

# Economic Development Briefing Dunwoody City Council

AUGUST 12, 2013



Economic  
Development  
**Dunwoody** \*  
\* Smart people – Smart city

# DUNWOODY BUSINESS PROFILE - 2012

- ❖ 2,659 licensed businesses (up from 2,405 - 2011)
- ❖ \$2.5 million in occupation taxes
- ❖ \$2.6 million in homestead option sales taxes
- ❖ \$1.84 million in hotel/motel taxes
- ❖ 1,685 building permits issued



# ECONOMIC DEVELOPMENT GOALS

- ❖ Retention
- ❖ Recruitment
- ❖ Redevelopment (New Development)



# RETENTION

- ❖ Retention efforts have produced significant results in a short period of time...
  - ❖ Over 57 retention meetings this year resulting in a dozen projects for possible expansions
  - ❖ Goals moving forward are 12 meetings a month



# RETAIL AND RESTAURANT FIGURES

- ❖ Dunwoody's retail and restaurant market segment is thriving
  - ❖ 150 retail properties
  - ❖ 4.4 million square feet of space
  - ❖ 8% vacancy rate in Dunwoody
  - ❖ 6% retail vacancy in the Perimeter market



# RETAIL & RESTAURANTS



# OFFICE MARKET

- ❖ 183 properties
- ❖ 8.1 million square feet
- ❖ 21% overall vacancy rate
- ❖ 17% Dunwoody Class-A vacancy
- ❖ 17% vacancy rate in Perimeter Center



# OFFICE RECRUITMENT - 2013



25,000 square feet



475,000 square feet



40,000 square feet (expansion)



18,000 square feet (expansion)



# NATIONAL TRENDS

- ❖ Metro Atlanta is expected to grow by 1 million people over the next decade
- ❖ Highest paying jobs tend to locate in existing core office markets – Perimeter Center has 17% of Metro Atlanta's Jobs
- ❖ Back to basics: emphasis on family oriented amenities and “new localism” with strong role for village-style destination shopping



# DEVELOPMENT TRENDS

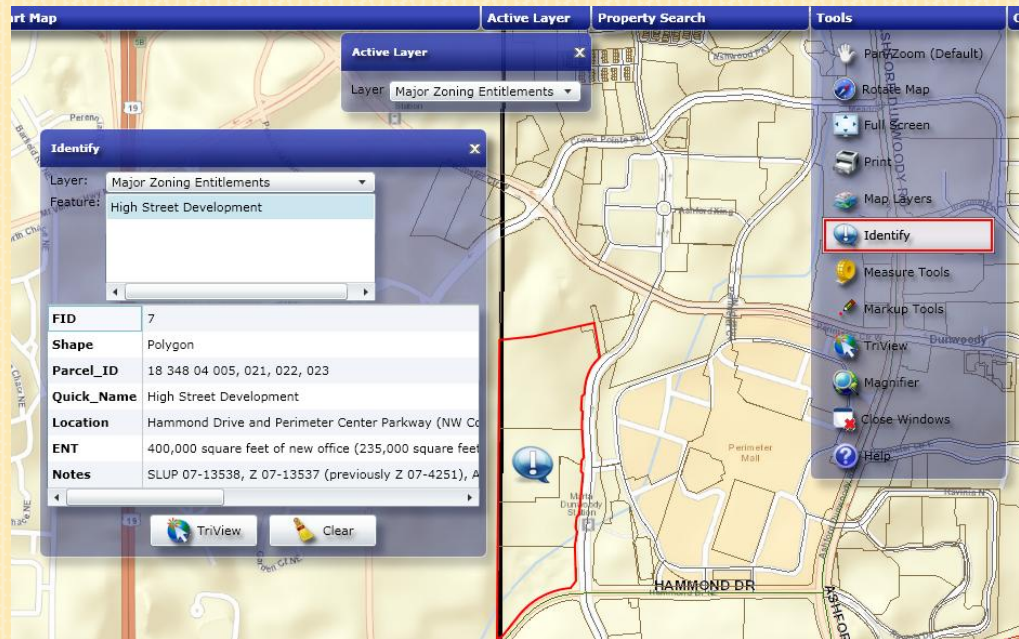
- ❖ Access to amenities is driving demand and value of office
- ❖ Walkability is becoming a requirement for new office development
- ❖ Hotels and retail remain hot sectors
- ❖ Mixed-use development either vertical or horizontal are becoming the norm



# EXISTING ZONING ENTITLEMENTS

Let's go to the map...

<http://gis.dunwoodyga.gov/apps/smartmap/>



Slide edited by Heneghan by adding link and photo.



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# QUESTIONS

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