



# WELCOME

## DUNWOODY EDGE CITY 2.0 OPEN HOUSE OCTOBER 20, 2022

**Edge City 2.0** will result in a blueprint for strategic growth in the Perimeter Center district. It will define 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, community members, and, most importantly, **you!**



For more information, scan the QR code here or visit [www.dunwoodyedge.com](http://www.dunwoodyedge.com).





# WHO'S HERE TONIGHT?

- Place a **BLUE** sticker on the map to indicate the area in which you live. If you don't live in Dunwoody, place a dot in the box below!
- Place a **GREEN** sticker on the map to indicate where you work. If you don't work in Dunwoody, place a dot in the box below!



● I live outside of Dunwoody

● I work outside of Dunwoody

## How long have you been around the area?

- Place a **BLUE** sticker on the timeline to indicate when you began living in Dunwoody
- Place a **GREEN** sticker on the map to indicate when you began working in Dunwoody

1920

1930

1940

1950

1960

1970

1980

1990

2000

2010

2020



# ABOUT EDGE CITY 2.0

## What is Edge City 2.0?

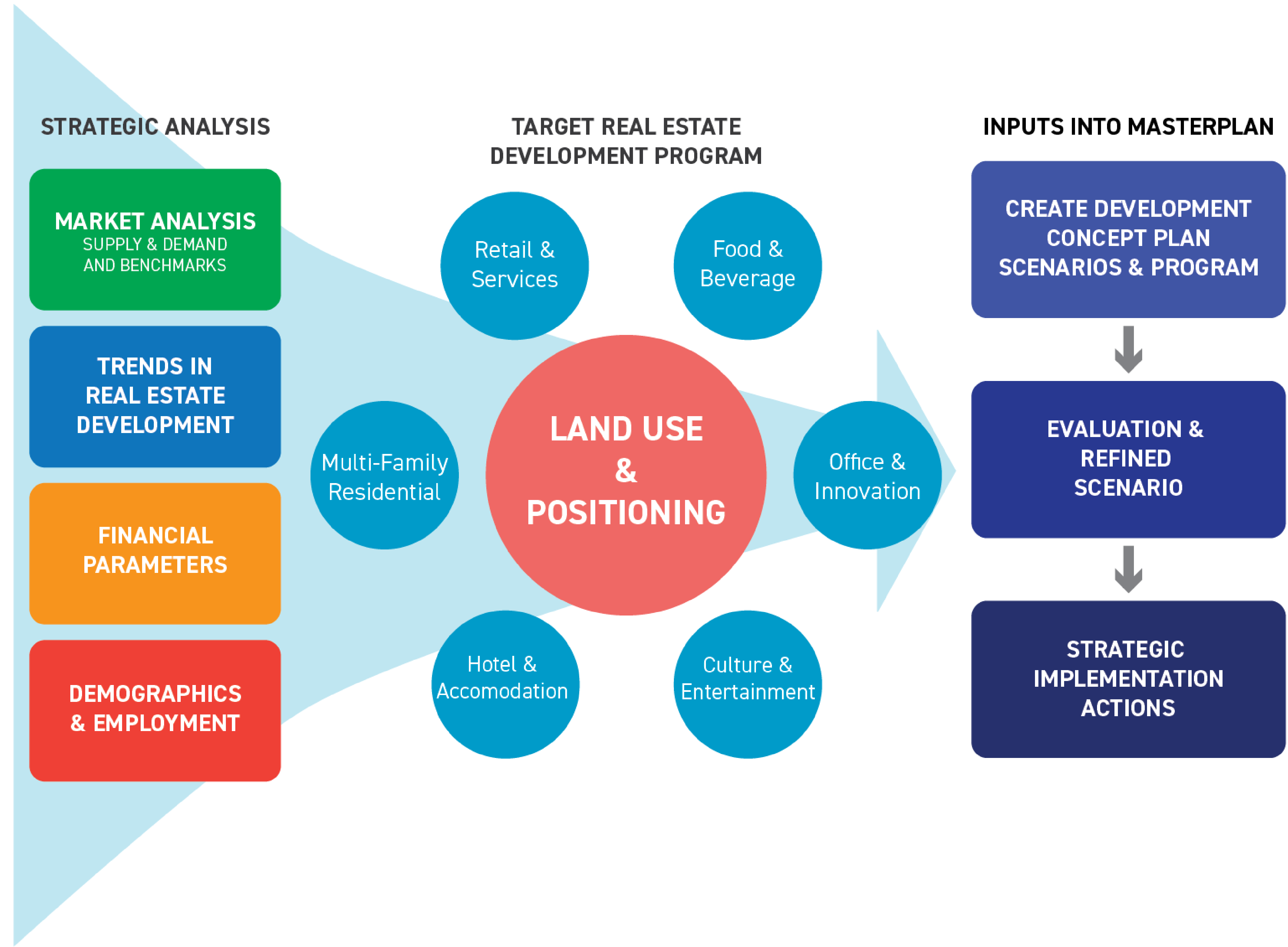
Edge City 2.0 is a community-driven, market-feasible, and aspirational economic blueprint that will guide the Perimeter Dunwoody market for the next two decades. This vision document will focus on activating Perimeter Center—with greenspace, mobility enhancements, and more—for residents, area workers, and visitors to enjoy.

## Why is it important?

This process and the final report will allow us to engage developers and property owners at the “planning stages” of new projects to articulate exactly what the community wants. We have an opportunity to create *the best of both worlds*, combining the ease and comfort of the suburbs with the energy and pulse of an urban area.

## The Process

The diagram below outlines our 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. High level scenario planning was used to test viable alternatives for the Perimeter Center.



## Planning for the Future

The planning team has considered the four “Ps” below while considering the Perimeter Center’s future. Today’s discussions should continue to be visionary, yet grounded in reality. See the considerations below and keep these in mind during our discussions.

### Potential

- 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.

### Physical

- Fragmented streetscape.
- No clear center “Main and Main”.
- Automobile-dominant;
- Pedestrians are secondary.

### People

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

### Political

- 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.



# WHAT WE'VE HEARD

### How have we engaged the public?

MARCH

JUNE

OCTOBER

Stakeholder Interviews (March & April)

Stakeholder Advisory Committee (March 3)

Public Meeting #1 (March 24)  
*The Terraces North*

Online Survey (March & April)

Pop-Up (April 30)  
*Endeavor Montessori School*

Stakeholder Advisory Committee (May 12)

City Council (June 13)

Stakeholder Advisory Committee (July 21)

City Council (August 22)

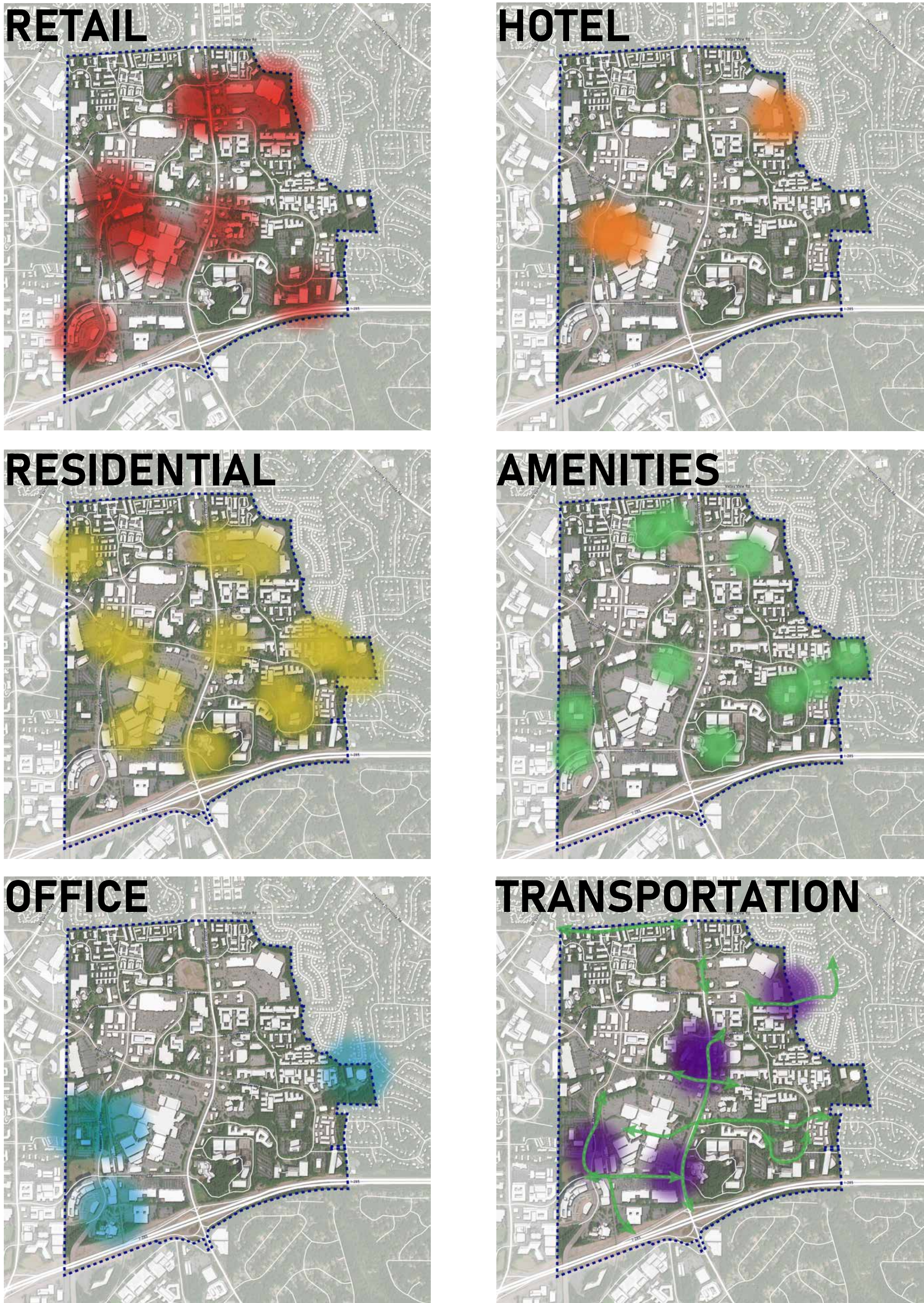
Stakeholder Advisory Committee (September 22)

Stakeholder Advisory Committee (October 11)

Public Meeting #2 (Tonight)

Online Survey (Open October 21 - November 11)

At the beginning of the process, we took the temperature on where Dunwoody residents, business owners, and other stakeholders preferred to see the future growth of the uses and plan elements below. The “hot spots” represent popular areas for each item listed below.



### Common Desires

Walkability, transit, biking

Parks and trails

Public gathering spaces

Housing options

Restaurants

### What does the future of Perimeter Center represent to Dunwoody?

Survey response breakdown:

39%

A walkable community supporting multi-generational living

27%

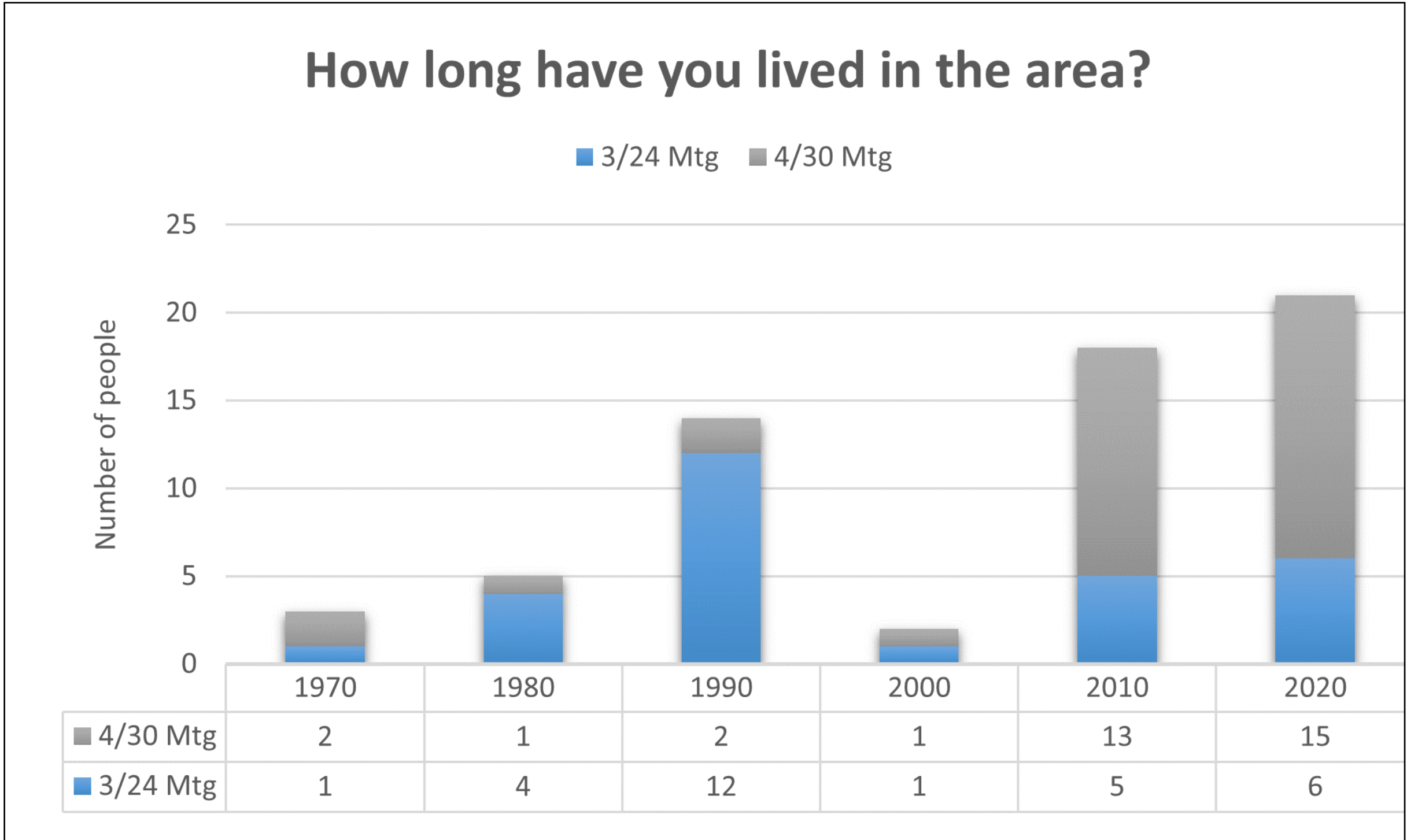
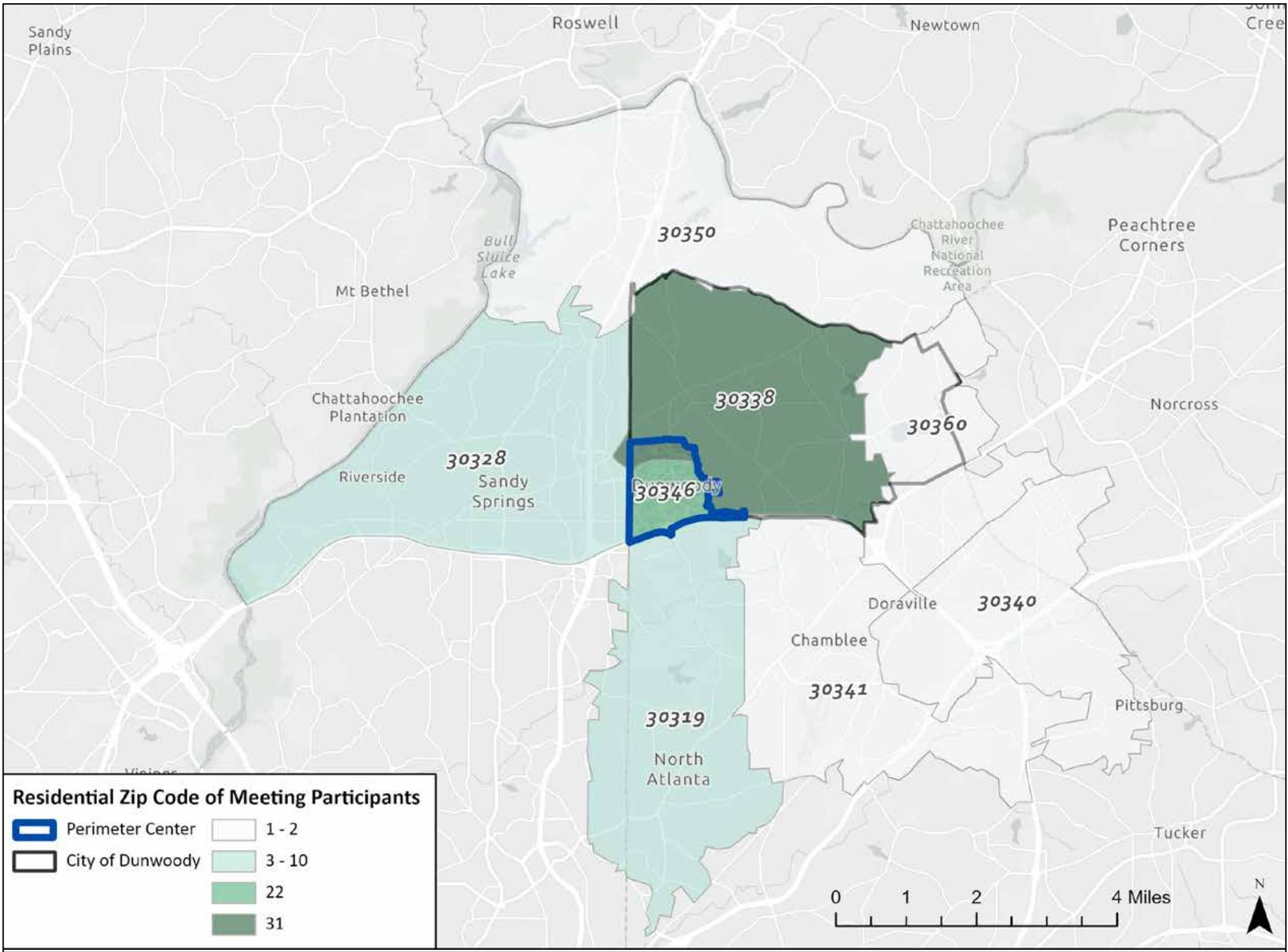
A trendy food & beverage destination

20%

Dunwoody's true downtown

14%

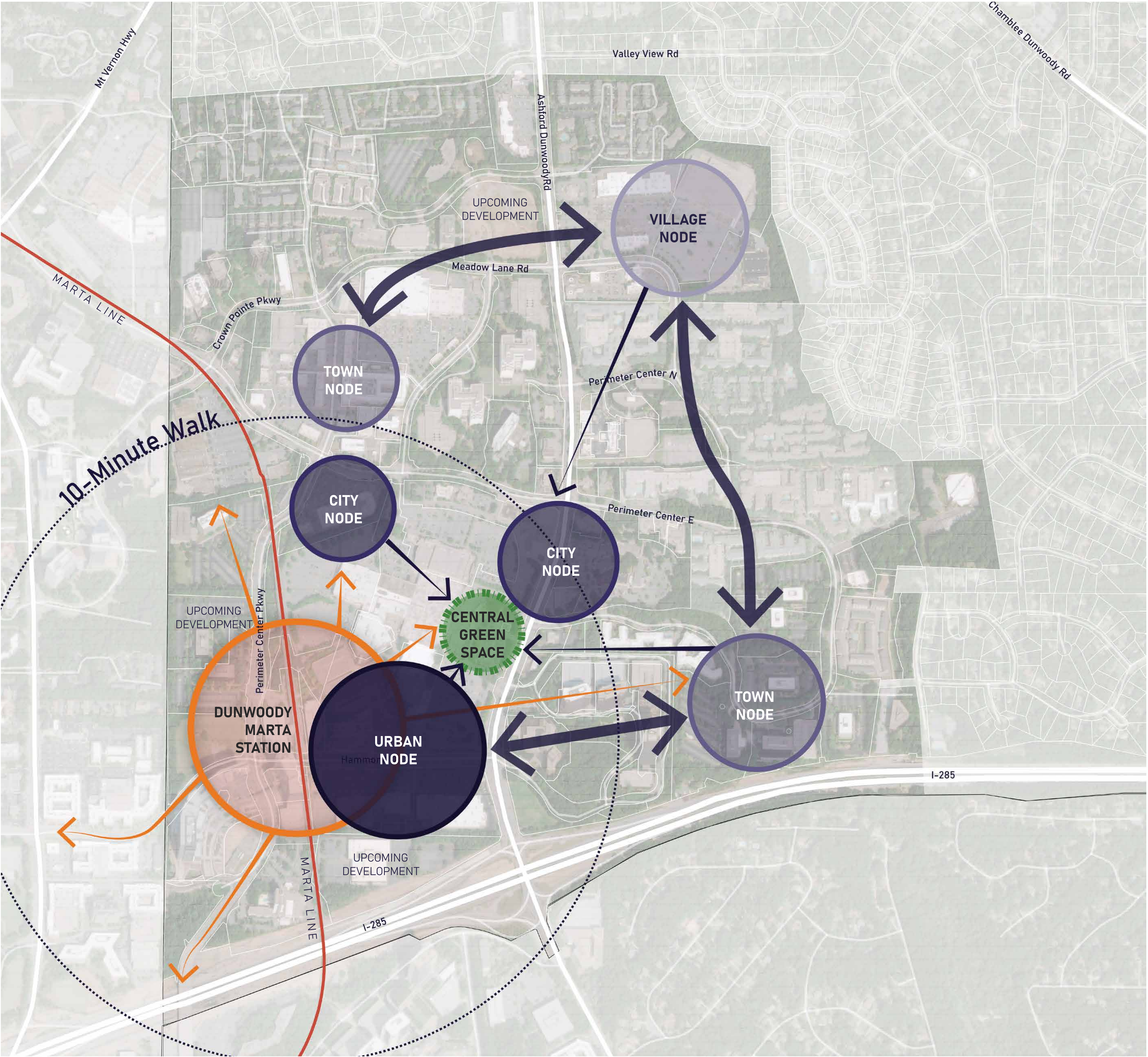
A corporate retail hub





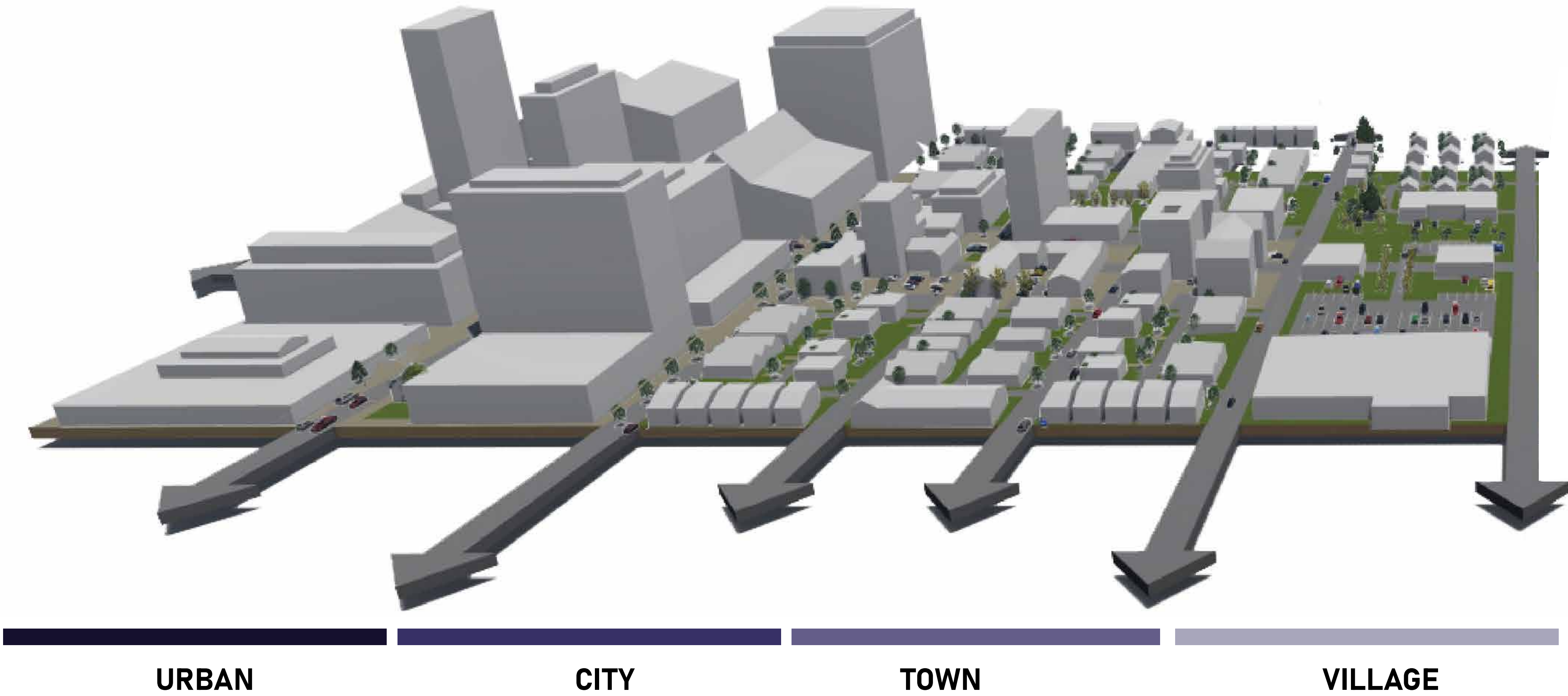
# EDGE CITY 2.0

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.



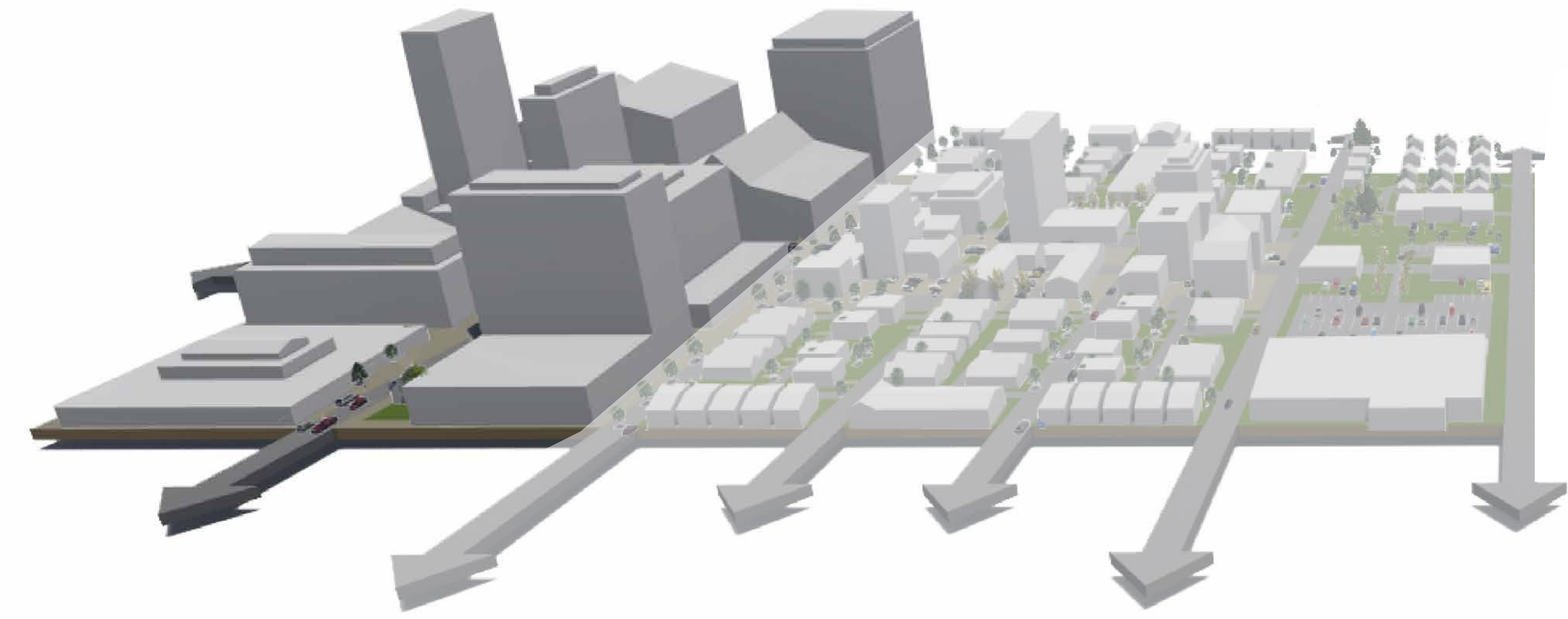
## Development Scale

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.

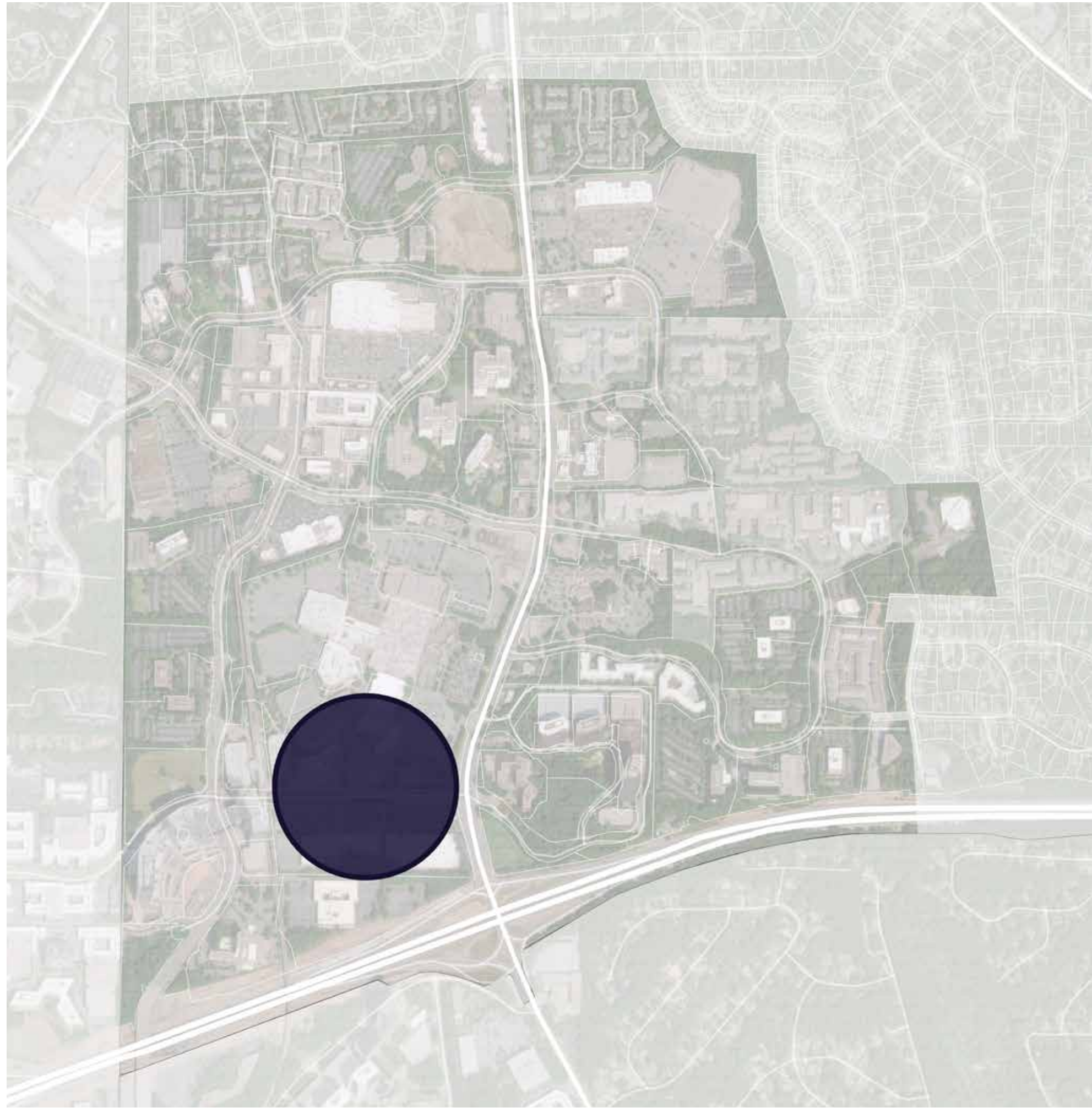




# URBAN



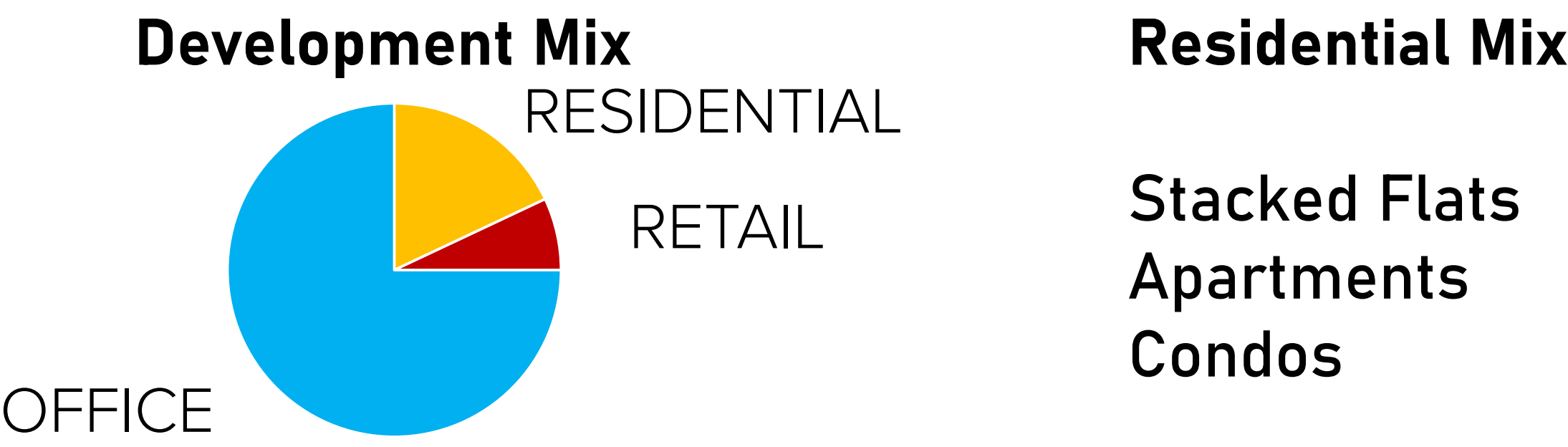
URBAN



## Urban Node Characteristics

### 10+ Stories

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.







CITY

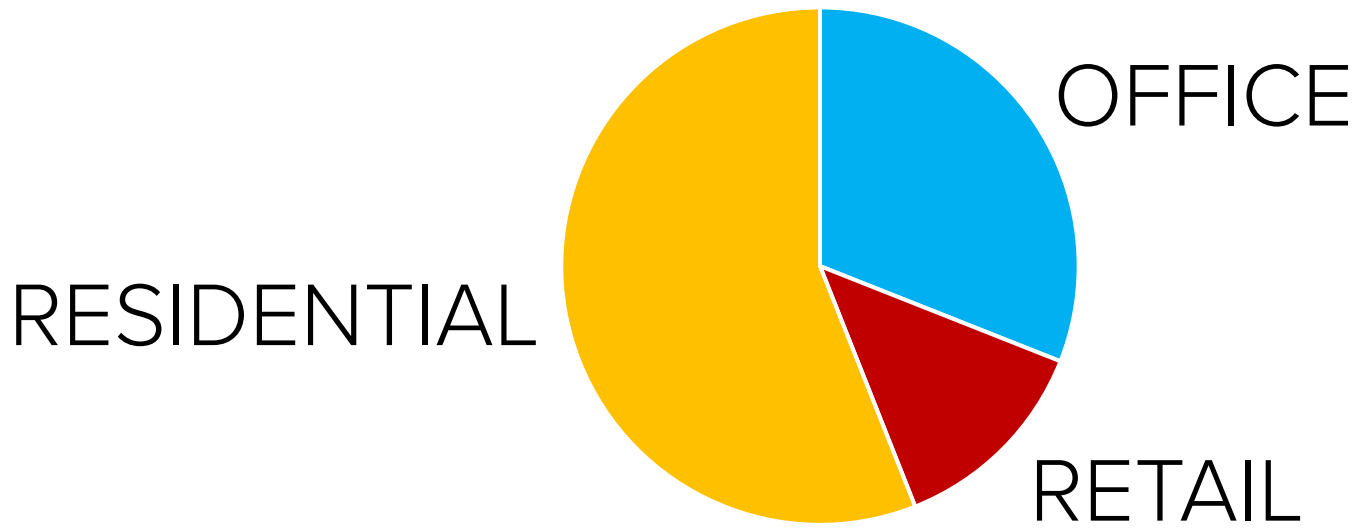


City Node Characteristics

5-8 Stories

A higher density node that focuses primarily on multi-family house 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.

Development Mix



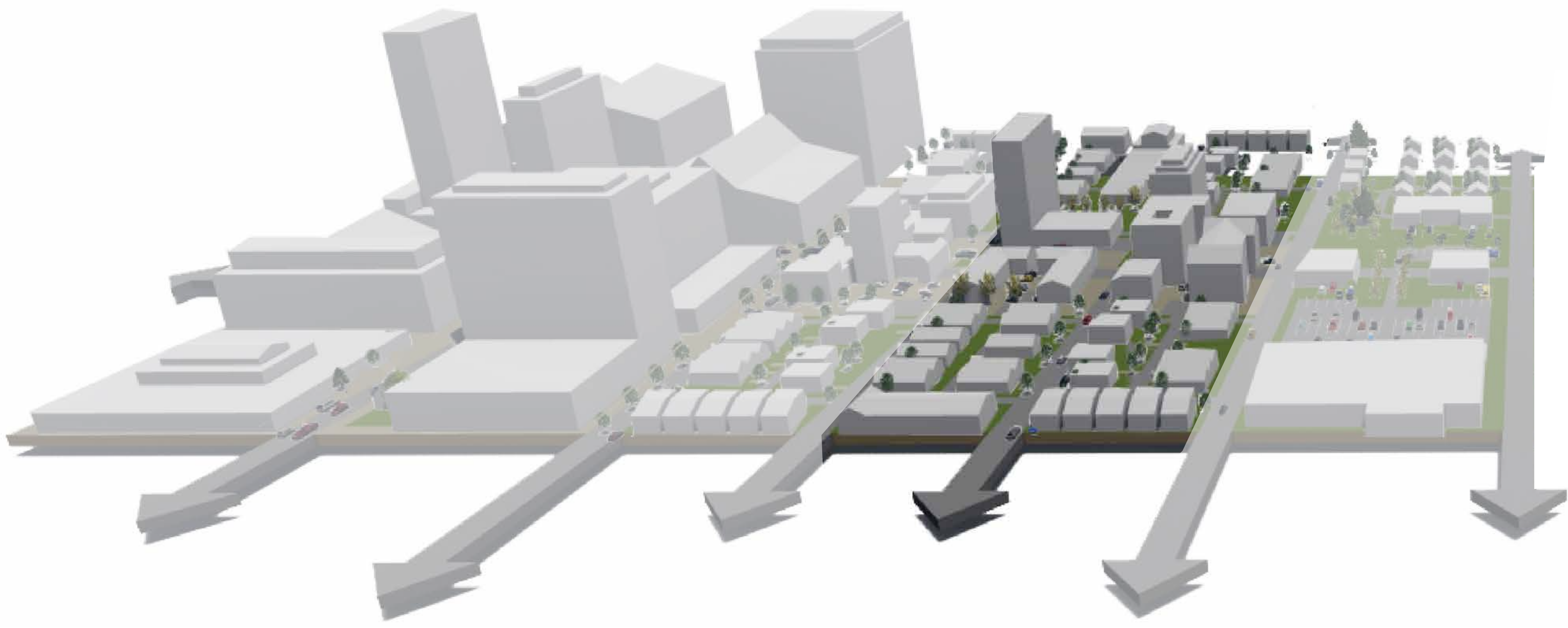
Residential Mix

- Townhomes
- Stacked Flats
- Condos
- Age-Restricted Units





# TOWN



TOWN

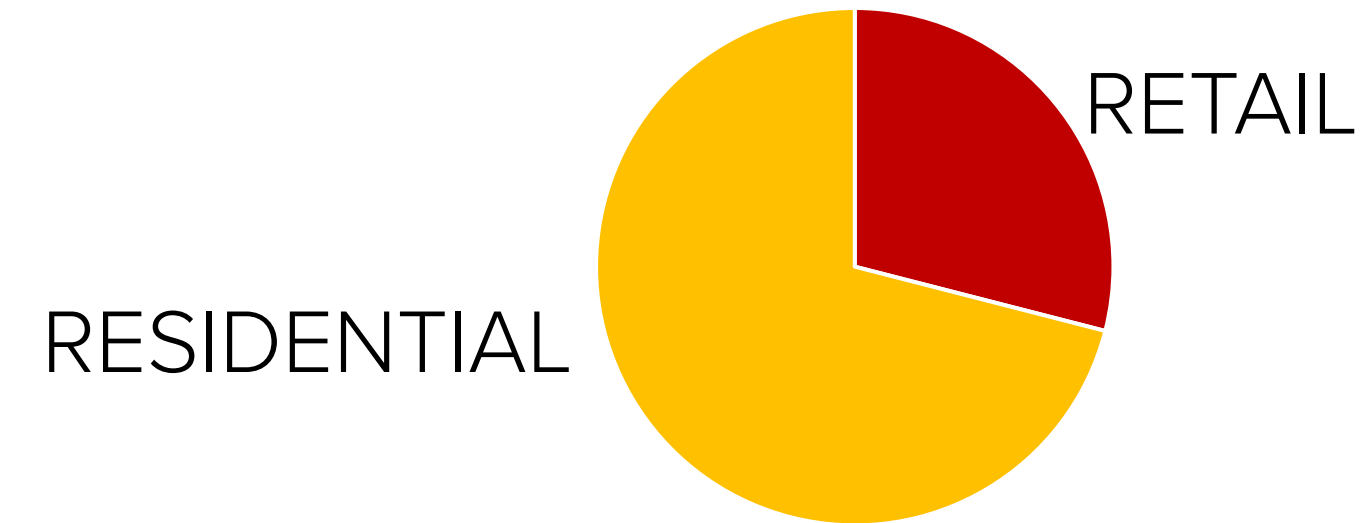
## Town Node Characteristics

### 2-6 Stories

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.



### Development Mix



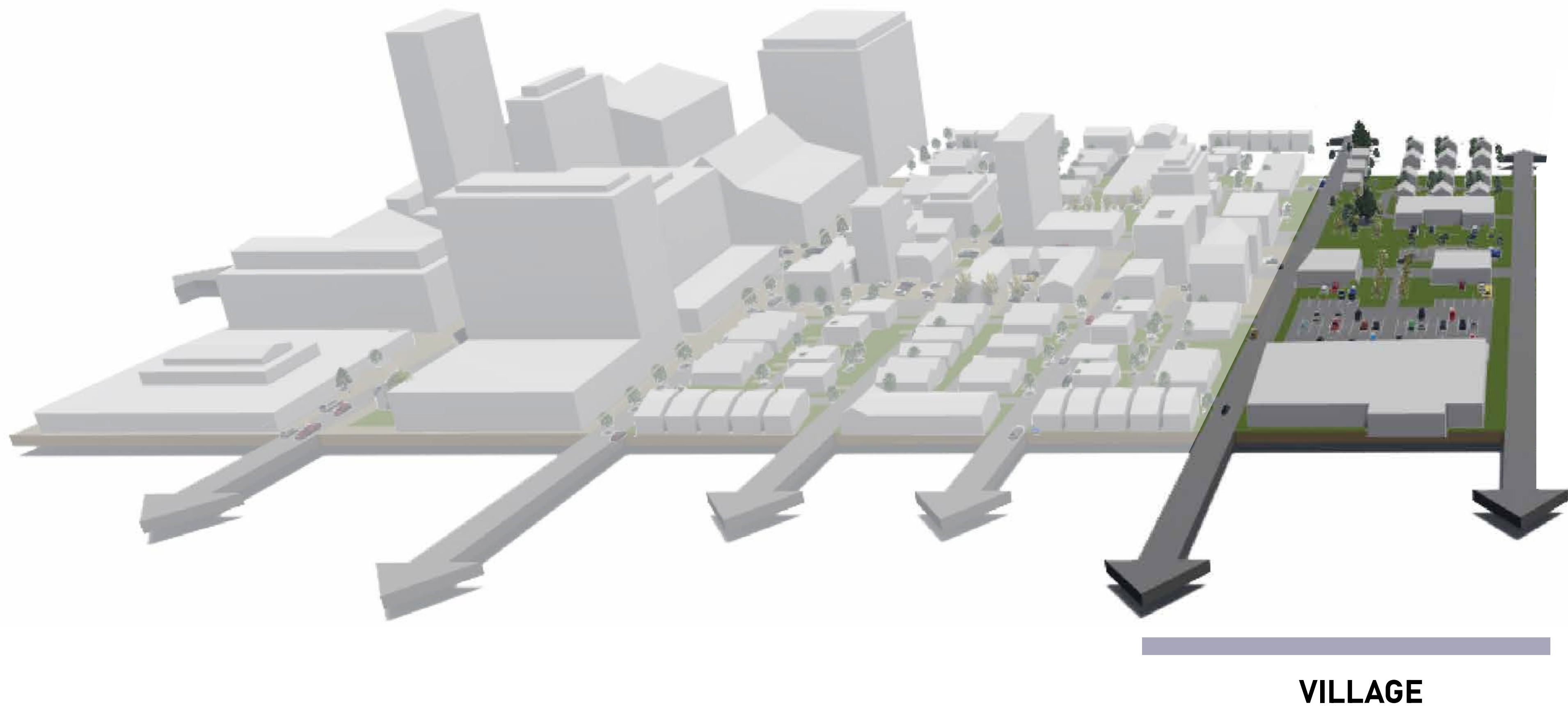
### Residential Mix

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





# VILLAGE

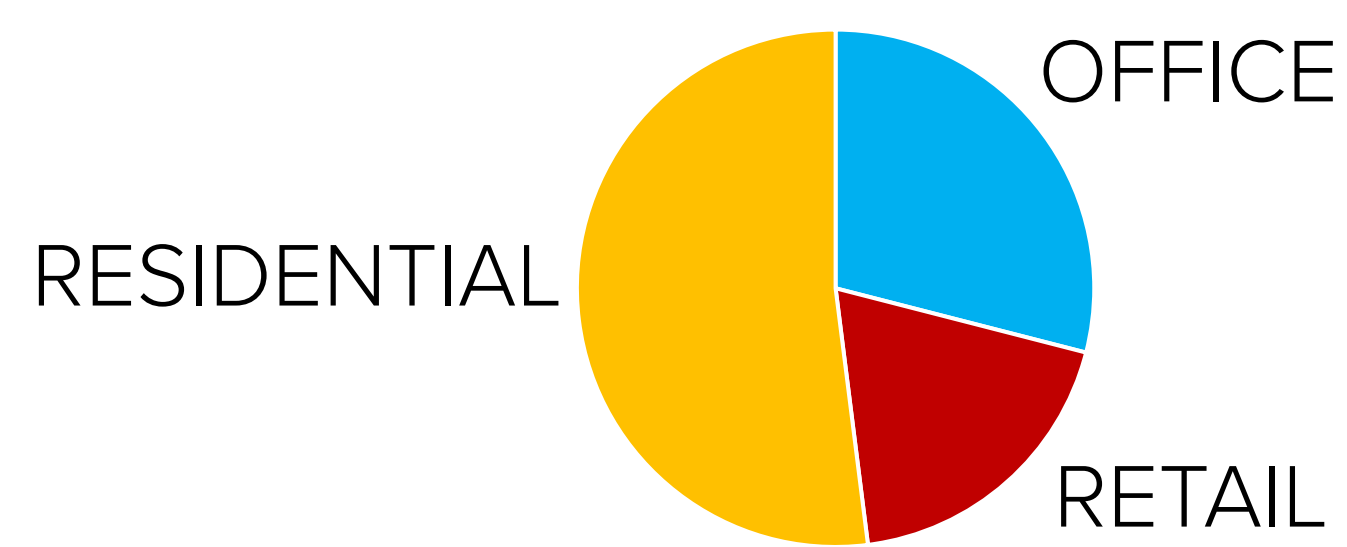


## Village Node Characteristics

### 2-3 Stories

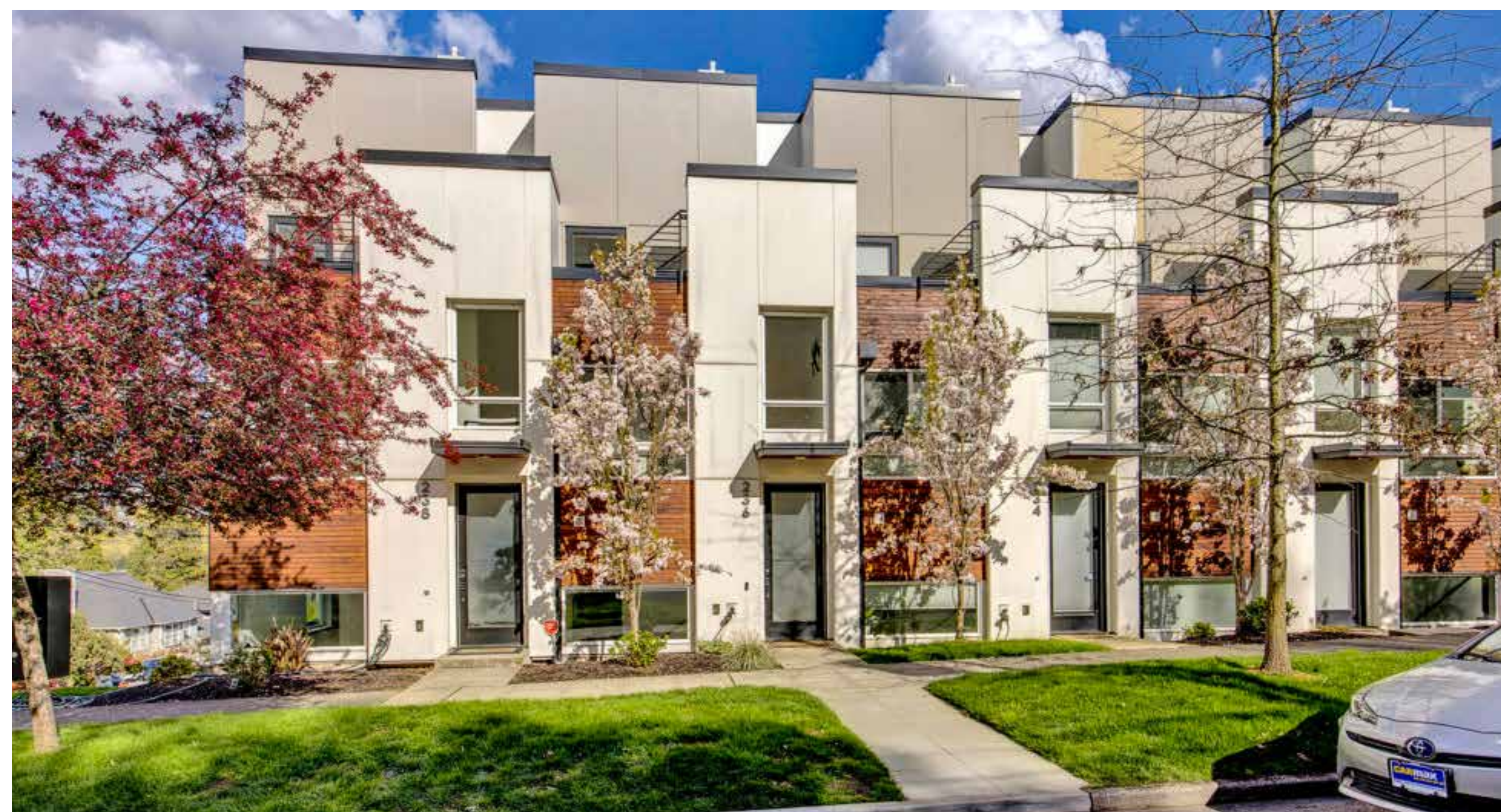
A lower density node that even splits residential between townhomes and multi-family residential. With a higher allotment of area dedicated to retail space, this place type is best represented as a small town Main Street that facilitates the transition between lower density single family neighborhoods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

#### Development Mix



#### Residential Mix

Townhomes  
Compact Detached  
Cluster Homes  
Stacked Flats  
Age-Restricted Unites





# EDGE CITY 2.0 | THRIVING POTENTIAL



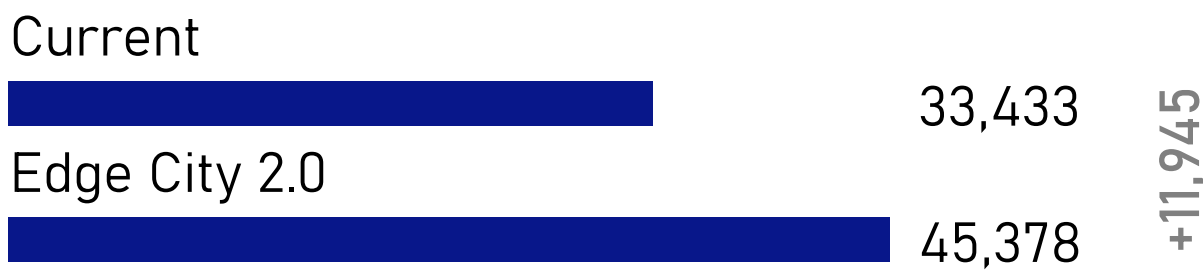
## How many people and jobs would be added to the area?

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



## How much office and retail would be added to the area?

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



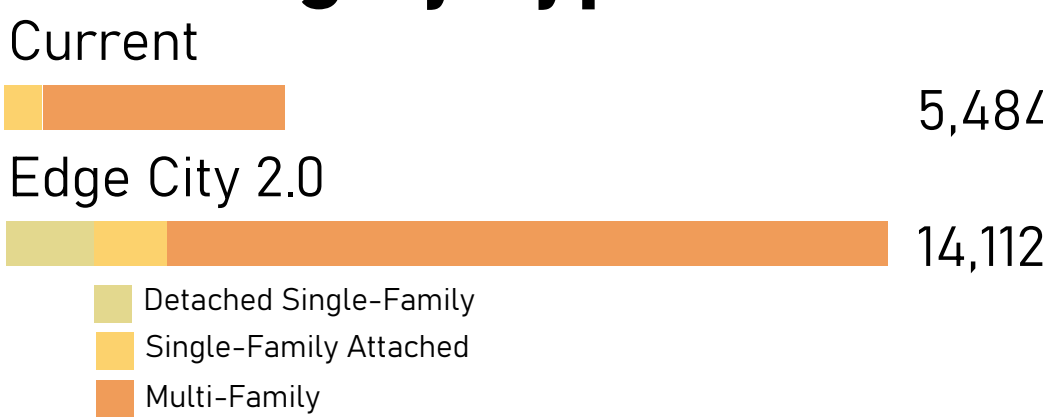
## How much housing would be added to the area?

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



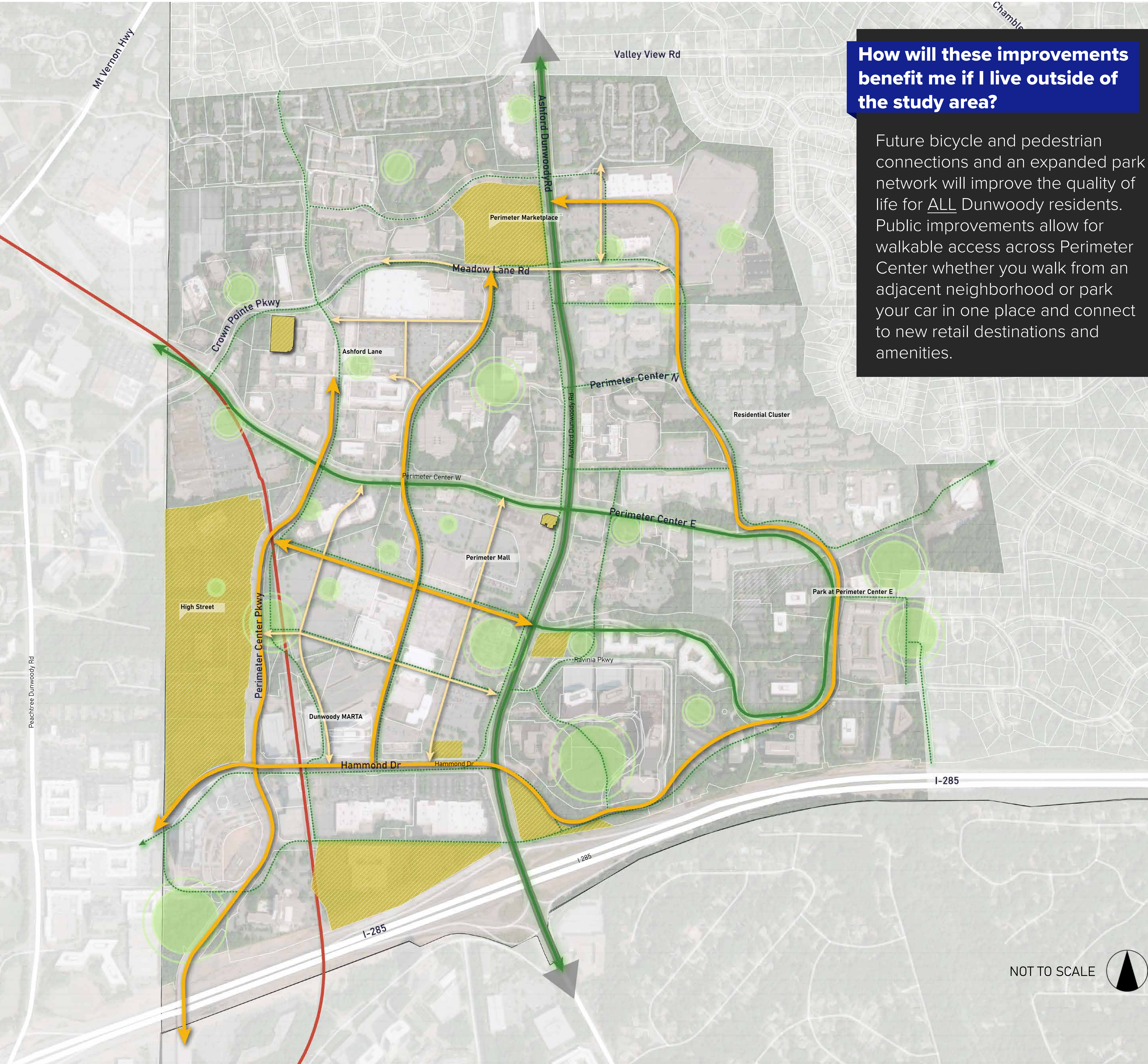
### Housing by Type





# EDGE CITY 2.0 | KEY CONNECTIONS

The diagram below 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.



**How will these improvements benefit me if I live outside of the study area?**

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 once 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 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.

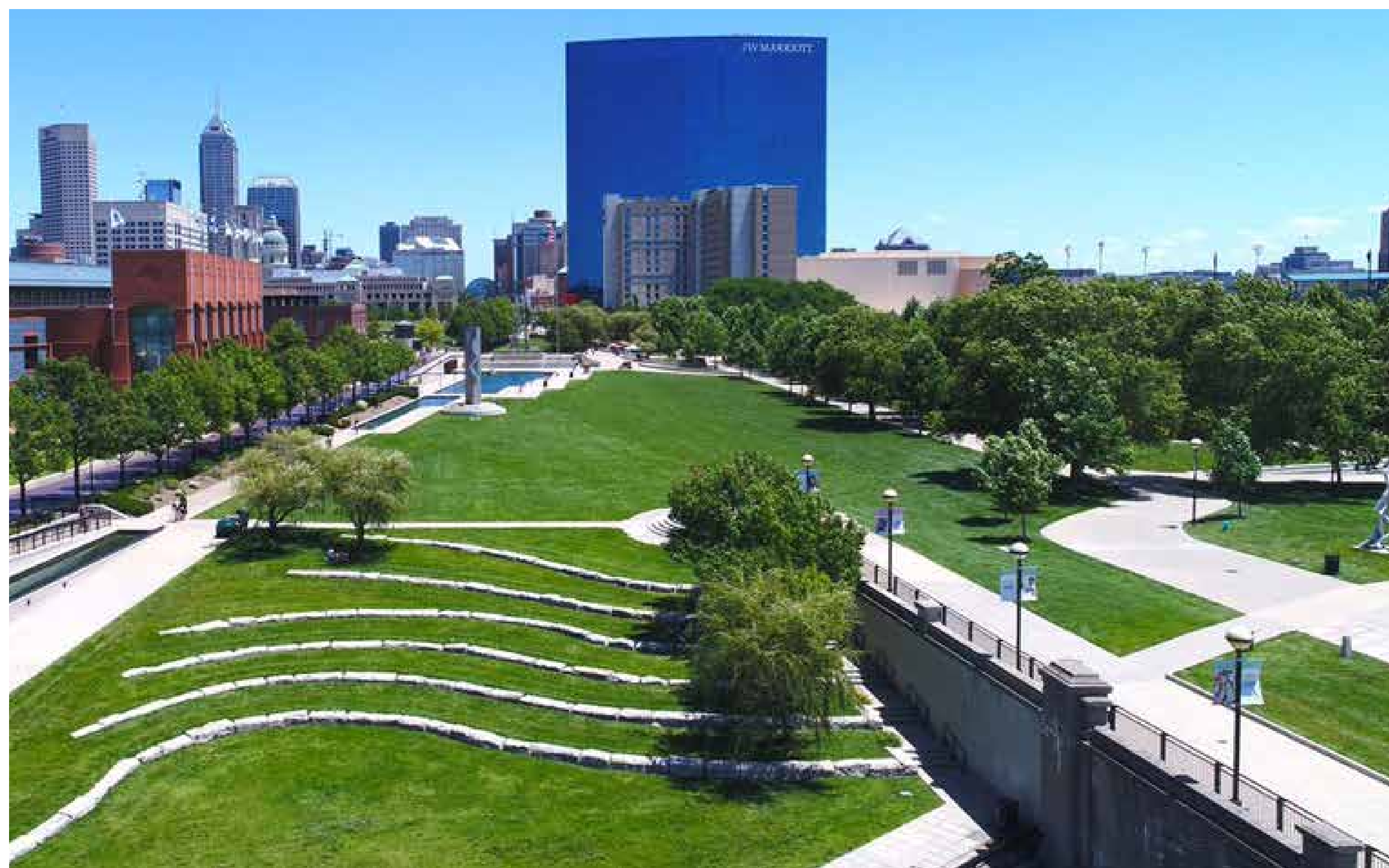


# PARKS & OPEN SPACE



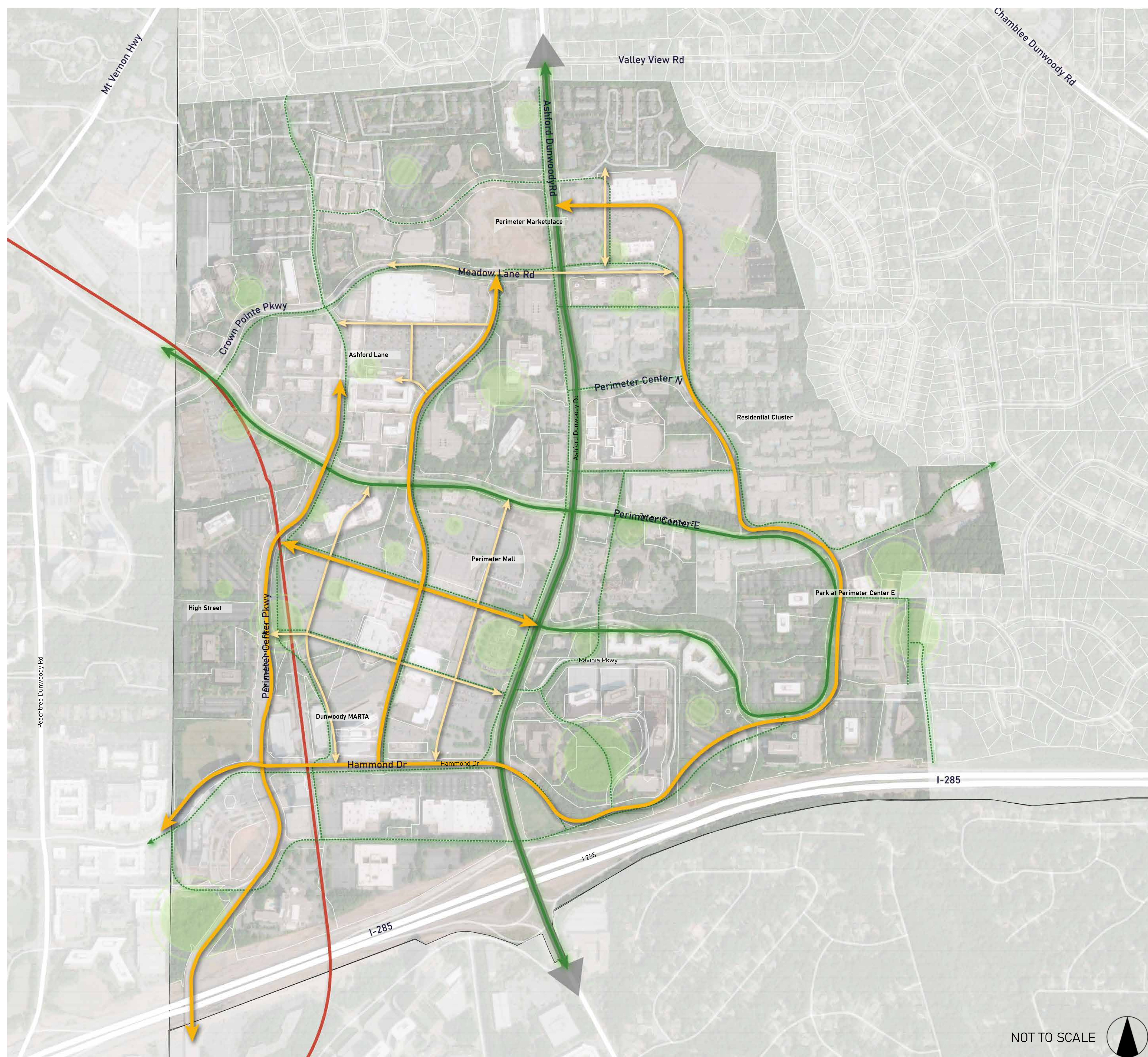
Parks and Open Space were identified as an important aspect to the future growth and development of Perimeter Center.

- **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





# MOBILITY



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

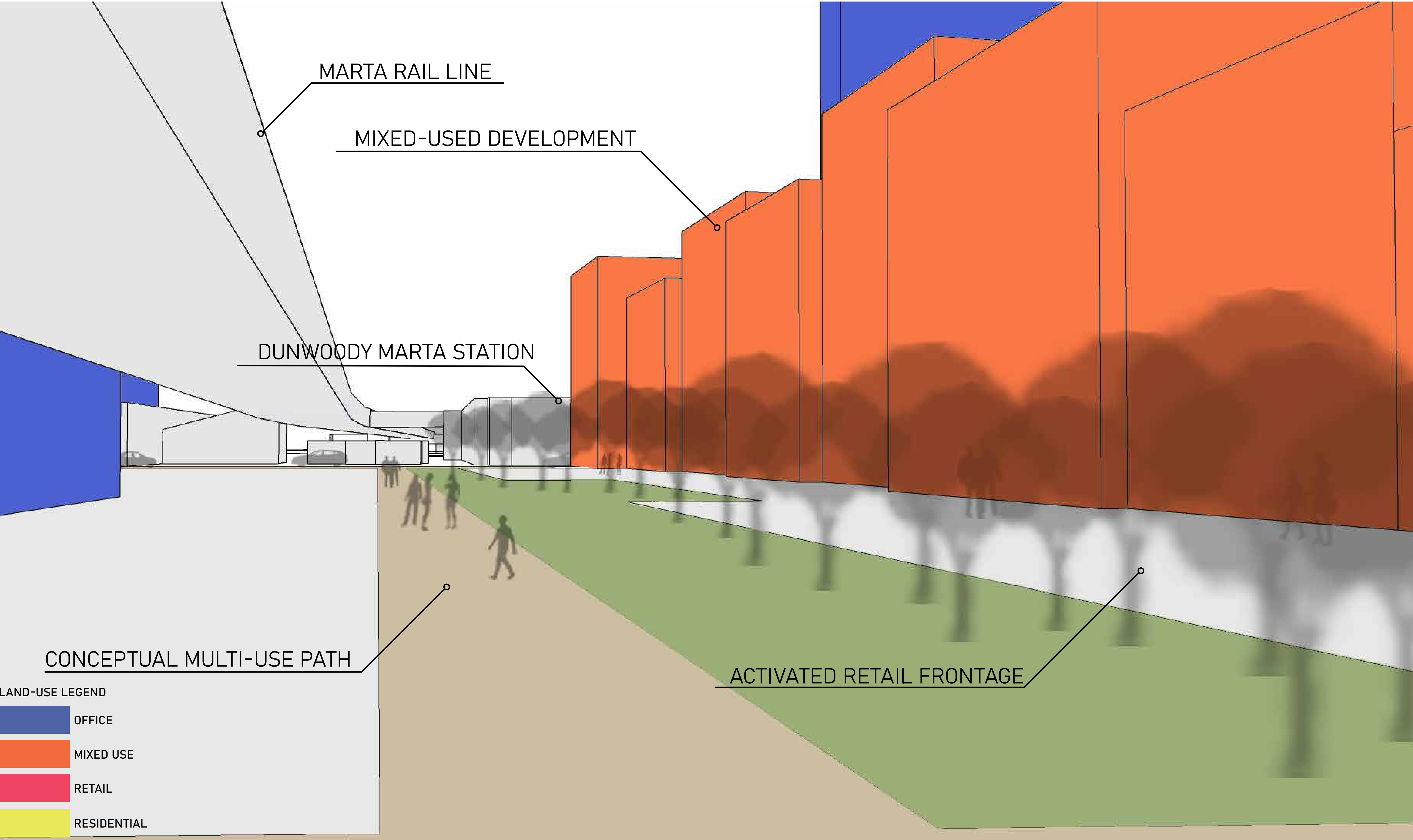
- A **safe and extensive bicycle and pedestrian network** to better connect newly established neighborhoods and nodes and to complete last mile trips from the MARTA for those who use transit
- A **street grid** to alleviate Ashford-Dunwoody congestion and promote greater walkability





# OPPORTUNITY | MOBILITY

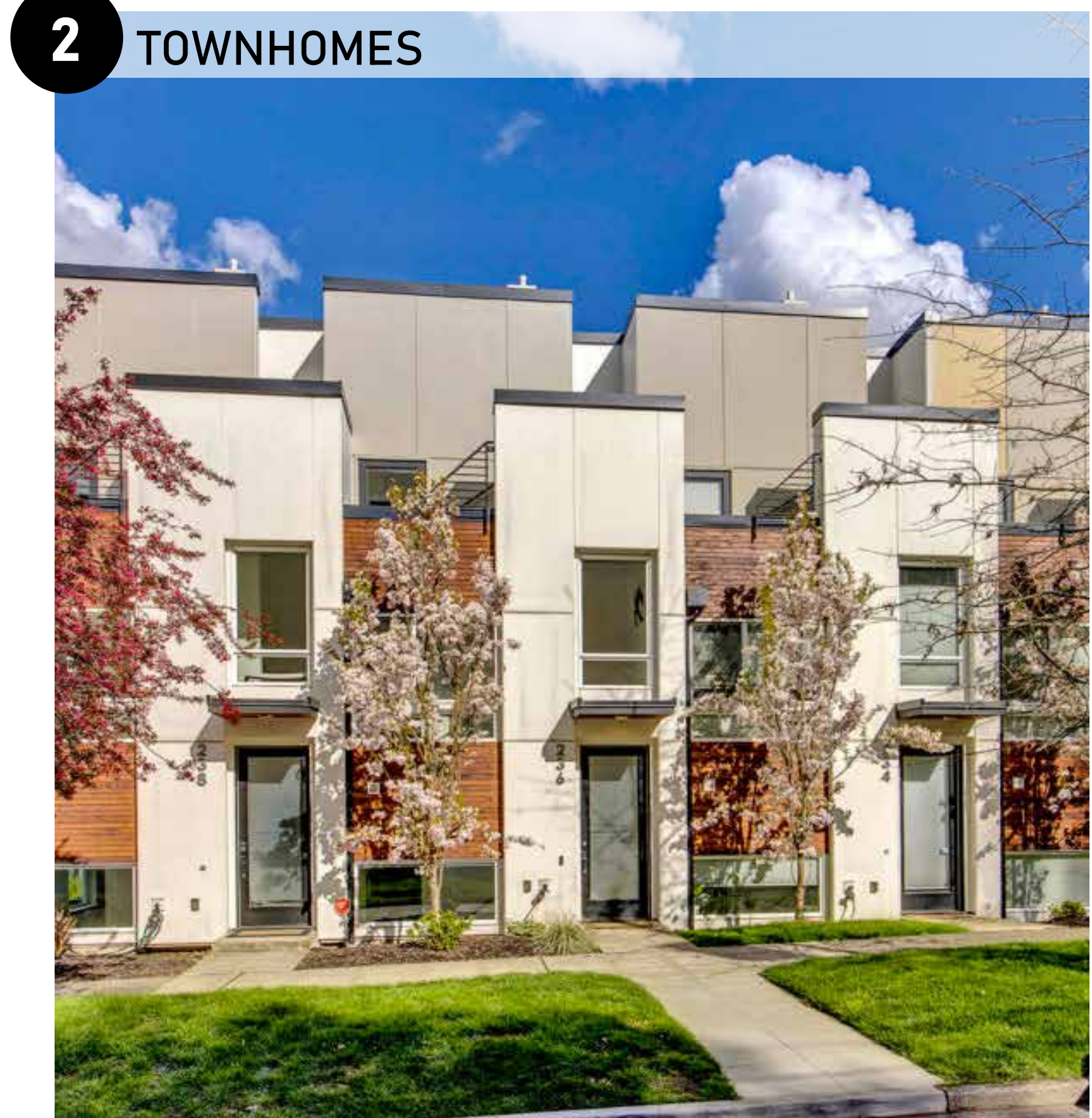
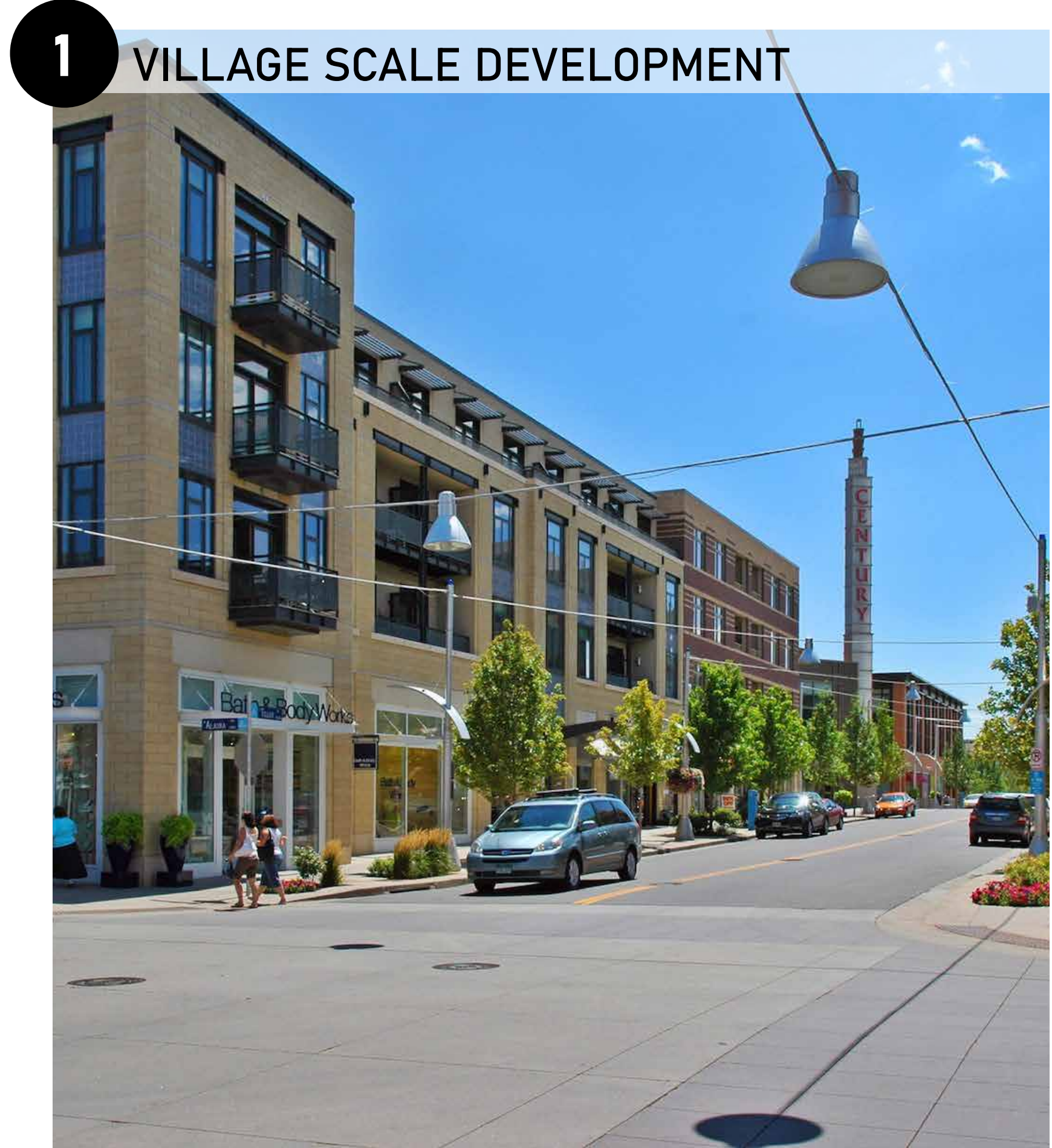
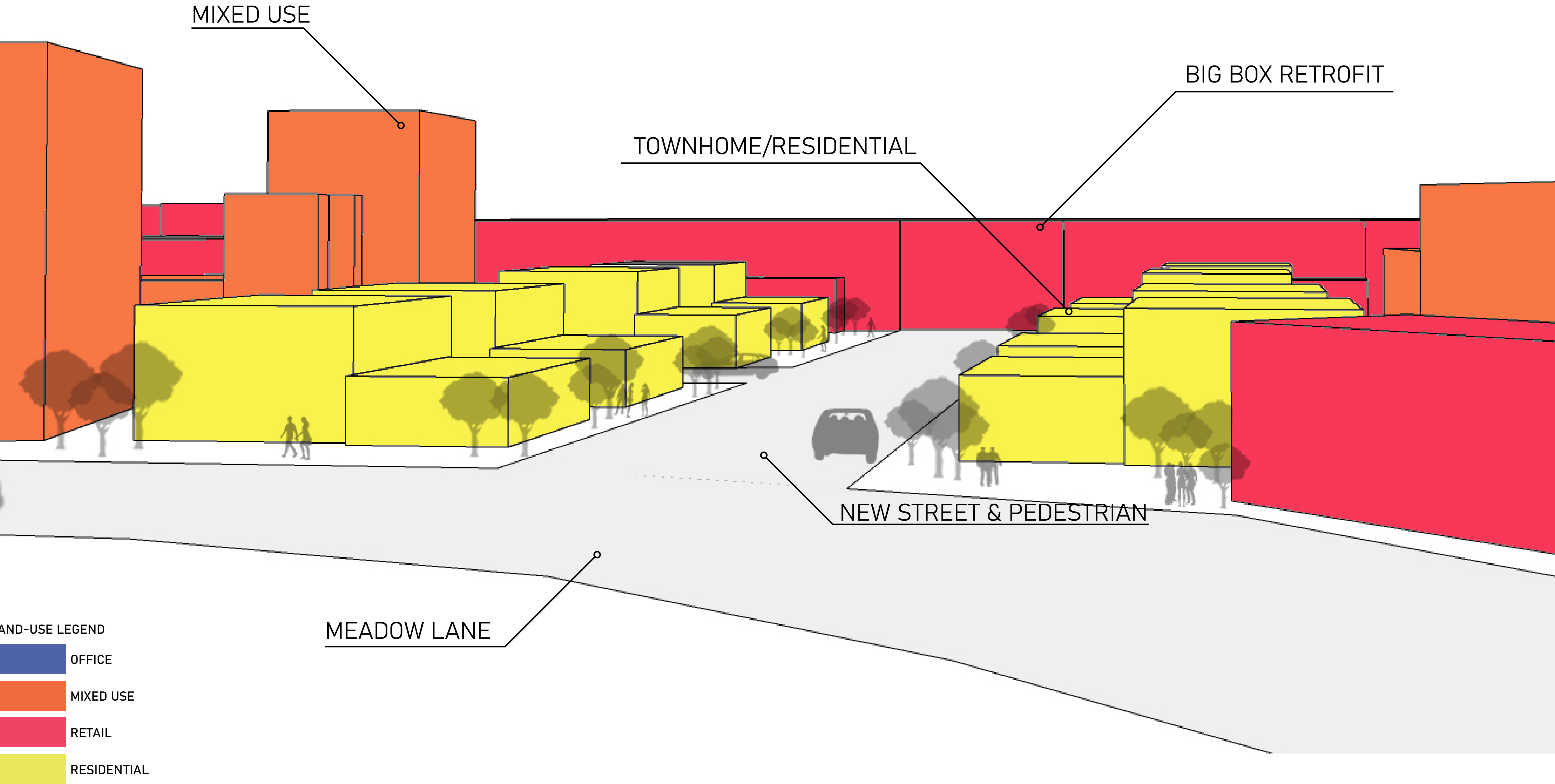
## MULTI-USE PATH CONCEPT





# OPPORTUNITY | REDEVELOPMENT

## PERIMETER VILLAGE CONCEPT



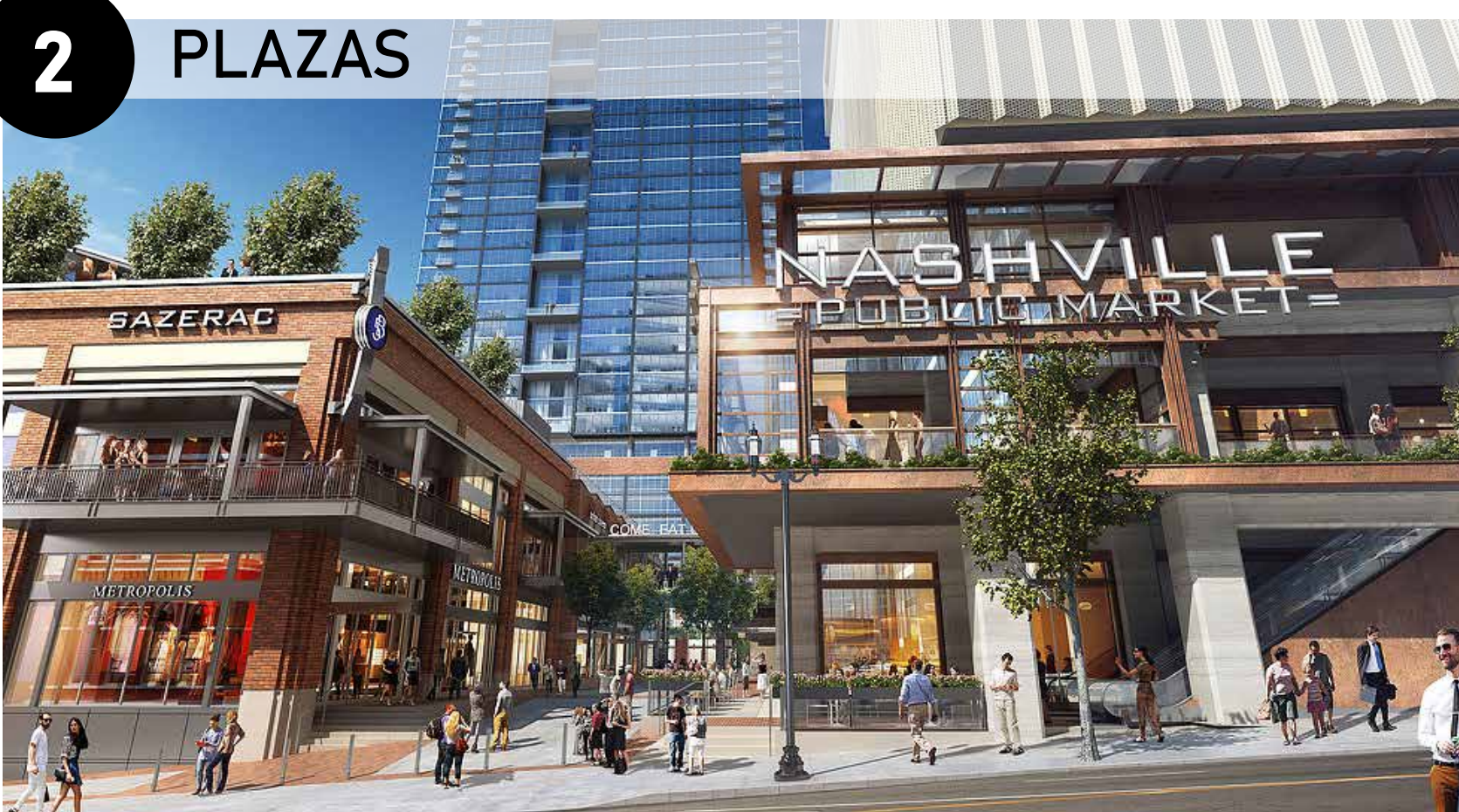
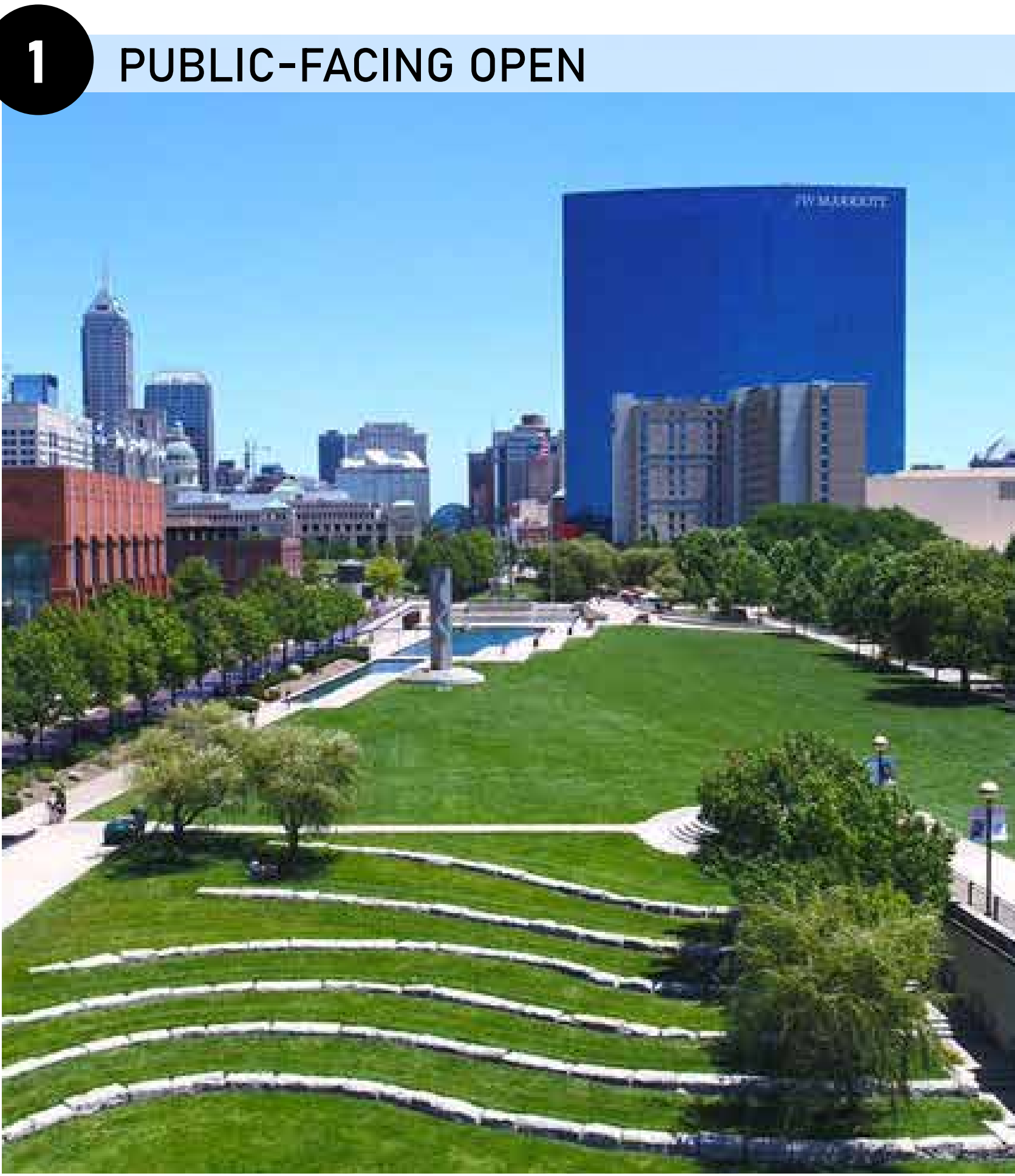
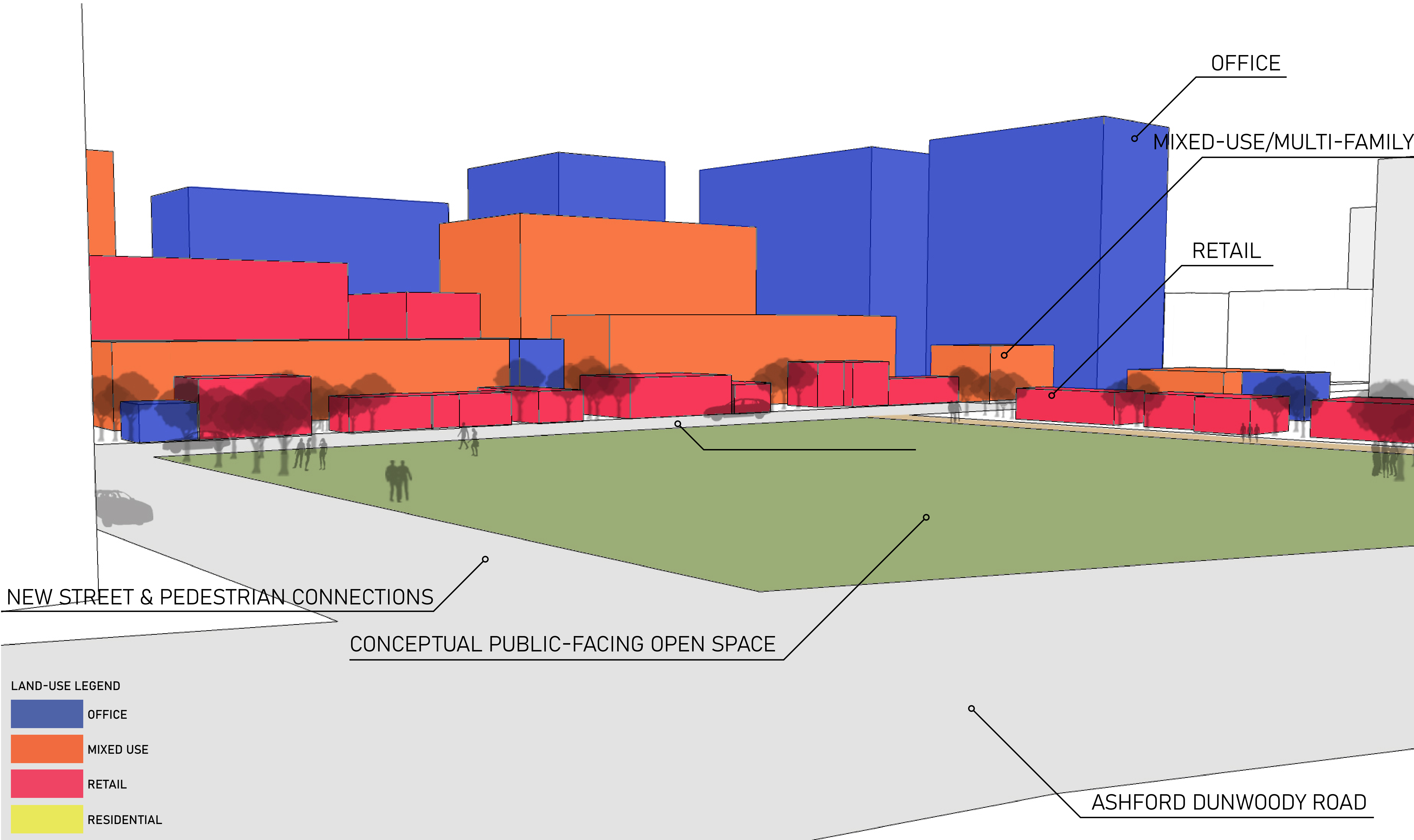
### How is this possible on an existing commercial site?

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.



# OPPORTUNITY | OPEN SPACE

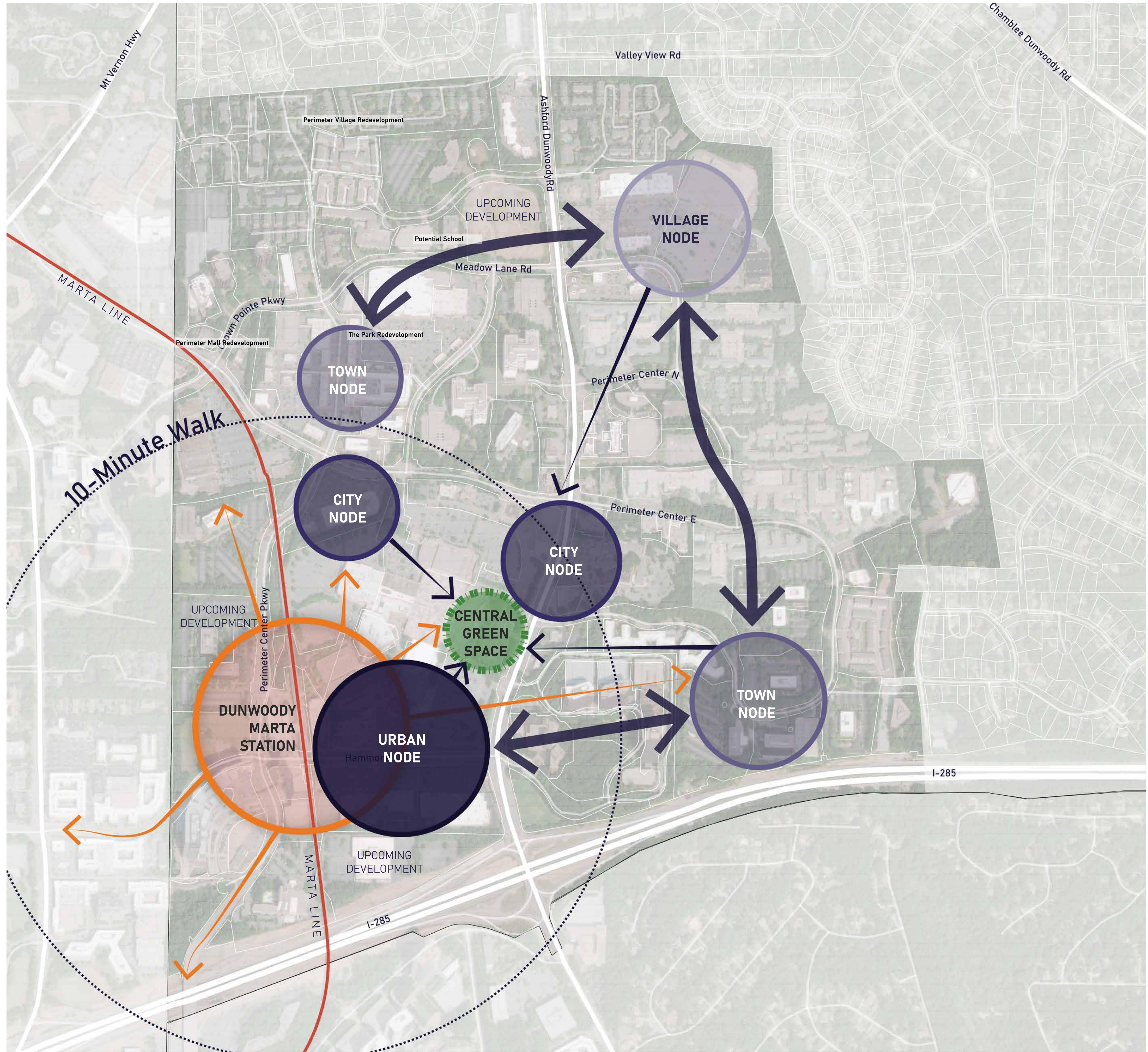
## CENTRAL GREEN SPACE CONCEPT





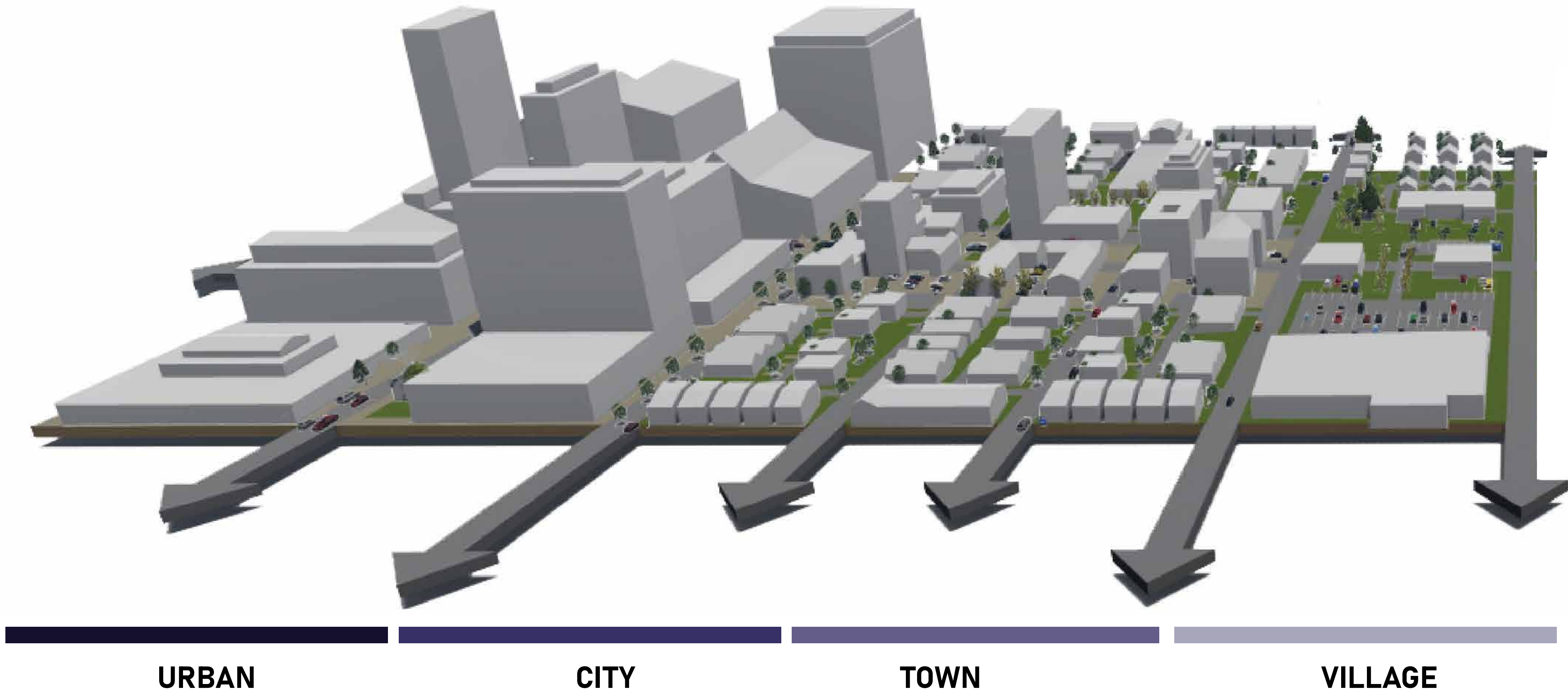
# EDGE CITY 2.0

Let’s revisit the overall concept of 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

As a reminder, refer to the diagram to the right for a visual understanding of how development scale would step down across Perimeter Center.







# WHAT'S NEXT?

## Focusing on what residents want

A walkable community supporting multi-generational living is a strongly-supported vision of our future.

- **Connectivity / Walkability** – trails, sidewalks and last mile connections – creating human energy on the street
- **Parks & Greenspace** – public gathering places, more trees, greening of streets and infrastructure
- **Something to Do** –outdoor entertainment, lively atmosphere with access to upgraded food and beverage options

## Implementing the development vision

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.

## Continued Engagement

This is not a static process. We'll continue engaging YOU so the blueprint can evolve based on changing conditions.



**Do you have neighbors, family, or friends that couldn't join us tonight? Tell them about the online survey!**

For more information, scan the QR code here or visit [www.dunwoodyedge.com](http://www.dunwoodyedge.com).

