

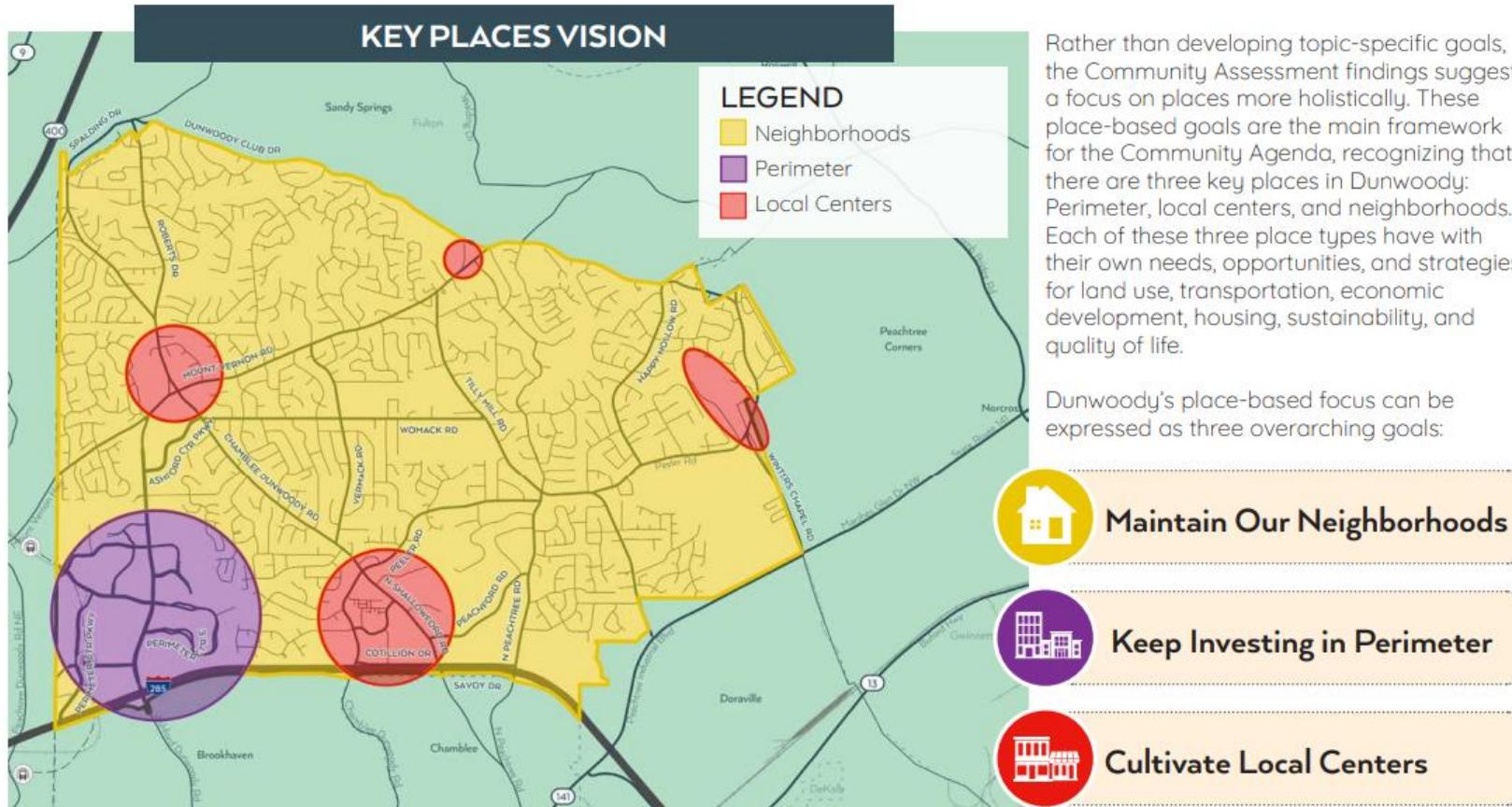
Economic Development Update

Dunwoody City Council
January 26, 2026



Packet page:...

Comp Plan – Focus on Key Places



Market Snapshot - Visitors

Perimeter

- 21.4M Visits Annually
- 4.9M Unique Visitors
- 141 Minutes of Average Dwell Time – largest number stay longer than 2 hours
- Black Friday is the single busiest day with 108,000 visits
- Saturday is busiest day of the week

Dunwoody Village

- 3.5M Visits
- 473,000 Unique Visitors
- 55 Minutes of Average Dwell Time
- April 26th was the single busiest day with 14,500 visits
- Saturday is busiest day of the week

Market Snapshot - Visitors

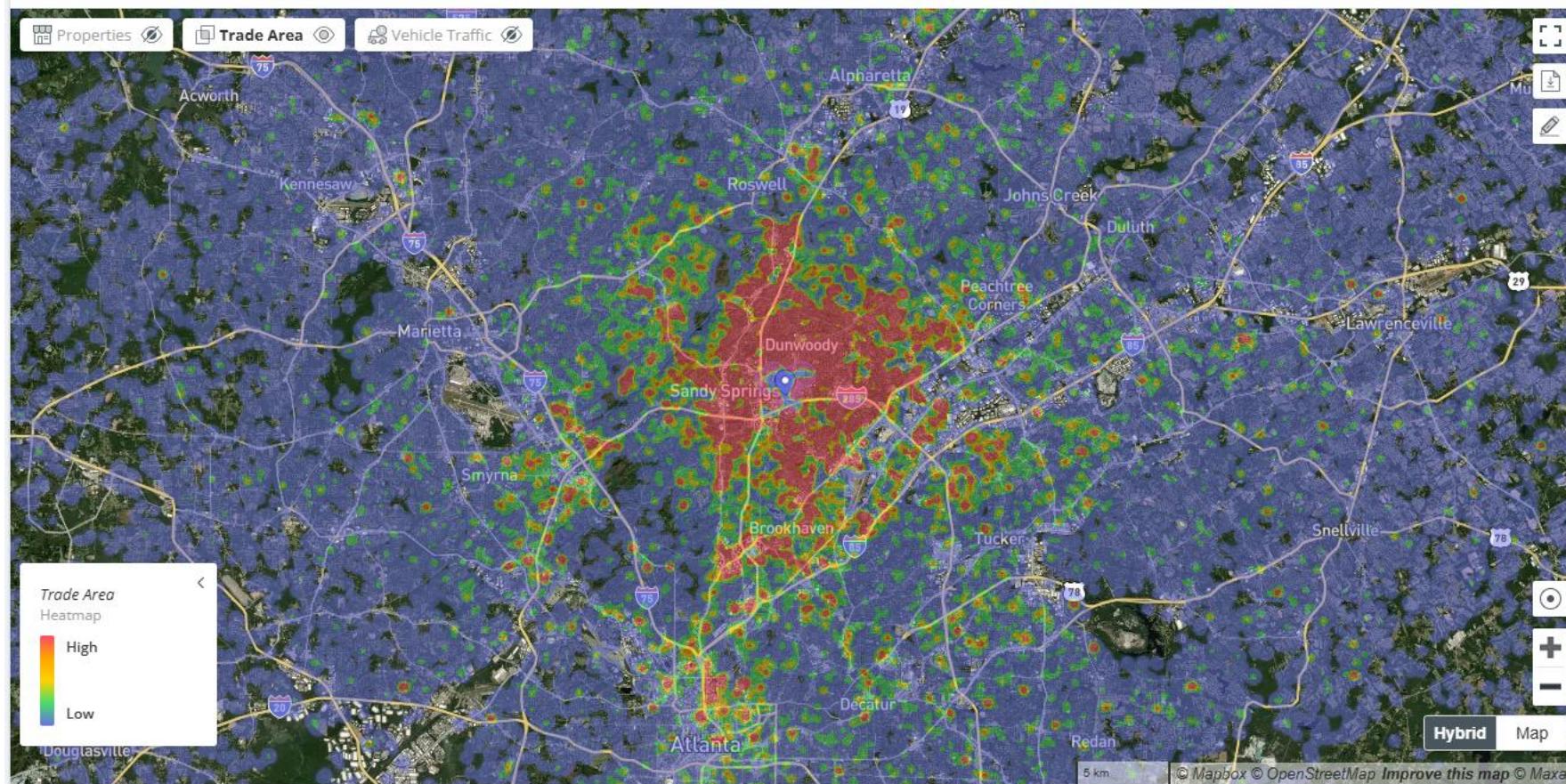
Perimeter

- Other busy days:
 - 12/20 94K
 - 12/13 92K
 - 8/2 89K
- Visits peak at lunch and remain steady until 8:00 pm
- Visitors are less “loyal” with only 25% visiting at least 30 times a year.

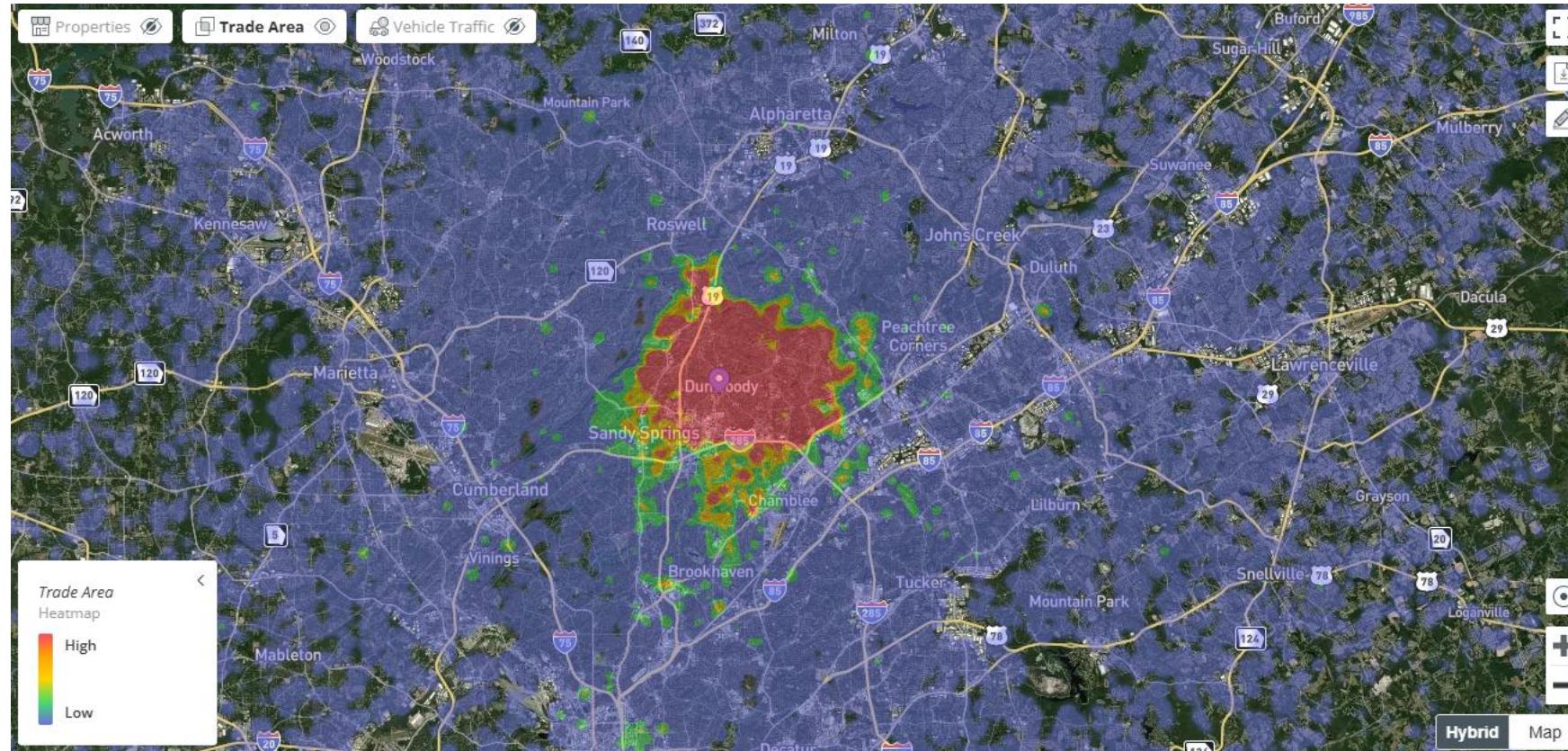
Dunwoody Village

- Other busy days:
 - 12/23 14.1K
 - 5/11 14K
 - 11/26 13.8K
- Visits peak at lunch and then again after work
- Visitors are very “loyal” with 60% visiting at least 30 times a year.

Trade Area - Perimeter



Trade Area – Dunwoody Village



Market Snapshot – Employees & Residents

Perimeter

- 30,000 Employees
- 1,280 Businesses
- 5,215 Housing Units
- 10,296 Population

Dunwoody Village

- 6,400 Employees
- 80 Businesses
- 79 Housing Units
- 150 Population

Comp Plan – Perimeter

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)



Economic Development

- » Continue to promote job creation in targeted economic sectors



Housing

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



Sustainability

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



Transportation

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



Quality of Life

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



55

Edge City 2.0

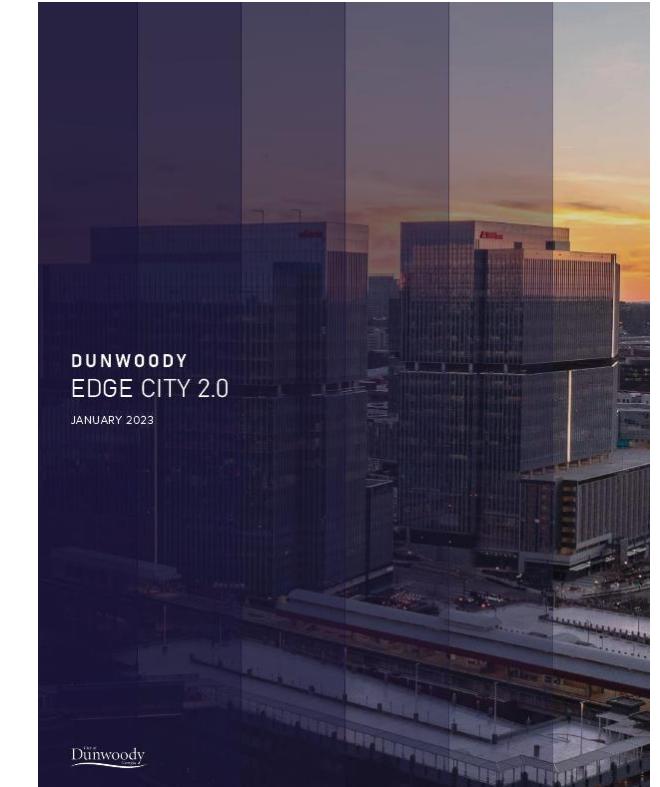
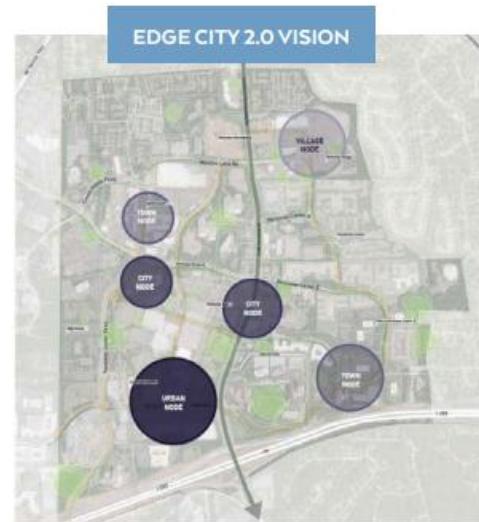
Perimeter's Challenges

- 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.



Comp Plan – Dunwoody Village

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

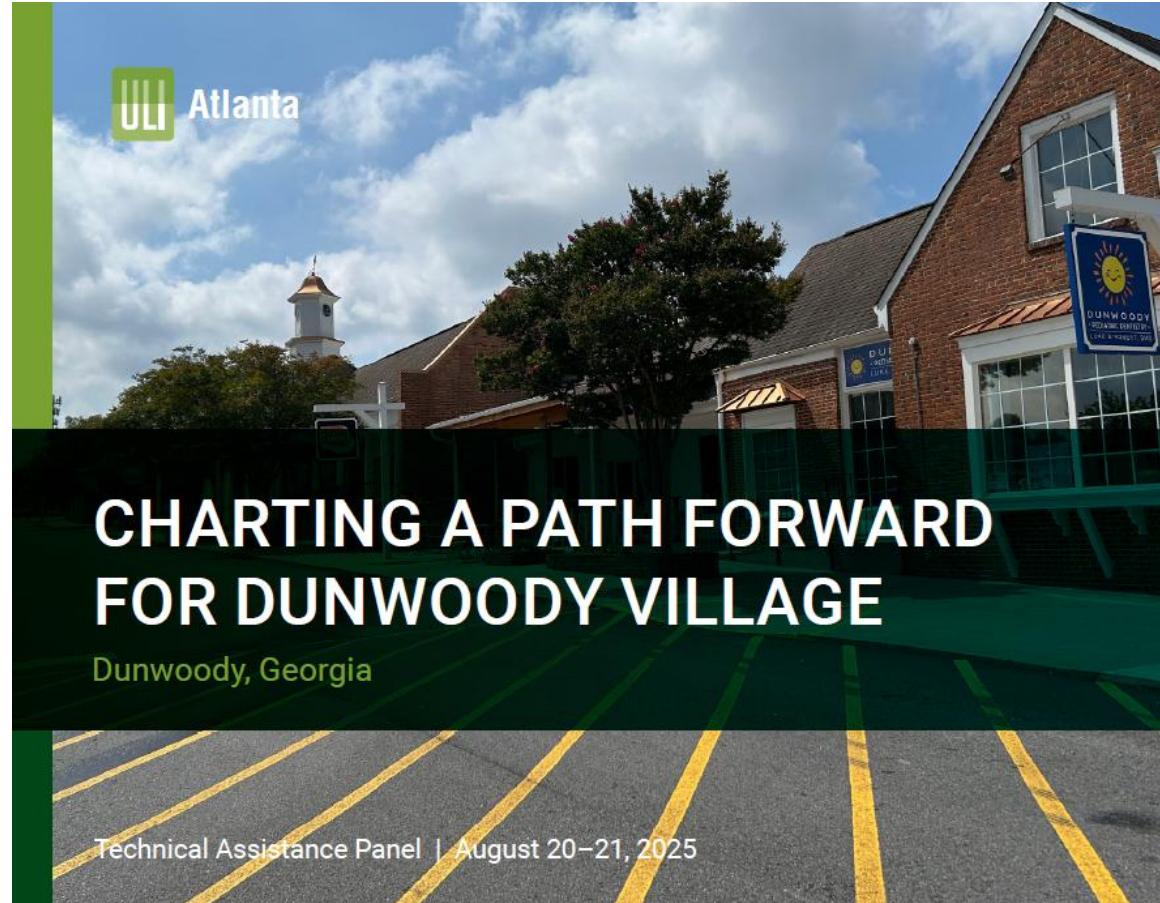


*Data source: ESRI Business Analyst & CoStar



Source: City of Dunwoody

ULI Recommendations



SWOT

Perimeter

- **Strength:** highway & MARTA access, Class A office, Perimeter Mall
- **Weakness:** office headwinds, cost of redevelopment
- **Opportunity:** office to housing redevelopment, office vacancies
- **Threats:** macro-office correction, competition from other mixed-use centers

Dunwoody Village

- **Strength:** Identity and loyalty
- **Weakness:** fragmented outparcels, auto oriented development pattern
- **Opportunity:** increased walkability, outdoor spaces
- **Threats:** competition with Perimeter and nearby “main streets”

Economic Roles

Perimeter

- Acts as the economic engine of the city, hosting large corporate offices, regional retail, and hospitality assets.
- Higher density development, economic activity and tax revenue.
- Dunwoody's Central Business District.

Dunwoody Village

- Functions as the community hub and town center, fostering local commerce and social gatherings.
- Lower density development and neighborhood serving retail.
- Dunwoody's Main Street.

Questions?