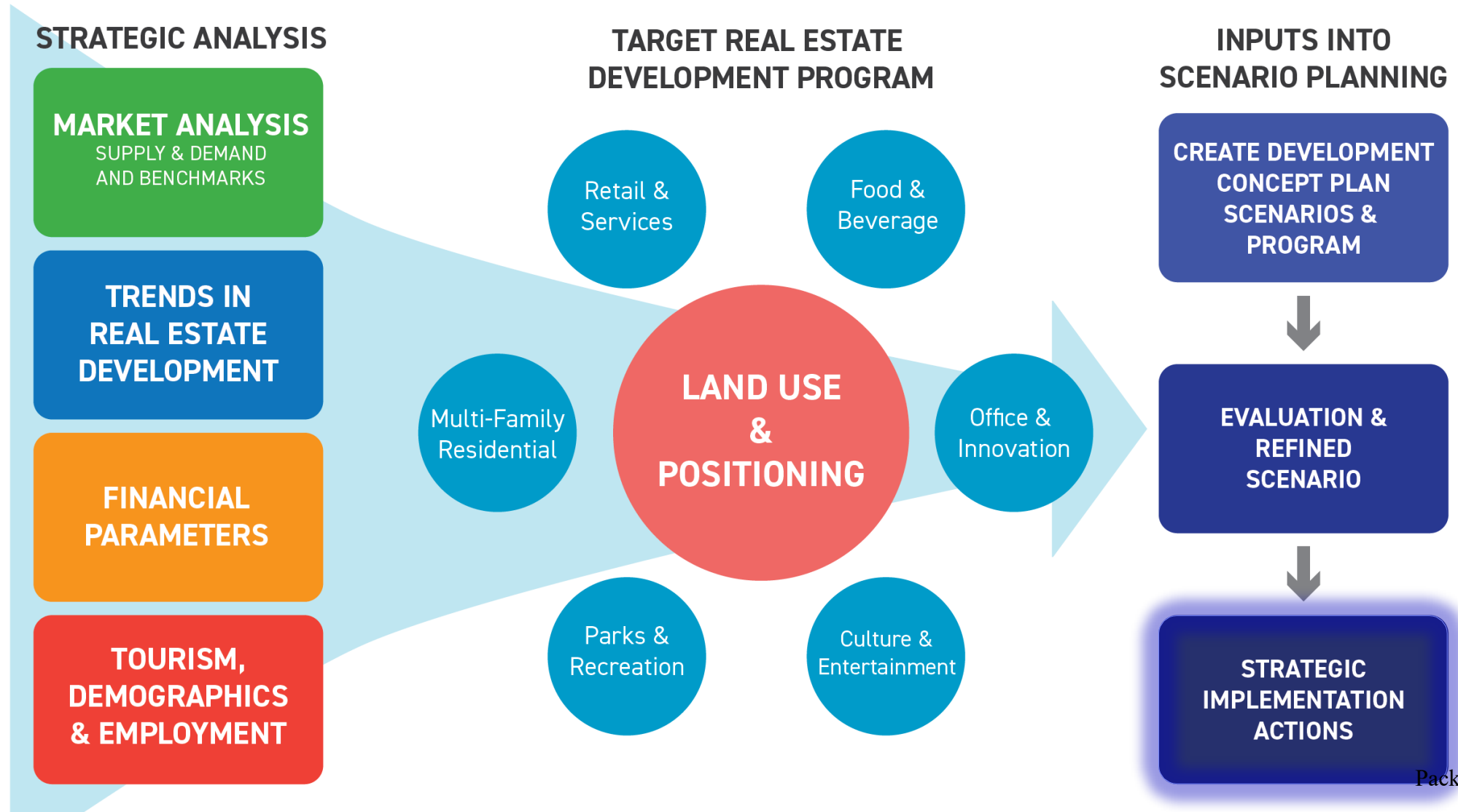


EDGE CITY 2.0

Dunwoody City Council Briefing
Monday, January 23, 2023 | 6:00 PM

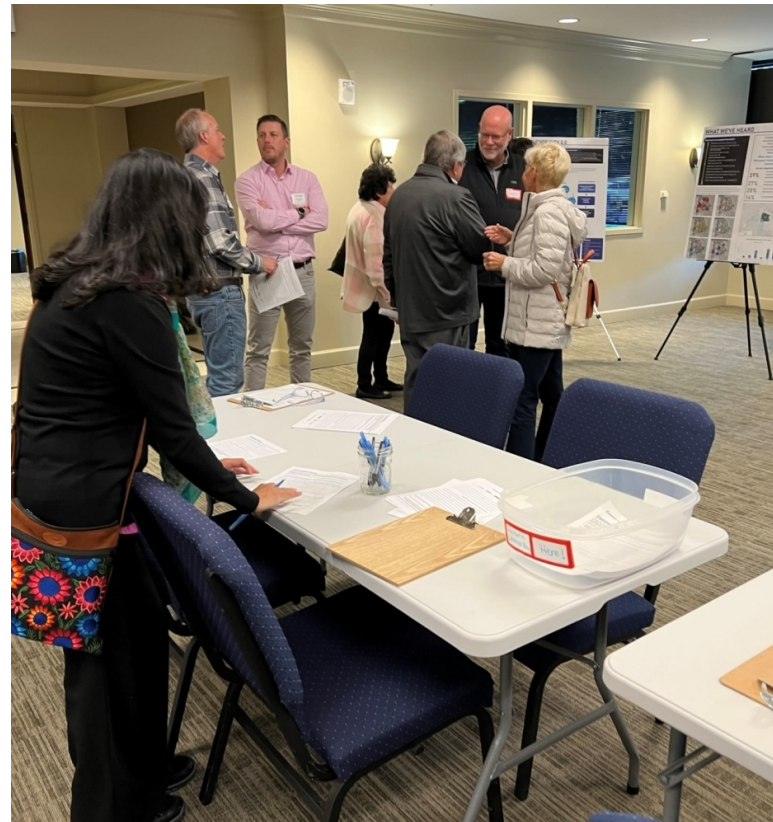


WHERE WE ARE



Open House & Online Engagement

OCTOBER 20, 2022

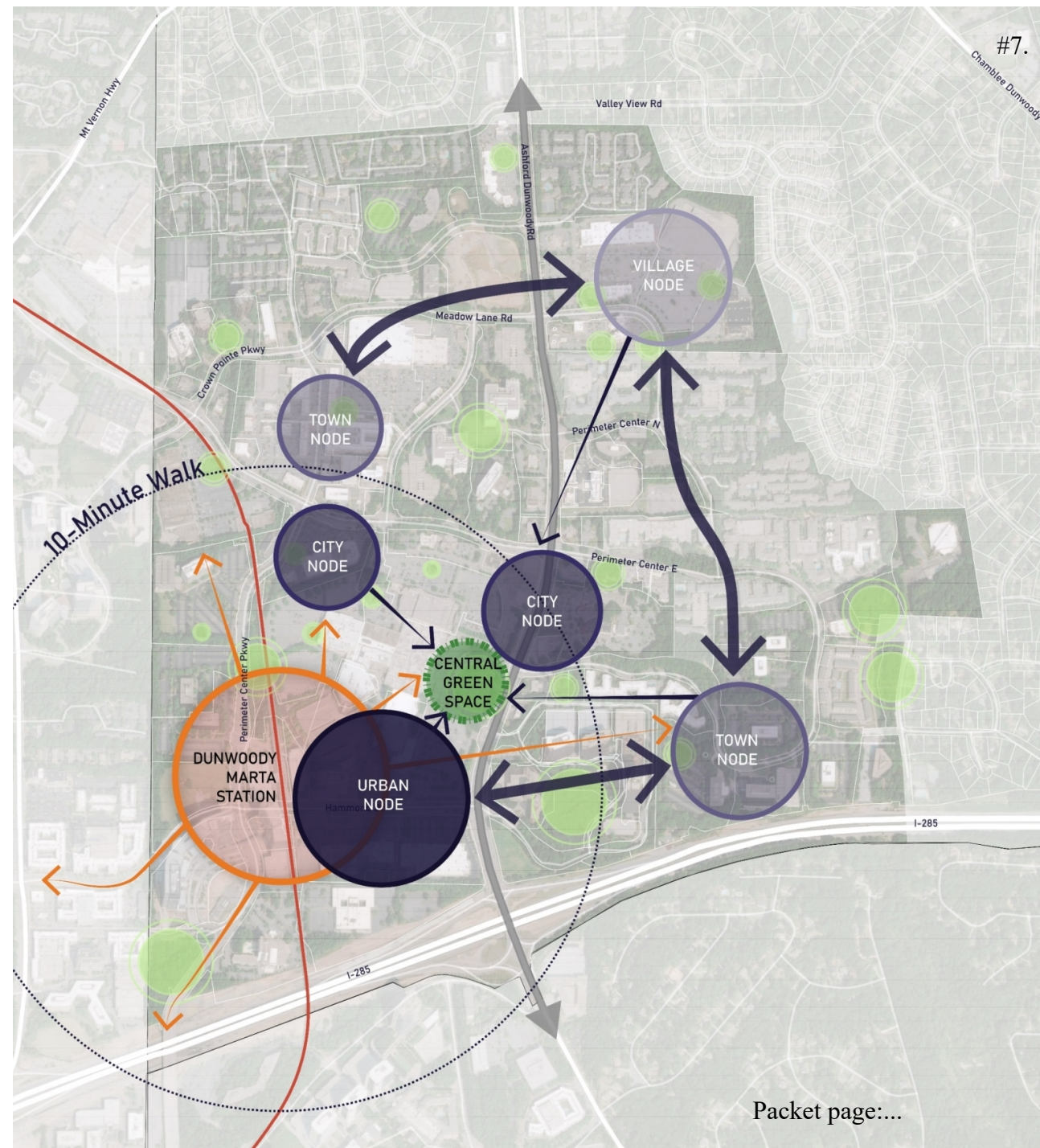


Final Engagement Takeaways

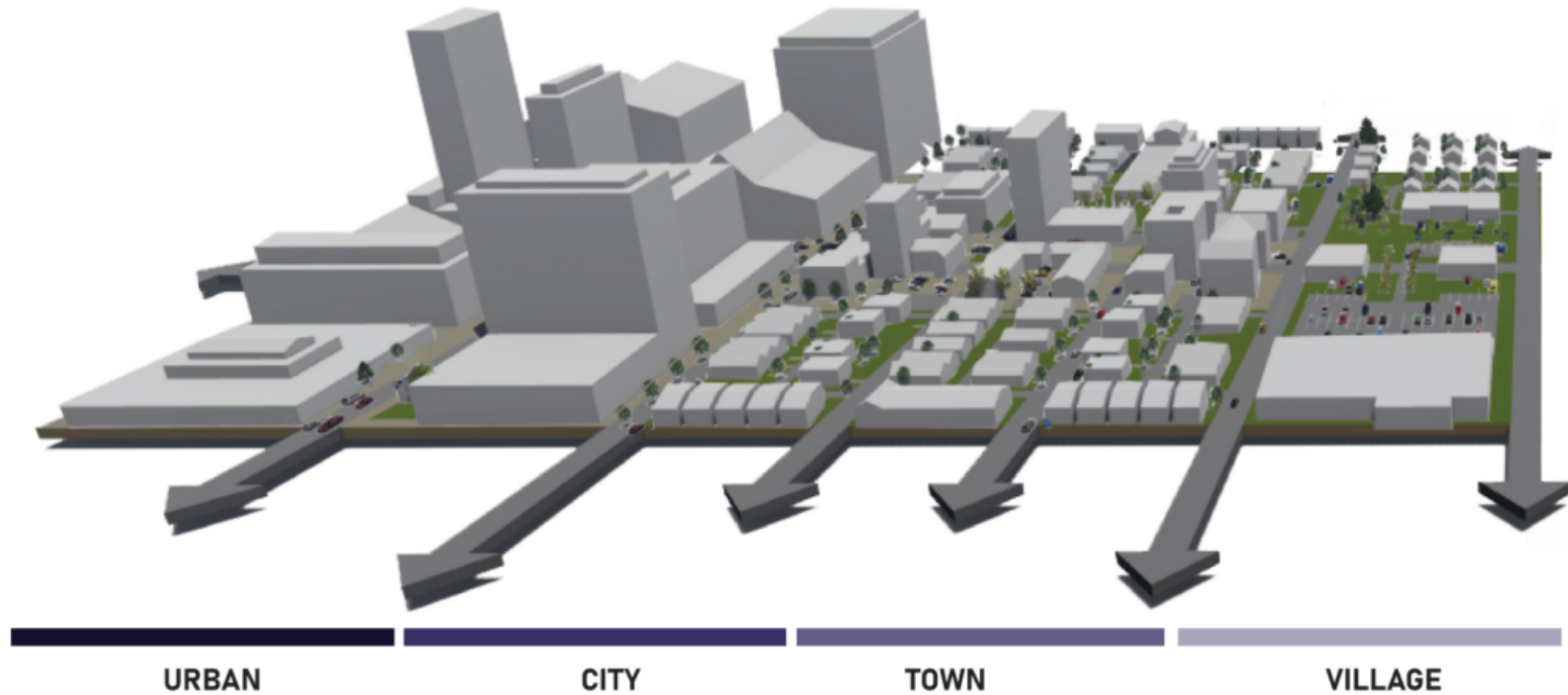
- Most community members were **supportive of** the Edge City 2.0 **nodes** and their locations throughout the study area.
- A couple of participants suggested that more **single-family housing** (both attached and detached products) should be accommodated within the village, town, and city nodes. The comments also indicate the participants prefer ownership over **rental products**.
- The three **catalytic project** opportunities were **well-received**. A couple of participants specifically referenced that **greenspace** will be a **great benefit for pets**. Two commenters cited a need for benches to be incorporated in greenspaces and along walkways.
- Community members are excited about the Edge City 2.0 scenario and its potential to create more opportunities to travel using alternative modes (walking, biking, or taking transit). Participants expressed a **desire for connectivity** between the **small greenspaces** found throughout the study area.

EDGE CITY 2.0

- Higher intensity **development focused near the Dunwoody MARTA station** with lower intensity development in the northern and eastern portions of the study area
- Consistent with the proposed **development program**
- Aligned with **stakeholder preference**



DEVELOPMENT SCALE

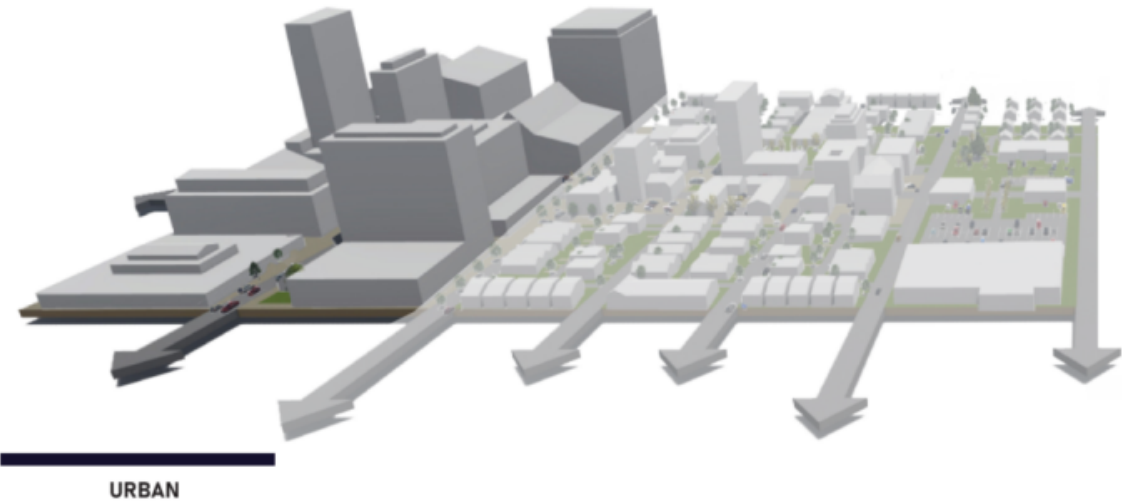


URBAN NODE



Residential Mix

Stacked Flats
Apartments
Condos

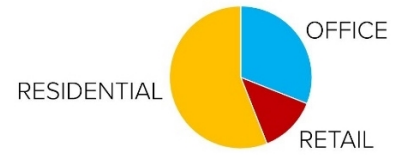


10+ Stories



CITY NODE

Development Mix



Residential Mix

Townhomes
Stacked Flats
Condos
Age-Restricted Units

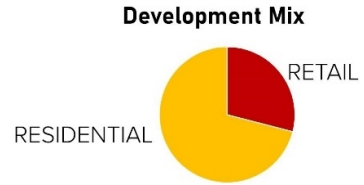


CITY

5-8 Stories

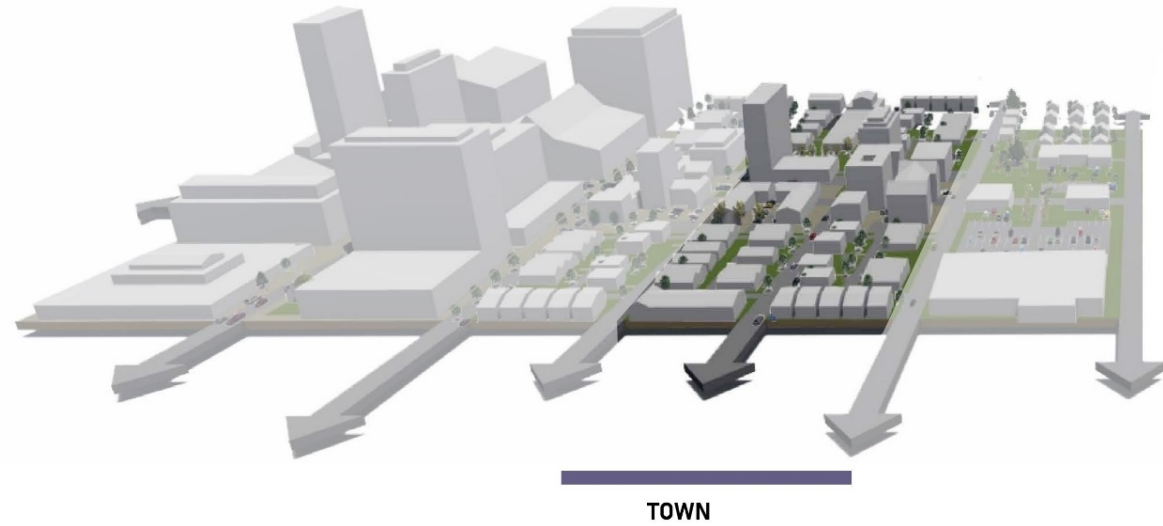


TOWN NODE



Residential Mix

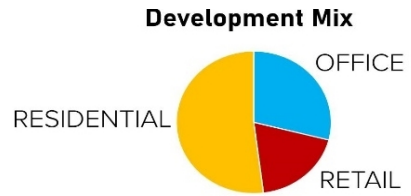
Townhomes
Age-Restricted Units
Compact Detached
Cluster Homes
Urban Bungalows



2-6 Stories

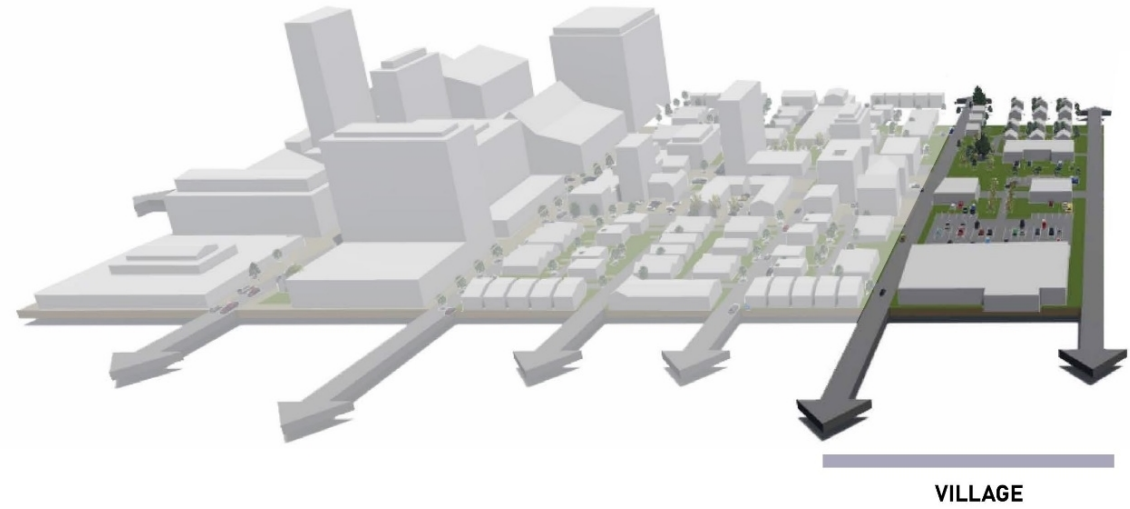


VILLAGE NODE



Residential Mix

Townhomes
Compact Detached
Cluster Homes
Stacked Flats
Age-Restricted Unites



2-3 Stories

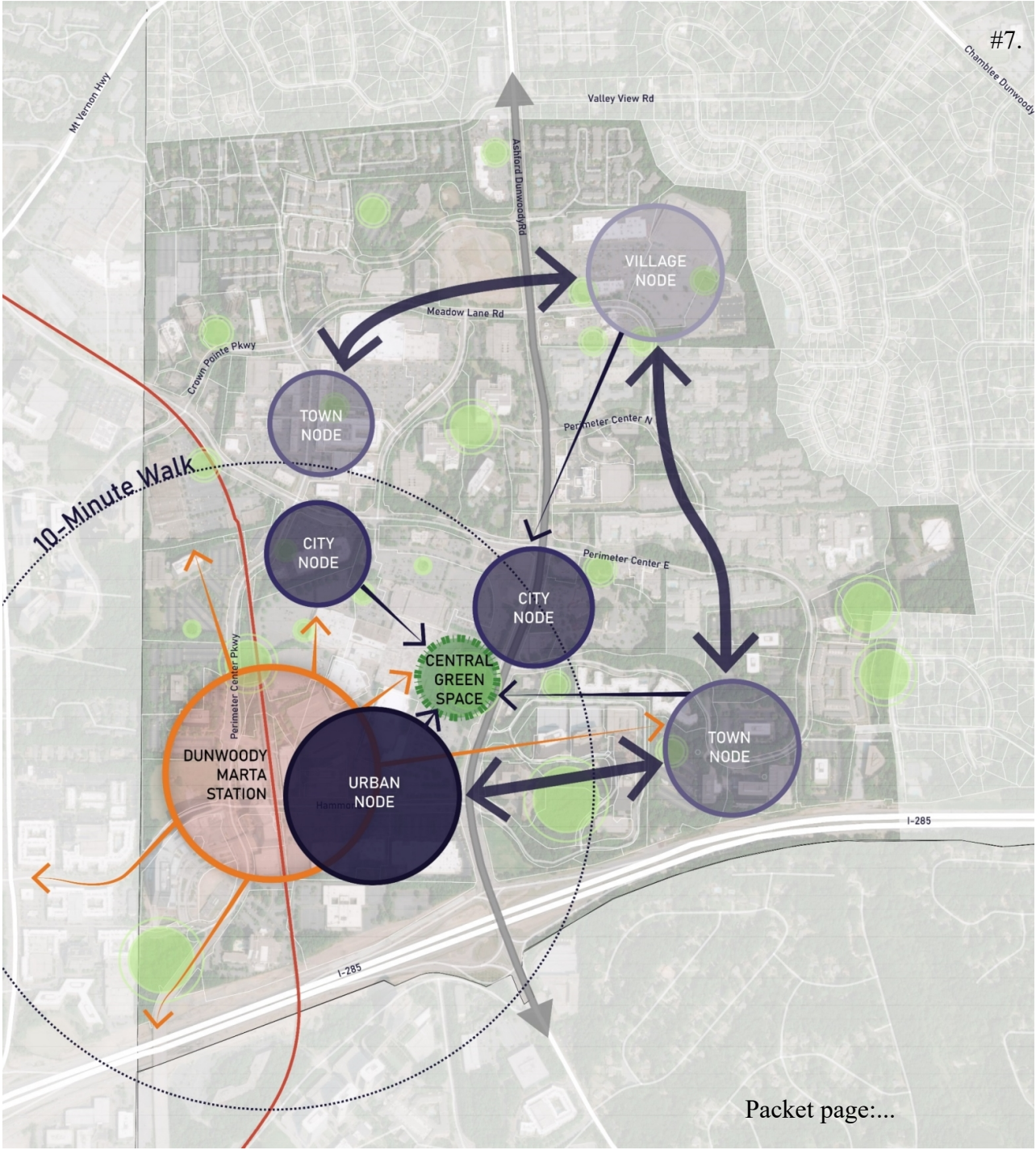


EDGE CITY 2.0

Population



Jobs

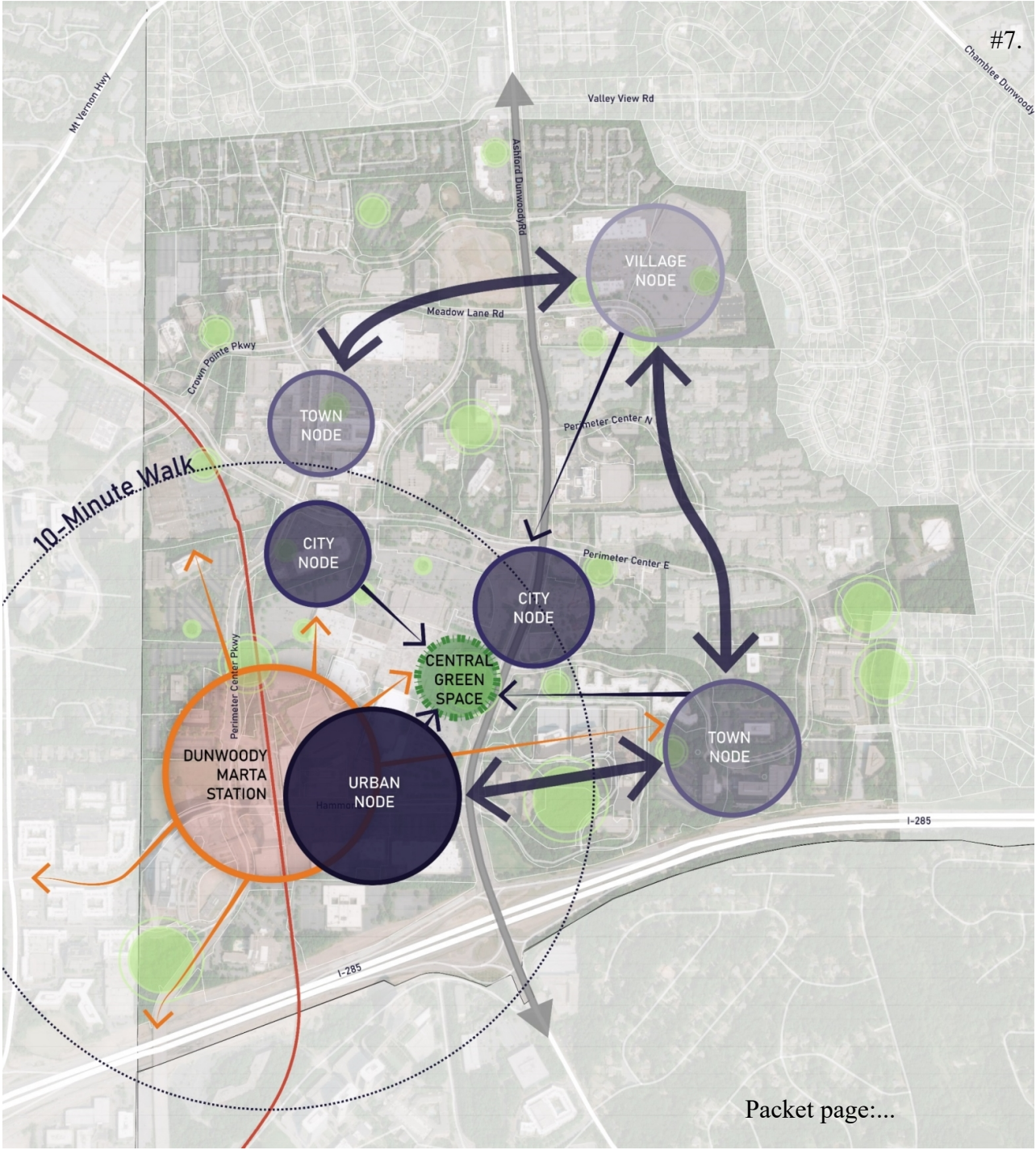


EDGE CITY 2.0

Building Area: Office



Building Area: Retail

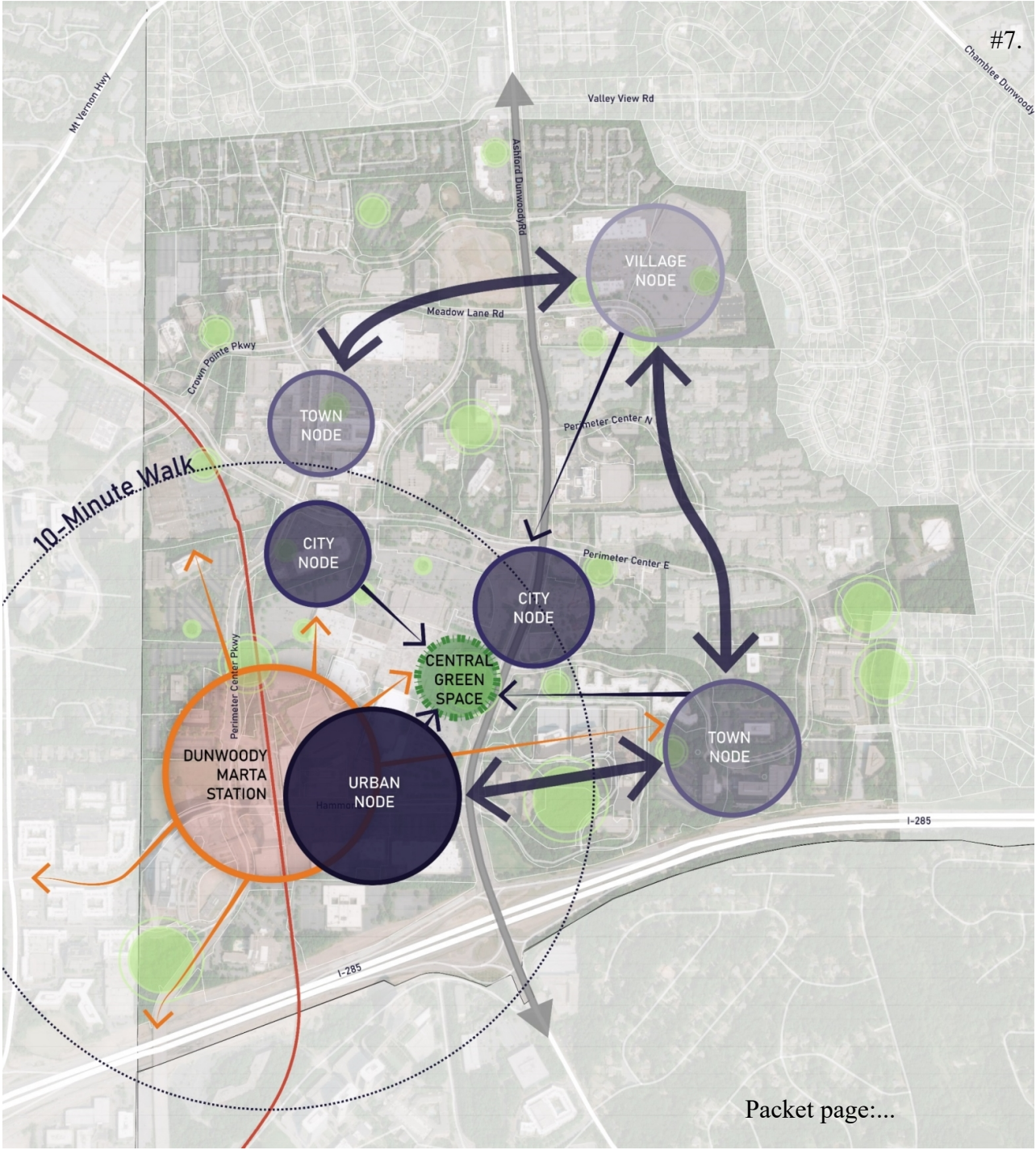


EDGE CITY 2.0

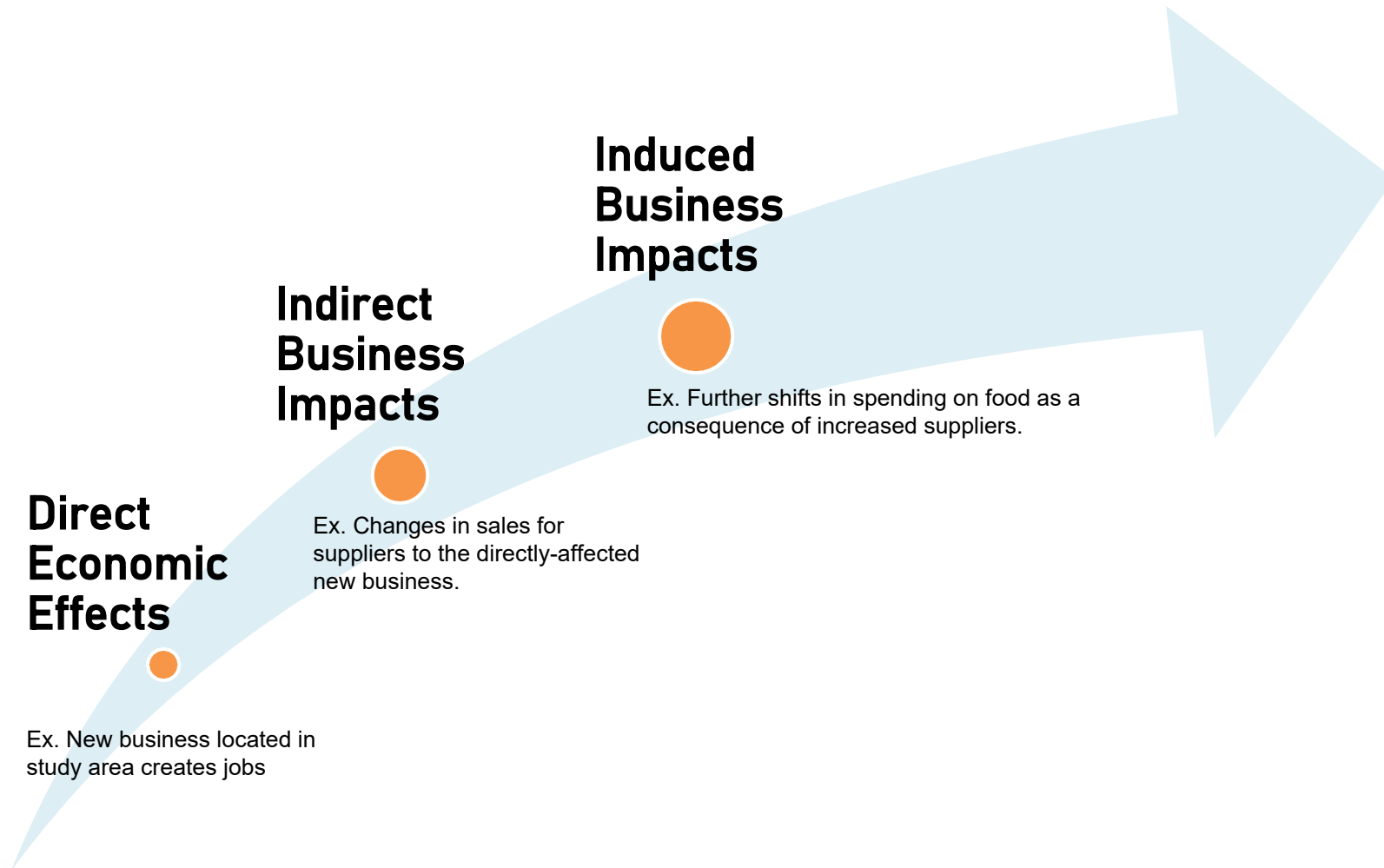
Housing Units



Housing by Type



HOW ECONOMIC IMPACTS OCCUR



TYPES OF ECONOMIC IMPACTS

TYPE	DEFINITION
Jobs	The total number of new jobs created.
Personal Income (including Wages)	The increased pay levels and/or additional workers hired resulting from a growth in business revenue.
Property Values	Increased property values reflecting the generated income and wealth.
Value Added (or Gross Regional Product)	The sum of wage income and corporate profit generated in the study area. (Some corporate profit may go elsewhere).
Business Output	The gross level of business revenue, which pays for the costs of material and labor, as well as generating net business income (profits).

ECONOMIC IMPACT ESTIMATES

at Build-Out Annual (\$2022)



DIRECT EMPLOYMENT
9,792 JOBS



RETAIL SALES TAX (STATE) \$4.4 Million
RETAIL SALES TAX (COUNTY) \$3.3 Million



PROPERTY VALUE CREATED \$1.8 Billion
(at full build-out)



HOTEL/MOTEL EXCISE TAX \$2 Million



CONSTRUCTION YEARS CREATED: 23,875
(Equal to 1,194 Full-time Jobs for 20 years)



ANNUAL PROPERTY TAX GENERATED \$5.6
Million
(at full build out)

ECONOMIC IMPACT ESTIMATES

at Build-Out Annual (\$2022)

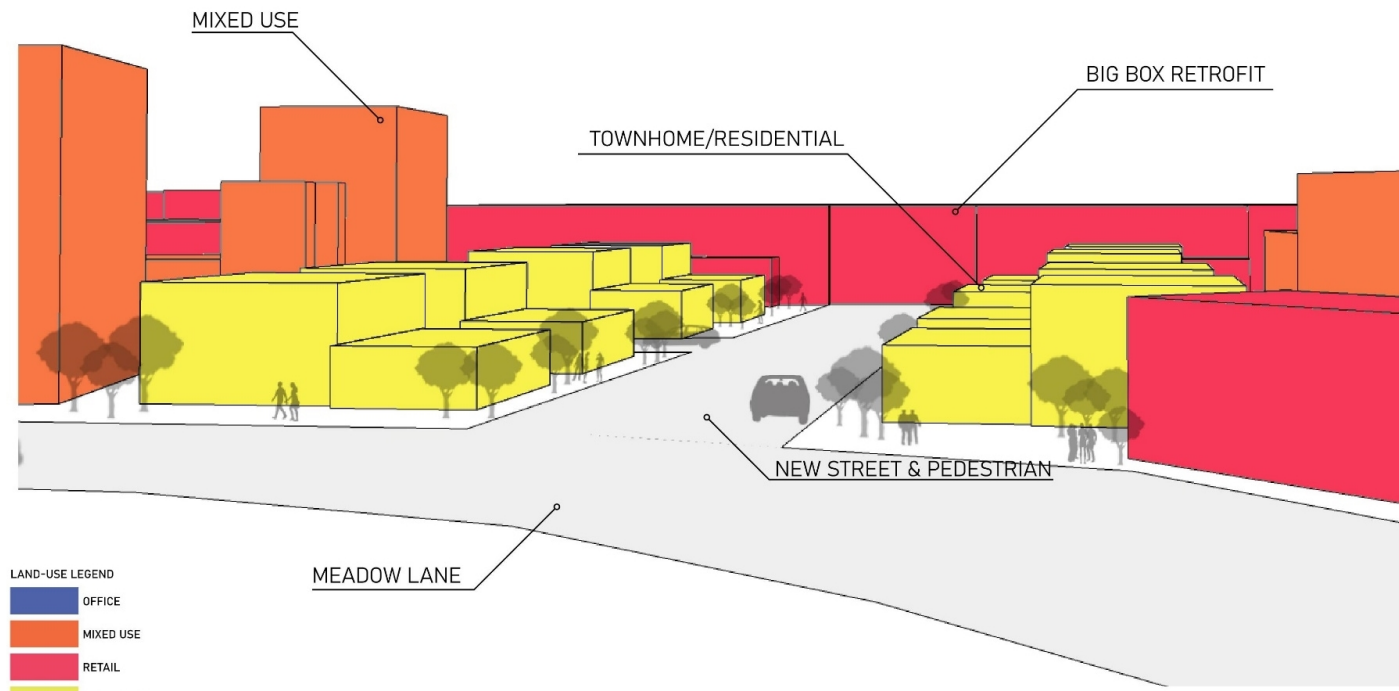
Top 5 industries to experience positive financial impact.

Industry	Annual Impact Output <i>Full Build-Out</i>
Retail - Food and beverage stores	\$55,457,093
Other real estate	\$32,091,598
Hotels and motels, including casino hotels	\$24,094,708
Employment services	\$9,842,084
Management of companies and enterprises	\$9,533,391

CATALYTIC PROJECTS + INITIATIVES

REDEVELOPMENT FACILITATION

- Retrofit Big Box Parcels
- Leverage existing infrastructure and available land to create palatable density and walkable spaces



PERIMETER VILLAGE CONCEPT

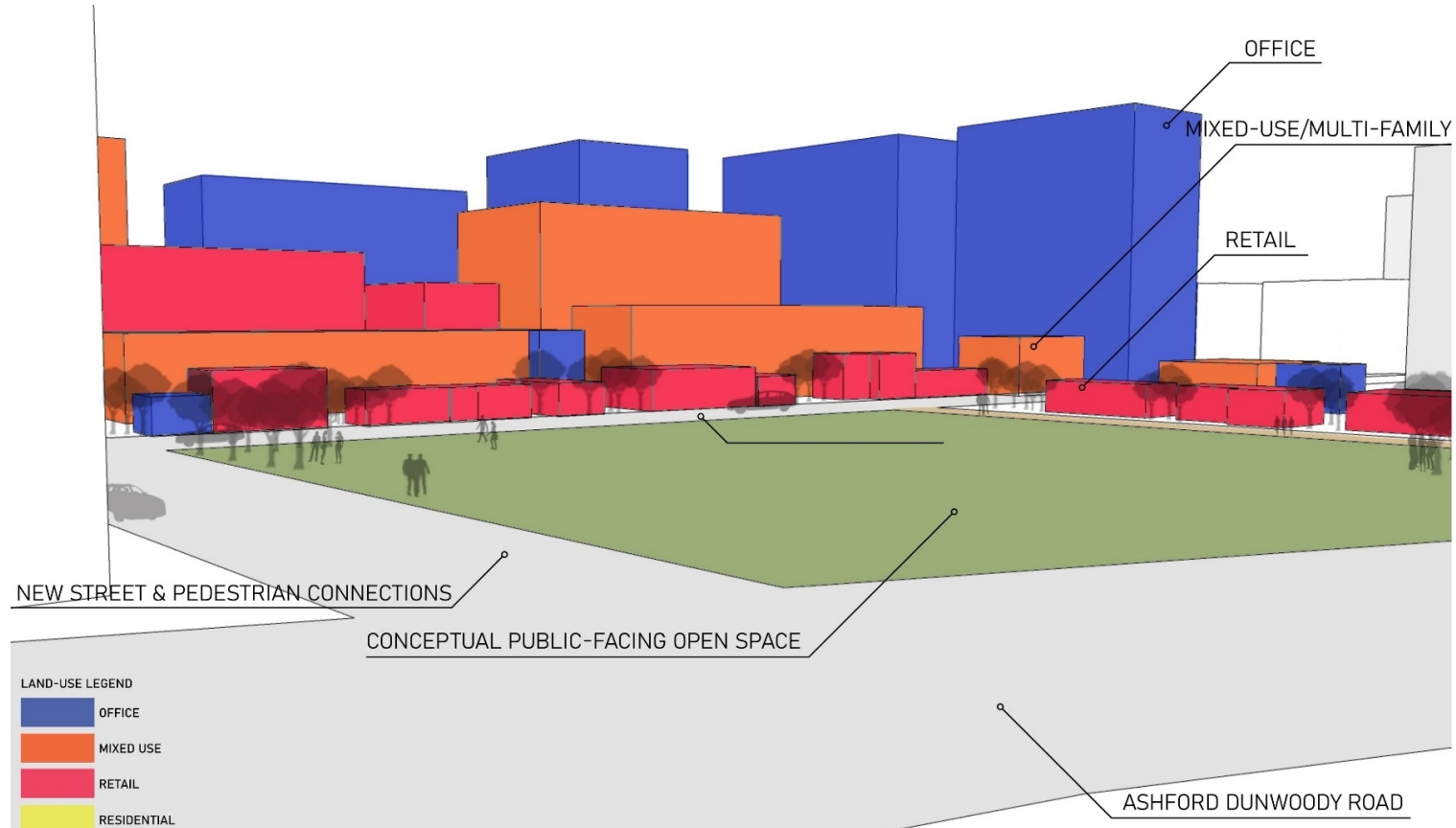


PRIORITIZE NEW OPEN SPACE

- **Central, programmed greenspace** in walking distance to MARTA and higher density development
- **Pockets of greenspace** in surrounding neighborhoods
- Provides elevated **quality of life**, promoting health, wellness, and overall connectivity

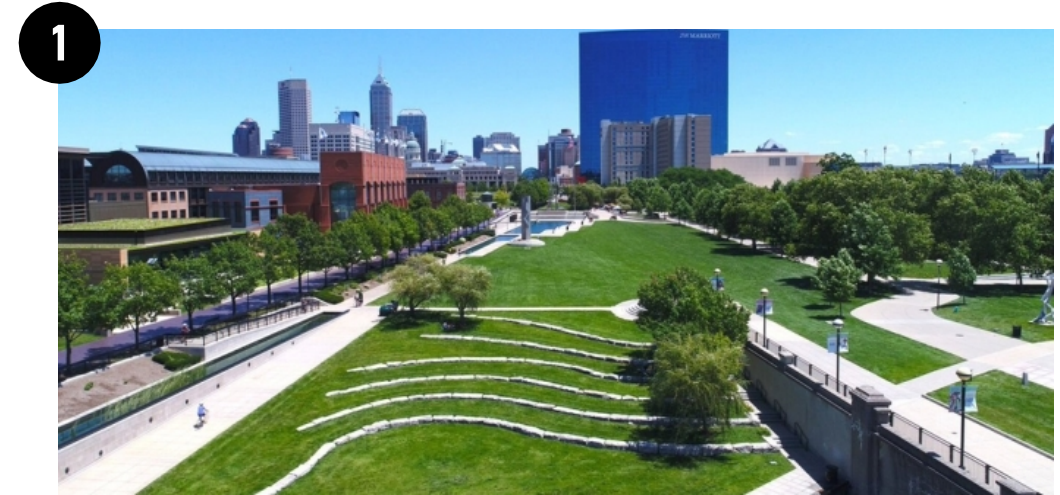


CENTRAL GREEN SPACE CONCEPT



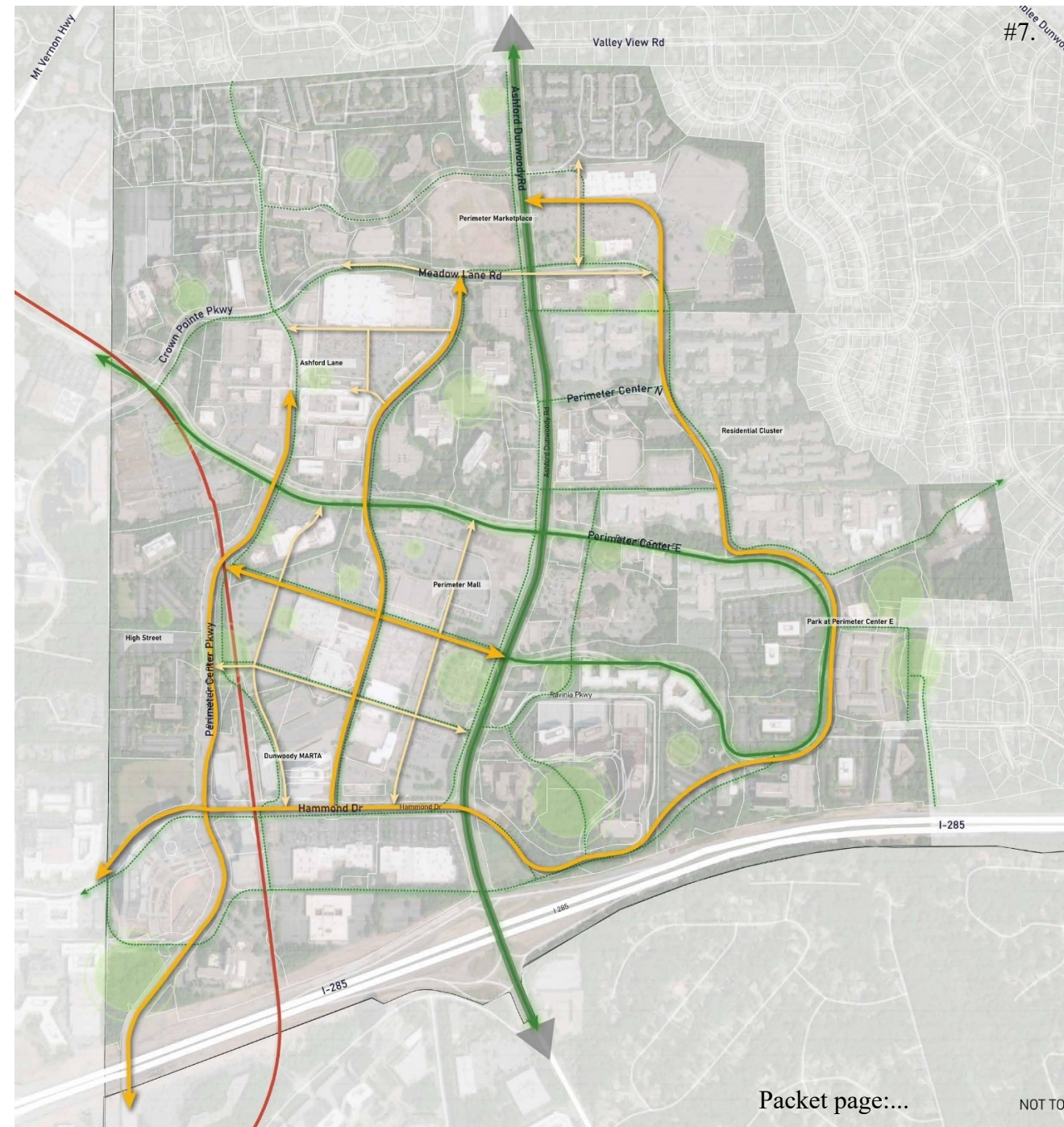
- Leverages land currently occupied by parking lots
- Adjacent to new, higher density development, yielding daily usership
- Promote Perimeter Center as a destination locally and regionally

CENTRAL GREEN SPACE CONCEPT

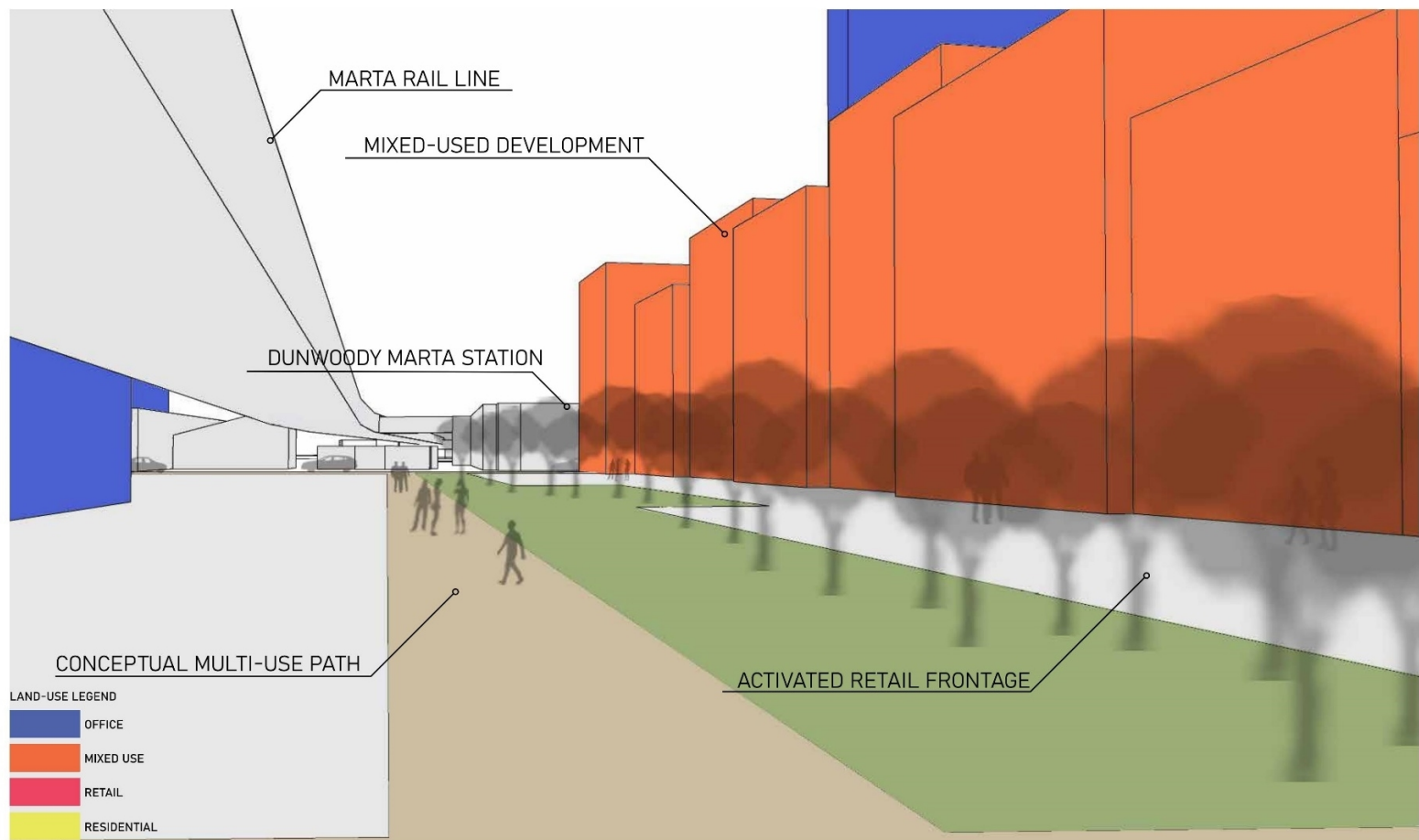


CREATE CONNECTIONS

- A **safe and extensive bicycle and pedestrian network** to better connect newly established neighborhoods and nodes and to complete last mile trips from the MARTA for those who use transit
- A **street grid** to alleviate Ashford-Dunwoody congestion and promote greater walkability



MULTI-USE PATH CONCEPT



- Creates alternative bicycle & pedestrian routes
- Provides last mile connectivity for transit-riders
- Provides economic development opportunity for trail-facing and trail-adjacent businesses

MOBILITY STRATEGY



1



2



NEXT STEPS

NEXT STEPS

- Continued Stakeholder Consensus-building
 - Annual “State of the Edge”
 - Developer tours and forums – quarterly
 - Visit and engage with other “sister” cities
- Master Plan Effort
 - Development Of Node Master Plans
 - Participate in MARTA TOD Study
- Zoning Regulation Updates
 - Perform Zoning Diagnostic
- Trail Implementation (post PATH Study)
- Park Programming Study

QUESTIONS?