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May 4th, 2016

Dunwoody Mayor and City Council
41 Perimeter Center East
Dunwoody, GA 30346

Re: Perimeter Center Overlay and Districts Draft

Mayor Shortal and Members of City Council,

The Council for Quality Growth is a 31 year-old not-for-profit trade association comprised of a diverse membership of developers, contractors, engineers, architects, planners, law firms and bankers with a vested interest in quality growth and development in the Region. As you consider the Newest Perimeter Center Overlay and Districts Draft, the Council would like to continue to offer comments and suggestions on how the overlay draft can be improved in terms of clarity and enforceability to support and promote continued high quality development in Dunwoody.

The Council for Quality Growth commends Dunwoody's Community Development staff for their work in preparing the proposed overlay. We met with Community Development Staff on numerous occasions throughout this process beginning in 2014 to provide input on iterations of the draft ordinance, much of which has been incorporated into the current draft. We would, however, like to bring some of our remaining concerns to your attention as you review and consider adopting the proposed overlay and respectfully request that these potential hindrances to quality development practices are addressed prior to adoption. Please see the attached sheet for our comments on the overlay and districts that have not been addressed in this most recent draft.

The Council appreciates the opportunity to provide feedback on the Perimeter Center Overlay and Districts Draft and looks forward to continue to working with you and Community Development staff to ensure that the City of Dunwoody and the Perimeter Center Area continues to be a leading example for balanced and quality growth in our region. Please do not hesitate to call on us whenever we may be of service to you in this and any other matter. Thank you for your dedicated service.

Sincerely,

Michael Paris
President & CEO
Council for Quality Growth

James R. Touchton
Director, Policy & Government Affairs
Council for Quality Growth

Chelsea H. Juras
Policy Analyst
Council for Quality Growth

Comments on Dunwoody Perimeter Center Overlay and Districts Draft

Perimeter Center Overlay

<i>Section</i>	<i>CQG Comment (November 2015 Draft)</i>	<i>Response (March 2016 Draft)</i>
(a)(7)a. Minor Exceptions (page 3.)	There is not enough administration relief here. The Community Development Director should have the authority to make exceptions on all standards 10 to 20%. (Alpharetta does this) Standards for modification approvals should be written into the code	Not Addressed. Still doesn't provide enough authority for the Community Development Director to make exceptions.
(b) (2) b.4. Applicability (pg. 3)	Why are Signs included here? This is a separate issue that should be covered in sign ordinance	Addressed. Removed.
(b)(3)d. Shared-Use Paths (pg. 4)	This is an exaction (requiring public dedication, construction/paving and tree planting) that should be a condition of zoning consented to by individual developers, not required by overlay. It is unclear on the map how the required trail segments link into a greater trail system and appear to only impact five parcels in the overlay?	Not addressed. Some locations identified on map are already used as walking trails
(b)(4)e.9. Streetscape Maintenance Procedure (pg. 6)	Need to clarify this requirement. Are developments required to dedicate right-of-way AND submit a maintenance procedure? This should also be condition of zoning.	Staff to clarify that property owner responsible for maintenance.
(b)(5)-(8)c. (Various Street Types) Dedication (pg. 8, 11, 14, and 19)	Right-of-way dedication should not be required in overlay. This is an exaction that should be a condition of zoning consented to by developers on a case-by-case basis	Not addressed.
(d)(3)a. Major Façade Materials (pg.24)	Restricting 80% of each façade to brick, stone or glass may be too limiting. Many high-quality mid-rise developments utilize cement-based stucco and wood lap in construction	Not addressed. Other materials can be approved through administrative approval process
(e) Sustainability Measures (pg.30-32)	Sustainability measures should be tied to development incentives. There also does not appear to be any motivation for builders to go beyond minimum requirements	Not addressed.

(e)(4)j. Transportation Access (pg. 32)	<i>This measure should include points for sites located within a quarter and/or half mile of the MARTA station</i>	<i>Addressed. Site within ¼ mile of existing or proposed transit stop.</i>
Perimeter Center Districts		
<i>Section</i>	<i>CQG Comment</i>	<i>Additional Comments/ Feedback</i>
(b)(5) Relief (pg.7)	Similarly to the Overlay, there is not enough administration relief here. The Community Development Director should have the authority to make exceptions on all standards 10 to 20%.	Not addressed.
(a)(5) New Streets and Blocks (Regulating Map) (pg. 10)	How were the "New Streets" identified? Many are splitting parcels. How are property owners involved in this process?	Staff explained that locations on map are conceptual.
(b) PC-1 District Requirements (pg. 12)	Maximum height should be increased to 40 stories to be consistent with current Perimeter Center Skyline	Not addressed.
(c) PC-2 District Requirements (pg. 13)	Maximum height should be increased to 20 stories. There are buildings here currently taller than that.	Not addressed
(f) Uses (pg. 17)	CQG Supports the inclusion of owner-occupied and Age-restricted multi-unit residential by-right in PC-1 district to achieve "live, work, play" community	
(b)(2)b.12 – Ground Story Uses (pg. 26)	What is being accomplished by limiting to "office category; retail sales and service uses limited to 25% of gross floor area" ?	Not addressed.
(b)(2)c.17 Required Number of Street Entrances (pg. 28)	Requiring 4 of every 5 townhomes to front on street is contrary to how many townhome developments are designed, and is driven by the shape and depth of the development parcel (many developments are designed with townhomes fronting a community greenspace).	Not addressed.
(b)(2)d.3 Detached House – Parking Along	Parking along frontage should be permitted (with alley access preferred) along primary streets, as it	Not addressed.

Frontage (pg.30)	is along parkway and Secondary street frontages.	
27-106 Open Space Types (pg. 40)	Preserving existing open space should count towards the minimum open space requirement.	Addressed. Existing open space may be used to meet minimum requirement at the discretion of the city.
(b)(4) Fee-in- lieu (pg. 40)	What is the calculation for open space fee in lieu?	Cost of building the improvement