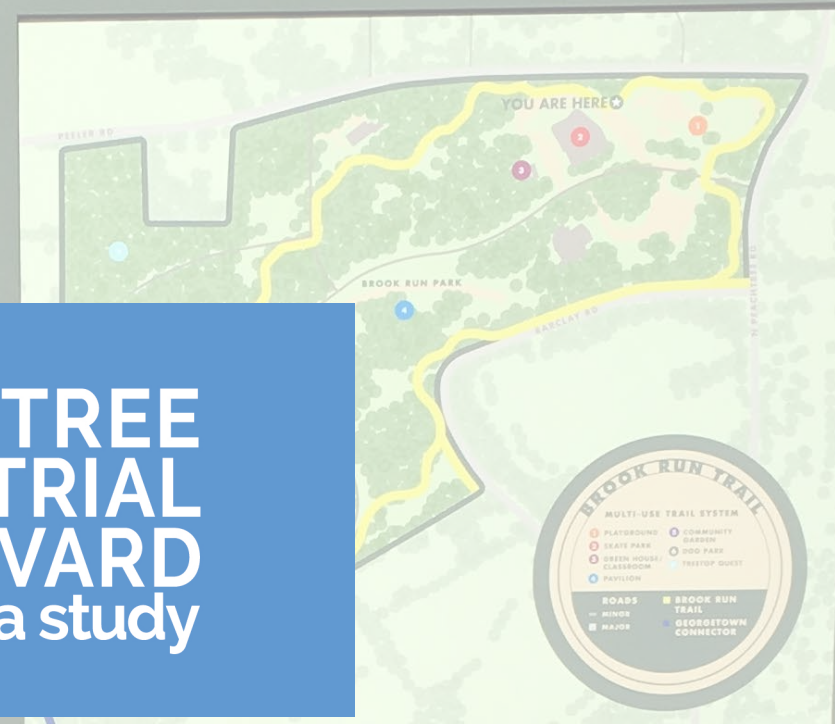


PEACHTREE INDUSTRIAL BOULEVARD small area study



TRAIL ETIQUETTE AND INFORMATION

- BE COURTEOUS TO OTHERS
- PEDESTRIANS HAVE RIGHT-OF-WAY AT ALL TIMES
- TRAIL IS NOT DESIGNED OR INTENDED FOR SPEED TRAINING
- NO MOTORIZED VEHICLES (EXCEPT WHEELCHAIRS)
- SPEED LIMIT: 5 MPH
- ALL BIKE/BLADE RIDERS REQUIRED TO WEAR HELMETS
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- ALCOHOL AND DRUGS PROHIBITED
- OBEY ALL TRAIL SIGNS AND MARKERS
- REPORT MAINTENANCE TO CITY AT 876-382-6700
- REPORT CRIMINAL ACTIVITY TO DUNWOODY POLICE AT 911
- DO NOT BLOCK TRAIL

AGENDA

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

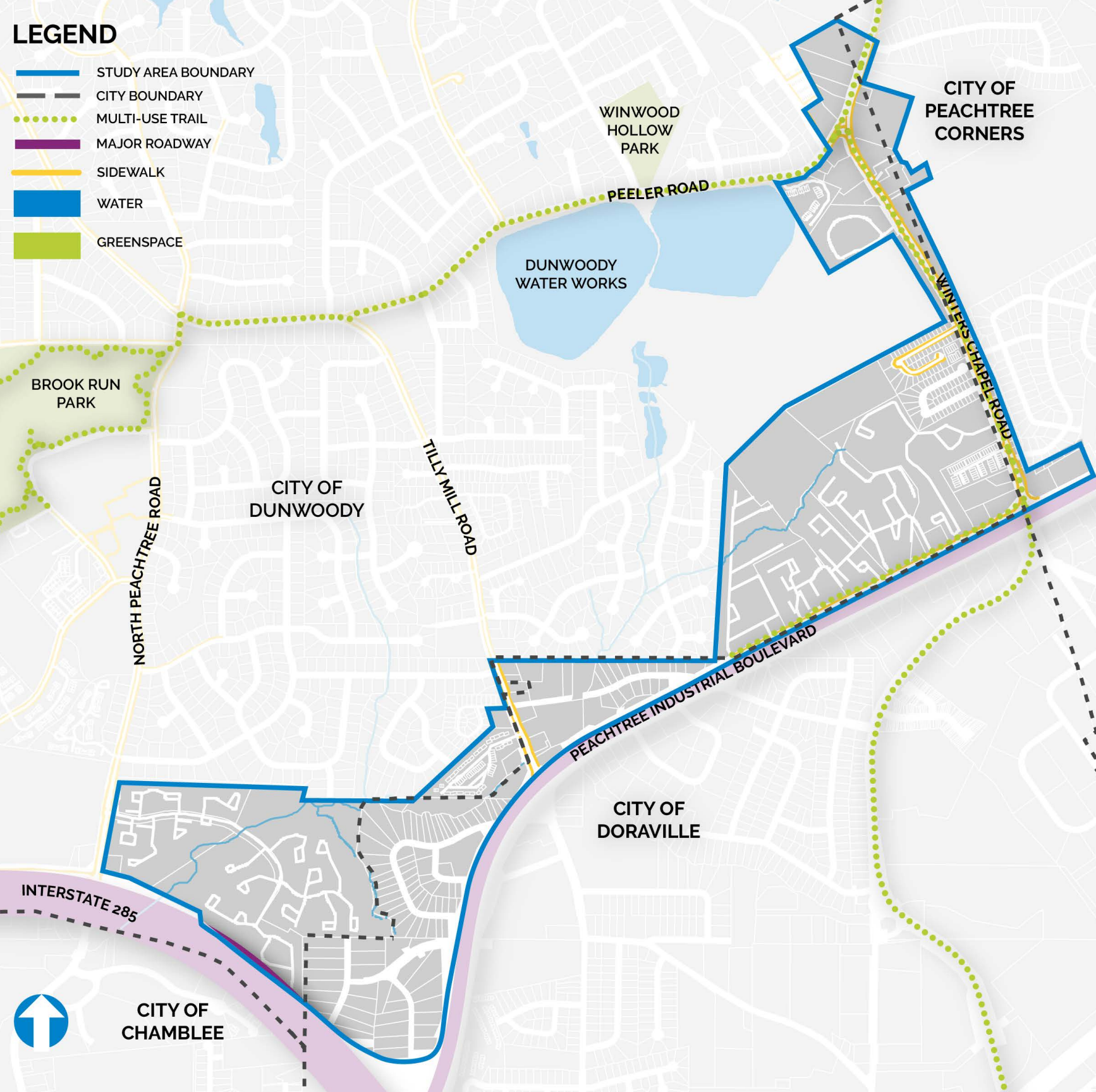
TEAM INTRODUCTION



BleaklyAdvisoryGroup



STUDY AREA



SCOPE



CONDUCT A **MARKET STUDY**



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

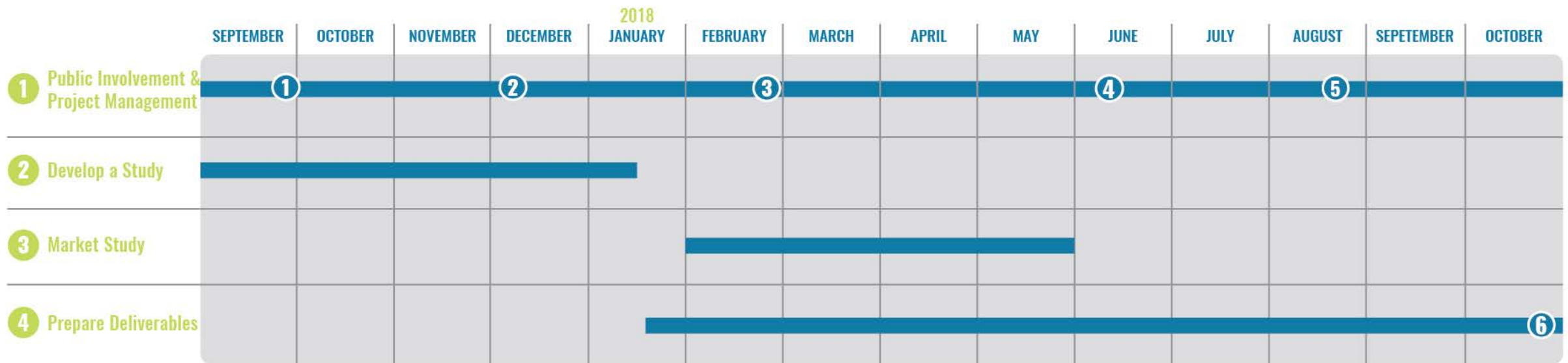


PRODUCE **RECOMMENDATIONS** ON DESIGN,
TRANSPORTATION, AND PUBLIC POLICY, AND A
GUIDING **ACTION PLAN**



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

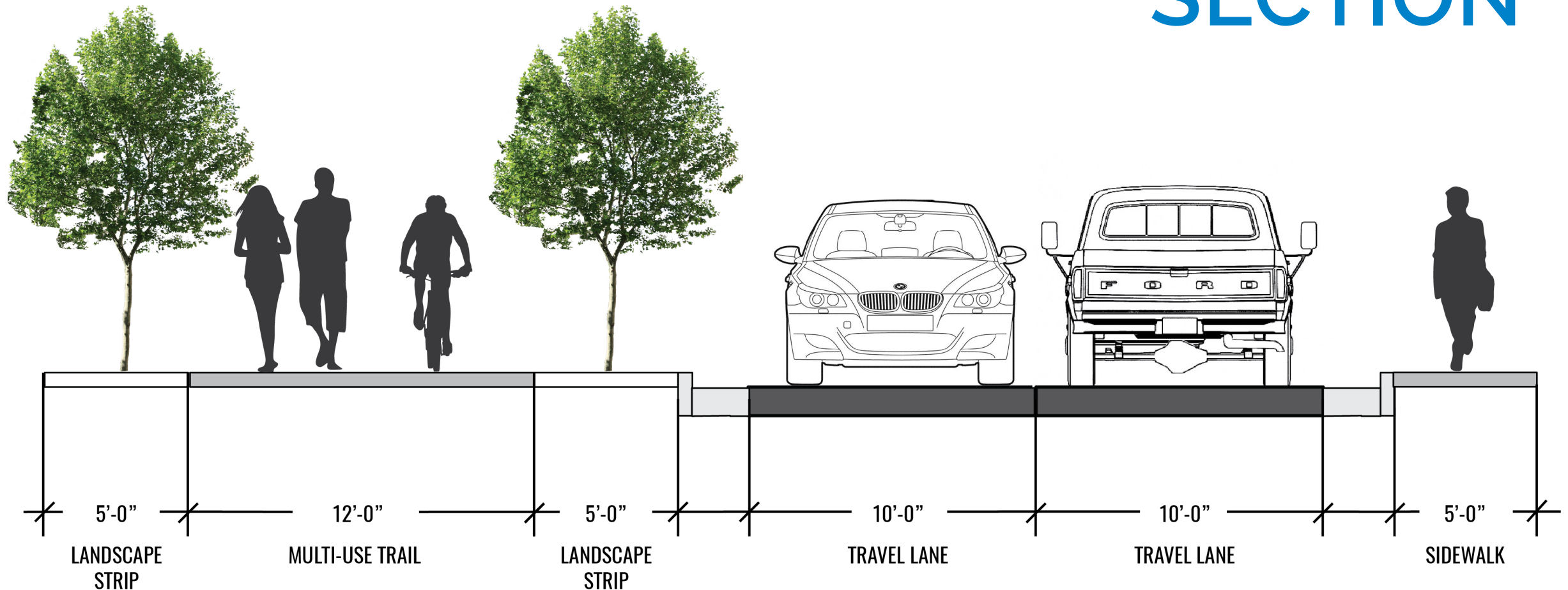
DECEMBER 2017



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

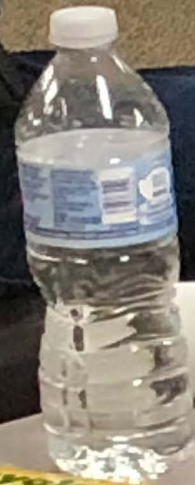
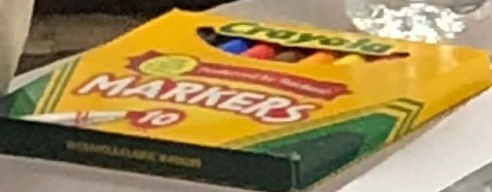
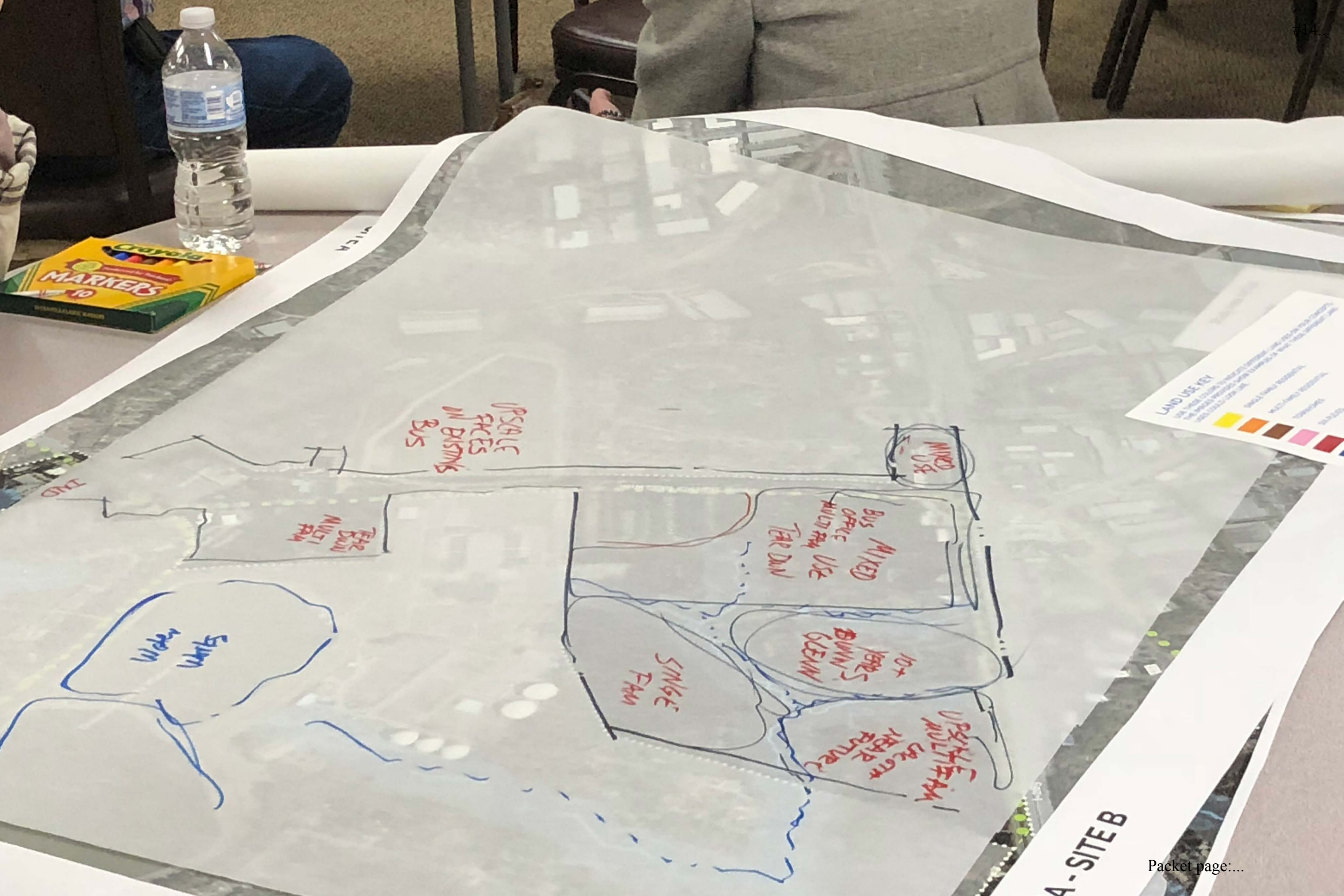
FEEDBACK

- 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

FEBRUARY

2018

*“STARTING
FROM SCRATCH”*



LAND USE KEY

USE THESE COLORS TO IDENTIFY THE LAND USES ON THE MAP. THE COLORS WILL BE USED TO IDENTIFY THE LAND USES ON THE MAP.

Color	Land Use
Yellow	RESIDENTIAL SINGLE-FAMILY
Orange	RESIDENTIAL MEDIUM-DENSITY
Brown	RESIDENTIAL HIGH-DENSITY
Pink	COMMERCIAL
Red	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
- TOWNHOMES ALONG WINTERS CHAPEL RD
- WIDENING WINTERS CHAPEL RD WITH TURN LANE AT PEACHTREE INDUSTRIAL BLVD
- SENIOR HOUSING & SENIOR CENTER
- DUNWOODY GLEN CAN STAY FOR NOW
- FACELIFT OF EXISTING RETAIL, PEELER RD @ WINTERS CHAPEL RD



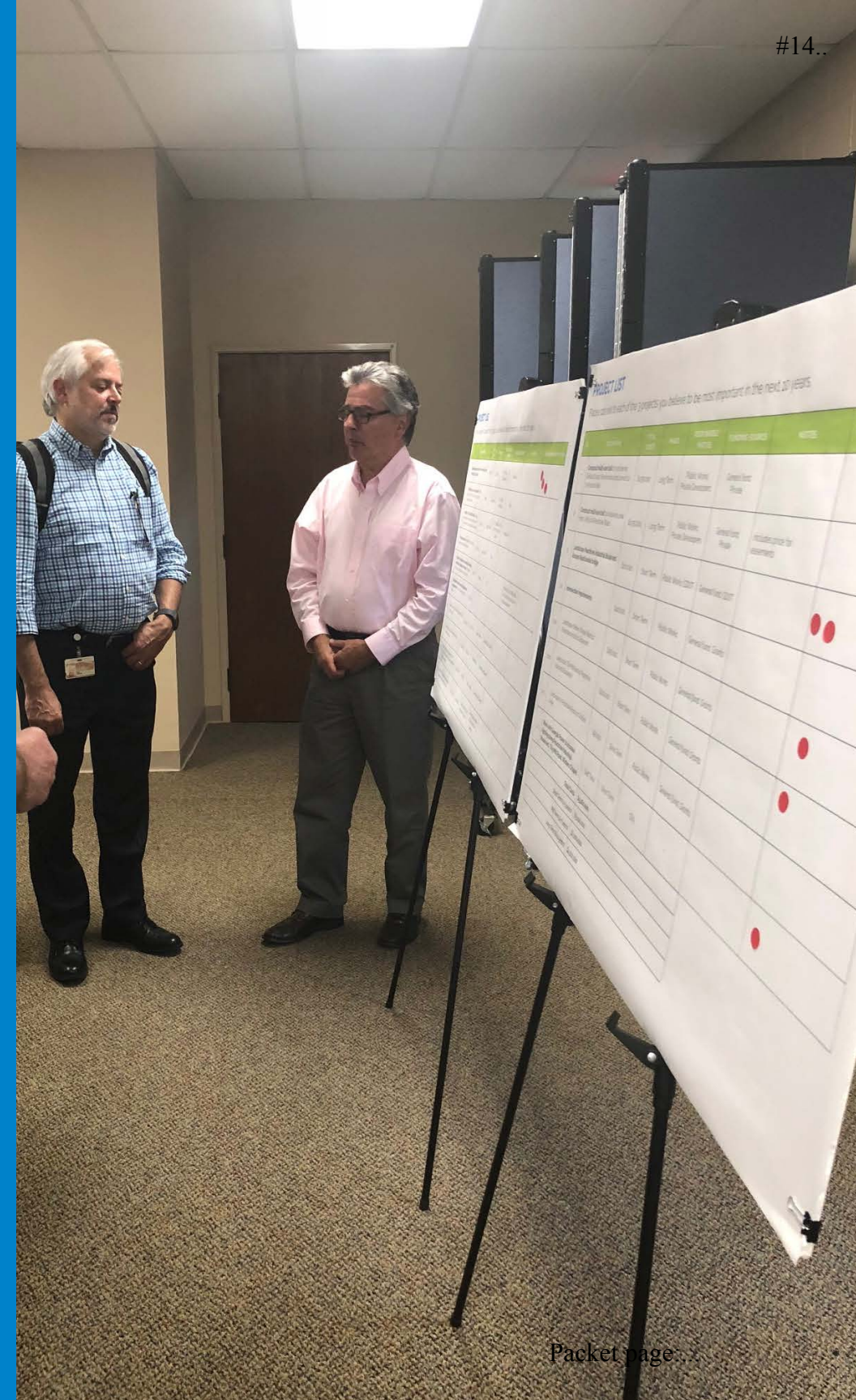
MEETING #3

AUGUST 2018



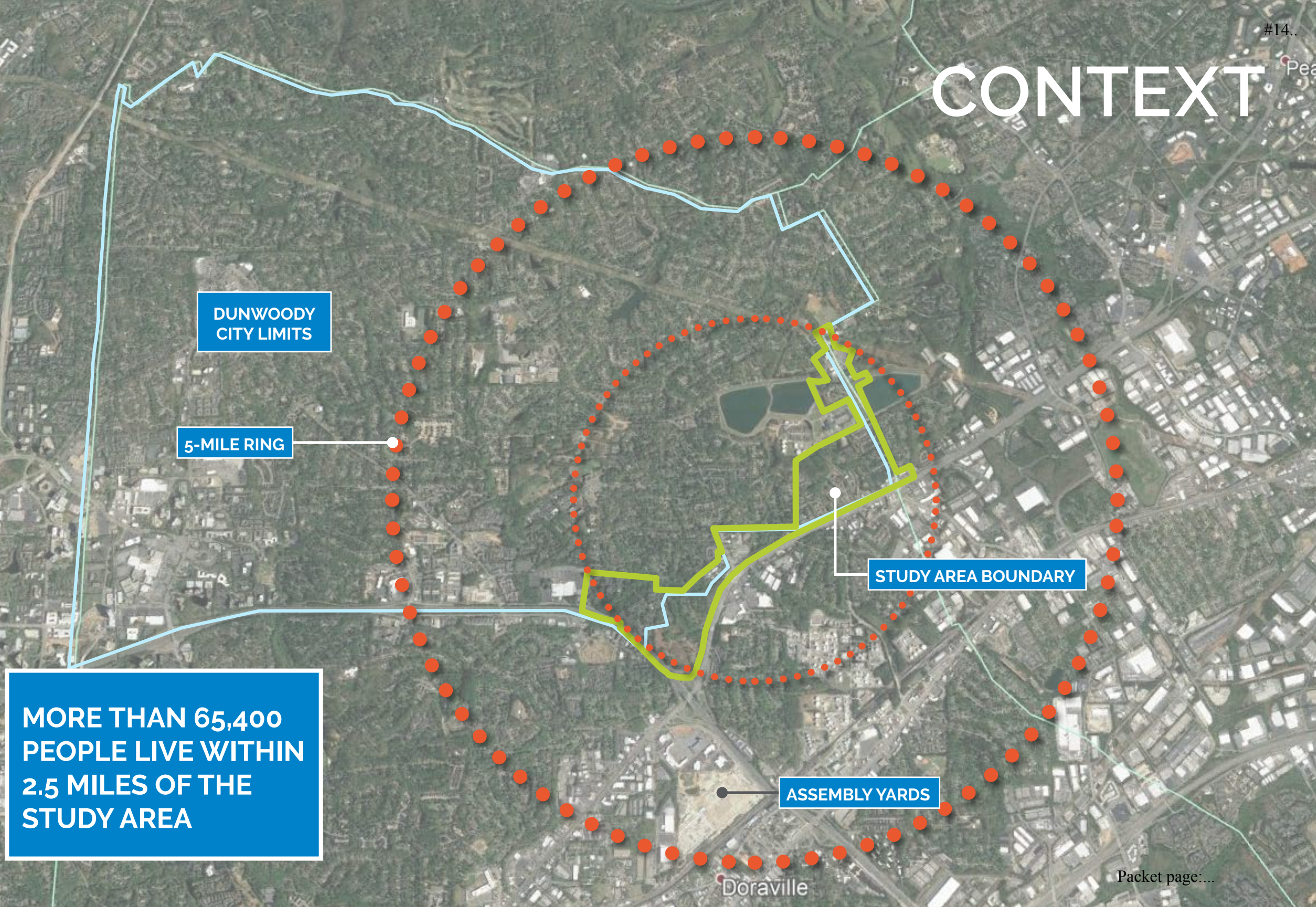
FEEDBACK

- THE CONCLUSION THAT REDEVELOPMENT WOULD NOT HAPPEN WITHIN THE NEXT DECADE WAS MET POSTIVELY BY RESIDENTS AND AFFORDABLE HOUSING SUPPORTERS.
- PROJECTS RECEIVING TOP PRIORITY INCLUDE REDEVELOPING OF PEELER RD AT WINTERS CHAPEL RD AND INCREASING LIGHTING ALONG STREETS AND OTHER PUBLIC AREAS.
- NEED TO INCLUDE CURRENT APARTMENT RESIDENTS IN PUBLIC INPUT AS THIS PLAN IS IMPLEMENTED.



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?

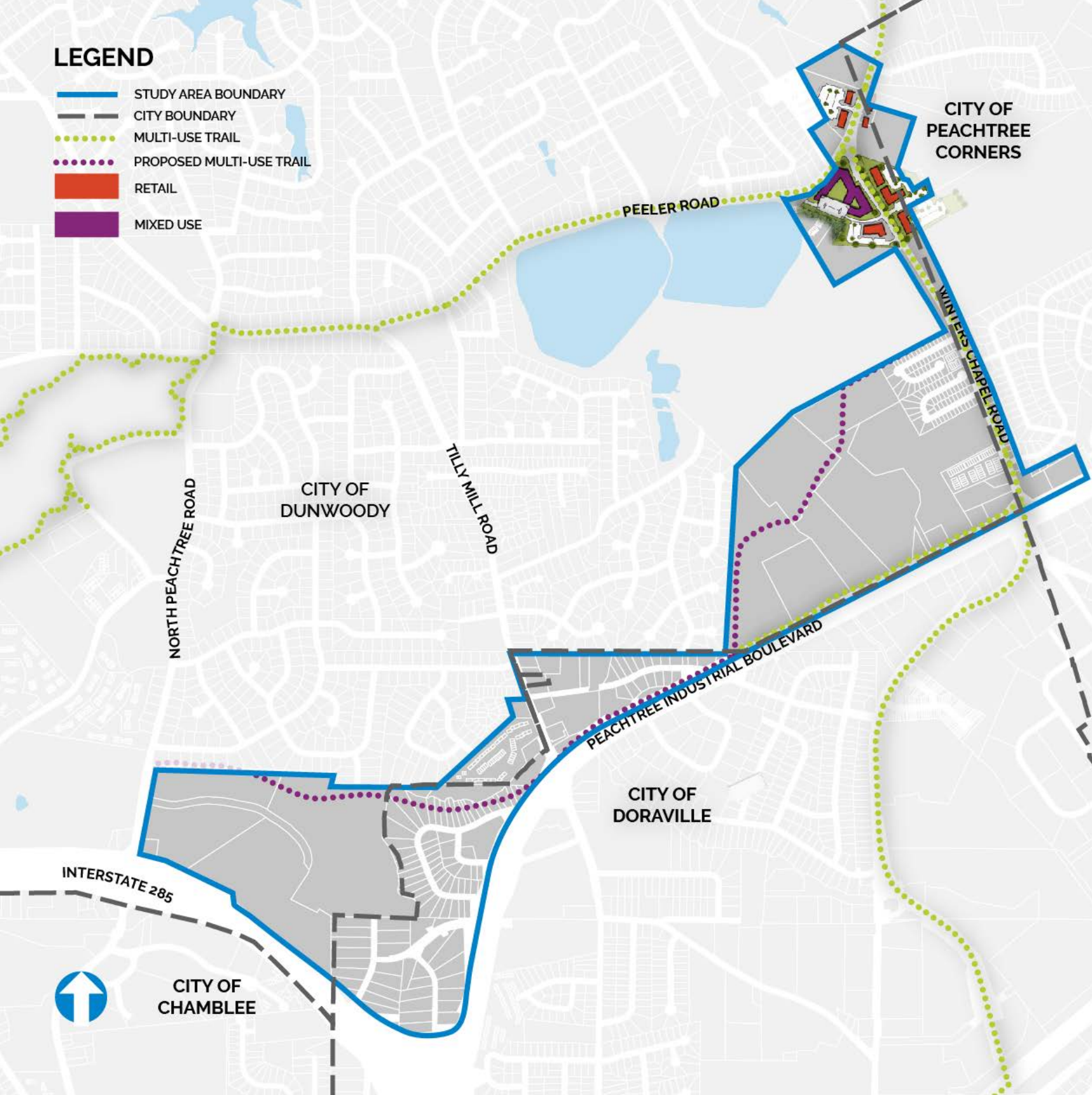
- AS AN OFFICE LOCATION, THE STUDY AREA WOULD BE COMPARABLE TO PROPERTIES IN NEARBY NORCROSS AND PEACHTREE CORNERS, WHERE DENSITIES AND RENTS ARE NOT SUFFICIENT TO SUPPORT HIGHER SITE DEVELOPMENT COSTS.
- TO ACQUIRE ALL THE APARTMENT COMPLEXES IN THE AREA FOR REDEVELOPMENT IS COSTLY - **\$208 MILLION** 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

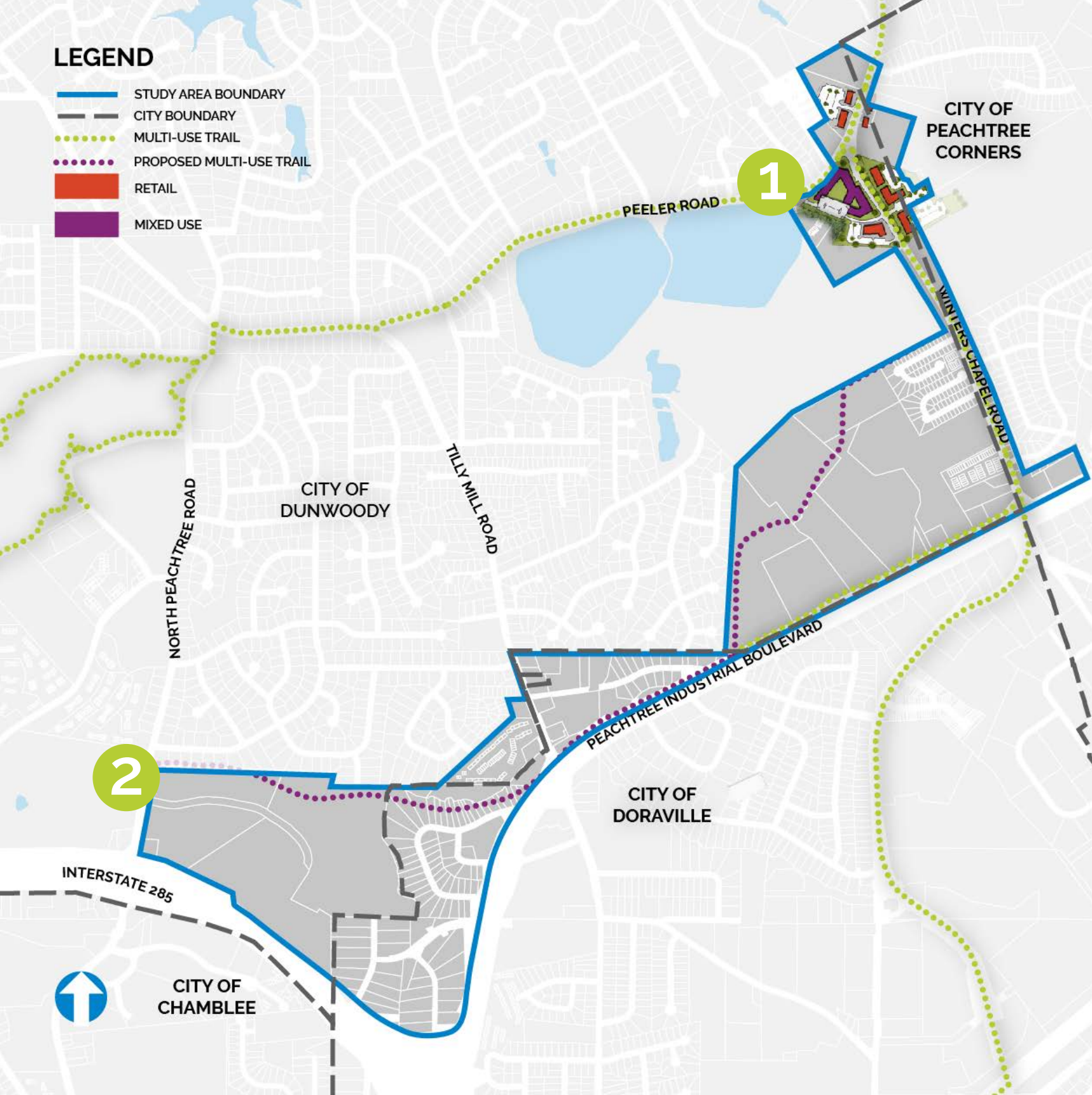
- CREATE A FRAMEWORK FOR FUTURE DEVELOPMENT IF/WHEN IT COMES
- KEEP EXISTING AND FUTURE HOUSING IN THAT AREA AFFORDABLE TO MEDIUM - TO LOWER- INCOME RESIDENTS
- IMPROVE PEDESTRIAN SAFETY ALONG PEACHTREE INDUSTRIAL BOULEVARD
- SUPPLEMENT THE PLANNED TRAIL SYSTEM WITH MORE GREENWAY TRAILS

FRAMEWORK PLAN



LEGEND

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



PROJECTS

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

1

PEELER ROAD @ WINTERS CHAPEL ROAD

ALTERNATIVE A

158 MULTIFAMILY
UNITS

140,100 SF RETAIL

774 PARKING
SPACES

WINTERS CHAPEL ROAD @ PEELER ROAD

ALTERNATIVE B

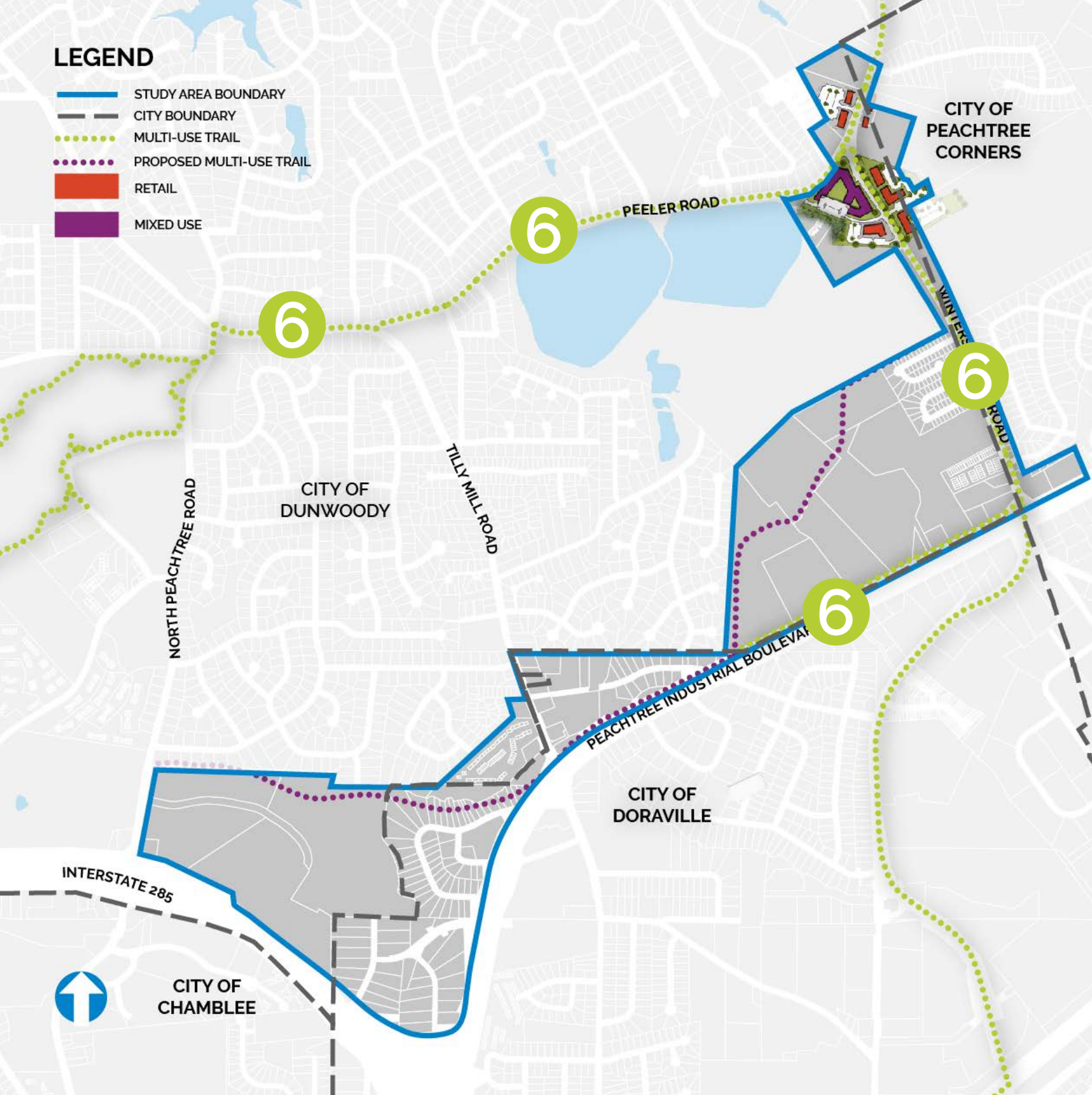
94,500 SF RETAIL

541 PARKING
SPACES



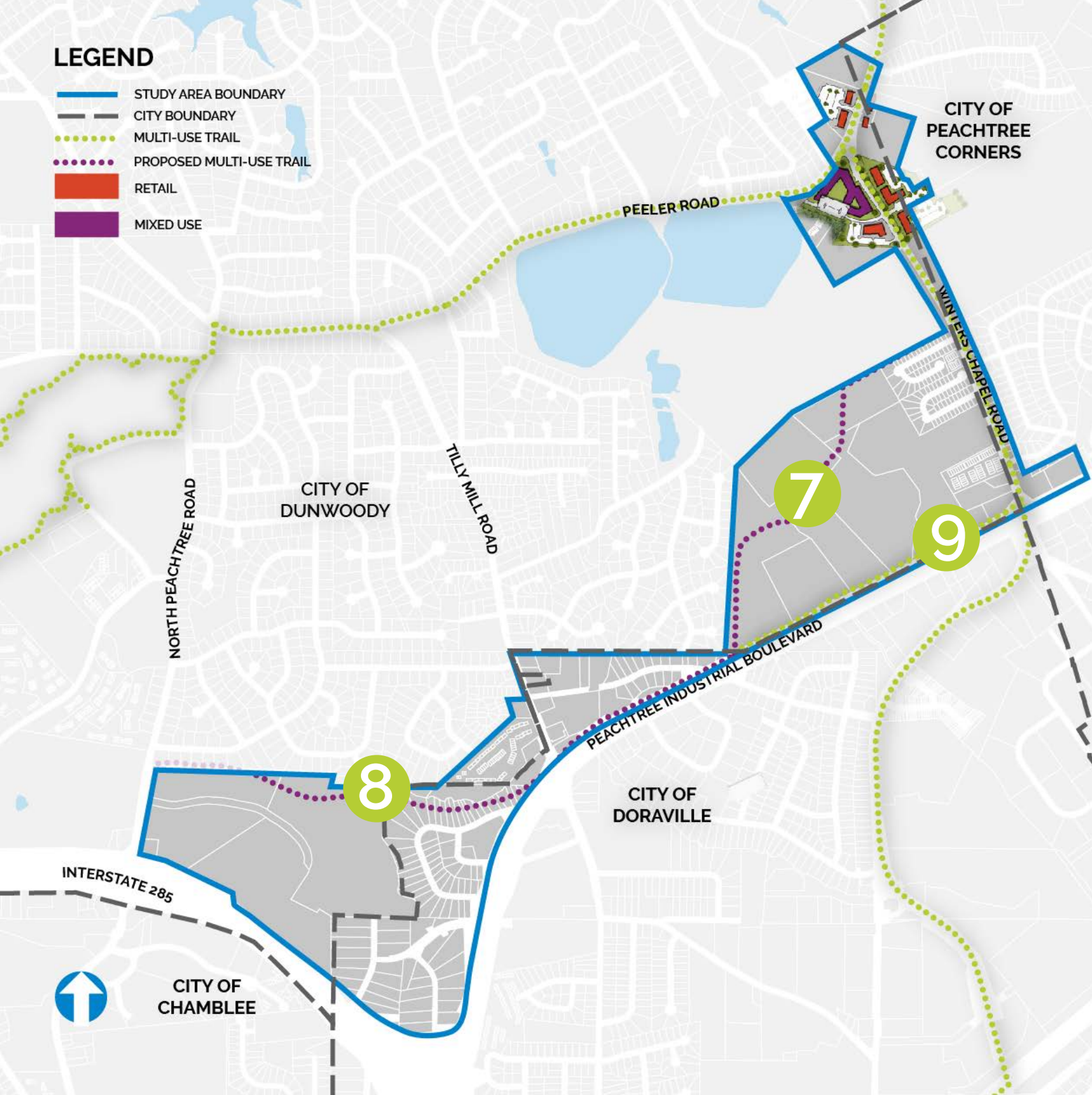
PROJECTS

- 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
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-  PROPOSED MULTI-USE TRAIL
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-  MIXED USE

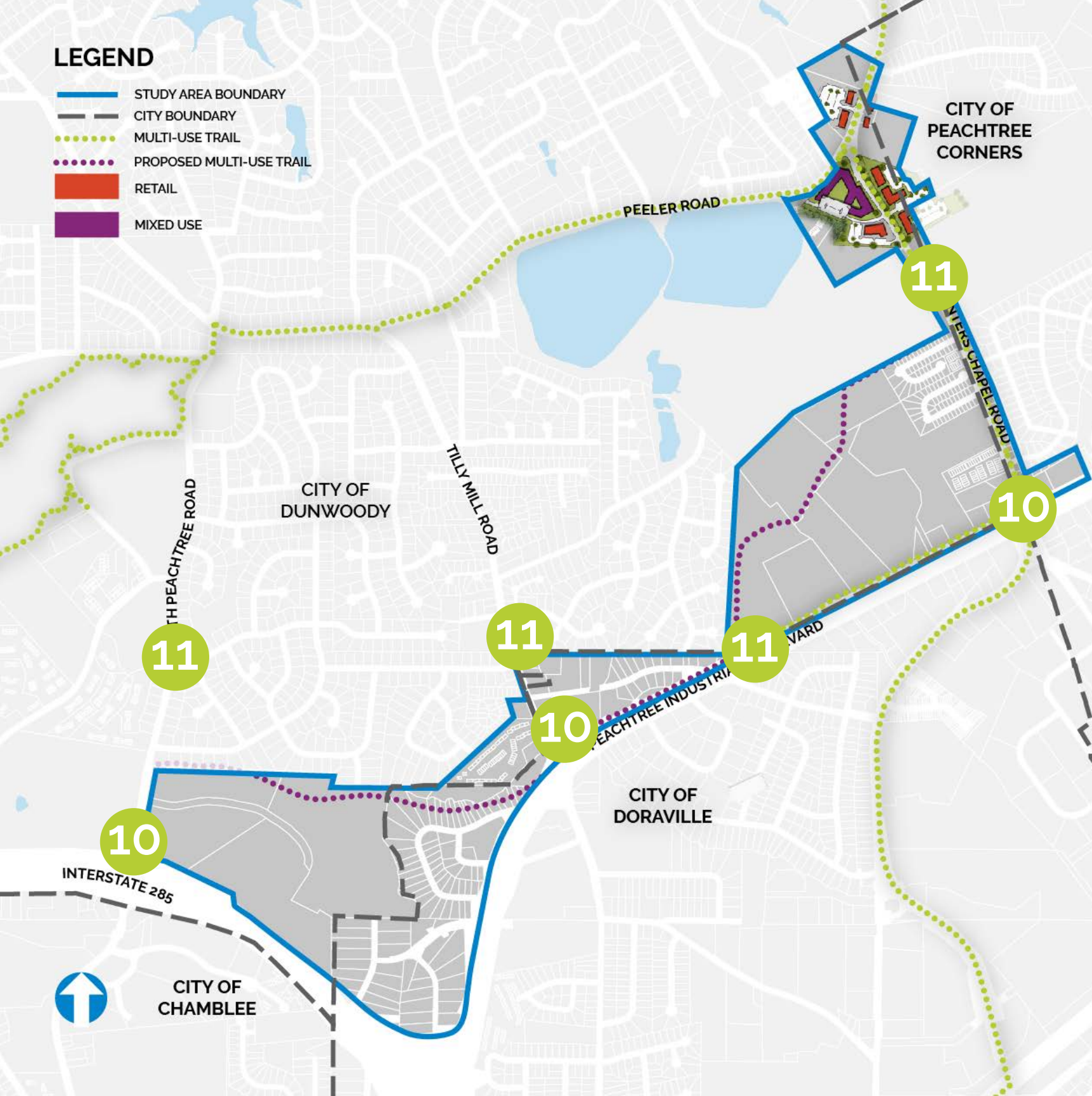


PROJECTS

- 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

PROJECTS

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



INTERSECTION IMPROVEMENT EXAMPLES

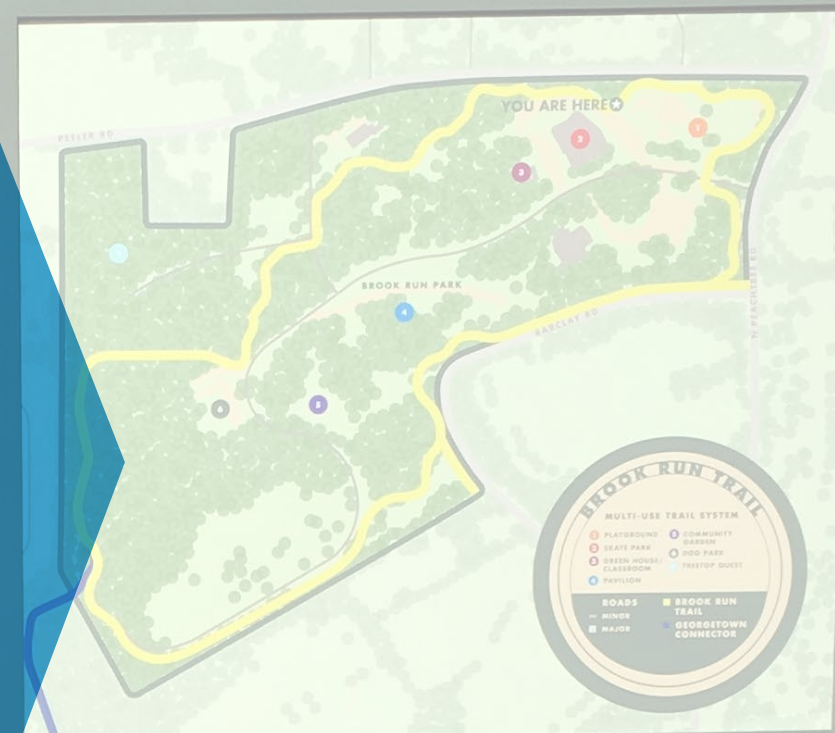


INTERSECTION IMPROVEMENT EXAMPLES



THANK YOU!

ANY QUESTIONS?



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