

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.

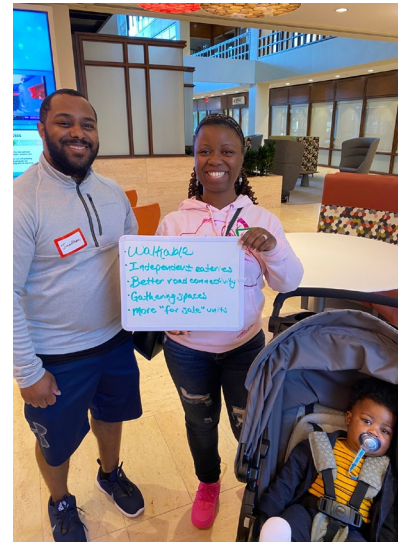
Table 1. Meeting Details

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:

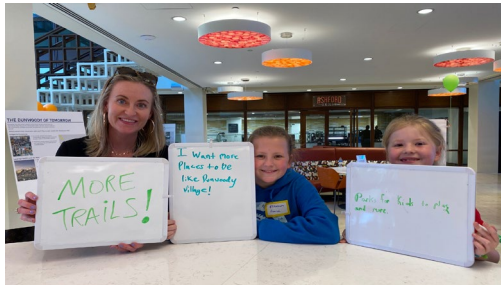
1. **Welcome Area:** This station included a sign-in attendance sheet as well as a map activity to identify where the participant lives and works and for how long.
2. **Project Slideshow:** This station provided a looping slideshow for participants to learn about the project team’s research completed 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.

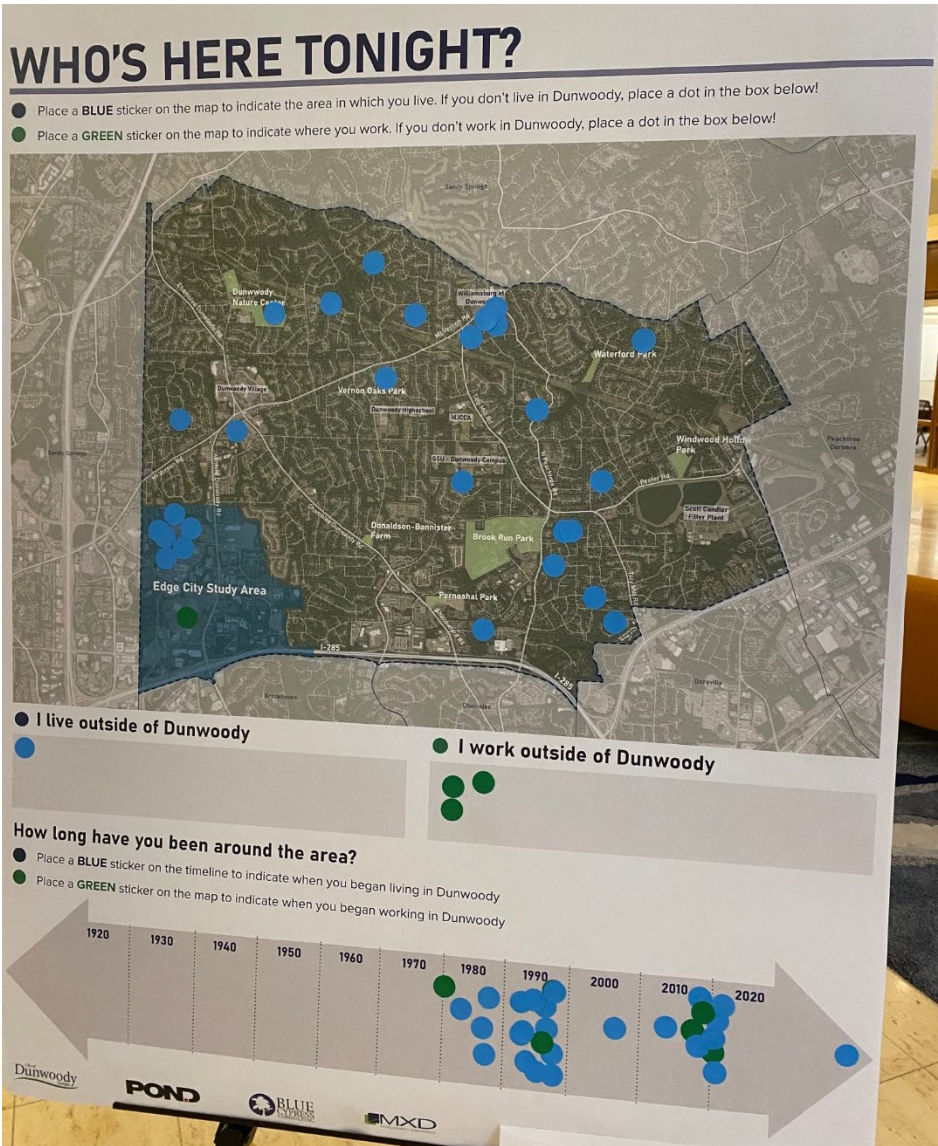
Participants

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?)



The project team collected input on the overarching vision for Edge City 2.0 through a variety of input activity stations. The following subsections summarize the input gathered through each activity, and major takeaways are provided at the end of the document.

The Vision Booth guided participants to write in five words or less what their vision is for Perimeter Center. As illustrated in **Figure 2**, words that were most frequently mentioned during this exercise appear larger, including: community, walkable, green space, entertainment, affordable housing, eatery, trail, parks, pedestrian, play, family, fun, and work. These sentiments will help build a cohesive community vision statement.

[illegible]

Land Uses and Amenities

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.

- In general, participants liked images with green features—whether it be open space or trees or landscaping.
- Office and retail environments with open-air plazas were a strong preference.
- Housing and hotel images that included modern designs, plazas and community gathering spaces, and vertical mixed-use with ground-floor retail resonated with the most participants.

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.

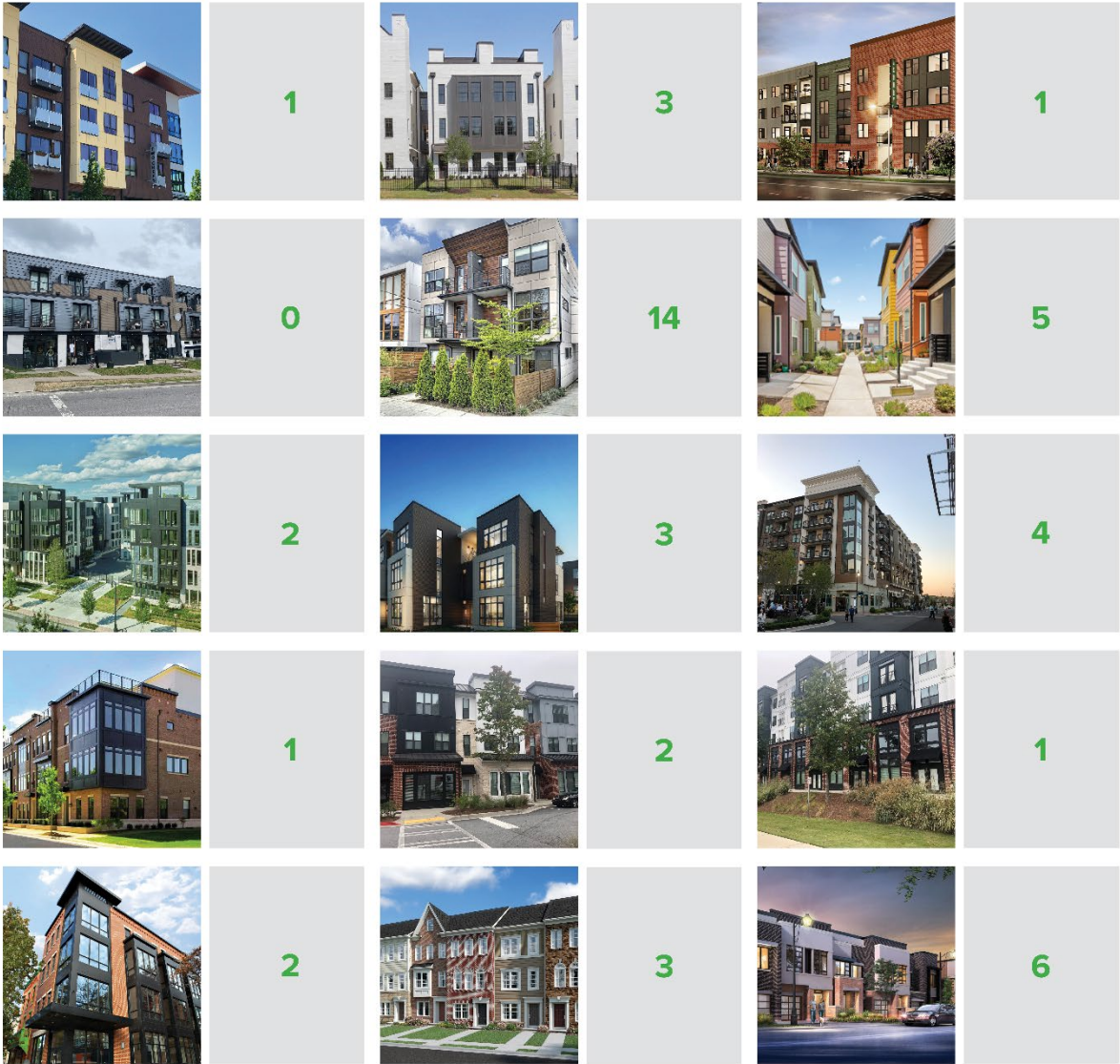


Figure 4. Office Imagery Preferences

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.

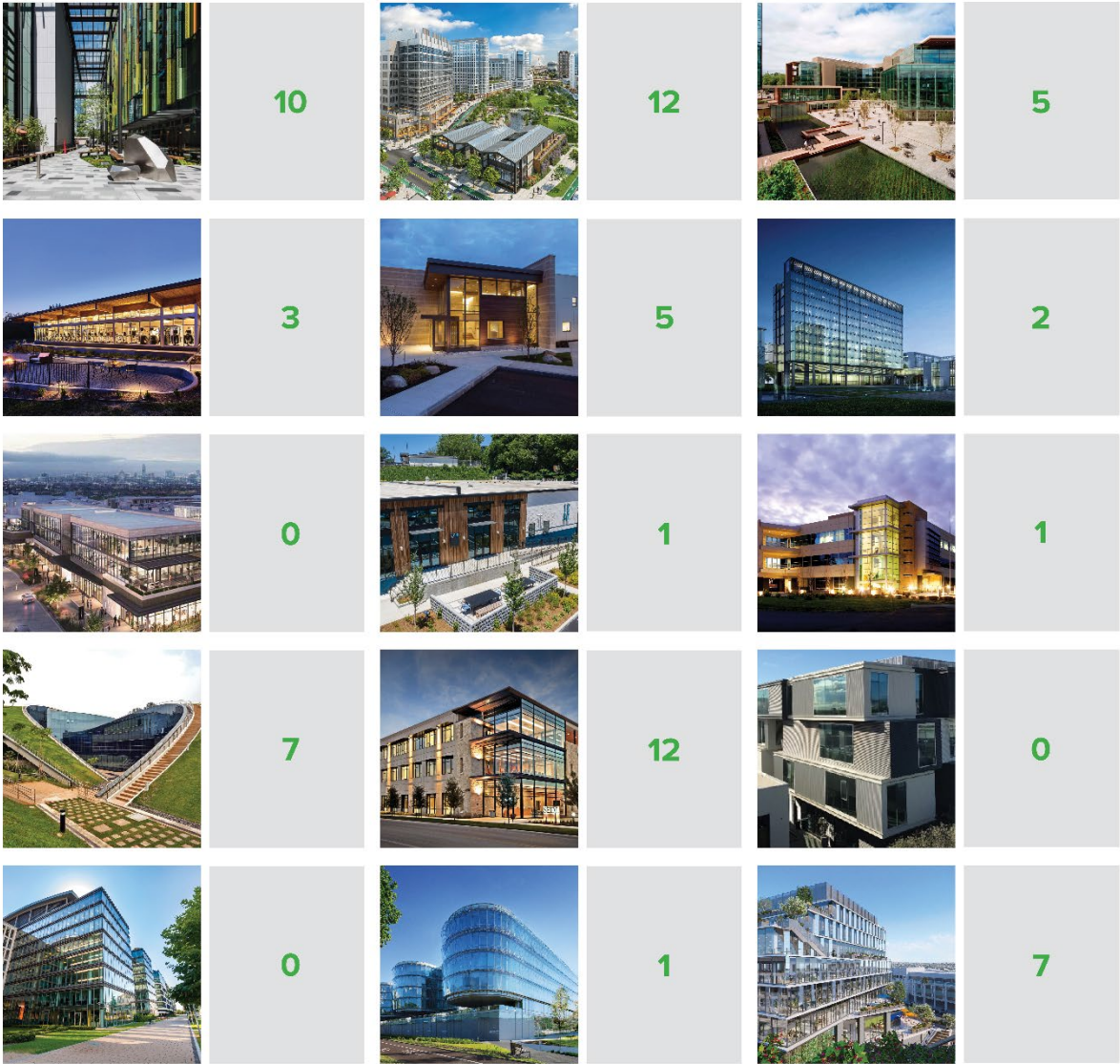


Figure 5. Retail Imagery Preferences

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.

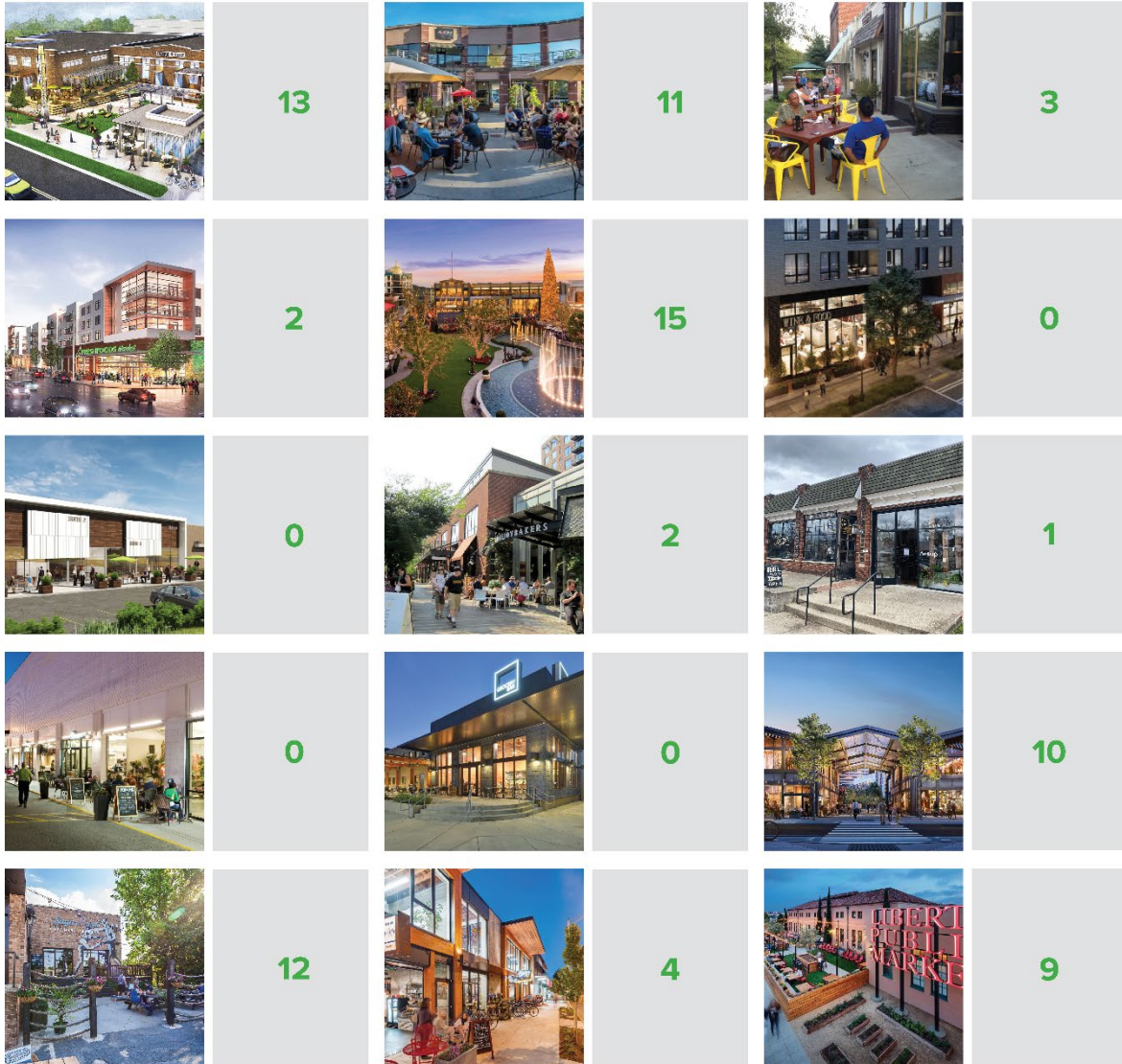


Figure 6. Hotel Imagery Preferences

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.

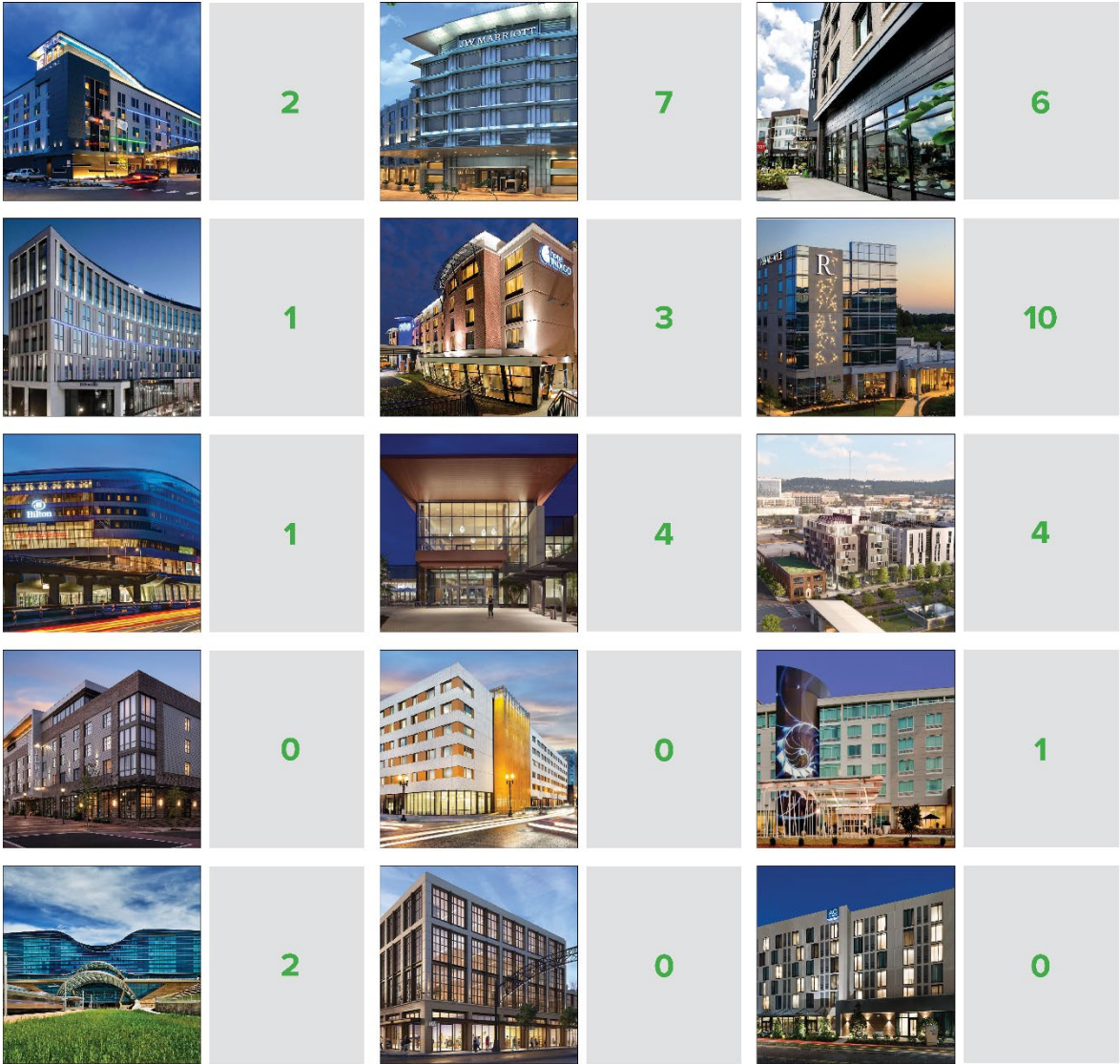


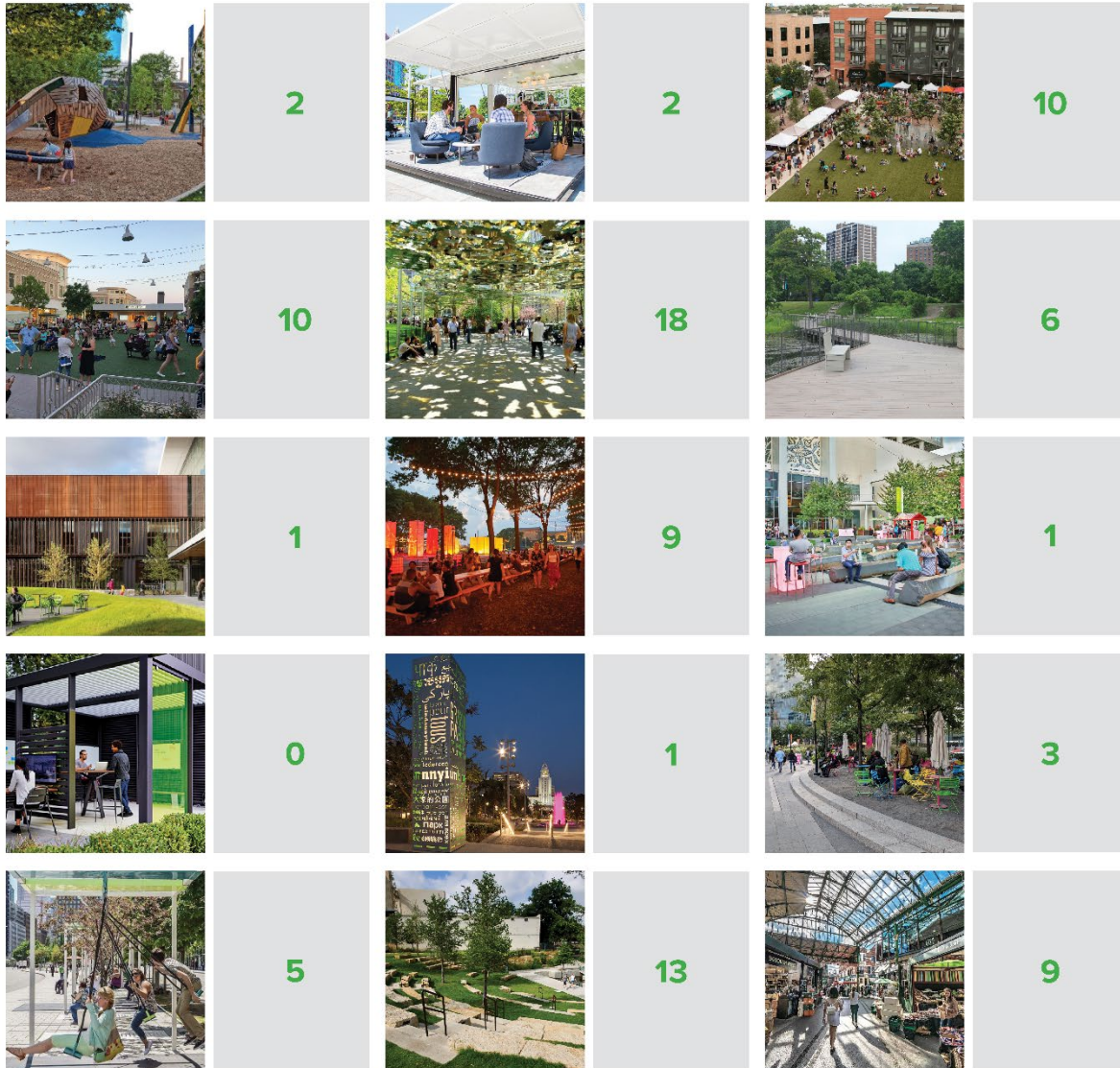
Figure 7. Amenity Imagery Preferences

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 Wooclap. 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.