



Recommendations & Positioning

- Highrise formats are prevalent in Buckhead but are not tested in the local submarket. Highrise residential is also dependent on desires of community and city.
- Downsizers targeted in the Dunwoody-Sandy Spring submarket who want to stay in the area but prefer a “lock and leave” home on a single level.
- Creating walkable streets, strong connectivity throughout the planning area, and the right amenity mix will overcome the “north of the Perimeter” mindset for certain target markets.
- Higher density and mixed-use residential can be located closer to the MARTA station, with lower density product on the edges of the study area to allow for buffering into adjacent neighborhoods.



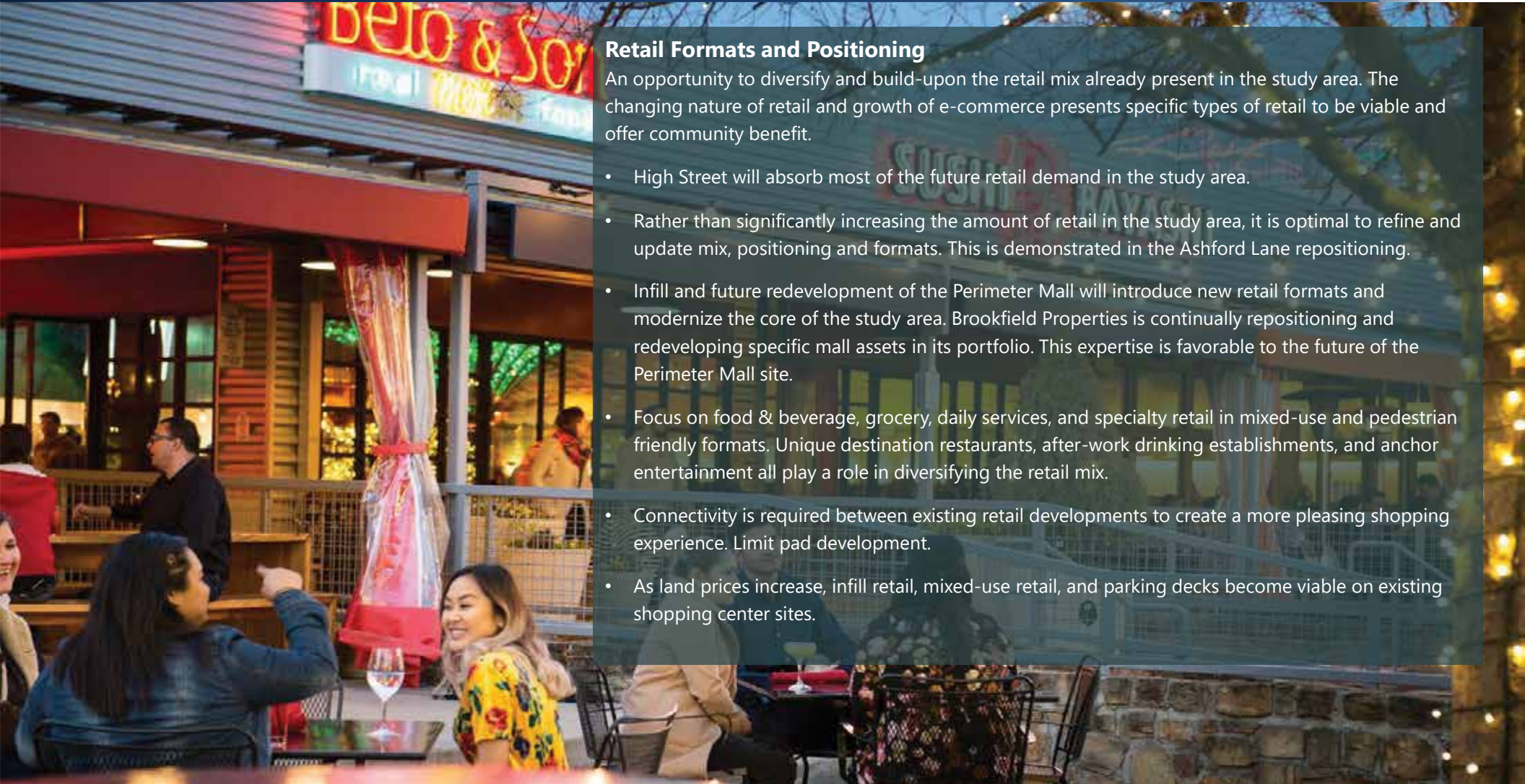
Recommendations & Positioning

Office Formats and Positioning

Dunwoody and the PCID's have a strong base of employment to build-upon, growing the economic engine of the North Atlanta suburbs.

- Vacancy rates are higher than historical averages, emphasis should be first on filling out existing space. Economic development required to infill vacant space and reduce vacancy rate to natural levels.
- The amount of office proposed and under construction in Dunwoody and Sandy Springs is expected to absorb most future demand, unless economic development efforts rapidly accelerate tenant demand for large floorplate office.
- Demand for new office development is limited in the short-term, more viable in the longer term.
- Short-term focus on smaller boutique office and multi-tenant office in mixed-use and multi-use projects. This will offer space not currently found in the local market.
- Plan for large-scale single-tenant office users so that the study area is "ready to go".
- Leverage the nearby Medical District and target the growing health care sector. This includes medical services that do not require direct adjacency to the hospitals, life sciences, biotechnology, and research & development.
- Continue to target successful and growing sectors such as Professional, Scientific & Technical Services, Information, Finance & Insurance and Management of Companies.
- Future office development should be well connected to amenities in the surrounding area through a strong pedestrian realm.

Recommendations & Positioning



Retail Formats and Positioning

An opportunity to diversify and build-upon the retail mix already present in the study area. The changing nature of retail and growth of e-commerce presents specific types of retail to be viable and offer community benefit.

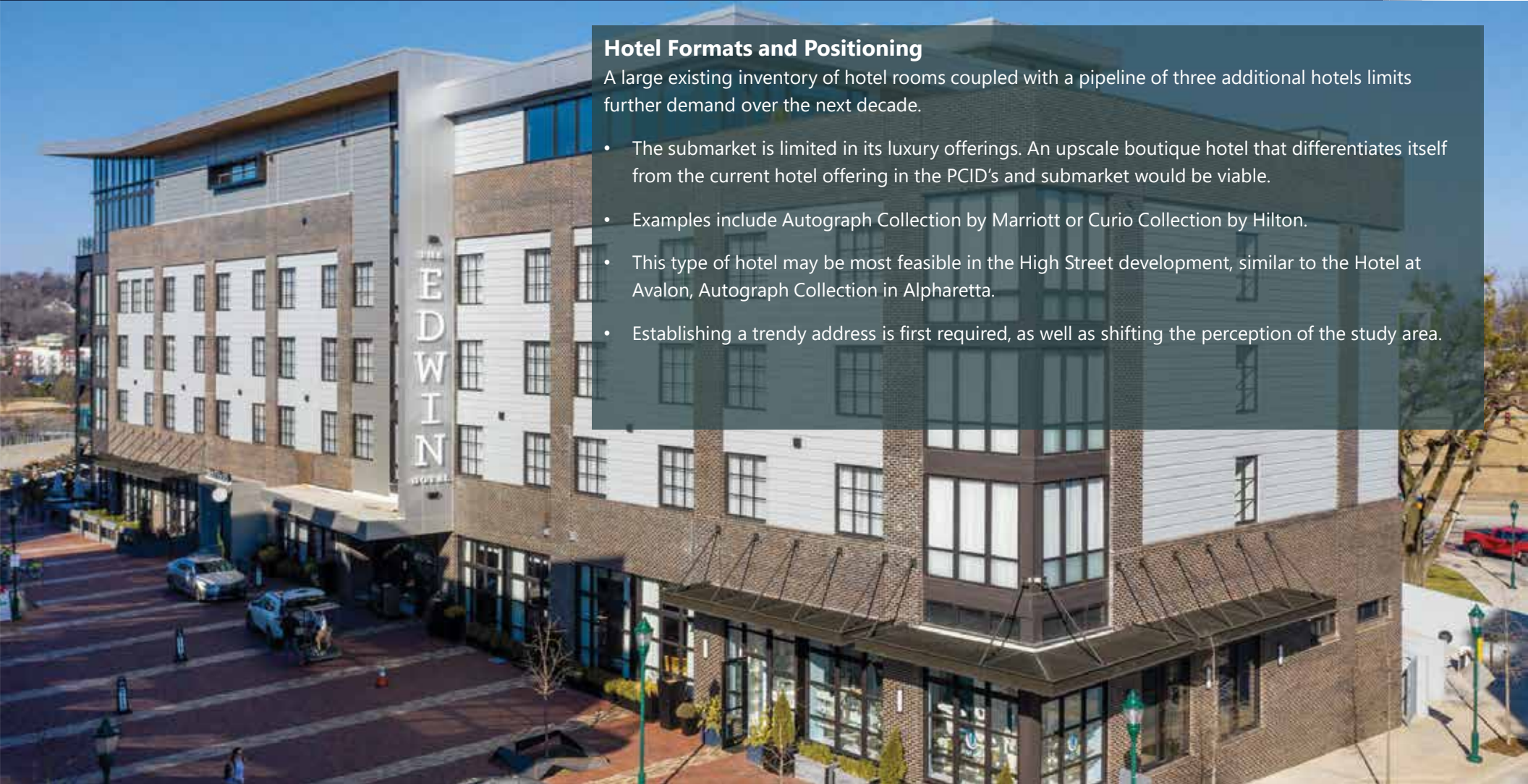
- High Street will absorb most of the future retail demand in the study area.
- Rather than significantly increasing the amount of retail in the study area, it is optimal to refine and update mix, positioning and formats. This is demonstrated in the Ashford Lane repositioning.
- Infill and future redevelopment of the Perimeter Mall will introduce new retail formats and modernize the core of the study area. Brookfield Properties is continually repositioning and redeveloping specific mall assets in its portfolio. This expertise is favorable to the future of the Perimeter Mall site.
- Focus on food & beverage, grocery, daily services, and specialty retail in mixed-use and pedestrian friendly formats. Unique destination restaurants, after-work drinking establishments, and anchor entertainment all play a role in diversifying the retail mix.
- Connectivity is required between existing retail developments to create a more pleasing shopping experience. Limit pad development.
- As land prices increase, infill retail, mixed-use retail, and parking decks become viable on existing shopping center sites.

Recommendations & Positioning

Hotel Formats and Positioning

A large existing inventory of hotel rooms coupled with a pipeline of three additional hotels limits further demand over the next decade.

- The submarket is limited in its luxury offerings. An upscale boutique hotel that differentiates itself from the current hotel offering in the PCID's and submarket would be viable.
- Examples include Autograph Collection by Marriott or Curio Collection by Hilton.
- This type of hotel may be most feasible in the High Street development, similar to the Hotel at Avalon, Autograph Collection in Alpharetta.
- Establishing a trendy address is first required, as well as shifting the perception of the study area.



Recommendations & Positioning

Supportive Land Uses & Amenities

Supportive land uses and amenities are required to craft a sense of community and make a more dynamic location for livability and employer attraction. The study area currently has limited amenities for residents and employees.

- Public lawn
- Programmed events
- Fitness, aquatics, and outdoor recreation
- Pocket parks
- Splash pad
- Arts and culture
- Daycare center
- Elementary school
- Multi-purpose spaces
- Work on feasibility studies to deliver integrated social, cultural, and recreational amenities.



Recommendations & Positioning

Potential Challenges

There are possible challenges in fully realizing the potential build-out of Edge City 2.0 and need to be considered moving forward:

Certain land uses face community or political pushback

Office vacancy rates continue to remain high and limit new development of Class A office.

Large office tenant (such as a State Farm or Mercedes Benz) desires a campus in Edge City 2.0; however, appropriate lands are not ready to go.

Hotel market struggles to recover and occupancy rates remain below 65%, limiting demand for new inventory.

Supportive land uses and amenities are not constructed, reducing desirability of the area for many residential end-users, primarily for-sale multifamily.

Developers are not incentivized to build multiple forms of residential, limiting the variety of housing types available in the area.

Recommendations & Positioning

Preliminary Phasing

As demonstrated in the demand analysis, Edge City 2.0 has market feasibility for all real estate asset classes. Certain uses such as residential have greater viability across the 20-year timeline, while others like office and hotel are a longer-term play. Projected development phasing is based on site availability, market demand, financial implications, and absorption.

The recent developments of the State Farm Campus and Twelve24 office building, coupled with the first phase of construction for High Street and planned Campus 244 are organically establishing a “core of activity” for the study area around the MARTA station.

Working with Brookfield Properties will be optimal for the build-out of Edge City 2.0 as the mall site is not only adjacent to the core of new development but inhibits connectivity to other parts of the study area. Infilling multifamily residential and mixed-use onto underutilized portions of the Perimeter Mall site (such as surface parking lots) would be a “quick win” and a strategic phasing initiative.

For-sale multifamily demand is also a near-term opportunity, especially product for downsizers that offer homes on a single level. Starting small and testing the market with stacked flats or large format low-rise condos will give indicators on market viability.

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Dunwoody Edge City 2.0 Economic Impacts

MXD Development Strategists Ltd.



Introduction

- Edge City 2.0 will have significant employment, income, and economic benefits for the region and the state. Potential economic impacts were calculated using IMPLAN, an economic impact analysis tool for planning and economic development. The IMPLAN model uses Georgia-specific zip code data points for accuracy.

Construction Impact

- The construction of Edge City 2.0 will have a significant economic impact on the region. It is forecast to generate up to 23,875 construction years which equates to 1,194 construction jobs over a 20-year development period.
- Labor income for the construction of Edge City 2.0 is estimated at \$1.07 Billion over the development horizon.
- In addition to labor income, the construction of Edge City 2.0 will also generate corporate profits of \$500 million. The total value-added impact is estimated at \$1.56 Billion.
- The broadest economic impact is Business Output, which is the gross level of business revenue resulting from the development. This is forecast at \$2.77 Billion.

Impact	Employment Years	Labor Income	Value Added	Output
Direct	23,642	\$1,053,296,965	\$1,418,775,474	\$2,584,912,767
Indirect	146	\$9,382,651	\$87,525,403	\$114,186,615
Induced	87	\$3,365,247	\$54,933,038	\$67,737,108
Total	23,875	\$1,066,044,863	\$1,561,233,915	\$2,766,836,490

Employment Impact – Business Operations

- The total projected employment impact for the Edge City 2.0 built-out program is 10,074 jobs across all industries. 9,728 of these are expected to be new direct jobs within the Edge City 2.0 area. This is in addition to current employment in the study area.
- The 9,728 direct jobs would have a projected recurring annual labor income of \$770 million. This equates to an average annual salary of \$79,153.
- Many of the projected indirect and induced jobs would be located in Dunwoody and surrounding jurisdictions.

Impact	Employment	Labor Income
Direct	9,728	\$770,163,919
Indirect	332	\$20,372,469
Induced	13	\$553,453
	10,074	\$791,089,840

Tax Impacts from Employment

- Tax impacts are provided by Implan for ongoing new employment at Edge City 2.0.
- At build-out, new employment is projected to generate \$155 million in annual tax benefits. Majority of tax goes to Federal Social Insurance Tax.
- Of this total \$2.5 million would be contributed to Dunwoody and \$12.4 million to the Special Districts Fund (School, Police, Fire, etc.) annually.
- The County would collect an additional \$9.7 million while the State would receive \$20 million annually.

Impact	Dunwoody General	Dunwoody Special Districts	County	State	Federal	Total
1 - Direct	\$2,439,794	\$12,183,792	\$9,520,801	\$19,641,021	\$107,930,135	\$151,715,543
2 - Indirect	\$42,997	\$214,949	\$167,882	\$373,648	\$2,618,811	\$3,418,287
3 - Induced	\$6,798	\$33,946	\$26,527	\$45,150	\$82,161	\$194,582
	\$2,489,588	\$12,432,687	\$9,715,210	\$20,059,819	\$110,631,106	\$155,328,411

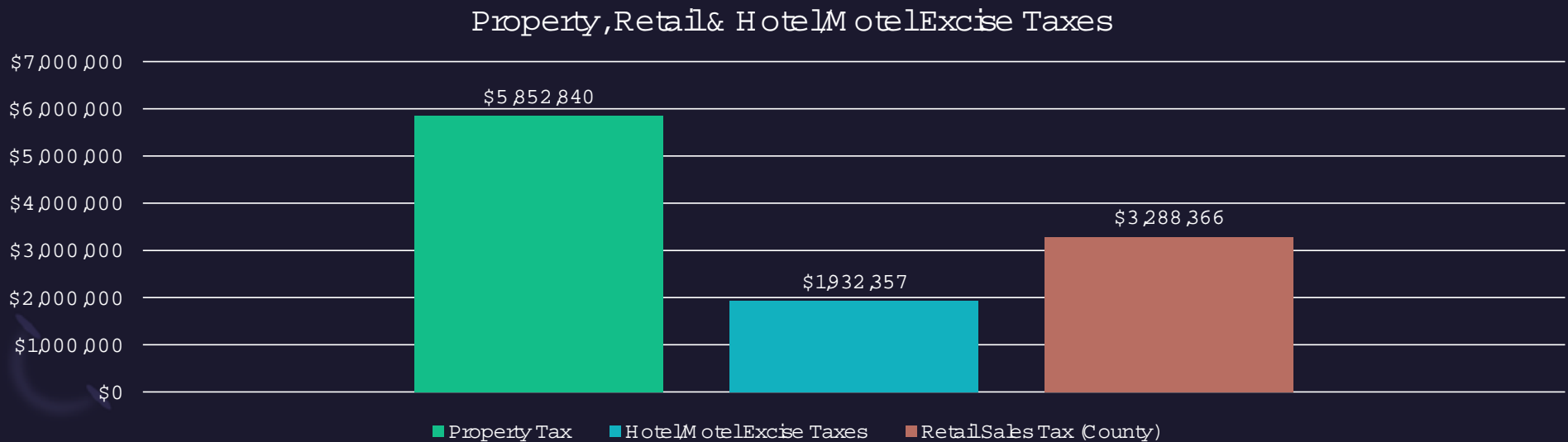
Industry Impact from Employment Growth

- 9,728 new direct jobs in the study area at full build-out will have positive impacts on other industries.
- The top five industries that will experience the largest financial impact are listed below.
- Food & Beverage is the highest impact, primarily due to employees purchasing lunch, after work drinks, coffee, etc.
- Certain industries such as Food & Beverage and Hotels will see most spending within the study area with limited leakage. Other industries such as Employment Services are less reliant on immediate location and will experience leakage to other areas outside of the study area.

Industry	Annual Impact Output (Full Build Out)
Retail - Food and beverage stores	\$55,457,093
Other real estate	\$32,091,598
Hotels and motels, including casino hotels	\$24,094,708
Employment services	\$9,842,084
Management of companies and enterprises	\$9,533,391

Property, Retail & Hotel/Motel Excise Taxes

- Annual increases to property tax revenue to Dunwoody are estimated at \$5.9 million at full build-out.
- An additional \$1.9 million in annual Hotel/Motel Excise tax revenue is forecast for the City.
- The County is slated to see an increase in Retail Sales Tax by \$3.3 million.



Stakeholder Interviews Summary

I. Overview

Throughout the months of March and April 2022, the consultant team conducted 14 in-person and virtual interviews with 21 stakeholders, listed in Table 1. Individual and group interviews were guided by targeted questions tailored to the role of the stakeholder (i.e., city government, developer, property manager, or resident). Input gathered from these interviews will contribute to the Edge City 2.0 visioning project by shaping preliminary identification of community needs, opportunities, and potential action items, uncovering topics to bring forth to the public for feedback, and helping identify community priorities for the project.

Table 1. Stakeholders Interviewed in Individual and Group Meetings

	Name	Organization	Title
1	Stacy Harris	City of Dunwoody	City Council Post 4
	Joe Seconder	City of Dunwoody	City Council Post 5
2	Lynn Deutch	City of Dunwoody	Mayor
	Rob Price	City of Dunwoody	City Council Post 2
3	Catherine Lautenbacher	City of Dunwoody	City Council Post 1
4	John Heneghan	City of Dunwoody	City Council Post 7
5	Tom Lambert	City of Dunwoody	City Council Post 3
6	Bill Baker	Brookfield Properties	Senior General Manager, Retail
	Alex Antolino	Brookfield Properties	Vice President – Mixed-Use Development
	Chris Rzomp	Gensler	Planner/Architect
	Mark Erdly	Gensler	Studio Director
	Kathryn Zickert	Smith, Gambrell and Russell	Partner
7	Alan Mothner		Resident
8	Herbert Ames	Edens	Senior Vice President – Regional Lead, Southeast Region
9	John Gagnier	GID Development Group	Chief Operating Officer - Development
10	Andre Koleszar	Regency Centers	Senior Vice President and Senior Market Officer, Southeast
11	Clay Grubb	Grubb Properties	Chief Executive Officer
	Paul O’Shaughnessy	Grubb Properties	Senior Vice President - Development
12	Betsy Malcolm	Harry Norman Realtors	Realtor
13	Phil Mays	RocaPoint Partners	Principal
14	Stirling Simmons	MetLife	Associate Director – Equity Asset Management

II. Common Themes

Overview

Four overarching themes emerged during the stakeholder interviews. Each is explored in more detail below, but they all coalesce around a common idea: how to attract and retain a wide range of people by offering spaces and experiences that make a desirable lifestyle possible in Dunwoody. The recurring takeaways are as follows:

- **Walkable Connectivity** – All the districts of the Edge City need to be safely connected by pedestrian means, separate from the roadway system, and link to MARTA. Perimeter Center is ripe to embrace the “Beltline” culture.
- **Food & Beverage is Key** – As experienced in most of North Metro Atlanta’s reimagined or new town centers, diversity of dining experiences is critical to provide amenity to existing and new residents, businesses, and employees.
- **Profile of Multifamily Residential Has Changed** – There is a need to explore how multifamily residential (for rent and for sale) has changed in the last 15 years. Several interviewees spoke about the need to provide housing options for different income levels and generations. Many also noted the important link between dense housing and walkability.
- **Amenities are Crucial** – “Next-generation lifestyle amenities” are driving the desire for office employees to want to live in multifamily residential rental buildings that include these amenities “in-house” and have walkable connections to them in adjacent districts. People will want to live in the Edge City if it reflects their “lifestyle preferences,” which is likely why so many people say they like Avalon in Alpharetta. Companies are selecting their locations for “lifestyle” reasons.

Walkable Connectivity

As companies relocated to or established major presence in Dunwoody, and new residential developments were built to accommodate the surge in demand, the growth in traffic has concerned many stakeholders, including most city officials. The area’s proximity to MARTA’s Red Line continues to draw development interest. Existing and planned retail, office, and restaurant options are significant, but currently the only way to feasibly navigate between them is in a private vehicle. Increasing accessibility via different transportation modes is essential. Creating walkable or bikeable links between different nodes of activity will add to the overall vibrancy of each center.

Examples

“It would be a win if the project helps manage traffic but keeps the activity. We need better utilization of MARTA.”

“It needs to be more people-oriented and walkable. You get what you build for. We used to build for cars, and that is why we now have a concrete jungle.”

“There’s no last mile connectivity. The mall needs to invest in pedestrian infrastructure that connects to MARTA.”

“If there’s a way to connect activity spaces, such as Dunwoody Village and Perimeter Center, with more walking and biking facilities, it would be beneficial for both.”

“The retail, office, and restaurants are there, but there’s no way for people to get between them except in their cars... Walkability will be the biggest challenge but arguable the most important.”

Food & Beverage is Key

City officials mentioned the desire to make Dunwoody a place where people will “linger longer,” and a variety of restaurants, breweries, and other dining experiences is a proven way to accomplish this. The populations who are attracted to Dunwoody range from young professionals to empty nesters, but one common denominator among residents is the desire for amenities; chief among these are dining options within walking distance.

Examples

“People will pay to be able to walk out their front door and access places like Café Intermezzo, Alon’s Bakery, and other food and beverage spots.”

“One of the new developments with brewery/restaurants at ground level has been successful... The general trend is for malls to reinvent themselves with more open-air concepts.”

Profile of Multifamily Residential Has Changed

As a result of corporate relocations to the area, demand for living space in Dunwoody among young professionals has continued to rise. Additionally, seniors and adults over 55 that are seeking a more active lifestyle are among those looking to relocate to Dunwoody. While school overcrowding was cited as a concern when considering the expansion of multifamily residential, these two populations (young professionals and adults over 55), which are driving demand for that expansion, will not exacerbate the current capacity issues. GID, the developer of the High Street entertainment district, and other developers emphasized the benefits of multifamily development, carefully considering and addressing the concerns that typically accompany such proposals. Even stakeholders who are generally against apartments recognize the need for greater density to ensure the success of restaurant and commercial spaces and contribute to the walkability of the area.

Examples

“High Street is going to be a lot of studio apartments. This is good because a product serving young professionals is not going to cause school overcrowding. There is also an opportunity for senior/active adult living.”

“We need multifamily density in order to make walkability happen... Dunwoody needs more rooftops to create walkability – make it easier for people to walk to their jobs.”

“Housing for empty nesters is needed. Empty nesters want to see an area that is amenity-rich... The average citizen tends to think multifamily just creates traffic and school issues, but it actually does more to promote a livable community.”

“Some of the [typical] concerns about multifamily, such as school capacity, were considered and addressed with data when the High Street development was going through the approval process with the City.”

Amenities are Crucial

Many new and prospective residents are looking for a walkable, mixed-use district like Avalon in Alpharetta. Transformative projects, such as the long-planned mixed-use development High Street, are bringing a similar live/work/play element to Dunwoody. The High Street development is expected to generate a more active public realm, with its expansive lawn, apartments, office, retail, and restaurants.

City Council members want Dunwoody to establish a more unique identity via additions such as street art, a mix of restaurants, and shared public spaces, including a small-to-medium-sized music venue and a convention center. The lack of a vibrant arts and culture scene was mentioned as an impediment to getting people to “linger longer.” Despite this, some forms of public art have begun to appear and gained public acceptance, and the Spruill Center located near Dunwoody Village was identified by several interviewees as a major community asset. In addition, multiple individuals spoke favorably about creating a robust network of trails to connect residential developments to commercial districts and other public spaces such as parks.

As mentioned above, residents are seeking “lifestyle amenities” that contribute to a distinct community identity. Key components to building a unique local culture include public spaces, street art, community events, and opportunities for active transportation through sidewalks, trails, bike lanes, and similar amenities. Multiple people interviewed expressed their belief that Perimeter Center should be Dunwoody’s effective downtown area, where the greatest concentration of commercial activity is located.

Examples

“It would be great to have a trail system to link new residents to other Dunwoody parks. The Council is not interested in buying land in the Perimeter Center area for greenspace. It would be better to have developers provide amenities like pocket parks.”

“The workforce now has the power to live where they want to live with the shift to work-from-home. Dunwoody is uniquely positioned to link different communities with trails.”

“There needs to be an education of office developers to promote public spaces and how their developments should promote public life... It’s the amenities outside buildings that are going to attract people.”

“We need to build for people with plazas, pocket parks, placemaking, art, events, etc.”

“Greenspace is very important. We need a lot of things to draw people, including greenspace with mixed-use... It would be good to see more density on the [Perimeter Mall] site.”

“I would love to see Midtown levels of density... this should be our urban commercial district”

“Murals weren’t accepted 3 years ago but are probably okay now. Public art is new to Dunwoody and gaining momentum.”

C

Edge City 2.0 March 24 Public Open House Meeting Summary

This document provides a summary of the March 24, 2022, Open House. The summary includes three sections: I. Meeting Overview, II. Input Summary (starting on page 3), and III. Major Takeaways (page 14).

I. Meeting Overview

The City of Dunwoody held its first Edge City 2.0 public open house meeting on March 24, 2022, from 6pm to 8pm. The Dunwoody community was invited to learn about the project background and provide input to inform the long-term vision for Perimeter Center.

Table 1. Meeting Details

Location	Date/Time	Number of Participants
The Lobby at Terraces North 400 Perimeter Center Terrace	March 24, 2022 6:00 – 8:00 p.m.	31

Meeting Format

The public meeting followed an open house format, allowing participants to come and go at their own pace. A guiding handout helped participants understand the appropriate order to partake in the meeting activities. Six station areas framed the meeting:

1. **Welcome Area:** This station included a sign-in attendance sheet as well as a map activity to identify where the participant lives and works and for how long.
2. **Project Slideshow:** This station provided a looping slideshow for participants to learn about the project team’s research completed to date.
3. **Vision Booth:** This station allowed participants to use white boards to communicate their ideas about key topics to include in the Edge City 2.0 vision.
4. **Project Orientation:** This station included several display boards to share more about the project team’s initial findings about the Edge City 2.0 study area.
5. **Collective Visioning:** This station provided an opportunity for participants to 1) give geographic-based input on maps and 2) share their preferences about the look and feel of various development types and amenities via a series of boards referred to as “Visual Preference Survey”.
6. **Exit Poll:** This station asked participants to fill out a web-based poll with a few more questions about the future of Perimeter Center.



Above: Meeting participants participate in vision booth and collective visioning activity.

Participants

A total of 31 people attended the public meeting. As shown in **Figure 1**, residents live throughout the city of Dunwoody. Five participants live within the Edge City study area, and one participant works within the study area. One participant lives outside of Dunwoody, and three participants work outside of Dunwoody. A timeline illustrates how long folks have been in the area—the 1990s marks the decade when the greatest number of participants began living in Dunwoody. Only four participants lived in Dunwoody prior to 1980, and nine participants moved to Dunwoody post-2000.



Above: A family's vision for Perimeter Center's future.

Figure 1. Participant Polls (Where do you live and work? How long have you been around the area?)

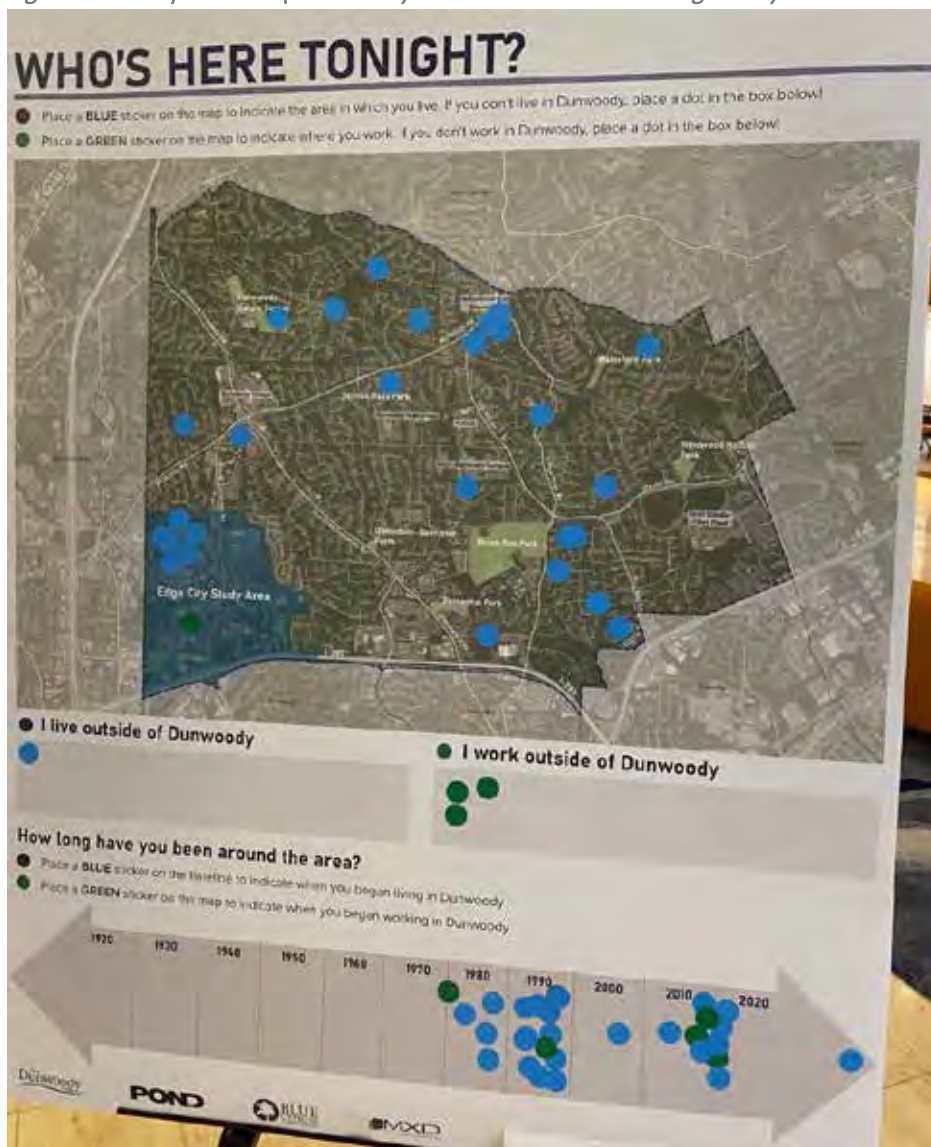


Figure 3. Residential Imagery Preferences

PREFERRED RESIDENTIAL

Dunwoody is projected to experience a 1.1% growth rate in population over the next 20 years. This will lead to an increased demand in multifamily residential units.

Instructions: Place a dot on the type of residential developments you'd like to see in Dunwoody!
Activity Summary: The total number of dots added during the meeting is noted next to each image in green.

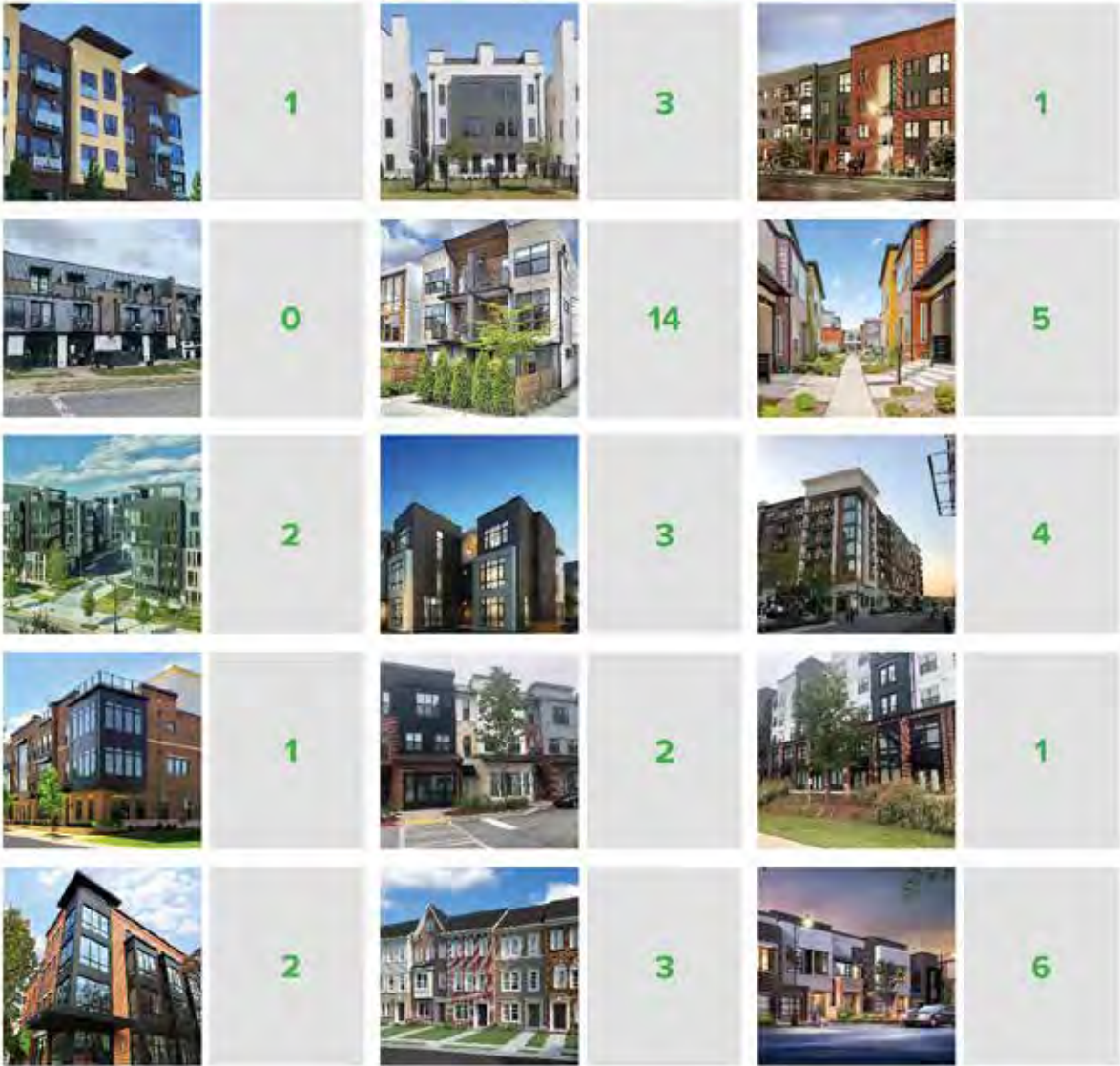


Figure 4. Office Imagery Preferences

PREFERRED OFFICE

Over the next 20 years, the office market in Dunwoody is expected to have strong growth, given that the study area is a well known employment node.

Instructions: Place a dot on the type of office developments you'd like to see in Dunwoody!
Activity Summary: The total number of dots added during the meeting is noted next to each image in green.



Figure 5. Retail Imagery Preferences

PREFERRED RETAIL

While e-commerce is projected to slow overall demand of retail over the next two decades, the study area is still projected to have considerable growth in retail demand.

Instructions: Place a dot on the type of retail developments you'd like to see in Dunwoody!
Activity Summary: The total number of dots added during the meeting is noted next to each image in green.

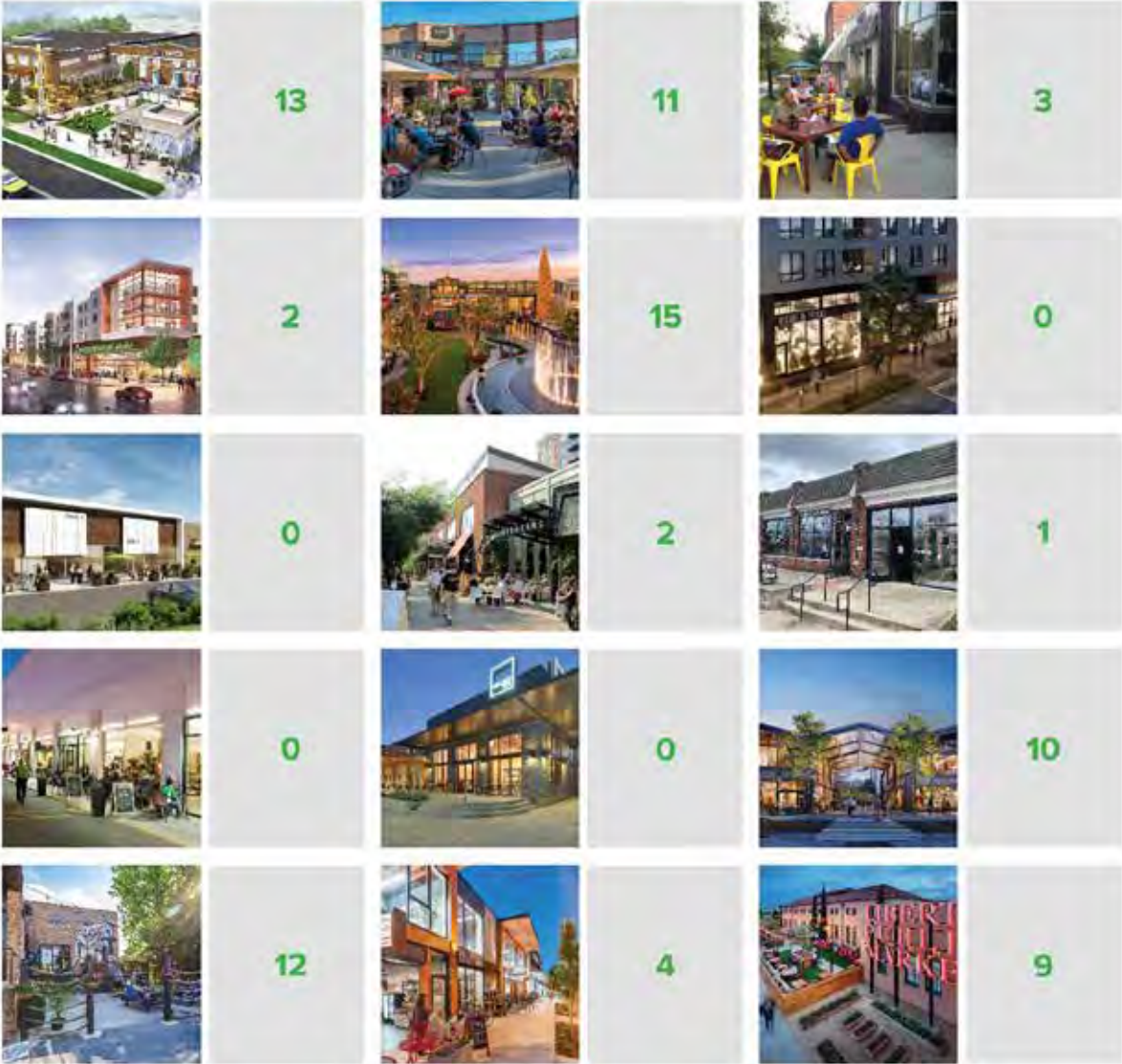


Figure 6. Hotel Imagery Preferences

PREFERRED HOTEL

Due to the study area's known reputation as a well-established hotel node, investment potential in hotel development is strong. However, hotel projects currently in the planning stages will likely meet future demand.

Instructions: Place a dot on the type of hotel developments you'd like to see in Dunwoody!
Activity Summary: The total number of dots added during the meeting is noted next to each image in green.

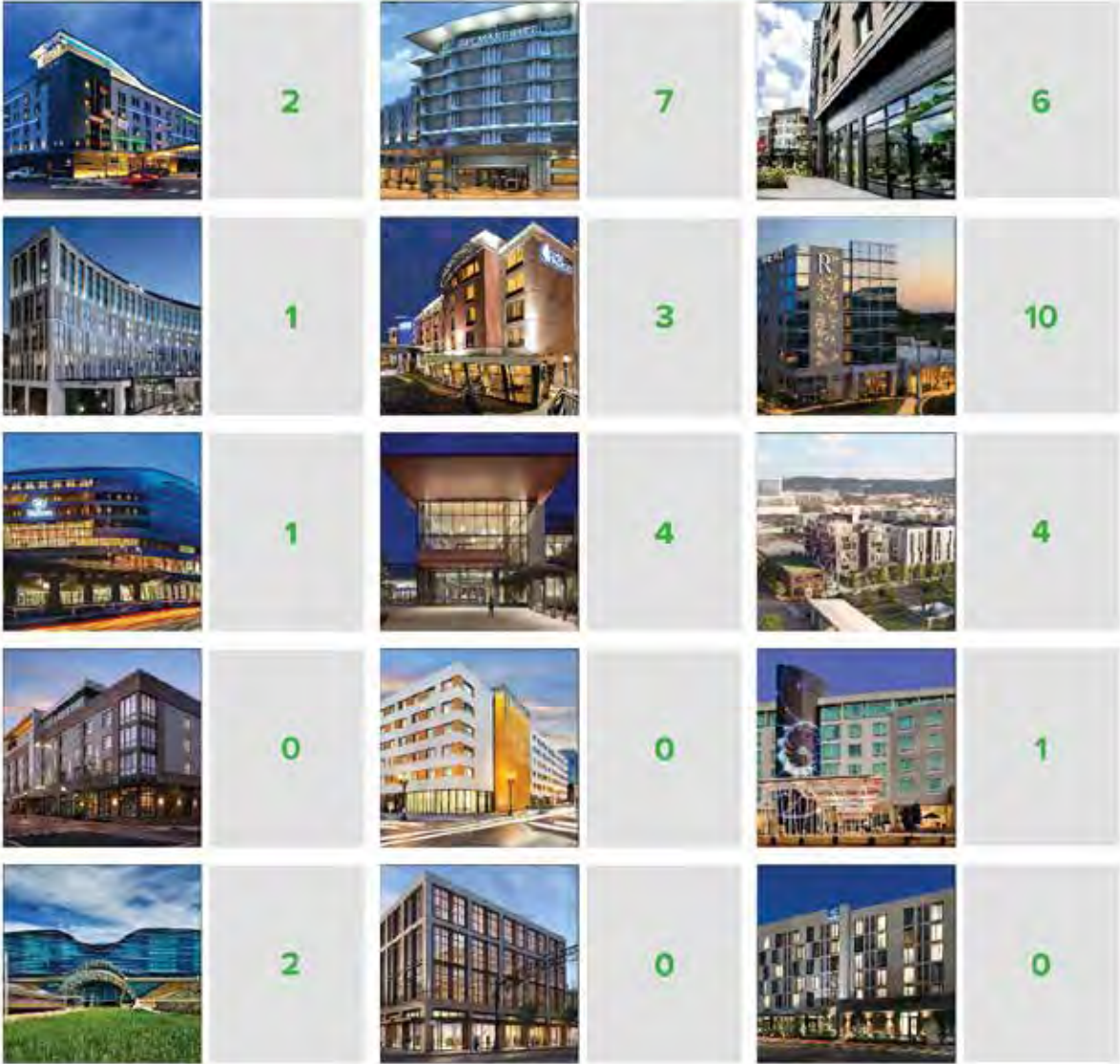


Figure 7. Amenity Imagery Preferences

PREFERRED AMENITIES

Supportive amenities are a key component of crafting a sense of community and creating dynamic locations that foster liveability and employer attraction. Currently, the study area has limited amenities for both residents and employees.

Instructions: Place a dot on the type of amenities you'd like to see in Dunwoody!

Activity Summary: The total number of dots added during the meeting is noted next to each image in green.



The Dunwoody of Tomorrow

A couple boards titled, “The Dunwoody of Tomorrow” provided some visionary ideas and images and asked for participant feedback. **Figure 8** summarizes the number of votes per idea. The five vision ideas, ranked in order of highest public support to lowest, are:

1. Unique to Dunwoody (11 dots)
2. Community and Regional Destination (9 dots)
3. Leverage MARTA and the Mall (6 dots)
4. Introduce a Variety of Housing Types (5 dots)
5. Economic Engine (3 dots)

Figure 8. The Dunwoody of Tomorrow



Mapping Activity

Participants gathered around a table with large maps of the study area. The activity encouraged participants to add pushpins to the map and label what they would like to see in Perimeter Center. **Table 2** provides an overview of the topics that were frequently mentioned.

Table 2. Comments Organized by Topic

Topic	Number of comments	Locations where this Topic was Added to the Map	Additional Detail from Comments
Green Space	9	<ul style="list-style-type: none"> - High Street - Park at Perimeter Center East - North of Perimeter Mall - Perimeter Marketplace - At the data center site in southeastern portion of study area (off Perimeter Center E Ext) 	<ul style="list-style-type: none"> - Not just a patch of Bermuda grass - Tennis courts - Pickleball - Active gardens
Bike and Pedestrian Infrastructure	3	<ul style="list-style-type: none"> - Surrounding the entire Edge City area - Ashford Dunwoody Rd and Ravinia Pkwy NE - Perimeter Center 	<ul style="list-style-type: none"> - Make a bike loop that is a signature aspect of Edge City - Build cycle track on Perimeter Center
Traffic Mitigation	3	<ul style="list-style-type: none"> - 285 and Ashford Dunwoody Rd - City of Dunwoody northwestern municipal boundary 	<ul style="list-style-type: none"> - Reduce the amount of traffic on Ashford Dunwoody, Perimeter Center West, Abernathy, et al. at rush hours
Transit	3	<ul style="list-style-type: none"> - Throughout the study area - Perimeter Center Pkwy 	<ul style="list-style-type: none"> - Buses and trolleys should circulate the area - Combine all private shuttles into one service using electric vans - Transit-oriented development (High Street 2.0?)
Housing	3	<ul style="list-style-type: none"> - Perimeter Center Pkwy - North of Perimeter Mall - Perimeter Village 	<ul style="list-style-type: none"> - Transit-oriented development (High Street 2.0?) - Living space with gardens desired near Perimeter Village - High rise multifamily density near mall
Design	2	<ul style="list-style-type: none"> - Mall Road - Southeastern portion of study area 	<ul style="list-style-type: none"> - Make the Mall Road more attractive - Concentrate on the buffering between residential and commercial uses and separating "Trails" from major roadways. Examples: Trees, bushes, vendor kiosks within canopied areas
Brewery	1	<ul style="list-style-type: none"> - Perimeter Marketplace 	<ul style="list-style-type: none"> - Locally owned brewery
Modern Retail	1	<ul style="list-style-type: none"> - North of Perimeter Mall 	
School or Community Center	1	<ul style="list-style-type: none"> - At the data center site, off of Perimeter Center E Ext (in southeastern portion of study area) 	<ul style="list-style-type: none"> - Cool location for a potential school site - Community center, arts buildings, or amphitheater

Figure 9. What would you like to see in Perimeter Center? (Map 1)



A few comments proposed potential strategies for improving traffic flow and incorporating green space at Perimeter Center:

- Install a parking deck for reserved spaces at Perimeter Mall. Move the Mall Trail from fronting Ashford Dunwoody to snaking through the existing east parking lot, which should be turned into vegetated space.
- Combine all private shuttles into one service using electric vans.
- City builds free parking decks at 285 and Ashford Dunwoody. All businesses are paid an incentive bonus to remove spaces from their lots if replaced with vegetated landscaping. Bus and trolleys integrate throughout the area.

Figure 10. What would you like to see in Perimeter Center? (Map 2)



Exit Poll

At the final station, participants were prompted to scan a QR code and fill out a quick exit poll prior to leaving the meeting. The exit poll was hosted on a web-based platform called Woodclap. The questions and responses are summarized in **Tables 3-6**.

Table 3. What are your top three concerns for Perimeter Center?

Answer Choice	Number of votes
Increased traffic	10
Housing options to meet community needs	9
Lack of transportation connectivity	9
Overcrowded schools	9
Balance of housing and jobs	6
Increase in residential population	2

Table 4. What type of amenities are you most interested in seeing at Perimeter Center?

Answer Choice	Number of votes
Trails	12
Plazas	10
Parks and Recreation Spaces	10
Artwork	5

Answer Choice	Number of votes
Bike Facilities	1
Signage	0

Table 5. What does the future of Perimeter Center represent to Dunwoody?

Answer Choice	Number of votes
A Trendy Food & Beverage Destination	5
A Corporate Retail Hub	3
Walkable Community Supporting Multi-Generational Living	3
Dunwoody's True Downtown	2

Table 6. What places would you like Perimeter Center to emulate, and what features from these places would you like to see at Perimeter Center?

Freeform Responses - Places	Freeform Responses - Features
Midtown	Great restaurants, activities, connectivity
Ponce city market	Always have green space mixed with retail, walking friendly, and offices
Be unique	Safety
Avalon, the works	Running trails
Walkable festivals, like other downtowns. Roswell. Etc.	More kid-friendly places
Westside Atlanta; The Works	Transit oriented development; prioritization for pedestrian activity; affordable housing; integrating public space with commercial development
Avalon	Walkable streets and central gathering spaces.
Nirvana?	Low crime!
Avalon, Braves, Decatur	Restaurants, gardens, plazas, walking options and connectivity, retail, light office, water feature, art installments, NO CARS
Arlington VA	Green space and trails
Nashville	Amenities
I think it should differentiate itself by combining aspects of Avalon, Canton Street Roswell, and be more walkable with shaded paths to connect.	Outside seating, lots of bike and walk trails, closed
	Shaded walking paths to connect the area. Public art along the way.

Major Takeaways

The Edge City 2.0 project team learned valuable insights from the meeting participants. The following takeaways will inform the next steps in the planning process.

1. The vision boards highlighted common themes across participants. The most frequent words mentioned were **greenspace, walkable, and work and play.**
2. The visual preference imagery surveys indicated that community members are interested in **open-air plazas/community gathering spaces, vertical mixed-use housing developments with ground-floor retail, and open space with green features.** The idea with the most public support from “The Dunwoody of Tomorrow” exercise was the vision titled, “**Unique to Dunwoody.**” This vision idea focuses on integrating unique features and anchors that will make Edge City stand out in the North Metro Atlanta market.
3. Through the mapping activity, participants communicated a desire for **parks and recreation spaces, improved facilities for pedestrians and cyclists, and high-quality modern developments.**
4. Based on the exit poll, participants were most concerned about **increased traffic, having a range of housing options, the lack of transportation connectivity, and overcrowded schools.** Top amenities included **trails, parks and recreation spaces, and plazas.** When asked about what Perimeter Center represents to Dunwoody’s future, the top answer was “**A Trendy Food & Beverage Destination.**” Freeform responses emphasize the need for **walkability, public gathering spaces, parks and trails, and restaurants.**



Above: Community members review orientation boards and great project staff.

April 30 Pop-Up Event Summary

I. Pop-Up Overview

The City of Dunwoody hosted a pop-up event on April 30, 2022, from 10 a.m. to 12 p.m. The City invited Dunwoody community to learn about the project background and provide input to inform the long-term vision for Perimeter Center. The City encouraged community members to walk or bike to the event and to bring their families.

Table 1. Event Details

Location	Date/Time	Number of Participants
Endeavor Montessori School Parking Lot	April 30, 2022 10:00 a.m. – 12:00 p.m.	46

Meeting Format

The pop-up event provided a fun atmosphere for community members of all ages to partake in the planning process. At the event sign-in table, participants received a “passport” card that provided guidance on the input areas stationed around the parking lot. The planning team instructed participants to turn in their passport in exchange for a free popsicle from King of Pops after the activities were completed. The passport included the following input areas:

1. **Welcome Activity:** Participants signed in and indicated on a map where they live and how long they have lived in the area.
2. **Visioning Activity:** On white boards, participants wrote five words or less to describe their vision for the future of Perimeter Center.
3. **Learning Station and Visual Preference Activities:** Participants reviewed project background information and provided input by placing dot stickers next to images that illustrate preferred development styles.
4. **Mapping Activity:** Participants built their vision for Perimeter Center using toy sets and materials that represented different land uses and trails.
5. **Exit Activity:** Participants completed a short poll hosted on SurveyMonkey.



A family participating in the visual preference activity



Pond Project Manager Andrew Kohr facilitating the 3D mapping activity

In addition to the core input areas, the pop-up event offered activities for general recreation and fun for kids, including a balloon artist, chalk, city-themed coloring books, cornhole, and the King of Pops giveaway station.

Participants

Forty-six (46) people registered their attendance at the pop-up event. The actual event attendance was closer to 70 people as several people attended as families, and, often, only one family member registered. On the board shown in **Figure 1**, participants indicated where they live and work and how long they have lived in the area. Most attendees live within the study area and were able to walk to the event. There was nearly an even split between those who work within the Dunwoody city limits and those who work outside Dunwoody. An overwhelming majority of the attendees moved to Dunwoody in 2010 or later.

Figure 1. Participant Polls (Where do you live and work? How long have you been around the area?)



III. Input Summary

Visioning Activities

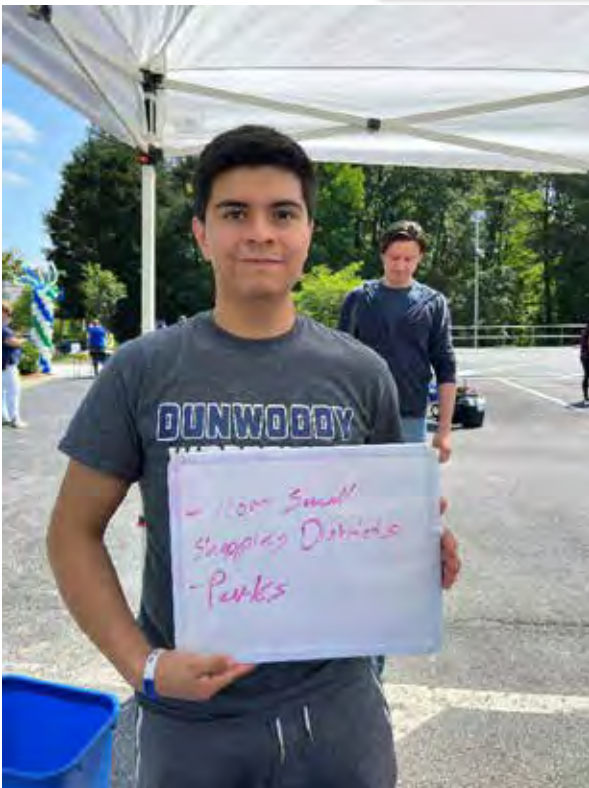
The White Board Visioning Activity guided participants to write five words or less the reflect their vision is for Perimeter Center. **Figure 2** summarizes input from this exercise. The most frequently mentioned words appear larger, including: park/dog park, greenspace, trail, playground, splash pad, tennis court, community center, traffic control/safety, food truck, and bike lane/path. These sentiments will contribute to the Edge City 2.0 community vision statement.

Figure 2. Vision Board Word Cloud





A sample of input from the Visioning Activity



In addition to the visioning boards, the planning team invited community members to participate in an artistic visioning exercise with chalk. The planning team wrote out the following question with chalk: “What do you want to see in Perimeter Center?” A few people answered the prompt with, “bike racks,” “art,” and “parks and greenspace.”



Visual Preference Survey

At this station, display boards for different land uses, including residential, office, retail, and hotels, as well as amenities showed various images. Participants placed dots next to images that resonated with them as visionary examples for the Edge City 2.0 study area to aspire to. **Figures 3 through 7** summarize number of votes in support of each image. Key takeaways from this activity include the following:

- The preferred residential images illustrate “gentle density,” or density that blends in well with the surrounding neighborhood fabric. The participants generally did not like images where the residential building heights exceeded four stories.
- The preferred office images ranged in their design from tall tower developments to more modern and unique, horizontal building layouts. All of the preferred images include green features, such as lawns, green roofs, or street trees.
- The preferred retail images all have in common a central greenspace for patrons to enjoy outdoor dining and other activities. These spaces have a campus-like, district development style with food halls and other attractions to draw visitors.
- The preferred hotel images were name-brands with unique architecture.
- The preferred amenity images clearly show a desire for more greenspace and “play” activities. Food stalls, an outdoor amphitheater, and an artistic walkway were among the most supported images.

Figure 3. Residential Imagery Preferences

PREFERRED RESIDENTIAL

Dunwoody is projected to experience a 1.1% growth rate in population over the next 20 years. This will lead to an increased demand in multifamily residential units.

Instructions: Place a dot on the type of residential developments you'd like to see in Dunwoody!

Activity Summary: The total number of dots added during the meeting is noted next to each image in green.

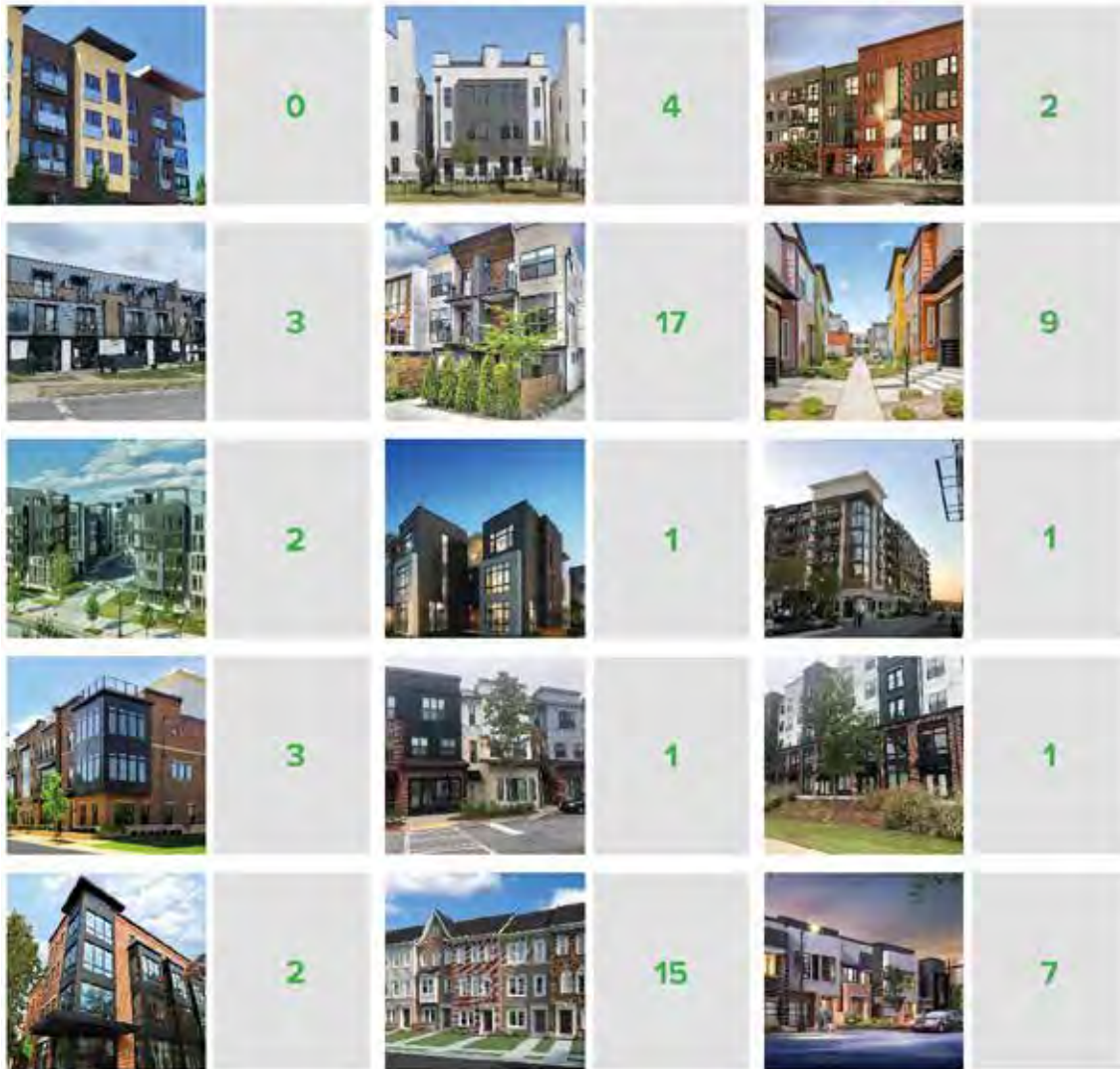


Figure 4. Office Imagery Preferences

PREFERRED OFFICE

Over the next 20 years, the office market in Dunwoody is expected to have strong growth, given that the study area is a well-known employment node.

Instructions: Place a dot on the type of office developments you'd like to see in Dunwoody!

Activity Summary: The total number of dots added during the meeting is noted next to each image in green.



Figure 5. Retail Imagery Preferences

PREFERRED RETAIL

While e-commerce is projected to slow overall demand of retail over the next two decades, the study area is still projected to have considerable growth in retail demand.

Instructions: Place a dot on the type of retail developments you'd like to see in Dunwoody!

Activity Summary: The total number of dots added during the meeting is noted next to each image in green.

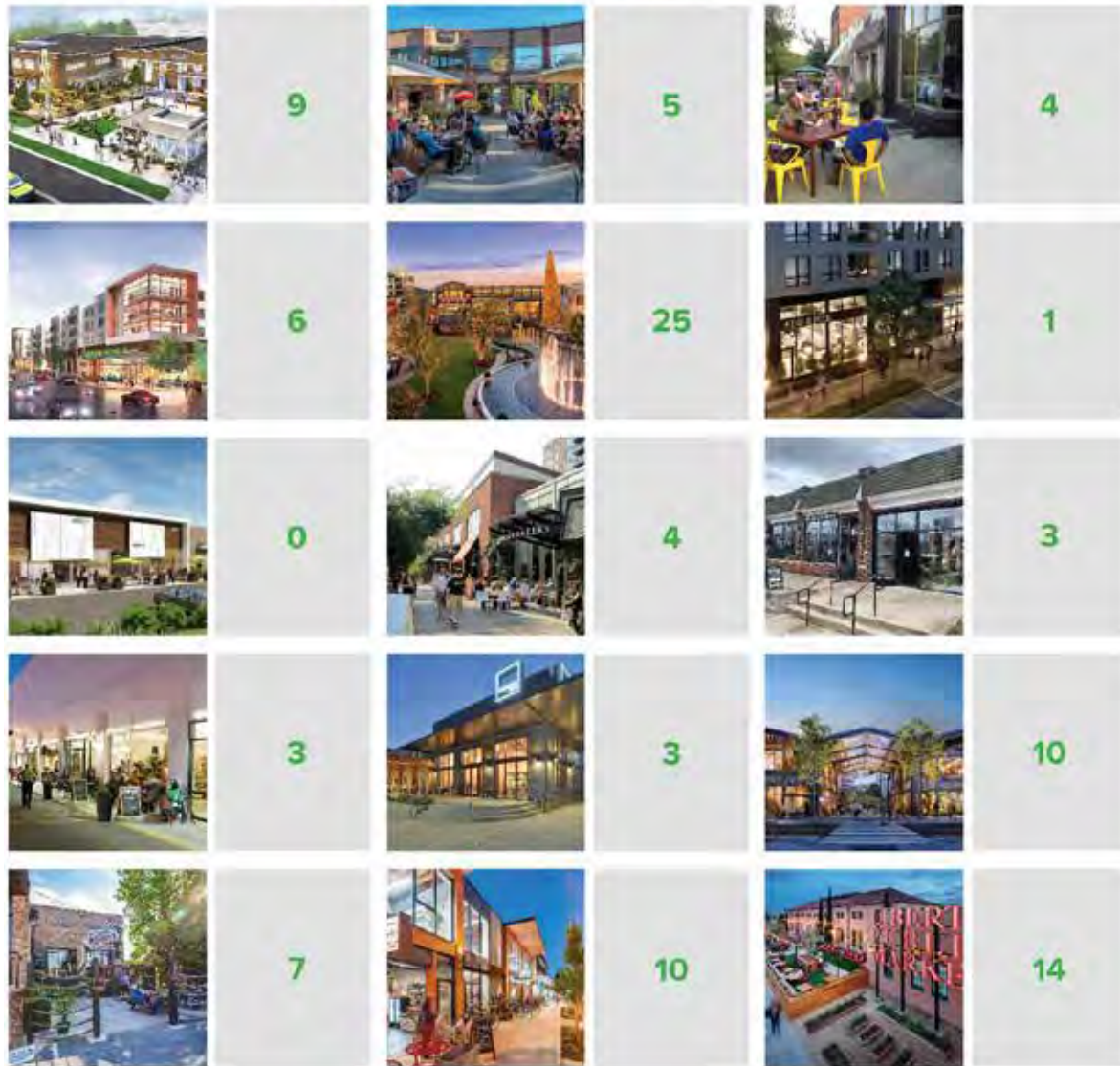


Figure 6. Hotel Imagery Preferences

PREFERRED HOTEL

Due to the study area's known reputation as a well-established hotel node, investment potential in hotel development is strong. However, hotel projects currently in the planning stages will likely meet future demand.

Instructions: Place a dot on the type of hotel developments you'd like to see in Dunwoody!

Activity Summary: The total number of dots added during the meeting is noted next to each image in green.

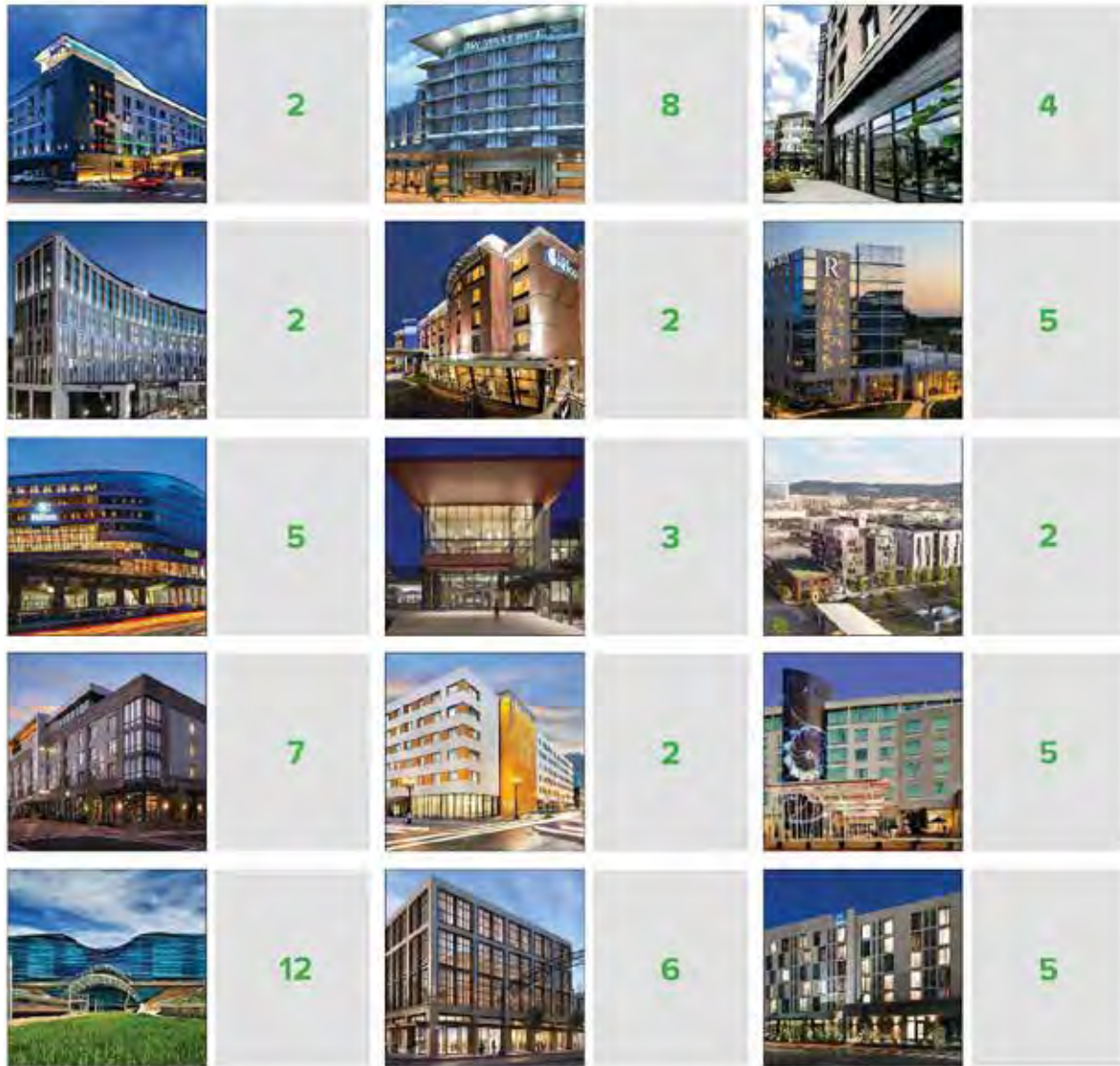


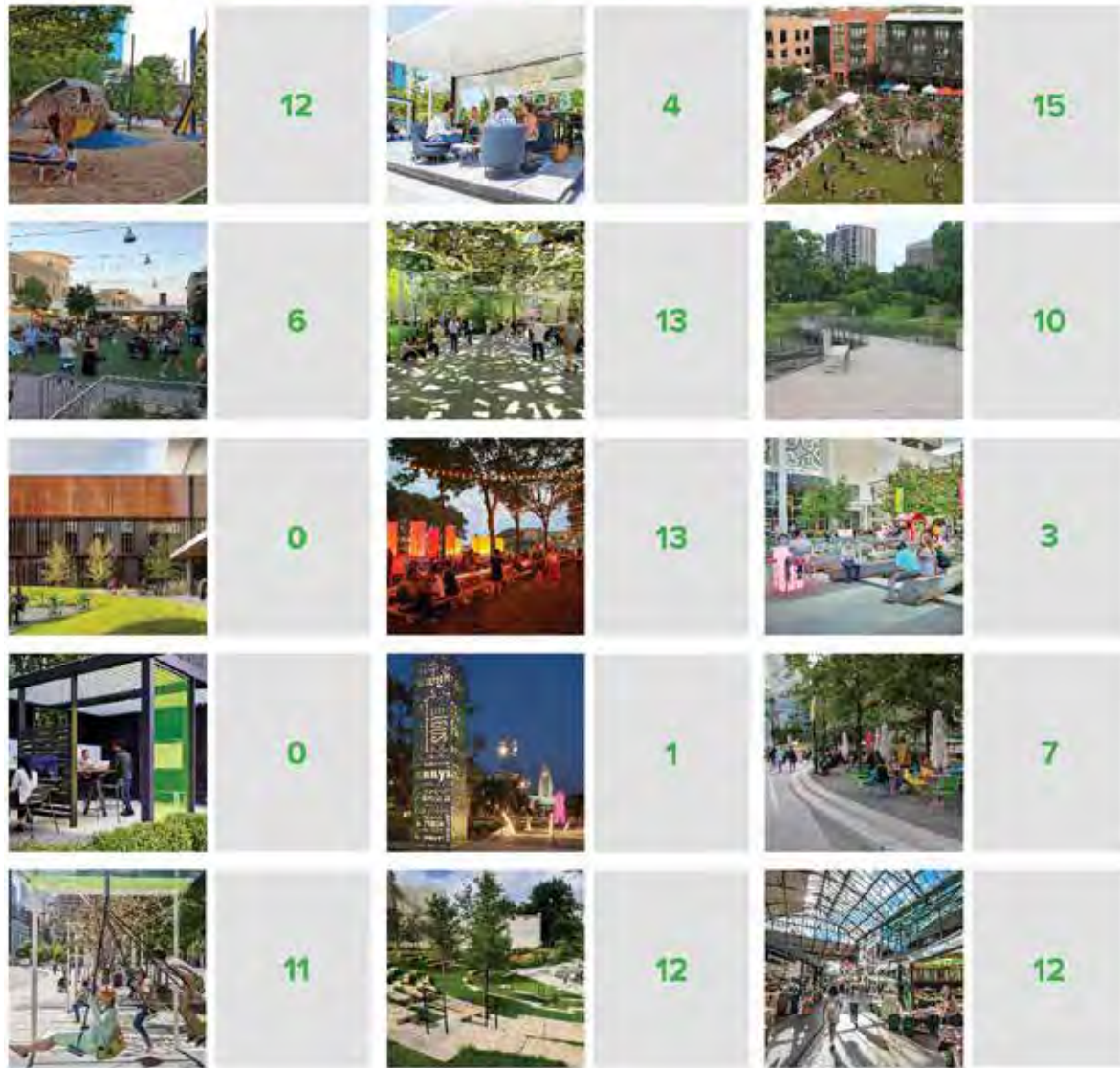
Figure 7. Amenity Imagery Preferences

PREFERRED AMENITIES

Supportive amenities are a key component of crafting a sense of community and creating dynamic locations that foster liveability and employer attraction. Currently, the study area has limited amenities for both residents and employees.

Instructions: Place a dot on the type of amenities you'd like to see in Dunwoody!

Activity Summary: The total number of dots added during the meeting is noted next to each image in green.



Mapping Activity

The Mapping station offered a hands-on activity for community members to visualize future development in Perimeter Center. Participants used building blocks representing different land uses, such as residential and office, to identify locations for growth as well as their preferred heights of new buildings. Green beads were another tool that participants could utilize to identify locations for trail connections in the study area. The planning team found that most participants wanted to see the highest densities for all asset classes (residential, retail, and office) near Perimeter Mall. In the southeast quadrant of the Edge City study area, participants identified several locations for residential products of a medium height, along with retail and office buildings of a similar low to medium height. Many opportunities for trail connections were identified in the southeast quadrant as well. In all quadrants, participants used green blocks to indicate a desire for more park spaces.



Andrew Kohr (Pond) and Richard McCleod (City of Dunwoody Community Development) facilitating the 3D mapping activity

Exit Poll Results from Pop-Up Event and Online Participants

The final input activity was an exit poll that participants accessed by scanning a QR code with their mobile device. The City of Dunwoody also promoted this survey at a few other community events, so the results summarized in Figures 8 through 11 and Tables 2 through 3 are inclusive of all 141 total participants.

Figure 8. Response Summary: Which of the following best describes you?

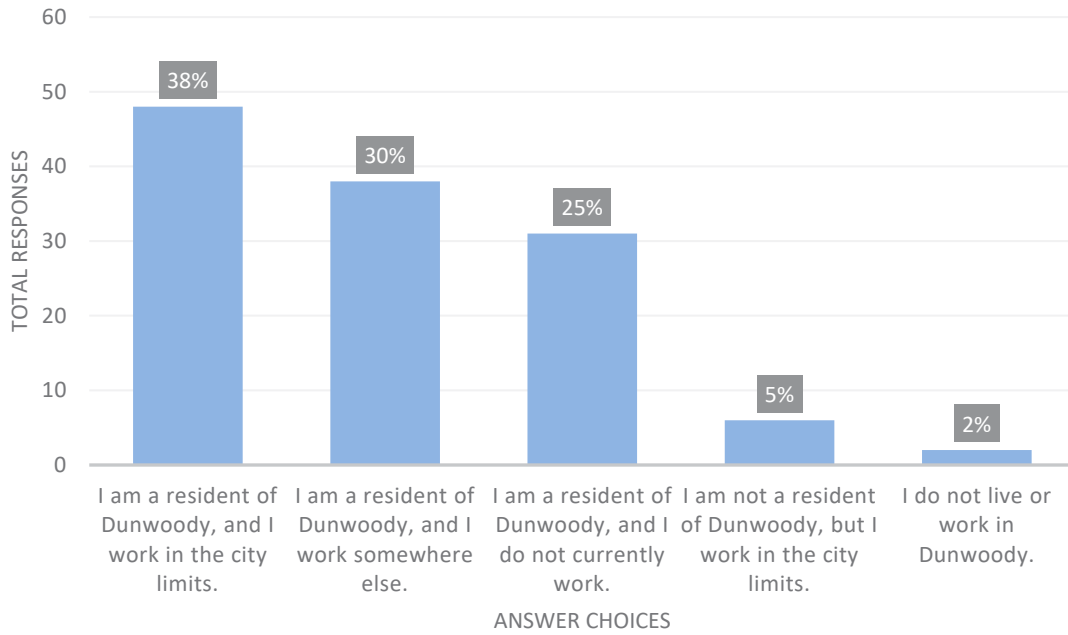
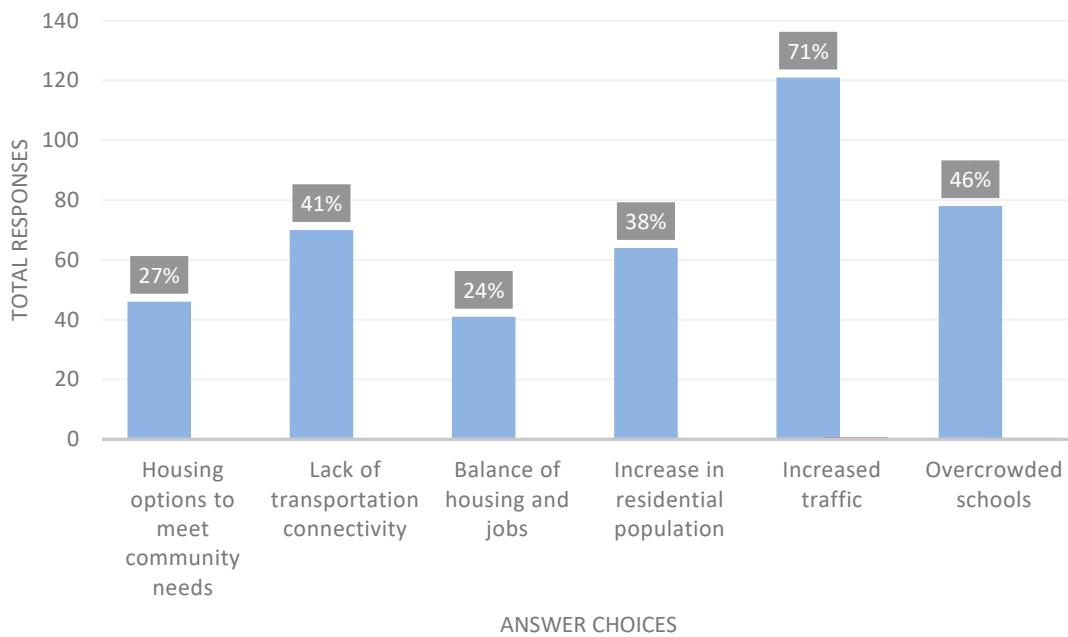
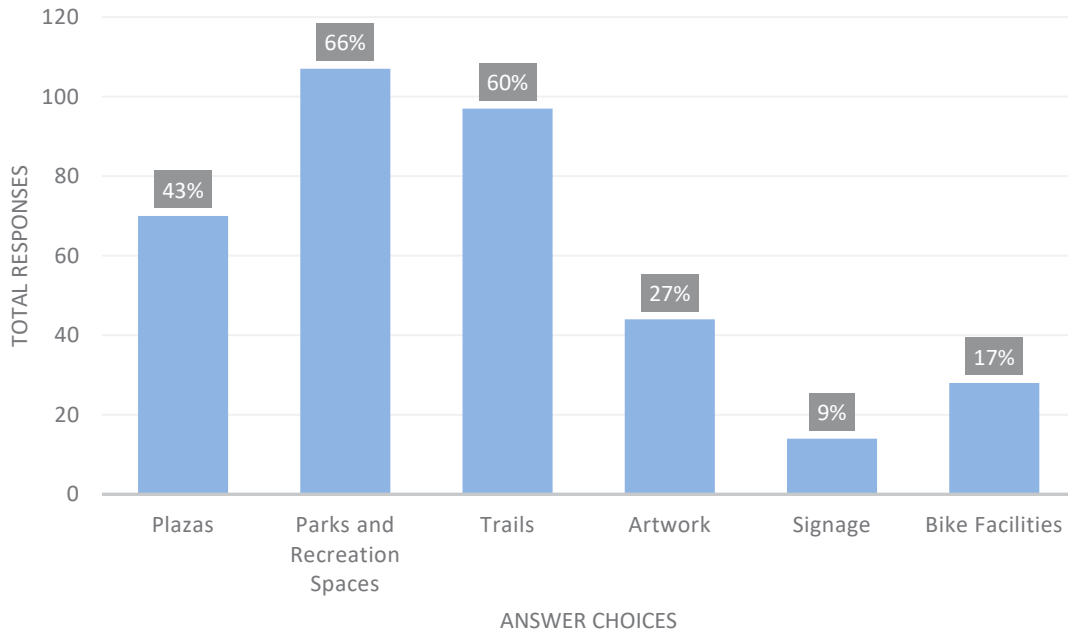


Figure 9. Response Summary: What are your top 3 concerns for Perimeter Center?*



*Note that percentages do not add to 100% because the question asked for multiple answer choices to be selected by each participant.

Figure 10. Response Summary: What type of amenities are you most interested in seeing at Perimeter Center?*



*Note that percentages do not add to 100% because multiple answer choices could be selected by each participant.

Figure 11. Response Summary: What does the future of Perimeter Center represent to Dunwoody?

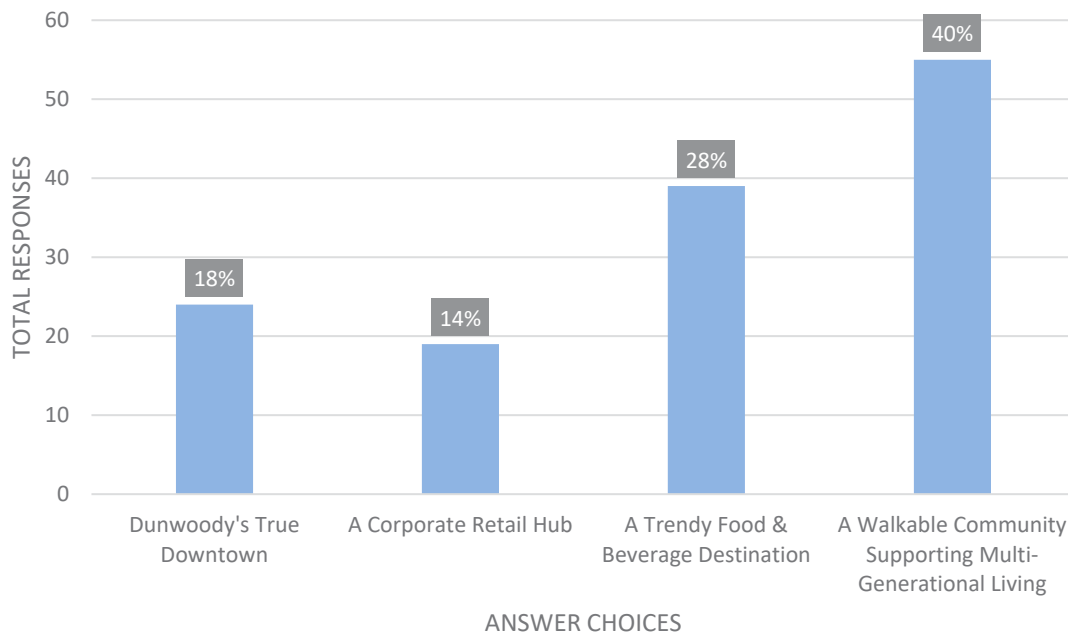


Table 2. Response Summary: What places would you like Perimeter Center to emulate?

Dunwoody Edge City 2.0
April 30 Pop-Up Event Summary

Response #	Response
1	Avalon
2	Arlington VA, Midtown, Palo Alto CA,
3	I would love Dunwoody to have a walkable downtown area with trendy places to eat, art galleries, and independent shops like downtown Alpharetta or Roswell. I don't know if Perimeter Center is the right area for that, but that's what Dunwoody is lacking.
4	Kids playing area/park
5	Buckhead
6	Buckhead Village
7	San Diego
8	Beltline
9	Decatur!
10	Avalon, Atlantic Station but STOP BUILDING APARTMENTS! There is already too much traffic and too large of a transient population. I want it to feel like a town.
11	Avalon
12	Avalon
13	Roswell has lovely small independent restaurants.
14	A smaller Avalon
15	Avalon
16	Austin - the Domain
17	A small, but vibrant city downtown.
18	Halcyon...Avalon
19	slower growth
20	Avalon
21	Beltline, downtown Alpharetta, Ponce city market
22	Broad Street in Rome, GA. Mix of businesses, residences, shops and restaurants. Lots of trees, greenspace. Thoroughly integrated space. Encourages walking, browsing, eating, working.
23	Avalon on a larger scale
24	Avalon, downtown Alpharetta
25	Charm of Downtown Roswell with the number of food/shopping options that ponce city market has
26	Smyrna/Vinings
27	That's the wrong concept. We should be thinking about how can we be innovative not copying other places
28	Beltline
29	European cities like Helsinki and Copenhagen outside the city centers where suburban meets urban.
30	Don't know of a particular place.
31	New York Upper West side
32	Ponce City Market & Avalon w/ more townhome options
33	Na
34	Trails connecting cities on the boundaries, would bring more people into dunwoody facilities without taking up school resources
35	Walking trails and parks
36	Downtown
37	More trails less buildings, if more then more plazas
38	Avalon, downtown Alpharetta, downtown Roswell

Dunwoody Edge City 2.0
April 30 Pop-Up Event Summary

Response #	Response
39	Downtown Alpharetta and Roswell
40	More art
41	Halcyon
42	Avalon
43	Avalon or Atlantic Station
44	Avalon
45	Good question, no answer!
46	A plaza in Italy. A village in England. Ie places for community gathering
47	A plaza in Italy. A village in England. Ie places for community gathering
48	Avalon Marketplace
49	NYC with walkable shopping, food, and parks. Better public transit.
50	Franklin, TN
51	Avalon Alpharetta, City Springs Sandy Springs
52	I can't think of any great place, but however it turns out, it needs to be SAFE.
53	More middle of the road food establishments
54	The mall is an outdated retail concept. Reimagine the space as The Forum on Peachtree Parkway.
55	Atlantic Station meets Ponce City Market / Chattahoochee Food Works
56	More outdoor places to relax and get together.
57	Avalon
58	Not sure
59	Downtown Alpharetta; Downtown Old Roswell
60	Avalon
61	Lenox/buckhead
62	NOT New York City - There has been so much build up already, it looks like downtown Manhattan. That is not what Dunwoody should be!
63	Midtown
64	Tysons Corner
65	Art center, arena
66	A combination of Town Brookhaven, downtown Alpharetta, and Avalon. Unified in look and feel, with ease of movement between different centers and connectivity to residential areas. A local shuttle or trolley? Walking paths?
67	Downtown Greenville
68	Downtown Greenville, SC
69	Atlantic Station, the Battery, Avalon
70	Sandy springs
71	Vancouver
72	Some European cities.
73	Downtown Cincinnati, downtown Columbus, OH
74	Downtown Decatur, Westside Provisions District.
75	The type of area that others emulate.
76	The Domain in Austin, TX
77	The newly renovated downtown Alpharetta
78	Not sure
79	Meat Packing District NYC. Midtown Atl/Piedmont park.
80	Avalon, Halcyon, downtown Alpharetta
81	Avalon, Disney Springs

Response #	Response
82	Buckhead without the traffic and crime

* Note that the planning team did not make any spelling or grammatical adjustments. The responses are listed as provided by the participants.

Table 3. Response Summary: What features from these places would you like to see at Perimeter Center?

Response #	Response
1	Security the drag racers are terrible by the old Carrara's. This place will fail because of them.
2	Safe pedestrian areas. Plenty of trees and plants
3	Strong transit connections to surrounding region; walkable people-first design and orientation within the district; vibrant restaurant and retail (more than chains); mixed uses (including residential); multi-family and small-footprint single family.
4	Trendy restaurants, art galleries, a gathering spot for live music, interesting independent retail (not chain stores). Walkability.
5	Kid's parks and walking trails for parents
6	Towers. Food. Entertainment. Shopping.
7	walkable, great place to shop, eat, work, play.
8	An extreme facelift with tons of green space for all ages to enjoy
9	More landscaping
10	Multi-use transportation pathways, parks, food/retail, housing, work, art and gathering spaces.
11	<p>A true central meeting point that is accessible by MARTA, bike, and foot. I'd also like to see some affordable housing options, mixed income developments. South Dunwoody appears to be younger and more ethnically diverse than north Dunwoody. The city overall is trending towards more diversity, and it should include socioeconomic diversity. I am sure I am alone in that opinion, but I think truly diverse populations are what transform communities from simply a place to live to a home. I would also love to see Dunwoody become a dementia-friendly city in order to better accommodate and incorporate our significant aging population. We are doing our elders an injustice by continuing to build nursing homes and assisted living facilities instead of allowing them to live and age in their homes and communities with dignity. The same goes for people of all ages living with disabilities.</p> <p>Dunwoody has phenomenal potential to become a place with high standards and deep values, where everyone feels like they can call our city home.</p>
12	Community green, walkability, passive green space. P.S. I couldn't care less about rooftop bars.
13	Better traffic control s.
14	Walkability. Would love to be able to connect all of Dunwoody with trails so we never need to cross at lights. Dangerous.
15	Better transportation and walk ability!
16	Walkability, affordable housing alternatives, trees and green areas
17	I think Peachtree Corners has a footbridge going over p'tree parkway. It seems like this type of thing would be useful for crossing Ashford Dunwoody near the mall.
18	Walkable, pedestrian and family friendly, shops and restaurants

Response #	Response
19	shops. walking. hotels. restaurants
20	Transit options to and from. Replace the mall with a walkable downtown core of mixed-use space. Add music venues and places to eat and shop.
21	Great coffee and food. For the love of God, quit putting in urgent cares.
22	GOOD Local coffee and food joints - NOT CHAINS
23	Lots of outdoor space, variety of restaurant options, entertainment
24	Restaurant with safe space for kids to run and play that doesn't have a parking lot view
25	Increase the tree canopy to offset the expansion of 285. More green space. Add more outdoor spaces with trees. Better signage and more obvious cross-walks.
26	Walkable community with many amenities
27	Green space, walkability, non chain restaurants
28	Charm, outdoor eating, ability to bar hop and shop
29	Restaurants, bars and an area for small businesses to grow
30	Trails, restaurants, breweries, outdoor space
31	Public transportation, high walkability, cleanliness, and good street lighting in highly traveled pedestrian areas.
32	Walkable, lots of green space and trees, an area that would be community hub, easing of traffic.
33	New York Upper west side
34	More activities and amenities. Also, I would like to see more affordable townhome options. Dunwoody has a lot of apartment options. There's limited availability for one wanting to move out of an apartment into a home. As a single woman, I don't have very many options of affordable housing here. The newer townhomes like Aria are priced too high and are too large for someone like myself. I work at Northside Hospital and have been there for 3 years. Would be nice to have options to live in a home in this area.
35	Make city more of a connection destination, connecting Atlanta to the suburbs
36	Walking trails and bike riding spaces
37	Alpharetta Downtown LCI Area/Avalon
38	Kool trails and activities
39	Mixed use, green-space, higher end shops and local restaurants
40	Walkable, safe , multifaceted retail and green space
41	Gas Station
42	Green spaces, trails, local shops and restaurants
43	Dog park
44	Food, fun, entertainment
45	Quality construction and design, walkable, clean and safe
46	Cafes. Plazas for artists and buskers, and late evening strolls
47	Cafes. Plazas for artists and buskers, and late evening strolls
48	More food and local retailers
49	safer pedestrian spaces

Dunwoody Edge City 2.0
April 30 Pop-Up Event Summary

Response #	Response
50	Connectivity between Perimeter Center (business center) and Dunwoody Village (town center). Perhaps autonomous vehicle to allow visitors to our hotels better access to Dunwoody Village and provide a technology look to our community
51	Open green space for concerts, art shows, lounging. Walkable area with bars/restaurants. Water features like fountains or small waterfalls similar to City Springs.
52	It needs to be pretty, with trees, foliage. It needs to be well maintained, kept clean.
53	Some places with musical ability especially on weekends and holidays
54	Vital retail activity. Safe movement because of outdoors
55	The walkable food and beverage hub
56	Paths for walkers/bikers, restaurants/kid friendly places
57	Security and police presence. The area by Taco Mac has become untenable for residence due to the presence of loud souped up vehicles gathering to drag race.
58	Not sure
59	Affordable restaurants, rooftop venues; over 21 only options for nightlife/restaurants. New places that have recently opened in Dunwoody Village are price gouging & poor quality food. Too many places selling alcohol/adult friendly atmosphere are targeting families & young children. Would be nice to have places for Adults sometime w/o everyone else's kids running loose and around.
60	More pedestrian friendly places and would love Dunwoody Village to be the new and revitalized downtown Dunwoody where it attracts more residents. It should be a pedestrian friendly place like downtown Alpharetta or Woodstock with a large selection of restaurants, local artisan shops, bars, patios, etc so that it's not only popular among Dunwoody residents but also a destination spot for other people in Atlanta.
61	Walkable. Town Square atmosphere.
62	Office towers, mixed use (office, retail, condo bldgs)
63	Very much smaller density in the housing and traffic. Do not assume that a "live work play" structure means the people who live or work there also work or live there.
64	Liveability, less traffic at a slower pace
65	More local dining options...not national brands
66	More restaurants and parks
67	Downtown Alpharetta has a lovely green space center with a water feature for kids. Avalon and Brookhaven have walkable shopping and eating.
68	Walkability, food options, parks in the city
69	Water features, walkability, ebike rentals, bike friendly roads and trails
70	Walkable restaurant district, open-air shopping,
71	The City centre/"green" area is really cool in Sandy Springs
72	Walkable, fun shops, mom and pop stores, coffee shops, book stores
73	Walkable to some of everything.
74	Nightlife, restaurants, culture
75	These areas have boutique/local chef driven restaurants instead of the multitude of chains that Dunwoody is plagued with. They also have a nice mix of "dinner" restaurants, bars, lunch spots and "hangouts" (trivia, bocce courts, etc.) in a well designed and walkable area.

Dunwoody Edge City 2.0
April 30 Pop-Up Event Summary

Response #	Response
76	Torch lamp lighting along both sides of road. Brick type crosswalks to upgrade the appearance of the area.
77	Retrofitted new streets and trails into a suburban office park.
78	The combination of open space, retail, restaurants, and entertainment in an accessible and walkable layout.
79	Not sure
80	Walking and Biking trails throughout. All separate from Auto traffic. Connect to Dunwoody Village. Need a central park with lots of greenspace.
81	Trendy Restaurants, Brewery's, Live Music
82	Intelligent design. NOT making an ant-hill of people. Decent separation between buildings. Green space.
83	Unique food and beverage options, foot traffic only, open containers allowed
84	Great restaurants and shops, corporate centers, trails

*Note that the planning team did not make any spelling or grammatical adjustments. The responses are listed as provided by the participants.

Edge City 2.0 October 20 Public Open House Meeting Summary

This document provides a summary of the October 20, 2022, Open House. The summary includes three sections: I. Meeting Overview, II. Input Summary (starting on page 3), and III. Major Takeaways (page 7).

I. Meeting Overview

The City of Dunwoody held a public open house meeting on October 20, 2022, from 5pm to 7pm, to unveil the draft ideas and concepts for Edge City 2.0. The Dunwoody community learned about the planning process and provided feedback on the Edge City 2.0 preferred scenario and catalytic project opportunities.

Table 1. Meeting Details

Location	Date/Time	Number of Participants
Dunwoody City Hall 4800 Ashford Dunwoody Rd NE	October 20, 2022 5:00 – 7:00 p.m.	35

Meeting Format

Members of the planning team greeted community members as they entered City Hall and provided an overview of the meeting layout. The meeting room included 18 project information boards that presented the story of the Edge City 2.0 planning process and how the planning team arrived at the preferred scenario. As community members reviewed the draft concepts, they provided feedback via a comment form. The comment form included key questions that corresponded to the information presented on the boards.



Pond Principal Andrew Kohr discussing the Edge City 2.0 scenario with a community member

Participants

Thirty-five people attended the public open house. At the sign-in table, community members answered a couple questions about themselves. Their answers are recorded on the “Who’s Here Tonight” board, shown in Figure 1. Not all participants answered the question regarding how long they have lived in the area; of the 23 participants that did answer this question, the majority answered that they moved to the Dunwoody area in the 2000’s (see Table 2).

Figure 1. Participant Polls (Where do you live and work? How long have you been around the area?)

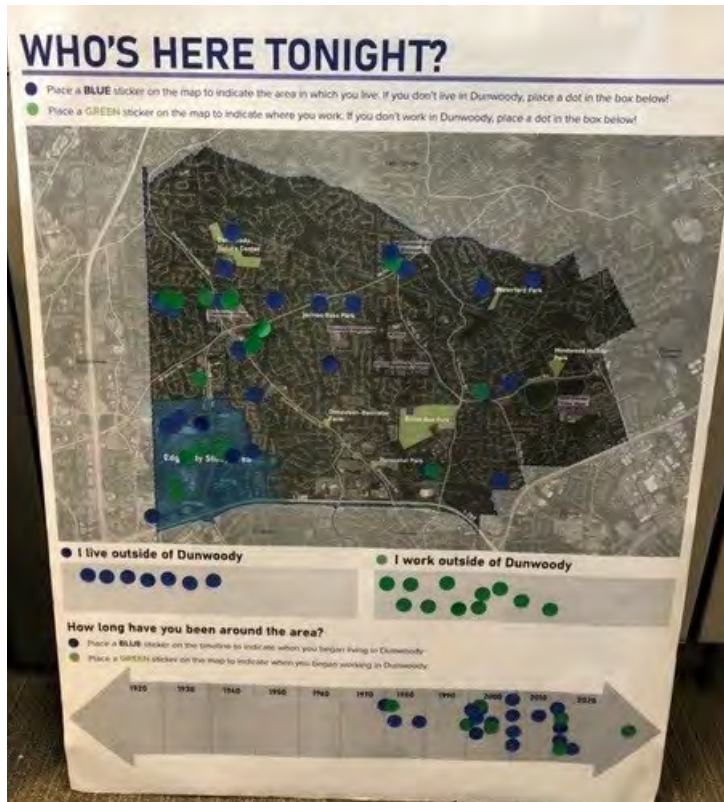


Table 2. Participant Characteristics

Decade when Participant Began Living or Working in the Area	Number of Participants
1970	1
1980	3
1990	1
2000	10
2010	6
2020	2

II. Input Summary

At the in-person public meeting, eight participants submitted comment forms. The comment form asked targeted questions to solicit feedback on the key concepts of the Edge City 2.0. The following subsections summarize community feedback from the in-person meeting.

Feedback on Node Types (Village, Town, City, Urban) and their Locations

Community members were generally supportive of the node types and their locations throughout the study area, based on the comments found in Table 3. Particularly, most people were comfortable with the density proposed within the urban node (found in the southwest quadrant of the study area near MARTA and Perimeter Mall). Two comments focus on a desire for more single-family housing (both attached and detached products) in the village, town, and city nodes. One comment expressed a need to prioritize pedestrian safety as car movement increases with development.

Figure 2. Edge City 2.0 Scenario Diagram

EDGE CITY 2.0

The diagram below conceptually represents the vision that was formed as a result of the market analysis the public engagement conducted thus far. Note that the scale of future development is highest around the Dunwoody MARTA Station and decreases to the north and east.



Development Scale

Refer to the diagram to the right for a visual understanding of how development scale would step down across Perimeter Center. Each of the scales are described in greater detail on the following boards.



Table 3. Comment Form Question #1: Do you have any feedback on the nodes (Village, Town, City, and Urban) and their locations throughout the study area?

Comment ID	Comment
1	Businesses, residential and greenspace all should have equal priority in Edge City 2.0.
2	They are well though out in terms of density. Prefer retail building to residential on top of walkable market area
3	The urban areas would increase car movement, if pedestrians are secondary, how will their safety be guaranteed? In Urban areas/residential/park areas, animals might need space as well. Either being allowed in those areas or having their own, given how many Dunwoody residents have pets.
4	I like the idea of bringing in more residential in the various “nodes” and maintaining the “urban node” as being predominantly commercial
5	N/A
6	Love how the different types of nodes feed into each other.
7	There should be more single-family (attached/detached) housing throughout the city, town, and village areas. Less office spaces in all nodes can allow for more residential spaces. Existing Walmart and surrounding retail can be removed for more townhomes and retail spaces.
8	No Q re: the nodes – they make sense Q on: multifamily...does that equal rental units vs. singlefam/condos = ownership Approx. 5-6x more multifam(rentals) vs. ownership??

** The planning team did not make any adjustments for grammar or spelling.*

Feedback on Multi-Use Path Concept

Table 4 provides feedback on the Multi-Use Path Concept. Multiple participants commented that the Multi-Use Path Concept is a great opportunity. A couple comments ask for bike and scooter infrastructure to be available. One participant also noted the need for wayfinding to public transit.

Table 4. Comment Form Question #2: Share feedback on the Multi-Use Path concept here:

Comment ID	Comment
1	N/A
2	I want to see continuity of Multi-use path concept throughout the high density dev area
3	There could be bikes/scooters available to rent within Edge City for pedestrians to use
4	LOVE IT!
5	Enjoy bike infrastructure → would love to see it expanded and connected throughout other areas of Dunwoody
6	N/A
7	This is a great opportunity to allow for retail space close by the Marta station. The green space and pedestrian infrastructure are a great addition. Please ensure Marta/bus route signage inside or near retail spaces. This would allow one to view bus route while inside café.
8	Great idea

** The planning team did not make any adjustments for grammar or spelling.*

Feedback on Perimeter Village Concept

Table 5 provides comments on the Perimeter Village Concept. Four of the five comments were supportive of the Perimeter Village Concept. One person specified that he/she wants to see more townhomes, stacks, and bungalows but is not interested in condos in this area; rather, he/she believe condos are only appropriate in the urban node.

Table 5. Comment Form Question #3: Share feedback on the Perimeter Village concept here:

Comment ID	Comment
1	N/A
2	Need a defined walkable market street with apts on top.
3	N/A
4	LOVE IT!
5	N/A
6	Theres so much potential there so would be nice to see more density.
7	Remove existing Walmart and surrounding retail space for more townhomes, stacks, and bungalows. No condos please. Condos are great for urban node only. Add green space for dogs and quality of life.
8	Not my fave so far. Condos @ Walmart??

** The planning team did not make any adjustments for grammar or spelling.*

Feedback on Central Greenspace Concept

Table 6 provides feedback on the Central Greenspace Concept. Several participants expressed excitement about the idea of a central greenspace, noting it as a great opportunity to incite walkability. Around the greenspace, community members want to see “diverse food, arts, and craft stores,” “outside workspaces,” and “benches for pedestrians to sit.”

Table 6. Comment Form Question #4: Share feedback on the Central Greenspace concept here:

Comment ID	Comment
1	Very excited about it
2	Like retail around the greenspace. Have to include diverse food, arts and crafts stores in this area to attract people with varied interest and tastes
3	N/A
4	LOVE IT!
5	N/A
6	N/A
7	Add benches for central greenspace for pedestrians to sit. Allow outside workspaces. One concept you can look into is the greenspace at Perimeter Summit.
8	Great oppty re: walkability

** The planning team did not make any adjustments for grammar or spelling.*

General Feedback on Edge City 2.0

Table 7 feedback reflects that many of the participants feel that the Edge City 2.0 scenario will achieve the vision for a walkable community supporting multigenerational living. The comments include the following suggestions: 1) provide a website for senior services; 2) provide small green spaces with benches along Ashford Dunwoody Road and other areas; 3) take measures to address pollution (both air pollution and litter); 4) be transparent with the Dunwoody community about planned developments and retail openings; 5) incorporate green spaces that can be enjoyed by community members and their pets; and 6) try to strike a balance between ownership and rental properties.

Table 7. Comment Form Question #5: Do you feel that the Edge City 2.0 scenario will achieve the vision for a walkable community supporting multi-generational living? If you have any suggested improvements, please include your ideas below.

Comment ID	Comment
1	It will be great to have a walkable community – and yes Edge City 2.0 will achieve it. Please have a website spot for senior services.
2	Need more small green spaces with benches along Ashford Dunwoody Road and other areas walkways
3	With increased automobile movement, there should definitely be some steps taken to reduce/prevent air pollution. Also, the City should do its best to keep the entire area as clean as possible, providing both recycling AND trash disposal areas. When the vision comes to life, the development should keep its social media to advertise all public entertainments, store openings, and changes.
4	N/A
5	N/A
6	I like what I see and makes me excited as a resident
7	Yes, with any addition of retail office space, be sure to add green spaces for walkability, pets, and quality of life.
8	Yes however need both balanced between own/rent balance

** The planning team did not make any adjustments for grammar or spelling.*

III. Major Takeaways

The following are key takeaways from the public meeting feedback:

1. Most community members were supportive of the Edge City 2.0 nodes and their locations throughout the study area.
2. A couple people suggested that more single-family housing (both attached and detached products) should be accommodated within the village, town, and city nodes. The comments also indicate the participants prefer ownership over rental products.
3. The three catalytic project opportunities were well-received. A couple of participants specifically referenced that greenspace will be a great benefit for pets. Two commenters cited a need for benches to be incorporated in greenspaces and along walkways.
4. Community members are excited about the Edge City 2.0 scenario and its potential to create more opportunities to travel using alternative modes (walking, biking, or taking transit). Participants expressed a desire for connectivity between the small greenspaces found throughout the study area.



Edge City 2.0 Stakeholder Advisory Committee Meeting #1

March 3, 2022, 6:00 – 7:30 PM | InSight Global HQ

MEETING MINUTES

Meeting Participants

Project Team Attendees

- Michael Starling, Richard McLeod, Rosemary Watts, & Jennifer Boettcher – City of Dunwoody
- Andrew Fayn & Chris LeTourneur – MXD (joined remotely)
- Andrew Kohr – Pond
- Ansley Jones, Amanda Hatton – Blue Cypress Consulting

Stakeholder Advisory Committee

In Attendance

- Ann Hanlon, Perimeter CID DeKalb Board
- Bob Fiscella, Dunwoody Homeowners Association President
- Cheryl Strickland, Economic Recovery Advisory Committee
- Corentin Auguin, MARTA - Senior Transit System Planner
- Jim Cramer, Public Art Commission
- Lynn Deutsch, Dunwoody Mayor
- Marianella Lopez, Corners Outreach Music Director
- Robert Patrick, DeKalb County Board of Commissioners
- Susan Mitchell, Dunwoody Development Authority
- Sushma Barakoti, Refugee Women's Network
- Tara Smith, Chief of Staff to Robert Patrick
- Fran Bartel, Dunwoody High School PTSO Co-President

Absent

- Ardy Bastien, Dunwoody ZBA
- Bill Baker, Perimeter CID DeKalb Board
- Doug Thompson, Resident
- Heyward Wescott, Dunwoody Perimeter Chamber
- Keri Stevens, Atlanta Regional Commission Project Manager
- Ricardo Gonzalo, Resident
- Robin Holbrook, Apartment advocate
- Stacey Harris, Dunwoody City Council, District 1 at Large
- Thomas O'Brien, Dunwoody Planning Commission

Edge City 2.0
Stakeholder Advisory Committee Meeting #1

- Zoe Franciscus, Discover Dunwoody

Agenda

- 6:00 Introductions
- 6:15 Your Role as the SAC
- 6:20 Project Background
- 6:25 Process
- 6:30 Market Analysis Overview
- 6:45 Breakout Group Discussion
- 7:10 Debrief & Questions
- 7:30 Adjourn

Welcome and Introductions

Michael Starling, City of Dunwoody Economic Development Director, welcomed everyone to the meeting. Edge City is about a vision – one that is agreed upon by residents, property owners, and elected officials. There is a great deal of friction when development proposals come up. The goal is for this project is to reduce friction.

Andrew Kohr, project manager with Pond, thanked folks for being here. He covered the agenda, including the importance of hearing from different voices, and introduced the project team.

Your Roles as the SAC

Andrew K. initiated a PowerPoint presentation that covered all items on the agenda up until the Breakout Group Discussion.

He highlighted the roles of the SAC: 1) sounding board and 2) project advocates.

He also highlighted the rules of engagement: 1) allow for different voices, 2) serve as a sounding board, 3) give others the opportunity to speak, and 4) confidentiality.

Project Background

Andrew K. gave a project overview, starting with the study area, as highlighted in the meeting presentation.

Question: What is the population in the project boundary?

Response: We have the two-mile radius population; it does not align with study area. It has seen much growth. Most apartments are from the 1980s and 2010s; not much recent development. The area is envisioned as a walkable, connected, and livable regional center.

Process

Andrew discussed the Edge City 2.0 process, which has four steps:

- 1) Research & Discovery – review past data and plans

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- 2) Vision – craft planning principles
- 3) Framework – consider three different scenarios
- 4) Invite Success – select preferred growth scenario; implementable strategic roadmap for next 20 years

Andrew provided an overview of scenario planning 101. It involves GIS analysis, 3D visualization, evaluation, and preferred scenario. Scenario planning includes looking at recent and proposed developments.

Market Analysis Overview

Andrew Fayn with MXD, presenting virtually from Vancouver, provided an overview of the market analysis process. It involves bundling of lots of data and pulling it into the scenario planning.

Andrew K. highlighted market trends from an office, retail, multi-family, and hotel. Stacked flats are rare here. There is a demand for different types of townhomes.

Short of a blueprint, we cannot navigate the development we want.

Economic Impact Analysis

IMPLAN data will show the economic impact of different scenarios, including fiscal impacts, and will show the scenario with most positive impact. We balance this with the implementation ability and other factors.

Breakout Group Discussion

The committee split into two discussion groups, with Amanda Hatton leading Group 1 with Ansley Jones' support, and Andrew Kohr leading the other group. Both groups covered the following questions, with input highlighted below.

Questions

1. *How long have you been here and what are the biggest changes you have seen to the perimeter?*
2. *What is the vision for Perimeter Center?*
3. *What excites you about this process?*
4. *What other places have elements that you would like to see in Dunwoody? What are they?*

Question 1. How long have you been here and what are the biggest changes you have seen to the perimeter?

Group 1

- Significant growth in Dunwoody
- Perimeter area is more stable.
- Sidewalk improvements
- Office towers, multifamily – density

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- Perimeter has reinvented itself many times
- More corporate
- Demographic change – younger population
- Parks, walkability (in other parts of Dunwoody)
- Business attraction
- School overcrowding because Dunwoody is so attractive; need to think about housing.
- “B” quality mall – has improved. Area previously was sleepy. New retail and sidewalks have helped revitalize.
- Traffic is big issue now.
- MARTA has helped the area.

Group 2

- It is still NOT visibly diverse; there is diversity, but it is not apparent.
- There are more mobility options and retail.
- It remains a corporate center.
- This area is divided (two Dunwoodys), and traffic is the problem (creates a perception that Perimeter Center is not part of Dunwoody).
- It is not on residents’ radar to come here.
- Merging strength of parks in Dunwoody.
- It still needs more energy.

Questions 2 & 3. What is the vision for Perimeter Center? What excites you about this process?

Group 1

- Neighborhood/community feel
- We’re missing experiences. A concert hall and galleries – Spruill 2.0, public art
- MARTA wants to serve community’s needs
- Multi-modal – biking/walking/carpooling
- Walkable - pedestrian scale, interesting greenery
- Greenspace on top of Perimeter
 - Food and drink on rooftop, like Ponce City Market
- Arts school
- More experiences/destinations
- Dunwoody Village cool factor, such as string lights, restaurants, taco truck
- I want Dunwoody to be cooler. It has so much potential.
- I want Perimeter Center to thrive and people to stay in the community.
- Strengthen coordination between Dunwoody and DeKalb County
- Gwinnett and North Atlanta have interesting models of putting schools in office developments.
- Consider infrastructure and school impacts with new development
- Equity
- Convince younger generation to come to Dunwoody “Bring the cool factor!”
- Think outside the box.

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- MARTA network – future plans for more density support more transit
- Mall rethinking

Group 2

- Lack of a community – needs one (seen as just corporate)
- Perimeter Center is not identified as Dunwoody (needs to relink the two)
- Area is essential for Dunwoody's success so we must educate people
- The opportunity to grow to remain viable
- Progress
- Decision-making process
- Quality of life and improving it
- Recognizing we are not alone
- Building upon a sense of community
- Creating a community conversation

**Question 4. What other places have elements that you would like to see in Dunwoody?
What are they?**

Group 1

- Savannah – walkable, trees, housing, shopping, unique – SCAD
- Want people to love walking around the area – like Vancouver
- Want unique Dunwoody
- Los Angeles the “Grove” – hip development, good energy, intergovernmental
- Safe, family-friendly, attractive to businesses, community aspect: restaurants, entertainment, public gathering space, places to live
- More greenspace, be able to walk around (increase walkability, less reliance on cars)
- Candler Park or VA highlands neighborhood scale: shopping, eating, walking, benches
- Light rail or trolley
- Possibilities are endless
- More collaboration between Dunwoody and DeKalb
- Be a cool destination
- Help MARTA succeed
- Other transportation options
- Do not want Dunwoody to be like Buckhead
- Flats (single level condominium) or stacked
- Ground level retail
- Linear Park – Tel Aviv
- Greenville, SC reinvented itself: human scale, unique, cozy, waterfall.

Group 2

- Atlantic Station
- Young people we want young people and energy

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Stakeholder Advisory Committee Meeting #1

- Serenbe: Focus on sustainability, and it's large but does not feel large
- Avalon: diversity of housing and amenities

Debrief & Questions

Andrew K. and Amanda H. gave brief recaps of each group's discussion, highlighting key points from each discussion. Committee members noted the similar discussion streams and ideas between the two groups.

Adjourn

The planning team will schedule the next meeting soon, as highlighted in the meeting presentation, and the planning team will be in touch with a calendar invitation.

The meeting adjourned shortly after 7:30 pm.



Edge City 2.0 Stakeholder Advisory Committee Meeting #2

May 12, 2022, 6:00 – 7:30 PM | Zoom

MEETING MINUTES

Meeting Participants

Project Team Attendees

- Michael Starling, Richard McLeod, & Jennifer Boettcher – City of Dunwoody
- Martin Anstey – MXD
- Andrew Kohr & Jonathan Corona – Pond
- Ansley Jones – Blue Cypress Consulting

Stakeholder Advisory Committee

In Attendance

- Ardy Bastien, Dunwoody ZBA
- Cheryl Strickland, Economic Recovery Advisory Committee
- Corentin Auguin, MARTA - Senior Transit System Planner
- Jim Cramer, Public Art Commission
- John Gurbal, Perimeter CID Project Director
- Keri Stevens, Atlanta Regional Commission Project Manager
- Lynn Deutsch, Dunwoody Mayor
- Robert Patrick, DeKalb County Board of Commissioners
- Susan Mitchell, Dunwoody Development Authority
- Sushma Barakoti, Refugee Women's Network
- Fran Bartel, Dunwoody High School PTSO Co-President

Absent

- Ann Hanlon, Perimeter CID DeKalb Board
- Bill Baker, Perimeter CID DeKalb Board
- Bob Fiscella, Dunwoody Homeowners Association President
- Doug Thompson, Resident
- Heyward Wescott, Dunwoody Perimeter Chamber
- Marianella Lopez, Corners Outreach Music Director
- Ricardo Gonzalo, Resident
- Robin Holbrook, Apartment advocate
- Stacey Harris, Dunwoody City Council, District 1 at Large
- Thomas O'Brien, Dunwoody Planning Commission
- Zoe Franciscus, Discover Dunwoody

Edge City 2.0
Stakeholder Advisory Committee Meeting #2

Agenda

6:00	Icebreaker
6:15	Progress to Date
6:30	Planning for the Future
6:45	Market Discussion
7:15	Questions
7:25	Next Steps
7:30	Adjourn

Welcome and Icebreaker

Andrew Kohr, project manager with Pond, thanked folks for being here and for being flexible with the shift to a virtual format. He began the presentation with a few examples of dense developments, and the stakeholders were asked to guess which example was more dense (units per acre). For the first example, the committee guessed Decatur and was correct. For the second example, two members guessed Norcross over Alpharetta, and the correct answer was Alpharetta.

The purpose of this exercise was to display how development form and good urban design can yield higher density (i.e., placement of parking, setbacks, other regulatory guidelines). This icebreaker was pertinent to the remainder of the discussion and the committee's outlook on future development.

Andrew reminded the stakeholders of their role for this project. He asked that the stakeholders continue to be advocates and work with the City after this planning process concludes. He also highlighted the rules of engagement: 1) allow for different voices, 2) serve as a sounding board, 3) give others the opportunity to speak, and 4) confidentiality.

Progress to Date

Andrew shared an update about all of the public involvement activities to date. He discussed the takeaways from the first Stakeholder Advisory Committee meeting, highlights from stakeholder interviews, and input collected at the public meetings.

1. **Stakeholder Interviews** - Some key takeaways included walkability and a focus on equity and progress. Many expressed that they want Dunwoody to be unique. In the stakeholder interviews, there were a mix of opinions related to new multi-family development. Last-mile connectivity and leveraging MARTA were key themes of the interviews. Interviewees also discussed the need to diversify the housing mix, add new greenspace, and engage the public realm to make it a regional destination.
2. **Public Open House and Pop-Up Event** - The project team shared input collected at the Public Open House and Pop-up Event. On a poll exercise, the top answer for "What does the future of Perimeter Center mean to Dunwoody?" was "a walkable community supporting multi-generational living."

3. **White board visioning activity gallery** - Many participants identified a need for walkability, biking, and transit, public gathering spaces, parks, trails, housing options, and restaurants.

Planning for the Future

Andrew and Martin Anstey jointly presented about four lenses to consider when planning for the future: 1) potential, 2) people, 3) physical, and 4) political. The “four P’s” are analogous to different levers, for four elements that influence how future development might take place.

- **Potential** – The projected growth and the demand it yields can change over time.
- **Physical** – The area is formed by super-blocks; there is no main and main, and areas are segmented, prohibiting effective pedestrian travel.
- **People** – Changing trends impact the need for different housing types and amenities.
- **Political** – Some issues that are political include school overcrowding and perceptions on multi-family and mixed-use development. One reality that does not help the situation is that the Perimeter CID taxes are currently only collected for commercial properties.

Market Discussion

Martin Anstey with MXD gave an overview of what the market indicates for a development program for Perimeter Center. MXD looked into competitive nodes that might be more residential-focused as well as others that are more commercial-focused.

Mayor Deutsch asked whether the development program considers current development, and Martin answered that it does net out the development pipeline numbers to arrive at the remaining demand.

Jim Cramer asked if factors related to neighborhood crime have been considered. Jim said that the economic impact of crime may be a wildcard. Martin said that this may already be captured by the market data and trends.

Amenities and Connectivity

Andrew discussed building from the ground up. Based on community feedback, community members identified locations where parks and additional entertainment might be appropriate. Jim Cramer asked if these potential parks are being planned independently or if they will be connected. Andrew replied that open space cohesion will be an important consideration as we move forward, but the scenario planning is not quite to that level of detail yet.

Andrew also provided an overview of places where people have indicated that better mobility connections are needed. Transportation needs and opportunities pointed toward congestion solutions and connectivity via trails. Some participants in recent engagement events even noted that they live in the study area and currently walk to work, but they desire safer routes. The consultant team shared the top three images that were preferred by the community—each of them implied improved streetscaping and safer crossings.

Retail

Martin discussed the potential for new retail, particularly the retail typologies that will continue generating future demand. Over 20 years, there is not a lot of retail demand (681K SF).

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Destination shopping contributes to high rents. There is low vacancy and new construction underway. Food and beverage, grocery, and other services are in demand. Recent retail development in the study area includes clothing stores and big box stores.

Robert Patrick asked about the ratio of retail to residential. He cited a rule of thumb from the Urban Land Institute (ULI) and asked if the planning team agrees that the amount of retail demand will correspond to the amount of residential demand that the ULI ratio would indicate. Martin provided additional context about the ULI statistic, explaining that there are different expectations for average income areas versus higher income areas like Dunwoody.

Andrew summarized what we have heard about retail from the public. People want to see more retail in various portions of the study area, particularly more outdoor food and beverage spaces, that are less corporate and more of a destination.

Office

Martin provided the market potential of the office market. He said Dunwoody is a tale of two submarkets. Rental rates are strong and above the metro average but affordable compared to Buckhead. Pre-pandemic, the demand for office plateaued. Now, the vacancy rate is higher. More than 1,200 feet from MARTA station makes office less desirable. Finance companies continue to come into the study area. Martin also touched on the uncertainty of this market due to the unknowns about whether work-from-home will continue to be the trend.

The public sentiment we have heard is that office should be targeted in the southwest corner of the study area. Andrew showed the preferred imagery for offices. Robert Patrick liked the image with the green space on the office roof, and he commented that it would be great if Perimeter Mall developed a rooftop park.

Hotel

The consulting team studied the hotel market pre-pandemic. There has been flat demand for hotel in this part of the metro area. The demand for room nights did not grow from 2010 to 2019. This could change, but with high amenity areas, the demand could respond accordingly. The figures in the moderate scenario are conservative.

Andrew shared that not many community members have shown interest in hotels. The top three images chosen by the public were name-brands with unique architecture.

Susan Mitchell asked if there is a rule-of-thumb about office buildout and corresponding hotel space. Martin provided that 15 hotel room nights are expected per private sector employee.

Residential

Andrew and Martin discussed the residential market, including the political and other factors potentially impacting residential growth. The vacancy rates are low, and there is a high demand to live in Dunwoody. The moderate development scenario calls for 7,685 rental and for-sale units over the next 20 years. Thoughtful mixed-use development could accommodate multi-family that would not burden the school system. Demand is sizable and could be higher as this figure is projected by historic trends.

Andrew shared the imagery that the public has preferred. Generally, people are open to mixed-use, but only if it looks good. Jim Cramer said that mixed-use can be very inspiring for the human condition, as it can provide housing for a mix of housing choices for different incomes.

Edge City 2.0
Stakeholder Advisory Committee Meeting #2

Jim said we do not want people to leave Dunwoody because of the architecture, and he suggested pulling more images from ULI.

Mayor Deutsch said she has a lot of concerns about the residential market information, and she said the development program should have much less multifamily to be palatable by the community. She brought up that Dunwoody is already 52 percent rental. She is supportive of a variety of housing types, but she wants more ownership products. High Street alone is already going to be providing a huge boost of rental units. Mayor Deutsch also talked about how other North metro Atlanta cities are closing their doors on rental multifamily. She does not want to be like them, but she also emphasized that Dunwoody is already doing its share of providing rental housing. Andrew clarified that the scenario planning will test the dials of the “4 P’s” (see “Planning for the Future” section) that were introduced earlier, so it remains to be seen how much the political factors will change the development program.

General Discussion

Cheryl Strickland asked about the potential of repurposing buildings, such as offices near MARTA, to be future housing. Martin replied that even with the office market’s 20 percent vacancy rate, as long as there is cash flow, it may not be financially feasible to convert office spaces to something else.

Cheryl also asked about the financial feasibility of pedestrian bridges. Andrew Kohr replied that bridges may not make sense in some places. Sometimes they work where there is already good connectivity. Peachtree Center in Downtown Atlanta has “hamster tunnels,” and it has detrimental impacts to the street and its economic implications. Ashford Dunwoody Road is busy, but it is redeemable. We must shift out minds and think about improvements that can be made to Ashford Dunwoody.

Mayor Deutsch discussed that mixed-use developments with first-floor retail and apartments above tend to have vacant retail. She asked if this project would provide mixed-use criteria that may lead to more successful developments. Andrew and Martin each provided additional context about why this is occurring and how the City of Dunwoody can promote mixed-use differently. Andrew discussed that it is not good to be overly prescriptive; rather, form-based codes provide more flexibility. Martin mentioned that single-sided retail leads to dead space. Retail areas should be more concentrated; clustering retail lends itself to more success. Site-specific retail, especially lower-level retail products with residential above, generally doesn’t work if it is done in a vacuum.

Susan did not think any of the retail products shown were attractive. If there is opportunity down the road, office parks should be redeveloped with patio homes, townhomes, and mixed-use developments in a new urbanism type of way that is “uniquely Dunwoody.” Susan wants the City to attract the right partners to develop the right mix of commercial services, eateries, and amenities that attract a multi-generational mix. She said she will send examples.

Jim echoed that the design fabric is very important to consider, and he said he wants to talk with the group further about that. Andrew said there will be ample time to talk about architecture and design at the workshop.

Andrew asked the group to think about examples of places that do a good job with the types of development that they want to see. Susan mentioned Decatur as one example. Michael Starling

Edge City 2.0
Stakeholder Advisory Committee Meeting #2

said it is a great idea to collect more examples of preferred imagery, so he asked the committee to send examples to him.

Ardy Bastien asked what the stakeholder advisory committee should be thinking about and doing between now and the next meeting. Andrew said that everyone has the homework assignment to research great places and send their thoughts about what makes these places great.

Adjourn

Andrew mentioned that the next step is to conduct scenario planning efforts in the study area. He indicated that the planning team will be in touch with a calendar invitation for the July 14 workshop after a location is decided.

The meeting adjourned shortly after 7:30 pm.



Edge City 2.0
Project Management Team Workshop Summary
July 21, 2022, 9:30 – 12:00 PM | Dunwoody City Hall

SCENARIO PLANNING WORKSHOP SUMMARY

Participants

In Attendance

- City of Dunwoody
 - Michael Starling
 - Richard McCleod
 - Jennifer Boettcher
 - Allegra DeNooyer
 - Michael Smith
 - Eryn Kim
 - Madalyn Smith
- PCID
 - Ted Rhinehart
 - Micah Seibel
 - Will Battle
- Pond
 - Jonathan Corona
 - Andrew Kohr
 - Chris Barnum
- MXD Development Strategists - Andrew Fayn
- Blue Cypress Consulting – Ansley Jones

Agenda

- 9:30 Welcome + Workshop Goals
- 9:45 Scenario A
- 10:30 Scenario B
- 11:15 Scenario C
- 12:00 Debrief and Takeaways

Overview

Andrew Kohr discussed the purpose of the meeting. He also provided an overview of population projections and how that has informed the scenarios. The group discussed the Perimeter Center area as the target location for the majority of the city's future growth.

Scenarios at a Glance

Andrew K. highlighted the key aspects of each scenario, as summarized below.

1. Scenario A: Live + Walk (see **Figure 1**)

This scenario includes three nodes within a ten-minute walkshed.

2. Scenario B: Gather (see **Figure 2**)

This scenario concentrates redevelopment around a central gathering space along Ashford Dunwoody Road. This would be a green space on or near the mall property.

3. Scenario C: Transit-Oriented Development (see **Figure 3**)

This scenario emphasizes development in proximity to the MARTA station, with the highest density in and around MARTA, and then density steps down.

General Discussion

The PMT discussed some philosophical topics and questions as they considered the merits of each scenario. The following thoughts and questions came up during this conversation:

- The green space in Scenario B would have amenity value, but Brookfield may need to be convinced of this as they consider their bottom line in their redevelopment plans.
- The City may want to consider “festival-style open space.” This would not necessarily be green space but a plaza or something similar that could be used for events.
- Is it important for you to have publicly owned green space, developer-provided green space, or green space that is delivered as a public-private partnership?
- What is more important to you, a grid street network or a central green space?
- Do you want development to be more distributed throughout Perimeter Center, or do you want higher density development concentrated only in certain areas?
- What types of retail are you most interested in? Neighborhood-scale retail like corner stores (think Savi Market)?

Scenario A: Live and Work

Andrew Fayn provided additional details about Scenario A. To create walkability, nodal development is envisioned, with pocket parks integrated throughout Perimeter Center. “Village Mixed Use” is programmed for the northeast quadrant of the study area, and higher density “City Mixed Use” nodes are found in the southwest quadrant of the study area.

Edge City 2.0
Project Management Team Workshop Summary

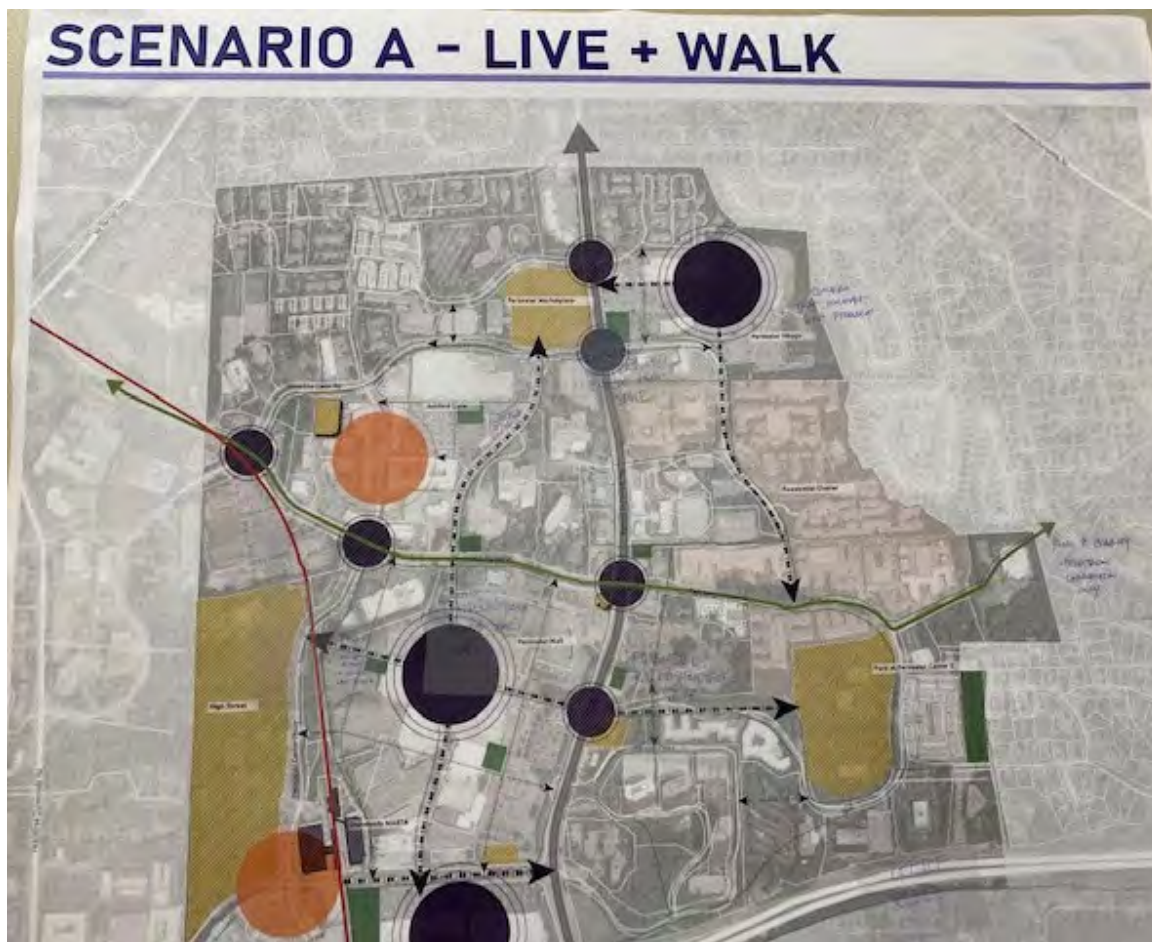
Michael Starling brought up that the Perimeter Center East area is an opportunity. Grubb is seeking a rezoning for a large tract of land, which may catalyze redevelopment of surrounding properties.

Ted Rhinehart asked about the ten-minute walkshed concept. How far are people actually willing to walk? Where in the study area are people going to be willing to walk? Right now, no one wants to cross Ashford Dunwoody. How do we create walkable connections? Andrew K. said that Ashford Dunwoody can be improved with human-scale intersections. A pedestrian bridge over the street is not financially feasible. Andrew's opinion is that a pedestrian bridge would take people off the street level and effectively ruin any chance of having a vibrant street life. Other pedestrian bridges around the metro area have not been very successful.

Jennifer Boettcher discussed the possibility of creating an "entertainment district" with an open-container policy in the area connecting the mall, Ashford Lane, and High Street.

Jennifer likes the idea of private-owned small pocket parks because the City's Parks and Recreation is maxed out with its programming.

Figure 1. Scenario A Map



Notes Added to Map

- Concern that Walmart won't redevelop

Edge City 2.0
Project Management Team Workshop Summary

- Preference for public/private park space
- Create walking path around the mall
- Focus on Ring Road
- Office redevelopment in southeast corner north of 285
- Potential redevelopment site in southeast quadrant of Perimeter Center East and Ashford Dunwoody Road

Scenario B: Gather

Andrew K. went over the defining features of Scenario B.

City staff were concerned about taking on ownership responsibilities of such a large green space. Andrew K. said that there could be different maintenance options, such as a public-private partnership or partnership with a nonprofit conservancy.

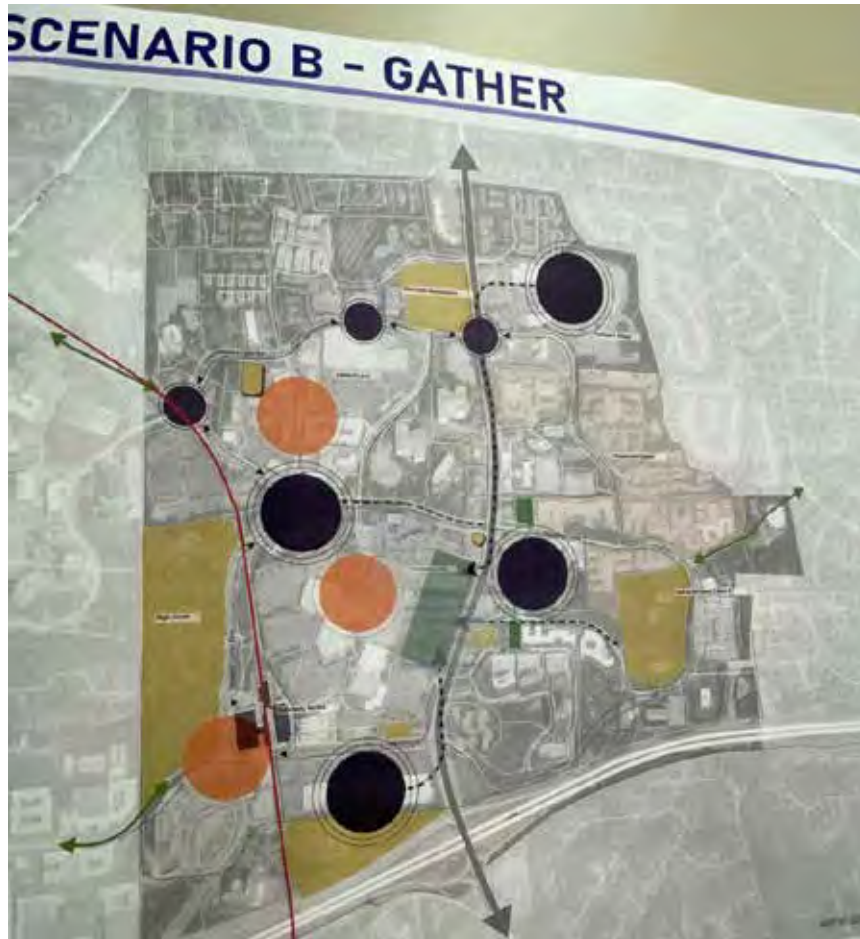
The group agreed that Suwanee Town Green is a good comparison in terms of size and public space activation.

The development nodes programmed in this scenario are higher density than Scenario A – five to six stories. Andrew F. said that it will be important for the City to work with developers to encourage a greater diversity of housing types.

Michael Smith is concerned about having the central green space right along Ashford Dunwoody.

There are also implications about the current scenario in terms of tradeoffs. If the central green space is developed, the surrounding areas will also need to redevelop to accommodate needs, such as parking.

Figure 2. Scenario B Map



Notes Added to Map

- Green space discussion: how to manage and pay for? Don't want it to be a burden on the city, and it needs to be palatable to residents
- The central green space may be better along Perimeter Center East rather than Ashford Dunwoody.

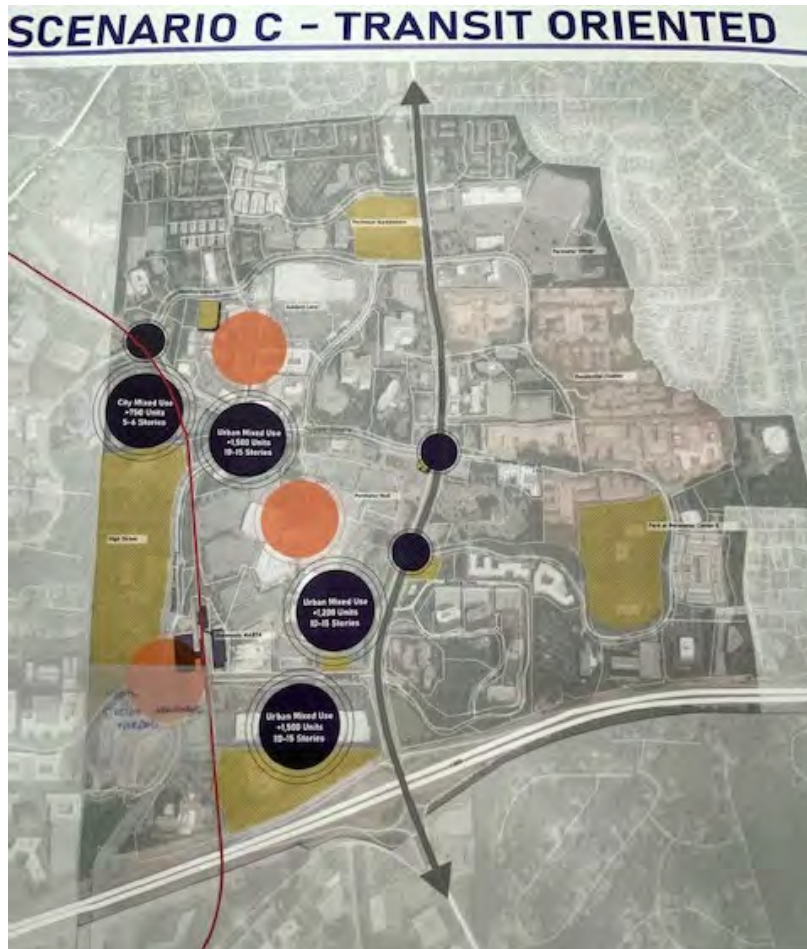
Scenario C: Transit Oriented

Jonathan Corona presented the key components of Scenario C. This scenario is influenced by what would happen naturally (business-as-usual), but the residential and office goals are more aggressive. MARTA is the driver, but the development is private (not MARTA-directed TOD).

Michael Starling discussed that the MARTA station needs improvements to be more inviting.

He also brought up that the Perimeter Center East area is lacking housing diversity and needs more variety, instead of more of the same. Andrew F. discussed different housing products, with varying heights and building materials.

Figure 3. Scenario C Map



Notes Added to Map

- MARTA station improvements needed

Closing Thoughts

Ted said that he is leaning toward a combination of Scenario A and C.

Michael Starling likes the grid and decentralized green spaces in Scenario A, along with the density of Scenario C.

Multiple other PMT members echoed these sentiments.

Jennifer likes Scenario A, with the caveat that there needs to be more visioning for each of the distinct parks/neighborhoods.

Madalyn Smith likes Scenario A as well. She asked how do we make the area less car-oriented? The grid network in Scenario A is attractive.

What are the early interventions that the City needs to start working on? Safe mobility connections are key.

Edge City 2.0
Project Management Team Workshop Summary

Andrew K. said that a micro-circulator within Scenario A might be feasible.

Andrew K. said that Scenario A would be more incremental, while Scenario B would have to an all-in investment from the get-go.

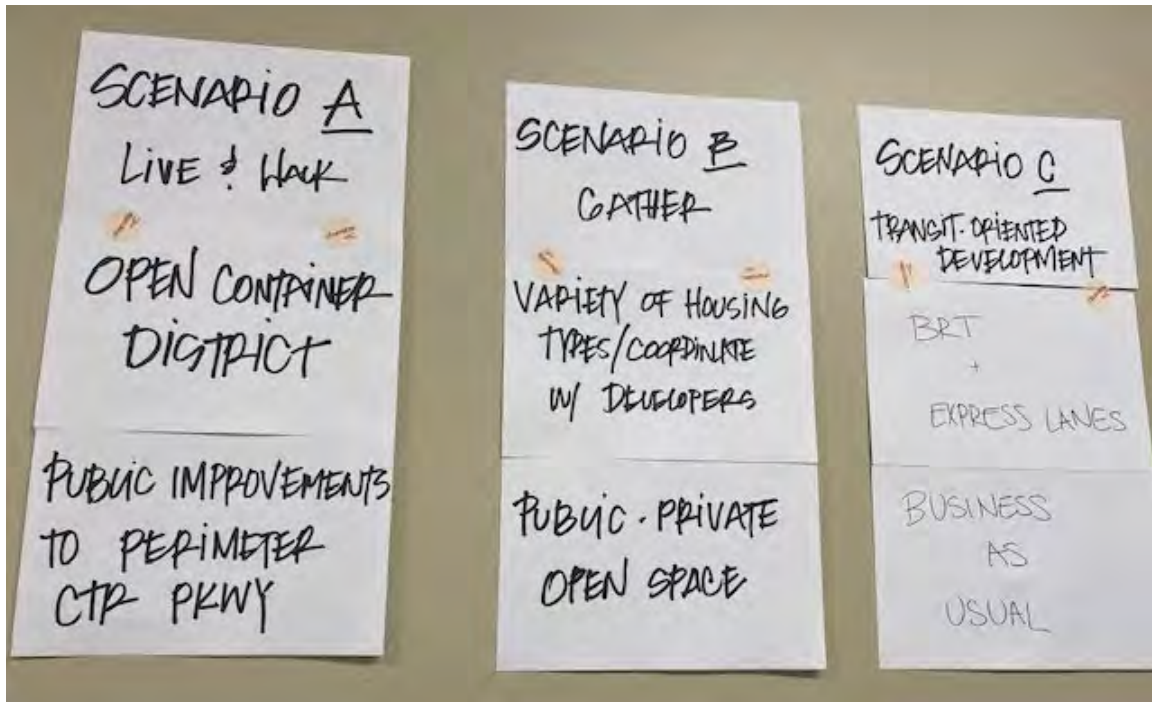
Micah Seibel said that he is leaning toward Scenario C since it comes with the most office, which is more revenue for the CID.

The group discussed the possibility of a Special Service District as a financing tool.

Will said he likes Scenario B because we need “third spaces” like the park.

The planning team captured some big ideas that came up during the discussions. These are shown in **Figure 4**.

Figure 4. Big Ideas Discussed for Each Scenario





Edge City 2.0
Stakeholder Advisory Committee Workshop Summary
 July 21, 2022, 4:00 – 6:00 PM | Dunwoody City Hall

SCENARIO PLANNING WORKSHOP SUMMARY

Meeting Participants

Project Team Attendees

- Michael Starling, Richard McLeod, & Jennifer Boettcher – City of Dunwoody
- Andrew Kohr, Chris Barnum, Jonathan Corona, Rosie Mafe – Pond
- Andrew Fayn – MXD Development Strategists
- Amanda Hatton, Ansley Jones – Blue Cypress Consulting

Stakeholder Advisory Committee

Eleven Stakeholder Advisory Committee (SAC) members were in attendance. Table 1 lists those members in attendance, along with their group assignments for the workshop’s breakout sessions.

Table 1. Stakeholder Advisory Committee Members in Attendance, with Group Assignments

Name	Affiliation	Workshop Group Assignment
Ardy Bastien	Dunwoody ZBA	Group B
Corentin Auguin	MARTA - Senior Transit System Planner	Group C
Jim Cramer	Public Art Commission	Group A
Keri Stevens	Atlanta Regional Commission Project Manager	Group C
Lynn Deutsch	Dunwoody Mayor	Group C
Marianella Lopez	Corners Outreach Music Director	Group B
Robert Patrick	DeKalb County Board of Commissioners	Group B
Stacey Harris	Dunwoody City Council, District 1 at Large	Group A
Susan Mitchell	Dunwoody Development Authority	Group B
Sushma Barakoti	Refugee Women’s Network	Group C
Ted Rhinehart	Perimeter Community Improvement District	<i>Not assigned to a group; floated between groups</i>

Edge City 2.0 Stakeholder Advisory Committee Workshop Summary

Absent

- Ann Hanlon, Perimeter CID DeKalb Board (Ted Rhinehart was present in her place)
- Bill Baker, Perimeter CID DeKalb Board
- Bob Fiscella, Dunwoody Homeowners Association President
- Cheryl Strickland, Economic Recovery Advisory Committee
- Doug Thompson, Resident
- Fran Bartel, Dunwoody High School PTSO Co-President
- Ricardo Gonzalo, Resident
- Robin Holbrook, Apartment advocate
- Thomas O'Brien, Dunwoody Planning Commission
- Zoe Franciscus, Discover Dunwoody

Agenda

- 4:00 Sign-in and Group Assignments
- 4:05 Scenario Rotation 1
- 4:45 Scenario Rotation 2
- 5:22 Scenario Rotation 3
- 6:00 Adjourn

Workshop Activities

Upon sign-in, SAC members were directed to their group assignment based on pre-assigned groups. The meeting format was set up so that each group would spend about 40 minutes discussing each scenario. Three rotations allowed each group to provide feedback about each of the three scenarios.

In each room, members of the project team introduced the scenarios and led conversations. A map of the study area was provided at a central table, along with tracing paper, allowing participants to pinpoint any changes they wanted to see on the map.

The project team members then facilitated a visual preference activity to determine preferences for different development typologies and styles. A large map of the scenario was displayed on the wall, along with several images representing the development characteristics that the project team imagined for residential, office, retail,



Project team member Andrew Fayn discussing Scenario A with SAC members.

Edge City 2.0
Stakeholder Advisory Committee Workshop Summary

and amenities in the particular scenario. The activity called for SAC members to use yarn to connect an image to a specific location within the study area where they want to see that type of development occur. As different groups rotated into the rooms, the project team removed the yarn connections so that the activity was not biased based on the previous group's input.

Comment forms were available at the end of the workshop. Only 4 of the 11 participants completed the forms. **Appendix A** includes all their comments.

The following sections document discussion points that each group raised during their scenario breakout sessions. Notes captured on maps are also included in these sections.

Scenario A: Live and Walk

Scenario A, the “Live and Walk” scenario, places a focus on decentralizing development nodes throughout Perimeter Center. Mid and low-rise development and green space is spread evenly in the study area and connected by a walkable grid of roads and pathways.

Group A

- Excited about potential connections to surrounding neighborhood
- Desire for stacked townhomes on Walmart site
- Support decentralization as it creates a more cohesive village
- Incorporate greenery/landscaping throughout the study area, similar to the look of Ravinia
- Intentional mix [of land uses] at Perimeter Village node
- Three-story stacked flats south of Perimeter Marketplace

Group B

- Like the town green concept included in Scenario B, so want to see both pocket parks and a larger green space
- Dunwoody should have its own style and feel, not just copy other places
- Intentional mix of housing types
- Four to six stories along Ashford Dunwoody

Group C

- Don't show the connection through the neighborhood; make them demand it
- Variety of housing near MARTA; need to go taller
- Pocket parks throughout is a win
- Taller buildings can allow for more green space
- Like the walkability of the street grid
- Need more greenery/landscaping (think Ravinia)
- Need for active adult product
 - Cottage court
 - Stacked flats
- Break up the buildings with various insets
- Gathering space in the center of the mall (pedestrian only)

Edge City 2.0 Stakeholder Advisory Committee Workshop Summary

Figure 1. Visual Preferences for Scenario A



Notes Added to Map

- Variety of housing types
- What can this whole area offer to the region?
- Gentle transitions on the residential periphery
- Like the pocket parks as “community parks”

Scenario B: Gather

Scenario B, the “Gather” scenario, concentrates on redevelopment around a central gathering space along Ashford Dunwoody Road. Development nodes are a mix of low, mid, and high-rise development and are concentrated around the green spaces of Ashford Dunwoody and Perimeter Center West and East. Pedestrian pathways safely bring residents and workers from around the study area into the gathering space.

Group A

- Opportunity for public art
- Experience of park on Ashford Dunwoody
- Improve pedestrian experience along Ashford Dunwoody
- Ravinia aesthetics could be carried to large gathering
- Prefer green pockets over one large space
- Acquisition cost strategies are a concern
- How do these scenarios come out on the other side of a recession?
- Opportunity for regional destination

Edge City 2.0
Stakeholder Advisory Committee Workshop Summary

- High quality design = priority
- Pedestrian-friendly
- Housing variety
- Human-scale density

Figure 2. Group A's Visual Preferences for Scenario B



Group B

- Study area is best for higher density along corridors
 - Is mid-density the highest and best use?
- Achieve density for rent and for sale products
 - Patio homes, stacked flats
 - Variety of housing products
- Green space – vibrancy!
 - Duluth and Alpharetta lawn are good aspirations
 - Public versus private open space (management)
 - Public: high land acquisition costs
 - Private: may not be truly public
 - Density is a tradeoff
 - Parking structure at mall with a park on top

Edge City 2.0 Stakeholder Advisory Committee Workshop Summary

Figure 3. Group B's Visual Preferences for Scenario B



Notes Added to Map

- More density is a tradeoff for green space
- Need protected bike lanes along Perimeter Center East
- North of Perimeter Center East, focus on for-sale products based on land value
- Higher density product (even over 5 to 6 stories) on east side of mall (along Ashford Dunwoody)
- Higher density commercial around MARTA

Group C

- Where would mall parking go?
- Need a variety of housing, such as cottage homes
 - Consider office conversions
- Mall area is best for higher density
 - Green space = tradeoff
 - Green space throughout mall development, not just a “town green”
- Ideally new green space would be City-owned
- Walkability – experience of the walk doesn’t promote walking
- Proactive development at mall
- Pockets of green space along Ashford Dunwoody

Edge City 2.0
Stakeholder Advisory Committee Workshop Summary

- Create a bike loop
- Higher density mix of housing near mall
- Lower density residential in northwest quadrant of study area
 - Need green space in this quadrant
- Commercial on east side of Ashford Dunwoody
- Office near MARTA

Figure 4. Group C's Visual Preferences for Scenario B



Scenario C: Transit Oriented

Scenario C, the “Transit Oriented” scenario, emphasizes development in proximity to the Dunwoody MARTA station. Higher density development nodes are located on the Perimeter Mall site and adjacent properties. Parcels further from the MARTA stations remain in their current urban form with bicycle and pedestrian connections to the MARTA station and the amenities that accompany new development.

Group A

- Will MARTA provide cleaner/faster service? Need to improve the MARTA station.

Edge City 2.0
Stakeholder Advisory Committee Workshop Summary

- With increased employment, where would employees live? Need housing for service workers so that people can both live and work in Dunwoody. Currently there is a socioeconomic disparity and workers are priced out.
- Outdoor dining pictures are attractive.
- Think about connectivity to Sandy Springs MARTA station as well.
- Want to see a variety of housing types; this scenario does not allow that
- Tall office pictures are not inviting
- Make places more attractive with flowers and other landscaping.
- Need interesting facades for a more human-scale, walkable environment
- If done well, density is a big positive for the City.
 - Mixed-use is key to success.
- Good restaurants needed
- Daycares at office buildings
- Family-friendly

Figure 5. Group A's Visual Preferences for Scenario C



Group B

- Make Dunwoody a destination
- Need safe street crossings

Edge City 2.0
Stakeholder Advisory Committee Workshop Summary

- Need to integrate civic spaces (condition for development approval)
- Preference for highest density near MARTA and 285, and lower density east of Ashford Dunwoody
- MARTA is essential! MARTA needs to improve. Commissioner Robert Patrick asked residents to support the upcoming SPLOST referendum and advocate for More MARTA
- Make walking paths interesting (fountains, art)
 - Art on MARTA bridge could give it a facelift
- Human-scale architecture
- Walk and bike paths with a barrier between, as the City has done in some areas, like at 1127 Hammond Drive

Figure 6. Group B's Visual Preferences for Scenario C



Group C

- The scenario name ("TOD") will need to change; will not be palatable for the Dunwoody community
- Needs more connectivity and trails
- North-South greenway to the mall
- Repurpose the mall to create better walkability
 - Fill in parking lot
 - Designated pathways with wayfinding, especially to transit

Edge City 2.0 Stakeholder Advisory Committee Workshop Summary

- Needs green space
- Preference for tall rather than wide buildings (high rises allow more green space)
 - 10 – 15 story office buildings may be too short
- Need more diversity in business types (arts, food)
- Dunwoody's biggest challenge is cost of rent.
- Incubator spaces and food halls (with ethnic businesses) are desired.
- Desire for a diverse housing supply, rather than developers only proposing apartments

Figure 7. Group C's Visual Preferences for Scenario C



Key Takeaways and Next Steps

The project team will reflect on the ideas shared during the workshop. The next step is to create a new “combined scenario” that incorporates the elements from each scenario that were most well-received. The key takeaways summarized below will guide the development of the combined scenario.

Edge City 2.0
Stakeholder Advisory Committee Workshop Summary

- The pocket parks in Scenario A received much positive feedback. SAC members liked the idea of creating distinct community parks throughout the study area.
- Some SAC members liked how Scenario B “Gather” would make Dunwoody more unique. Other members were concerned about the costs of both land acquisition and park maintenance.
- Some SAC members view tall buildings as a way of overcoming the tradeoff between density and green space because tall buildings would allow more space to incorporate pocket parks. They want to see tall mixed-use buildings with ground-floor retail near the mall. Other SAC members desire shorter, human-scale developments that make the pedestrian experience feel more inviting.
- Paths and trails are needed throughout the study area, especially to create safer connections to MARTA. Walkability through or around the mall is needed. Workers who use MARTA currently walk through the mall’s parking lots.
- Paths that have a separated pedestrian-only lane and bike-only lane are preferred. Perimeter Center East was shown as one location where this type of pathway needs to be implemented.
- Restaurants with outdoor dining spaces are desired near MARTA.
- A variety of housing types is desired; participating Dunwoody elected officials emphasized a need for more ownership products.
- Most SAC members prefer preserving the lower density character of the eastern half of the study area, and they want to ensure that there are gentle transitions between areas abutting single-family neighborhoods. Stacked flats and cottage court-housing were seen as appropriate housing types in these areas.
- Public art, interesting building types, and public amenities like fountains and plazas are desired at development nodes.

Edge City 2.0
Stakeholder Advisory Committee Workshop Summary

Appendix A: Comment Forms

ID	Scenario	Comment
1	A: Live + Walk	* Very cool; however, will be a radical change in population/possible cause radical change in city identify. Feels like 2 sides of Dunwoody. * We already have 2 sides, but one is suburban, and one is commercial. This will cause two drastically different residential sides.
1	B: Gather	I like. Creates a unified identity to the commercial area of Dunwoody. Break up the large green space in three ways.
1	C: Transit Oriented	Nope.
2	A: Live + Walk	The idea of pods of green space as opposed to one can work as a gathering space, but a central space is more unique and identifies the city -- "This is Dunwoody" -- would be a reaction I am looking for.
2	B: Gather	Love the green lawn center gathering space. Adds uniqueness to the city. Almost a necessity for a city like ours.
2	C: Transit Oriented	Good conversation on transit attraction and usage of MARTA, things surrounding MARTA, and growth of city.
3	A: Live + Walk	Lets be intentional. Lets put density on the mall side near MARTA end of Ashford-Dunwoody. Lets consider owner-occupied human scale product on the Ravinia side of Ashford Dunwoody with a mix of cluster homes, stacked flats, and townhomes.
3	B: Gather	This is hands-down my favorite. This creates opportunity to develop or redevelop our Perimeter area and make it a destination for people who work and live in "center" Dunwoody, visitors from outside of Dunwoody, and the single-family homeowners outside of the "center" Perimeter area.
3	C: Transit Oriented	Let's leverage our access to MARTA. Let's figure out how to safely move more peds, cyclists, and cars from Point A to Point B. Let's use our civic influence to help MARTA serve the metro area and Dunwoody better.
4	A: Live + Walk	Smaller parks in addition to the public green. Trails from single family residences to study area. Density west of Ashford Dunwoody
4	B: Gather	Public green with high density around
4	C: Transit Oriented	I liked the plans depicted on the wall. Density to the west and near 285. Max height of 6 stories abutting Ashford Dunwoody to the east side.



Edge City 2.0
Stakeholder Advisory Committee Meeting #4
September 22, 2022, 6:00 – 7:30 PM | Dunwoody City Hall

MEETING MINUTES

Meeting Participants

Project Team Attendees

- Michael Starling & Jennifer Boettcher – City of Dunwoody
- Jonathan Corona – Pond
- Andrew Kohr – Pond
- Martin Anstey
- Selena Xayavong – Blue Cypress Consulting

Stakeholder Advisory Committee

In Attendance

- Ann Hanlon, Perimeter CID DeKalb Board
- Ardy Bastien, Dunwoody ZBA
- Bob Fiscella, Dunwoody Homeowners Association President
- Cheryl Strickland, Economic Recovery Advisory Committee
- Corentin Auguin, MARTA - Senior Transit System Planner
- Jim Cramer, Public Art Commission
- Marianella Lopez, Corners Outreach Music Director
- Stacey Harris, Dunwoody City Council, District 1 at Large
- Susan Mitchell, Dunwoody Development Authority
- Sushma Barakoti, Refugee's Womens Network
- Paul Leonhardt, City of Dunwoody

Absent

- Bill Baker, Perimeter CID DeKalb Board
- Doug Thompson, Resident
- Heyward Wescott, Dunwoody Perimeter Chamber
- Ricardo Gonzalo, Resident
- Robin Holbrook, Apartment advocate
- Thomas O'Brien, Dunwoody Planning Commission
- Zoe Franciscus, Discover Dunwoody
- John Gurbal, Perimeter CID Project Director
- Keri Stevens, Atlanta Regional Commission Project Manager
- Lynn Deutsch, Dunwoody Mayor

Edge City 2.0
Stakeholder Advisory Committee Meeting #4

- Robert Patrick, DeKalb County Board of Commissioners
- Susan Mitchell, Dunwoody Development Authority
- Fran Bartel, Dunwoody High School PTSO Co-President

Agenda

- 6:00 Workshop Debrief
- 6:10 Preferred Scenario Overview
- 6:20 Future Development
- 6:35 Open Space Strategy
- 6:45 Mobility Projects & Initiatives
- 6:55 Economic Impacts
- 7:05 Question & Answer
- 7:25 Next Steps
- 7:30 Adjourn

Preferred Scenario Overview

To kick off the meeting, the Pond team reminded the stakeholders of their role for this project. Jonathan asked that the stakeholders continue to be advocates and work with the City after this planning process concludes. He also highlighted the rules of engagement: 1) allow for different voices, 2) serve as a sounding board, 3) give others the opportunity to speak, and 4) confidentiality.

Next, Jonathan presented the three scenarios that were taken into consideration to form the “Refined Scenario.” The refined scenario focuses higher intensity development near the Dunwoody MARTA station with lower intensity development in the northern and eastern portions of the study area.

Feedback on the Refined Scenario

- One participant was concerned for the current wants and needs of the residents, whether they want more walkability or more commercial development.
 - Jonathan responds that there needs to be more studies done on the demographics of the residents.
- One participant stated it is the “last ten or fifteen minutes of the commute” on Ashford Dunwoody Road and adds that they love the amenities and essential services offered.
- One participant loves the density surrounding MARTA and would like to see a mix of housing products (ideally owned as opposed to rent), particularly behind Park Place and Walmart, which blends it to current urban fabric.
 - Participants agreed on an adequate transition of uses and density.
- One participant stated the need for a diverse mix of housing to meet needs of various demographics, and proximity to open green spaces.
 - Michael Starling recapped the opportunity for this area to be a prime spot for this type of development, and the importance of bringing the labor force in and providing space for them to live and work.
- One participant stated that density is important for sustainability and long-term success, particularly design guidelines to support density.

Future Development

Jonathan presented several strategies and key concepts. He introduced four new place types that the City can use to guide development in different parts of the study area. These are: 1) Urban Mixed Use, 2) City Mixed Use, 3) Town Mixed Use, and 4) Village Mixed Use. For each place type, there is a different mix of land uses, density/intensity of development, building types, and transportation and open space provisions. Jonathan presented example imagery along with each place type.

Catalytic Project – Perimeter Village Concept

Jonathan presented the “Perimeter Village” Concept, which offers an example of gradually transitioning from high-density to single-family residential, otherwise known as “intensity transition”. The Perimeter Village Concept would retrofit big box parcels, existing infrastructure, and available land to create palatable density. Graphics of townhomes, condos, and mixed-use developments were provided as examples of “moderate density” as it transitions into single-family housing and subdivisions.

Open Space Strategy

Jonathan presented on two open space strategies to activate the pedestrian experience:

- **Central, programmed greenspace** in walking distance to MARTA and higher density development
 - One participant asked if there are standards for when lots are submitted. Michael states there are currently regulations in the zoning code, but these can be amended if needed.
 - One participant had concern over the message and clarity of the graphics provided as they may not represent the true scale and density of future developments. Jonathan clarified that the renders were conceptual, but more clear graphics will be produced for the upcoming public meeting.
- **Pockets of greenspace** in surrounding neighborhoods
 - Participants were generally in agreement with the need for more greenspace near homes, one participant used an example of being able to walk their dog without driving to a park or trail.

Mobility Projects & Initiatives

Jonathan presents on the mobility strategy, which emphasizes the need for a safe and extensive bicycle and pedestrian network, using trails, side paths, or additional infrastructure. Adding more businesses and activity around these areas would also help with safety

A street grid would alleviate Ashford-Dunwoody congestion and promote greater walkability, which includes closing down streets for pedestrians and alternating routes for vehicles. Creating additional infrastructure would alleviate the need for using a vehicle.

Goldkist Multi-Use Path Concept

The Goldkist Multi-Use Path Concept creates alternative bicycle and pedestrian routes near the Men’s Warehouse and Hammond Drive.

Edge City 2.0
Stakeholder Advisory Committee Meeting #4

Jonathan opened the floor for comments.

- One participant suggested to use the word “enhancing” the quality of life, as opposed to “refine”.
- One participant asked how we can connect pedestrians on Hammond Drive and Ashford-Dunwoody Road.
- One participant asked if parking spots will be removed and how to reconcile.
 - Jonathan answered yes but can be moved or replaced if needed.
- A few participants emphasized the sheer amount of impervious surfaces and parking lots that can be replaced with greenspace.
 - One participant suggested using these graphics to convey to residents the benefits of density.
 - Andrew Kohr spoke about uplifting Ashford Dunwoody Road and referred to Michigan Avenue in Chicago.
- A few participants discussed stories of comparison to larger cities such as Chicago, but emphasized the importance of conveying the message efficiently to residents. Growth is inevitable. How do we embrace it and harmonize with the “old” Dunwoody and “upcoming” Dunwoody.

Economic Impacts

Martin Anstey discussed four economic effects: 1) Direct Economic Effects, 2) Indirect Business Impacts, 3) Induced Business Impacts, 4) Dynamic Economic Effects on how construction and activity affects an area.

The result of the economic impact analysis is approximately:

- 10,000 new jobs
- \$2.5 million in tax revenue a year for the City

Question & Answer

During the Question-and-Answer portion of the meeting, one stakeholder asked the planning team to provide examples of other successful similar projects. Chris with MXD and Jonathan with Pond explained that the current project uses scenario planning and provided examples, including Bellevue, Washington; Valley Fair Mall in Salt Lake City, Utah; and Citrus Heights in Sacramento, California.

Next Steps

The next steps before plan finalization are a public open house meeting along with an online input period. The stakeholders were invited to attend the open house. Pond also asked that the stakeholders help with getting the word out about the meeting and the online survey.

- Open House at City Hall on October 20, 5:00 to 7:00 PM
- Online Engagement Survey will be open for two weeks following the meeting

Edge City 2.0
Stakeholder Advisory Committee Meeting #4

Adjourn

The meeting adjourned shortly after 7:30 PM.



Edge City 2.0 Stakeholder Advisory Committee Meeting #5

October 11, 2022, 6:00 – 7:30 PM | Dunwoody City Hall

MEETING MINUTES

Meeting Participants

Project Team Attendees

- Michael Starling – City of Dunwoody
- Richard McLeod – City of Dunwoody
- Jennifer Boettcher – City of Dunwoody
- Paul Leonhardt – City of Dunwoody
- Jonathan Corona – Pond
- Andrew Kohr – Pond
- Ansley Jones – Blue Cypress Consulting
- Andrew Fayn – MXD Development Strategists
- Chris LeTourner – MXD Development Strategists

Stakeholder Advisory Committee (SAC)

In Attendance

- Ann Hanlon, Perimeter CID DeKalb Board
- Ardy Bastien, Dunwoody ZBA
- Bob Fiscella, Dunwoody Homeowners Association President
- Cheryl Strickland, Economic Recovery Advisory Committee
- Jim Cramer, Public Art Commission
- Lynn Deutsch, Dunwoody Mayor
- Marianella Lopez, Corners Outreach Music Director
- Robert Patrick, DeKalb County Board of Commissioners
- Stacey Harris, Dunwoody City Council, District 1 at Large
- Susan Mitchell, Dunwoody Development Authority

Absent

- Bill Baker, Perimeter CID DeKalb Board
- Corentin Auguin, MARTA Senior Transit System Planner
- Doug Thompson, Resident
- Heyward Wescott, Dunwoody Perimeter Chamber
- Ricardo Gonzalo, Resident
- Robin Holbrook, Apartment advocate
- Sushma Barakoti, Refugee's Womens Network

Edge City 2.0
Stakeholder Advisory Committee Meeting #5

- Thomas O'Brien, Dunwoody Planning Commission
- Zoe Franciscus, Discover Dunwoody
- John Gurbal, Perimeter CID Project Director
- Keri Stevens, Atlanta Regional Commission Project Manager
- Fran Bartel, Dunwoody High School PTSO Co-President

Meeting Format

Upon signing in, the SAC members were assigned to one of two breakout rooms. In each room, a member of the planning team presented information through a flipchart and asked feedback questions. SAC members were also provided with a “handout” version of the meeting content so that they could review more closely and provide written comments to the planning team.

Breakout Room #1 Discussion

Jonathan Corona led the discussion with this breakout group. Project team and SAC members present in this group were: Michael Starling, Andrew Fayn, Chris LeTourner, Ann Hanlon, Marianella Lopez, Robert Patrick, and Stacey Harris.

Below are the salient points from this discussion:

- The heatmap should be removed from the scenario diagram, as it is confusing.
- Jim asked if this plan “inspires”? The group thinks that greenspace should be the lead narrative of the plan, with an emphasis on gathering and connecting in parks and plazas throughout the district.
- The “Key Connections Map” needs to differentiate between existing and potential greenspace more clearly. The colors are too similar.
- Regarding the Development Scale Board, the following notes were provided:
 - Remove the residential density or clarify
 - Remove the land use percentages
 - Change residential mix from percentages to a narrative, such as: *Residential mix includes Townhomes, Stacked Flats, Condos, Senior Residential, etc.*
- The group noted that the scenario components would make more sense to citizens if the Development Scale/Typologies boards are presented before the Refined Scenario board.
- The group thought it would be helpful for the planning team to include a board explaining what comes next after this process:
 - Why we are doing this, how is this going to be used, etc.
 - This is the beginning of a community conversation about the Edge City 2.0 Vision. It is not a static plan; it will change over time.
 - The City is looking beyond today and looking to protect our office and retail markets from potential downturn.
- The group had questions about capacity issues for schools, sewer, etc.

Breakout Room #2 Discussion

Andrew Kohr led the discussion with this breakout group. Project team and SAC members present in this group were: Andrew Kohr, Ansley Jones, Jennifer Boettcher, Richard McLeod, Paul Leonhardt, Ardy Bastien, Bob Fiscella, Cheryl Strickland, Lynn Deutsch, and Susan Mitchell.

Breakout Room #2 SAC members expressed the following sentiments:

- Mayor Deutsch is concerned about the residential numbers the scenario calls for and questioned whether the City can afford this much growth.
- Multiple committee members expressed confusion about the heatmap shown on the Refined Scenario diagram. Susan said, “the whole thing looks purple.”
- The mayor said she is skeptical of any strategy that does not define exactly what we want. If we’re going to have high-density housing, it should be in high-density buildings.
 - Andrew emphasized that the plan should not be too prescriptive.
- SAC members shared visionary ideas based on what has been done in other parts of the region.
 - Cheryl noted a mixed-use development in Lawrenceville that tastefully blends townhomes and single-family homes, includes pocket parks, and has pedestrian facilities connecting to the downtown.
 - There was a lot of discussion about the Avalon in Alpharetta, and the group wanted to know what “place typology” it falls into. Andrew said that the Avalon’s density fits the “City Mixed-Use” category. He also emphasized that the footprint of Avalon is much smaller than the Edge City study area.
 - Ardy asked, “What is the image that Dunwoody is going for?” He said that Dunwoody needs a mix between Avalon French country and downtown Alpharetta.
 - Mayor Deutsch said that Alpharetta was able to deliver their vision because they planned very strategically.
- SAC members want to ensure that the residential mix percentages account for what is already in place. Several members are supportive of “flipping the current mix” to bring in different types of residential products other than apartments.
 - Mayor Deutsch said that Dunwoody needs missing middle housing, which needs to be on the ownership side. She defined missing middle as cottage homes, stacked flats, and condos.
 - Andrew spoke to the market conditions and land values that may make it infeasible to develop low-density products. He emphasized that multifamily does not necessarily mean rentals.
 - Paul pointed out that typology and ownership are two separate issues.
- Cheryl talked about the importance of transition points—that they be gradual versus abrupt and overwhelming. She lives in Ashford Chase and wants to ensure that the Village Mixed-Mixed use area near her neighborhood accomplishes appropriate transitions through buffers.
- In the Town Mixed-Use typology, Mayor Deutsch asked if 29 percent retail is enough. She said more retail and other uses are needed to create places people where people will want to walk. She recognized that people often will not walk very far, maybe a quarter- to half-mile.

Edge City 2.0
Stakeholder Advisory Committee Meeting #5

- Mayor Deutsch recommended changing the name “Urban Mixed-Use.” She feels that it carries negative connotations in this market.
- The committee fully supported the greatest density in the MARTA/Perimeter Mall quadrant of the study area.
 - Susan said she wants to see density where density makes sense. She wants a mix of housing types. Susan and Bob said to them, multi-family means apartments.
 - Susan said we have a gift with a vibrant commercial area on our doorstep. She added, “I don’t know how we pull this off. Rental near Marta makes sense.” Bob and Mayor agreed, saying “absolutely.” She said there needs to be a cascade of different kinds of housing types moving outward from the southwest quadrant.
 - Bob said he likes the step-down approach and wouldn’t argue against rentals closer to Marta.
 - Mayor Deutsch said, “If I’m going to take a hit for apartments, it needs to be near Marta or at the mall.” She added that people are willing to trade density if they also get more green space.
 - The group likes the transect diagram. They want to ensure that the lower-density side clarifies the types of preferred multifamily products.
- The group is supportive of the Campus 244 trail and the greenspace project at the mall.
 - Mayor Deutsch said that the Walmart project would be last on her list. She is more concerned with activating the dead space at the mall.
 - Bob noted that the mall is a gateway to the city.
- Mayor Deutsch said that the most important item shared tonight was the central greenspace concept. She noted that the Dunwoody citizens are most likely to support images that show green elements, such as trees and open space.
- Andrew discussed the opportunity to redevelop spaces to have more modern stormwater management facilities that can be amenities, like the Marsh Creek Environmental Pond in Sandy Springs.

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