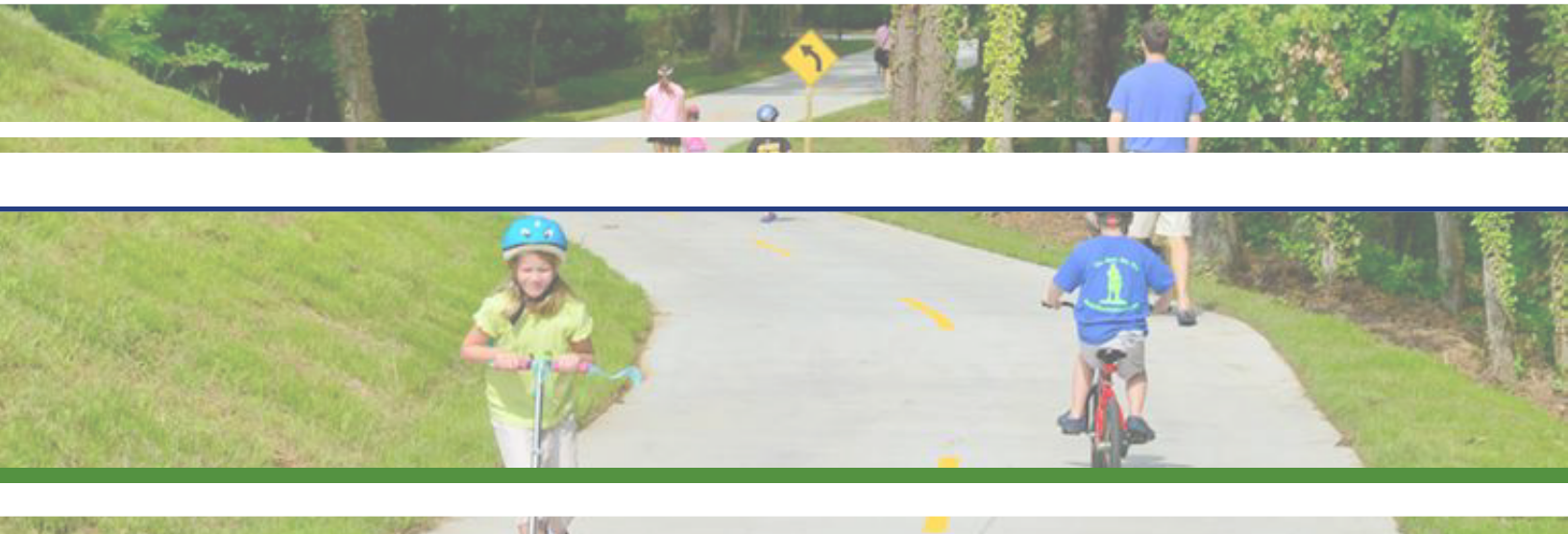


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CITY OF DUNWOODY 2015-2035 COMPREHENSIVE PLAN





CITY OF DUNWOODY 2015-2035 COMPREHENSIVE PLAN

AUGUST 12, 2015 DRAFT

JACOBS®



CITY OF DUNWOODY 2015-2035 COMPREHENSIVE PLAN

ACKNOWLEDGMENTS:

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**RESOLUTION TO TRANSMIT
THE COMPREHENSIVE PLAN OF THE CITY OF DUNWOODY TO
THE ATLANTA REGIONAL COMMISSION AND
THE STATE OF GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS**

WHEREAS, the City of Dunwoody was incorporated and created by Charter granted by the State of Georgia, effective December 1, 2008; and

WHEREAS, the City of Dunwoody is subject to the State of Georgia Planning Act of 1989 which calls for a certified Comprehensive Plan in order to obtain and maintain the status of a Qualified Local Government; and

WHEREAS, the City of Dunwoody, Georgia is a member of the Atlanta Regional Commission, an agency created to provide regional planning and intergovernmental coordination among certain county and city governments in the metropolitan area of Atlanta; and

WHEREAS, the City of Dunwoody adopted its first Comprehensive Plan in 2010 (the "2030 Comprehensive Plan") and, in accordance with the requirements of State Law, the City of Dunwoody is in the process of updating said Comprehensive Plan; and

WHEREAS, the City initiated a process to complete the Comprehensive Plan 2015-2035 with an initial public hearing held on December 8, 2014 to brief the community on the process to be used to develop the plan, opportunities for public participation in development of the plan, and to obtain input on the proposed planning process; and

WHEREAS, in order to adopt a Comprehensive Plan meeting the requirements of law, and to maintain Qualified Local Government status, the City of Dunwoody has prepared the documents, being labeled and described as the "City of Dunwoody Comprehensive Plan 2015-2035," and the "City of Dunwoody Comprehensive Plan 2015-2035, Technical Addendum", has held the required Public Hearing, and now must transmit these documents to the Atlanta Regional Commission and the State of Georgia Department of Community Affairs for review in accordance with procedures prescribed by state law, with such documents being incorporated by reference;

**STATE OF GEORGIA
CITY OF DUNWOODY**

RESOLUTION 2015-XX-XX

WHEREAS, these documents were prepared according to the Standards and Procedures for Local Comprehensive Planning established by the Georgia Planning Act of 1989, and that the community considered both the Regional Water Plan and the Georgia Department of Natural Resources Rules for Environmental Planning Criteria in preparing the plan, and that the required public hearing was held on _____, 2015.

BE IT THEREFORE RESOLVED, that the MAYOR AND COUNCIL OF THE CITY OF DUNWOODY, GEORGIA, hereby transmit the Comprehensive Plan inclusive of any supplemental information requested by the Mayor and City Council during the subject Public Hearing, to the Atlanta Regional Commission and the Georgia Department of Community Affairs for official review as required by the rules governing the Planning Act of 1989.

BE IT FURTHER RESOLVED by the Mayor and Council for the City of Dunwoody that the resolution herein authorizes transmittal as prescribed effective this ____ day of _____, 2015.

Approved for transmittal:

Michael G. Davis, Mayor

Attest:

Sharon Lowery, City Clerk

(Seal)

* EXECUTIVE SUMMARY

The City of Dunwoody Comprehensive Plan is a guide for making rezoning and capital investment decisions and sets policies for City officials and staff concerning future development. This update of the Comprehensive Plan builds upon the efforts of the 2030 Comprehensive Plan, prepared in 2010, and incorporates the findings and recommendations of several subsequent planning studies, including three Livable Centers Initiative Studies, the Sustainability Plan, the Transportation Master Plan, the Parks and Recreation Master Plan, and the Economic Development Strategy. Its preparation was guided by an **extensive public outreach effort**. That effort included press releases, an on-line survey, several public workshops, an open house, several sounding boards meetings and interviews with local leaders.



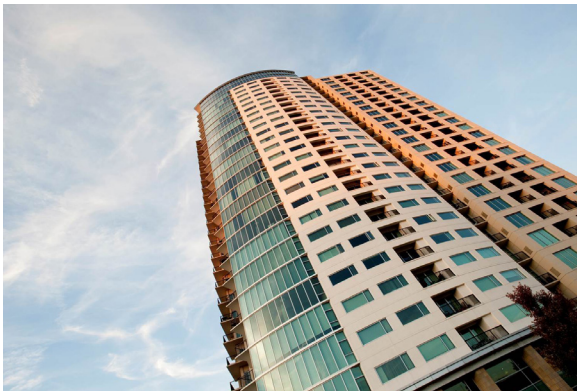
▲ Single Family Neighborhood in Dunwoody

Since the adoption of the first City Comprehensive Plan, the Georgia Department of Community Affairs (DCA) standards that Comprehensive Plans in Georgia are required to meet have been revised and updated. This update reassesses where Dunwoody stands today and how it intends to develop in the future, as well as reorganizes the document to fit the requirements of the new state standards. It presents an updated community vision and corresponding goals, an assessment of needs and opportunities that the community will address in working toward that vision, and a work program designed to make that vision a reality.

THE VISION

The City of Dunwoody strives to be a dynamic, innovative community where individuals, families, and businesses can thrive through all stages of life and career by encouraging a sustainable mix of land uses, facilities, and services.

This vision is supported by eight overarching goals that will help shape the City's direction.



▲ The Manhattan High-Rise Condominium Complex in Perimeter Center

-  Preserve our Neighborhoods.
-  Nurture Dunwoody as a place to locate and grow business.
-  Transform target redevelopment areas.
-  Increase connectivity and enhance transportation options for all forms of travel.
-  Expand the City's parks and greenspace, and improve recreational opportunities.
-  Make aging in place a more achievable reality.
-  Grow the arts as part of what makes Dunwoody special.
-  Maintain the commitment to sustainable practices.

The community's vision is further defined by the **Character Areas Map**, which divides the City into unique character areas along with associated subarea visions, policies, and implementation measures. The Character Areas Map plays a key role in guiding Dunwoody elected officials and staff in future development and policy decisions. This Character Areas Map is further supported by the **Future Land Use Map**, which provides guidance on specific future land use that would be in keeping with the community vision.

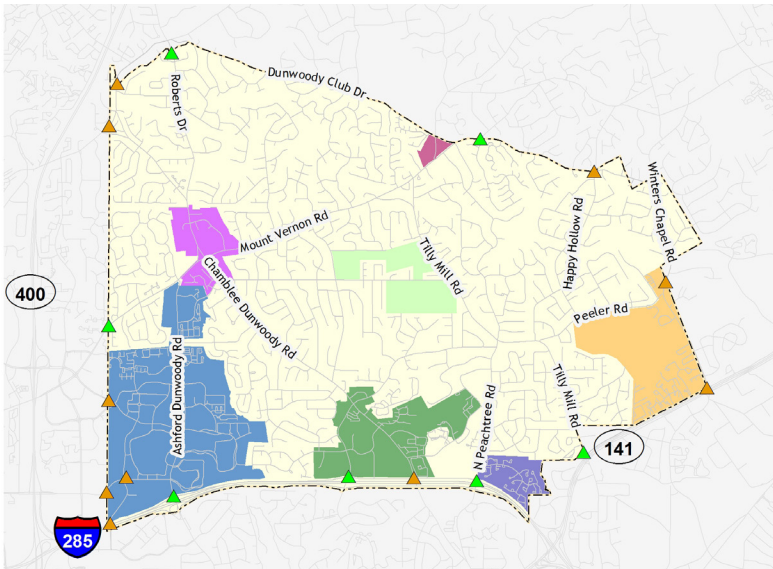
PRIORITY NEEDS AND OPPORTUNITIES

The recommendations of this plan were crafted to address a list of 16 **Priority Needs and Opportunities** identified through the public outreach effort and existing conditions analysis. They relate directly to the goals of the plan as outlined in the matrix to the right.

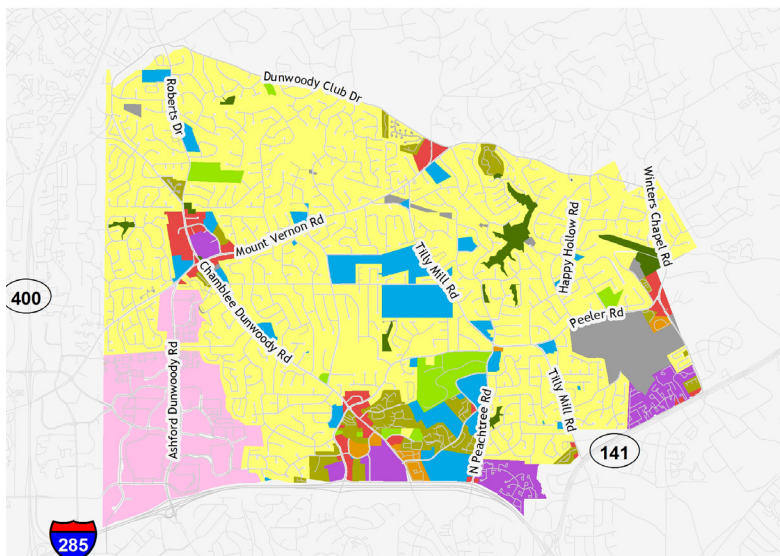
KEY RECOMMENDATIONS

Among the many recommendations of this plan, the following items stand out as key in achieving the community's vision for the future. These projects help the City to achieve multiple goals and its long-term vision.








- Undertake additional small area planning studies.
- Establish a comprehensive program to construct new gateways to the City and plan for beautification of public areas, including streets.
- Update the Transportation Master Plan.
- Implement the Sustainability Plan.
- Better equip housing and public space for seniors.
- Promote supportive land use patterns along Peachtree Industrial Boulevard to capitalize on the redevelopment of the GM site in Doraville.



▲ Character Areas Map, see page 15 for a larger version of the map



▲ Future Land Use Map, see page 31 for a larger version of the map.

GOALS	 Preserve our Neighborhoods.	 Nurture Dunwoody as a place to locate and grow business.	 Transform target redevelopment areas.	 Increase connectivity and enhance transportation options for all forms of travel.	 Expand the City's parks and greenspace and improve recreational opportunities.	 Make aging in place a more achievable reality.	 Grow the arts as part of what makes Dunwoody special.	 Maintain the commitment to sustainable practices.
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PRIORITY NEEDS AND OPPORTUNITIES								
1. Strengthen and enforce local development regulations and land use controls.	■	■	■	■	■	■		■
2. Manage traffic.	■	■	■	■				■
3. Improve and maintain the public rights-of-way.	■	■	■	■				
4. Maintain the character of Dunwoody.	■				■			■
5. Encourage Dunwoody's small business and entrepreneurial environment.	■	■	■					
6. Ensure that the permitting process is straightforward and easy to understand.	■	■	■					■
7. Strengthen Dunwoody's economic development efforts.	■	■	■				■	■
8. Continue to strengthen relationships with local, regional, state, and federal partners.	■	■	■	■	■			
9. Encourage the construction of a greater variety of senior appropriate housing options.	■	■	■			■		■
10. Encourage use of wider range of transportation options.	■			■		■		■
11. Improve transportation connectivity.	■		■	■	■			■
12. Implement and update the City's transportation plan.	■			■		■		
13. Provide active recreational opportunities for all ages.	■		■	■	■	■	■	■
14. Add new parkland and preserve greenspace.	■	■	■	■	■	■	■	■
15. Build upon existing resources to further support the cultural arts.	■	■	■				■	■
16. Implement the Dunwoody Sustainability Plan.	■	■		■	■	■		■



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TECHNICAL ADDENDUM (Printed separately)



* 1 PLAN OVERVIEW



1.1 PURPOSE

The City of Dunwoody Comprehensive Plan is a living document that is continually updated and shaped by its leadership, staff, and citizens. It is a policy guide for making rezoning and capital investment decisions and sets policies for City officials and staff concerning the future development of the City. Shape Dunwoody is a five year update of the City's Comprehensive Plan, as required by the "The Minimum Standards and Procedures for Local Comprehensive Planning," (Minimum Standards) adopted by the Georgia Department of Community Affairs (DCA). The latest version of these standards and procedures can be found in O.C.G.A Chapter 110-12-1, effective March 1, 2014. In meeting these standards, this plan enables the City to maintain its Qualified Local Government Status, making it eligible to receive certain types of state funding. This update reassesses where Dunwoody stands today and how it intends to grow in the future. Following the requirements of the Minimum Standards, it presents an updated community vision, corresponding goals, and a work program designed to make that vision a reality.

1.2 SCOPE

Dunwoody's first Comprehensive Plan was adopted in 2010, shortly after the City was incorporated on December 1, 2008. This inaugural comprehensive plan was prepared under an earlier version of the Minimum Standards that required a different format and framework than the current standards. As a result, this plan, though built on the foundation, recommendations and findings of the inaugural plan, looks very different and in many ways represents a fresh start for the community as it prepares to grapple with the anticipated challenges of the next five years.

In keeping with the Minimum Standards, this plan is presented in three major components:

1. **COMMUNITY VISION** – which lays out the future vision and goals that the community wants to achieve in text, maps and graphics;
2. **NEEDS AND OPPORTUNITIES** – which provides a list of the various needs and opportunities that the community will address;
3. **COMMUNITY WORK PROGRAM** – which provides a 5-year Short Term Work Program designed to address the needs and opportunities. This program includes activities, initiatives, programs, ordinances, and administrative systems to be put into place or maintained in order to implement the plan.

In addition, the plan incorporates eight planning elements, as defined by the DCA Minimum Standards that are important to shaping the future of the community. These elements are addressed in detail in the Technical Addendum, which includes a technical analysis for each of the following elements:

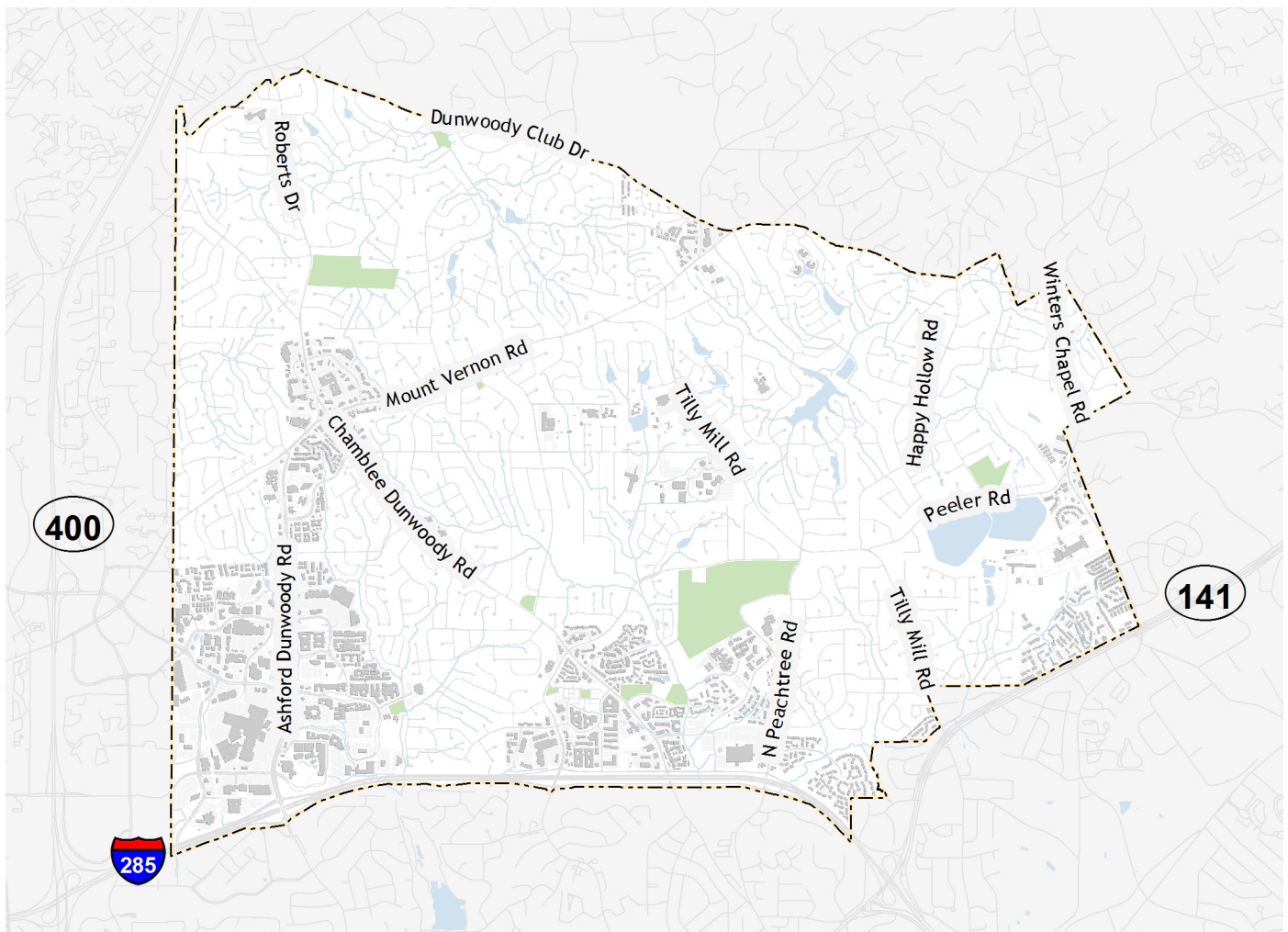
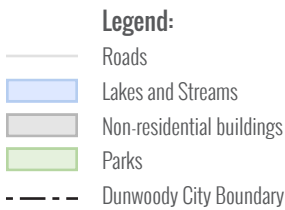
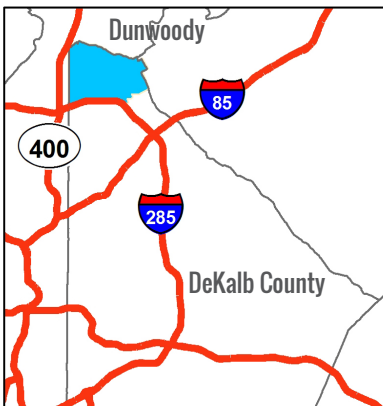


FIGURE 1: City Boundaries Map



1. Population and Housing
2. Economic Development
3. Natural and Cultural Resources
4. Community Facilities and Services
5. Intergovernmental Coordination
6. Transportation
7. Land Use
8. Community Facilities and Services



Besides the analysis for each element, the Technical Addendum also includes a record of accomplishments highlighting the success of the previous Short Term Work Program adopted as part of the inaugural plan, a detailed description of the public involvement process utilized in preparing this plan, and a report on how this plan is consistent with the Regional Water Plan and Environmental Planning Criteria.

The geographic area covered by this plan is that which is encompassed by the current incorporated boundaries of the City of Dunwoody. Dunwoody lies at the northern tip of DeKalb County, bounded by the Fulton County line on the north and west, Interstate 285 on the south, Peachtree Industrial Boulevard on the southeast, and the Gwinnett County line on the northeast. The City covers approximately 13.7 square miles of area and can be seen in the City Boundaries Map, Figure 1.

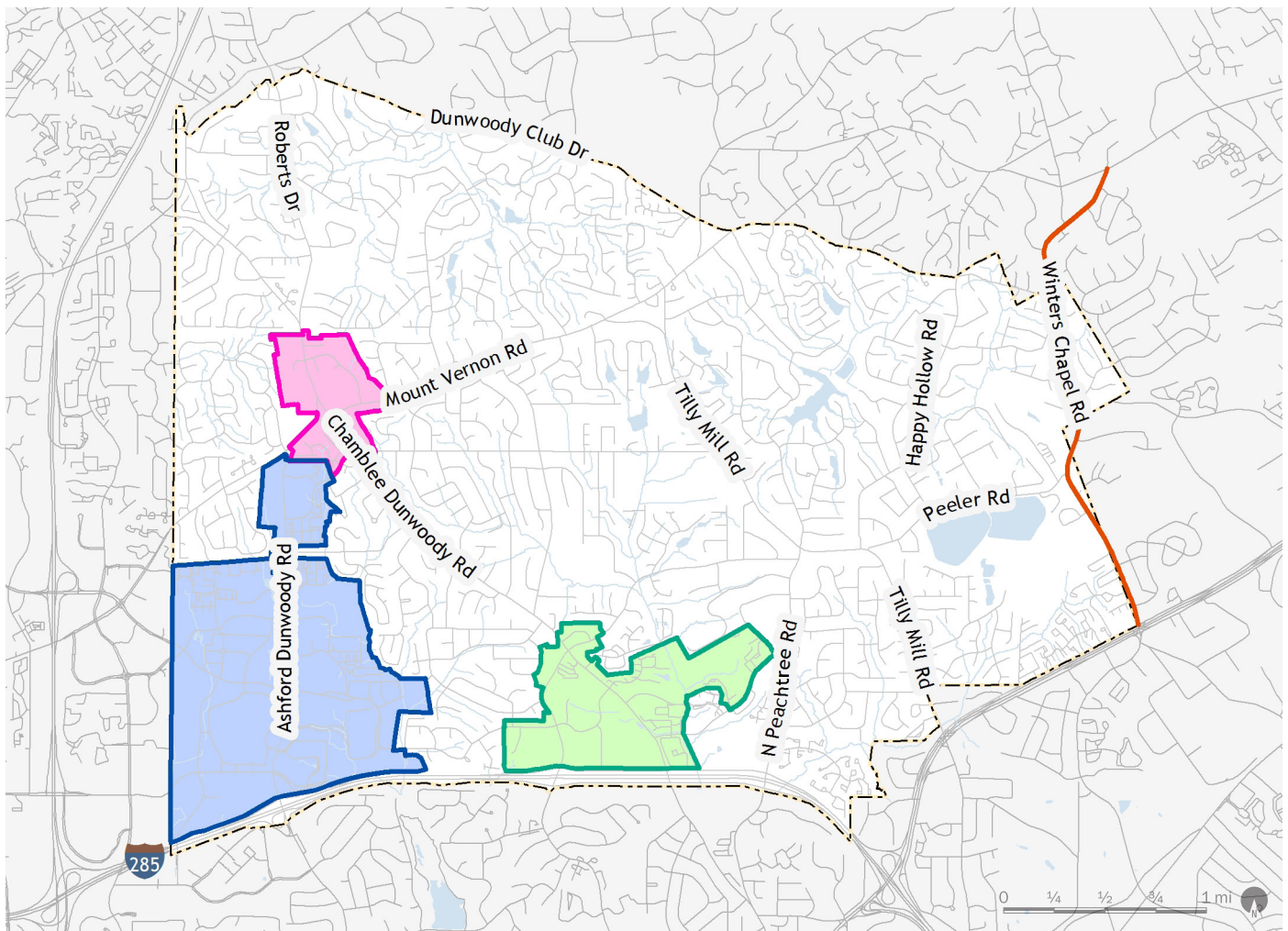


FIGURE 2: Previous Studies Map

- Legend:**
- Winters Chapel Corridor Study
 - Perimeter Center LCI
 - Dunwoody Village LCI
 - Georgetown/Shallowford LCI

1.3 METHODOLOGY

This plan update is the product of the previous comprehensive plan, multiple planning efforts undertaken by the City since the inaugural plan’s adoption, and an extensive public outreach effort. The previous comprehensive plan, the City of Dunwoody 2030 Comprehensive Plan, laid the foundation for this effort, and where relevant, the findings and recommendations of the previous plan were incorporated and updated. In addition, this plan incorporated and updated the recommendations of several planning studies, including three Livable Centers Initiatives (LCI), Winters Chapel Corridor Study, Transportation Master Plan, Parks and Recreation Master Plan, Sustainability Plan, and Economic Development Strategy. The Previous Studies Map, Figure 2, shows the study area boundaries of the previous LCI studies. The other studies were citywide.

The public outreach effort launched for this plan update included two public hearings, five community workshops, and an Open House. Announcements and notifications of these meetings were included on the City website, local newspapers, and flyers passed out at local community events. In addition, an on-line community survey was posted providing those who could not make the public meetings an opportunity to have their ideas recorded and heard.

To help direct the formulation of the plan update, a Sounding Board was formed comprised of members representing a cross-section of the community including elected officials, local business interests, key staff, and residents.

The goals of the Sounding Board were to:

1. Seek agreement on key issues.
2. Help to craft a common vision for the future.
3. Provide guidance on actions needed to achieve that vision.
4. Affirm public input.

The Sounding Board met four times during the course of the planning effort, and summaries of their meetings can be found in the Technical Addendum.

* 2 COMMUNITY VISION AND GOALS

The Community Vision and Goals identify the City of Dunwoody's direction for the future and are intended to serve as a guide to Dunwoody officials in day-to-day decision making. They are the product of an extensive public involvement effort and are comprised of several components:

- Aspirational vision statement
- List of overarching community goals
- List of general policies
- Character Areas Map and defining narrative
- Future Land Use Map

With the exception of the Future Land Use Map, each of these components was already established as part of the City's inaugural 2030 Comprehensive Plan. However, through the Shape Dunwoody plan update process community members were given the opportunity to revisit and update each component through a series of input activities. The results of these activities are presented here, and reflect the changing conditions and evolving vision for the community.

The new addition to these policies is the Future Land Use Map, which is intended to provide guidance in making rezoning decisions at the parcel level. The map illustrates the appropriate future land use patterns that would be in keeping with the overall vision and goals for the community. It works in concert with the Character Areas Map. While the Future Land Use Map provides guidance on specific future land uses that would be in keeping with the community vision, the Character Areas Map provides guidance on the urban design and character related elements of rezoning decisions.

2.1 VISION STATEMENT

The community vision paints a picture of what the City of Dunwoody desires to become in the long-term, 20-year planning period extending out to 2035. To arrive at this vision, the project team began with the community vision statement that was established as a part of the inaugural 2030 Plan and refined it through the public input process. In the end, it was determined that the existing vision statement included in the inaugural 2030 Plan was largely reflective of the community's vision but needed some "tightening up" to better communicate a succinct vision. The resultant vision statement offered below was crafted by the project team, and refined through discussion with the Sounding Board and participants at the community workshops held for this plan update.

CITY-WIDE VISION STATEMENT

The City of Dunwoody strives to be a dynamic, innovative community where individuals, families, and businesses can thrive through all stages of life and career by encouraging a sustainable mix of land uses, facilities, and services.

In many ways, this vision statement is reflective of existing conditions. Dunwoody is fortunate to already possess many fine attributes that make it a desirable community offering a high quality of life for its residents. It is home to many desirable and vibrant neighborhoods, has a strong economic base, and provides ready access to many recreational and cultural amenities. Nonetheless, time marches on and communities are always changing and evolving. It was widely recognized by participants in the Shape Dunwoody planning process that continuing efforts to maintain and improve existing conditions must be made if the City wants to maintain its quality of life.

2.2 GOALS

The community identified a number of goals it needs to achieve in order to make this citywide vision a continuing reality. The following goals represent the recurring, dominant themes expressed by participants in the Shape Dunwoody planning effort. Like the vision statement, they were derived from a reiterative vetting process involving the City staff, the Sounding Board, and members of the public.



▲ Single Family Neighborhood in Dunwoody



PRESERVE OUR NEIGHBORHOODS

Throughout the planning process, preservation of Dunwoody's neighborhoods was the dominant goal expressed by participants. To most residents of the City, this goal centers around the preservation of single family neighborhoods which make up over 65% of the land area of the City, however, successful neighborhoods are far more than just brick and mortar, they are the people, the community organizations, and the services and facilities that support them. As a result, efforts to maintain what many consider Dunwoody's strongest asset, it's neighborhoods, involves a broad comprehensive approach that involves all aspects of the community and allowing for appropriate balance between growth and preservation that maintains the overall suburban character.



▲ Perimeter Mall



NURTURE DUNWOODY AS A PLACE TO LOCATE AND GROW BUSINESS

At the heart of this goal is economic development and building long-term prosperity for all residents. It involves actively engaging the City and its economic development partners in business retention, attraction and expansion. Its benefits include a strong tax base, a stable job market, and ready access to services and goods.



TRANSFORM TARGET REDEVELOPMENT AREAS

Though most of the City is unlikely to significantly change over the 20-year horizon of this plan, several areas have been identified as ripe for redevelopment and offer opportunities for new growth. There are very few tracts of undeveloped land in the City, so any new growth will have to take the form of redevelopment. In particular, many of the older shopping areas and aging multifamily developments are likely to change, and the City has planned for such growth through master

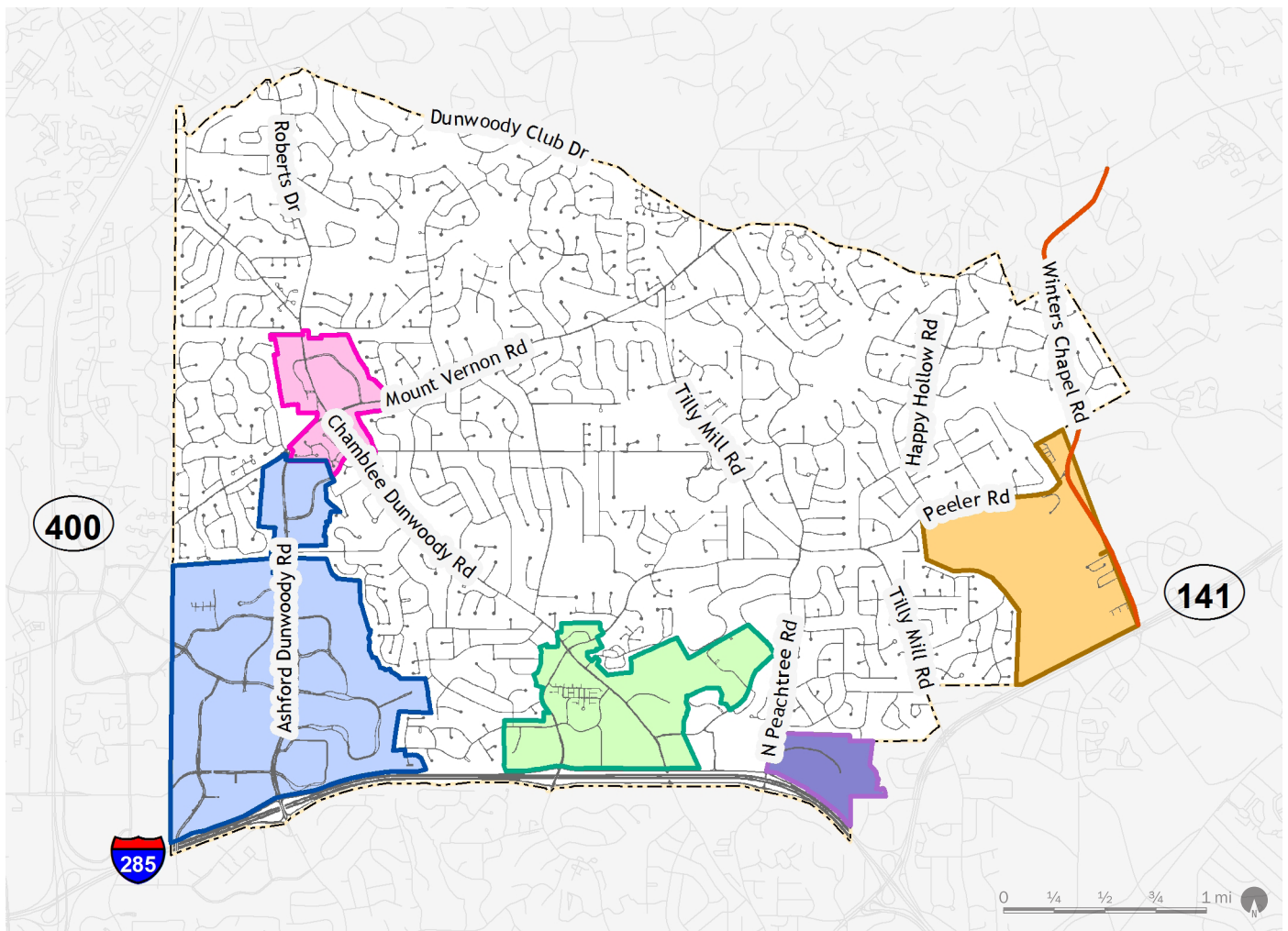


FIGURE 3: Target Redevelopment Areas

Legend:

- Dunwoody Village
- Georgetown
- Winters Chapel
- Perimeter Center

planning efforts. Figure 3 on the next page identifies the Target Redevelopment Areas.

A INCREASE CONNECTIVITY AND ENHANCE TRANSPORTATION OPTIONS FOR ALL FORMS OF TRAVEL

Dunwoody is fortunate to be located at the crossroads of several major highways with easy access to all the opportunities and amenities that the Atlanta metropolitan area has to offer. This convenient access comes at a cost, and like most communities in the Atlanta metropolitan area, Dunwoody is often plagued by very congested roadways, particularly at rush hour. Although residents and workers have access to transit and multi-modal opportunities, much more needs to be done to increase transportation connectivity and access and to maintain its locational advantage.

T EXPAND THE CITY'S PARKS AND GREENSPACE AND IMPROVE RECREATIONAL OPPORTUNITIES

Dunwoody is an active community that enjoys outdoor recreation, and is known for its tree lined streets and dense tree canopy. With an anticipated growth in population, and limited undeveloped areas, the community needs to take an active role in preserving greenspace and expanding its recreational opportunities.



MAKE AGING IN PLACE A MORE ACHIEVABLE REALITY

Dunwoody has aging population that has strong roots and connections to the overall community. Unfortunately, most of the City's housing stock is single-family residential, designed for traditional families with children. As a result, the housing stock and other factors that make aging in place easy is not meeting the changing needs of this growing portion of the population. Besides housing, other assets that make aging in place a reality include convenient access to transportation options, cultural and recreational amenities, quality health care facilities, and supportive social networks.



GROW THE ARTS AS PART OF WHAT MAKES DUNWOODY SPECIAL

The arts play a very important role in defining a community as unique and distinguish it as a desirable destination and location for residents and business. They include not only access to the fine arts and performing arts, but also the display of public art. Participants in the Shape Dunwoody process recognized that the City has an active arts community, but much more could be done to support its growth and establish Dunwoody as a widely recognized arts community.



MAINTAIN THE COMMITMENT TO SUSTAINABLE PRACTICES

Dunwoody takes its responsibility toward sustainable practices very seriously, as is evident by the establishment and continued operation of a Sustainability Committee and its recent adoption in 2014 of a Sustainability Plan. Sustainability means more than just environmental stewardship, it is a holistic or comprehensive term that the City has applied to four broad categories, including: Resource Conservation & Waste Reduction; Ecology, Biodiversity, and Health & Wellness; Outreach and Education; and Economic Prosperity.

2.3 COMMUNITY POLICIES

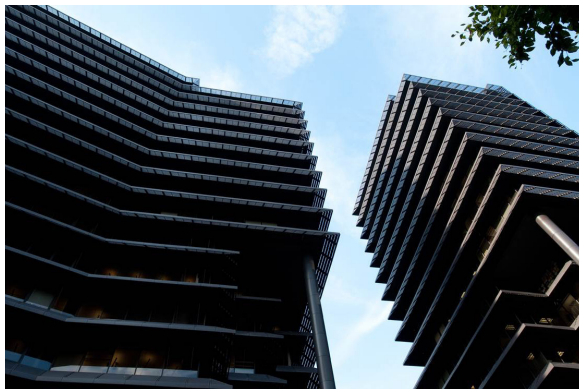
The following policies are intended to provide ongoing guidance and direction to local government officials for making decisions consistent with achieving the Community Goals. For this reason these policies are organized by goal, through being comprehensive in nature, many individual policies likely will help to achieve multiple goals.



PRESERVE OUR NEIGHBORHOODS

- Through careful planning, the City of Dunwoody seeks to ensure that population growth will not **exceed infrastructure investment**.
- The City will promote ways to achieve a greater level of **owner-occupied housing**.
- The City will regularly communicate with the **local school board** on decisions concerning new housing
- New housing infill into existing neighborhoods will be **compatible** with surrounding properties.

- Preserve the character of **existing residential neighborhoods**.
- **Protect properties** located on borders of Suburban Residential Neighborhoods Character Area with compatible height, building placement, densities, massing and scale, buffers, tree protection and other associated site development and building regulations.
- Land use decisions will concurrently consider implications for **transportation and open space**.
- Promote small scale, conscientious redevelopment of our neighborhood commercial nodes designed to enhance the quality of life of our residential neighborhoods.



NURTURE DUNWOODY AS A PLACE TO LOCATE AND GROW BUSINESS

- The City of Dunwoody is **business-friendly** and supports its **small businesses** that add to the character and quality of life for residents.
- The economic priority for the City is to protect a diversified, **healthy tax base** in order to function as a financially responsible government and provide the services and capital improvements desired by its residents and business owners.
- Cultivate a healthy, cooperative relationship with nearby partners, including the Perimeter CIDs, Sandy Springs, Brookhaven, Dunwoody Perimeter Chamber of Commerce, and the Perimeter Business Alliance.
- Development in Dunwoody will be recognized for its **high quality design** throughout the City.
- The City of Dunwoody commits to maximizing resources through incentives and grants; this will especially target opportunities to promote **unique development**, such as adaptive reuse of buildings with historic value.
- Promote small business development to further an environment that promotes Dunwoody as a city of small business incubation and innovation.



TRANSFORM TARGET REDEVELOPMENT AREAS

- Encourage a mix of **compatible land uses** in future commercial development and redevelopment areas.
- Promote the **conversion of surface parking** to other land uses (outparcels, plazas, open space) and encourage **structured and shared parking solutions in priority locations**.
- Encourage mixed-use development and design standards that enhance **pedestrian movement, lifelong communities and healthy living**. (See Universal Design Policies under *Make Aging in Place a more Achievable Reality*)
- **Coordinate with neighboring jurisdictions**, to the extent of where interests are shared, especially for future improvements to Peachtree Industrial Boulevard and/or any improvements along the borders of Winters Chapel Character Area.



INCREASE CONNECTIVITY AND ENHANCE TRANSPORTATION OPTIONS FOR ALL FORMS OF TRAVEL

- **Promote walk- and bike-“ability”** to homes, schools, shopping, employment centers, civic uses, and open space.
- Implement the multi-modal transportation options in the City's Comprehensive Transportation Plan.
- Create a **community-wide pedestrian/bike path network**.
- Provide safe and secure parking to support **multi-modal transit services**.
- Increase **network connectivity** to accommodate demand between adjacent neighborhoods and developments without accessing the major thoroughfare system.
- Promote the use of zero-emission Low Speed Vehicles (LSV) and Neighborhood Electric Vehicles (NEVs) and consider other **emerging and innovative transportation technologies**.
- Promote **travel demand management (TDM)** strategies to reduce trips.
- Preserve current transportation investment through **effective maintenance** of transportation system.
- Work with Georgia Regional Transportation Authority (GRTA), Metropolitan Atlanta Rapid Transit Authority (MARTA), Atlanta Regional Commission (ARC) and Georgia Department of Transportation (GDOT) efforts related to express **transit service** and regional bus rapid transit (BRT) initiatives to connect Dunwoody to surrounding communities.



▲ Stacked flats utilizing Universal Design from the Preserve on Fredricksburg, San Antonio, TX



▲ Homes using Universal Design principles related to entry ways



EXPAND THE CITY'S PARKS AND GREENSPACE AND IMPROVE RECREATIONAL OPPORTUNITIES

- Preserve strategically located, **existing undeveloped land** that could be a viable option for functional greenspace.
- Create and maintain programs to support **historic preservation** and/or **campaign for grant dollars** that award historic preservation dollars.
- Encourage the acquisition of greenspace as a part of larger redevelopment areas.



MAKE AGING IN PLACE A MORE ACHIEVABLE REALITY

- The City of Dunwoody seeks to promote a strong quality of life by fostering active civic engagement by **all ages and demographic groups** and by celebrating the diversity of the community. Furthermore, City planning and programming will aim to make Dunwoody a “**lifelong community**,” that is, a place individuals can live throughout their lifetime and which provides a full range of options for residents, including:
 - Transportation options: allow ways to remain mobile and retain independence.
 - Healthy lifestyles: create environments that promote physical activity, the production of local food, and social interaction.
 - Expanded information and access to services:
 - Provide housing options near services for the continuum of care needed through aging years.
 - Modernize and extend network of community information available to all residents .
- Utilize universal design as a component of all residential development where senior appropriate housing has been required, particularly within the Dunwoody Village, Georgetown, and Winters Chapel Character Areas
- Encourage the integration of senior appropriate housing, both active adult and assisted living, into the fabric of the community, thus offering multi-generational or lifelong housing opportunities.

UNIVERSAL DESIGN:

Universal Design is the design of products and environments to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design.

UNIVERSAL DESIGN IN THE COMMUNITY:

Communities built around the elements of universal design meet the needs of seniors, people with disabilities, and people of all ages and ability. Universal design can simplify life for all ages by making the built environment more usable by as many people as possible. At the community scale Dunwoody supports the recommendations of the Atlanta Regional Commission's Lifelong Communities Program.

ELEMENTS AT THE COMMUNITY SCALE:

- Create a range of housing opportunities and choices
- Create walkable neighborhoods
- Encourage community and stakeholder collaboration
- Foster communities with strong sense of place
- Provide a variety of transportation choices
- Strengthen and direct development towards existing communities
- Encourage compact building design in target redevelopment areas.

UNIVERSAL DESIGN AT HOME:

Homes designed with the elements of universal design for aging-in-place are normal looking homes that meet the changing needs of residents as they age. The intent is not to create a residential hospital setting, but to create a practical safe home that allows easy access, and functionality. At the dwelling unit scale Dunwoody applies universal design in the home to several key elements of the home, including entry, bedrooms, bathrooms, kitchens, overall circulation, etc. See Land Use Appendix for a list of possible criteria that should be evaluated and considered in adopting universal design standards.

BENEFITS AT THE DWELLING UNIT SCALE:

- A home that is accessible to anyone regardless of age or ability
- Function home design that make everyday living easier
- Incorporated design features that appeal to a wider range of buyers
- A home that can adapt to the changes in lifestyle without the need of extensive remodeling



GROW THE ARTS AS PART OF WHAT MAKES DUNWOODY SPECIAL

- Support the **arts and opportunities for cultural activities** and events.
- Integrate public art at City gateways and community gathering areas.



MAINTAIN THE COMMITMENT TO SUSTAINABLE PRACTICES

- Champion sustainable development in all land use and development practices.
- Provide conveniently located and efficiently managed City Administration services, demonstrating commitment to sustainable practices in managing City-run resources.
- Engage regional, state and federal resources for improving local sustainable practices.
- Support **community partnerships** for pursuing sustainable practices.
- Demonstrate **regional leadership** in promoting efficient and innovative use of resources.

2.4 CHARACTER AREAS

The Character Areas Map is a visual representation of the City's future development policy. It was originally developed as part of the City's inaugural Comprehensive Plan, and was refined through the Shape Dunwoody public involvement process. Unlike the inaugural plan, this Comprehensive Plan Update also includes a Future Land Use Map that specifies the preferred use of each parcel of land in the future. The Future Land Use Map supplements the policies of the Character Area Map to provide more detailed guidance to City officials in making rezoning and capital investment decisions.

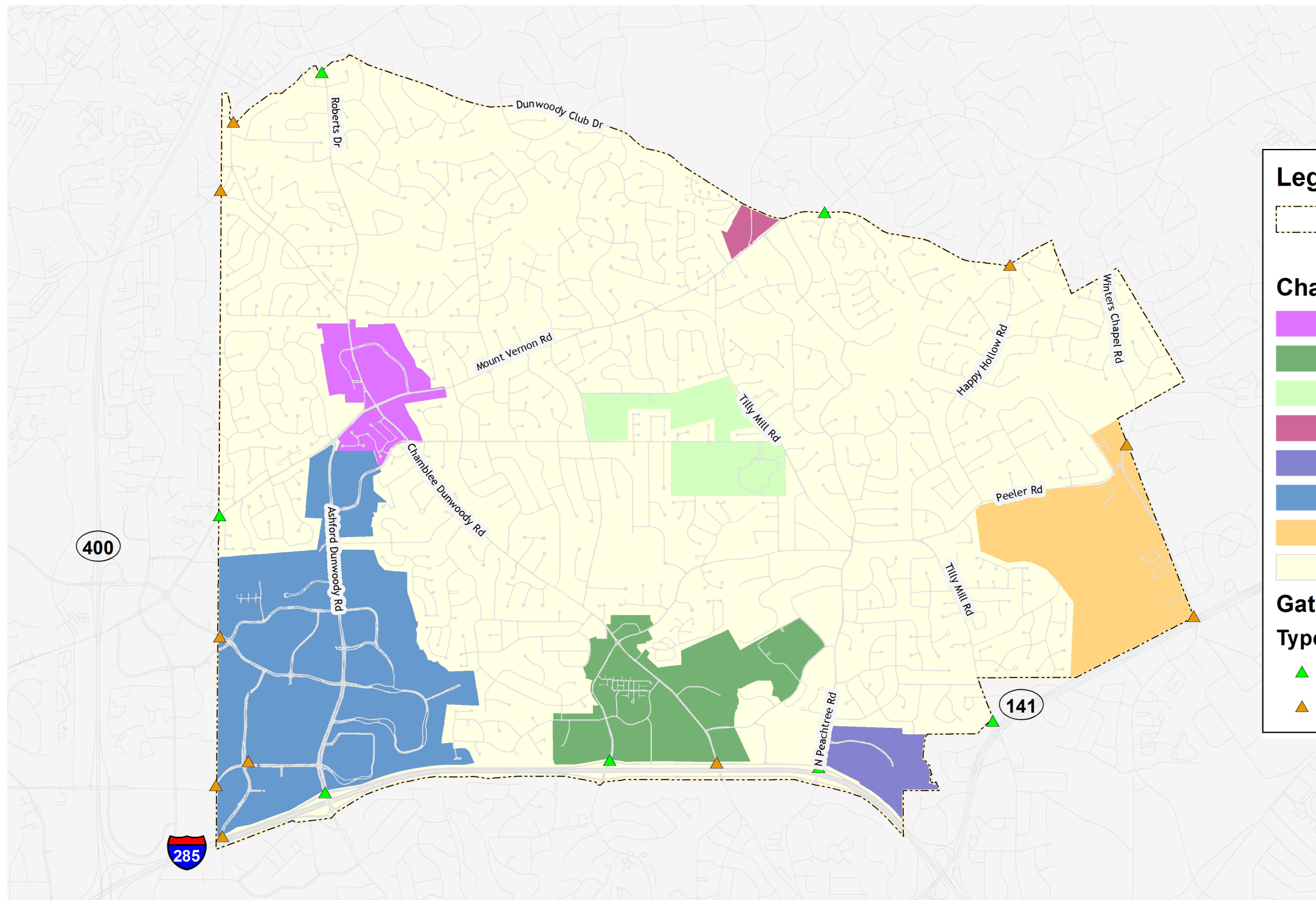
Interpretation of the Character Areas Map is provided in the supporting text to be considered along with the City's zoning, the Future Land Use Map, and other local policies when decision-makers consider land development questions or requests. The supporting text provides written and graphic description of the types, forms, styles and patterns of development that the City will encourage in each area via **implementation measures, primarily zoning.**

The specific land uses illustrated in the Future Land Use Map and the character features described in the Character Areas Map narratives that follow will inform rezoning and capital investment decisions appropriate for each character area, with regulations concerning permitted and conditional land use, as well as criteria for urban design, environmental sustainability, connectivity, and infrastructure requirements. Furthermore, three sub-area plans adopted or supported by the City fall within character area boundaries found here, specifically: the Perimeter Livable Centers Initiative Study (LCI) and the two master plans – the Georgetown/Shallowford Master Plan and the Dunwoody Village Revitalization Master Plan. The recommendations of those plans were incorporated into policies represented in both the Character Areas Map and Future Land Use Map.

As a City near full build-out, Dunwoody will experience change incrementally (lot by lot) in the majority of the City. Some areas, however, are likely to experience market pressure for redevelopment or are locations where the City intends to provide incentives for revitalization. Rules for both types of change need to be established. The community desires that the **majority of its land use – that dedicated to Stable Suburban Neighborhoods – remains the same.** The other development types described below can be defined similarly by use: Multi-family/Mixed-Use, Institutional, Regional Activity Center, Village Center, and Neighborhood Commercial. However, the Future Development Map names the different characters primarily based on the location – such as street names or historical reference, to give it geographic context.

The supporting narrative provides policy direction for regulating future scale and design with the goal of furthering consistent character within each area as defined by an orienting “vision.” Where appropriate, statements for policy and goals are also established. The City's eight character areas are identified by name and the color used on the map.





Legend

City Boundary

Character Areas

- Dunwoody Village
- Georgetown
- Institutional Center
- Mount Vernon East
- Multi-family/Mixed-Use
- Perimeter Center
- Winters Chapel
- Suburban Neighborhood

Gateways

Type

- Major Gateway
- Minor Gateway

0 1/4 1/2 3/4 1 Miles
 1 in = 0.473 miles
 1 inch = 2,500 feet



FIGURE 4: Character Areas Map



SUBURBAN NEIGHBORHOOD

Vision/Intent

Stable, owner-occupied single-family residential area that is characterized by a traditional suburban pattern of development with accessible sidewalks, extensive landscaping, and access to parks and functional greenspace, places of worship and schools.

Future Development

Form: Traditional homes with quality design and long lasting building materials, such as stone or brick, streetscaping, and pedestrian and bicycle amenities.

Use (See Future Land Use Map): Single-family residential, public gathering spaces, places of worship, office, aging in place appropriate residential.

Action Items

- Encourage paths, connectivity, and sidewalks.
- Identify potential trail easements.

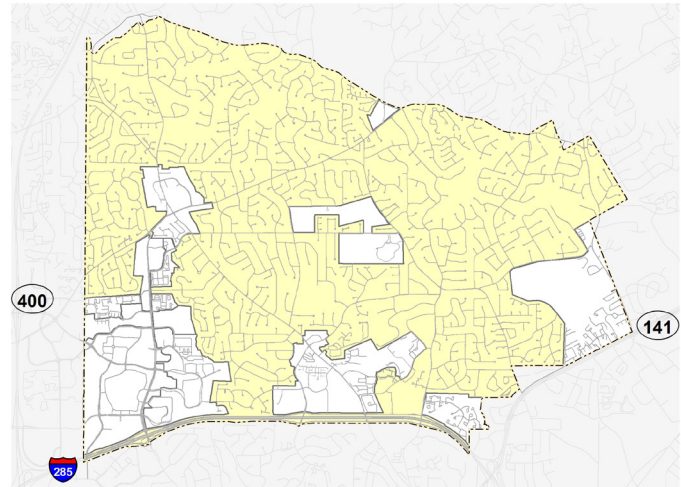


FIGURE 5: Suburban Neighborhood Character Area Map



▲ Playground in local park



▲ Single Family Home

DUNWOODY VILLAGE

Vision/Intent

Dunwoody Village has historically been the “heart” of Dunwoody. A master planning process established a detailed vision for this center of the community, focused on pedestrian and bicycle amenities, functional public open space, a multi-modal transportation environment, architectural controls, connectivity and place making. A sense of history will add to the charm and sense of place. This area will offer a “village green” with civic activities and amenities, and redevelopment will draw community members to shopping, dining and entertainment. Furthermore, redevelopment should have a residential component for day and evening activity to foster community. The design should embody the unique character of Dunwoody.

Future Development

Form: Master planned design, high quality building materials, civic amenities, integrated open space and appropriate transitions from greater to less intense uses. The periphery of the character area will include a large transitional area to adequately protect single-family residential and other residential homes in the area.

Use (see Future Land Use Map): Mixed-Use (combined office, retail and residential where residential is located only on the second floor or above), although age-restricted projects would be granted consideration for additional densities; live-work units, civic institutional, community retail (not greater than 50,000 square feet per tenant space), local and unique business, boutique retail, public assembly and entertainment. Additional density is allowable, if and only if, the nature of the mixed-use development provides exceptional opportunities for creating a high quality community.

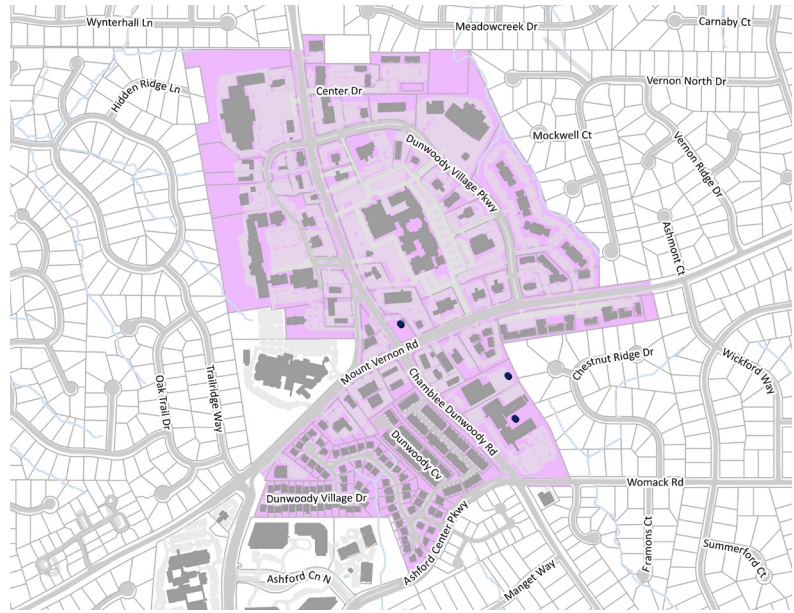


FIGURE 6: Dunwoody Village Character Area Map



▲ Food Market in Dunwoody Village



▲ Local Shops

Action Items

- Create an active community center with public places to gather, following a master planning process that potentially supports a redevelopment investment program.
- Establish way-finding or landmark features that unify the Village and can be used across the City, if a way-finding or gateway plan does not already exist for the greater City as a whole.
- Regularly review the Dunwoody Village Overlay to ensure enforcement meets intent of Overlay and Character Area vision.

- Creatively address the parking and congestion that new local activity may generate.
- Identify solutions for structural parking.
- Establish bicycle network for new connectivity throughout the City so that “all roads lead to the Village.”
- Establish infrastructure thresholds that new development must meet.
- Complete site location evaluation and financing plan locating City Hall, Police and other civic functions, including options for joint public-private partnership. Note that the Georgetown area is also being considered as a possible location of City Hall.
- Create venues for cultural events like music and create programs for public uses of City Hall and library.
- For detailed circulation and open space recommendations concerning the Dunwoody Village character area, see the Dunwoody Village Master Plan.
- Pursue the creation of a central green space and alternatives for acquiring that space.

REDEVELOPMENT WITH OPEN SPACE

Several regional examples of redevelopment with open space were referenced during Community Meeting discussions about Dunwoody Village. The City of Smyrna allows higher buildings adjacent to the plaza at the Market Village. The City of Dunwoody envisions similar development and rules whereby densities may increase, contingent upon the provision of amenities (open space, plazas, etc.) or development features.



FIGURE 7: Dunwoody Village Master Plan

GEORGETOWN

Vision/Intent

This area will redevelop into a pedestrian- and bicycle-oriented activity center. A mix of commercial, office and shopping integrated with multi-family as an accessory use, or as a primary use for senior living. Redevelopment will incorporate functional open space and greenways and preserve adjacent single-family homes protected by adequate buffering. Ideally, this area includes a community center where a wide array of activities achieve the City's desire to be a "lifelong community," allowing options for aging in place. Multi-use paths and transit options will invite alternative transportation modes and greater connectivity; new pedestrian and bicycle options will link the area to Perimeter Center. It focuses more intense development along I-285 with transitions to adjacent residential subdivisions. The City seeks a dynamic mix of uses in the Georgetown area and generally discourages additional stand-alone apartments in favor of mixed-use developments and a greater variety of housing types. The City also encourages creative redevelopment of existing multi-family developments.

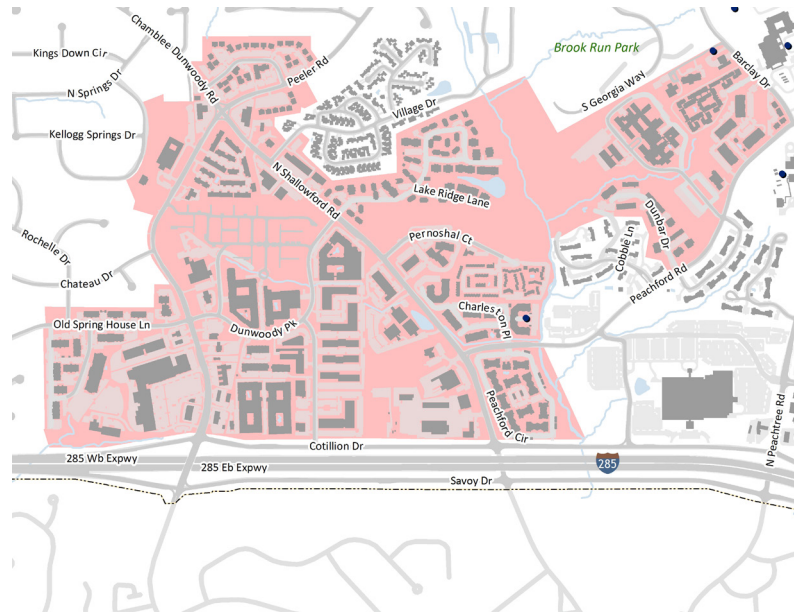


FIGURE 8: Georgetown Character Area Map

Future Development

Form:

- Buildings and site design organized to take advantage of the area's walkability and transit.
- Heights and densities will transition downward as development moves towards the adjacent Suburban Character areas, protected by adequate buffering/transition zones.
- Characterized by transitions to adjacent uses (step down of building heights, buffers).
- Public functional green space and connectivity.
- Innovative parking solutions including underground and structured options and pedestrian- and bicycle-oriented features such as wrap-around parking, and landscaping.
- High quality, long lasting materials such as stone and brick.



▲ New multiuse trail at Project Renaissance



▲ New Housing in Georgetown

- Transitional buffer zones to appropriately protect any adjacent residential uses.

Use (see Future Land Use Map):

- Appropriate uses include a mix of quality, public space (plazas, pocket-parks) and Civic Institutional uses, Commercial, Office, Mixed-Use with residential components accommodating the creation of a lifelong community:
- Commercial: Big-box retail is not appropriate (65,000 square foot or greater).

Action Items

- Re-development projects demonstrate appropriate transitions between intense uses and adjacent neighborhoods; transitions include gradual increases only in height-plane, buffers and landscaping and intensity of uses.
- Incorporate sustainable building and site development practices.
- Multi-generational residential including active-adult housing and a range of continuing care options near new public amenities.
- Promote a local, private or non-profit recreation center, such as a YMCA, in this area.
- The Dunwoody marker, logo or identifier should be prominent in this area
- Establish a bicycle network to allow cycling between Dunwoody Village, Georgetown and Brook Run.
- Bicycle, pedestrian, and alternative forms of transportation provide connectivity throughout character area.
- Complete site location evaluation and financing plan locating City Hall, Police and other civic functions, including options for joint public-private partnership. Note that the Dunwoody Village area is also being considered as a possible location for City Hall.
- For detailed circulation and open space recommendations for the Georgetown/ Shallowford Character Area, see the Georgetown/ Shallowford LCI Master Plan.

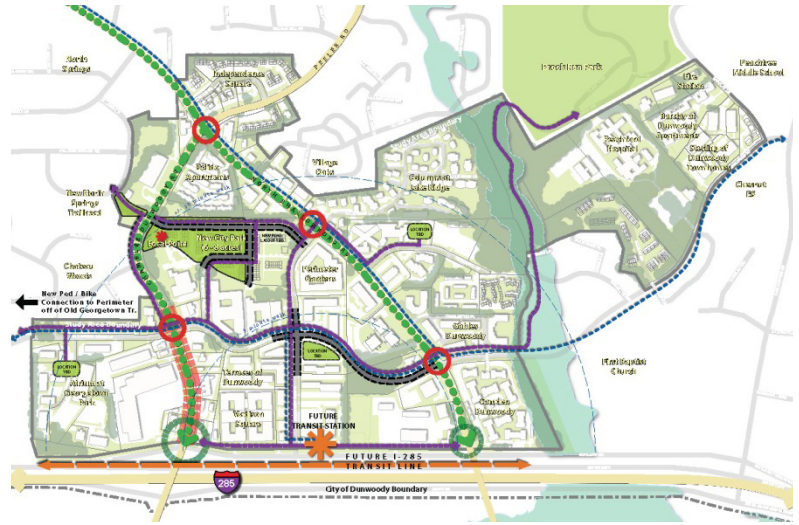


FIGURE 9: Georgetown/Shallowford Master Plan

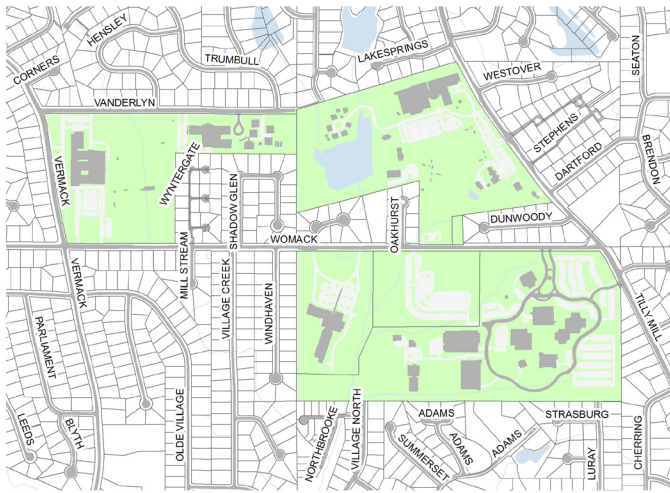


FIGURE 10: Institutional/Campus Character Area Map



▲ Dunwoody High School



▲ Georgia Perimeter College

INSTITUTIONAL CENTER

Vision/Intent

A defined area for academics, culture, and recreation supporting the missions of its respective institutions while considering the mobility needs of Dunwoody residents.

Future Development

Form: High quality design and building materials with managed access and parking; buffers and landscaping. Transitional buffer zones will appropriately protect any adjacent residential.

Use (see Future Land Use Map): Institutional and cultural facilities and accessory residential uses.

Action Items

- Improved roads with better ingress and egress management.
- Womack Road restriping should be considered to facilitate a more efficient use of right of way.
- Improvement of existing bike networks and transit development along Womack Road and Tilly Mill Road should be explored, as road widening is not a feasible solution.
- Promote/establish new connectivity, particularly for cycling and pedestrian movement.

MOUNT VERNON EAST

Vision/Intent

Neighborhood-scale commercial node focused on providing a unique destination for surrounding residents, creating a pedestrian and bicycle friendly environment through multi-use paths, streetscape, and well-designed parking areas and vehicular access. Cohesive architectural design and streetscaping will define gateways into the City of Dunwoody. A unifying design feature such as way-finding signage or City marker will link the gateway with the rest of the City.

Future Development

Form: The Mount Vernon East node with buildings oriented towards the three major commercial roads (Mount Vernon Road, Dunwoody Club Drive and Jett Ferry Road); public functional green space; new development will carefully consider parking; high quality building and landscaping materials; pedestrian and bicycle friendly streets with way-finding signage and/or public art. Transitional buffer zones will appropriately protect any adjacent residential.

Use (see Future Land Use Map): Retail use, neighborhood-scale commercial (no large-scale retail “big-box”); and mixed use.

Action Items

- Allow for redevelopment of existing vacancies.
- Create public plaza and/or green space.
- Retain quality materials and landscaping.
- Leverage existing restaurants and gourmet food stores to cultivate a unique outdoor dining and café experience.

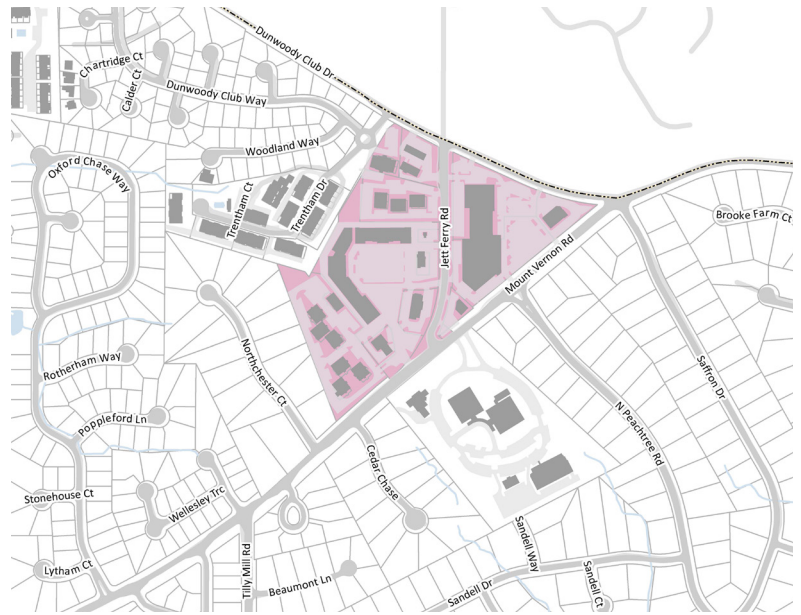


FIGURE 11: Mount Vernon East Character Area Map



▲ Shopping Center



▲ Local Restaurant

MULTI-FAMILY/MIXED-USE

Vision/Intent

Providing high density housing options along I-285 with high quality material and amenities that are contextually sensitive to the surrounding land uses. The City envisions aging, existing apartments to redevelop into mixed-use developments, adding public functional green space and more owner-occupied options.

Future Development

Form: Strong continuity between developments through high architectural standards, quality building materials, prominent placement of amenities such as functional greenspace and pedestrian walkways and bicycle paths. Transitional buffer zones will appropriately protect any adjacent single-family residential.

Uses (see Future Land Use Map): Multi-family as part of Mixed-Use, along with attached and detached single-family.

Action Items

- Re-development projects demonstrate appropriate transitions between intense uses and adjacent neighborhoods; transitions include gradual increases only in height-plane, buffers and landscaping and intensity of uses.
- Incorporate sustainable building and site development practices.
- Require elements of universal design as part of residential redevelopment.
- Establish a bicycle and pedestrian network to allow easier cycling and pedestrian movement.

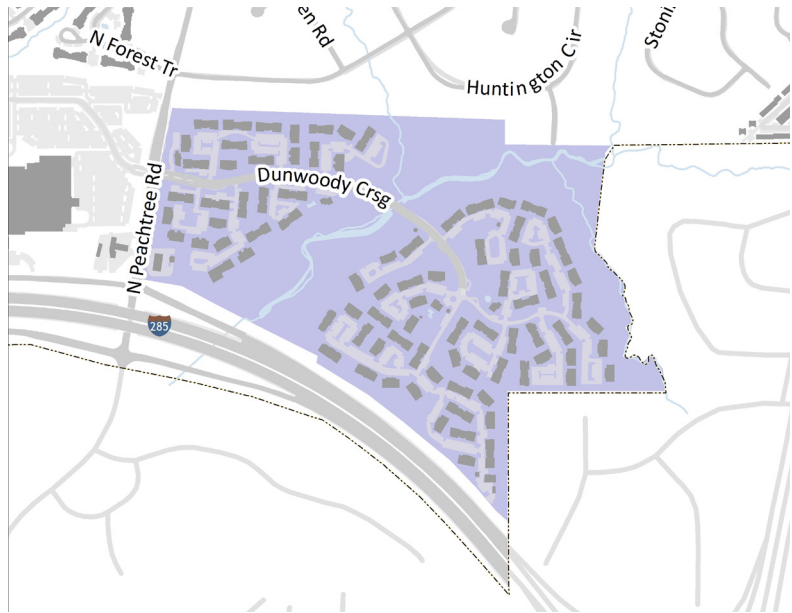


FIGURE 12: North Peachtree Character Area Map



▲ Apartments off of North Peachtree Road



▲ Apartments of off North Peachtree Road

PERIMETER CENTER

Vision/Intent

Perimeter Center will be a “livable” regional center with first-class office, retail and high-end restaurants in a pedestrian and bicycle-oriented environment. The area will serve as a regional example of high quality design standards. The City of Dunwoody works in partnership with the Perimeter Community Improvement Districts (PCIDs) and adjacent communities to implement and compliment the framework plan and projects identified in the Perimeter Center Livable Centers Initiative study (LCI) and its current and future updates.

In the future, the area should add public gathering space and pocket parks, continue to create transportation alternatives, mitigate congestion, and reduce remaining excessive surface parking. The area creates the conditions of possible true “live-work” environment. All future development continues to emphasize high quality design standards and building materials and incorporates the current national best practices on energy efficiency, where possible.

The City of Dunwoody recognizes the value of creating mixed-use, transit-oriented development within walking distance of public transit stations. However, the City has concerns about the impact of such development on the City’s infrastructure and schools.

Future Development

The Perimeter Center Character Area will be divided into four subareas (PC-1, PC-2, PC-3, and PC-4) which match the draft proposed overlay district outline that the City is reviewing as part of the Perimeter Center Zoning Code. This area was the subject of a previous LCI Study. The cities of Dunwoody, Sandy Springs, and Brookhaven work in partnership with the Perimeter Community Improvement Districts (PCIDs) to implement and complement the framework plan and projects identified in the Perimeter Center Livable Centers Initiative study (LCI) and its current and future updates.

For specific recommendations on height, density and use refer to the provisions of the Perimeter Center Overlay District and Zoning, available from the Dunwoody Community Development Department.

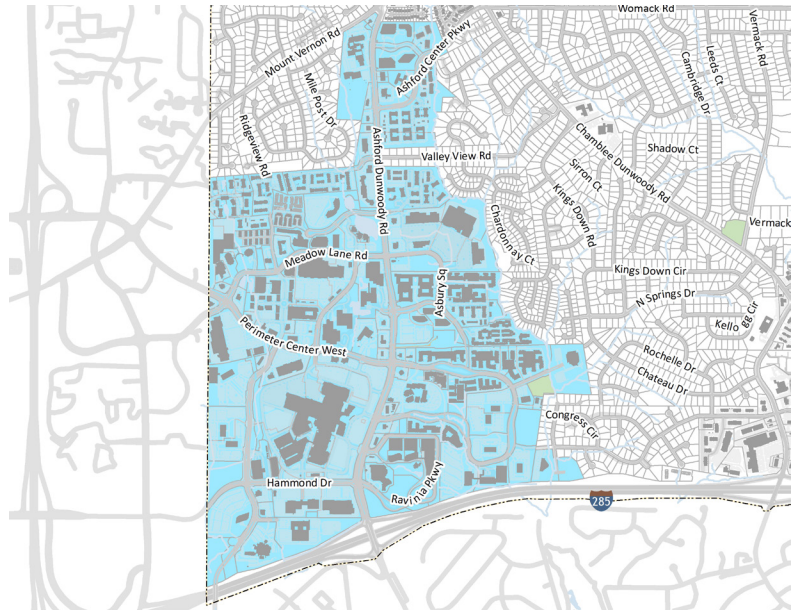


FIGURE 13: Perimeter Center Character Area Map

PC-1: Intended to apply to the central core area of Perimeter Center, including the area directly surrounding the Dunwoody MARTA train station. This district allows for the highest intensity of buildings, a high level of employment uses, and active ground story uses and design that support pedestrian mobility.

PC-2: Made up primarily of employment uses and limited shop front retail, residential, and services.

PC-3: A smaller scale, less intensive commercial district, permitting both shop front and office buildings.

PC-4: Made up primarily of residential uses at a scale that provides a transition between the intensity of Perimeter Center and the surrounding single-family residential neighborhoods.



▲ Perimeter Mall



▲ Housing in Perimeter Center

Action Items

Land Use:

- New development will include amenities and provide public functional green space.
- New development will be mindful of school capacity issues and applicants will work with Board of Education and City for better resolution of school issues.
- Reduce surface parking and promote livable centers in the immediate areas surrounding MARTA station.
- Encourage hotel and convention development near MARTA in order to foster commerce along the mass transportation route.
- Achieve a lifelong-community for residents who can age in place with safe access to medical, recreational and other necessary services.

COMMUNITY IMPROVEMENT DISTRICT (CID)

A Community Improvement District (CID) is an authorized self-taxing district dedicated to Infrastructure improvements within its boundaries. The PCIDs are governed by two boards – one each for Fulton and DeKalb. The PCIDs spent or leveraged public funds to invest \$55 million in Dunwoody alone; over \$7 million from ARC's LCI program was directed to the PCIDs. This makes it one of the most, if not the most, successful CIDs in the region. The PCIDs' mission focuses exclusively on transportation improvements:

To work continuously to develop efficient transportation services, with an emphasis on access, mobility, diversification and modernization.

Transportation and Circulation:

- Create bicycle, pedestrian and non-auto related transportation options to connect with the rest of the City of Dunwoody.
- The 2012 PCID Commuter Trail System Master Plan proposed a network of commuter trails connecting to the MARTA station.
- The 2012 PCID Perimeter Circulator Implementation report recommended circulator transit to provide first/ last mile connectivity for commuters and reduction in CID area congestion.
- The PCIDs have proposed Perimeter Park at the Dunwoody MARTA Station.
- Work with the Perimeter Transportation Management Association (TMA) to actively reduce automobile dependency and emerge as a leader in alternative transportation for the region.

Intergovernmental Coordination:

- Work to strengthen Board of Education relationship for creative solutions to school capacity.
- Work with the PCIDs' boards to implement vision.
- Coordinate with the City of Sandy Springs for LCI Updates and implementation.
- Coordinate with the Atlanta Regional Commission (ARC) for implementation of future LCI study updates.
- Coordinate with MARTA regarding Bus Rapid Transit (BRT) (or other regional service) and urban design surrounding all transit stations.

WINTERS CHAPEL

Vision/Intent

An attractive gateway to the City offering a mix of housing, shopping, and recreational options. The City envisions the apartments in this area to redevelop into mixed-use development, adding functional green space and more owner-occupied residential options, with the existing neighborhood scale commercial continuing to serve the surrounding residential area,

Future Development

Form: Development should focus on providing public functional green space and buildings with high quality materials. Transitional buffer zones will appropriately protect any adjacent residential.

Uses (see Future Land Use Map): Multifamily and mixed-use, primarily medium density with a mix of high density multi-family (greater than 8 dwelling units per acre), and attached and detached single-family, small office and neighborhood scale commercial.

Action Items

- Coordinate with Gwinnett County and the City of Peachtree Corners to promote redevelopment of surrounding area in conformity with the Winters Chapel Study.
- Leverage existing businesses to promote culturally diverse dining and retail.
- Redevelop older commercial and multi-family stock.
- Maintain occupancy of retail areas
- Promote public gathering spaces.
- Build on existing commercial activity to promote community events.



FIGURE 14: Winters Chapel Character Area Map



▲ Townhouses off of Winters Chapel



▲ Apartments off of Peachtree Industrial Blvd

GATEWAYS

Vision/Intent

Cohesive architectural design and streetscaping will define such areas as gateways into the City of Dunwoody. A unifying design feature such as way-finding signage or City marker will link gateways with the rest of the City.

Action Items

- Construction of gateway features that define “arrival” to City of Dunwoody. Major gateways take priority over minor, and the construction of unique landmark architectural features should be encouraged.
- Partner with local community groups to maintain landscaping.
- Work with neighboring jurisdictions to encourage appropriate land uses and controls adjacent to gateway features.
- Features may include:
 - Quality of building materials and design,
 - Enhanced landscaping and streetscape,
 - Monument or unique landmark feature.

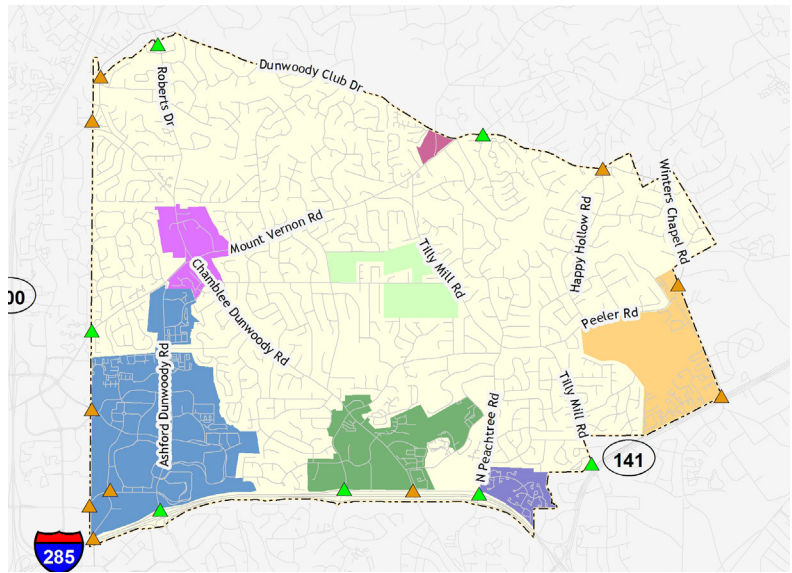


FIGURE 15: Gateway locations shown as triangles on the Character Areas Map



▲ Ashford Dunwoody/I-285 Interchange

- Legend:**
- ▲ Minor Gateway
 - ▲ Major Gateway

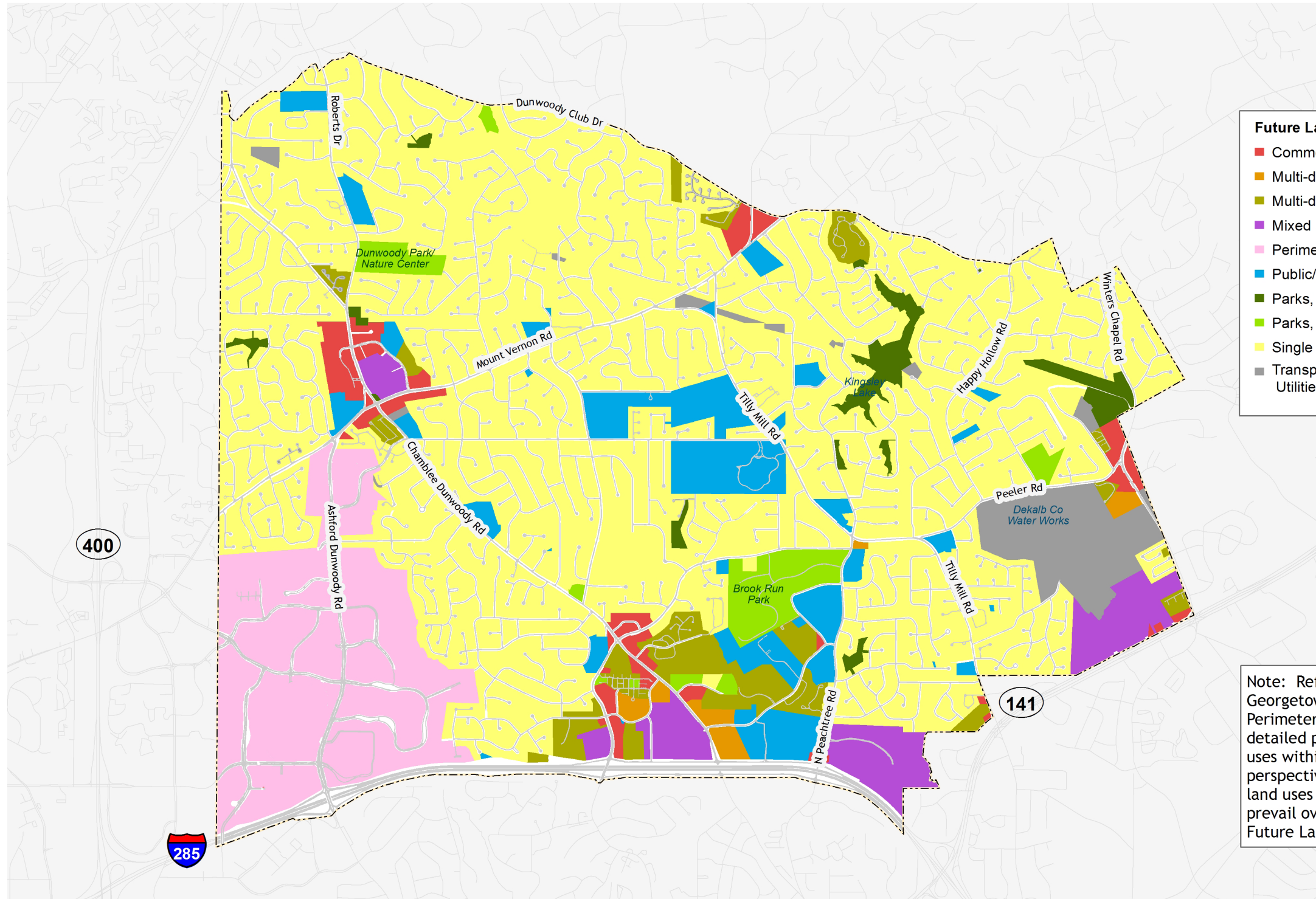
2.5 FUTURE LAND USE

The Future Land Use Map like the Character Areas map is a **visual representation of the City’s future development policy**. Interpretation of the map is provided in the supporting text to be considered along with the City’s zoning, the Character Areas Map, and other local policies when decision-makers consider land development questions or requests.

FIGURE 16: Future Land Uses Table

	LAND USE	DESCRIPTION	ZONING CATEGORIES
	Single Dwelling Residential	The predominant use of land is for single-family dwelling units, including detached, semi-attached or duplexes.	R- districts (R-150, R-100, R-85, R-75, R-60, R-50, RA, RA-5, RA-8, R-CD, R-CH)
	Multi-dwelling Residential - Apartments	The predominant use of land is for multi-family dwelling units, typically 12 units per acre or more.	RM- districts (RM-150, RM-100, RM-85, RM-75, RM-HD)
	Multi-dwelling Residential - Other	The predominant use of land is for multi-dwelling units, 3 or more units attached, including townhouses and condominiums.	RM- districts (RM-150, RM-100, RM-85, RM-75, and RM-HD)
	Commercial	Land dedicated to non-industrial business uses, including retail sales, office, service, and entertainment facilities. Accessory commercial uses may be located as a single use in one building or grouped together in a shopping center or office building.	O-I, O-I-T, C-1, C-2, NS, O-D
	Public/ Institutional	Government uses at all levels, and institutional land uses. Government uses include City Hall, police and fire stations, libraries, post offices, schools, etc. Examples of institutional land uses include colleges, churches, cemeteries, hospitals, etc. Does not include facilities that are publicly owned, but would be classified more accurately in another land use category. For example, publicly owned parks and/or recreational facilities are classified under park/recreation/conservation category; and general office buildings containing government offices (such as the current Dunwoody City Hall) are included in the commercial category.	Any zoning district.

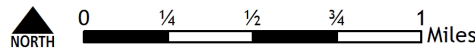
	LAND USE	DESCRIPTION	ZONING CATEGORIES
	Transportation/ Communication/ Utilities	Major transportation routes, public transit stations, power generation plants, railroad facilities, radio towers, telephone switching stations, airports, port facilities or other similar uses.	Any zoning district, subject to applicable zoning restrictions.
	Parks/ Recreation/ Conservation - Public	Land dedicated to active or passive recreational uses held in public ownership or land trust. These areas may include playgrounds, public parks, nature preserves, community centers or similar uses.	Any zoning district.
	Parks/ Recreation/ Conservation - Private	Land dedicated to active or passive recreational uses in private ownership. These areas may include subdivision recreation areas, golf courses, swim and tennis centers, or similar uses.	Any zoning district.
	Mixed Use	A mixture of uses on the same parcel, vertical (same building) or horizontal (different buildings). Typically this is made up of a combination of commercial and residential uses, but could include a mix of other uses as well.	OCR, PD, CR-1
	Perimeter Center	Livable regional center with office, retail, mixed-use, and multi-use residential buildings.	Draft PC-1, PC-2, PC-3 and PC-4 Districts



Future Land Use

- Commercial
- Multi-dwelling Residential, Apartments
- Multi-dwelling Residential, Other
- Mixed Use
- Perimeter Center
- Public/Institutional
- Parks, Recreation, Conservation (Private)
- Parks, Recreation, Conservation (Public)
- Single Dwelling Residential
- Transportation, Communication, and Utilities

Note: Refer to the Dunwoody Village, Georgetown/Shallowford Road, and Perimeter Center Master Plans for more detailed policy guidance on future land uses within the boundaries of those perspective studies. The future land uses approved in the Master Plans prevail over those depicted on the Future Land Use Map.



1 in = 0.473 miles
1 inch = 2,500 feet



FIGURE 17: Future Land Use Map



* 3 NEEDS AND OPPORTUNITIES

In order to achieve Dunwoody’s vision and goals for the future there are a number of needs and opportunities that the community must address. A need can be defined as a condition of something that is required or wanted, while an opportunity is a chance for progress or advancement. Needs and opportunities are constantly changing as the community grows, and should be regularly re-evaluated to keep the plan current. The Shape Dunwoody process has identified needs and opportunities which are unique to the community, based on the technical assessment prepared by the planning team, as well as by public input collected as a part of the community engagement process. The details of the technical assessment and the public input process can be found in the Appendix.



▲ Needs and Opportunities Workshop

3.1 PUBLIC INPUT

Community members participated in two Needs and Opportunities “Framing Our Priorities” Workshops held by the City of Dunwoody on April 23 and April 25, 2015. The two public workshops were held to give the community an opportunity to help identify the needs and opportunities that would more directly impact the community’s future. Both workshops followed the same format and included opportunities for review of draft plan content and group discussions surrounding overarching community needs and area-specific needs, building off public input collected to date and content in the City’s current comprehensive plan. Following the DCA guidelines, these needs and opportunities were identified through a facilitated discussion of the Strengths, Weaknesses, Opportunities, and Threats in the community, or a SWOT Analysis.

The SWOT analysis was designed to identify citywide priorities for the City’s long (5+ years) and short-term (5-year) future. The goal was to determine what the perceived needs and opportunities are for each overarching goal. The following two questions were asked for each goal:

- 1. What are the strengths and opportunities?** To achieve the goals presented, what assets does the City already have or could have in the near future to help accomplish them?
- 2. What are the weaknesses and threats?** What obstacles stand in the way of taking advantage of these strengths and opportunities that the City should proactively address?

By framing the discussion around each goal, participants were able to grasp the comprehensive nature of the needs and opportunities, and how most of the needs and opportunities related to more than one goal. The workshop discussions resulted in a list of 45 initial needs and opportunities, which were reviewed and consolidated by staff with the help of the Sounding Board. As a result, the 45 needs and opportunities were reduced to 16 priority needs and opportunities. The matrix below illustrates how these priority needs and opportunities relate to each of the community goals. The priority needs and opportunities are roughly organized by community goal, and so position within the list does not indicate priority of one item over another.

GOALS	Preserve our Neighborhoods.	Nurture Dunwoody as a place to locate and grow business.	Transform target redevelopment areas.	Increase connectivity and enhance transportation options for all forms of travel.	Expand the City's parks and greenspace and improve recreational opportunities.	Make aging in place a more achievable reality.	Grow the arts as part of what makes Dunwoody special.	Maintain the commitment to sustainable practices.
								
PRIORITY NEEDS AND OPPORTUNITIES								
1. Strengthen and enforce local development regulations and land use controls.	■	■	■	■		■		■
2. Manage traffic.	■	■	■	■				■
3. Improve and maintain the public rights-of-way.	■	■	■	■				
4. Maintain the character of Dunwoody.	■				■			■
5. Encourage Dunwoody's small business and entrepreneurial environment.	■	■	■					
6. Ensure that the permitting process is straightforward and easy to understand.	■	■	■					■
7. Strengthen Dunwoody's economic development efforts.	■	■	■				■	■
8. Continue to strengthen relationships with local, regional, state, and federal partners.	■	■	■	■	■			
9. Encourage the construction of a greater variety of senior appropriate housing options.	■	■	■			■		■
10. Encourage use of wider range of transportation options.	■			■		■		■
11. Improve transportation connectivity.	■		■	■	■			■
12. Implement and update the City's transportation plan.	■			■		■		
13. Provide active recreational opportunities for all ages.	■		■	■	■	■	■	■
14. Add new parkland and preserve greenspace.	■	■	■	■	■	■	■	■
15. Build upon existing resources to further support the cultural arts.	■	■	■				■	■
16. Implement the Dunwoody Sustainability Plan.	■	■		■	■	■		■

FIGURE 18: Priority Needs and Opportunities

3.2 PRIORITY NEEDS AND OPPORTUNITIES

This section describes the nature and intent of each of the top priority needs and opportunities identified through the Shape Dunwoody community engagement process. This list is used later to frame the development of implementation measures presented in the Community Work Program.

3.2.1 STRENGTHEN & ENFORCE LOCAL DEVELOPMENT REGULATIONS & LAND USE CONTROLS

The desire to have local control over land development regulations and land use policies was one of the primary motivators for Dunwoody's incorporation. Since becoming a City, many modifications and enhancements to the original county land use regulations, which was the framework for the City's first zoning ordinance, have been made to better reflect the community's vision for the future, such as the creation of new residential infill standards, and the current work on the Perimeter Center form based code. Zoning regulations and land use controls are constantly being reevaluated through regular use and interpretation, and participants in the Shape Dunwoody planning effort recognized the importance of aligning the codes to match the vision of the comprehensive plan. In particular, interest was expressed in modifying the code to ensure that senior housing desires are adequately covered, that transportation regulations regarding access and connectivity speak to sustainability, and that requirements for new development provide provision for adequate recreational areas and greenspace.



3.2.2 MANAGE TRAFFIC

One of the biggest concerns of local residents and businesses is traffic congestion, and throughout the Shape Dunwoody planning effort managing traffic consistently ranked as a top priority in the hierarchy of needs. It impacts almost every aspect of Dunwoody's quality of life. Most everyone recognized, however, that simply adding more roadway capacity was not the solution to the problem. The widening of local roads would only create more traffic and destroy the suburban charm of the neighborhoods. Instead, there was more support for making operational improvements such as installing traffic calming measures, adding turn lanes, and improving signal timing. Participants also recognized that as redevelopment occurs proper planning needs to be in place to mitigate the potential for further transportation problems.



3.2.3 IMPROVE AND MAINTAIN THE PUBLIC RIGHTS-OF-WAY

Dunwoody's public rights-of-way are the gateways to the community, and play an important role in crafting the image and character of the community. General cleanliness and proper road, bike lane, and trail maintenance is important not only for public image, but also the safety of travelers. Potholes, cracked pavement, and debris not only create safety issues for motorists, but pedestrians and cyclists as well. Many of the City's rights-of-way also lack complete sidewalks or bike facilities, and though the City has made ongoing improvements more needs to be done to help ensure greater transportation safety.

3.2.4 MAINTAIN THE CHARACTER OF DUNWOODY

The overall character and unique charm of Dunwoody is defined by several key physical factors:

- Dunwoody is a hybrid of older areas with new mixed-in. This hybrid appeals to a variety of users.
- Dunwoody is a combination of Atlanta’s “OTP (outside the perimeter)” and “ITP (inside the perimeter)” merged into one.
- Dunwoody is primarily a two-lane road community; the two lanes create cohesion among a large residential area.
- Dunwoody is a community with historic charm; even though most of the City was built in the last fifty years key prominent historic assets help to reflect a historic image.
- Dunwoody is a city of trees; This is particularly true not only in the suburban residential areas where the tree canopy is so prevalent, but also in the more urbanized areas, where street trees and aesthetically pleasing streetscapes contribute to this.

Participants in the Shape Dunwoody planning process expressed concern that as the community continues to grow and change that it does not lose those elements that help to set it apart. In doing this, the Character Areas Map and adherence to its policies will be an invaluable tool.

3.2.5 ENCOURAGE DUNWOODY’S SMALL BUSINESS AND ENTREPRENEURIAL ENVIRONMENT

Dunwoody benefits from its healthy Perimeter Center area, which is concentrated in the southwestern corner of the City and serves as a strong anchor for the City’s economy. Dunwoody has an opportunity to leverage this major jobs center with large employers, presence of young professionals looking for ability to spin-off or build firms from high-tech innovations and a vibrant retirement community ready for after-retirement opportunities, proximity to the City of Atlanta and its assets, and the presence of MARTA to encourage small business creation and growth in other areas of the City.



3.2.6 ENSURE THAT THE PERMITTING PROCESS IS STRAIGHTFORWARD AND EASY TO UNDERSTAND

It is important that Dunwoody understands its level of economic development competitiveness relative to nearby communities, including but not limited to Sandy Springs, Chamblee, Roswell, Brookhaven, and Buckhead, in terms of the ease of business owners to obtain permits. Surrounding communities are continuously refining their land use regulations and permitting processes in an attempt to encourage quality development. Dunwoody needs to continue to monitor this activity and its own permitting activity to remain competitive in marketplace.

3.2.7 STRENGTHEN DUNWOODY’S ECONOMIC DEVELOPMENT EFFORTS

The City of Dunwoody is a active leader in economic development and currently has several protocols in place to ensure that City officials



understand the needs of existing businesses and that the City competes for relocation projects. The City funds and staffs a business retention and expansion program that visits over 100 businesses per year and has created beneficial programs such as Engage Dunwoody, which is a partnership with the Dunwoody Chamber of Commerce to connect its firms to nonprofit entities to build a better community. However, there is always room for improvement. This recommendation is to continue existing efforts and to build on the foundation the City of Dunwoody Department of Economic Development has laid.

3.2.8 CONTINUE TO STRENGTHEN RELATIONSHIPS WITH LOCAL, REGIONAL, STATE AND FEDERAL PARTNERS

Cooperation and regionalism are hallmarks of successful communities. This is especially true of Dunwoody, which is closely tied to Sandy Springs and Brookhaven because of the shared Perimeter Center area despite being located in different counties. Similarly, Dunwoody's shares retail areas with other cities on its borders. Dunwoody is also a recognized suburb of the City of Atlanta and benefits from the close proximity to Atlanta's assets as well as the metro area's labor shed. These relationships are and can be increasingly mutually beneficial as the City of Dunwoody and its local partners continue to build their relationships across city, county, and even metro lines.

3.2.9 ENCOURAGE THE CONSTRUCTION OF A GREATER VARIETY OF SENIOR APPROPRIATE HOUSING OPTIONS

Aging in place was a frequent topic of discussion throughout the Shape Dunwoody community engagement process. As the large baby boom generation segment of the Dunwoody population reaches retirement age, more and more, seniors are choosing to work longer years prior to retiring, and also want to maintain their strong ties to the community. Besides retrofitting existing housing stock to better accommodate their needs, the community has also identified the need to incorporate universal design into new construction, offering a greater variety of senior appropriate housing options in the target redevelopment areas of the community. Indeed through the City's master planning efforts, several areas within Dunwoody Village and the Georgetown areas have already been designated as appropriate for senior housing, a term that can be applied to a broad spectrum of housing options to serve everything from active-adult to assisted living. Through appropriate policies and possible incorporation of such universal design criteria into the City's land development regulations, the development of a greater variety

of senior-appropriate housing options will be encouraged.

3.2.10 ENCOURAGE USE OF A WIDER RANGE OF TRANSPORTATION MODES

Though operation improvements to the local road network can do much to reduce local traffic congestion, it does little to reduce the overall use of the car as the primary means of transportation in the City. Only through investment in facilities that support other modes of transportation, and appropriate land use planning that supports a non-auto dependent lifestyle can the overall use of the automobile hoped to be reduced. Further master planning efforts such as the Livable Center Initiatives can assist in this effort, as well as continuing efforts to improve its pedestrian and bicycle networks.



3.2.11 IMPROVE TRANSPORTATION CONNECTIVITY

Much of the City's traffic issues stem from the fact that most of the City is designed around a suburban road network. Only few areas of the City offer alternative routes to popular destinations. However, the lack of interest in building more road capacity, forces most improvements in the way of connectivity to target redevelopment areas, and other modes of transportation such as trails and sidewalks. As the City works to improve its redevelopment areas, continuing efforts need to be made to incorporate better connectivity.

3.2.12 IMPLEMENT AND UPDATE THE CITY'S COMPREHENSIVE TRANSPORTATION PLAN

Dunwoody conducted a Comprehensive Transportation Plan (CTP) in 2011 that by reference is incorporated into policies of this plan. The CTP directly addresses the transportation related needs and opportunities identified in this plan, but as the community has changed and grown it needs to be updated, and it is programed to do so in 2016. Participants in the Shape Dunwoody effort recognized the need for ongoing transportation planning to address these ever changing conditions.

3.2.13 PROVIDE ACTIVE RECREATIONAL OPPORTUNITIES FOR ALL AGES

The City operates seven parks offering approximately 170 acres of green space for the enjoyment of Dunwoody residents and visitors. The City does not own or operate recreational programs in its parks, but rather facilitates the use of the parks by organized groups who do the programming. Local churches and religious based organizations also play an active role in providing recreational services. Dunwoody United Methodist Church, North Atlanta Church of Christ, Dunwoody



Baptist Church, Marcus Jewish Community Center of Atlanta (MJCCA), and North Peachtree Baptist Church all operate some athletic programs and offer a variety of athletic facilities.



Despite these opportunities, the Parks, Recreation and Open Space Master Plan adopted in 2011 found that many of the existing parks needed improvements to adequately meet the recreational needs of the community, along with additional parkland and greenway development. A survey from that planning effort, indicated that 60% of residents go outside the City for park activities. The Plan found that according to National Recreation and Park Association standards and community input that the City should consider adding a variety of facilities including, tennis, baseball, softball, soccer, basketball, multi-use fields, aquatics, trails, community centers and playgrounds. In particular there is a lack of indoor programming space, such as a community center or an indoor aquatics facility. Based on these recommendations, the City has in recent years made improvements to Brook Run Park, built new trails and acquired new park lands in the Georgetown area. Participants in the Shape Dunwoody community engagement process pointed out the continuing need for further improvements particularly with regards to Brook Run Park, Donaldson-Chesnut House, and further development of the City's trail network. The Parks, Recreation and Open Space MAster Plan will be updated in 2016, and the need for these improvements should be analyzes as part of that effort.

3.2.14 ADD NEW PARKLAND AND PRESERVE GREEN SPACE

The Parks, Recreation and Open Space Master Plan pointed out that the City has a stated goal of having a park within one-half mile of all residents, but currently falls short of meeting that goal. In particular the City's most densely populated area, Perimeter Center lacks a City park, though plans are underway to address that need with the development of Perimeter Park, and additional parkland close to the MARTA station. Due to the lack of vacant undeveloped land, the assemblage of linear parks and greenways is also being explored by the City to connect nearby activity centres. These potential greenways would run along major stream corridors where, due to flooding and development restrictions, good urban forest still remains.



3.2.15 BUILD UPON EXISTING RESOURCES TO FURTHER SUPPORT THE CULTURAL ARTS

The arts in all its many forms, plays a very important role in defining the desirable character of Dunwoody. The City is fortunate to have a very active arts community, but much more could be done to organize and leverage these resources to establish Dunwoody as a widely recognized arts community. Though this would not be the primary responsibility of the City government, the City could play an important role in supporting their development through planning, access to City parks and facilities, promotion of art in public rights-of-way, and communications.

3.2.16 IMPLEMENT THE DUNWOODY SUSTAINABILITY PLAN

The City's commitment to sustainable practices was witnessed by the adoption of a Sustainability Plan in 2014. As described earlier, sustainability means more than just environmental stewardship, it is a holistic or comprehensive term that the City has applied to four broad categories:

- Resource Conservation & Waste Reduction;
- Ecology, Biodiversity, and Health & Wellness;
- Outreach and Education; and
- Economic Prosperity.

The Sustainability Plan includes over 100 action items, and by reference the Shape Dunwoody Plan supports its implementation.

3.3 SUMMARY

Through the Shape Dunwoody community engagement effort, sixteen priority needs and opportunities have been identified that will need to be addressed in order for the community to achieve its vision and goals for 2035. These sixteen items reflect a common desire in maintaining the neighborhood character, economic prosperity, and responsible governing practices that have made Dunwoody one of the premier communities in the Atlanta metro area. In its short history as a City, Dunwoody has done much to address concerns over transportation, recreational opportunities, and land development controls, but this list also reflects an ongoing effort to achieve greater success.

* 4 COMMUNITY WORK PROGRAM

The Community Work Program outlines the overall strategy and action items for achieving the Community Vision and Goals and for addressing the priority Community Needs and Opportunities laid out in Chapter 3. These actions are supported by the policies provided as part of the Community Vision and Goals laid out in Chapter 2, and are presented here in two parts. The first part is the Implementation Program which outlines how the community addresses each of the priority needs and opportunities. The second part is the short term work program, which lists out the specific actions the City government and other partner entities will undertake to implement this plan within the first five-years of the planning horizon.

4.1 IMPLEMENTATION PROGRAM

The implementation program outlines a variety of action items that need to be undertaken to address the priority needs and opportunities. These action items include policies, ongoing efforts, short term efforts, and long term efforts. Short term efforts are those that can be accomplished in the next five years and are later included in the Short Term Work Program. Long term item efforts are those that may be accomplished beyond the 5 year immediate time frame or as opportunity may arise.

4.1.1 STRENGTHEN AND ENFORCE LOCAL DEVELOPMENT REGULATIONS AND LAND USE CONTROLS

- Adhere to a policy that universal design is encouraged in target redevelopment areas. (Policy)
- Regularly review and incorporate revisions into the Dunwoody Zoning Ordinance, in particular incorporate requirements for universal design standards. (Short-Term)
- As part of implementation of the Sustainability Plan, review the City Zoning Regulations to see if it supports sustainability goals (tree protection, access, connectivity, etc.). (Ongoing)

4.1.2 MANAGE TRAFFIC

- Make transportation improvements as part of implementation of the Dunwoody Comprehensive Transportation Plan. See transportation projects in the short term work program (Short Term).

4.1.3 IMPROVE AND MAINTAIN THE PUBLIC RIGHTS-OF-WAY

- Regularly assess condition of local roads, and public rights of way. Assessment should include general cleanliness, pavement condition, and sidewalk condition. (Ongoing)
- Regularly sweep local roadways, bike lanes and trails often. (Ongoing)
- Implement Streetscape projects that improve the overall aesthetics and multi-modal operation of the City's arterial roadways.. See projects in the short term work program. (Short Term).
- Manage litter cleanup volunteer events (Short Term)

4.1.4 MAINTAIN THE CHARACTER OF DUNWOODY

- Maintain and preserve historic resources that are owned by the City per the Parks, Recreation and Open Space Master Plan, and work with local non-profit interests to maintain and enhance the inventory of historic and cultural resources, see Natural and Cultural Resources assessment in the Appendix (Ongoing, Short Term)
- Preserve and enhance the suburban character of the community as defined by the Character Areas Map and supporting action items and policies (Ongoing, Policy)
- Review Tree Protection Ordinance to determine how well the current tree ordinance serves the community and protects the tree cover. (Short Term)
- Complete site location evaluation and financing plan locating City Hall, Police and other civic functions, including options for joint public-private partnership. (Short Term)

4.1.5 ENCOURAGE DUNWOODY'S SMALL BUSINESS AND ENTREPRENEURIAL ENVIRONMENT

- Implement development tasks in the Dunwoody Village Master Plan, Georgetown/Shallowford Master Plan, Urban Redevelopment Plan, Sustainability Plan, and Transportation Plan to attract additional local serving businesses as well as destination businesses, particularly restaurants and retail in economic nodes outside of the Perimeter Center area. (Ongoing)
- Include specific questions for small business owners in the City's annual survey (Short Term)
- Work with Chamber to conduct a feasibility study for an innovation incubator/co-working space. Determine if this incubator/co-working space could be an initiative of Georgia State University after its consolidation with Georgia Perimeter College is complete. (Short Term)
- Work with Georgia State University to make its entrepreneurship assets directly accessible to Dunwoody businesses and talent. (Short Term)
- Establish additional incentives to further desirable development in City. Examples of best practice tools to consider that can be paired together for eligible projects include but are not limited to tax allocation districts (TADs), tax abatement bonds, redevelopment bonds, lease-revenue financing, and the EB-5 Immigrant Investor Program. Take advantage of Georgia Department of Community Affairs tools such as its Redevelopment Fund and its Energy Rebate Program. (Short Term)

4.1.6 ENSURE THAT THE PERMITTING PROCESS IS STRAIGHTFORWARD AND EASY TO UNDERSTAND

- Periodically compare the cost and timeliness of permitting processes in surrounding communities to that of Dunwoody's. (Short Term)

4.1.7 STRENGTHEN DUNWOODY'S ECONOMIC DEVELOPMENT EFFORTS

- Continue to regularly engage business community in feedback on City needs and concerns and vice versa. (Ongoing)
- Continue business retention and expansion visits. (Ongoing)
- Expand follow-up efforts after receiving business feedback. (Short Term)
- Work with the chamber to expand the Engage Dunwoody program. (Short Term)
- Develop and maintain database of the City's available and developable real estate portfolio. (Short Term)
- Make accessible a list of all real estate redevelopment opportunities sorted by character area and pulled from existing sources. (Ongoing).

4.1.8 CONTINUE TO STRENGTHEN RELATIONSHIPS WITH LOCAL, REGIONAL, STATE AND FEDERAL PARTNERS

- Encourage a conversation between local chambers of commerce in the cities in and near the Perimeter Center area and the PCID Business Alliance regarding combining and/or coordinating efforts. (Ongoing)
- Work with Sandy Springs and Brookhaven to solidify a unified marketing vision. (Short Term)
- Continue building rapport with Metro Atlanta Chamber and Atlanta Regional Commission and leverage regional resources and opportunities. (Ongoing)
- Continue working with neighboring jurisdictions to host state project managers for joint tours of the cities to highlight economic development opportunities. (Ongoing)

4.1.9 ENCOURAGE THE CONSTRUCTION OF A GREATER VARIETY OF SENIOR HOUSING OPTIONS

- Adhere to a policy that universal design is encouraged in target redevelopment areas, and review for possible incorporation into Dunwoody Zoning Ordinance. (Policy and Short Term.)

4.1.10 ENCOURAGE USE OF A WIDER RANGE OF TRANSPORTATION MODES

- Promote the development of a variety of land uses in target redevelopment areas that reduce the demand for auto oriented trips. (Ongoing)
- Promote walk- and bike-“ability” to homes, schools, shopping, employment centers, civic uses, and open space. (Policy)
- Implement the multi-modal transportation options in the City’s Comprehensive Transportation Plan. (Short Term)
- Undertake a parking study of multi-modal transit hubs. This should evaluate existing facilities, end-of-trip facilities, electric charging stations, and bike parking on public and private properties (Short Term).
- Develop wayfinding signage to human scaled activity (Short Term)
- Support GRTA, MARTA, ARC and GDOT efforts related to express transit service and regional bus rapid transit (BRT) initiatives to connect Dunwoody to surrounding communities. (Policy)
- Focus future growth around the Perimeter Center MARTA Station. (Policy)

4.1.11 IMPROVE TRANSPORTATION CONNECTIVITY

- Develop a citywide greenway system. Expand the City’s trail network by constructing new trails and greenways in keeping with the work program of the Parks, Recreation, and Open Space Master Plan, and LCI Plans with the goal of creating a community-wide pedestrian/bike path network. (Short Term)
- Increase network connectivity to accommodate demand between adjacent neighborhoods and developments without accessing the major thoroughfare system. (Policy)
- Collaborate with neighborhoods to identify connectivity projects. (Short Term)
- Study the possible connection between Ashford-Dunwoody and Perimeter Center Parkway (Slip ramp from I-285) along with the East-west connector between Perimeter Center Parkway and Peachtree Dunwoody Road. This may be done as part of the update of the Comprehensive Transportation Plan (Short Term)

4.1.12 IMPLEMENT AND UPDATE THE CITY’S TRANSPORTATION PLAN

- Implement the work program of the City of Dunwoody Comprehensive Transportation Plan (Ongoing).
- Update the City of Dunwoody Comprehensive Transportation Plan. (Short Term)

4.1.13 PROVIDE ACTIVE RECREATIONAL OPPORTUNITIES FOR ALL AGES

- Update and implement the work program of the Parks, Recreation and Open Space Master Plan (Ongoing, Short Term)
- Maintain an inventory of recreational resources/assets to help document existing resources and identify opportunities for further expansion. (Ongoing)

4.1.14 ADD NEW PARKLAND AND PRESERVE GREEN SPACE

- Add publicly accessible green space and/or dedicated park space as a part of large scale new development/redevelopment projects. (Policy)
- Update Parks, Recreation and Open Space Master Plan (Short Term)
- Expand the City's greenway network as laid out in the implementation program of the Parks, Recreation and Open Space Master Plan (Short Term)

4.1.15 BUILD UPON EXISTING RESOURCES TO FURTHER SUPPORT THE CULTURAL ARTS

- Continue to support the arts and opportunities for cultural activities through the facilitation of community wide events. (Ongoing)
- Integrate public art at City gateways and community gathering areas. (Policy)
- Create an Arts Council to promote, help fund and facilitate the arts in the Dunwoody community (Short Term)
- Undertake an Arts Study in conjunction with private interests to study how to promote and curate the installation of public art, how to better inform the community of upcoming art events, and how to best support the facility needs of the fine arts. (Short Term)

4.1.16 IMPLEMENT THE DUNWOODY SUSTAINABILITY PLAN

- Implement the work plan, in the Dunwoody Sustainability Plan. See Sustainability Plan Short Term Work Program, key provisions of the Sustainability work plan have been included in the Shape Dunwoody STWP as well and include the following:
 - Develop and implement a plan to install electric vehicle charging stations on City property (Short Term)
 - Develop ordinances that accommodate additional green building certifications (Short Term)
 - Ensure that any extended contract with DeKalb or new private contract in 2015 promotes recycling participation (Short Term)
 - Conduct remote sensing analysis for City wide assessment of trees (Short Term)
 - Install demonstration green infrastructure project (Short Term)
 - Develop a community garden at site of new City Hall (Short Term)
 - Install a regional stormwater management solution in Dunwoody Village (Short Term)

- Undertake a parking study of multi-modal transit hubs. This should evaluate existing facilities, end-of-trip facilities, electric charging stations, and bike parking on public and private properties (Short Term).
- Develop wayfinding signage to human scaled activity (Short Term)
- Develop a citywide greenway system. (Ongoing)
- Develop the framework for Comprehensive Ped/Bike Plan to be incorporated into the CTP (Short Term)
- Collaborate with neighborhoods to identify connectivity projects. (Short Term)
- Maintain Gold Level Certification in ARC's Green Communities Program and consider attaining a higher level of certification. (Short Term)
- Develop Keep Dunwoody Beautiful Program. (Short Term)
- Manage litter cleanup volunteer events (Short Term)
- Focus future growth around the Perimeter Center MARTA station (Policy)
- Update the Sustainability Plan (Short Term)

4.2 SHORT TERM WORK PROGRAM

The following STWP is comprised of projects that are ongoing or should be launched over the next five years to further the goals of the plan. The STWP is organized by element and lists implementation years, responsible party, estimated cost, and potential funding sources.

FIGURE 19: Short Term Work Program Table

ITEM	TYPE	PROJECT OR ACTIVITY	YEAR(S)					RESPONSIBLE PARTY	COST ESTIMATE					FUNDING SOURCE
			2015	2016	2017	2018	2019		2015	2016	2017	2018	2019	
COMMUNITY FACILITIES														
CF. 1	Parks: Master Plan	Parks & Recreation Master PlaUpdate		√	√			Comm'y Dev, City Manager, Public Works		\$100K				General Fund
CF. 2	Parks and Open Space: Acquisition	New park and open space, per results of Master Plan priorities	√	√	√	√	√	City Manager, Public Works	cost estimate dependent upon site locations and acreage resulting from Parks & Rec Master Plan process					HOST/potential Park Bond
CF. 3	Parks: Facilities	Brook Run Park improvements		√				Public Works		\$100K				HOST/potential Park Bond
CF. 4	Parks: Facilities, Sustainability	Develop citywide greenway system/Multi-use path/Greenway construction	√	√	√			Public Works, Parks and Recreation, Community Dev	cost estimate dependent upon site locations and land values					General Fund/ Grants (PR)
CF. 5	Fire, 911, EMS	Study		√				Police Dept., City Council		\$35K				General Fund
CF. 6	Stormwater: Infrastructure Projects	Culvert replacements	√	√	√	√	√	Public Works, City Council	\$250K	\$250K	\$250K	\$250K	\$250K	Stormwater Utility
CF.7	Facilities	Develop and implement a plan to install electric vehicle charging stations on City property	√	√	√			Sustainability Committee (Community Development)	\$5K, Staff	\$10K, Staff	\$10K, Staff			General Fund
CF. 8	Staff Research of Funding Sources	Identify available grant money	√	√	√	√	√	Comm'y Dev	Staff					General Fund
CF.9	Sustainability, Stormwater infrastructure project	Install a regional stormwater management solution in Dunwoody Village		√	√			Public Works, Community Development		\$150K, Staff	\$150K, Staff			General Fund (PW)
CF.10	Facilities	Complete site location evaluation and financing plan locating City Hall, Police and other civic functions, including options for joint public-private partnership.	√	√				City Manager	Staff					General Fund

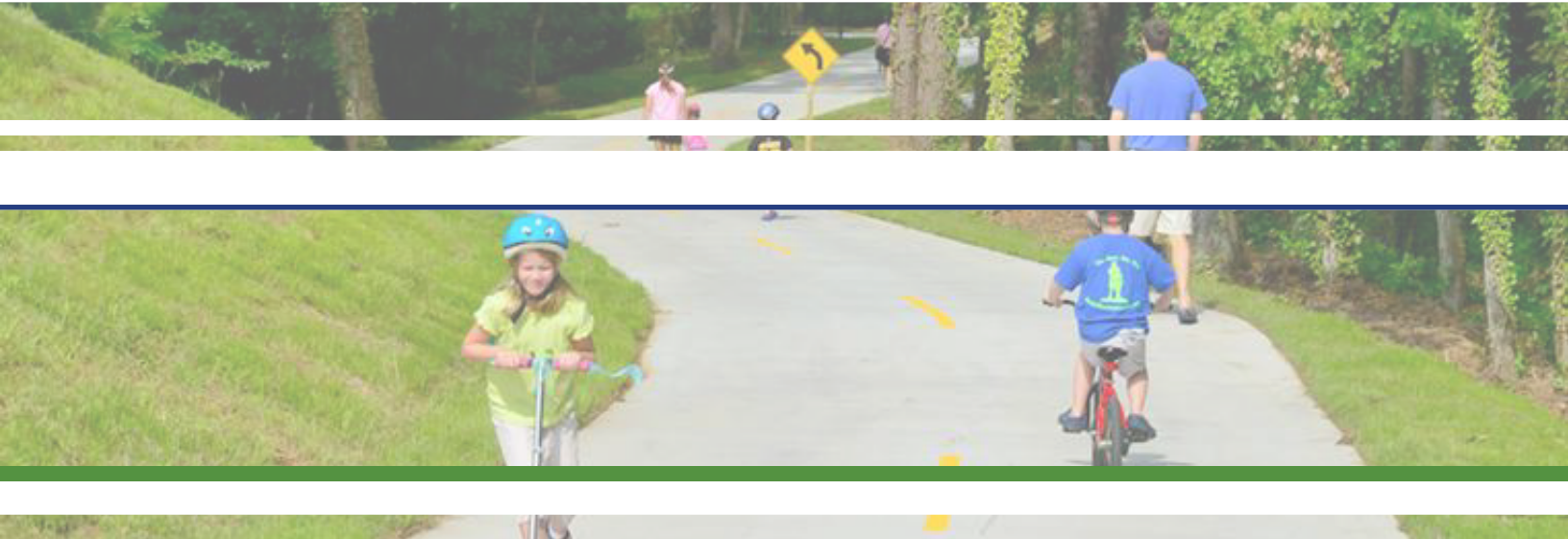
ITEM	TYPE	PROJECT OR ACTIVITY	YEAR(S)					RESPONSIBLE PARTY	COST ESTIMATE					FUNDING SOURCE
			2015	2016	2017	2018	2019		2015	2016	2017	2018	2019	
CF.11	Sustainability, Facilities	Attain Platinum Level Recertification in ARC's Green Communities Program		√	√			Sustainability Committee, Community Dev		Staff	Staff			General Fund
CF.12	Sustainability	Manage Litter Cleanup at volunteer events		√	√	√	√	Sustainability Committee, Community Dev		Staff	Staff	Staff	Staff	General Fund
CF.13	Cultural Arts	Endorse/ Asset in the creation of a Create an Arts Council		√	√			City Manager		Staff	Staff			General Fund
CF.14	Cultural Arts	Support the development of an Arts Study				√	√	Arts Council, City Manager				Staff	Staff	General Fund
ECONOMIC DEVELOPMENT														
ED.1	Research	Include specific questions for small business owners in the City's annual survey		√	√	√	√	Economic Development, Marketing		Staff	Staff	Staff	Staff	General Fund
ED.2	Business Development	Conduct Feasibility Study for innovation incubator/co-working space		√				Economic Development, Chamber		TBD				General Fund
ED.3	Business Development	Work with GSU to make its entrepreneurship assets directly accessible to Dunwoody businesses	√	√	√	√	√	Economic Development	Staff	Staff	Staff	Staff	Staff	General Fund
ED.5	Business Development	Establish additional incentives to further desirable development	√	√	√	√	√	Economic Development	Staff	Staff	Staff	Staff	Staff	General Fund
ED.5	Research of Funding Sources	Identify available grant money	√	√	√	√	√	Grant Contractor/ Comm'y Dev						General Fund

ITEM	TYPE	PROJECT OR ACTIVITY	YEAR(S)					RESPONSIBLE PARTY	COST ESTIMATE					FUNDING SOURCE
			2015	2016	2017	2018	2019		2015	2016	2017	2018	2019	
ED.6	Coordination	Work with Chambler to expand the Engage Dunwoody Program		√	√			Economic Development		Staff	Staff			General Fund
ED.7	Research	Develop and maintain database of City's available and developable real estate portfolio	√	√	√	√	√	Economic Development, Community Dev	Staff	Staff	Staff	Staff	Staff	General Fund
INTERGOVERNMENTAL COORDINATION														
IC. 1	Intergovernmental Coordination	Coordinate with DeKalb County and Gwinnett County on improvements carried out along border	√	√	√	√	√	City Council/City Manager	TBD					General Fund
IC.2	Intergovernmental Coordination	Identify available grant money	√	√	√	√	√	Grant Contractor/Comm'y Dev	TBD					General Fund
IC.3	Services, Sustainability	Ensure that any extended contract with DeKalb or new private contract in 2015 promotes recycling participation	√	√	√			City Manager (CM), Public Works		\$30K				General Fund (CM)
IC.4	Economic Development	Work with Sandy Springs and Brookhaven to solidify a unified marketing vision		√				Economic Dev		Staff				General Fund
LAND USE														
LU. 1	Plan/Study, Sustainability	Update the Sustainability Plan					√	Comm'y Dev/ Public Works		Staff				General Fund
LU. 2	Regulatory/ Infrastructure	Implement Perimeter LCI recommendations	√	√	√	√	√	Community Dev		Staff				General Fund/ PCIDs
LU. 3	Design & Character	Participate in 2010 Perimeter LCI update	√					Community Dev, City Council	Staff					General Fund
LU. 4	Design & Character	Update Master Plans for Georgetown/ Shallowford and Dunwoody Village		√				Community Dev		Staff				General Fund

ITEM	TYPE	PROJECT OR ACTIVITY	YEAR(S)					RESPONSIBLE PARTY	COST ESTIMATE					FUNDING SOURCE
			2015	2016	2017	2018	2019		2015	2016	2017	2018	2019	
LU. 5	Regulation	Update the zoning ordinance	√	√	√	√	√	Community Dev	Staff	Staff	Staff	Staff	Staff	General Fund
LU.6	Staff Research of Funding Sources	Identify available grant money	√	√	√	√	√	Community Dev	Staff	Staff	Staff	Staff	Staff	General Fund
LU.7	Regulatory/ Sustainability	Develop ordinances that accommodate additional green building certifications				√		Community Dev/ Sustainability Committee				Staff		General Fund
LU.8	Economic Development/ Development Process	Periodically report on the comparative cost and timeliness of permitting processes in surrounding communities to that of Dunwoody's	√	√	√	√	√	Community Dev	Staff	Staff	Staff	Staff	Staff	General Fund
NATURAL AND CULTURAL RESOURCES														
NCR. 1	Regulatory Incentives	Establish incentives for large-lot land preservation		√				Comm'y Dev	Staff					General Fund
NCR.2	Sustainability	Develop Keep Dunwoody Clean and Beautiful Program		√	√	√	√	Sustainability Committee, Community Dev		\$1K	\$2K	\$2K	\$2K	General Fund
NCR.3	Sustainability	Conduct remote sensing analysis for City-wide assesement of trees		√				Community Development		Staff				General Fund
NCR.4	Sustainability	Install demonstration green infrastructure project for water conservation				√		Public Works				\$80K, Staff		General Fund/ Grants (PW)
NCR.5	Sustainability	Develop a community garden at site of new City Hall				√	√	Parks and Recreation, Community Development				\$10K, Staff		General Fund/ Grants (PW)

ITEM	TYPE	PROJECT OR ACTIVITY	YEAR(S)					RESPONSIBLE PARTY	COST ESTIMATE					FUNDING SOURCE
			2015	2016	2017	2018	2019		2015	2016	2017	2018	2019	
NCR.6	Sustainability	Maintain Gold Level Certification in ARC's Green Communities Program and consider attaining a higher level of certification		√	√			Sustainability Committee, Community Development		Staff	Staff			General Fund
TRANSPORTATION														
T. 1	Infrastructure	Annual road resurfacing	√	√	√	√	√	Public Works	\$750K	\$2.75M	\$2.75M	\$2.75M	\$2.75M	LARP/HOST/Bonds
T. 2	Infrastructure	New sidewalks	√	√	√	√	√	Public Works	\$100K	\$150K	\$150K	\$150K	\$150K	General Fund
T. 3	Infrastructure	Intersection Improvements	√	√	√	√	√	Public Works	\$100K	\$1M	\$1M	\$1M	\$1M	General Fund
T. 4	Infrastructure	Traffic calming	√	√	√	√	√	Public Works	\$25K	\$25K	\$25K	\$25K	\$25K	General Fund
T. 5	Streetscape	Streetscape projects		√		√	√	Public Works		\$150K		\$500K	\$1M	General Fund
T. 6	Plan/Study	Comprehensive Transportation Plan Update		√				Public Works		\$100K				General Fund
T. 7	Operations	TMS/Signal management system study	√					Public Works	\$10K					General Fund
T. 8	Infrastructure	Road striping	√	√	√	√	√	Public Works	\$10K	\$10K	\$10K	\$10K	\$10K	General Fund
T. 9	Infrastructure	Sign replacement	√	√	√	√	√	Public Works	\$10K	\$10K	\$10K	\$10K	\$10K	General Fund
T. 10	Plan/Study	Construction of design standards and gateway and way-finding systems	√	√	√	√	√	Comm'y Dev, Public Works		\$200K	\$200K			General Fund/PCIDs
T. 11	Staff Research of Funding Sources	Identify available grant money	√	√	√	√	√	Comm'y Dev	Staff					General Fund
T.12	Infrastructure, Sustainability	Conduct Parking Study of multi-modal hubs		√	√			Public Works		\$200K	\$200K			General Fund/Grants(PW)
T.13	Sustainability	Endorse/ assist with bike share program		√				Sustainability Committee, Community Dev, Economic Dev, PCIDs		\$150K	\$150K	\$10K	\$10K	General Fund/Grants (ED)

ITEM	TYPE	PROJECT OR ACTIVITY	YEAR(S)					RESPONSIBLE PARTY	COST ESTIMATE					FUNDING SOURCE
			2015	2016	2017	2018	2019		2015	2016	2017	2018	2019	
T.14	Sustainability	Develop wayfinding signage to human scale activity	√	√				Parls and Recreation, Marketing	\$200K	\$100K				General Fund/ Grants (M)
T.15	Sustainability	Develop framework for Comprehensive Ped/Bike Plan and integrated into the CTP		√	√	√	√	Public Works, Community Dev			\$5K	Staff	Staff	General Fund/ Grants (ED)
T.16	Sustainability	Colloborate with neighborhoods to identify connectivity projects			√			Public Works, Community Development			Staff			General Fund



JACOBS