



Georgetown/North Shallowford Area Master Plan Workshop #3

November 3, 2010

Urban Collage, Inc. with

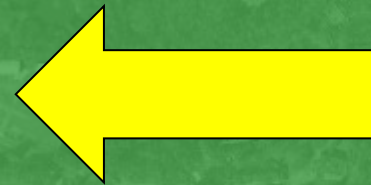
Houseal Lavigne, RCLCo, Kimley-Horn/Urban Resource Group, & Market + Main

Agenda

1. Welcome
2. Overview of October 6 Public Workshop
3. Presentation of DRAFT Georgetown/North Shallowford Framework Plans
4. Community Planning Exercises

Community Workshops

1. September 15, 2010
2. October 6, 2010
3. **November 3, 2010**
4. January 19, 2010

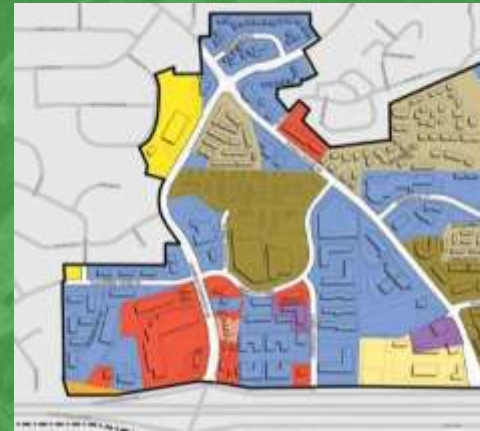


www.dunwoodyga.gov/home

(“projects” tab on right)

Workshop #1

1. Overview & Existing Conditions



2. Community Preference Survey



3. Planning Exercises:

- Change / No Change
- Vision Banner



Workshop Summary

- **Wednesday, October 6th, 7pm**
- **Peachtree Middle School (Cafeteria)**
- **+/-60 Participants**

Workshop #2 Agenda:

- 1. Overview of Workshop #1 Results (incl. survey)**
- 2. Redevelopment Sites/Opportunities**
- 3. Community Planning Exercises**

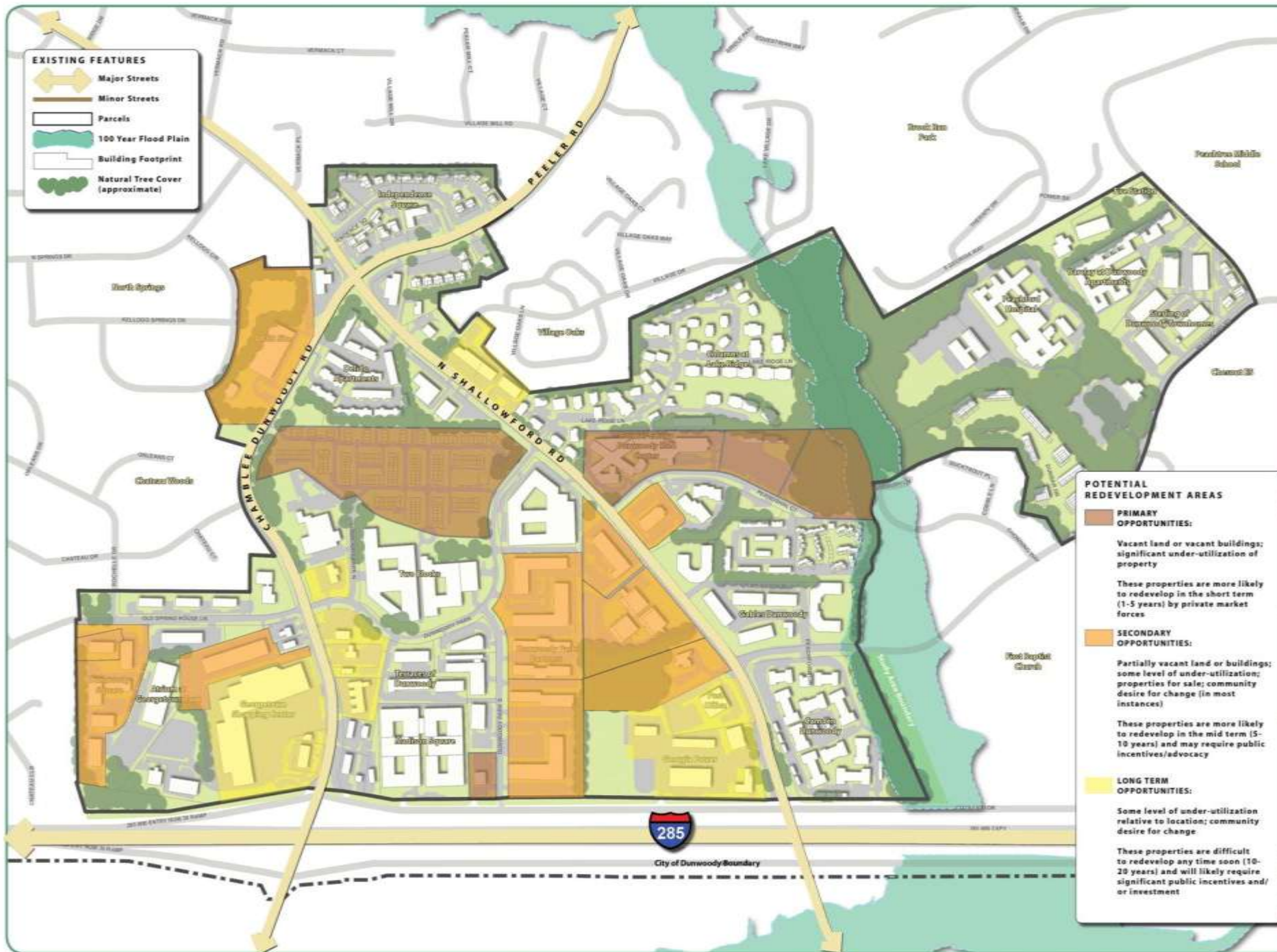


Community Planning Exercises

- Participants distributed into 5 working tables
- Participants assigned to tables randomly
- Each table had a facilitator from the planning team
- +/- 1 hour to answer 9 questions
- Intentionally designed to be somewhat “limiting” and “strategic”

EXISTING FEATURES

- Major Streets
- Minor Streets
- Parcels
- 100 Year Flood Plain
- Building Footprint
- Natural Tree Cover (approximate)



POTENTIAL REDEVELOPMENT AREAS

PRIMARY OPPORTUNITIES:

Vacant land or vacant buildings; significant under-utilization of property

These properties are more likely to redevelop in the short term (1-5 years) by private market forces

SECONDARY OPPORTUNITIES:

Partially vacant land or buildings; some level of under-utilization; properties for sale; community desire for change (in most instances)

These properties are more likely to redevelop in the mid term (5-10 years) and may require public incentives/advocacy

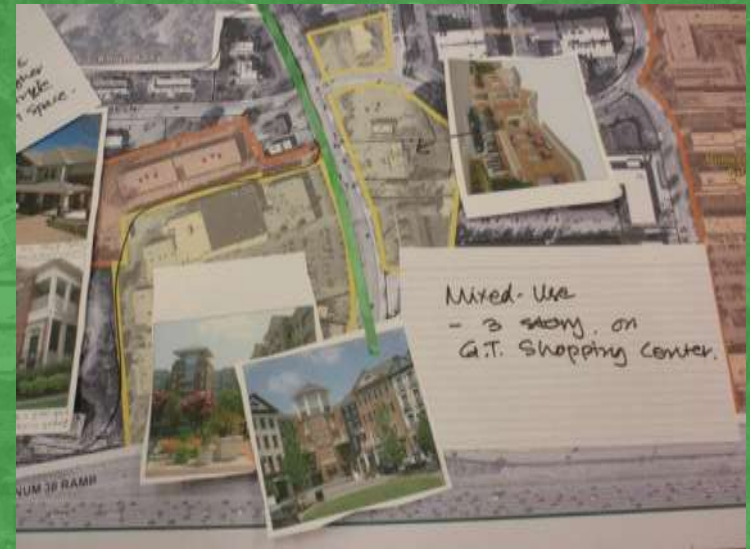
LONG TERM OPPORTUNITIES:

Some level of under-utilization relative to location; community desire for change

These properties are difficult to redevelop any time soon (10-20 years) and will likely require significant public incentives and/or investment

Using picture examples....choose a location for:

1. Ownership Residential – short/mid term site
2. Senior Housing – short/mid term site
3. Civic/Public Institution – short/mid term site
4. Mixed-Use/Office – long term site



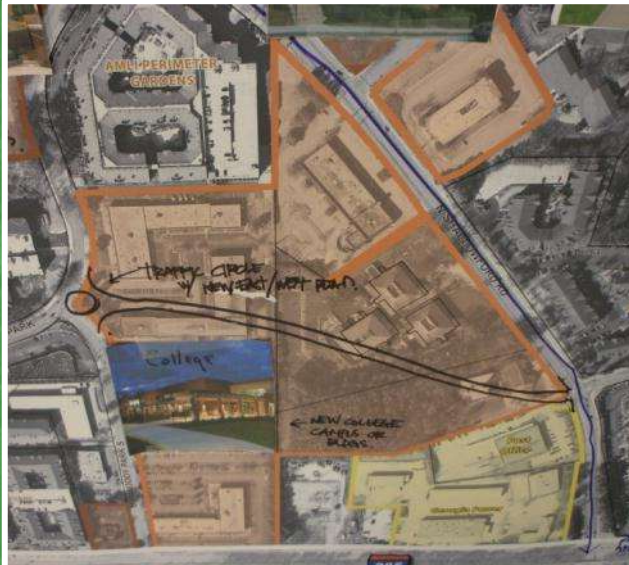
Using green construction paper...
choose a location for:

5. Open Space – max. 4 acres; can be split



Using ribbon & markers....choose a location for:

6. One new roadway connection
7. Priority streetscape(s) – ½ mile max.
8. Priority bicycle route – on-street
9. Priority greenway trail – off-street



Framework Plans



Framework Plans

- **Consolidation of:**
 - **Community desires**
 - **Economic / real estate realities**
 - **Professional recommendations**
- **3 options to consider**
- **Each option represents a possible fork in the road**
- **May end up with a “preferred” but will likely carry multiple options (as refined) to maintain flexibility**
- **Not the complete plan.....yet**
- **Some commonalities and some differences**

A Word on “Place Making”:



- Georgetown lacks a “there”
- Creating a community “focal point” by bringing many things together in one place:
 - open space , civic institution and new residential development
- Accessible and visible to all: trails, roads, bikes
- Don’t compete with Brook Run, Dunwoody Village or Perimeter Center
- A potential new “identity” for Georgetown

An aerial photograph of a campus, likely a university, with a semi-transparent green overlay. The image shows various buildings, roads, and green spaces. The text is centered over the image.

Framework Plan OPTION A



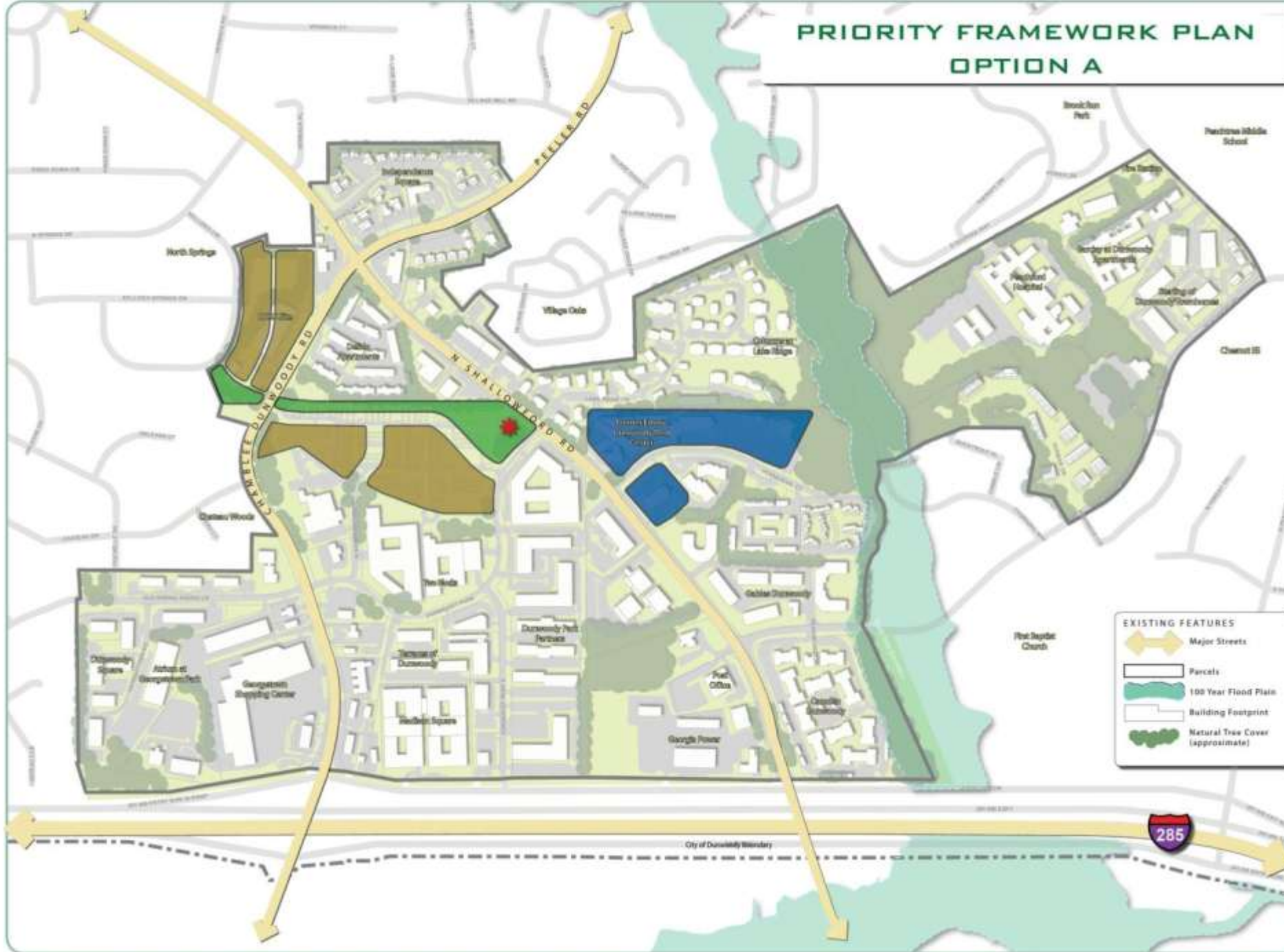
EXISTING FEATURES

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City of Danville/Virginia



PRIORITY FRAMEWORK PLAN OPTION A



EXISTING FEATURES

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City of Durham Boundary

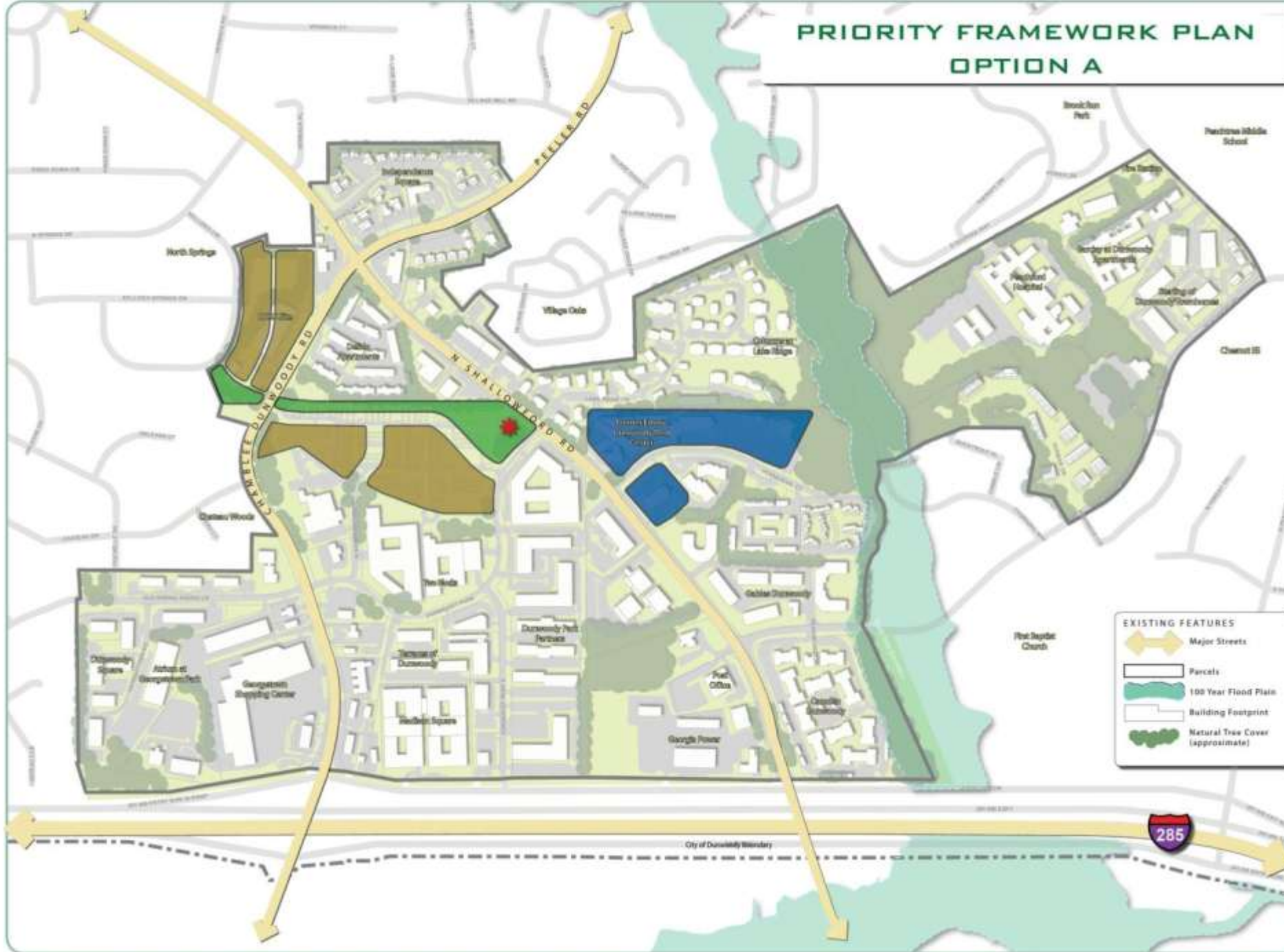


SHORT TO MID-TERM DEVELOPMENT:




| Element | Strategy |
|-----------------------------|---|
| Focal Point | N. Shallowford |
| PVC Farm | For-Sale Residential Small Open Space |
| DCSS Site | For-Sale Residential (mixed density) |
| Emory Hospital Site | Civic Institution |
| Potential Residential Types | Townhome, Condo, Senior |
| Potential Institutions | Community Center (County?) Recreation/Fitness (Private) School (public or private) Limited Medical Office/Clinic |
| Implementation Issues | “Re-Use” of Emory Building(s)? Max. “market value” of PVC Site Private Sector Focus |



PRIORITY FRAMEWORK PLAN OPTION A



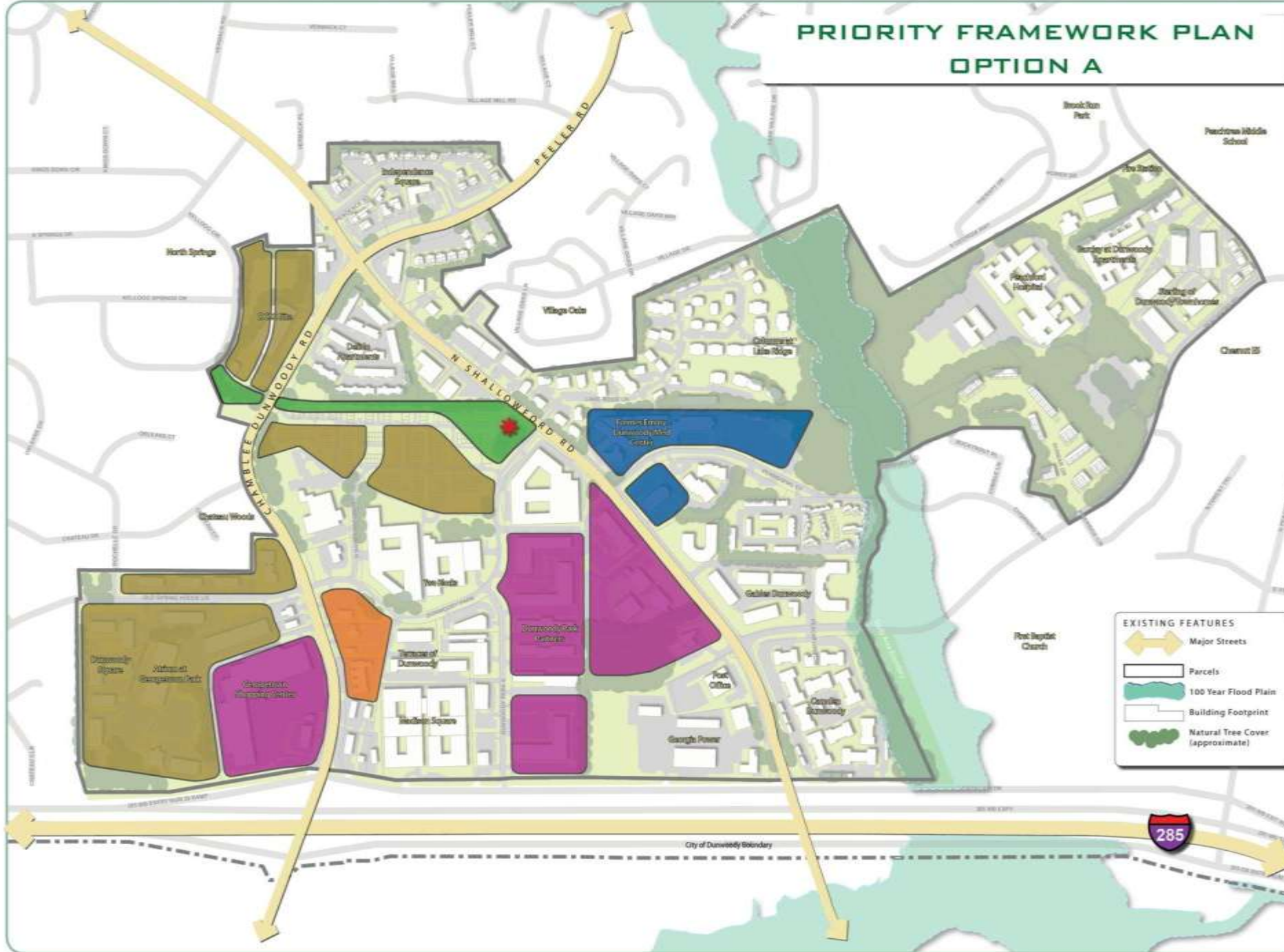
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City of Durham Boundary



PRIORITY FRAMEWORK PLAN OPTION A



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City of Dunwoody Boundary

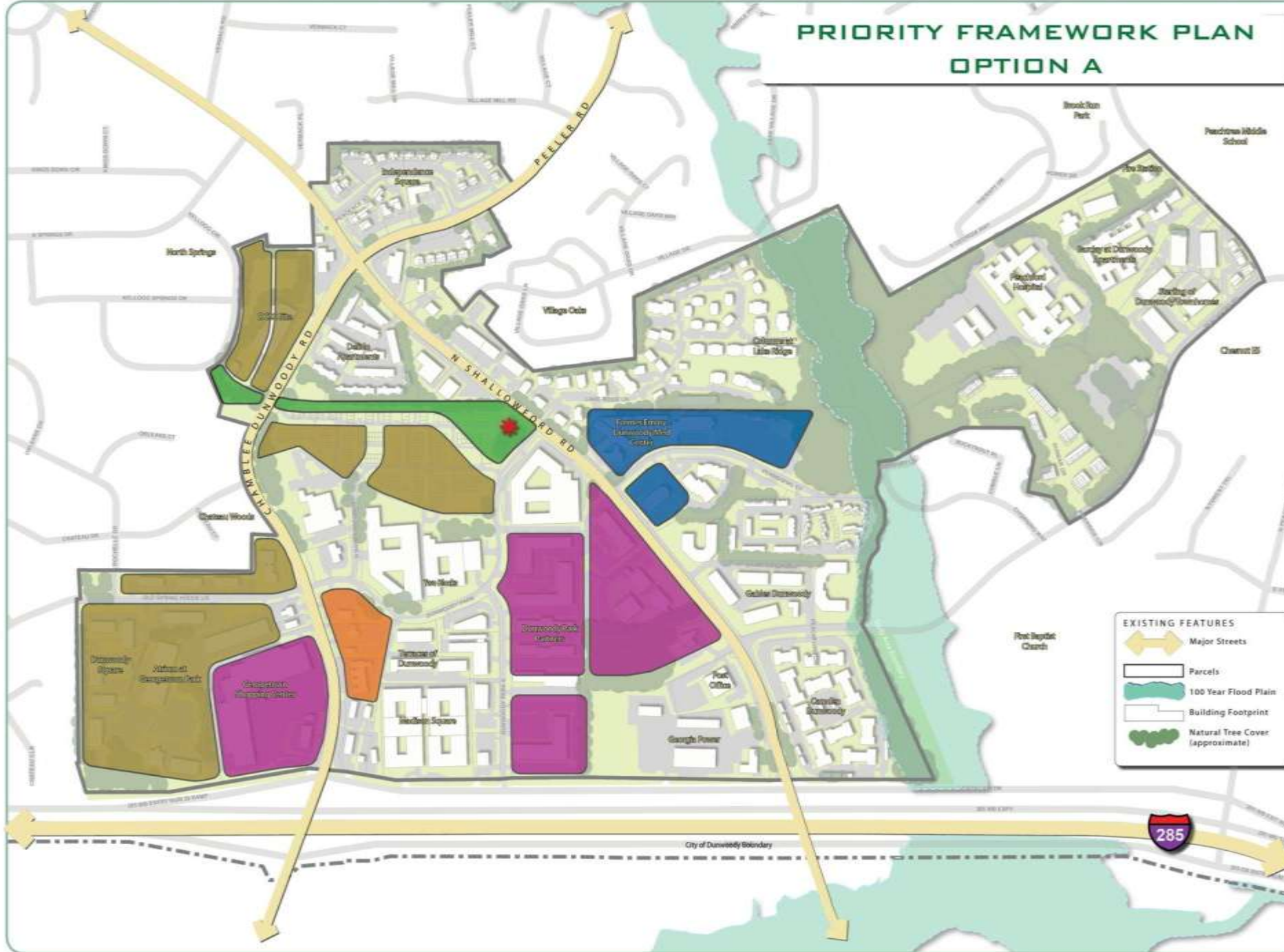


LONGER-TERM DEVELOPMENT:

- Dunwoody Square Area: Focus on senior housing including independent living, assisted living and skilled nursing
- Georgetown Shopping Center: Mixed-Use / Transit-Oriented Development
- East Side of Chamblee-Dunwoody: Commercial improvement / redevelopment
- Dunwoody Park / N. Shallowford: Multi-Use development including office, residential and limited retail



PRIORITY FRAMEWORK PLAN OPTION A



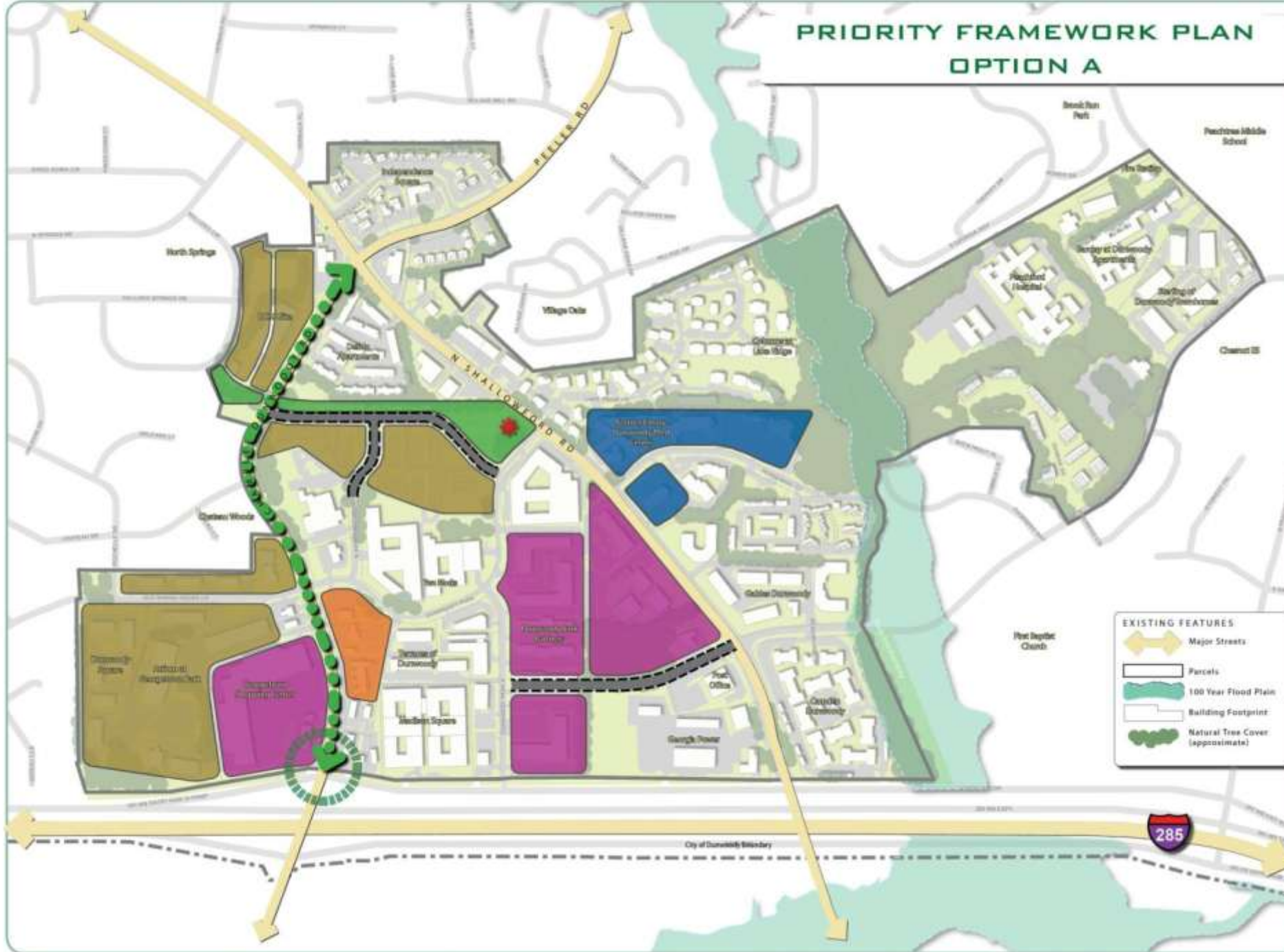
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City of Dunwoody Boundary

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City of Durawood Boundary

North Springs

Independence Square

Village Oaks

Chatham Lake Village

North Springs

City of Durawood Boundary

Independence Square

Public Apartments

Village Oaks

Chatham Lake Village

North Springs

City of Durawood Boundary

Chatham Lake Village

Public Office

Chatham Lake Village

Public Office

George Tower

City of Durawood Boundary

Steele Park

North Springs

Chatham Lake Village

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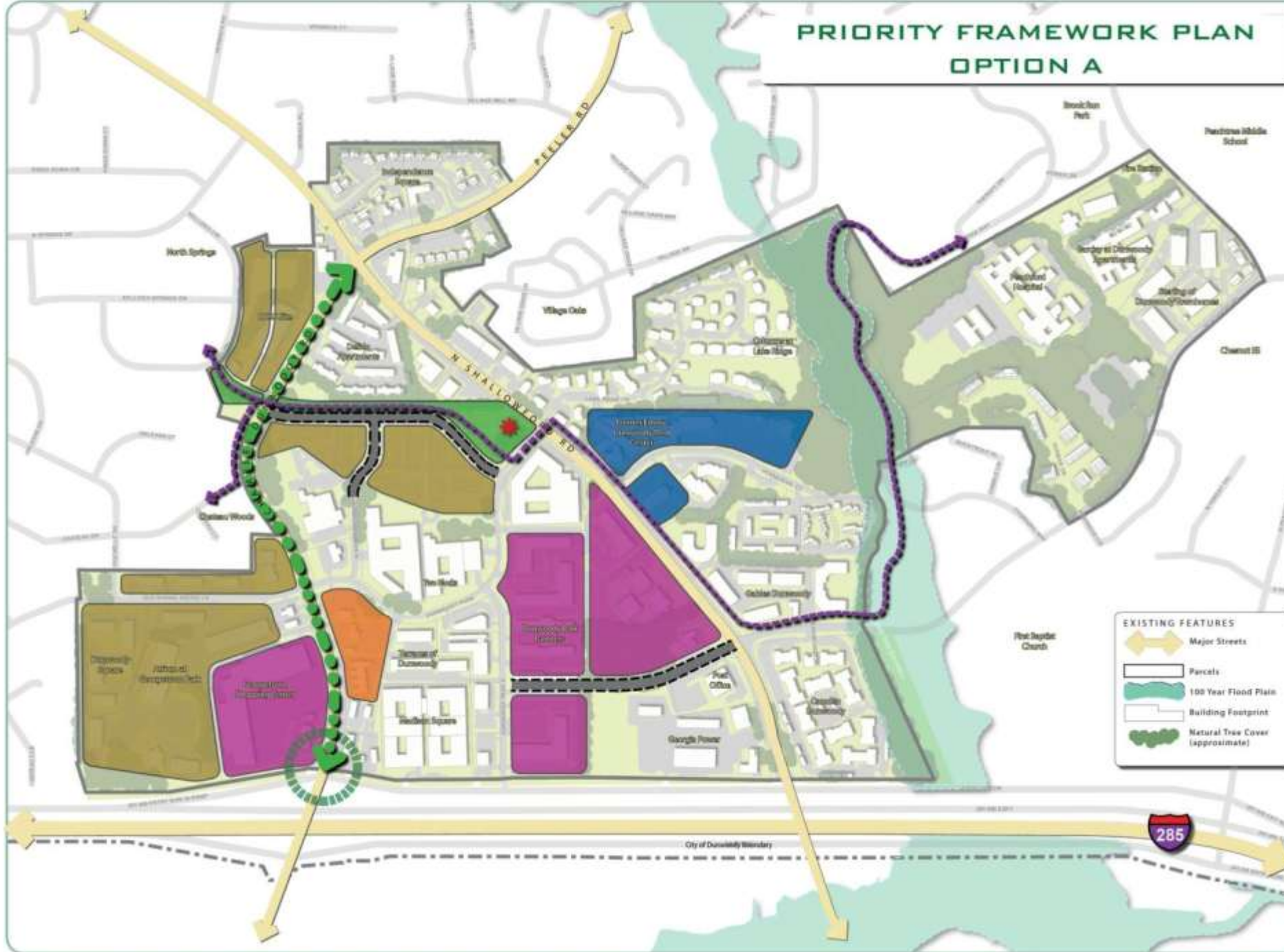
Public Office

George Tower

City of Durawood Boundary

City of Durawood Boundary

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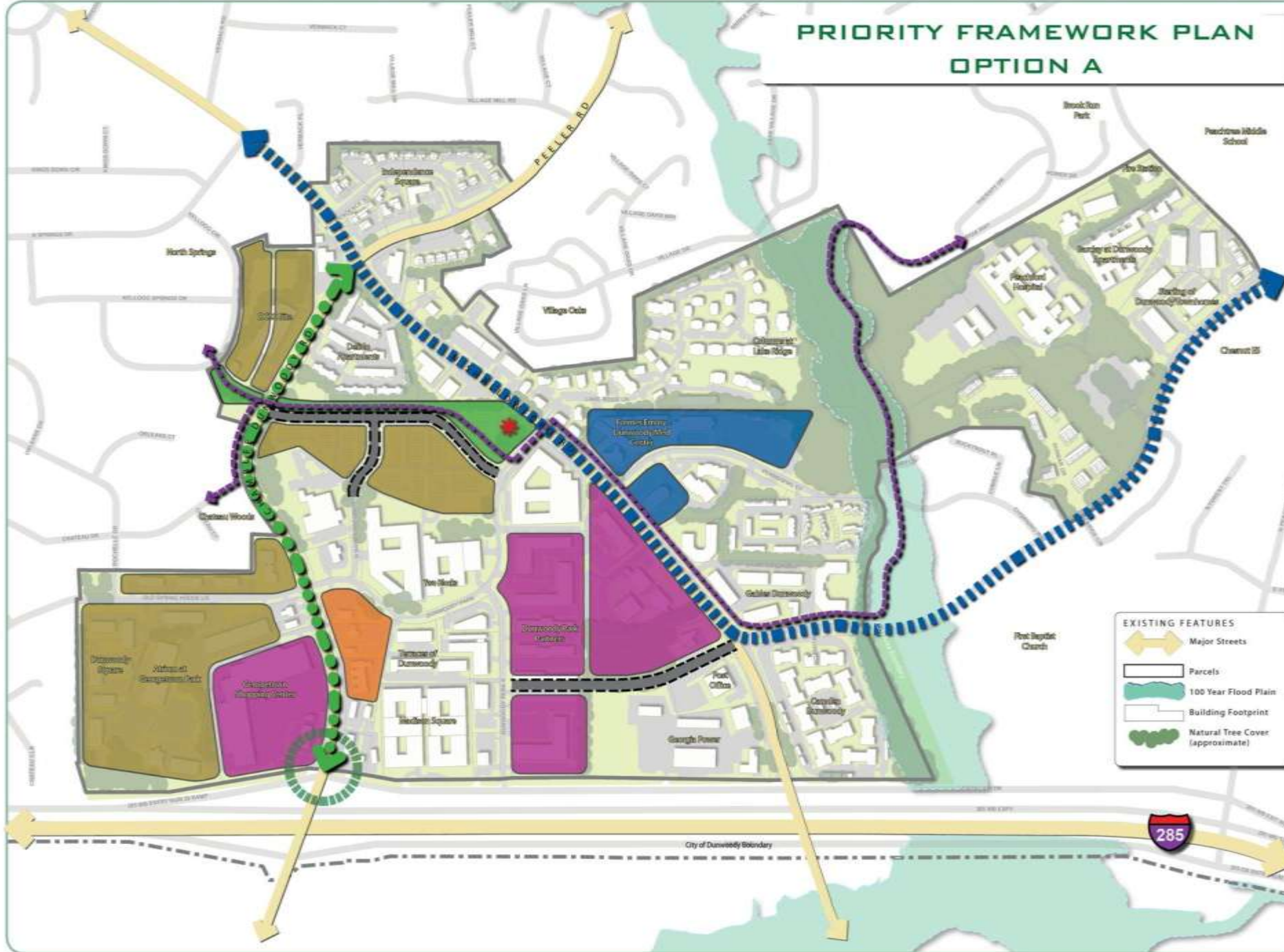
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City of Danville Boundary

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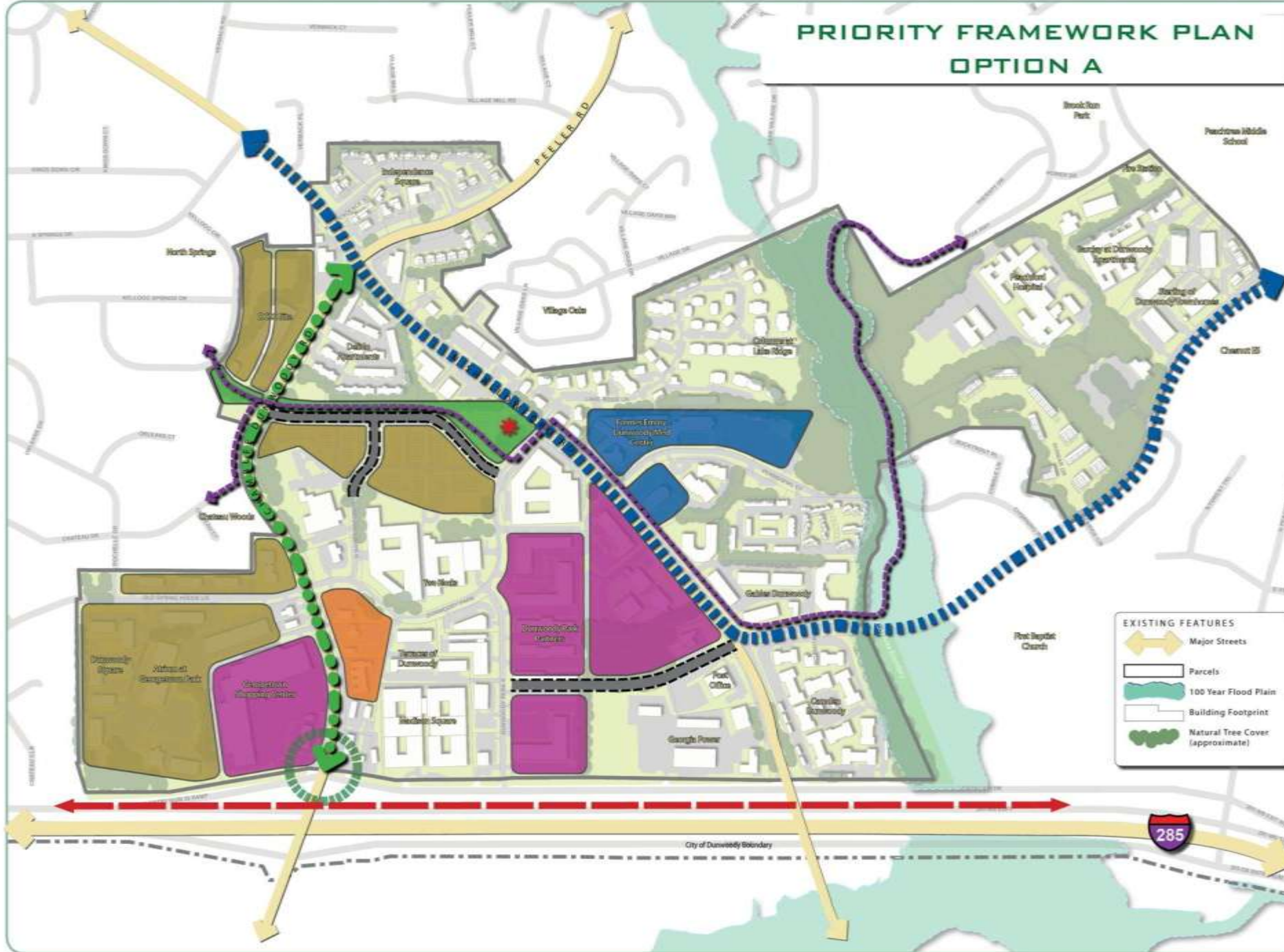
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City of Dumfries Boundary

PRIORITY FRAMEWORK PLAN OPTION A



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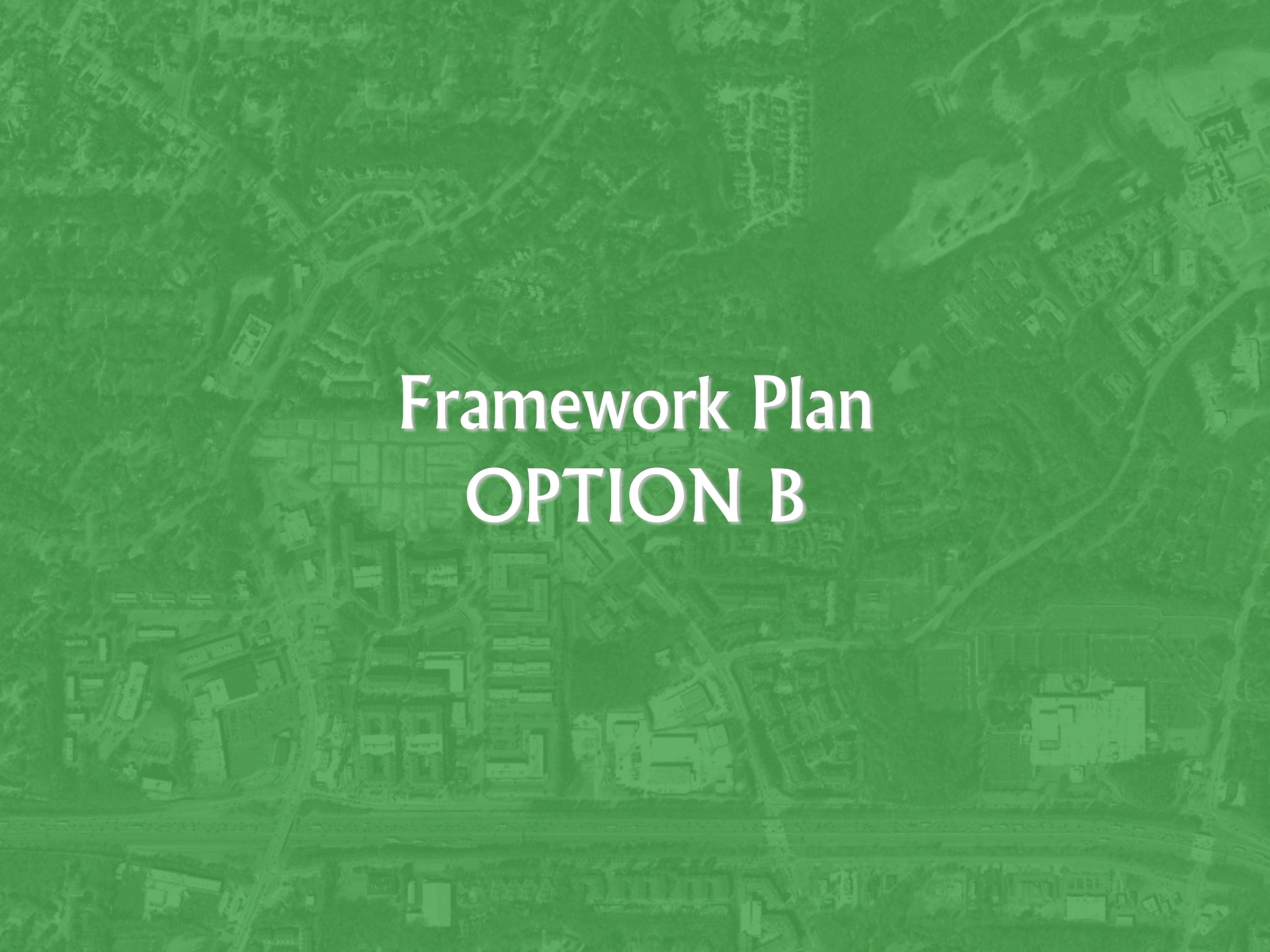


City of Dunwoody Boundary

PRIMARY CIRCULATION

- New Roadways: Improve east-west connections – associated with redevelopments
- Streetscape: Chamblee-Dunwoody – gateway from I-285
- Greenway Trail: Connects Brook Run to west side neighborhoods – issues crossing flood plain
- On-Street Bike Route: N. Shallowford to Peachford – existing wide streets



An aerial photograph of a campus, likely a university, with a semi-transparent green overlay. The image shows various buildings, roads, and green spaces. The text is centered over the image.

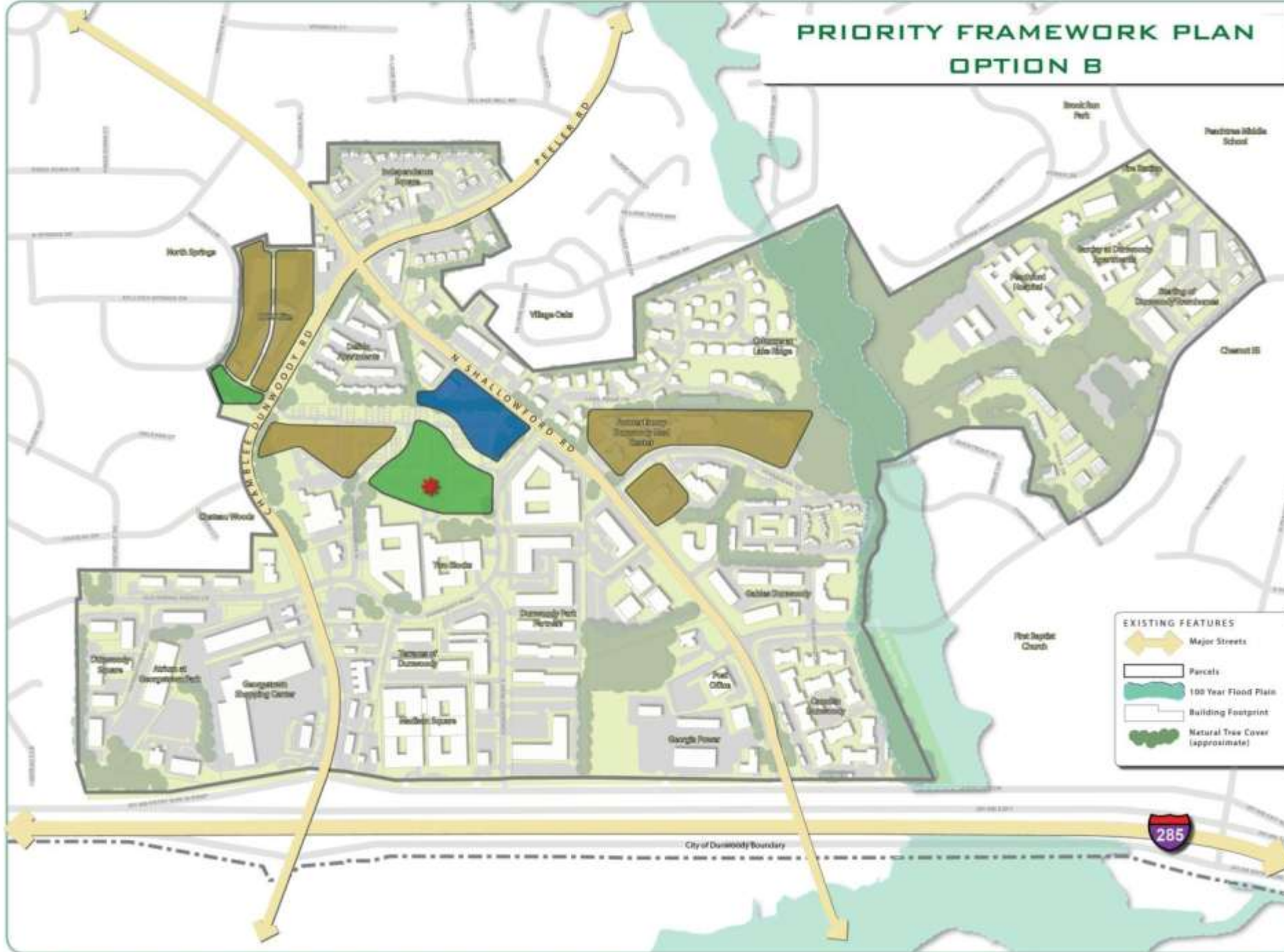
Framework Plan OPTION B

SHORT TO MID-TERM DEVELOPMENT:




| Element | Strategy |
|-----------------------------|---|
| Focal Point | Centralized on PVC Farm |
| PVC Farm | Central Open Space Civic Institution For-Sale Residential |
| DCSS Site | For-Sale Residential (mixed density) |
| Emory Hospital Site | For-Sale Residential |
| Potential Residential Types | Townhome, Condo, Senior |
| Potential Institutions | Community Center (County?) Recreation/Fitness (Private) School (public or private) |
| Implementation Issues | No "Re-Use" of Emory Bldg.? Min. "market value" of PVC Site Public-Private Partnerships |



PRIORITY FRAMEWORK PLAN OPTION B



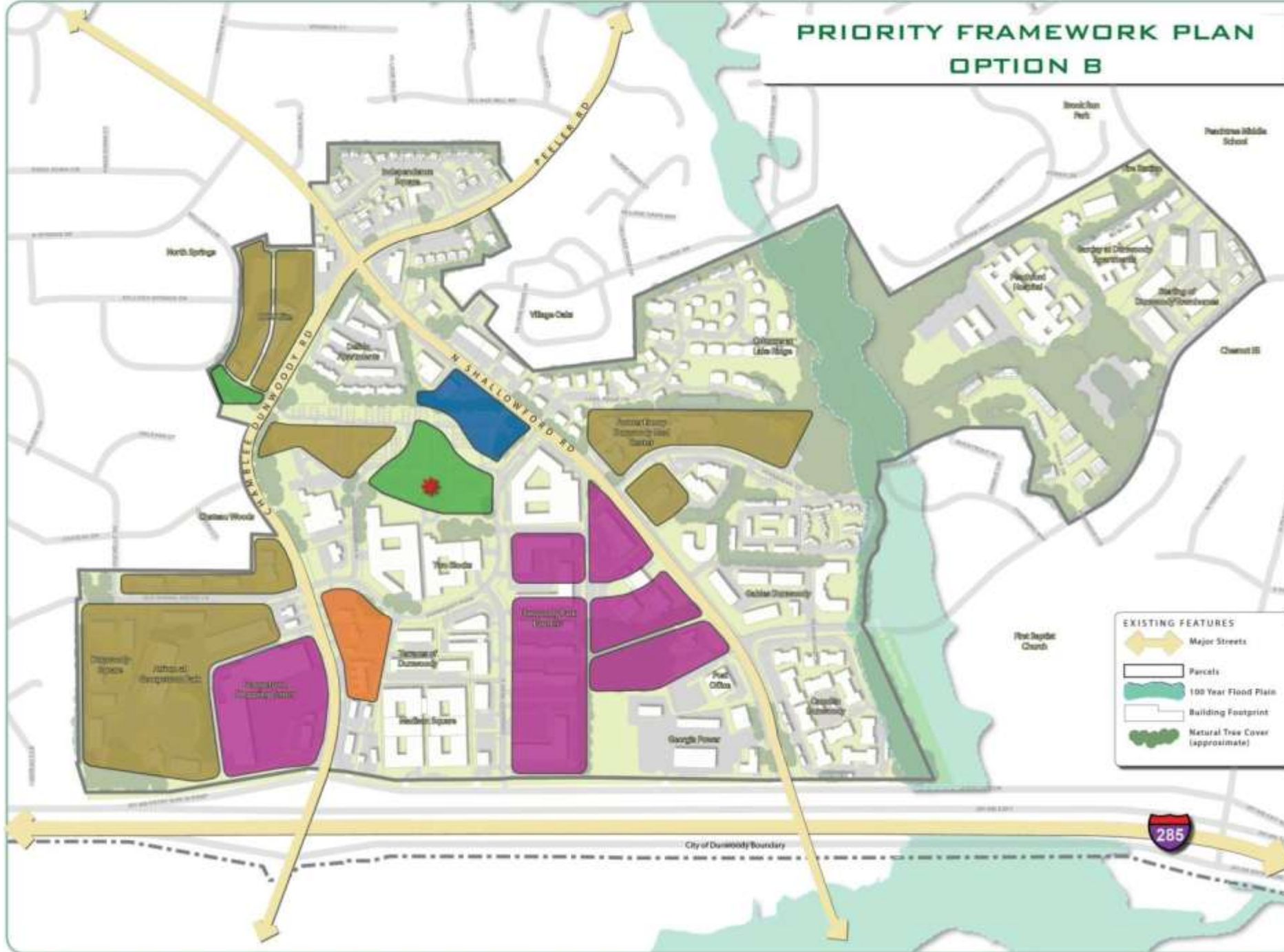
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City of Dunwoody Boundary



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City of Dunwoody Boundary



North Springs

Dunwoody

Perimeter Center

Perimeter Center

Perimeter Center

Perimeter Center

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Perimeter Center

Perimeter Center

Perimeter Center

Perimeter Center

Perimeter Center

Perimeter Center

Perimeter Center

Independence Square

Public Apartments

Public Apartments

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Village Oaks

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Orchard Lake Village

Orchard Lake Village

Orchard Lake Village

Orchard Lake Village

Orchard Lake Village

Brook Run Park

Perimeter Middle School

Perimeter Middle School

Perimeter Middle School

Perimeter Middle School

Perimeter Middle School

Perimeter Middle School

Perimeter Middle School

Perimeter Middle School

Perimeter Middle School

Perimeter Middle School

Perimeter Middle School

Perimeter Middle School

Cherry Hill

First Baptist Church

Google Plaza

Google Plaza

Google Plaza

Google Plaza

Public Offices

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Framework Plan OPTION C



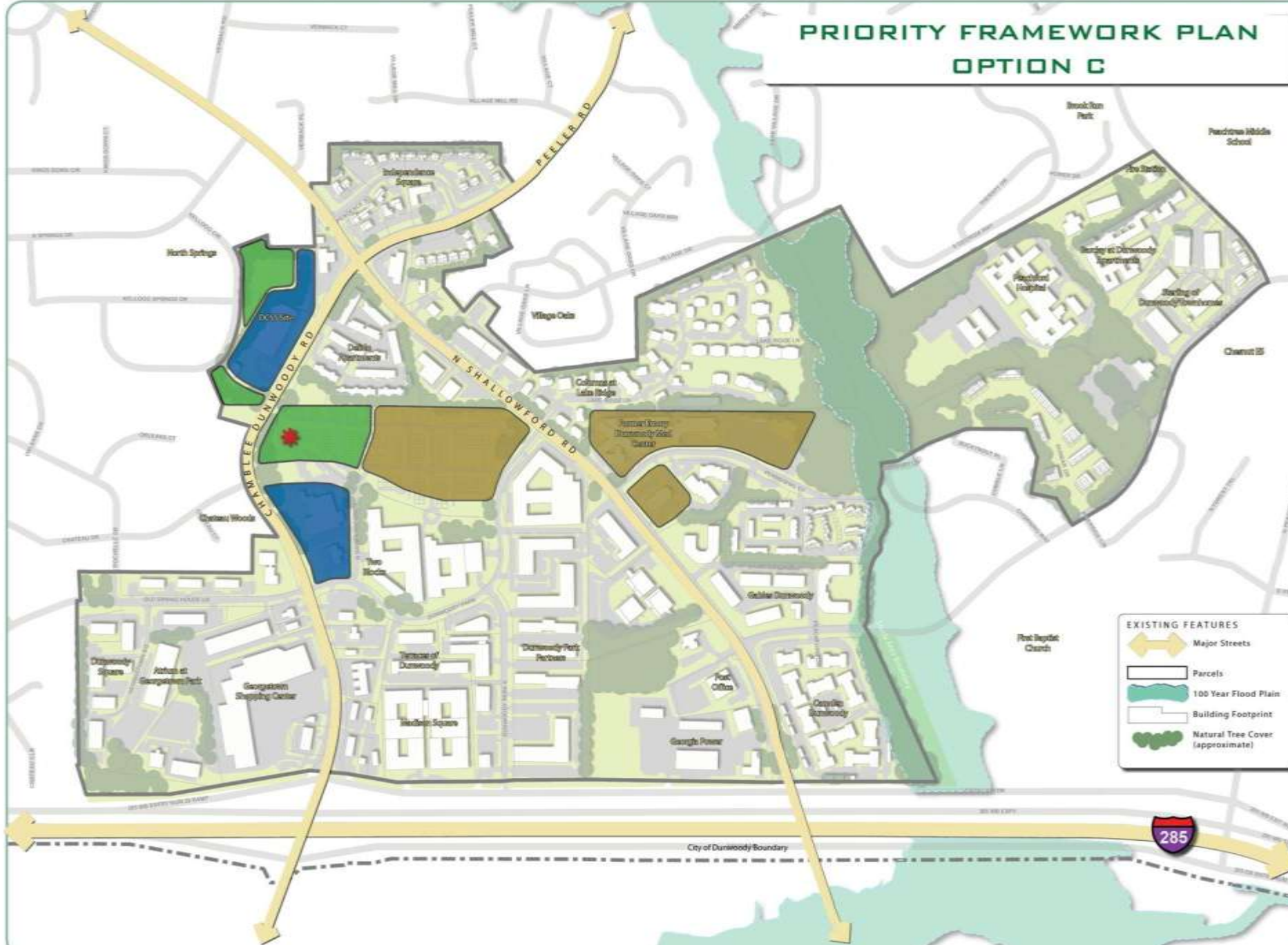
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City of Danville/Virginia

PRIORITY FRAMEWORK PLAN OPTION C



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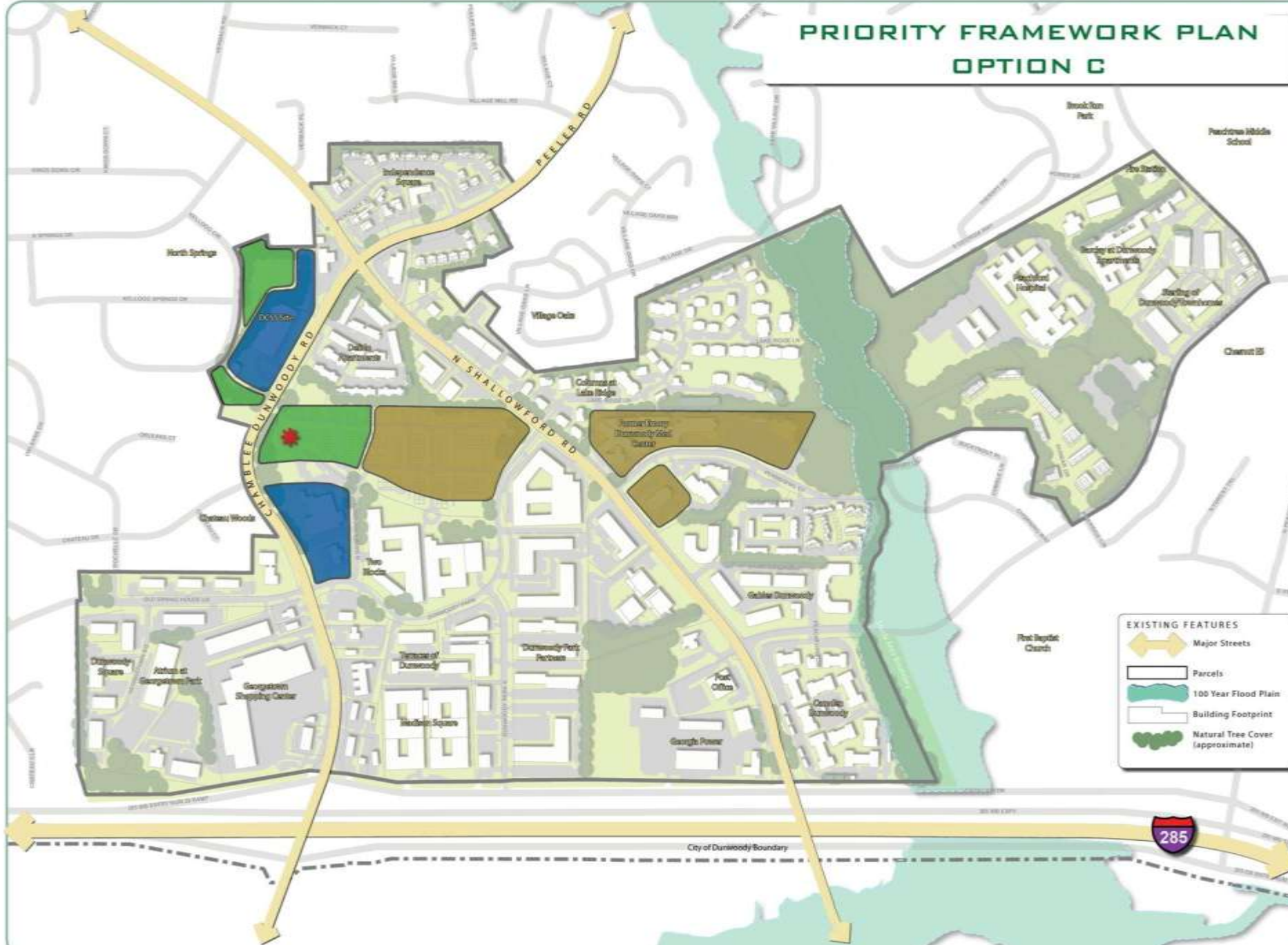
City of Dunwoody Boundary

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| Implementation Issues | No "Re-Use" of Emory Bldg.? Mod. "market value" of PVC Site Public-Private Partnerships Include Jewish Family Services? |



PRIORITY FRAMEWORK PLAN OPTION C



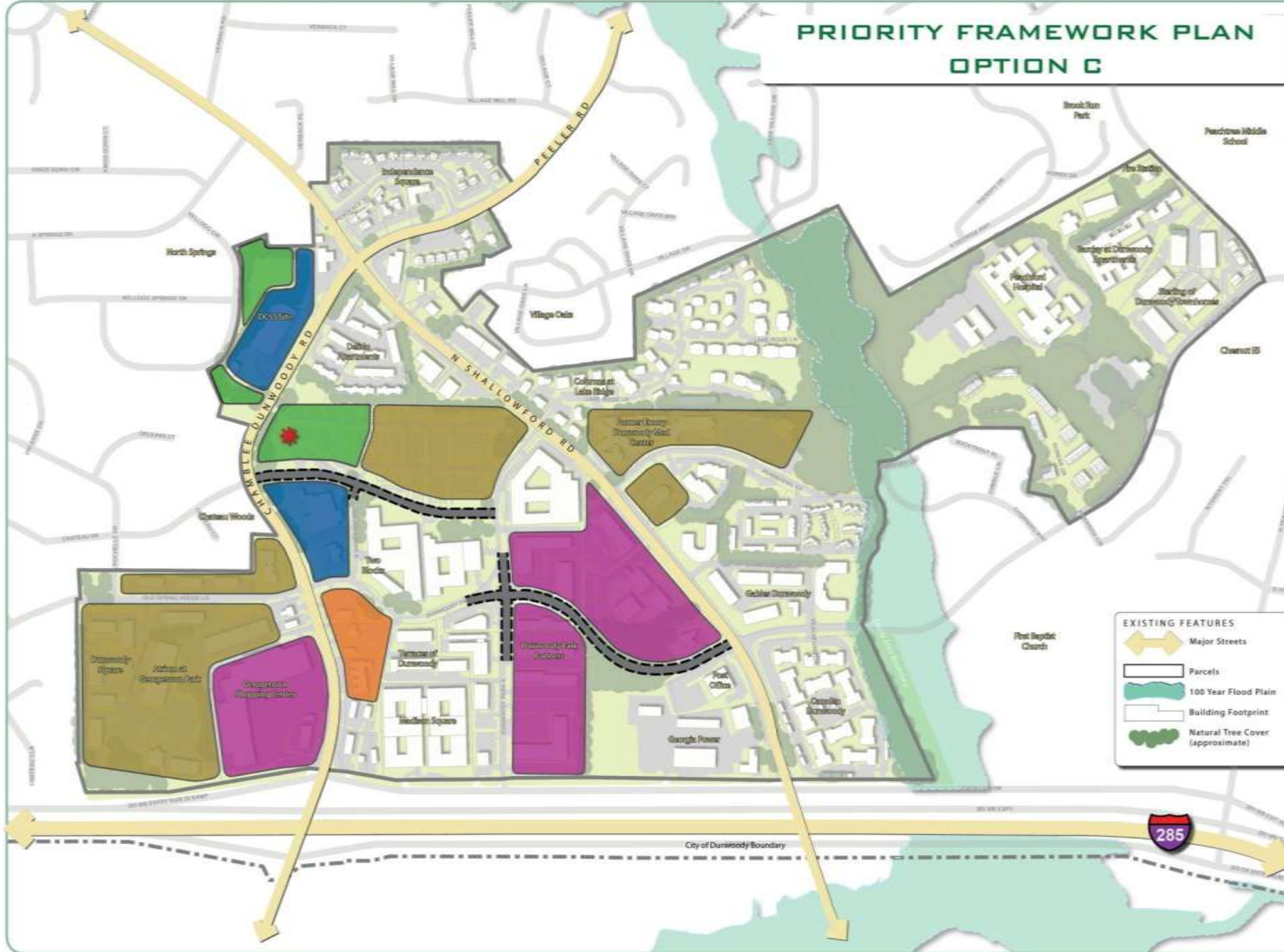
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City of Dunwoody Boundary



An aerial photograph of a city, showing a dense network of streets, buildings, and green spaces. The entire image is overlaid with a semi-transparent green filter. The text 'Community Planning Exercises' is centered in the middle of the image in a white, bold, serif font.

Community Planning Exercises