

AGENDA

- 1 TEAM INTRODUCTION & SCOPE
- 2 SCHEDULE
- 3 WHAT HAVE WE DONE SO FAR?
- 4 MARKET STUDY
- 5 RECOMMENDATIONS & PROJECTS
- 6 FEEDBACK

TEAM INTRODUCTION



Bleakly Advisory Group



SCOPE



CONDUCT A **MARKET STUDY**



CREATE A COMMUNITY-BASED VISION AND ACTION PLAN TO GUIDE IMPROVEMENTS IN THE STUDY AREA

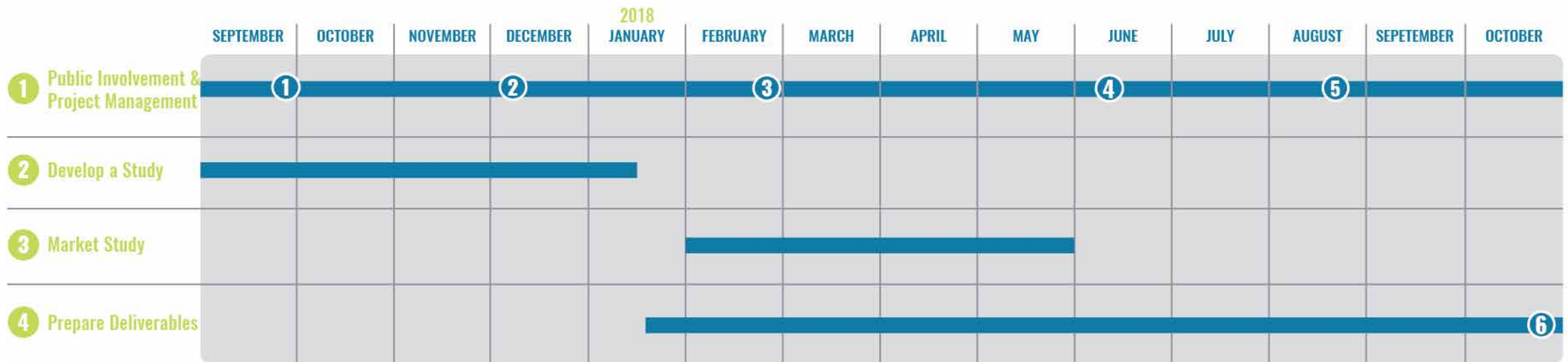


PRODUCE **RECOMMENDATIONS** ON DESIGN, TRANSPORTATION, AND PUBLIC POLICY, AND A GUIDING **ACTION PLAN**



DEVELOP **CONCEPTUAL PLANS**

SCHEDULE



1 Public Kickoff Meeting

2 Public Workshop #1

3 Public Workshop #2

4 Presentation to City Council

5 Public Workshop #3

6 Adoption by City Council

CHILDRENS ADVENTURE GARDEN

WHAT HAVE WE
DONE SO FAR?





MEETING #1

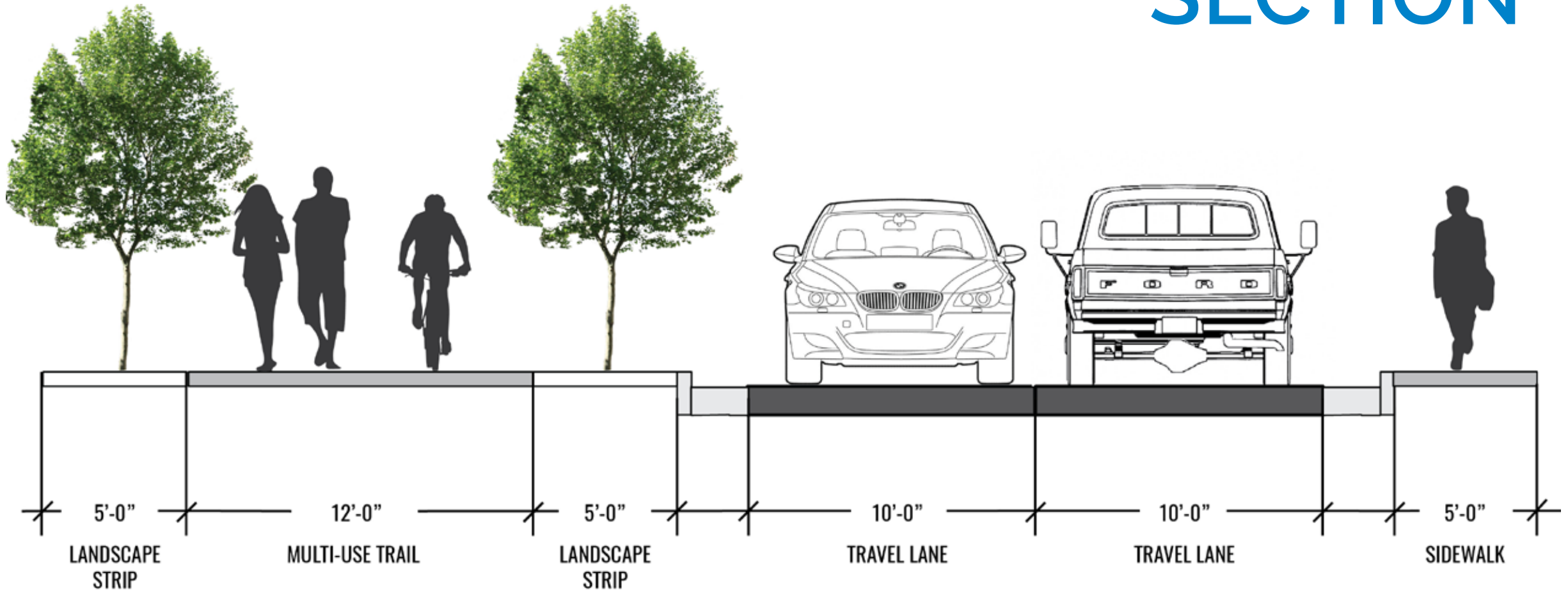
DECEMBER

2017

ORIGINAL CONCEPT PLAN



TYPICAL TRAIL SECTION



Above is a proposed street section concept for our study area. This street includes a dedicated 12'-0" multi-use trail with landscaping, two 10'-0" travel lanes and a 5'-0" standard sidewalk. Pedestrian scaled lighting will be used where appropriate at 40'-0" on center.

FEEDBACK

- INCORPORATE NEW AFFORDABLE UNITS INTO NEW DEVELOPMENTS
- CONCERNS ABOUT THE AMOUNT OF IMPERVIOUS SURFACE — NANCY CREEK HAS SOME ISSUES WITH FLOODING
- OPEN/GREEN SPACE AND TRAILS WERE MET WITH POSITIVE COMMENTS
- CONCERNS THAT ADDITIONAL COMMERCIAL DEVELOPMENT WILL ADD MORE NOISE, LIGHT, AND TRAFFIC TO SURROUNDING RESIDENTIAL AREAS

FEEDBACK

- INCORPORATE MORE OFFICE/INDUSTRIAL ALONG PEACHTREE INDUSTRIAL BLVD
- DESIRE FOR “CLASS A” OFFICE SPACE
- LESS RESIDENTIAL DENSITY IS PREFERRED
- NEIGHBORHOOD-LEVEL RETAIL AND SERVICES
- OWNER-OCCUPIED PREFERRED OVER RENTER-OCCUPIED



MEETING #2

FEBRUARY
2018

*“STARTING
FROM SCRATCH”*



RESALE PRICES IN BUILDINGS BUS

TAIL DRIV MULTIFAM

MIXED USE

BUS OFFICE MULTIFAM USE TAIL DRIV

10+ YEARS BURNING BLEND

SINGLE FAM

MULTIFAM USE ON LARGE PLOT

Square
open

LAND USE KEY

Color-coded legend for land use planning, including categories like 'Residential', 'Commercial', and 'Industrial'.

A-SITE B



FEEDBACK

- APARTMENTS ARE FINE AS LONG AS THEY ARE UP TO DATE
- SIDEWALKS NEEDED ON ACCESS ROAD
- TRAIL CONNECTIVITY IMPORTANT
- MAINTAIN AFFORDABILITY IN DUNWOODY
- HIGHEST DENSITY - WINTER'S CHAPEL @ PIB
- TOWNHOMES ALONG WINTER'S CHAPEL
- WIDENING WINTER'S CHAPEL WITH TURN LANE AT PIB
- SENIOR HOUSING & SENIOR CENTER
- DUNWOODY GLEN CAN STAY FOR NOW
- FACELIFT OF EXISTING RETAIL, PEELER @ WINTER'S CHAPEL



MARKET STUDY

- ADDRESSED COMMUNITY QUESTIONS AND FEEDBACK REGARDING THE VIABILITY OF NEW DEVELOPMENT IN THE STUDY AREA.
- FORECASTED THE DEMAND FOR AND PRICING OF NEW FOR-SALE AND RENTAL HOUSING.
- CONSIDERED MARKET IMPACTS OUTSIDE THE STUDY AREA.





MARKET STUDY

CONTEXT

DUNWOODY CITY LIMITS

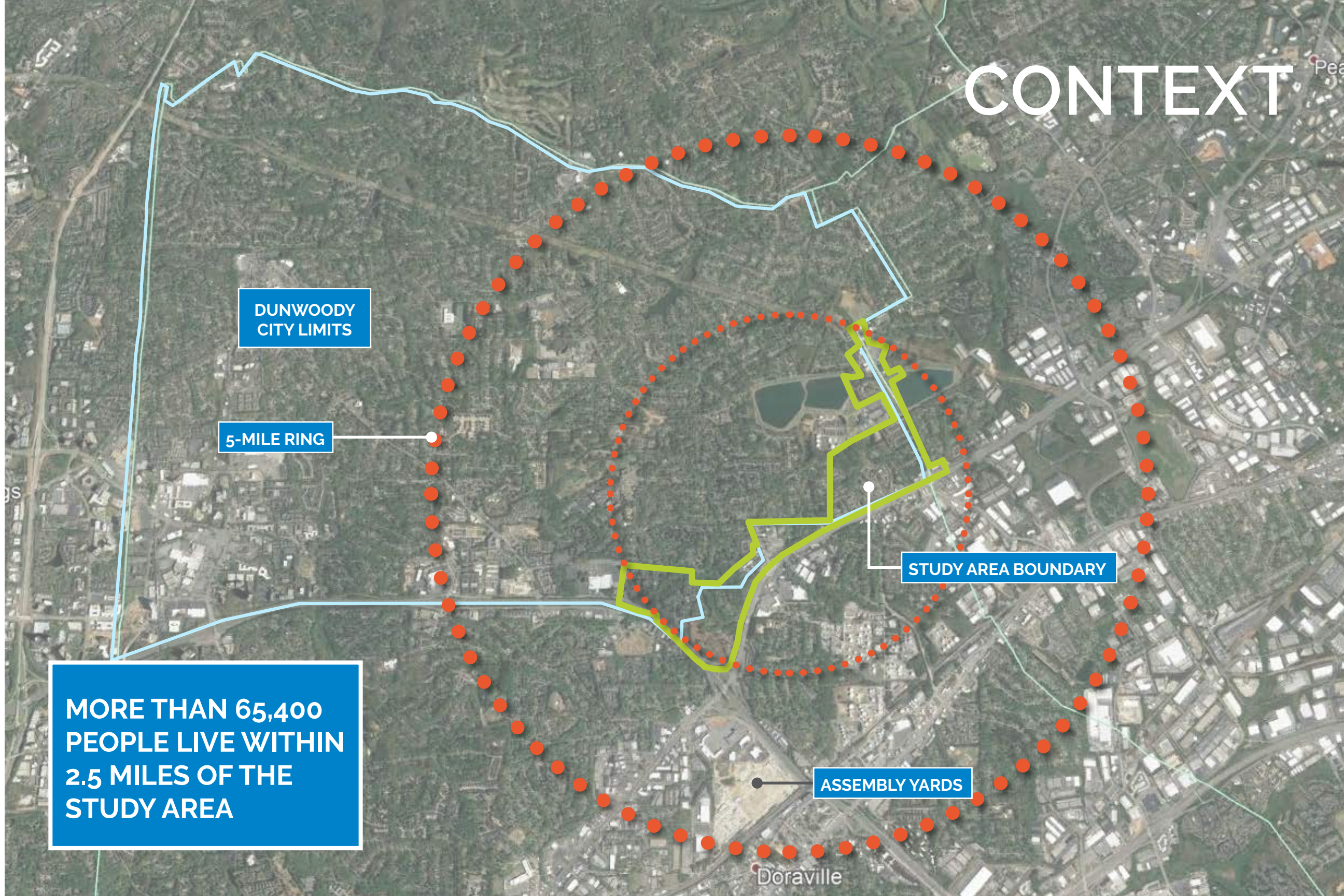
5-MILE RING

STUDY AREA BOUNDARY

MORE THAN 65,400 PEOPLE LIVE WITHIN 2.5 MILES OF THE STUDY AREA

ASSEMBLY YARDS

Doraville



WHO LIVES HERE?

STUDY AREA

32.3 average age

3.0 average household size

42% households with children

\$48,606
Median household income

26% of families live below the poverty line

CITY OF DUNWOODY

36.6 average age

2.3 average household size

29% households with children

\$93,051
Median household income

7% of families live below the poverty line

LAND VALUES

- AVERAGE DIGEST VALUE OF ALL TAXABLE PROPERTY:
\$104,000,000 (OR, **\$337,100 PER ACRE**)
- RESIDENTIAL PROPERTY VALUES ARE MODEST:
 - \$204,000 / SINGLE-FAMILY HOME
 - \$178,100 / TOWNHOME
 - \$116,800 / CONDOMINIUM
- DEVELOPED COMMERCIAL PROPERTIES ARE VALUED AT
\$625,000 PER ACRE
- 64% OF THE TAXABLE VALUE IN THE STUDY AREA ARE
APARTMENTS

EXISTING HOUSING MARKET

- ESTIMATED 2017 MEDIAN HOME VALUE IN DUNWOODY: **\$435,200**. THIS IS MORE THAN DOUBLE THE REGIONAL MEDIAN.
- 35% OF OWNER-OCCUPIED HOUSING IS VALUED ABOVE \$500,000, WHILE LESS THAN 8% IS VALUED BELOW \$200,000.
- HALF OF THE CITY'S EXISTING APARTMENT INVENTORY IS **LOCATED WITHIN THE STUDY AREA.**
- MONTHLY RENTS RANGE FROM \$800 TO \$1,546, AND **AVERAGE \$1,260 PER MONTH.** COMPARED TO THE REGION, RENTS ARE HIGHER IN DUNWOODY.

EXISTING HOUSING MARKET

- SALES PRICES FOR NEW FOR-SALE HOMES HAVE **INCREASED DRAMATICALLY** SINCE 2012.
- THE AVERAGE, NEW SINGLE FAMILY HOME IS NOW APPROACHING \$900,000. THE AVERAGE, NEW TOWNHOME NOW EXCEEDS \$500,000.
- **LACK OF CONSTRUCTION HAS IMPACTED EXISTING HOME RESALE VALUES.** LAST YEAR, THE MEDIAN SALES PRICE FOR ALL PROPERTY SOLD IN THE CITY WAS OVER \$470,000.

RETAIL + OFFICE MARKET

- MORE THAN 20 MILLION SF OF RETAIL SPACE EXISTS WITHIN 10 MILES OF THE STUDY AREA.
- WITHIN THE STUDY AREA, ABSORPTION OF RETAIL HAS SLOWED TO 100,000 SF ANNUALLY SINCE 2010.
- **RETAIL VACANCY RATES ARE HIGHER AND MARKET RENTS ARE BELOW PRE-RECESSION LEVELS.**
- NEAREST 4 OFFICE SUB-MARKETS CONTAIN 112.4 MILLION SF OF LEASABLE OFFICE SPACE.
- OCCUPANCY HAS INCREASED BY MORE THAN 14.6 MILLION SF SINCE 2000.

WHAT DOES THIS MEAN?

- THE HIGH COST OF EXISTING HOUSING SUGGESTS **AN OPPORTUNITY** TO INTRODUCE HIGHER VALUED SINGLE FAMILY AND TOWNHOME PRODUCTS IN THE AREA.
- MOST AREA APARTMENT COMPLEXES ARE **OPERATING AT POTENTIALLY HIGH (AND INCREASING) PROFITABILITY.**
- NEW FOR-SALE HOUSING IN THE STUDY AREA WOULD NEED TO BE **CONSERVATIVELY PRICED.**
- THE STUDY AREA WOULD NOT BE A STRONG RETAIL LOCATION, UNLESS INTEGRATED WITHIN A MIXED USE DEVELOPMENT.

WHAT DOES THIS MEAN?

- AS AN OFFICE LOCATION, THE STUDY AREA WOULD BE COMPARABLE TO PROPERTIES IN NEARBY NORCROSS AND PEACHTREE CORNERS, WHERE DENSITIES AND RENTS ARE NOT SUFFICIENT TO SUPPORT HIGHER SITE DEVELOPMENT COSTS.
- TO ACQUIRE ALL THE APARTMENT COMPLEXES IN THE AREA FOR REDEVELOPMENT IS COSTLY - **\$208 MILLION** OR **\$1.1 MILLION PER ACRE** OR **\$102,800 PER UNIT**. (*FIGURES INCLUDE SITE ASSEMBLY AND DEMO.*)
- AT CURRENT VALUES, MOST ALTERNATIVE LAND USES FOR REDEVELOPMENT DO NOT RETURN ENOUGH LAND VALUE TO RECOVER THOSE HIGH COSTS. **MIXED USE IS THE EXCEPTION.**

RECOMMENDATIONS & PROJECTS

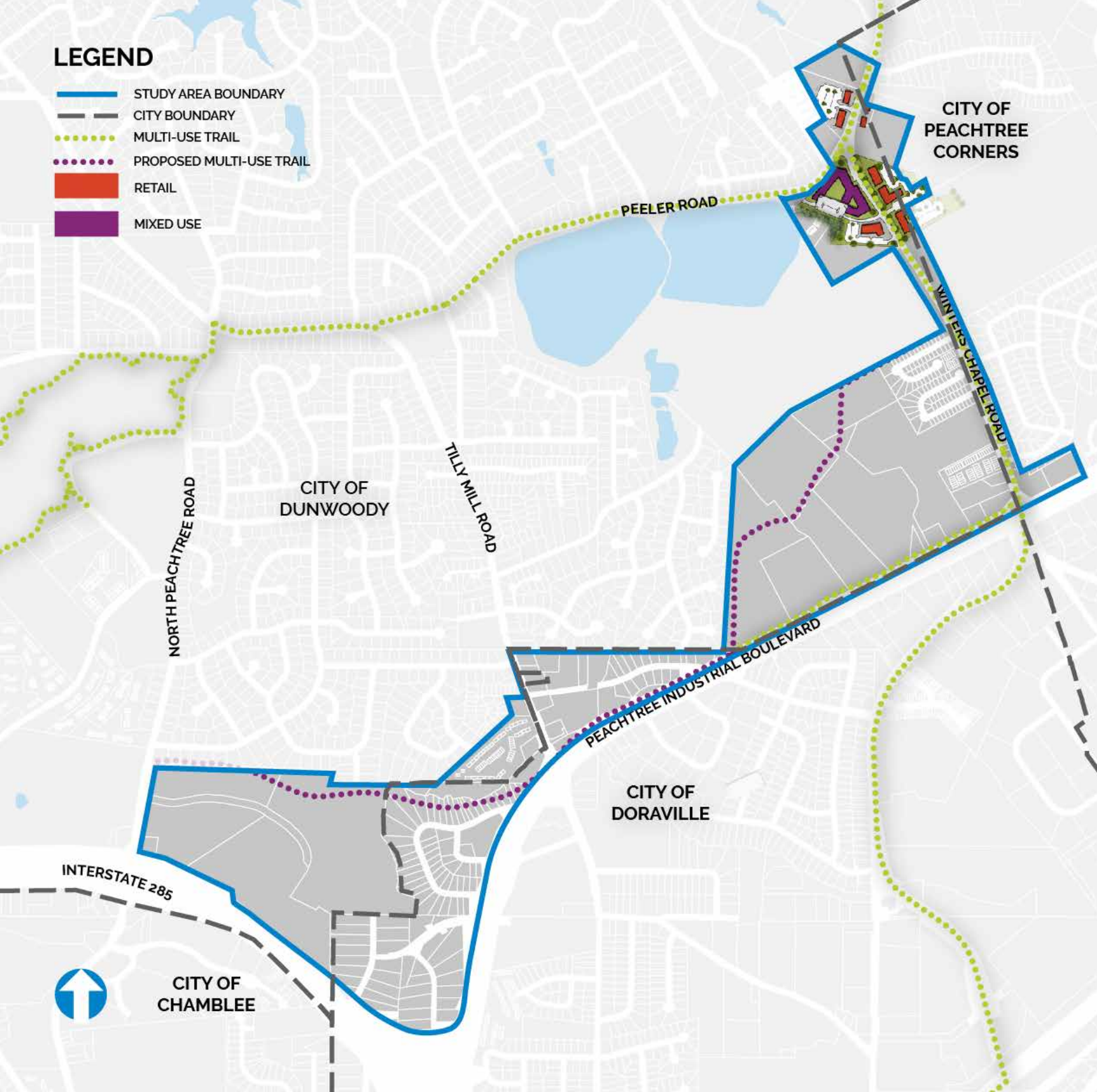


KEY RECOMMENDATIONS

- CREATE A FRAMEWORK FOR FUTURE DEVELOPMENT IF/WHEN IT COMES
- KEEP EXISTING AND FUTURE HOUSING IN THAT AREA AFFORDABLE TO MEDIUM - TO LOWER- INCOME RESIDENTS
- IMPROVE PEDESTRIAN SAFETY ALONG PEACHTREE INDUSTRIAL BOULEVARD
- SUPPLEMENT THE PLANNED TRAIL SYSTEM WITH MORE GREENWAY TRAILS

LEGEND

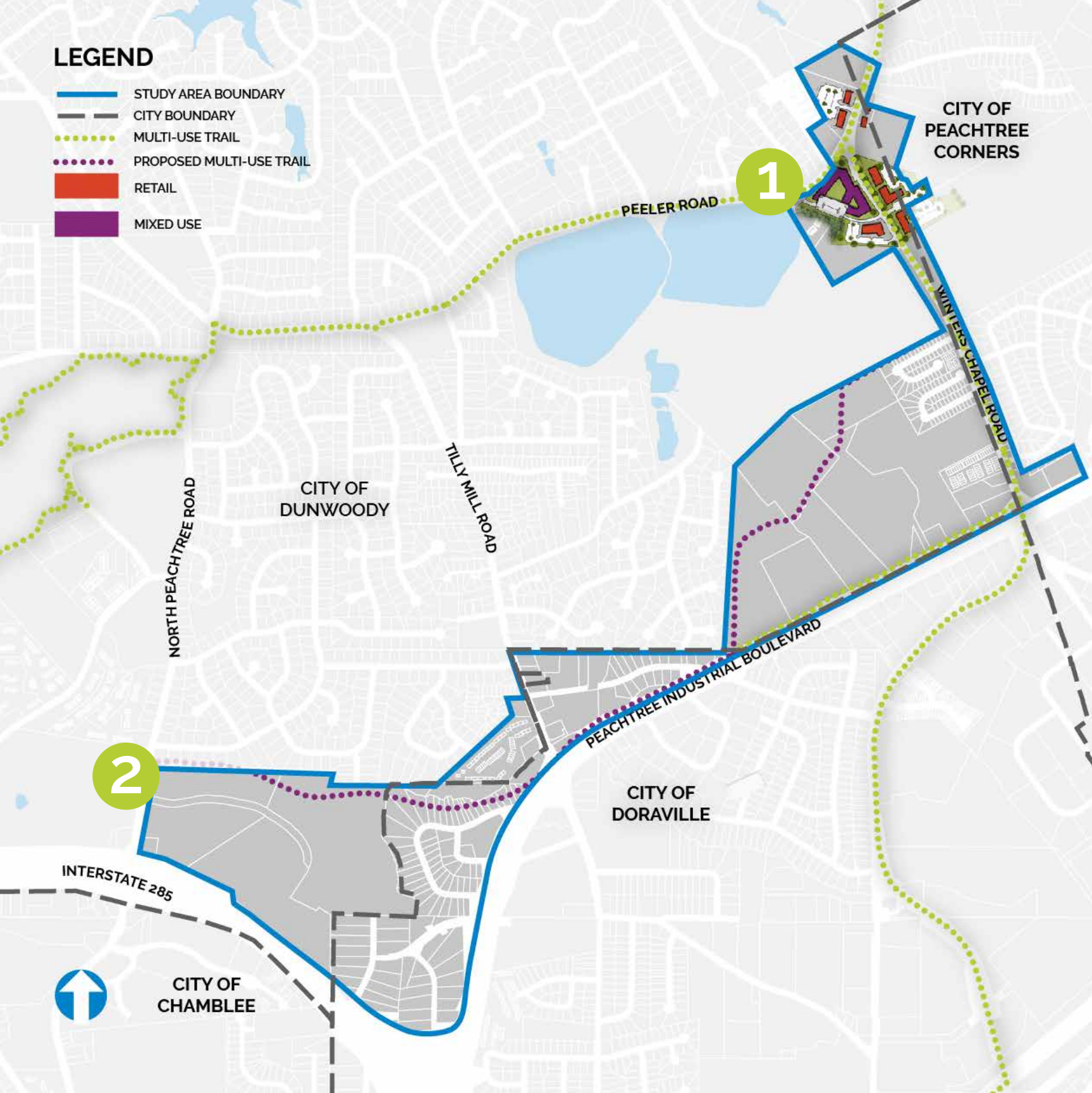
- STUDY AREA BOUNDARY
- CITY BOUNDARY
- MULTI-USE TRAIL
- PROPOSED MULTI-USE TRAIL
- RETAIL
- MIXED USE



FRAMEWORK PLAN

LEGEND

- STUDY AREA BOUNDARY
- CITY BOUNDARY
- MULTI-USE TRAIL
- PROPOSED MULTI-USE TRAIL
- RETAIL
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PROJECTS

- 1 REDEVELOP INTERSECTION OF PEELER ROAD AND WINTERS CHAPEL ROAD
- 2 CREATE MIXED-USE DEVELOPMENT NEAR THE ENTRANCE OF DUNWOODY GLEN
- 3 CREATE A TAX-ALLOCATION DISTRICT



1

PEELER ROAD
@ WINTERS
CHAPEL ROAD

ALTERNATIVE A

158 MULTIFAMILY
UNITS

140,100 SF RETAIL

774 PARKING
SPACES



1

WINTERS
CHAPEL ROAD
@ PEELER
ROAD

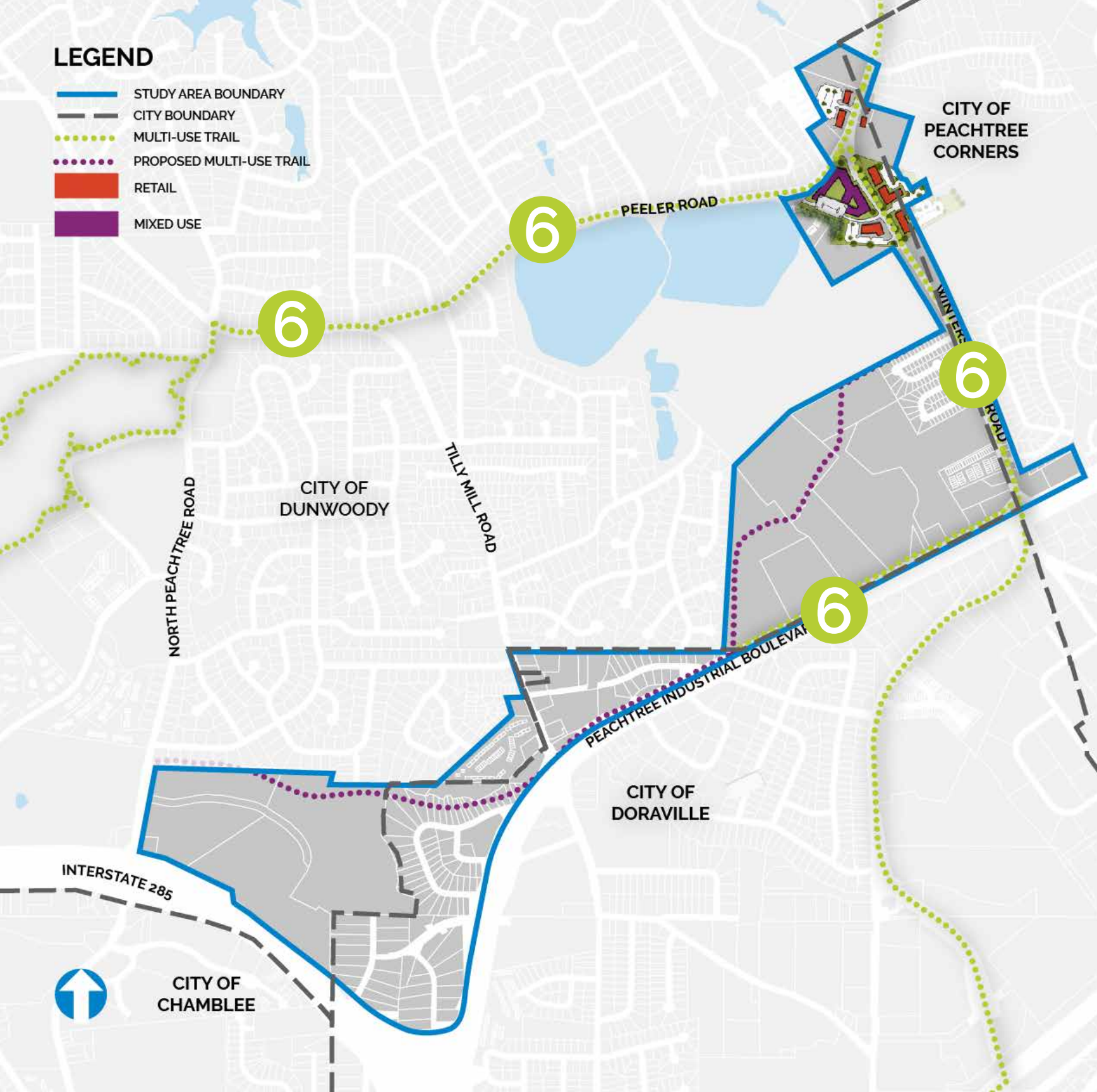
ALTERNATIVE B

94,500 SF RETAIL

541 PARKING
SPACES

LEGEND

- STUDY AREA BOUNDARY
- CITY BOUNDARY
- MULTI-USE TRAIL
- PROPOSED MULTI-USE TRAIL
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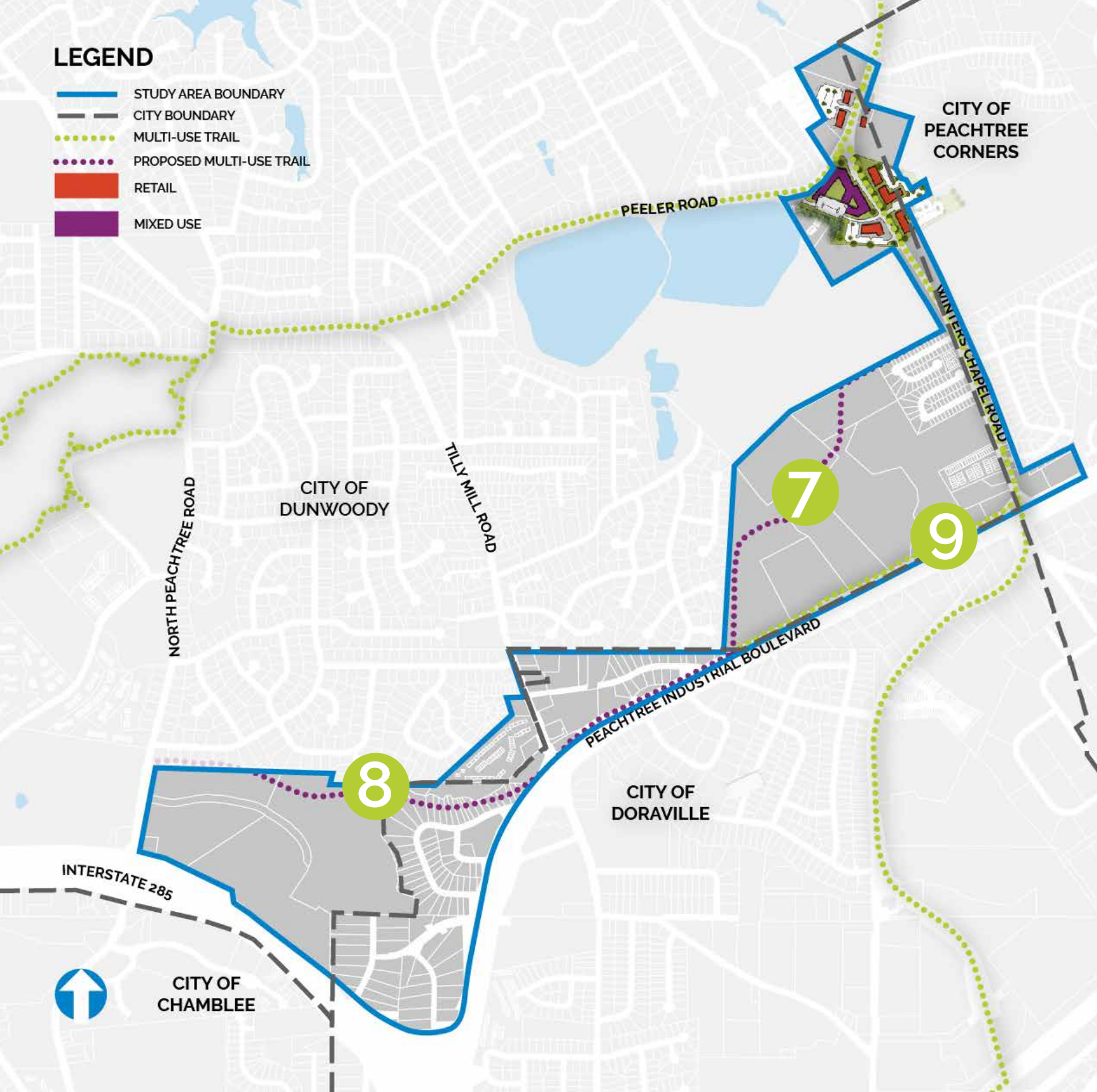


PROJECTS

- 4 REZONE PARCELS, AS NEEDED
- 5 RETAIN THE PRESENCE OF NATURALLY-OCCURRING AFFORDABLE HOUSING IN THE AREA
- 6 IMPLEMENT ALL MULTI-USE TRAILS PLANNED OR PROGRAMMED THROUGH PREVIOUS PLANNING EFFORTS

LEGEND

- STUDY AREA BOUNDARY
- CITY BOUNDARY
- MULTI-USE TRAIL
- PROPOSED MULTI-USE TRAIL
- RETAIL
- MIXED USE

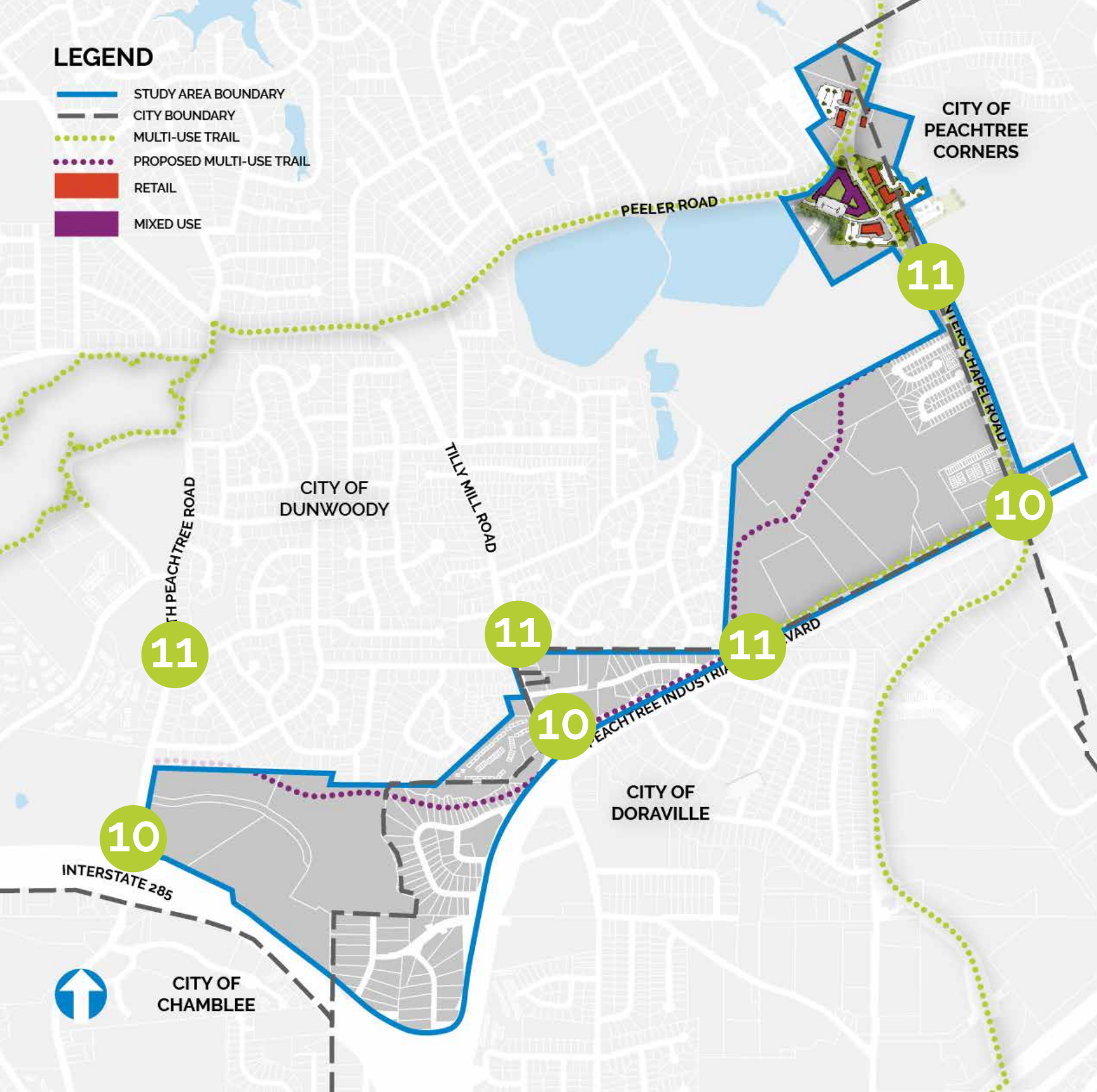


PROJECTS

- 7 CONSTRUCT MULTI-USE TRAIL TO RUN BEHIND DEKALB COUNTY WATERWORKS AND CONNECT TO THE ACCESS ROAD
- 8 CONSTRUCT MULTI-USE TRAIL TO FOLLOW THE CREEK FROM I-285 TO N. PEACHTREE ROAD
- 9 LANDSCAPE ACCESS ROAD BESIDE THE BRIDGE

LEGEND

- STUDY AREA BOUNDARY
- CITY BOUNDARY
- MULTI-USE TRAIL
- PROPOSED MULTI-USE TRAIL
- RETAIL
- MIXED USE



PROJECTS

- 10 INTERSECTION IMPROVEMENTS
- 11 WORK WITH GEORGIA POWER TO INCREASE LIGHTING

A large outdoor event, possibly a festival or concert, is taking place on a grassy area. In the foreground, a man in a blue t-shirt and a woman in a white t-shirt are walking on a paved path. The background is filled with a large crowd of people sitting on folding chairs, facing a stage area. There are trees, a white tent, and a red bus visible in the distance. The sky is clear and blue. A large blue diagonal shape is overlaid on the left side of the image, containing the word "FEEDBACK" in white capital letters.

FEEDBACK

ACTIVITY

- AROUND THE ROOM, WE HAVE THE **PROJECT LIST** DISPLAYED.
- YOU WILL RECEIVE THREE (3) DOTS.
- **CHOOSE THE THREE (3) PROJECTS** THAT YOU BELIEVE TO BE **MOST IMPORTANT** FOR THE NEXT TEN YEARS.
- MEMBERS OF THE PROJECT TEAM WILL BE AVAILABLE TO ANSWER QUESTIONS.

PROJECT LIST

Place a dot next to each of the 3 projects you believe to be most important in the next 10 years.

ID	DESCRIPTION	TOTAL COSTS	PHASE	RESPONSIBLE PARTIES	FUNDING SOURCE	NOTES	IS THIS IMPORTANT TO YOU?
1	Redevelop intersection of Peeler Road and Winters Chapel Road	TBD	Long Term	City; Private Developers	Private		<input checked="" type="radio"/>
2	Create mixed-use development near the entrance of Dunwoody Village, off of N. Peachtree Road	TBD	Long Term	City; Private Developers	Private		<input type="radio"/>
3	Create a Tax Allocation District and use proceeds to reimburse property owners for investments to rehabilitate/upgrade or	\$10,000	Long Term	City; DeKalb County Schools; DeKalb County	General fund		<input type="radio"/>
4	Rezone parcels as needed to encourage appropriate redevelopment	Staff Time	Mid Term	City	-		<input type="radio"/>
5	Retain the presence of naturally-occurring affordable housing in the area by requiring that future developers include housing	Staff Time	Ongoing	City	-	Minimum 20% of affordable units should be included in new development	<input checked="" type="radio"/>
6	Implement all multi-use trails planned or programmed through previous planning efforts	\$5,500,000	-	-	-		<input type="radio"/>
6.a	<i>Peeler Road (from Winters Chapel Road to Tilly Mill Road)</i>	<i>\$1,750,000</i>	<i>Short Term</i>	<i>Public Works</i>	<i>General fund; Grants</i>		<input type="radio"/>
6.b	<i>Tilly Mill Road (from Peeler Road to N. Peachtree Road)</i>	<i>\$750,000</i>	<i>Short Term</i>	<i>Public Works</i>	<i>General fund; Grants</i>		<input type="radio"/>
6.c	<i>Peachtree Industrial Boulevard (from Winters Chapel Road to Lacota apartment complex entrance)</i>	<i>\$2,000,000</i>	<i>Mid Term</i>	<i>Public Works</i>	<i>General fund; Grants</i>		<input type="radio"/>
6.d	<i>Winters Chapel Road (from Peachtree Industrial Boulevard to Peeler Road)</i>	<i>\$1,000,000</i>	<i>Long Term</i>	<i>Public Works; City of Peachtree Corners</i>	<i>General fund; Grants; City of Peachtree Corners</i>		<input type="radio"/>