

City of Dunwoody
 March 25, 2026
 City Council 2026 Strategic Planning Retreat Minutes

The City Council of the City of Dunwoody held a Special Called Meeting on March 25, 2026 at 8:00 AM. The meeting was held at Le Meridien Atlanta Perimeter, 111 Perimeter Center West, Atlanta, Georgia 30346. Present for the meeting were the following:

Present: Lynn Deutsch, Mayor
 Stacey Harris, Council Member
 John Heneghan, Council Member
 Tom Lambert, Council Member
 Catherine Lautenbacher, Council Member
 Rob Price, Council Member
 Joe Seconder, Council Member

Also Present: Eric Linton, City Manager
 Ken Bernard, City Attorney
 Jay Vinicki, Assistant City Manager
 Sharon Lowery, City Clerk
 Mike Carlson, Chief of Police
 Nicole Stojka, Human Resources Director
 Jennifer Boettcher, Communications Director
 Richard McLeod, Community Development Director
 Delisha Robinson, Assistant Finance Director
 Michael Starling, Economic Development Director
 Michael Smith, Public Works Director
 Rachel Waldron, Parks & Recreation Director
 Ginger LePage, Technology Director
 Norlaundra Huntington, Court Clerk
 Jessica Holmes, Deputy City Clerk
 Shayla Alexis, Executive Assistant
 Jordan White, Technology Manager

- A. Arrival/Coffee
- B. Opening Comments: Guidance and Deliverables
 - 1. Guidance and Deliverables

Mayor Deutsch called the meeting to order. All members were present.

Mayor Deutsch provided opening comments regarding the focus and purpose of the retreat. She said the guiding questions are 1) what kind of city are we intentionally becoming, and what do we want to avoid becoming? 2) What must we do now to ensure Dunwoody remains competitive and thriving in the future?

City Manager Eric Linton thanked everyone for attending. He said the retreat discussion will be guided by the 2025 Comprehensive Plan Key Places framework: maintain neighborhoods and quality of life; invest in Perimeter; cultivate local centers (Dunwoody Village, Georgetown, Jett Ferry, Winters Chapel.) He said the desired outcome is for Council alignment on 1) a shared understanding of priorities for the City's key places 2) five to seven priority initiatives 3) a 2027-2028 capital action plan aligned with the CIP.

Assistant City Manager Jay Vinicki explained how the retreat presentation is structured. It is split into three parts that are tied to the Comprehensive Plan. He went through some questions that he asked Council to think about as staff make their presentations. He said the questions would be asked again at the beginning of each session and then the floor would be opened for discussion. Mr. Vinicki said the presenters for each session would mainly be Planning Economic Development, Parks, Police, and Public Works. (See retreat presentation attached to and made a part of these minutes.)

C. Session 1: Maintain Neighborhoods

2. Maintain Neighborhoods

Staff presented and took input and questions from Council. Discussion followed.

D. Holiday HQ, World Cup, and 250th

3. Holiday HQ, World Cup, and 250th

Staff presented and took input and questions from Council. Discussion followed.

E. Break

F. Lunch

The Council and staff recessed for lunch at 11:40 a.m.

The meeting was reconvened at approximately 12:45 p.m.

G. Session 2: Investment in Perimeter

4. Invest in Perimeter

Staff presented and took input and questions from Council. Discussion followed.

H. Break

I. Session 3: Cultivate Local Centers

5. Cultivate Local Centers

Staff presented and took input and questions from Council.

J. Break

K. Session 4: Prioritization

Discussion followed with Council alignment on their priorities. (See Mayor and Council catalytical initiatives attached to and made a part of these minutes.)

L. Executive Session

M. Closing Comments

Mayor Deutsch and City Manager Eric Linton thanked everyone for attending and participating in the retreat.

N. Dinner

Council Member Harris moved to adjourn. Council Member Price seconded.

Passed: For: 6; Against: 0; Abstain: 0; Absent: 0

An aerial photograph of a circular splash pad in a park. The splash pad is a light blue circular area with several water jets. It is surrounded by a black metal fence. Many people, including children and adults, are playing in the water and standing around the fence. There are wooden benches on the concrete walkways around the splash pad. The background shows some green grass and trees. A large text overlay is centered over the splash pad.

City of
Dunwoody
Georgia

Retreat Overview

March 25, 2026

Focus

- Ensuring Dunwoody's Future — What Are Our Next Strategic Moves?
- Purpose: Align on where Dunwoody's next catalytic momentum should come from.

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Guiding Questions

- What kind of city are we intentionally becoming, and what do we want to avoid becoming?
- What must we do now to ensure Dunwoody remains competitive and thriving in the future?

Retreat Framework

- The retreat discussion will be guided by the 2025 Comprehensive Plan Key Places framework:
 - Maintain Neighborhoods and Quality of Life
 - Invest in Perimeter
 - Cultivate Local Centers
 - (Dunwoody Village, Georgetown, Jett Ferry, Winters Chapel)

Desired Outcome

- Council alignment on:
 1. A shared understanding of priorities for the City's Key Places
 2. Five to seven priority initiatives
 3. A 2027–2028 capital action plan aligned with the CIP
- Catalytic projects or initiatives may include policy actions, partnerships, programming, or targeted capital investments that unlock momentum.

Important Note: After the legislative session concludes and we have clarity on any statewide changes to property tax calculations or collection, as well as the tax digest, we will hold a separate retreat focused primarily on the operating budget.

Session 1 — Maintain Neighborhoods and Quality of Life

- What pressures or challenges could affect Dunwoody's neighborhoods and overall quality of life over the next five years?
- What does maintaining neighborhoods and quality of life mean in Dunwoody — character, safety, parks, arts and culture, amenities, infrastructure, green space, mobility, or something else?
- Where are we already seeing stress or early warning signs?
- Are there emerging issues affecting residential living that we may not be talking about enough yet?
- Deliverable: Top three catalytic initiatives.

Session 2 — Invest in Perimeter

- What role should the Perimeter area play in Dunwoody's future economy and identity?
- What is the Perimeter value proposition for Dunwoody — jobs, tax base, amenities, transit access — and what must evolve for it to remain competitive?
- What barriers could limit the area's competitiveness — mobility, public realm, surface parking, aging office buildings, or other factors?
- Deliverable: : A one-paragraph vision and investment thesis for Perimeter and three catalytic initiatives.

Session 3 — Cultivate Local Centers

- What should each center feel like five years from now?
- How would we define success for these places?
- What improvements or investments could make these centers more vibrant, connected, and active?
- Deliverable: : One to two catalytic initiatives for each center

Session 4 — Prioritization

- Deliverable: : A ranked list of five to eight priority initiatives for the city

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City of
Dunwoody
Georgia

City of Dunwoody

Strategic Planning Retreat

Focus

Ensuring Dunwoody's Future — What Are Our Next Strategic Moves?

Purpose: Align on where Dunwoody's next catalytic momentum should come from.

Guiding Questions

- What kind of city are we intentionally becoming, and what do we want to avoid becoming?
 - What must we do now to ensure Dunwoody remains competitive and thriving in the future?
-

Retreat Framework

The retreat discussion will be guided by the **2025 Comprehensive Plan Key Places framework** (attached):

Maintain Neighborhoods and Quality of Life

Invest in Perimeter

Cultivate Local Centers

(Dunwoody Village, Georgetown, Jett Ferry, Winters Chapel)

Desired Outcome

Council alignment on:

1. A shared understanding of priorities for the City's Key Places
2. Five to seven priority initiatives
3. A 2027–2028 capital action plan aligned with the CIP

Catalytic projects or initiatives may include **policy actions, partnerships, programming, or targeted capital investments** that unlock momentum.

Important Note

After the legislative session concludes and we have clarity on any statewide changes to property tax calculations or collection, as well as the tax digest, we will hold a separate retreat focused primarily on the operating budget.

Pre-Retreat Preparation

Pre-Read

- 2025 Comprehensive Plan – Community Agenda section (place-based goals and policies for the three Key Places)
 - Community comparison based on **Ellen Dunham-Jones** examples presented at the *Edge City 2.0* breakfast
-

Council Input

As you review the materials, please consider your **top three priorities or questions for each place.**

For **Cultivate Local Centers**, you may provide **up to eight priorities**, divided as you wish, but please include **at least one for each center.**

Please send your thoughts to me **by March 18** to help inform the retreat discussion.

Retreat Agenda

****Note:** The initiatives and deliverables listed below will be **developed collaboratively by Council during the retreat discussion.** The pre-retreat input is intended to help frame the conversation and identify themes.

Session 1 — Maintain Neighborhoods and Quality of Life

Discussion Prompts

- What pressures or challenges could affect Dunwoody's neighborhoods and overall quality of life over the next five years?

- What does maintaining neighborhoods and quality of life mean in Dunwoody — character, safety, parks, arts and culture, amenities, infrastructure, green space, mobility, or something else?
- Where are we already seeing stress or early warning signs?
- Are there emerging issues affecting residential living that we may not be talking about enough yet?

These prompts will help guide our conversation as we work together to identify the highest-impact actions or initiatives the city could take to maintain strong neighborhoods and a high quality of life.

Deliverable: Top three catalytic initiatives. (developed together at Retreat)

Session 2 — Invest in Perimeter

Discussion Prompts

- What role should the Perimeter area play in Dunwoody's future economy and identity?
- What is the **Perimeter value proposition** for Dunwoody — jobs, tax base, amenities, transit access — and what must evolve for it to remain competitive?
- What barriers could limit the area's competitiveness — mobility, public realm, surface parking, aging office buildings, or other factors?

These prompts will help guide our discussion as we develop potential initiatives that could unlock new momentum in the Perimeter area.

Deliverable: A one-paragraph vision and investment thesis for Perimeter and three catalytic initiatives. (Developed together at Retreat)

Session 3 — Cultivate Local Centers

Discussion Prompts

- What should each center feel like five years from now?
- How would we define success for these places?
- What improvements or investments could make these centers more vibrant, connected, and active?

These prompts will help guide our discussion as we identify potential initiatives that could unlock momentum in each center.

Deliverable: One to two catalytic initiatives for each center. (Developed together at retreat)

Session 4 — Prioritization

Deliverable: A ranked list of five to eight priority initiatives for the city. (Developed together at retreat)

Reminder

For the purposes of this retreat, **catalytic initiatives** may include **policy actions, partnerships, programming, or targeted capital investments** that unlock momentum.

Below is a practical compare/contrast framed for **economic development, placemaking, and commercial-district strategy**—with Dunwoody as the baseline and three often-cited peer models in the DC region: Tysons Corner, VA; National Landing/Crystal City, VA; and Pike District, MD.

Dunwoody is most comparable to **Tysons** and **National Landing** in that it's a suburban edge city with a major office base and high accessibility—but it differs in scale, governance tools, transit intensity, and market momentum. The **Pike District** comparison is strongest on corridor-style retrofit and mixed-use placemaking, though Pike is operating inside a larger, more transit-mature regional framework.

1) What each place “is” in market terms

City of Dunwoody

- **Identity:** A young city with a regional office core (Perimeter) plus multiple smaller commercial hubs and strong established suburban neighborhoods.
- **Economic engine:** Office, medical adjacent, hospitality, retail, and increasingly mixed-use repositioning; heavy reliance on regional accessibility (I-285/GA-400 and MARTA) and proximity to Metro Atlanta's talent base, both ITP and OTP.
- **Governance model:** City-led economic development + partnership with Dunwoody Development Authority (DDA); coordination with Decide DeKalb, Georgia Department of Economic Development, PCID, Discover Dunwoody, and neighboring cities (Sandy Springs & Brookhaven).

Tysons Corner, VA (Fairfax County)

- **Identity:** The classic “edge city” deliberately being converted from auto-oriented office/retail to urban mixed-use.
- **Economic engine:** Large-scale office concentration, retail, and increasingly residential; significant corporate presence.
- **Governance model:** County-led planning with strong private-sector master developers; transformation anchored by major transit investment and intensive land use policy.

National Landing, Arlington & Alexandria, VA (Crystal City + Pentagon City + Potomac Yard)

- **Identity:** A branded innovation/employment district built on existing high-density urban fabric.
- **Economic engine:** Tech + HQ/office, hotels, multifamily; brand amplification tied to major anchor employers and ecosystem-building (universities, workforce programs).

- **Governance model:** Highly coordinated county economic development + business improvement-type functions + state-level incentive capacity; brand is a deliberate economic development tool.

Pike District, Bethesda, MD (Montgomery County; part of the broader “Greater White Flint” area)

- **Identity:** A corridor-style district shifting from strip commercial to walkable, mixed-use nodes.
- **Economic engine:** Mixed-use residential growth + retail re-tenancy + office/medical; paced by infrastructure, market cycles, and phasing complexity.
- **Governance model:** County-led sector planning; implementation heavily shaped by staging, developer agreements, and infrastructure sequencing.

2) Role in the region

City of Dunwoody (Perimeter edge)

- Edge-city commercial cluster anchored by Perimeter Mall area with multiple nodes (four local commercial hubs).
- Strong regional accessibility (I-285/GA-400) and MARTA rail presence.
- Functions as a jobs + retail + emerging mixed-use center within a relatively newer city and municipal governance model.

Tysons Corner, VA (Fairfax County)

- A larger, more concentrated edge city that has been intentionally re-planned as an “urban” downtown-scale center (4 high-density districts developed around new transit stops).
- Historically auto-oriented; now one of the nation’s most visible examples of suburban retrofitting to high-rise mixed-use.

National Landing, Arlington, VA (Crystal City + Pentagon City + Potomac Yard)

- A core-adjacent, transit-rich employment district that’s effectively a second CBD for the DC region.
- Strong identity as an innovation/tech + headquarters ecosystem, with unusually intense public/private coordination (Amazon HQ2).

Pike District, Bethesda, MD (Montgomery County)

- A commercial corridor retrofit: rebalancing a major arterial (“The Pike” / Rockville Pike) from strip commercial toward walkable mixed-use nodes.

- Less of a single “downtown” and more a string of districts requiring place definition and multimodal investments.

Takeaway for Dunwoody: Operating between two models: **(a) Tysons-style edge-city densification** and **(b) Pike-style corridor/node retrofit**, but with a **more limited land area** and a different state/local finance toolbox.

Implication: For business recruitment, Dunwoody often wins on **access, quality-of-life, proximity to talent, cost/value, and “right-sized” urbanism or “urban lite”**, rather than trying to “out-National-Landing” National Landing. Dunwoody will get more ROI from:

- Tight, repeatable **district management**,
- Focused **infrastructure + public realm** packages, and
- A clear **office repositioning + mixed-use** strategy.

Strategic “so what” for Dunwoody (actions we can use)

A. Choose your comparator by goal

- Transit-oriented district intensification / office repositioning: **Tysons** as the playbook.
- Brand + ecosystem + district management: **National Landing** as the operating model.
- Corridor retrofit + node-based redevelopment: **Pike District** as the design/implementation reference.

B. Operational moves that translate well to Dunwoody

1. **Define “signature nodes”** in Perimeter (and across the four local hubs) with public realm standards + programming.
2. **Codify connectivity:** require internal streets/paths (Tysons lesson) so each new project incrementally builds a district grid.
3. **District management function:** create a clear “district experience” structure (events, cleanliness, brand, safety, wayfinding).
4. **Office-to-mixed-use repositioning:** streamline conversions where feasible.

C. Dunwoody = Polycentric hubs + Perimeter as “CBD Skyline”

- **Perimeter:** office-to-mixed-use repositioning + better internal circulation
- **Commercial hubs:** small-area plans, façade/tenanting strategies, arts + programming, and targeted redevelopment sites

Appendix

Scale & market intensity (why comparisons can mislead)

Dunwoody vs the others

- **Tysons** and **National Landing** operate at a more intense scale and typically compete at a higher tier for mega-office, HQ, and major mixed-use capital because of (1) DC region demand, (2) higher rents in certain cycles, and (3) deep institutional investment patterns.
- **National Landing** has a level of global visibility that is difficult for most suburban markets to replicate quickly.
- **Pike** functions as a corridor redevelopment and has major regional retail/corridor traffic and a long runway of parcel-by-parcel transformation.
- **Dunwoody** (Perimeter) is a regional submarket in Metro Atlanta with meaningful assets, but generally less ability to “move markets” solely through branding—so implementation discipline and targeted deals matter more.

Transit, mobility, and “walkable gravity”

- MARTA is a meaningful advantage in Georgia—especially the **Dunwoody and Sandy Springs stations** serving the Perimeter area—but last-mile conditions and district continuity matter. The district’s **highway geometry, superblocks, and internal connectivity gaps** create friction for “effortless urbanism.”
- **Walkable pockets** (e.g., High Street) with **gaps between nodes**.
- Walkability is a central expectation; “place” is continuously curated.
- Success depends on **complete streets**, fine-grain connections, and creating identifiable nodes.

What to borrow for Dunwoody:

- From **Tysons**: internal street connectivity requirements and district-scale phasing. First/last-mile reliability (shuttles, micromobility, wayfinding).
- From **Pike**: corridor safety/multimodal investments, strong node definition, and ped/bike crossing comfort at barrier roads.
- From **National Landing**: district management, programming, and “experience” as economic infrastructure. A few signature **public realm connectors** that create a felt network (not just isolated sidewalks).

Governance & implementation tools = economic development operations

- Implementation environment is shaped by **Georgia municipal authority, development authority tools**, and state incentives (e.g., job tax credits, etc.), plus the realities of MARTA governance and regional partners.
- Differentiator can be **district identity + quality-of-life + arts-driven placemaking** that supports business retention and talent attraction.
- Practical delivery often hinges on:
 - Zoning + overlays
 - Capital improvement programming
 - Development Authority financing tools (where applicable)
 - Public-private partnerships and district branding/programming (Create Dunwoody, Art Commission, Discover Dunwoody, and PCID/Perimeter Connects)
- Clarify “Perimeter = Dunwoody’s Tyson’s” without copying Tysons
 - Define a **station-area and sub-district hierarchy** (where the highest intensity is appropriate vs. where connectivity/capacity is the constraint).
 - Make 2–3 **signature connectivity projects** (crossings, trails, internal streets, wayfinding).

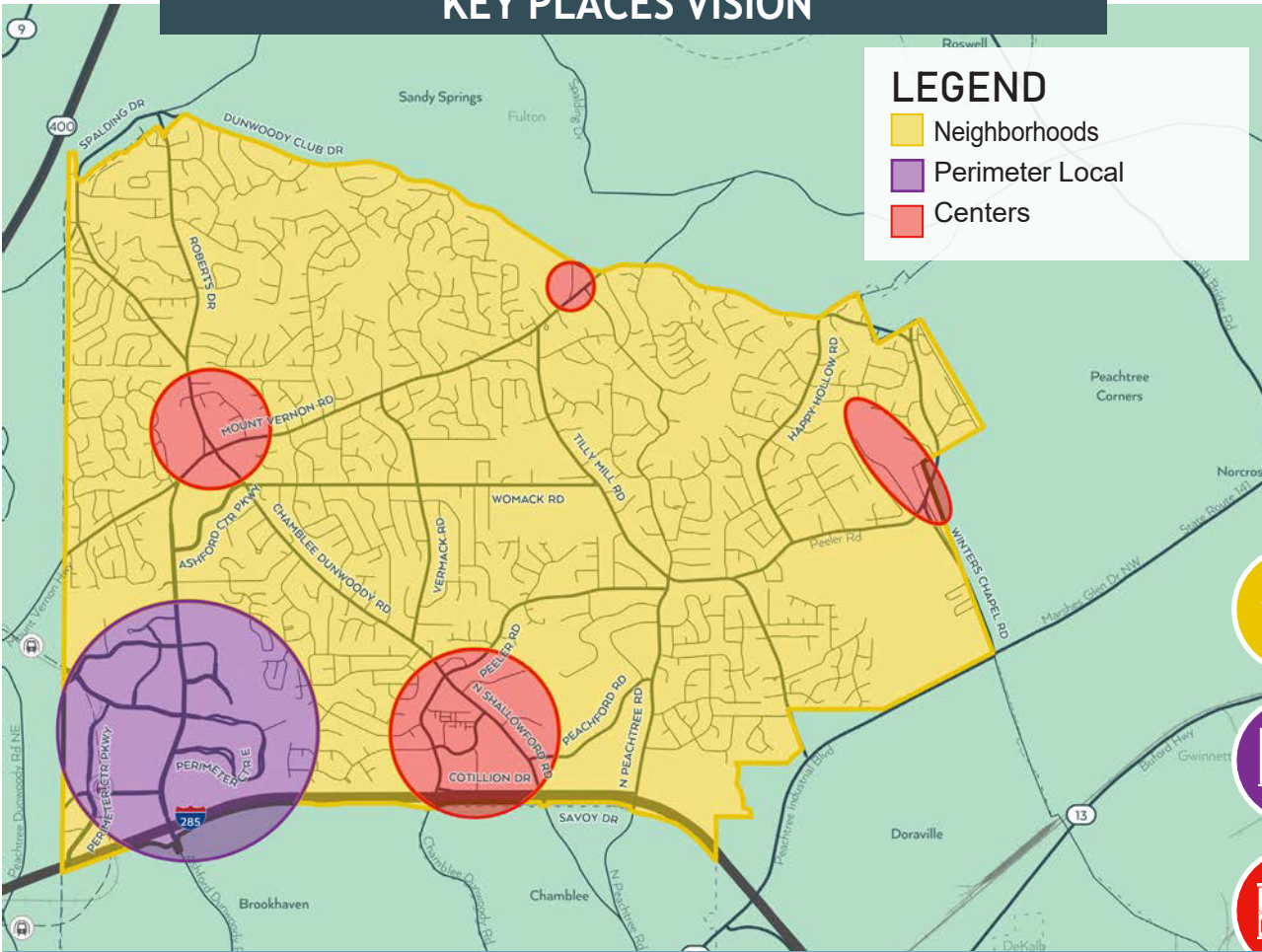
Bottom line: Dunwoody can move quickly as a city, but the DC-region examples often have **larger institutional capacity and different negotiation/finance structures** that support very large-scale transformation.

Urban form & placemaking (what residents/tenants feel)

- Strength is **quality of life** and the opportunity to make each commercial hub distinct.
- Placemaking can be a **differentiator** versus other Perimeter competitors if it’s tied to:
 - consistent public realm standards
 - arts/culture identity
 - a clear “Perimeter district” experience (not just projects)
 - distinct local commercial centers
- Placemaking challenge: creating authentic “places” out of large parcels and wide roads.
- Big opportunity: new parks, streets, and mixed-use centers.
- Placemaking must be treated like an operating system: events, streetscape, brand, partnerships.

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 the 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



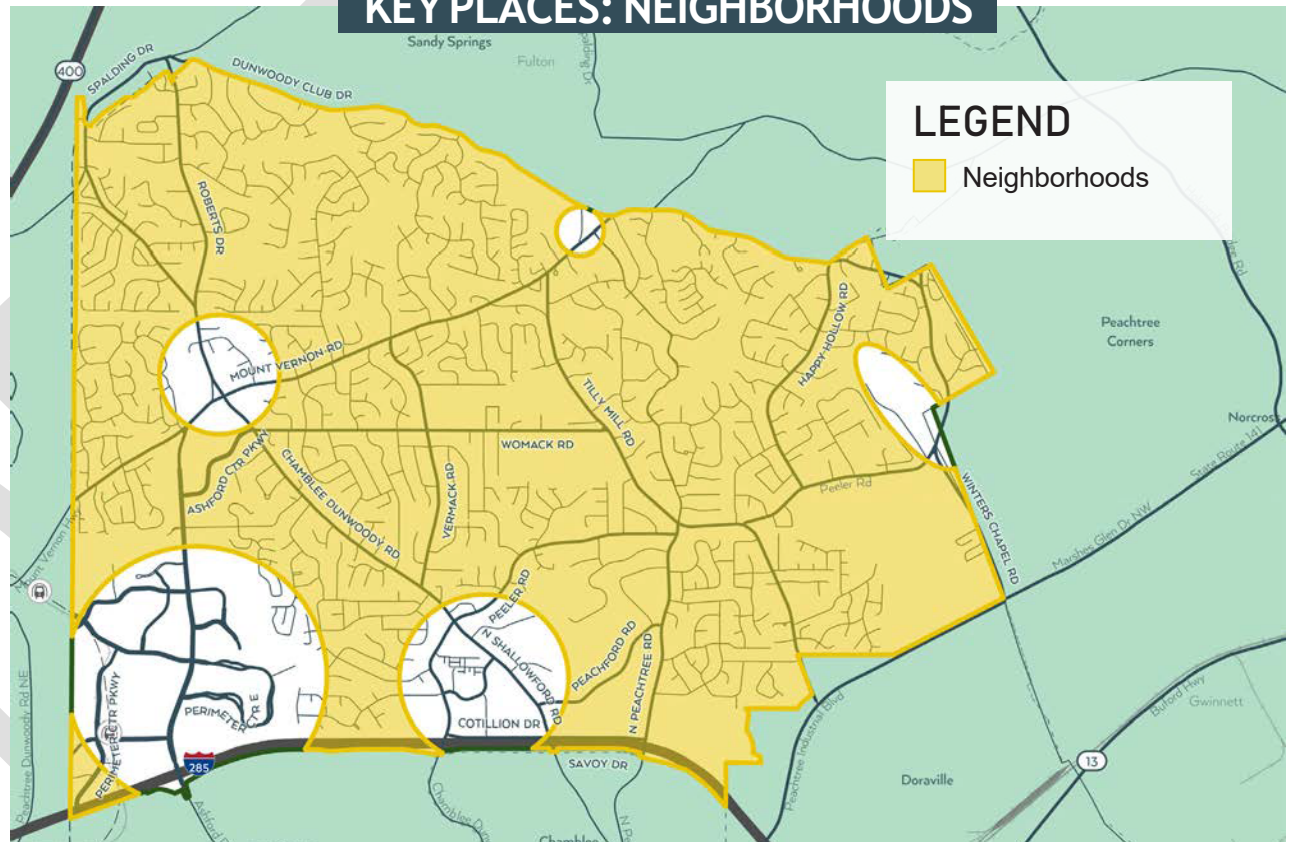
Dunwoody's neighborhoods form the city's backbone, comprising 70 percent of its land area. These areas are predominantly residential, interspersed with parks and places of worship, offering a balanced suburban quality of life with a robust tree canopy and access to urban benefits like retail and employment 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.

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



Neighborhoods Today
 Population: 28,448

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

➤

*Data source: ESRI Business Analyst

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.

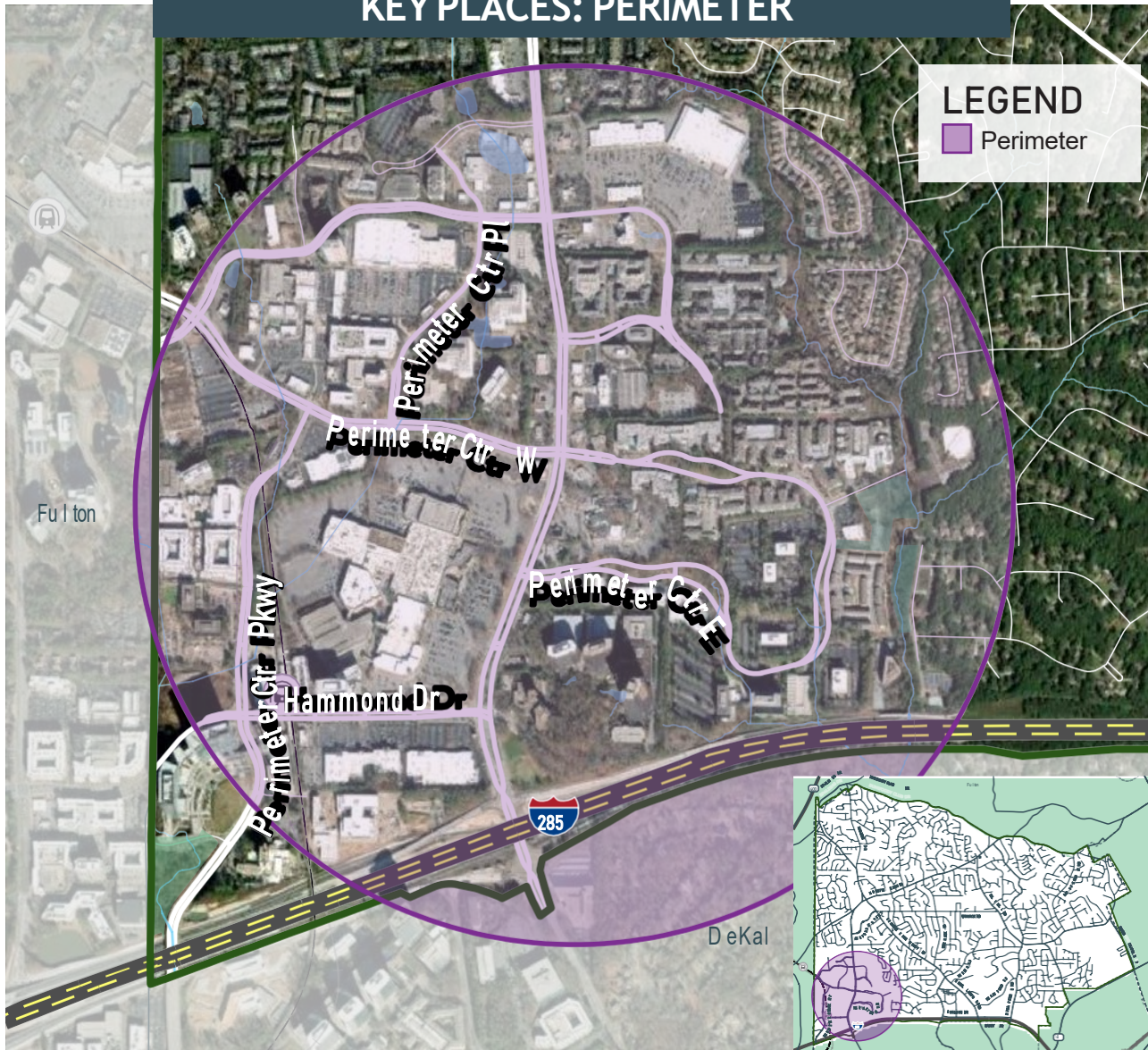
In addition to its mobility challenges, there are questions around Perimeter’s land uses. Like many other job centers outside of urban cores, office space is in flux; the City and its partners are actively looking at opportunities to best leverage the existing stock of commercial buildings and continue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

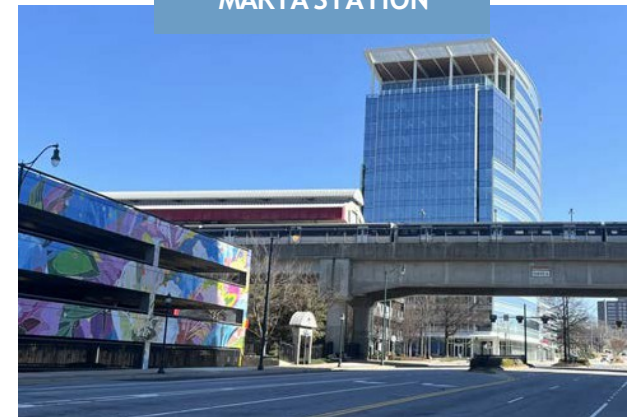
KEY PLACES: PERIMETER



HIGH STREET



MARTA STATION



3.2 COMMUNITY AGENDA

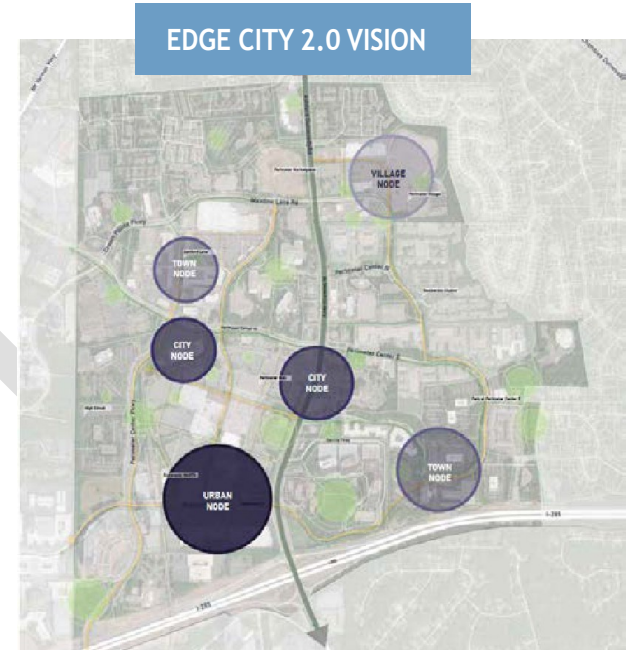
Perimeter's Challenges

- » 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

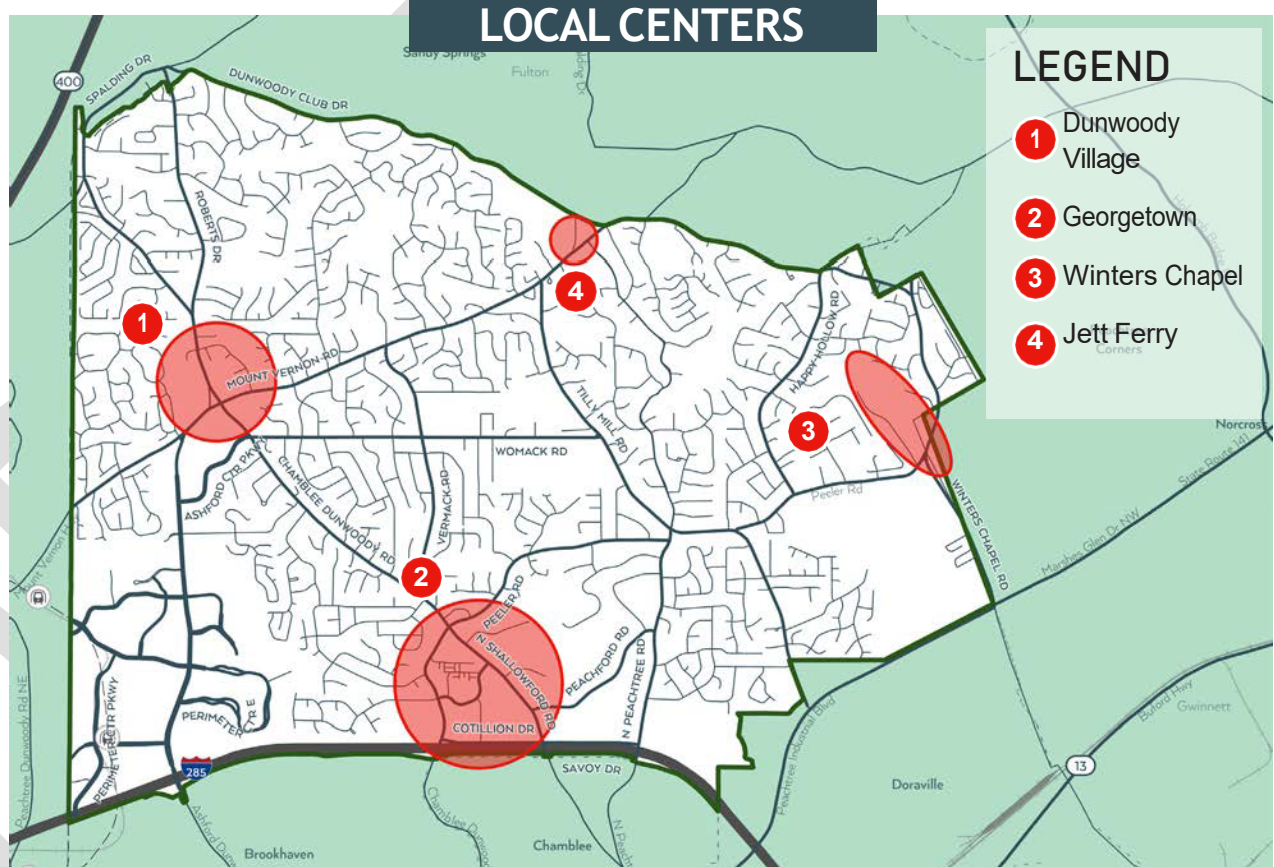


Dunwoody is a unique Perimeter community in that it does not have sprawling commercial development stretching down multi-lane, major corridors. Rather, its commercial development concentrates at key hubs throughout the city. These local commercial centers serve nearby residents, providing a community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

The four main local centers are:

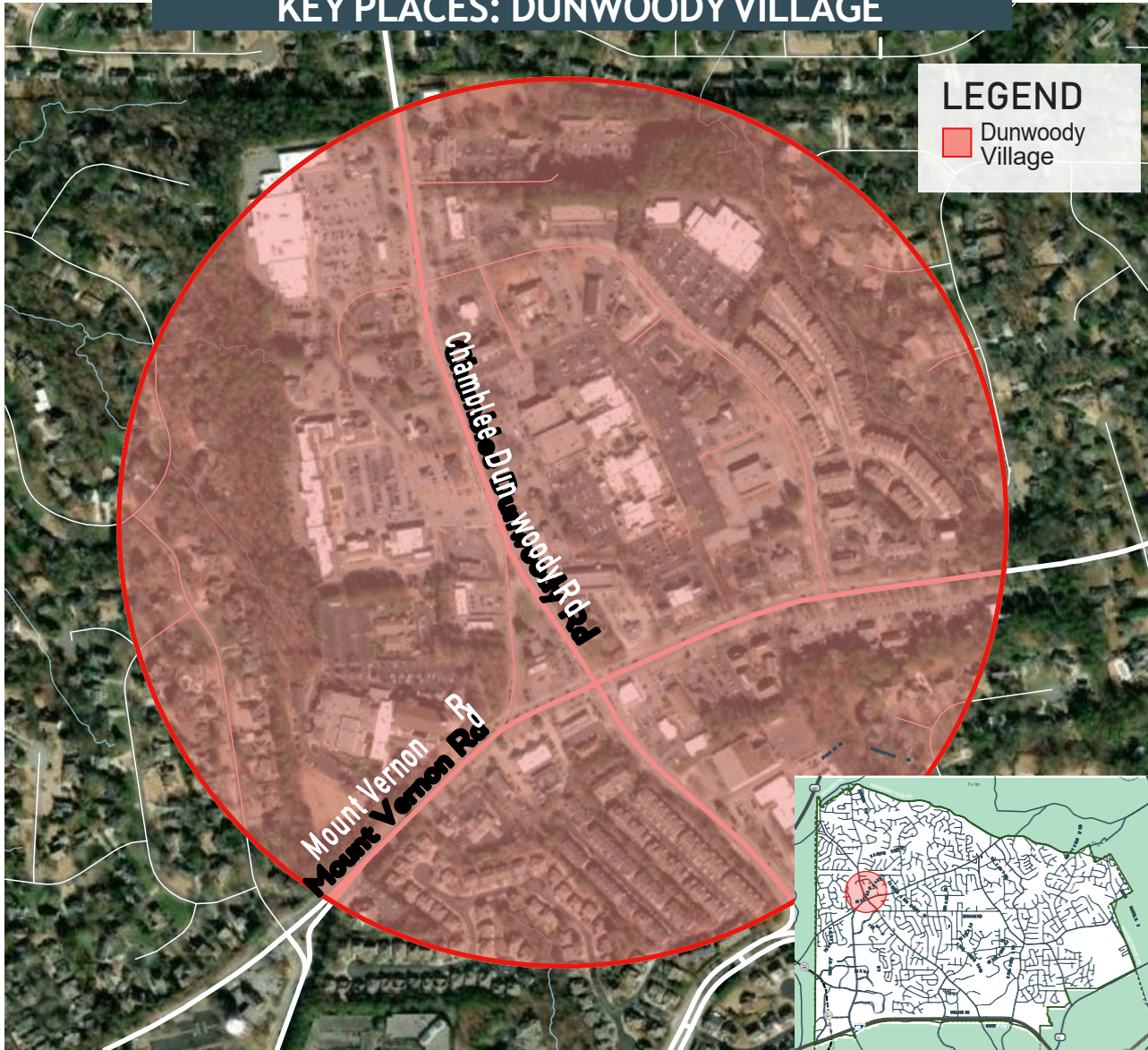
1. Dunwoody Village
2. Georgetown
3. Winters Chapel
4. Jett Ferry

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 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




Source: City of Dunwoody

3.2 COMMUNITY AGENDA

Georgetown

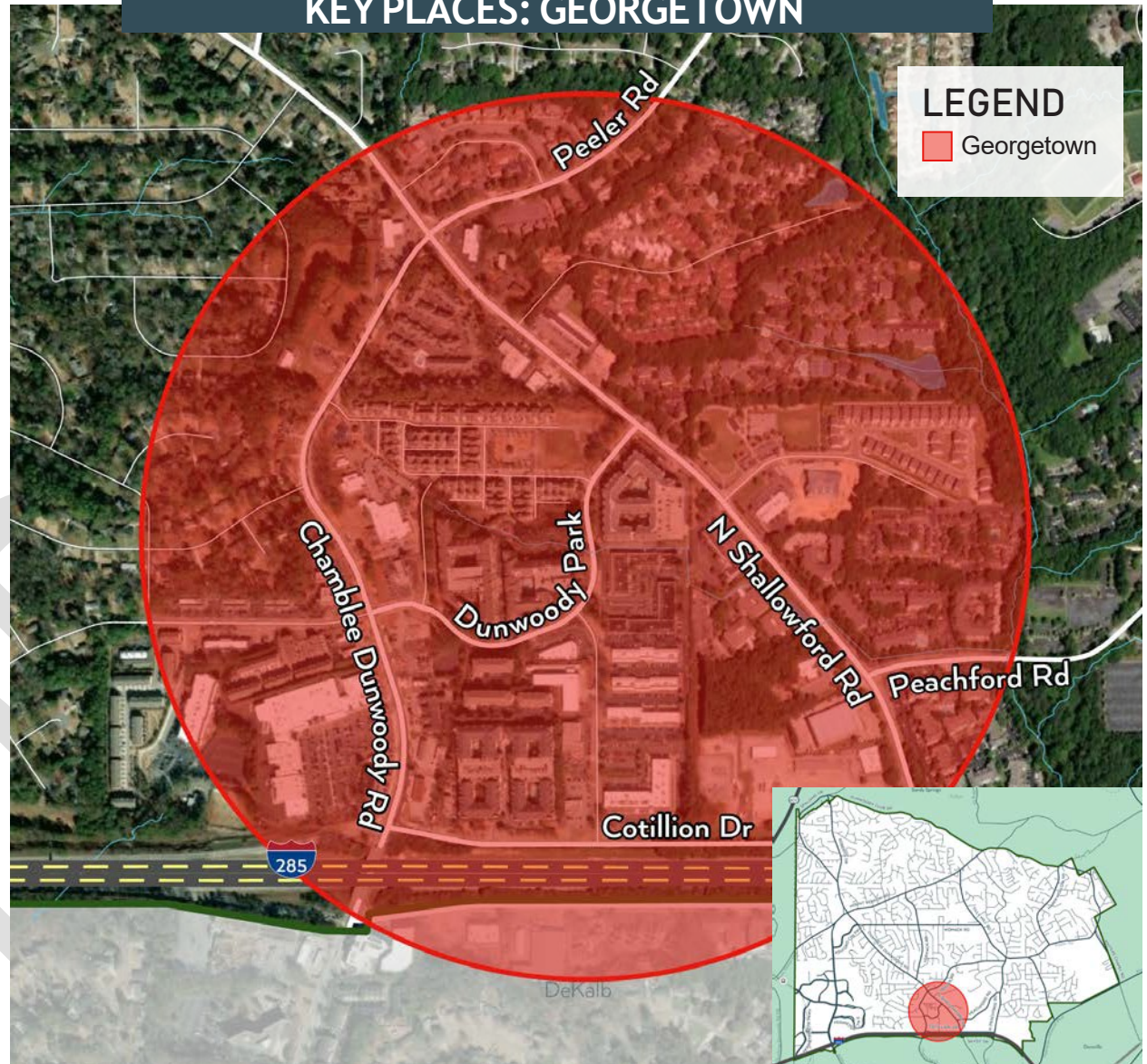
With nearby access to I-285, Georgetown serves as a major gateway into Dunwoody. As the largest local center in land size, Georgetown also offers the most variety of commercial and residential development, second only to Perimeter. Unlike Dunwoody Village, more regional and national chains appear in 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 other. 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

KEY PLACES: GEORGETOWN



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.



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 struggles to create 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.



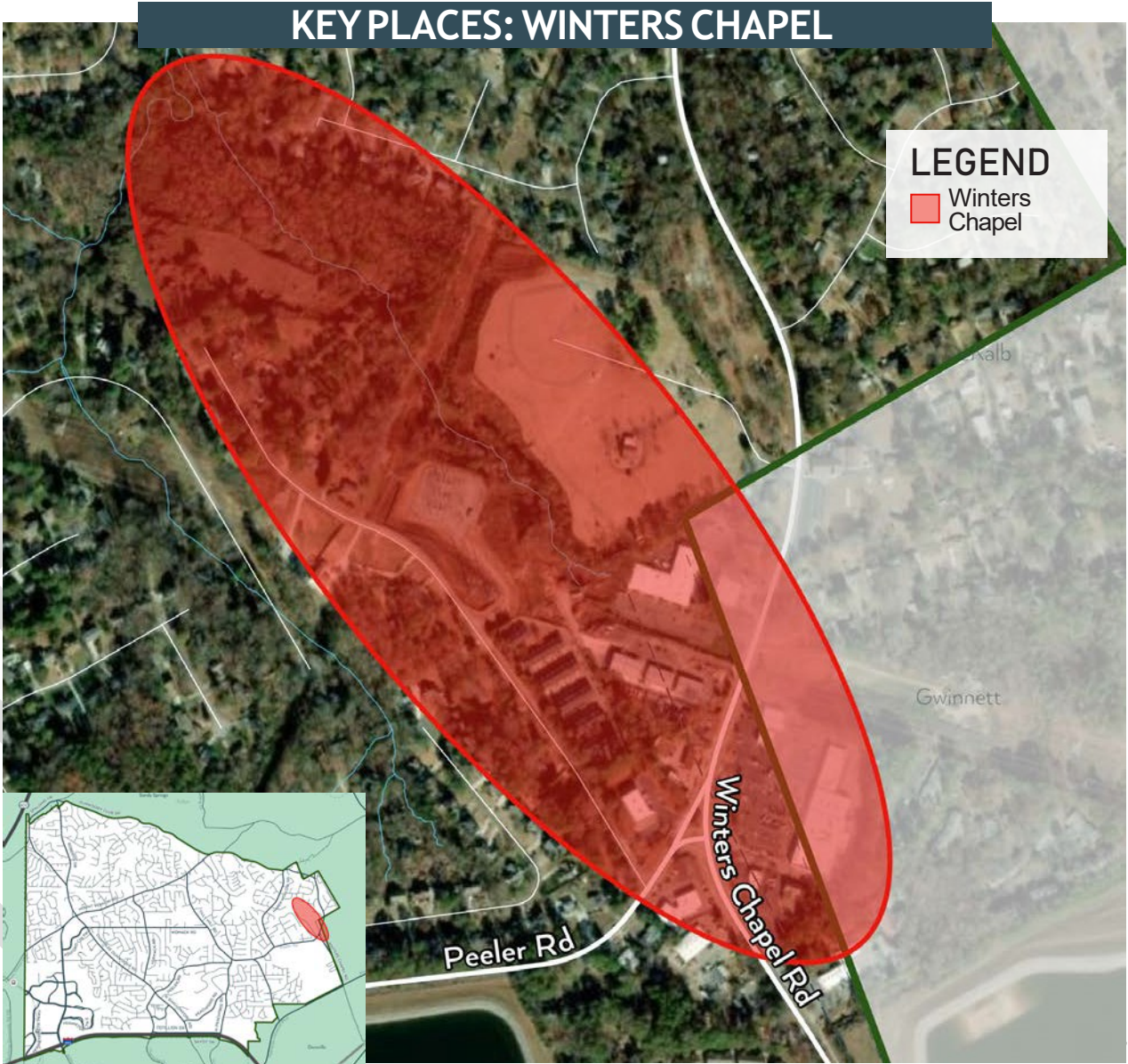

3.2 COMMUNITY AGENDA

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%



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 MULTIUSE TRAIL PHASE I RIBBON CUTTING

Source: City of Dunwoody, August 2023

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



A PAINTED ELECTRIC BOX REFLECTS THE AREA'S DIVERSITY

3.2 COMMUNITY AGENDA

Jett Ferry

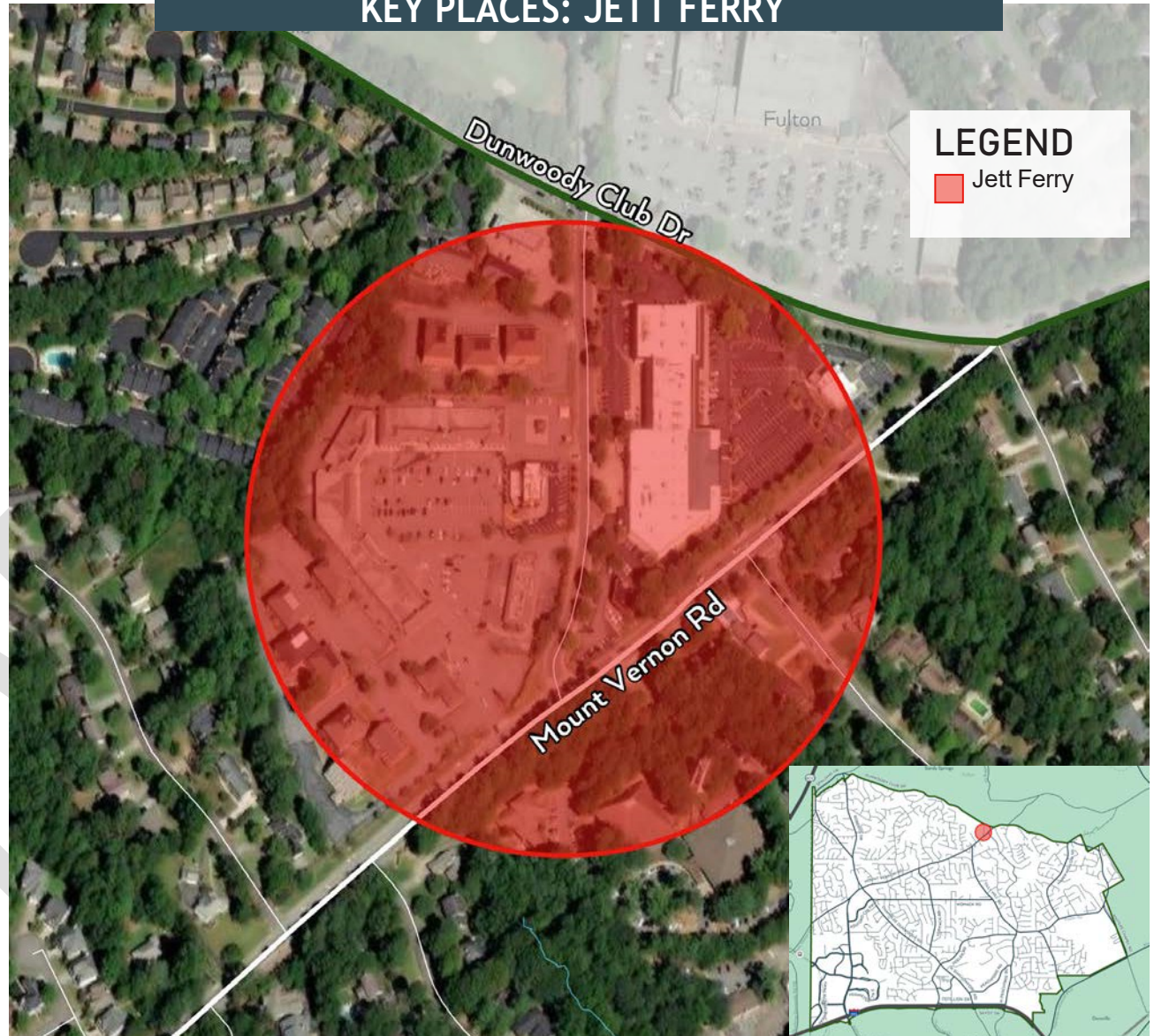
Jett Ferry is a small local commercial center that is split between Dunwoody and Sandy Springs.

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.

KEY PLACES: JETT FERRY



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



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



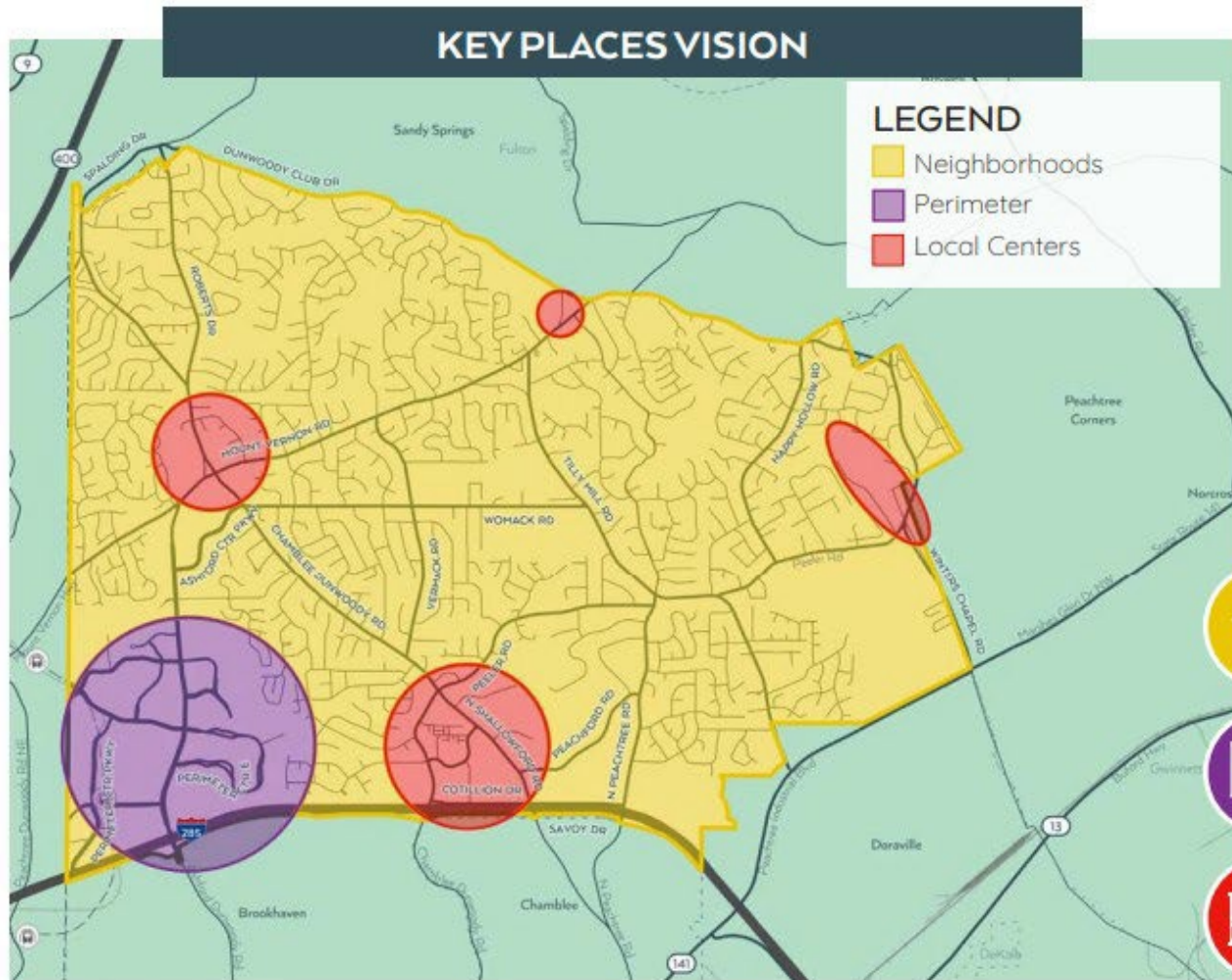
**Data source: ESRI Business Analyst & CoStar*



Maintain Neighborhoods

March 25, 2026

Key Area of Focus in the Comprehensive Plan



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**

Maintain Our Neighborhoods



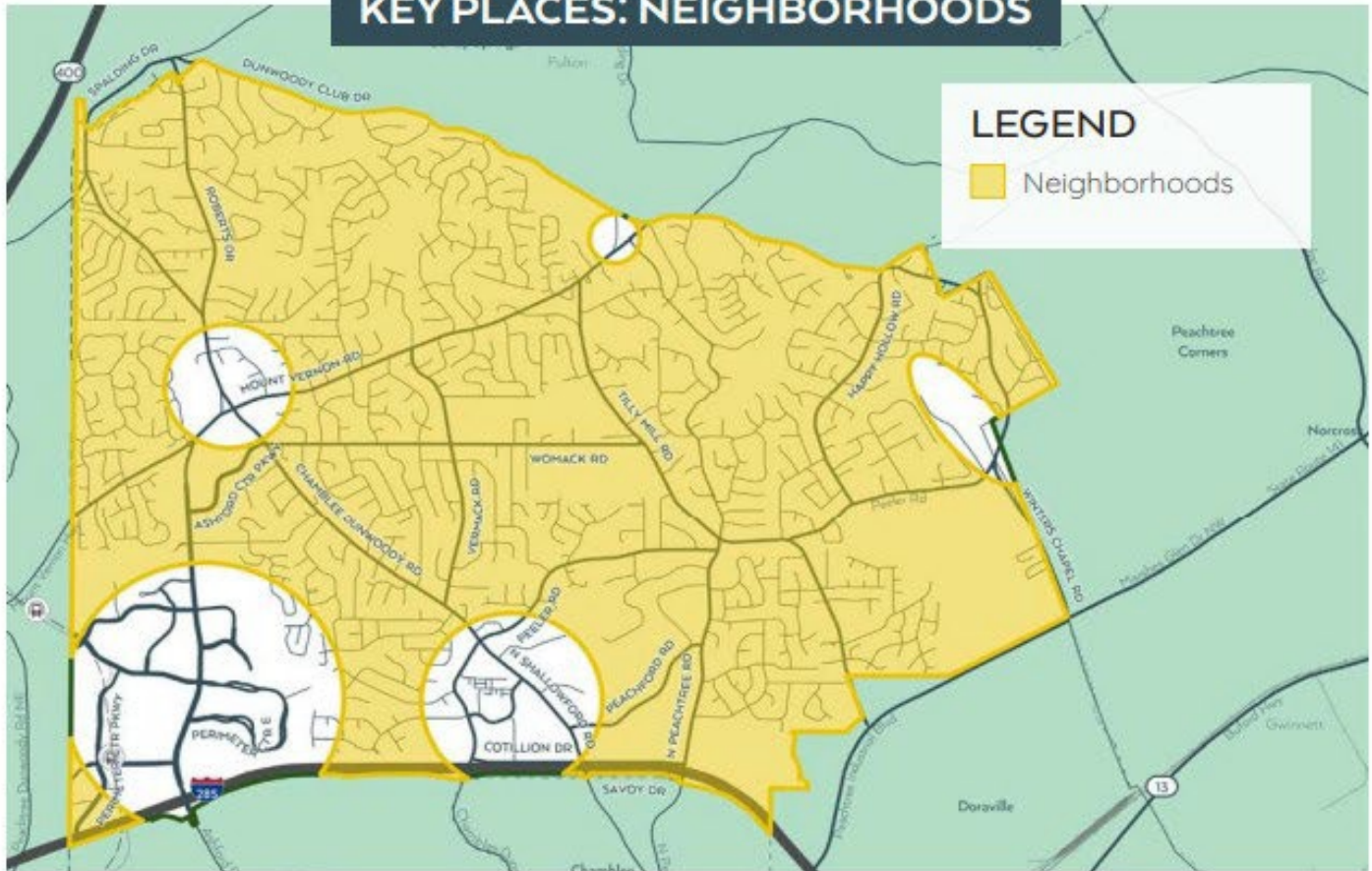
Dunwoody's neighborhoods form the city's backbone, comprising 70 percent of its land area. These areas are predominantly residential, interspersed with parks and places of worship, offering a balanced suburban quality of life with a robust tree canopy and access to urban benefits like retail and employment 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.

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



Neighborhoods Today
 Population: 28,448

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

>

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 under-served.

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

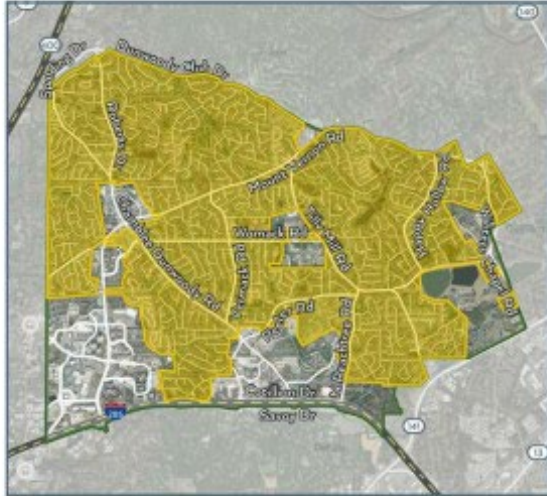
- » The existing suburban layout creates a car-centric design, limiting pedestrian and cyclist accessibility while causing vehicular traffic on major corridors
- » Parks and green spaces are limited, unevenly distributed, and often difficult to access
- » Unchecked growth can further strain the DeKalb 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**





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.

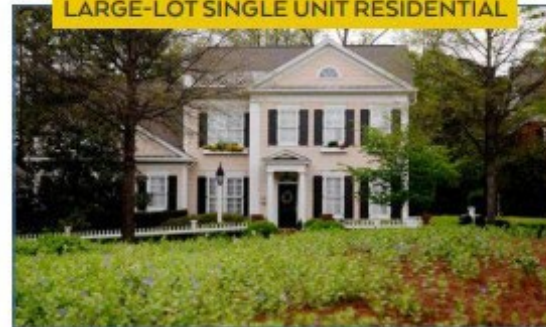
Appropriate Intensity



SMALL-LOT SINGLE UNIT RESIDENTIAL



LARGE-LOT SINGLE UNIT RESIDENTIAL





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.

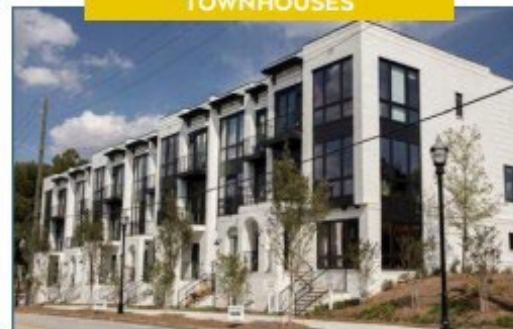
Policies

- ▶ 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



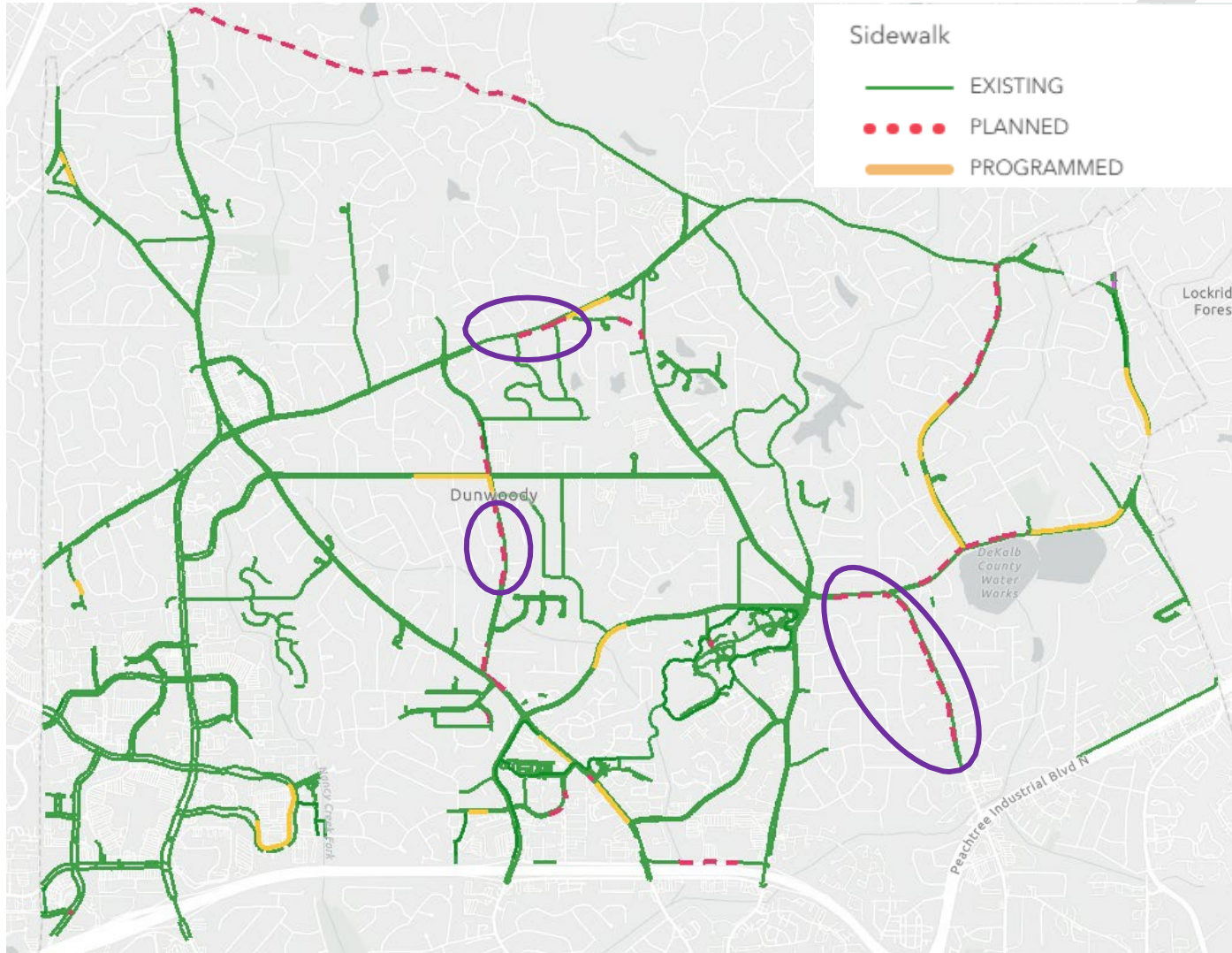
TOWNHOUSES



NEIGHBORHOOD COMMERCIAL



Maintaining Neighborhoods - Pedestrian Safety



Transportation

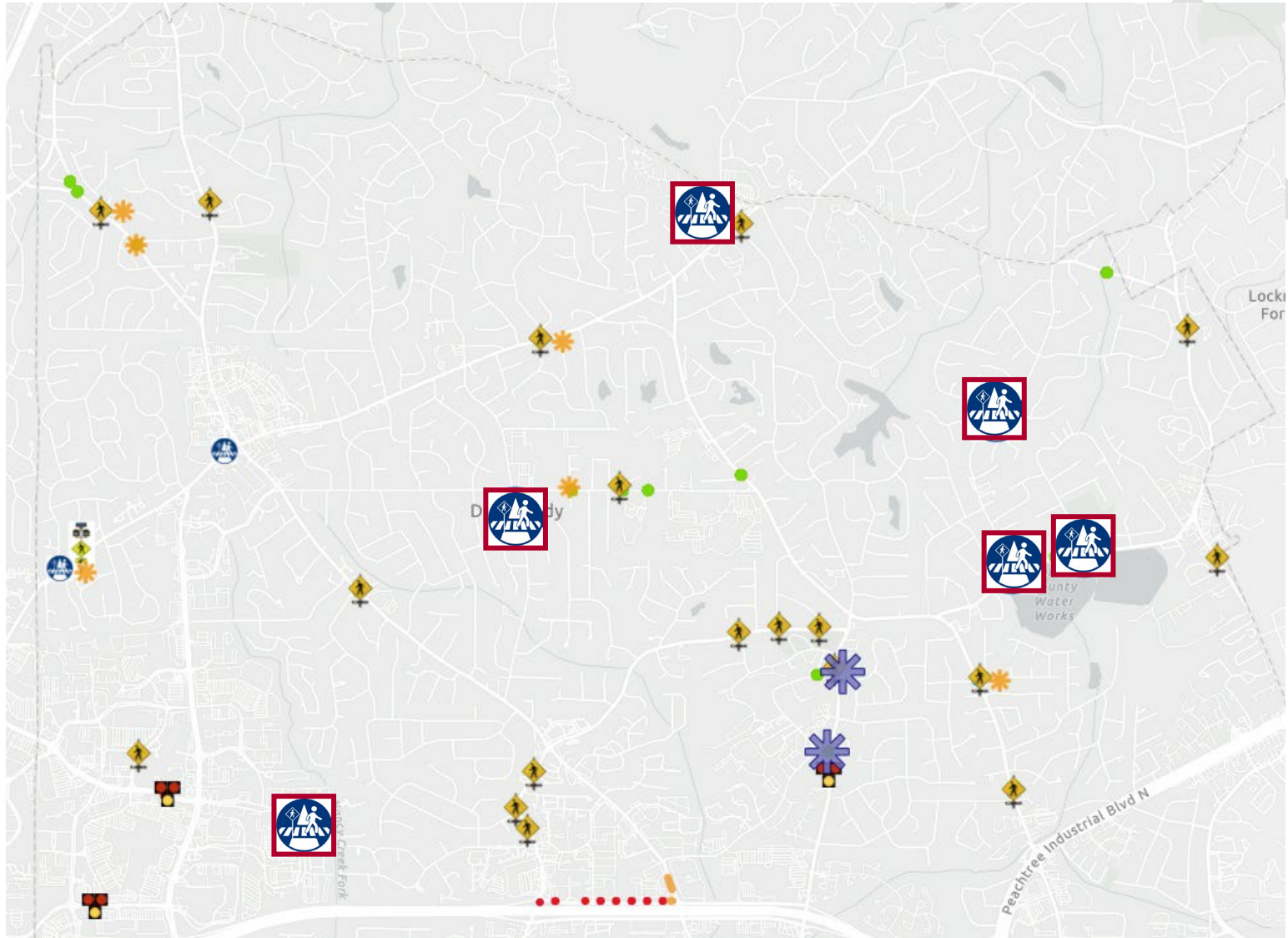
Enhance safety on neighborhood roads by filling in gaps in the sidewalk network, implementing intersection improvements, and promoting lower speeds

Sidewalks Added (2010-2025): 15 miles

Sidewalks Funded (2026-2030): 2 miles

Remaining Gaps: 4 miles

Maintaining Neighborhoods - Pedestrian Safety



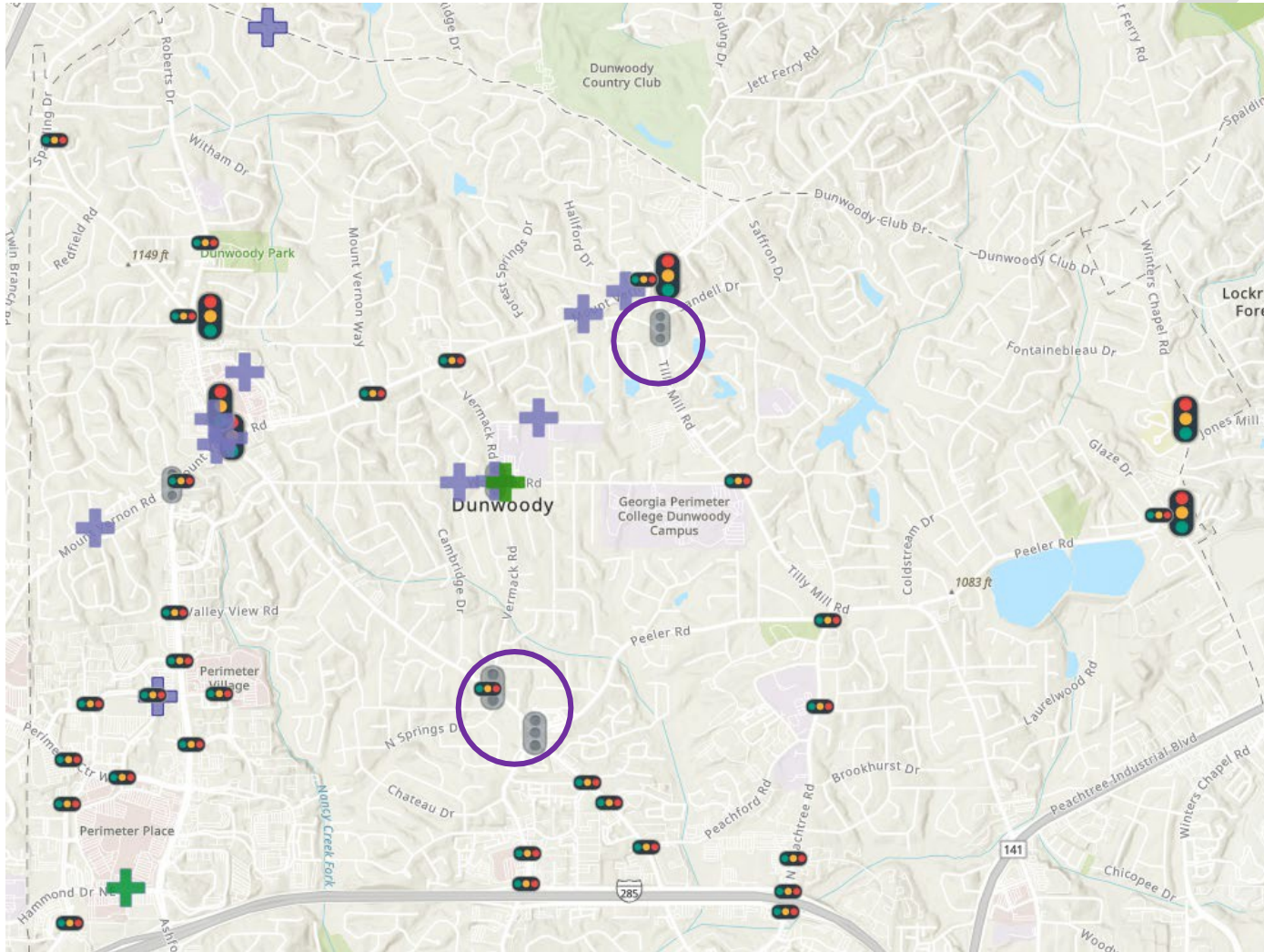
Transportation

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

Crosswalk Enhancements

- Completed Locations: 25
- Programmed Locations: 7
 - Vermack at Parliament Dr
 - Happy Hollow at Kingsland Ct
 - Peeler at Happy Hollow
 - Peeler at Lakeside Dr
 - P.C. East at P.C. East Extension
 - Jett Ferry midblock
- Programmed Locations-Lighting
 - North Peachtree at Peachford
 - North Peachtree at Barclay


Maintaining Neighborhoods- Intersection Improvements




Transportation


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


2025

 Quick build safety improvements (2 locations)

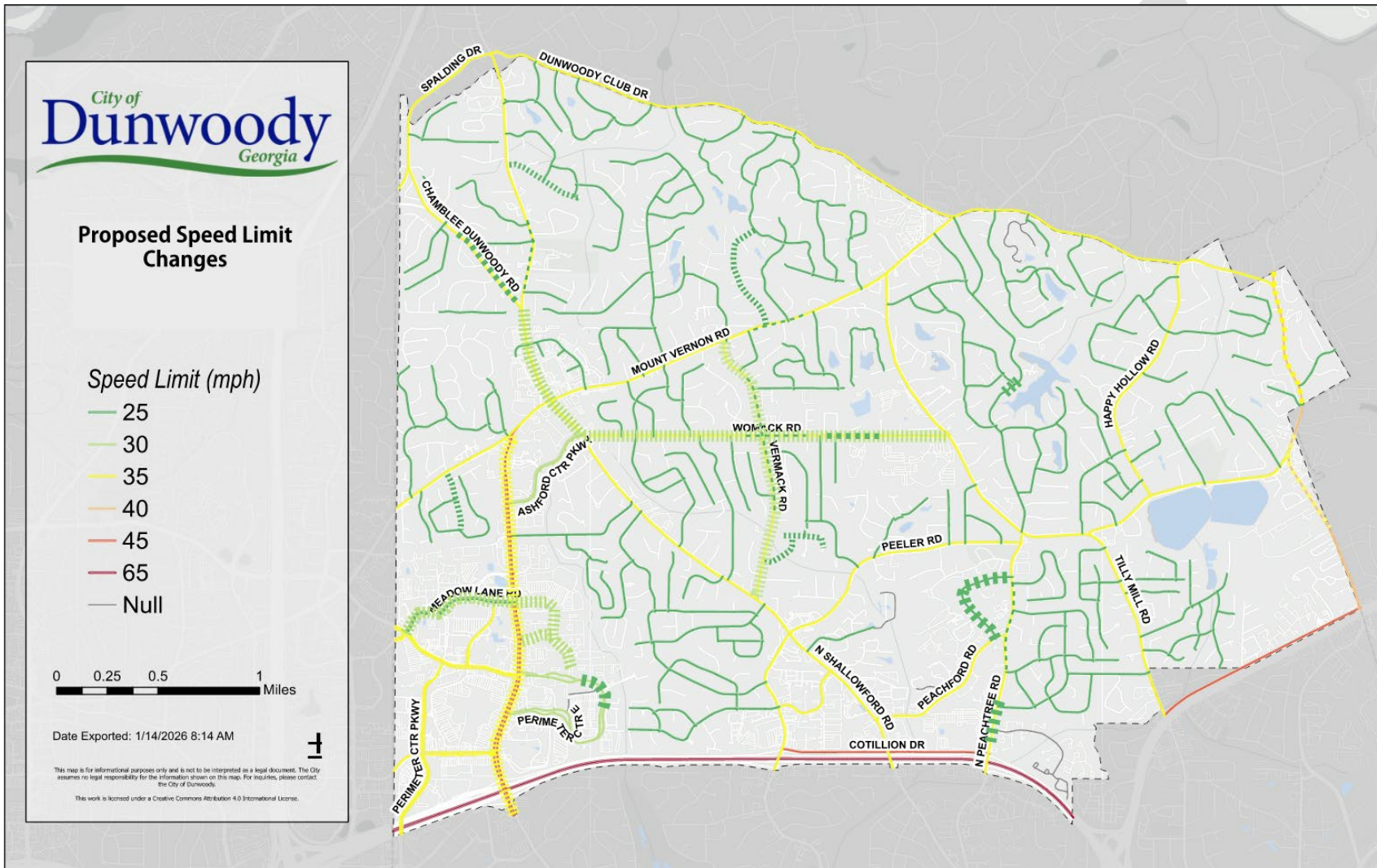
 Leading Pedestrian Interval timing (30)

Programmed Projects

 Unsignalized intersection safety improvements, e.g., left turn lanes, warning signs, curb extensions, realignment (11)

 Signal Upgrades, e.g., new signal, turn lanes, realignment, signalized crosswalks, removing channelized turn lane (6)

Maintaining Neighborhoods- Promoting Lower Speeds



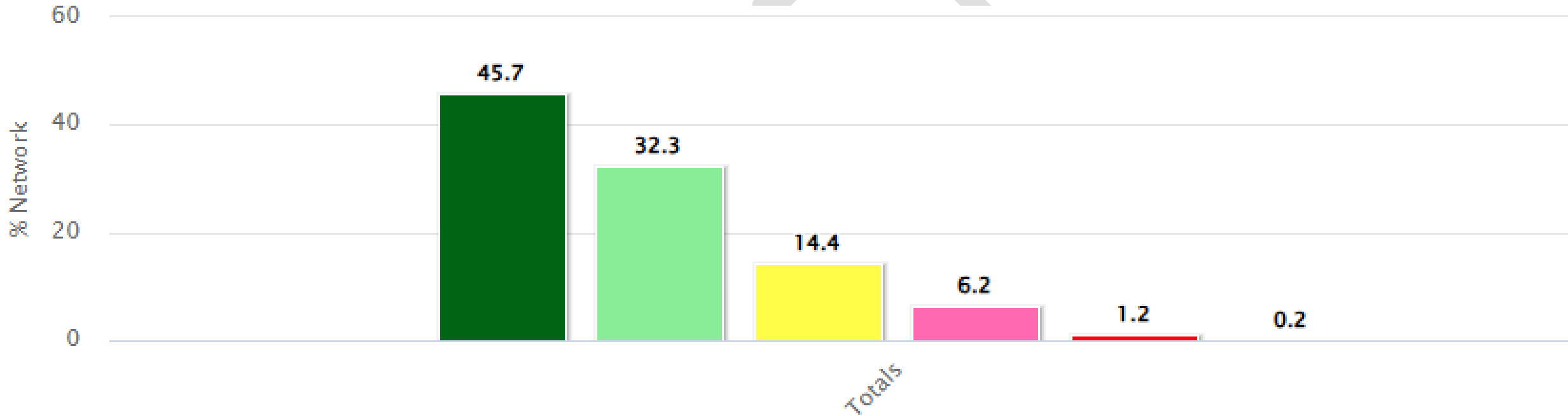
Transportation

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

Maintaining Neighborhoods - Paving

Comp. Plan Activity- T1

Current Overall Pavement Condition

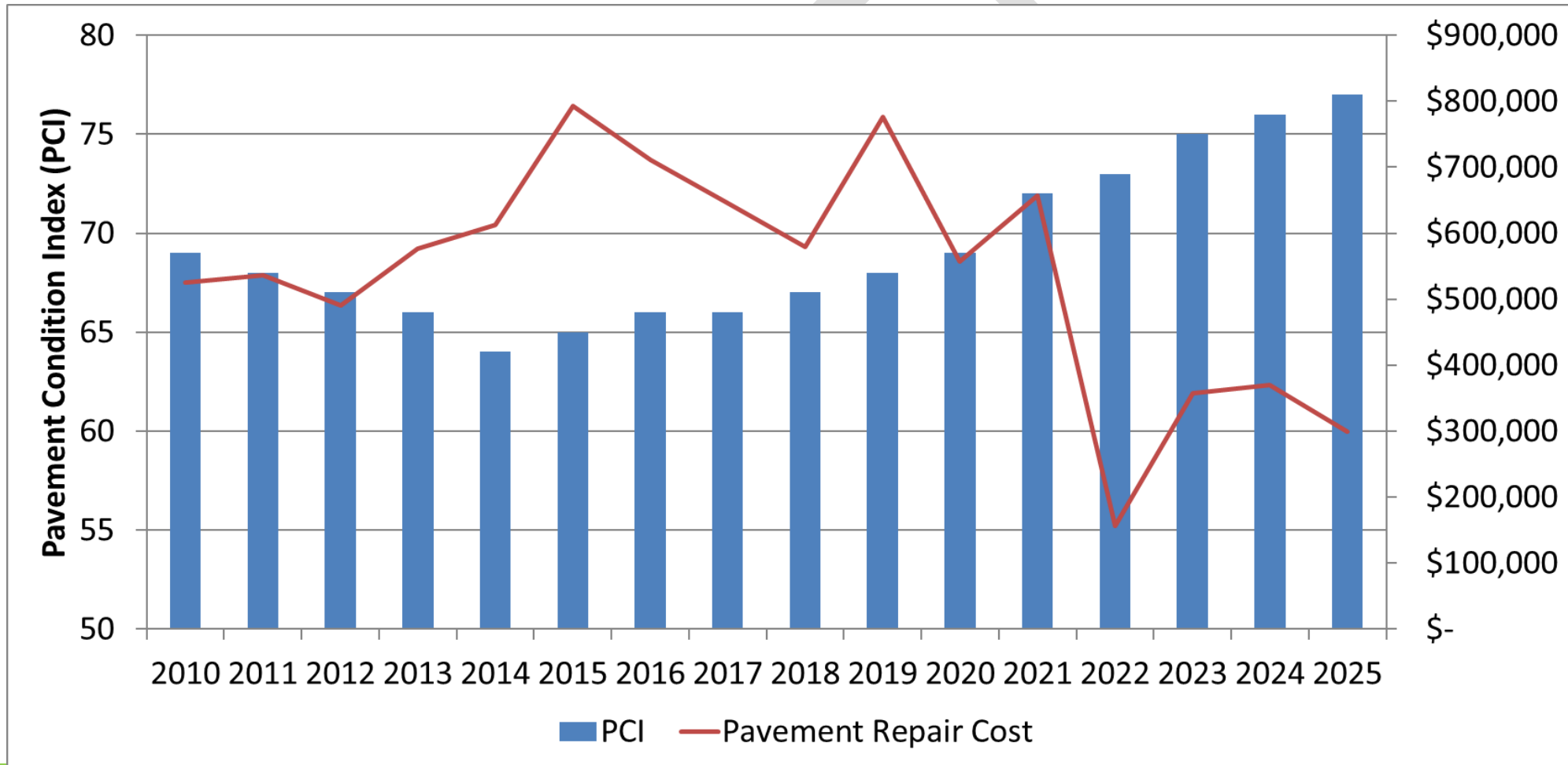


1 - Good [86 - 100]	2 - Satisfactory [71 - 85]	3 - Fair [56 - 70]	4 - Poor [41 - 55]
5 - Very Poor [26 - 40]	6 - Serious [11 - 25]		

Maintaining Neighborhoods - Paving

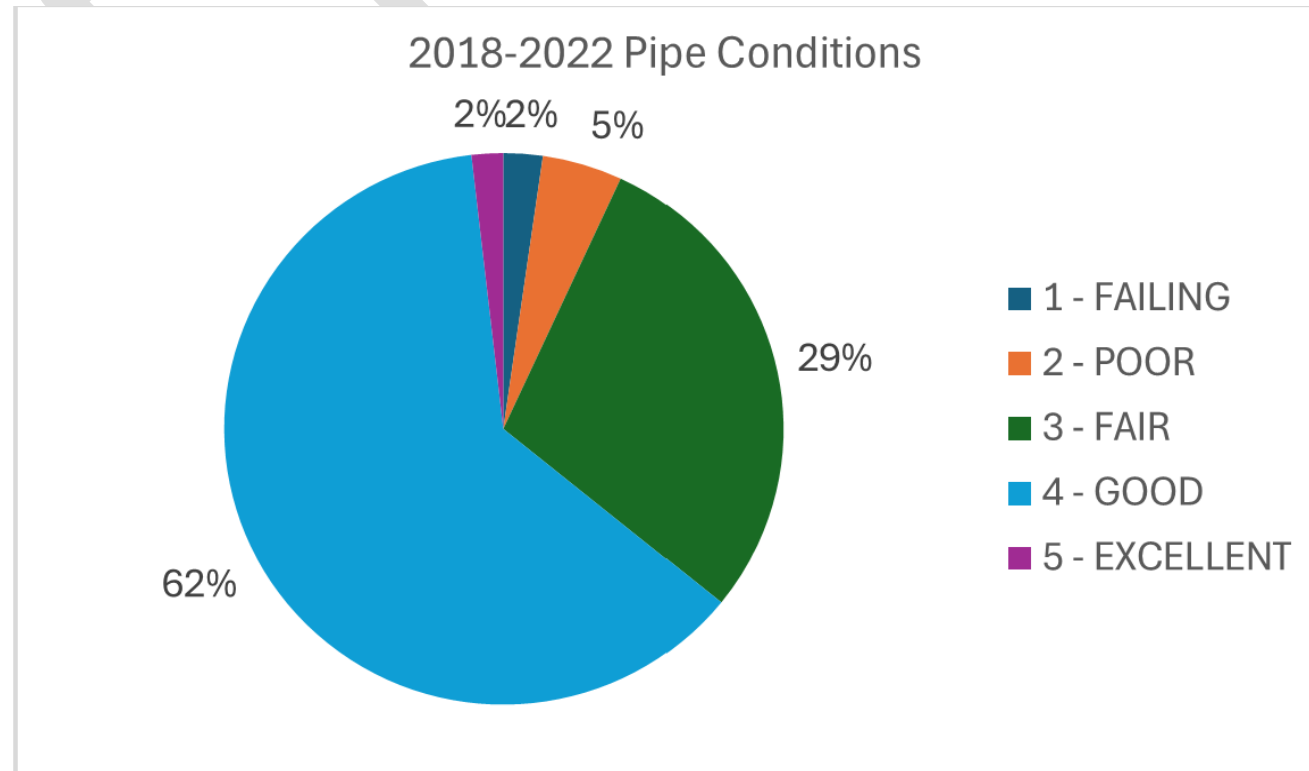
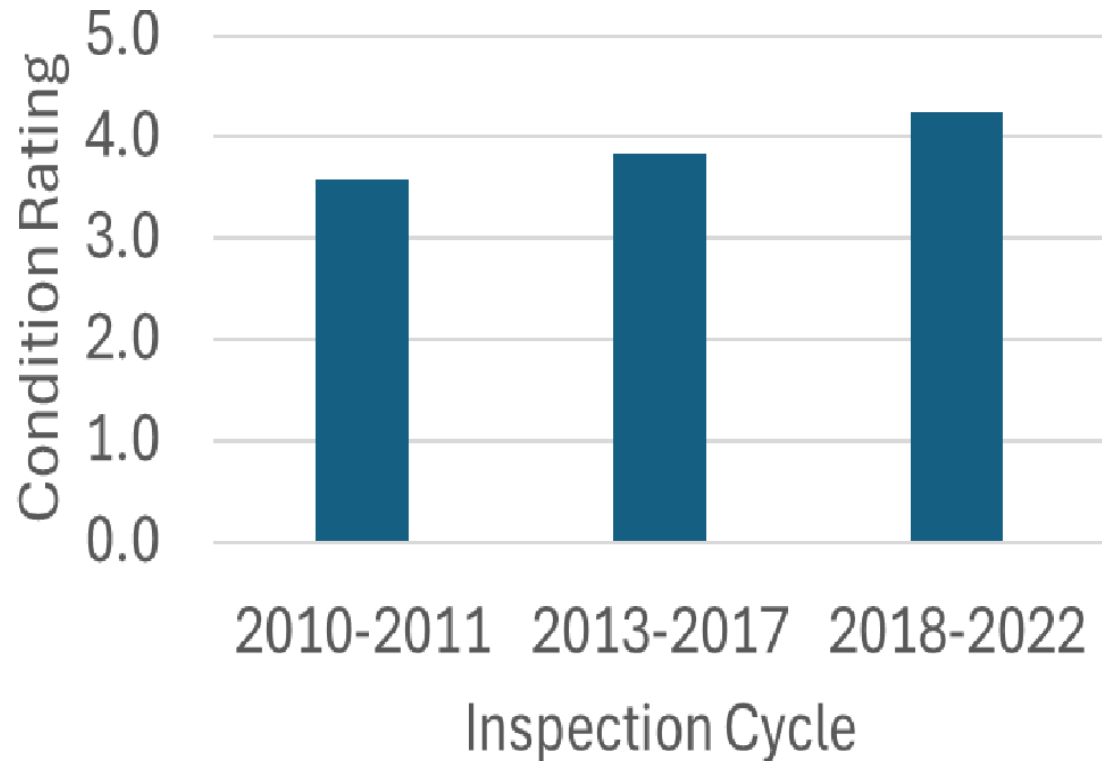
Comp. Plan Activity- T1 / PCI=Pavement Cost Index

Historical Pavement Condition Rating and Operating & Maintenance Paving Costs



Maintaining Neighborhoods - Stormwater

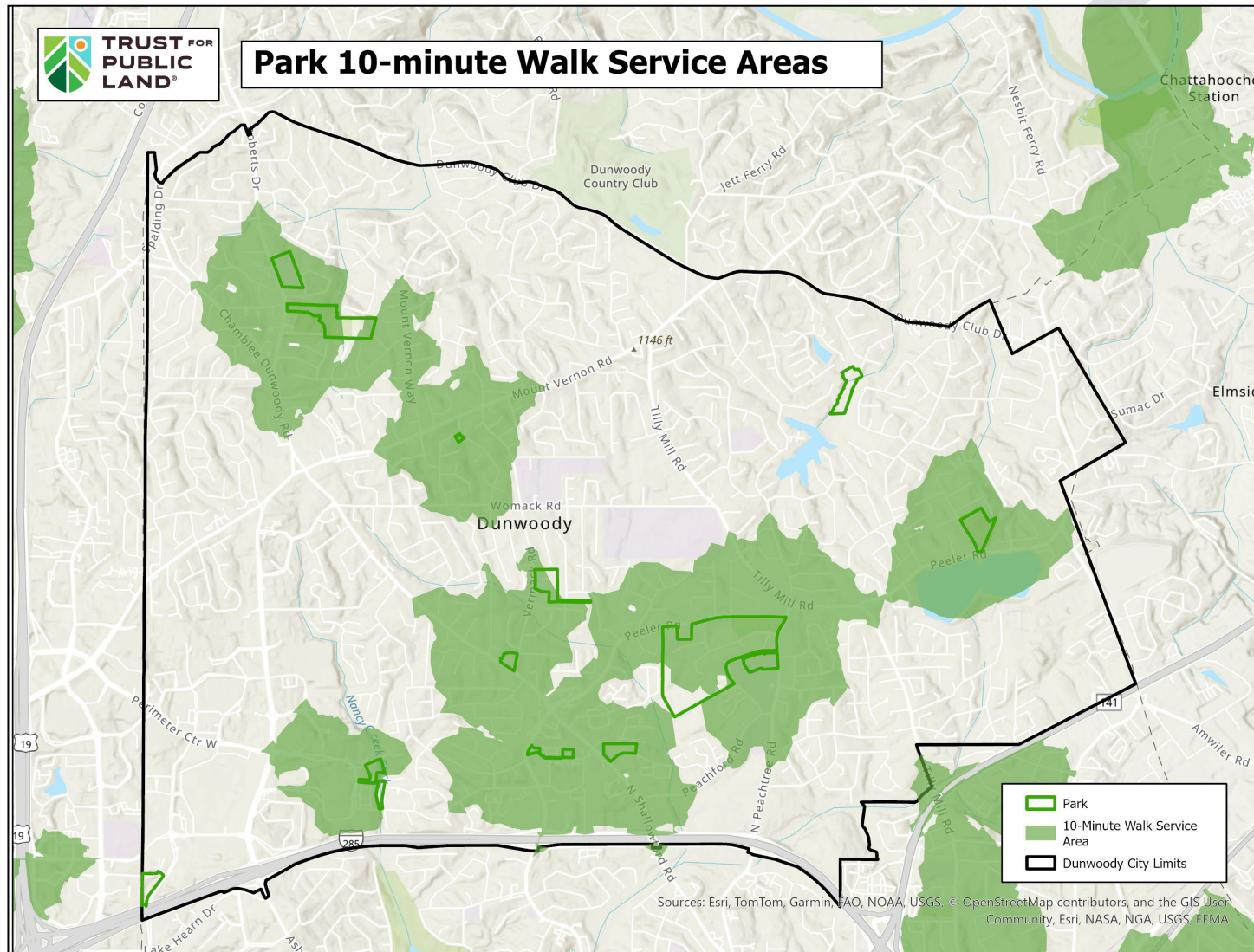
City Stormwater System Condition



Public Safety – Neighborhood Efforts

- Neighborhood Police Patrols
- Vacation House Watch
- Speed/Traffic Enforcement
- Pedestrian Crossing Details
- Speed Trailers
- Integrated License Plate Readers
- RFID Access / Apartments / Gates

Maintaining Neighborhoods - Parks



"Why did you choose Dunwoody as your new home?!"

Brook Run Park: Dunwoody's Signature Park

"Brook Run is such a treasure. I'm there 5 days a week, walking, Saturday morning market, dog park in the afternoons. Love watching the ballgames in the spring time, and all summer long. Thankful to live so close to it. We should be thankful to have such a beautiful space in our backyards. That's all I have to say about that."

"Love love love this park! Trails to walk and run! Walk your dog. Two dog parks, big dogs and little dogs. They have all sorts of summer, winter and spring events for families and children. Farmer's market! Events for dogs too! Too much to write!"

"Fantastic park. I play Pokémon Go and disc golf. They have both, how can you beat that. They have a dog park and a nice walking trail. Plus they have space for sports. If you have kids it's got a great play area. Great park you can't ask for more. Always clean."

"I was just having a conversation with my daughter about how wonderful Brook Run is, and how lucky we are to have it near us."

The playground was opened the year we moved to Dunwoody, and we used it so much over the years. During the pandemic, my three kids had their orchestra concerts at the amphitheater. We love the plants sales at the organic garden. The skate park is always busy, and the trails are so lovely. We've been to countless birthday parties and charity runs over the years, and now we use the dog park almost daily. We used to go to Thursday night food trucks often, and we love the Saturday farmers market. Brook Run Park really is an amazing resource for the community."



When people say they love their neighborhood, what are they saying?

"Favorite park in Dunwoody. Walking paths, benches for parties, or to watch the basketball games. Good group of ppl who come there to hoop. Everyone's friendly. During Sunset colors are amazing."

Pernoshal Park



"*Dunwoody Nature Center* is a beautiful place to enjoy the outdoors with plenty of trails, picnic areas, and peaceful spots to relax. We visited in the late afternoon and loved how well-kept everything was, making it perfect for a quiet walk or family outing. It's a hidden gem that feels both relaxing and refreshing."

"Great place for families to have a picnic and let their kids play in the playground area. I visited this location to play pickleball on the courts. They have drawn pickleball lines on top of the existing tennis courts. Facilities were clean and parking was convenient."

Windwood Hollow



"I meet up here with friends for a bocce ball league. The park is located within a small neighborhood community so be aware you are visiting someone's yard. They have a large open yard with green space for people to run and play and a covered pavilion with tables where groups have little parties. It is connected to the Brook Run park trail as well. Great addition to the Dunwoody community!"

Georgetown Park



How do we continue to build on success?

- Homecoming Park
 - Design firm presented to Council April 2026.
 - Park completion Q4 2027.
 - Playground design steering committee with community members identified.
 - Program engagement with Dunwoody High School volleyball team.



How do we continue to build on success?

- Brook Run Park
 - Artificial turf repairs on baseball and multiuse fields Q3 '26
 - Playground relevancy. Redesign begins Q3 2026
 - Wayfinding signage within park boundaries
 - Dunwoody Trailway restriping Q3 2026
- Dunwoody Nature Center
 - Learning Lab completion estimated Q2 2026
 - 2025 Wetland and Boardwalk project
- Donaldson-Bannister Farm
 - Blacksmith Shop renovations in October 2025
- Wildcat Park
 - Activation through 'Art for All' exhibit



How do we continue to build on success?

- Waterford Park
 - Little Free Library and parking stops installed August 2025
- Windwood Hollow Park
 - Communication board installed March 2026, sponsored by Dunwoody Woman's Club
 - New playground surfacing Summer 2026
 - Tennis court resurfacing Summer 2026
- Big impact, low-cost community engagement
 - Adaptive recreation expansion with community partners
 - Art installations at each park





City of
Dunwoody
Georgia



Dunwoody Holiday HQ

Council Retreat Update – March 2026

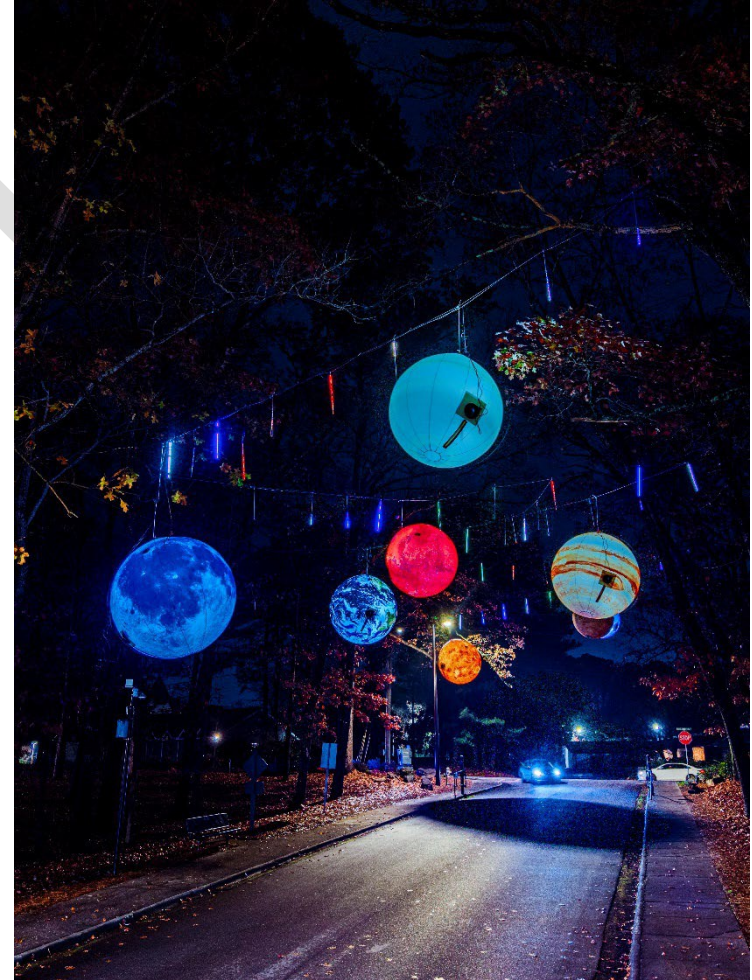


Holiday HQ is no longer an experiment — it's a recognizable, in-demand seasonal brand that residents, visitors, and partners are actively seeking out. Last year was a breakthrough year for Dunwoody's holiday identity.

- Website traffic
- Social media engagement
- Holiday Lights attendance
- Ravinia in Lights attendance
- Light Up Dunwoody attendance
- Perimeter Mall visits
- Spruill Gallery sales

Holiday HQ elevated Dunwoody events, businesses and nonprofit partners

- Dunwoody Holiday Lights more than doubled attendance, going from 33.7K in 2024 to 74K in 2025
- At Perimeter Mall, traffic was up 4.6% compared to 2024
- Ravinia in Lights credited the HQ mailer with the largest turnout ever – 799 in attendance
- At the Spruill Gallery, revenues exceeded budget by 16% - best year since 2018.
- Dunwoody Preservation Trust reported strong turnout at Light Up Dunwoody and the Holiday Open House
- Residents called and emailed City Hall to praise the lighted snowflakes, as king for more



Website Traffic

16,629 total page views on Dunwoodyga.gov - Holiday Lights dominated website traffic in November & December

5,894 total page views on the Holiday HQ landing page, hosted by Discover Dunwoody - #1 most visited page on Discover Dunwoody during the season

7.7% click-through rate from Google Search - well above industry benchmarks - Strong brand recognition: “Holiday HQ” was the top search query, proving the campaign name is sticking

Significant SEO opportunity to capture broader “Christmas events” traffic moving forward

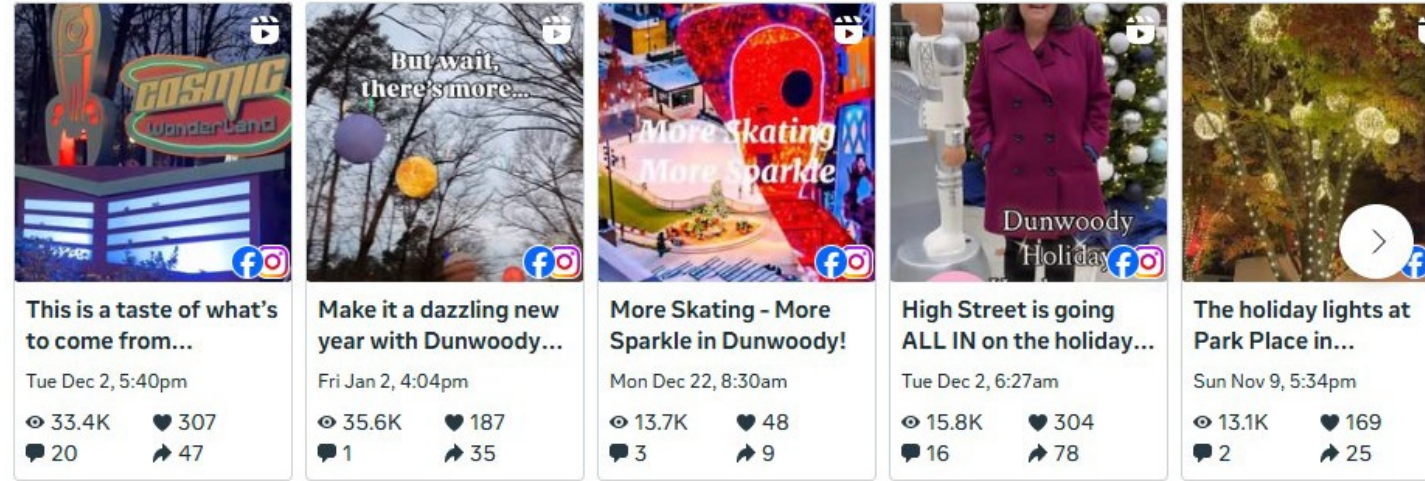


Social Media Engagement

Top reels by views

Boost content

See all content



City of Dunwoody + Parks & Rec (December 2025)

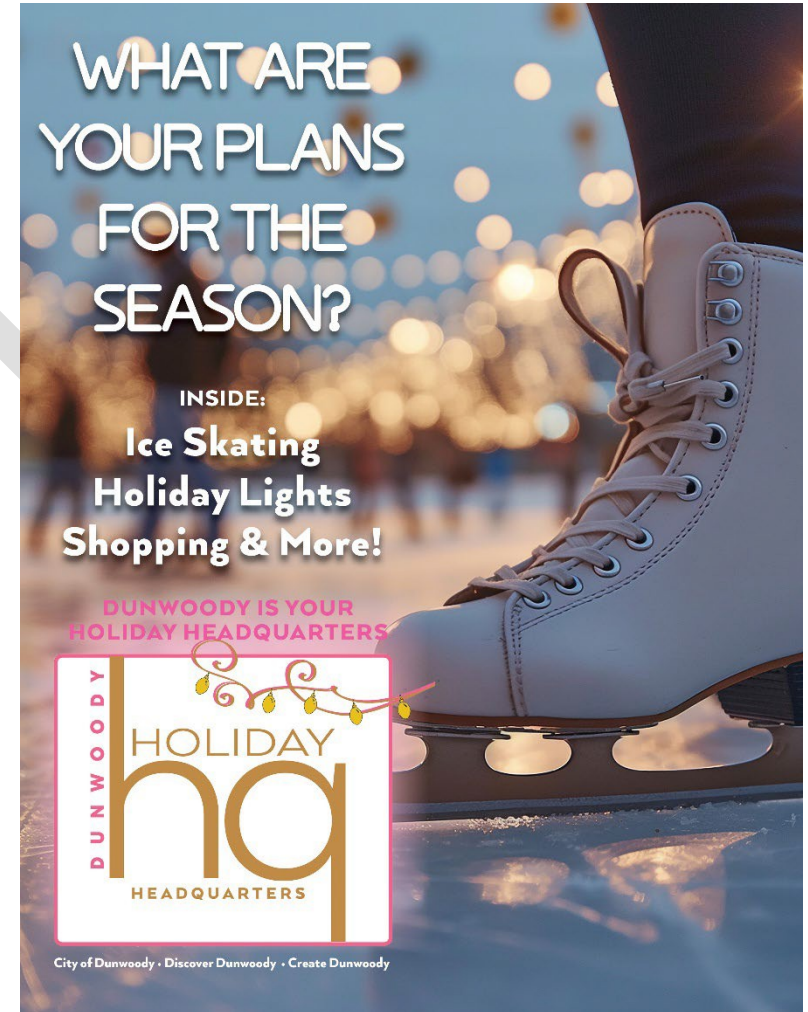
- 421 Facebook post views
- 166K Instagram post views
- @otpmama Instagram post - 346K views
- @mrandmrsdunwoody Instagram post - "Dunwoody really was the Holiday HQ"

Discover Dunwoody Instagram (December 2025)

- 25.2K followers (+886 new followers)
- 18.6K interactions (3x baseline)
- 41 posts + reels
- 108% increase in follower growth rate
- 200% increase in interactions

WHY? Economic Impact + Community Impact + Brand Impact

- Drove traffic and business
- Improved retail and restaurant visibility
- Boosted attendance at local events
- Strengthened partnerships
- Elevated civic pride
- Holiday HQ is now a recognizable, trusted seasonal brand
 - ✓ Residents and visitors expect it
 - ✓ Partners want to support it in it
 - ✓ Media outlets are covering it
 - ✓ Influencers are amplifying it



2025 Budget



Council approved a budget of \$25,500, in addition to \$25,500 pledged by Discover Dunwoody as a campaign partner.

\$24,607 in advertising by Discover Dunwoody, including the Holiday Headquarters mailer, social media, and ads in Rough Draft, Atlanta Magazine and other publications

\$8,820 – Holiday HQ Banners

Perimeter (12), Village (5), Georgetown (5), Jett Ferry (5), Winters Chapel (5)

\$14,167 – Lighted Snowflakes

Georgetown (15) Dunwoody Village (6 new ones to supplement 10 smaller ones placed by Create Dunwoody)

\$9,492 spent for fabrication of 21 snowflakes

\$4,675 spent for installation, removal and storage

(\$1,500) power tests on poles

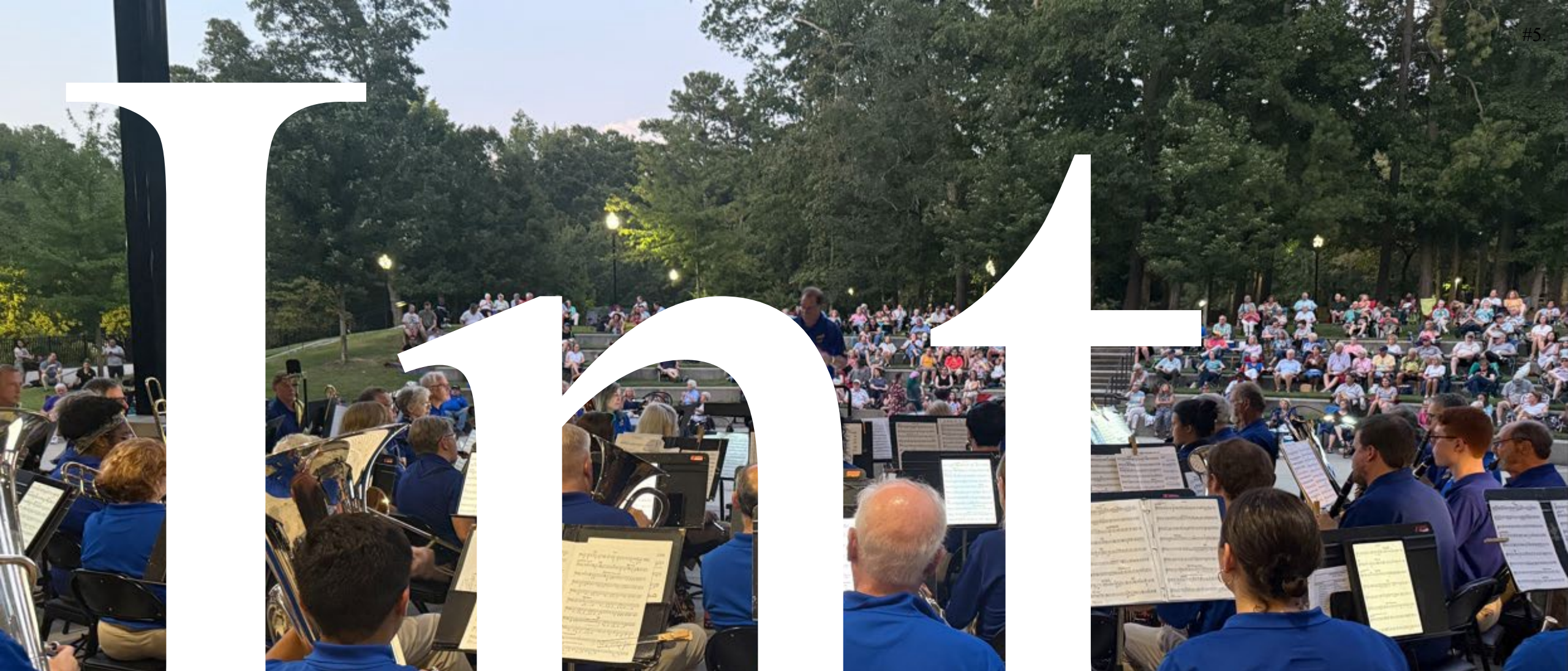


2026 Challenges

- Georgia Power plans to charge an additional fee per pole for hanging snowflakes or banners
- Supplying power to poles in Jet Ferry, Winters Chapel and Perimeter

2026 Opportunities

- Perimeter Mall wants to activate the parking deck
- Add lights to trees at City Hall
- DPT considering offering carriage rides through Dunwoody to see the lights, history, holiday drinks



Tratt

GEORGIA

250★

International Soccer

Plans

- **May 16**– Kids to Parks Day: Rush Union clinics and games on the front field at Brook Run Park
- **June 5** - Pics in the Park: “Kicking and Screaming”
- **June 13** – Groovin' on the Green: Rush Union clinics and games on the Great Lawn at Brook Run Park

Opportunities

- Discover Dunwoody will host an event website for watch parties
- High Street, Ashford Lane, the Village and others plan to host watch parties, which draws traffic to our commercial areas
- Tournament runs **June 11 – July 19**, Atlanta matches run **June 15 - July 15**

Limitations

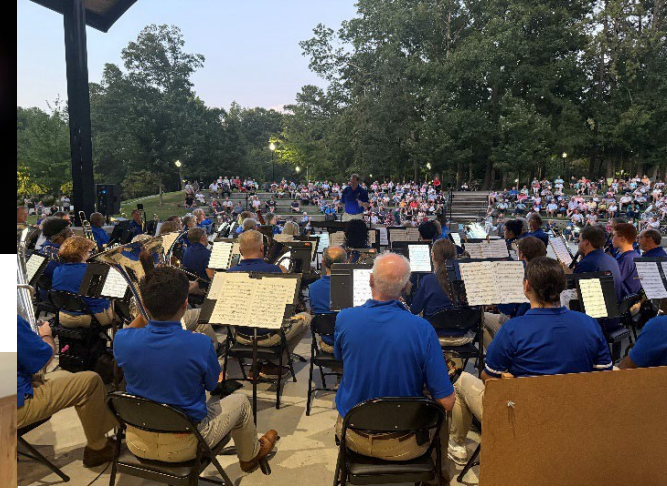
- We can't use the logo
- We can't say the name
- Watch party screen + license - \$6,000+



GEORGIA

250

SM



Tuesday, June 30 – Special reading by Mayor Deutsch

Thursday, July 2 – Blue Star Marker unveiling and Patriotic Concert, presented by Dunwoody Parks & Rec

Friday, July 3 – A Star-Spangled Open House, presented by Dunwoody Preservation Trust

Saturday, July 4 – Dunwoody 4th of July Parade





Invest in Perimeter

March 25, 2026

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*

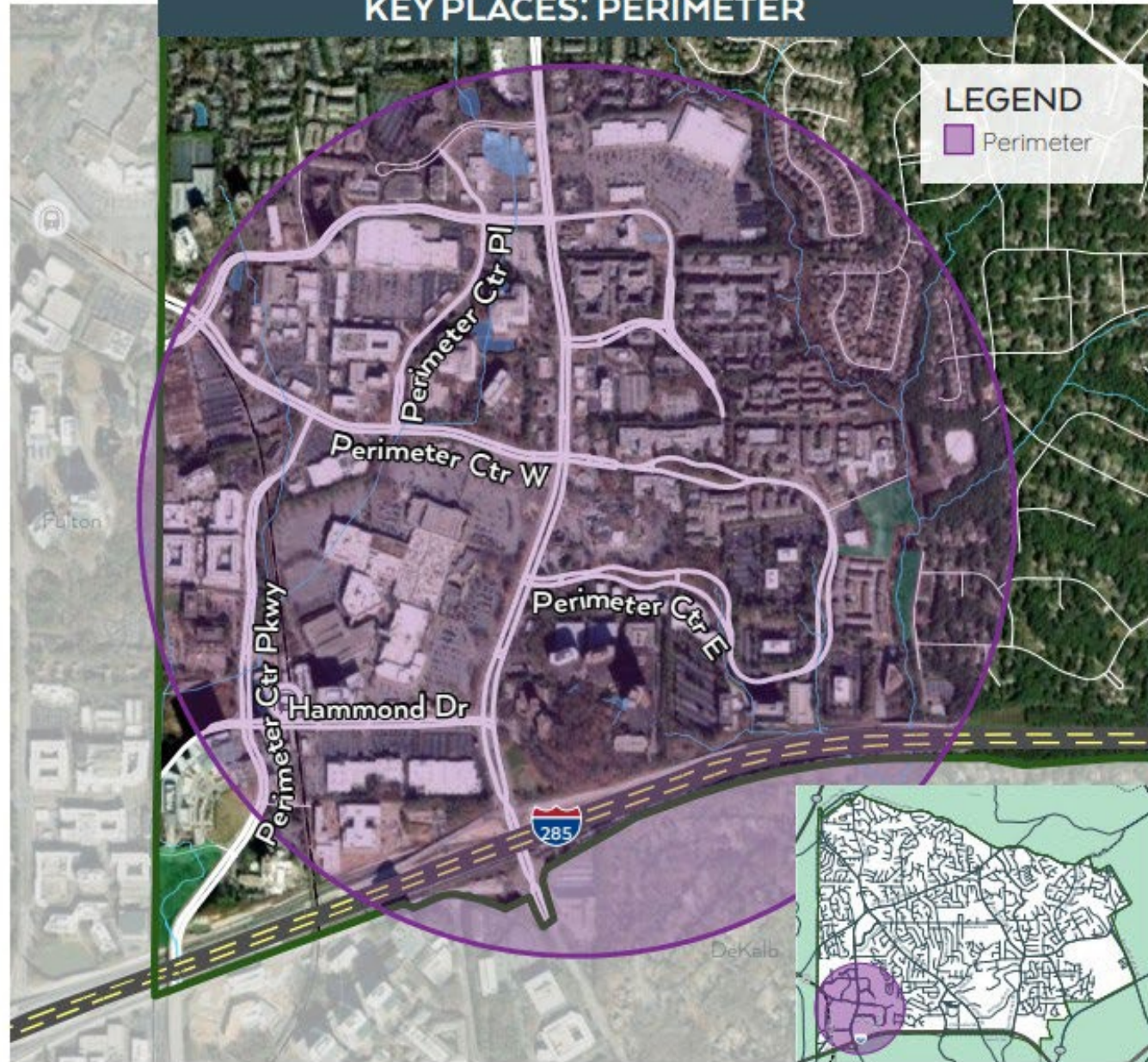
However, mobility is hampered by a street network that is mostly suburban in its design. This has resulted in a lack of connected local roadways that provide route options and a difficult environment for walking and bicycling.

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

KEY PLACES: PERIMETER



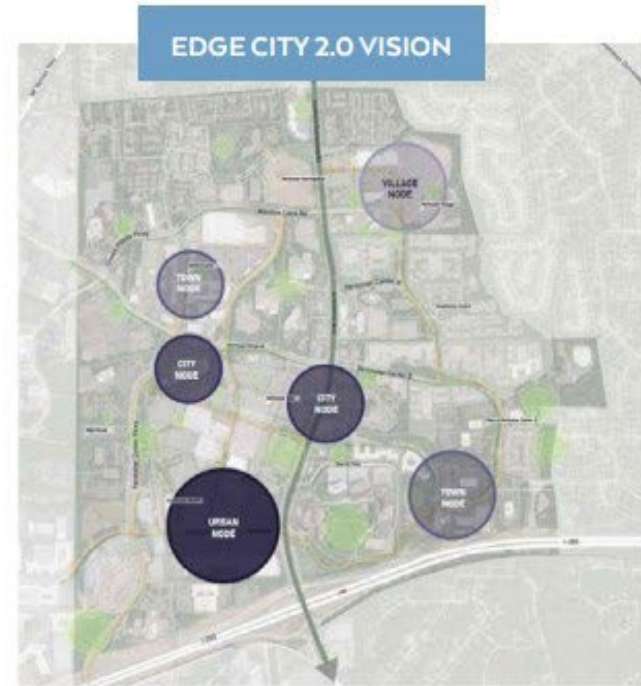
Perimeter's Challenges

- » 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

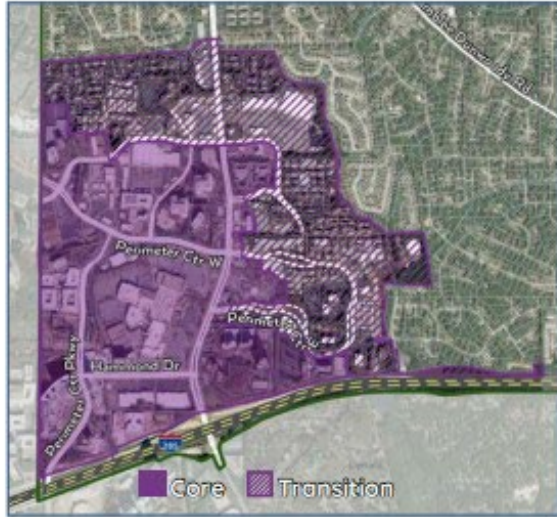
- » Anticipated Growth: 4,700 to 8,700 new households
- » Strong class A office market with a variety of shopping, dining, and entertainment

➤

*Data source: ESRI Business Analyst & CoStar



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.

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.

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

CORE



Appropriate Intensity - Core



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.



Appropriate Intensity - Transition



Perimeter Commercial Data



OFFICE: 25% Vacancy --- \$30 per square foot asking rent

8.6M
SF



RETAIL: 7.2% Vacancy --- \$39 per square foot asking rent

3.5M
SF



APARTMENTS: 5.9% Vacancy --- \$1,813 Average Rent

6,277
Units



HOTELS: 63% Occupancy --- \$90 Revenue Per Available Room

2,245
Rooms

Source: CoStar

Place is Critical to Office and Retail

Gensler Research & Insights Expertise Projects People Offices About Careers Contact Us

dialogue BLOG

Will AI Make the Workplace More Human?

Gensler's Global Workplace Survey 2026 reveals how AI is making the physical workplace more essential — not less.

March 10, 2026 | By Janet Pogue McLaurin, Anita Grabowska, and Katherine Engel

THE WALL STREET JOURNAL

A New Generation of Mall Rats Has Arrived

Gen Z shoppers are hanging out at malls and documenting everything on social media, helping boost a budding recovery in stores.

CUSHMAN & WAKEFIELD

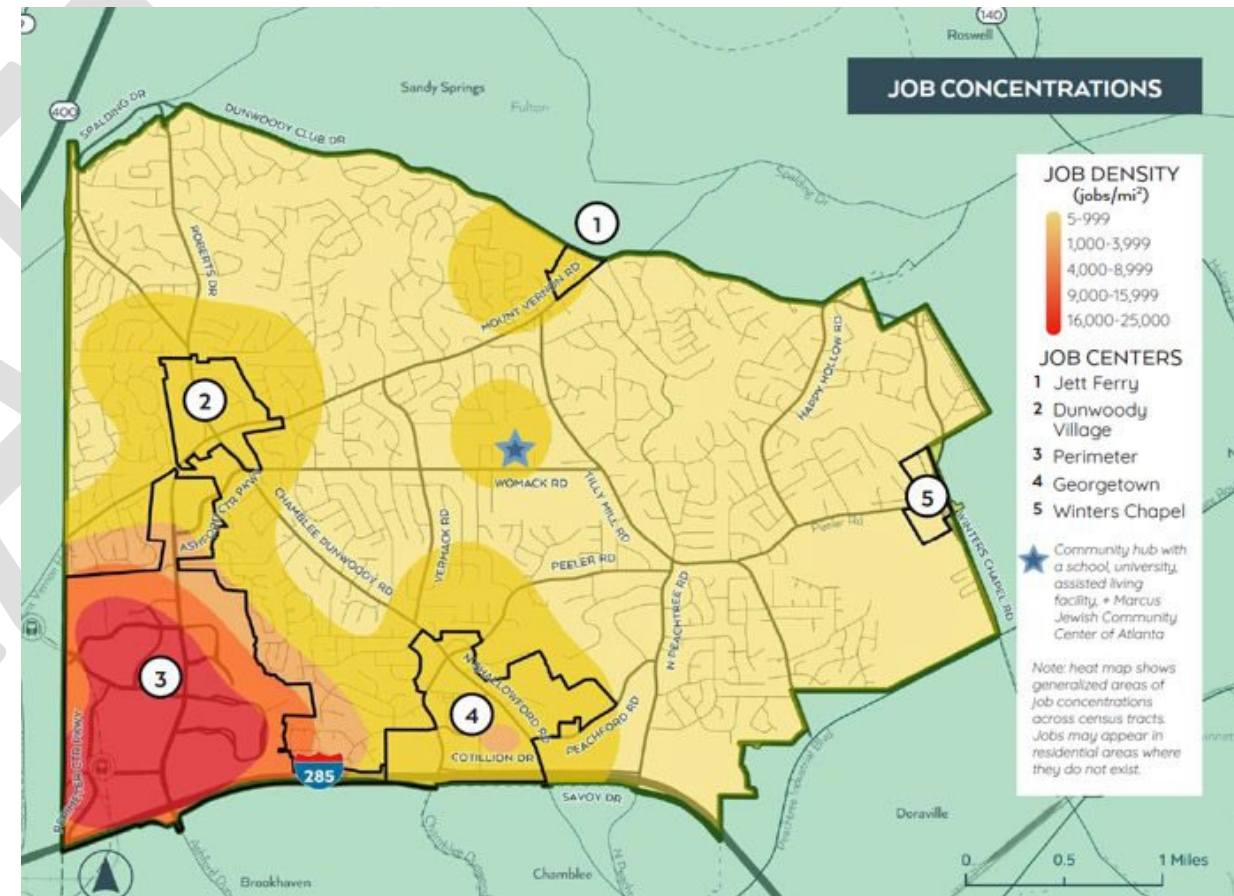
The Rise of the Experiential Economy

Dunwoody = Polycentric hubs + Perimeter as CBD Skyline

Commercial Centers : small-area plans, façade improvements, tenanting strategies, public art and programming, and targeted redevelopment.

Perimeter: rather than trying to compete directly with places like Tysons Corner or National Landing, Dunwoody will get more ROI from:

- Tight, repeatable district management
- Focused infrastructure + public realm investments
- Define "signature nodes"
- Create a clear office repositioning + mixed use strategy
- Codify connectivity



Infrastructure Investment (2009-2030)

City: \$30 Million

Private: \$65 Million

Future Transportation Investment Opportunities:

Connection to Path 400

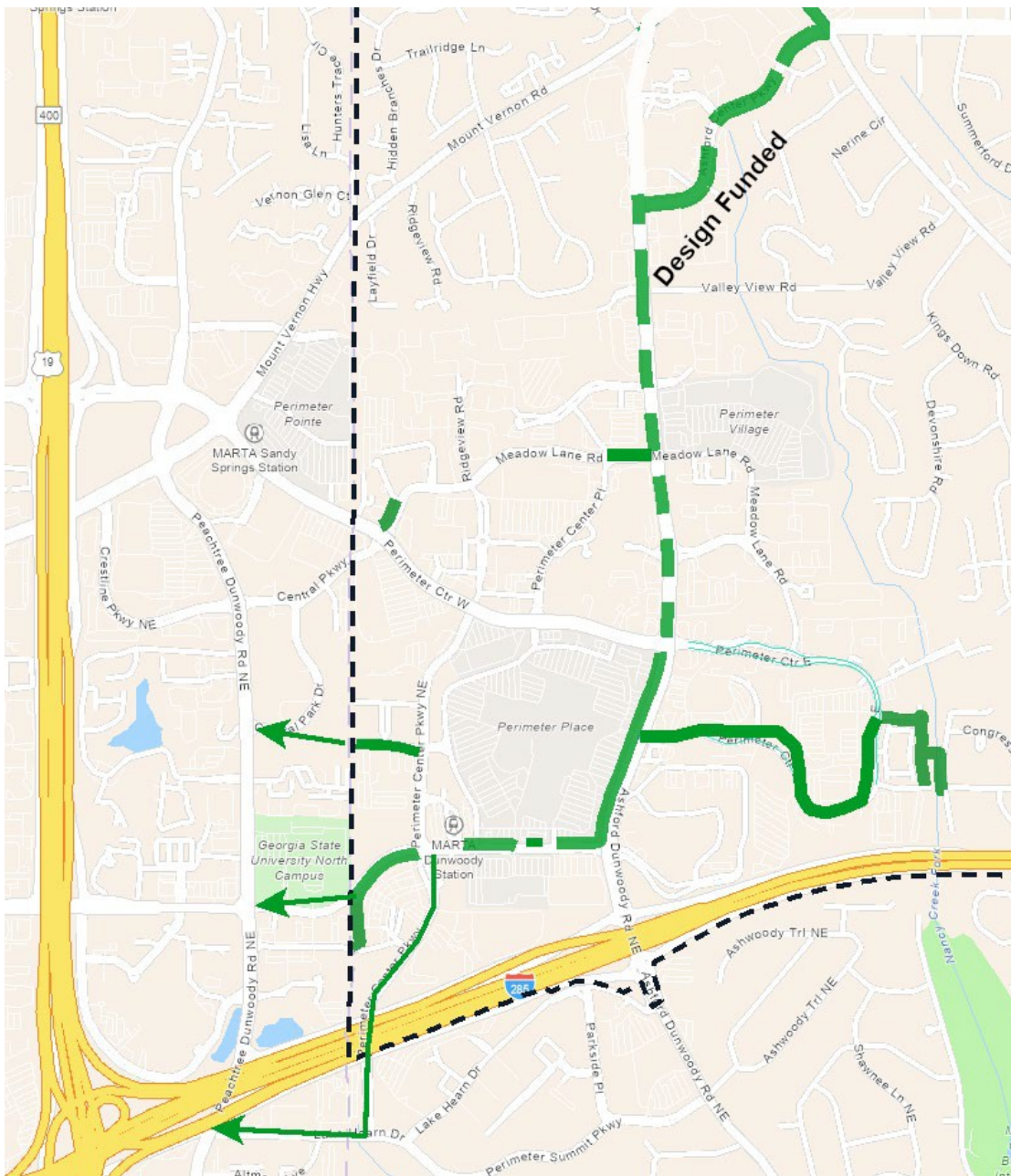
Path Connection to Dunwoody Village

Separated Bike Facilities

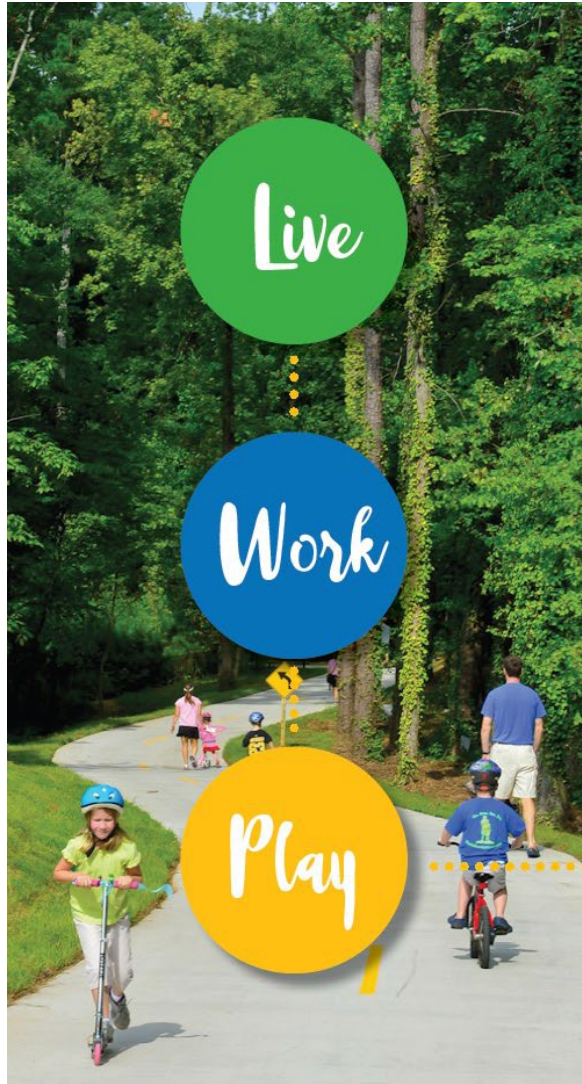
 Existing

 Construction in 5-Year Capital Budget

 Potential Routes to Path 400



Placemaking Plan



A Placemaking Plan

For a More Welcoming and Better Connected Dunwoody

PROPOSED PLAN - PHASE I



The first phase of Connecting Dunwoody is made up of a series of pocket parks and walking and biking trails that better connect commercial areas, multi-family developments and public green spaces. The nature trails and parks will provide gathering areas, allow children to play and pets the opportunity to stretch their legs by simply making Dunwoody more walkable.

Phase I will include constructing a new Perimeter Center East Park, the Ashford Dunwoody Road Trails (Phases I and II), a Flyover Bridge Park and tie a new Westside Connector Trail to the water features of Perimeter Park@Dunwoody MARTA Station.

Phases II and III will ultimately expand across the city to better connect different parts of Dunwoody to add walkable and bikeable byways.



Placemaking Plan Phase I



"*Two Bridges Park* is a fantastic addition to the Dunwoody area. It's clean, modern, and clearly designed with families in mind. The splash pad is a huge hit with kids- especially on hot days-and the playground is one of the best I've seen, with unique equipment and soft rubber flooring that's great for safety. There are plenty of shaded areas with picnic tables, well-maintained walking trails, and even outdoor fitness equipment for adults."

"*Two Bridges* is a Beautiful, Quaint, and Tucked Away Park off of Ashford Dunwoody. It is a newest addition to Dunwoody Parks and Recreation. It has a gazebo for an outdoor picnic, a gated water park for a nice cool-down, a modern and interactive play area, a walking trail, and an outdoor fitness station... very nice!!!"



Perimeter Park @ MARTA

PERIMETER PARK@ MARTA



Proposed Plan for Perimeter Park @ Dunwoody MARTA Station - North Plaza

4

Urban Park with Public Green Space

Located underneath MARTA's Dunwoody Station, the Perimeter Park at MARTA fulfills a vision to create sustainable public green space and a signature urban park within the central Perimeter area.

The proposed five-acre linear park will become a green space for residents, visitors and employees in the area to enjoy. The North Plaza will be reconstructed to re-naturalize the existing stream and create a series of small ponds, natural rock dams and appealing water movement.

The North Plaza design envisions a successful park at two elevations: one at street level and the other at stream level. The design captures the strong desire - noted by stakeholders - for increased pedestrian traffic with a more urban experience around the park and a more serene environment along the edges of the stream.

The upper, street-level path incorporates the existing streetscape along Perimeter Center Parkway, providing a path along the mall loop road with two pedestrian bridges over the streambed. The lower, stream-level path is reached by a series of broad stairs and provides for walkability along the creek.

Along this stream trail, the park will feature a series of garden and reflection spaces where visitors can relax and enjoy the new green space. The North Plaza will be anchored by another large, open community space and a hardscape plaza overlooking Perimeter Creek. Together these new park spaces will be a signature focal point within the Perimeter that fosters both individual reflection and group activities.

The park will play a vital role towards Dunwoody becoming a true live-work-play city with more connectivity.



- NORTH PLAZA LEGEND**
- A Restroom
 - B Entrance Plaza
 - C Decorative Crosswalk
 - D Existing Streetscape
 - E Arbor Overlook
 - F Retaining Wall with Decorative Railing
 - G Pedestrian Bridge
 - H Terraced Seating & Steps
 - I Stream Trail

- 5 acres
- \$50,000 in 2026 budget for park design

- Dunwoody Trail Master Plan (May 22, 2023)



Springwood Park (formerly Flyover Bridge Park)

3

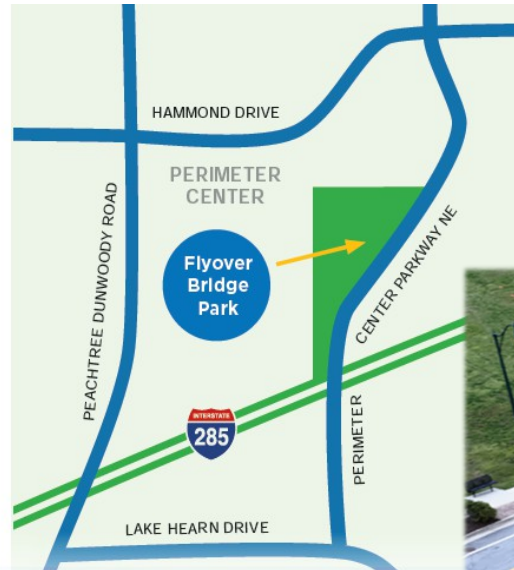
Proposed Plan for Perimeter Center Parkway Flyover Bridge Park

Pedestrian & Bicycle Friendly Pocket Park

The proposed Flyover Bridge Park repurposes existing unused green space to be pedestrian and bicycle friendly, with decorative pavers and landscaped medians. The nearly half-mile long park aims to provide plazas, lawns and gardens for residents and visitors to enjoy.

The park will meet up with adjacent multi-use trails and walking paths to greatly enhance access and usability of trail systems in and around the city.

The Flyover at Perimeter Center Parkway connects the Perimeter market from Perimeter Place to the Medical Center - and a host of shopping, dining and lodging for residents and visitors.



- 249 Perimeter Center Pkwy
- 5.47 acres
- \$50,000 in 2026 budget for park design



Protecting the Perimeter

- Technology/Real Time Crime Center (RTCC): License Plate Readers; Integrated Cameras; Gunshot Detection; Drones; Camera Trailers.
- Partnership with PCID (\$360,000)
- Business Owner Contacts
- Cooperation with Chamblee / Brookhaven / Doraville
- Targeted / Pinpoint Patrols when needed

PERIMETER MALL STATS

	2024	2025	% Change from 2024-2025
Homicide	0	0	No Change
Rape	0	0	No Change
Robbery	4	4	No Change
Aggravated Assault	4	2	-50%
Burglary	10	11	10%
Motor Vehicle Theft	5	2	-60%
Entering Auto	46	11	-76%
Shoplifting	443	372	-16%
Larceny (Other)	38	53	39%
Total Persons Crime	8	6	-25%
Total Property Crime	542	449	-17%
Total Index Crime	550	455	-17%

HUCK RR □ □ UGTS

- 20 License Plate Readers
- 5 PTZ Condor Cameras
- 1 sq/mi Audio Detection
- 1 Drone First Responder
- 2 Trailers

Perimeter Mall area stats are pulled from the following addresses:

- 4300 Ashford Dunwoody Road (Macy's)
- 4350 Ashford Dunwoody Road (Chick-Fil-A)
- 4390 Ashford Dunwoody Road (Nordstrom)
- 4400 Ashford Dunwoody Road (Mall)
- 4500 Ashford Dunwoody Road (Dillard's)
- 4532 Ashford Dunwoody Road (Lazy Dog)
- 1260 Hammond Dr (Buffalo Wild Wings)
- 90 Perimeter Center West (Seasons 52)
- 94 Perimeter Center West (Capital Grille)

CITY OF DUNWOOD CRIME STATISTICS 2024-2025

FINANCIAL RESULTS

Type	2024	2025	% Change 2024- 2025
Homicide	1	0	-100%
Forcible Rape	4	4	No Change
Robbery	26	17	-35%
Aggravated Assault	63	53	-16%
Burglary	106	68	-36%
Motor Vehicle Theft	108	78	-28%
Entering Auto	225	116	-48%
Shoplifting	930	863	-7%
Larceny (Other)	340	362	6%
Total Persons Crime	94	74	-21%
Total Property Crime	1,709	1,487	-13%
Total Index Crime	1,803	1,561	-13%

- 82 License Plate Readers
- 25 PTZ Cameras
- 1.25 sq/mi Audio Detection
- 1 Drone First Responder
- 4 Trailers



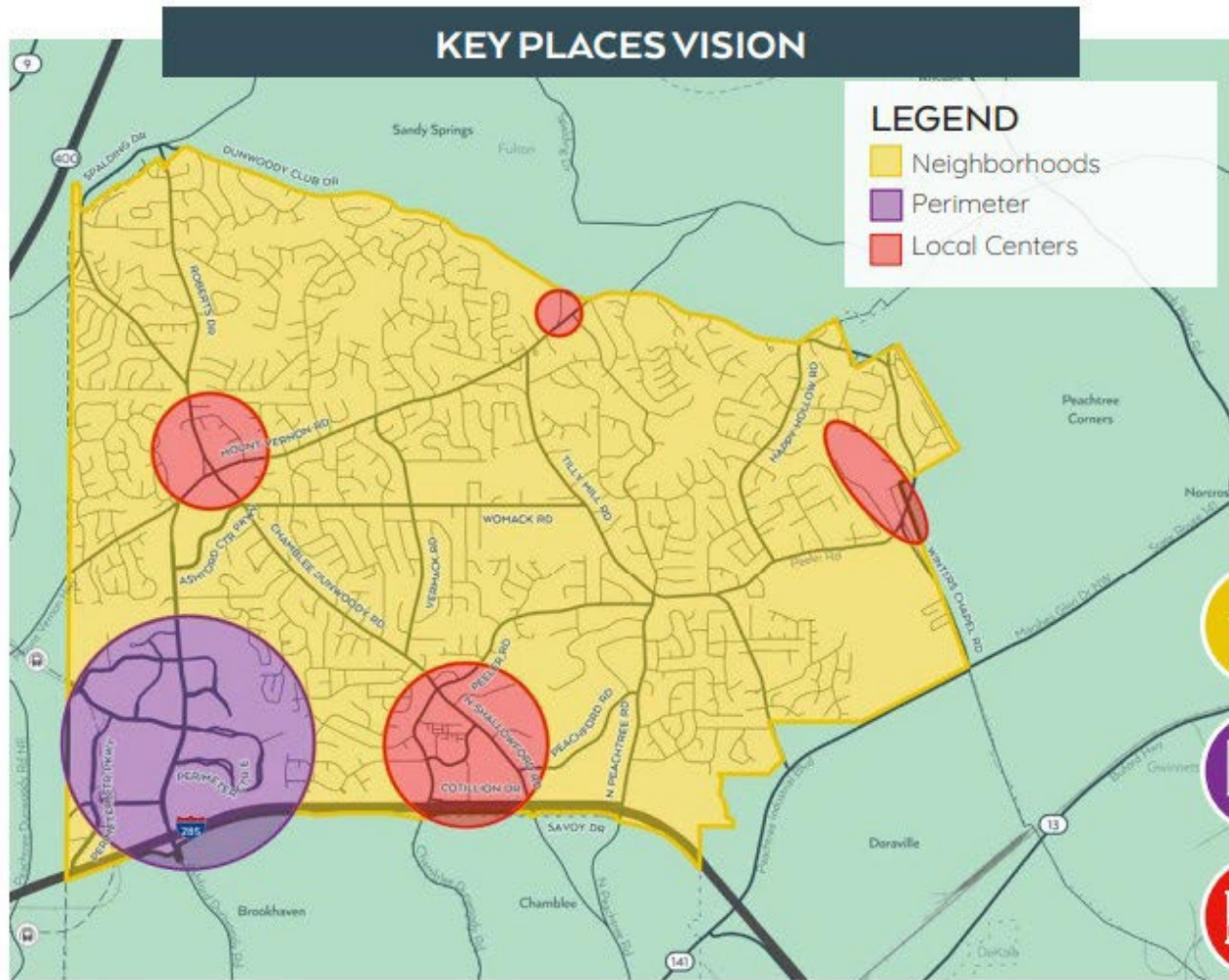
City of
Dunwoody
Georgia



Cultivate Local Centers

March 25, 2026

Key Area of Focus in the Comprehensive Plan



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**

Cultivate Local Centers

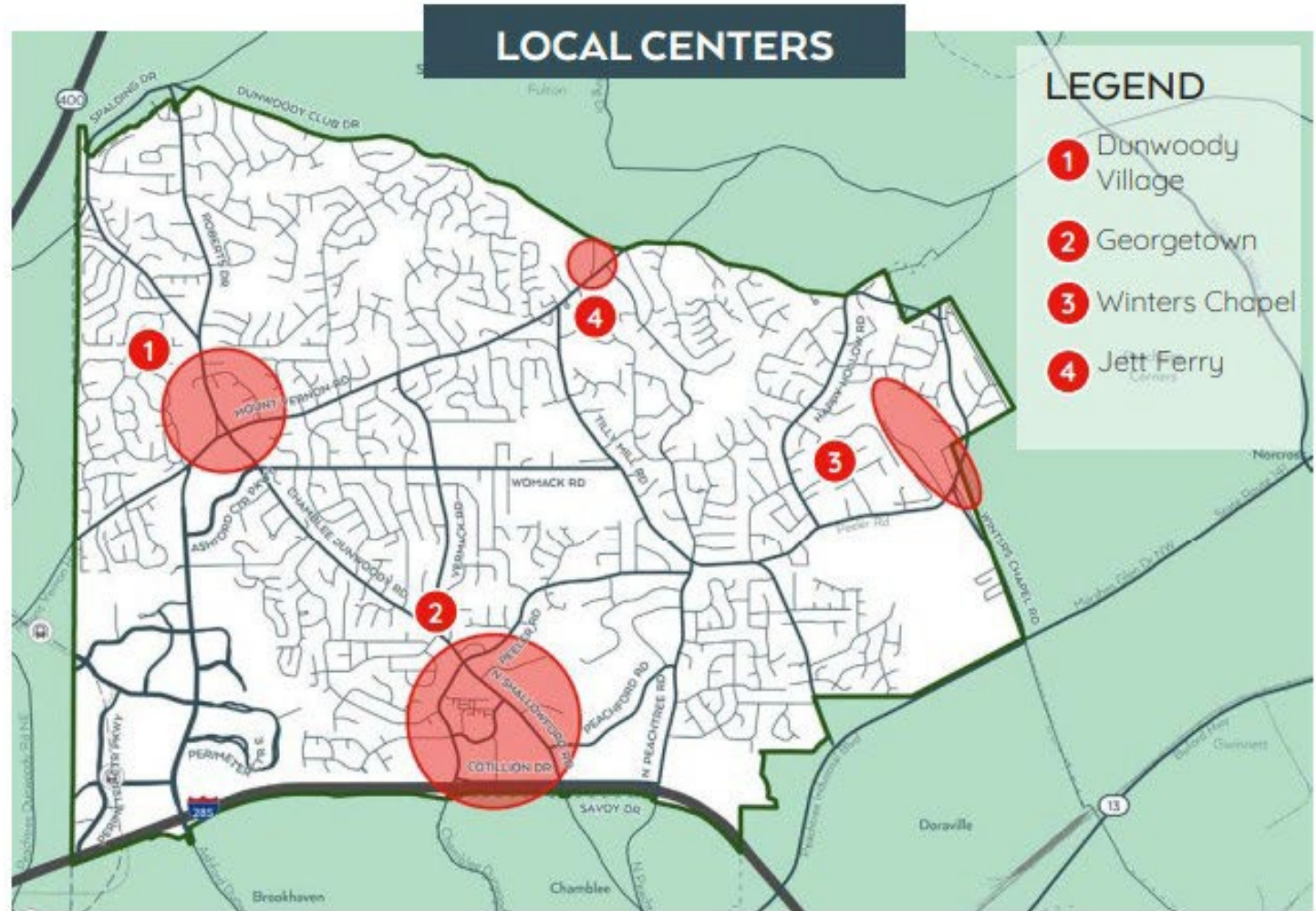


Dunwoody is a unique Perimeter community in that it does not have sprawling commercial development stretching down multi-lane, major corridors. Rather, its commercial development concentrates at key hubs throughout the city. These local commercial centers serve nearby residents, providing a community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

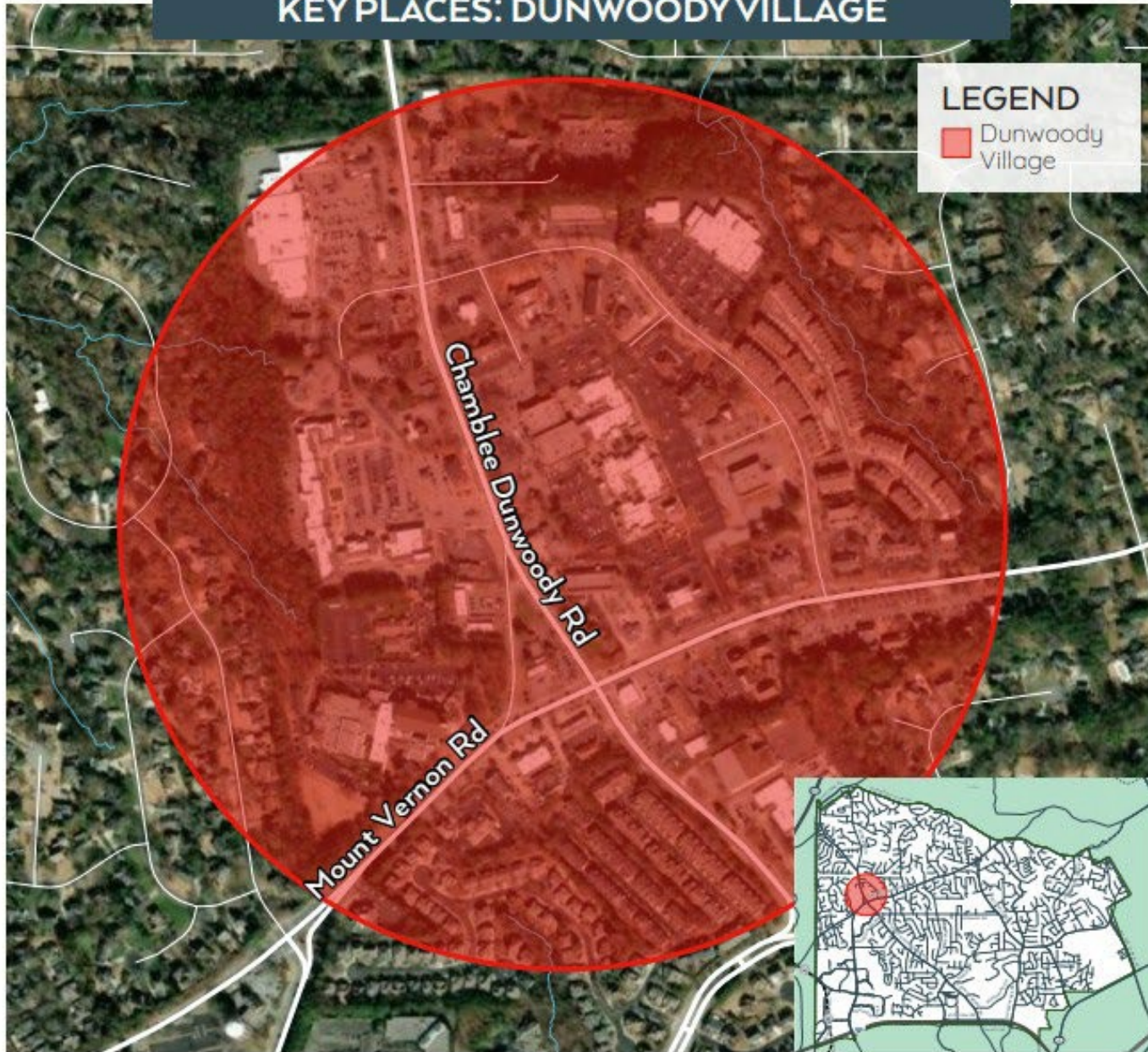
The four main local centers are:

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



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.

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 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*

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”

Housing

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

Transportation

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

Economic Development

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

Sustainability

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

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*





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.

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.



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

Appropriate Intensity





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.



Appropriate Intensity



Dunwoody Village Data



OFFICE: 6% Vacancy --- \$24 per square foot asking rent

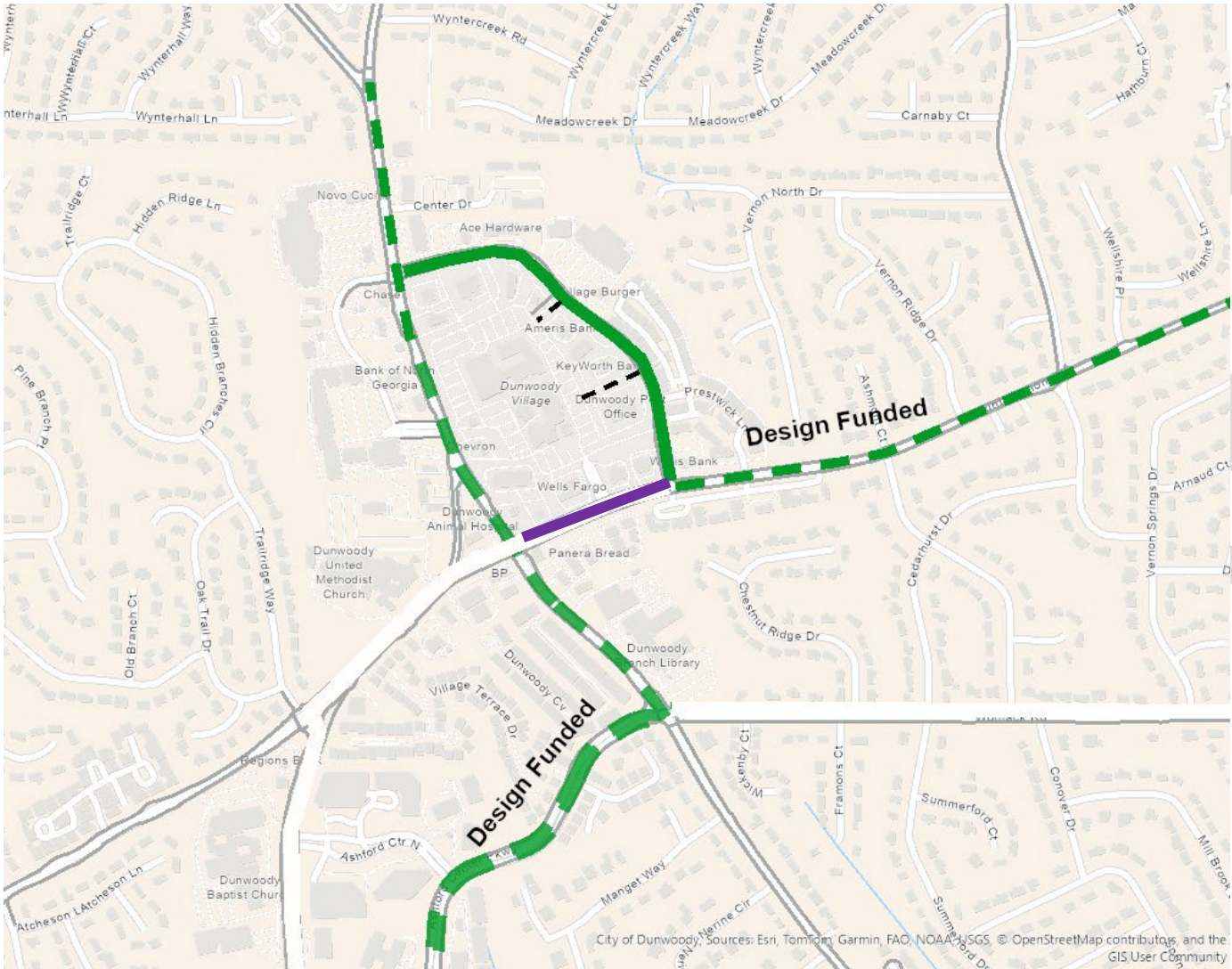
283K
SF



RETAIL: 2.3% Vacancy --- \$34 per square foot asking rent

509K
SF

Source: CoStar



Infrastructure Investment (2009-2030)

City: \$22 Million

Corridor Improvements

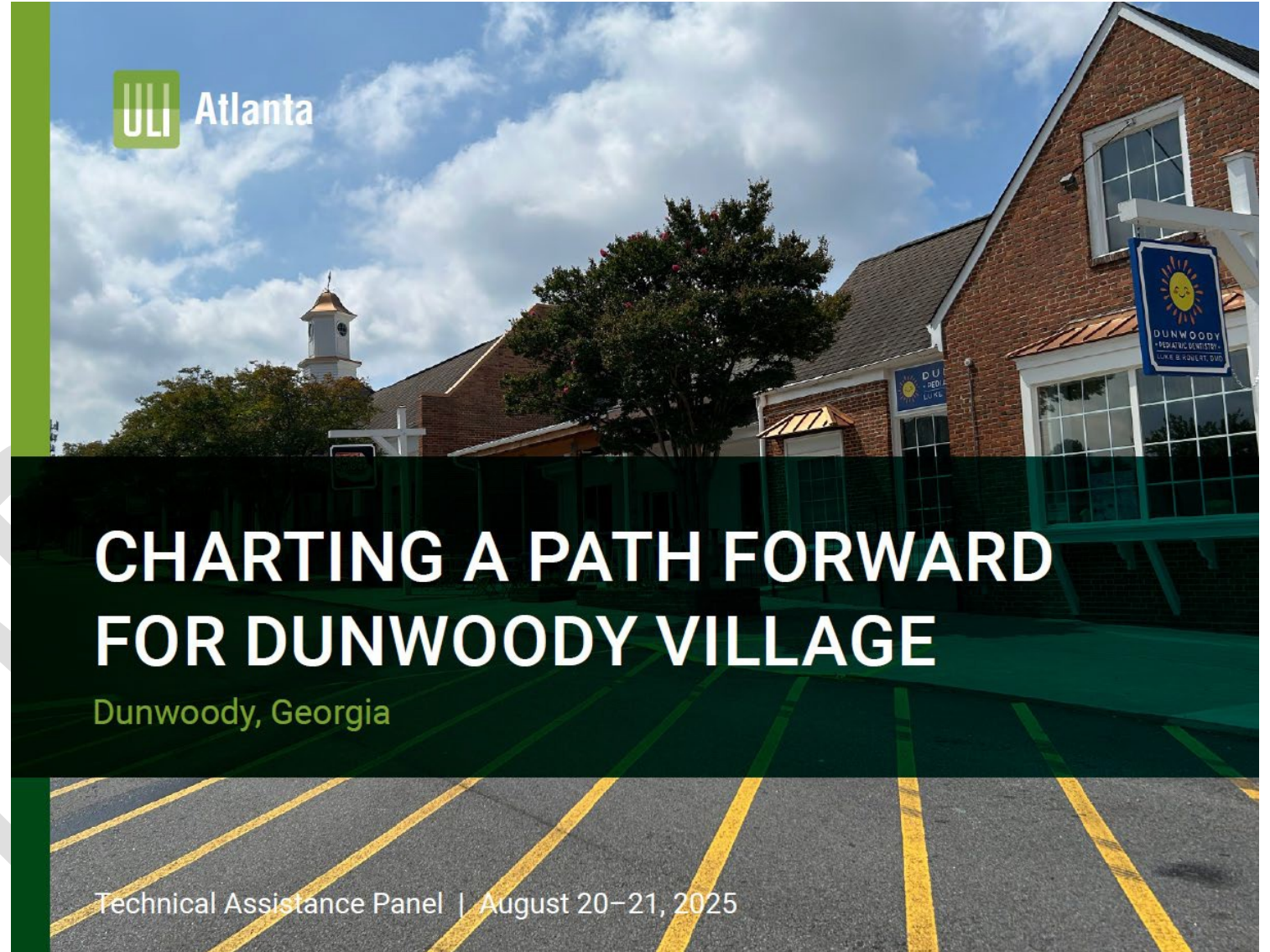
 Existing

 Programmed in 5-Year Capital Budget

Future Transportation Investment Opportunities:

 Mount Vernon Streetscape

 Sidewalk Extensions



Vision



THE CHALLENGE:

Create a cohesive identity for the disparate parcels within Dunwoody's Village District.

Dunwoody Development Authority Internal Presentation

January 15, 2026



VISION:

Dunwoody's Village District is our charming town center where neighbors connect, local businesses thrive, and inviting public spaces bring people together.

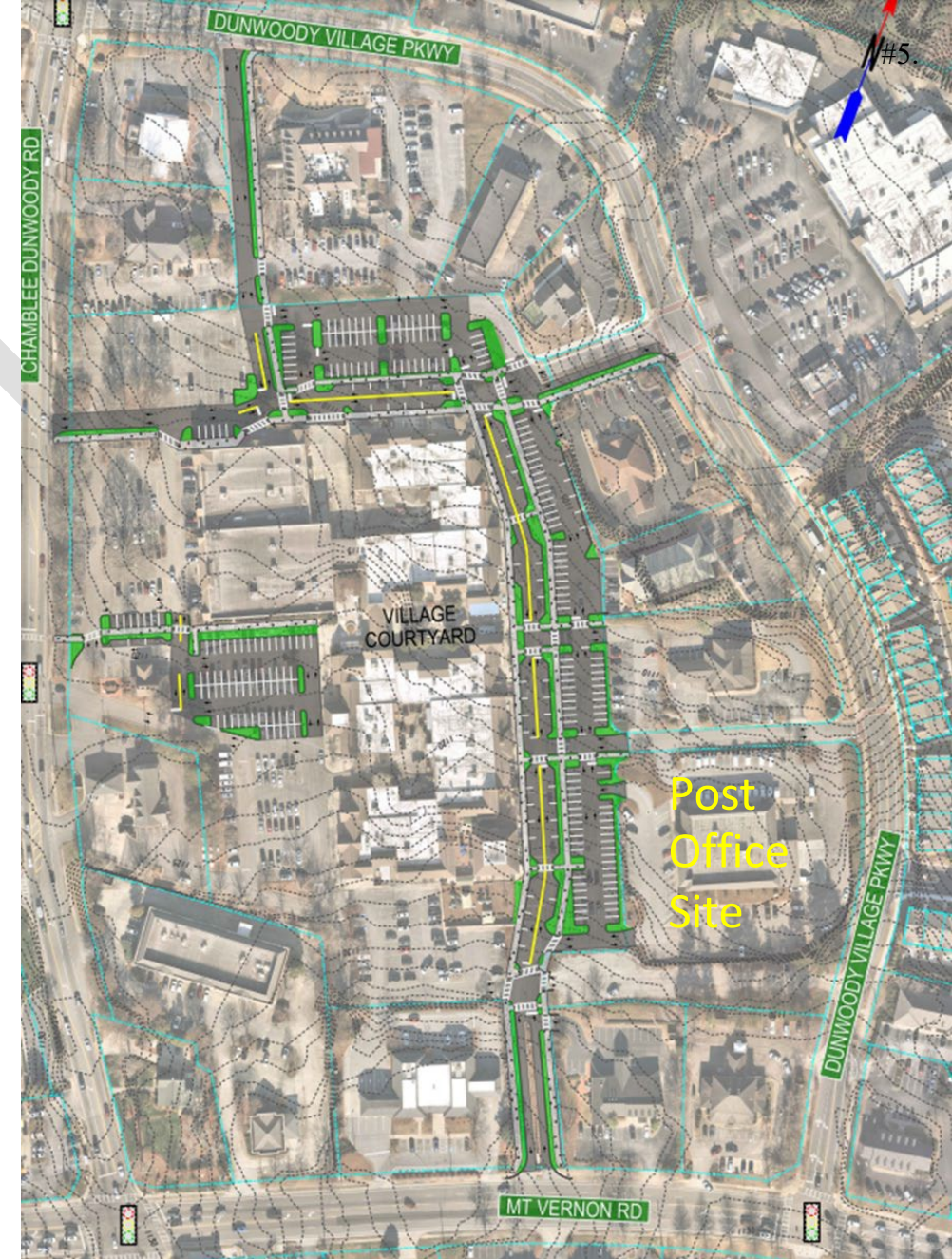
Dunwoody Development Authority Internal Presentation

January 15, 2026

Civic Heart in the Village

- Civic Green
- Public Parking
- Community Space

DRAFT



Dunwoody Cultural Arts Center

- Engagement with Living Walls for large-scale mural on Stage Door Theatre wall.
- 2 artists selected.
Design mock(s) to Arts Commission early Q2 2026.
- Completion Summer '26.



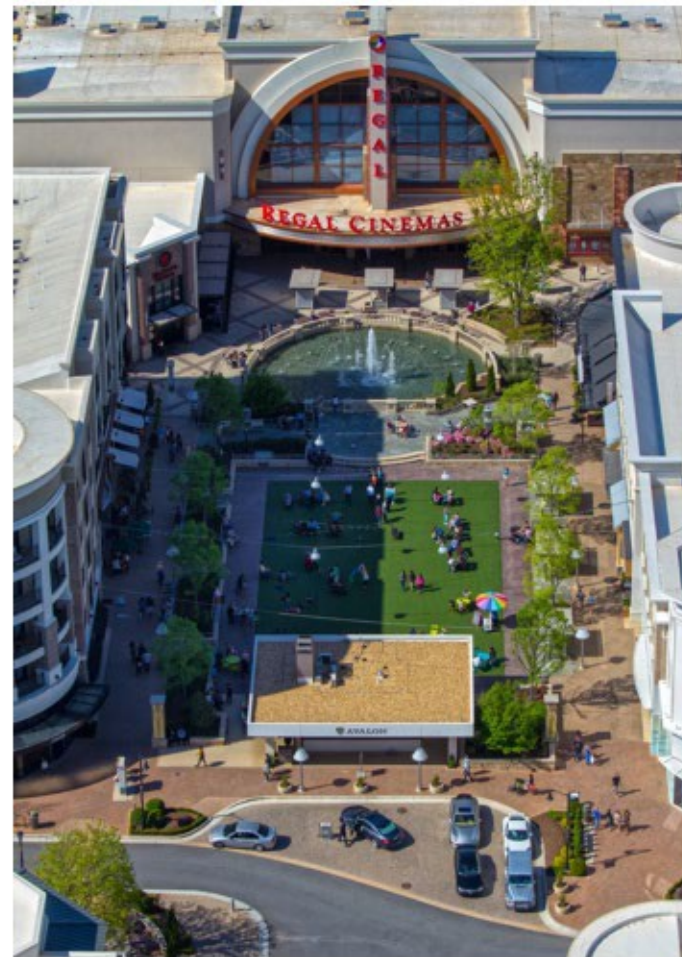
Local Center Comparisons



Ashford Lane .2 Acres



Alpharetta .5 Acres



Avalon .32 Acres

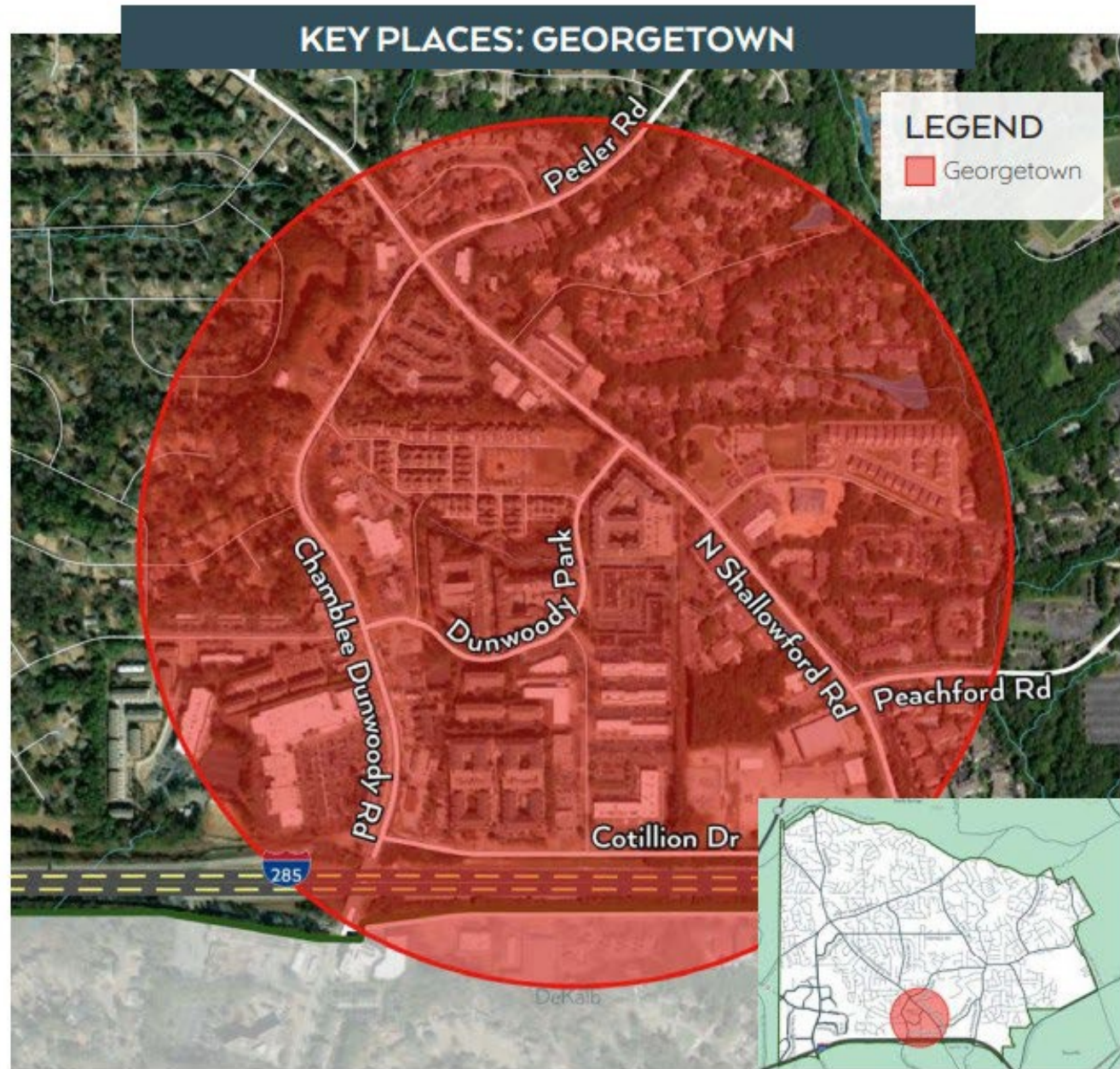
Georgetown

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. 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 other. 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



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.



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

Acreeage: 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%

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

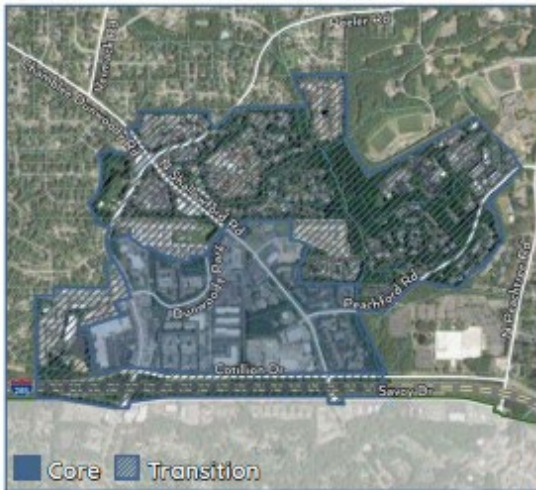
- » Anticipated growth: 450 to 1,000 households
- » A cohesive center with a smaller, but stronger local office market as well as several options for shopping and dining.

**Data source: ESRI Business Analyst & CoStar*





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 Chamblee 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.

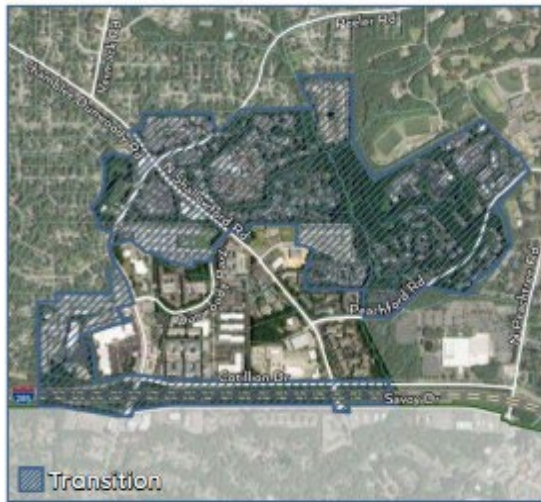


Appropriate Intensity





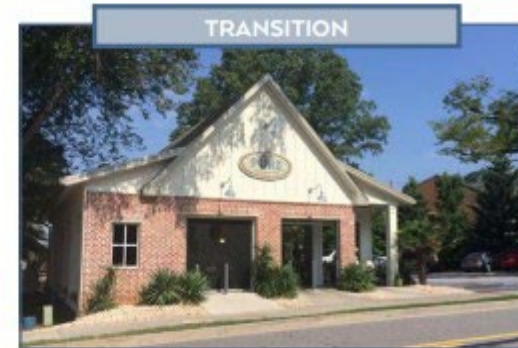
GEORGETOWN WEST



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.

92



Appropriate Intensity



Georgetown Data



OFFICE: 18% Vacancy --- \$25 per square foot asking rent

774K
SF



RETAIL: 3% Vacancy --- \$29 per square foot asking rent

240K
SF

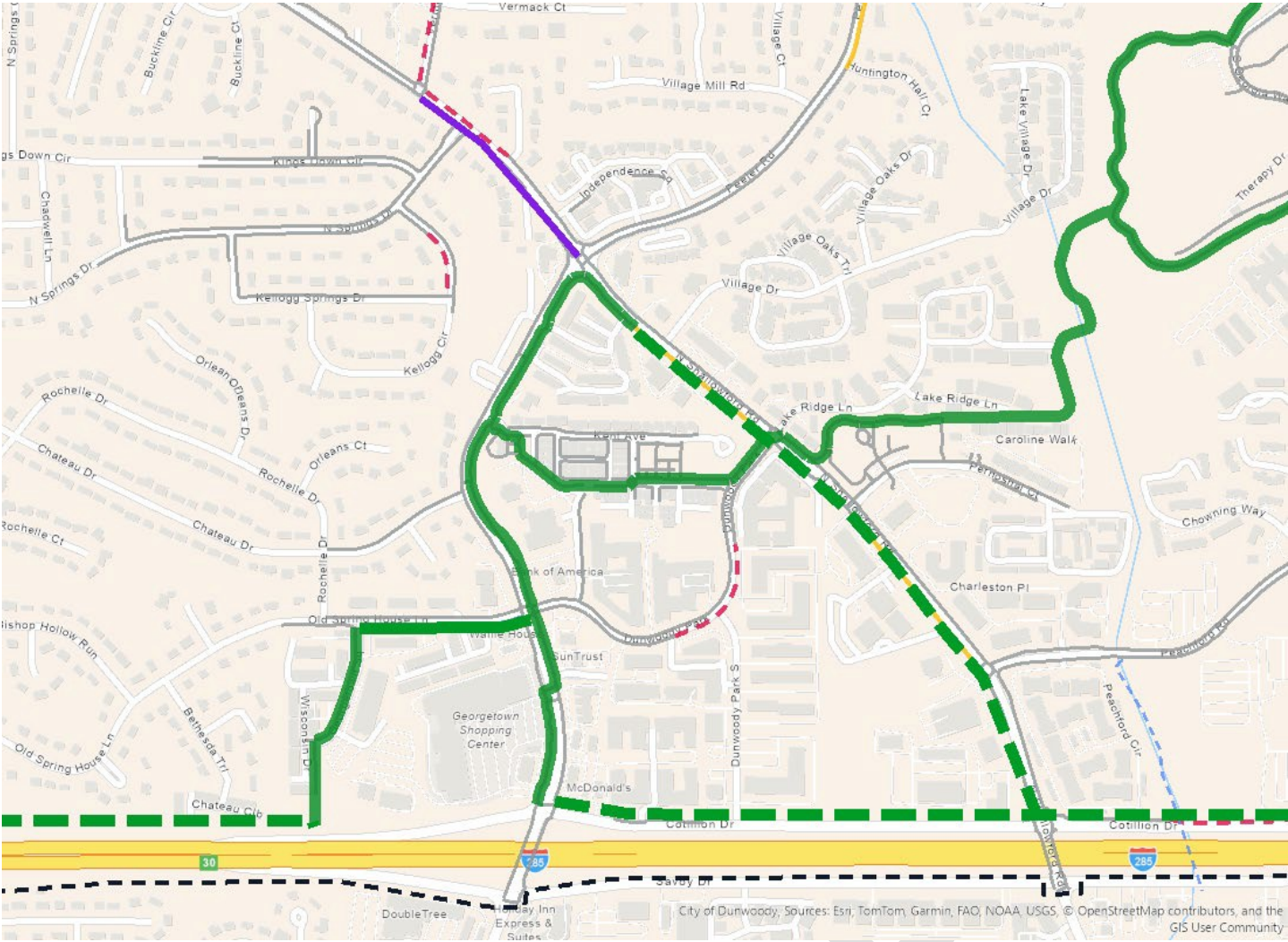


APARTMENTS: 7% Vacancy --- \$1,792 Average Rent

2,843
Units

Source: CoStar





Infrastructure Investment (2009-2030)

City: \$22 Million

Corridor Improvements

- Existing
- - - Programmed in 5-Year Capital Budget
- - - Sidewalk Gaps

Future Transportation Investment Opportunities:

- Chamblee Dunwoody- Peeler to Vermack

How do we continue to build on success?

- Georgetown Park
 - Adaptive swing added January 2026
 - "Common Ground" arbor benches ribbon cutting April 2026
 - Dunwoody Trailway restriping Q3 2026
- Pernoshal Park
 - Noblewins bench unveiled Q2 2026
 - In-house basketball programming at Pernoshal Park Q2 2026
 - Dunwoody Trailway restriping Q3 2026
 - Phase 4 trail lighting to Brook Run Park Q3 2026

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.

KEY PLACES: WINTERS CHAPEL



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%



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

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



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.

Appropriate Intensity



Winters Chapel Data



OFFICE: 8% Vacancy --- \$20 per square foot asking rent

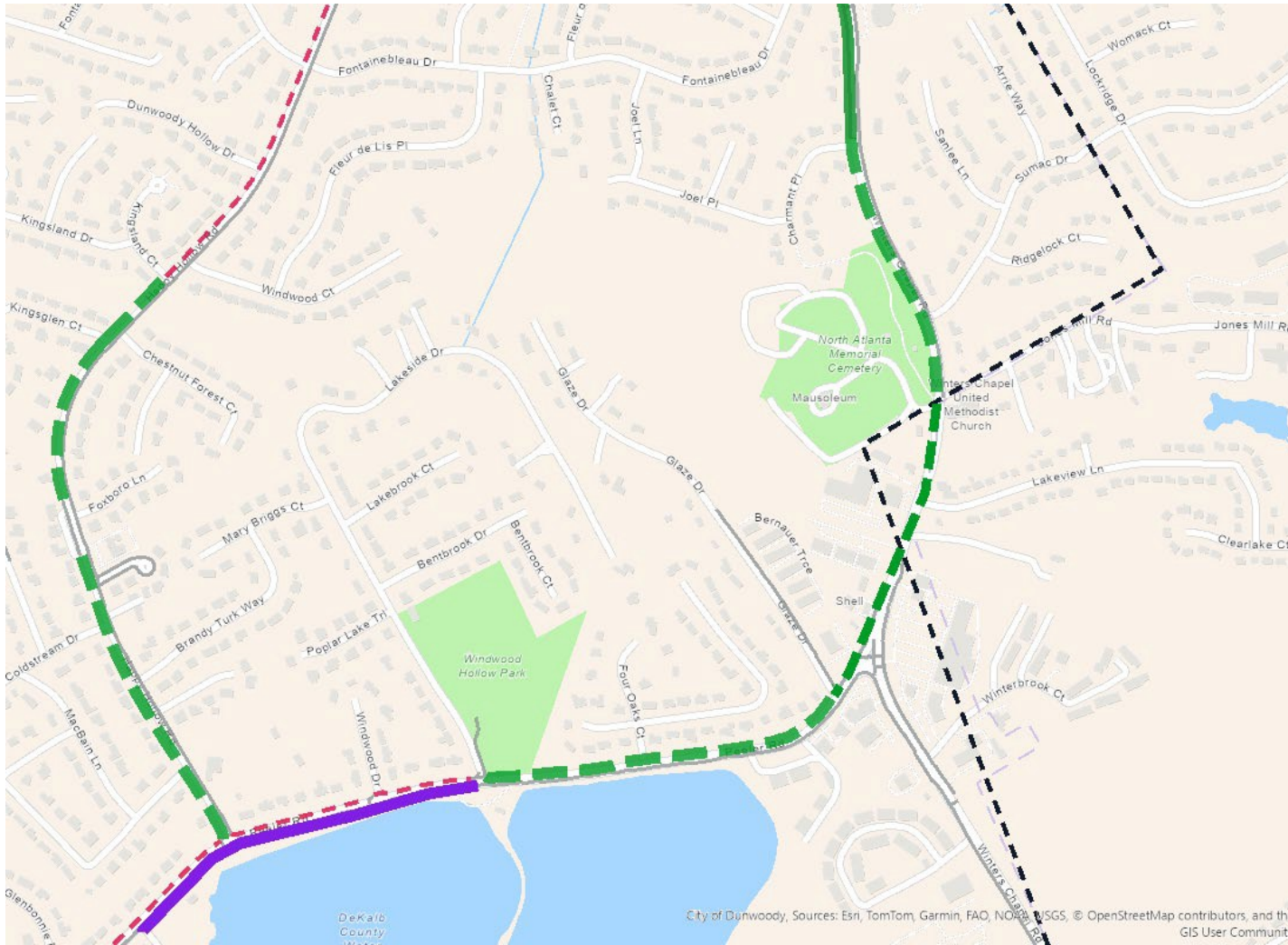
66K SF



RETAIL: 0% Vacancy --- \$25 per square foot asking rent

66K SF

Source: CoStar



Infrastructure Investment (2009-2030)

City: \$8 Million

Corridor Improvements

- Existing
- Programmed in 5-Year Capital Budget
- Sidewalk Gaps

Future Transportation Investment Opportunities:

- Connection between Windwood Hollow Park and Brook Run Park

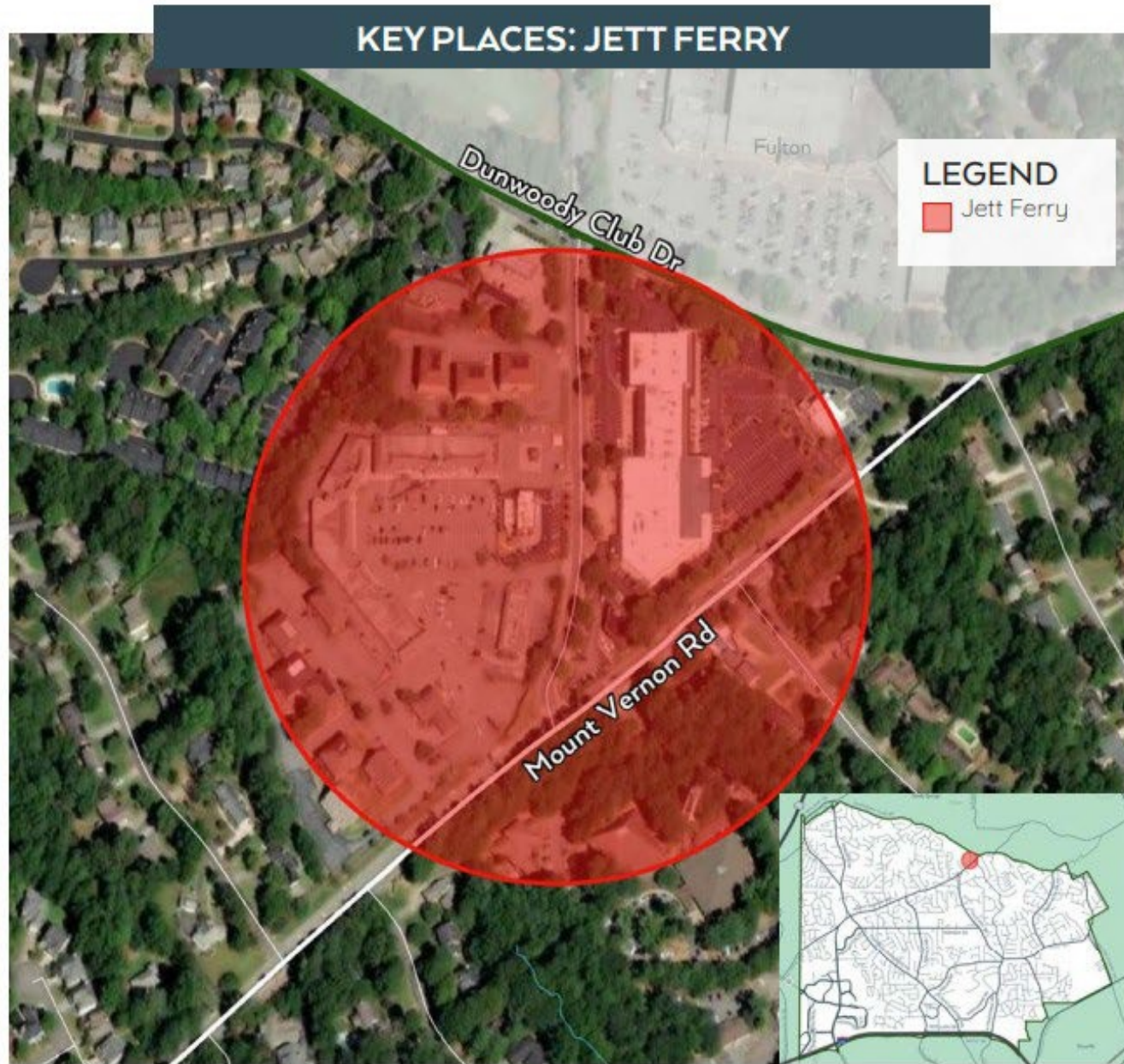
Jett Ferry

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.



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%

➤



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*





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

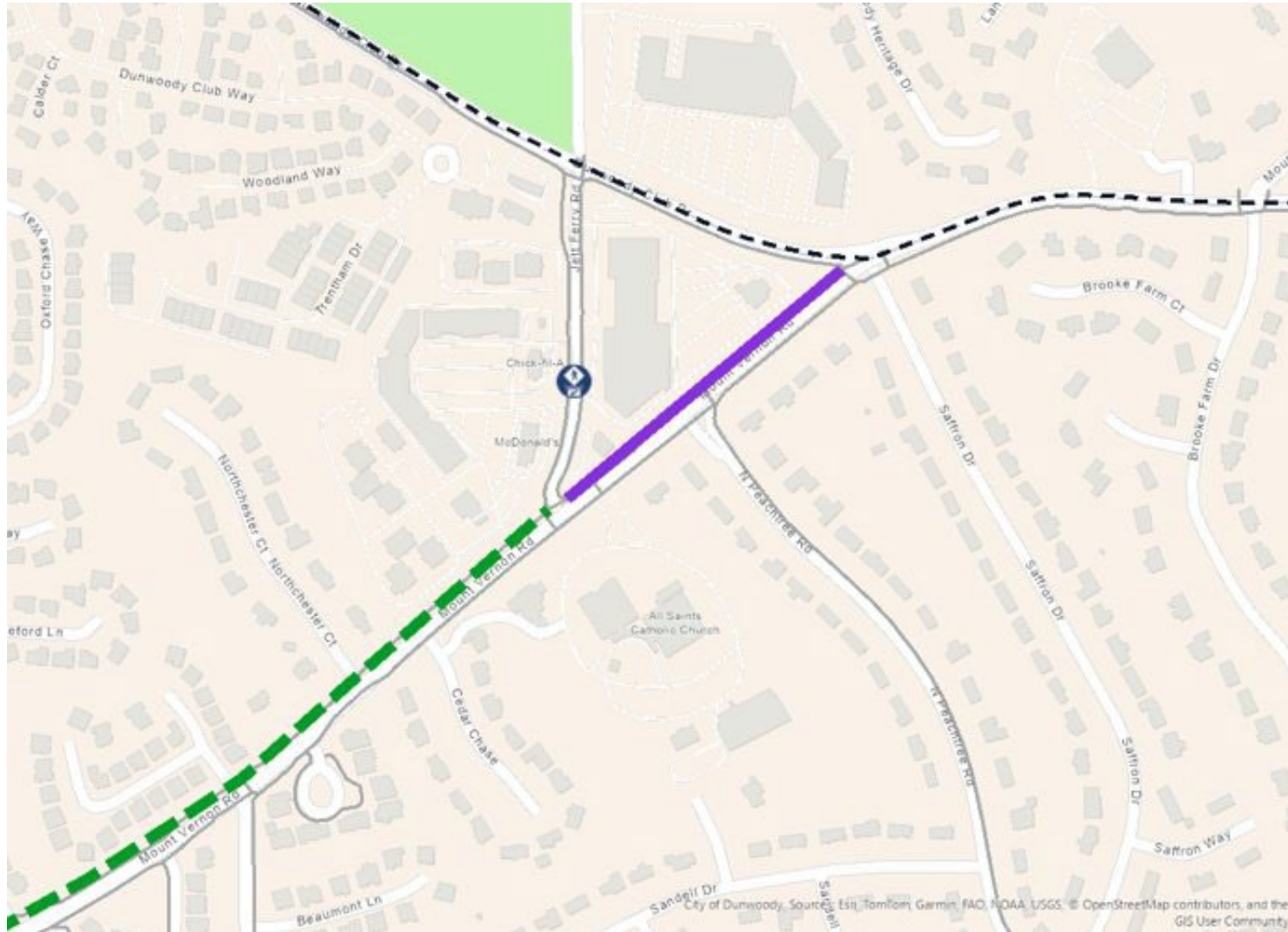


LOCAL COMMERCIAL - LIGHT



LOCAL COMMERCIAL - LIGHT & OPEN SPACE





Infrastructure Investment (2009-2030)

City: \$5 Million

Corridor Improvements

- Existing
- Programmed in 5-Year Capital Budget

Future Transportation Investment Opportunities:

- Extend Path to Dunwoody Club Dr

Jett Ferry Data



OFFICE: 9% Vacancy --- \$23 per square foot asking rent

73K S
F

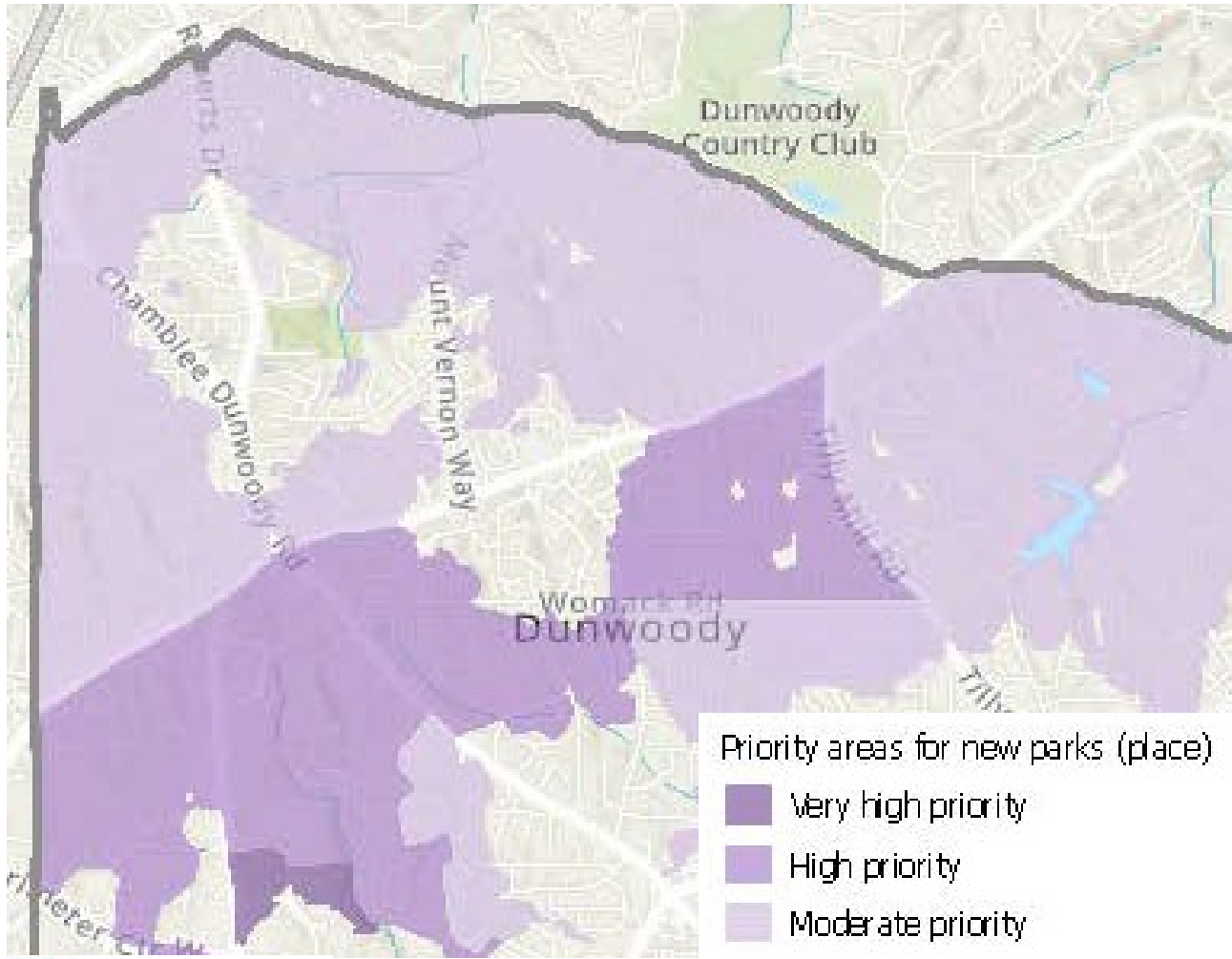


RETAIL: 9.4% Vacancy --- \$24 per square foot asking rent

137K
SF

Source: CoStar

Greenspace Opportunities: Jett Ferry



- Park(ing) Day September 2026
 - Temporarily repurpose curbside parking spaces and convert them into public parks and social spaces



Public Safety – Neighborhood Efforts

- Neighborhood Police Patrols
- Vacation House Watch
- Speed/Traffic Enforcement
- Pedestrian Crossing Details
- Speed Trailers
- Integrated License Plate Readers
- RFID Access / Apartments / Gates

Dunwoody

2026 Dunwoody Mayor and Council
Annual Retreat
Catalytical Initiatives

Maintain Our Neighborhoods

1. Develop a strategy so that aging community members have access to resources to continue enjoying a rich full life.
2. Include in the upcoming budget process a reprioritization of projects in the current transportation plan.
3. Create a process for major transportation projects to establish project standards for City Council prior to beginning design.
4. Create an approach to ensure that the update of the zoning code includes all changes that have been needed.

Keep Investing in Perimeter

1. Cultivate area greenspace to set the area apart from the surrounding communities.
2. Promote all efforts that create walkability and connectivity in the area.
3. Build up efforts to fill office space and to continue making the area economically viable with a focus on crafting a perpetual brand identity by creating a placemaking plan for the Perimeter and every commercial hub.

Cultivate Local Centers: Dunwoody Village

1. Implement the Urban Land Institute's recommendations, as possible.
2. Review ways to work with property owners to maximize use of existing surface parking.
3. Continue to push for acquiring the Post Office property for future community use.
4. Ensure that the Village Crossing reflects walkability, bicycle access, and placemaking in the area overall.
5. Incorporate bicycling facilities into areas where appropriate.
6. Review adding public art in conjunction with the Spruill Center for the Arts.

Cultivate Local Centers: Georgetown

1. Approach the appropriate parties about DeKalb County Schools selling their unused property in the area, to either the City or the private sector.
2. Examine overcoming obstacles for adding additional grocery store space in the area.

3. Monitor construction of the 285 Express Lanes for potential unknown impacts.
4. Encourage the development of the office space in Georgetown West.

Cultivate Local Centers: Winters Chapel

1. Foster public engagement for citizens to have input on how development should occur.
2. Study additional effort to enhance public safety in the area.
3. Amplify efforts that create a Dunwoody identity for the area.
4. Continue discussions with Peachtree Corners on synergized efforts.

Cultivate Local Centers: Jett Ferry

1. Looking at the naming identity of the area for possible change.
2. Capitalize on the new amenities in the area to foster future development.
3. Review if any small areas could be worked into greenspace plans.
4. Investigate creation of an entertainment district for the area.
5. Explore connectivity options with Dunwoody Club Dr.

Overall Emphasis

1. Approach connectivity as a citywide priority integrating transportation, land use, and economic development.
2. Treat greenspace as a defining community asset and differentiator.
3. Market area identities across all districts by creating a placemaking plan for each district.
4. Be proactive in fostering Perimeter as the engine of the area.
5. Modernize the zoning code to create a foundation for future growth and development.
6. Address demographic shifts and trends concerning housing and social needs.

2026 Dunwoody Mayor and Council
Annual Retreat
Catalytical Initiatives

Maintain Our Neighborhoods

1. Develop a strategy so that aging community members have access to resources to continue enjoying a rich full life.
2. Include in the upcoming budget process a reprioritization of projects in the current transportation plan.
3. Create a process for major transportation projects to establish project standards for City Council prior to beginning design.
4. Create an approach to ensure that the update of the zoning code includes all changes that have been needed.

Keep Investing in Perimeter

1. Cultivate area greenspace to set the area apart from the surrounding communities.
2. Promote all efforts that create walkability and connectivity in the area.
3. Build up efforts to fill office space and to continue making the area economically viable with a focus on crafting a perpetual brand identity by creating a placemaking plan for the Perimeter and every commercial hub.

Cultivate Local Centers: Dunwoody Village

1. Implement the Urban Land Institute's recommendations, as possible.
2. Review ways to work with property owners to maximize use of existing surface parking.
3. Continue to push for acquiring the Post Office property for future community use.
4. Ensure that the Village Crossing reflects walkability, bicycle access, and placemaking in the area overall.
5. Incorporate bicycling facilities into areas where appropriate.
6. Review adding public art in conjunction with the Spruill Center for the Arts.

Cultivate Local Centers: Georgetown

1. Approach the appropriate parties about DeKalb County Schools selling their unused property in the area, to either the City or the private sector.
2. Examine overcoming obstacles for adding additional grocery store space in the area.
3. Monitor construction of the 285 Express Lanes for potential unknown impacts.
4. Encourage the development of the office space in Georgetown West.

Cultivate Local Centers: Winters Chapel

1. Foster public engagement for citizens to have input on how development should occur.
2. Study additional effort to enhance public safety in the area.
3. Amplify efforts that create a Dunwoody identity for the area.
4. Continue discussions with Peachtree Corners on synergized efforts.

Cultivate Local Centers: Jett Ferry

1. Looking at the naming identity of the area for possible change.
2. Capitalize on the new amenities in the area to foster future development.
3. Review if any small areas could be worked into greenspace plans.
4. Investigate creation of an entertainment district for the area.
5. Explore connectivity options with Dunwoody Club Dr.

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