



41 Perimeter Center East, Suite 250  
 Dunwoody, Georgia 30346  
 P (678) 382-6700 F (678) 382-6701  
[dunwoodyga.gov](http://dunwoodyga.gov)

## **MEMORANDUM**

**To:** Mayor and City Council

**From:** Warren Hutmacher, City Manager

**Date:** December 13, 2010

**Subject:** Dunwoody Village/Georgetown Master Plan Supplemental Funds (Request # 2)

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### **BACKGROUND**

In April the City Council approved a contract with Urban Collage for \$250,000 to complete master redevelopment plans for Dunwoody Village and Georgetown. The contract for Dunwoody Village was for \$125,000. However, the City had originally budgeted \$205,000 for this project to recognize funds received by the City as part of the Atlanta Regional Commission (ARC) Livable Centers Initiative (LCI) grant program. City Council preferred to retain control of the additional funds, and instructed the City Manager to return to Council with any specific proposals to expend the additional budgeted funds (\$80,000) that would supplement or enhance the planning process if a need arose.

In November the City Council approved funding for Urban Collage to produce additional graphics for the Dunwoody Village Master Plan (Task A) to assist the public in visualizing the proposed concepts for redevelopment. The cost of this enhancement was \$12,000. The City Council also approved supplemental funds to begin the process of creating zoning language for both the Dunwoody Village and Georgetown Master Plans (Task B). Task B cost \$14,000 and was paid from FY 2011 funds set aside for modifying the existing zoning ordinance.

### **DISCUSSION**

Attached to this memorandum is a proposal from Urban Collage requesting additional supplemental funds for both the Dunwoody Village and Georgetown/North Shallowford master plan projects for your consideration.

The first task detailed in the proposal, Task C, requests funds to analyze various development scenarios and create detailed development plans for the Dunwoody Village. This effort goes well beyond the existing scope of services and is necessary due to the unique nature of the concepts being considered for Dunwoody Village. The six preliminary framework scenarios that have been shared with the public will have considerable impact on private property owners. For the final Master Plan to be "realistic," the planners will need to have in-depth meetings with the major property owners to make sure that they are on board with the plans being contemplated in the master planning effort. If the plans are "non starters" with the property owners, then the planners will need to modify the framework to ensure the final Master Plan is realistic. The cost for Task C is \$36,000.

Task D is the production of marketing materials to include brochures, electronic media and poster boards that the City can use to market the approved redevelopment plan to the private sector to move the plans from concept to reality. Once the Master Plan has been adopted by the City Council, these summary tools and marketing materials will be the vehicle by which the City interacts with property owners and developers to ensure they can adequately grasp our expectations for quality redevelopment. The cost for Task D is \$24,000.

Task E is identical to the supplemental graphic work for the Dunwoody Village (Task A) that was approved in November 2010. With Task E, the planners will create enhanced graphics to include both hand drawings and

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computer simulations to assist the public in visualizing the redevelopment plan concepts for the Georgetown/North Shallowford area. The cost for Task E is \$8,000.

**RECOMMENDATION**

I recommend moving forward with all three proposals. All of these projects were contemplated in the original scope that included the \$80,000 of LCI grant funds in addition to the \$250,000 of City funds. Our planning process has been well received to date and these enhancements will ensure that the final product for these plans will not only have community support, but that the plans created will be realistic and ready for private sector partners to assist the city in implementing our vision for these two areas.



**Additional Service Tasks C-E:**  
**City of Dunwoody**  
**Dunwoody Village and Georgetown/N Shallowford**

Warren Hutmacher  
 City Manager  
 City of Dunwoody  
 41 Perimeter Center East, Suite 250  
 Dunwoody, GA 30346

Warren:

As part of the contract negotiations for the Dunwoody Village and Georgetown/North Shallowford Area Master Plans in Spring 2010, we presented a series of tasks that were deleted from the final scope to bring the contract within the stated cost preference. As the planning process has progressed these tasks to further detail and discuss preferred Dunwoody Village concepts with key property owners, develop summary materials of the resulting Dunwoody Village Master Plan, and supplement the Georgetown/North Shallowford Area Master Plan with additional graphics would significantly aid the City in communicating, marketing, and implementing Master Plan initiatives.

Based on our conversations in late November and early December please find attached a listing of those tasks that may be completed as an addition to our existing consulting contracts and the time and effort necessary to complete each task. Please note that the following outline begins with Task C as Task A and B relate to the Existing Zoning Analysis and Additional Graphics for the Dunwoody Village Master Plan approved by City Council on November 22, 2010.

**Task C: Preparation, Analysis, and Discussion of the Dunwoody Village Master Plan with major current property owners**

**Scope:** To enhance the Dunwoody Village Master Plan; provide additional planning, design, and details beyond the base LCI scope; and enhance the implementation potential of the Master Plan, we recommend that further economic analysis be completed regarding preferred concepts and that a series of discussions be held with the two largest project owners within the Dunwoody Village to communicate the Preliminary Master Plan and gauge the interest of key property owners in implementing the plan.

This task item will include professional time and meetings with City staff to revise and further detail preferred concepts including generation of updated illustrative plans and graphics and more detailed analyses related to the impact of each option on existing parcels, retail area, office area, and parking. The Team will also complete more detailed economic analyses of preferred options including the potential mix and quantities of new development, average unit sizes, needed parking ratios, land values, pro forma summaries, and development budgets to project estimated construction and project costs.

The team will facilitate two work sessions with local land owners to discuss project goals, feasibility, and interest.

**Time and Cost:** This task will be completed by February 2011 to inform and detail master plan recommendations and results for \$36,000

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## Task D: Master Plan Summary Materials& Presentation

Scope: Master Plan summary materials are often generated to detail, market, and communicate master plan initiatives to area stakeholders and potential partners. In addition to the much larger and more detailed Master Plan report, many communities utilize summary documents, brochures, or other materials to more quickly present and communicate their Master Plan Vision.

This task will provide master plan summary products including an Executive Summary PowerPoint presentation, 8-12 page executive summary document, display boards, and/or 2-sided, fold-out poster summary of the Master Plan. This task will also include additional recommendations and supporting examples, diagrams, and graphics beyond the LCI scope to further detail design recommendations, public open space opportunities, transportation enhancements, and public improvement projects.

This task item includes a detailed worksession with City Council to review the Master Plans, summary materials and recommendations after the final round of public workshops (final meetings included in the base scope of services).

Time and Cost: \$24,000

## Task E: Georgetown/North Shallowford Area Supplemental Graphics

Scope: Similar to the supporting graphics developed to illustrate and detail Dunwoody Village Plan concepts, supplemental graphics beyond the LCI-based scope may be development to augment and further illustrate the Georgetown/North Shallowford Area Master Plan. This task item would include up to six hand drawn and computer generated graphics to augment the Georgetown/North Shallowford Area Master Plan and priority project areas.

Time and Cost: \$8,000

## Engagement

### **CITY OF DUNWOODY, GEORGIA**

41 Perimeter Center East  
Suite 250  
Dunwoody, Georgia 30346

### **URBAN COLLAGE, Inc**

121 Luckie Street, NW  
Suite 200  
Atlanta, GA 30303

12/1/2010

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(Name)

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(DATE)

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Robert J. Begle  
Principal

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(DATE)