

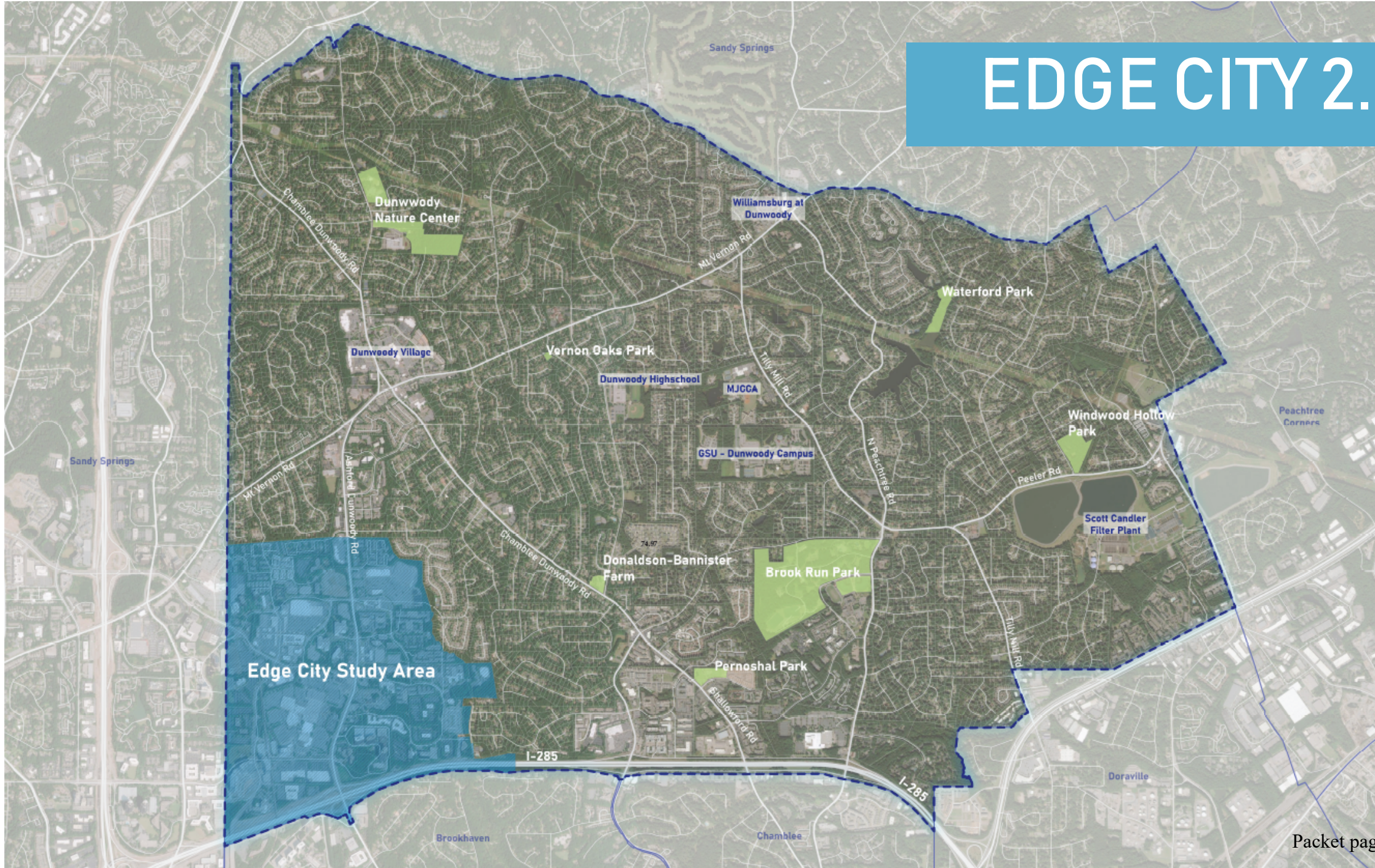
EDGE CITY 2.0

Implementation Plan



PERIMETER COMMUNITY
IMPROVEMENT DISTRICTS

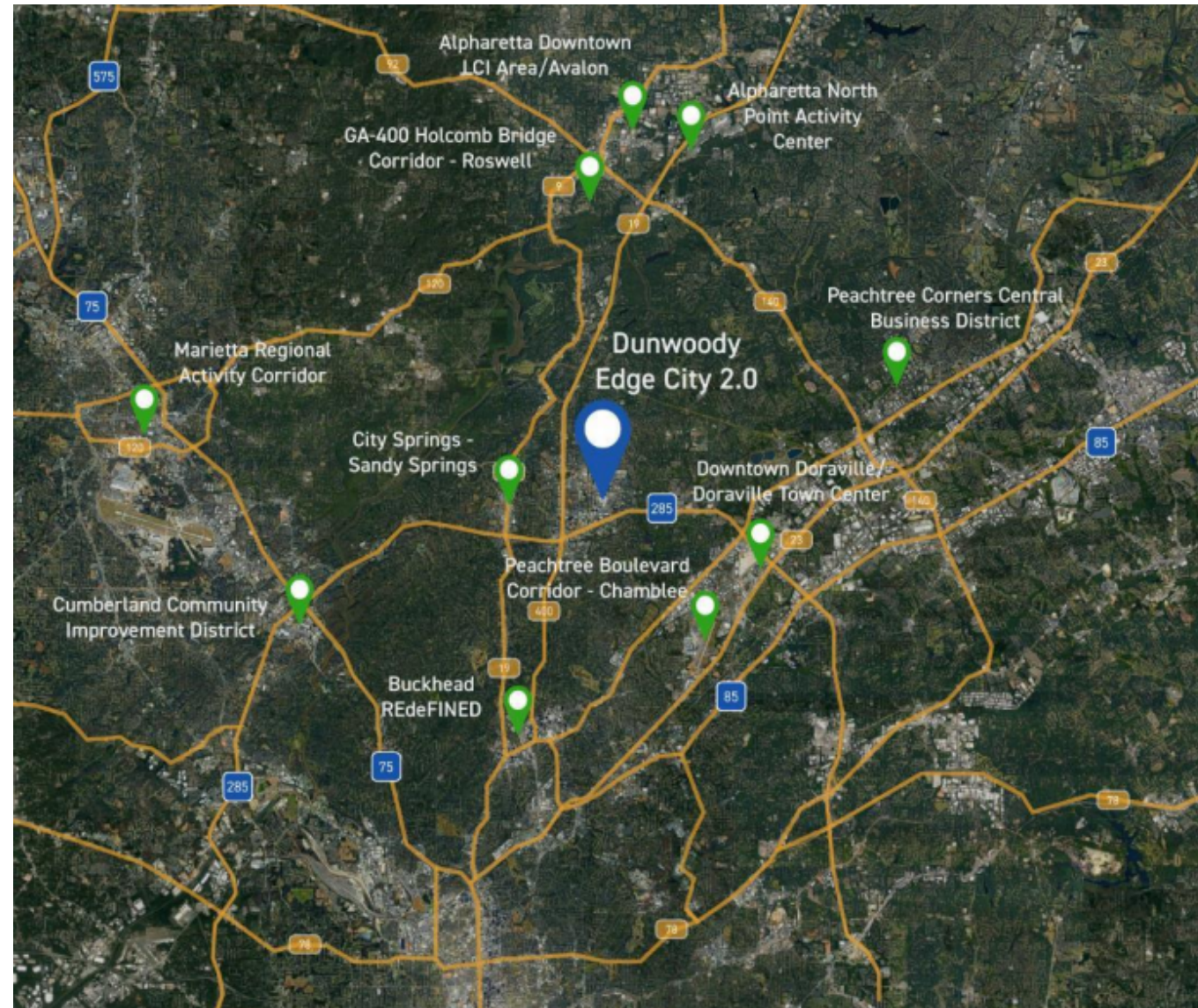
EDGE CITY 2.0



Competitive Review

(2 Mile Radius)

- Highest Education Attainment & Largest Daytime Population
- Second Highest Median Home Value & Second Highest Per Capita Consumer Spending behind Buckhead
- Third Highest Average Household Income & Third Highest Number of Residential Units

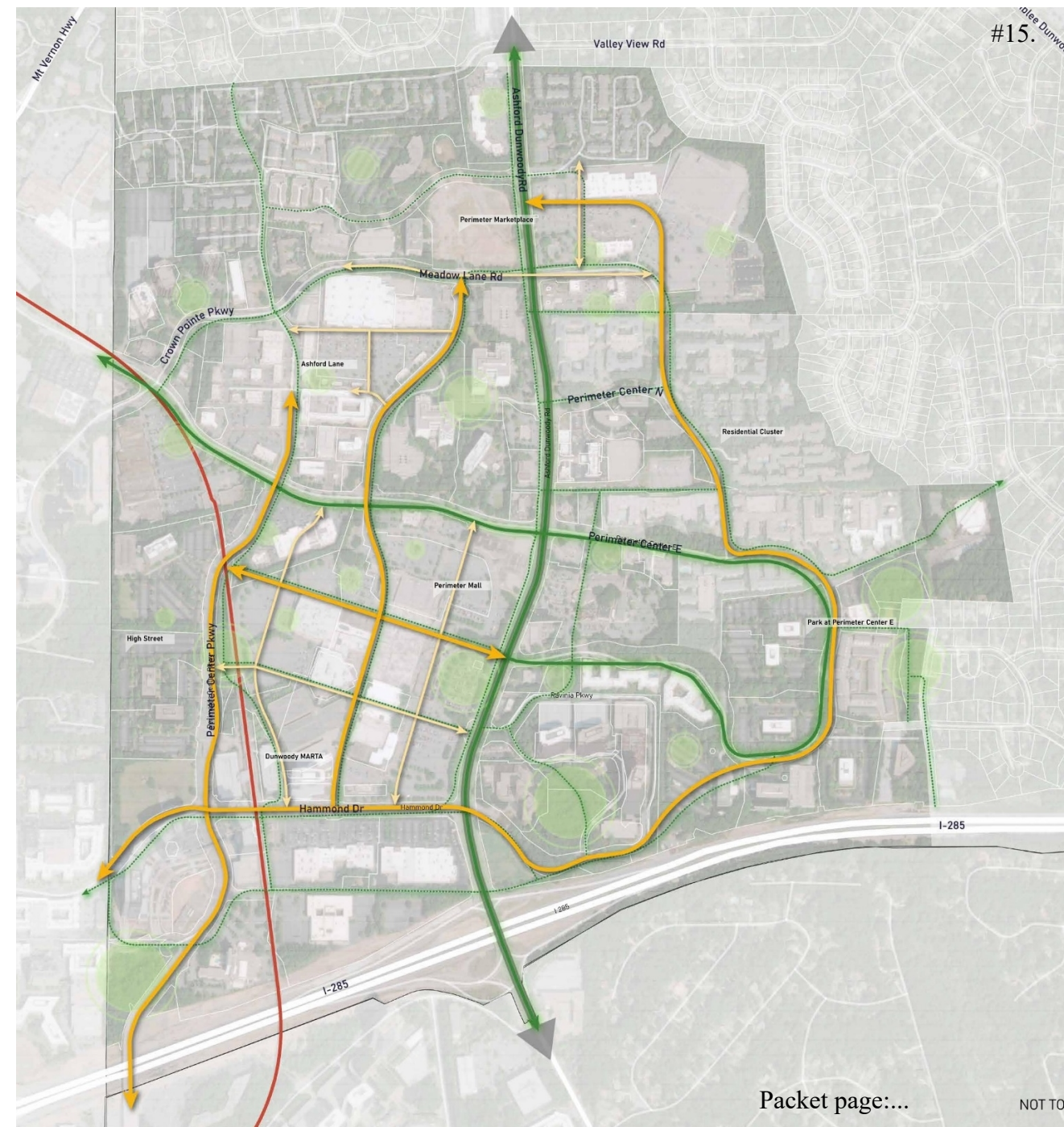


Recommendations & Positioning

- Community & Regional Destination
 - The district has been a major employment and shopping destination for decades and the Edge City Vision should seek to “bend the curve” to establish a unique community identity and sense of place.
- Economic Engine
 - Continue to promote job creation around targeted economic sectors and foster an environment that offers different formats of employment where people can live, work, and visit.
- Unique to Dunwoody
 - The competitive analysis demonstrates that Dunwoody is in a prime opportunity to shape its future compared to other nodes in North Atlanta and integrating unique features and anchors will make the area stand out.
- Leverage Perimeter Mall
 - Perimeter Mall is the largest property in the area and will have the greatest impact through phased infill and redevelopment.
- Introduce a Variety of Housing Types
 - Introducing new formats of residential will create a more livable community, foster community interaction and generate more human scale neighborhoods. Townhomes, stacked flats, urban bungalows, senior living and mixed-use apartments should be included.

CREATE CONNECTIONS

- 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



PRIORITIZE NEW OPEN SPACE

- **Central, programmed greenspace** in walking distance to MARTA and higher density development
- **Pockets of greenspace** in surrounding neighborhoods provides elevated **quality of life**
- **POPS** (privately owned public space) connected to F&B and Retail creates vibrancy and sense of place



Mixed-Use Development

- Perimeter Marketplace
- Ashford Lane
- High Street
- Campus 244



NEXT STEPS

- Continue Stakeholder Consensus-building
 - Host “State of the Edge” Forums and Community Meetings
 - Produce an annual “State of the Edge” Report (look at Midtown as example)
 - Host property owner and developer meetings (ongoing)
 - Visit and engage with other “sister” cities (virtual at first)
- Participate in Upcoming Perimeter Planning Initiatives
 - 2023 Perimeter LCI Update – (ongoing)
 - Dunwoody MARTA Station TOD Study – 2023/2024
 - Last Mile Connectivity Discussion (ongoing)
- Highlight Existing & Ongoing Development (State of the Edge Report)
 - \$700M of Commercial Development Since Incorporation
 - \$600M of Commercial Development On-going

NEXT STEPS

- Implement the Perimeter Placemaking Plan (Invest Hotel Motel Tax)
 - Update to Council on Placemaking Plan
 - Implement Public Art Projects – MARTA Parking Deck Mural in May, Greenlight Art Phase III in Fall, Creative Activations, etc.
 - Gateway signs will be installed in 2023
 - Dunwoody Swing Sign is funded (location site visits ongoing)
 - Wayfinding signs
- Implement the Economic Development Work Plan
 - Business Recruitment
 - Business Retention & Engagement
 - Branding & Marketing Strategy (Coordinate with PCID on new **Perimeter Brand Strategy**)
 - Placemaking/Place Management/Redevelopment

NEXT STEPS

- State of the Edge Forums & Community Conversations
 - ~~■ City Council Office Market Conversation – April 24~~
 - Updated Placemaking Plan to City Council – June 12
 - Regional Economic Forecast
 - Demographics
 - Suburban Development
 - Future of Retail
 - Future of Housing
 - Walk Audits of Development Nodes