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To: Mayor and City Council

From: Richard McLeod, Director of Community Development

Date: October 14, 2025

Subject: Approval of the 2025 -2045 Comprehensive Plan

ITEM DESCRIPTION

The approval of the adoption of 2025 – 2045 Comprehensive Plan. Both Department of Community Affairs (DCA) and Atlanta Regional Commission (ARC) have commented on the comprehensive plan, and it is now ready for a vote of approval. We updated the plans to reflect those comments, plus, we incorporated council comments from the last public hearing in August.

STAFF RECOMMENDATION

Staff recommend approval of the adoption of the 2025-2045 comprehensive plan.

ATTACHMENTS

Presentation of 2025-2045 Comprehensive Plan
 2025-2045 Comprehensive Plan

CITY OF DUNWOODY

Comprehensive Plan & Unified Development Ordinance



Adoption Hearing
October 14th, 2025

Packet page:...

AGENDA

1. Process Overview
2. Recent Changes
3. Next Steps & Implementation

01 | PROCESS OVERVIEW

WE'VE CHECKED ALL THE BOXES

To adopt the comprehensive plan, the State of Georgia requires

-  2 Public Hearings
-  Needs & Opportunities
-  Covers required elements
Broadband, Economic Development, Housing, Land Use, & Transportation
-  Steering Committee
With at least 1 elected official + 1 economic development rep.
-  Community Work Program
-  Report of Accomplishments
-  Community Goals

Deadline:
October 31!



PLAN ADOPTION

Since we saw you last,

- » We had our second Public Hearing
- » We made your edits from the hearing
- » We transmitted the plan to ARC and DCA for review
- » We made their edits to finalize the plan
- » **We are here today for you to formally adopt it!**



REQUIREMENT TOUCH POINTS



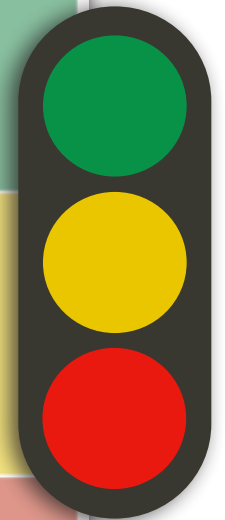
02 | FINAL CHANGES

REVISIONS

Significant Land Use Policy Changes

- 1 **Yellow - now “Appropriate if approved through SLUP process”**
 - » Changed definition from “appropriate with considerations” to mean that a change to one of these land uses ***must*** go through the Special Land Use Permit (SLUP) Process

Stop-Light	LAND USE	CONSIDERATIONS
Appropriate	Townhouses ⁺ Local Commercial - Light Public/Institutional Parks/Open Space Utilities/Transportation	N/A
Appropriate if approved through SLUP process	Cottage Court ⁺ House-Scale Plexes ⁺ Multi-Unit ⁺ Senior/Assisted Living ⁺ Mixed Use ⁺ Local Commercial - Medium ⁺	N/A
Inappropriate	Large-Lot Residential Small-Lot Residential Local Commercial - Heavy Regional Commercial	N/A

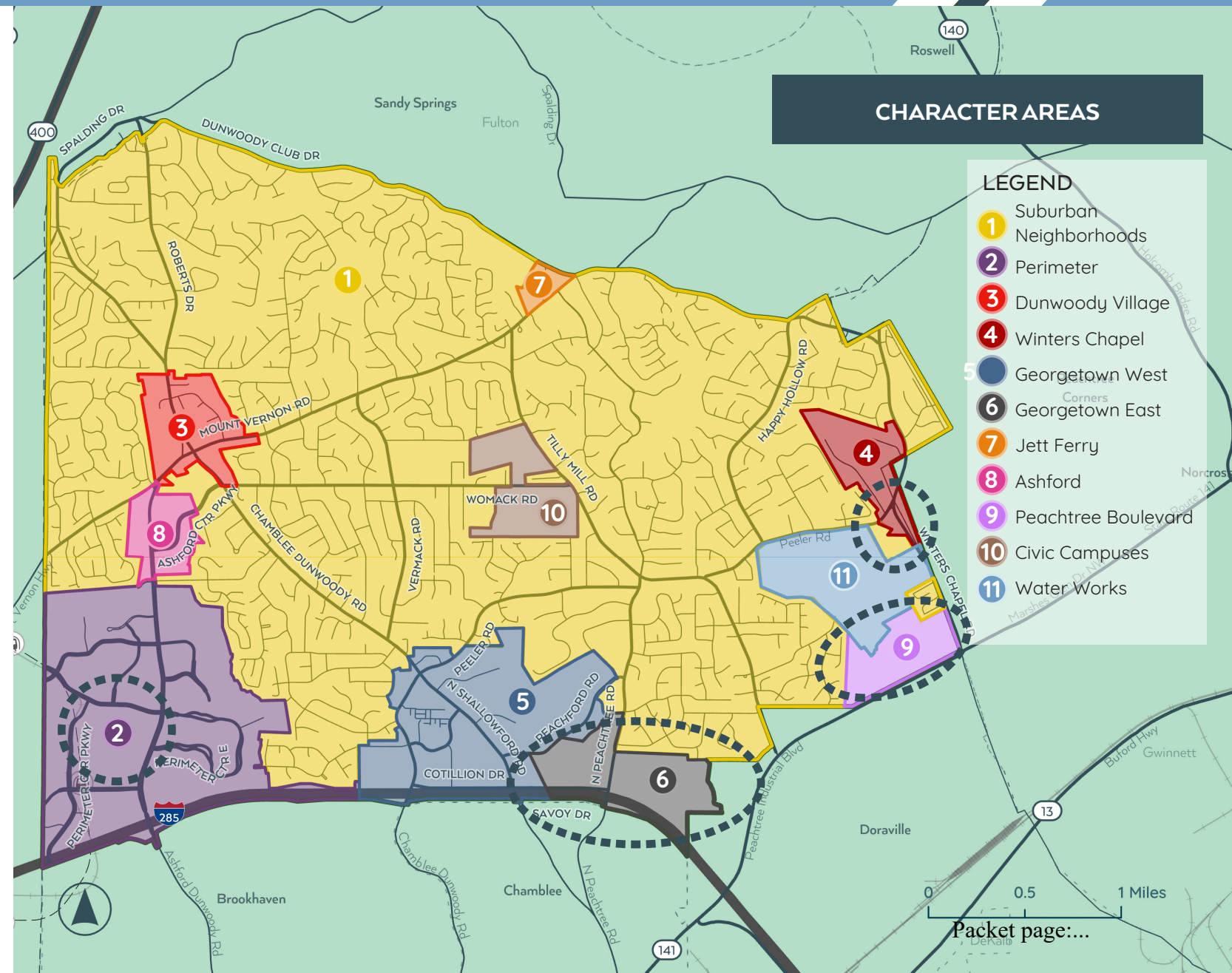


REVISIONS

Significant Land Use Policy Changes

2 Moved **Multi-Unit** from **Green** (Appropriate) to **Yellow** (Appropriate if approved through SLUP) in the following character areas:

- » Perimeter Core
- » Georgetown East
- » Winters Chapel Core
- » Peachtree Boulevard

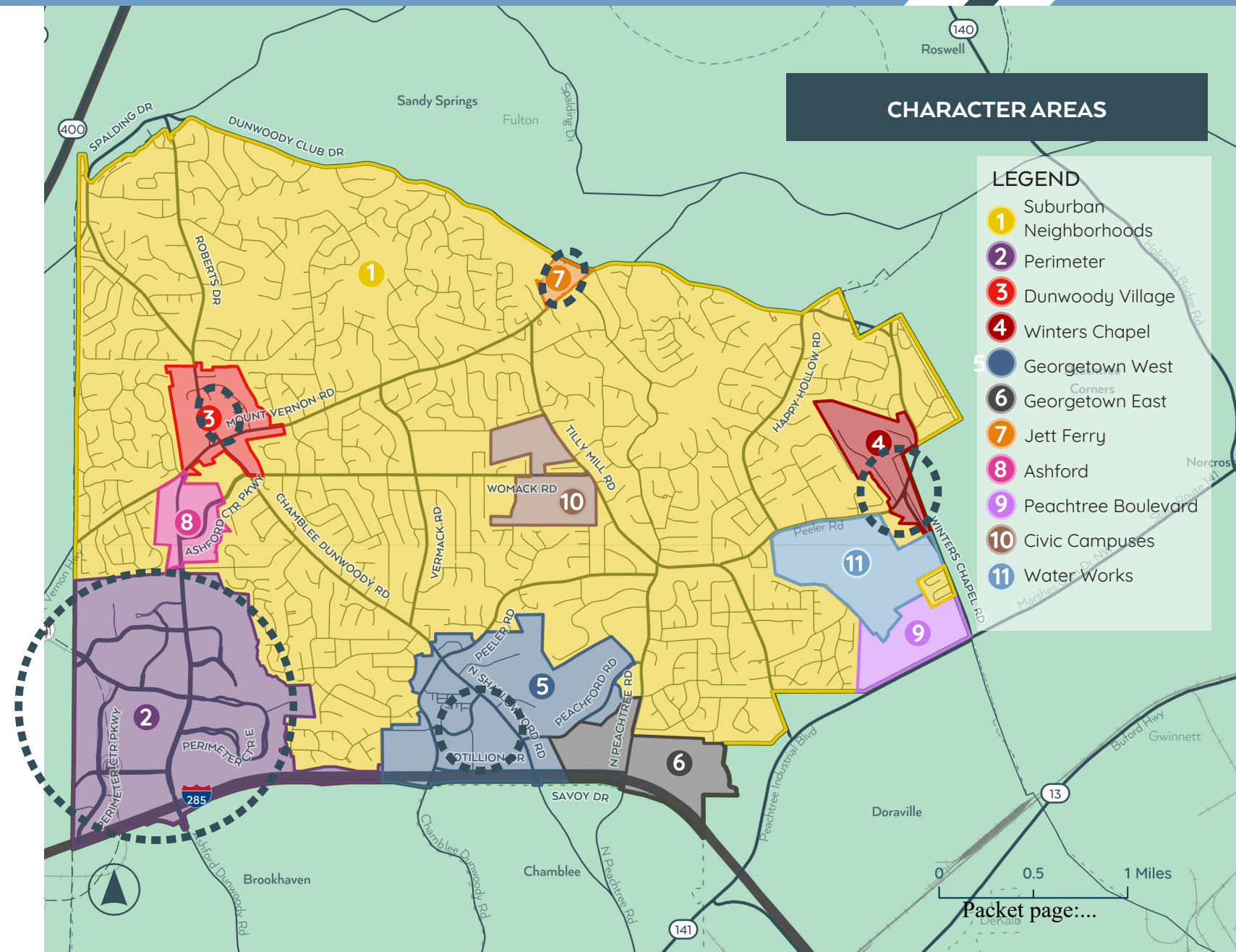


REVISIONS

Significant Land Use Policy Changes

3 Moved **Mixed Use** from **Green** (Appropriate) to **Yellow** (Appropriate if approved through SLUP) in the following character areas:

- » Perimeter Core + Transition
- » Dunwoody Village Core
- » Georgetown West Core
- » Winters Chapel Core
- » Jett Ferry
- » Peachtree Boulevard



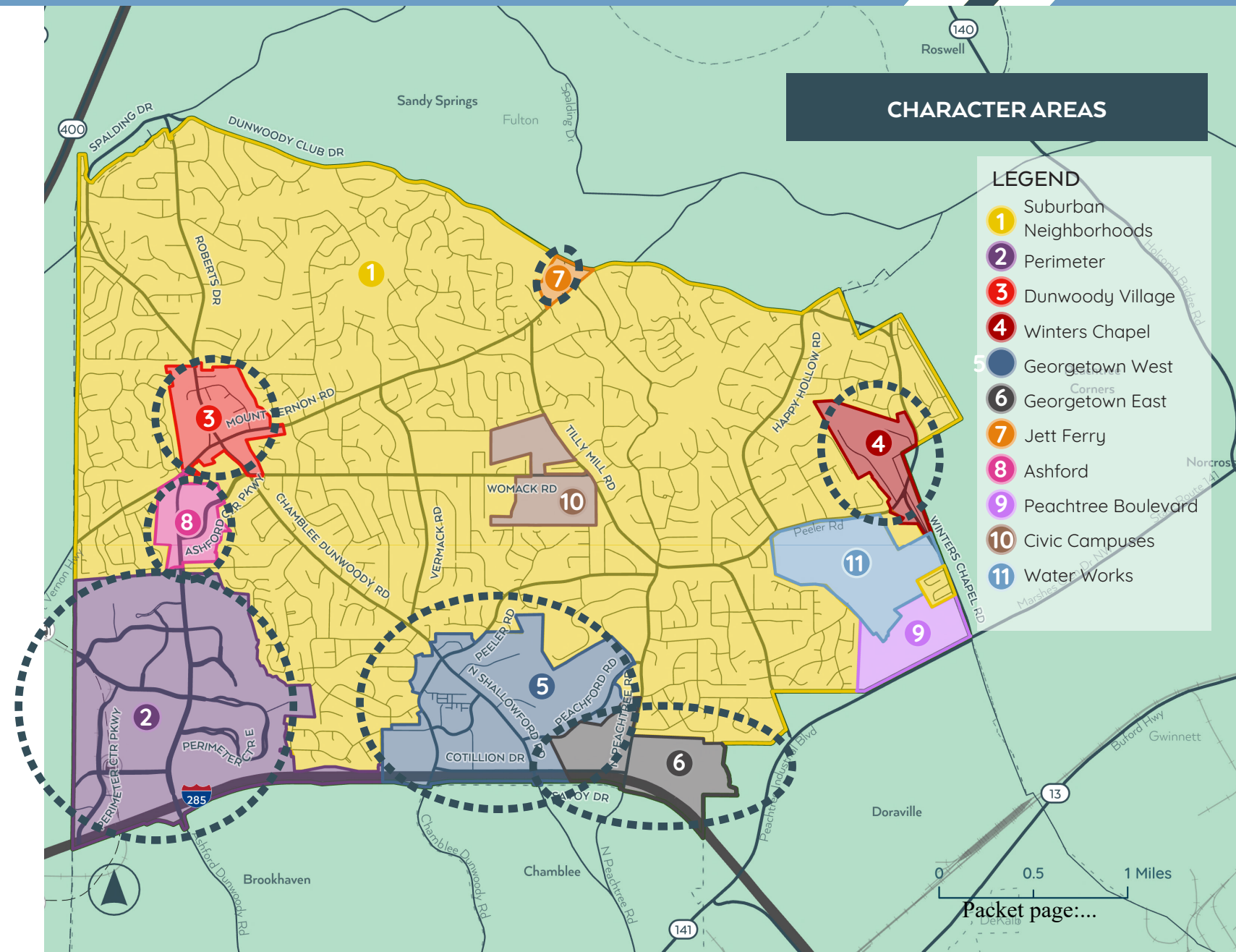
REVISIONS

Significant Land Use Policy Changes

4

Moved **Senior/Assisted Living** from **Green** (Appropriate) to **Yellow** (Appropriate if approved through SLUP) in the following character areas:

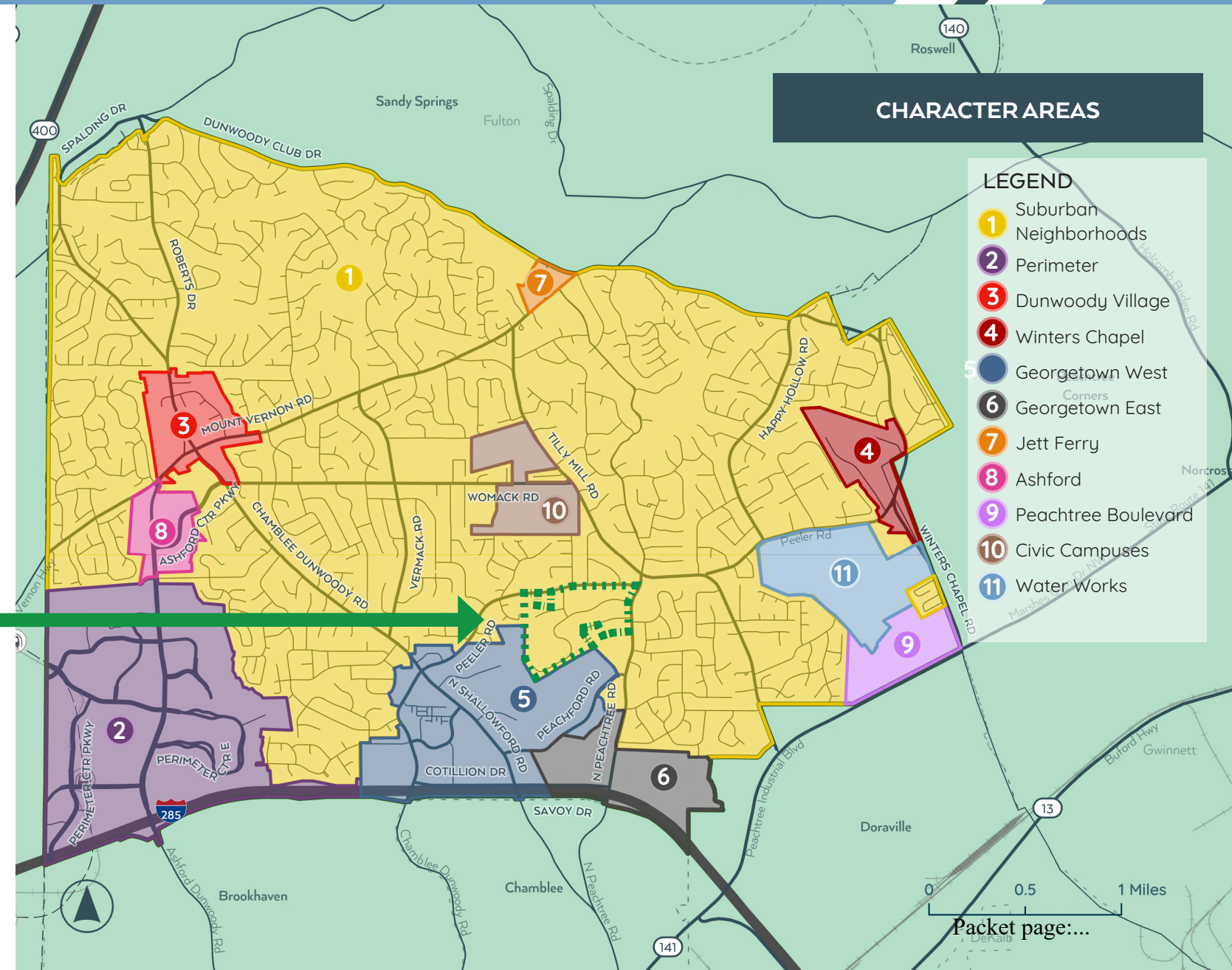
- » Perimeter Core and Transition
- » Dunwoody Village Core + Transition
- » Georgetown West Core + Transition
- » Georgetown East
- » Winters Chapel Core + Transition
- » Jett Ferry
- » Ashford
- » Peachtree Boulevard
- » Civic Campus



REVISIONS

Significant Land Use Policy Changes

- 5** Removed Brook Run Park as its own character area and reabsorbed it back into Suburban Neighborhoods



REVISIONS

Other Land Use Policy Changes

- » Moved Regional Commercial to **Yellow** in Perimeter Core
- » Moved Local Commercial - Medium to **Yellow** in Jett Ferry
- » Moved Public/Institutional to **Yellow** in Civic Campus
- » Removed North Peachtree Road from the **Neighborhood Transition Areas**

CIVIC CAMPUSES



1-4 STORIES

Packet page:...

REVISIONS

Other Minor Changes

- » Removed language regarding MARTA TOD instead say work with MARTA and PCIDs generally
- » Georgetown East: fixed error regarding Dunwoody Baptist Church reference
- » Winters Chapel Core: added Peachtree Boulevard to small area plan language
- » Removed bike share from work program (T-11)
- » Add language regarding vision for pollution with quantifiable goals something
- » Updated overall land use table to reflect revisions

IMAGE	LAND USE	DESCRIPTION	CHARACTER AREA(S)*
	Large-Lot Residential	Single-unit residential houses on lots generally at least 0.25 acres but typically larger	Suburban Neighborhoods
	Small-Lot Residential	Single-unit residential houses on lots that are generally less than 0.25 acres	Suburban Neighborhood, Dunwoody Village - Transition, Georgetown West - Transition, Georgetown East, Winters Chapel - Core & Transition, Jett Ferry, Ashford, Civic Campus
	Cottage Court	Single-unit, small houses on a single site usually oriented around a common space	Suburban Neighborhood, Perimeter - Transition, Dunwoody Village - Core & Transition, Georgetown West - Transition, Georgetown East, Winters Chapel - Core & Transition, Jett Ferry, Ashford, Peachtree Boulevard, Civic Campus
	House-Scale Plexes	A building divided in up to four housing units; can be oriented either horizontally or vertically and often appears as a single large house	Suburban Neighborhood, Perimeter - Transition, Dunwoody Village - Core & Transition, Georgetown West - Core & Transition, Georgetown East, Winters Chapel - Core & Transition, Jett Ferry, Ashford, Civic Campus

DCA FEEDBACK

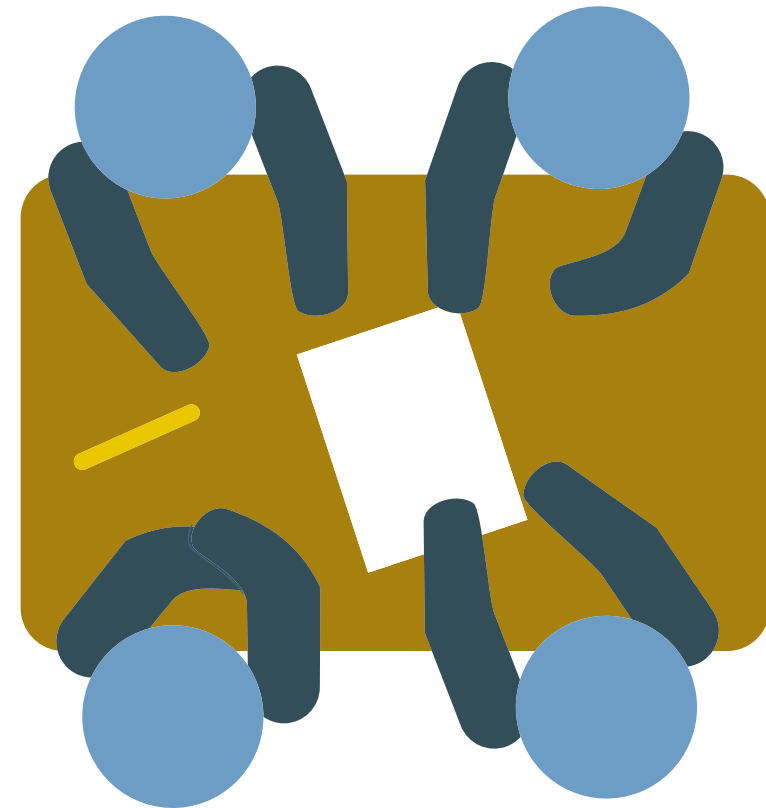
Other Minor Changes

- » Updated a handful of items in the Community Work Program to reflect DCA's preferred format
- » Approved by DCA on September 10, 2025

03 | NEXT STEPS & IMPLEMENTATION

TONIGHT'S ASK

Adoption by council



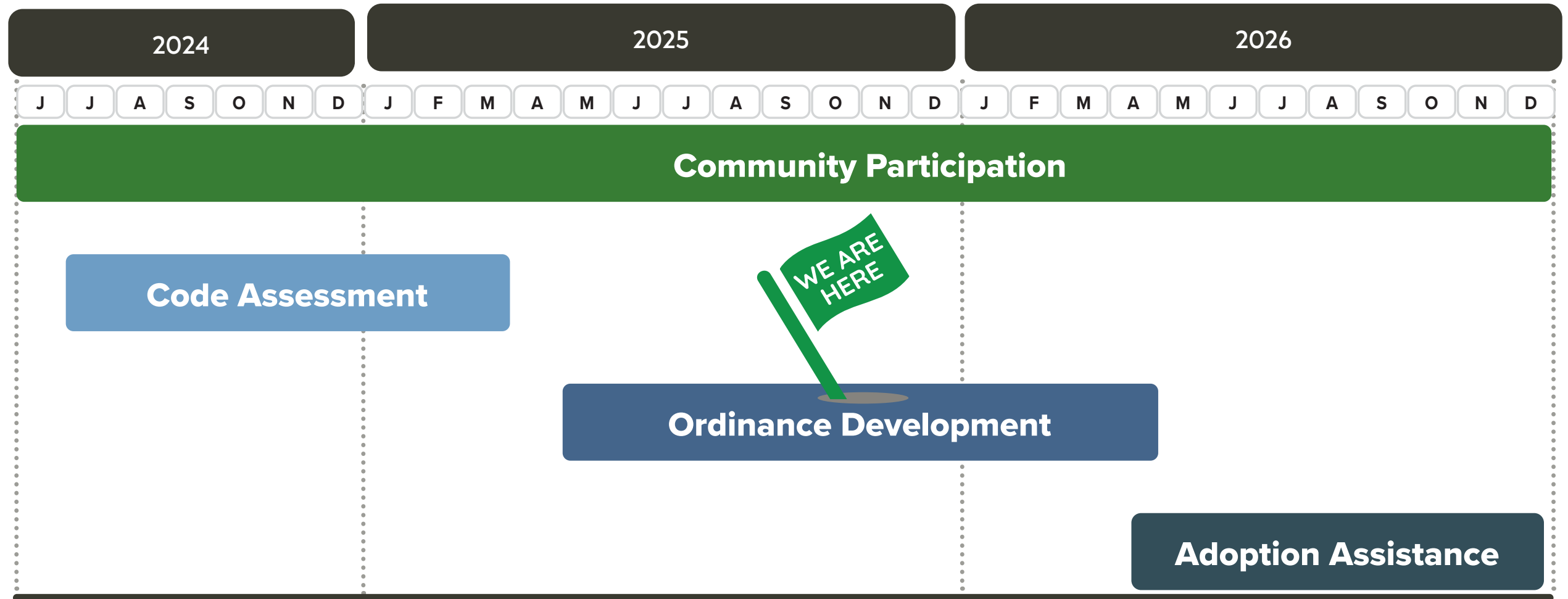
NEXT STEPS

What's

Next?

Really digging into the Code!

NEXT STEPS



CODE PROCESS: ENGAGEMENT



THANK YOU!



Questions? Please reach out to:

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2045 COMPREHENSIVE PLAN

Direction

DUNWOODY

Adoption Draft: October 2025

ACKNOWLEDGMENTS

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INTRODUCTION

Overview

Situated at the northern tip of DeKalb County, the City of Dunwoody strikes a balance between urban amenities and suburban quality of life that is difficult to achieve. It has the benefits of a major urban city with Perimeter, complete with high-rises, national-caliber companies, top notch restaurants and shopping, as well as access to regional transit and major highways. At the same time, it has a suburban feel with its established, single-household neighborhoods; local, neighborhood-serving businesses; and close-knit sense of community. **Direction Dunwoody—a joint comprehensive plan and unified development ordinance (UDO) update—aims to continue this delicate balancing act, accommodating growth and development while preserving Dunwoody’s high quality of life.**

Intent

All too often, comprehensive plans are very broad policy documents that cover many topics at a surface level. As a result, their policies and recommendations are too broad and vague to be realistically implemented.

Direction Dunwoody aims to avoid this common trap in three ways:

1. Tie the comprehensive plan to the unified development ordinance (UDO) through a combined process;
2. Focus on key places instead of general topics; and
3. Balance its land use approach for usability

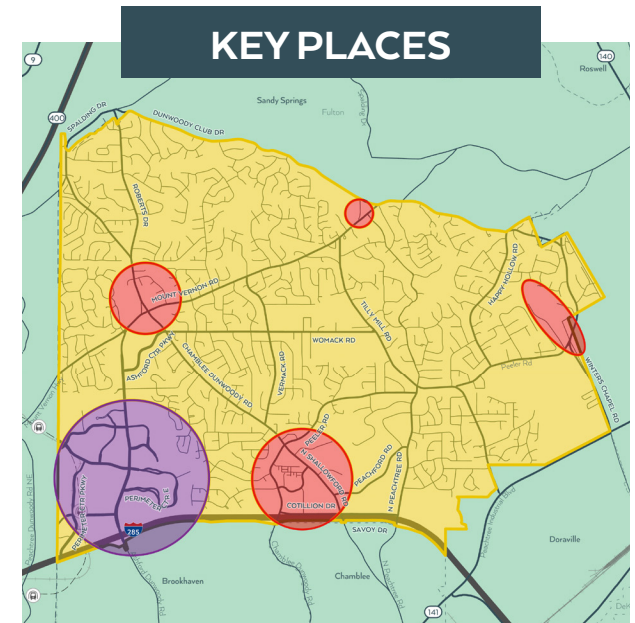
Combined Process

As a joint process, Direction Dunwoody not only sets the policy direction for Dunwoody’s growth and development but also moves this vision forward by updating its UDO. A UDO combines all development-related regulations, like zoning, that determine what can be built, and implements the development vision in the comprehensive plan. In other words, the comprehensive plan sets the vision and policy, and the UDO implements it on the ground.

Focus on Key Places

Rather than touching on several topics at a high level, this plan takes a deeper dive into what really matters to Dunwoody: its key places. These include Perimeter, local centers,

and its neighborhoods. Together, they form the main framework for the Community Agenda, focusing on place-specific needs, opportunities, and strategies for the six plan elements discussed on the next page.



LEGEND

Perimeter
 Local Centers
 Neighborhoods

INTRODUCTION

Direction Dunwoody addresses several optional and required elements. Specifically, it focuses on land use, housing, transportation, economic development, sustainability, and quality of life. However, unlike most comprehensive plans, this document does not silo them into their own chapters. Rather, these elements are woven into discussion of each key place. The icons below call out these element “threads” throughout the document:



Balanced Land Use Approach

Dunwoody’s previous comprehensive plan used both a future land use map and a character area map to guide future development. This approach complicated the development process. To provide more clear direction, this comprehensive plan instead only has a character area map with specific guidance on which land uses are appropriate, may be appropriate with some considerations, or are not appropriate. This approach provides greater clarity, while still enabling flexibility.

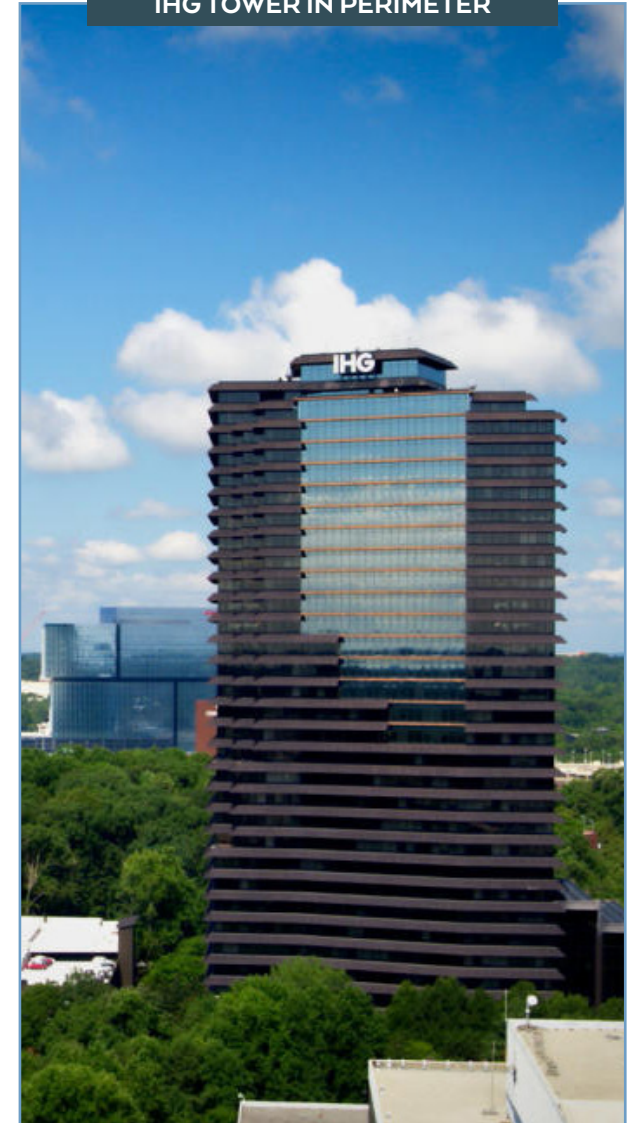
Organization

The plan is organized into six chapters:

- » Chapter 1: City Snapshot
- » Chapter 2: Public Engagement
- » Chapter 3: Community Assessment and Agenda
- » Chapter 4: Character Areas
- » Chapter 5: Community Work Program
- » Chapter 6: Appendix*

**The appendix contains elements required by the Georgia Department of Community Affairs (DCA), including the report of accomplishments, community participation documentation, and the broadband element.*

IHG TOWER IN PERIMETER



01 >

CITY SNAPSHOT



City Overview
Previous Plans
Demographics
Land Use
Housing

Transportation
Economic Development
Quality of Life
Sustainability

1.1 OVERVIEW OF DUNWOODY

The City Snapshot captures the conditions of Dunwoody at a single point in time—at the outset of the process in 2024. It analyzes historic and existing conditions across all six plan element “threads” with the latest available data, exploring trends that impact Dunwoody’s present and future.

History

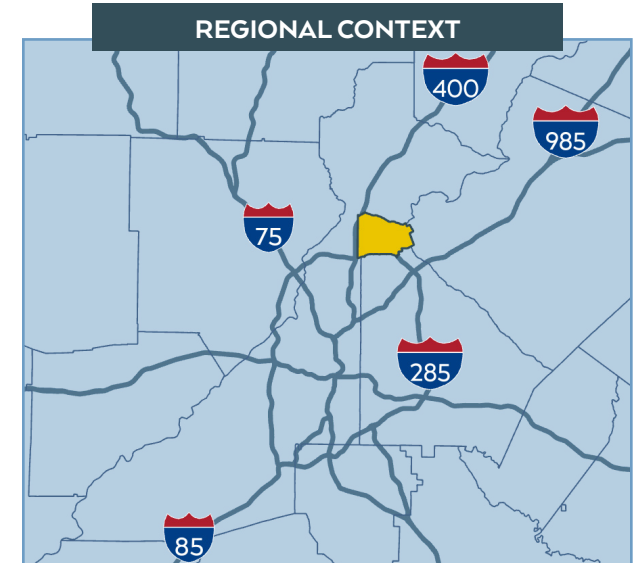
Long before its official founding in 2008, Dunwoody served as a center of commerce. Given its proximity to the Chattahoochee River, the area was an important trading center for Indigenous communities before European settlement.

As European settlers moved to the area, the population began to grow. In the 1850s, the City’s namesake, Charles Dunwoody,

expanded cotton textile production in the area. His successful manufacturing operation—combined with new railroad access to Atlanta —formed a growing crossroads community in the area now known as Dunwoody Village.

Key infrastructure came to the area in the 1930s and 1940s, and in the following decades, the area began transforming from rural to suburban. The subsequent population growth and construction of Interstate 285 (I-285) attracted the development of the Perimeter Mall in the 1970s. Since the mall’s completion, Dunwoody has expanded its office, multi-unit residential, and retail footprint.

Today, Dunwoody is a thriving community with a unique mix of residential, office, commercial, and green spaces.



Dunwoody at a Glance

- » **POPULATION:** 51,458*
- » **AREA:** 13 mi²
- » **INCORPORATED:** 2008
- » **KEY COMMERCIAL AREAS:**
Perimeter, Dunwoody Village, Georgetown



Data Source: 2022 American Community Survey (ACS) 5-year estimate

1.2 PREVIOUS PLANS

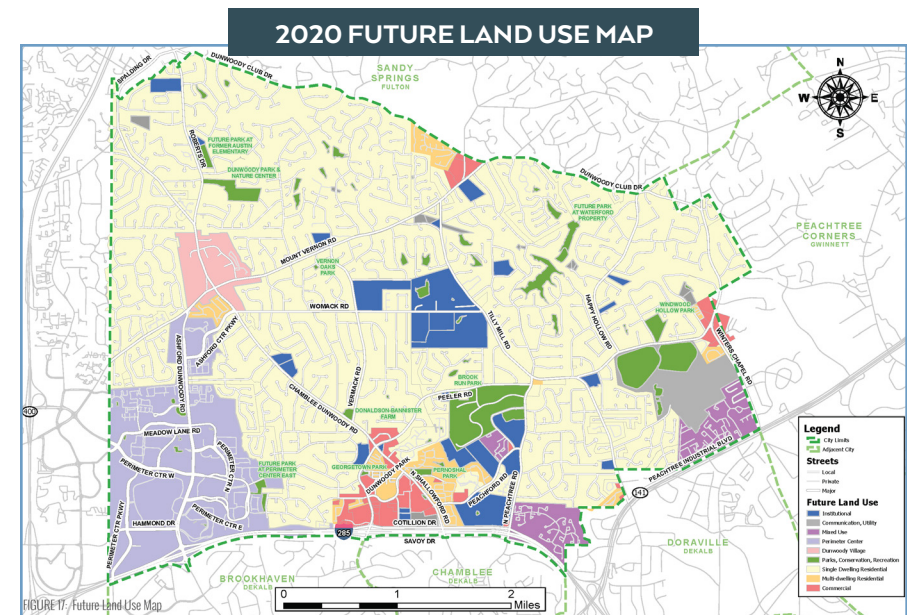
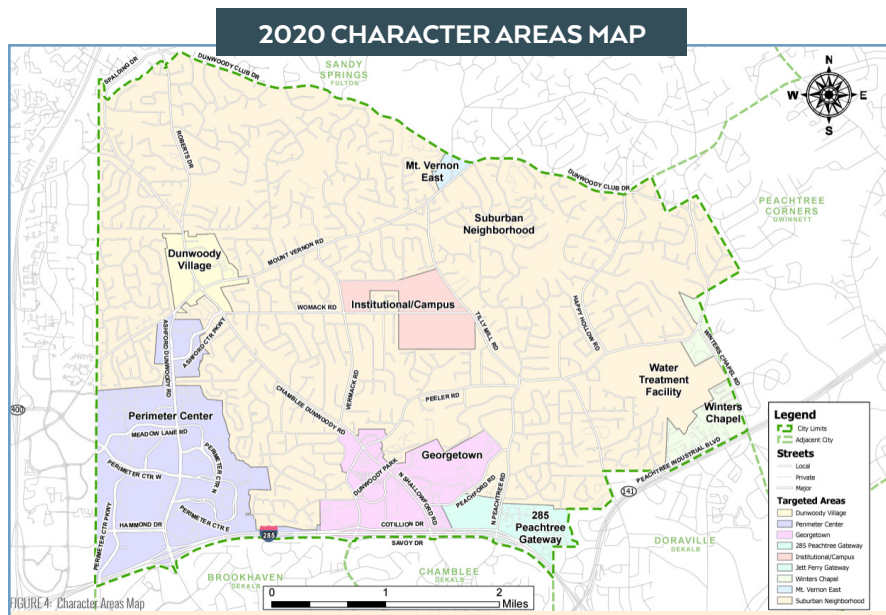
Overview

Although Direction Dunwoody serves as a major comprehensive plan update, the planning process is not starting from scratch. Dunwoody has completed several important planning efforts in recent years that served as a strong foundation on which to build this full plan update.

Previous Comprehensive Plan

Dunwoody's previous comprehensive plan, *Dunwoody Next* (2020), was the predecessor to Direction Dunwoody, with many components carrying forward into this new plan. *Dunwoody Next* was a light update to the City's 2015 comprehensive plan, reflecting changes in the community from 2015 to 2020 and refreshing the community vision and goals accordingly. The plan emphasized residents' desire to transform Dunwoody into a dynamic destination with balanced urban and suburban amenities, high-quality jobs, equitable housing, sustainable practices, and top-tier infrastructure and services.

The heart of the plan defined the community's future land use and development policies. These policies guided zoning decision-making in two ways: through a broad, high-level Character Area Map and a more granular Future Land Use Map intended to make determinations at the parcel level. Notably, the previous character area map established three Dunwoody's: Perimeter, suburban neighborhoods, and Dunwoody's smaller community/commercial hubs like Dunwoody Village and Georgetown. Character area policy for Perimeter focused on further developing high-density mixed-use with integrated greenspace as well as



1.2 PREVIOUS PLANS

creating alternative transportation systems and networks. In contrast, the suburban neighborhood character area policy imagined these areas remaining relatively unchanged with a single focus of adding trails and pedestrian paths. Finally, the community hubs anticipate varying degrees of development and change with a focus on neighborhood-serving uses and context-sensitive transitions. The future land use map supported the character area map's vision with complementary land use designations.

Other Plans

In addition to *Dunwoody Next*, the planning team reviewed the following plans:

- » Dunwoody Village Master Plan Update
- » Dunwoody Public Art Implementation Plan
- » City of Dunwoody Sustainability Plan
- » DeKalb County Hazard Mitigation Plan
- » Edge City 2.0
- » City of Dunwoody Road Safety Action Plan
- » Dunwoody Trails Master Plan
- » Perimeter Community Improvement District (PCID) Master Plan

In reviewing these plans, several community priorities appear consistently: creating safe, alternative transportation networks; elevating Dunwoody's standing as a local leader in sustainability; cultivating community character and a vibrant arts and culture scene; and strengthening Dunwoody's local economy through small business support and strategic and context-sensitive redevelopment. The appendix further summarizes these plans in a matrix, highlighting needs and opportunities, goals and policies, and recommendations. This detailed matrix reflects a broad array of community priorities in the last five years. Coupled with community engagement, this consolidated list will ultimately form Direction Dunwoody's own list of needs and opportunities, community goals and policies, and a community work program of five-year action items.

The planning composite map on the next page highlights geographically specific, planned projects. This map acted as a reference for land use policy changes—highlighting where planning, infrastructure, and new community resources are focused.

PLANNING COMPOSITE MAP

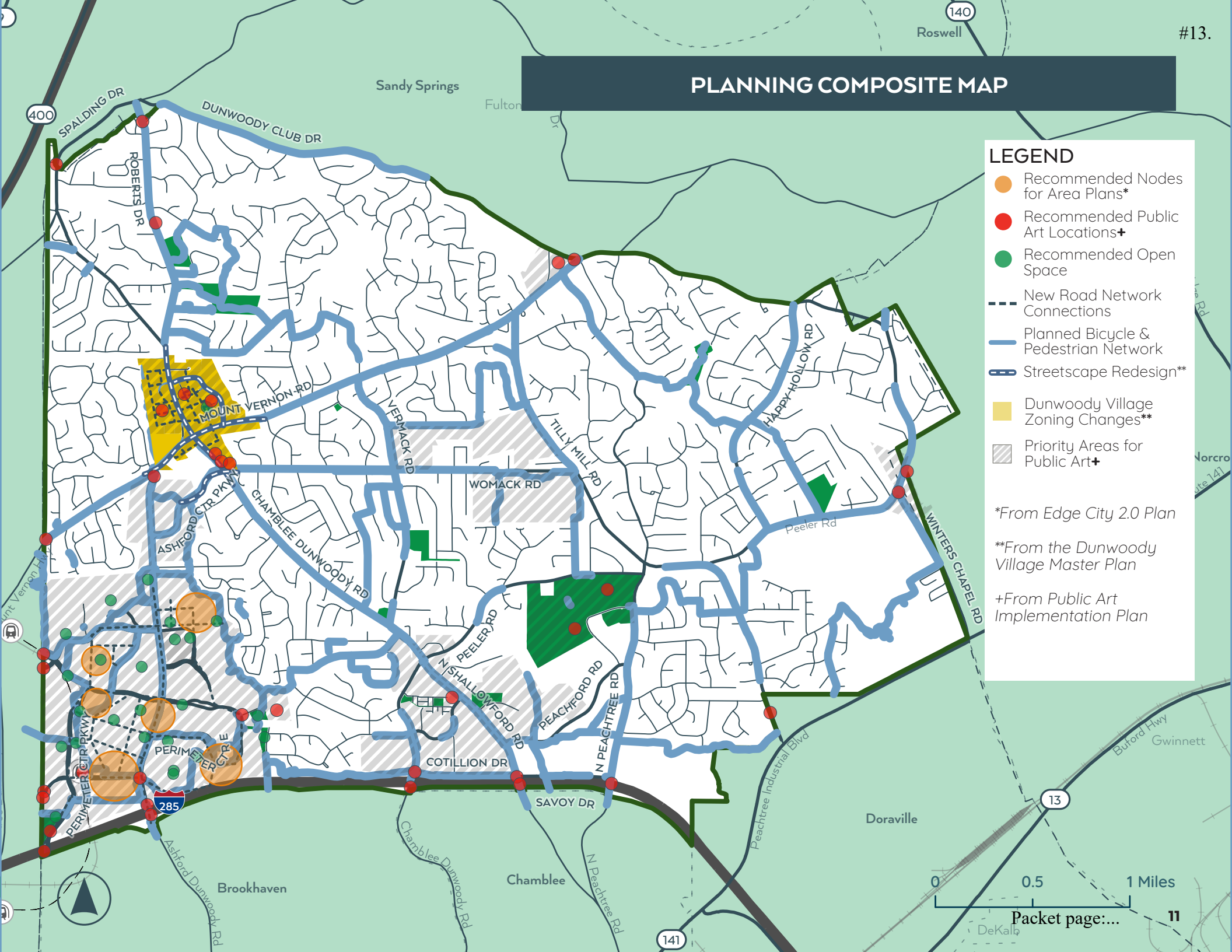
LEGEND

- Recommended Nodes for Area Plans*
- Recommended Public Art Locations+
- Recommended Open Space
- New Road Network Connections
- Planned Bicycle & Pedestrian Network
- Streetscape Redesign**
- Dunwoody Village Zoning Changes**
- Priority Areas for Public Art+

*From Edge City 2.0 Plan

**From the Dunwoody Village Master Plan

+From Public Art Implementation Plan



1.3 DEMOGRAPHICS

Dunwoody's demographics reflect its unique position as a suburban place with urban amenities: it is a racially diverse mix of prosperous households, with many family households and long-term residents. Growth

projections indicate that the city's steady and diverse population growth will continue, but at a slower rate. This anticipated slowdown is largely due to the city being mostly built out, limiting opportunities for greenfield development. Future growth will depend on redevelopment, which is typically more complex and gradual. This trend is consistent with other built-out cities in the region, where population growth tends to slow as redevelopment becomes the primary means of accommodating new residents.

Population Profile

Increasing Racial & Ethnic Diversity

Most Dunwoody residents identify as White comprising 60 percent of the population, but the city is diversifying. In the last ten years, the city has seen notable increases across almost all minority populations, particularly in those identifying as Asian (a 47 percent increase), African American (a 26 percent increase), and especially those identifying with two or more racial groups (a 219 percent increase). The Latino/Hispanic ethnic group has also increased by 39 percent in this time frame.

Dunwoody's changing demographics mirror the broader trend of growing diversity in the Atlanta metropolitan area. Notably, both Dunwoody and the wider region have experienced significant growth in their Asian populations, with increases of 47 percent and 55 percent, respectively. However, Dunwoody maintains a higher proportion of White residents compared to the region's 39 percent.

Stable Household Sizes

Dunwoody's average household size, 2.4 people, has remained consistent over the past decade. However, this is notably lower than the region's average of 2.7 people.

CHANGE IN RACIAL COMPOSITION

RACE	2012	2012 % of Total	2022	2022 % of Total	% CHANGE
White Alone	32,754	71.0%	31,600	61.1%	-4%
Black Alone	5,049	10.9%	6,355	12.3%	+26%
Native American	207	0.4%	95	0.2%	-54%
Asian	5,980	13.0%	8,773	17.0%	+47%
Other	1,401	3.0%	1,615	3.1%	+15%
Two or More	946	2.1%	3,020	5.8%	+219%
Total:	46,337	100.0%	51,458	100.0%	+11%
Hispanic/Latino*	4,755	10.3%	6,610	12.8%	+39%

Data Sources: 2012 and 2022 American Community Survey (ACS) 5-year estimates
 **A metric of ethnicity, not race, so not included in total count above, but shared as further demographic information

1.3 DEMOGRAPHICS

Consistent Age Distribution

Dunwoody's age distribution has remained consistent over the last ten years. Most Dunwoody residents are under 19 or middle-aged adults, with fewer than 15 percent classified as seniors, a similar distribution to DeKalb County and the wider Atlanta metropolitan area.

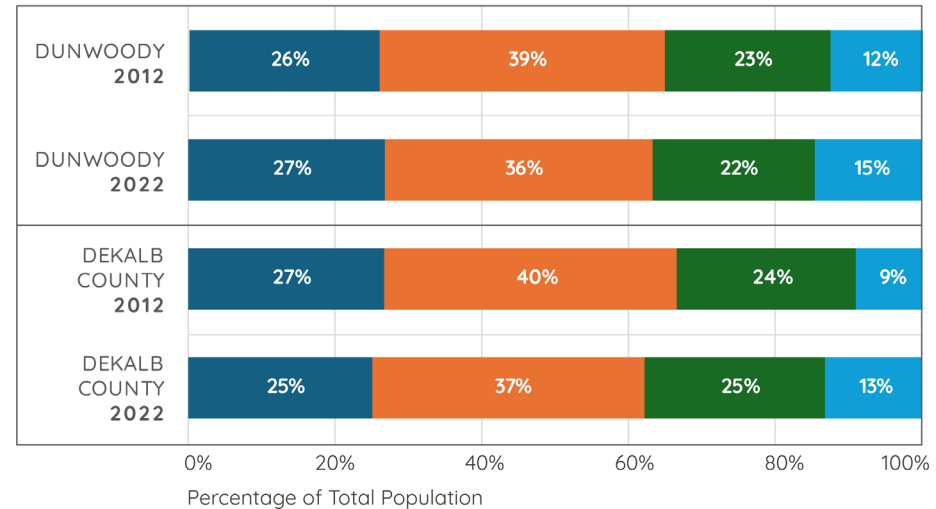
Household Income Trends

According to the 2022 American Community Survey (ACS), Dunwoody's median household income (MHI) is \$106,710, significantly higher than both DeKalb County (\$77,169) and the Atlanta Metro Area (\$83,251) and is competitive with peer cities. However, Dunwoody's MHI grew only 35 percent since 2012, lagging behind DeKalb County and Atlanta, which saw a 57 percent and 55 percent increase respectively.

Despite slower MHI growth, Dunwoody's affluent households—those earning more than \$150,000—now make up 37 percent of households, up from 22 percent a decade ago. Low-income households earning less than \$25,000 dropped by 6 percent. Dunwoody has more affluent households and fewer low-income ones at only 7 percent when compared to DeKalb County, which has 23 percent high-income households and 15 percent low-income households. These population shifts indicate Dunwoody's economic conditions have improved for many with lower levels of inequality in Dunwoody when compared to the County as a whole.

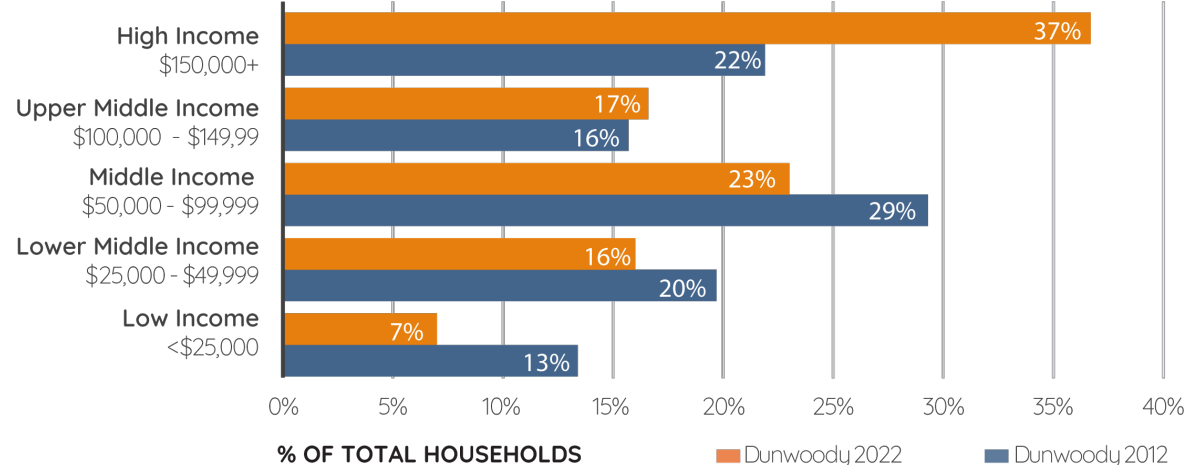
AGE DISTRIBUTION: 2012-2022

Age Ranges: ■ 0-19 ■ 20-44 ■ 45-64 ■ 65+



INCOME DISTRIBUTION CHANGES: 2012-2022

INCOME BRACKETS



Data Sources: 2012 and 2022 American Community Survey (ACS) 5-year estimates

1.3 DEMOGRAPHICS

Growth Trends & Projections

Growth Since 2000

Since 2000, Dunwoody's population has increased 57 percent from 32,808 to 51,458 in 2022. This reflects the larger growth trend for the Atlanta metro area, which grew by 71 percent in the same time frame.

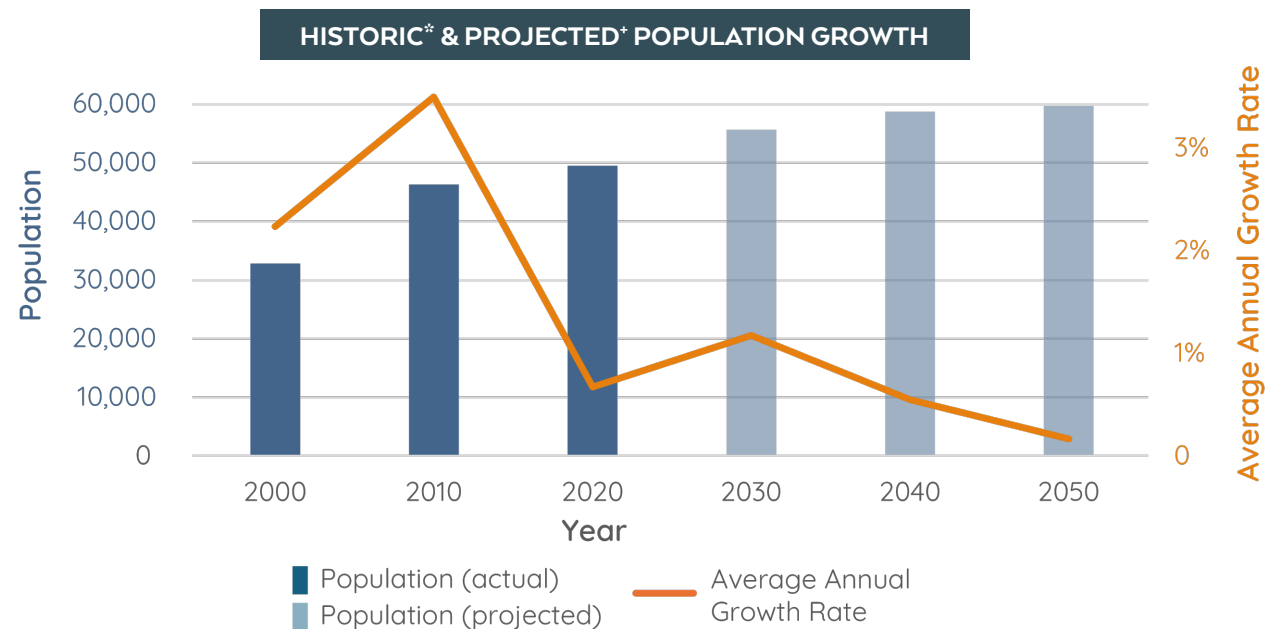
A closer look reveals that most of the city's growth occurred earlier in the millennium with the area gaining approximately 13,000 residents from 2000 to 2010 and only 3,000 residents from 2010 to 2020. Between 2010 and 2020, Dunwoody's average annual growth rate dropped from 3.5 percent (the rate from 2000 to 2010) to less than 1 percent. These changes coincided with the Great Recession, which slowed growth across the region. Recently, the city's growth rate is increasing again. In the last five years, the city has had more growth. The average annual growth rate since the previous comprehensive plan was completed five years ago was 1.35 percent.*

Projections

In 2024, the Atlanta Regional Commission (ARC) estimated Dunwoody's population to slightly increase its current average annual growth rate until 2030, after which growth rates are expected to slow down again. The ARC's projections show that Dunwoody's population could grow by 8,230 people by 2050 to a total population of 59,688, a 14 percent increase. These new residents

would account for an additional 3,825 households.

However, the wider Atlanta metro area is projected to grow much more in that time frame with a projected population increase of 30 percent. Given that Dunwoody is mostly built out, less developed areas in the region are more likely to absorb that growth.



*American Community Survey (ACS) 5-year estimates

*Atlanta Regional Commission (ARC) 2024 Population Projections

1.3 DEMOGRAPHICS

Key Takeaways:

- » Dunwoody's population is diversifying thanks to increases in many minority groups, particularly Asians and those identifying with two or more races.
- » Dunwoody's Median Household Income is growing more slowly than its peers.
- » Two areas of demographic stability are the age distribution and household size, which reflect broader regional trends.
- » Dunwoody's population grew rapidly before 2010, but slowed down during the Great Recession.
- » Based on current projections, Dunwoody can expect its current average annual growth rate of 1 percent to peak in 2030, then begin to grow at a slower rate again in the following decades.
- » The ARC estimates that Dunwoody can anticipate 8,230 new residents and an additional 3,825 households by 2050.



Image credit: Boon Vong

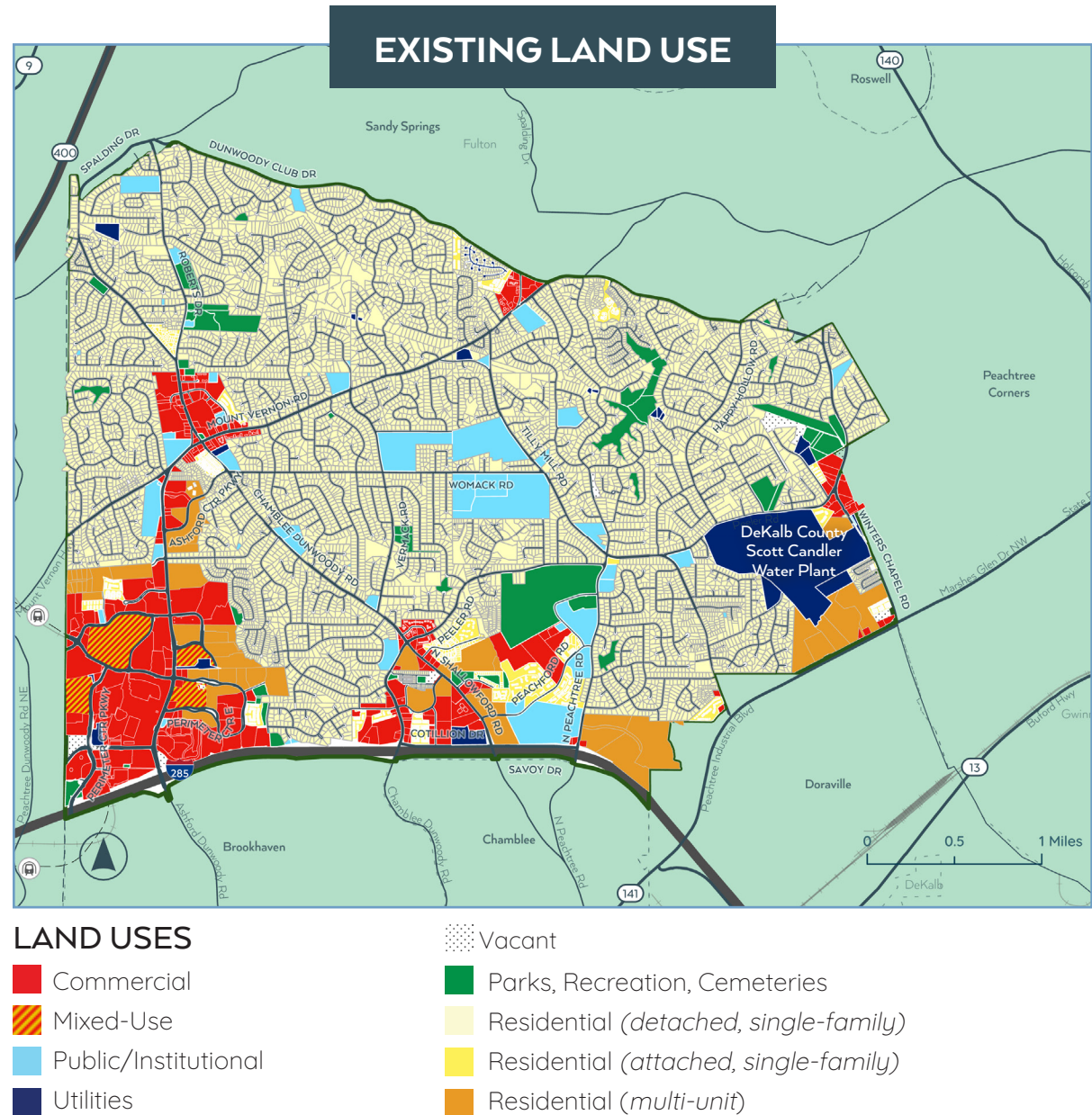
1.4 LAND USE

Dunwoody's land use reflects a diverse yet distinct pattern across the city, creating three primary types of development patterns: **single-unit residential, high-density mixed use, and neighborhood-scale commercial hubs**. Most of the city consists of stable, single-unit residential neighborhoods. In contrast, Perimeter serves as a transitional suburban area, from office to walkable mixed-use. Between these extremes, areas like Dunwoody Village and Georgetown offer a balanced scale of local commercial hubs popular with locals.

Existing Land Use

Dunwoody's dominant land use is detached, single-unit residential, which encompasses 64 percent of the city's area. Higher density residential uses, such as attached single-unit and multi-unit, can be found on the southern border along I-285 and around key commercial nodes.

Perimeter has the largest amount (and highest intensity) of commercial uses, which is buffered from single-unit residential areas by higher-density residential uses. Unique in the Atlanta region, suburban-style commercial uses are concentrated in centers as opposed to sprawling along major corridors. Public and institutional uses are scattered throughout the city, but parks and recreation uses are mainly in the single-unit residential areas.

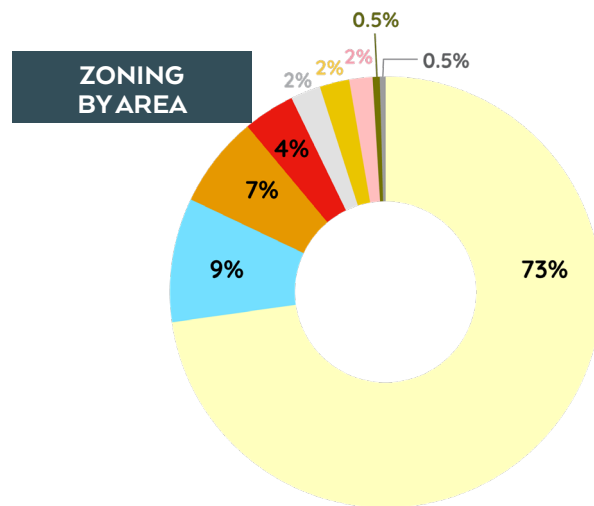


1.4 LAND USE

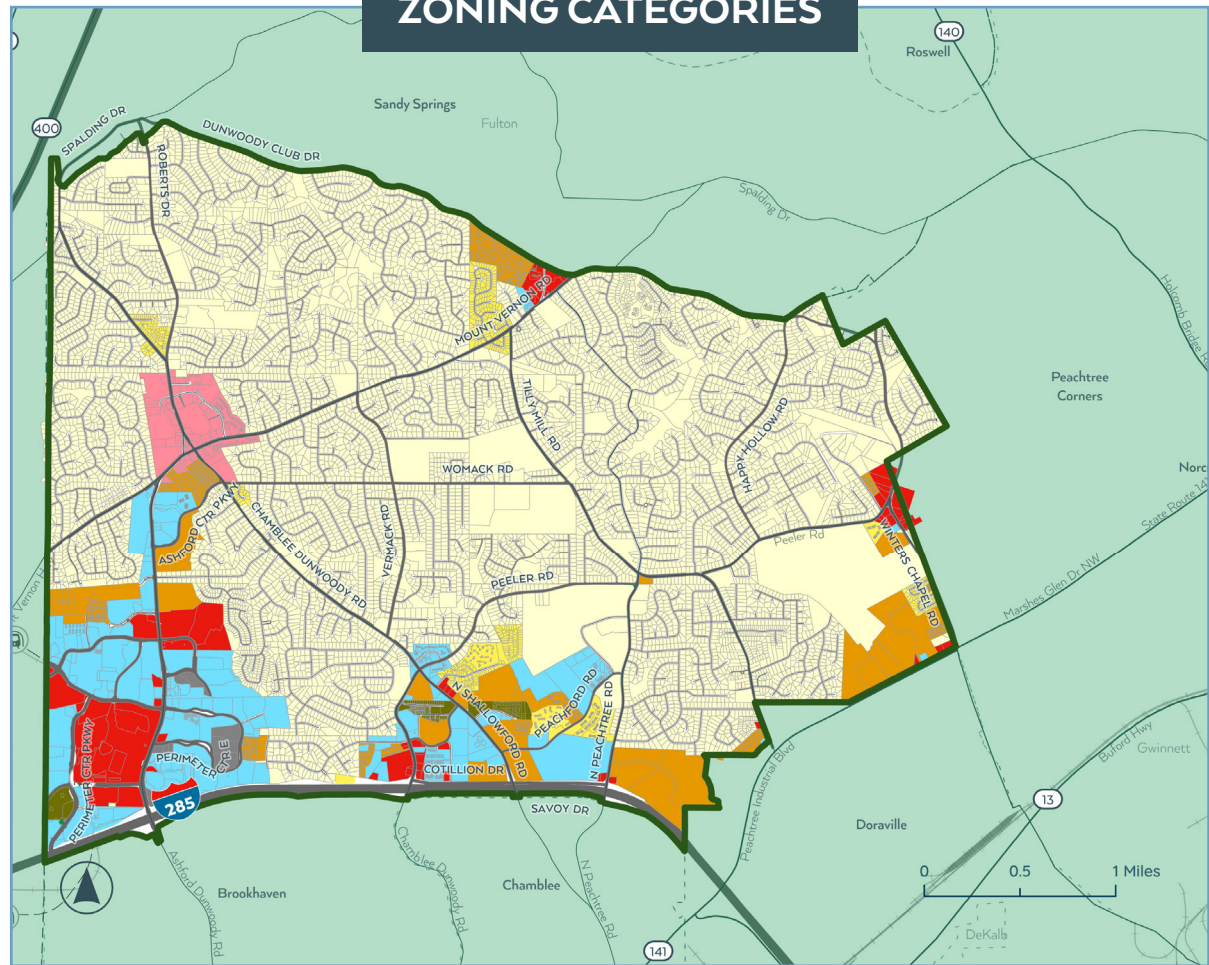
Zoning

The city is mostly zoned for detached single-unit residential with 73 percent of its area dedicated to this use. Office and higher density residential districts are located at the southern border along I-285 and Peachtree Industrial Boulevard while commercial districts are concentrated in Perimeter and Georgetown. Still, some commercial districts can be found in the nodes at the city's major intersections and key gateways.

Generally, Dunwoody's existing land use patterns and zoning designations align with the exception of 2000s-era apartment buildings, which have Office-Institutional Zoning. Recently, the City's use of Planned Development Districts has begun introducing small-scale mixed-use areas.



ZONING CATEGORIES



GENERAL ZONING CATEGORIES

- | | |
|---|---|
| ■ Commercial | ■ Office |
| ■ Dunwoody Village District | ■ Residential (<i>detached single-family</i>) |
| ■ Perimeter District | ■ Residential (<i>attached single-family</i>) |
| ■ Planned Development | ■ Residential (<i>multi-unit</i>) |

1.4 LAND USE

Recent Development & Land Use Changes

Dunwoody has experienced several development projects in the past five years. These are concentrated in the southwest portion of the city. Notable projects and subsequent changes include:

- 1 **Wildcat Park:** Redevelopment of a former elementary school into a 12-acre park with two playgrounds, open fields, and space for future amenities
- 2 **Dunwoody Village Townhouses:** 79-unit townhouse community near Dunwoody Village
- 3 **Perimeter Marketplace:** Mixed-use redevelopment featuring a Publix, 30,000 square feet of retail, gas station, pocket park, and multi-use paths
- 4 **High Street Phase 1:** \$2 billion mixed-use project; this phase has 150,000 square feet of retail, 600 luxury apartments, 90,000 square feet of new offices, and 222,000 square feet of existing offices, all linked by a 0.75-acre park
- 5 **Park Center Complex:** redevelopment of large parking lot and office building into 602,000 square feet of new office space, AC hotel, and over 3.5 acres of open space

- 6 **Townsend at Perimeter:** 87-unit townhouse community near Perimeter
- 7 **The Enclave at Dunwoody Park:** 36 new detached single-units developed on a former hospital site around a central greenspace
- 8 **Swancy:** 14 new detached single-unit houses developed as an infill neighborhood
- 9 **Campus 244 Phase 1:** First phase of a mixed-use project focused on the adaptive reuse of a 1970s three-story building into a five-story office building

Pipeline Projects

Continuing recent land use trends, the following key pipeline projects introduce denser housing types and mixed use.

- 10 **Homecoming Park:** Former residential property recently purchased by the City for conversion into a park
- 11 **High Street Phase 2:** expanding complex with 4 additional mixed-use buildings
- 12 **Park Center Phase 4:** Park Center Complex expansion with 300 residential units, a 175-room hotel, and 300,000 square feet of office and ground floor commercial.
- 13 **Campus 244 Phase 2:** expanding on phase 1 mixed-use concept to develop a 300,000 square foot office building, referred to as “The Stacks”

- 14 **Living Spaces Furniture Store:** currently vacant lot and future home of 110,000 square feet of retail development with roadway frontage
- 15 **84 Perimeter East:** mixed-use with 225 residential units and retail

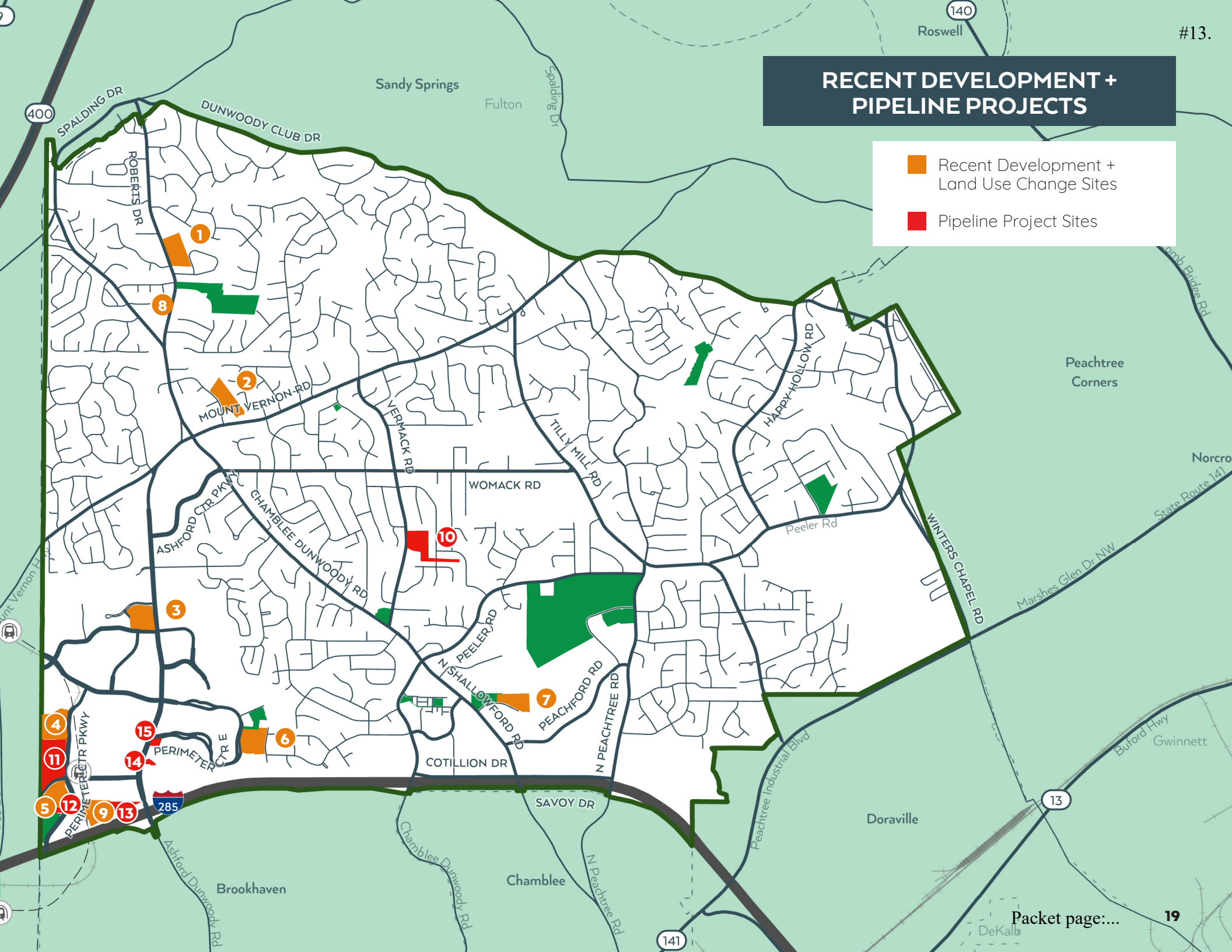
Key Takeaways

- » The city’s predominant land use remains single-unit residential, though recent development consists of higher intensity housing projects.
- » The existing land use and zoning maps are remarkably aligned, demonstrating consistency in planning efforts and community stability.
- » Dunwoody is largely built out; new development is limited to infill and redevelopment, as seen in recent and upcoming projects.
- » There is very little commercial sprawl as most commercial areas are clustered into defined centers - very uncommon for suburban communities.



RECENT DEVELOPMENT + PIPELINE PROJECTS

- Recent Development + Land Use Change Sites
- Pipeline Project Sites



1.5 HOUSING

Despite the vast land area devoted to single-unit neighborhoods, Dunwoody has a surprising mix of housing types.

At the same time, housing values are rising at higher rates than the region, benefiting homeowners but posing affordability challenges for renters and home-buyers.

Overview

According to the 2022 ACS, the City of Dunwoody has approximately 23,500 housing units. About 2,000 of these units were built in the past 10 years. As of 2022, 8.3 percent of units were vacant—the lowest rate in a decade. However, as point of reference, very tight housing markets typically have a vacancy rate of less than 5 percent.

Housing Types

Dunwoody's housing stock is about 44 percent single-unit detached houses, 34 percent units in larger apartment buildings (more than 20 units), and the remainder (21.6 percent) are considered "missing middle housing," such as townhouses, duplexes, or smaller apartment buildings with fewer than 20 units. This mix is a diverse blend of housing types compared to other communities in the region.

Single-unit detached houses are located across the city, yet remain separate from apartments. Apartments are generally concentrated in Perimeter and along I-285. Some single-unit attached housing provides areas of transition between the two diverging housing types.

Age

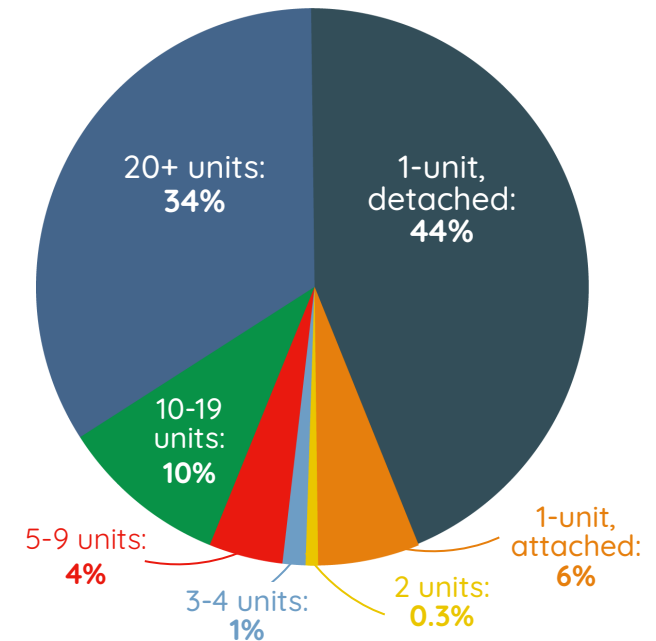
Although Dunwoody is technically a "newer" city, as a community, it is well established. This history is reflected in the age of its housing stock: over half of the city's housing was built between 1960 and 1989. Only 5 percent of units were built after the 2008 housing market crash.

Housing Values/Affordability

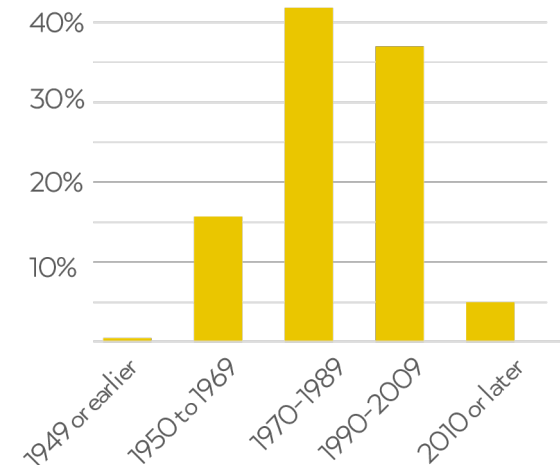
Housing values in Dunwoody are strong compared to the region, with over half of single-household, owner-occupied units valued at \$500,000 or more. The median home price is \$545,200, significantly higher than the Atlanta metro median of \$362,600.

Rental costs are also higher: Dunwoody has a median gross rent of \$1,721, more than \$200 above the region's average. Despite higher costs for both owning and renting, households that are renting are more likely to be cost-burdened, meaning they pay more than 30 percent of their income on housing. More than half of renting households are cost-burdened compared to just 14 percent of homeowners.

HOUSING BREAKDOWN BY UNITS

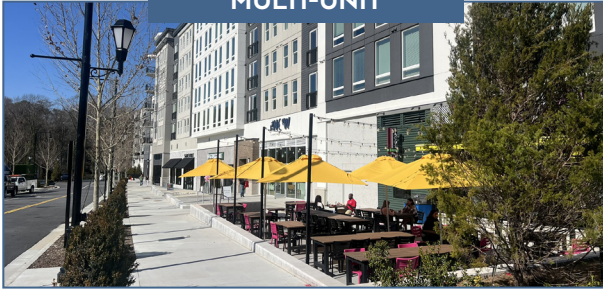


HOUSING BREAKDOWN BY YEAR BUILT



1.5 HOUSING

MULTI-UNIT



SINGLE-UNIT

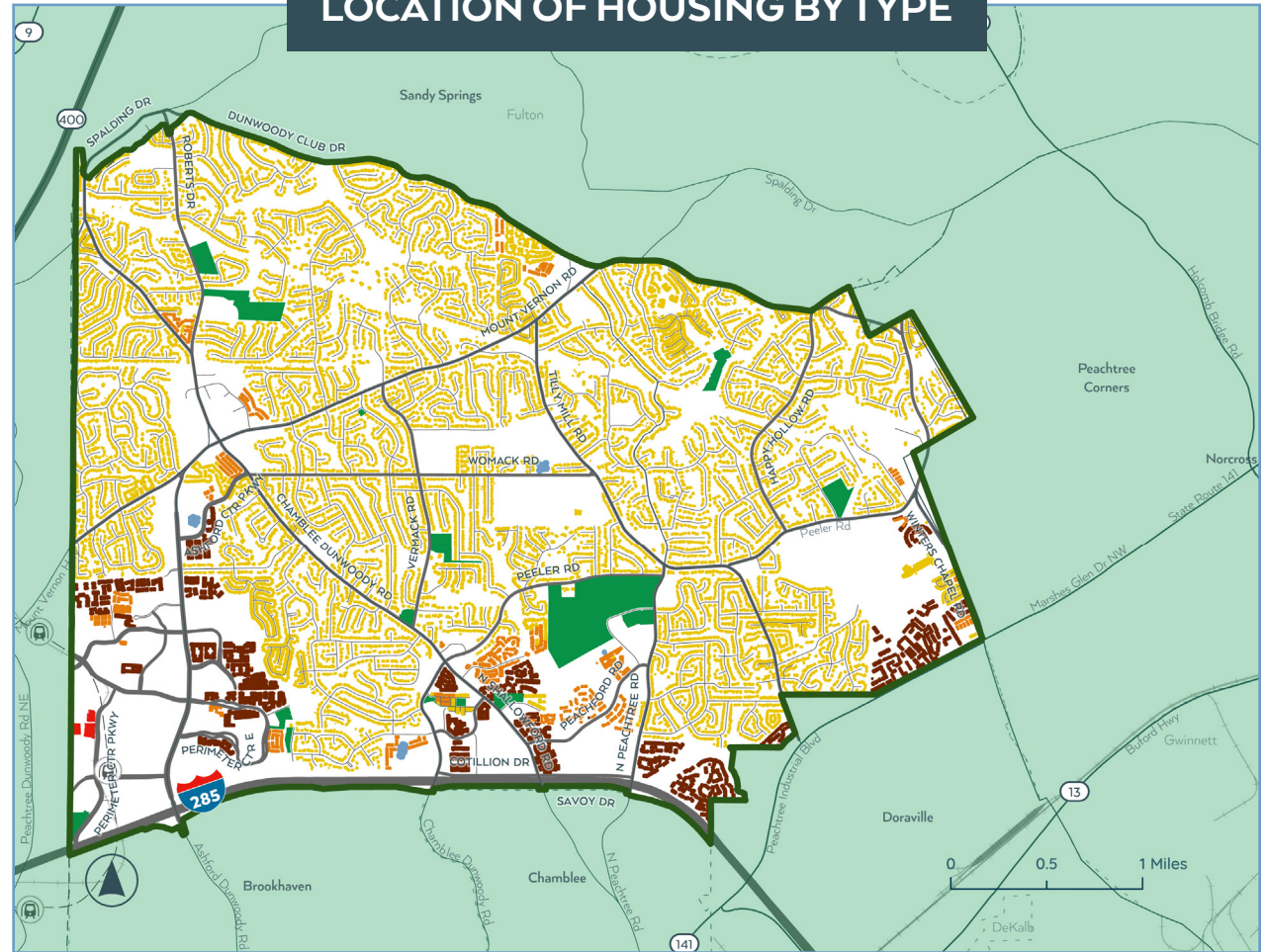


Key Takeaways

- » There is a range of housing types in Dunwoody, though most units were built before 2000.
- » Owners are largely able to afford their houses, but over half of renters are considered cost-burdened.
- » Despite current owners ability to afford their houses, it is very challenging for first-time buyers to break into the market



LOCATION OF HOUSING BY TYPE



HOUSING TYPES

- | | | |
|---|--|--|
| ■ Multi-unit | ■ Attached single-unit | ■ Apartments in Mixed-Use Buildings |
| ■ Assisted Living | ■ Detached single-unit | |

1.6 ECONOMIC DEVELOPMENT

Perimeter primarily powers Dunwoody's economy, but the city's neighborhood commercial hubs offer small business opportunities. The City's economic development approach balances efforts at these two scales, guided by goals in six areas:

- » Capacity, Resources, and Leadership
- » Business Formation & Recruitment
- » Business Retention & Expansion
- » Branding & Marketing
- » Place Formation
- » Arts, Culture, & Placemaking

Jobs and Businesses

The City of Dunwoody is home to a myriad of businesses: the U.S. census estimates the city has 2,888 businesses creating 43,171 jobs. While the total number of jobs has increased over the last decade from 38,302, the total number of businesses has marginally decreased in that same period from 2,895.

The Professional, Scientific, and Tech Services sector is currently the largest within the city, accounting for over 17 percent of all businesses, followed by Healthcare and Social Assistance and Retail Trade, each accounting for approximately 10 percent. These are high-quality, stable fields that support Dunwoody's economy and tax base.

Despite these high-quality businesses, Dunwoody's job mix tells a different story. Two of the top three employment sectors include accommodation and food services as well as retail jobs that typically pay lower wages. Together, these sectors make up over 30 percent of employment in Dunwoody. Healthcare offsets these two sectors some, comprising the second highest job share in the city at almost 15 percent and generally providing higher-paying jobs.

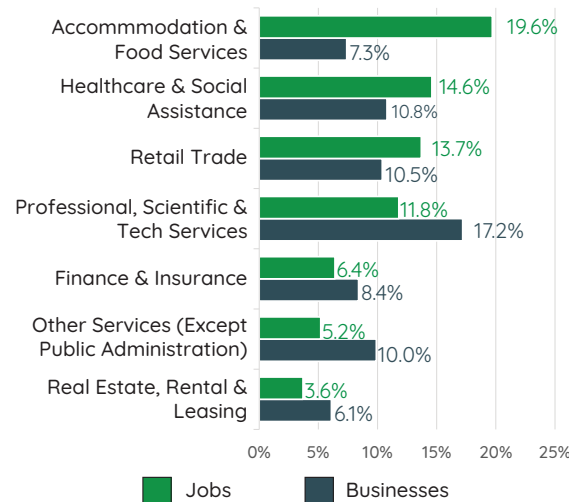
Job Concentration

The map on the following page visualizes the concentration of jobs in Dunwoody. Most jobs in the city are located in Perimeter, with large offices consisting of professional,

tech, and financial services. Perimeter Mall and other large retailers provide retail, accommodation, and food services jobs. Several smaller job centers, such as Dunwoody Village and Georgetown, are located throughout the city. Notably, there is a concentration of institutional jobs at the Georgia State University (GSU) Perimeter College Campus, Peachtree Boulevard, and Jett Ferry.

Dunwoody's job concentrations illustrate two of the three "Dunwoody's": Perimeter and neighborhood-serving commercial centers. Perimeter acts as a major urban employment hub, while places like Dunwoody Village and Georgetown are more local job nodes.

SHARE OF JOBS & BUSINESSES BY INDUSTRY



Esri Business Analyst, 2024 Data Axle, Inc.

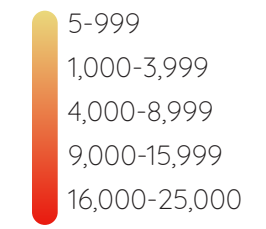
Key Takeaways

- » Dunwoody's current business landscape reveals a balanced local economy, yet Dunwoody's job mix skews towards lower paying jobs.
- » Perimeter is a high-powered regional job center. The city has more modest job centers throughout with a focus on education and local services.



JOB CONCENTRATIONS

JOB DENSITY (jobs/mi²)

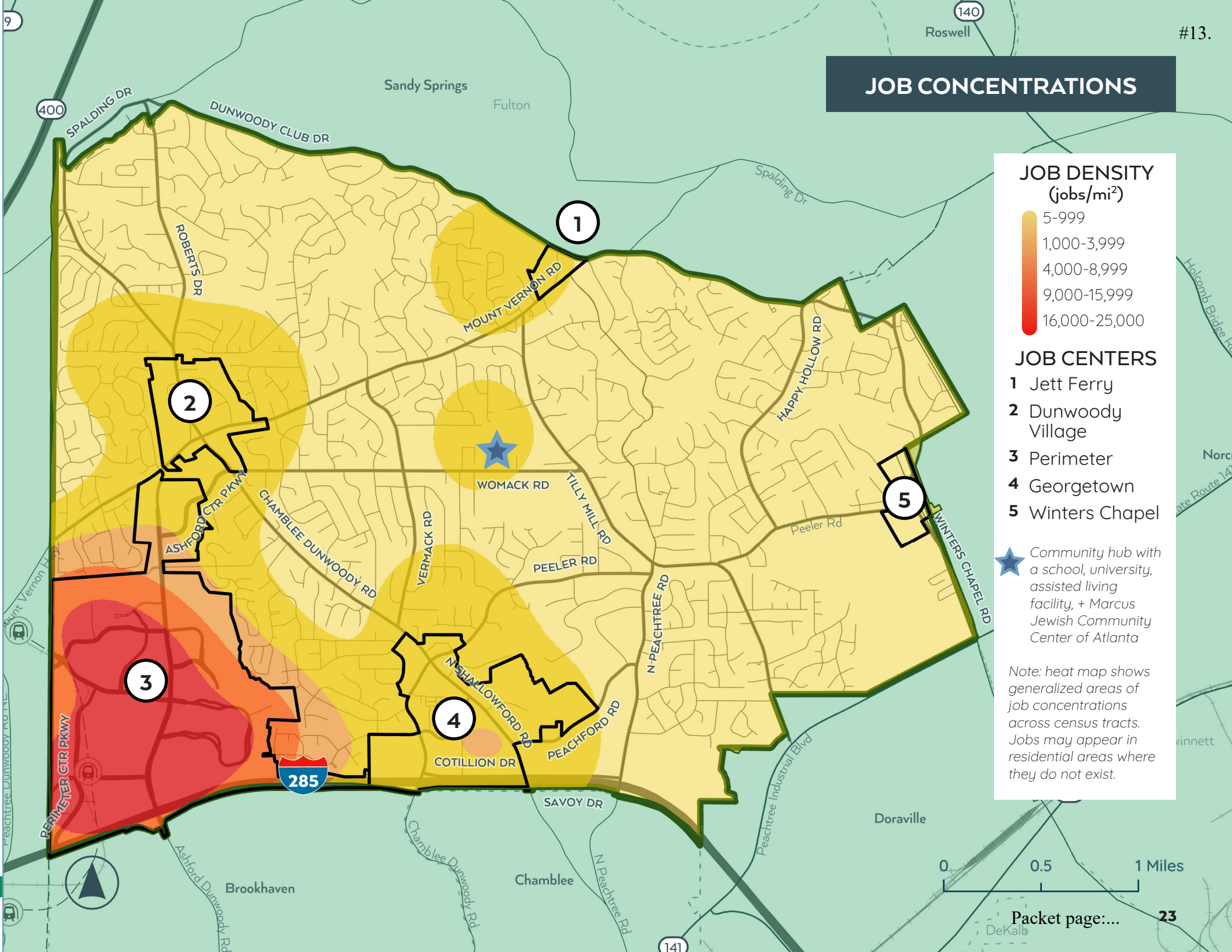


JOB CENTERS

- 1 Jett Ferry
- 2 Dunwoody Village
- 3 Perimeter
- 4 Georgetown
- 5 Winters Chapel

★ Community hub with a school, university, assisted living facility, + Marcus Jewish Community Center of Atlanta

Note: heat map shows generalized areas of job concentrations across census tracts. Jobs may appear in residential areas where they do not exist.



1.7 TRANSPORTATION

Dunwoody benefits from its strategic location near major regional transportation resources like I-285, GA 400, and Metropolitan Atlanta Rapid Transit Authority (MARTA) rail, providing convenient access to the greater Atlanta metro area. Recent efforts have focused on expanding the local mobility network with better-connected multimodal options, including sidewalk improvements and shared-use paths, to ensure safe and reliable travel for all residents.

Network Composition

Within the city limits, Dunwoody has the full extent of roadway classes, including interstates, freeways, arterials, collectors, and local roads. More than 100 miles of local roadways make up most of the road network. Because of its suburban development roots, many of Dunwoody's local neighborhood streets end in cul-de-sacs, limiting connectivity. With limited ways out of subdivisions, these dead-end streets push local traffic onto collector and arterial roads, rather than distributing across connected local streets.

The transit network comprises a heavy rail line, four bus routes operated by MARTA, and three Xpress bus routes operated by the

Atlanta-Region Transit Link Authority (ATL). The Dunwoody MARTA rail stop is on the red line, which runs north to south and provides riders with direct access from Perimeter to downtown Atlanta and Hartsfield-Jackson Atlanta International Airport. The bus routes have 164 bus stops along the major roads, but the MARTA Dunwoody Station and GSU's Perimeter Campus are the most popular.

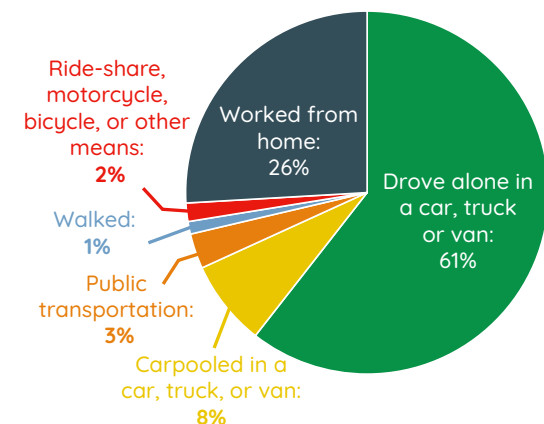
These pedestrian and bicycle networks also follow major roads. Most of the major roads and a few local streets have sidewalks on at least one side, if not both, providing almost 90 miles of sidewalk connectivity across the city. There are 35 miles of bicycle facilities concentrated in Perimeter and the city's core. The off-street trail network is modest: 4 miles of trails form a loop in Brook Run Park before extending south into Georgetown.

Mode Preferences

Dunwoody residents commute using a variety of transportation modes. According to the 2022 ACS 5-year estimates, most residents drive alone to work, representing 61 percent of workers. Approximately 8 percent of workers carpool, and 3 percent take public transportation. Only 2 percent use other means like ride-share or a bicycle, and just 1 percent walk. Since the COVID-19 pandemic, more than a quarter of Dunwoody residents work from home, indicating a tremendous

shift in Dunwoody's daytime population. Before the pandemic, most of Dunwoody's residents commuted out of the city for work. This increase in residents working from home indicates potential needs like co-working spaces, coffee shops, and broadband access.

MEANS OF TRANSPORTATION TO WORK



Employee Movement

Approximately 42,600 Dunwoody employees live elsewhere and commute to the city for work. In contrast, about 20,000 Dunwoody residents are employed outside of the city. Only 2,000 Dunwoody residents are employed in the city. These commuting patterns demonstrate a need for connectivity within and beyond the city to accommodate the large influx of people every weekday.

1.7 TRANSPORTATION

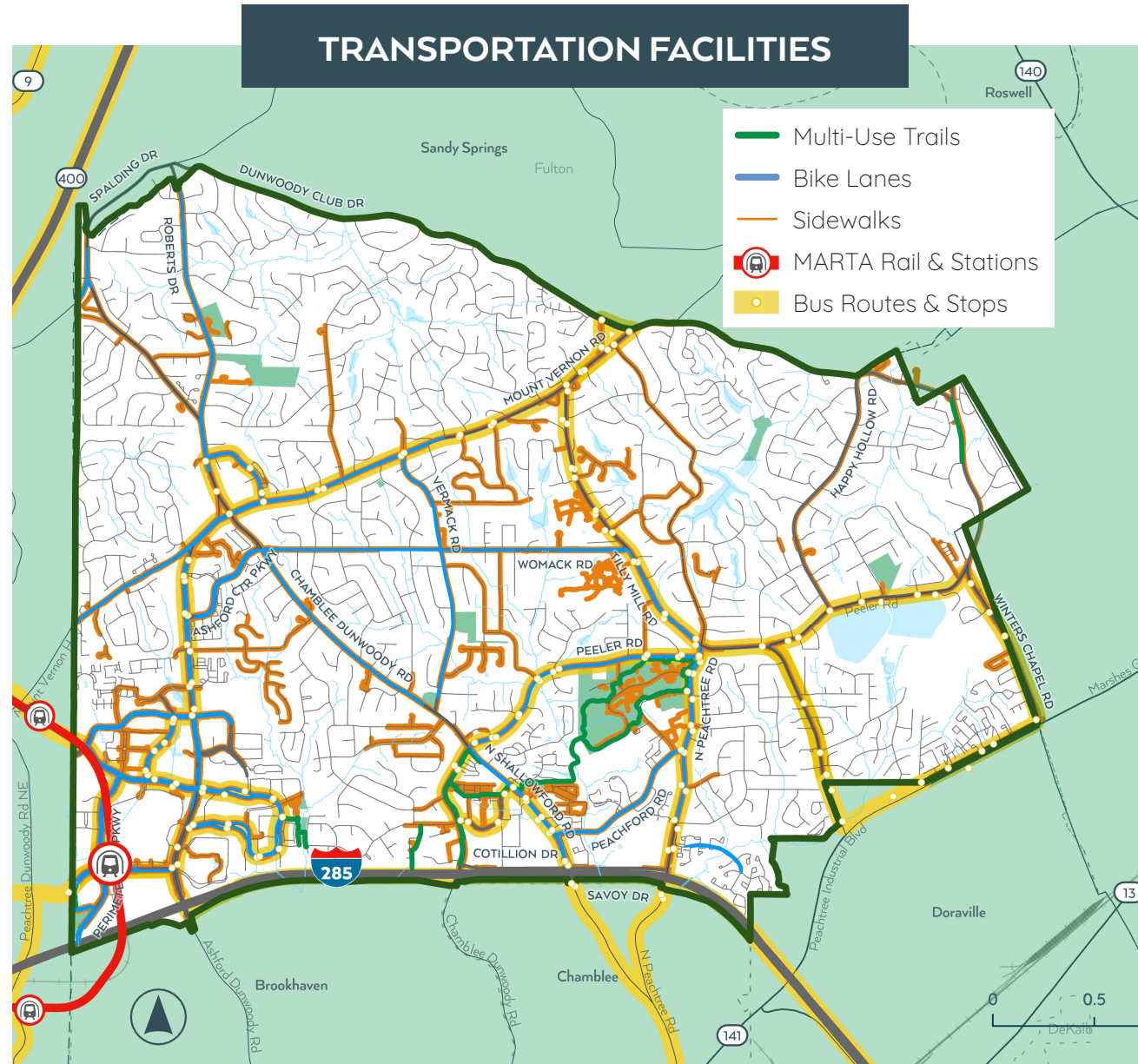
Transportation Projects

The City of Dunwoody is working to accomplish multiple transportation projects, including roadway enhancements, intersection upgrades, sidewalk expansions, and shared-use path developments. A key project is the Top End I-285 project led by GDOT.

Other projects have a strong focus on multimodal improvements, such as enhancing bicycle and pedestrian facilities. Examples of ongoing projects include Georgetown Gateway enhancements, the Ashford Dunwoody Path, and the Village Crossroads Project.

Key Takeaways

- » Dunwoody has access to transit, pedestrian, and bicycle networks, along with regional corridors.
- » Dunwoody's local road network lacks connectivity.
- » The I-285 managed lanes project will have an impact on Dunwoody's transportation system.
- » Future projects are geared toward extending multimodal options.



1.8 QUALITY OF LIFE

Dunwoody's quality of life continues to draw new residents and benefit existing ones. Dunwoody offers a feeling of safety, community amenities, high-performing schools, world-class multi-functional parks, and a persistent dedication to elevating Dunwoody's unique arts and culture.

Community Facilities & Resources

Community facilities and resources are public buildings and services provided to residents that can contribute to a city's sense of identity, community pride, and overall safety and satisfaction.

Fire & EMS

Dunwoody's Fire and Emergency Services are provided through the DeKalb County Fire and Emergency Services Department. DeKalb maintains three fire stations within the city limits: one in Perimeter, another in the northern residential area, and the third centrally located near Brook Run Park.

Police

Dunwoody maintains its own police force and police station within City Hall. The force has 87 staff: 68 sworn officers and 19 civilians.

Additional Facilities

Together, the City of Dunwoody, DeKalb County, and other government entities provide additional important community facilities. The city is home to a DeKalb public library system branch and two post offices. The Dunwoody City Hall houses the City's administrative departments such as Community Development and Public Works.



Schools

Dunwoody offers many educational opportunities for youth, young adults, and community members. The DeKalb County School District operates seven public schools in Dunwoody: five pre-K and elementary schools, a middle school, and a high school. There are also 12 private schools in the city, though most serve pre-K students.

In terms of higher education, GSU operates a satellite campus in Dunwoody, Perimeter College, which provides over 30 academic associate degree pathways to over 15,000 students.

Though the City of Dunwoody and this comprehensive plan do not have authority over the public or private schools within the city, the plan's policies have influence on them. It is vital that the City and schools work together to ensure growth and school capacity are coordinated.

Parks & Open Space

Dunwoody's Parks and Recreation Department manages 11 parks. Guided by the *2017 Parks and Recreation Master Plan*, the system continues to expand with approved master plans for two additional parks, Homecoming Park and Wildcat Park.

Several partners add further opportunities for residents to get outside. The Dunwoody Community Garden and Orchard at Brook Run, the Dunwoody Nature Center, Rush Union Soccer, and the Dunwoody Senior Baseball League each have relationships with the City and offer unique ways for residents to experience parks and open space locally.

1.8 QUALITY OF LIFE

Arts & Culture

Dunwoody has a rich mix of arts and cultural resources that offer residents a wide array of creative outlets. Several organizations lead these efforts in partnership with the City, though many of them started before the city was formally incorporated. Each group is housed in the Dunwoody Cultural Arts Center, a multi-arts complex joined to the Dunwoody Library.

The Spruill Center for the Arts hosts events and classes across a variety of visual art mediums for all ages, and the exhibitions at the Spruill Gallery display work from both local and national artists.

The Stage Door Theater has provided a space for residents to enjoy and participate in the performing arts for over 50 years. They recently began offering performing arts education-based programming as well.

The Chattahoochee Handweavers Guild promotes the fiber arts in Dunwoody and across Georgia, providing resources to novices and experienced artisans.

Public Art Plans

Since the previous comprehensive plan, Dunwoody has also developed an arts and culture master plan and a public art

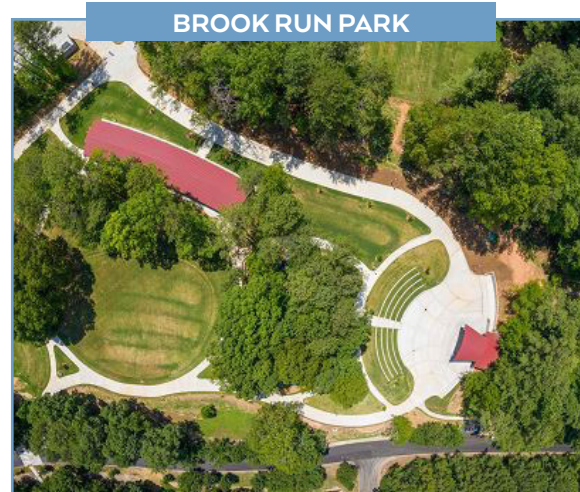


Image credit: Discovery Dunwoody

implementation plan to ensure the creativity of Dunwoody residents is supported and reflected in its public spaces. These plans have resulted in policies that have increased participation and funding for arts and culture initiatives, as well as physical works of public art across the city.

The Arts and Culture Master Plan also led to the creation of Create Dunwoody, an independent non-profit organization that leverages and promotes the arts to increase the quality of life among those who live, work, and play in Dunwoody. Its board consists of a cross-section of arts, civic, cultural and nature organizations in the city.

Community Heritage & Character

Residents in the Dunwoody area have been dedicated to documenting and preserving its history long before it was incorporated. Since its founding in 1994, the Dunwoody Preservation Trust has placed two sites on the National Historic Register: the Donaldson-Bannister House and Cemetery and the Cheek-Spruill House. The nonprofit maintains these sites, and partners with the City's Parks and Recreation Department to provide educational programming opportunities for residents and visitors interested in the community's history.

1.8 QUALITY OF LIFE

As Dunwoody continues to diversify, the City has begun celebrating its residents' many different cultural heritages by offering free festivals for various community groups. Popular events include the Latino | Hispanic Heritage Celebration and the Asian American and Pacific Islander (AAPI) Cultural Heritage Celebration.

Key Takeaways

- » Dunwoody's high quality of life stems from excellent community amenities and strong essential services, enhancing resident satisfaction and attracting new residents.
- » Many of these services and amenities are provided through partnerships with DeKalb County and local nonprofit organizations.
- » As the population grows, existing plans offer clear strategies for expanding these services and amenities to meet future needs.



**THE CHEEK-SPRULL HOUSE
NATIONAL HISTORIC REGISTER**

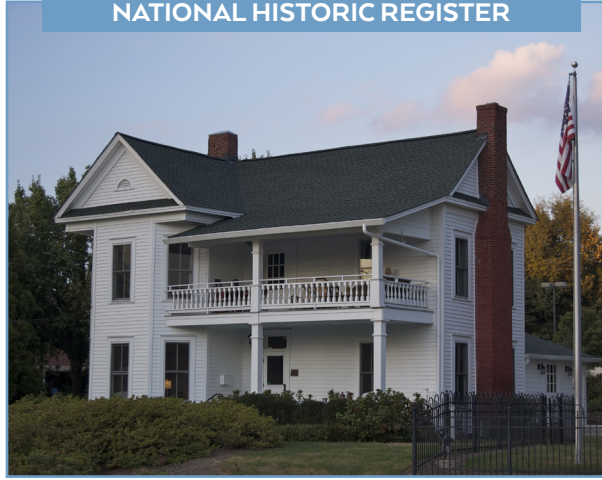


Image credit: Wikimedia

**2023 LATINO | HISPANIC CULTURAL
HERITAGE CELEBRATION**



Image credit: Boon Vong

**DONALDSON-BANNISTER HOUSE
NATIONAL HISTORIC REGISTER**



Image credit: Discovery Dunwoody

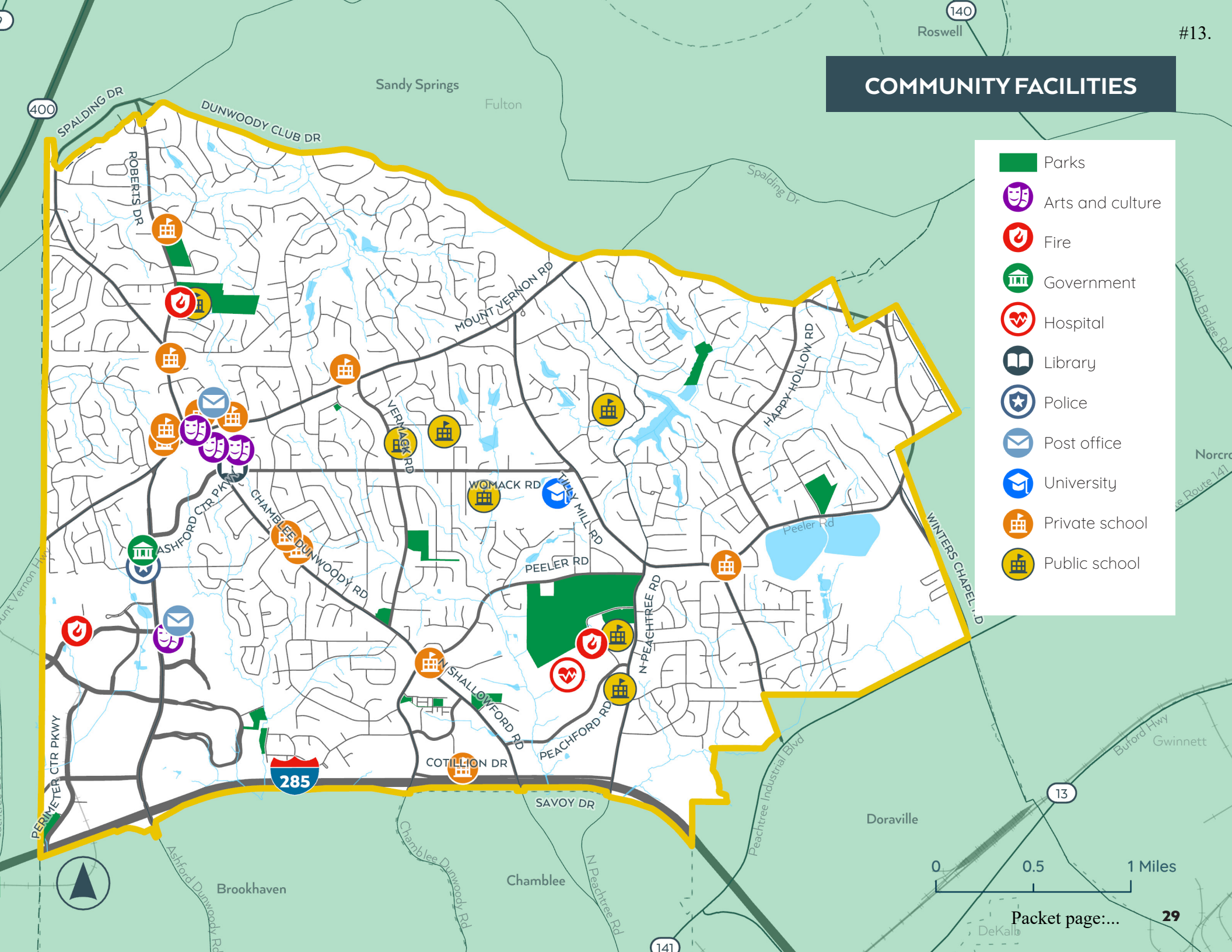
AAPI CULTURAL HERITAGE CELEBRATION



Image credit: Boon Vong

COMMUNITY FACILITIES

-  Parks
-  Arts and culture
-  Fire
-  Government
-  Hospital
-  Library
-  Police
-  Post office
-  University
-  Private school
-  Public school



1.9 SUSTAINABILITY

Dunwoody is a regional leader in implementing sustainability measures, maintaining its gold-level “Green Communities” certification.* Since implementing its first Sustainability Plan in 2014, City leadership, staff, and the Sustainability Committee have created numerous resources for residents and businesses.

Transportation & Air Quality

Dunwoody is actively working with partners to improve air quality through various alternative transportation initiatives. The City continues expanding its pedestrian and bicycle paths network, promoting non-motorized transportation options to reduce vehicle emissions. In the same vein, MARTA, PCID, and the City have worked to expand mobility and access near the Dunwoody station by conducting a Transit Oriented Development (TOD) study in 2024.

Recently, the City has supported the use of electric vehicles (EVs) with a push to install publicly-accessible EV charging stations. Currently, there are 13 EV charging stations on City-owned property. The private sector and Perimeter CID has complemented this support with nine privately operated stations, primarily concentrated in Perimeter.

Trees & Green Space

Dunwoody places a high value on its tree canopy and greenspace, recognizing their importance in enhancing livability and environmental quality. The city has an extensive tree canopy due to its proliferation of established single-unit neighborhoods, yet there are gaps in tree canopy coverage at commercial nodes, with the most significant gap at Perimeter. The City has partnered with the nonprofit Trees Atlanta to offer a front yard tree-planting program, providing homeowners with free trees. This program, the work of the City Arborist, a community tree ordinance, and a community forestry program, have helped Dunwoody maintain its Tree City USA designation.

Most of the city’s greenspace is in nature preserves and parks, and three of these feature other sustainability initiatives. For instance, Brook Run Park, Pernoshal Park, and the Dunwoody Nature Center have multiple projects like community gardens, EV charging, and green infrastructure.

Resource Efficiency

Resource efficiency is a key focus area for Dunwoody: the City has introduced energy-efficient lighting in public spaces and buildings and promotes recycling programs

to minimize waste. As a demonstration project, the City installed a “cool roof” on City Hall to improve its energy efficiency in the summer months. Additionally, there are initiatives to encourage water conservation among residents and businesses.

Water Quality

Dunwoody monitors local water bodies and implements stormwater management practices to reduce pollution and runoff. The City’s own investments demonstrate its commitment to green infrastructure and improving water quality. Green infrastructure includes stormwater management practices that tend to mimic the natural environment, absorbing and filtering stormwater to reduce flooding and improve water quality. The City recently embraced green infrastructure with three key projects: a green roof and plunge pool system at the Dunwoody Nature Center and integrated rain gardens at Pernoshal Park. Each of these systems enhance groundwater recharge and reduce surface water contamination.

Dunwoody has two impaired waterways: Nancy Creek and Marsh Creek which act as the headwaters of Peachtree Creek and the Chattahoochee River respectively. The Georgia Environmental Protection Department created the Nancy Creek Watershed Plan in 2018 to rehabilitate the creek.

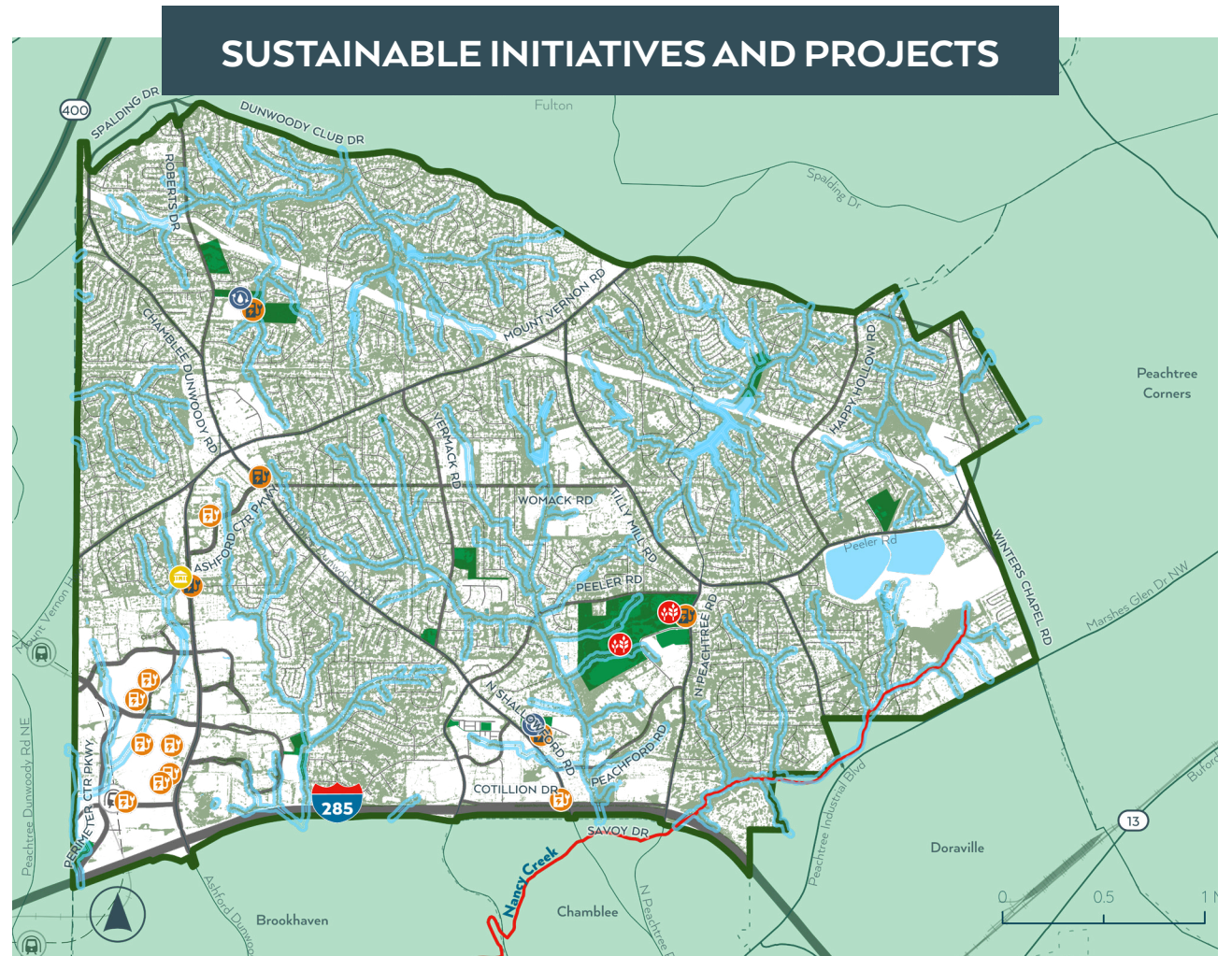
1.9 SUSTAINABILITY

Resilience

Building a resilient community is critical to withstanding environmental and economic challenges. Though closely related to sustainability, Dunwoody does not currently have initiatives specifically addressing resiliency needs. However, several of the sustainability policies and programs also have resiliency benefits, such as green infrastructure that manage flooding and improves water quality, and policies that incentivize 50 percent shaded parking lots, which help combat the increasing urban heat island effects in the city.

Key Takeaways

- » Dunwoody is a regionally recognized leader in sustainability efforts.
- » While the City experiences challenges similar to those in the metro region, particularly regarding water and air quality, it is beginning to implement projects to address these issues.
- » Dunwoody sustainability projects are often co-located. City Hall, Dunwoody Nature Center, Brook Run Park, and Pernoshal Park all feature multiple sustainability initiatives or projects.



- | | | |
|----------------------|------------------------------|-------------------|
| Tree Canopy | Public EV Charging Station | Local Food System |
| Parks | Private EV Charging Station | Impaired Waters |
| Lakes & Streams | Energy Efficiency Project | |
| 75 ft. Stream Buffer | Green Infrastructure Project | |

A photograph of a public engagement event. In the foreground, a woman with short, curly blonde hair is looking towards the right. Behind her, a woman with short grey hair and glasses on her head is smiling. They are in a room with large windows and modern decor, including a large wooden pillar and a hanging light fixture. In the background, there are informational displays. One display on the left is titled "WHAT IS SUSTAINABLE DEVELOPMENT?" and features a circular diagram with four colored segments. Another display in the center is titled "STATION 1: SHOP TIL YOU DROP" and shows a shopping bag icon. Other people are visible in the background, some looking at the displays.

02 > PUBLIC ENGAGEMENT

SHOP DUNWOODY

Land Use

Pace and intensity of development
types of development built (residential,
retail, etc.)

What land uses
you like to see
of in Dunwoody
future

STATION E SHOP-TIL-YOU-DROP



Community Participation
Outreach
Survey
Steering Committee

Stakeholder Interviews
Pop-Ups
Public Workshops

2.1 PUBLIC ENGAGEMENT OVERVIEW

Engaging the public was a critical piece of creating a shared community vision for Direction Dunwoody. A detailed community participation plan guided Direction Dunwoody's outreach and engagement to reach a broad range of residents. This engagement strategy's goals were to:

- » Develop inclusive and accessible engagement and outreach tailored to Dunwoody's unique communities
- » Diversify outreach methods to engage hard-to-reach groups
- » Design activities that seamlessly collect input for both the comprehensive plan and the UDO

Engagement Activities

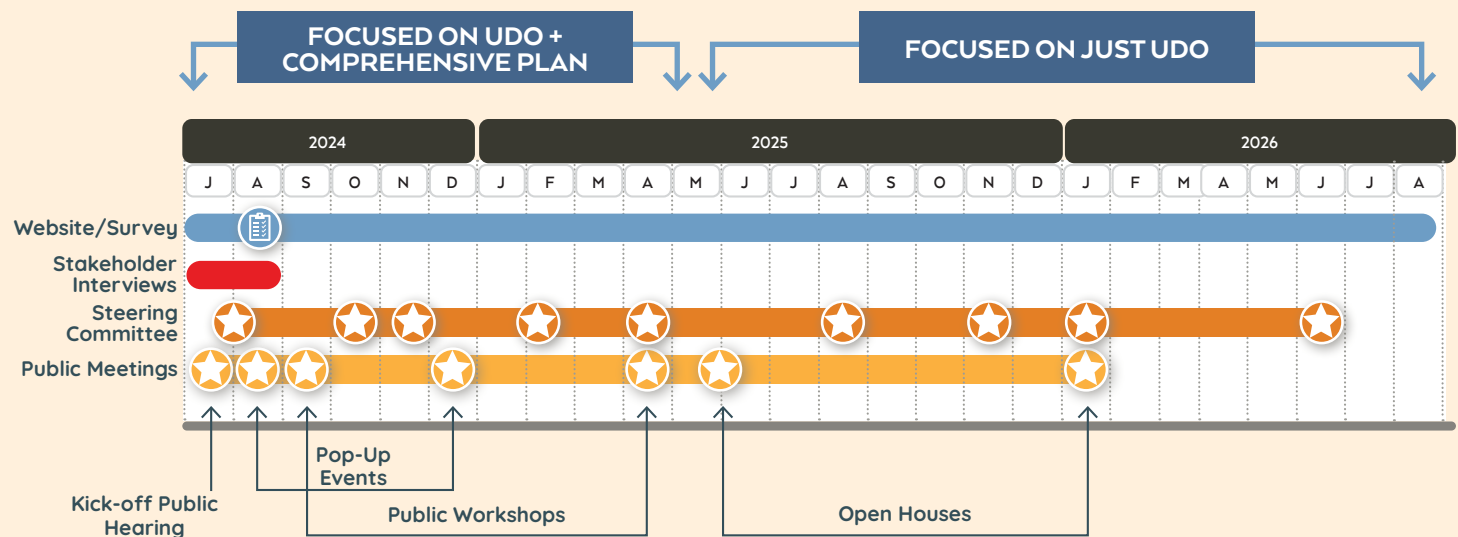
The major engagement activities for Direction Dunwoody included:

- » Online survey
- » Stakeholder interviews and focus groups
- » Steering committee
- » Pop-ups
- » Public workshops
- » Open houses

Timeline

Summarized in the timeline below, activities aligned with various stages of the Direction Dunwoody process—establishing regular touch points with the community. These engagement opportunities provided input on both the comprehensive plan and the UDO update.

Community Engagement Timeline



2.2 OUTREACH

Outreach Methods

A variety of outreach methods were used to promote events and pop-ups, share information about the online survey, as well as advertise other opportunities for participation.

Traditional Media

Traditional outreach such as newspapers, newsletters, and flyers, were used throughout the process to promote local events and encourage participation in the community

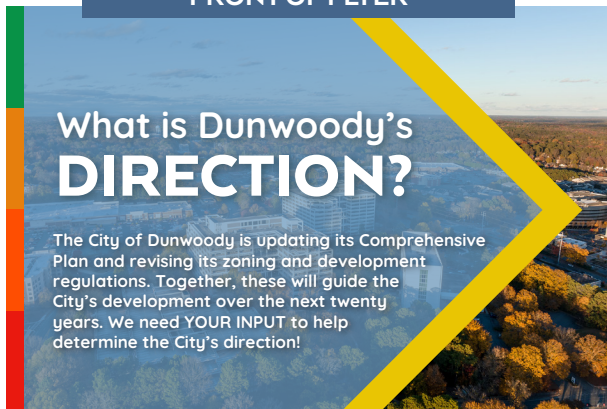
survey. Neighbor-to-neighbor outreach was also encouraged, especially among plan champions like the Steering Committee members. Flyering events proved especially effective due to their informal nature and the opportunity for the planning team to answer questions in real time.

Flyering occurred at events like Pics in the Park and the Hispanic Cultural Heritage Celebration, as well as at Ravinia and at various parks throughout the city.

Digital Outreach

Digital outreach methods included social media posts, email listservs, and updates to the Direction Dunwoody's page hosted on the City's website. These platforms allowed for quick dissemination of information and real-time updates, helping to keep the community informed and engaged. This approach was particularly effective in driving participation in the online survey, as it reached a broader audience and encouraged online interaction; over 60 percent of survey participation was driven by digital outreach. Regular updates and calls-to-action through these channels also helped to maintain momentum and interest throughout the planning process.

FRONT OF FLYER



BACK OF FLYER



FLYERING EVENT



2.3 ONLINE SURVEY

The planning team conducted an online survey to gather preliminary input on key topics, including community needs, development preferences, and desired land use types. The survey featured a variety of questions to gauge residents' planning priorities. The survey was launched at the beginning of August 2024 and closed mid-September 2024.

Who Participated

The survey engaged a total of 1,076 respondents, with the majority being white (**76 percent**), aged 40-64 (**55.8 percent**), and having lived and worked in Dunwoody for over 11 years or more (**61.4 percent**). The planning team compared this demographic information to the city's own demographics to reveal any gaps in outreach efforts. To address these gaps, the planning team

1,076 survey responses

 **75%** completion rate

 **1,588** unique comments

tailored subsequent outreach efforts, pop-ups, and focus groups to better reach the Hispanic, southeast Asian, and Indian communities, as well as younger families and newer residents.

Results

The survey began with a question asking participants to choose three words that best described their future Dunwoody. An overwhelming majority chose safe, family-friendly, and walkable. When asked what the single most important issue facing Dunwoody today, respondents selected traffic congestion (**20.9 percent**), crime and public safety (**13.6 percent**) and planning for redevelopment (**12.6 percent**).



Land Use

For **45.6 percent** of respondents, traffic congestion and auto-oriented development was a major land use concern, followed closely by over-development (37.9 percent). Other concerns included insufficient greenspaces and insufficient housing options, which reflect the responses seen in other elements. Write-in responses included a desire to protect existing neighborhoods and expanding commercial opportunities throughout Dunwoody.

Housing

The high cost of housing is a major concern, with **35.3 percent** of respondents identifying it as the top issue; however, there were mixed responses on potential solutions to increase the attainable supply. Less than a quarter of respondents expressed a need for more entry-level housing (**19.1 percent**) and greater housing variety to meet the needs of Dunwoody's population (**16.1 percent**). Some raised concerns about the changing character of neighborhoods due to new developments that are out of scale (**17.4 percent**), emphasizing the need for careful planning to maintain Dunwoody's character while accommodating growth.

2.3 ONLINE SURVEY

Economic Development

With the shift to remote work, low demand for office space was identified as a pressing issue for **28.4 percent** of participants. Respondents also selected lack of support from residents for more redevelopment (**27.1 percent**) and inadequate infrastructure (**23.3 percent**) as hindrances to the kinds of economic development they would like to see. Open responses suggested establishing a “Downtown Dunwoody” to improve economic development overall, as well as reactivating vacant commercial retail spaces. When asked how they would envision smaller commercial centers like Georgetown and Dunwoody Village changing over the next 10-20 years, **42.8 percent** of residents stated they would like small changes like additional storefronts and aesthetic improvements.

Transportation

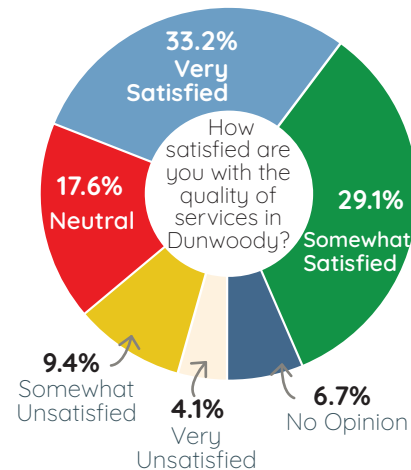
Traffic congestion on major roadways is the most significant transportation concern, with **58.9 percent** of respondents identifying it as a top issue. Respondents also emphasized the need for improved connectivity of local roads and safety on major roadways. There is strong support for enhancing multimodal transportation options such as public transit, biking, and walking to ease traffic congestion and improve accessibility (**41.9 percent**).

Sustainability

Sustainability is a major opportunity for many residents, with **48.7 percent** supporting the expansion of recycling and composting programs, **45.7 percent** for development of more parks and green spaces, and **41.9 percent** for more options for walking, biking, and public transit. Additionally, respondents indicated a desire to expand green infrastructure, create incentives for energy-efficient homes, and improved tree protection, recycling and composting programs, and the development of more parks and green spaces.

Quality of Life

Respondents generally expressed satisfaction with many of the services available to Dunwoody, including emergency services, parks and recreation, and community programs. Many highlighted the desire for improved schools as well as arts and culture programs to boost overall community satisfaction.



PICS IN THE PARK



2.4 STEERING COMMITTEE

The steering committee was composed of key stakeholders, community leaders, and experts who provided a unique and critical perspective on growth and development. Their role was to help shape the high-level vision for growth in Dunwoody for the comprehensive plan and provide guidance on implementing that plan through the UDO—ensuring continuity between the two processes. The first four meetings focused on the comprehensive plan and are described below.

Meeting #1

The first steering committee meeting introduced participants to the project and identified key needs and opportunities for the city. The meeting began with a project overview, highlighting the comprehensive plan, UDO, and the steering committee's role. The planning team asked the committee to list needs and opportunities as well as to engage in a build-a-survey activity.

With repeated mentions, the needs and opportunities list emphasized the need for a true city center and “main street” in Dunwoody Village, to address distressed office and retail districts, as well as to ease traffic and promote walkability through added connectivity. Committee members

underscored opportunities for infill and redevelopment—particularly with surface parking lots, placemaking and community gathering spaces, and aligning the UDO with the comprehensive plan to create “conditions for success” for both developers and residents related to development outcomes. Related to the survey, groups organized their surveys with an emphasis identifying problems before gathering input on solutions.

Meeting #2

The second meeting focused on updating members on the progress of the Dunwoody comprehensive plan and UDO and identifying top needs and opportunities. The team led a prioritization activity, where participants discussed priority needs and opportunities in all six elements heard throughout the engagement process.

Through this prioritization process, the “key places” approach emerged. While the focus was to narrow down the list of key needs and opportunities, the committee highlighted many of them were location-specific, and solutions needed to be tailored to key places like Perimeter, local commercial centers, and the neighborhoods.



2.4 STEERING COMMITTEE

Meeting #3

At the third meeting, the committee discussed aligning projected growth with appropriate housing and land use strategies for Dunwoody. After a discussion of ARC growth projections and their implications, committee members collaborated to map potential housing growth areas, culminating in a consensus growth map. The second activity translated this map into housing strategies, with discussions on housing types and their suitability for key areas like Perimeter, Dunwoody Village, and Winters Chapel, as well as neighborhoods.

The committee's consensus map primarily drove growth into Perimeter and Georgetown, aligning growth with existing and planned transportation infrastructure. They also identified modest growth in the smaller commercial centers like Dunwoody Village and Winters Chapel to better support desired retail and restaurants. When selecting housing types, the committee highlighted the nuance within commercial centers, leading the planning team to create core and transition zones in commercial character areas.

GROWTH MAPPING ACTIVITY



GROWTH MAPPING ACTIVITY



Meeting #4

The fourth meeting focused on the planning team's new land use approach using a single character area map with a "stoplight" land use table. The team then reviewed proposed character area changes and discussed the land use table, emphasizing missing middle housing and commercial types. Following feedback from the third meeting, the planning team also presented draft core and transition geographies in Perimeter, Georgetown, and Dunwoody Village.

Through a "stoplight" activity, the committee had a direct hand in steering land use policy for two areas: Perimeter and Georgetown West. Input focused on adding process considerations (e.g., special land use permitting) for multi-unit buildings in transition areas, focusing intensity in the core, and adjusting the Perimeter core geography. From there, the planning team took these two examples to inform the land use policy for remaining character areas.

2.5 INTERVIEWS + FOCUS GROUPS

Stakeholder interviews were a key engagement tool used to gather detailed insights from individuals with specialized knowledge and involvement in Dunwoody's policies, goals, and opportunities for improvement. These one-on-one conversations provided expert perspectives on key topics relating to both the comprehensive plan and UDO, and ensured a well-rounded understanding of Dunwoody's challenges and opportunities. Participants—including elected officials and department directors—were selected based on the City's recommendations and the planning team's research.

Focus Groups

Focus groups complemented the stakeholder interviews by bringing together diverse voices to discuss a broader community topics. These group sessions allowed participants to share their experiences and insights, and offered a collective view of how previous policies have shaped the city. A variety of perspectives were included with the focus groups held, including:

- » Young families
- » Developers and major property owners
- » Transportation
- » Arts and sustainability
- » Local builders
- » Small business owners & operators

WHAT WE HEARD

"Development of Perimeter and densification can work in tandem with protecting the neighborhoods."

"Dunwoody Village is the heart and it would be great to have a true downtown/main street."

"Other than transit, filling [trail] connectivity gaps is the biggest need."

"It's difficult for younger families to move in and afford housing. Half of residents live in apartments and there's a lack options in the middle."

"I visit the mall, but would rather not if I didn't have to. Would like to support more local shops and small businesses."

2.6 POP-UPS

Pop-ups—or “popping up” at existing events to solicit input—are great ways to meet the community where they are. Engagement at these events aimed to build on the feedback collected during steering committee meetings and community workshops, providing additional clarity on ideas expressed in other contexts. Strategically held during high-traffic community events, the pop-ups attracted a diverse cross-section of residents. Two such events took place in August and December, offering valuable opportunities for engagement.

Back-To-School Bash

At Dunwoody Village’s Back-to-School Bash, attendees were invited to complete a report card, grading the City of Dunwoody’s current performance across all six element



Image credit: City of Dunwoody

areas. Participants were also encouraged to suggest additional improvements they’d like to see, while passers-by received links to access the comprehensive plan survey for further input.

The report cards reiterated that Dunwoody has a high existing quality of life, and elements like land use, housing, and transportation require more attention. People specifically commended the City for its existing greenspace and trail network and hoped the City would continue expanding these amenities. Consistently, people highlighted the need for walkability, attainable housing choices, and a true “Downtown Dunwoody” with greenspace in Dunwoody Village.

Holiday Lights Event

At the Brook Run Park Holiday Lights Event, attendees participated in an interactive activity to provide input on criteria for allowing more diverse housing options along major corridors in traditional neighborhood areas. Using a festive string-light-themed coloring page, participants marked each bulb—representing a specific criterion like proximity to parks or commercial centers—with green, blue, or red to indicate their support for diverse housing under those conditions. The completed pages were



displayed on a string light installation at the event, visually capturing public preferences for housing with street frontage, near transit stations, and other criterion.

The coloring pages revealed a general openness towards housing diversity along major corridors, with a preference to clustering these housing types near commercial centers, community amenities, and multimodal infrastructure. Only one participant completely rejected missing middle housing. Others noted that there is a need for greater housing diversity. Many participants mentioned how they loved their neighborhoods and wanted new development to reflect existing neighborhood character.

2.7 PUBLIC WORKSHOPS

Workshop #1: Shop Dunwoody

The first workshop, referred to as “Shop Dunwoody,” was designed to engage the community in the initial stages of comprehensive planning process while utilizing a vacant retail space to create an interactive and immersive experience. The event had over 60 attendees who provided valuable input on how community members envisioned their ideal version of Dunwoody.

The planning team leaned into the location’s theme, creating a shopping-like experience where participants “purchased” various items, representing different priorities in different departments organized by the six plan elements. Attendees then engaged with staff to record their choices, which were later assigned to Dunwoody’s character areas in a mapping activity coined the “fitting room.” This playful and unfamiliar setup uncovered what Dunwoodians would like to see in their community and where it best fit in the city.

Results

With over 350 items selected as opportunities, the event revealed key community priorities across several planning elements, informing needs and opportunities in the Community Assessment and Agenda. Top results include:

- » A desire for a “Downtown Dunwoody”
- » Improved bike/pedestrian connectivity and microtransit options
- » Tree canopy protection and green infrastructure
- » Reactivation of vacant commercial areas and support for small businesses
- » Support for backyard cottages (ADUs), preserving neighborhood character, and developing senior housing

The fitting room exercise further refined these priorities by associating them with specific character areas in Dunwoody. For commercial nodes, there was significant support for more mixed-use development and attainable housing, particularly at Jett Ferry and Winters Chapel. In suburban neighborhoods, green infrastructure and the preservation of affordable housing were highlighted, along with park enhancements at Brook Run Park. In the Perimeter area, the community expressed a desire for visitor attractions and expanded microtransit options to improve accessibility and connectivity.

SHOP-TIL-YOU DROP ACTIVITY



Image credit: City of Dunwoody

FITTING ROOM ACTIVITY



Image credit: City of Dunwoody

2.7 PUBLIC WORKSHOPS

Workshop #2

The second workshop was designed to gather final feedback on the Comprehensive Plan and focused on the proposed intensities and land uses in each character area. More than 40 residents and business owners attended the workshop, which included a presentation reviewing the comprehensive plan recommendations and a status update on the progress of the joint comprehensive plan and UDO process.

The workshop also had two input activities. The first activity allowed attendees to designate what they thought was an appropriate intensity for each character area by asking them to extend a piece of washi tape beneath a copy of the comprehensive plan's intensity transect (see chapter 4). The beginning of their tape represented the lowest intensity they thought was appropriate, while the end of their tape represented the highest intensity they thought was appropriate.

The second activity provided the draft stoplight charts designating which land use was always appropriate, appropriate with considerations, or never appropriate for each character area. Attendees used sticky notes to write their feedback on land use designations they agreed with or any adjustments that might be needed.

Results: Character Area Intensities

The input received at the workshop closely aligned with the proposed intensities for many character areas. However, several notable differences from the workshop input include:

- » **Perimeter-Transition:** The input suggested intensities ranging from 3 to 6+ stories, while the draft plan proposed 2 to 6 stories.
- » **Georgetown East:** The input suggested intensities ranging from 1 to 3 stories, while the draft plan proposed 2 to 5 stories.
- » **Ashford:** The input suggested intensities ranging from 2 to 3 stories, while the draft plan proposed 2 to 5 stories.
- » **Winter's Chapel:** The input suggested intensities ranging from 2 to 5 stories, while the draft plan proposed 1 to 4 stories.

Results: Land Use Stoplight Charts

The input supported the proposed land uses for each character area. The only outlier was several comments wishing to see less intense uses in Ashford. Some recurring themes across all character areas were support for more public greenspace, requests for higher connectivity between character

areas—particularly commercial cores like Georgetown, Perimeter, and Dunwoody Village—and concerns about balancing higher intensity uses with school capacity.





03

COMMUNITY ASSESSMENT & AGENDA



Community Assessment

Needs & Opportunities

Community Agenda

Key Places Vision

3.1 COMMUNITY ASSESSMENT

The Community Assessment is a high-level look at the main needs and opportunities in Dunwoody. The needs listed below are those that “bubbled up” repeatedly throughout the planning process, and represent the major findings from the City Snapshot and various engagement methods.

Needs & Opportunities



Land Use

- » Build up a true “Downtown Dunwoody”
- » Balance redevelopment with preserving neighborhood character
- » Encourage redevelopment in underutilized areas for vibrant commercial hubs
- » Promote walkable, mixed-use development in key commercial centers
- » Leverage the Dunwoody MARTA station for transit-oriented development
- » Reposition office market and adapt to changing demand by repurposing underutilized spaces



Housing

- » Diversify housing options, particularly for seniors and young families
- » Preserve naturally occurring affordable housing, particularly multi-unit housing
- » Ensure new developments align with neighborhood character and scale
- » Address challenges of people experiencing homelessness
- » Encourage infill housing in walkable areas near commercial centers
- » Current regulations make it cost-prohibitive to build multi-unit housing, further exacerbating the housing shortage



Transportation

- » Address traffic congestion
- » Improve bike and pedestrian safety and connectivity to targeted destinations
- » Expand connectivity within the local road network as redevelopment occurs
- » Enhance last-mile transit connectivity
- » Improve safety through lower speeds and traffic calming in key areas
- » Coordinate with relevant agencies on regional transportation improvement projects to maintain and enhance access in key locations



Economic Development

- » Enhance the public realm by incorporating greenspaces, streetscape improvements, and public art to create an inviting atmosphere that attracts visitors and supports economic development.
- » Support small, local businesses through targeted programming
- » Strengthen job diversity by attracting higher-paying industries
- » Keep investing in and promote Perimeter as a high-powered regional job center
- » Support business incubators and shared workspaces to foster entrepreneurship



Sustainability

- » Protect and enhance tree canopy
- » Make stream buffer requirements more flexible to balance water resource protection with homeowners’ need to make basic building improvements
- » Expand recycling and composting programs
- » Implement the Sustainability Plan to guide future environmental policies
- » Integrate green infrastructure to manage stormwater and improve water quality particularly in new development
- » Develop quantifiable goals for improving sustainability, particularly in terms of pollution

3.1 COMMUNITY ASSESSMENT



Quality of Life

- » Increase focus and investment in public safety, particularly around property crime
- » Cultivate a vibrant arts and culture scene and build on existing partnerships to enhance cultural and community services
- » Continue to invest in Dunwoody's system of parks and greenspaces
- » Continue placemaking efforts, particularly to revive vacant retail areas
- » Provide services and support to our aging population

EVENT IN PERNOSHAL PARK

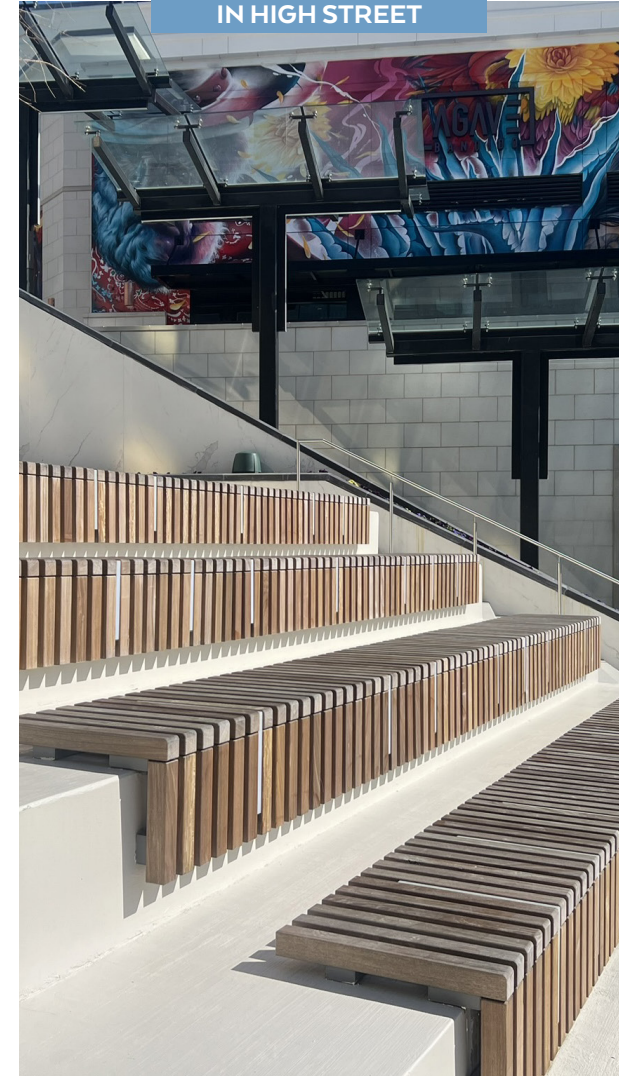


These needs and opportunities, taken together as a larger whole, create a clear aspiration for Dunwoody's future. People love their quiet, residential neighborhoods but also want more parks, green spaces, and walkability.

Residents also want easy access to retail and entertainment close to home, especially in terms of unique local businesses. For many, these needs are served by smaller, local commercial centers like Dunwoody Village and Georgetown. Dunwoody residents appreciate these local centers and want to see them thrive, but recent retail and office vacancies have sparked concern about their future. There is also a desire to have a clear "Downtown Dunwoody."

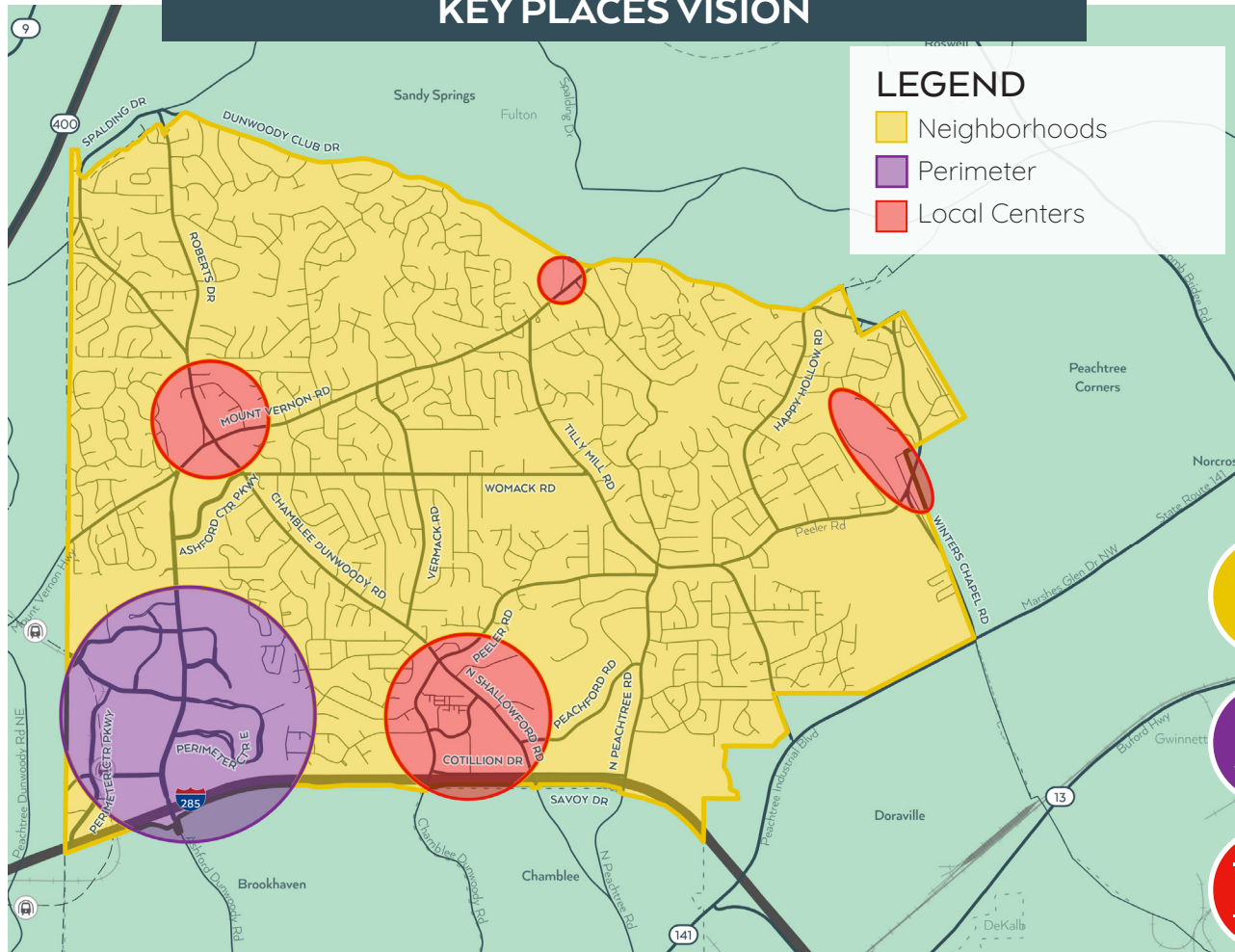
Although Perimeter certainly has the level of activity to be defined as a Downtown, it is more of a regional center than a place just serving Dunwoody residents. Its status as a job center and regional retail destination makes Perimeter a significant asset, and essential to Dunwoody's tax base—ongoing investment in its public realm and mobility infrastructure is needed for Perimeter to remain competitive as a regional center, as well opening opportunity for additional housing to support high-quality retail.

MURALS + PLAZA SPACE IN HIGH STREET



3.2 COMMUNITY AGENDA

KEY PLACES VISION



Rather than developing topic-specific goals, the Community Assessment findings suggest a focus on places more holistically. These place-based goals are the main framework for the Community Agenda, recognizing that there are three key places in Dunwoody: Perimeter, local centers, and neighborhoods. Each of these three place types have with their own needs, opportunities, and strategies for land use, transportation, economic development, housing, sustainability, and quality of life.

Dunwoody's place-based focus can be expressed as three overarching goals:



Maintain Our Neighborhoods



Keep Investing in Perimeter



Cultivate Local Centers

Data Note:

While these geographies are general, data for this section uses character area boundaries found in Chapter 4. All data is sourced from Esri Business Analyst or CoStar for 2024.



3.2 COMMUNITY AGENDA

Maintain Our Neighborhoods



Dunwoody's neighborhoods form the city's backbone, comprising 70 percent of its land area. These areas are predominantly residential, interspersed with parks and places of worship, offering a balanced suburban quality of life with a robust tree canopy and access to urban benefits like retail and employment hubs in Perimeter and Georgetown. This combination makes Dunwoody's neighborhoods a significant draw for new residents.

Most neighborhoods are concentrated in the city's core but extend to the north, west, east, and even portions of the southern border near I-285.

Neighborhoods Today

Population: 28,448

- » Households: 10,120
- » Average Household Size: 2.8
- » Housing Units: 10,600

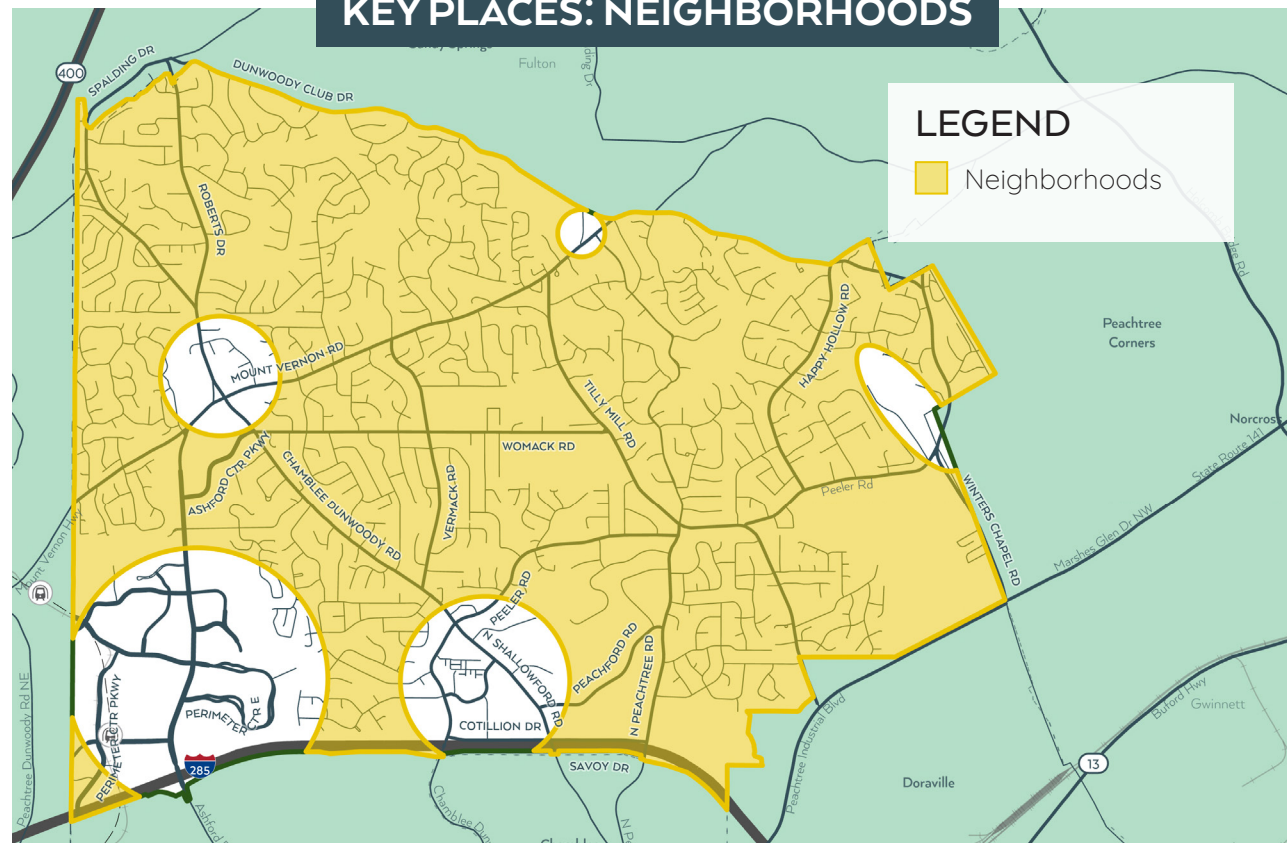


**Data source: ESRI Business Analyst*

Historically, neighborhoods were developed with cul-de-sacs and subdivision layouts. In the last 20 years, some developments have incorporated townhouses and small-lot detached homes, particularly along major roads and for transitional infill between long-standing single-household areas and nearby commercial centers.

Dunwoody's neighborhoods are the least intensely developed areas of the city, characterized by single-household detached units on larger lots. While most lots are over a quarter-acre, fewer than 2 percent are larger than one acre, maintaining a suburban feel without being rural.

KEY PLACES: NEIGHBORHOODS



3.2 COMMUNITY AGENDA

Dunwoody is considered “built out” due to its lack of greenfield sites and abundance of established single-unit neighborhoods and redevelopment.

A common type of infill development is replacing a small single-unit house with a much larger, more expensive one. These new houses are often out of scale with the established neighborhood character. With these rising housing prices and house “churn,” there are calls for preserving neighborhood character while also providing options for seniors and first-time buyers.

Notable recent projects in the neighborhoods are mostly limited to park acquisitions and recreational amenities. These include Wildcat Park and Homecoming Park. On Roberts Drive, Wildcat Park (9.8 acres) will feature basketball, pickleball, tennis courts, a multi-use field, and a splash pad. Further south on Vermack Road, Homecoming Park (9.3 acres) will offer a mix of active and passive amenities, including open fields, a wildflower meadow, an Americans with Disabilities Act (ADA) accessibly-designed/sensory playground, and pickleball courts.

Dunwoody’s suburban roots have created a car-dependent environment. Local streets often end in cul-de-sacs, pushing traffic onto congested arterial roads. Pedestrian

and cyclist connectivity is limited, with only 10 percent of neighborhoods featuring sidewalks, which are primarily along major roads. Similarly, the bike network is concentrated near Perimeter and Georgetown, leaving neighborhoods underserved.

Opportunities in Neighborhoods

- » Dunwoody’s neighborhoods attract new residents with their tree canopy, family-friendly character, and community-oriented culture
- » Parcels outside of subdivisions and fronting on corridors adjacent to local centers could be opportunities for different types of housing
- » With over a quarter of residents working from home, there is increasing demand for co-working spaces and coffee shops in nearby local centers
- » Expanding sidewalks, trails, and bike-friendly routes will enhance mobility and connect neighborhoods to public spaces, nearby amenities, and local centers
- » Developing a robust trail network and increasing access to parks within a 10-minute walk of all residents will enhance livability and connectivity
- » Investments in family-oriented designs, trails, and placemaking can sustain neighborhood vibrancy

Challenges in Neighborhoods

- » The existing suburban layout creates a car-centric design, limiting pedestrian and cyclist accessibility while causing vehicular traffic on major corridors
- » Parks and green spaces are limited, unevenly distributed, and often difficult to access
- » Unchecked growth can further strain the DeKalb County school system and cause capacity challenges
- » Stream buffer and stormwater management regulations complicate redevelopment and even minor renovations
- » Rising property costs and limited housing options for young families and seniors create affordability challenges
- » Historically, residents’ wariness of change and development can stymie even quality projects from coming to fruition
- » Accommodating aging in place and evolving household needs—such as multigenerational living, adult children at home, starter homes, and care homes.

**TYPICAL HOME
FOUND IN
DUNWOODY’S
NEIGHBORHOODS**



3.2 COMMUNITY AGENDA

Vision for Neighborhoods

Dunwoody's neighborhoods will remain desirable, tree-lined, family-friendly residential areas while evolving to meet modern needs. Investments in sidewalks, trails, and parks will enhance livability and connectivity, ensuring neighborhoods remain vibrant and accessible.

Neighborhoods Tomorrow

- » Anticipated growth: 200 to 500 total households across all Dunwoody neighborhoods
- » Neighborhood-serving commercial uses limited to corridors near local centers



**Data source: ESRI Business Analyst*

Priority Strategies for Neighborhoods



Land Use

- » Preserve residential character throughout existing subdivisions



Economic Development

- » Encourage workers who commute into Dunwoody from other communities to consider relocating to the city by promoting its neighborhoods as desirable places to live



Housing

- » Consider residential infill development on appropriate corridors, particularly in proximity to local centers



Sustainability

- » Review stormwater and stream buffer regulations to support best practices but allow flexibility



Transportation

- » Enhance safety on neighborhood roads by filling in gaps in the sidewalk network, implementing intersection improvements, and promoting lower speeds



Quality of Life

- » Continue identifying opportunities to preserve tree canopy and open space

3.2 COMMUNITY AGENDA

Keep Investing In Perimeter



Though very different in character to the rest of Dunwoody, Perimeter is an extremely important part of the city. **The large amount of commercial property—both jobs and retail—is the foundation of Dunwoody's tax base, enabling the City to provide high quality services and amenities across the community.**

Perimeter is the most intensively developed area in Dunwoody, featuring high-rise offices, large-scale retail, and a diverse range of housing types. Historically, many developments were built in a suburban style that focused inward, such as Perimeter Mall and the Ravinia campus. New developments are beginning to shift towards a more urban style; although they are still inwardly oriented, projects like High Street and Ashford Lane feature a people-scaled design that sets the bar for high-quality places focused around open space.

One of the biggest advantages of Perimeter is its position as a transportation hub. It is the transportation center of the city, with a MARTA rail station and close proximity to Interstate 285 and SR 400.

Perimeter Today

- » Population: 10,296
- » Households: 5,215
- » Average Household Size: 1.97
- » Housing Units: 5,276
- » Total Businesses: 1,280
- » Total Jobs: 21,779
- » Retail Vacancy: 6.9%
- » Office Vacancy: 24.8%



**Data source: ESRI Business Analyst & CoStar*

However, mobility is hampered by a street network that is mostly suburban in its design. This has resulted in a lack of connected local roadways that provide route options and a difficult environment for walking and bicycling.

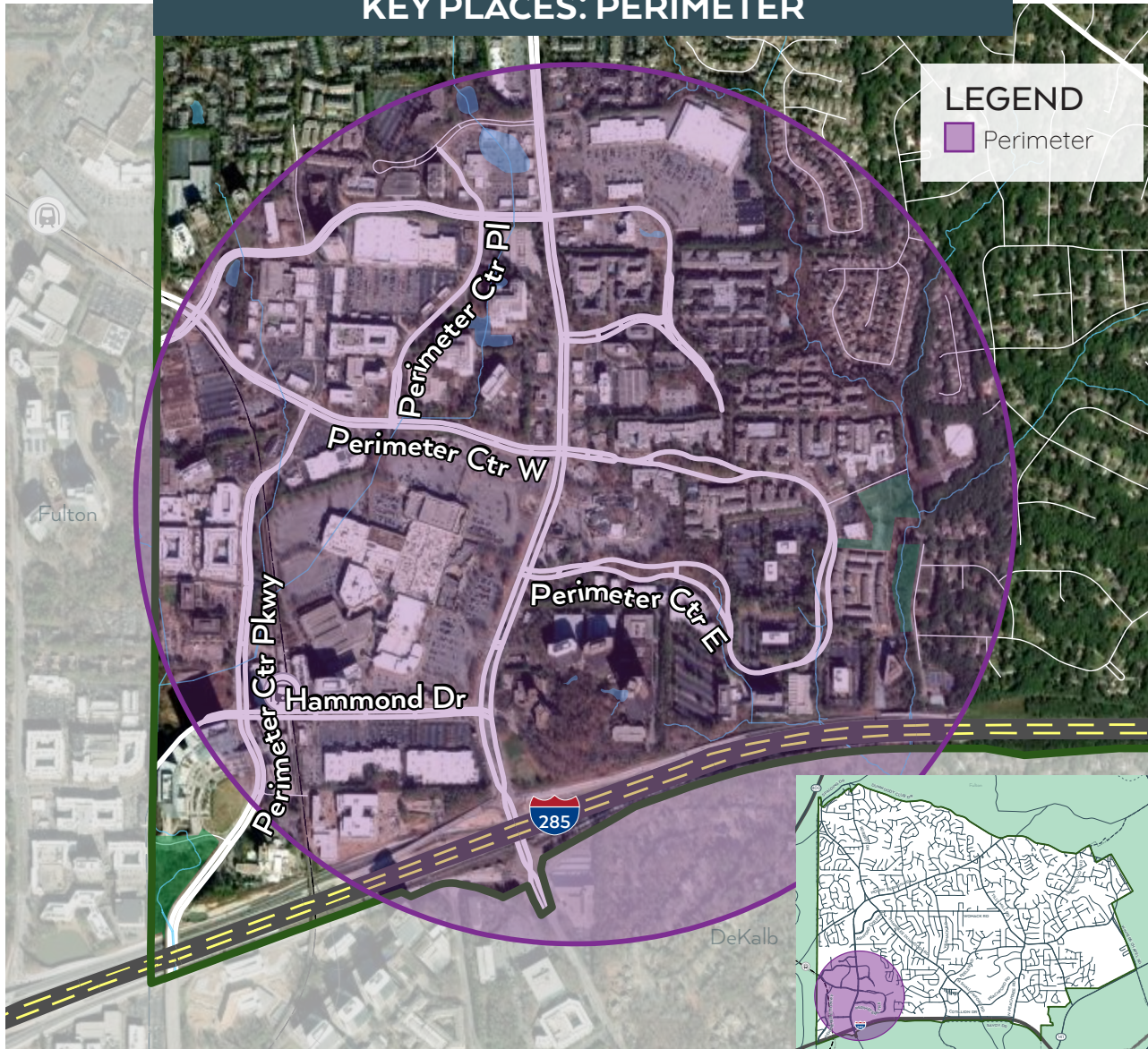
In addition to its mobility challenges, there are questions around Perimeter's land uses. Like many other job centers outside of urban cores, office space is in flux; the City and its partners are actively looking at opportunities to best leverage the existing stock of commercial buildings and continue to invest in Perimeter as a top choice for living and working.

Perimeter's Opportunities

- » Strong demographics for growth: highly educated population, and large daytime population are attractive to investors
- » The eventual redevelopment of Perimeter Mall is a major opportunity for high-quality, mixed-use growth
- » Strong leadership in the area from PCID, business leaders, and community leaders
- » Desired development is already occurring—the development community has confidence in Perimeter
- » The presence of the MARTA station is an opportunity to leverage transit-oriented development
- » Access to I-285 and 400 will always be a draw, even more so when the planned Top End improvements come online
- » Perimeter already has diverse housing stock, and is well-positioned for high-demand housing types like multi-unit
- » There are opportunities to expand local roadway network connectivity as new development occurs, particularly around Perimeter Mall
- » The area is ripe for more public art and placemaking, such as the successful Dunwoody Station mural

3.2 COMMUNITY AGENDA

KEY PLACES: PERIMETER



HIGH STREET



MARTA STATION



3.2 COMMUNITY AGENDA

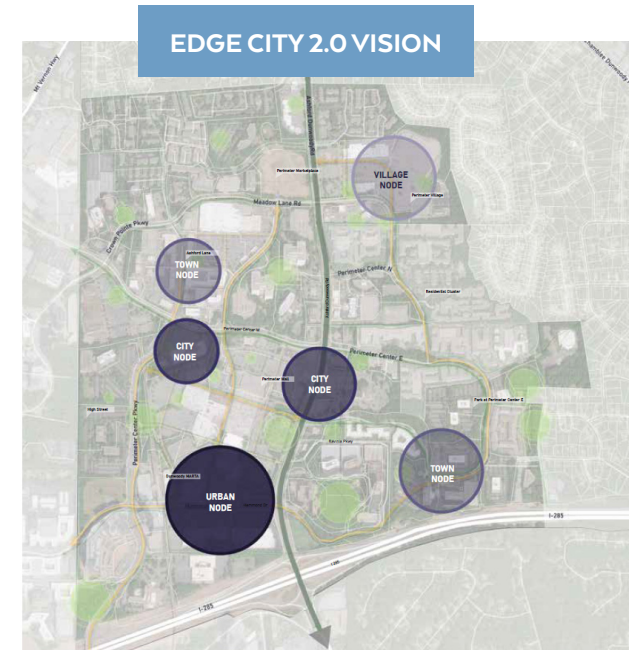
Perimeter's Challenges

- » There is no clear “Main and Main” heart of the area
- » Because Perimeter was originally built for cars, it continues to be a challenging pedestrian environment
- » Parks and green spaces are limited and fragmented
- » Like most job centers across the country, Perimeter must grapple with the current uncertainties of the office market
- » Perimeter is competing with other strong regional centers like the Battery/Cumberland and Avalon, which have very high-quality development and unique character

Vision for Perimeter

Perimeter is—and will continue to be—a vibrant, well-connected, unique regional center where there is ample access to opportunities to live, work, and enjoy Dunwoody's high quality life.

The Edge City 2.0 plan established a vision for Perimeter centered on a major urban node at MARTA and Perimeter Mall with a central green space. This node is augmented with a series of less intense nodes that radiate out to the north and east. The vision also includes a strong network of local roadways, sidewalks, and trails, using redevelopment as an opportunity to weave together a tighter network of route choices and modes of travel.



Perimeter Tomorrow

- » Anticipated Growth: 4,700 to 8,700 new households
- » Strong class A office market with a variety of shopping, dining, and entertainment



**Data source: ESRI Business Analyst & CoStar*

3.2 COMMUNITY AGENDA

Priority Strategies for Perimeter



Land Use

- » Be ready—and flexible—for redevelopment opportunities
- » Leverage the MARTA station for walkable Transit Oriented Development (TOD)



Housing

- » Encourage—and enable—the construction of a broader range of housing products



Transportation

- » Continue to implement a comprehensive multimodal environment, with a focus on improving transit access and improving the pedestrian and bicycling environments



Economic Development

- » Continue to promote job creation in targeted economic sectors



Sustainability

- » Strategically incorporate functional greenspace that manages stormwater and/or provides shade to combat the UHI effect as Perimeter redevelops



Quality of Life

- » Continue to invest in people-scaled amenities like great public spaces, streetscapes, and public art

PARK CENTER



3.2 COMMUNITY AGENDA

Cultivate Local Centers

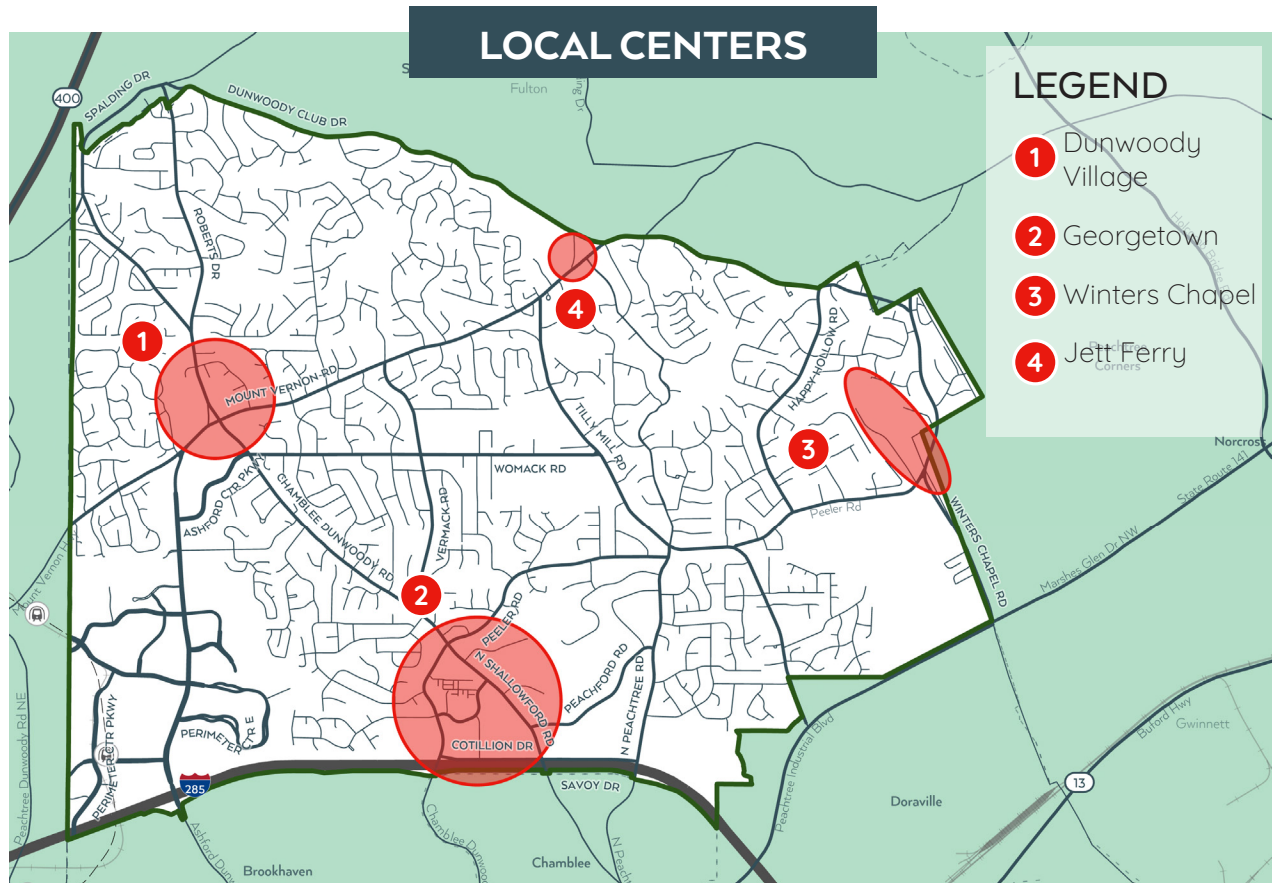


Dunwoody is a unique Perimeter community in that it does not have sprawling commercial development stretching down multi-lane, major corridors. Rather, its commercial development concentrates at key hubs throughout the city. These local commercial centers serve nearby residents, providing a community hub where Dunwoodians go to shop, dine, and meet other daily needs.

The four main local centers are:

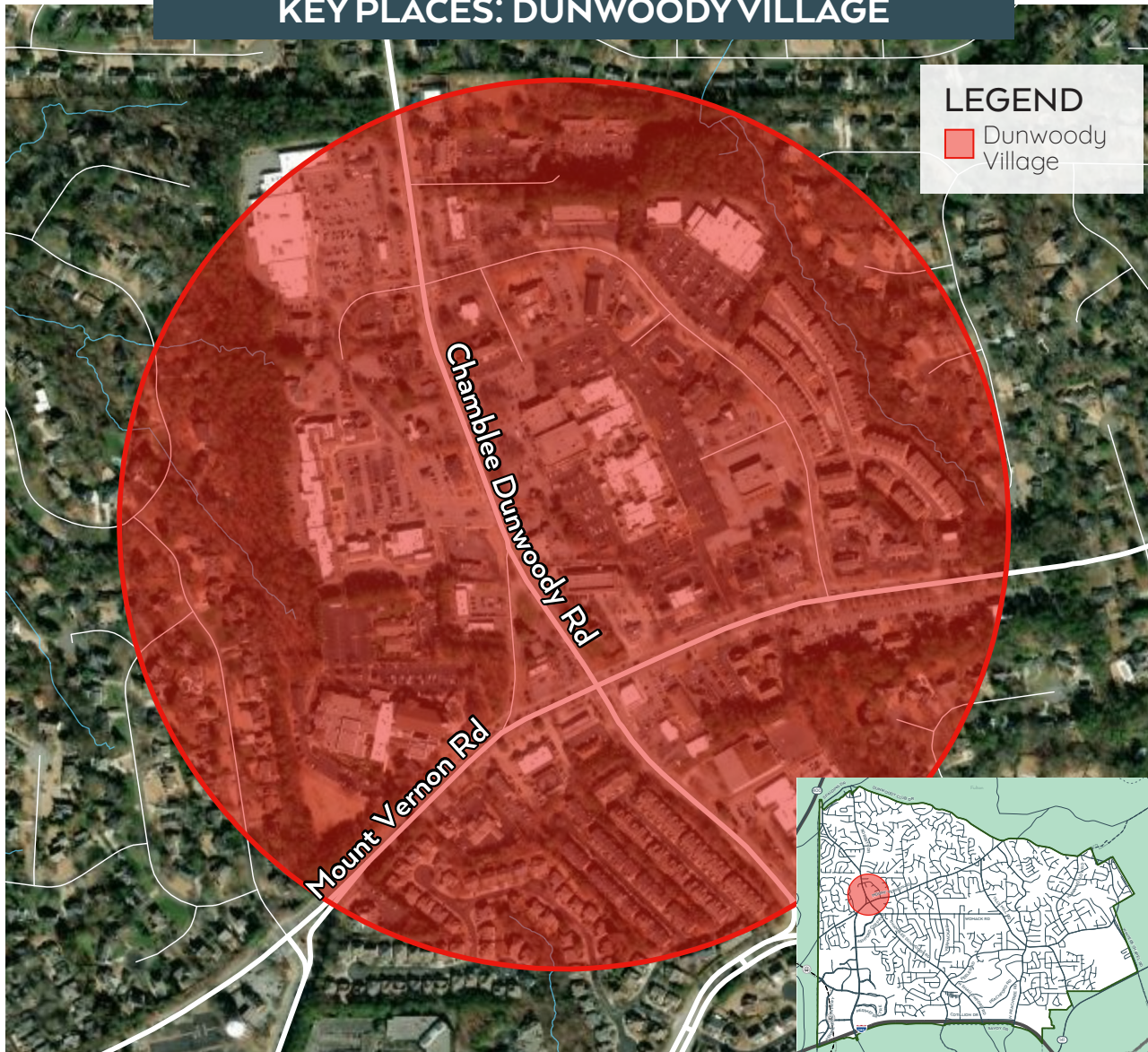
1. Dunwoody Village
2. Georgetown
3. Winters Chapel
4. Jett Ferry

Some of these local centers are further along in their development than others. For example, Dunwoody Village is a well-established hub with many unique restaurants and local businesses. Georgetown, while large in size, has not yet developed with a definable core, and Jett Ferry and Winters Chapel are both comparatively small size and in need of reinvestment.



3.2 COMMUNITY AGENDA

KEY PLACES: DUNWOODY VILLAGE



Dunwoody Village

Dunwoody Village has long served as the commercial “heart” of the local community where residents go to shop and dine. First developed in the early 1970s, Dunwoody Village is a collection of suburban-style shopping centers with a unique architectural style emulating colonial Williamsburg.

Dunwoody Village currently has a mix of uses, including low-rise office, retail, and townhouse developments. These uses represent core elements of a “complete community,” with two grocery stores, a number of healthcare providers, offices, several restaurants, day care centers, a public library, and an arts center; however, the village lacks a central greenspace, and its suburban design discourages walking and biking.

The main roads providing access to Dunwoody Village—Chamblee Dunwoody Road and Mount Vernon Road—experience high vehicle volumes, creating an uncomfortable environment for walking and biking despite the presence of sidewalks.

3.2 COMMUNITY AGENDA

More recent development is signaling a shift away from the suburban strip mall style. Completed in 2021, the Dunwoody Village townhouse community adds 79 brick townhouses to the district's eastern edge, replacing four office buildings surrounded by surface parking lots. At a smaller scale, Dunwoody Village tenants are investing in better public spaces and more inviting storefronts to create a better quality experience for visitors.

Many residents noted a desire for Dunwoody Village to keep evolving into Dunwoody's downtown. At the heart of this vision is additional local retail and vibrant open spaces. To support a healthy "downtown" here, there will need to be additional housing developed nearby to provide a strong enough customer base for more local businesses to thrive.

Dunwoody Village Opportunities

- » With aging building stock and acres of surface parking, there is potential for redevelopment and infill
- » High demand for housing is an opportunity to diversify housing stock in the area
- » Existing local businesses create a lively environment and are invested in the Village's success
- » There is a strong sense of place with a distinct architectural style
- » The US Post Office and neighboring buildings present near-term redevelopment opportunities in the core of the village
- » Incrementally, streetscapes in Dunwoody Village are becoming more pedestrian and bike-friendly, such as the forthcoming Chamblee Dunwoody Road redesign

Dunwoody Village Challenges

- » Small number of commercial vacancies threaten vibrancy
- » The village center lacks greenspace
- » There is limited infrastructure for walking and biking
- » Limited street connectivity causes traffic congestion on major roads and threatens accessibility
- » Swaths of surface parking create dead zones, detract from walkability, and contribute to the urban heat island effect
- » Historically, there has been resistance to multi-unit residences and other housing types despite high demand and potential support for desired retail



DUNWOODY VILLAGE SHOPPING CENTER

Dunwoody Village Today

- » Acreage: 146 acres
- » Housing Units: 79⁺
- » Total Businesses: 80
- » Total Jobs: 699
- » Retail Vacancy: 1.1%
- » Office Vacancy: 3.3%

** Data Source: ESRI Business Analyst & CoStar
+Number of new townhouses, as Business Analyst did not capture this recent development*



3.2 COMMUNITY AGENDA

Dunwoody Village Vision

The vision is for Dunwoody Village to evolve into a true “downtown” for residents with a vibrant mix of civic, office, retail, and residential anchored by a central town green. The envisioned village is walkable and bikeable, complete with a more connected system of streets and paths that provide multimodal links within the district and to adjacent neighborhoods.

Priority Strategies for Dunwoody Village



Land Use

- » Pursue redevelopment of Dunwoody Village as “Downtown Dunwoody”



Economic Development

- » Cultivate an environment that encourages entrepreneurial growth and provides robust support for small businesses



Housing

- » Encourage the construction of more housing stock—and more housing types—in the area to support current and desired retail



Sustainability

- » Encourage the reduction of surface parking to minimize stormwater runoff and the urban heat island effect



Transportation

- » As Dunwoody Village attracts more investment, build out a tighter network of local streets, sidewalks, and bikeways



Quality of Life

- » Invest in people-scaled amenities like great public spaces, streetscapes, and public art

Dunwoody Village Tomorrow

- » Anticipated growth: 200 to 300 households
- » A people-scaled mixed use district with strong, local retailers oriented around a town green



**Data source: ESRI Business Analyst & CoStar*

VILLAGE CROSSING: CHAMBLEE DUNWOODY REDESIGN



Source: City of Dunwoody

3.2 COMMUNITY AGENDA

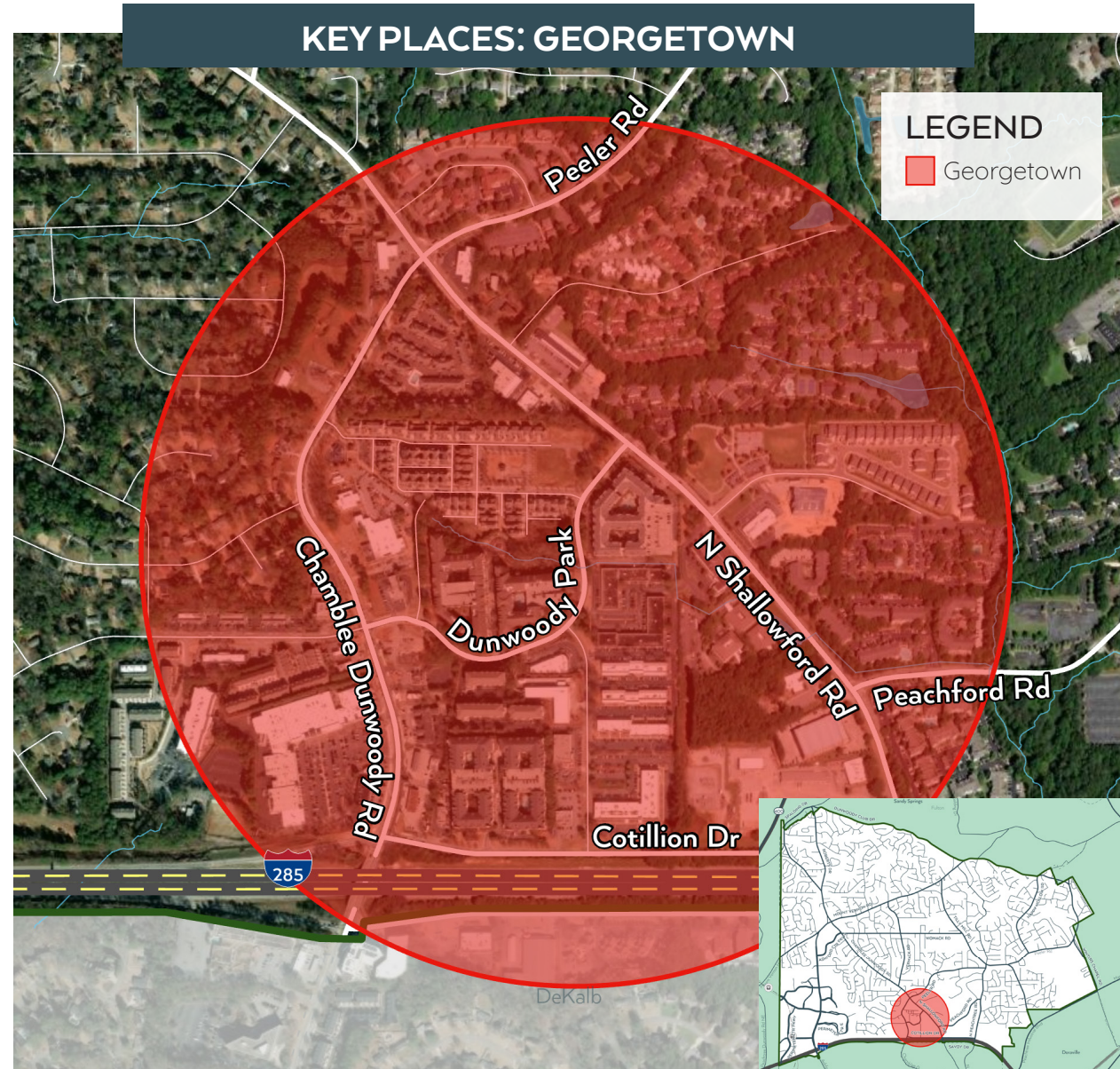
Georgetown

With nearby access to I-285, Georgetown serves as a major gateway into Dunwoody. As the largest local center in land size, second only to Perimeter. Unlike Dunwoody Village, more regional and national chains appear in the Georgetown retail market with local businesses interspersed. Its office market, however, retains more local tenants compared to Perimeter.

Also unlike Dunwoody Village, Georgetown lacks a strong identity. Most of its development is suburban in style, but lacks cohesion and connectivity to one another. There is no clear center, and few notable public spaces.

Recent housing developments have opted for more thoughtful infill development, like small-lot single household units in The Enclave at Dunwoody Park and townhouses in Georgetown Square. Other than renovations, large-scale commercial redevelopment is limited to a new storage facility behind the Georgetown Shopping Center.

A combination of market realities and aging building stock have contributed to significant office vacancies in Georgetown—most



3.2 COMMUNITY AGENDA

notably following the sale of the Dunwoody Park and Lofts office park. This property, which has long struggled to retain stable tenants, saw increased turnover leading up to its recent sale, contributing to the area's sharp rise in office vacancy from 7.5 percent in 2023 to 21.2 percent in 2024. While this trend highlights current challenges, the sale also presents a promising opportunity for redevelopment.

One clear advantage Georgetown has over other local centers is its access to regional-level transportation infrastructure. Georgetown benefits from direct access to I-285, allowing it to tap into a regional customer base. Major roadways like Chamblee Dunwoody Road now have improved streetscape. Notably, North Shallowford Road also accommodates a shared path trail connection, linking two sections of the Dunwoody Trailway.

NEW GATEWAY SIGNAGE OFF I-285



Opportunities in Georgetown

- » Convenient access to I-285 appeals to investors, particularly when the planned Top End improvements are implemented
- » The potential redevelopment of the Dunwoody Park and Lofts property is a major opportunity for high-quality, mixed-use development
- » Recent projects demonstrate a successful track record of flipping underused commercial into housing continues to be high
- » Large, surface parking lots are opportunities for infill development
- » Recent, high-quality green space projects demonstrate successful integration of green infrastructure and act as a draw for both residents and development
- » New signage better defines Georgetown as a gateway, making the area ripe for more public art and placemaking
- » Recent shared-use path and streetscaping add much needed multimodal connectivity
- » The existing mix of housing makes Georgetown ideal for additional housing diversity and intensity, and supports nearby retail
- » Future development projects such as the Dunwoody Green Commercial Node and the Shallowford Road Node will expand commercial opportunities

Challenges in Georgetown

- » Georgetown's fragmented suburban development pattern leaves it without a true community center
- » There is no updated small area plan to guide development into a more cohesive center
- » Like Perimeter, Georgetown must grapple with the current uncertainties of the office market, particularly as a more local option
- » Despite recent improvements, Georgetown is not particularly walkable or bikeable
- » Residents in adjacent neighborhoods are historically resistant to more diverse housing types

Georgetown Today

Acreage: 496 acres

- » Population: 5,575
- » Households: 3,037
- » Average Household Size: 1.82
- » Housing Units: 3,278
- » Total Businesses: 331
- » Total Jobs: 3,171
- » Retail Vacancy: 2.5%
- » Office Vacancy: 21.2%



*Data source: ESRI Business Analyst & CoStar

3.2 COMMUNITY AGENDA

Vision for Georgetown

Georgetown will be a cohesive, well-defined place with a broad range of housing types and commercial uses oriented around a clear center. With its pedestrian and bicycle-oriented infrastructure and access to regional mobility investments, it will be an appealing place for new residents and businesses.

Priority Strategies for Georgetown



Land Use

- » Create a redevelopment plan for Georgetown that identifies a clear center and promotes a more cohesive development pattern



Economic Development

- » Incentivize redevelopment of underutilized office space to other uses, or renovations that increase amenities to make sites more competitive for potential tenants



Housing

- » Encourage a diversity of housing types



Sustainability

- » Balance the preservation of remaining forested areas, like at the City of Dunwoody North Shallowford Annex, with thoughtful redevelopment



Transportation

- » Promote connectivity to current and future transit stops and stations



Quality of Life

- » Pursue additional greenspaces

Georgetown Tomorrow

- » Anticipated growth: 450 to 1,000 households
- » A cohesive center with a smaller, but stronger local office market as well as several options for shopping and dining.



**Data source: ESRI Business Analyst & CoStar*

DUNWOODY PARK AND LOFTS



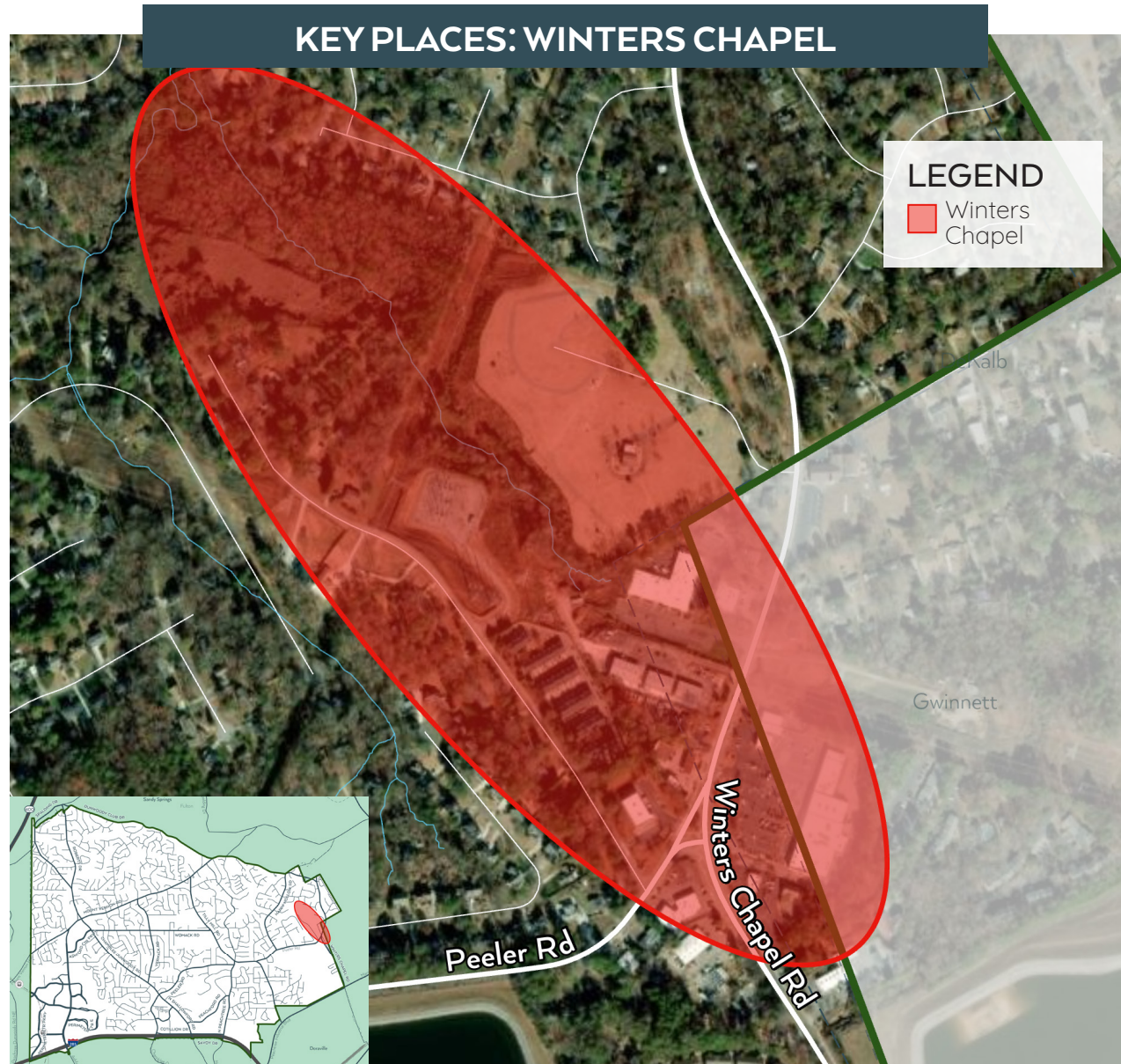
3.2 COMMUNITY AGENDA

Winters Chapel

Located on the far east side of the city along the border with Peachtree Corners, Winters Chapel is one of the least intensely developed centers in Dunwoody. Its commercial area is characterized by smaller suburban style strip shopping centers, ranch-style homes converted into businesses, and a few small business parks. It has an interesting tenant mix of local multicultural restaurants and retail and national retailers like Walmart. To the north is a residential area of ranch-style single-unit houses, townhouses, and—uniquely—some almost rural-style residential.

The shopping centers in Winters Chapel are fully leased. This is likely because Winters Chapel offers more affordable commercial space compared to the rest of the city. Office vacancies are much higher at 21.0 percent. As its primary office development, the Winters Chapel Business Park has at least three vacant suites. Despite its strong retail market, the area's aging building stock and rundown appearance threatens its success.

At the area's crossroads, Winters Chapel Road and Peeler Road meet at an angle, forming a wide intersection and creating a challenging pedestrian environment; however, recently implemented or forthcoming infrastructure improvements are tackling this challenge.



3.2 COMMUNITY AGENDA

Opportunities in Winters Chapel

- » Large surface parking lots and aging buildings have potential for new infill and redevelopment
- » Lower commercial rents offer opportunities for local entrepreneurs to start businesses in Dunwoody
- » Multicultural businesses provide a unique sense of place
- » Forthcoming and recently implemented infrastructure improvements, like the Winters Chapel Path and a rapid flashing beacon (RFB) on Winters Chapel Road, will improve walkability of the area
- » Diverse mix of housing and remaining large lot residential supports future missing middle housing development
- » Nearby Windwood Hollow Park features both recreation and nature trails
- » Area can better leverage its position as the eastern gateway to Dunwoody

Challenges in Winters Chapel

- » Lack of recent redevelopment signals relatively low demand in this area
- » Area does not have a clear identity or vision for future redevelopment
- » Jurisdictional lines complicate redevelopment potential, as some properties are in both Dunwoody and Peachtree Corners
- » Competition from nearby Peachtree Boulevard and Buford Highway threatens the success of existing and future businesses
- » Even with improvements, the pedestrian environment remains challenging

Vision for Winters Chapel

Winters Chapel will be a culturally diverse, neighborhood center and gateway with a mix of commercial, housing, and greenspace. Thoughtful redevelopment should maintain affordability in both housing and commercial space, offering opportunities for new entrepreneurs and households entering home ownership.

WALMART ON WINTERS CHAPEL ROAD



Winters Chapel Today

Acreage: 79 acres

- » Population: 93
- » Households: 48
- » Average Household Size: 1.9
- » Housing Units: 49
- » Total Businesses: 11
- » Total Jobs: 62
- » Retail Vacancy: 0%
- » Office Vacancy: 21.0%



**Data source: ESRI Business Analyst & CoStar*

3.2 COMMUNITY AGENDA

Priority Strategies for Winters Chapel



Land Use

- » Evaluate adaptive re-use and infill opportunities for vacant/underutilized commercial centers and business parks



Housing

- » Integrate housing closer to the commercial core



Transportation

- » Enhance pedestrian connectivity between Winters Chapel and nearby residential neighborhoods



Economic Development

- » Evaluate opportunities for maintaining comparatively lower commercial rents to support emerging small businesses



Sustainability

- » Integrate trees into redevelopment and roadway projects, with preference toward overstory and native species



Quality of Life

- » Identify opportunities for a more pronounced visual gateway into Dunwoody

Winters Chapel Tomorrow

- » Anticipated growth: 150 to 300 households
- » A mix of multicultural restaurants and small businesses alongside national retailers in redeveloped and refreshed centers



**Data source: ESRI Business Analyst & CoStar*

WINTERS CHAPEL MULTIUSE TRAIL PHASE I RIBBON CUTTING



Source: City of Dunwoody, August 2023

A PAINTED ELECTRIC BOX REFLECTS THE AREA'S DIVERSITY



3.2 COMMUNITY AGENDA

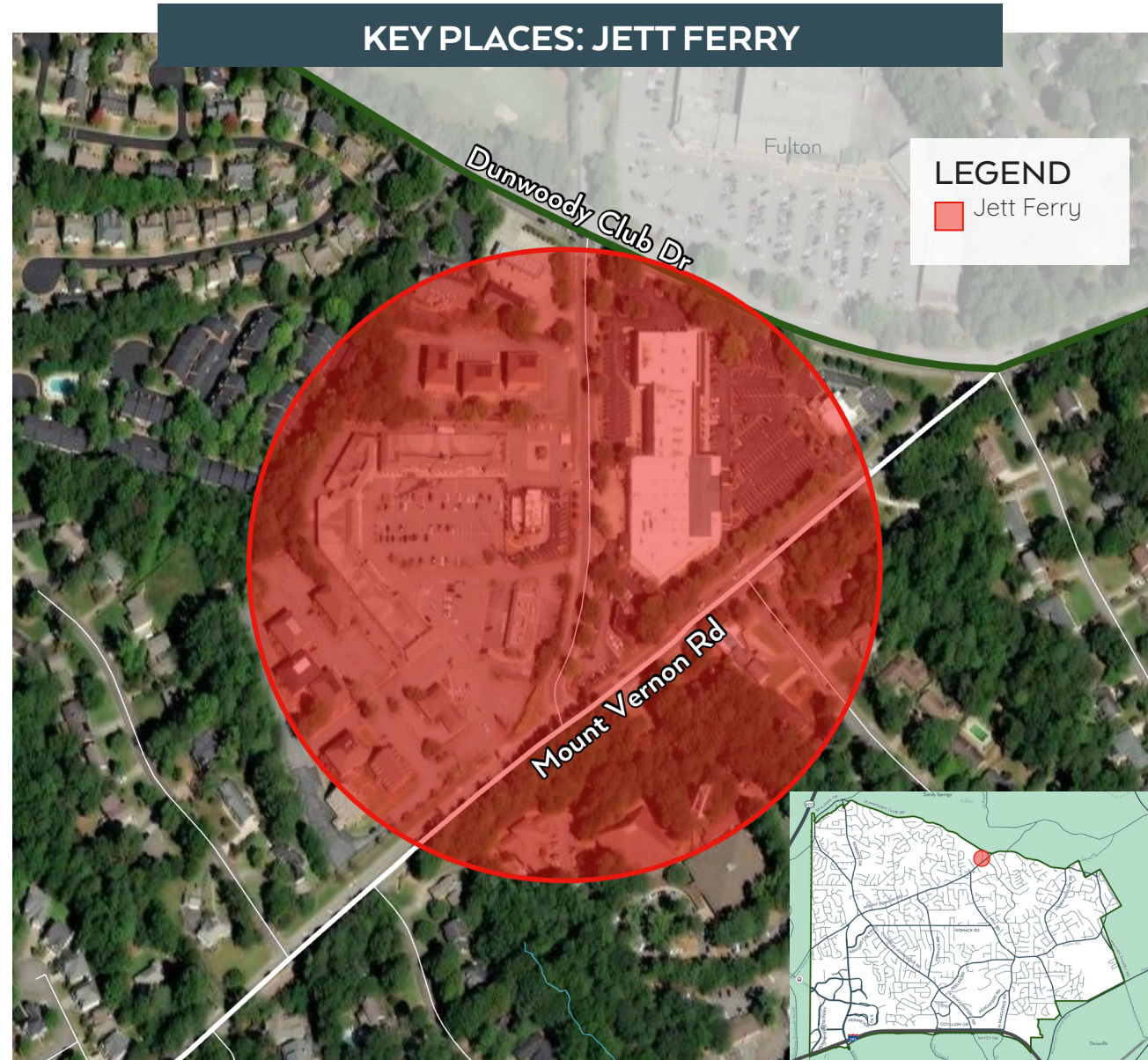
Jett Ferry

Jett Ferry is a small local commercial center that is split between Dunwoody and Sandy Springs.

Within Dunwoody limits, Jett Ferry is comprised of two strip shopping centers—Williamsburg and Mount Vernon—as well as smaller, boutique office complexes. Williamsburg is similar in style to Dunwoody Village, featuring red brick facades and steeply pitched gable roofs. Mount Vernon has a more typical utilitarian design.

Of the four local centers, Jett Ferry suffers the most from retail vacancies at 26.3 percent. This is especially evident in the Mount Vernon shopping center, where the anchor space is currently vacant and has experienced significant turnover in the past. On the other hand, office space in Jett Ferry is very well leased.

Regarding transportation, Jett Ferry finds itself at the corner of two major roads: Dunwoody Club Drive and Mount Vernon Road, connected by Jetty Ferry Road. These streets regularly experience vehicle congestion and create an uncomfortable environment for pedestrians.



3.2 COMMUNITY AGENDA

Opportunities in Jett Ferry

- » Strong boutique office market defies larger scaled office vacancy trends
- » Nearby high-income neighborhoods provide a strong economic base for future commercial opportunities
- » There are few commercial competitors nearby, except for Dunwoody Village
- » Requirements are in place to improve streetscapes

Challenges in Jett Ferry

- » Currently, it has the least diverse housing stock of all the local centers
- » Lack of recent redevelopment indicates low demand
- » Area does not have a clear identity or vision for future redevelopment
- » Jurisdictional lines complicate redevelopment potential, as commercial extends into Sandy Springs
- » High retail vacancy rates (26.3%) throughout the district threaten remaining retail and vibrancy
- » Neighborhood resistance to development complicates redevelopment and housing diversification
- » There is no public greenspace
- » Jett Ferry is ill-defined as a gateway into Dunwoody

Vision for Jett Ferry

Jett Ferry will be a vibrant, neighborhood-scaled commercial node, focused on serving nearby residents with unique dining and shopping options as well as local services. A defined gateway, Jett Ferry features both wayfinding, public art, and a cohesive style. New development features neighborhood-scaled mixed use, missing middle housing, and greenspace. Surrounding neighborhood character is preserved by forested buffers and a step-down in intensity.

Jett Ferry Today

Acreage: 24 acres

- » Population/Households: 0
- » Housing Units: 0
- » Total Businesses: 26
- » Total Jobs: 157
- » Retail Vacancy: 26.3%
- » Office Vacancy: 2.7%



*Data source: ESRI Business Analyst & CoStar

VACANT ANCHOR SPACE IN THE MOUNT VERNON SHOPPING CENTER



BOUTIQUE OFFICE BUILDINGS



3.2 COMMUNITY AGENDA

Priority Strategies for Jett Ferry



Land Use

- » Pursue neighborhood-scaled, mixed-use redevelopment



Housing

- » Add appropriately scaled housing to better support current and future businesses



Transportation

- » Improve the pedestrian and bicycle network within Jett Ferry and explore connections to nearby local centers including Dunwoody Village



Economic Development

- » Support small businesses and entrepreneurs by ensuring affordable, accessible commercial spaces



Sustainability

- » Encourage the reduction of surface parking to minimize stormwater runoff and the urban heat island effect



Quality of Life

- » Introduce public greenspace and encourage more outdoor dining

Jett Ferry Tomorrow

- » Anticipated growth: 50 to 150 households
- » A mix of neighborhood-scaled shops, restaurants, and boutique offices with stable tenants



**Data source: ESRI Business Analyst & CoStar*

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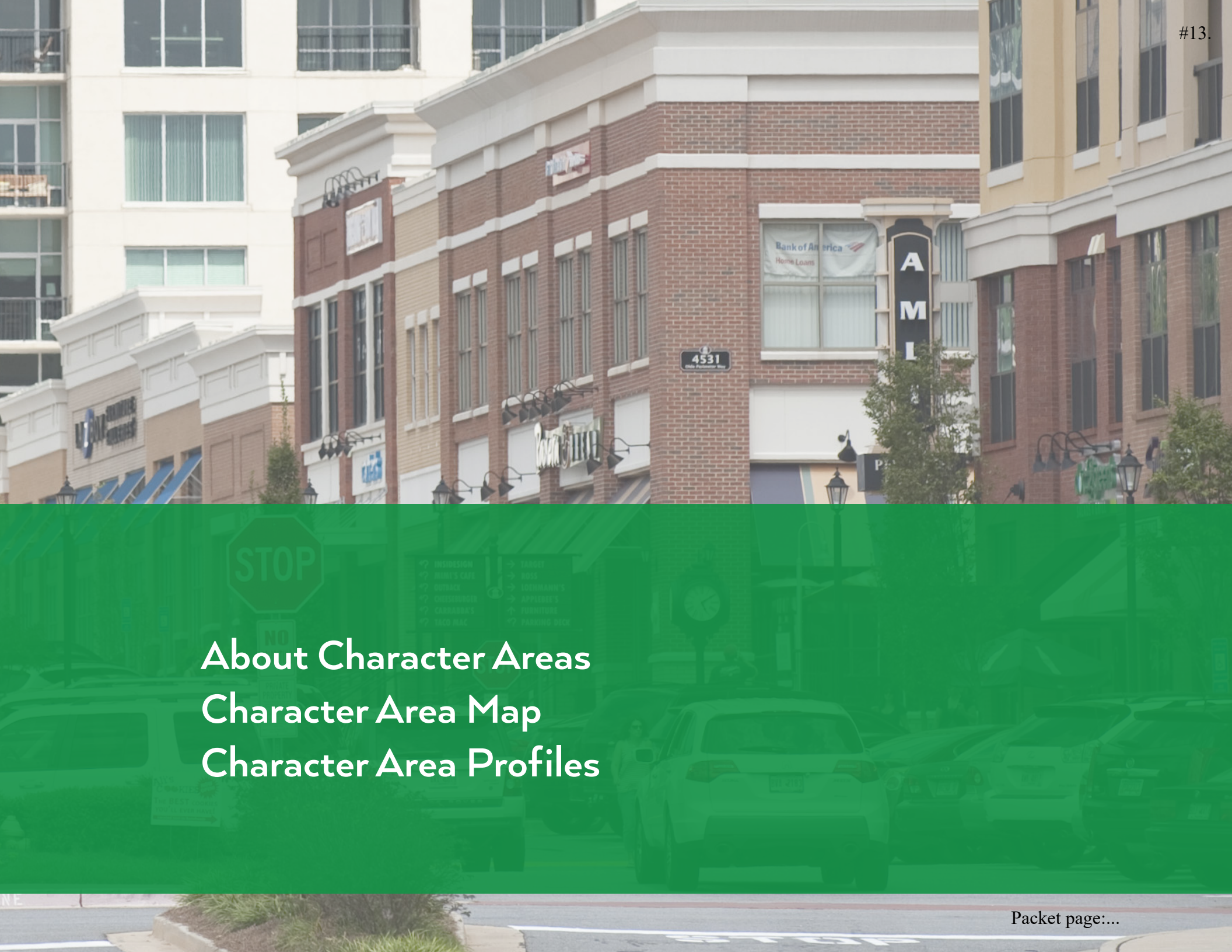




04



CHARACTER AREAS



About Character Areas

Character Area Map

Character Area Profiles

INTRODUCTION

One of the primary functions of a comprehensive plan is to provide clear guidance on land use and development. In this update, the City of Dunwoody addresses land use through 12 character areas, shown on the map on the next page.

Character Areas

The character area map organizes the City's future development policy into distinct geographies called character areas. These are unique parts of the city—areas with a similar look and feel, often following neighborhood or district boundaries. While they may have similar land uses, character area policy specifies a suite of complementary land uses that are appropriate for future development rather than prescribing them by parcel-by-parcel. This approach to future development policy recognizes that there may be multiple appropriate land uses within each of these areas, as long as they are generally consistent with the existing and/or desired character and vision for development.

Each of the 11 character areas has its own profile that provides detailed land use policy and direction. The profile includes an overall development vision; a targeted range for scale (the transect); a table of appropriate land uses (the stoplight chart); and action and policy items to implement its vision.

Some character areas have an additional policy layer to address nuances within its boundaries. For instance, the “core” of a character area might have a different development policy direction than its edges. This “transition” area acts as a step-down in intensity and uses, designed to transition better into surrounding neighborhoods. This additional policy layer appears in three character areas: Dunwoody Village, Georgetown West, and Perimeter.

Transect

Dunwoody has a large range of development intensities, with its highest being Perimeter, and its lowest in its suburban neighborhoods. A transect, shown below, illustrates the range of possible intensities in Dunwoody on a gradient from low- to high-rise.

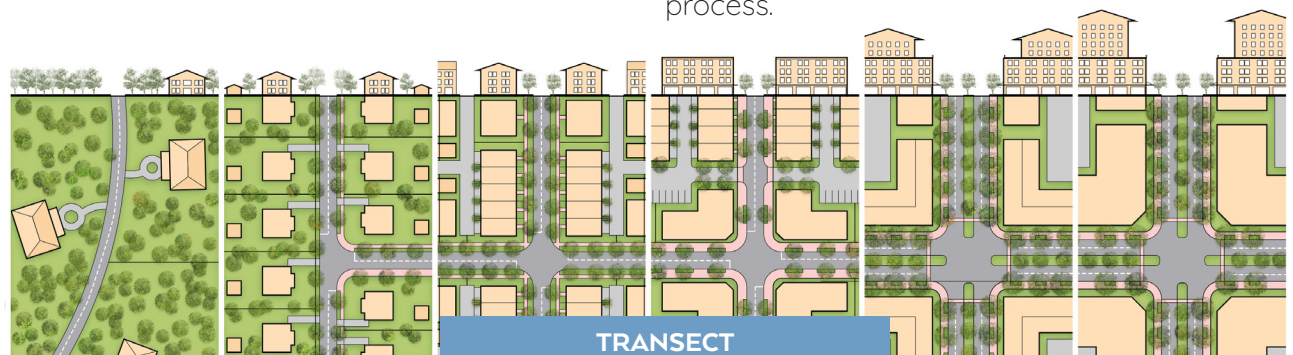
Stoplight Chart

In addition to the transect, each character area has a “stoplight chart” that provides clear guidance on what land uses are appropriate.

Land uses listed in green are always appropriate in the character area, though many (denoted by a “+”) will have additional use standards in the UDO's development guidelines. Yellow land uses indicate a development type that may be appropriate, but must go through the Special Land Use Permit (SLUP) process for approval. Land uses in red are never appropriate for that character area. Every land use in the table (pages 74-77) is assigned one of these colors, providing development guidance for city staff, officials, residents, and property owners.

Land Uses

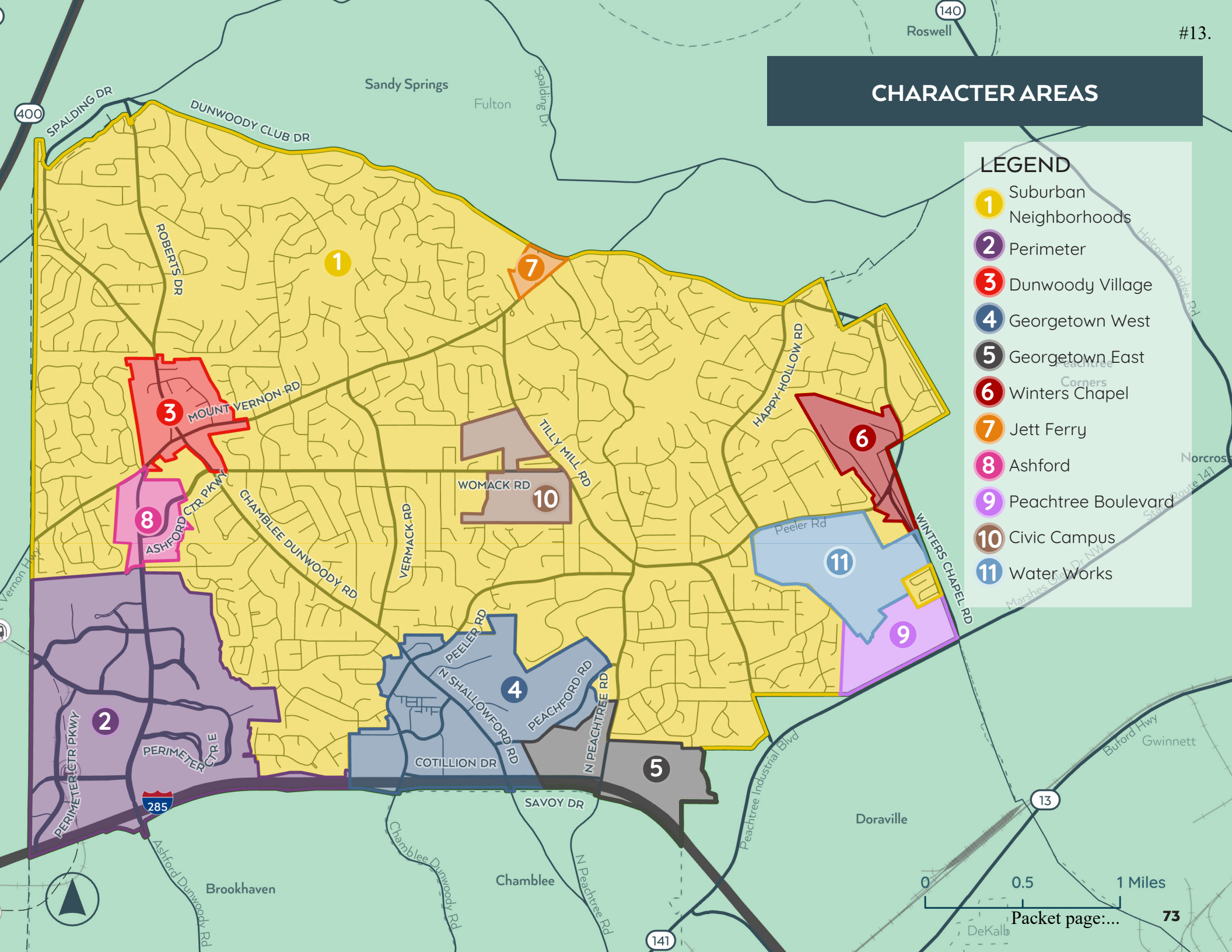
The table starting on page 74 defines land use categories that appear in the stoplight charts for each character area. These are focused only on the general use, not intensity. The transect guides intensity in each character area profile. Each land use category has a sample image illustrating its look and feel; the name of the land use; a brief description; and the character area(s) where it is designated as appropriate or appropriate if approved through the SLUP process.



CHARACTER AREAS

LEGEND

- 1 Suburban Neighborhoods
- 2 Perimeter
- 3 Dunwoody Village
- 4 Georgetown West
- 5 Georgetown East
- 6 Winters Chapel
- 7 Jett Ferry
- 8 Ashford
- 9 Peachtree Boulevard
- 10 Civic Campus
- 11 Water Works



0 0.5 1 Miles

LAND USE TABLE

IMAGE	LAND USE	DESCRIPTION	CHARACTER AREA(S)*
	Large-Lot Residential	Single-unit residential houses on lots generally at least 0.25 acres but typically larger	Suburban Neighborhoods
	Small-Lot Residential	Single-unit residential houses on lots that are generally less than 0.25 acres	Suburban Neighborhood, Dunwoody Village - Transition, Georgetown West - Transition, Georgetown East, Winters Chapel - Core & Transition, Jett Ferry, Ashford, Civic Campus
	Cottage Court	Single-unit, small houses on a single site usually oriented around a common space	Suburban Neighborhood, Perimeter - Transition, Dunwoody Village - Core & Transition, Georgetown West - Transition, Georgetown East, Winters Chapel - Core & Transition, Jett Ferry, Ashford, Peachtree Boulevard, Civic Campus
	House-Scale Plexes	A building divided in up to four housing units; can be oriented either horizontally or vertically and often appears as a single large house	Suburban Neighborhood, Perimeter - Transition, Dunwoody Village - Core & Transition, Georgetown West - Core & Transition, Georgetown East, Winters Chapel - Core & Transition, Jett Ferry, Ashford, Civic Campus

LAND USE TABLE

IMAGE	LAND USE	DESCRIPTION	CHARACTER AREA(S)*
	Townhouses	A series of attached single-unit houses with individual entrances and often small private yards.	Suburban Neighborhoods, Perimeter - Core & Transition, Dunwoody Village - Core & Transition, Georgetown West - Core & Transition, Georgetown East, Winters Chapel - Core & Transition, Jett Ferry, Ashford, Peachtree Boulevard, Civic Campus
	Multi-unit	Buildings with multiple floors of housing units with interior access and no exterior walkways; can be rental or condominium	Perimeter - Core & Transition, Dunwoody Village - Core & Transition, Georgetown West - Core & Transition, Georgetown - East, Winters Chapel - Core & Transition, Jett Ferry, Ashford, Peachtree Boulevard, Civic Campus
	Senior/Assisted Living	Multi-unit housing with age restrictions, sometimes providing assisted living services	All character areas except Brook Run Park and Water Works
	Mixed Use	A vertical mixture of uses in the same building (e.g. commercial on the ground floor with residential above).	Perimeter - Core & Transition, Dunwoody Village - Core & Transition, Georgetown West - Core & Transition, Georgetown East, Winters Chapel - Core & Transition, Jett Ferry, Ashford, Peachtree Boulevard, Civic Campus

*Appropriate or Appropriate if Approved through SLUP Process

LAND USE TABLE

IMAGE	LAND USE	DESCRIPTION	CHARACTER AREA(S)*
	Local Commercial - Light	Pedestrian-oriented commercial uses with a “light” footprint, such as local restaurants, retail, and offices	All character areas
	Local Commercial - Medium	Any commercial use with a drive-through	Perimeter - Core & Transition, Dunwoody Village - Core, Georgetown West - Core & Transition, Georgetown East, Winters Chapel - Core, Jett Ferry, Peachtree Boulevard
	Local Commercial - Heavy	Commercial uses that are typically auto-oriented such as storage facilities, auto repair shops, and car washes.	Perimeter - Transition, Georgetown West - Core, Georgetown East, Peachtree Boulevard
	Regional Commercial	Larger scaled retail with a customer base that extends beyond the Dunwoody area, or multi-story offices that are not providing local services	Perimeter - Core & Transition, Georgetown West - Core, Georgetown East, Ashford, Peachtree Boulevard



Drive-Throughs - A Defining Factor

Some businesses, like coffee shops, function as light commercial uses but become more car-oriented when they add a drive-through. Local Commercial - Medium includes these “in-between” businesses that are not fully auto-focused but still cater to customers interacting with the use by car.

LAND USE TABLE

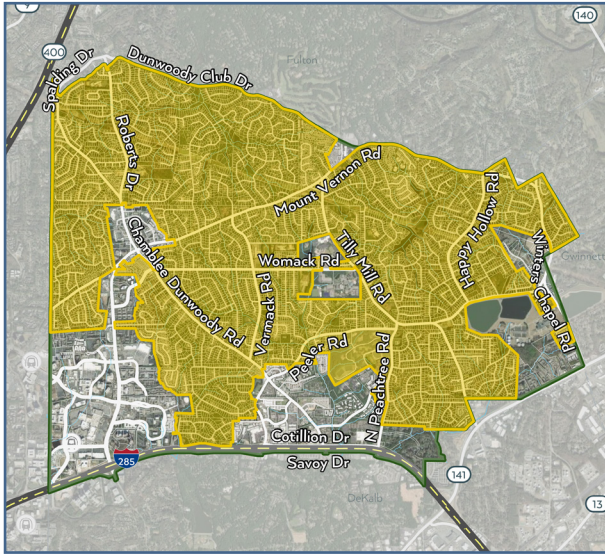
IMAGE	LAND USE	DESCRIPTION	CHARACTER AREA(S)*
	Public/Institutional	Government uses at all levels, and Institutional land uses. Government uses include City Hall, police and fire stations, libraries, post offices, schools, etc. Examples of institutional land uses include colleges, churches, cemeteries, hospitals, etc.	All character areas+
	Parks/Open Space	Land dedicated to active or passive recreational uses such as playgrounds, public parks, and nature centers	All character areas
	Utilities/Transportation	Major transportation routes, public transit stations, power generation plants, railroad facilities, cell towers, or other similar uses.	All character areas

+Must go through an SLUP process in Civic Campus

*Appropriate or Appropriate if Approved through SLUP Process

77

SUBURBAN NEIGHBORHOOD



Dunwoody's suburban neighborhoods form the city's backbone, comprising 70 percent of its land area. This character area is mostly residential land uses, but also includes smaller parks and places of worship. These neighborhoods contribute to Dunwoody's balanced suburban quality of life with tight-knit communities lush tree canopy within a short distance of urban retail and employment hubs in Perimeter and Georgetown.

There is very little opportunity for redevelopment within the suburban neighborhood area other than occasional infill development or one-to-one redevelopment of older, ranch-style houses and replaced with larger single-unit houses. However, there may be long-term opportunities for larger properties that are currently places of worship or through lot consolidation, particularly near commercial centers.

Vision + Intent

Dunwoody's neighborhoods will remain desirable, verdant, family-friendly residential areas while evolving to meet modern needs. Investments in sidewalks, trails, parks, and multimodal access will enhance livability and connectivity, ensuring neighborhoods remain vibrant and accessible.

Appropriate Intensity



SMALL-LOT SINGLE UNIT RESIDENTIAL



LARGE-LOT SINGLE UNIT RESIDENTIAL





SUBURBAN NEIGHBORHOOD

Appropriate Land Uses

Stop-Light	LAND USE	CONSIDERATIONS
Appropriate	Large-Lot Residential Small-Lot Residential Public/Institutional Parks/Open Space Utilities/Transportation	N/A
Appropriate if approved through SLUP process	Cottage Court ⁺ House-Scale Plexes ⁺ Townhouses ⁺ Senior/Assisted Living ⁺ Local Commercial - Light ⁺	Only on sites meeting Neighborhood Transition Opportunities policy (pg. 80) requirements
Inappropriate	Multi-unit Mixed Use Local Commercial - Medium Local Commercial - Heavy Regional Commercial	N/A

⁺additional use standards to be applied through UDO update

Implementation

Update the UDO to:

- » Clarify and re-evaluate provisions for “relative’s residences” (accessory dwelling units)
- » Codify the Neighborhood Transition Opportunities (see following page), setting clear criteria and special zoning permission processes.
- » Avoid making significant changes to existing single-unit zoning districts
- » Offer relief for house owners whose entire front yard or rear yard is rendered unbuildable under the current stream buffer regulations
- » Review and update standards for buffers that screen non-residential uses from single-unit uses and other residential uses
- » Encourage tree planting and protection
- » Explore optional design control tools, like for contextual size and scale

Projects and Initiatives:

- » Complete Wildcat Park buildout
- » Begin development of Homecoming Park
- » Focus on developing amenities in existing parks while monitoring additional greenspace opportunities in underserved areas
- » Conduct an additional study on the feasibility/desirability of accessory dwelling units (ADUs)
- » Identify funding for sidewalks along Tilly Mill Road from N Peachtree to Lost Mine Trail
- » Revisit the acquisition of flood-prone properties for greenspace and stormwater management



SUBURBAN NEIGHBORHOOD

- » Construct remaining projects in the Brook Run Park Master Plan (2017 Dunwoody Parks & Recreation Master Plan), e.g. constructing the splash pad and connected overlook project.
- » Identify multimodal connections to GSU-Dunwoody through the Georgia State Greenway and Brook Run Connector
- » Implement the Dunwoody Central Greenway to connect Brook Run Park to other nearby greenspaces and Georgetown.
- » Expand ancillary uses for new retail within and near the park by working with local entrepreneurs
- » Support and expand urban agriculture activities, including the farmers market and community garden



NEIGHBORHOOD TRANSITION OPPORTUNITIES

Overview

The Neighborhood Transition Opportunities Policy allows missing middle housing—cottage courts, house-scale plexes, and townhouses— and senior/assisted living on Suburban Neighborhood sites along select minor arterials or near commercial centers. Through a special zoning permission process, neighborhood-serving commercial uses may

be considered. Development must align with the Suburban Neighborhood character area's vision and maintain an appropriate intensity to ensure compatibility with surrounding residential areas.

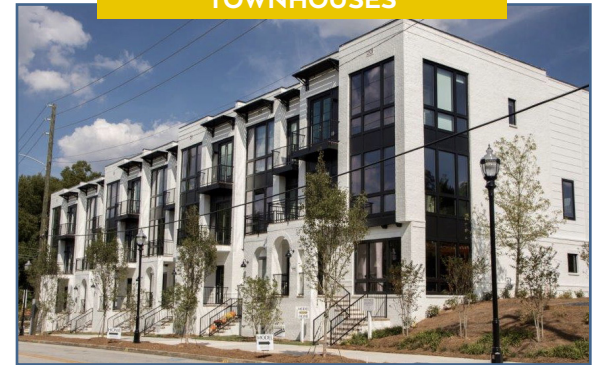
Policies

- » Allow developers to build missing middle housing types within the Suburban Neighborhood Character Area when parcels meet the following qualifications:
 1. The site is within a quarter mile of a commercial node **AND**
 2. The site has a road frontage on a minor arterial or collector road.
- » The only commercial nodes that this policy applies to are **Perimeter, Dunwoody Village, Jett Ferry, Georgetown West, and Winters Chapel.**
- » The quarter of a mile is measured from the edge of the node, not the center.
- » The only minor arterial or collector roads this policy applies to are **Ashford Dunwoody Road, Chamblee Dunwoody Road, Dunwoody Club Drive, Hammond Drive, Mount Vernon Road, Peeler Road, Roberts Drive, Spalding Drive, Tilly Mill Road, Winters Chapel Road, and Womack Road.**
- » Implement a special zoning permission process to allow neighborhood-serving commercial uses on the sites that meet the above qualifications.

HOUSE-SCALE PLEXES



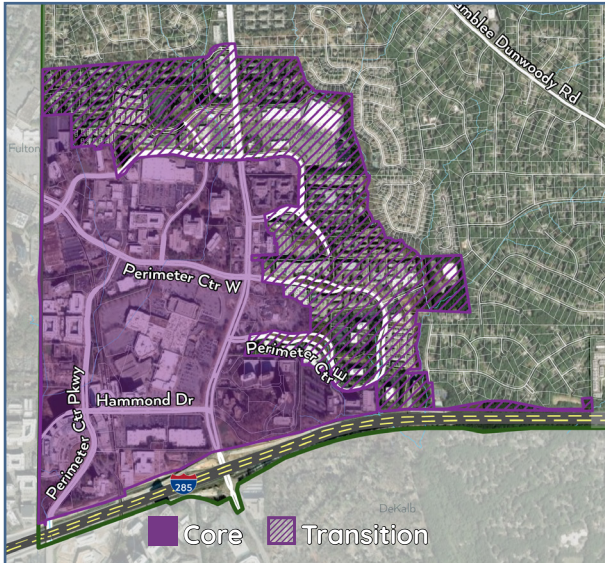
TOWNHOUSES



NEIGHBORHOOD COMMERCIAL



PERIMETER



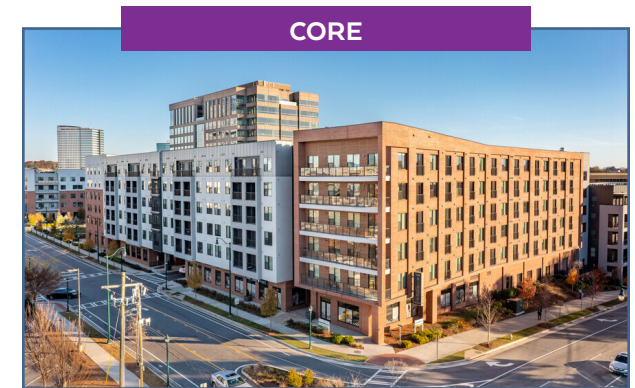
The Perimeter character area encompasses the southwestern corner of the city, just north of I-285 and east of GA400. It showcases the greatest variety of uses and development scale in the city. From the southwest corner, the core of the character area stretches north to Meadow Lane Road and east to include properties fronting Ashford Dunwoody Road. The core's current uses include high-rise office and multi-unit, mid-rise mixed use, and low-rise drivable retail. On the northern and eastern sides of Perimeter, the transition area covers a more modest scale of existing development, but still maintains a variety of uses including townhouses, multi-unit, offices, and retail centers.

Perimeter has the highest redevelopment potential in all of Dunwoody, as demonstrated by a flurry of recent and pipeline development projects, including High Street and State Farm HQ. Its existing thriving mix of uses and strategic location, including I-285, GA400, and direct MARTA rail access, make it an attractive location. In particular, Perimeter Mall is a major opportunity for mixed-use redevelopment to further anchor Perimeter as a whole.

Core: Vision + Intent

The core will be a high-intensity, vibrant regional center where there is ample access to opportunities to live, work, and enjoy Dunwoody's high quality of life. It will be a

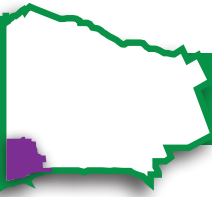
major urban "node" centered around MARTA, Perimeter Mall's future redevelopment, and a central green space. Redevelopment will incrementally create a more robust network of local roadways, sidewalks, and trails, weaving together a tighter network of route choices and multiple modes of travel.



Appropriate Intensity - Core



**Can go up to 36 with an SLUP*



PERIMETER

Appropriate Land Uses - Core

Stop-Light	LAND USE	CONSIDERATIONS
Appropriate	Townhouses ⁺ Local Commercial - Light Public/Institutional Parks/Open Space Utilities/Transportation	N/A
Appropriate if approved through SLUP process	Multi-Unit ⁺ Senior/Assisted Living ⁺ Mixed Use ⁺ Regional Commercial Local Commercial - Medium ⁺	N/A
Inappropriate	Large-Lot Residential Small-Lot Residential Cottage Court House-Scale Plexes Local Commercial - Heavy	N/A

⁺ additional use standards to be applied through UDO update

Implementation - Core

Update the UDO to:

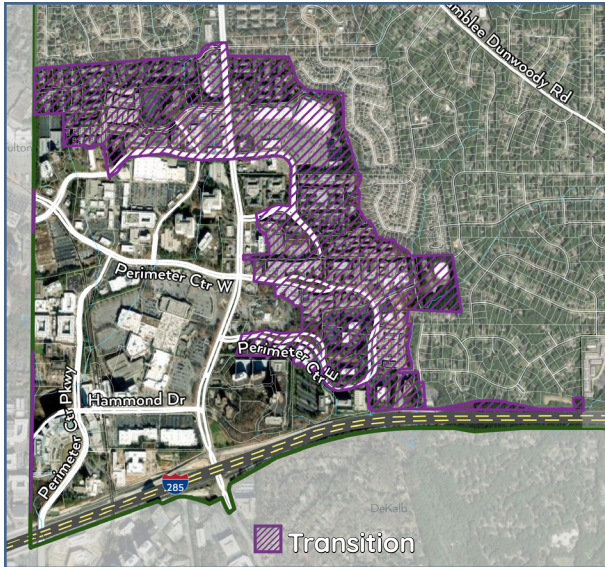
- » Eliminate existing Perimeter overlay and replace with new base zoning districts.
- » Implement the master trail plan through code requirements
- » Require development to incorporate publicly accessible open space*
- » Require street activation and walkable design*
- » Eliminate the use of “building types” to allow for creativity*
- » Promote strategic redevelopment, particularly for aging office spaces*
- » Improve grid network and block connectivity*
- » Allow wood-frame multi-unit up to four stories

Projects and Initiatives:

- » With PCID, collaborate on transit-oriented development around the Dunwoody MARTA station
- » Coordinate with the PCIDs to identify long-term improvements and funding for the Ashford Dunwoody Road and I-285 Interchange to maintain and improve access to the city.
- » Extend the Ashford Dunwoody Path from Perimeter Center West to Mount Vernon Road*
- » Prioritize public art throughout the district, in specific locations per the Public Art Implementation Plan*
- » Identify and plan catalytic greenspace
- » Conduct node master plans
- » Complete Park Programming Study
- » Endorse/assist with bike share program
- » Coordinate future planning with City of Sandy Springs

**Also applies to the transition area*

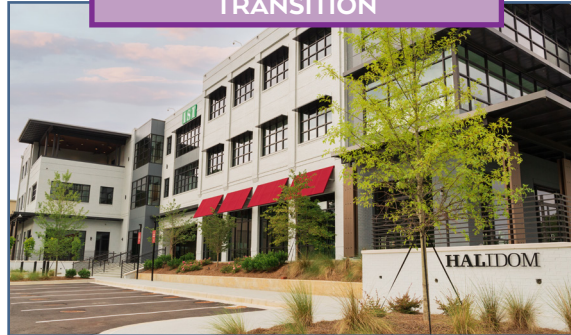
PERIMETER



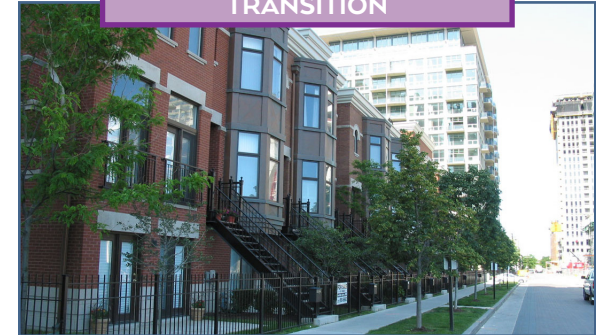
Transition: Vision + Intent

The Perimeter transition area will act as a drop in intensity, adequately buffering surrounding residential neighborhoods. Future development will include a walkable mix of uses, but lean toward residential with a preference toward townhouses and missing middle types. At key locations, like the former Walmart shopping center, neighborhood-serving commercial and mixed use are encouraged, but should include buffers to protect the adjacent neighborhoods.

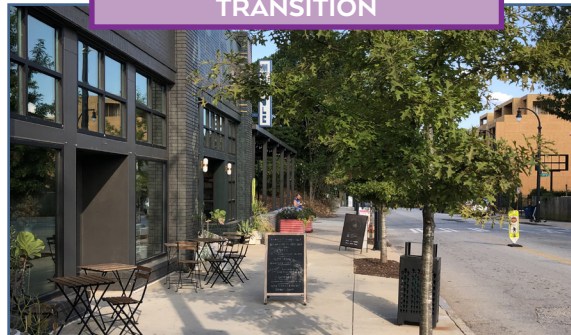
TRANSITION



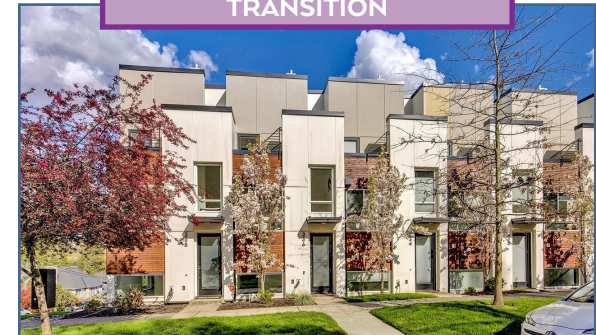
TRANSITION



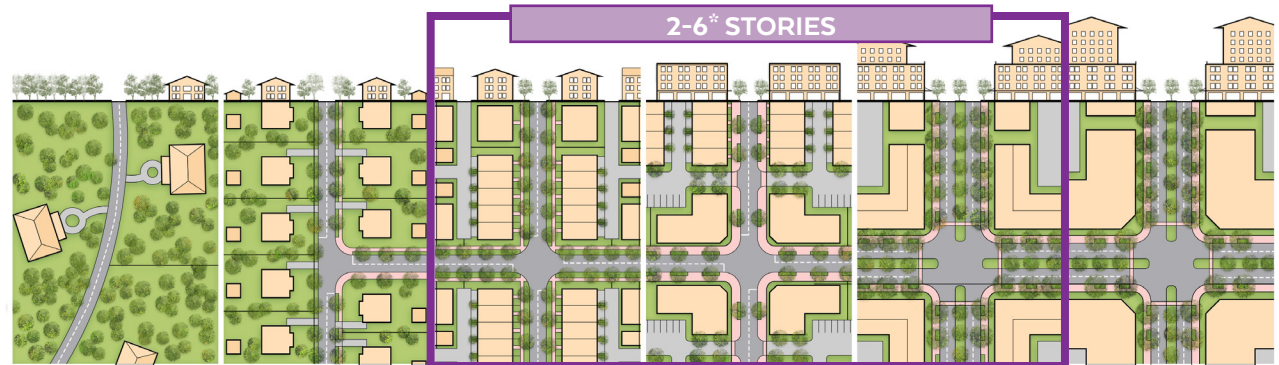
TRANSITION



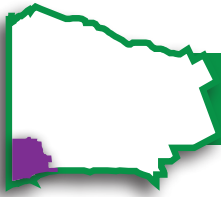
TRANSITION



Appropriate Intensity - Transition



*Additional height with a SLUP



PERIMETER

Appropriate Land Uses - Transition

Stop-Light	LAND USE	CONSIDERATIONS
Appropriate	Cottage Court ⁺ House-Scale Plexes ⁺ Townhouses ⁺ Local Commercial - Light Public/Institutional Parks/Open Space Utilities/Transportation	If adjacent to a single-family neighborhood, must have an appropriate transitional height
Appropriate if approved through SLUP process	Multi-unit ⁺ Senior/Assisted Living ⁺ Mixed Use ⁺	If adjacent to a single-family neighborhood, must have an appropriate transitional height
	Local Commercial - Medium Local Commercial - Heavy Regional Commercial	N/A
Inappropriate	Large-Lot Residential Small-Lot Residential	N/A

⁺additional use standards to be applied through UDO update

Implementation - Transition

Update the UDO to:

- » See * items in core implementation
- » Maintain height transition and landscape buffer requirements to protect surrounding neighborhoods

Projects and Initiatives:

- » Implement the Perimeter Center East multi-use path.
- » Implement new roadway connections per the Edge City 2.0 plan

DUNWOODY VILLAGE



Clustered just north of the intersection of Chamblee Dunwoody Road and Mount Vernon Road, Dunwoody Village serves as a key commercial center to surrounding neighborhoods. It has defined core and transition areas designed to target redevelopment while at the same time, protecting the surrounding neighborhoods. The core covers the existing large, strip commercial properties fronting Chamblee Dunwoody Road and the west side of Dunwoody Village Parkway. The transition area includes remaining properties that abut residential areas including small office and commercial buildings as well as one townhouse development. Notably, the Shops

of Dunwoody is split between the core and transition area to ensure the preservation of an existing landscaped buffer.

Because of its location Dunwoody Village has long been seen as a tremendous mixed-use redevelopment opportunity, particularly to define Dunwoody's local "downtown." It has a number of single-story, aging strip malls with large surface parking lots, ideal for infill development or redevelopment. Specifically, the post office and some surrounding parcels have been identified as a potential catalyst to kick-start this desired development.

Core: Vision + Intent

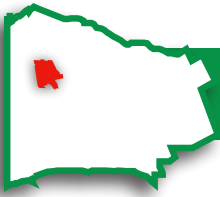
The core will reflect a true local "downtown" Dunwoody with a vibrant mix of civic, office, retail, and residential anchored by a central

town green with higher intensity uses. The core will have a more connected system of streets and paths that provide multimodal pathways within the district.



Appropriate Intensity





DUNWOODY VILLAGE

Appropriate Land Uses - Core

Stop-Light	LAND USE	CONSIDERATIONS
Appropriate	Townhouses ⁺ Local Commercial - Light Public/Institutional Parks/Open Space Utilities/Transportation	N/A
Appropriate if approved through SLUP process	Cottage Court ⁺ House-Scale Plexes ⁺ Multi-Unit ⁺ Senior/Assisted Living ⁺ Mixed Use ⁺ Local Commercial - Medium ⁺	N/A
Inappropriate	Large-Lot Residential Small-Lot Residential Local Commercial - Heavy Regional Commercial	N/A

⁺additional use standards to be applied through UDO update

Core: Implementation

Update the UDO to:

- » Update Dunwoody Village overlay to be more user friendly.
- » Enhance pedestrian accessibility and walkability*
- » Create nimble, mixed use zoning that encourages “retail ready” ground floors*
- » Allow for a variety of housing types using quality materials*
- » Eliminate the use of “building types” to allow for creativity*
- » Improve street network and block connectivity*

Projects and Initiatives:

- » Complete the Village Crossing project (Chamblee Dunwoody Road Improvements from Womack Road to Roberts Drive)*
- » Create local street connections as Dunwoody Village redevelops*
- » Prioritize public art in this area, particularly at locations specified in the Public Art Implementation Plan*
- » Create a central town green integrated with green infrastructure features to manage stormwater
- » Partner with the Perimeter Chamber and Dunwoody Village Business Association to promote economic growth of the village*

*Also applies to the transition area

DUNWOODY VILLAGE



Transition: Vision + Intent

The transition will act as a step-down in intensity to better blend into the surrounding neighborhoods. It will have a mix of uses with an emphasis on residential to better support the retail in the core. A series of pedestrian pathways will connect residential areas to Dunwoody Village but landscaped buffers will add distinction between the village and surrounding neighborhoods.



TRANSITION



TRANSITION

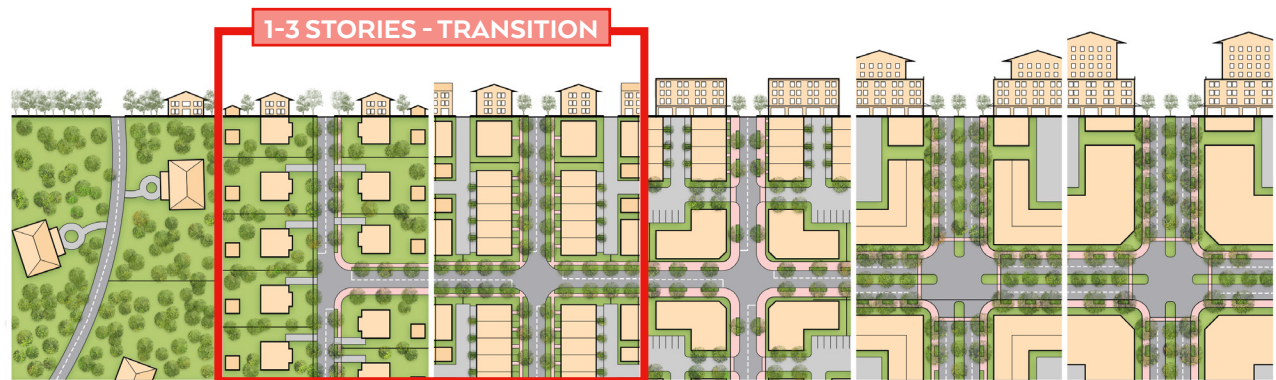


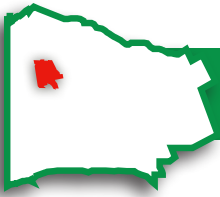
TRANSITION



TRANSITION

Appropriate Intensity





DUNWOODY VILLAGE

Appropriate Land Uses - Transition

Stop-Light	LAND USE	CONSIDERATIONS
Appropriate	House-Scale Plexes ⁺ Townhouses ⁺ Local Commercial - Light Public/Institutional Parks/Open Space Utilities/Transportation	N/A
Appropriate if approved through SLUP process	Small-Lot Residential ⁺ Cottage Court ⁺ Multi-unit ⁺ Senior/Assisted Living ⁺ Mixed Use ⁺	N/A
Inappropriate	Large-Lot Residential Local Commercial - Medium Local Commercial - Heavy Regional Commercial	N/A

⁺additional use standards to be applied through UDO update

Transition: Implementation

Update the UDO to:

- » Maintain height transition and landscape buffer requirements to protect surrounding neighborhoods

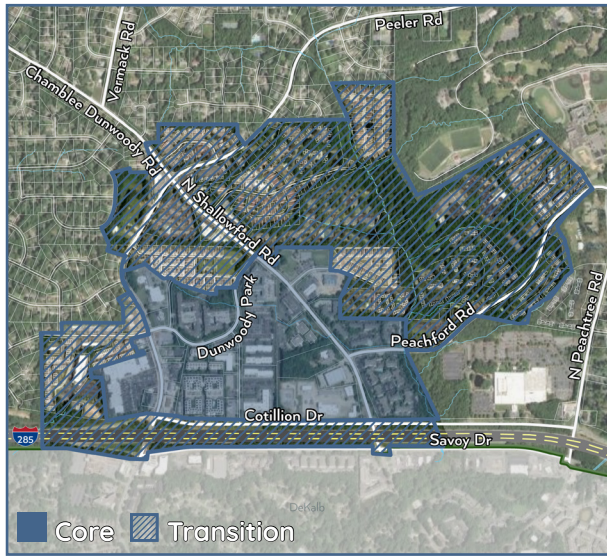
Projects and Initiatives:

- » Create local street connections as Dunwoody Village redevelops
- » Prioritize public art in this area, particularly at locations specified in the Public Art Implementation Plan
- » As a central destination, consider augmenting existing community center (e.g. Dunwoody Public Library/Cultural Arts Center) with resiliency hub⁺ features like resilient and renewable energy systems to aid in severe weather events

Note: starred () Items in the “Core: Implementation” section also apply to the transition area*

⁺Resilience hubs are community serving facilities (such as libraries, civic centers, and places of worship) designed to support residents and coordinate resource distribution before, during, or after a natural hazard event. They are eligible for funding from FEMA to increase resiliency in the face of natural disasters.

GEORGETOWN WEST



Conveniently located just north of I-285, Georgetown West sits in between Perimeter and Dunwoody Village in terms of scale and character. It offers a variety of low-to-medium-intensity uses, including strip center commercial as well as mid-rise office and multi-unit residential buildings. Gravitating south toward I-285, Georgetown West's core encompasses a mix of existing medium-rise multi-unit, low-rise commercial, and a variety of office parks on and between Chamberlee Dunwoody Road or N Shallowford Road. The transition area includes properties that have existing residential uses or neighborhood-scale commercial that border surrounding neighborhoods.

Georgetown West is a prime location for redevelopment as it has existing residential density to support retail, large lot sizes, and significant vacant office space. Furthermore, its convenient access to the interstate contributes to the area's appeal. In particular, the recent sale of Dunwoody Park and Lofts presents a promising opportunity in the character area's center.

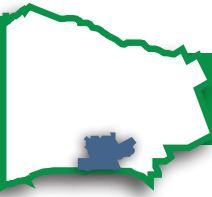
Core: Vision + Intent

Georgetown West's core will be a cohesive, well-defined mixed-use center with a broad range of housing types, office, and commercial uses at a higher intensity. It will build upon recent infrastructure investments to become truly multimodal—featuring pedestrian and bicycle infrastructure, additional local road connections, as well as regional transit and interstate access.



Appropriate Intensity





GEORGETOWN WEST

Appropriate Land Uses - Core

Stop-Light	LAND USE	CONSIDERATIONS
Appropriate	House-Scale Plexes ⁺ Townhouses ⁺ Local Commercial - Light Public/Institutional Parks/Open Space Utilities/Transportation	N/A
Appropriate if approved through SLUP process	Local Commercial - Medium Local Commercial - Heavy	Along Cotillion Road only
	Senior/Assisted Living ⁺ Mixed Use ⁺ Multi-unit ⁺ Regional Commercial	N/A
Inappropriate	Large-Lot Residential Small-Lot Residential Cottage Courts	N/A

⁺ additional use standards to be applied through UDO update

Core: Implementation

Update the UDO to:

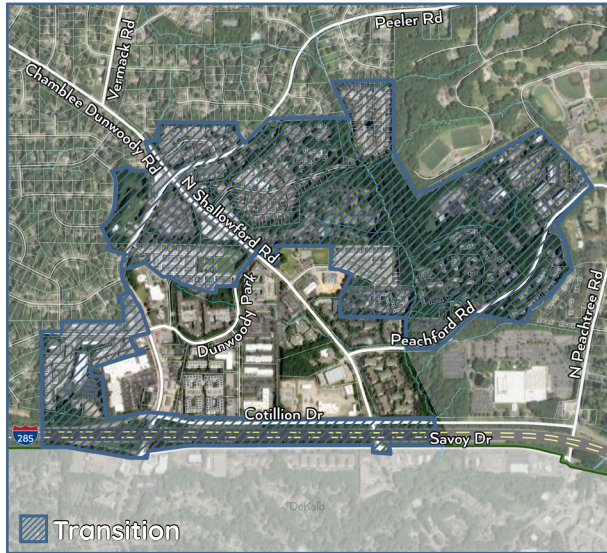
- » Enhance pedestrian accessibility and walkability*
- » Create nimble, mixed use zoning that encourages “retail ready” ground floors*
- » Allow for a variety of housing types using quality materials*
- » Improve street grid network through redevelopment of large parcels*
- » Promote cohesive design
- » Create design standards for Local Commercial - Medium and - Heavy
- » Include more by-right uses to facilitate redevelopment
- » Require open spaces with new development.*

Projects and Initiatives:

- » Update master plan to define a clear redevelopment vision for the area
- » Coordinate with Dunwoody Park redevelopment and encourage development of a true center of Georgetown West
- » Construct the N Shallowford Path*
- » Coordinate on I-285 Top End projects including regional trail and express lanes
- » Prioritize public art in this area, particularly at gateways and the intersection of Dunwoody Park and N Shallowford Road*
- » Incorporate multimodal enhancements on Dunwoody Park
- » Consider advanced traffic management systems at the I-285 on/off ramps to alleviate congestion during peak hours

**Also applies to the transition area*

GEORGETOWN WEST

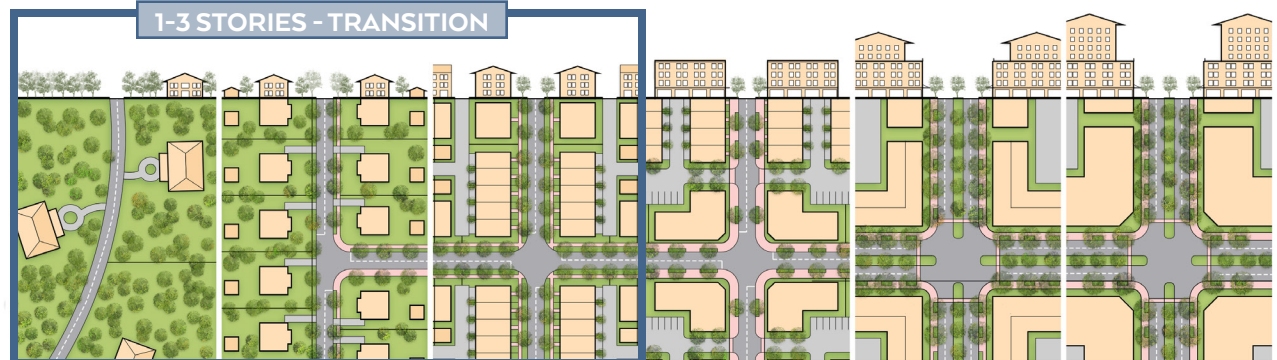


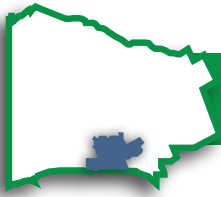
Transition: Vision + Intent

The Georgetown West transition area will taper off development intensity from the core—maxing out at three-stories—to better match the character of surrounding suburban neighborhoods. Future development will prioritize residential uses to support retail in the core as well as preserving naturally occurring affordable housing. At key locations like the intersection of N Shallowford Road and Chamblee Dunwoody Road, neighborhood-serving commercial is encouraged.



Appropriate Intensity





GEORGETOWN WEST

Appropriate Land Uses - Transition

Stop-Light	LAND USE	CONSIDERATIONS
Appropriate	Small-Lot Residential Cottage Courts ⁺ House-Scale Plexes ⁺ Townhouses ⁺ Local Commercial- Light Public/Institutional Parks/Open Space Utilities/Transportation	N/A
Appropriate if approved through SLUP process	Multi-unit ⁺ Senior/Assisted Living ⁺ Mixed Use ⁺ Local Commercial - Medium	N/A
Inappropriate	Large-Lot Residential Local Commercial - Heavy Regional Commercial	N/A

⁺additional use standards to be applied through UDO update

Transition: Implementation

Update the UDO to:

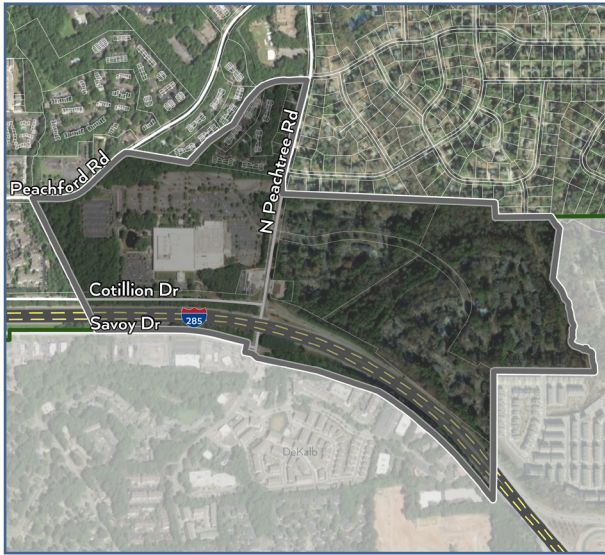
- » Create design standards for Local Commercial - Medium
- » Maintain height transition and landscape buffer requirements to protect surrounding neighborhoods

Projects and Initiatives:

- » Pursue neighborhood-scale commercial development of parcel next to Georgetown Park and extend Kent Avenue to Dunwoody Park

Note: starred () Items in the “Transition: Implementation” section primarily apply in transition, but also affect core*

GEORGETOWN EAST

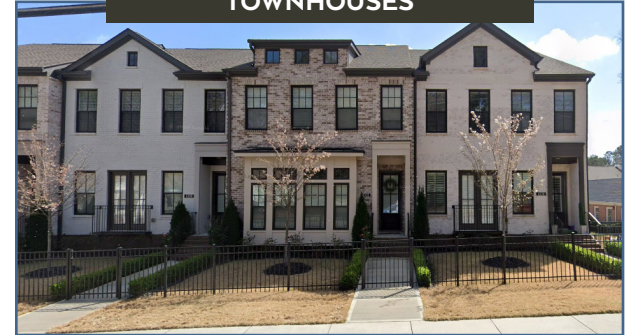


Georgetown East is one of Dunwoody's southern gateways with direct access to I-285. A major use in the area is First Baptist Church Atlanta and its adjoining parking lots. The remaining area has older condominium developments and apartment homes. There is a small amount of auto-oriented businesses along Cotillion Drive. The older residential uses and the parcels along Cotillion Drive provide a few redevelopment prospects for the area.

Vision + Intent

Georgetown East has potential to become an energetic mixed-use district offering diverse housing options from townhouses to mixed use, all with convenient access to I-285. A balance of housing types will foster a dynamic and inclusive neighborhood, while pedestrian-friendly design and connectivity will strengthen ties to nearby destinations. Through strategic investment, Georgetown East will become a thriving, well-designed, and livable gateway to Dunwoody.

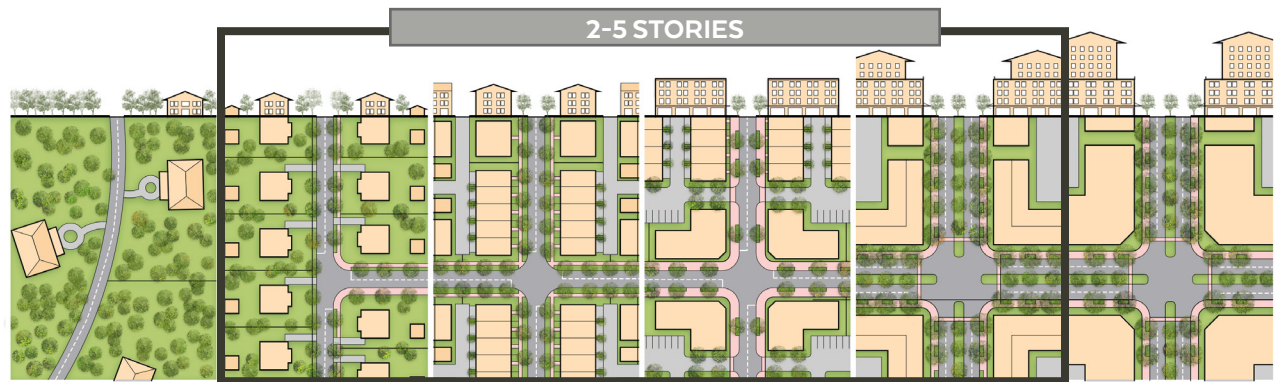
TOWNHOUSES

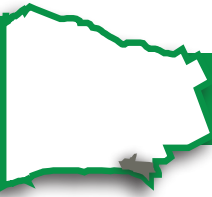


MIXED USE & OPEN SPACE



Appropriate Intensity





GEORGETOWN EAST

Appropriate Land Uses

Stop-Light	LAND USE	CONSIDERATIONS
Appropriate	Small-Lot Residential Cottage Courts ⁺ House-Scale Plexes ⁺ Townhouses ⁺ Local Commercial - Light Public/Institutional Parks/Open Space Utilities/Transportation	If adjacent to a single-household neighborhood, must have an appropriate transitional height
Appropriate if approved through SLUP process	Multi-Unit ⁺ Senior/Assisted Living ⁺ Mixed Use ⁺ Regional Commercial	If adjacent to a single-family neighborhood, must have an appropriate transitional height
	Local Commercial - Medium Local Commercial - Heavy	Along Cotillion Road only
Inappropriate	Large-Lot Residential	N/A

⁺additional use standards to be applied through UDO update

Implementation

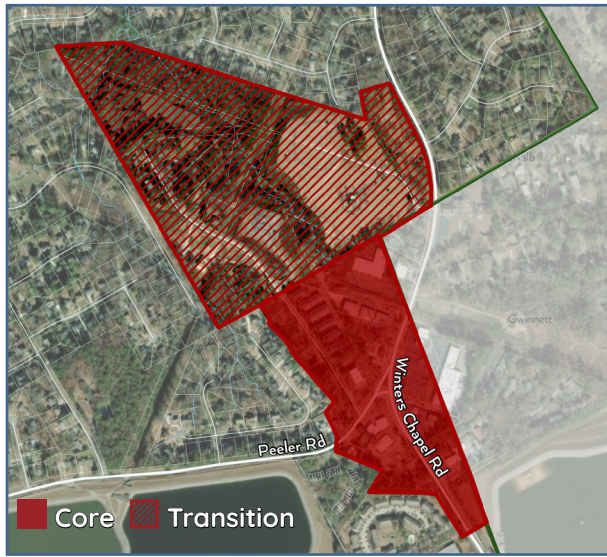
Update the UDO to:

- » Enhance pedestrian accessibility and walkability
- » Create nimble, mixed use zoning that encourages “retail ready” ground floors
- » Allow for a variety of housing types
- » Improve street grid network through redevelopment of large parcels
- » Create design standards for Local Commercial - Medium and - Heavy
- » Maintain ample transition between adjacent neighborhoods to protect neighborhood character
- » Require open spaces with new development

Projects and Initiatives:

- » Expand planned sidewalk improvements along Cotillion Drive all the way to N Peachtree Road
- » Construct the N Shallowford Path to improve multimodal connections in the Georgetown area

WINTERS CHAPEL



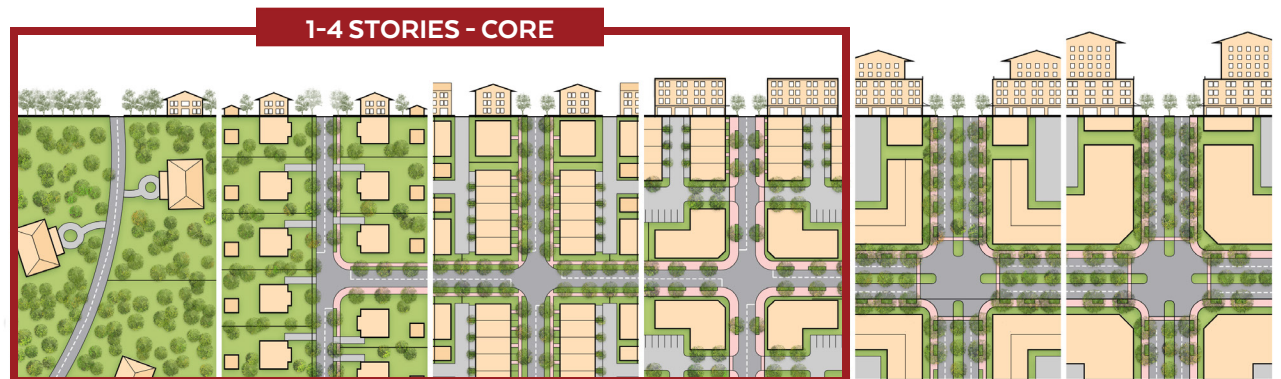
Core: Vision + Intent

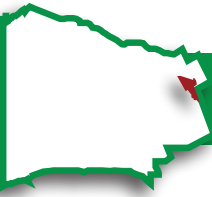
The core of Winters Chapel will be a culturally diverse, mixed use neighborhood center and gateway with ample greenspace. Thoughtful redevelopment should maintain affordability in both housing and commercial space. Higher development intensity concentrates at the intersection of Peeler Road and Winters Chapel Road with ample transition to surrounding residential.



Winters Chapel is located on the eastern border of the city just north of the Scott Candler Water Treatment Plant. The area has an eclectic mix of uses. A small commercial center surrounds the intersection of Winters Chapel Road and Peeler. A large portion of the area is a cemetery. There is also an electric sub-station and large power lines running through the front yards of several large, rural residential parcels. The large residential parcels and older commercial areas have high potential for redevelopment. The remaining area dedicated to the cemetery and sub-station will not redevelop.

Appropriate Intensity





WINTERS CHAPEL

Appropriate Land Uses - Core

Stop-Light	LAND USE	CONSIDERATIONS
Appropriate	Cottage Court ⁺ House-Scale Plexes ⁺ Townhouses ⁺ Local Commercial - Light Public/Institutional Parks/Open Space Utilities/Transportation	N/A
Appropriate if approved through SLUP process	Multi-unit ⁺ Mixed Use ⁺ Senior/Assisted Living ⁺ Small-Lot Residential Local Commercial - Medium	N/A
Inappropriate	Large-Lot Residential Local Commercial - Heavy Regional Commercial	N/A

⁺ additional use standards to be applied through UDO update

Core: Implementation

Update the UDO to:

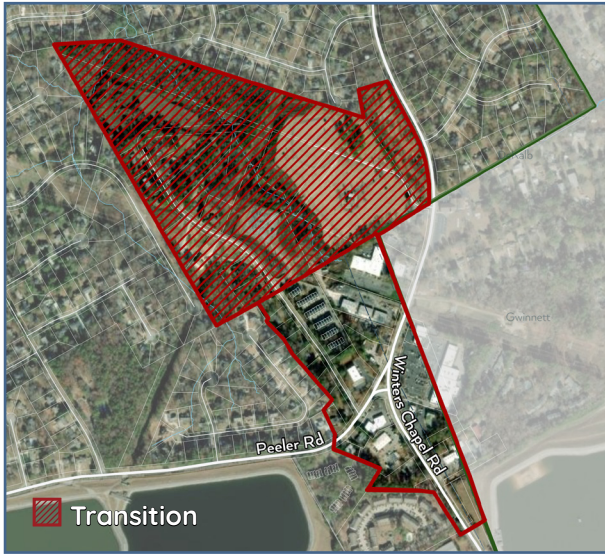
- » Create nimble, mixed use zoning that encourages “retail-ready” ground floors
- » Allow context-sensitive residential, like missing middle housing*
- » Promote cohesive design*
- » Create local road connections*
- » Require open spaces with new development.*
- » Improve street grid network and block connectivity*
- » Create design standards for Local Commercial - Medium and - Heavy

Projects and Initiatives:

- » Implement a multi-use path along Peeler Road and Tilly Mill Road between North Peachtree Road and Winters Chapel Road.
- » Extend the existing Winters Chapel Path from Charmant Place to Peeler Road, working with the City of Peachtree Corners.*
- » Coordinate with Peachtree Corners and Gwinnett County to establish a redevelopment vision for the area through a small area plan (studied with Peachtree Boulevard character area)*
- » Continue working with property owners of strip commercial centers to encourage thoughtful redevelopment
- » Install EV charging stations
- » Add public art to priority locations, per the Public Art Implementation Plan
- » Identify opportunities for greenspace and/or public plazas for gathering space and community events

**Also applies to the transition area*

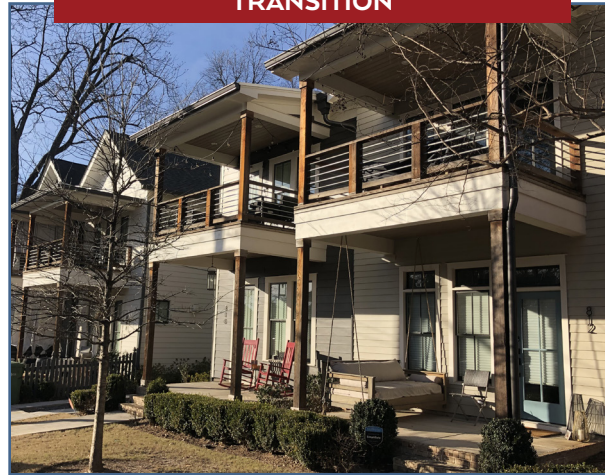
WINTERS CHAPEL



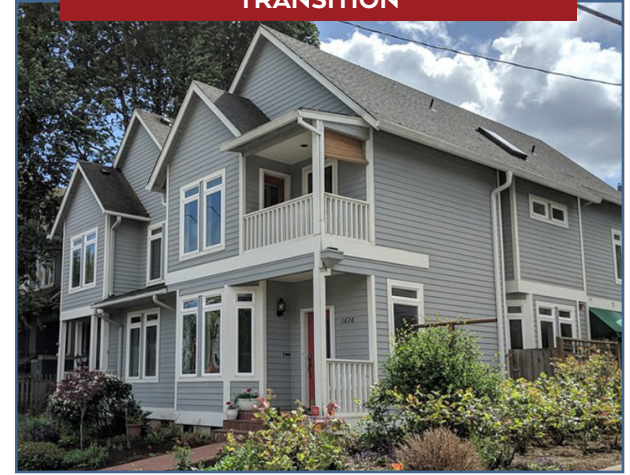
Transition: Vision + Intent

The Winters Chapel Transition will provide ample buffer between the mixed use core and the surrounding suburban neighborhoods. The area should remain primarily residential, and thoughtful redevelopment should maintain housing affordability. Partnering to invest in the cemeteries can help activate these spaces as public greenspace along the city's eastern edge.

TRANSITION

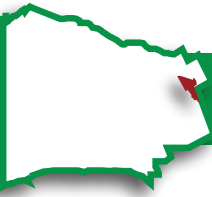


TRANSITION



Appropriate Intensity





WINTERS CHAPEL

Appropriate Land Uses - Transition

Stop-Light	LAND USE	CONSIDERATIONS
Appropriate	Small-Lot Residential Cottage Court ⁺ House-Scale Plexes ⁺ Townhouses ⁺ Local Commercial - Light Public/Institutional Parks/Open Space Utilities/Transportation	N/A
Appropriate if approved through SLUP process	Multi-unit ⁺ Senior/Assisted Living ⁺ Mixed Use ⁺	N/A
Inappropriate	Large-Lot Residential Local Commercial - Medium Local Commercial - Heavy Regional Commercial	N/A

⁺additional use standards to be applied through UDO update

Transition: Implementation

Update the UDO to:

- » Allow for a variety of housing types using quality materials
- » Maintain height transition and landscape buffer requirements to protect surrounding neighborhoods

Projects and Initiatives:

- » Explore housing development on Georgia Power land*
- » Work with partners to enhance Eidson Cemetery and North Atlanta Memorial Park to expand access to public greenspace.*

Note: starred () Items in the "Transition: Implementation" section primarily apply in transition, but also affect core*

JETT FERRY



As the smallest character area in Dunwoody, Jett Ferry is a small, but mighty neighborhood center at the northern reaches of the city at its border with Sandy Springs. At the intersection of Mount Vernon Road and Dunwoody Club Drive, this character area features two strip retail centers, auto-oriented commercial, and boutique office complexes.

While limited in acreage, large surface parking lots and aging building stock suggest potential infill and redevelopment opportunities. Retail vacancy is a challenge here, so adding a mix of uses—particularly residential—will be beneficial to supporting existing and desired commercial.

Vision + Intent

A vibrant, neighborhood-scaled commercial node, focused on serving nearby residents with unique dining and shopping options as well as local services. A defined gateway, Jett Ferry features both wayfinding, public art, and a cohesive style. New development features neighborhood-scaled mixed use, missing middle housing, and greenspace. Surrounding neighborhood character is preserved by forested buffers and a step-down in intensity.

Appropriate Intensity

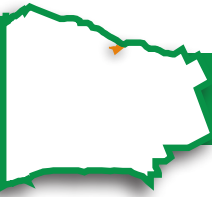


LOCAL COMMERCIAL - LIGHT



LOCAL COMMERCIAL - LIGHT & OPEN SPACE





JETT FERRY

Appropriate Land Uses

Stop-Light	LAND USE	CONSIDERATIONS
Appropriate	Small-Lot Residential Cottage Court ⁺ House-Scale Plexes ⁺ Townhouses ⁺ Local Commercial - Light Public/Institutional Parks/Open Space Utilities/Transportation	Must meet design standards
Appropriate if approved through SLUP process	Multi-unit ⁺ Senior/Assisted Living ⁺ Mixed Use ⁺ Local Commercial - Medium ⁺	N/A
Inappropriate	Large-Lot Residential Local Commercial - Heavy Regional Commercial	N/A

⁺additional use standards to be applied through UDO update

Implementation

Update the UDO to:

- » Create design standards for Local Commercial - Medium
- » Allow context-sensitive residential, like missing middle housing
- » Maintain ample transition between Jett Ferry and adjacent neighborhoods to protect neighborhood character
- » Require open spaces with new development.

Projects and Initiatives:

- » Extend the existing Mount Vernon Path to Jett Ferry Gateway
- » Work with property owners to implement the Jett Ferry Streetscape Design Standards
- » Coordinate with property owner and surrounding neighborhood to attract a mutually desirable anchor tenant to the Mount Vernon Shopping Center or opt for redevelopment
- » Collaborate with neighboring jurisdictions on a redevelopment vision through a small area plan

ASHFORD



Centered on the upper reaches of Ashford Dunwoody Road and Ashford Center Parkway, Ashford currently acts as a transitional area between Perimeter and Dunwoody Village. Its existing land uses are a mix of medium-intensity public-institutional uses (including City Hall) and office buildings, and garden-style multi-unit residences.

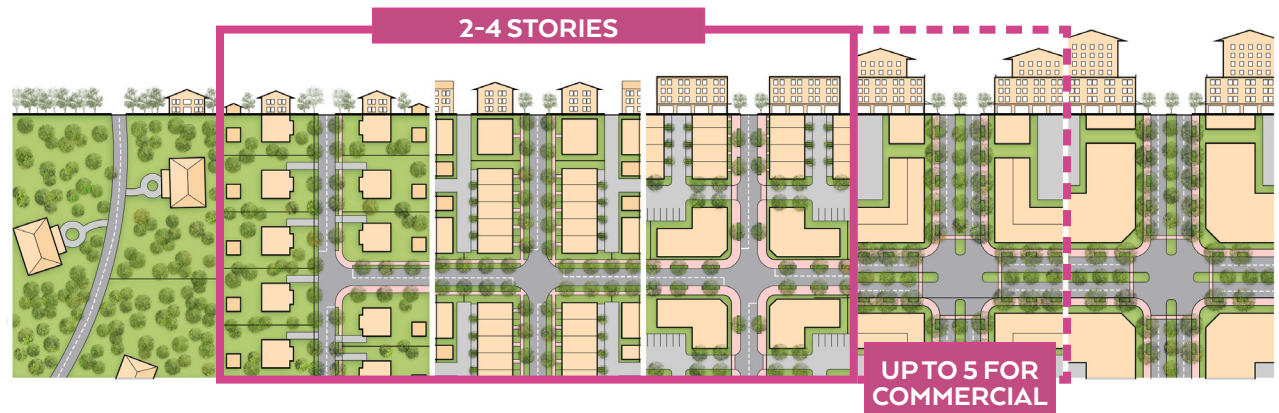
Previously Ashford was part of the Perimeter character area. By carving it off, it signals a shift in thinking about this community as a place in its own right. Its location between Perimeter and Dunwoody Village is very appealing from a development perspective, and its collection of large lots could hold

redevelopment potential in the future. As the area incrementally changes, it will be important to improve walkability and move towards a more people-oriented approach to design. Creating strong multimodal links to the existing MARTA station and Dunwoody Village will only increase Ashford's reinvestment.

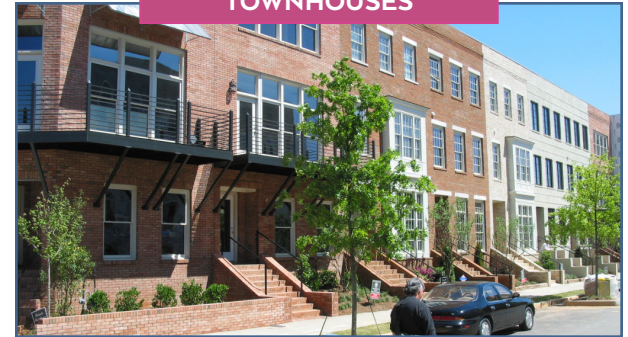
Vision + Intent

Ashford is an area that will continue to serve as a transition from the high-intensity uses of Perimeter to the lower intensity uses of Dunwoody Village and surrounding neighborhoods. Its healthy mix of uses and intensities will continue to grow with continued investments in walkability and quality public spaces.

Appropriate Intensity

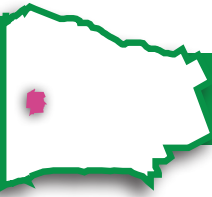


TOWNHOUSES



PARKS/OPEN SPACE





ASHFORD

Appropriate Land Uses

Stop-Light	LAND USE	CONSIDERATIONS
Appropriate	Cottage Courts ⁺ House-Scale Plexes ⁺ Townhouses ⁺ Local Commercial - Light Public/Institutional Parks/Open Space Utilities/Transportation	Where adjacent to a single-unit neighborhood, must have an appropriate transitional height
Appropriate if approved through SLUP process	Multi-unit ⁺ Senior/Assisted Living ⁺ Mixed Use ⁺	If adjacent to a single-family neighborhood, must have an appropriate transitional height
	Regional Commercial	Office only
	Small-Lot Residential	N/A
Inappropriate	Large-Lot Residential Local Commercial - Medium Local Commercial - Heavy	N/A

⁺additional use standards to be applied through UDO update

Implementation

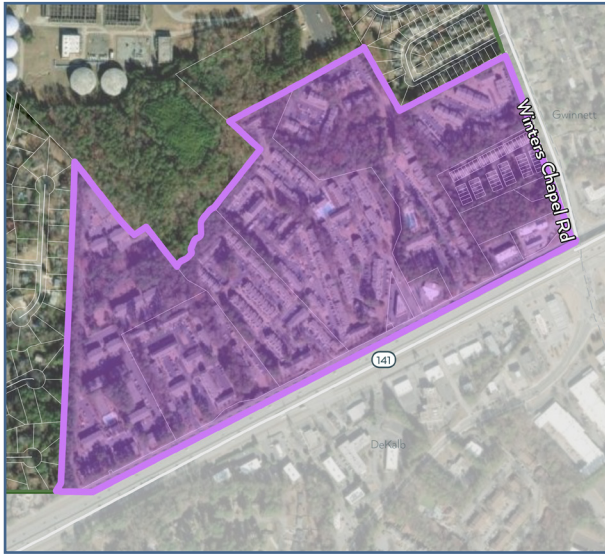
Update the UDO to:

- » Allow for a variety of housing types using quality materials
- » Improve street grid network through redevelopment of large parcels
- » Require open spaces with new development

Projects and Initiatives:

- » Improve streetscaping along Ashford Center Parkway
- » Construct Phase 3 of the Ashford Dunwoody Path
- » Implement North Nancy Creek Greenway trail segments and connectors (Ashford Center Parkway and Ashford Center North), per the Dunwoody Trail Master Plan
- » Continue using City Hall as a test case for sustainable initiatives, like the existing cool roof
- » Prioritize public art in this area, especially at the intersection of Ashford Dunwoody Road and Mount Vernon Road

PEACHTREE BOULEVARD



Peachtree Boulevard is located in the southeast corner of the city along Dunwoody's border with Georgia State Route 141/Peachtree Boulevard and Winters Chapel Road. The primary land use in the area is multi-unit residential, though there are a few commercial businesses at the intersection of Peachtree Boulevard and Winters Chapel.

Both the retail and multi-unit buildings are older, making them highly susceptible to redevelopment. Given the majority of Dunwoody's less expensive housing units are located here, it will be important to protect affordability by ensuring redevelopment brings in more units than currently exist.

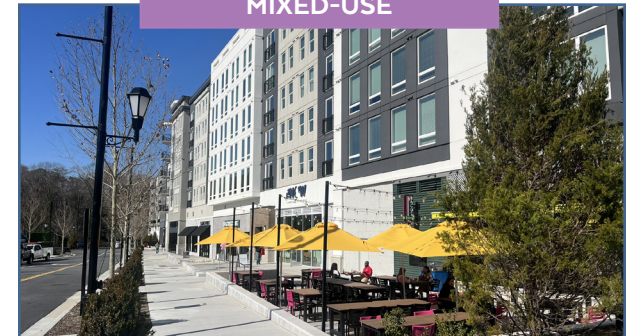
Vision + Intent

Peachtree Boulevard will serve as another attractive gateway into the city, offering a diverse mix of housing and local commercial services. Preserving and improving naturally occurring affordable housing will be a priority, ensuring that redevelopment—including mixed-use projects at greater densities—strengthens the community without displacing residents. Thoughtful integration of functional greenspace will further enhance livability, creating a more connected, welcoming, and dynamic environment for all who live, work, and visit.

MIXED-USE

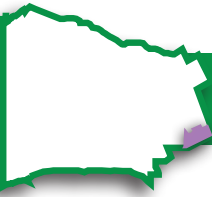


MIXED-USE



Appropriate Intensity





PEACHTREE BOULEVARD

Appropriate Land Uses

Stop-Light	LAND USE	CONSIDERATIONS
Appropriate	Cottage Courts ⁺ Townhouses ⁺ Local Commercial - Light Public/Institutional Parks/Open Space Utilities/Transportation	N/A
Appropriate if approved through SLUP process	Multi-unit ⁺ Senior/Assisted Living ⁺ Mixed Use ⁺	N/A
	Local Commercial - Medium Local Commercial - Heavy Regional Commercial	Allowed only on Peachtree Boulevard
Inappropriate	Large-Lot Residential Small-Lot Residential House-Scale Plexes	N/A

⁺additional use standards to be applied through UDO update

Implementation

Update the UDO to:

- » Create design standards for medium and heavy commercial in special areas
- » Explore affordability requirements if naturally-occurring affordable housing is redeveloped
- » Require open spaces with new development.
- » Improve street grid network through redevelopment of large parcels

Projects and Initiatives:

- » Identify opportunities for multimodal improvements along Peachtree Boulevard, connecting to Peachtree Corners and Doraville
- » Plan pedestrian safety improvements along Peachtree Boulevard
- » Work with GDOT to complete intersection improvements at Peachtree Boulevard and Winters Chapel
- » Explore strategies to preserve existing, naturally occurring affordable housing
- » Coordinate with Peachtree Corners and Gwinnett County to establish a redevelopment vision for the area through a small area plan (studied with Winters Chapel)



CIVIC CAMPUS



Nestled in between Dunwoody's neighborhoods, the Civic Campus character area covers two flagship institutions: Georgia State University (GSU)-Dunwoody and the Marcus Jewish Community Center (MJCC). GSU operates its Dunwoody commuter campus on 100 acres. Nearby, the MJCC has anchored the community since 1961. Known as Zaban Park, the 52-acre campus offers a Holocaust Memorial Garden as well as community programs and services related to education, child care, as well as fitness and recreation for all ages and abilities. Between these two campuses, the Berman Commons provides assisted living and memory care for seniors.

These institutions seem stable and unlikely to leave Dunwoody; however, the sheer amount of land on their campuses—and their adjacency to one another—translates to high redevelopment potential, and the City should be prepared if one or more decide to redevelop. Even if ownership does not change, these campuses will evolve over time to meet the needs of their respective communities. For instance, MJCC is currently building a new aquatic center and pickleball complex as well as working on several building renovations.

Vision + Intent

Dunwoody's civic campus is a vital community assets—open to the public

but not owned by the city. While these co-located institutions are expected to remain, the City aims to strengthen their connectivity to surrounding neighborhoods and activity centers. Should they ever redevelop, redevelopment should be guided by a campus master plan and should support a cohesive mix of uses that enhance walkability, economic vitality, and community engagement.



Appropriate Intensity





CIVIC CAMPUS

Appropriate Land Uses

Stop-Light	LAND USE	CONSIDERATIONS
Appropriate	Parks/Open Space Utilities/Transportation	N/A
Appropriate if approved through SLUP process	Small-Lot Residential Cottage Court ⁺ House-Scale Plexes ⁺ Townhouses ⁺ Multi-unit ⁺ Senior/Assisted Living ⁺ Mixed Use ⁺ Local Commercial - Light Public/Institutional	N/A
Inappropriate	Large-Lot Residential Local Commercial - Medium Local Commercial - Heavy Regional Commercial	N/A

⁺additional use standards to be applied through UDO update

Implementation

Update the UDO to:

- » Establish guidance for a special zoning permissions process
- » Require open spaces with new development.

Projects and Initiatives:

- » Work with institutions and nearby neighborhoods to do visioning exercises as redevelopment opportunities arise
- » Identify funding for the planned Tilly Mill Path to connect the campuses to Winters Chapel
- » Work with GSU-Dunwoody to plan/design the Georgia State Greenway and Brook Run Connector, connecting the campus to Brook Run Park
- » Prioritize public art in this area, per the Public Art Implementation Plan

WATER WORKS



This area encompasses the Scott Candler Water Treatment Plant, a water utility owned by DeKalb County. The treatment plant is bordered by two minor arterials: Peeler Road and Winters Chapel Road. Single-household neighborhoods surround the area to the west, while apartments and townhouses border the area to the south and east.

Vision + Intent

As the County continues to oversee the site, Dunwoody can work with the county to increase sustainability efforts and explore opening the land to passive recreation opportunities, as appropriate.

PARKS/OPEN SPACE

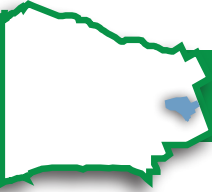


PARKS/OPEN SPACE



Appropriate Intensity





WATER WORKS

Appropriate Land Uses

Stop-Light	LAND USE	CONSIDERATIONS
Appropriate	Public/Institutional Parks/Open Space Utilities/Transportation	N/A
Inappropriate	Large-Lot Residential Small-Lot Residential Cottage Court House-Scale Plexes Townhouses Multi-unit Senior/Assisted Living Mixed Use Local Commercial - Light Local Commercial - Medium Local Commercial - Heavy Regional Commercial	N/A

Implementation

Update the UDO to:

- » None

Projects and Initiatives:

- » Extend the existing Winters Chapel Path from Charmant Place to Peeler Road, working with the City of Peachtree Corners
- » Implement the Peeler Road Path from Lakeside Drive to connect with the planned multi-use path along Winters Chapel Road.
- » Partner with DeKalb County to enhance water conservation and other water-related sustainability initiatives
- » Explore opportunities for Passive Recreation Access

A photograph of a building with a dark shingled roof. A large white sign is mounted on the side of the building, featuring the words "EVERYTH" and "WILL BE" in a large, black, hand-drawn font. The sign is partially obscured by the branches of a large tree with green leaves in the foreground. The background shows a landscape with trees and a clear sky.

EVERYTH
WILL BE

06

COMMUNITY WORK PROGRAM



Quality of Life
Economic Development
Land Use
Sustainability
Transportation
Housing

COMMUNITY WORK PROGRAM

LAND USE

Project	2026	2027	2028	2029	2030	Responsible Party	Funding Source	Cost Estimate
LU.1 Develop a citywide Unified Development Ordinance that aligns with this comprehensive plan	X	X				Community Development	General Fund	\$300,000
LU.2 Implement transit oriented development per Dunwoody MARTA 2.0 Centering the Edge Plan	X	X	X	X	X	Community Development, PCID	General Fund/ SPLOST/Private Development	Staff Time
LU.3 Coordinate with PCID to implement Ashford Dunwoody and I-285 Interchange projects	X	X	X	X	X	Community Development, Public Works, PCID	General Fund	Staff Time
LU.4 Conduct node master plans in Perimeter, per Edge City 2.0	X	X	X	X	X	Community Development, PCID	PCID, General Fund	\$40,000
LU.5 Update small area plan for Georgetown	X					Community Development	General Fund	\$40,000
LU.6 Coordinate with Dunwoody Park redevelopment and encourage a true center of Georgetown	X	X	X			Community Development, Economic Development	General Fund	\$40,000
LU.7 Facilitate the development of neighborhood commercial on city-owned property next to Georgetown Park and extend Kent Avenue through to N Shallowford Road	X	X	X			Community Development, Economic Development Urban Redevelopment Agency	General Fund	Staff Time

 LAND USE

Project	2026	2027	2028	2029	2030	Responsible Party	Funding Source	Cost Estimate
LU.8 Coordinate with the City of Sandy Springs to establish a vision through a small area plan for Jett Ferry		X	X	X		Community Development	General Fund	\$40,000
LU.9 Coordinate with the City of Peachtree Corners and Gwinnett County to establish a redevelopment vision through a small area plan for Winters Chapel and Peachtree Boulevard character areas				X		Community Development, City of Peachtree Corners, Gwinnett County	General Fund	\$40,000
LU.10 Continue to coordinate with City of Sandy Springs and PCID on future planning and implementation in Perimeter	X	X	X	X	X	Community Development, City of Sandy Springs, PCID	General Fund	Staff Time



HOUSING

Project	2026	2027	2028	2029	2030	Responsible Party	Funding Source	Cost Estimate
Develop a citywide Unified Development Ordinance that aligns with this comprehensive plan's housing policies (see LU.1)	X	X				Community Development	General Fund	\$300,000
H.1 Conduct study on the feasibility and desirability of accessory dwelling units (ADUs) in single zoning districts	X	X				Community Development	General Fund	\$40,000
H.2 Explore feasibility of developing missing middle housing on Georgia Power land in Winters Chapel	X	X	X	X	X	Community Development, Georgia Power	General Fund	Staff Time



TRANSPORTATION

Project	2026	2027	2028	2029	2030	Responsible Party	Funding Source	Cost Estimate
T.1 Continue to build a complete and connected pedestrian network on the High Injury Network	X	X	X	X	X	Public Works, Community Development	SPLOST, General Fund	TBD
T.2 Coordinate with partners on I-285 Top End projects (regional trail, and express lanes)	X	X	X	X	X	ARC, USDOT, GDOT, PCID, Public Works	ARC/Federal Surface Transportation Program - Urban (STP-Urban), SPLOST	\$10,000,000,000
T.3 Finish construction of gateway and wayfinding systems	X					Community Development, Public Works, Economic Development, Discover Dunwoody	SPLOST, General Fund	\$250,000
T.4 Install pedestrian improvements along Cotillion Drive as part of the Georgetown Gateway Improvement project	X					Public Works	SPLOST, General Fund	\$250,000
T.5 Identify funding for sidewalks along Tilly Mill Road from N Peachtree to Lost Mine Trail	X	X				Public Works, Community Development	General Fund, Grants, PCID	TBD
T.6 Implement Ashford Dunwoody Path Phase 2 from Perimeter Center East to Ashford Center Parkway	X	X				Community Development, Public Works, PCID	Hotel/Motel Tax, PCID	\$3,000,000





TRANSPORTATION

Project	2026	2027	2028	2029	2030	Responsible Party	Funding Source	Cost Estimate
T.7 Finish Design of N Shallowford Road Path, Chamblee Dunwoody Road to I-285		X				Public Works	ARC/Federal Surface Transportation Program - Urban (STP-Urban), SPLOST, GDOT	\$1,120,000
T.8 Update Comprehensive Transportation Plan and integrate Ped/Bike Framework		X	X			Public Works	General Fund	\$100,000
T.9 Complete design and construct Perimeter Center East Multi-Use Path		X	X			Public Works, PCID	PCID, Private Development	\$250,000
T.10 Extend Mount Vernon Path to Jett Ferry (Phase 2 and 3)		X	X			Public Works	SPLOST	TBD
T.11 Plan pedestrian safety improvements along Peachtree Boulevard			X			Public Works	GDOT	TBD
T.12 Design and construct the Village Crossing Project - Chamblee Dunwoody Road multimodal improvements from Womack Road to Roberts Drive			X	X		Public Works, GDOT	Federal grant (already awarded)	\$6,000,000
T.13 Explore implementing advanced traffic management systems on I-285 on and off ramps during peak hours at Chamblee Dunwoody Road			X	X		Public Works, USDOT	USDOT	TBD



TRANSPORTATION

Project	2026	2027	2028	2029	2030	Responsible Party	Funding Source	Cost Estimate
T.14 Coordinate with the City of Peachtree Corners to extend existing Winters Chapel Path from Charmant Place to Peeler Road			X	X		Public Works	SPLOST, Federal Funds, Peachtree Corners	\$1,875,000
T.15 Work with GDOT to complete intersection improvements at Peachtree Boulevard and Winters Chapel			X	X		Public Works	GDOT	TBD
T.16 Coordinate with property owners to implement Jett Ferry triangle streetscape improvements				X		Community Development, Public Works	General Fund, Private Development	TBD
T.17 Begin design phase of streetscaping on Ashford Center Parkway					X	Public Works, Community Development	General Fund	\$100,000





ECONOMIC DEVELOPMENT

Project	2026	2027	2028	2029	2030	Responsible Party	Funding Source	Cost Estimate
ED.1 Include specific questions for small business owners in the City's annual survey	X	X	X	X	X	Economic Development, Marketing	General Fund	Staff Time
ED.2 Work with Chamber to expand the Engage Dunwoody Program	X	X				Economic Development	General Fund	Staff Time
ED.3 Develop a citywide economic development plan			X	X		Economic Development	General Fund	Staff Time
ED.4 Facilitate partnerships between Perimeter Chamber and the Dunwoody Village Business Association to promote economic growth of the village		X	X			Economic Development	General Fund	Staff Time

SUSTAINABILITY

Project	2026	2027	2028	2029	2030	Responsible Party	Funding Source	Cost Estimate
S.1 Consider augmenting existing community center in Dunwoody Village (Dunwoody Public Library and Cultural Arts Center Building complex) with resiliency hub features to aid in severe weather events			X	X	X	Community Development, Dunwoody Library, Dunwoody Cultural Arts Center, Sustainability Committee	FEMA Hazard Mitigation Assistance / (“HMA”) program grants	\$150,000
S.2 Identify and install more public EV charging opportunities, particularly on the east side of the city	X	X				Sustainability Committee, Public Works	Grants, Georgia Power Make Ready Program	\$50,000
S.3 Partner with DeKalb County to enhance water conservation and other water-related sustainability initiatives	X	X	X			Sustainability Committee, Public Works, Community Development, DeKalb County	General Fund	Staff Time
S.4 Establish metrics for evaluating the City’s progress on reducing pollution and create a system for data tracking		X	X	X	X	Sustainability Committee	General Fund	Staff Time





QUALITY OF LIFE

Project	2026	2027	2028	2029	2030	Responsible Party	Funding Source	Cost Estimate
QL.1 Acquire new park and open space per results of Master Plan priorities	X	X	X	X	X	City Manager, Parks and Recreation, Finance	SPLOST/General Fund	\$250,000 - \$650,000/acre
QL.2 Implement Brook Run Park improvements	X	X	X			Parks and Recreation, Finance	SPLOST/General Fund	\$8,953,500
QL.3 Complete Wildcat Park build out	X	X				Parks and Recreation, Finance	SPLOST/General Fund	\$10,500,000
QL.4 Develop Homecoming Park	X	X				Parks and Recreation, Finance	SPLOST/General Fund	\$4,500,000
QL.5 Complete park programming study for Perimeter	X	X	X			Parks and Recreation, PCID	PCID	\$100,000
QL.6 Identify and plan catalytic greenspace in Perimeter		X	X	X	X	Parks and Recreation, PCID	TBD (PCID/ SPLOST/ General Fund / Private Developers)	\$730,000
QL.7 Prioritize public art in locations and districts specified in the Public Art Implementation Plan	X	X	X	X	X	Community Development, Parks and Recreation, Art Commission	General Fund	Staff Time



QUALITY OF LIFE

Project	2026	2027	2028	2029	2030	Responsible Party	Funding Source	Cost Estimate
QL.8 In Dunwoody Village, create a central town green with green infrastructure features to manage stormwater	X	X	X	X	X	Community Development, Parks and Recreation	TBD (SPLOST/ General Fund/Private Development)	\$1,000,000-5,000,000 plus property acquisition cost
QL.9 Identify opportunities for public spaces and/or greenspace in Winters Chapel			X			Community Development, Parks and Recreation	General Fund	Staff Time



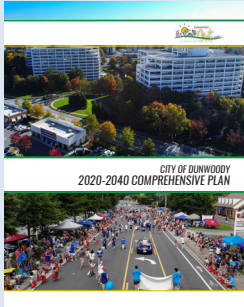
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APPENDIX

- 
- An aerial photograph of a cityscape featuring several modern buildings, including a prominent white multi-story office building on the left and a curved glass building on the right. The city is interspersed with trees showing autumn foliage in shades of yellow and orange. A large orange semi-transparent banner covers the bottom half of the image, containing a numbered list.
1. Previous Plan Summaries
 2. Community Participation Materials
 3. Broadband Element
 4. Report of Accomplishments
 5. Quality of Life Element
 6. Environmental Planning Requirements

DUNWOODY COMPREHENSIVE PLAN (2020)

SUMMARY



The City of Dunwoody completed a light update to its citywide comprehensive plan in 2020. It highlighted the changes in the community from 2015 to 2020, refreshing the community vision and goals accordingly. The plan set forth implementation strategies designed to address those goals on a 20-year horizon. In tandem, its Character Area Map and Future Land Use Map guide future land use and zoning decision-making.

NEEDS & OPPORTUNITIES

- » Continuously monitor and enhance local development regulations and land use controls
- » Address traffic congestion creatively
- » Maintain and improve public rights-of-way
- » Enhance and accentuate unique character
- » Leverage strong employment core for small business development
- » Continue straightforward, easy-to-understand permitting process
- » Coordinate and strengthen economic development efforts
- » Encourage more variety in housing types, especially for seniors
- » Offer a wider range of transportation options
- » Improve transportation connectivity
- » Continue to implement the City's transportation plan
- » Expand active recreational opportunities for all ages
- » Preserve, enhance, and expand the park and greenspace network
- » Create a vibrant arts and culture community via existing resources
- » Implement the Dunwoody Sustainability Plan
- » Prepare for the I-285/400 managed lane expansion

GOALS & POLICIES

- » Maintain and enhance residential amenities and housing types
- » Foster a business friendly climate
- » Redevelop target areas
- » Promote connectivity and choice for all modes of travel
- » Leverage Dunwoody's location
- » Expand parks and greenspace and improve recreational opportunities
- » Expand housing choice and make aging in place an achievable reality
- » Cultivate and expand access to arts and culture
- » Maintain and strengthen the commitment to sustainable practices

ACTION ITEMS

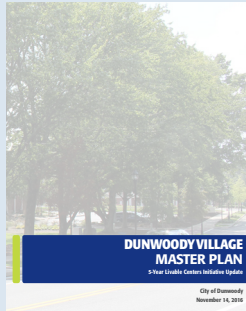
See Report of Accomplishments

PUBLIC ART IMPLEMENTATION PLAN (2020)

SUMMARY	NEEDS & OPPORTUNITIES
 The Dunwoody Public Art Implementation Plan aims to enhance the city's visual appeal and community engagement through the strategic placement of public art. It provides a framework for defining, approving, and funding public art projects, with a focus on improving public spaces, reflecting the city's growing creative energy, and fostering community connections.	» Improve connectivity and integration of public art within urban development projects (specifically I-285 bridge upgrades) » Host art installations in public spaces » Integrate public art in city system assets such as trails and Connect Dunwoody placemaking project » Leverage public-private partnerships with PCIDs and private developers for public art » Incorporate public art in community initiatives and partnerships under Create Dunwoody
GOALS & POLICIES	ACTION ITEMS
» Improve the city's visual appearance, especially in public space, landmarks, and infrastructure » Enhance connectivity – physical, social, and cultural » Create a place that is active, fun vibrant, livable, engaging, and explorable. » Create a sense of pride and welcoming » Priority Areas for public art: Dunwoody Village, Brook Run Park, Perimeter, Georgetown, Mt. Vernon/Jett Ferry, Winters Chapel, Institutional District » Creating a “mural catalyst fund” to encourage interior murals » Creating a “Creative Activation Fund” for small-scale art projects » Large public art project that could serve as a significant cultural landmark for the city	» Create a “mural catalyst fund” to encourage interior murals » Create a “creative activation fund” for small-scale art projects » Develop a large public art project that could serve as a significant cultural landmark for the city » Update “Public Art Work Plan” every five years

DUNWOODY VILLAGE MASTER PLAN (2021)

SUMMARY



In 2020, the City of Dunwoody updated its Dunwoody Village Master Plan. Much of the 2011 plan and its 2016 update remained relevant, so this process primarily dug into the details on recommendations and implementation. This included updating the street improvement designs, zoning district map, and zoning regulations. In 2021, the City Council adopted new Dunwoody Village zoning for the Shops of Dunwoody and adjacent parcels, thus completing the zoning of the Dunwoody Village area.

NEEDS & OPPORTUNITIES

- » Easy access to I-285 and GA400 is an asset
- » Proximity to high-income households to support business
- » Proximity to Perimeter is a market asset
- » Existing appeal to smaller businesses, especially those who cannot afford Perimeter rent
- » Unique Dunwoody Village character
- » High traffic counts provide visibility but threatens accessibility
- » High demand for new residential, rental development
- » Lack of newer, high-quality spaces to attract tenants
- » High quantity of underutilized space is a deterrent
- » Lack of continuous and safe pedestrian network
- » Redevelopment is more expensive and/or requires higher intensities to be financially viable
- » Resistance to rental apartments despite high demand and potential support for desired retail

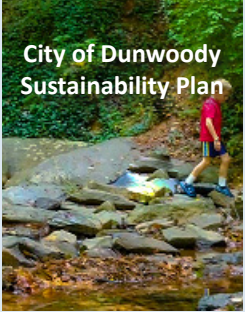
GOALS & POLICIES

- » Create a more vibrant Village Center including a focal point community green space
- » Encourage more compact development forms that promote walkability, but are appropriately sized and scaled to maintain and enhance the area's unique character and identity
- » Maintain and enhance convenience retail centers that provide daily goods and services for nearby residents
- » "Prune" lower performing retail and office sites over time to improve the area's market fundamentals and visual appeal of the Village
- » Allow for modest residential development to enhance walkability and enliven the Village, but in doing so, encourage high-quality, owner-occupied units targeted at empty nesters and active adults

ACTION ITEMS

- » **Multi-modal improvements** for Chamblee Dunwoody Road, Mount Vernon Road, and Ashford Center Parkway/Womack Road
- » **Intersection improvements** for Mount Vernon Road at Chamblee Dunwoody Road
- » Neighborhood trails
- » **Bicycle/pedestrian connections** through existing and proposed commercial developments
- » **Internal multimodal streets**
- » Village area **parking study**
- » Facade and landscape **incentive program**
- » Dunwoody Village **central open space**
- » Dunwoody Library **open space**

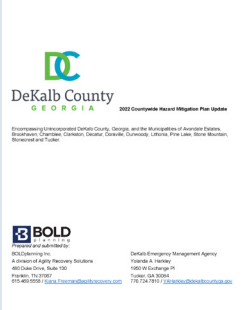
DUNWOODY SUSTAINABILITY PLAN (2021)

SUMMARY	NEEDS & OPPORTUNITIES
 City of Dunwoody Sustainability Plan The City of Dunwoody updated its sustainability plan in 2021 to guide its sustainability policies and initiatives as well as maintain the City's "Green Communities" certification from the Atlanta Regional Commission. The plan presents several goal and action statements for five chief sustainability pillars: 1) trees and greenspace, 2) water quality, 3) transportation and air quality, 4) resource efficiency, and 5) communication, outreach, and wellness.	» Implement the Sustainability Plan » Hire sustainability staff/dedicate staff time to sustainability initiatives » Increase accessibility and connectivity to public parks » Protect and enhance greenspace » Protect and enhance tree canopy » Consider residential tree protection policy » Leverage underutilized land for redevelopment rather than undeveloped land » Conserve water usage/ improve water quality » Promote development with green building standards » Expand recycling infrastructure » Deploy more renewable energy » Promote sustainability communications and outreach
GOALS & POLICIES	ACTION ITEMS
» Make Dunwoody a leader in environmentally sustainable policies and initiatives that lead to a better quality of life for its citizens and that will raise property values over the long term. » Create an accessible network of parks and greenspace that encourages recreation and preservation of natural areas » Improve water quality through green infrastructure and impervious surface reduction and conserve water usage » Increase Dunwoody's profile as a walkable and bicycle-friendly community, and pursue policies to limit vehicle emissions » Promote energy efficiency by following green building practices when building new city-owned buildings and facilities, invest in energy efficient equipment, and promote renewable energy » Make recycling options available, offer education to minimize "wish-cycling", and support recycling of hard-to-recycle items	» Assign a staff member as a sustainability liaison » Attain the platinum level from the Atlanta Regional Commission's Green Communities certification program » Develop a greenspace plan » Develop a comprehensive tree management program » Create a community forest master plan » Evaluate, amend, and/or remove regulatory and policy barriers to sustainability goals (e.g., parking requirements, etc.) » Audit government buildings for water and energy usage » Attain Georgia DCA WaterFirst Community status » Install demonstration green infrastructure project » Launch a local water education/public awareness program » Institute complete streets policy » Attain Bicycle and Walk Friendly Community certifications » Install bike racks at all city-owned/operated parks and facilities » Install a demonstration renewable energy project

PCID MASTER PLAN(2021)

SUMMARY	NEEDS & OPPORTUNITIES
 The Perimeter Community Improvement Districts' (PCID) Perimeter in Progress Consolidated Plan, Perimeter in Progress, combines previous planning efforts and projects across both PCIDs into one document and provides a clear action plan to achieve the organizations' goals. The Perimeter CIDs are made up of Fulton Perimeter CID, located in Sandy Springs, and the Central (DeKalb) CID, located in the City of Dunwoody and the City of DeKalb and the City of Brookhaven.	» There is a need to maintain enhanced accessibility in and out of district through improvements to the I-285 and GA 400 interchange and roadways as traffic demands increase. » There is a need to create a more complete and more multimodal environment in the district as it evolves, connecting employment areas, entertainment, retail, and residential. » Consider how transportation infrastructure improvements may affect the districts' character and environment.
GOALS & POLICIES	ACTION ITEMS
» Coordinate with state and local authorities on transportation and transit projects and advocate for improved access into and out of the district. » Prioritize multimodal improvements that increase access and last-mile connectivity to transit stations and along Peachtree Dunwoody and Ashford Dunwoody Roads, eventually building on these multimodal corridors to provide increased, local multimodal connectivity. » Participate in the design and development of major transportation infrastructure improvements in the districts to ensure proposed development aligns with the desired character and environment of the districts.	» Top end I-285 managed lanes aesthetic improvements » Regional transit study for top end I-285 managed lanes » GA 400 managed lanes » Street and pedestrian lighting on Ashford Dunwoody » Redesign of MARTA Dunwoody Transit station to improve pedestrian and bike accessibility » Westside connector concept design and funding for new multimodal corridor between I-285 and Perimeter Pkwy » Ashford Dunwoody trail phases one and two » Trail connection to Dunwoody MARTA station between Peachtree Dunwoody Rd and Perimeter Pkwy » Connected vehicle technologies to improve safety » Extend and/or add turn lane on Perimeter West (eastbound) at Perimeter Pkwy » Hammond Drive improvements including transit and bike/ped » Meadow Lane Rd multimodal improvements

DEKALB HAZARD MITIGATION PLAN (2022)

SUMMARY	NEEDS & OPPORTUNITIES
 DeKalb County and its Cities updated its Hazard Mitigation Plan (HMP) in 2022. This serves as the county's federally approved HMP, making the County and its Cities eligible for FEMA hazard mitigation funding both before and after any future disasters. The plan evaluated the following hazards: wind, floods, severe winter weather, drought, wildfire, earthquake, and extreme heat.	» Prepare for and mitigate the following risks: wind, floods, severe winter weather, drought, wildfire, earthquakes, and extreme heat » Leverage critical facilities and resources
GOALS & POLICIES	ACTION ITEMS
» Reduce loss of life and decrease property losses due natural disasters » Provide a framework and coordination for governments as well as public and private sector organizations to undertake mitigation steps to minimize potential disasters and to employ mitigation strategies in the post-disaster recovery » Decrease risk from natural hazard events through community cooperation and an all-hazards, comprehensive approach » Pursue additional, complete, and accurate data in support of disaster mitigation planning, preparedness, response, and recovery	» Upgrade stormwater infrastructure by replacing culverts and downstream storm lines with a system that provides adequate capacity to manage minor, localized flooding » Update floodplain maps in conjunction with FEMA using the most current data and including the "Future" floodplain based on a comprehensive plan » Acquire flood-prone property

ROAD SAFETY ACTION PLAN (2023)

SUMMARY	NEEDS & OPPORTUNITIES
 The Dunwoody Road Safety Action Plan meets the criteria for the United State Department of Transportation's (USDOT) Safe Streets and Roads for All (SS4A) program and aims to achieve a goal of zero fatal and serious injury crashes by 2034. The plan improves transportation choice, connectivity, and community through transportation safety improvements.	» Encourage safer streets for all modes, and especially for pedestrians walking or crossing the street, by changing the street design. » Address high speeds through school zones and neighborhoods. » Protected bike facilities or multiuse paths are needed throughout the community. » Improve pedestrian crossing visibility and legibility at intersections. » Remove slip-lanes. » Traffic calming initiatives are needed, specifically in neighborhoods with cut through traffic. » Intersections that interface with exit/entrance ramps to Interstate 285 are a concern for all modes.
GOALS & POLICIES	ACTION ITEMS
The overall goal of the plan is to eliminate all killed or serious injury (KSI) crashes that occur on the City road network by 2034. More specific goals, organized into 6 categories, include: » Institutional Actions: Increase institutional efforts to build a sustainable Road Safety Program » Citywide Safety: Make improvements citywide to increase safety, build complete streets, and reduce speeds » Culture Change: Encourage designers and users of Dunwoody's streets to contribute to safer outcomes. » High Injury Network: Focus improvements along the highest-risk segments in the city. » Equity: Ensure safe and accessible streets are available to all. » Data: Improve the quality, analysis, and use of crash data.	» Designate a staff person to implement Road Safety Program and establish interdepartmental committee » Conduct walking audits along High Injury Network » Corridor studies for High Injury Network roads » Revise traffic calming policy to include best practices » Develop a comprehensive public communications safety campaign

DUNWOODY TRAIL MASTER PLAN (2023)

SUMMARY	NEEDS & OPPORTUNITIES
 The Dunwoody Trail Master Plan was adopted in May 2023. The Plan proposes a network of people-oriented trails anchored by greenways to be called the Dunwoody Trailway. The overall vision for the plan is for it to “connect Dunwoody residents to key destinations such as schools, parks, and shopping centers by building a variety of safe and inviting trails that respect the natural setting and enhance property values.”	» Easement Acquisition for certain trail segments, especially in residential areas. » Coordinate utilities along major roads like Mt. Vernon Road to avoid conflicts. » Gain public and private support from homeowners and parcel owners » Funding: The project’s estimated cost is \$51.6M, requiring diverse funding sources, including SPLOST and federal funding. » Ecological design considerations needed for trails near parks and floodplains. » Trails can enhance accessibility to retail and commercial centers like Dunwoody Village and Perimeter Center. » The trail network will link key destinations such as parks, schools, and MARTA stations. » The trails offer safe, alternative transportation options, improving both physical health and environmental quality. » The trail network is expected to increase the appeal of nearby residential and commercial properties.
GOALS & POLICIES	ACTION ITEMS
The overall vision of the plan was broken down into six goals, some that were quickly accomplishable and others that were longer term. » Connect Dunwoody’s key destinations. » Support economic development. » Connect to transit, especially to Dunwoody MARTA Station. » Connect to the regional trail network, especially PATH 400. » Provide safe and enjoyable pedestrian experiences. » Provide bicycle rider amenities that empower a majority of citizen to use the trails.	» Village Crossroads trail phase I » Mount Vernon Path » Ashford Dunwoody Path » Campus 244 Trail » N Shallowford Road Sidepath » Peeler Road Path » Winters Chapel Path

DUNWOODY EDGE CITY 2.0 (2023)

SUMMARY



Edge City 2.0 is a vision plan for Dunwoody's portion of the Perimeter activity center based on a mix of market analysis and community input. It envisions dense, mixed-use development opportunities with a focal area around the Dunwoody MARTA station, and a series of nodes (Urban, Node, Town, and Village) at other locations within Perimeter. The plan was not adopted.

NEEDS & OPPORTUNITIES

- » Fragmented streetscape
- » No clear center "Main and Main"
- » Automobile-dominant, so pedestrians are secondary
- » Variety of housing options needed for growing and diverse population, including single floor housing for older residents
- » External, walkable retail offering needed
- » Strong demand for multi-unit
- » Moderate demand for Office and Retail
- » Weak demand for Hotel
- » Many competitive nodes with similar visions
- » DeKalb School District is over-crowded
- » Multi-unit provides additional burden
- » CID taxes only collected for commercial
- » Widespread perception that mixed-use does not reduce traffic congestion

GOALS & POLICIES

- » Edge City should serve a dual function as a both a regional and community destination
- » Introduce a variety of housing types
- » Continue to promote job creation but also foster an environment where people can live, work, and come together
- » Edge City should be a place that is unique to Dunwoody and stand out from other activity centers
- » Leverage Perimeter Mall

ACTION ITEMS

- » **Edge City branding**
- » **Edge City visits**
- » Quarterly **developer tours and forums**
- » Annual **State of the Edge** address
- » **Node Master Plans**
- » **MARTA TOD Study**
- » **Zoning regulations updates**
- » Implementation of the **2022/2023 PATH Foundation Master Plan**
- » **Park Programming Study**

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BACK-TO-SCHOOL POP-UP

1



City of Dunwoody Comprehensive Plan & Unified Development Ordinance

CITY OF DUNWOODY REPORT CARD

ELEMENT	A's!
LAND USE - Pace and intensity of development, as well as the types of development built (residential, office, retail, etc.)	
HOUSING - Amount, quality, affordability, and types of housing available in Dunwoody	
TRANSPORTATION - Mix/quality of infrastructure for driving, taking public transit, biking, and walking	
SUSTAINABILITY - Policies, practices, and infrastructure for an environmentally sustainable Dunwoody	
ECONOMIC DEVELOPMENT - Business and job mix within the city that fosters vibrant local economy	
QUALITY OF LIFE - Public services and facilities like public safety (police and fire), schools, parks, and the arts	

2



City of Dunwoody Comprehensive Plan & Unified Development Ordinance

CITY OF DUNWOODY REPORT CARD

How well is the City of Dunwoody doing on the following "subjects"? Play the teacher and give them a grade. Tell us if one deserves a gold star!

ELEMENT	GRADE
LAND USE - Pace and intensity of development, as well as the types of development built (residential, office, retail, etc.)	
HOUSING - Amount, quality, affordability, and types of housing available in Dunwoody	
TRANSPORTATION - Mix/quality of infrastructure for driving, taking public transit, biking, and walking	
SUSTAINABILITY - Policies, practices, and infrastructure for an environmentally sustainable Dunwoody	
ECONOMIC DEVELOPMENT - Business and job mix within the city that fosters vibrant local economy	
QUALITY OF LIFE - Public services and facilities like public safety (police and fire), schools, parks, and the arts	

GRADING SCALE

A	Exceeds Expectations
B	Meets Expectations
C	Satisfactory
D	Needs Improvement
F	Unsatisfactory

NEEDS IMPROVEMENT:

TEACHER'S NOTES (THAT'S YOU!)

- 1 Report Card Display Board
- 2 Individual Report Card Activity

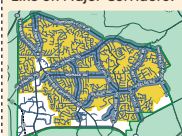
HOLIDAY LIGHTS POP-UP

1

City of Dunwoody Comprehensive Plan & Unified Development Ordinance

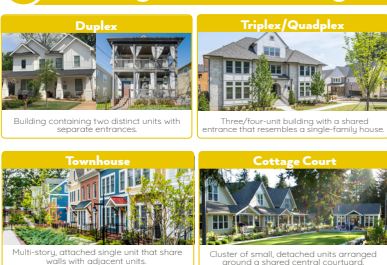
WHAT ABOUT MAJOR CORRIDORS?

What Does Housing Look Like on Major Corridors?



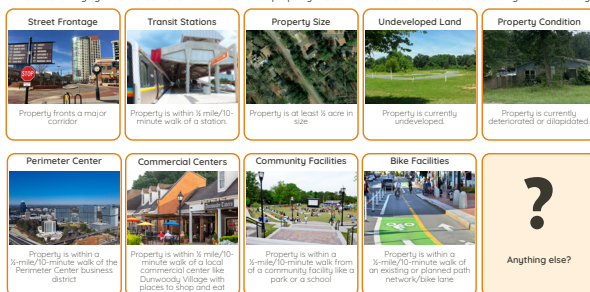
Major corridors connect the neighborhoods to Perimeter and local centers but look and feel differently from these focus areas. So what should they look like in the future? An idea is to encourage housing diversity—specifically “Missing Middle”—along these major corridors to create transitions between neighborhoods and commercial centers while fitting into the character and supporting local businesses. But under what circumstances would that be appropriate?

Missing Middle Housing



Under What Conditions Is Missing Middle Housing Appropriate on Corridors?

Fill out our string light worksheet to tell us which criteria a property should meet in order to accommodate missing middle housing!

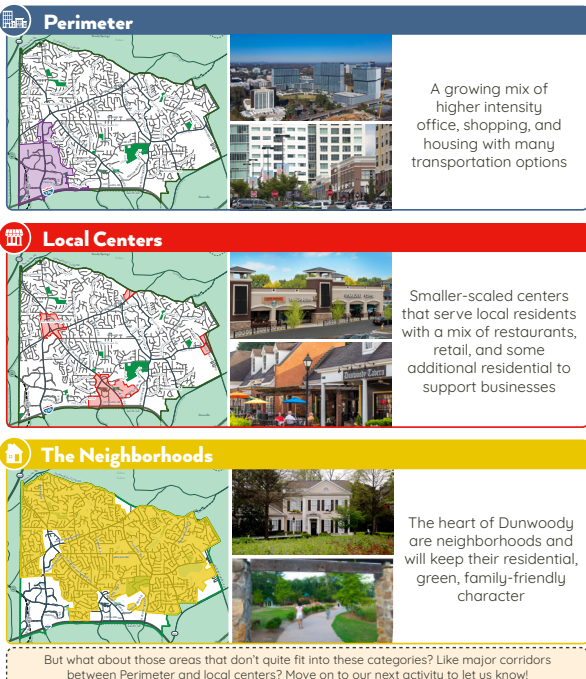


2

City of Dunwoody Comprehensive Plan & Unified Development Ordinance

WHAT IS OUR POLICY DIRECTION?

The first phase of the project established the following focus areas for the Comprehensive Plan policy.

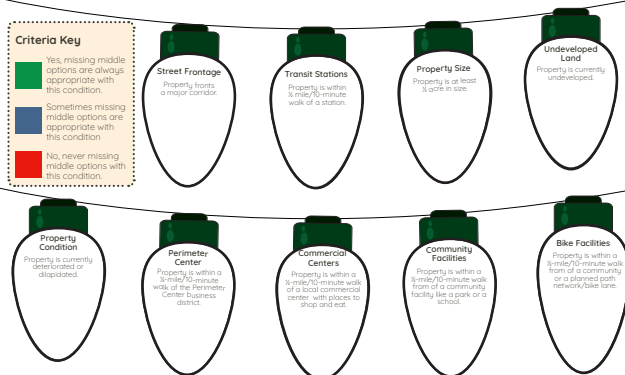


3

City of Dunwoody Comprehensive Plan & Unified Development Ordinance

LIGHT UP YOUR CORRIDOR

Under what circumstances would missing middle housing be appropriate on major corridors? Use a marker to color in the string lights according to the key to indicate whether a criterion needs to be met.



Light Up Worksheet

- 1 Major Corridors & Missing Middle Display Board
- 2 Policy Direction Display Board
- 3 Light Up Your Corridor Activity

WORKSHOP #1

1

City of Dunwoody Comprehensive Plan & Unified Development Ordinance

FITTING ROOM: INSTRUCTIONS

1 STEP ONE: TEST FIT

Review the following Dunwoody places and velcro your item where in Dunwoody you think it fits best:

- A Citywide:** your item works throughout Dunwoody
- B Perimeter:** your item only fits in Perimeter
- C Commercial Nodes:** your item only works in Dunwoody's local commercial centers like Dunwoody Village or Georgetown
- D Suburban Neighborhoods:** your item only fits in Dunwoody's established residential neighborhoods.



2 STEP TWO: TAILORING [OPTIONAL]

If you have somewhere very specific in mind, you can pinpoint the location:

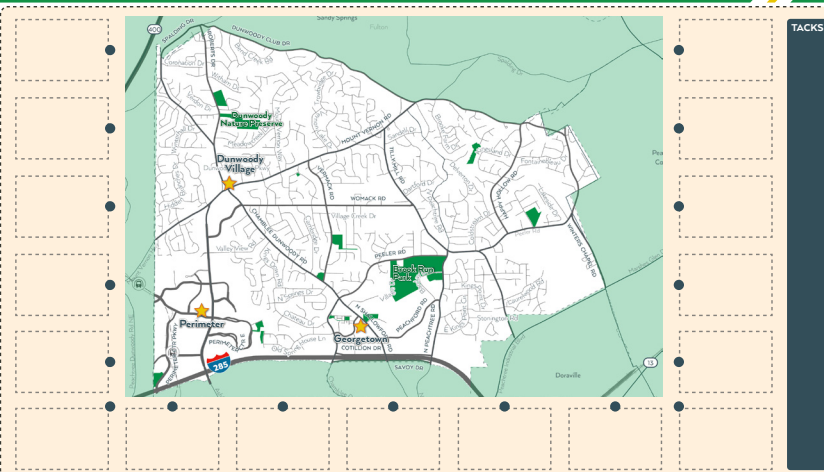
- A Grab a tack and string.** Place the tack on the specific location on the map.
- B Tie it back to your item.** Pull the string to the from the location to the item off to the side. Tie it to the tack next to the item!



2

City of Dunwoody Comprehensive Plan & Unified Development Ordinance

FITTING ROOM: ALL OF DUNWOODY



3



City of Dunwoody Comprehensive Plan & Unified Development Ordinance

"DREAM DUNWOODY" SHOP-TIL-YOU-DROP ACTIVITY

Thank you for shopping with the Shop Dunwoody team and sharing what you'd like to see in Dunwoody! Here's what you've stated you'd like to see:

LAND USE	HOUSING
☐ Mixed-use developments	☐ Multifamily housing
☐ Office development	☐ Backyard cottages or accessory dwelling units
☐ Infill development	☐ Senior housing
☐ Downtown development	☐ Preservation of single-family character
☐ Walkable retail	☐ Single-family homes
☐ Hotels	☐ New attainable housing
☐ Adaptive reuse	☐ Preservation of existing affordable housing

QUALITY OF LIFE	ECONOMIC DEVELOPMENT
☐ Placemaking/character enhancement	☐ Local small businesses
☐ Enhanced public spaces with art	☐ Reactivated vacant retail and commercial areas
☐ Beautification and streetscaping	☐ More types of jobs and businesses
☐ Improved or expanded arts and culture facilities	☐ Attractions to draw visitors
☐ Existing park enhancements	
☐ Connectivity between parks and key locations	
☐ Passive parks	
☐ Active parks	
☐ Safety enhancements	

SUSTAINABILITY
☐ Tree canopy protection/enhancement
☐ Green infrastructure
☐ Public electric vehicle charging

TRANSPORTATION
☐ Improved bike/pedestrian connectivity
☐ Micro-transit
☐ Roadway maintenance
☐ On-street bike facilities
☐ Public transit improvements and access
☐ Sidewalk connectivity

We invite you to take our survey and share what you'd like to see in Dunwoody's future. You can also visit our website for upcoming workshops & events.

WEBSITE

SURVEY

1 Fitting Room Activity Instructions

2 Fitting Room Mapping Activity

3 Dream Dunwoody Activity

1

WELCOME!

The diagram illustrates the City of Durbanville Comprehensive Plan, centered around six key sectors arranged in a circle, each represented by a colored segment with an icon and a label. The central text reads "City of Durbanville Comprehensive Plan". The sectors are: Housing (yellow, top-left), Land Use (orange, top-right), Economic Development (blue, right), Sustainability (green, bottom-right), Transportation (dark blue, bottom-left), and Quality of Life (red, left). Arrows point from the center to each sector, and curved arrows connect the sectors in a clockwise cycle.

Combines all city zoning and development regulations into one document to ensure consistent and efficient alignment with the city's long-term planning goals.

DRAFT CHARACTER AREAS

KEY:

- Ashford
- Brook Run Park
- Civic Campuses
- Duwamish Village
- Georgetown East
- Georgetown West
- Jett Ferry
- Peacemaker Boulevard
- Parkman
- Suburban
- Neighborhood
- Winter Works
- Writers Chapel

- Character areas are parts of the city with a unique look and feel, often following neighborhood or district boundaries. (e.g., Dunwoody Village is a distinctive place and therefore, its own character area)
- Each character has land use policy that guides future development, like rezoning decisions, etc.
- Character area policy includes a "stoplight" chart that designates which land uses (see other board for full list of descriptions) are 1) appropriate-green, 2) appropriate-with conditions-yellow, or 3) inappropriate-red.

- » What is the appropriate intensity? How tall and close together should the buildings be?
- » Use some washi tape to indicate what intensity levels are appropriate for each character level underneath the transect

Transect:

An aerial photograph of a city grid. The image shows a series of rectangular blocks separated by streets. Green spaces, including parks and tree-lined sidewalks, are interspersed among the buildings. The buildings are represented by various shades of brown and tan, indicating different structures and densities. The overall layout is a typical urban grid pattern.

- Use a sticky note and place it on the relevant board

Have general comments?

- * I use a sticky note and place it below

2

CHARACTER AREAS

Will be a high-intensity, vibrant regional center with access to opportunities to live, work, and play

Will be a high-intensity, vibrant regional center with access to opportunities to live, work, and play



Sign Type	LAND USE	CONSIDERATIONS
Regulatory	- Two/Four/Five - Highway - Service/Residential Living - Medium-Density - Local Commercial - Light - Regional Commercial - Public/Institutional - Plaza/Open Space - Library/Transit/Station	N/A
Informational	- Large/Low Residential - Small/Low Residential - Cottage Quarter - Medium-Density - Local Commercial - Medium - Local Commercial - Heavy	N/A

Will down-shift in intensity, adequately buffering surrounding residential neighborhoods



Sign-Sight	LAND USE	CONSIDERATIONS
Appropriate	House-Style Plans Townhomes Service/Residential Long Light Commercial Public/Professional Parking/Space Utility/Transportation	N/A
Appropriate with Considerations	Multi-Unit Mixed-Use Regional Commercial	Where adjacent to a single-household neighborhood, cannot be more than 3 stories and subject to special zoning permit.
Inappropriate	Local Commercial Local Commercial - Heavy	Must meet design standards
Inappropriate	Large-Lot Residential Single-Lot Residential Cottage Court	N/A

CHARACTER AREA: PLACE YOUR TAPE BELOW:



CHARACTER AREA? PLACE YOUR TAPE BELOW:



2

LAND USES

For each character area, the following land use categories appear in the “stoplight” charts that provide clear guidance on which of these land uses are appropriate. The table below shows these land uses for reference, including a sample image, description, and a list of character areas where the land use is designated appropriate, i.e. marked “green” in the stoplight chart.

IMAGE	LAND USE	DESCRIPTION	CHARACTER AREA(S)
	Large-Lot Residential	Single-unit residential houses on lots generally at least 0.25 acres but typically larger	Suburban Neighborhoods
	Small-Lot Residential	Single-unit residential houses on lots that are generally less than 0.25 acres	Georgetown West - Transition, Jett Ferry, Suburban Neighborhood, Winters Chapel
	Cottage Court	Single-unit, small houses on a single site usually oriented around a common space	Dunwoody Village - Transition, Georgetown West - Transition, Jett Ferry, Winters Chapel
	House-Scale Plexes	A building divided in up to four housing units, can be oriented either horizontally or vertically, and often appears as a single large house	Ashford, Dunwoody Village - Transition, Georgetown East, Georgetown West - Core & Transition, Jett Ferry, Perimeter - Transition, Winters Chapel
	Townhouses	A series of attached single-unit houses with individual entrances and often small private yards.	Ashford, Dunwoody Village - Core & Transition, Georgetown East, Georgetown West - Core & Transition, Jett Ferry, Peachtree Boulevard, Perimeter - Core & Transition, Winters Chapel
	Multi-unit	Buildings with multiple floors of housing units, no exterior walkways, and interior access; can be rental or condominium	Dunwoody Village - Core, Georgetown West - Core & Transition, Peachtree Boulevard, Perimeter - Core
	Senior / Assisted Living	Multi-unit housing with age restrictions, sometimes providing assisted living services	All character areas except Suburban Neighborhoods, Brook Run Park, and Water Works
	Mixed Use	A vertical mixture of uses in the same building (e.g. commercial on the ground floor with residential above).	Dunwoody Village - Core, Georgetown West - Core & Transition, Peachtree Boulevard, Perimeter - Core

*List only mentions character areas where the land use is always appropriate. Other character areas may allow the land use with conditions.

- 1 Welcome Board and Activity Instructions
- 2 Intensity and Land Use Input Board
- 3 Land Use Handout

APPENDIX: BROADBAND ELEMENT

Broadband in Georgia

Broadband generally refers to a high-speed, always-on internet connection, defined as 25 Megabits per Second (Mbps) download speed and 3 Mbps upload speeds. Georgia adopted this standard in 2018 when it launched the Georgia Broadband Deployment Initiative (GBDI), emphasizing broadband's critical role in community development across the state.

Georgia's Broadband Deployment Initiative

The GBDI promotes broadband expansion in underserved areas. Led by the Department of Community Affairs (DCA) and the Georgia Technology Authority (GTA), the initiative coordinates with local governments and broadband providers to improve statewide access. DCA mandates that comprehensive plans include a broadband component to prioritize access.

Broadband in Dunwoody

Dunwoody has extensive broadband coverage, reaching 100 percent of broadband serviceable locations (BSLs).

Current Conditions

The map to the right reflects Federal Communications Commission (FCC) data on the status of BSLs in Dunwoody from December 2023, published in July 2024 (the most recently available data). An interactive version of the map, including detailed service speeds and statewide data, is available at [Georgia Broadband Availability Map](#).

According to the FCC data, Dunwoody's broadband services cover 99.9 percent of BSLs (yellow), with only 0.1 percent of BSLs classified as underserved or unserved (red). These locations are organized within Census blocks, and to receive classification of "served," more than 80 percent of the BSLs within that block must be serviced. The data indicates a lack of service at The Hartley, an apartment community. In reality, this apartment complex has broadband service provided by (Gigstream provider) for all their units; therefore, **Dunwoody has 100 percent broadband coverage.**

Also of note, Dunwoody residents can access free Wi-Fi at the DeKalb County Library, providing essential internet access to those unable to afford broadband services. This free access could prove invaluable during emergencies, making the library a potential resiliency hub.

Advancing Broadband Coverage

Planning broadband as a utility involves installing essential infrastructure, like cables and fiber optics, alongside policies encouraging private investment. Dunwoody's comprehensive plan previously explored adopting GBDI's Broadband Ready Community Model Ordinance. However, expanding partnerships with entities working on regional broadband improvements may be more effective given the city's widespread service coverage. Partnerships could help ensure that all residents can afford service.

Broadband Goals:

1. Enhance commercial broadband speeds by expanding fiber-optic infrastructure, providing secure, high-speed internet for residents and businesses.
2. Explore designating the library as a resilience hub* with DeKalb County and FEMA support.
3. Develop partnerships to maximize broadband affordability for all residents.

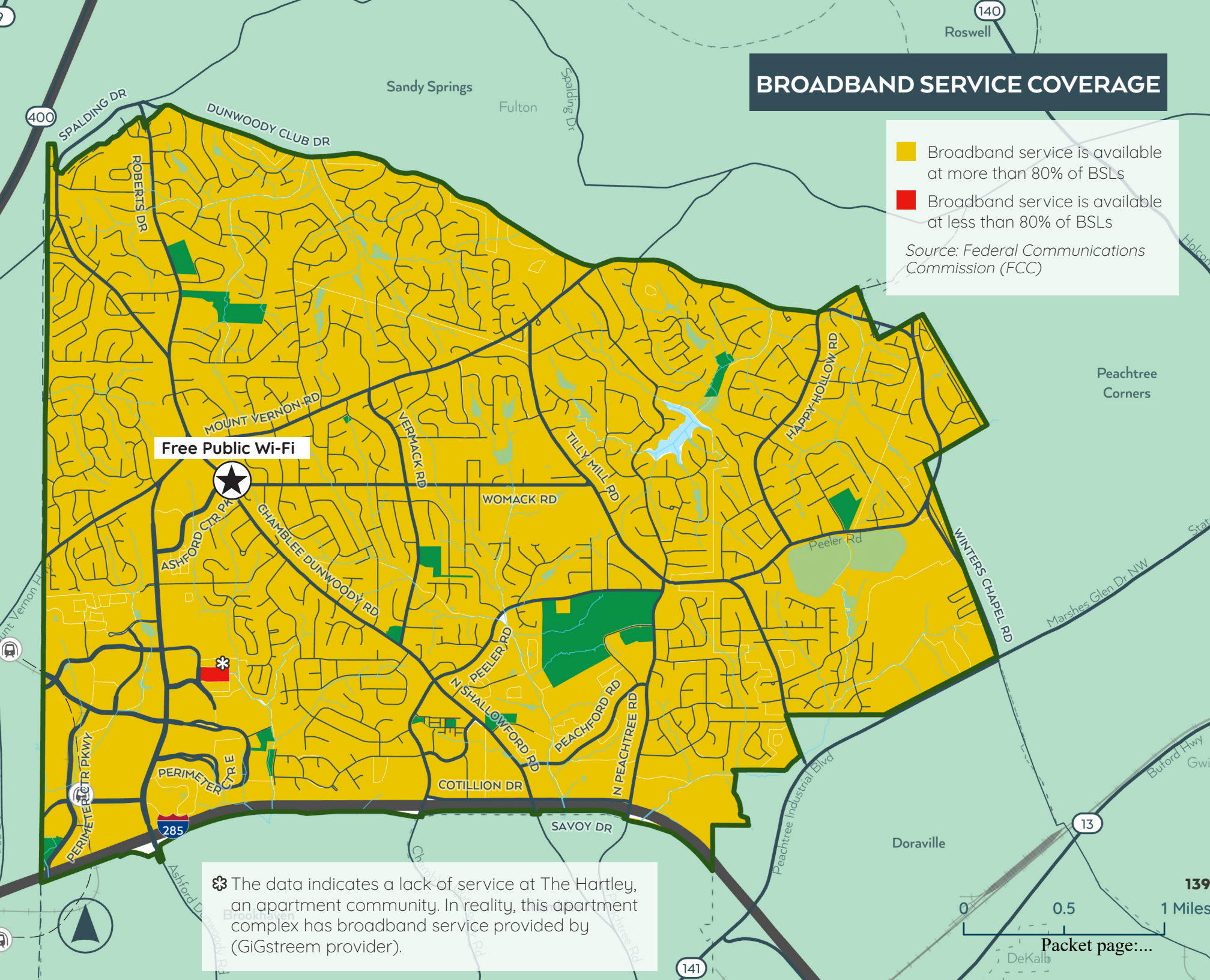
**Resilience hubs are community serving facilities (such as libraries, civic centers, and places of worship) designed to support residents and coordinate resource distribution before, during, or after a natural hazard event. They are eligible for funding from FEMA to increase resiliency in the face of natural disasters.*

BROADBAND SERVICE COVERAGE

Broadband service is available at more than 80% of BSLs

Broadband service is available at less than 80% of BSLs

Source: Federal Communications Commission (FCC)



Free Public Wi-Fi

* The data indicates a lack of service at The Hartley, an apartment community. In reality, this apartment complex has broadband service provided by (GiGstream provider).

COMMUNITY FACILITIES

ACTIVITY	LEAD	STATUS	NOTES
CF.1 Undertake Parks & Recreation Master Plan Update	Community Development, Parks & Recreation	Completed	Master plan update completed in 2021.
CF.2 Acquire new park and open space, per results of Master Plan priorities	City Manager, Parks and Recreation, Finance	Underway	Procured new properties in July 2021 (Wildcat Park)- see CWP item QL.1
CF.3 Implement Brook Run Park improvements	Parks and Recreation, Finance	Underway	Phase 1 started in 2021- see CWP item QL.2
CF.4 Develop citywide greenway system/Multi-use path/Greenway construction	Public Works, Parks & Recreation, Community Development, Perimeter Community Improvement District (PCID)	Complete	Dunwoody Trail Master Plan adopted May 2023. Specific construction projects are in CWP.
CF.5 Installation, repair, and replacement of stormwater infrastructure	Public Works, City Council	Canceled	This is ongoing maintenance/part of regular operations and is not a suitable CWP item.
CF.6 Consider maintaining Gold Level in ARC's Green Communities Program	Sustainability Committee, Community Development	Completed	Re-certified for Gold Level in 2023
CF.7 Manage cleanup and recycling efforts at volunteer events	Sustainability Committee, Community Development	Canceled	This is an ongoing effort/part of regular operations and is not a suitable CWP item.
CF.8 Support the development of an Arts Study	Arts Council, City Manager	Completed	Create Dunwoody - 2018, Public Art Implementation Plan - 2020
CF.9 Achieve Broadband Ready Certification	Community Development	Canceled	This has become a non-issue with broadband service widely available throughout the City.

ECONOMIC DEVELOPMENT

ACTIVITY	LEAD	STATUS	NOTES
ED. 1 Include specific questions for small businesses owners in the City's annual survey	Economic Development, Marketing	Postponed	The last survey completed in 2023 did not include questions for small businesses. The team creating the survey decided that the focus of the survey should remain on citizens. We will discuss conducting a survey of businesses with the Perimeter Chamber in 2025-6- see CWP item ED.1
ED. 2 Work with GSU to make its entrepreneurship assets directly accessible to Dunwoody businesses	Economic Development	Complete	The City partnered with Access Georgia Foundation and Perimeter Colleges new Hub for Innovation & Entrepreneurship which is based out of the Dunwoody Campus.
ED. 3 Work with Chamber to expand the Engage Dunwoody Program	Economic Development	Postponed	Not completed due to lack of interest. The Perimeter Chamber has recently merged with the Sandy Springs Chamber and we plan to revisit this project in 2025- see CWP item ED.2
ED.4 Develop and maintain database of City's available and developable real estate portfolio	Economic Development, Community Development	Complete	Economic Development maintains a list of properties that are distressed or under consideration for redevelopment.
ED.5 Develop a citywide economic development plan	Economic Development	Postponed	The Dunwoody Development Authority did work with Boyette Strategic Partners to conduct a strategic planning retreat in 2020 and the deliverable was a set of Observations and Suggestions for future work program- see CWP item ED.3

INTERGOVERNMENTAL COORDINATION

ACTIVITY	LEAD	STATUS	NOTES
IC.1 Coordinate with adjacent municipalities on improvements carried out along border	City Manager, Public Works, PCID	Canceled	This item was divided into more specific coordination activities in the CWP- see CWP item LU.3, LU.8, LU.9, LU.10, T.2, T.14
IC.2 Ensure that any extended contract with DeKalb or new private contract in 2015 promotes recycling participation	City Manager, Public Works	Completed	
IC. 3 Work with Sandy Springs and Brookhaven to solidify a unified marketing vision	Economic Development	Completed	PCID has created a new Perimeter Marketing plan and website: www.perimeteratl.com . Dunwoody and Sandy Springs partnered on the plan and support implementation.

LAND USE

ACTIVITY	LEAD	STATUS	NOTES
LU.1 Update the Sustainability Plan	Community Development, Public Works	Completed	City Council adopted the Dunwoody Sustainability Plan in 2021
LU.2 Implement LCI recommendations	Community Development	Canceled	This item was divided into more specific activities in the CWP- e.g., CWP Item QL.8
LU.3 Update Master Plans for Dunwoody Village and Georgetown/N. Shallowford (2011)	Community Development	Underway	Dunwoody Village updated in 2021; Georgetown Small Area Plan Underway as of Spring 2025- see CWP item LU.5
LU.4 Update the zoning ordinance	Community Development	Underway	See CWP item LU.1
LU.5 Develop ordinances that accommodate additional green building certifications	Community Development, Sustainability Committee	Underway	Adopted National Green Building Standard permissive codes and updating UDO- see CWP item LU.1
LU.6 Periodically report on the comparative cost and timeliness of permitting processes in surrounding communities to that of Dunwoody's	Community Development	Completed	
LU.7 Historical and current zoning entitlement records - organization, scanning, and GIS mapping	Staff	Completed	Hosted on City's GIS website
LU.8 3D mapping of Buildings (current and proposed) and trees	Staff	Completed	Hosted on City's GIS website

LAND USE

ACTIVITY	LEAD	STATUS	NOTES
LU.9 Housing Study	Staff	Canceled	Council chose not to fund it.
LU.10 Develop a citywide Unified Development Ordinance	Staff	Underway	Ongoing as part of this project- see CWP item LU.1
LU.11 Incorporate Universal Design principals and standards into new residential development	Community Development	Underway	

NATURAL & CULTURAL RESOURCES

ACTIVITY	LEAD	STATUS	NOTES
NCR.1 Conduct remote sensing analysis for City-wide assessment of trees	Community Development	Completed	Completed October 2023
NCR.2 Install demonstration green infrastructure project for water conservation	Public Works	Completed	Nature Center stormwater improvements, Spring 2024

TRANSPORTATION

ACTIVITY	LEAD	STATUS	NOTES
T.1 Annual road resurfacing	Public Works	Canceled	This is ongoing maintenance/part of regular operations and is not a suitable CWP item.
T.2 New sidewalks	Public Works	Canceled	This item was divided into more specific projects in the CWP- see CWP items T.4, T.5, T.11, T.12, T.17
T.3 Intersection improvements	Public Works	Canceled	This item was divided into more specific projects in the CWP- see CWP item T.15
T.4 Traffic Calming	Public Works	Canceled	This item was divided into more specific projects in the CWP- see CWP items T.11, T.12, T.16
T.5 Streetscape projects	Public Works	Canceled	This item was divided into more specific projects in the CWP- see CWP items T.11, T.12, T.16
T.6 Comprehensive Transportation Plan Update	Public Works	Postponed	Most recent CTP passed in 2017 and still relevant- see CWP item T.8
T.7 Road striping	Public Works	Canceled	This is ongoing maintenance/part of regular operations and is not a suitable CWP item.
T.8 Sign replacement	Public Works	Canceled	This is ongoing maintenance/part of regular operations and is not a suitable CWP item.
T.9 Construction of design standards and gateway and wayfinding systems	Community Development, Public Works, Economic Development, Discover Dunwoody	Underway	2019 Design plan, construction underway- see CWP item T.3
T.10 Endorse/assist with bikeshare program	Sustainability Committee, Community Development, Economic Development, PCID	Postponed	Postponed until more bicycle infrastructure is in place.
T.11 Develop framework for Comprehensive Ped/Bike Plan and integrated into the CTP	Public Works, Community Development	Postponed	Framework adopted in 2023, continuing to integrate into CTP- see CWP item T.8
T.12 Collaborate with neighborhoods to identify connectivity projects	Public Works, Community Development	Completed	Worked with partners to conduct a last mile connectivity study to identify projects

APPENDIX 5: QUALITY OF LIFE

Introduction

Quality of life can be defined in many ways. For the purposes of Dunwoody's Comprehensive Plan, this concept encompasses community components that enhance health, happiness, and a sense of place. Specifically, this element focuses on:

- » Community Facilities
- » Schools
- » Parks and Open Space
- » Arts & Culture
- » Community Character & Heritage

These facilities and services are accounted for throughout the Comprehensive Plan, and are denoted by the graphic below:



Because of its importance to Dunwoody, this section aggregates the relevant comprehensive plan quality of life content into a single, stand-alone element.



APPENDIX 5: QUALITY OF LIFE

Existing Conditions

Dunwoody's quality of life is a major draw for residents and businesses. The City offers a feeling of safety, community amenities, multi-functional parks, and a persistent dedication to elevating Dunwoody's arts and culture.

Community Facilities & Resources

Community facilities and resources are public buildings and services that contribute to a city's sense of identity, community pride, and overall safety and satisfaction.

Fire & EMS

Dunwoody's Fire and Emergency Services are provided through the DeKalb County Fire and Emergency Services Department. DeKalb maintains three fire stations within the city limits: one in Perimeter, another in the northern residential area, and the third centrally located near Brook Run Park.

Police

Dunwoody maintains its own police force and police station within City Hall. The force has 87 personnel: 68 sworn officers and 19 civilians.

Additional Facilities

Together, the City of Dunwoody, DeKalb County, and other government entities provide additional community facilities. The city is home to a branch of the DeKalb Public Library System and two post offices. The Dunwoody City Hall houses the City's administrative departments such as Community Development and Public Works.



Schools

Dunwoody offers many educational opportunities for children, young adults, and other community members. The DeKalb County School District operates seven public schools in Dunwoody: five pre-K and elementary schools, a middle school, and a high school. There are also 12 private schools in the city, though most serve pre-K students. In terms of higher education, Georgia State

University (GSU) operates a satellite campus in Dunwoody, Perimeter College, which provides over 30 academic associate degree pathways to over 15,000 students.

Though the City of Dunwoody and this comprehensive plan do not have authority over the public or private schools within the city, the plan's policies have influence on them. It is vital that the City and schools work together to ensure growth and school capacity are coordinated.

Parks & Open Space

Dunwoody's Parks and Recreation Department manages 11 parks. Guided by the *2017 Parks and Recreation Master Plan*, the system continues to expand with approved master plans for two additional parks, Homecoming Park and Wildcat Park.

Several partners add further opportunities for residents to get outside. The Dunwoody Community Garden and Orchard at Brook Run, the Dunwoody Nature Center, Rush Union Soccer, and the Dunwoody Senior Baseball League each have relationships with the City and offer unique ways for residents to experience parks and open space locally.

APPENDIX 5: QUALITY OF LIFE

Arts & Culture

Dunwoody has a rich mix of arts and cultural resources that offer residents a wide array of creative outlets. Several organizations lead these efforts in partnership with the City, though many of them started before the city was formally incorporated. Each group is housed in the Dunwoody Cultural Arts Center, a multi-arts complex adjacent to the Dunwoody Library.

The Spruill Center for the Arts hosts events and classes across a variety of visual art mediums for all ages, and the exhibitions at the Spruill Gallery display work from both local and national artists.

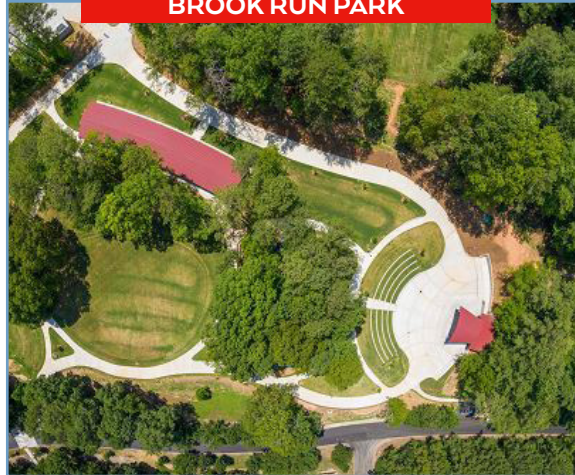
The Stage Door Theater has provided a space for residents to enjoy and participate in the performing arts for over 50 years. They recently began offering performing arts education-based programming as well.

The Chattahoochee Handweavers Guild promotes the fiber arts in Dunwoody and across Georgia, providing resources to novices and experienced artisans.

Public Art Plans

Since the previous comprehensive plan, Dunwoody has also developed an arts and culture master plan and a public art implementation plan to ensure that the

BROOK RUN PARK



EXAMPLE OF PUBLIC ART



creativity of Dunwoody residents is supported and reflected in its public spaces.

The Arts and Culture Master Plan also led to the creation of Create Dunwoody, an independent non-profit organization that leverages and promotes the arts to increase the quality of life among those who live, work, and play in Dunwoody. Its board consisted of a cross-section of arts, civic, cultural and nature organizations in the city.

Community Heritage & Character

Residents in the Dunwoody area have been dedicated to documenting and preserving its history long before it was incorporated. Since its founding in 1994, the Dunwoody Preservation Trust has placed two sites on the National Historic Register: the Donaldson-Bannister House and Cemetery and the Cheek-Spruill House. The nonprofit maintains these sites, and partners with the City's Parks and Recreation Department to provide educational programming opportunities for residents and visitors interested in the community's history.

As Dunwoody continues to diversify, the City has begun celebrating its residents' many different cultural heritages by offering free festivals for various community groups. Popular events include the Latino | Hispanic Heritage Celebration and the Asian American and Pacific Islander (AAPI) Cultural Heritage Celebration.

APPENDIX 5: QUALITY OF LIFE

Key Takeaways

- » Dunwoody's high quality of life stems from excellent community amenities and strong essential services, enhancing resident satisfaction and attracting new residents.
- » Many of these services and amenities are provided through partnerships with DeKalb County and local nonprofit organizations.
- » As the population grows, existing plans offer clear strategies for expanding these services and amenities to meet future needs.



**THE CHEEK-SPRULL HOUSE
NATIONAL HISTORIC REGISTER**



Image credit: Wikimedia

**2023 LATINO | HISPANIC CULTURAL
HERITAGE CELEBRATION**



Image credit: Boon Vong

**DONALDSON-BANNISTER HOUSE
NATIONAL HISTORIC REGISTER**



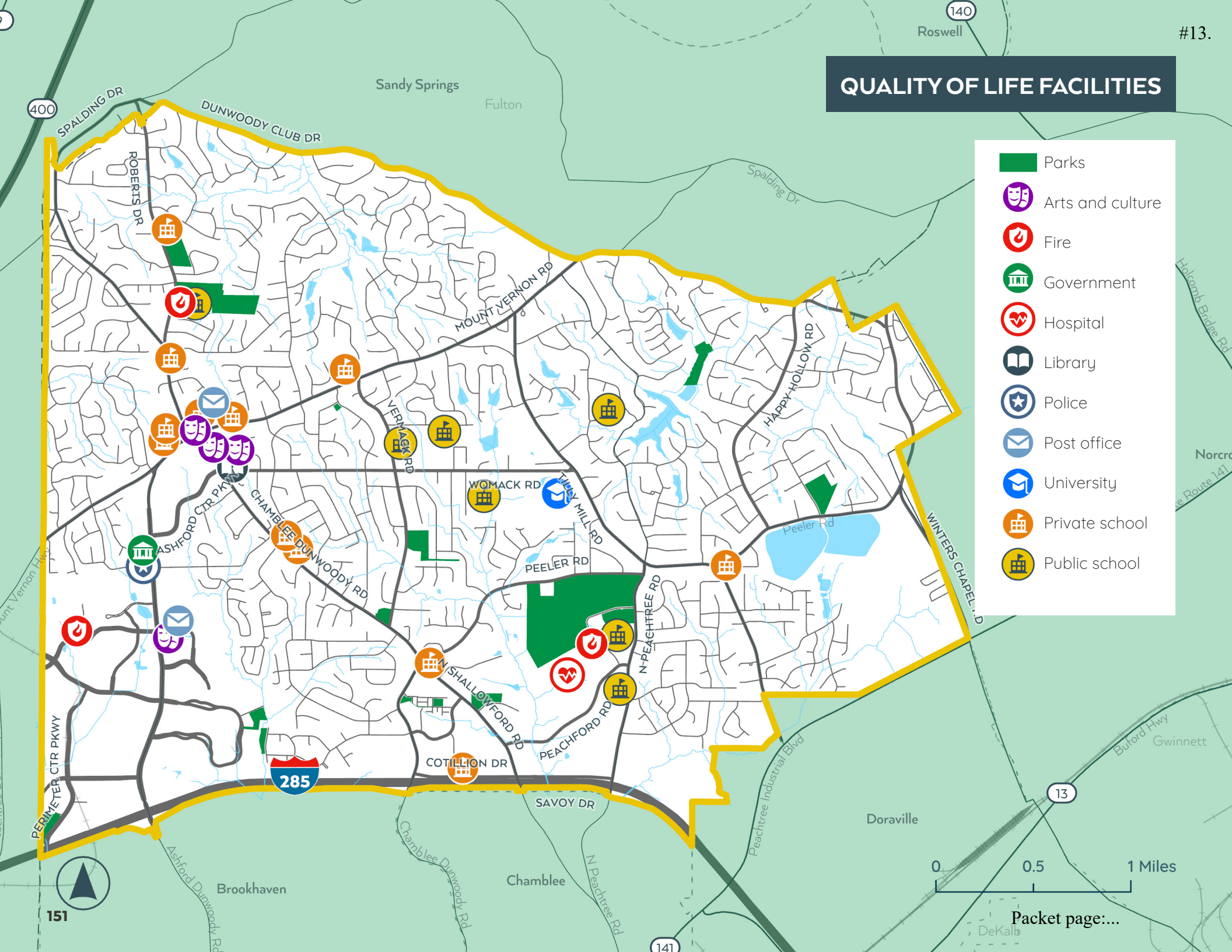
Image credit: Discovery Dunwoody

AAPI CULTURAL HERITAGE CELEBRATION



Image credit: Boon Vong

QUALITY OF LIFE FACILITIES



APPENDIX 5: QUALITY OF LIFE

Public Input

Engaging the public was a critical part of creating a shared community vision for Direction Dunwoody. The major engagement activities for Direction Dunwoody included:

- » Online survey
- » Stakeholder interviews and focus groups
- » Steering committee
- » Pop-ups
- » Public workshops

Although each engagement activity included a breadth of comprehensive plan topics, there were several findings specifically pertaining to quality of life.

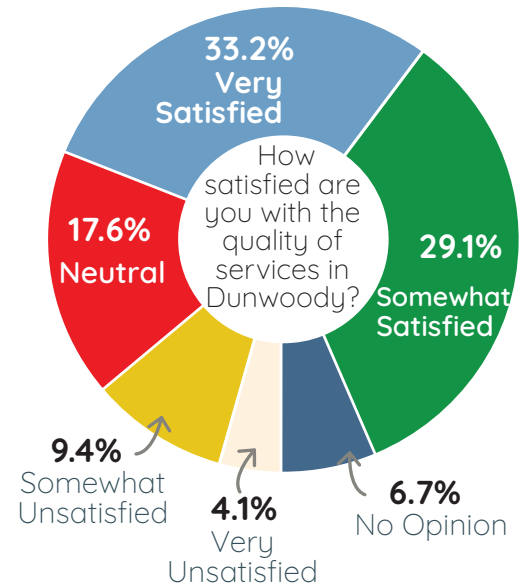
Online Survey

The survey engaged a total of 1,076 respondents, with the majority being white (76 percent), aged 40-64 (55.8 percent), and having lived and worked in Dunwoody for over 11 years or more (61.4 percent).

Quality of life was a top priority for many respondents, evidenced by the topics people focused on in the “write-in” portions of the survey (see word cloud at right). Respondents generally expressed satisfaction with many of the services available to Dunwoody. Those who noted

that they were “Somewhat satisfied” or “Very unsatisfied” were asked to provide more information on areas for improvement. Common answers included:

- » **Schools** - many are concerned about the quality of public schools particularly at the middle and high school levels
- » **Sanitation/Recycling** - respondents noted a lack of consistency of trash pickup and strict rules regarding pickup amounts
- » **Emergency Response** - though most people seem satisfied with Fire and Police service, many respondents noted slow EMS response time as problematic
- » **Parks and green space** - respondents want more parks and recreation opportunities; natural/open space and a recreation/community center were mentioned specifically
- » **Events and arts/cultural opportunities** - respondents mentioned there is less art and culture in Dunwoody and fewer (or not as high of quality) events as neighboring cities
- » **Lack of a city center/things to do** - multiple people mentioned a need for more entertainment, things to do, and walkable places



APPENDIX 5: QUALITY OF LIFE

The survey also followed up on a result from the 2023 City of Dunwoody Community Survey, in which over one quarter of respondents noted that crime/public safety/lack of police presence was the most major issue in Dunwoody. The comprehensive plan survey listed possible issues regarding crime, and asked respondents to note which they felt concerned about. The top three concerns (and their percentage of respondents) were the growing population of unhoused people (51.37 %); property theft (29.32 %), and a perception of a general increase in crime (24.26 %).

Steering Committee

The steering committee was composed of key stakeholders, community leaders, and experts who provided a unique perspective on growth and development.

Their first four meetings were devoted to the comprehensive plan, with a focus on density and development types. Although quality of life topics were not the main points of discussion, the following themes were consistent:

- » A desire for walkable, mixed-use places for people to gather
- » Support for parks, open space, and a strong tree canopy
- » Interest in arts, culture, and placemaking, particularly in Perimeter and Dunwoody Village

Interviews and Focus Groups

Stakeholder interviews and focus groups were key engagement tool used to gather detailed insights from individuals with specialized knowledge and involvement in Dunwoody. Key quality of life feedback included:

- » The need for more community gathering places/things to do;
- » A desire to improve design standards/aesthetics (with some disagreement over the “Williamsburg” look of some shopping centers);
- » A stronger “brand” for Dunwoody
- » Support for more parks and green spaces.



APPENDIX 5: QUALITY OF LIFE

Pop-Ups

Pop-ups—or “popping up” at existing events to solicit input—are great ways to meet the community where they are. Engagement at these events aimed to build on the feedback collected during steering committee meetings and community workshops, providing additional clarity on ideas expressed in other contexts. The first pop-up was the Back-To-School Bash, where the team asked people to give Dunwoody grades on a number of different topics. Quality of life received the most “A’s” of all the elements.

The second pop-up at Holiday Lights focused on housing and did not ask attendees about quality of life topics.



Workshop #1: Shop Dunwoody

The first workshop, referred to as “Shop Dunwoody,” was designed to engage the community in the initial stages of comprehensive planning process while utilizing a vacant retail space to create an interactive and immersive shop-like experience. At the event, participants “purchased” various items representing priorities in different departments organized by the six plan elements.

Attendees “purchased” quality of life items at lower frequencies than others, particularly compared to land use and economic development items. However, at least ten attendees purchased the following quality of life items:

- » Placemaking/character enhancement
- » Beautification and streetscaping
- » Safety enhancements
- » Connectivity between parks and key locations
- » Passive parks

The fitting room exercise further refined these priorities by associating them with specific character areas in Dunwoody. For commercial nodes, there was significant support for more mixed-use development and attainable housing, particularly at Jett Ferry and Winters Chapel. In suburban neighborhoods, green infrastructure and

the preservation of affordable housing were highlighted, along with park enhancements at Brook Run Park. In the Perimeter area, the community expressed a desire for visitor attractions and expanded microtransit options to improve accessibility and connectivity.

Workshop #2: Open House

The second workshop focused primarily on the Comprehensive Plan’s character areas and appropriate development intensities. As such, most input did not directly address quality of life topics. However, several comments underscored previous themes, such as the desire for a true town center with a central gathering place and concern about growth’s impacts on the schools.



APPENDIX 5: QUALITY OF LIFE

Needs and Opportunities

The comprehensive plan community assessment was a high-level look at the main needs and opportunities in Dunwoody. Several quality of life-related needs “bubbled up” repeatedly throughout the planning process. Specifically, there is a need in Dunwoody to:

- » Increase focus and investment in public safety, particularly around property crime
- » Cultivate a vibrant arts and culture scene and build on existing partnerships to enhance cultural and community services
- » Continue to invest in Dunwoody’s system of parks and green spaces
- » Continue placemaking efforts, particularly to revive vacant retail areas
- » Provide services and support to our aging population

Quality of Life in Key Places

One of the major takeaways from the community assessment was that the community is more focused on the future of specific places as opposed to general topics. As a result, the plan pivoted to a multi-disciplinary approach that zeroed in on three main strategies rooted in key places/place types in Dunwoody:

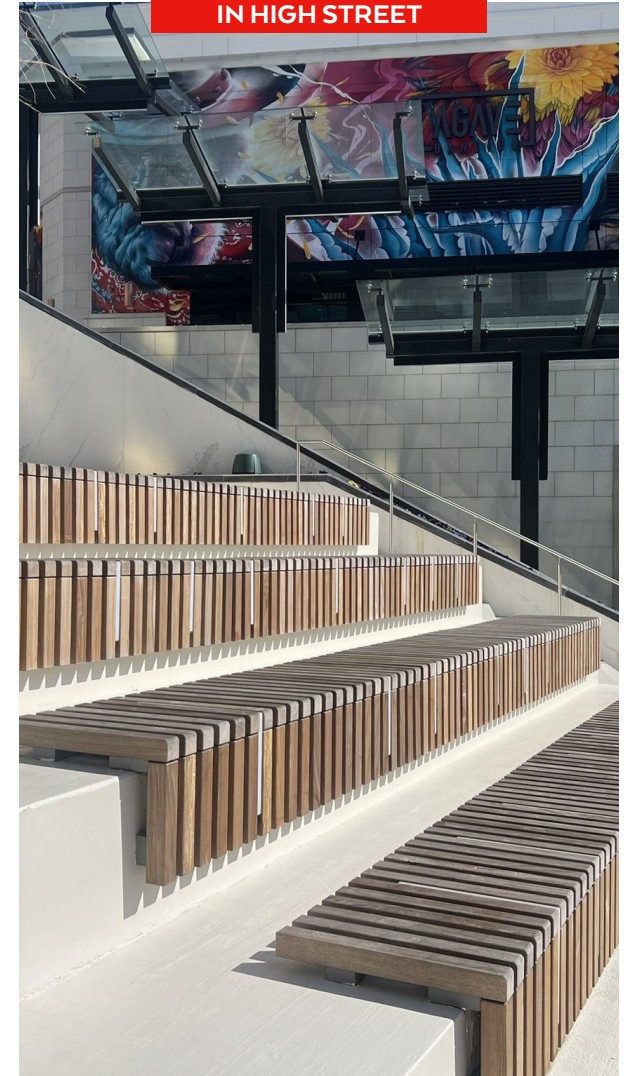
1. Keep Investing in Perimeter
2. Cultivate Local Centers
3. Maintain Our Neighborhoods

Perimeter

Though very different in character to the rest of Dunwoody, Perimeter is an extremely important part of the city. It is the most intensively developed part of Dunwoody, featuring high-rise offices, large-scale retail, and a diverse range of housing types.

There are several quality of life needs in Perimeter. The most pressing is the lack of significant parks, plazas, and green spaces. There are also many opportunities for more art and placemaking, some of which are already moving forward such as murals

MURALS + PLAZA SPACE
IN HIGH STREET



APPENDIX 5: QUALITY OF LIFE

near MARTA and in the new High Street development. With these needs in mind, the primary quality of life strategy is to **continue to invest in people-scaled amenities like great public spaces, streetscapes, and public art.**

Local Centers

Dunwoody is a unique Atlanta metro community in that it does not have sprawling commercial development stretching down multi-lane, major corridors. Rather, its commercial development concentrates at key hubs throughout the city. These local commercial centers serve nearby residents, providing destinations where Dunwoodians go to shop, dine, and meet other daily needs.

The four main local centers in Dunwoody are:

1. Dunwoody Village
2. Georgetown
3. Jett Ferry
4. Winters Chapel

Dunwoody Village

First developed in the early 1970s, Dunwoody Village is a collection of suburban-style shopping centers with a unique architectural style emulating colonial Williamsburg. Quality of life considerations here include:

- » There is a strong sense of place with a distinct architectural style
- » The US Post Office and neighboring buildings present near-term redevelopment opportunities in the core of the village
- » Incrementally, streetscapes in Dunwoody Village are becoming more pedestrian and bike-friendly, such as the forthcoming Chamblee Dunwoody Road redesign
- » The village center lacks greenspace

Priority Quality of Life Strategy: invest in people-scaled amenities like great public spaces, streetscapes, and public art.

Georgetown

With nearby access to I-285, Georgetown serves as a major gateway into Dunwoody. As the largest local center in land size, Georgetown also offers the most variety of commercial and residential development, second only to Perimeter. In terms of quality life, Georgetown lacks a strong sense of place but has:

- » Recent green space projects demonstrate successful integration of green infrastructure and act as a draw for both residents and development
- » New signage better defines Georgetown as a gateway, making the area ripe for more public art and placemaking
- » A fragmented suburban development pattern that leaves it without a true community center

DUNWOODY VILLAGE SHOPPING CENTER



APPENDIX 5: QUALITY OF LIFE

Priority Quality of Life Strategy: Pursue additional greenspaces

Jett Ferry

Jett Ferry is a small local commercial center that is split between Dunwoody and Sandy Springs.

Within Dunwoody limits, Jett Ferry is comprised of two strip shopping centers—Williamsburg and Mount Vernon—as well as smaller, boutique office complexes. Williamsburg is similar in style to Dunwoody Village, featuring red brick facades and steeply pitched gable roofs. Mount Vernon has a more typical utilitarian design. Aspects of quality of life include:

- » Requirements are in place to improve streetscapes
- » Area does not have a clear identity or vision for future redevelopment
- » There is no public greenspace
- » Jett Ferry is ill-defined as a gateway into Dunwoody

Priority Quality of Life Strategy: Introduce public greenspace and encourage more outdoor dining

Winters Chapel

Located on the far east side of the city along the border with Peachtree Corners, Winters Chapel is one of the least intensely developed centers in Dunwoody. Its commercial area is characterized by smaller suburban style strip shopping centers, ranch-style homes converted into businesses, and a few small business parks. It has an interesting tenant mix of local multicultural restaurants and retail and national retailers like Walmart. Quality of life considerations include:

- » Multicultural businesses provide a unique sense of place
- » Nearby Windwood Hollow Park features both recreation and nature trails
- » Area can better leverage its position as the eastern gateway to Dunwoody
- » Area does not have a clear identity or vision for future redevelopment
- »

Priority Strategy: Identify opportunities for a more pronounced visual gateway into Dunwoody

Neighborhoods

Dunwoody's neighborhoods form the city's backbone, comprising 70 percent of its land area. These areas are predominantly residential, interspersed with parks and places of worship, offering a balanced

suburban quality of life with a robust tree canopy and access to urban benefits like retail and employment hubs in Perimeter and Georgetown. Its main quality of life components include:

- » An ability to attract new residents with their tree canopy, family-friendly character, and community-oriented culture
- » Potential expansion of sidewalks, trails, and bike-friendly routes would enhance mobility and connect neighborhoods to public spaces, nearby amenities, and local centers
- » Developing a robust trail network and increasing access to parks within a 10-minute walk of all residents will enhance livability and connectivity
- » Investments in family-oriented designs, trails, and placemaking can sustain neighborhood vibrancy
- » Parks and green spaces are limited, unevenly distributed, and often difficult to access

Priority Quality of Life Strategy: Continue identifying opportunities to preserve tree canopy and open space

APPENDIX 5: QUALITY OF LIFE

Quality of Life in Character Areas

The character areas component of the comprehensive plan is the core of the future land use strategy. Its focus is on land uses, scale, and intensity but there are several aspects related to quality of life. These factors are summarized below for each of the 12 character areas.

Suburban Neighborhoods

Major quality of life components in Suburban Neighborhoods focus on improvement/addition of parks and green space, maintaining the healthy tree canopy, and preserving the family-friendly character of development. Relevant projects include:

- » Complete Wildcat Park buildout
- » Begin development of Homecoming Park
- » Focus on developing amenities in existing parks while monitoring additional greenspace opportunities in underserved areas
- » Revisit the acquisition of flood-prone properties for greenspace and stormwater management

Perimeter (Core + Transition)

Aspects of quality of life in Perimeter focus on the expansion of a system of high-quality parks, open spaces, and plazas, as well as elevating the importance of art and placemaking. Creating a comfortable, attractive pedestrian environment through ongoing streetscape improvements is also a priority. Key projects include:

- » Extend the Ashford Dunwoody Path from Perimeter Center West to Mount Vernon Road
- » Prioritize public art throughout the district, in specific locations per the Public Art Implementation Plan
- » Identify and plan catalytic greenspace
- » Complete Park Programming Study
- » Implement the Perimeter Center East multi-use path.

Dunwoody Village (Core + Transition)

Dunwoody Village is arguably the most prominent of the four local centers identified in the Key Places strategy. In its character area guidance, the quality of life focus is on transitioning the Village into a true local downtown by implementing the following:

- » Prioritize public art in this area, particularly at locations specified in the Public Art Implementation Plan

- » Create a central town green integrated with green infrastructure features to manage stormwater

Georgetown West (Core + Transition)

Georgetown West has an excellent location with strong transportation access. It is also one of the areas in Dunwoody most primed for new development. However, with no clear center it currently lacks a sense of identity. Key quality of life projects in this character area include:

- » Coordinate with Dunwoody Park redevelopment and encourage development of a true center of Georgetown West
- » Construct the N Shallowford Path
- » Coordinate on I-285 Top End projects including a regional trail
- » Prioritize public art in this area, particularly at gateways and the intersection of Dunwoody Park and N Shallowford Road

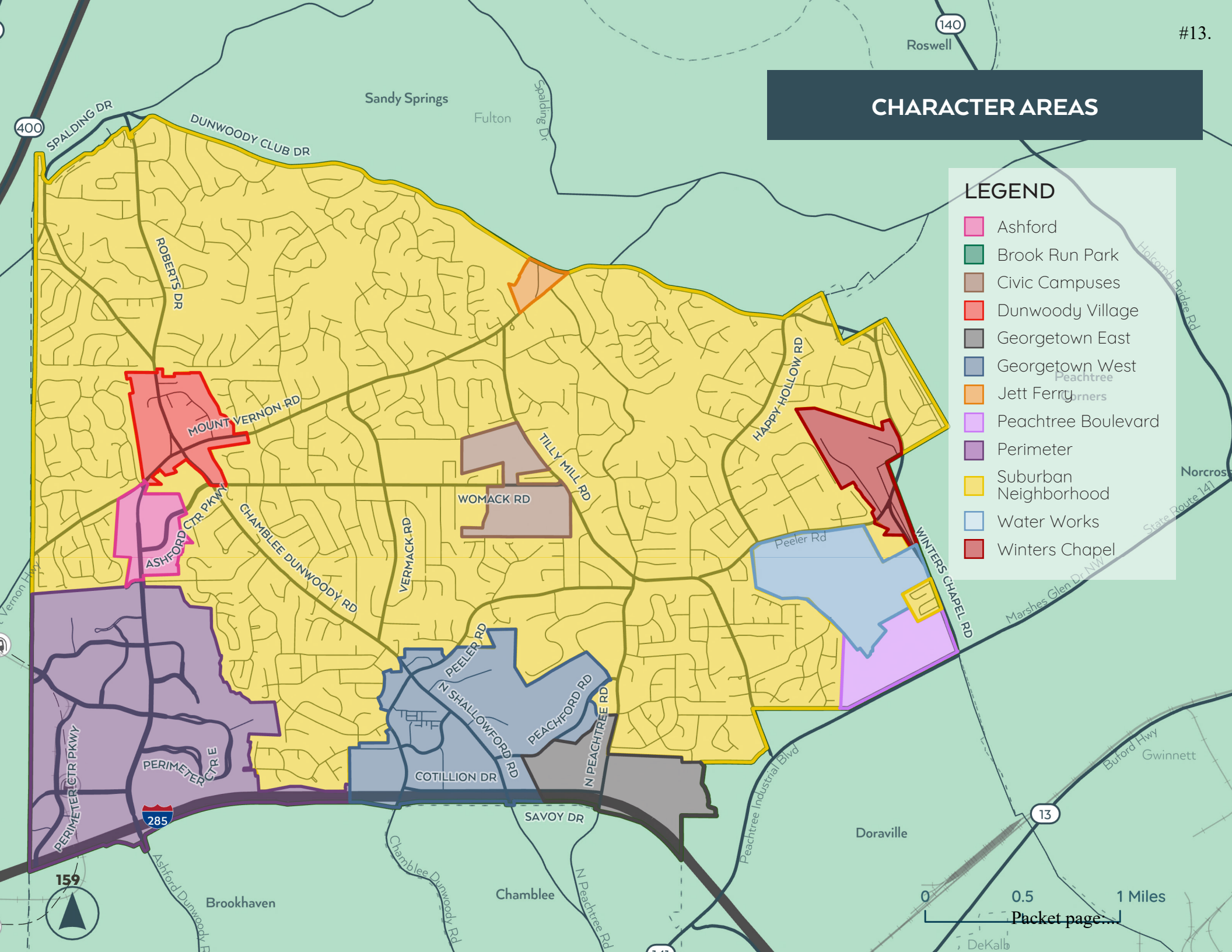
Georgetown East

Like Georgetown West, Georgetown East has great transportation access but suffers from a lack character. Quality of life initiatives recommended for this area focus on expanding walkability.

CHARACTER AREAS

LEGEND

- Ashford
- Brook Run Park
- Civic Campuses
- Dunwoody Village
- Georgetown East
- Georgetown West
- Jett Ferry
- Peachtree Boulevard
- Perimeter
- Suburban Neighborhood
- Water Works
- Winters Chapel



APPENDIX 5: QUALITY OF LIFE

Jett Ferry

Jett Ferry is the smallest of the local centers, and there is a desire to make it a more village-scaled center for northern Dunwoody. The vision—heavily rooted in quality of life attributes—includes becoming a defined gateway, featuring wayfinding, public art, and a cohesive style. Key near-term projects include extending the existing Mount Vernon path to this area.

Winters Chapel

The vision for Winters Chapel includes strategic redevelopment and investment to create a stronger gateway into Dunwoody. However, this will need to be balanced with maintaining an economic environment that is inclusive of small, diverse businesses. Quality of life-based initiatives in Winters Chapel are:

- » Implement a multi-use path along Peeler Road and Tilly Mill Road between North Peachtree Road and Winters Chapel Road.
- » Extend the existing Winters Chapel Path from Charmant Place to Peeler Road, working with the City of Peachtree Corners.
- » Add public art to priority locations, per the Public Art Implementation Plan
- » Identify opportunities for greenspace and/or public plazas for gathering space and community events

Ashford

Ashford currently acts as a transitional area between Perimeter and Dunwoody Village. It has a modest vision for growth, but a robust vision for quality of life improvements including:

- » Improve streetscaping along Ashford Center Parkway
- » Construct Phase 3 of the Ashford Dunwoody Path
- » Implement North Nancy Creek Greenway trail segments and connectors (Ashford Center Parkway and Ashford Center North), per the Dunwoody Trail Master Plan
- » Prioritize public art in this area, especially at the intersection of Ashford Dunwoody Road and Mount Vernon Road

Peachtree Boulevard

The main challenge in the Peachtree Boulevard character area is how to improve and invest in the area while maintaining its affordability. As such, quality of life components are relatively lower priorities, but there is a need to improve the pedestrian environment and overall aesthetics of the area.

Brook Run Park

Located roughly in the center of Dunwoody, Brook Run Park is the City's largest green space at 110 acres. It is a major quality of life resource for the entire city of Dunwoody. The vision for this area is to maintain the high quality of its green spaces, while potentially allowing for small-scaled retail and food opportunities to better serve park visitors.

Civic Campus

Nestled in between Dunwoody's neighborhoods, the Civic Campuses character area covers two flagship institutions: GSU-Dunwoody and the Marcus Jewish Community Center (MJCC). Major changes and growth are not anticipated here; the main focus of quality of life here is to support these existing institutions and to:

- » Identify funding for the planned Tilly Mill Path to connect the campuses to Winters Chapel
- » Work with GSU-Dunwoody to plan/design the Georgia State Greenway and Brook Run Connector, connecting the campus to Brook Run Park
- » Prioritize public art in this area, per the Public Art Implementation Plan

APPENDIX 5: QUALITY OF LIFE

Water Works

Water Works is the Scott Candler Water Treatment Plant, a water utility owned by DeKalb County. Quality of life initiatives related to this area:

- » Extend the existing Winters Chapel Path from Charmant Place to Peeler Road, working with the City of Peachtree Corners
- » Implement the Peeler Road Path from Lakeside Drive to connect with the planned multi-use path along Winters Chapel Road.
- » Explore opportunities for Passive Recreation Access

Quality of Life and the UDO

The Unified Development Ordinance (UDO) will be the main tool for implementing Dunwoody's comprehensive plan. Much of the UDO content will be focused on development types and scale, but several quality of life components will be factors. Key quality of life recommendations for the UDO update include:

- » Encourage tree planting and protection
- » Require open spaces with new development
- » Require street activation and walkable design in Perimeter
- » Promote cohesive design
- » Create design standards for Local Commercial-Medium and -Heavy



APPENDIX 6: ENVIRONMENTAL PLANNING

Environmental Planning Standards

The Georgia Department for Community Affairs' (DCA) Minimum Standards and Procedures for Local Comprehensive Planning (Chapter 110-2-1) require local governments to review Rules for Environmental Planning (Chapter 391-3-16) set forth by the Georgia Department of Natural Resources (DNR) that serve to protect natural resources across the state. Following this review, communities are required to determine the need for adjustments to existing regulations to protect the following natural resources:

- » Large water supply watersheds
- » Small water supply watersheds
- » Groundwater recharge areas
- » Wetlands
- » Protected rivers

Dunwoody monitors local water bodies and implements stormwater management practices to reduce pollution and runoff. Dunwoody has two impaired waterways: Nancy Creek and Marsh Creek which act as the headwaters of Peachtree Creek and the Chattahoochee River respectively. The City periodically updates an Impaired Waters Monitoring and Implementation Plan with the last update occurring in 2025.

The City's own investments demonstrate its commitment to green infrastructure and improving water quality. Green infrastructure includes stormwater management practices that tend to mimic the natural environment, absorbing and filtering stormwater to reduce flooding and improve water quality. The City recently embraced green infrastructure with three key projects: a green roof and plunge

pool system at the Dunwoody Nature Center and integrated rain gardens at Pernoshal Park. Each of these systems enhance groundwater recharge and reduce surface water contamination.

In addition to monitoring and city-sponsored green infrastructure projects, the City has adopted a series of environmental protections in its Unified Development



APPENDIX 6: ENVIRONMENTAL PLANNING

Code. Section 12 Article II covers land development regulations designed to protect the environment and natural resources. The following divisions of this article regulate stream protection, stormwater management, and groundwater recharge areas:

Division	Summary of Protections
DIVISION 3. - SOIL EROSION, SEDIMENTATION AND POLLUTION CONTROL	Establishes additional requirements to prevent soil erosion and preserve vegetation associated with land-disturbing activities
DIVISION 4. - STREAM BUFFERS	Imposes 75-ft stream buffers to preserve existing mature riparian vegetation that can provide shade, leaf litter, woody debris and erosion protection for streams
DIVISION 5. - STORMWATER MANAGEMENT	Requires a stormwater management concept with development plans, natural resources inventory, protection of wetlands, management of runoff quality and reduction, stream channel and flooding protection, a downstream analysis, etc.
DIVISION 7. - GROUNDWATER RECHARGE AREAS	Requires compliance with DNR's rules for environmental planning criteria

While the UDO is currently being updated, the update intends to maintain and strengthen natural resource protection while exploring flexibility for property owners.

Regional Water Plan

DCA's Minimum Standards and Procedures for Local Comprehensive Planning require local governments to review the Regional Water Plan(s) for their jurisdiction to determine whether new or modified regulations governing development and implementation strategies are necessary to protect natural resources. The Metropolitan North Georgia Water Planning District's Water Resources Management Plan was updated in 2022, setting forth the following planning principles:

- » Protection of water quality and water supply
- » Support for conservation and/or demand management
- » Support for economic growth and development
- » Equitable distribution of benefits and costs
- » Public education and awareness
- » Streamlined implementation
- » Support for resiliency

The City is actively implementing these planning principles. In its land development regulations, the city requires compliance with the Metropolitan North Georgia Water Planning District's Water Resource Management Plan(s). Additionally, the City participates in ARC's green communities program and was recently awarded the gold level, particularly for its green infrastructure stormwater management projects. Furthermore, its sustainability plan outlines goals and actions to conserve water and improve water quality.

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