

# 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*

## Dunwoody Edge City 2.0

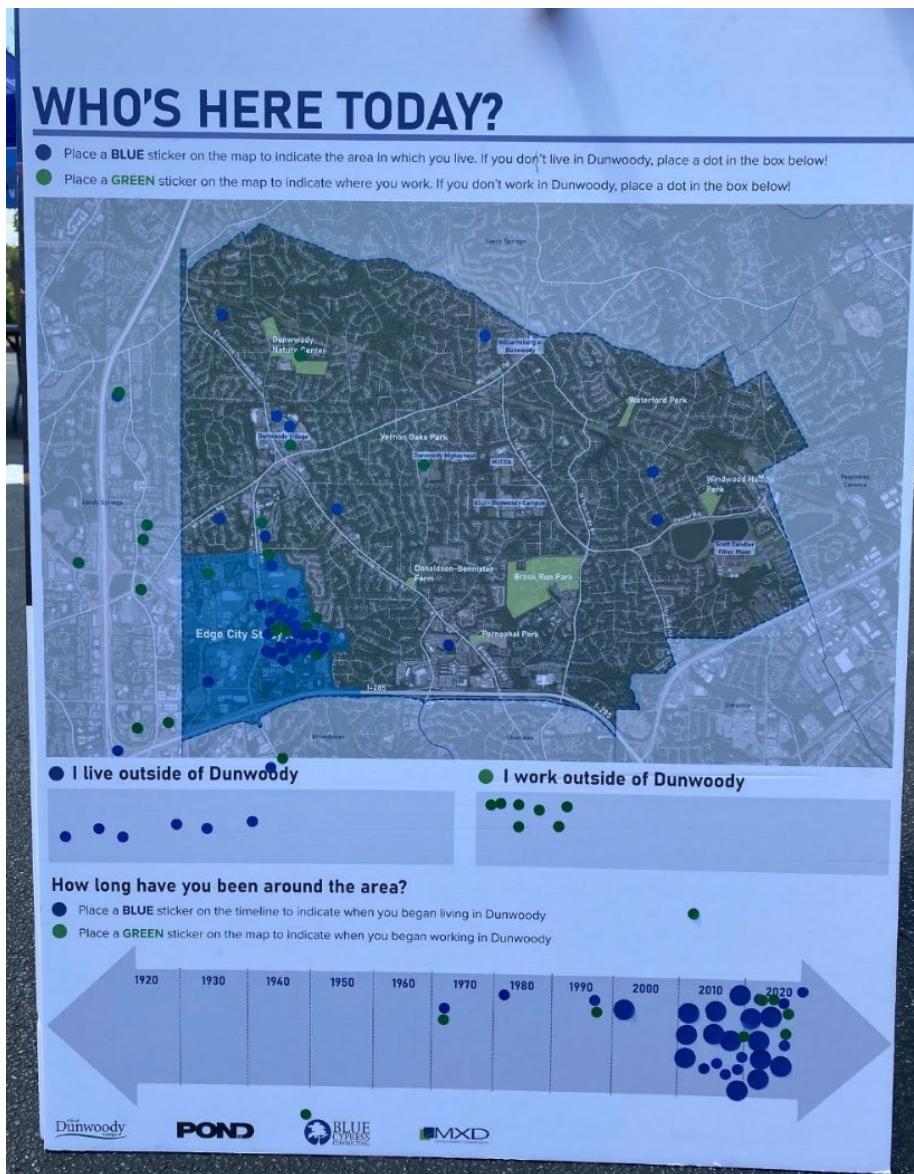
### April 30 Pop-Up Event Summary

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 to 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.

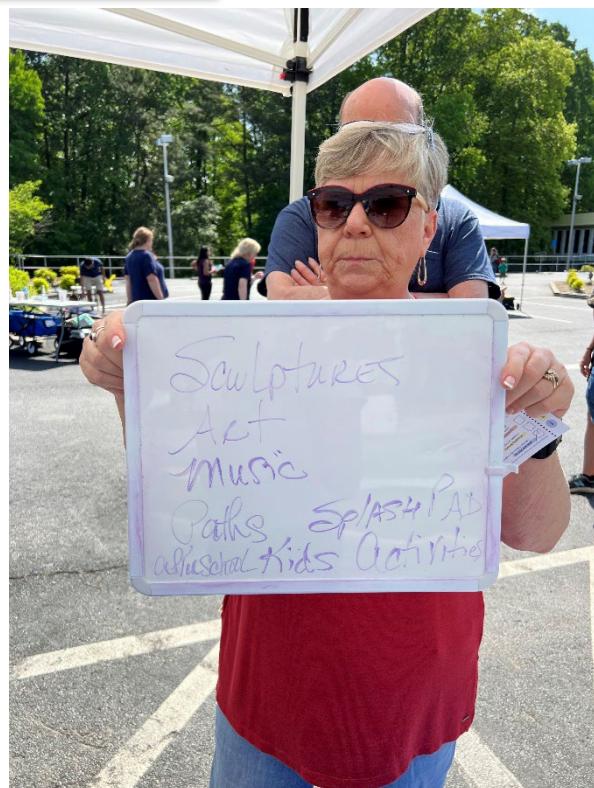
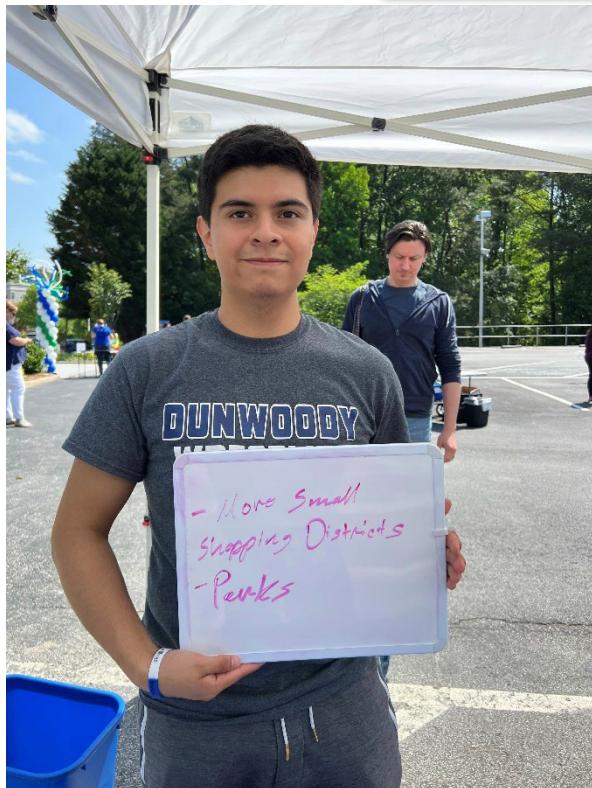
*Figure 2. Vision Board Word Cloud*



Dunwoody Edge City 2.0  
April 30 Pop-Up Event Summary



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.

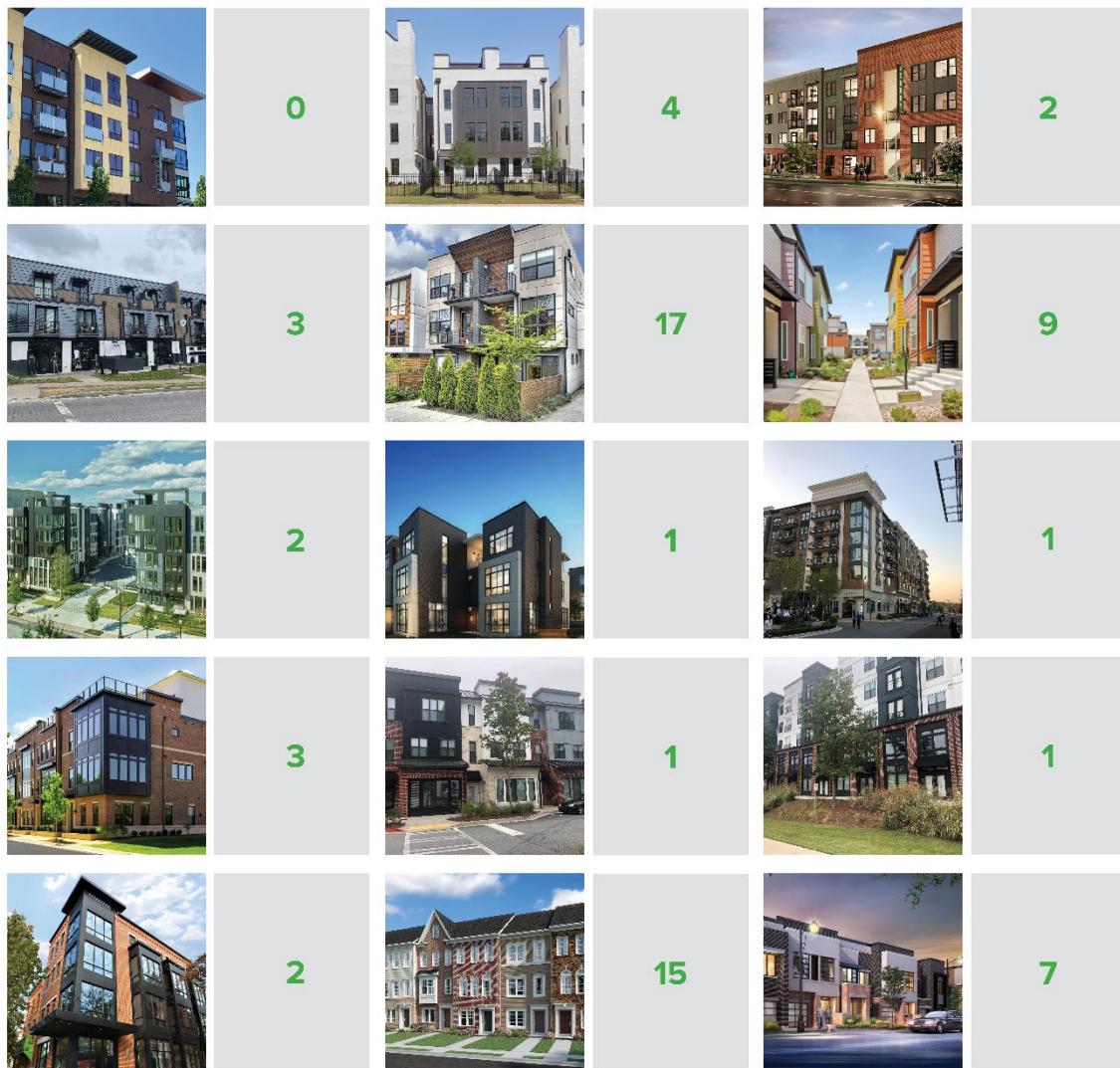


Figure 4. Office Imagery Preferences

## 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.

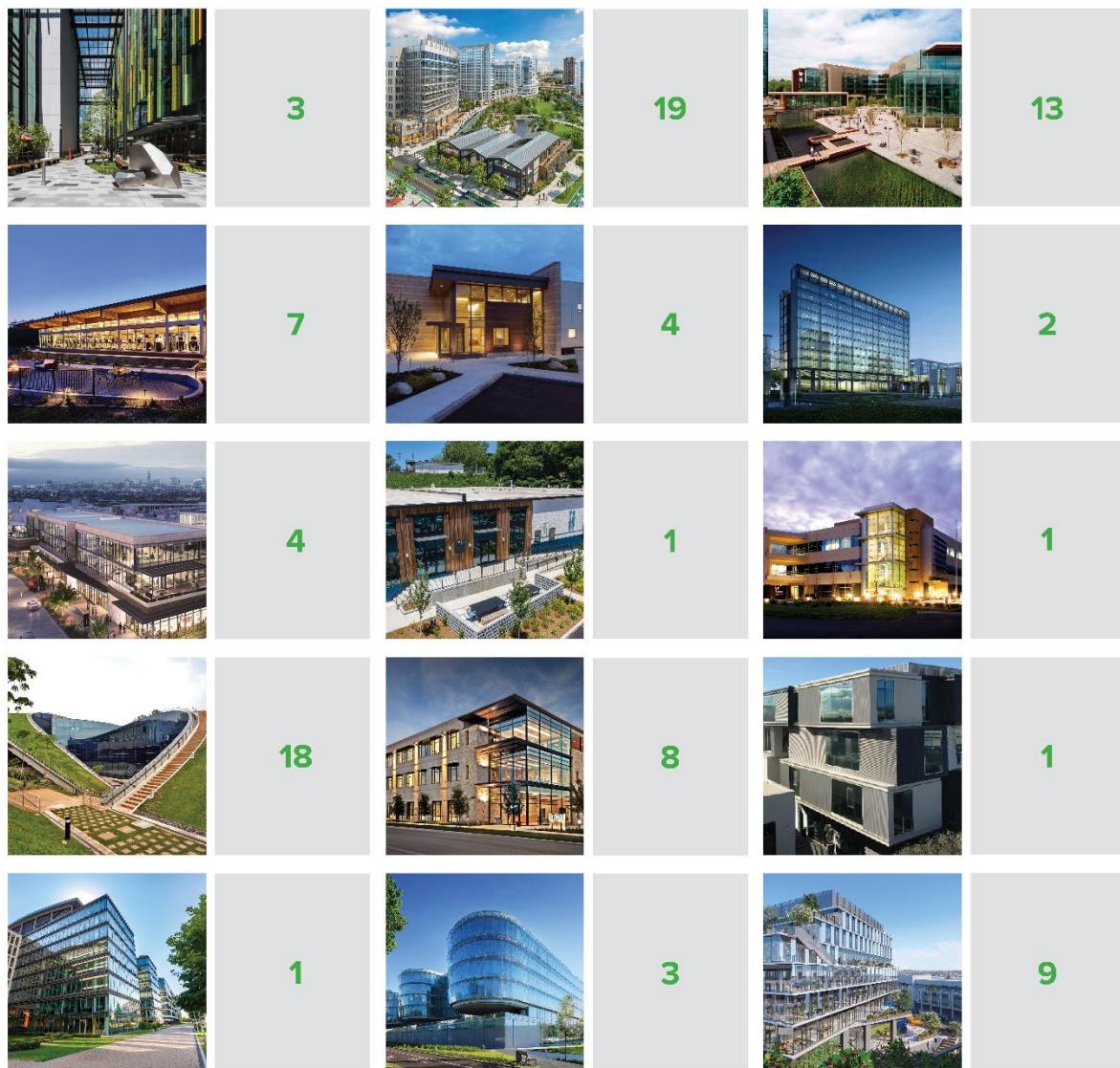


Figure 5. Retail Imagery Preferences

## 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.

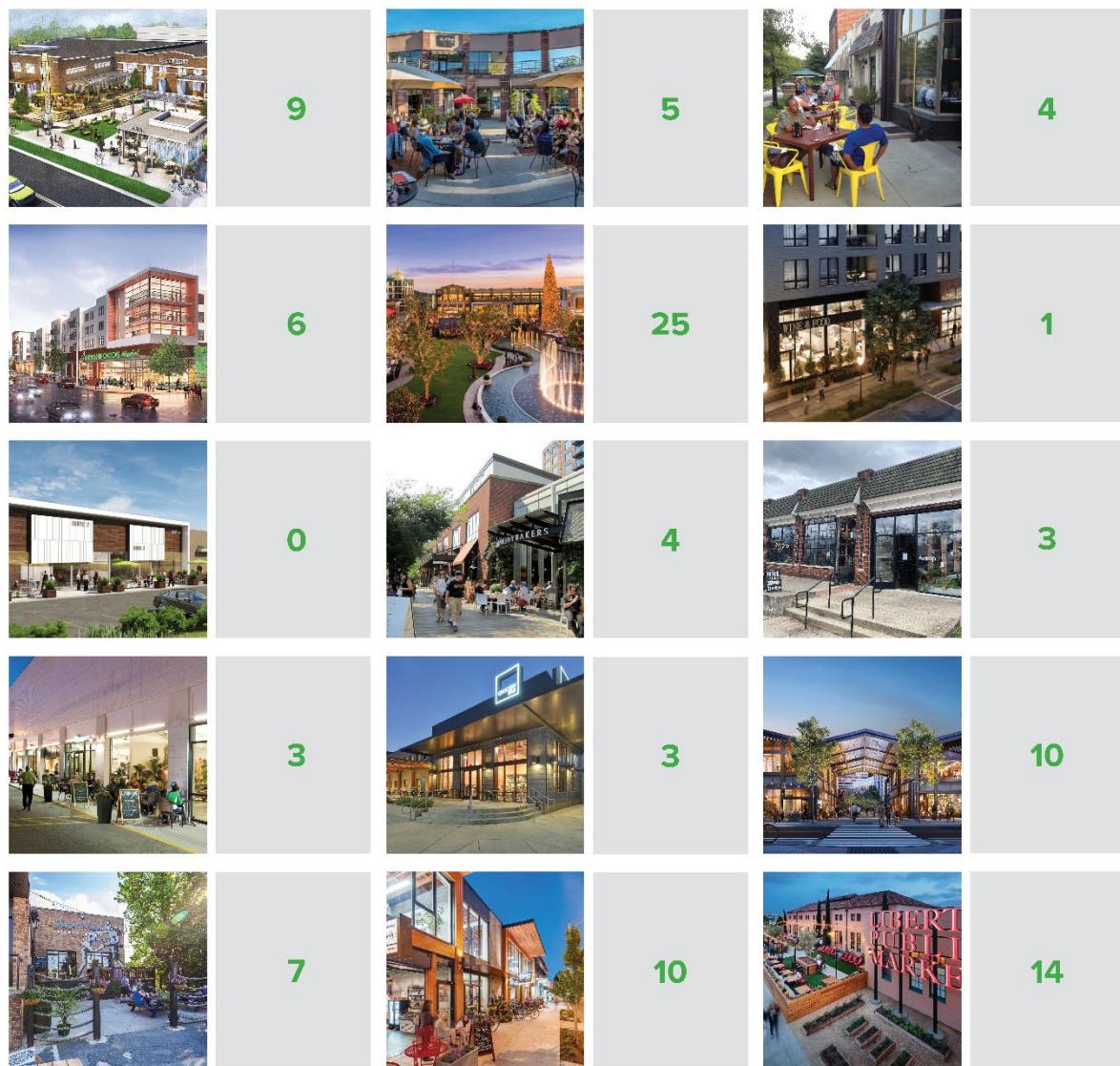


Figure 6. Hotel Imagery Preferences

## 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.

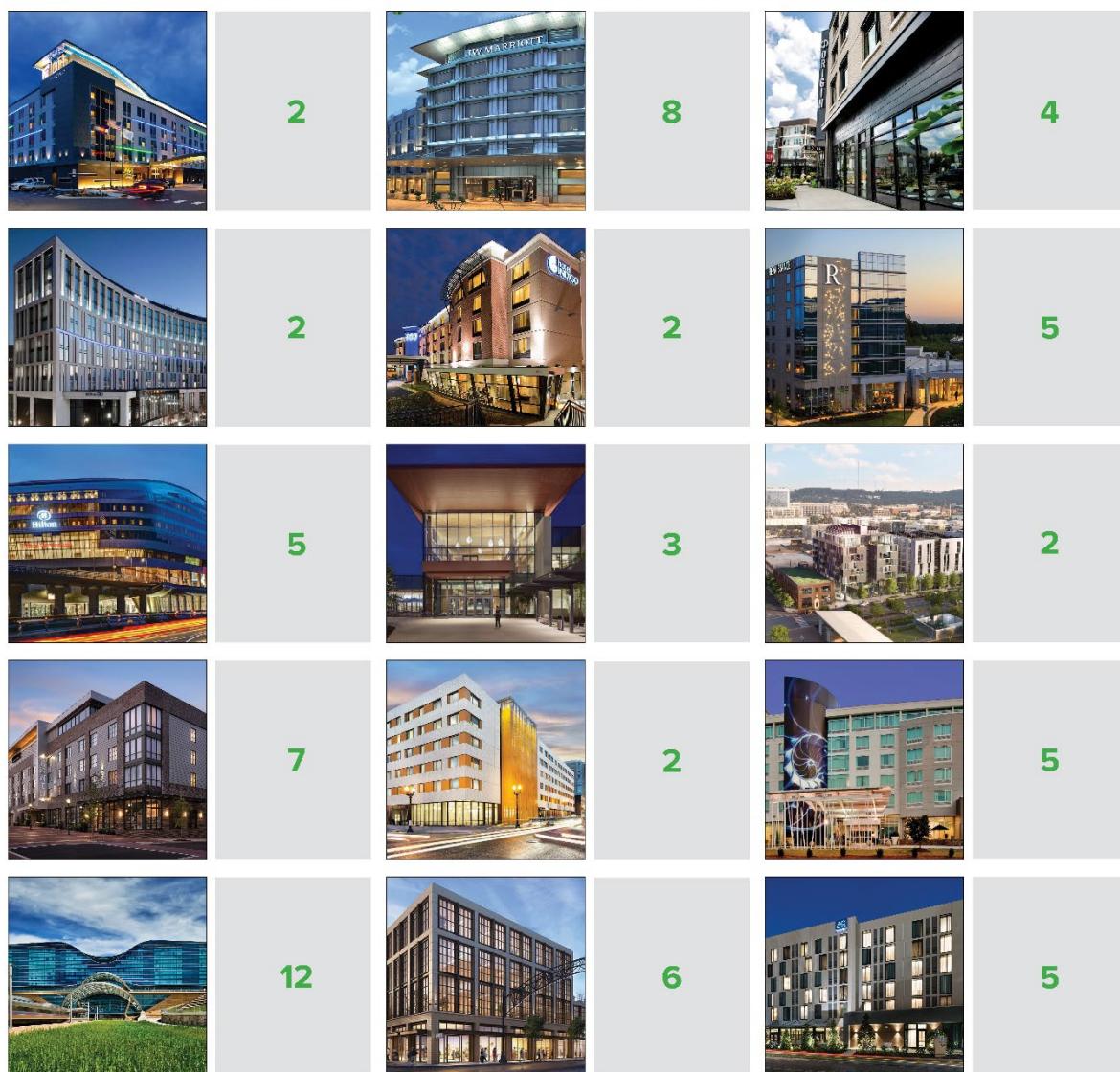


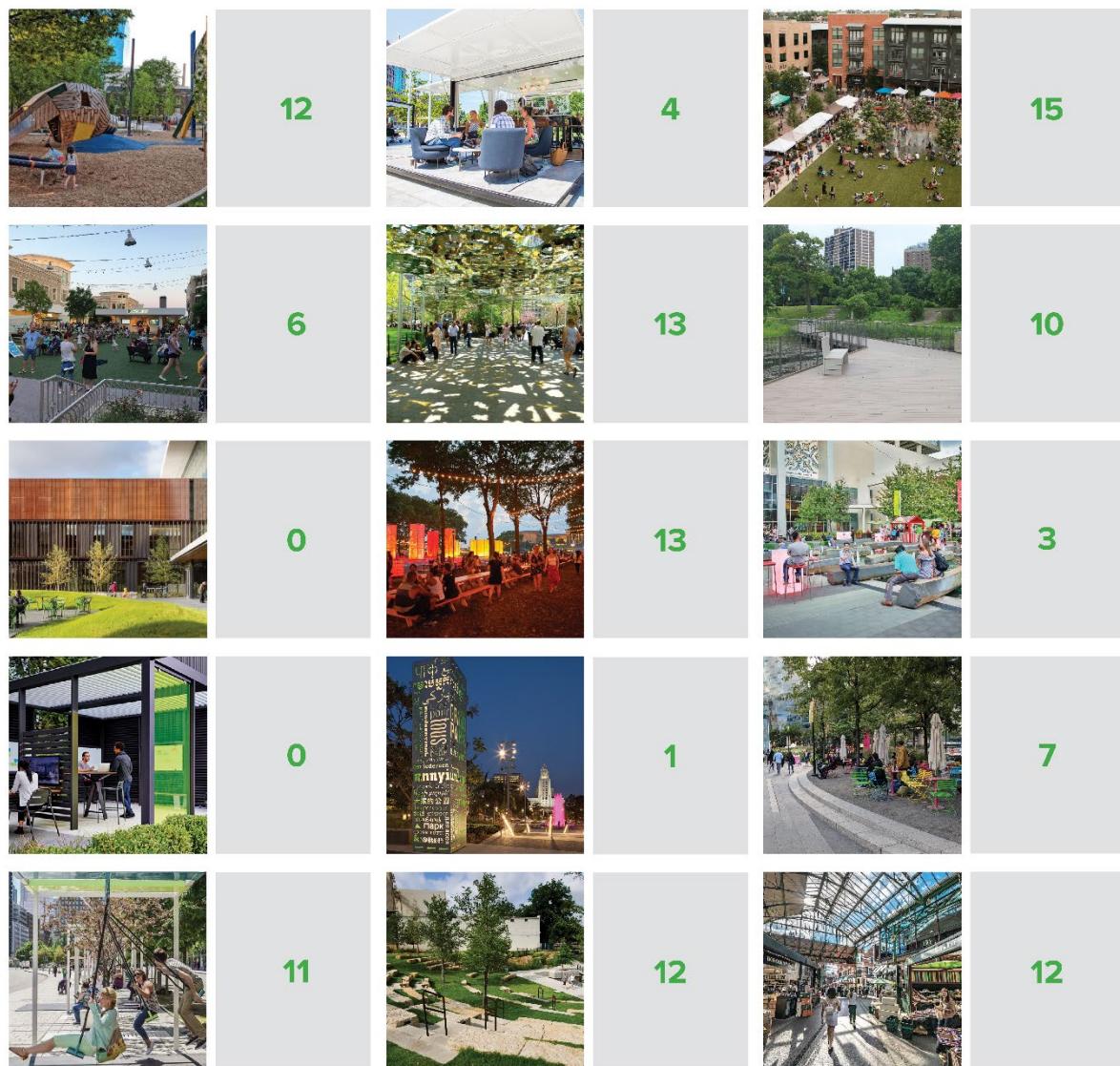
Figure 7. Amenity Imagery Preferences

## 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.



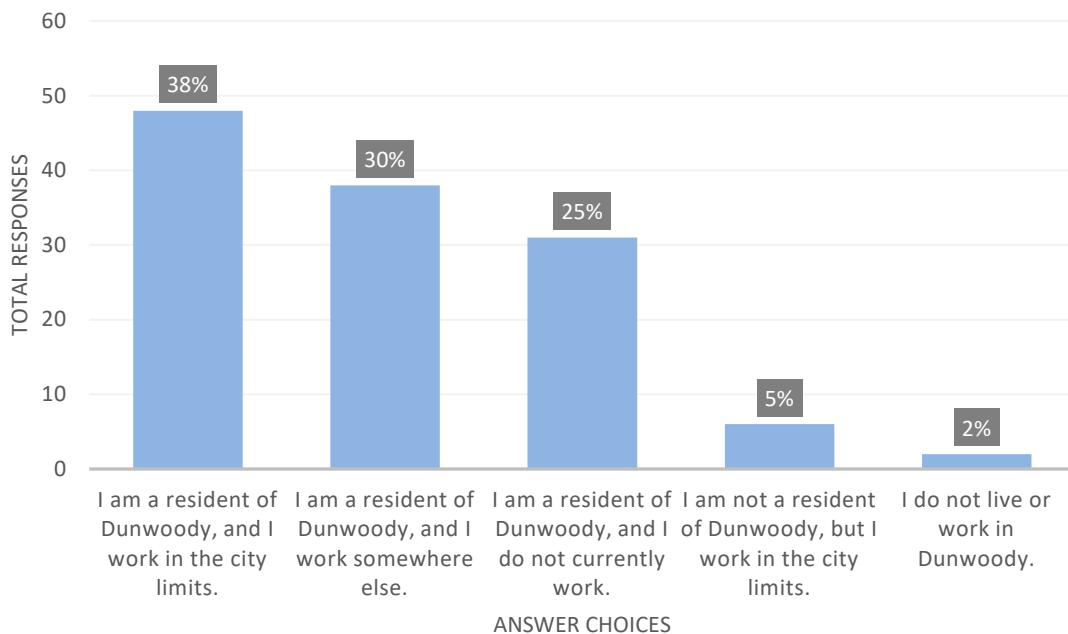
Andrew Kohr (Pond) and Richard McCleod (City of Dunwoody Community Development) facilitating the 3D mapping activity

### Exit Poll Results from Pop-Up Event and Online Participants

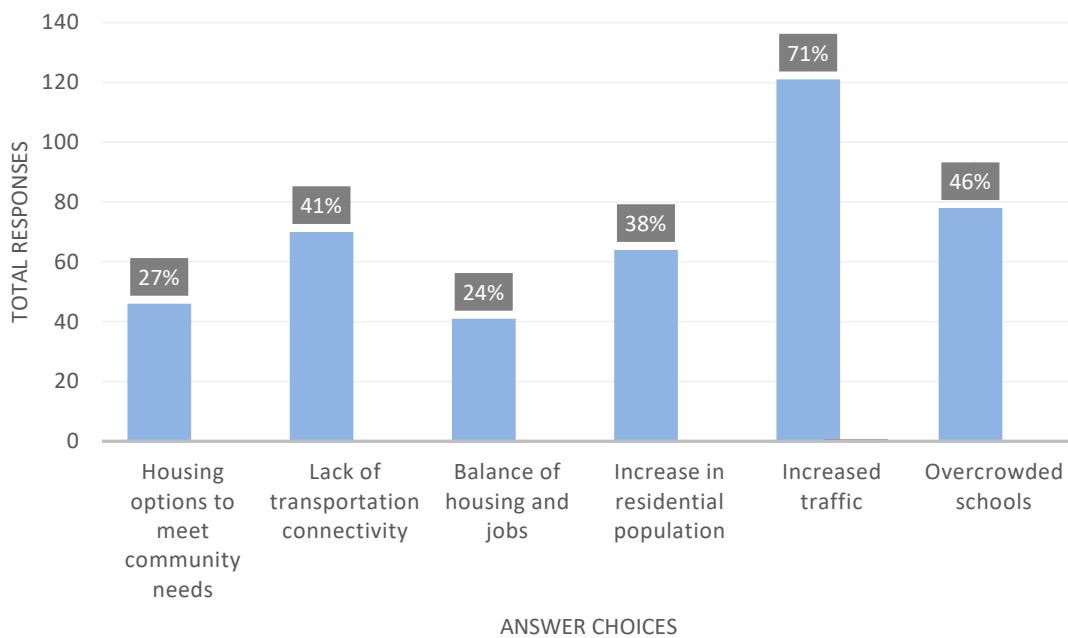
The final input activity was an exit poll that participants accessed by scanning a QR code with their mobile device. The City of Dunwoody also promoted this survey at a few other community events, so the results summarized in Figures 8 through 11 and Tables 2 through 3 are inclusive of all 141 total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

Dunwoody Edge City 2.0  
April 30 Pop-Up Event Summary

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



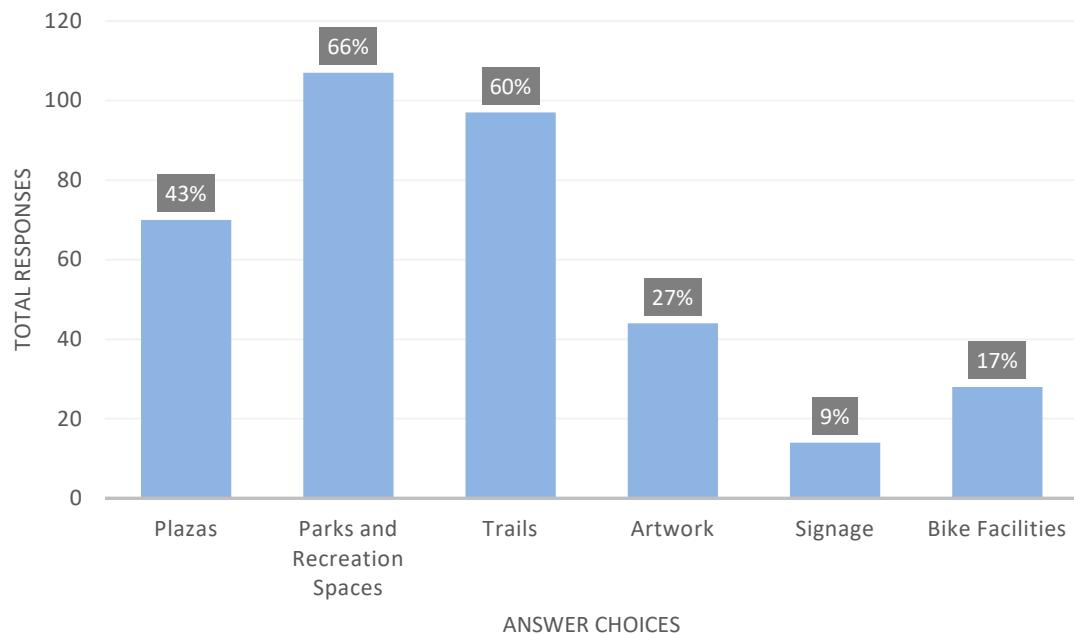
*Figure 9. Response Summary: What are your top 3 concerns for Perimeter Center?\**



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

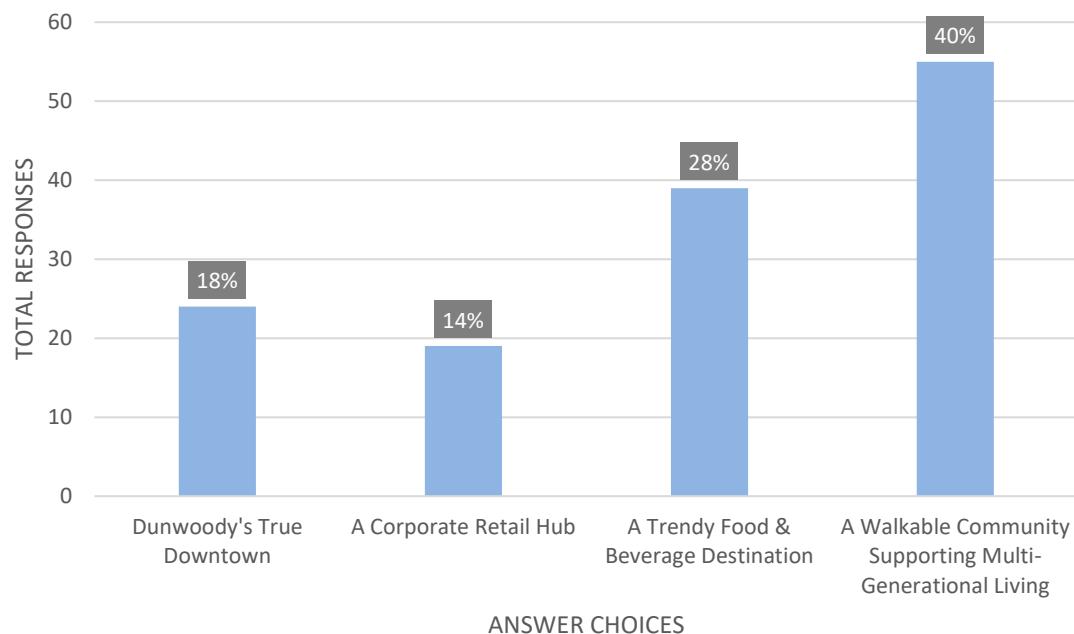
Dunwoody Edge City 2.0  
April 30 Pop-Up Event Summary

*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?*



Dunwoody Edge City 2.0  
April 30 Pop-Up Event Summary

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

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
39	Downtown Alpharetta and Roswell
40	More art

Dunwoody Edge City 2.0  
April 30 Pop-Up Event Summary

Response #	Response
41	Hacyon
42	Avalon
43	Avalon or Atlantic Stationom
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
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.

Dunwoody Edge City 2.0  
April 30 Pop-Up Event Summary

*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	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.  Dunwoody has phenomenal potential to become a place with high standards and deep values, where everyone feels like they can call our city home.
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
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.

Dunwoody Edge City 2.0  
April 30 Pop-Up Event Summary

Response #	Response
	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
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

**Dunwoody Edge City 2.0**  
**April 30 Pop-Up Event Summary**

Response #	Response
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.
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.