

An aerial photograph of a large, circular splash pad in a park. The splash pad is a light blue color with several circular water jets. A large number of people, including children and adults, are scattered throughout the splash pad and the surrounding paved area. Some people are sitting on wooden benches located around the perimeter of the splash pad. The background shows green grass and some trees. The text "City of Dunwoody Georgia" is overlaid on the center of the splash pad.

City of
Dunwoody
Georgia

City Council SWOT

March 12-13, 2025

City Council SWOT

- To help start off the retreat, each city council member completed a Strength, Weakness, Opportunities, and Threat analysis, commonly known as a SWOT.
- The following slides merge them all together as a group with ideas with multiple mentions designated as such.

City Council SWOT

- Remember that different people use different words to mean the same thing or use the same words to mean different things, so there are some liberties with interpretation.
- Along with that language issue, some people consider strengths as opportunities and vice versa; while doing the same with opportunities and threats.

City Council SWOT

- In each list, items that are tied in number of mentions are not put in any particular order, just the order they got typed in.
- The goal is discussion, not perfection.

Strengths

- Location. (3)
- Community Pride/Engagement. (3)
- Educated Population. (2)
- Transportation. (2)
- Leadership/Staff. (2)
- Police Reputation.
- Local Amenities.
- Recent Unique New Builds.
- Established Commercial/Office Areas.
- Master Plans in Place.

Weaknesses

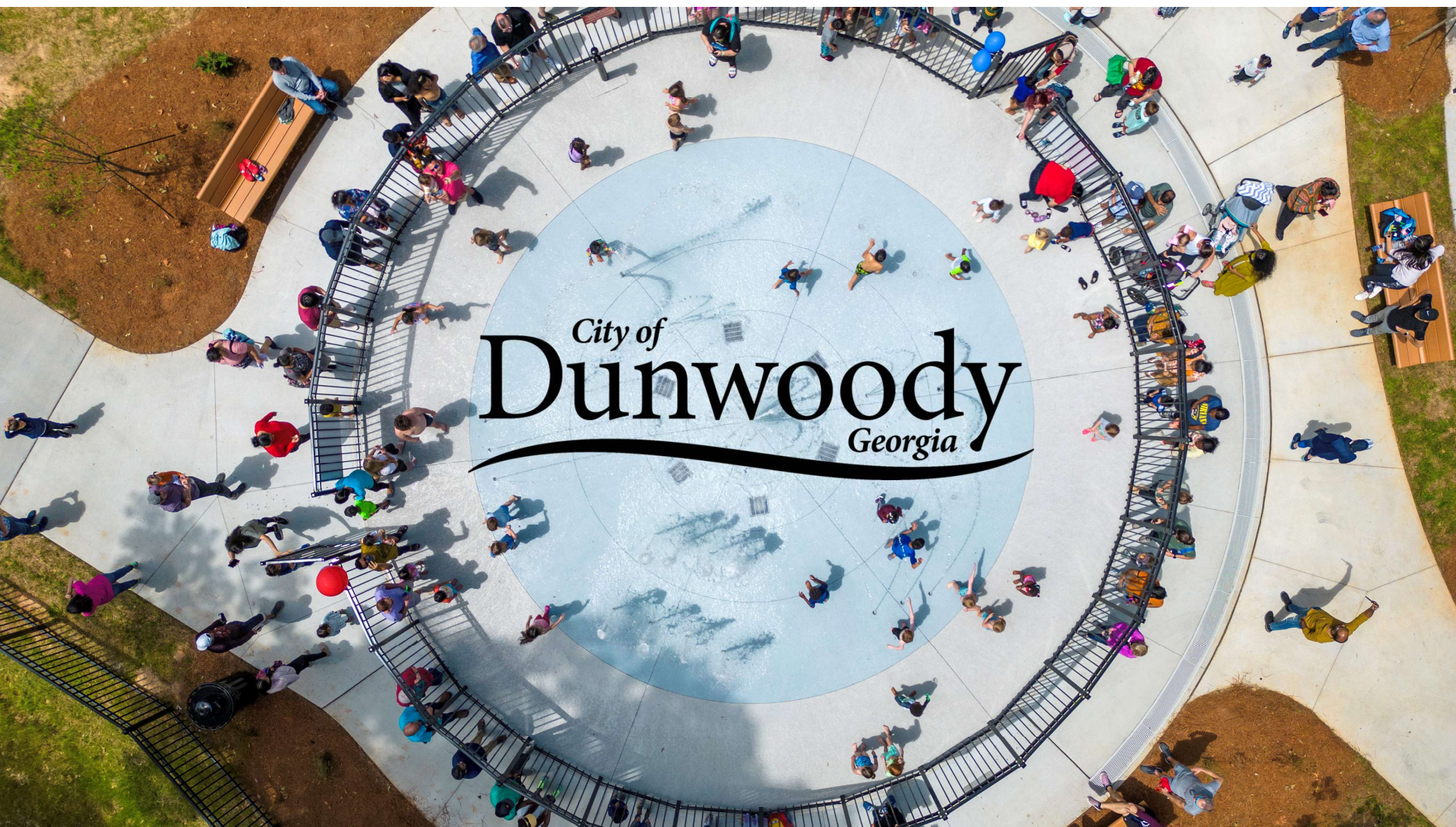
- Connectivity Needs. (3)
- Revenue Needs/Tax Limits. (3)
- Emergency Medical Services Times. (2)
- Greenspace/Parks Needs. (2)
- Missing Middle Housing. (2)
- Speed of Project Completion.
- Challenges of Redevelopment.
- Lack of Civic Involvement of Younger Groups.
- Lack of High Density Development.
- DeKalb County School District.
- Need for Council Collaboration.
- Senior Housing Options.

Opportunities

- Interest in Trail Building / More Amenities. (3)
- Placemaking / Activation Locations. (2)
- Track Record of Good Projects, Done Well.
- Existing Capital Project List / Plan.
- Potential of Private Investment.
- Potential of Corporate Relocations.
- Location.
- Investment in Quality of Life Amenities.
- Possible Rezoning that Could Change the Landscape.
- Unreserved Fund Balance to Invest in Capital.
- Demand for Non-Motorized Mobility.
- Micro-Mobility Opportunities.
- Transportation Infrastructure in Place.
- Existing Undeveloped Park Land.

Threats

- Charter Limitations/Tax Limits. (5)
- Commercial Real Estate Changes/ Empty Offices. (3)
- Messaging Complex Issues in Today's World.
- Capital Needs List without Funding.
- Public Safety Needs without Funding.
- Other Metro Areas.
- Unwanted Dense Development Near Residential.
- Not Sticking to Comprehensive Plan.
- Complacency / Lack of Investment in Community.
- Follow-through on Created Plans.
- Lack of Support / Funding for Trails.
- NIMBYism.
- Future Turnover of Elected Officials Can Impact Priorities.



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