SCENARIO PLANNING

Edge City 2.0: City of Dunwoody

Community Resources Committee
October 12, 2022
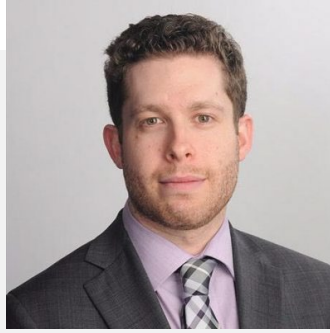
WHO WE ARE

Andrew Kohr, PLA
Principal
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Jonathan Corona
Planner

Andrew Fayn
Economic Development

Ansley Jones, AICP
Planner & Community
Engagement Specialist

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Economic
Development Director

WHAT IS SCENARIO PLANNING?

Scenario Planning is an analytical tool that complements traditional planning practice to **test viable alternatives to a complex and uncertain future.**

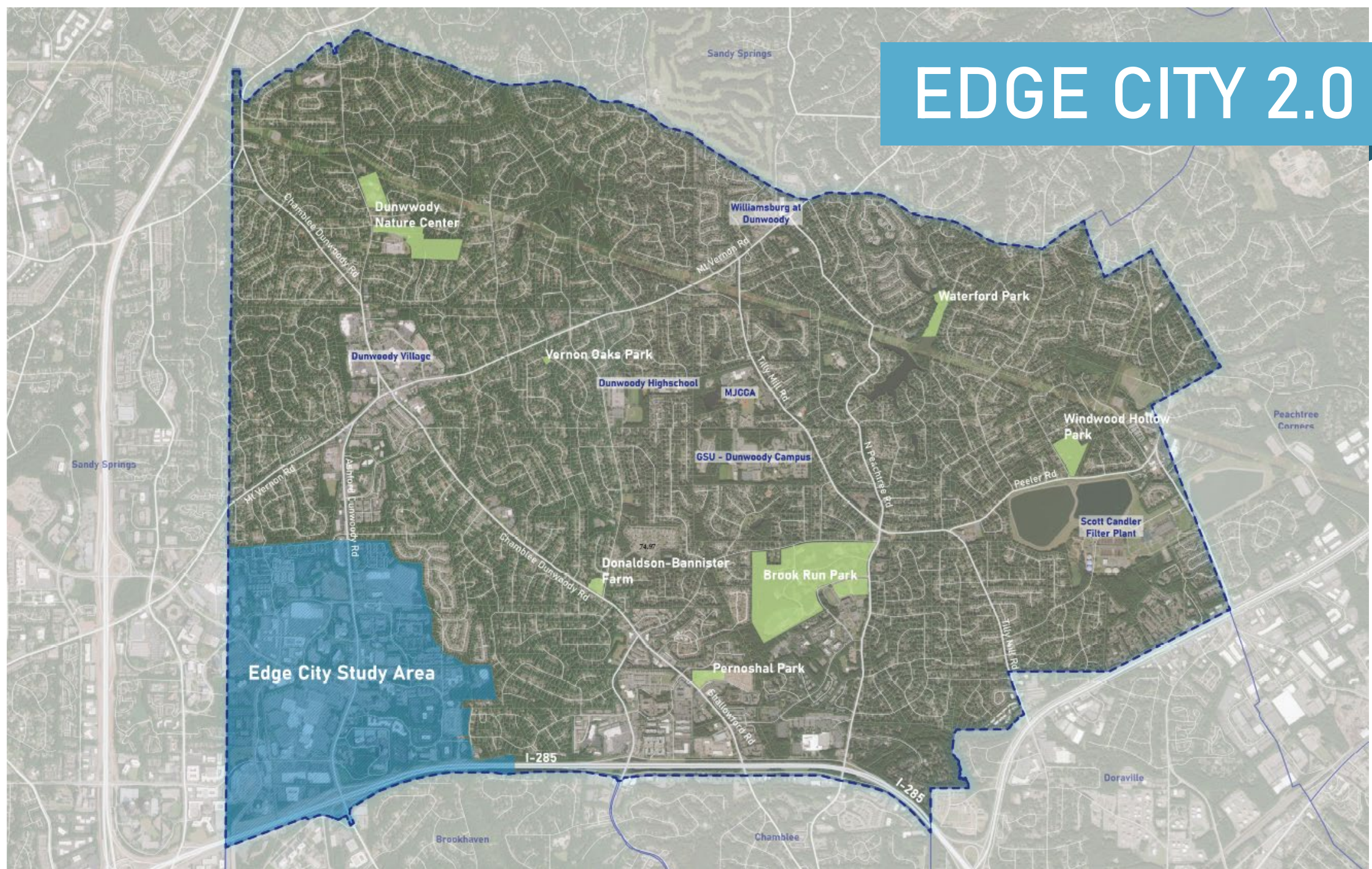## TYPES OF SCENARIO PLANING

| NORMATIVE | PREDICTIVE | EXPLORATORY |

SCENARIO PLANNING AS A FUTURE DEVELOPMENT TOOL

- The planning process educates stakeholders and the public about **various issues and factors influencing future growth**.

- Stakeholders are asked to envision different alternative future scenarios and identify **priorities** and **tradeoffs**.

- The final "preferred scenario" incorporates key elements of the preliminary scenarios and is **realistically achievable** based on market and political conditions.

EDGE CITY 2.0

Dunwwody Nature Center

Williamsburg at Dunwoody

Waterford Park

Dunwoody Village

Vernon Oaks Park

Dunwoody Highschool

MJCCA

Windwood Hollow Park

GSU - Dunwoody Campus

Scott Candler Filter Plant

Donaldson-Bannister Farm

74.97

Brook Run Park

Pernoshal Park

Edge City Study Area

I-285

I-285

PROJECT BACKGROUND

- The Edge City 2.0 advances the vision for the Perimeter Center character area identified in Dunwoody Next, the City's 2020 – 2040 Comprehensive Plan.

- Dunwoody Next envisioned the Perimeter Center area as a more **walkable**, **connected**, **and livable regional center**.

- This process will explore a range of market-driven strategies paired with community input to "try out" where the different scenarios might lead the community.

Project Goals

- Build a **community-supported vision** for Perimeter Center that reflects current conditions and 20-year build out.

- Identify **transportation investments** that provide for safe movement of pedestrians, bicycles, and transit in, through and around the Perimeter area.

- Develop **case studies** of comparable edge cities that provide real world examples of what the district could look like under chosen growth scenario.

PROCESS

PUBLIC INPUT

GIS ANALYSIS

3D VISUALIZATION

EVALUATION

PREFERRED SCENARIO
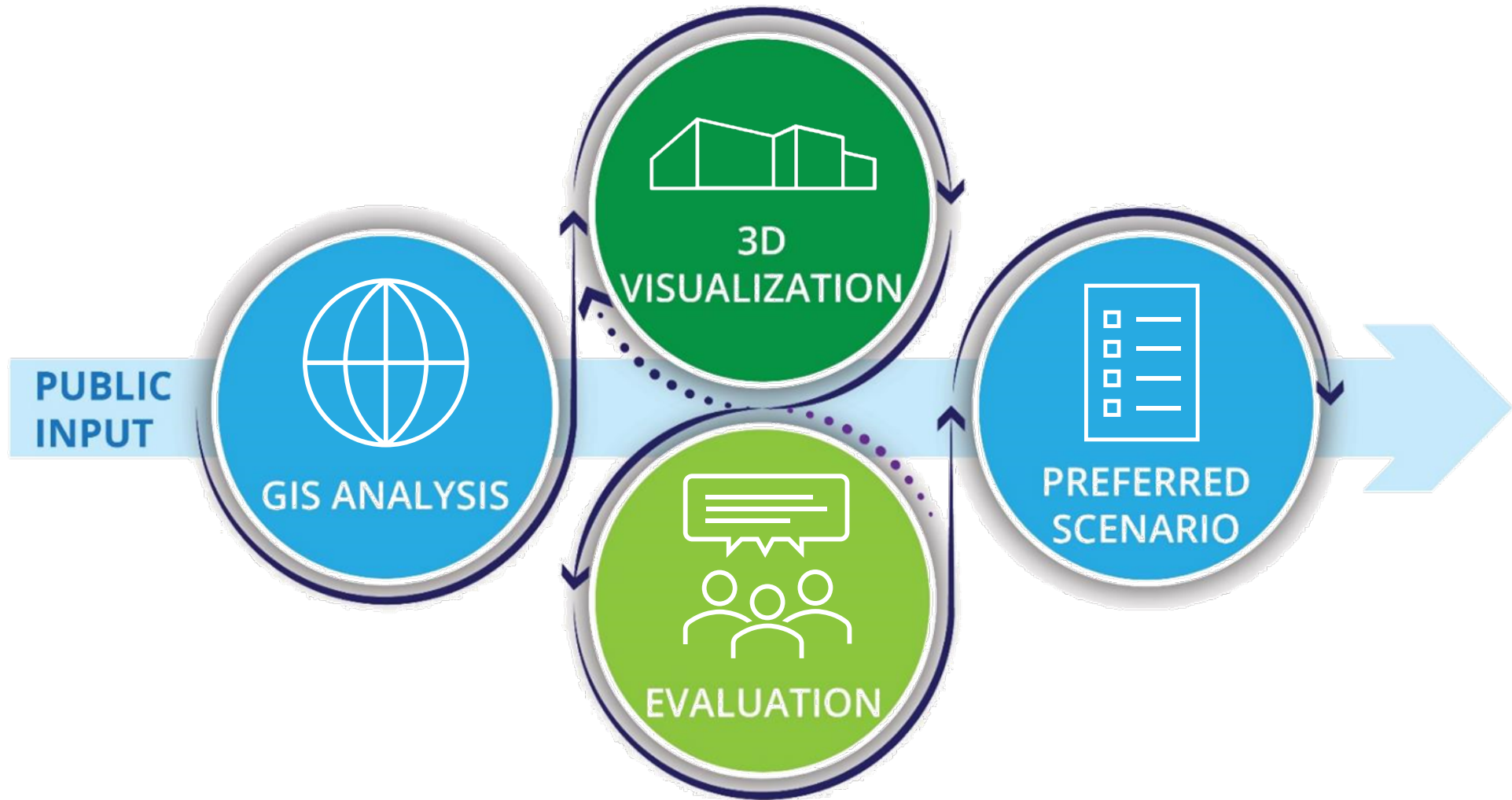
STRATEGIC ANALYSIS

MARKET ANALYSIS
SUPPLY & DEMAND AND BENCHMARKS

TRENDS IN REAL ESTATE DEVELOPMENT

FINANCIAL PARAMETERS

TOURISM, DEMOGRAPHICS & EMPLOYMENT

TARGET REAL ESTATE DEVELOPMENT PROGRAM

Retail & Services

Food & Beverage

Multi-Family Residential

LAND USE & POSITIONING

Office & Innovation

Parks & Recreation
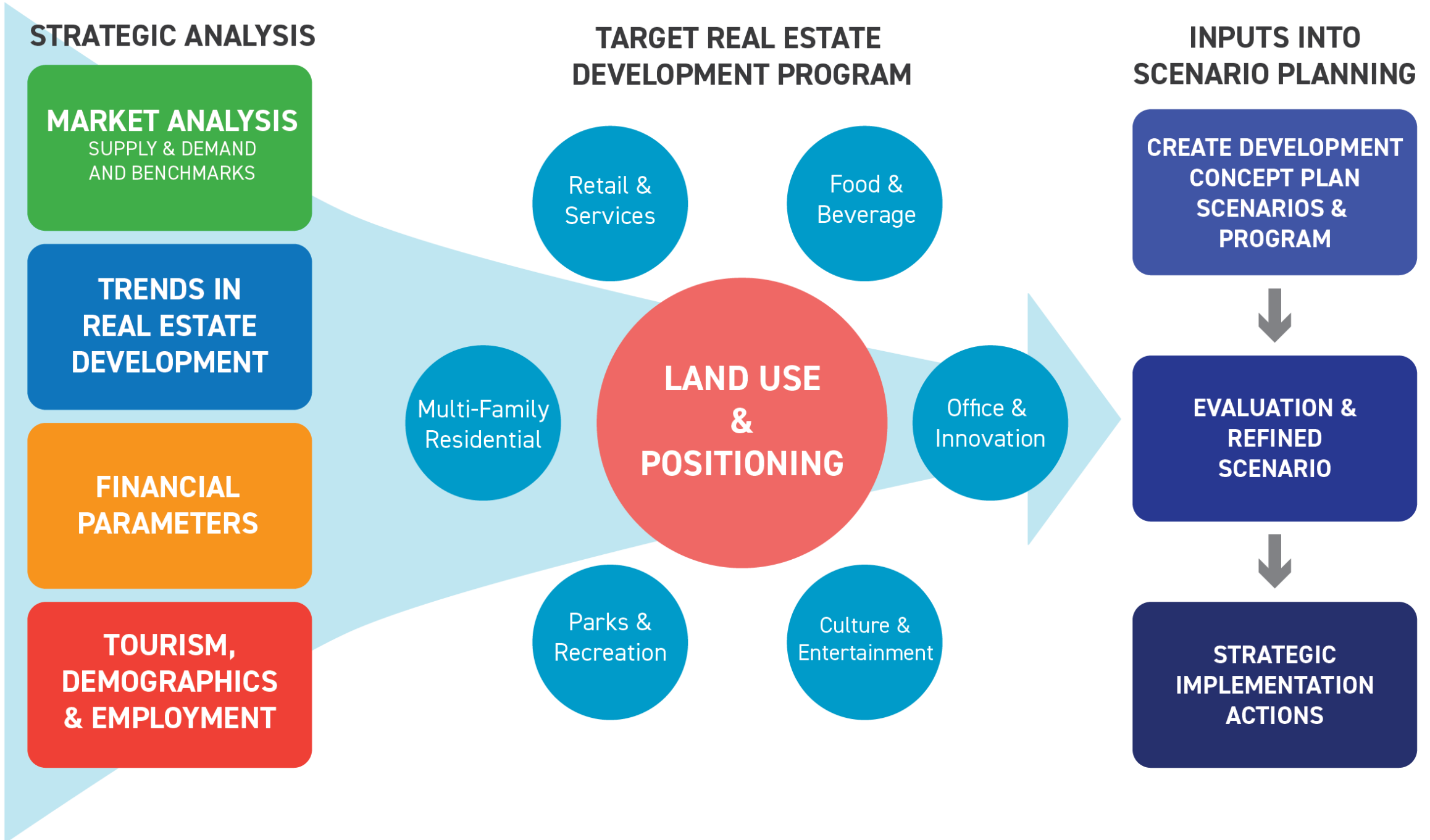
Culture & Entertainment

INPUTS INTO SCENARIO PLANNING

CREATE DEVELOPMENT CONCEPT PLAN SCENARIOS & PROGRAM

EVALUATION & REFINED SCENARIO

STRATEGIC IMPLEMENTATION ACTIONS

PUBLIC INVOLVEMENT

PUBLIC INVOLVEMENT

- Stakeholder Interviews
- Stakeholder Advisory Committee
- Public Meetings
- Pop-Up Events
- Online Survey

KEY STAKEHOLDERS

CITY OF DUNWOODY AND PERIMETER COMMUNITY IMPROVEMENT DISTRICTS

RESIDENTS, PROPERTY AND BUSINESS OWNERS, AND THOSE EMPLOYED WITHIN THE CITY LIMITS

REGIONAL PARTNERS SUCH AS DEKALB COUNTY, MARTA, AND ARC

STAKEHOLDER INPUT

What is your vision? What excites you about this process?

Convince the younger generation to come to Dunwoody. Bring the cool factor!	Strengthen coordination between Dunwoody, Dekalb County, and MARTA	Walkability, pedestrian scale
Greenspace (on top of Perimeter Mall?)	More experiences and destinations	Sense of community
Equity and progress	Arts school	Family-friendly restaurants and entertainment

What other places have elements that you would like to see in Dunwoody? What are they?

The Grove, Los Angeles, CA

Swamp Rabbit Trail, Greenville, SC

Other ideas:
- *Want Dunwoody to be unique*
- *Don't be like Buckhead*

EVENTS

Public Open House Meeting held 3/24

- 6 to 8pm at the Terraces North
- Fun night out with a café and putt-putt

Community Pop-up Event held 4/30

- 10am -12pm at the Endeavor Montessori School parking lot
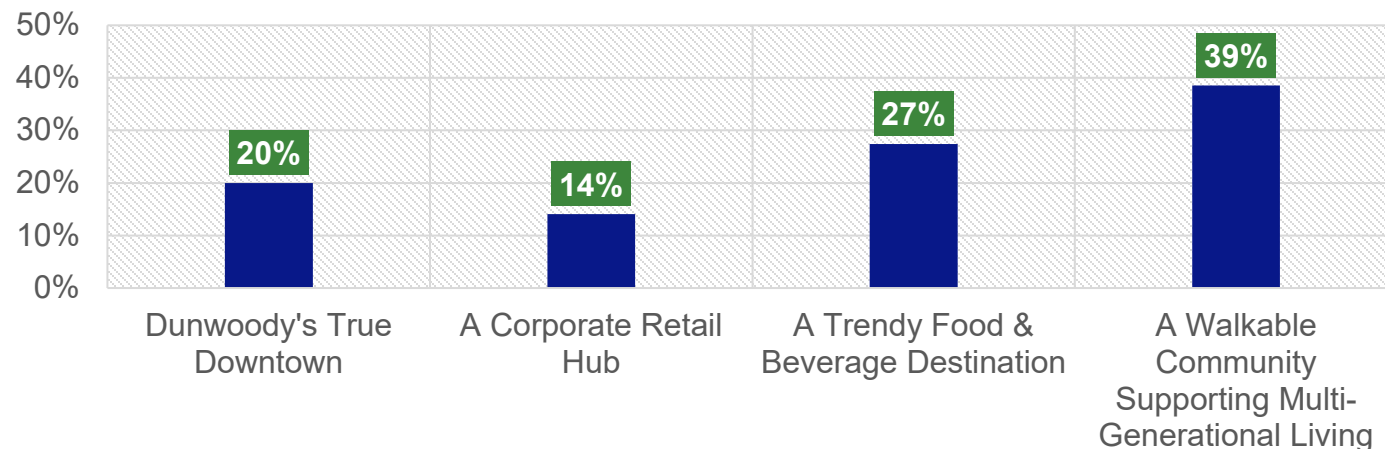- Family-friendly interactive event

PUBLIC INPUT

Common Desires for Perimeter Center

- Walkability, biking, and transit

- Public gathering spaces

- Parks and trails

- Range of housing options (e.g., affordable townhomes were mentioned)

- Restaurants

What does the future of Perimeter Center represent to Dunwoody?

135 total survey participants

	Dunwoody's True Downtown	A Corporate Retail Hub	A Trendy Food & Beverage Destination	A Walkable Community Supporting Multi-Generational Living
	20%	14%	27%	39%

FINDINGS

PLANNING FOR THE FUTURE ("4 Ps")

POTENTIAL	PHYSICAL
▪ Strong demand for Multifamily. ▪ Moderate demand for Office and Retail. ▪ Weak demand for Hotel. ▪ Future looks different from the past: local, varied, community-focused with amenities. ▪ Many competitive nodes with similar visions.	▪ Fragmented streetscape. ▪ No clear center "Main and Main". ▪ Automobile-dominant; Pedestrians are secondary.
PEOPLE	**POLITICAL**
▪ Variety of housing options needed for growing and diverse population, including single floor housing for older residents. ▪ External, walkable retail offering.	▪ DeKalb School District is over-crowded. ▪ Multifamily provides additional burden. ▪ CID taxes only collected for commercial. ▪ Widespread perception that mixed-use does not reduce traffic congestion.

DEVELOPMENT PROGRAM

Dunwoody Edge City 2.0 20-Year Demand Forecast

LAND USE	CONSERVATIVE SCENARIO	MODERATE SCENARIO	AGGRESSIVE SCENARIO
Multi-family (Rental + For-Sale)	6,040 UNITS	7,685 UNITS	9,330 UNITS
Office	1,102,000 SF	1,837,000 SF	2,572,000 SF
Retail	409,000 SF	681,000 SF	954,000 SF
Hotel	310 Rooms	515 Rooms	715 Rooms

Note #1: 20-year demand numbers include proposed and under construction projects
Example – High Street entitled to 3,000 residential units, included in multi-family demand.

Note #2: Redevelopment of existing properties not factored into demand forecast
Example – Demolition of 100,000 SF of retail, and construction of 100,000 SF of new retail format on same property is considered a net zero for demand.

PLANNING CONSIDERATIONS

PLANNING CONSIDERATIONS

POTENTIAL

PHYSICAL

PEOPLE

3 Potential Thematic Scenarios

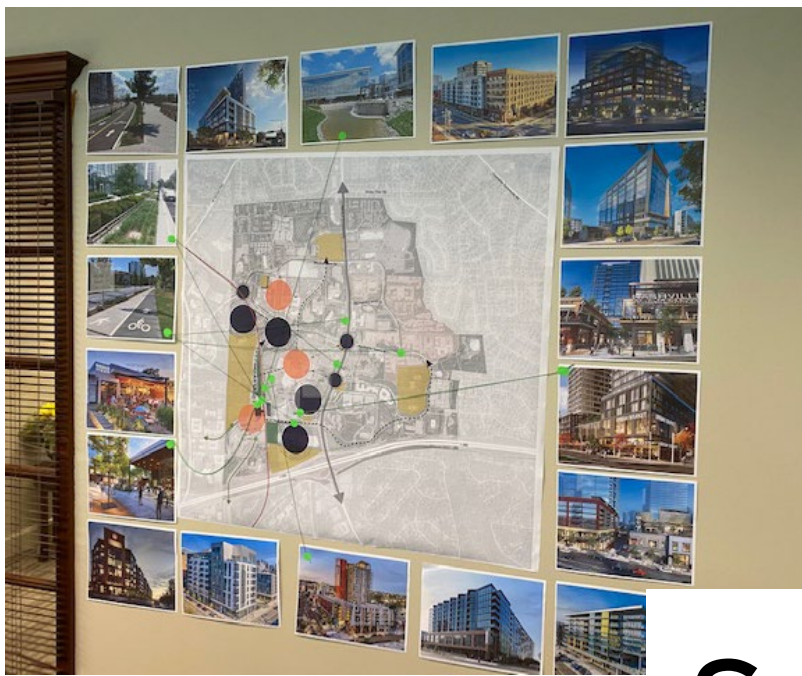**Fine Tuning of the Development Program**
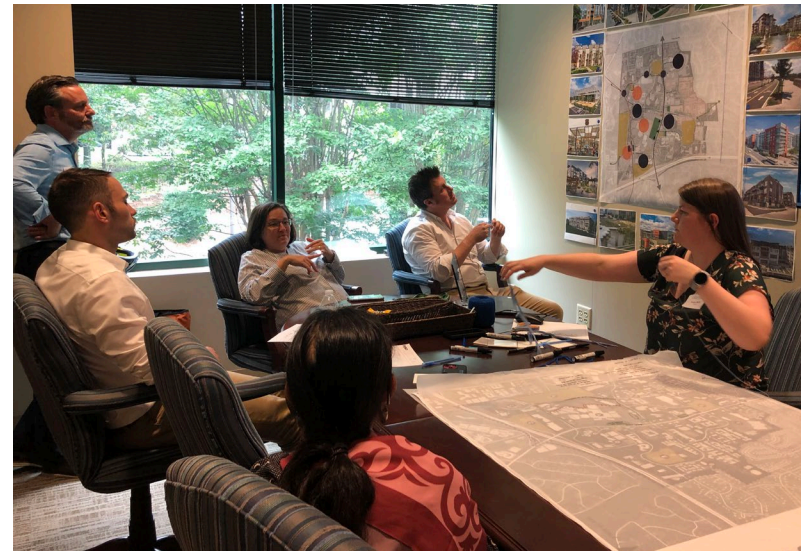
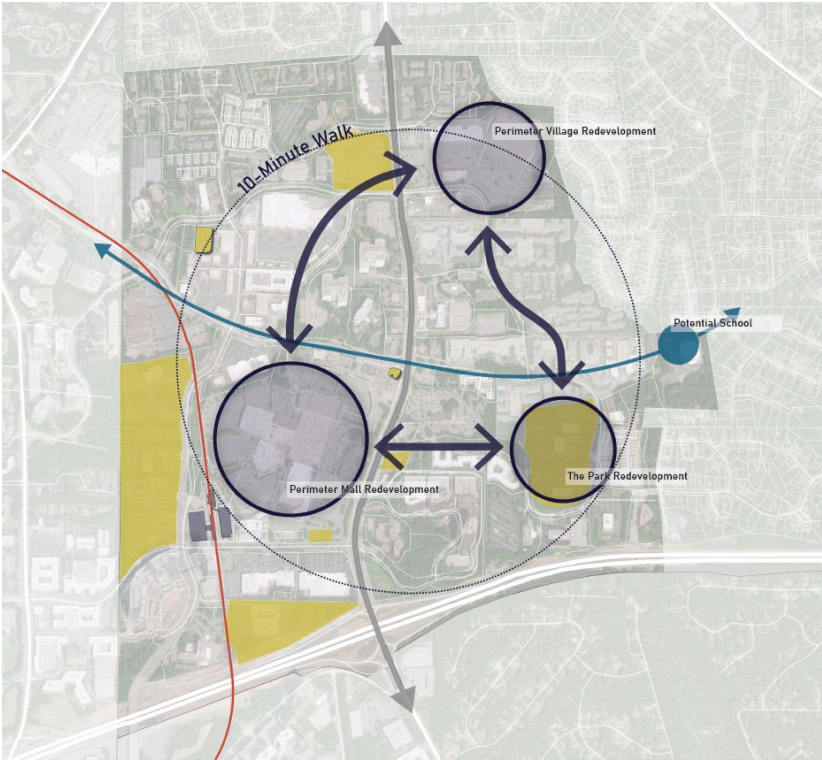| Conservative | Moderate | Aggressive |

POLITICAL

Preferred Scenario

Scenario Workshop

SCENARIOS AT GLANCE

SCENARIO A
Live + Walk

SCENARIO B
Gather

SCENARIO C
Transit-Oriented

SCENARIO A
Live + Walk

The Live + Walk Scenario places a focus on decentralizing development nodes throughout Perimeter Center. Mid and low-rise development and greenspace is spread evenly in the study area and connected by a walkable grid of roads and pathways.

Redevelopment Node
These are sites where major redevelopment would be most impactful and feasible. Both complete site clearing and retrofits are covered by this category.

Intersection Node
Areas along existing public right-of-ways that would benefit from four-way development.

Existing Development
Areas where there is already significant and/or recent development that would be complimented by nearby Redevelopment Nodes.

Open Space
Potential locations for parks and open space, including pocket parks, civic greens, and other public gathering spaces.

Upcoming/Concurrent Development
Examples include High Street, Perimeter Marketplace, and Campus 244.

Primary Connection
Routes that connect nodes to once another and along which development should occur.

Secondary Connection
Inner streets that help facilitate mobility within specific sites and to Primary Connections.

Outside Connection
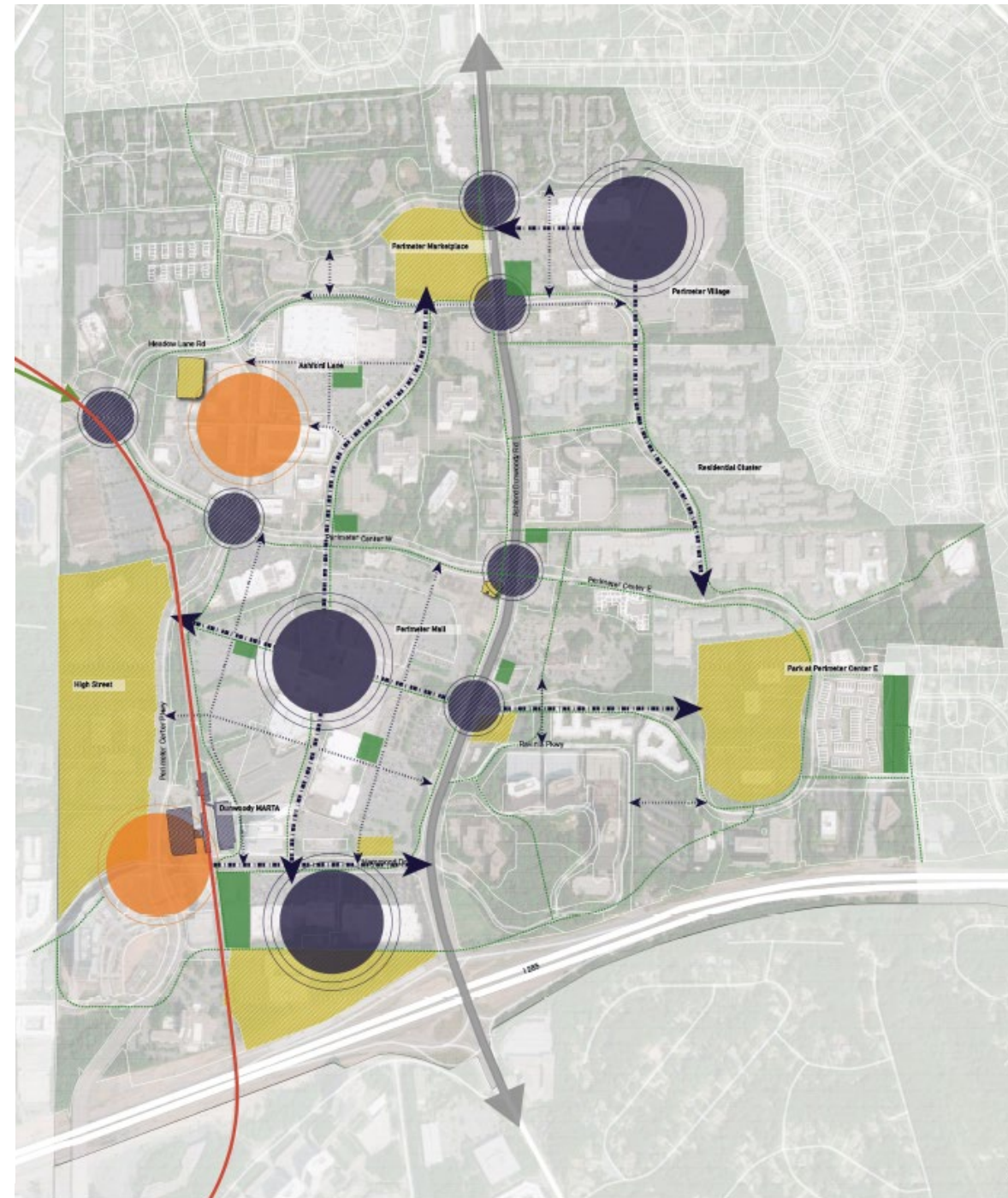Roads that link Redevelopment Nodes to the surrounding area.

Pedestrian Circulation
Sidepaths and trails for pedestrians and bicyclists to facilitate safe passage throughout the Study Area.

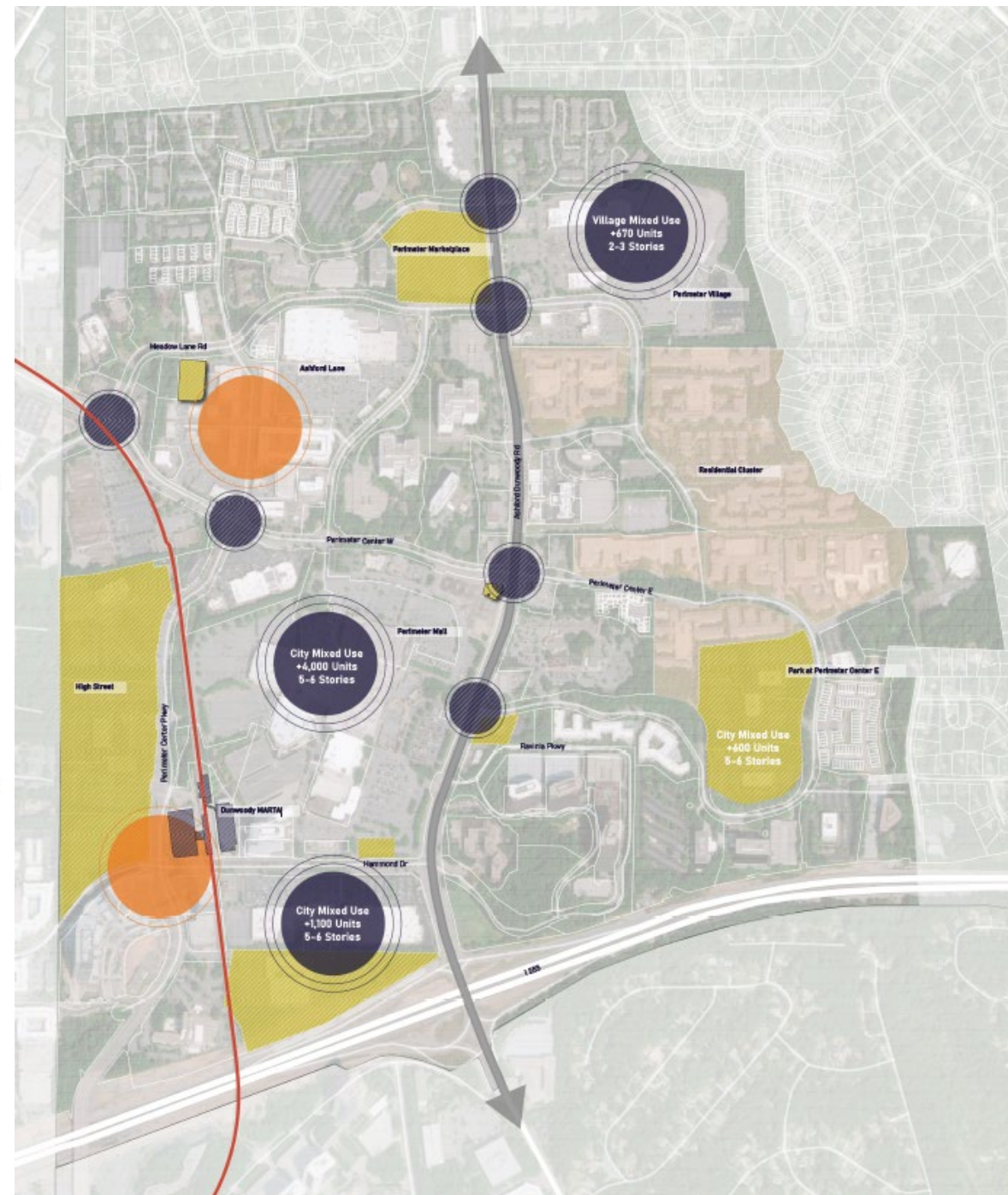**MARTA**

SCENARIO A
Live + Walk

City Mixed Use

A higher density place type that focuses primarily on multi-family house with small pockets of townhomes, large amounts of office space, and targeted retail allotment. This place type generally ranges from five to six stories. Ideal placement for this type would be near transit lines and major arterials.
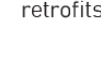
Village Mixed Use

A lower density place type that even splits residential between townhomes and multi-family residential. With a higher allotment of area dedicated to retail space, this place type is best represented as a small town Main Street that facilitates the transition between lower density single family neighborhoods and higher density commercial zones. This place type generally ranges from two to three stories.

SCENARIO B
Gather

This scenario concentrates on redevelopment around a central gathering space along Ashford Dunwoody Road. Development nodes are a mix of low, mid, and high-rise development and are concentrated around the green spaces of Ashford Dunwoody and Perimeter Center W/E. Pedestrian pathways safely bring residents and workers from around the study area into the gathering space.

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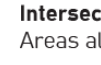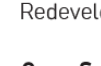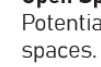

Suburban Multifamily

Predominantly containing apartments, condos, and town homes, Suburban Multifamily represents developments that may have internal walking paths but are set in an automobile-oriented context. While densities can be high enough to support bus transit, residents are likely to drive for most trips. Typical buildings are two to five stories tall.

SCENARIO C
Transit-Oriented

This scenario emphasizes development in proximity to the Dunwoody MARTA station. Higher density development nodes are located on the Perimeter Mall site and adjacent properties. Parcels further from the MARTA stations remain in their current urban form with bicycle and pedestrian connections to the MARTA station and the amenities that accompany new development.

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Intersection Node
Areas along existing public right-of-ways that would benefit from four-way development.

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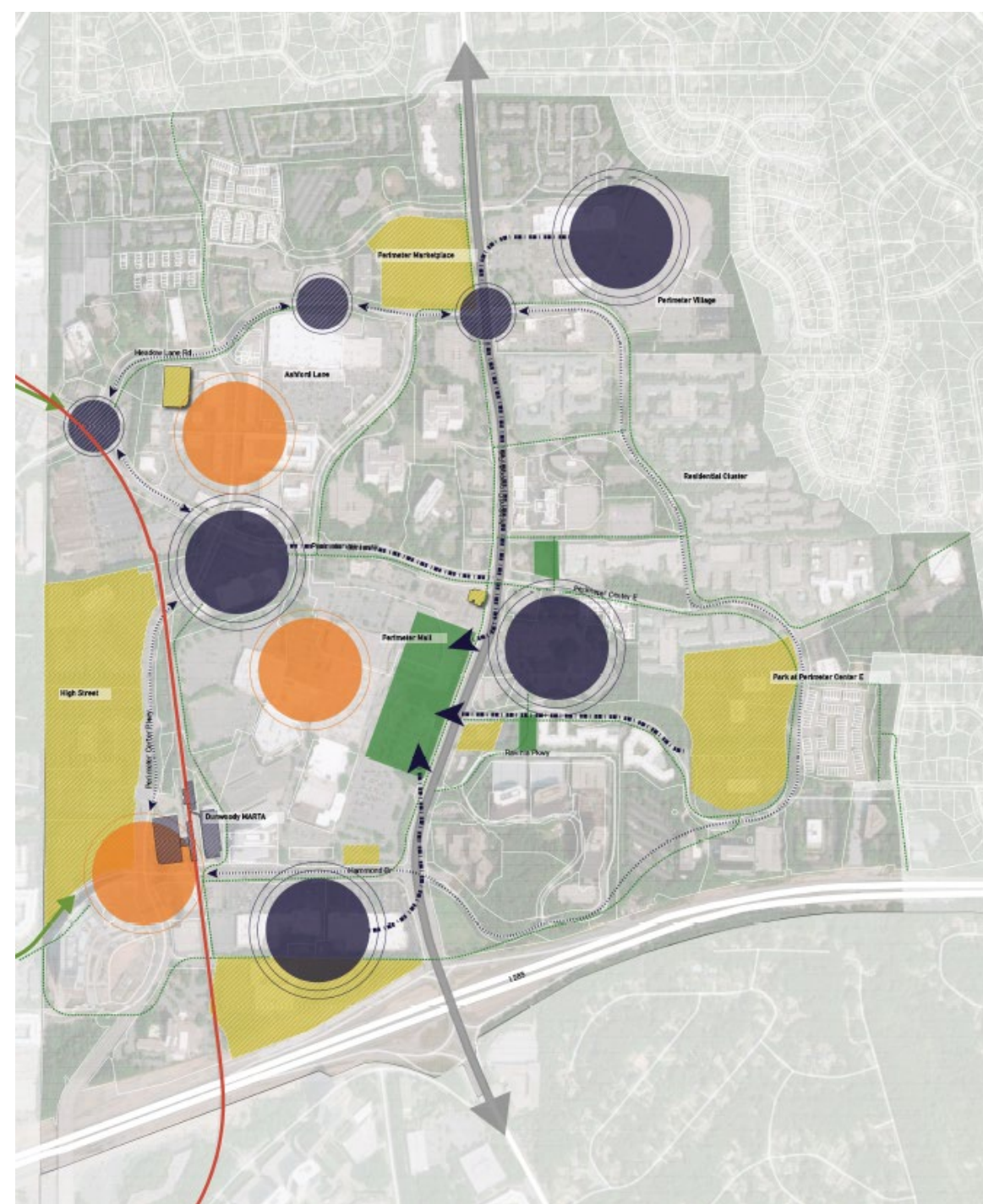Examples include High Street, Perimeter Marketplace, and Campus 244.

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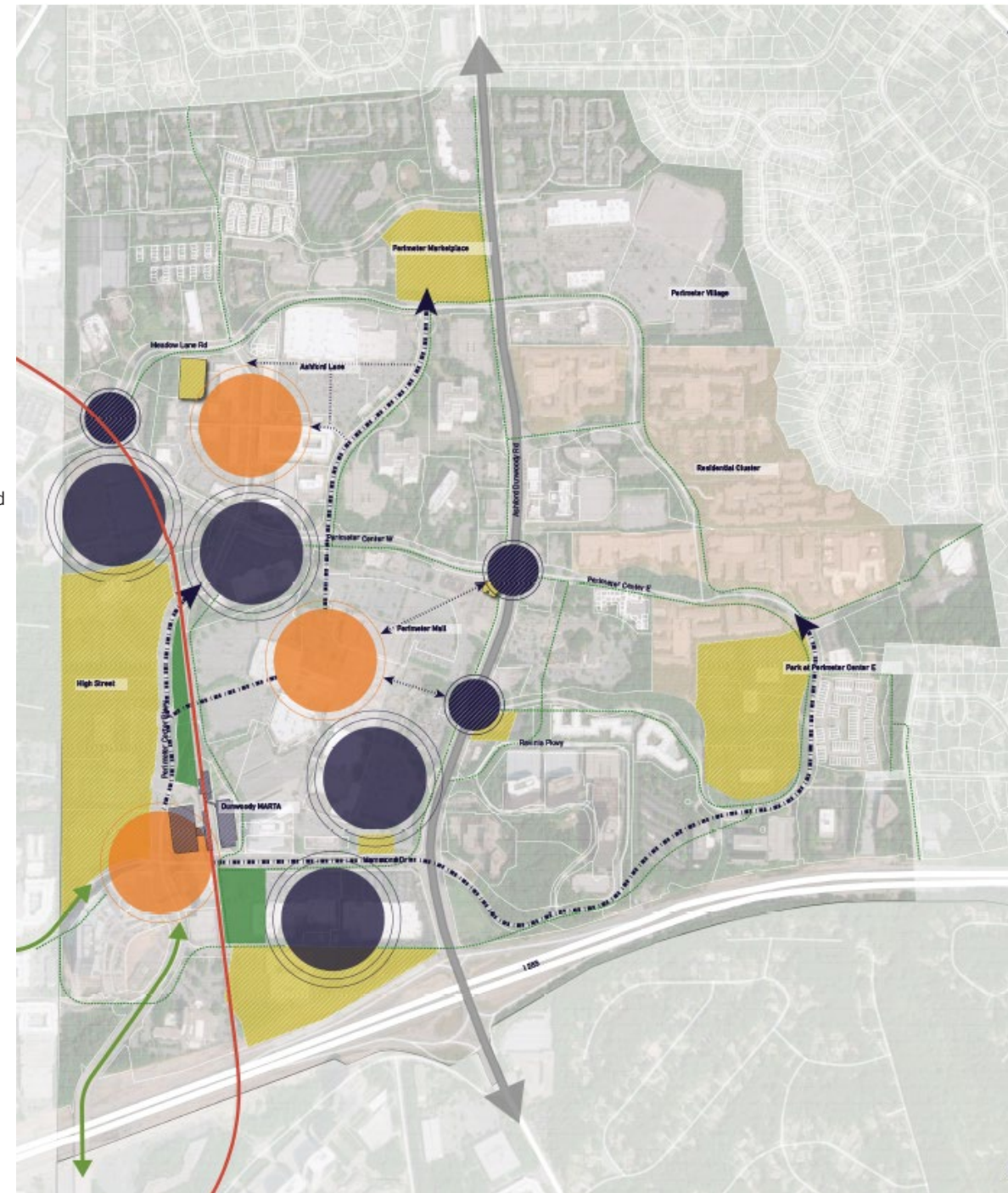Roads that link Redevelopment Nodes to the surrounding area.

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Sidepaths and trails for pedestrians and bicyclists to facilitate safe passage throughout the Study Area.

MARTA

SCENARIO C
Transit-Oriented

City Mixed Use

A higher density place type that focuses primarily on multi-family house with small pockets of townhomes, large amounts of office space, and targeted retail allotment. This place type generally ranges from five to six stories. Ideal placement for this type would be near transit lines and major arterials.

Urban Mixed Use

Urban Mixed Use is exemplified by a variety of intense uses and building types. Typical buildings are 10+ stories, with offices and/or residential uses and ground-floor retail space. Parking is usually structured below or above ground. Workers, residents, and visitors are well served by transit, and can walk or cycle for many of their transportation needs.

City Mixed Use
+750 Units
5-6 Stories

Urban Mixed Use
+1,500 Units
10-15 Stories

Urban Mixed Use
+1,200 Units
10-15 Stories

Urban Mixed Use
+1,500 Units
10-15 Stories
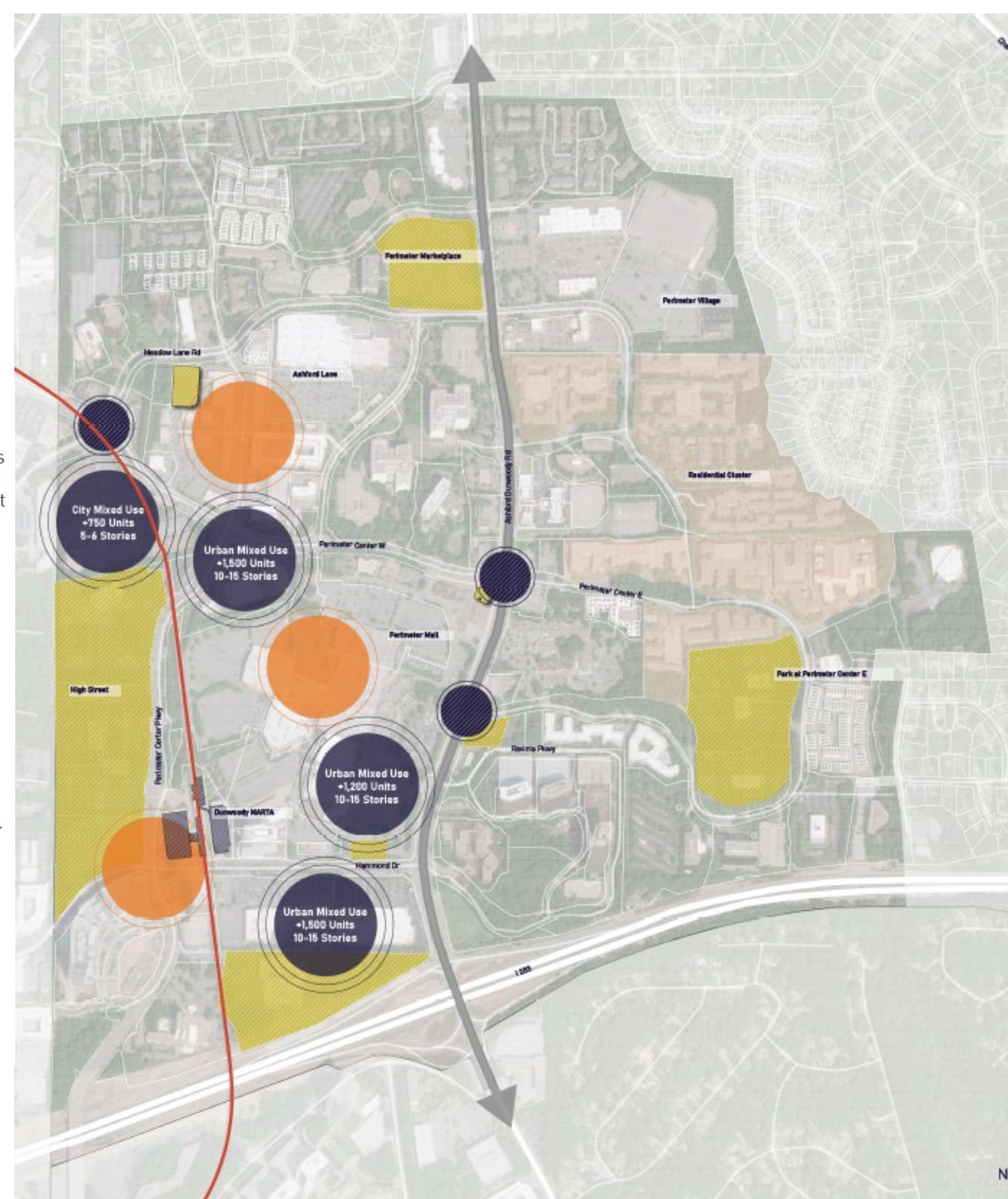
SCENARIO VARIABLES

The scenario planning efforts that the City is undertaking **yield the increased population, dwelling units, households, and employment**. See how each scenario could be impacted by the various development patterns that we are exploring today.

|	Population	Dwelling Units	Households	Employment
CURRENT	8,780	4,828	4,093	33,433
SCENARIO A Live + Walk	26,430 +17,650 new | 1.5% annual rate of growth	15,182 +10,354 new | 1.59 annual rate of growth	13,835 +9,742 new | 1.9% annual rate of growth	43,180 +9,747 new | 1.0% annual rate of growth
SCENARIO B Gather	22,191 +13,411new | 1.2% annual rate of growth	12,712 +7,884 new | 1.5% annual rate of growth	11,513 +7,420 new | 1.5% annual rate of growth	43,233 +9,800 new | 1.0% annual rate of growth
SCENARIO C TOD	20,651 +11,871 new | 1.1% annual rate of growth	11,835 +7,007 new | 1.3% annual rate of growth	10,689 +6,596 new | 1.4% annual rate of growth	50,499 +17,066 new | 1.6% annual rate of growth

REFINED SCENARIO
Transit-Supportive Mixed-Use

- Higher intensity **development focused near the Dunwoody MARTA station** with lower intensity development in the northern and eastern portions of the study area
- Consistent with the proposed **development program**
- Aligned with **stakeholder preference**
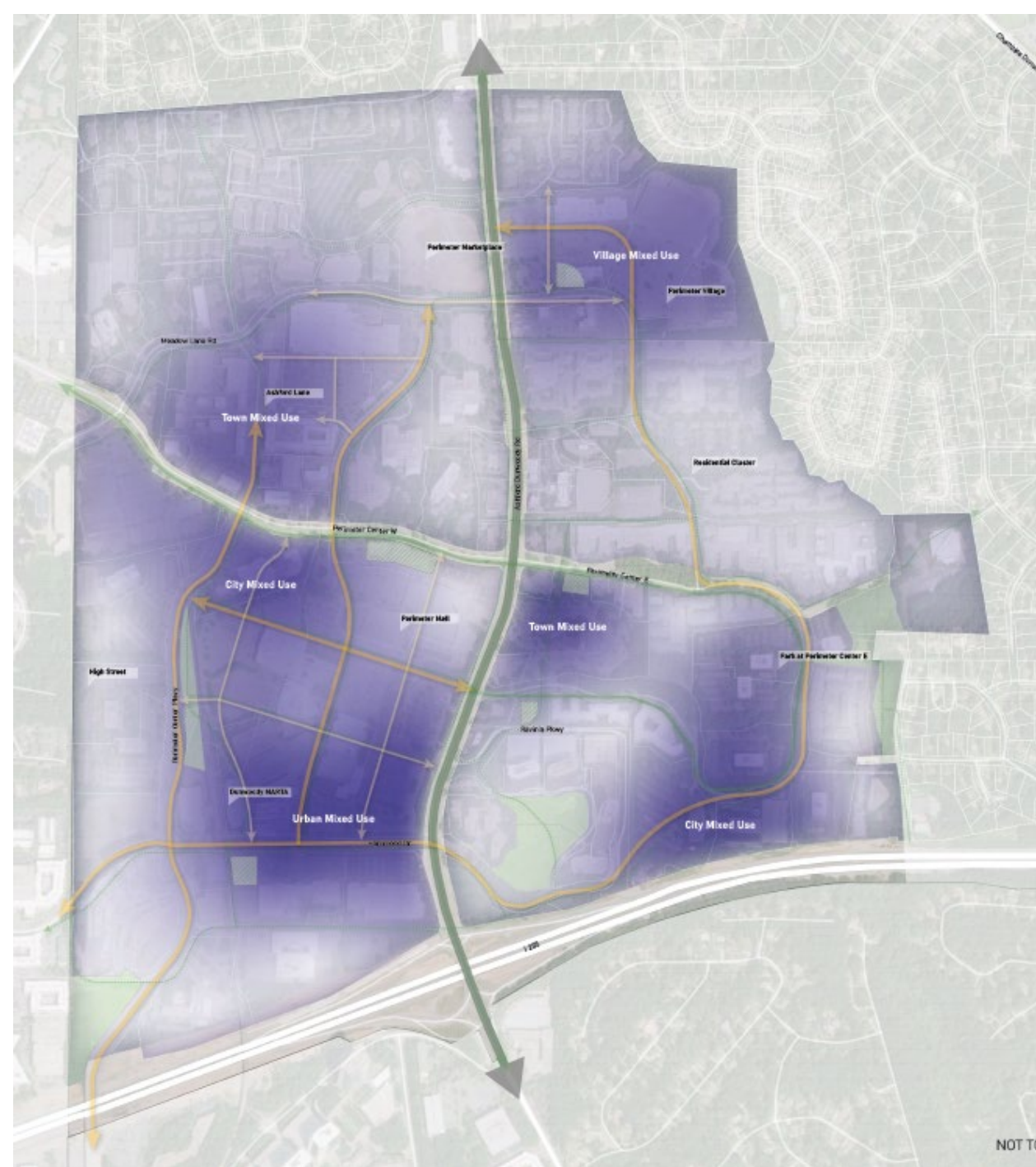
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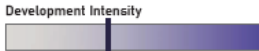

Village Mixed Use

Development Intensity

A lower density place type that even splits residential between townhomes and multi-family residential. With a higher allotment of area dedicated to retail space, this place type is best represented as a small town Main Street that facilitates the transition between lower density single family neighborhoods and higher density commercial zones. This place type generally ranges from two to three stories.

Residential Density	Residential Mix	Program Mix	Land Use
16.1 DU/Ac	Townhome: 60% Multi-Family: 60%	Residential: 52% Retail: 19% Office: 29%	Parcel Area: 70% Streets/Parks/Civic: 30%

City Mixed Use

Development Intensity

A higher density place type that focuses primarily on multi-family house with small pockets of townhomes, large amounts of office space, and targeted retail allotment. This place type generally ranges from five to six stories. Ideal placement for this type would be near transit lines and major arterials.

Residential Density	Residential Mix	Program Mix	Land Use
48 DU/Ac	Townhome: 3% Multi-Family: 97%	Residential: 31% Retail: 13% Office: 56%	Parcel Area: 67% Streets/Parks/Civic: 33%

Town Mixed Use

Development Intensity

Town Mixed Use areas are walkable neighborhoods, such as the mixed-use core of a small city or transit oriented development, with a variety of uses and building types. Typical buildings are between 3–8 stories tall, with ground-floor retail space, and offices or residential above. Parking is usually structured, above or below ground.

Residential Density	Residential Mix	Program Mix	Land Use
34.4 DU/Ac	Townhome: 11% Multi-Family: 89%	Residential: 71% Retail: 29%	Parcel Area: 82% Streets/Parks/Civic: 18%

### Urban Mixed Use

Development Intensity

Urban Mixed Use is exemplified by a variety of intense uses and building types. Typical buildings are 10+ stories, with offices and/or residential uses and ground-floor retail space. Parking is usually structured below or above ground. Workers, residents, and visitors are well served by transit, and can walk or cycle for many of their transportation needs.

Residential Density	Residential Mix	Program Mix	Land Use
70 DU/Ac	Multi-Family: 100%	Residential: 18% Retail: 7% Office: 75%	Parcel Area: 71% Streets/Parks/Civic: 29%

REFINED SCENARIO

Transit-Supportive Mixed-Use

- **Central, programmed greenspace** with pockets of greenspace in surrounding neighborhoods

- A **safe and extensive bicycle and pedestrian network** to better connect newly established neighborhoods and nodes and to complete last mile trips from the MARTA for those who use transit

- A **street grid** to alleviate Ashford-Dunwoody congestion and promote greater walkability
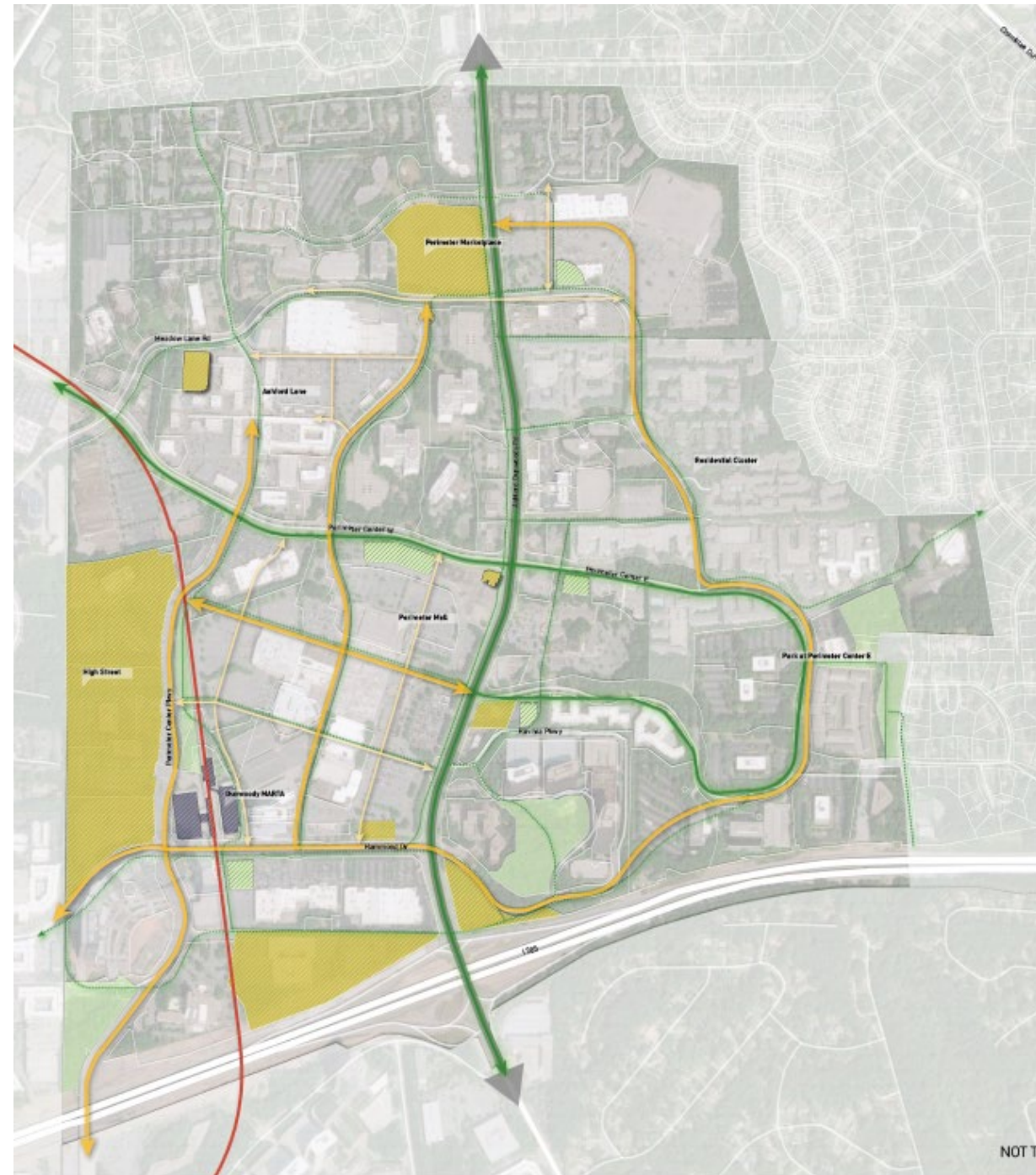
SCENARIO PLANNING OUTCOMES

Community Buy-in
Continued education and collective desire for economic prosperity and how to achieve it.

Catalytic Projects
High level identification of pedestrian network and better integration of access to MARTA.

Redevelopment Opportunities
Repositioning of retail and office and introduction of new housing to support growth.

Impetus to evaluate zoning and to actively pursue potential partnerships.

TYPES OF ECONOMIC IMPACTS

TYPE		DEFINITION		LIMITATIONS
Jobs	⇨	The total number of new jobs created.	⇨	Does not necessarily reflect the quality of the jobs. Also, difficult to compare to the public costs of attracting those jobs (through subsidies, tax breaks or public investments).
Personal Income (including Wages)	⇨	The increased pay levels and/or additional workers hired resulting from a growth in business revenue.	⇨	Underestimates the true income impact as there is some profit generated that may be paid out as dividends locally or reinvested in buildings, equipment or training.
Property Values	⇨	Increased property values reflecting the generated income and wealth.	⇨	Double counts impacts to income or value added, as it may simply result from increasing income or investment of profits. Often one local area goes up but region does not.
Value Added (or Gross Regional Product)	⇨	The sum of wage income and corporate profit generated in the study area. (Some corporate profit may go elsewhere).	⇨	May over-estimate local effect because in globalizing world, business profit and dividends may go elsewhere.
Business Output	⇨	The gross level of business revenue, which pays for the costs of material and labor, as well as generating net business income (profits).	⇨	Doesn't distinguish between a high value-added activity (large local profit and income) and low value-added activity (small) local benefit.

QUESTIONS?