



Georgetown / North Shallowford Master Plan

Prepared for the City of Dunwoody
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The Georgetown / North Shallowford Master Plan is a product of many months of effort on the part of committed local stakeholders and professional staff. Thanks go out to all those who took the time to share their thoughts, ideas, expertise, vision, and leadership in crafting this comprehensive vision for the Georgetown/North Shallowford area.

Sounding Board

A group of 14 community residents played a key role in the planning process by acting as a Sounding Board to preview public presentations and information and provide feedback into the planning process and deliverables. The City of Dunwoody greatly appreciates the commitment and devotion these individuals showed in helping maintain and enhance the Georgetown / North Shallowford area.

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Georgetown Shopping Center

OVERVIEW

This Georgetown / North Shallowford Master Plan was completed by the City of Dunwoody and its team of hired consultants during the period of Summer 2010 through early 2011. This plan is designed to fully comply with the standards and intent of the Atlanta Regional Commission's (ARC) Livable Centers Initiative (LCI). Moreover, and more importantly, this Master Plan is a reflection of the complex and diverse desires of the citizens and leaders of the City as a whole.

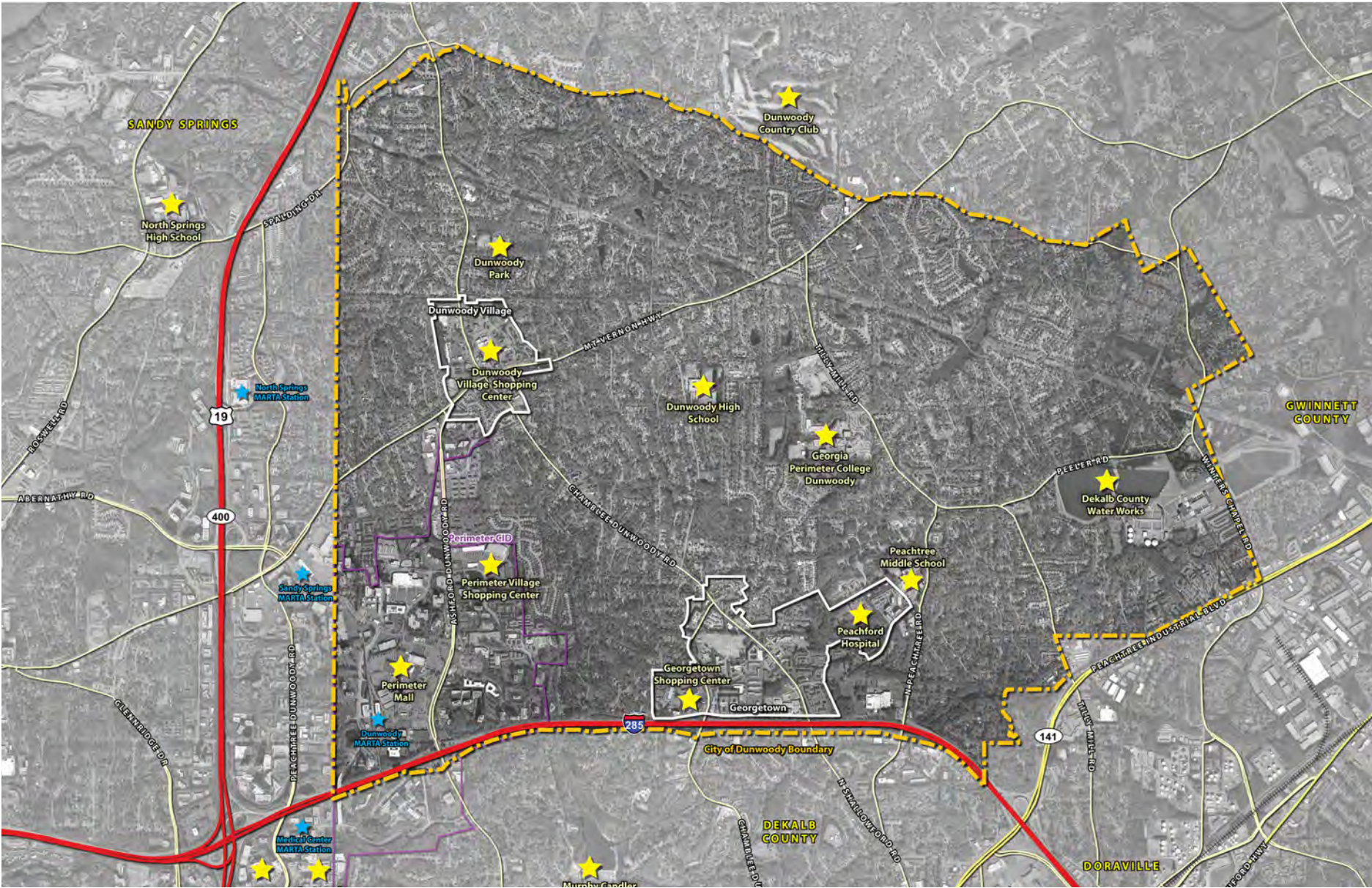
The plan is designed to be visionary and far-reaching, yet pragmatic and actionable in the short to mid-term. In this regard, the Master Plan outlines a realistic and community-based vision for the future of the Georgetown/North Shallowford area as it pertains to future development, open space, circulation, transportation, and economic development. In understanding the vision for the future as described herein, it is important to recognize that the "Georgetown area" of Dunwoody is currently an assemblage of diverse and disparate land uses ranging from strip center commercial, to numerous multifamily developments (owner and renter), to large scale institutional uses to a Georgia Power operations center. In fact, the "Georgetown" of today is more a "repository" of random elements rather than a cohesive and vibrant district within the City.

Its location directly abutting Interstate 285 gives Georgetown/ North Shallowford the ability to serve as a jeweled gateway to the City. Yet currently, the area feels more akin to a "backdoor." Community participants throughout the planning process have overwhelmingly voiced a desire to see change. Yet the real estate market for this area lags that of nearby Perimeter Center and Dunwoody Village, thus inhibiting the opportunity for aggressive short-term development. The vision outlined in this Master Plan attempts to reconcile these competing realities by outlining pragmatic short term, targeted initiatives to improve the "gateway" appearance of Georgetown/North Shallowford while still enunciating longer-term ideas that are truly transformative.

Stakeholders in Georgetown/North Shallowford have clearly enunciated the primary shortcomings that must be overcome including lack of open space, lack of walkability and connectivity, shortage of high quality retail, and gaps in the supply of housing for all ages. In this regard, this Master Plan outlines and illustrates several concepts to address these challenges including new sidewalks, multi-use trails, a new signature park, and opportunities for senior/ early retiree housing.

By fulfilling the vision contained within these pages, the Georgetown/North Shallowford area can ultimately chart a new course in terms of its feel, its livability, and its impression to the outside world.

City of Dunwoody Area





Chamblee Dunwoody Road

1 EXISTING CONDITIONS

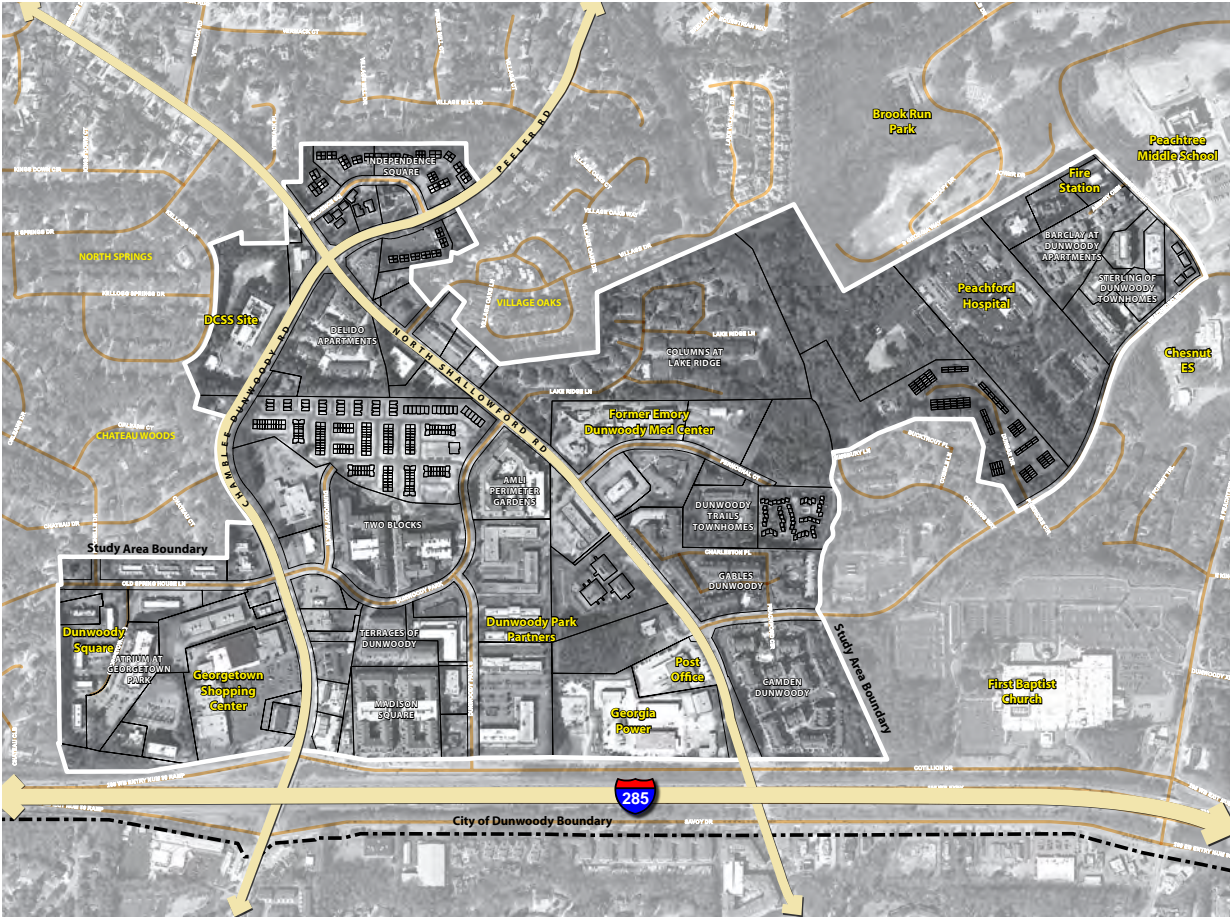
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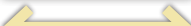
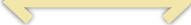

The 368 acre Georgetown / North Shallowford study area sits at the southern edge of the City of Dunwoody along Interstate 285. The area is a hodgepodge of commercial, residential, and institutional uses, abutted by several stable single-family neighborhoods to the north and west including Georgetown, Chateau Woods, North Springs, Village Mill, and Village Oaks.

To the east of the study area lie several large institutions including First Baptist Church, Chesnut Elementary School, and Peachtree Charter Middle School – all of which generate large volumes of traffic during specific times of the day and week. To the north of the study area is Brook Run, the City's largest park. While Brook Run has the potential to be a major amenity for the Georgetown/ North Shallowford area, it is currently difficult to access from the west. To the south across Interstate 285 is the Savoy Road corridor – a mix of apartments, hotels, gas stations, and out parcel retail uses.

Less than a mile to the west is the Perimeter Center area - the largest commercial office sub-market in the southeast United States. Despite its close proximity and its dominance in the market, Perimeter Center is not easily accessible from the Georgetown/North Shallowford area – by car or by foot. Dunwoody Village, on the other hand, is somewhat accessible via Chamblee Dunwoody Road and lies approximately two miles to the northwest.

Georgetown/North Shallowford Study Area



-  Study Area Boundary
-  Major Streets
-  Minor Streets
-  Parcels
- Gross area - 368 acres
- Parcel area - 355 acres

RECENT DEVELOPMENT HISTORY

The Georgetown/North Shallowford study area was primarily developed in the 1960s as a low-density residential area with supporting neighborhood commercial uses. Office parks became prevalent, serving as a secondary market to Perimeter Center as Perimeter flourished throughout the 1970s. The Georgetown/North Shallowford area also became home to some of the earliest multi-family development in Dunwoody due to its proximity to I-285.

By the early 1990s, a mix of office parks (such as Independence Square, Dunwoody Square, and Dunwoody Park), dominated the landscape along with several low-density apartments (2 stories) and strip center commercial. By early 2000, a pattern of new higher density multi-family development (3 stories) can be seen with the additions of complexes such as Gables Dunwoody and Camden Dunwoody along the south end of North Shallowford Road and the Terraces of Dunwoody on Dunwoody Park Drive. Multi-family development at higher densities (4 stories) continued throughout the 2000's with the addition of over 1,200 units in the last decade including Madison Square, Two Blocks, Perimeter Gardens, and Sterling of Dunwoody.

Of particular note, the final phase of development (high-density townhomes) in the Two Blocks project was never completed and currently stands as a 16+ acre vacant lot in the center of the study area (commonly referred to as the "PVC Site").



Georgetown/North Shallowford Area:
1993 Aerial Photo



Georgetown/North Shallowford Area:
2002 Aerial Photo



Georgetown/North Shallowford Area:
2009 Aerial Photo

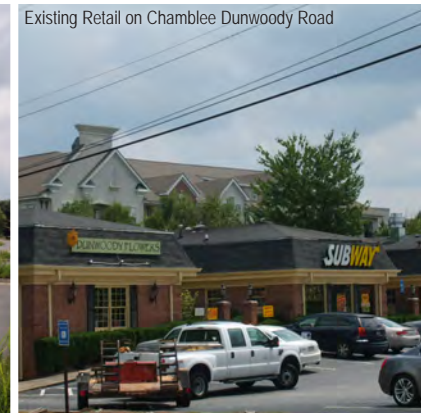
EXISTING DEVELOPMENT CHARACTER

The Georgetown/North Shallowford study area contains a wide array of architectural styles, materials, and intensities – ranging from one to five stories.

Like other areas in Dunwoody, parts of the Georgetown/North Shallowford area were developed using a “Williamsburg” themed style of architecture (e.g., Independence Square, Dunwoody Square, Madison Square, Sterling of Dunwoody, etc.). On the other end of the spectrum, the vacant DeKalb County School Building (formerly Shallowford Elementary and later Chamblee Middle School), the Jewish Family & Career Services building, the former Emory Medical Center building, and the Dunwoody Park development all exhibit a form of 1970s modernism. In addition, glass and steel “modernist” buildings are present via several office buildings along North Shallowford Road and against Interstate 285 behind the Georgetown shopping center.

From a public space perspective, the Georgetown/North Shallowford area also has little consistency. While Brook Run Park is not far in distance, the park is not easily accessible from this district. There are no other community public spaces (although some residents have been known to utilize the field area behind the old school building and areas of the “PVC Site” for walking and informal recreation). While there is evidence of significant foot traffic in some areas, particularly North Shallowford Road between multi-family developments and the North Shallowford retail area near Dunwoody Park, the sidewalk environment is incomplete and there are few streetscape amenities (benches, shelters, lighting, landscaping, etc.). Major roadways in the area are lined with overhead utilities creating a cluttered visual experience.

The Georgetown/North Shallowford area is a diverse mix of styles and characters, such that the overall “feel” of the area lacks visual cohesion or any singular measure of identity.



EXISTING BUILDING USE

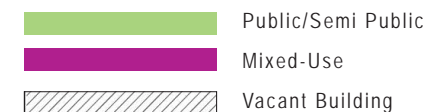
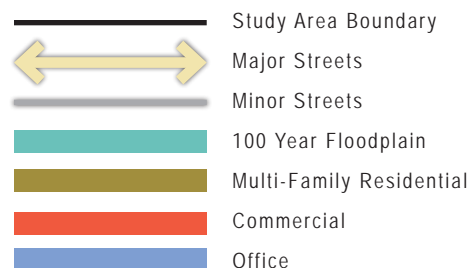
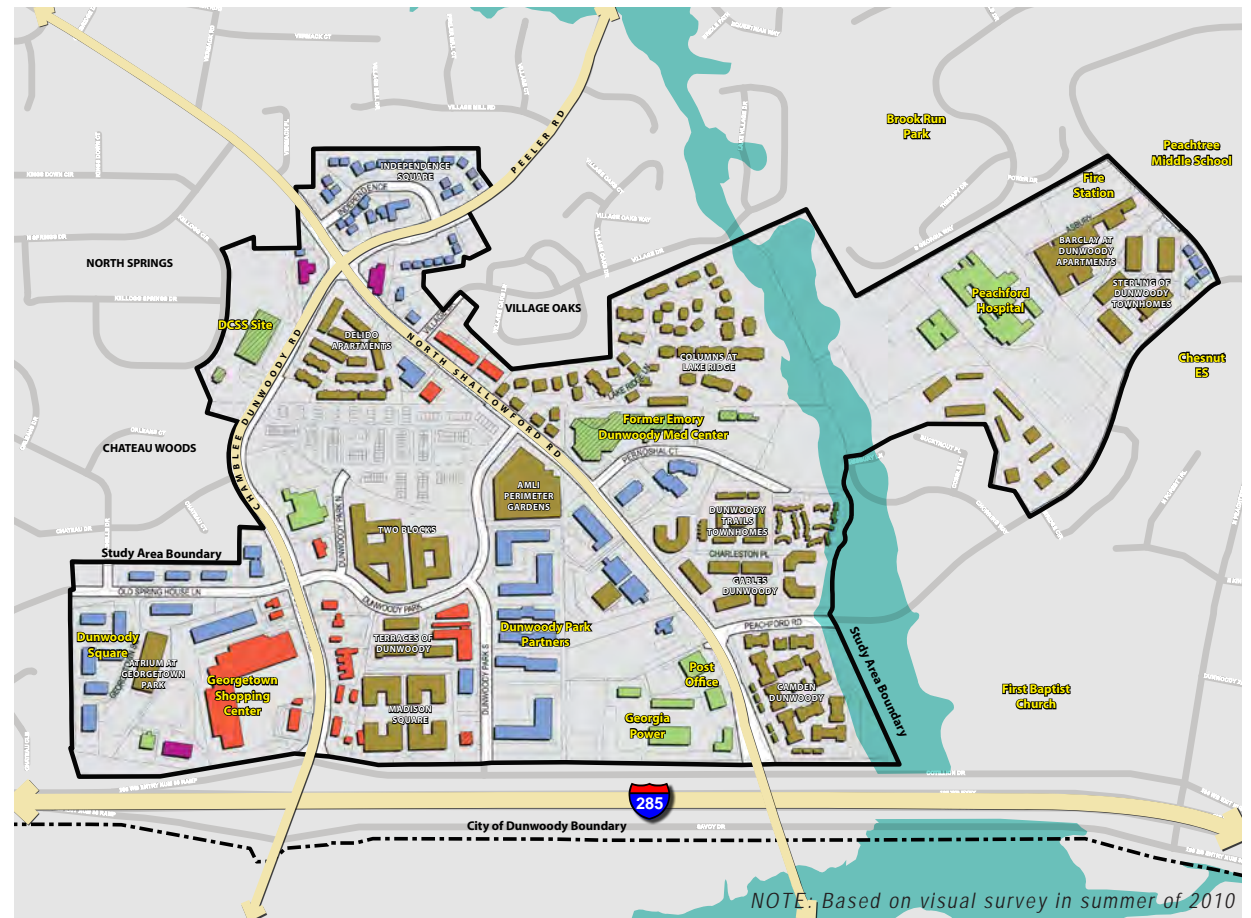
Based on a visual survey in summer of 2010 of all parcels, the diagram at right depicts how individual buildings are used within the Georgetown / North Shallowford study area.

Retail uses are clustered in and around Chamblee Dunwoody Road at Interstate 285 (most notably the Georgetown Shopping Center, anchored by a Kroger Grocery Store) and along North Shallowford Road at or near the intersection of Peeler Road / Chamblee Dunwoody Road. Most retail in the area is somewhat older and low to moderately priced.

Office uses are generally two stories and can be found in and around five office parks / districts including Dunwoody Square (behind the Georgetown Shopping Center), Independence Square (intersection of Chamblee Dunwoody, North Shallowford and Peeler Roads, Dunwoody Park, along North Shallowford Road (near the former Emory Medical Center), and adjacent to Peachtree Charter Middle School (Peachford Road and Barclay Drive).

There is also a surprisingly high amount of institutional uses in the study area including the Jewish Family and Career Services, Georgia Power, Postal Distribution Center, and Peachford Hospital.

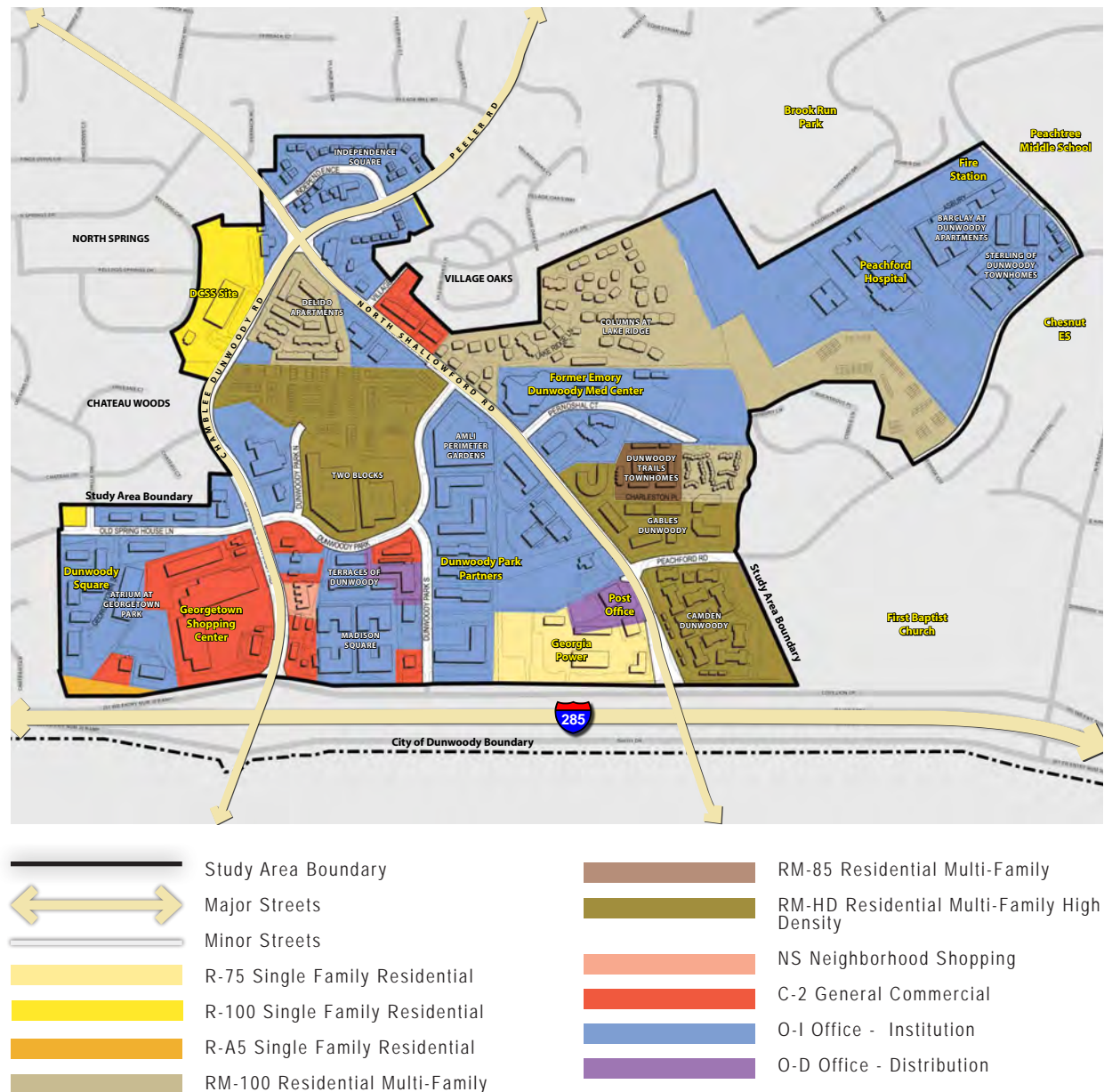
The most dominant land use is multifamily residential with 13 developments – a mix of owner and renter occupied. Collectively, these developments contain approximately 2,800 units. As of the summer of 2010, approximately 2,400 of these units were rental. Some developments, including Madison Square, began a transition to condominiums in late 2010.



EXISTING ZONING

The Georgetown/North Shallowford study area is made up of 10 individual zoning districts. These districts are a combination of single-family, multifamily, office, and commercial districts. The existing zoning districts can be classified as traditional and Euclidean with uses that are basically isolated by type within each individual district and with no regulation of urban design, aesthetic, or pedestrian elements.

The Development Standards contained within the Georgetown/ North Shallowford study area zoning districts are low to medium density in nature, consistent with the existing built environment of the study area and the City in general. Single-family residences are permitted up to a typical 3 floor limit and multifamily uses are permitted up to a maximum of 5 floors. Office and retail is permitted anywhere between 2 and 7 floors maximum. Current standards are consistent with more traditional zoning standards, in that they do not contemplate a horizontal mixture of uses or product types which require smaller yard and lot dimensions. District standards are limited in their focus, mainly pertaining to lot and density sizes. Regulation of open space, pedestrian amenities, urban design, and other similar elements are absent in the current districts. Regulations pertaining to parking are basic and provide no mechanism for facilitating a more sophisticated parking arrangement within the zoning districts themselves, instead depending on regulatory exceptions to this end. Residential buffering standards are adequate and generous to ensure that adjacent neighborhoods are properly protected from the unintended effects of development including shadowing, noise, visual intrusion, and other similar ill effects. Said buffers do not contemplate driveway access, which is more common in more dense or mixed-use environments.

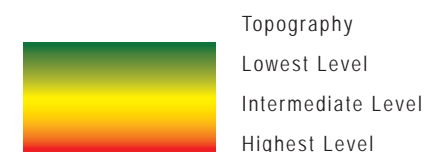
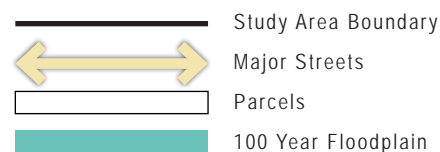
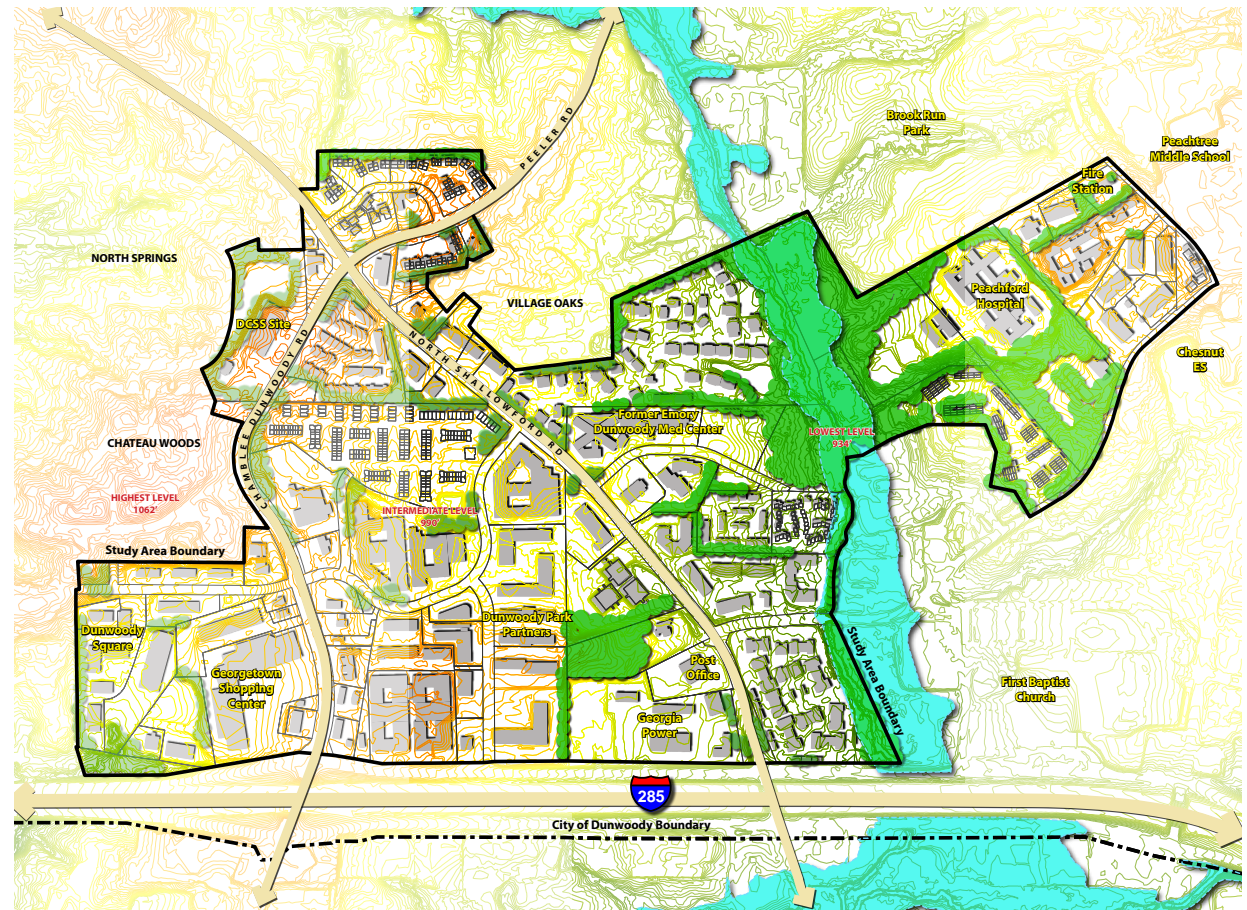


NATURAL FEATURES

Over the course of several decades of development, the Georgetown / North Shallowford area has witnessed a steady loss of natural tree cover. While the area is now largely dominated by paving (roads and parking lots), there are a few notable areas of exception that remain “green.”

In particular, there is a natural flood plain area that parallels a small tributary to Nancy Creek. This area contains numerous old growth trees and dense forestation that has remained largely undisturbed. In addition, the area in and around the Peachford Hospital is still fairly heavily wooded. The northern stretch of Chamblee Dunwoody Road (e.g., north of Old Spring House Lane) has a fairly intact “canopy” feel, particularly along the eastern side. The “PVC Site”, recently cleared for development, was never completed and currently sits as a very large (16+acres) and fairly flat piece of vacant, green land (but with numerous internal paved streets).

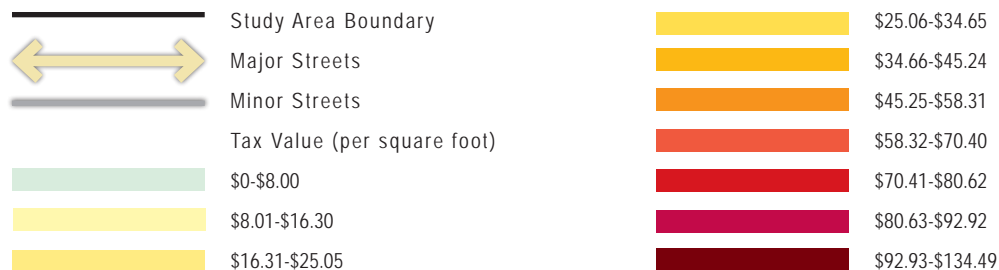
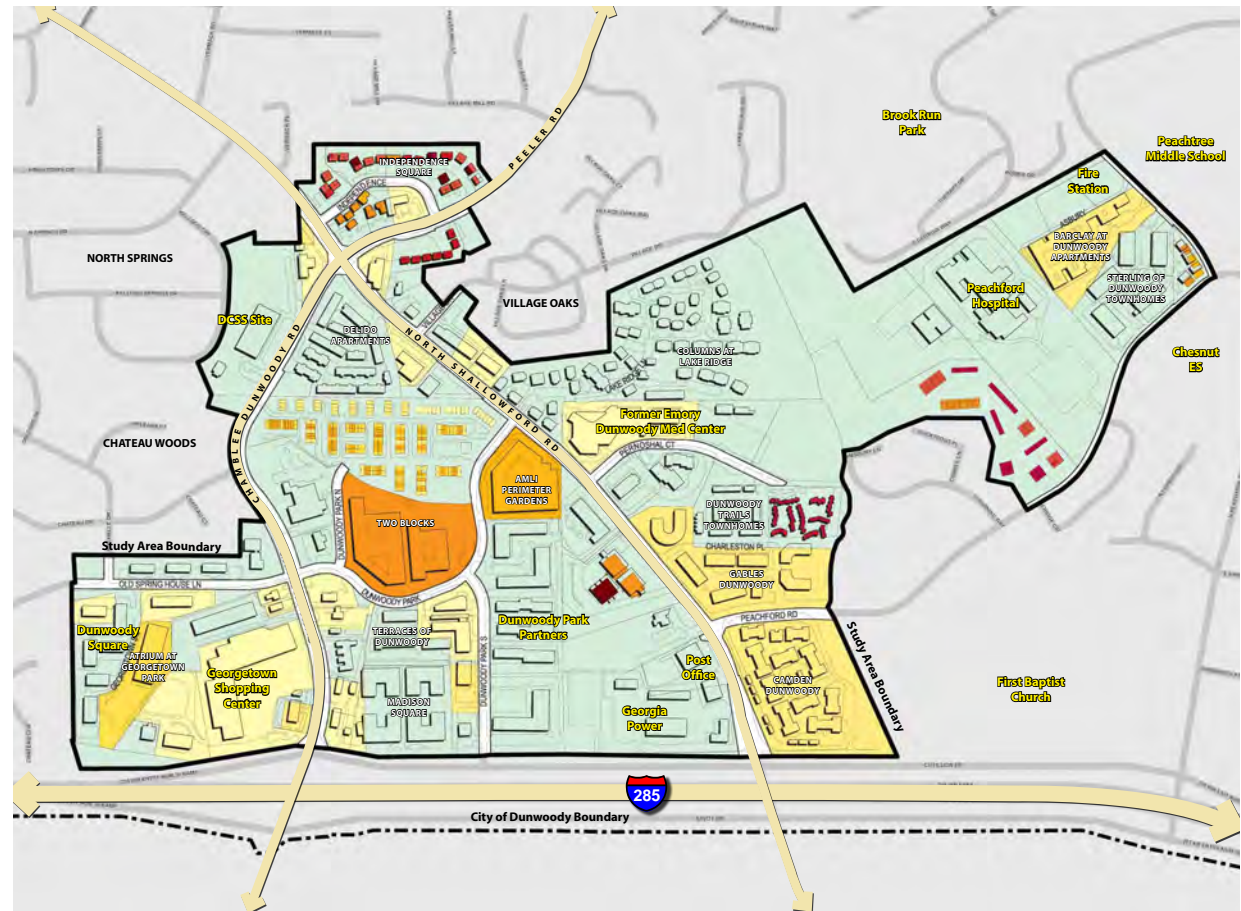
Topographically, the study area is quite undulating. Views up and down North Shallowford Road in particular can be quite expansive from several high points. The flood plain area is obviously a natural low point.



TAX VALUE

Using tax values obtained from DeKalb County in summer of 2010, the diagram at right shows the various ranges of values for each parcel within the Georgetown / North Shallowford study area. While not an exact indication of each property's true "market value," this analysis does provide an overall picture of approximate land values - at least relative to each other.

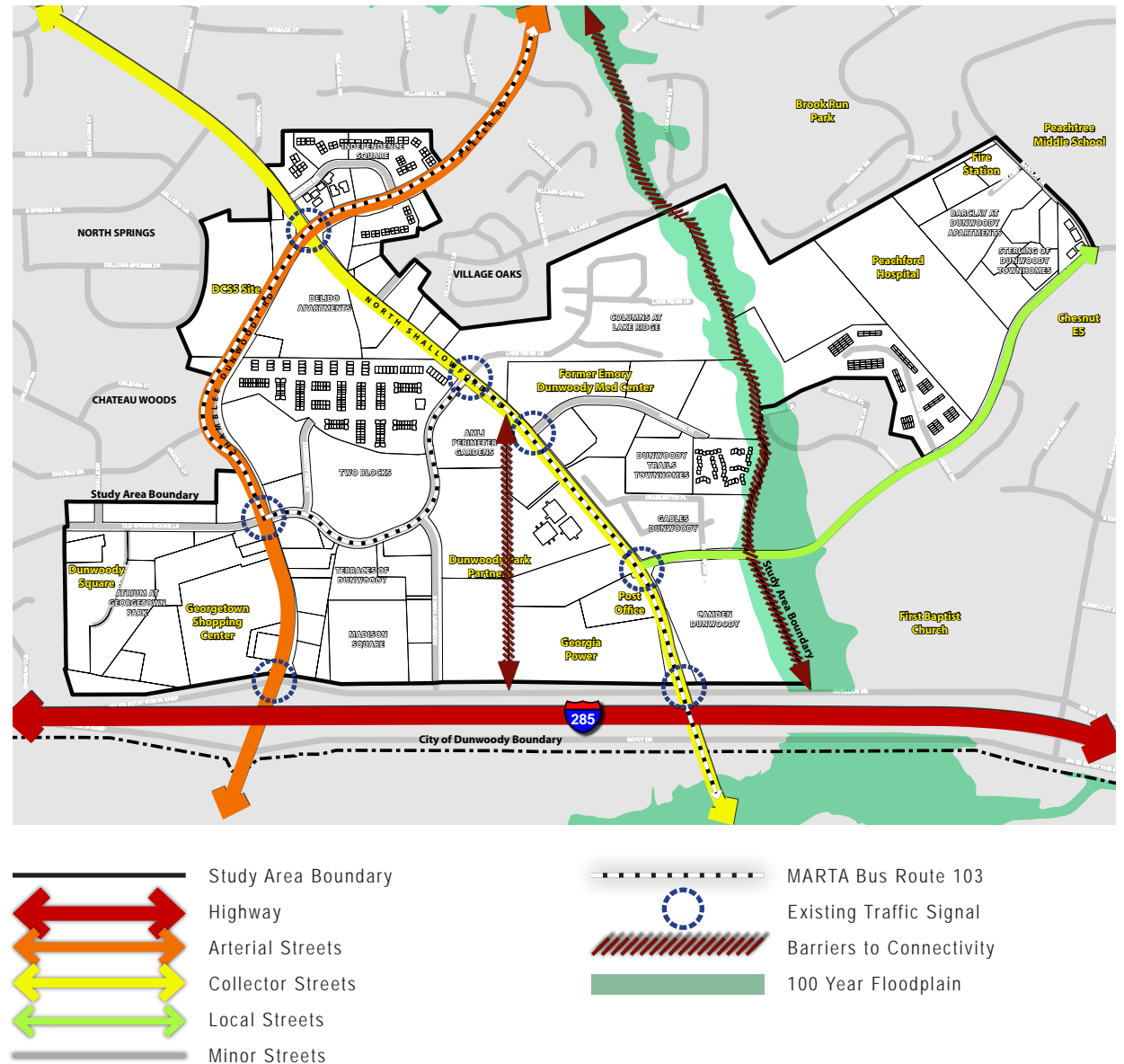
In general, and not surprisingly, the most expensive properties are those that were either a) built more recently (such as Two Blocks and Perimeter Gardens, or b) projects that are "condominiumized" (such as Independence Square). More specifically, the properties that are condominiums generally have low land values but high building values. These two dynamics (recent construction, condominiums) demonstrate the challenge in trying to redevelop these properties in that they are likely to be too expensive to acquire and in the case of condos, have multiple impacted owners (i.e., prospective sellers) within a single piece of property.



* Tax Value based on 2010 DeKalb County Tax Assessor Data

ROADWAY CHARACTERISTICS

One roadway within the Georgetown/North Shallowford study area is classified by the Georgia Department of Transportation (GDOT) as a minor arterial, three roadways are classified as collectors, and no roadways within the study area are designated as state routes. The arterial roadway is Chamblee Dunwoody Road, and the collector roadways are North Shallowford Road, Peeler Road, and Cotillion Drive. The most significant access to the study area is provided through the interchange at Chamblee Dunwoody Road onto I-285. Due to the importance of this access to the surrounding region, Chamblee Dunwoody will likely always carry relatively higher volumes of vehicles through the study area. More immediate regional access is also provided along the arterials and collectors in the north-south direction along Chamblee Dunwoody Road, Peeler Road, and North Shallowford Road and in the east-west direction along Cotillion Drive.

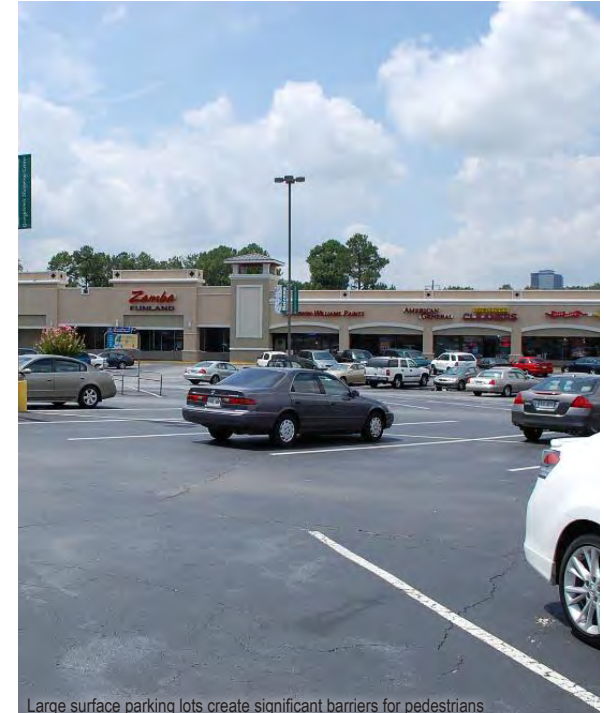


Chamblee Dunwoody Road enters the study area from the north as a two-lane roadway with left-turn lanes at the intersection with North Shallowford Road and Peeler Road. Chamblee Dunwoody Road then continues to the southeast as a two-lane undivided facility for approximately ½ mile, then widens to a three-lane facility (two southbound lanes and one northbound lane) with left-turn lanes for several hundred feet and then widens to become a four-lane roadway with left-turn lanes until it crosses over I-285. Peeler Road is a two-lane undivided roadway as it enters the study area from the north and stops at the intersection with Chamblee Dunwoody Road and North Shallowford Road. North Shallowford Road is a two-lane facility with a central two-way left-turn lane that begins at the intersection with Chamblee Dunwoody Road and Peeler Road and continues south and passes out of the study area below I-285. North Shallowford Road provides a fairly good example of access management along a corridor with very few driveways and the presence of dedicated left-turn lanes at intersections. Cotillion Drive is a three-lane roadway through the study area that serves a function similar to that of a frontage road along I-285. This roadway provides access to and from the interstate in either direction and also provides access to several adjacent residential and commercial developments in the study area.

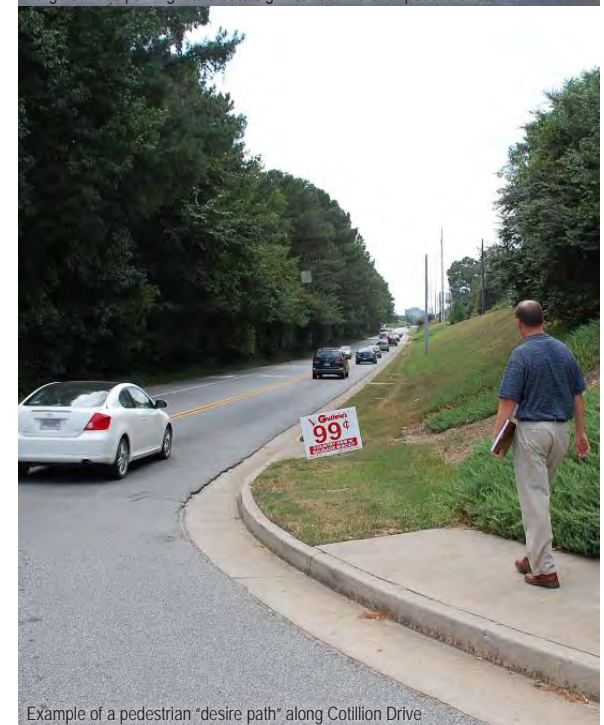
These arterial and collector roadways are the primary access points into the Georgetown/North Shallowford study area from the surrounding region and serve to connect the study area to I-285, the Perimeter area, Dunwoody Village, Chamblee, and surrounding neighborhoods. Due to their regional nature, these roadways maintain a very high demand and experience heavy congestion during the morning and evening peak periods. Chamblee Dunwoody Road is frequently intersected by driveways from adjacent commercial and residential developments, which negatively impacts its ability to serve as a regional arterial. Long-term planning in this area should focus on achieving and maintaining a suitable mix of mobility and access along all of these regional thoroughfares.

Available traffic volume data from count stations in and around Georgetown/North Shallowford study area indicates that these roadways are generally operating at or near their intended maximum capacities and field observation confirms that significant congestion is occurring. Chamblee Dunwoody Road has an average daily traffic volume of approximately 12,000 vehicles per day through the study area. Cotillion Drive has an average of 11,000 vehicles per day within the study area. No other count data is available inside the study area; however, North Shallowford Road carries approximately 5,000 vehicles per day just south of the study area and Peeler Road also carries approximately 5,000 vehicles per day just to the north of the study area. The significant traffic congestion within Georgetown/North Shallowford study area is in part due to a larger congestion problem on the regional network outside the study area that is impacting flow through Georgetown/North Shallowford. Also, closely spaced intersections and driveways within the study area are likely reducing available roadway capacity.

Intersections of these roadways are central to the operations of the local street network. There are seven signalized intersections in the study area, each of which is closely spaced. The relatively close spacing allows for limited storage of vehicles between intersections and presents a challenge for providing signal coordination. Updating the signal timings and coordination plans at these intersections would provide some congestion relief; however, longer-term projects such as relocating or consolidating driveways and improving the connectivity of the local street network would do more to improve the existing congestion issues.



Large surface parking lots create significant barriers for pedestrians



Example of a pedestrian "desire path" along Cotillion Drive



Buffers needed in some areas between the sidewalk and the adjacent roadway

PEDESTRIAN AND BICYCLE FACILITIES

Pedestrian facilities throughout the study area are currently insufficient for fostering a walkable and vibrant activity center. Sidewalks are generally discontinuous throughout the study area or are only provided continuously along one side of a roadway such as along Chamblee Dunwoody Road and North Shallowford Road. High vehicular volumes and speeds along with limited buffers between the sidewalk and the roadway make many of the existing facilities uncomfortable for pedestrians and difficult to cross. In areas where pedestrian paths do exist, minimum accommodation is provided for the disabled. A major factor in providing good pedestrian and bicycle connectivity is the presence of a well-connected street network or grid. Pedestrian-oriented roadway networks are typically characterized by block sizes between 400 and 600 feet in length. Small blocks create a dense roadway network that allows for multiple path options for cyclist and pedestrians. The existing block sizes are around 1,000 feet or more in length in the Georgetown/North Shallowford study area. Opportunities for creating new connections and smaller block sizes have been explored as part of this master planning process.

Bicycle facilities within the study area are currently insufficient. There are very few dedicated bicycle lanes within the study area, and those that do exist are only installed for short distances adjacent to newer developments. There are also only a very limited number of bicycle storage racks. Although bicyclists are allowed to operate on all roadways under Georgia law, high speeds and high volumes currently make cycling along roadways within the study area uncomfortable and unsafe.

MASS TRANSIT

Currently, MARTA operates a local bus route which travels through Georgetown/North Shallowford area. This is bus route 103, which operates on 40 minute headways during the weekdays until 7:00 PM when the frequency is reduced to 1 hour headways. One hour headways are also provided on weekends. This route originates at Chamblee Station and travels generally north through the study area along North Shallowford Road, Dunwoody Park, Chamblee Dunwoody Road, and then Peeler Road. A new regional transit station is proposed for the Georgetown/North Shallowford area as part of regional planning studies Concept 3 and REVIVE 285 Top End. This master planning process has identified a preferred location for placement of a new station as well as multi-modal transportation projects that will enhance connectivity to the station. Regional service to this area is likely to primarily target commuters; therefore, most trips should be expected to occur during morning and evening peak periods. Off-peak service will likely experience longer headways and lower ridership.



Dunwoody Park

DEMOGRAPHIC TRENDS

The Georgetown/North Shallowford study area consists of a variety of commercial and residential uses. Based on Claritas estimates, the study area has a population of 4,106 residents (1,927 households). These households are primarily located in a number of large-scale multifamily communities, the bulk of which are for-rent developments. Population within the study area grew at a rate of approximately 1.0% annually over the past decade, and this rate is expected to continue over the next five years. This rate reflects 'slow development' and is much less than the 3.2% annual growth rate that the study area endured during the 1990's when the apartment development cycle was high. In recent years, local opposition to additional multifamily development, economic downturns, and lack of large sites have limited further multifamily development. Even so, the projected rate of growth within Georgetown/North Shallowford study area is commensurate with Dunwoody as a whole. The City of Dunwoody is expected to experience a modest increase in the number of total households between 2010 and 2015. Household growth in the City is expected to occur at a rate of 1.0% annually. This is less than the expected growth rates in both North Fulton County and the Atlanta MSA which are 1.3% and 2.4% respectively.

The study area has an average household size of 2.20 people, which is smaller than the MSA average at 2.78 average, but exactly in line with City of Dunwoody overall at 2.20. The smaller household size makes sense given the large number of elderly households and younger households without children that are located within the City and the study area. Nearly 72% of Georgetown/North Shallowford area households are composed of either 1 or 2 persons compared with the Atlanta MSA (53%).

The Georgetown/North Shallowford study area is slightly more affluent than the Atlanta MSA, but less affluent than the City of Dunwoody. Median Household Income is \$66,102 - well above the MSA (\$58,964) but well below the City (\$87,392). The study area's median housing value is \$264,000 compared to \$356,000 in the City and \$170,000 in the MSA.



Existing Offices

EMPLOYMENT TRENDS

The Atlanta MSA economy has been one of the hardest hit of any metro area in terms of job losses during the 'great recession.' In total, Atlanta lost nearly 200,000 jobs between 2008 and 2010 and currently has an elevated rate of unemployment (above 10%). According to the Georgia State University Economic Forecasting Center, the economy of the Atlanta region is projected to see flat job growth in 2010 and a resumption of job growth in line with historic averages in 2011 and 2012 (estimated at 44,800 net new jobs in 2011 and 55,500 in 2012). Of the jobs created in 2011, 10,900 (or 24%) are "premium" higher paying jobs that require skilled workers. It is likely that most of the jobs created in the area close to the study area will be of this ilk. Job growth, and growth in higher paying jobs in particular, will have a positive effect on the demand for housing in and around the study area.

The Georgetown/North Shallowford study area lacks major employers within its boundaries; however, it is located in close proximity to multiple regional job centers, with Perimeter Center being the most closely related. With over 100,000 jobs, Perimeter is a major regional employment core that represents a cross-section of industry types. This diversity of job types will allow the submarket to recover quickly as the regional economy begins adding jobs in 2011. In particular, the prevalence of health care providers in the neighboring cluster of hospitals and doctor's offices along Peachtree Dunwoody Road southwest of the City of Dunwoody known as the "Pill Hill" area as well as a large amount of education jobs represents industry segments that are expected to grow the fastest over the next five years. Further, the study area is in close proximity to the Buckhead and Cumberland office core, and when combined with Perimeter, represents a significant amount of high-paying job growth.

Over the next 20 years, the Atlanta Regional Commission (ARC) and Moody's Analytics offer a positive outlook for regional job growth. Atlanta is expected to remain among the top metropolitan areas in the United States for job growth. The ten-county MSA area is anticipated to add over one million jobs during the next twenty years. The increasing preference expected for intown and near suburban locations will likely mean that areas in and around the Georgetown/North Shallowford study area will be able to capture a sizable portion of projected growth. There is potential to capture a larger portion if needed transportation improvements are implemented in order to increase traffic flow and accessibility. New jobs in areas surrounding the study area will drive demand for new housing, goods, and services within the study area's boundaries.



Existing Offices - Independence Square

OFFICE MARKET OVERVIEW

The study area includes several of low-rise, professional business parks (Class C). The offices housed within these buildings are primarily service-oriented businesses, catering to the needs of the local population base and satellite medical office space surrounding the former Emory Medical Center. Predominant tenant types in the service-oriented buildings are medical and dental, small law offices, and engineering/design firms, in addition to a variety of small-scale, corporate office suites. Buildings tend to have been built in either the 1970s or 1980s and lack many of the amenities and layouts required by today's typical Class A tenants. Additionally, much of the space is vacant due to the closing of the Emory Medical Center. Overall, the office market consists of nearly 1 million existing square feet with an occupancy rate around 66% - well below the rate for the metro overall (at 82%) and reflecting a large quantity (over 300,000 square feet) of underutilized space.

Strengths: The area possesses many physical and locational attributes that make it a logical location for neighborhood serving and possibly regionally serving office (eventually). The area offers easy access to I-285 and is proximate to numerous high income households. Although traffic congestion is a concern, transportation woes are less severe than areas immediately adjacent to Perimeter Mall. Proximity to Perimeter - the largest collection of corporate office space in the southeast United States - means the area is unlikely to attract large Class A users, but will appeal to smaller service-oriented tenants that have been priced out of the Perimeter market. This type of demand is likely to increase as Perimeter's average rental rates climb. Additionally, parcels that are directly visible and accessible from I-285 could potentially attract regional serving office users seeking a price alternative to Perimeter (likely over the long-term and not within the next development cycle).

Challenges: The main challenge for the study area is the high quantity of underutilized space and the lack of newer, higher quality spaces to attract tenants. While it is possible that the existing Class C buildings can backfill this available space, it is more likely that some of these developments will be replaced by higher quality mixed-use projects as employment growth returns over the next five years.

Anticipated Demand: Given the market and locational characteristics, most demand will likely emanate from the local-serving market. Modest household growth and the replacement of space lost to new development will drive demand. Redevelopment of existing office sites will likely attract many of the existing office users into new space but will not likely result in a net addition of new office users. Tenants will likely be small-space users, generally requiring under 2,500 square feet. The study area can reasonably support additional demand for +/-3,000 square feet annually, once vacant high-quality space has been backfilled. This demand is likely to begin in five years and will likely be met in mixed-use development models. Additionally, the area may support some mid-rise regionally-serving office space opportunities in the 7-10 year time horizon. Such a development is likely to be build-to suit or for institutional tenants (as opposed to a speculative office play) and could be on the order of 100,000 square feet.

RETAIL MARKET OVERVIEW

The study area consists of a variety of neighborhood-serving, grocery-anchored strip centers and stand-alone out-parcel buildings. Several of these centers are aging or under-utilized, but on the whole, retail land uses are performing well and serve as a local alternative to nearby Perimeter Center. Overall, the study area has +/-220,000 square feet (+/-15% of the size of Perimeter Mall). This is a fairly conventional quantity of space for a neighborhood serving retail district (as opposed to regional). Occupancy levels of 83% are average and slightly below the 86% average for Metro Atlanta. Rents in the low \$20 per square foot range are very strong compared to the Atlanta region overall, and top performing tenants pay as much as \$29 per square foot (on a triple net basis). The largest center is the Georgetown Shopping Center which is anchored by a Kroger grocery store and makes up 130,000 square feet - more than half of the retail in the study area, with a modest expansion planned in 2011.

Strengths: The Georgetown/North Shallowford area has a high quantity of multifamily communities within a small geographic area. This residential density creates a 'built-in' market for neighborhood-serving retail, especially for categories such as grocery, restaurant, and convenience goods. Additionally, high traffic counts along Chamblee Dunwoody Road and I-285 provide tenants with a high degree of visibility, a critical factor for successful retail.

Challenges: The primary challenge within the Georgetown/North Shallowford area is the overwhelming quantity of competitive retail at Perimeter Mall and Dunwoody Village. Perimeter Mall offers over 1.5 million square feet of regional-serving retail (in addition to several regional serving power centers), while Dunwoody Village offers +/-600,000 square feet of retail, most of it locally-serving. While there appears to be some unmet retail demand within a 2-mile trade area, it is limited to select categories that may or may not match community desires.

Anticipated Demand: Support for retail emanates primarily from households living within a 2-mile radius. Additional demand sources include drive-through traffic, nearby office workers, and Georgia Perimeter College students. These secondary demand sources will be integral in supporting any future regional retail. The net demand for neighborhood-serving retail will be +/-4,000 square feet of new space per year, but will not start until +/-2015. Due to current local and national challenges in the retail market, net new demand is not anticipated until high-quality vacant spaces have been backfilled and prospective tenants resume expansion plans in line with the broader economy. However, there is potential for a new, well-executed retail offering in a high quality mixed-use setting. This would likely involve relocating existing tenants. Specifically, there is unmet demand for a variety of retail categories including home and garden, grocery, specialty food, liquor stores, health and personal care, sporting goods/gifts, and bar/taverns. However, the presence of Perimeter and Dunwoody Village just outside of the 2-mile trade area will make finding tenants a challenge.



Existing Retail on Chamblee Dunwoody Road



Existing For-sale Condominiums - Madison Square

FOR-SALE RESIDENTIAL MARKET OVERVIEW

The study area has a limited selection of for-sale housing options, as the vast majority consists of rental apartment developments. There are, however, a few examples of infill multifamily condo projects that have been recently completed. The two main examples are the Madison Square condominiums on Cotillon Drive and the Sterling of Dunwoody townhomes on Peachford Road. Madison Square offers a variety of two- and three-bedroom condominiums with resales priced from \$120,000 to \$170,000. Units are essentially apartment quality (many with upgraded kitchens) but have access to a wide variety of amenities including pool, fitness center, garden, and club room. Sterling of Dunwoody offers one-, two-, and three-bedroom formats, and townhomes with three- and four-bedroom layouts. Units range from the mid \$100,000's to low \$300,000's. Development is currently stalled (the last phase of construction is only partially finished) though, the townhome units have sold out. Sterling of Dunwoody also offers a variety of community amenities including a swimming pool, fitness center, club room, and covered parking.

Strengths: Residents benefit from excellent regional access from I-285. The area offers a limited variety of neighborhood serving retail (including Kroger, Starbucks, and several restaurants) but many residents drive to Dunwoody Village for their daily needs and to Perimeter for clothing, home goods, and big ticket items. Proximity to a huge variety of retail within two miles will continue to be attractive to future buyers. Additionally, the wide range of affordably priced options will be attractive to households seeking convenience and proximity to major job centers.

Challenges: High traffic volumes along Chamblee Dunwoody Road can be a nuisance but accessibility to I-285 provides easy regional access. The main challenge for the area is to improve aesthetics and the sense of place through signage, streetscaping, and high quality redevelopment. The area does have a few 'unsightly' parcels that are vacant or underperforming. The areas also lacks enough easily walkable park space – a key component in attracting new buyers.

Anticipated Demand: Demand for new development is not likely to begin for three to five years. When demand returns, the study area will appeal to a broad cross-section of market audiences including young professionals through retirees. Market audiences will be value-oriented and new product will likely range in the high \$100,000's to mid \$300,000's for the next wave of development. The addition of a wider range of for-sale offerings (including townhomes and age-targeted units) will help to enhance market draw. Once demand resumes, there is likely to be annual market support for 26-34 attached homes priced from \$150,000 and up. The ability to deliver product at the \$150,000 level will depend on the local community's willingness to accept densities in line with developments from the previous cycle. Any reduction in 'acceptable' densities will eliminate the band of demand at the \$150,000 level and will reduce the overall level of demand.

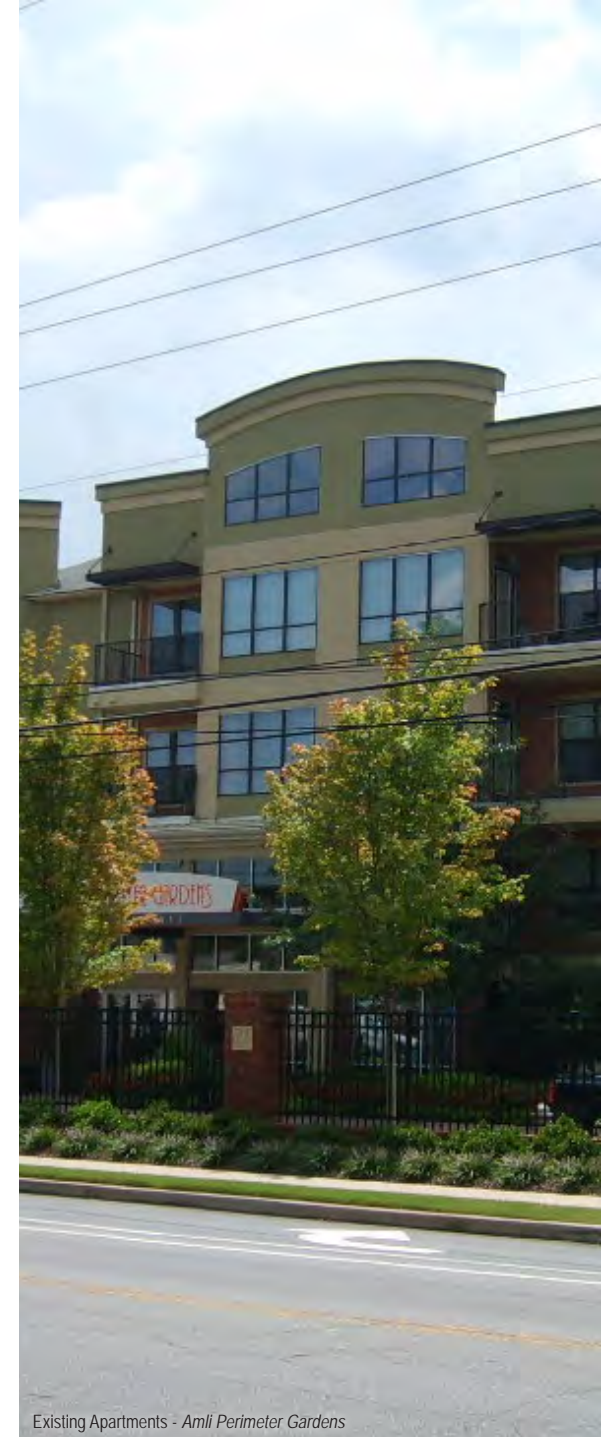
RENTAL RESIDENTIAL MARKET OVERVIEW

There are approximately 2,400 existing apartment units within the Georgetown/North Shallowford study area, representing a very high unit count relative to its geographic size. The apartment market represents a dichotomy of product offerings including an abundance of older, conventional, garden style product (Class C or D; low monthly rents; past their usable life) and newer mid-rise product (Class A and B; most built in the 1990s and 2000's) that fetch stronger monthly rents. Overall the apartment market has been strengthening across Metro Atlanta (and in the Dunwoody submarket) as it has been the beneficiary of several macro trends including a flight from homeownership (due to foreclosure or fear of dropping prices), a generational wave of Echo-Boomers moving into their prime renting years, and a lack of new supply as credit markets tightened during the recession and made it very difficult to finance new apartment development. Even though the apartment sector is strong, it is unlikely that any new rental product will be developed within the Georgetown/North Shallowford study area (unless already entitled) due to fierce community resistance to additional rental product.

Strengths: Rental residential benefits from many of the same locational attributes as for-sale residential including access to I-285 and proximity to nearby office and retail offerings. Rental residential could further benefit from the high level of potential visibility along the major arterials running through the Georgetown/North Shallowford study area. This exposure is important in attracting would-be tenants to for-lease residential communities.

Challenges: The primary (and possibly insurmountable challenge) for rental communities is the fierce resistance by local residents to additional apartment communities which are not recommended by this plan. The only potential caveat would be for specific, high-end senior housing.

Anticipated Demand: Theoretically, new apartments within the Georgetown/North Shallowford study area would likely be supported by young singles and couples, including those working in and around Perimeter Center. The study area could likely support 90 units annually starting in 2011. While local resistance to apartment development may preclude rental development from occurring, it is important to note that approximately one-third of the demand comes from households ages 55 and up. Strong demand within this mature age means that an age-targeted senior community would likely be market supportable if such a development was feasible in terms of community acceptance.



Existing Apartments - Amli Perimeter Gardens

REDEVELOPMENT POTENTIAL

The diagram at right represents an overall assessment of the properties that are the most likely candidates for redevelopment in the short-term, mid-term, and long-term.

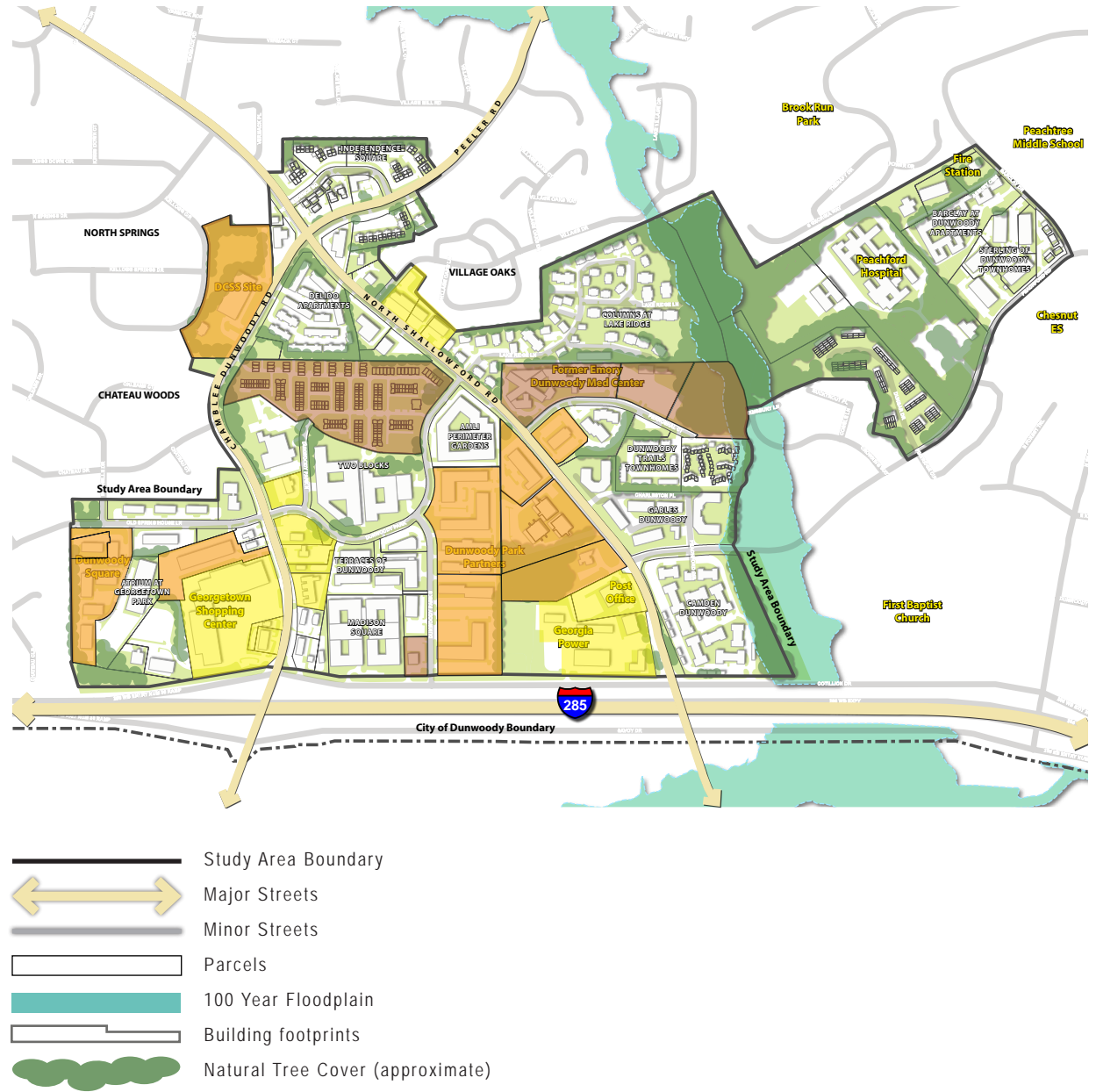
While not an exact science or precise prescription for redevelopment, the analysis is largely based on the physical and economic assessment of the area (as summarized on the previous pages of this report) along with an understanding of community desires (as ascertained in the early stages of this planning process).

Based on this analysis, it should be understood that “full-scale” redevelopment of the entire Georgetown area is not probable from a physical and market perspective. In fact, large portions of the area are currently stable and therefore unlikely to fundamentally change over the next 10-20 years (other than routine cosmetic improvements).

Primary Opportunities: Vacant land or vacant buildings; significant underutilization 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.





2 VISION & FRAMEWORK PLAN

OVERALL VISION

In 2010 the City of Dunwoody adopted its first Comprehensive Land Use Plan. The plan outlined a vision for the Georgetown/North Shallowford area:

By 2030, this area will redevelop into a pedestrian and bicycle-oriented activity center with medium-scaled intensity of activity. A mix of commercial, office and high-end 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 achieves 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 area to Perimeter Center. It focuses more intense development along I-285 with transitions to adjacent residential subdivisions. Redevelopment takes advantage of the planned, neighborhood transit station. Additional stand-alone multi-family apartment developments are not part of the City's vision for this character area.

During the Comprehensive Plan process, community members expressed a need and desire to define the City's vision for the Georgetown/North Shallowford area in greater detail. The Georgetown/North Shallowford Master Plan was developed to explore this vision in greater detail, create an area specific land use and circulation framework, and develop short-term and long-term action plans to guide City of Dunwoody initiatives and investments. Throughout the first phase of community involvement (stakeholder interviews, Sounding Board Meeting, and Public Workshop), the Master Plan process sought to clarify those goals and objectives that the community could build consensus around. While there are many perspectives and viewpoints in the community, the following community consensus points were identified through the public participation process and guided the Master Plan.

- Enhance the area's identity, character, and appearance as a gateway into the City
- Facilitate the creation of more community green space
- Encourage greater connectivity- particularly bicycle and pedestrian facilities within Georgetown/North Shallowford and to other community areas (Brook Run, Dunwoody Village, Perimeter Center)
- Maintain and enhance buffers to single-family neighborhoods
- Devise a proactive plan for the "PVC Site"
- Encourage a better range of retail goods and services and maintain small scale office opportunities
- Recognize greater redevelopment potential of properties along I-285 and the former Emory Medical Center property
- Encourage residential uses that can create a lifelong community (opportunities for seniors/empty nesters that do not add to multi-family and school capacity concerns)

Throughout the planning process, public involvement was key to developing a plan that was community driven. The process included:

- +/- 20 Stakeholder Interviews in August 2010
- 4 Sounding Board Meetings- a committee of 14 community members identified by City Council to serve as a focus group for the planning effort
- 4 Public Workshops
- An Interactive Project Website
- A Community Preference Survey
- 3 Public Open Houses
- City Councilmember Interviews/Small Group Sessions



FUTURE CHARACTER

In September 2010, a Community Preference Survey was conducted (at the first of four public meetings and online) to gather stakeholder input regarding the future of the Georgetown/North Shallowford community area. While the pool of survey respondents was not a scientific sample of the community as a whole, the City and Planning Team gained greater insight into a series of community issues and the divergence of vision between various segments of the community.

The survey included two parts. First, a series of images were ranked by survey participants based upon their appropriateness for the future of the Georgetown/North Shallowford area. Images were divided into three subareas: Neighborhood Transition Areas, the Central Study Area, and the I-285 Corridor. An additional set of images included circulation and open space images for the district. The second half of the survey included a series of multiple choice and short-answer questions regarding land use, open space, transportation/circulation, sense of place, and implementation.

Visual images that ranked most highly for neighborhood transition areas included a variety of residential uses (large single-family detached homes, small-scale multi-family homes, and townhouses) and small-scale commercial uses. Almost all highly ranked images were brick buildings with traditional architectural styles.

Within the Central Study Area (including the “PVC Site” and former Emory Medical Center site), the most highly ranked images were institutional uses.



Central Study Area Highly Ranked Images

For the I-285 corridor, a series of images depicting mixed-use developments (mostly commercial) were ranked most favorably.

In all three geographic areas, the lowest ranking images were those depicting existing buildings within the study area.

Within the circulation and open space images, passive open spaces (some with ped/bike trails) ranked most favorably.

Notable results from multiple choice and short-answer questions:

- 74% of survey respondents noted that the Georgetown/ North Shallowford area needed extensive improvement and redevelopment. Only 6% reported that the area needs landscaping/general improvements and 1% reported that the area looks fine as it is.
- The most appropriate future uses for the area according to survey participants are retail, residential, and mixed-use.
- There is strong community sentiment that further multi-family residential development should be discouraged. However, many stakeholders are interested in encouraging more senior-oriented housing in the area.
- There is strong community desire for more open spaces and greater walking/cycling trails.
- The highest three implementation priorities from survey respondents were:
 - o Encourage high-quality redevelopment
 - o Create open space/parks
 - o Make the area more walkable/bikable

Neighborhood Transition Areas



I-285 Corridor



Circulation and Open Space



Highly ranked survey images



LAND USE FRAMEWORK PLAN

The Land Use Framework Plan is intended to guide future development/redevelopment within the Master Plan area. Due to current economic/real estate conditions, the amount of redevelopment that has occurred over the last 5-10 years, and a number of properties that have been subdivided into condominiums, a number of properties within the district are unlikely to change over the next 10-20 years. These properties include several of the new multi-family apartment and condominium developments, the Peachford Hospital area near North Peachtree Road, and small-scale office condos near the intersection of North Shallowford Road, Chamblee Dunwoody Road, and Peeler Road.

Other properties display a much great susceptibility to change including the "PVC Site" and former Emory Medical Center site at North Shallowford and Pernoshal Roads. The former Shallowford Elementary School site, Dunwoody Park office park, and Georgetown Square Offices also exhibit some susceptibility to change due to market conditions, high vacancy rates, and other factors.

Consistent with the community consensus points, the Land Use Framework Plan seeks to:

- Enhance the area's identity and character by creating community green space, enhancing connectivity, and promoting quality redevelopment in high visibility areas.
- Maintain and enhance buffers to surrounding single-family neighborhoods by encouraging lower scale residential and office uses near neighborhoods (particularly west of Chamblee Dunwoody Road and north of the "PVC Site" and former Emory Medical Center site)
- Provide a better range of goods and services and create more sustainable retail environment by limiting commercial development to appropriate, high-traffic areas.
- Encourage residential opportunities focused on senior populations providing housing opportunities in close proximity to goods and services and enhancing the area as a lifelong community.

The following sections outline key strategies and recommendations for potential redevelopment sites.

Land Use Framework Plan



GEORGETOWN / NORTH SHALLOWFORD DISTRICTS

- | | | | |
|---|--|--|--|
| <p>CONVENIENCE RETAIL:</p> <ul style="list-style-type: none"> Primarily existing retail nodes Limited office Limited opportunity for new development Facade / tenant upgrades over time Internal landscape / pedestrian / site improvements over time (private) <p>SMALL-SCALE OFFICE:</p> <ul style="list-style-type: none"> Primarily existing office nodes Limited opportunity for new development Facade / tenant upgrades over time Internal landscape / pedestrian / site improvements over time (private) | <p>CIVIC / INSTITUTIONAL:</p> <ul style="list-style-type: none"> Existing civic / institutional uses (Peachford Hospital, Fire Station) Opportunity for new Civic Node on North Shallowford Road Potential new recreation center (private), school (public or private), community / senior services (private), etc. <p>MIXED-USE Transit Oriented Development</p> <ul style="list-style-type: none"> Opportunity for longer term mixed-use development associated with I-285 transit Potential new office, residential, retail 4-8 story mid-rise development with open space commitment | <p>ATTACHED RESIDENTIAL:</p> <ul style="list-style-type: none"> Combination of existing and new development opportunities Primarily limited to for-sale residential product High potential for age-targeted developments (empty nesters and up) New development at 2-3 stories (exception for Georgetown Square area adjacent to existing 5-story buildings) Variety of typologies including townhomes, flats, etc. Likely higher-end price points due to land values and low densities | <p>SINGLE-FAMILY RESIDENTIAL:</p> <ul style="list-style-type: none"> Small-lot / large-home development approach due to high land value and compatibility needs Very limited opportunities <p>EXISTING MULTI-FAMILY:</p> <ul style="list-style-type: none"> Existing development 3-4 story existing garden-style and flats (apartments and condos) Most units built within the last 10 to 15 years Long term opportunity for mixed-use redevelopment <p>MAJOR NEW CITY PARK:</p> <ul style="list-style-type: none"> 6 to 8 acre new public city park Incorporation of a major focal point to provide community identity (e.g., plaza, fountain, splash pad, public sculpture, etc.) |
|---|--|--|--|



ILLUSTRATIVE CONCEPT
NOT AN ACTUAL
DEVELOPMENT PROPOSAL

“PVC SITE”

The 16.18 acre “PVC Site” presents one of the most significant opportunities in the Georgetown/North Shallowford area. The site formerly accommodated low-scale apartments, which were demolished and the site re-platted for over 280 residential units. However, the development plan for the site was never constructed and the site fell into foreclosure. Much of the community discussion during the master planning process involved prioritizing uses for the site that would enhance the community. In late February 2011, the City of Dunwoody executed a letter of intent to purchase the property as a byproduct of this Master Plan and previous planning efforts. The recommended use for the PVC Site is to construct a community park for the Georgetown/North Shallowford area and surrounding neighborhoods.

While it is possible that the entire 16+ acre site could be utilized as a community park, a public/private partnership may be necessary to offset the potential costs of purchasing the land and developing community green space. Two scenarios emerged through the community planning process. The first would utilize the westernmost 6-8 acres of the site as a community park and utilize the eastern side of the site for a community facility or institution. The institution could be a municipal complex (City Hall and police administrative offices), a recreation facility (YMCA or other), or community/senior center. From a design perspective, the community facility would need to have a presence on North Shallowford Road and Dunwoody Park and should visually anchor the east end of the park with a multi-story façade and/or significant architectural entry feature.



If a community facility is not realized, a secondary option explored by the planning team would surround a 6-8 acre park with 8-10 acres of high quality, single-family attached residences that face onto the park and community amenities. Typically constructed at 8-12 units per acre, attached residential development on the site would be limited to 60-100 for-sale units.



Highly ranked image from community preference survey for the Central Study Area

FORMER EMORY MEDICAL CENTER

Redevelopment of the former Emory Medical Center site is one of the most challenging elements of the plan. The site is likely best suited as a medical, office, or multifamily residential site. However, most medical facilities in this part of the region have migrated to "Pill Hill" near Northside and Saint Joseph's hospitals and current market conditions do not favor office redevelopment in the short or mid-term (next 3 to 10 years). In the short-term the real estate market is most likely to bring residential development. However, the site is positioned between apartment sites and is unlikely to foster owner-occupied residential. Senior housing is a possibility, but the site is far from the district's retail shops, restaurants, and other amenities which would support a more connected lifelong community.

From a community standpoint, the best option for the site would reposition it as an institution. While the City of Dunwoody is not currently on a path to create community facilities, public/private partnerships or other county partnerships might provide an opportunity for the site to be repositioned as a school site, community/senior center, or recreation center (YMCA or similar). While the DeKalb County School District has been consulted as part of the Master Plan process, the City should pursue additional discussions with the System to inform future positioning of the property. Other than a local institution or office, the best alternate would call for attached single-family or low intensity senior-oriented housing.

DeKALB COUNTY SCHOOL SITE

While the old Shallowford School site is owned by DeKalb County School System, the facility has been unused for several years and is in disrepair. Based on the current school sizes desired by DeKalb County Schools and the location, size, and topography of the property, there are significant questions regarding the site's ability to accommodate a contemporary educational building in the future. If DCSS makes the property available for sale or swap, the property should be considered for a combination of detached and attached, for-sale single-family residential.

While there may be some concerns positioning new residential along Chamblee Dunwoody Road, it is vital to prevent commercial development in a sprawling pattern along Chamblee Dunwoody Road from 285 to North Shallowford Road. The site also has immediate proximity to the North Springs and Chateau Woods neighborhoods and is directly across the street from the Delido Apartments. The site could benefit from the potential redevelopment of the "PVC Site" into a significant community amenity.

As a residential site, single family detached homes that will fit into the fabric of the North Springs neighborhood should occupy the west side of the site facing Kellogg Circle. Ideally, lot and homes sizes would be consistent with properties in North Springs. Homes on the top side of the site along Chamblee Dunwoody Road would more likely be townhomes or rowhouses with rear garages and common open/green spaces. Pedestrian/bicycle trails may also be integrated into the site to enhance accessibility of neighborhood residents to Chamblee Dunwoody Road and the proposed park on the east side of Chamblee Dunwoody Road.





Example Senior Village Housing

GEORGETOWN SQUARE/OLD SPRING HOUSE LANE

Georgetown Square in the southwestern quadrant of study area, includes The former Atrium at Georgetown, now Dunwoody Pines, senior living community and a variety of low-scale office buildings. While the low-scale office buildings are an acceptable transition from the single-family neighborhoods to higher intensity uses along Chamblee Dunwoody Road at I-285, Georgetown Square has high vacancy rates and has been on the market over the last several years. If the property is transitioned from small-scale office to another use, the City should pursue the creation of a senior-oriented residential community, or “Senior Village” in this area.

With high accessibility to I-285; direct adjacency to Georgetown Shopping Center, retail goods and services, and planned future transit services; and needing to maintain a transition from single-family neighborhoods to commercial services this location is ideal for a senior residential community building off of The Atrium and other support services. A “Senior Village” in this location could include independent/active adult housing or a stepped facility providing several different types of senior housing. The stepped, retirement community often allows residents to make a single housing purchase, but transition from independent to assisted living within the community as their needs change. New development in this area should be 2-3 stories adjacent to existing single family homes and along Old Spring House Lane. Taller buildings may be permissible adjacent to, but no taller than, Dunwoody Pines and The Lofts at Georgetown/GT Lofts (5-stories).

CHAMBLEE DUNWOODY ROAD COMMERCIAL AREA

The Chamblee Dunwoody Road Commercial Area from I-285 to just north of Old Spring House Lane includes the Georgetown Shopping Center and a variety of single story commercial buildings (gas stations, convenience retail, and office on the north end of the corridor). During the master planning process, the owners of the Georgetown Shopping Center presented plans to upgrade the grocery store anchor and make façade and landscape improvements on the property.

While the shopping center is expected to undergo some improvements, the corridor needs improvement related to design character, visual appeal, walkability, landscaping, and safety. The circulation and open space section of this report outlines recommended streetscape improvements, but alterations/ redevelopment of commercial buildings along the corridor will also be needed to enhance this gateway area into the City of Dunwoody.

Commercial properties on the east side of Chamblee Dunwoody Road between Cotillion Drive and Dunwoody Park are generally shallow and will likely remain commercial. However, opportunities to assemble and/or redevelop those properties should result in buildings being positioned near the street at the back of improved sidewalks with parking behind or to the side of the building. While the limited depth of these properties present challenges in terms of providing ample surface parking, two-story development may be possible and desirable along the street edge to better frame the roadway and enhance the corridors visual and pedestrian experience.

Over the long-term (10-25 years), the Georgetown Shopping Center may be appropriate for higher intensity transit oriented development, if 285 transit services moves toward reality. Stakeholders envision a future mixed-use development on the site with a mix of retail, office, and owner-occupied residential.



After - Chamblee Dunwoody Road looking north



Before - Chamblee Dunwoody Road looking north



Dunwoody Park at Peachford Road Extension Concept



DUNWOODY PARK/I-285 AREA

The area between Dunwoody Park South and North Shallowford Road includes a series of low-scale office buildings (Dunwoody Park), a mix of office, senior residential facilities, a large Georgia Power operations center, a United States Postal Service distribution facility, and AMLI Perimeter Gardens apartments. The western edge of Dunwoody Park South also includes a vacant restaurant site, Atlanta School of Massage, a self-storage facility, and one-story retail center.

With limited internal visibility and accessibility, the area is aging and struggling with low lease rates and high vacancies. While AMLI Perimeter Gardens, the Georgia Power operations site, and several other properties are unlikely to change in the next decade and there is limited short-term market potential for additional office and retail, the area has significant potential in the long term if enhanced access can be provided. Planned future transit along I-285 also represents a tremendous opportunity for the area.

To enhance access and provide a local east-west route enhancing connectivity, a roadway project to extend Peachford Road through Dunwoody Park to the intersection of Chamblee Dunwoody and Old Spring House Lane should be considered. This roadway, further detailed in the Circulation and Open Space section, would greatly enhance community connectivity, can be constructed as a “complete street” to enhance walkability and bicycling, and greatly enhance opportunities to improve the area.

Future redevelopment in the Dunwoody Park/I-285 area should focus on creating a walkable mix of uses including office, retail, and residential (with a strong preference for senior residential or owner-occupied condominiums). Generally, redevelopment along I-285 should be compact to prevent sprawl into nearby residential neighborhoods. Most redevelopment opportunities should be encouraged to reach 3-5 stories in height with potential to achieve 8 stories with the creation of community open space as part of the development. Redevelopment in this area should have a high degree of walkability to prepare for and benefit from planned future transit facilities in the area.

It should be noted that several existing multi-family residential sites are maintained in the Land Use Framework Plan. Due to their recent development, these properties are unlikely to redevelop in the short- and mid-term. However, if multi-family rental properties do become available for repositioning, efforts should be made to build off of the transit-oriented development concept for this area. Redevelopment of any major site in the area should include a mix of housing types and units, integration of office and retail uses in appropriate quantities, creation of a community green space as a focal point of the development, and pedestrian and bicycle connectivity to area amenities.



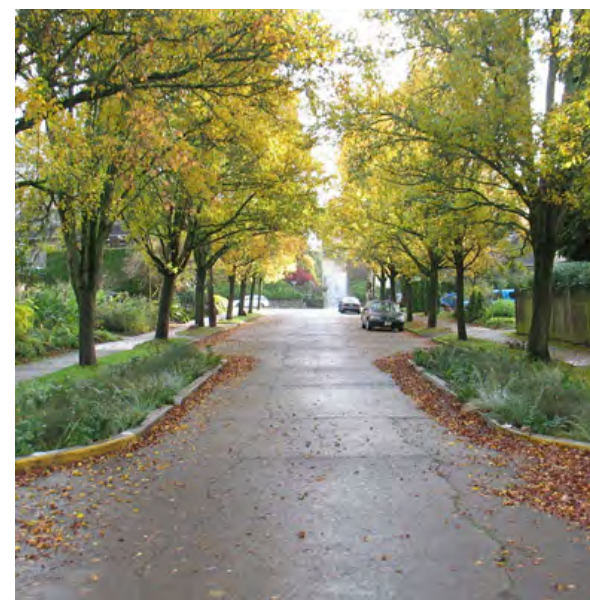
CIRCULATION & OPEN SPACE FRAMEWORK PLAN

The Circulation and Open Space Framework Plan outlines key community green/open space and pedestrian, bicycle, and roadway improvements developed in conjunction with the land use and market goals established during the planning process. Planning transportation improvements in conjunction with land use goals and objectives is vital to creating the character and environment desired by the City of Dunwoody.

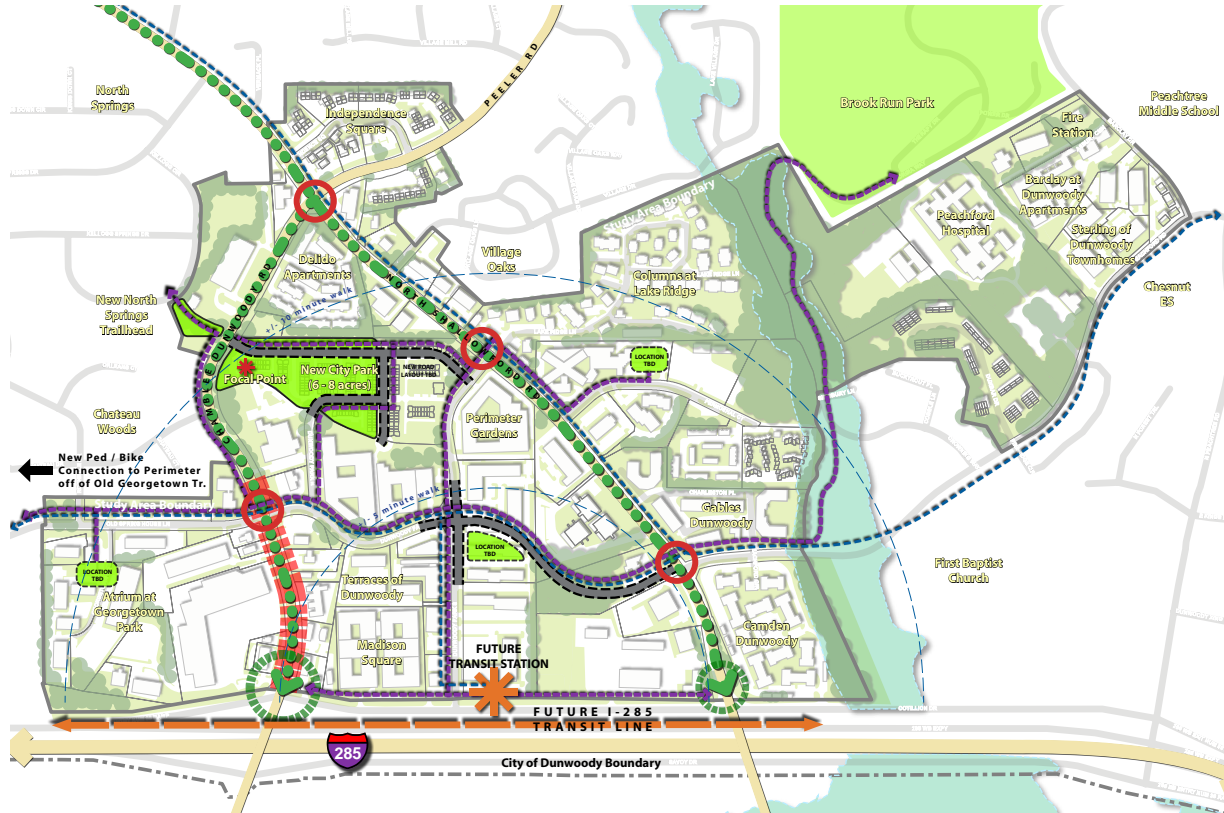
Consistent with the community consensus points the Circulation and Open Space Framework Plan seeks to:

- Enhance the area's appearance as a gateway into the City
- Facilitate the creation of additional community green space
- Encourage greater walkability and enhance the opportunity to travel by alternate means (bicycle, electric cart, etc.)
- Enhance east-west connectivity and access between neighborhood areas, community facilities, and amenities

The following sections outline key green space initiatives and recommended roadway, pedestrian, bicycle, and multi-use trail enhancements.



Circulation and Open Space Framework Plan



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

CIRCULATION & OPEN SPACE INITIATIVES

- OPEN SPACES:**
 - City Park ("PVC Site") - 4 to 8 acres (NOTE: size and layout TBD)
 - North Springs Trailhead
 - Pocket Parks - required as part of all new major developments (exact locations dependant upon development plans)
- STREETSCAPE IMPROVEMENTS:**
 - Sidewalks, decorative lighting, street trees, mast arms, access management and landscaping
 - Chamblee Dunwoody Road identified as priority followed by North Shallowford Road
- NEW ROADWAY CONNECTIONS:**
 - New roads to break up super blocks (associated with new development)
 - "Complete Streets" approach
 - Pedestrian signalization, street trees, sidewalks, decorative lighting, etc.
 - Operational Improvements at tie-in locations
- OPERATIONAL / ACCESS MANAGEMENT:**
 - Operational & access improvements to Chamblee Dunwoody from I-285 to Old Spring House Lane
 - Potential signal timing, reduced / consolidated curb-cuts, interparcel connectivity enhancements, lane reconfigurations, etc.

- PEDESTRIAN PATHS / TRAILS:**
 - 12-15 feet wide path/trail
 - Multi-use for pedestrians and recreational cyclist (not intended for bicycle commuters)
 - Some in public right of way, some require easement on private property (easements)
 - Potential trailheads connecting to adjacent neighborhoods (secured access to be explored)
 - (NOTE: Will require detailed discussions with affected neighborhoods and existing property owners to determine feasibility and exact locations)

- INTERSECTION IMPROVEMENTS:**
 - Operational Improvements
 - Pedestrian Signalization if warranted
 - Decorative Pedestrian Crossings

- CITY GATEWAY IMPROVEMENTS:**
 - Landscaping and signage
 - Major gateway at Chamblee Dunwoody Road
 - Minor gateway at North Shallowford Road

- ON-STREET BIKE ROUTES:**
 - North Shallowford Road
 - Peachford Road
 - New East-West Road
 - Potential extended connections to Dunwoody Village (Chamblee Dunwoody Road) and Perimeter area (Old Spring House Lane - with new multi-use trail over existing creek)
 - Eventual connection to future Transit Station

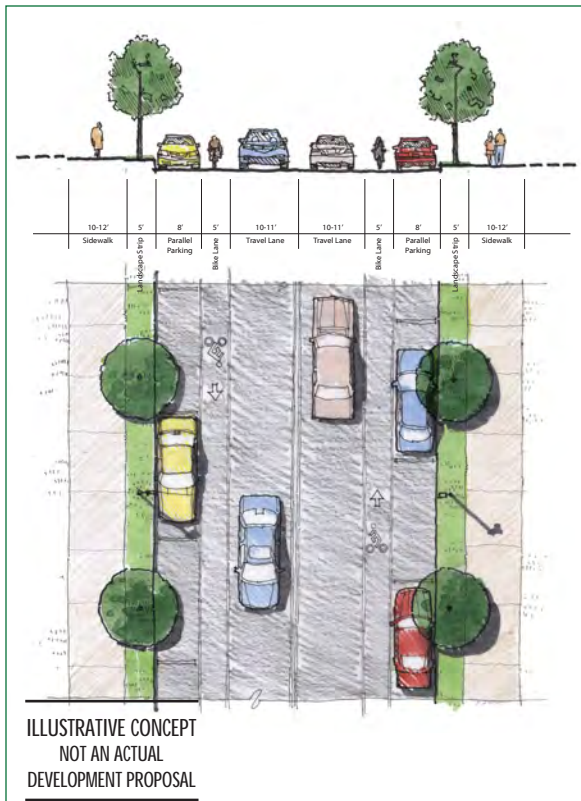


OPEN SPACE

The "PVC Site" bounded by the west by Chamblee Dunwoody Road and the east by North Shallowford Road represents one of the single largest opportunities to create useable community open space within the Georgetown/North Shallowford area (and potentially the entire City of Dunwoody other than Brook Run and Dunwoody Park). Based upon the community planning effort the City is considering acquisition of the site to provide community green space and open space. A community park of 6-8 acres, or larger, in this area has the ability to provide multi-purpose field areas, a signature playground, and other amenities. Based on the public input and the geometry of the site, the open space should be visible from Chamblee Dunwoody Road, but have most "active" areas of the park on the interior of the site.

Other opportunities for enhanced community open space would be part of significant redevelopment projects. The former Emory Medical Center property, Dunwoody Park/I-285 area, and Georgetown Square sites should all consider smaller (1/2 to 1 acre) green spaces as part of any major redevelopment plan. Generally these smaller open spaces should be used to create focal points within redevelopment projects and be bordered on at least one side by a public roadway to enhance visibility and safety. Future land use policies should consider a requirement that any development or redevelopment of over 4 acres should provide a publicly accessible open space of not less than 10% of the development area.

In addition to creating new green spaces where possible efforts should be made to identify specimen trees and other natural features for preservation. Maintaining mature tree cover and making efforts to plant trees as part of open space improvements will help maintain and enhance the area's character and appearance.



NEW ROADWAYS

One of the primary circulation needs within the Georgetown/North Shallowford area is enhancing east-west circulation to and through the area. Two new roadway connections are recommended to increase connectivity, enhance walkability, and create opportunities for higher-quality redevelopment.

The most significant roadway recommendation is to extend Peachford Road through Dunwoody Park to the intersection of Chamblee Dunwoody Road and Old Spring House Lane. This local roadway connection is envisioned as a “complete street” with on-street bicycle lanes, on-street parking, landscape strips, lighting, and wide sidewalks. The roadway would create a local alternative to Cotillion Drive, which could be adversely impacted by future I-285 and/or transit improvements, and help distribute traffic to reduce pressure on the area’s major intersections (North Shallowford Road at Cotillion Drive, North Shallowford Road at Chamblee Dunwoody Road, and Chamblee Dunwoody Road at Cotillion Drive). Finally, the roadway would significantly enhance the accessibility and visibility of the area between Chamblee Dunwoody Road and North Shallowford Road and enhance the area’s potential to accommodate higher-quality redevelopment with a high degree of walkability, access to future transit services, and increased community open space.

A second key east-west connection is completing/opening east-west roadways through the “PVC Site” between Dunwoody Park and Chamblee Dunwoody Road. While this roadway connection will not be a major traffic improvement, it can provide a key access into the “PVC Site” and include significant pedestrian and bicycle connections to link Chamblee Dunwoody Road and the neighborhoods to the west to the “PVC Site,” future transit, and central Georgetown commercial facilities. Due to the curve on Chamblee Dunwoody Road, the western entry/exit should be right-in, right-out only. Pedestrian connections across Chamblee Dunwoody Road may also need to be moved north or south of the roadway for safety.





North Shallowford Road at Peachford Road

STREETSCAPE IMPROVEMENTS

Two significant streetscape (sidewalk, landscape, and lighting) projects are recommended for the Georgetown/North Shallowford area. Chamblee Dunwoody Road from I-285 to North Shallowford Road is a major commercial corridor and gateway into the City of Dunwoody. To improve the visual appeal, walkability, and safety in the corridor streetscape enhancements in the corridor should include:

- Landscape buffers no less than 4 feet in width and preferably 6 feet in width between the roadway and pedestrian sidewalks
- Street trees, pedestrian lighting, and roadway lighting within the landscape buffer
- Wider sidewalks along both sides of Chamblee Dunwoody Road no less than 6 feet in width and preferably 8-10 feet in width
- Intersection enhancements including new mast arm traffic signals, pedestrian signals, high-visibility pedestrian crossings, and ADA Ramp improvements where necessary
- Access Management strategies to limit the number of curb cuts and potential conflict areas along the corridor

While the southern end of North Shallowford Road is unlikely to change from a development standpoint over the short and mid-term, streetscape enhancements can improve the appearance, character, multi-modal access and redevelopment potential of the corridor. Streetscape enhancements along North Shallowford Road should include:

- On-street bicycle lanes discussed later in this section
- Landscape buffers no less than 4 feet in width and preferably 6 feet in width between the roadway and pedestrian sidewalks
- Street trees, pedestrian lighting, and roadway lighting within the landscape buffer
- Wider sidewalks along both sides of Chamblee Dunwoody Road no less than 6 feet in width
- Intersection enhancements including new mast arm traffic signals, pedestrian signals, high-visibility pedestrian crossings, and ADA Ramp improvements as necessary
- Maintain access management along the corridor with limited curb cuts and potential conflict areas along the corridor

Gateways, enhanced landscaping, and signage marking entrances to the City of Dunwoody, should also be considered along Cotillion Drive at Chamblee Dunwoody Road, North Shallowford Road, and the exit ramp from I-285 at North Peachtree Road.



Existing North Shallowford Road at Peachford Road





Old Spring House Lane looking west

BICYCLE ROUTES

A combination of on-street and off-street bicycle routes will be necessary to enhance the ability of bicycles to traverse the area more easily. In addition to including on-street bicycle routes as part of the proposed Peachford Road Extension, on-street bicycle lanes should be added to North Shallowford Road and Peachford Road when the roadways are repaved and/or restriped.

The curb-to-curb distance on both North Shallowford Road from Cotillion Drive to Dunwoody Park and Peachford Road from North Shallowford Road to North Peachtree Road is wide enough to accommodate on-street bicycle lanes by reducing travel and turn lane widths. On-street bicycle lanes should be 5 feet in width to meet AASHTO standards. On-street bicycle routes should also be incorporated into new streets, especially the proposed Peachford Road Extension through Dunwoody Park to Old Spring House Lane.

Georgetown/North Shallowford area bicycle routes should be tied into a Citywide network of bicycle facilities in coordination with the City's Comprehensive Transportation Plan.

MULTI-USE PATHS/TRAILS

Where on-street bicycle lanes are not recommended due to travel volumes and/or the number of potential conflicts, multi-use paths/trails should be considered. Multi-use paths are typically 12-15 feet wide and accommodate pedestrians (runners/joggers), recreational bicyclists, and sometimes electric carts (golf carts) and/or other alternative modes of transportation.

Priority locations for off-street multi-use trails include:

- Along Nancy Creek from Peachford Road to Brook Run Park
- Cotillion Drive from North Peachtree Road to Chamblee Dunwoody Road
- The west side of Chamblee Dunwoody Road from Old Spring House Lane to the North Shallowford/Peeler Road intersection
- Old Spring House Lane from Chamblee Dunwoody Road to a proposed pedestrian bridge linking the Georgetown Neighborhood to Perimeter Center East
- From the former Emory Medical Center Site through the "PVC Site" to the Old Shallowford Elementary School site and adjacent neighborhoods

These multi-use paths would enhance connectivity and walkability through the Georgetown/North Shallowford area and between residential areas and key community amenities.



FUTURE TRANSIT STATION

REVIVE 285 is a planning effort sponsored by the Georgia Department of Transportation (GDOT) to consider future transit service along the top side of 285 from I-85 near Norcross to I-75 near Marietta. Options under consideration include express bus service within managed lanes and preservation of right of way for future high capacity transit along the north side of 285. Planning options also include a potential transit station area within the Georgetown/North Shallowford area adjacent to the Georgetown Shopping Center.

The community master planning effort for the Georgetown/North Shallowford area has recognized the potential of the Dunwoody Park area and recommends that any future transit station be located near the intersection of Cotillion Drive and Dunwoody Park to provide access to the entire area between and adjacent to Chamblee Dunwoody Road and North Shallowford Road and take better advantage of the redevelopment potential of the Dunwoody Park area to promote higher-quality redevelopment.

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3 ACTION PLAN

LCI GOALS

While the Georgetown/North Shallowford Master Plan was funded entirely by the City of Dunwoody, the Atlanta Regional Commission's Livable Centers Initiative (LCI) Program was used as a model to guide the planning process. The following section outlines the 10 Livable Centers Initiative Goals and how the Georgetown/North Shallowford Master Plan relates to each.

1. Efficiency/feasibility of land uses and mix appropriate for future growth including new and/or revised land use regulations needed to complete the development program.

The Georgetown/North Shallowford Master Plan seeks to develop a thoughtful, long term strategy for the efficient use of land by identifying those properties that are most likely to change over the next 10-20 years and developing market-driven, community-based priorities for their improvement. Strategies include creating more place-based nodes with a greater degree of community green space, improving connectivity, and limiting higher intensity commercial uses to high visibility areas. The plan also includes strategies to enhance the district's identity and foster greater pedestrian and bicycle mobility. The plan includes land use, market, circulation, open space, and zoning recommendations to inform City priorities and policies over the next 10-20 years.

2. Transportation demand reduction measures.

The Georgetown/North Shallowford Master Plan includes provisions to enhance walkability and bicycling within the district and encourages the creation of accessible, centralized, community open space. These strategies, along with the clustering of commercial development in limited areas, are designed to reduce local vehicular trips in the short- and mid-term. In the long-term, the master plan incorporates a future transit station along I-285 and strategies to encourage walkable, transit-oriented development to further reduce transportation demand in the area.

3. Internal mobility requirements, such as traffic calming, pedestrian circulation, transit circulation, and bicycle circulation.

A significant number of mobility enhancements are recommended by the plan. Most notably new east-west connections are proposed to enhance connectivity and shorten travel distances across the district. Significant pedestrian enhancements and an on-street and off-street bicycle network are also proposed to enhance opportunities to use alternate modes of transportation. The plan includes provisions for future REVIVE 285 transit facilities and a pedestrian/bicycle connection to Perimeter Center.



4. Mixed-income housing, job/housing match and social issues.

The Georgetown/North Shallowford area is the most diverse area in Dunwoody, including over 2,800 multifamily units and bordered by stable single-family neighborhoods. From a housing perspective, the Master Plan encourages appropriate housing types that are underrepresented within the area and are suitable buffers between single-family neighborhoods and commercial areas. Desired housing types include townhomes and senior residential. The Master Plan has a particular focus on the creation of a “Senior Village” to promote the creation of a lifelong community and provide opportunities for aging Dunwoody residents to remain in the community. The area has lost jobs over the last decade due to the closure of medical facilities. To maintain employment within the district, the Master Plan seeks to maintain local office facilities and provide opportunities for future, long-term office development near I-285.

5. Continuity of local streets in the study area and development of a network of minor roads.

The Master Plan recommends a series of internal connector streets between North Shallowford Road and Chamblee Dunwoody Road to enhance the local street network and provide travel options. These roads are envisioned as “complete streets” to enhance not only vehicular travel options, but walkability, bicycling, parking, and high-quality redevelopment opportunities as well.

6. Need/identification of future transit circulation systems.

The Georgetown/North Shallowford Master Plan incorporates improved access to existing transit service and contemplates future I-285 transit opportunities. The plan includes pedestrian/bicycle connections that will enhance access to existing MARTA bus service and to Perimeter Center’s commercial district and Dunwoody MARTA Station. Future transit and transit-oriented development is planned along I-285 between North Shallowford Road and the Georgetown Shopping Center.

7. Connectivity of transportation system to other centers.

The Georgetown/North Shallowford Master Plan outlines pedestrian and bicycle routes within the area and to other key areas of the City including Perimeter Center, Dunwoody Village, and Brook Run Park. These improvements will enhance connectivity among Dunwoody Activity Centers and to area transit services. Future transit service along I-285 could further link the area to other activity centers within the metropolitan region.

8. Center development organization and management, promotion, and economic restructuring.

During the development of this Master Plan, the City of Dunwoody hired a Director of Economic Development to assist with organization, business recruitment/retention, and economic structuring of the area. The City also has a vibrant Chamber of Commerce and Convention and Visitor’s Bureau in addition to a strong network of local neighborhoods, organizations, and interest groups who may help support area initiatives (particularly green space, pedestrian/bicycle, and landscape improvements).



9. Stakeholder participation and support.

Stakeholder involvement in the Master Plan has been significant. The process has included stakeholder interviews, 4 meetings with a Sounding Board of community residents, 4 public workshops, a community preference survey, an interactive project website for information posting and community feedback, Councilmember interviews, and three public open houses. Throughout the public participation process there was significant “hands on” involvement from the community and a high level of consensus regarding key properties, priorities, and improvement strategies.

10. Public and private investment policy.

Public investment to help catalyze improvement began on February 28, 2011 with the City’s execution of a letter of intent to acquire the 16.18 acre “PVC Site.” Over the next several years, the City anticipates making green space, roadway, and sidewalk/bicycle enhancements within the area as they continue to work toward longer-term improvements. To help shape future private investment recommendations, the City intends to begin a comprehensive update to its zoning ordinance in 2011 building upon zoning recommendations outlined within the master plan. Additional public/private partnerships may be necessary to improve other key sites in the district including the DeKalb County School Site and the former Emory Medical Center site. The City has engaged owners of both these key properties.

5-YEAR ACTION PLAN

The 5-Year Action Plan is a tool to outline and track improvement projects and efforts defined by the Master Plan. The chart on this and next page outlines each recommended transportation project and includes an estimate of cost, timing, and potential funding sources for each initiative. Action Plan categories (transportation, housing and other) are defined as required by the Atlanta Regional Commission.

Construction costs are preliminary estimates from early 2011 and should be used for budgetary purposes only. Construction costs can vary based on project design and the time at which projects are designed and/or constructed. More detailed cost estimates should be generated as implementation of individual projects is pursued.

Engineering costs vary from 10-20% of the projected construction cost based on the size and complexity of each project. Right of way (ROW) costs are estimated based on the potential value of the area affected based on the Framework Plan. The project years included the table are based on a reasonable timeframe for implementing each initiative if progress were to begin immediately.

#	Project Name	Type of Improvement	Description
1	Chamblee Dunwoody Road Multi-Modal Improvements	"Roadway / Multimodal Roadway / Operations & Safety Transit / Facilities Capital Last Mile Connectivity / Joint Bike-Ped Facilities"	From I-285 to North Shallowford Road (3,500 ft); multi-use path to one side with narrower sidewalk on opposite side; landscaped buffer; access management plan; pedestrian crossing improvements; lighting; mast arms; sheltered bus stops; potential landscaped median along four-lane section at southern end
2	Chamblee Dunwoody Road Gateway Landscaping and Signage at Cotillion Road	"Roadway / Multimodal Roadway / Maintenance"	Most significant entry point; landscaping and signage; public involvement needed
3	Multi-modal improvements to roadways through "PVC Site"	"Roadway / Multimodal Roadway / Operations & Safety Last Mile Connectivity / Joint Bike-Ped Facilities"	Between Chamblee Dunwoody Road, Dunwoody Park, and North Shallowford Road (2,000 ft); utilize existing street widths; install final paving; landscaped buffer; multi-use trail to one side
4	Peachford Road Multi-Modal Improvements	"Roadway / Multimodal Roadway / Operations & Safety Last Mile Connectivity / Joint Bike-Ped Facilities"	From North Shallowford Road to North Peachtree Road (4,300 ft); restripe for bike lanes; landscaped buffer; sidewalks
5	Nancy Creek Greenway Trail	Last Mile Connectivity / Joint Bike-Ped Facilities	From North Shallowford Road to Georgia Way / Brook Run Avenue (3,600 ft); multi-use path; one bridge location; (should allow 24 hr non-gated availability if funded with LCI funds - other funding sources will allow usage restrictions)
6	North Shallowford Road Multi-Modal Improvements	"Roadway / Multimodal Roadway / Operations & Safety Transit / Facilities Capital Last Mile Connectivity / Joint Bike-Ped Facilities"	From Cotillion Drive to Independence Square - north of Peeler Road (4,500 ft); sidewalks on both sides; bike lanes; landscaped buffer; pedestrian crossing improvements; mast arms; lighting; sheltered bus stops
7	North Shallowford Road Gateway Landscaping and Signage at Cotillion Road	"Roadway / Multimodal Roadway / Maintenance"	Landscaping and signage; public involvement needed
8	Old Spring House Lane Multi-Modal Improvements	"Roadway / Multimodal Roadway / Operations & Safety Last Mile Connectivity / Joint Bike-Ped Facilities"	From Chamblee Dunwoody Road to Perimeter Center East (5,000 ft); Sidewalks (or multi-use path to one side), landscaped buffer, sharrows / increased bike signage



#	Project Name	Type of Improvement	Description
9	Peachford Road Extension (Could also be the focus of a supplemental study)	"Roadway / Multimodal Roadway / Operations & Safety Last Mile Connectivity / Joint Bike-Ped Facilities"	From North Shallowford Road to Chamblee Dunwoody Road (1,600 ft); sidewalks on both sides; two through-lanes; landscaped buffer; bike lanes; on-street parking
10	I-285 Transit Station	Transit / Facilities Capital	Multi-modal facility (integrated with surrounding bicycle, pedestrian, vehicular, and local bus facilities)
11	Cotillion Drive Multi-Modal Improvements	"Roadway / Multimodal Roadway / Operations & Safety Last Mile Connectivity / Joint Bike-Ped Facilities"	From North Shallowford Road to Chamblee Dunwoody Road (2,800 ft); multi-use path and landscaped buffer on the north side of Cotillion
12	Optimization / Coordination of Traffic Signals and ITS Improvements	Roadway / Operations & Safety	At intersections in and around the study area; ITS equipment; signal timing study and coordination plan
13	Dunwoody Park Multi-Modal Improvements	"Roadway / Multimodal Roadway / Operations & Safety Transit / Facilities Capital Last Mile Connectivity / Joint Bike-Ped Facilities"	From Chamblee Dunwoody Road to Peachford Road Extension / Dunwoody Park South (1,100 ft); Wide sidewalks on both sides; landscaped buffer; on-street parking; sheltered bus stops; on-street bike facilities
14	Dunwoody Park Multi-Modal Improvements	"Roadway / Multimodal Roadway / Operations & Safety Last Mile Connectivity / Joint Bike-Ped Facilities"	From Peachford Road Extension / Dunwoody Park South to North Shallowford Road (1,100 ft); wide sidewalks on both sides; landscaped buffer; lighting; on-street parking; on-street bike facilities
15	Dunwoody Park North Multi-Modal Improvements	"Roadway / Multimodal Roadway / Operations & Safety Last Mile Connectivity / Joint Bike-Ped Facilities"	From Dunwoody Park to the new roadways internal to the abandoned residential development (1,000 ft); wide sidewalks on both sides; landscaped buffer; lighting; on-street parking; on-street bike facilities

Notes:

Projects have been developed as part of a planning-level analysis. Some desired components - such as landscaped medians - may need to be included as longer-term phased components as determined during corridor-specific design processes.

Many related/integrated projects are displayed in groupings for the purposes of this study. These projects may need to be further broken into smaller groupings or segments as determined through the process of implementation.

- ^a Right-of-way estimates are based on ARC's costing tool as well as comparisons with other projects in similar areas. Some right-of-way costs may be reduced or eliminated if property is acquired by easement or through negotiations with property owners/developers.
- ^b Some elements requiring right-of-way - such as sidewalks and bike lanes - can be accomplished through easements in lieu of direct right-of-way acquisition.
- ^c Internal roadways may be done in partnership with a private developer.
- ^d Vehicular capacity increases must occur on roadways classified as minor collectors or higher to be eligible for LCI or GDOT funding. Roadways can be reclassified through GDOT to become eligible for funding.

5-Year Action Plan

Project Name	Engineering Year	Engineering Costs	ROW Year	ROW Costs ^{a, b}	Construction Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source	Match Amount
1. Chamblee Dunwoody Road Multi-Modal Improvements	2012	\$450,000	2013	\$750,000	2014	\$3,500,000	\$4,700,000	City of Dunwoody	City of Dunwoody, LCI, Federal Funds	City of Dunwoody	\$940,000
2. Chamblee Dunwoody Road Gateway Landscaping and Signage at Cotillion Drive	2012	\$30,000	2013	\$50,000	2014	\$250,000	\$330,000	City of Dunwoody	City of Dunwoody, Federal / State Funds, GDOT Gateway Grant	City of Dunwoody	\$66,000
3. Multi-modal improvements to roadways through "PVC Site"	2012	\$25,000	2013	\$750,000	2014	\$200,000	\$975,000	Private Development, City of Dunwoody	Private Development, City of Dunwoody, LCI, Federal Funds	Private Development, City of Dunwoody	\$195,000
4. Peachford Road Multi-Modal Improvements	2012	\$100,000	2013	\$500,000	2014	\$2,000,000	\$2,600,000	City of Dunwoody	City of Dunwoody, Grant Funds, LCI	City of Dunwoody	\$520,000
5. Nancy Creek Greenway Trail	2013	\$100,000	2014	\$1,500,000	2015	\$450,000	\$2,050,000	City of Dunwoody	City of Dunwoody, LCI, Federal / State Funds	City of Dunwoody	\$410,000
6. North Shallowford Road Multi-Modal Improvements	2014	\$500,000	2015	\$500,000	2016	\$3,000,000	\$4,000,000	City of Dunwoody	City of Dunwoody, LCI, TE	City of Dunwoody	\$800,000
7. North Shallowford Road Gateway Landscaping and Signage at Cotillion Road	2014	\$20,000	2015	\$30,000	2016	\$200,000	\$250,000	City of Dunwoody	City of Dunwoody, Federal Funds, GDOT Gateway Grant	City of Dunwoody	\$50,000
8. Old Spring House Lane Multi-Modal Improvements	2015	\$180,000	2016	\$500,000	2017	\$1,500,000	\$2,180,000	City of Dunwoody/ Perimeter CID	City of Dunwoody, LCI, Federal Funds, PCID	City of Dunwoody, PCID	\$436,000
9. Peachford Road Extension	2016	\$400,000	2017	3500000 ^c	2018	\$3,500,000	\$7,400,000	Private Development, City of Dunwoody	Private Development, City of Dunwoody ^d	Private Development, City of Dunwoody	\$1,480,000
10. I-285 Transit Station	TBD	\$400,000	TBD	\$2,000,000	TBD	\$4,000,000	\$6,400,000	Federal / State Agency	Federal Funds	NA	\$0
11. Cotillion Drive Multi-Modal Improvements	2014	\$150,000	2015	\$700,000	2016	\$1,200,000	\$2,050,000	City of Dunwoody, Federal / State Agency	City of Dunwoody, LCI, Federal Funds	City of Dunwoody	\$410,000
12. Optimization / Coordination of Traffic Signals and ITS Improvements	2015	\$50,000	NA	\$0	2016	\$500,000	\$550,000	City of Dunwoody	City of Dunwoody, LCI, Federal Funds	City of Dunwoody	\$110,000
13. Dunwoody Park Multi-Modal Improvements	2016	\$250,000	2017	\$1,000,000	2018	\$2,000,000	\$3,250,000	Private Development, City of Dunwoody	Private Development, City of Dunwoody, LCI, Federal Funds	City of Dunwoody	\$650,000
14. Dunwoody Park Multi-Modal Improvements	2016	\$150,000	2017	\$500,000	2018	\$1,200,000	\$1,850,000	Private Development, City of Dunwoody	Private Development, City of Dunwoody, LCI, Federal Funds	City of Dunwoody	\$370,000
15. Dunwoody Park North Multi-Modal Improvements	2016	\$150,000	2017	\$500,000	2018	\$1,200,000	\$1,850,000	Private Development, City of Dunwoody	Private Development, City of Dunwoody, LCI, Federal Funds	City of Dunwoody	\$370,000
Total		\$2,805,000		\$8,780,000		\$23,500,000	\$38,585,000				\$6,437,000

Housing Projects/Initiatives

	Description/Action	Cost	Year	Responsible Party	Funding Source
1	Develop new Georgetown Gateway stand alone zoning district including TOD zone/sub-area	\$30,000	2013	City of Dunwoody	General Funds
2	Update attached single family zoning category	\$10,000	2013	City of Dunwoody	General Funds
3	Develop senior (age 55 and up) housing strategy and incentives	\$15,000	2013	City of Dunwoody	General Funds

Budget for item 1 assumes the process is concurrent with other zoning updates. \$40,000 estimated for a stand-alone process

Other Local Initiatives

	Description/Action	Cost	Year	Responsible Party	Funding Source
1	Develop 6-8 acre Community Open Space on former PVC Site	\$3,000,000	2012	City of Dunwoody	Bond Funds
2	Georgetown Area Specimen Tree Survey	\$15,000	2012	City of Dunwoody	General Funds
3	Chamblee Dunwoody Access Management Study	\$35,000	2013	City of Dunwoody	General Funds
4	Develop Georgetown Area Architectural Design Standards	\$25,000	2013	City of Dunwoody	General Funds
5	Dunwoody Municipal Complex Site Study	\$20,000	2013	City of Dunwoody	General Funds
6	Coordination and discussion with DeKalb County School System concerning potential future school sites	Staff Resources	2012	City of Dunwoody	N/A

IMPLEMENTATION TOOLS

Implementation of the Master Plan vision for the Georgetown/North Shallowford area will require a variety of funding and implementation tools. The following section outlines key funding opportunities for Georgetown/North Shallowford area improvements and other implementation recommendations/principles.

Comprehensive Land Use Plan

Upon adoption of this Master Plan, this document should become an addendum to the City's adopted Comprehensive Land Use Plan. This plan builds upon the framework of the Comprehensive Land Use Plan, is an implementation item of the Plan, and defines more detailed goals and aspirations for the future of the district. As such, the policies and recommendations in this Plan should guide the City as public and private investments are made over the next 10-20 years.

Livable Centers Initiative

As alluded to earlier in this section, the Georgetown/North Shallowford Master Plan was developed utilizing the Atlanta Regional Commission's LCI Program as a model. Upon adoption, the City should apply to ARC to have this Master Plan accepted ("grandfathered") into the LCI Program. LCI Funding is a competitive process where construction funding (up to \$4 million per project) is awarded to high priority projects generally once each year. LCI funding requires a 20% local match.

Projects that are most likely to garner LCI Funding are those that are catalytic in nature and address multiple LCI Program Goals. The Planning Team recommends that Chamblee Dunwoody Road multi-modal improvements be prioritized as the highest potential project for LCI funding. This project includes significant pedestrian enhancements, access management strategies, signalization, safety elements, and gateway elements in the highest profile area in the district and was highly prioritized by stakeholders.

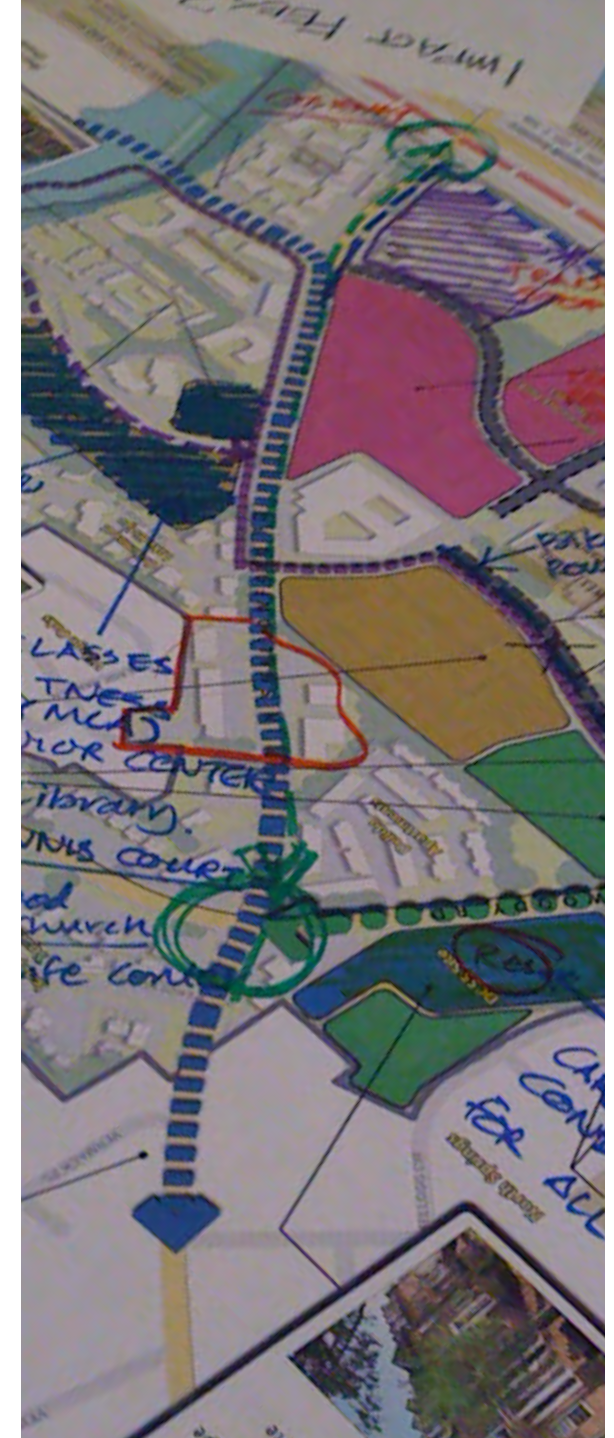
Other potential funding sources

City staff will continually need to work with elected officials to prioritize Georgetown/North Shallowford area projects with other City priorities and to identify funding to help offset the costs of improvement projects.

Funding for public improvement projects including roadway, pedestrian, and bicycle improvements are often culled from federal and state funds (Department of Transportation, CMAQ, CDBG, etc.). With the area's proximity to I-285, the City should be active in regional conversations and identify opportunities to garner DOT funding. Both operational and safety funds may be available from GDOT for roadway, sidewalk, bicycle, and other planned improvements. To best position the City to receive implementation funds, design work for priority projects should be advanced so that key elements, right-of-way impact and construction costs can be easily communicated to potential partners. Foundations and grant funding may also be potential sources to fund sidewalk and bicycle projects, particularly the greenway trail proposed along Nancy Creek.

Parks and open space improvements are most commonly completed through general fund expenditures and bond funding. However, there are some local and national foundations and grant sources that may be considered to help offset the development of signature open spaces.

Finally, local codes should be updated to encourage major redevelopment projects to implement key sidewalk, lighting, open space, and other improvements along their property. As much as feasible, the City should also coordinate roadway improvements in conjunction with private development to leverage private sector resources and minimize community disruption.



Retail Targets

The City's economic development strategy will guide future retail services in the Georgetown / North Shallowford area. Specifically, our analysis of retail expenditures within the 2-mile trade area reveals that the area is underserved (demand exceeds supply) in the following retail categories:

- Home and garden (\$1.2 million of unmet demand)
- Grocery and specialty food (\$27.7 million of unmet demand)
- Liquor stores (\$2.3 million of unmet demand)
- Health and personal care (\$ 6.0 million of unmet demand)
- Sporting goods and gifts (\$2.5 million of unmet demand)
- Bar and taverns. (\$7.9 million of unmet demand)

In total, expenditure data reveals that as much as \$47 million in annual expenditures are 'leaking out' to other retail areas, most likely Perimeter Center Mall and surrounding shopping centers. This means that demand exists to support additional retailers within these categories and to capture the expenditures within the two-mile trade area. It is important to remember however, that while statistical demand exists for these categories, the reality is that a wide variety of competition exists only two miles away (Perimeter Center and Dunwoody Village) and so the challenge is to find tenants that do not already have a location at Dunwoody Village or Perimeter. In many cases this will rule out national tenants (especially in the grocery and pharmacy categories) but will not exclude more locally grown tenants or those that are not already represented in the local market.

Housing Initiatives

Throughout the Comprehensive Land Use Plan and this Master Plan process housing discussion has centered around the significant number of multi-family units added to the area over the last two decades and the need to preserve surrounding stable single-family neighborhoods. Future housing initiatives for the Georgetown/North Shallowford area should focus on filling two residential needs in the area.

First, future residential development should provide housing types that are currently underrepresented in the area: cluster homes (larger detached single family homes on small lots) and townhouses. With the proper architectural character, these housing types can contribute to community goals (high-quality redevelopment, suitable buffers between single-family and commercial areas, greater walkability) while maintaining and enhancing the area's character. Additionally, these units offer a lower-maintenance lifestyle that can serve young professionals seeking a great community and older individuals who seek to remain in the community.

Second, any additional housing should focus on residential options for seniors and empty nesters. There are limited opportunities for those seeking lower-maintenance lifestyles (little yard work and exterior maintenance) to live in Dunwoody. Throughout the process, stakeholders expressed a desire to provide a lifelong community and create a "Senior Village" in close proximity to the local shopping and restaurants.

The City may have to play an active role in marketing the opportunity for a Georgetown/North Shallowford area "Senior Village". Information packages outlining the opportunity, area demographics, and potential sites may be necessary to attract potential partners who have experience creating quality senior communities.

Any discussion of housing initiatives in Dunwoody must recognize the overcrowded conditions at area schools. Dunwoody's strong schools have been a reason that the area remains desirable and has been impacted less than other metro areas by the recent housing bubble. The housing initiatives outlined appeal to young professional and senior markets that have the least impact on area school enrollment. However, the City should remain in discussions with the DeKalb County School System to plan future growth in coordination with facility enhancements and potential future school sites.





Open Space Initiatives

One of the Master Plan's over-arching goals is the creation of additional community open space and green space. Prior to final adoption of this plan, the City took a significant step toward this goal by executing a letter of intent to purchase the 16.18 acre "PVC Site". In accordance with the Master Plan, the City anticipates using a portion or all of the site for community green space. Throughout the planning process, stakeholders consistently pushed for larger community green spaces that could accommodate a variety of informal uses. With the acquisition of 16 acres, the City has an opportunity to further explore those needs and create a dynamic community space that will enhance the area's character and quality of life for many years to come.

In addition to this central green space, other community green spaces envisioned in the plan would most likely be created by private development. To encourage the creation of green space and community focal points, any future development of 4 acres or more in the Georgetown/North Shallowford area should be required to develop or improve community green space as a key component.

Public Facilities

The City of Dunwoody may have an opportunity to site a new public facility in the area over the next 20 years. Opportunities include construction of a new Municipal Complex / City Hall when the city's current lease at Perimeter Center East expires, relocation of one of the City's visual or performing arts facilities, or creation of another community facility (recreation, community center, etc.). Regardless of the facility, positioning a civic building within the Georgetown/North Shallowford area could be a catalyst for additional investment and community improvement. Any public facility in the Georgetown/North Shallowford area should consider a priority site in accordance with the Master Plan, include community green space, and set an example for private development in terms of its site development and architectural style.

It should be noted that there are many potential options for a future City Hall (remain in Perimeter Center, Dunwoody Village, Georgetown/North Shallowford). The Planning Team recommends that a broader planning process be conducted to study the advantages and disadvantages of potential sites for the City's Municipal Complex several years prior to the expiration of the City's current lease. Typically, 3-5 years are needed to locate, study, design, and construct public facilities. Also, the City is not currently contemplating the construction and/or staffing of additional community facilities. A recreation center, community center, senior center, or other public facility would likely require a public/private partnership.

Long-term Strategies

Similar to senior housing, successful transit-oriented development requires expertise and experience. As long-term opportunities arise to reshape properties along I-285 (particularly the area between North Shallowford and Chamblee Dunwoody Roads), the City may need to seek development entities that have a proven track record and are accustomed to creating high-quality communities.

The City must also maintain its long-term vision for key properties, foregoing short-term opportunities with limited long-term potential that could prevent the City from reaching its long-term goal to create a high-quality, place-based environment. The City must take full advantage of opportunities to improve and sustain its limited commercial areas to maintain the quality and desirability of its single family neighborhoods.

Architectural Character

While the Georgetown/North Shallowford area does not have a consistent character, the Dunwoody Village has long been identified by its mid-Atlantic Colonial architectural stylings (locally referred to as “Williamsburg”). While a distinct architectural style or period was not defined for the Georgetown/North Shallowford area during the Master Plan process, a series of graphic exercises clearly identified community preferences for more traditional architectural forms and brick/stone materials.

The Planning Team recommends that a set of architectural standards be studied and instituted to guide any future development in the area. The basic principles of those eventual guidelines should at a minimum include:

1. Architectural Design Standards
 - A “traditional” aesthetic without being overly stylized
 - Predominant use of brick and stone as primary materials, particularly where buildings are visible from public streets.
 - Prohibit chain-link fencing and other unsightly elements
 - Pedestrian-scaled building elements along primary facades including awnings, flower boxes, bay windows, balconies, porches/stoops, etc.
 - Differentiate the ground floor; require 65% fenestration (glass, windows, door openings) for ground floor commercial uses along public streets.
 - Limit building facades to no longer than 200 continuous feet to encourage appropriate scale and character.
 - Avoid long, monotonous, unbroken facades; utilize vertical proportions and narrow bays
2. Site Design Standards
 - Limit long blocks by creating internal roadways and access points.
 - Limit curb cuts and interruptions in the pedestrian and bicycle environment along major corridors.
 - Reduce parking minimums to walkable district standards; utilize parking maximums
 - Encourage joint driveways and interparcel connectivity
 - Limit building setbacks; make setbacks generally consistent along primary frontages
 - Limit spacing between buildings along public streets
 - Limit and/or prohibit parking between roadways and building facades; encourage parking to be located to the side or behind buildings along public streets.
 - Screen service and “back of house” areas
 - Require open space and heavy landscaping for all larger developments

Traditional Style



Extensive Use of Brick



Narrow, Vertical Bays



Ground Floor Differentiation



Variety of Landscaping



Incorporated Open Space



“Appropriate” Architectural Styles & Elements

Not Enough Detailing



Too Modern



Overly Repetitive



“Inappropriate” Architectural Styles & Elements

Area Identity/Branding

At several points during the master plan process, discussions regarding the Georgetown/North Shallowford area's naming or a signature improvement have arisen. While there is a desire to "start fresh" with this area of the community, it appears that the "Georgetown" name does not necessarily have a negative connotation. It appears more likely that the name has a very limited connotation and traditionally applies to little outside of the Georgetown Shopping Center, adjacent office complexes, and several area neighborhoods.

The definition of the "Georgetown Area" seems to have broadened during this master plan process and with the City's acquisition of a significant site for community green space, we would recommend retaining the Georgetown name. An adaptation of the district name "Georgetown Commons," "Georgetown Place," "Georgetown Centre" or another extension of the name may be more successful in retaining the area's identity, but signifying that community enhancement is underway.

Similarly, the Planning Team believes that the City's impending acquisition of the "PVC Site" will create the signature focal point desired for the area. No one element (clock tower, bell, compass, splash pad, memorial, fountain, playground, etc.) will do as much to mark the area as the presence of a well designed community gathering space.

Dunwoody residents have shown an interest in and appreciation of the area's history. Seizing those aspirations to place a historical element or a new element that relates to the area's history may create a focal point in the park that can be iconographic and a source of community pride.

Finally, the Georgetown/North Shallowford area is the City's southern gateway. New landscaping and signage at community entry points, in combination with recommended landscape/streetscape enhancements along major roadways, and the envisioned park space can have a transformative impact on how the district is viewed by the community and visitors.



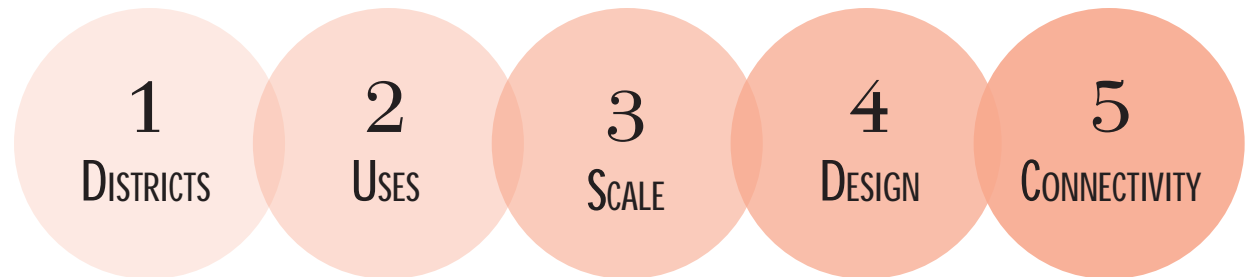
ZONING RECOMMENDATIONS

The following recommendations are for the implementation of the overall project recommendations and findings as they relate to land use, urban design, and connectivity. In general, there are five steps for project implementation through zoning. Step 1 is the consolidation of all existing districts into a single new stand-alone district; Step 2 focuses on the uses of the new district; Step 3 covers the necessary dimensional and development controls that will be needed to ensure the proper scale; Step 4 highlights necessary aspects as it relates to design and architecture; and Step 5 reveals connectivity components within the new zoning district.

1. District

Currently there are 10 zoning districts in play within the study area – R100, R85, RA5, RM100, RM85, RMHD, OI, OD, NS and C2. The R85 and RA5 districts are parcels that are designated in the plan as open space and as such are not needed for inclusion in the new zoning mechanism for this area. The DCSS property is zoned R100 and is envisioned as single family detached and attached. The detached portion of this parcel should remain in the existing R100 district. The remaining parcels in the Georgetown/ North Shallowford study area should be rezoned into a new Georgetown Gateway District complete with subareas to delineate the subsections within the district and their corresponding uses and development patterns. The new Georgetown Gateway District would include a set of urban design provisions guiding overall building form and including massing, scale, materials, fenestration, building orientation, sidewalks and streetscapes, parking, landscaping, signage, and open space elements. The subareas within the district would include Commercial, Office, Civic/ Institutional, Attached Residential, Multi-family Residential, and Mixed Use subareas. This new district would supplant the existing zoning designations and would not be an overlay.

ZONING STEPS



DISTRICT RECOMMENDATION 1

Retain the R85 and RA5 zoning designations for the parcels with these designations.

DISTRICT RECOMMENDATION 2

Rezone the remaining parcels to the new Georgetown Gateway District.

DISTRICT RECOMMENDATION 3

The new Georgetown Gateway District would be a new stand alone district that would supplant the existing zoning districts.

DISTRICT RECOMMENDATION 4

Create subareas within the new Georgetown Gateway District to further regulate any desired land uses and relevant development control, urban design and connectivity specificity.

2. Uses

The primary new types of uses envisioned in the plan are: Convenience Retail, Small Scale Office, Civic/Institutional, Mixed Use/Transit-Oriented Development, Attached Residential, Multifamily Residential, and Park/Open Space. The existing uses that are recommended to be continued in the plan are commercial/retail uses, institutional uses, office uses, and residential uses. New attached single-family residential development would be limited in size and would focus on empty nester or senior housing opportunities and would be targeted as higher price point for-sale product. The zoning mechanism will be unable to address price points so instead the district should ensure larger square footages and greater design detail to assist in achieving this objective. The new Georgetown Gateway District would allow for commercial/retail uses as well as office uses, institutional uses, parking uses, and open space uses. The new Georgetown Gateway District would consist of delineated subareas in order to provide greater specificity in the location of certain uses as called out in the plan.

USES RECOMMENDATION 1

Establish delineated subareas within the Georgetown Gateway District.

USES RECOMMENDATION 2

A residential subarea would allow for only attached single-family housing units targeting ages 55 and up.

USES RECOMMENDATION 3

Require open space and parking as part of all uses and all developments within the district.

USES RECOMMENDATION 4

A commercial / retail subarea would allow only commercial and retail uses.

USES RECOMMENDATION 5

A new mixed use subarea would allow for commercial, retail, institutional, civic, residential housing units targeting ages 55 and up and office and studio uses.

USES RECOMMENDATION 6

An office subarea would allow for only office and studio uses.

USES RECOMMENDATION 7

Establish a TOD zone near I-285 complete with density bonuses to attract higher densities near the future transit station location.



3. Scale

The new Georgetown Gateway District will implement development controls consistent with the Georgetown plan complete with lower scaled edges adjacent to single-family neighborhoods and with a more dense TOD center located adjacent to I-285 and Chamblee Dunwoody Road. The commercial, office, civic, and residential subareas would consist of a lower to medium density type of scale with the largest scaled development located in the Mixed Use subareas. Development controls would address the elements of front yards, side yards, rear yards, buffers, lot widths, lot coverage, maximum building heights, and density.



SCALE RECOMMENDATION 1

Maximum heights allowed would be based upon the Land Use Framework Plan: 2-3 stories adjacent to single family homes and neighborhoods, 5 stories in the interior of the District and up to 8 stories in mixed-use subareas where appropriate public amenities are provided.

SCALE RECOMMENDATION 4

Attached single-family residential would be permitted with a minimum lot width of 20 ft and a minimum lot area of 1,000 sq. ft.

SCALE RECOMMENDATION 5

Maximum building coverage controls would ensure new development provides open space improvements on-site.

SCALE RECOMMENDATION 2

District would require a minimum building setback dimension and a maximum building setback dimension.

SCALE RECOMMENDATION 6

Maximum square footage limitations would ensure that big box uses (65,000-70,000 SF maximum) would only be permitted in the Mixed Use subareas.

SCALE RECOMMENDATION 3

Buffers would be delineated on the District map for the perimeter of the entire District and buildings would have height limitations when located in close proximity to adjacent single-family neighborhoods.

SCALE RECOMMENDATION 7

Multi-family residential uses would have a minimum of 1,200 sq. ft. and an average of 1,800 sq. ft.

4. Design

The existing zoning regulations provide little in the way of controls for elements such as architectural design, building massing, sidewalks, landscaping, and parking. To achieve the character of a Transit-Oriented Development/Gateway district consistent with the vision of the plan, much will need to be added in terms of design controls within the area. The new Georgetown Gateway District will have a full set of both architectural and urban design standards. Elements related to building façades, window fenestration, signage, building massing, architectural style, landscaping, sidewalks, and streetscapes and open spaces will be exhaustively regulated through the new district regulations.



DESIGN RECOMMENDATION 1

New standards for materials, fenestration, pedestrian orientation, signage and screening will be put into place.

DESIGN RECOMMENDATION 2

Ground-floor non-residential and non-civic uses will require 65% fenestration along all street frontages.

DESIGN RECOMMENDATION 3

Sidewalks, street furniture zones and street landscaping will be required along all streets - public and private.

DESIGN RECOMMENDATION 4

Building massing limitations will require building facades to “break-up” when up to 200 linear feet in length.

DESIGN RECOMMENDATION 5

Large blocks will be required to be broken up into smaller blocks as part of any new development.

DESIGN RECOMMENDATION 6

Elements including porches, balconies, stoops, plazas, outdoor dining, terraces and gardens will be provided.

DESIGN RECOMMENDATION 7

Parking lots will be prohibited from being located in front yards in certain subareas of the District.

DESIGN RECOMMENDATION 8

Parking lots will be landscaped and designed with pedestrian walkways connected to buildings and sidewalks.

DESIGN RECOMMENDATION 9

Loading, garbage facilities and mechanical and building systems equipment will be screened.

5. Connectivity

The existing area zoning districts are relatively silent on matters related to connectivity and will need to be updated to implement the connectivity components of the plan. The plan focuses primarily on elements related to Pedestrian Paths/ Trails, Streetscapes, Gateway Improvements, New Roads, Access Management, and On-Street Bike Routes. Not every aspect of these components can be implemented solely through a zoning mechanism. Public Works standards and the City's Comprehensive Transportation Plan are excellent tools for prescribing the desired outcome for connectivity goals and visions. However, the Zoning Ordinance and this new Georgetown Gateway District in particular can be a strong ally to these other mechanisms and should in fact be used as much as possible to further regulate private development with the study area.



CONNECTIVITY RECOMMENDATION 1

Require inter-parcel connectivity between adjacent parcels.

CONNECTIVITY RECOMMENDATION 5

Require new streets (public or private) to break up large blocks as part of new development or redevelopment.

CONNECTIVITY RECOMMENDATION 2

Establish “complete streets” standards for all newly created streets (public or private).

CONNECTIVITY RECOMMENDATION 6

Limit the number of total allowable driveways onto adjacent roadways and limit the driveway widths to 24 ft for 2 way entrances.

CONNECTIVITY RECOMMENDATION 3

Delineate new Paths and Trails as part of an adopted master plan for the District that establishes the location, width and material specifics of Paths and Trails.

CONNECTIVITY RECOMMENDATION 7

Require on-street parking, sidewalk build-outs, and streetscaping as part of development along existing and new streets.

CONNECTIVITY RECOMMENDATION 4

Require bicycle parking ratios in addition to bicycle parking facility standards.

CONNECTIVITY RECOMMENDATION 8

Require pedestrian entrances fronting all streets and sidewalks and Gateway Signage at key intersections.

25-YEAR PROJECTIONS

The following table outlines 25-year projections for population, households, and employment in the Dunwoody Village Area based upon the land use framework and other improvements recommended within this Master Plan.

25-Year Population and Employment Projections

	2000	2010	2015	2020	2025	2030	2035
Population	3,771	4,106	4,275	4,602	4,925	5,244	5,559
Households	1,820	1,927	2,004	2,154	2,304	2,454	2,604
Average HH Size		2.20	2.20	2.18	2.15	2.13	2.10
Employment	2,213	2,345	2,477	2,609	2,741	2,873	3,005
Job/HH Ratio	1.22	1.22	1.24	1.21	1.19	1.17	1.15



4 APPENDIX

PUBLIC PARTICIPATION SUMMARY

Meeting Schedule:

July 14	Project Kick-off Meeting	November 1	Sounding Board 3
August 8	City Council Worksession	November 3	Public Workshop 3
August 13-24	Stakeholder Interviews	November 30	Project Management Team Meeting 4
September 7	Project Management Team Meeting 1	December 2	Public Open Houses and Council member Interviews
September 14	Sounding Board 1	January 14	Sounding Board 4
September 15	Public Workshop 1	January 19	Public Workshop 4
September 28	Project Management Team Meeting 2	January 24	Project Management Team Meeting 5
October 4	Sounding Board 2	February 4	City Council Retreat
October 6	Public Workshop 2	March 14	City Council Work Session
October 26	Project Management Team Meeting 3	March 28	City Council Meeting/Adoption

**City of Dunwoody
Dunwoody Village and Georgetown/North Shallowford Master Plans
Project Management Team Meeting**

September 7, 2010

AGENDA

1. Activities Underway
 - a. Site Tours Completed
 - b. Stakeholder Interviews Completed
 - c. Existing Conditions Assessment
 - d. Preliminary Market Study
2. Upcoming Meetings
 - a. Village Sounding Board- Tuesday 9/14, City Hall
 - b. Georgetown Sounding Board- Tuesday 9/14, City Hall
 - c. Georgetown Workshop #1- Wednesday 9/15, Peachtree MS
 - d. Village Workshop #1- Tuesday 9/21, TBD
 - e. Next PMT Meeting- Tuesday 9/28 at 2 PM, City Hall
3. Other Items

**City of Dunwoody
Georgetown/North Shallowford Master Plan
Sounding Board Meeting #1**

September 14, 2010

AGENDA

1. Welcome & Introductions
2. Master Plan Process Overview
3. Existing Conditions, Issues and Opportunities
 - a. Community Issues
 - b. Comprehensive Plan recommendations
 - c. Market Issues and Opportunities
4. Sounding Board Vision for Georgetown/North Shallowford
5. Preview of Wednesday Evening Community Workshop

Next Meeting- October 4th, Dunwoody City Council Chamber

For more information please visit www.dunwoodyga.gov

***Contact: Kimberly Greer
678-382-6709
Kimberly.Greer@dunwoodyga.gov***

City of Dunwoody
Georgetown/North Shallowford Master Plan
Community Workshop #1

September 15, 2010

AGENDA

1. Process Overview
2. Existing Conditions, Issues, and Opportunities
3. Georgetown Compass Community Survey
4. Planning Stations

Next Meeting- October 6th, 7:00 PM
Peachtree Charter Middle School
4664 North Peachtree Road

For more information on the Georgetown/North Shallowford Master Plan and additional input opportunities please visit www.dunwoodyga.gov

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Joyce Roberts
ROBERT WANNEN
Tom Statham
CE Cammack
SALLY CAMMACK
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Paul Ludwig
Lossie Harrell
Kathryn Chambers
Yvonne W. Reed
Michelle Alexander
ADRIAN BONSEN
Johnny L Stone
Tony Miller
Leanne/George Houston

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Steve Harris
Bob Dallas
Dot Hallden
Thomas ARIAL
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ADAM DORST
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Pat Cooper
BARBARA STANFIELD KOETTER
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Lynn Dewar

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Aaron Karasik
JIM GILMORE
Sheila Dalmat
Al J. Head
Chuck Ellet
FRED SPANGLER
KARA EADS
CARLA & ROLPH MASECAH
Steve Ellet
BILL GROSSMAN
John Schmidt

COMMUNITY WORKSHOP #1

City of Dunwoody

Georgetown/North Shallowford Area Master Plan Public Workshop #1



September 15, 2010
Urban Collage, Inc. with
Houseal Lavigne, RCLCo, & Kimley-Horn/Urban Resource Group



Agenda

1. Process Overview
2. Existing Conditions, Issues and Opportunities
3. Georgetown Compass Survey
4. Planning Stations

Planning Team



URBAN COLLAGE, INC. *Planning & Urban Design*

- Extensive LCI and Southeast Experience
- Public Involvement Specialists
- Focus on Implementation

RCLCo

Market Analysis

- Economic Real Estate Professionals

HOUSEAL LAVIGNE

Planning /Economic Development

- Downtown and Subarea Strategists
- Technology and Public Engagement

KIMLEY-HORN & ASSOCIATES/ URBAN RESOURCE GROUP

- National Firm with Significant Local Expertise
- Renowned Landscape Design Studio

Master Plan Process

Phase 1- Inventory and Assessment

- Complete assessment of existing conditions/market study
- Conduct community meetings to clarify community vision
- Define plan and community goals and objectives

Phase 2- Conceptual Master Plan

- Engage the community in developing realistic options
- Develop alternatives and framework plan
- Build community consensus and city coordination

Phase 3- Action Plan

- Confirm priorities
- Develop 5-Year and 20-Year action plan
- Adopt Plan/begin implementation

City of Dunwoody Comprehensive Plan (June 2010)

Vision/Intent

- "By 2030, this area will redevelop into a pedestrian and bicycle-oriented activity center with medium-scaled intensity..."
- Mix of commercial, office and high-end shopping integrated with multi-family (accessory use) or senior living (primary use)
- Incorporate open space and greenways and preserve adjacent single-family homes
- Community center, multi-use paths, transit options

Future Development- height, form, and use guidelines

Goals- land use, transportation, community facilities

Community Issues

General Consensus Points

- Enhance the area's identity and character
- Encourage a better range of goods and services, but address density, traffic, and community capacity concerns
- Encourage greater connectivity- particularly bicycle and pedestrian facilities
- Devise a proactive plan for the "PVC Farm"
- Maintain and enhance buffers to single-family neighborhoods
- Facilitate the creation of more green space and connectivity to Brook Run
- Recognize the concentration of recent multi-family development

Community Issues

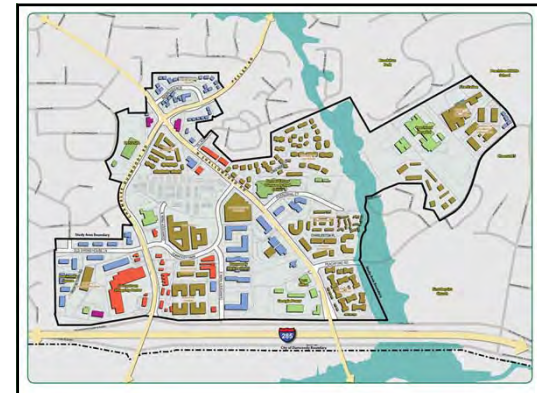
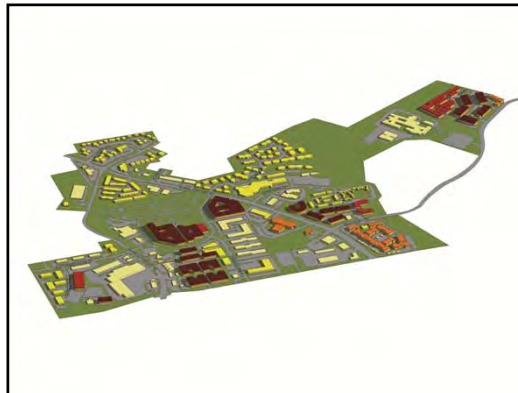
Not Quite Consensus Points

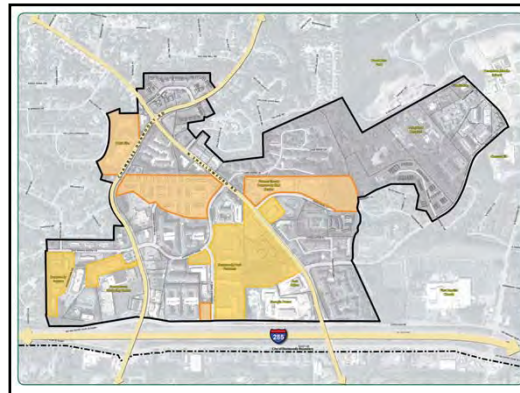
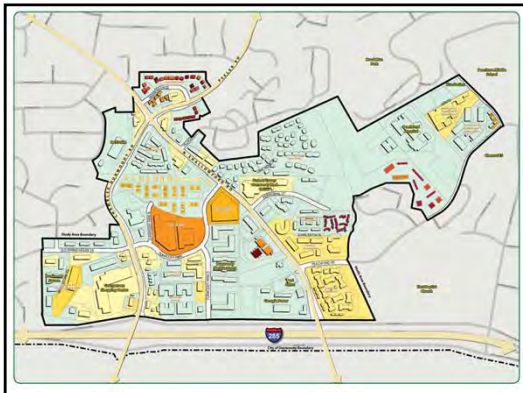
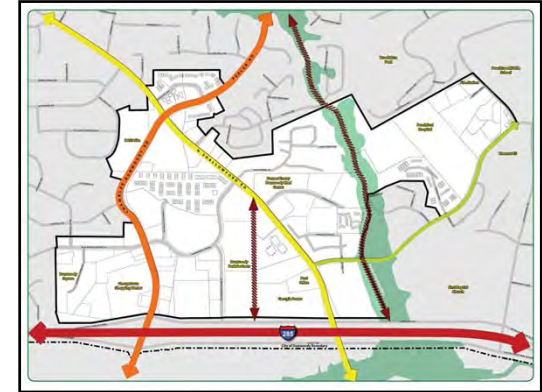
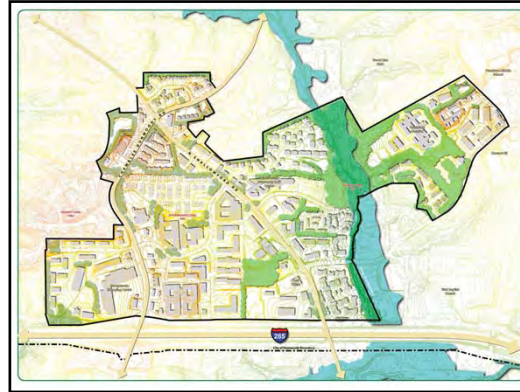
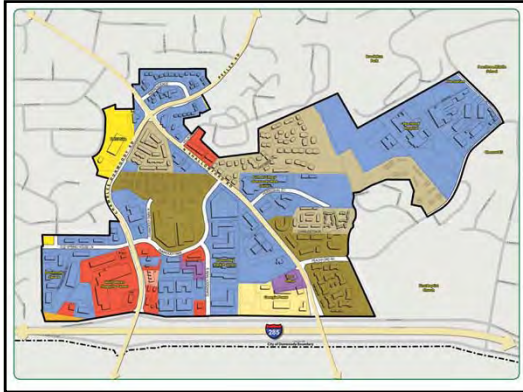
- Enhance the area's appearance as a gateway into the City
- Recognize greater redevelopment potential of properties along I-285 and the Emory Dunwoody Medical Center property
- Explore opportunities for senior oriented housing
- Maintain small scale office opportunities
- Connect Georgetown Area to other community areas (Dunwoody Village, Perimeter, Others?)
- Consider school capacity concerns as they relate to potential redevelopment

Community Issues

Master Plan Questions for Discussion

- Should Georgetown be a "destination" or simply an improved neighborhood retail and office center
- Who is the proper market audience for Georgetown? What types of uses does that market support?
- How will future transit impact the area?
- How can a consistent design theme or character best be realized?
- How can the City and community best attract the goods and services desired for the area?
- How much, if any, public investment will be appropriate and necessary to catalyze redevelopment of key properties?
- Is there potential for a Civic Facility to be located in Georgetown? What type of facility is most appropriate?





Demographics Drive Real Estate Demand			
	Georgetown Study Area	City of Dunwoody	Atlanta MSA
Population (Claritas Est.)	4,106	36,166	5.5 million
% Owner Occupied Units	40%	62%	69%
% 1 and 2-person households	72%	68%	53%
Median HH Income	\$66,000	\$87,000	\$59,000
Median Age	38	42	35
Notes	-Grew at rapid rate in 1990s - Racial and ethnic diversity reflects MSA	- Greatest growth projected for empty nester and retiree age cohorts	- Projected to grow 12.5% over next 5 years

Existing Market Conditions

- Home to nearly 1 million square feet of **office** space
 - Medical concentration
 - Primarily smaller, Class C buildings
 - Median year built = 1974
 - High vacancies in market overall, Perimeter included
- 220,000 SF of neighborhood retail
 - Retail rents average around \$20 per sf (above the Atlanta average but down 10% from peak)
 - Occupancies trending downward into the mid-80% range, in-line with the Atlanta market overall at 90%
- Just over 2,400 multifamily apartments
 - Median year built in broader area is 1990
 - Sector strengthening with strong market forecasts in coming 5 years
- For-sale residential market stabilizing
 - Study area will have to work through distressed properties from last development cycle

Initial Market Opportunities Assessment

- Opportunities to redevelop aging and/or economically obsolete properties
- Regionally-serving office is likely viable in long term but not likely in next development cycle
 - Future of medical in Georgetown is major strategic issue
- Additional retail possible in longer term, as part of mixed-use development/redevelopments
- Limited opportunity for additional for-sale residential in near term. Potentially strong opportunity for townhome, condominium, and some cluster single-family in mid-term
 - Location can appeal to broad cross-section of target market audiences – young professionals through retirees
- Rental residential likely strong opportunity in near term
 - May not be desirable unless part of redevelopment of existing units
 - Opportunity for age-targeted and/or age-restricted

Georgetown Compass Survey



Planning Stations

1. Change/No Change
2. Concerns
3. Vision for Georgetown



City of Dunwoody

Georgetown/North Shallowford Area Master Plan
Next Public Meeting



October 6, 2010
7:00 PM
Peachtree Charter Middle School

**City of Dunwoody
Dunwoody Village and Georgetown/North Shallowford Master Plans
Project Management Team Meeting**

September 28, 2010

AGENDA

1. Activities Underway
 - a. Village Sounding Board meetings completed- 9/14
 - b. Georgetown Workshop #1 completed- 9/15
 - c. Village Workshop #1 completed- 9/21
 - d. Workshop Community Surveys and exercises tabulated
2. Upcoming Meetings
 - a. Village Sounding Board- Monday 10/4, City Hall
 - b. Georgetown Sounding Board- Monday 10/4, City Hall
 - c. Georgetown Workshop #2- Wednesday 10/6, Peachtree Middle School
 - d. Dunwoody Village Workshop #2- Thursday, 10/28, Dunwoody Baptist
 - e. Next PMT Meeting- Tuesday 10/26 (to be confirmed)
3. Discussion Items
 - a. Review of Public Workshops
 - b. Preliminary Survey and Workshop Exercise Results
 - c. Website and Community Survey/Activities
 - d. Planning for next Sounding Board Meetings and Workshops
 - e. Confirm next PMT Meeting date

**City of Dunwoody
Georgetown/North Shallowford Master Plan
Sounding Board Meeting #2**

October 4, 2010

AGENDA

1. Welcome
2. Overview of September 15th Public Workshop
3. Discussion of Georgetown/North Shallowford Opportunities
4. Preview of Wednesday Evening Community Workshop

Next Meeting- November 1st, Dunwoody City Council Chamber

For more information please visit www.dunwoodyga.gov

***Contact: Kimberly Greer
678-382-6709
Kimberly.Greer@dunwoodyga.gov***

City of Dunwoody
Georgetown/North Shallowford Master Plan
Community Workshop #2

October 6, 2010

AGENDA

1. Overview of September 15th Workshop and Community Input
2. Georgetown/North Shallowford Area Opportunities
3. Community Planning Exercises- Framework Plan
4. Next Steps

Next Meeting- November 3rd, 7:00 PM
Peachtree Charter Middle School Cafeteria
4664 North Peachtree Road

For more information on the Georgetown/North Shallowford Master Plan and additional input opportunities please visit www.dunwoodyga.gov

Contact: Kimberly Greer
678-382-6709
Kimberly.Greer@dunwoodyga.gov

NAME
Gaylen+Gayle Ehrig
Lorraine & Van Lane
Gerri Penn
KATHY FRIES
Tom Diner
Kevin Trammell
Kathryn Chambless
Don Converse
TANIA ARMEN
Wright Dempsey
Paul Lodwice
COMMUNITY WORKSHOP #2

NAME
Steve Ellet
JIM GILMORE
HUGH J. FRIES
Ted/Cande Rosen
Cassie Odum
Doug Thompson
ADRIAN BOWSER
Grent Adams
Louise Duene
Paul Davis
Alex Hill

COMMUNITY WORKSHOP #2

NAME
Samuel Harrell
John Henaghan
Linda Skulin
ROBERT WITTENSTEIN
Susan Bruder
ROXANNE HASLACH
Crista Wrenn
MIKE DAVIS
BILL GROSSMAN
Tom Statham
Debbie Montgomery

COMMUNITY WORKSHOP #2

NAME
ZOB BARNWELL
Joe Bruder
Susan Harper
Don WRENN
Seamus McAllister
Mark Dorrell
Sarah Sloan

COMMUNITY WORKSHOP #2

City of Dunwoody

Georgetown/North Shallowford Area Master Plan Public Workshop #2



October 6, 2010
Urban Collage, Inc. with
Houseal Lavigne, RCLCo, Kimley-Horn/Urban Resource Group, & Market + Main

Agenda

1. Overview of September 15th Workshop
2. Georgetown/North Shallowford Area Opportunities
3. Community Planning Exercises / Framework Plan
 - Short-Term Redevelopment Opportunities
 - Long-Term Redevelopment Opportunities
 - Open Space & Circulation Opportunities
4. Next Steps

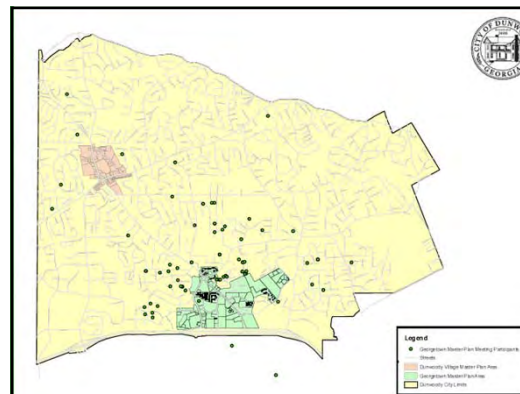
Workshop #1 Summary

- Wednesday, September 15th, 7pm
- Peachtree Middle School (Cafeteria)
- +/-120 Participants

September 15th Agenda:

1. Process Overview
2. Existing Conditions, Issues and Opportunities
3. Georgetown Compass Survey
4. Planning Stations

*"I'd like to know how many of [the]
people present live in this zone"*

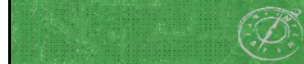


Community Survey Demographics from the 1st Public Workshop

- 94 returned surveys
- Tenure
 - 56% have lived or worked in Dunwoody for over 20 years
 - 26% between 10 and 20 years
 - 14% between 5 and 10 years
 - 5% less than 2 years
- Age
 - 47% over age 65
 - 30% between ages 51-65
 - 23% under age 50

*"Good meeting and survey!!
Thank you."*

*"NO low density options in all images!
Prejudiced survey!!!"*



Georgetown / N. Shallowford COMPASS Survey

- 2 main parts: IMAGES and QUESTIONS
- Images are divided into 4 categories:
 - 3 for BUILDING CHARACTER and 1 for CIRCULATION & OPEN SPACE
- BUILDING CHARACTER images vary by location
- Rate each image for it's "appropriateness" using a scale of 1 to 5
- 1 = not appropriate/undesirable; 5 = appropriate/desirable
- Images are "reality-based"
- Think about long term – is this appropriate someday?

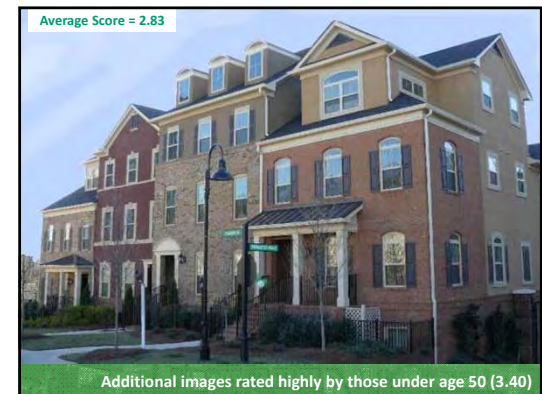
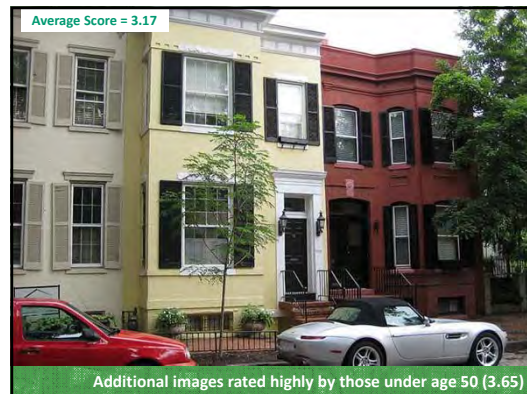
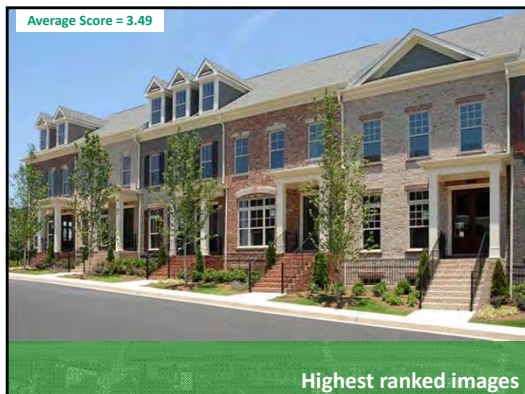
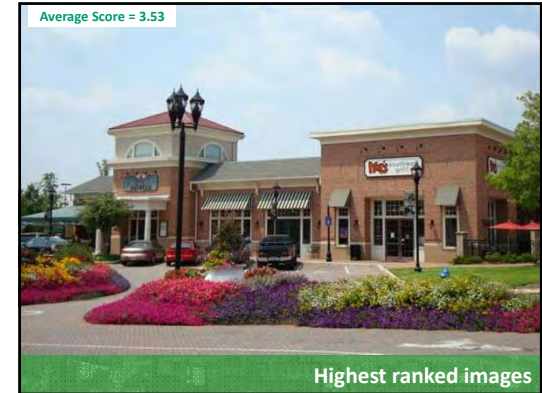
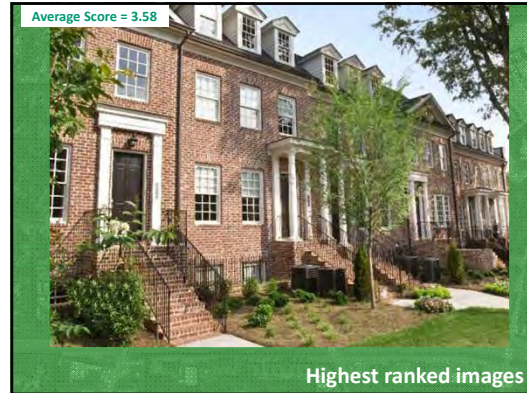


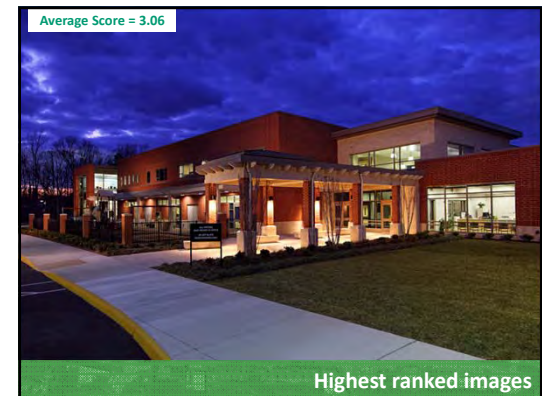
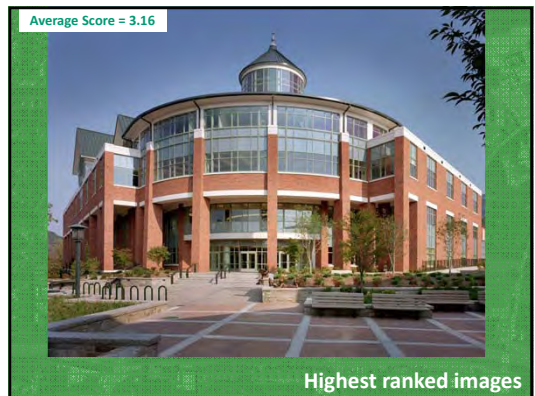
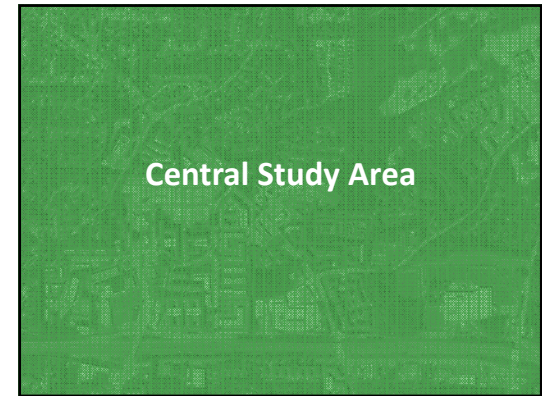
Neighborhood Transition Area

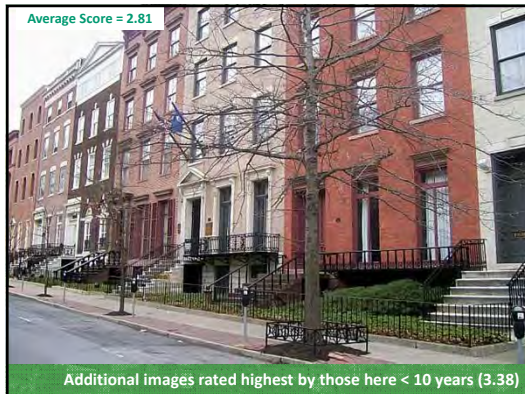
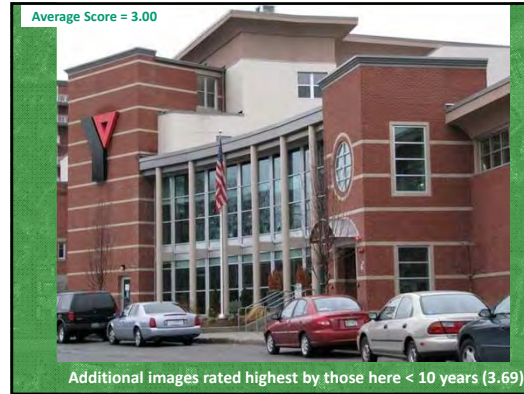
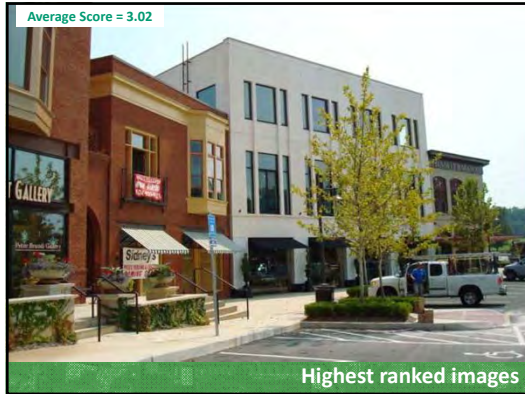
Average Score = 3.77

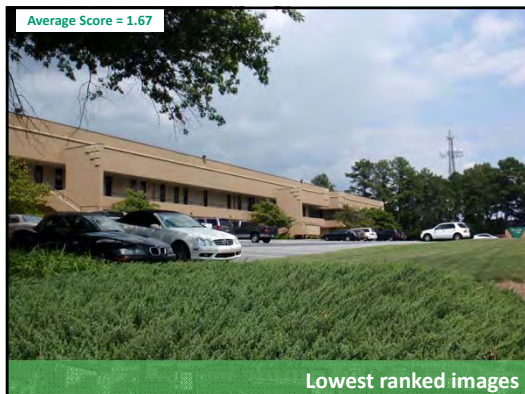
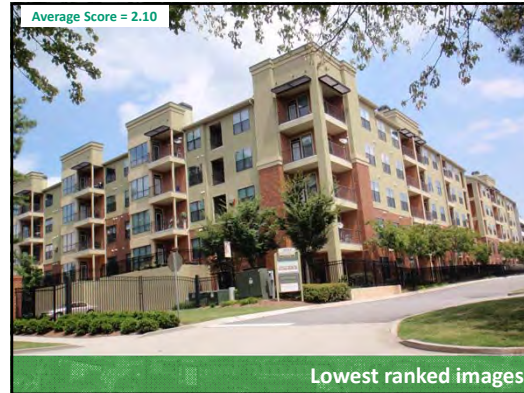


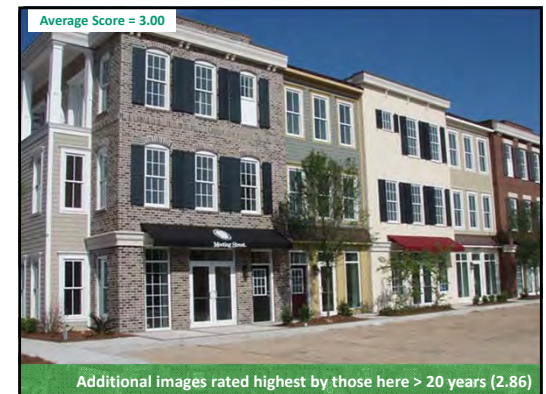
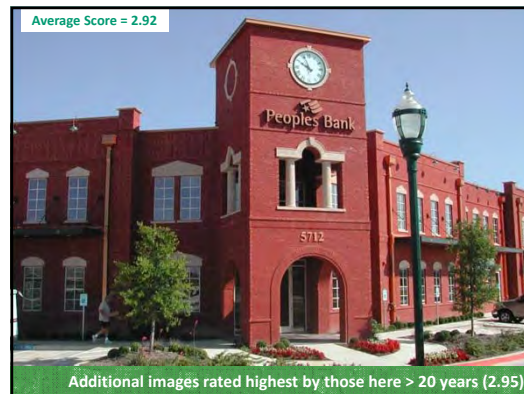
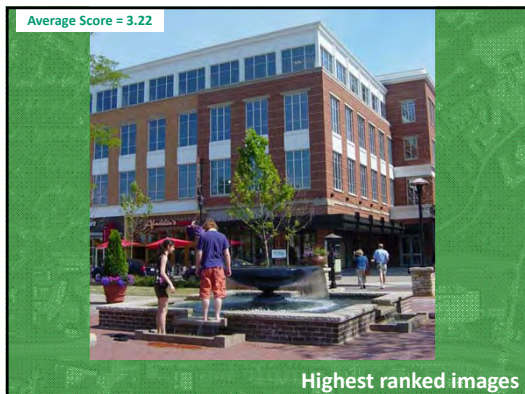
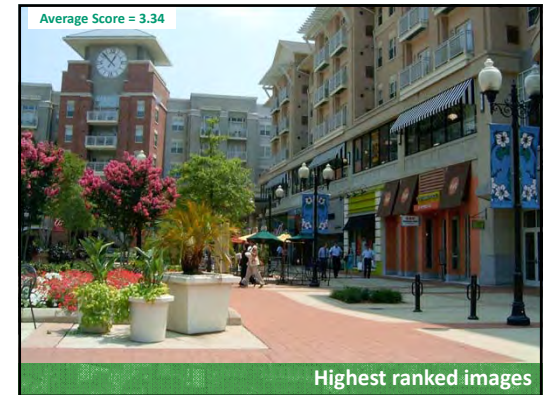
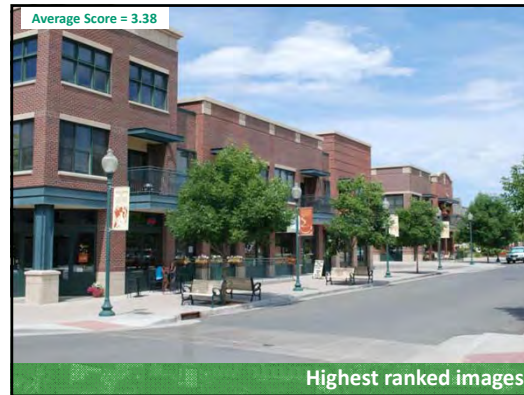
Highest ranked images

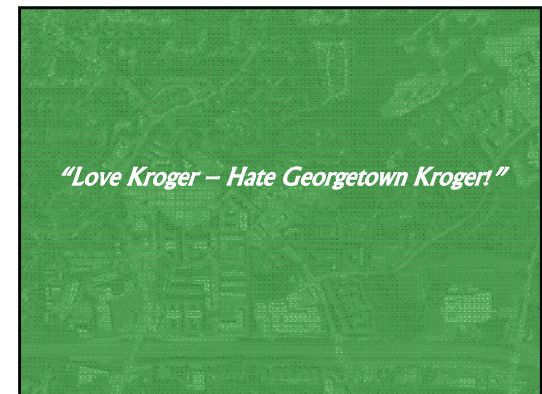
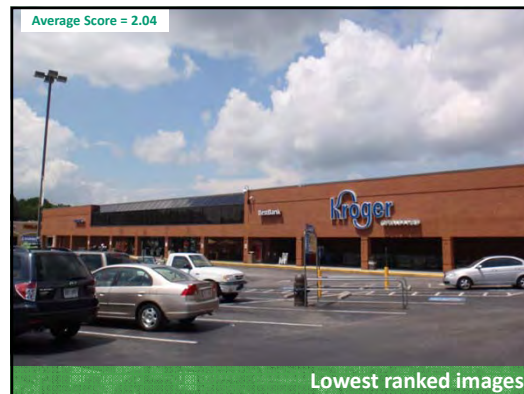
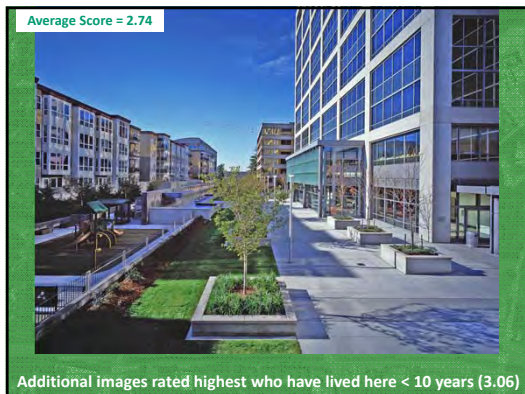
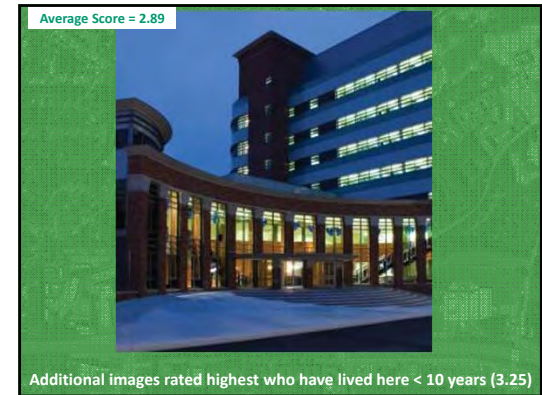
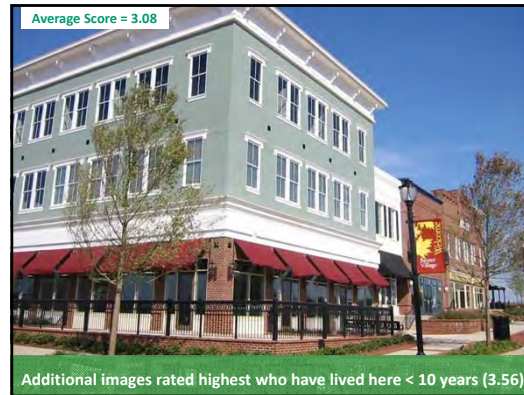
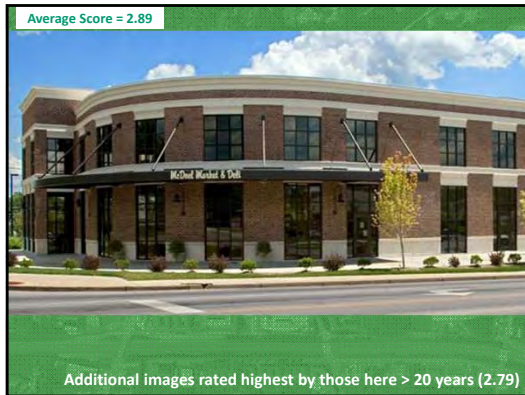


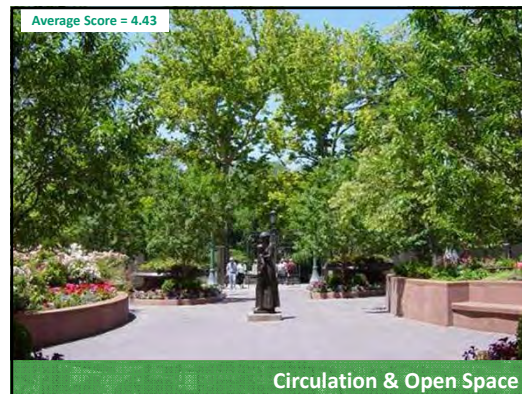
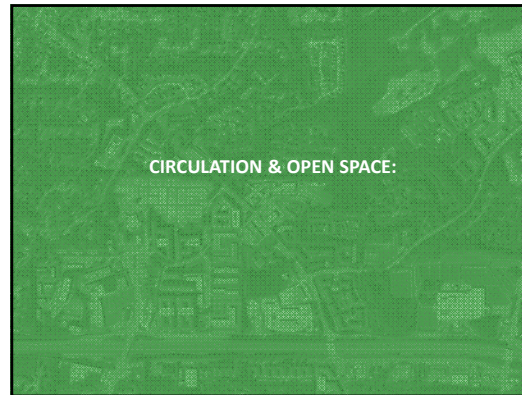
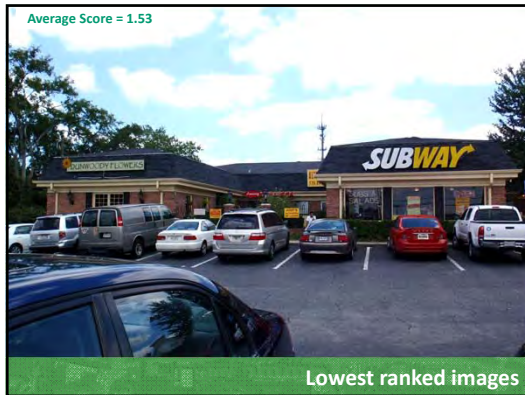












"The ability to walk/run in this area is an important attribute."

Average Score = 4.26



Circulation & Open Space

Average Score = 4.08



Circulation & Open Space

Average Score = 3.96



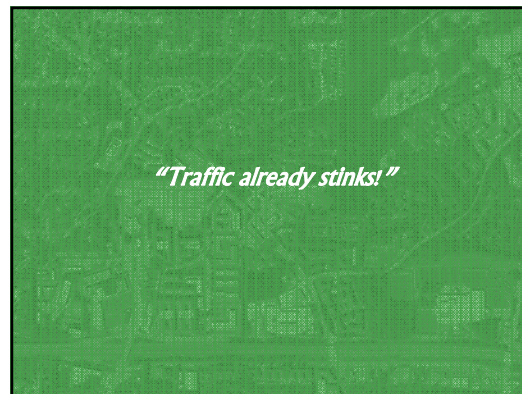
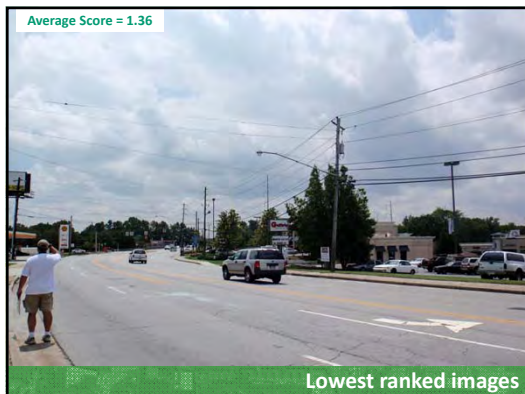
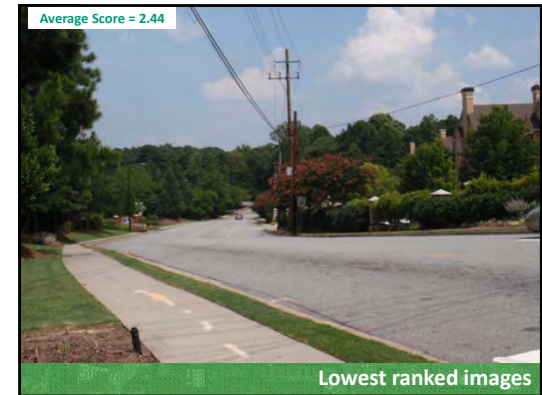
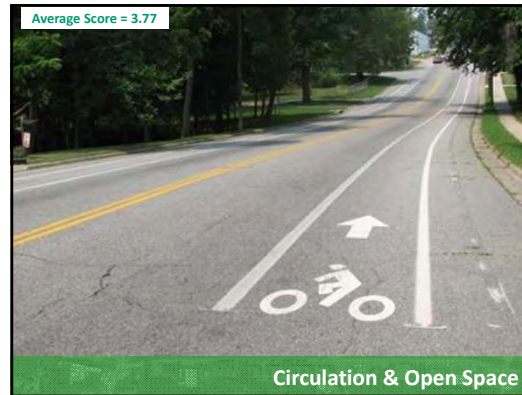
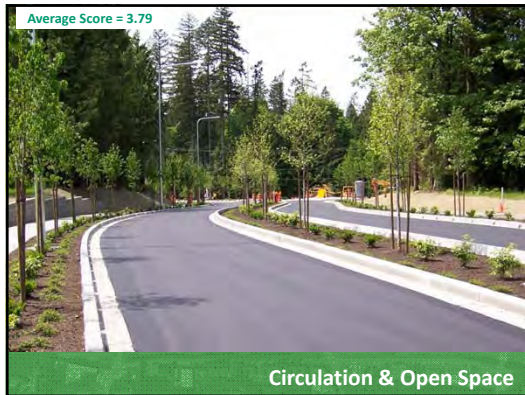
Circulation & Open Space

Average Score = 3.91



Circulation & Open Space

"More and better access between neighborhoods is very important to me."



Survey responses to date

What is your perception of the look and character of the Georgetown/North Shallowford Area?

- 74% - Needs extensive improvement and redevelopment
- 18% - Needs some improvement and redevelopment
- 6% - Could use some landscaping/general improvements
- 1% - Looks fine as it is

"The status quo is COMPLETELY unacceptable in EVERY aspect."

"As a gateway into Dunwoody, [Georgetown] does not match the image [of the community]. Very old and dated looking. Area appears very neglected."

Survey responses to date

What types of uses are most appropriate for the future of the Georgetown/North Shallowford Area?

- Retail stores/shops – 3.5
- Residential – 3.4
- Mix of office over retail – 3.2
- Mix of housing, retail, & office – 3.2
- Office – 2.3

"No more apartments!"

"I would like a high-end, sophisticated retirement development..."

"If senior living is developed, there is an enormous population in Dunwoody that would like to stay in Dunwoody..."

Survey responses to date

What types of senior housing are needed within the Georgetown/North Shallowford Area?

	All Ages	Over 65
Cluster Homes	4.0	4.2
Townhomes	3.5	3.4
Assisted Living	3.4	3.4
Apartments	3.3	3.7

Survey responses to date

What types of institutions are needed or need a higher profile within Georgetown/North Shallowford?

	All Ages	Under 50
Senior Center	3.7	3.6
Recreation Center	3.5	4.5
Post Office	3.3	3.8
Municipal Complex	3.2	3.7
Library	3.2	3.6

"We need a Senior Citizen Center"

"I would like City Hall and [the] Police Station centered in this area."

"Move the College to Georgetown/Shallowford"

Survey responses to date

Preferred uses for potential redevelopment areas?

Area	Preferred Uses
Emory Medical Center	1. Park or Rec/Community Center 2. Senior residential community 3. Residential townhomes/cluster
PVC Farm	1. Park or Rec/Community Center 2. Senior residential community 3. Institution
I-285 Corridor	1. Mixed-use (retail & office) 2. Mixed-use (retail, office, housing) 3. Office

Survey responses to date

What types of open spaces are needed or need to be more accessible?

- Walking/Biking Trails – 4.3
- Passive Green Space – 3.9
- Small Pocket Park/Plaza – 3.8
- Large Central Park/Plaza – 3.3
- Recreation Areas/Playgrounds – 3.1

Survey responses to date

What transportation issues are most pressing?

- Uninviting Pedestrian Environment – 4.5
- Lack of Pedestrian Sidewalks – 4.3
- Traffic Congestion – 4.1
- Street Maintenance – 4.0
- Lack of Bicycle Paths – 4.0

Survey responses to date

What should be the highest priority in terms of improving the quality of life in Georgetown/North Shallowford?

- Encourage High-Quality Redevelopment – 4.4
- Create Open Space/Parks – 4.2
- Make the Area More Walkable/Bikable – 4.1
- Enhance the Area's Identity – 3.7
- Transportation Improvements – 3.5

“I view Georgetown from the eyes of a person who built a home [here] in 1962 with the hope it could become an upscale single family residential neighborhood with a good upscale shopping center nearby providing food stores, clothing stores, hardware stores, home furnishing stores in well landscaped areas with sidewalks and parks.... It still could happen!”

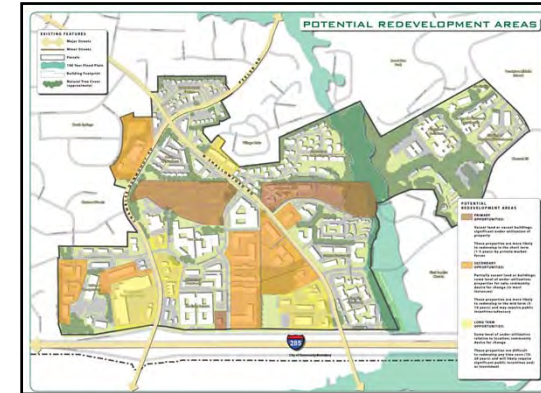


Short to Mid-Term (0-7 years) Market Opportunities

- Rental residential likely strong opportunity in near term, but not generally desired by the community
 - Opportunity for age-targeted and/or age-restricted
 - Modern senior housing options are limited in the immediate area
- Limited opportunity for additional for-sale residential in near term. Potentially strong opportunity for townhome, condominium, and some cluster single-family in mid-term.
 - Location can appeal to broad cross-section of target market audiences – young professionals through retirees
 - Large redevelopment parcels will allow for a variety of residential formats

Long-Term (7+ years) Market Opportunities

- Additional retail opportunity in longer term, as part of mixed-use development/redevelopments
 - Likely to be smaller 'doses' neighborhood serving retail
 - Attracting significant new retail development is challenging due to the proximity (within 2 miles) of both Dunwoody Village and Perimeter Center.
 - New tenants in underserved retail categories may organically fill vacant spaces in short-term, don't necessarily have to be part of new development
- Regionally-serving office is likely viable in long term but not likely in next development cycle
 - New office development is not likely in the next five years until vacant space is backfilled
 - Smaller-scale, service-related office is currently oversupplied but may become viable over the long-term if aging structures are replaced as part of redevelopment



Community Planning Exercises

*"We need a good plan. We have the people
in this community to make it great!"*

*"Do what you gotta do. Bring about
change."*

**City of Dunwoody
Dunwoody Village and Georgetown/North Shallowford Master Plans
Project Management Team Meeting**

October 26, 2010

AGENDA

1. Activities Underway
 - a. Village Sounding Board- Monday 10/4, City Hall
 - b. Georgetown Sounding Board- Monday 10/4, City Hall
 - c. Georgetown Workshop #2- Wednesday 10/6, Peachtree Middle School
 - d. Georgetown Preliminary Concept Plans completed
2. Upcoming Meetings
 - a. Dunwoody Village Workshop #2- Thursday, 10/28, Dunwoody Baptist
 - b. Village Sounding Board- Monday 11/1, City Hall
 - c. Georgetown Sounding Board- Monday 11/1, City Hall
 - d. Georgetown Workshop #3- Wednesday 11/3, Peachtree Middle School
 - e. Next PMT Meeting- Tuesday 11/30
3. Discussion Items
 - a. Preparation for Dunwoody Village Workshop #2
 - b. Georgetown Workshop #2 results and preliminary concept plans
 - c. Upcoming Sounding Board Meetings
 - d. Website

**City of Dunwoody
Georgetown/North Shallowford Master Plan
Sounding Board Meeting #3**

November 1, 2010

AGENDA

1. Welcome
2. Overview of October 6th Public Workshop
3. Discussion of Georgetown/North Shallowford Framework Plans
4. Preview of Wednesday Evening Community Workshop

For more information please visit www.dunwoodyga.gov

Contact: Kimberly Greer
678-382-6709
Kimberly.Greer@dunwoodyga.gov

City of Dunwoody
Georgetown/North Shallowford Master Plan
Community Workshop #3

November 3, 2010

AGENDA

1. Welcome
2. Overview of October 6th Public Workshop
3. Presentation of Draft Georgetown/North Shallowford Framework Plans
4. Community Planning Exercises
5. Next Steps

Next Meeting- January 19, 2010, 7:00 PM
Peachtree Charter Middle School Cafeteria
4664 North Peachtree Road

For more information on the Georgetown/North Shallowford Master Plan and
additional input opportunities please visit www.dunwoodyga.gov

Contact: Kimberly Greer
678-382-6709
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Juliet SARGENT
Bob WARNER
Ben "
STAN REID
CHUCK ELLET
KARA EADS
Bob Dallas
Beth Keith
Thomas ARTHUR
Paul LUDWIG
COMMUNITY WORKSHOP #3

NAME
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R.D. SPEAR
W.H. Weeks
Fran Fuchs
Jim Fuchs
Linda Skulin
Jim Littlefield
LUKE MASLOW
John Lundeen
Susan Harper
S. Wenner

COMMUNITY WORKSHOP #3

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Frank Lockridge
CLAUDE T. MURPHY
ROBERT WITTONSTEIN
Justin Collifer
Don Converse
Anita Leot La
Bob Lundstrom

COMMUNITY WORKSHOP #3

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NANCY BALDWIN
CAROL BURKS
AL & Pam ADAMS
JIM GILMORE
BOB BARNWELL
John LaBarca
Rob Weir

COMMUNITY WORKSHOP #3



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 6th 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

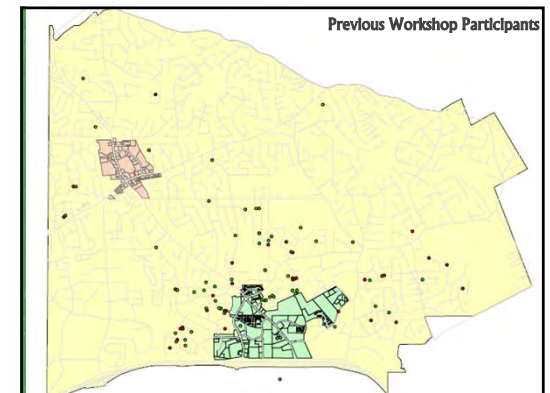


Workshop #2 Summary

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

Workshop #2 Agenda:

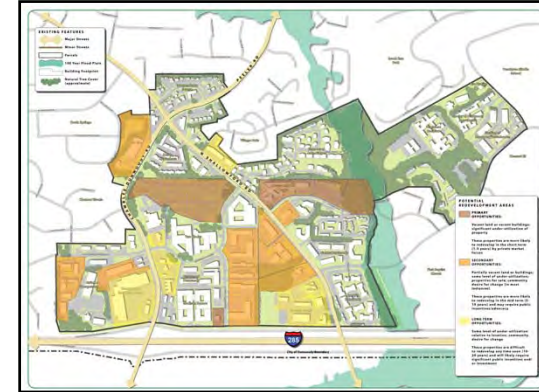
1. Overview of Workshop #1 Results (Incl. survey)
2. Redevelopment Sites/Opportunities
3. Community Planning Exercises





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”



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



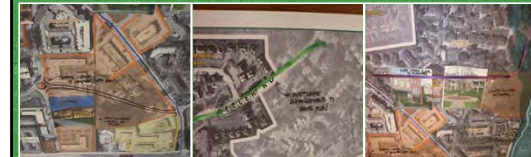
Using green construction paper...
choose a location for:

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

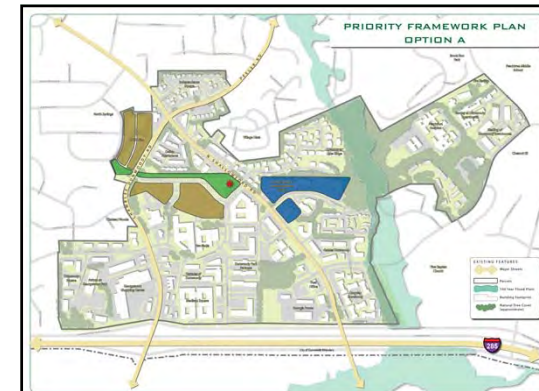
- Consolidation of:
 - Community desires
 - Economic / real estate realities
 - Professional recommendations
- 3 options to consider
- Each option represents a possible fork in the road
- May end up with a “preferred” but will likely carry multiple options (as refined) to maintain flexibility
- Not the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

A Word on “Place Making”:



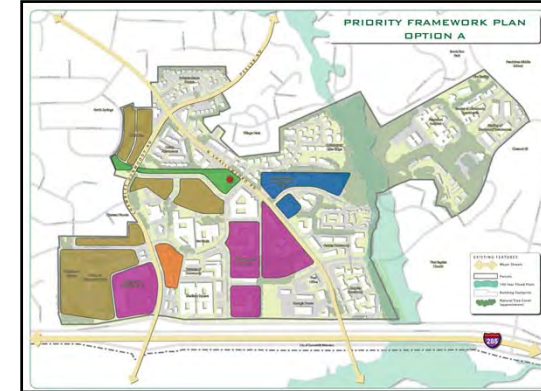
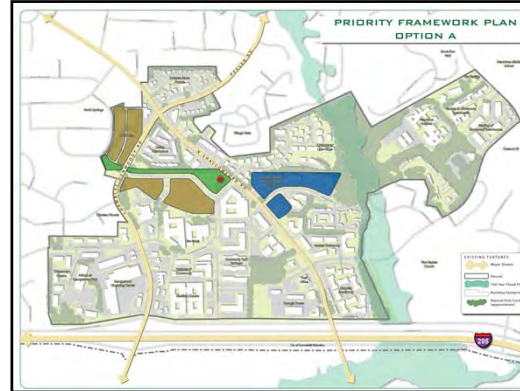
- Georgetown lacks a “there”
- Creating a community “focal point” by bringing many things together in one place:
 - open space, civic institution and new residential development
- Accessible and visible to all: trails, roads, bikes
- Don’t compete with Brook Run, Dunwoody Village or Perimeter Center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

Framework Plan OPTION A



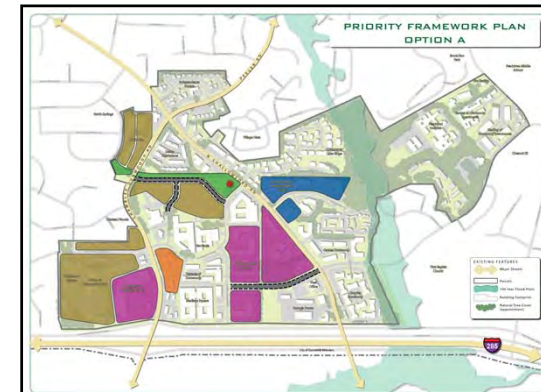
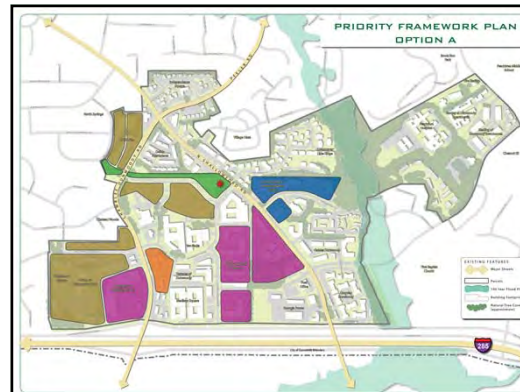
SHORT TO MID-TERM DEVELOPMENT:

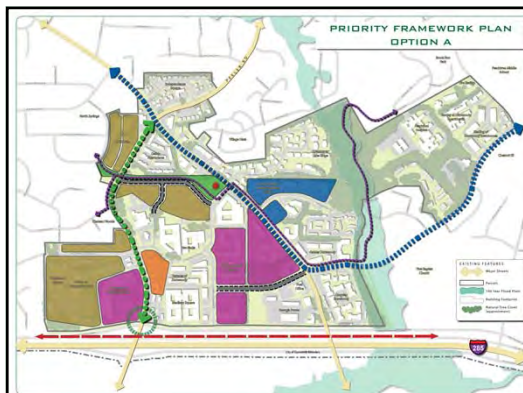
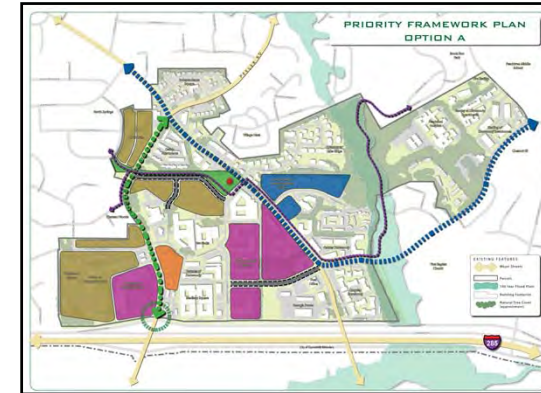
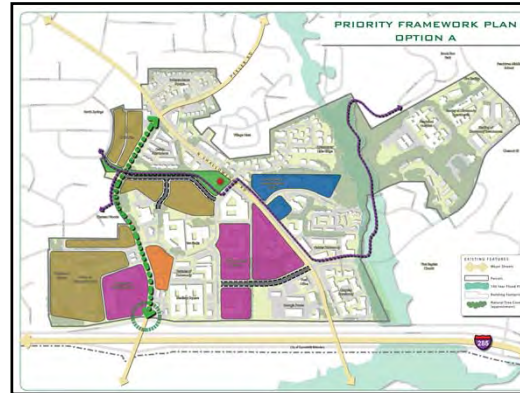
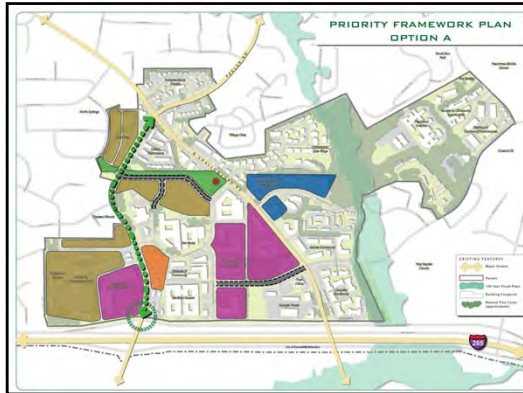
Element	Strategy
Focal Point	N. Shallowford
PVC Farm	For-Sale Residential Small Open Space
DCSS Site	For-Sale Residential (mixed density)
Emory Hospital Site	Civic Institution
Potential Residential Types	Townhome, Condo, Senior
Potential Institutions	Community Center (County?) Recreation/Fitness (Private) 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



LONGER-TERM DEVELOPMENT:

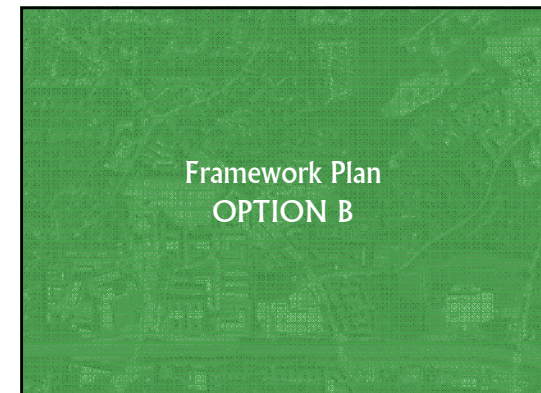
- **Dunwoody Square Area:** Focus on senior housing including independent living, assisted living and skilled nursing
- **Georgetown Shopping Center:** Mixed-Use / Transit-Oriented Development
- **East Side of Chamblee-Dunwoody:** Commercial improvement / redevelopment
- **Dunwoody Park / N. Shallowford:**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

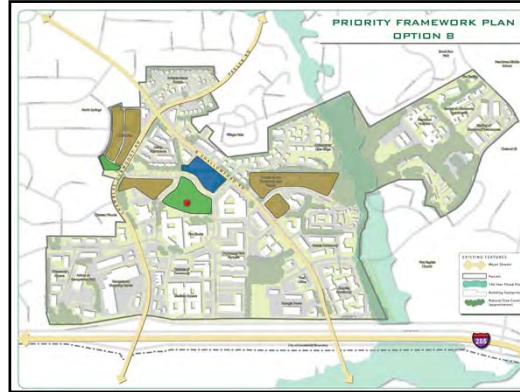




PRIMARY CIRCULATION

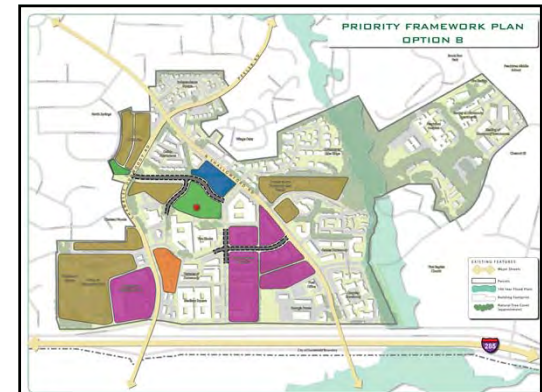
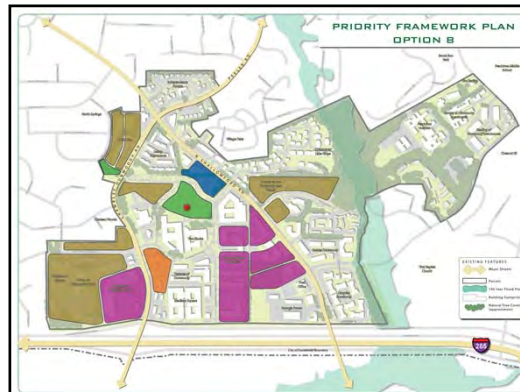
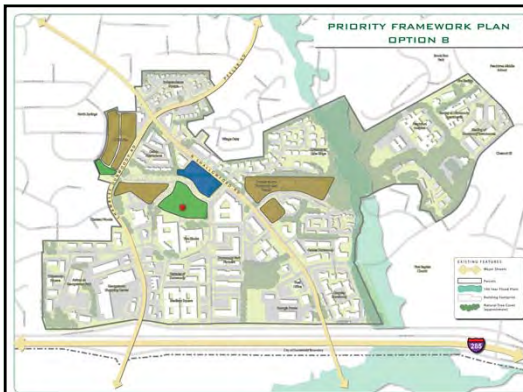
- **New Roadways:** Improve east-west connections – associated with redevelopments
- **Streetscape:** Chamblee-Dunwoody – gateway from I-285
- **Greenway Trail:** Connects Brook Run to west side neighborhoods – Issues crossing flood plain
- **On-Street Bike Route:** N. Shallowford to Peachford – existing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

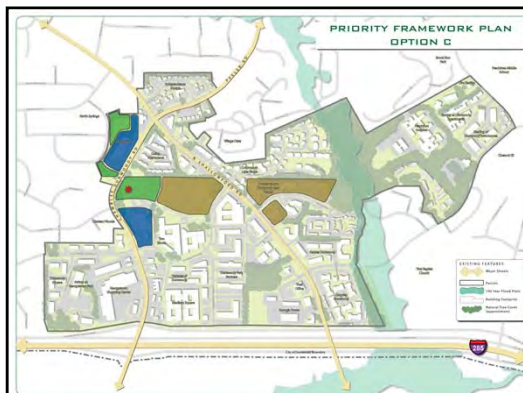
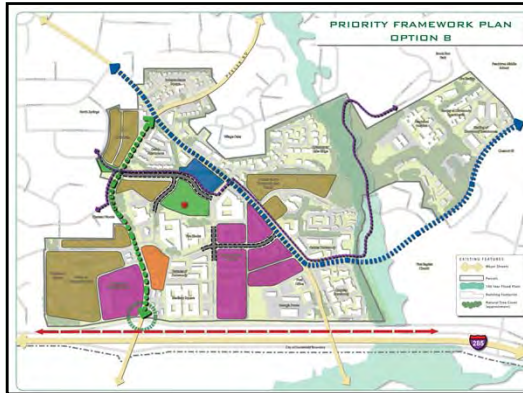




SHORT TO MID-TERM DEVELOPMENT:

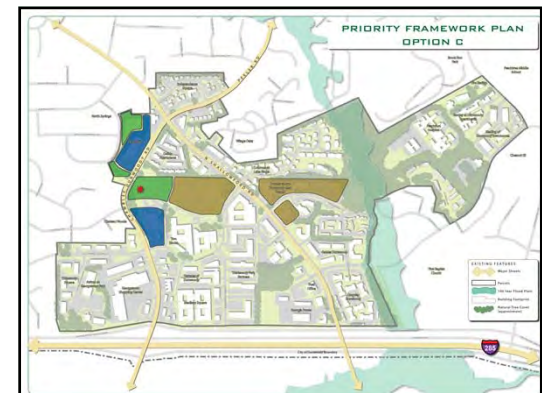
Element	Strategy
Focal Point	Centralized on PVC Farm
PVC Farm	Central Open Space Civic Institution For-Sale Residential
DCSS Site	For-Sale Residential (mixed density)
Emory Hospital Site	For-Sale Residential
Potential Residential Types	Townhome, Condo, Senior
Potential Institutions	Community Center (County?)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

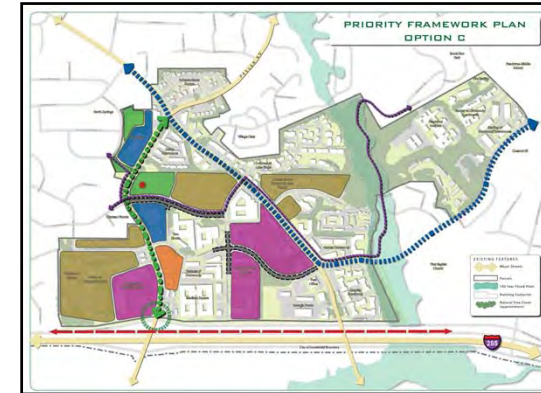
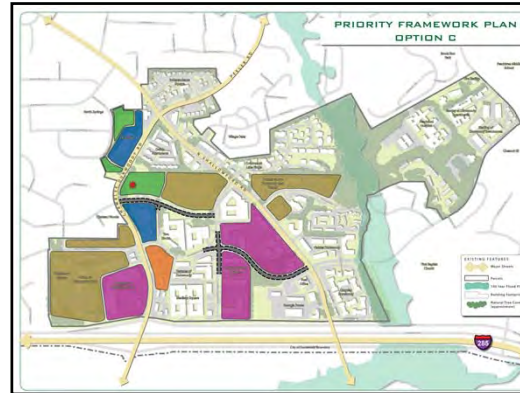
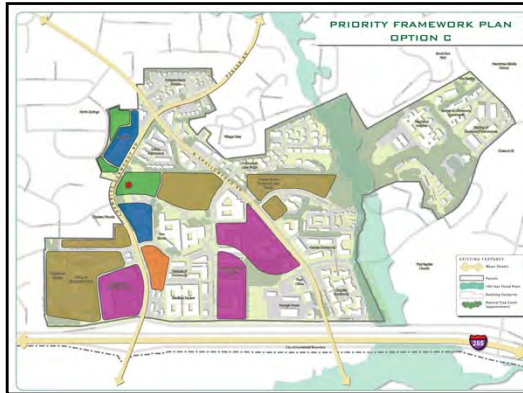




SHORT TO MID-TERM DEVELOPMENT:

Element	Strategy
Focal Point	Chamblee-Dunwoody
PVC Farm	Central Open Space For-Sale Residential
DCSS Site	Civic Institution Small Open Space
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? Mod. "market value" of PVC Site Public-Private Partnerships Include Jewish Family Services?





Community Planning Exercises

Community Planning Exercises

EXERCISE #1:

- Discuss the pros and cons of the 3 Framework Options
- Which elements are most important?
- Are there any elements that are a concern?
- Which Option is your preferred vision for the future?
- You can "mix and match" elements within each Option (but only to a degree)

Community Planning Exercises

EXERCISE #2:

- Using your preferred Option, fill in the gaps
- Use a green marker to identify "secondary" streetscapes
- Use a purple marker to identify "secondary" greenway trails
- Use a blue marker to identify extensions to the on-street bike route
- Identify long-term redevelopment options (if any) for:
 - N. Shallowford Commercial Node
 - Post Office Site / Georgia Power
 - Any others?

Community Planning Exercises

EXERCISE #3:

- Discuss the Impacts of potential future TRANSIT along I-285
- Where would you locate a transit stop?
- Does the potential presence of transit change your thinking about any of the Framework Plan elements?

**City of Dunwoody
Dunwoody Village and Georgetown/North Shallowford Master Plans
Project Management Team Meeting**

November 30, 2010

AGENDA

1. Activities Underway since last Management Team Meeting

- a. Dunwoody Village Workshop #2- Thursday, 10/28, Dunwoody Baptist
- b. Dunwoody Village Sounding Board- Monday 11/1, City Hall
- c. Georgetown Sounding Board- Monday 11/1, City Hall
- d. Georgetown Workshop #3- Wednesday 11/3, Peachtree Middle School
- e. Dunwoody Village Workshop #3- Thursday 11/18, Dunwoody Methodist
- f. Dunwoody Village Preliminary Concept Plans completed

2. Upcoming Meetings

- a. Master Plan Open House- Thursday 12/2 from 10 AM – Noon and 2 PM-4 PM
- b. Councilmember Interviews- Thursday 12/2 at 9 AM, 1 PM, and 4 PM
- c. Georgetown Sounding Board- Tuesday 12/14, City Hall
- d. Dunwoody Village Sounding Board- Tuesday 12/14, City Hall
- e. Georgetown Workshop #4- Wednesday 1/19/11, Peachtree Middle School
- f. Dunwoody Village Workshop #4- Thursday 1/20/11, Dunwoody Methodist Fellowship Hall
- g. Next PMT Meeting- Friday 1/21/11

3. Discussion Items

- a. Dunwoody Village Recap and Next Steps
- b. Georgetown Recap and Next Steps
- c. 12/2 Open Houses and Councilmember Interviews
- d. Potential Dunwoody Village Scope Items for consideration
 - i. Houseal Lavigne Extension for December and January
 - ii. Schematic Open Space Design/Graphics
 - iii. Economic Analysis of Key Projects
 - iv. Additional Graphics/Marketing Material
 - v. Master Plan Summary Document and/or Poster
 - vi. Zoning Recommendations

**City of Dunwoody
Georgetown/North Shallowford Master Plan
Sounding Board Meeting #4**

January 14, 2011

AGENDA

- 1. Welcome
- 2. Overview of Previous Public Workshop
- 3. Discussion of Recommended Framework Plans
- 4. Preview of Community Planning Exercises

For more information please visit www.dunwoodyga.gov

Contact: Kimberly Greer
678-382-6709
Kimberly.Greer@dunwoodyga.gov

City of Dunwoody
Georgetown/North Shallowford Master Plan
Community Workshop #4

January 19, 2011

AGENDA

1. Welcome
2. Overview of Previous Public Workshops
3. Presentation of Recommended Framework Plans
4. Community Planning Exercises and Discussion

For more information on the Georgetown/North Shallowford Master Plan
please visit <http://www.dunwoodyga.gov/home.aspx>
and click the project tab on the right side of the homepage

Contact: Kimberly Greer
678-382-6709
Kimberly.Greer@dunwoodyga.gov

NAME
Bob Della
Donna Hardesty
Susan McAllister
Queenie Rose
Eddie Sharp
Linda Shih
PETER Cox
COMMUNITY WORKSHOP #4

NAME
Brian Harper
Livia Whisenant
Steve Ellet
Brenda Strickland
CARLA + ROLPH MASEAR
Joe DeVito
BILL CROSSMAN
Sharon Morris

COMMUNITY WORKSHOP #4

NAME
Danny Holmes
Ted Kerckhove
Sheila Dalmat
Rebecca More
Bob BARNWELL
Gerri Penn
Kinda Egan
Pat Wain
Ginger Heidbreder
Rosanne Scatidi
Chuck Ellet
Sharon Harris

COMMUNITY WORKSHOP #4

NAME
Stuart McLemore + Kathy Allen
Carl Pinkle
Paul Lowry
Michael Lu
Walter H. Wuk
Joe Seconoe
R E PALMER
Dutton Tree
Caryn + Irvin Ruben
Leslie Greenberg
Pat Miller

COMMUNITY WORKSHOP #4

NAME
KARA EADS
AL ADAMS
Bob & Bev WARNER
Stan/Susan Feid
John Lundeen
ADRIAN BONSER
Lon Converse

COMMUNITY WORKSHOP #4



Georgetown/North Shallowford Area Master Plan Workshop #4

January 19, 2011
Urban Collage, Inc. with
Houseal Lavigne, RCLCo, Kimley-Horn/Urban Resource Group, & Market + Main

Agenda

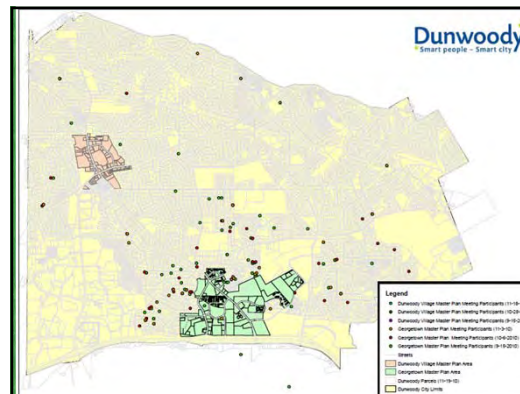
1. Welcome
2. Overview of Previous Public Workshops
3. Presentation of Recommended Framework Plans
4. Community Planning Exercises and Discussion

Overview of Previous Public Workshops

Community Workshops

1. September 15, 2010
2. October 6, 2010
3. November 3, 2010
4. January 19, 2011

www.dunwoodyga.gov
("projects" tab on right side of City's home page)

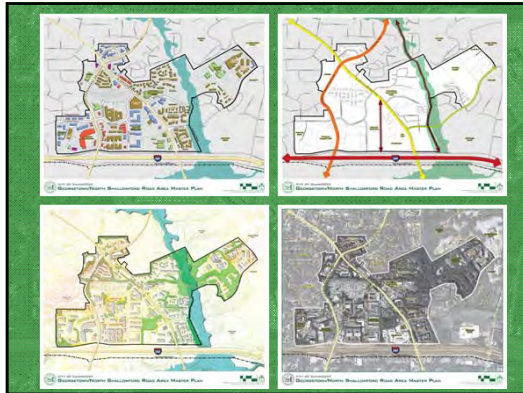


Workshop #1 Summary

- Wednesday, September 15th, 7pm
- Peachtree Middle School (Cafeteria)
- +/- 120 Participants

Workshop #1 Agenda:

1. Overview & Existing Conditions
2. Community Preference Survey
3. Interactive Planning Exercises



"The status quo is COMPLETELY unacceptable in EVERY aspect."

"As a gateway into Dunwoody, [Georgetown] does not match the image [of the community]. Very old and dated looking. Area appears very neglected."

"If senior living is developed, there is an enormous population in Dunwoody that would like to stay in Dunwoody..."

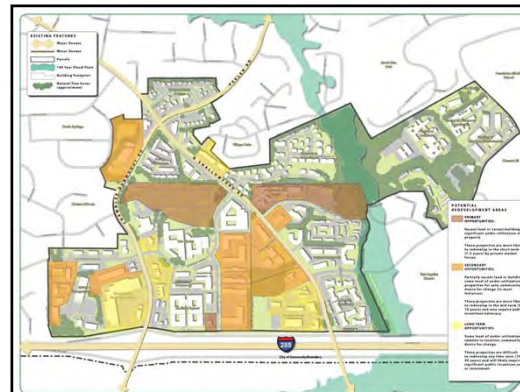


Workshop #2 Summary

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

Workshop #2 Agenda:

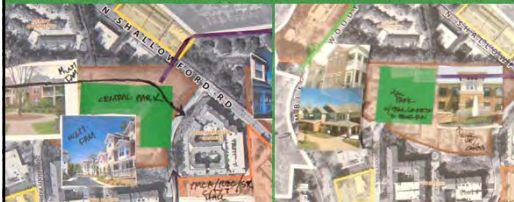
1. Overview of Workshop #1 and Survey Results
2. Redevelopment Sites/Opportunities
3. Community Planning Exercises



Use picture examples...



Identify new open space...



Choose priority locations for streetscapes, trails, bikes...

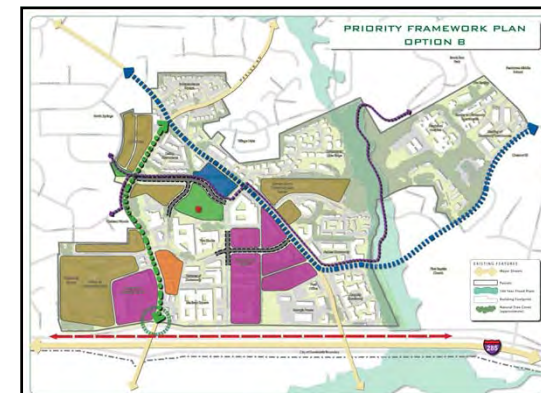
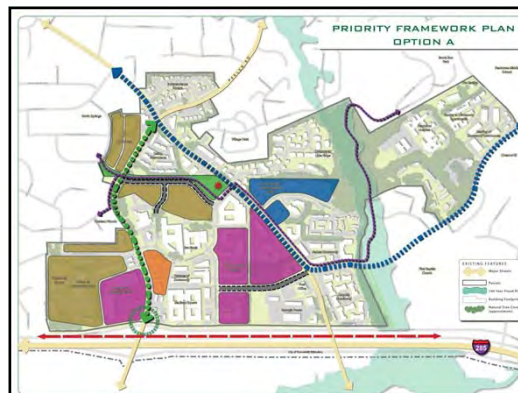


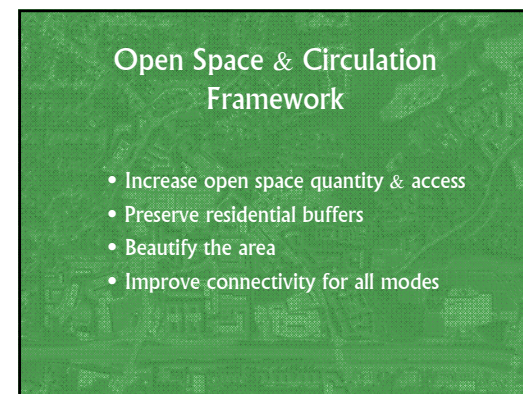
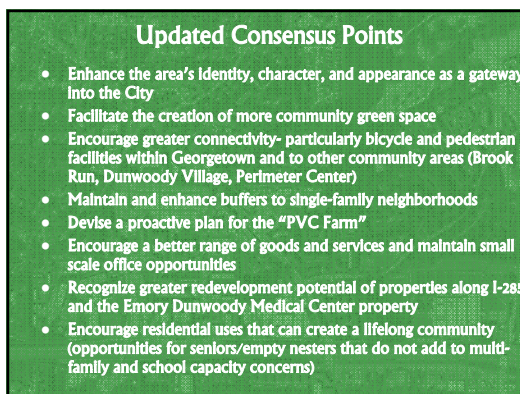
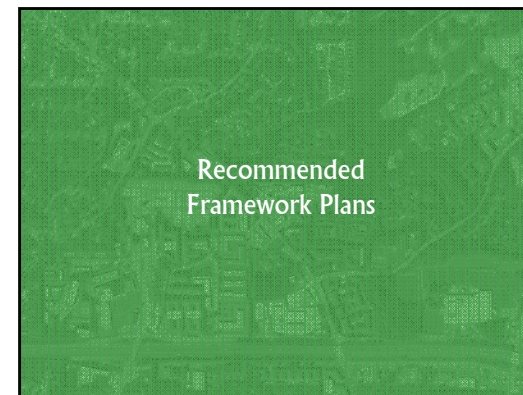
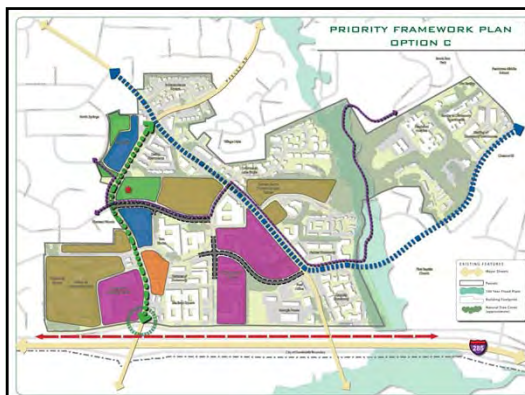
Workshop #3 Summary

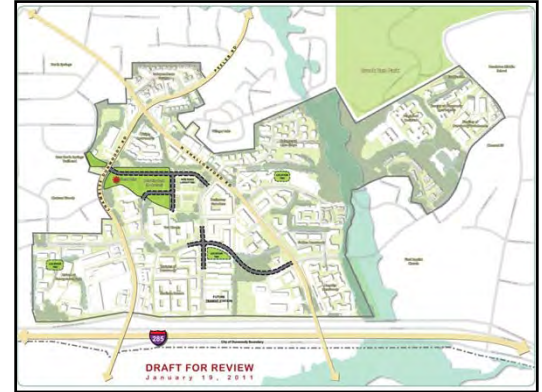
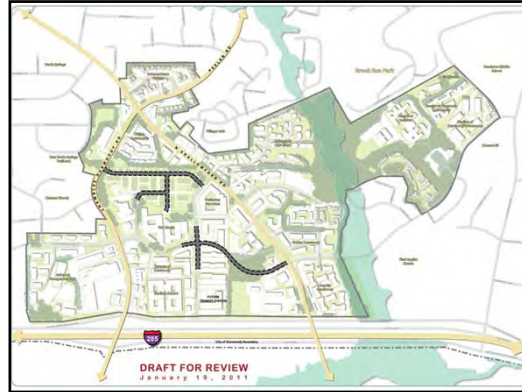
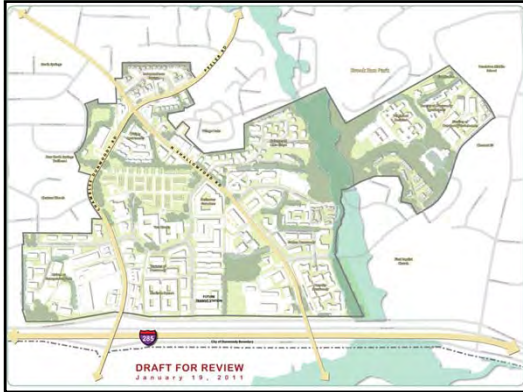
- Wednesday, November 3rd, 7pm
- Peachtree Middle School (Cafeteria)
- +/- 40 Participants

Workshop #3 Agenda:

1. Overview of October Workshop
2. Presentation of Framework Plan Options
3. Community Planning Exercises & Discussion



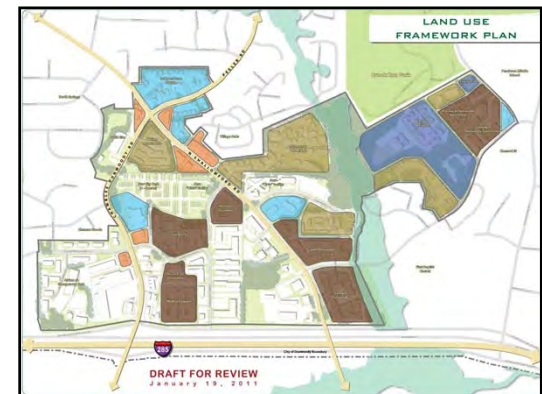
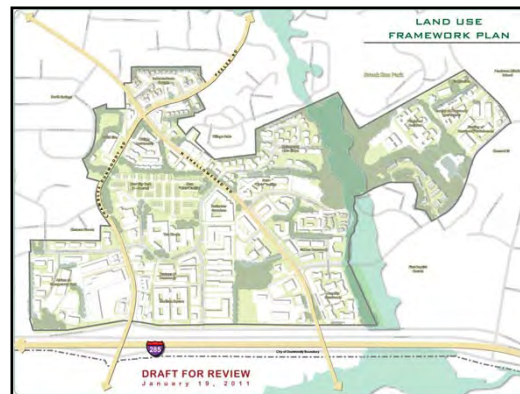


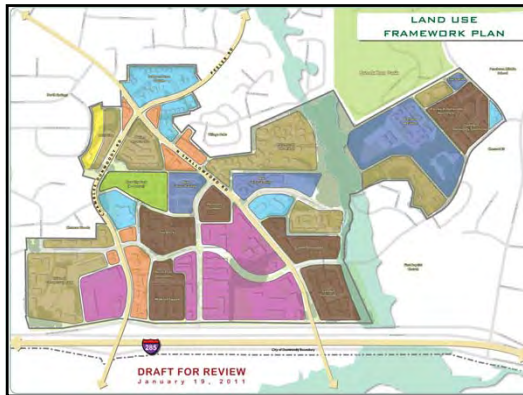




Land Use Framework

- Respect market & real estate realities
- Think about the long-term (20-year plan)
- New opportunities for senior housing
- Be mindful of adjacent neighborhoods





PVC Site

- Maximize community open space - flexible
- Coordinate green space uses with Parks and Recreation Master Plan
- Frame open space with complementary institution (or high-quality attached for-sale residential as an alternate)
- Recognize that some private development may be required to reduce costs for the City



DeKalb County School Site

- If site is sold or swapped by DCSS, should be considered for ownership residential
- Combination of small lot detached single-family (along Kellogg Circle) and attached single-family (facing Chamblee-Dunwoody Road)
- Potential for age-targeted development
- Likely high-end price points due to land values and low densities



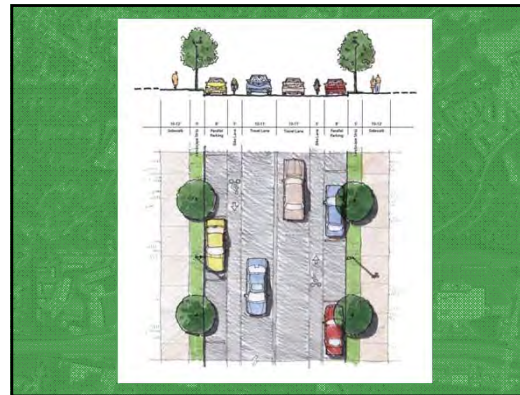
DeKalb County School Site



Dunwoody Park / I-285 Area

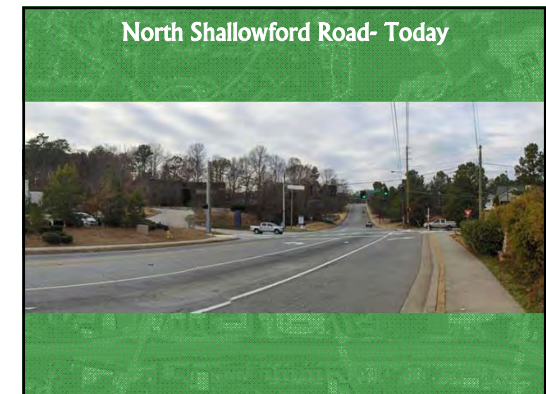
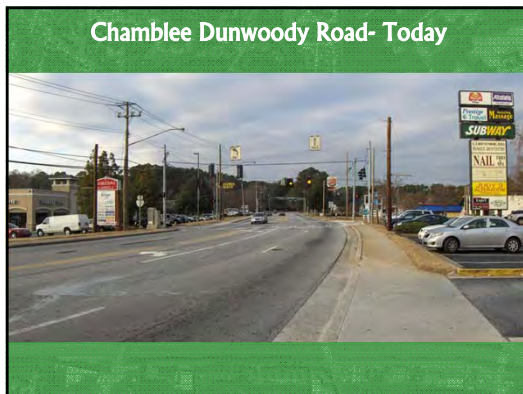
- Longer-term mixed use development opportunity
- Potential for office, retail, and residential
- 4-8 story mid-rise development with open space commitment
- Transit "friendly"
- New East-West road connector as a "complete street"





Streetscape, Trail & Bike Improvements

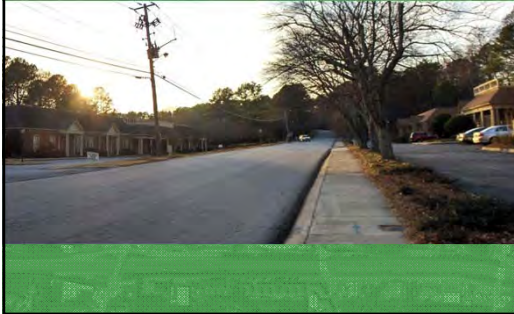
- Heavy focus on “beautification” including new trees, landscaping, and decorative lights
- More functional sidewalks, trails and bike routes
- Burial of overhead utility lines where feasible
- “Gateway” Impact at I-285



North Shallowford Road- Future



Old Spring House Lane- Today



Old Spring House Lane- Future



Community Input

What have we missed?

Don't forget: www.dunwoodyga.gov
("projects" tab on right side of City home page)

Where would you
spend the City's
limited resources?



- PVC Park
- Peachford Road Extension (through Dunwoody Park)
- Chamblee-Dunwoody Streetscape (I-285 to Peeler)
- Old Spring House Lane Trail/Bike (to Perimeter Center)
- Nancy Creek Greenway (Brook Run to N. Shallowford)
- On-Street Bike Route (Peachford / N. Shallowford)



Georgetown/North Shallowford Area Master Plan City Council Retreat

February 4, 2011
Urban Collage, Inc. with
Houseal Lavigne, RCLCo, Kimley-Horn/Urban Resource Group, & Market + Main

Agenda

1. Process Overview and Community Consensus Points
2. Land Use Plan
3. Connectivity and Circulation Plan
4. Points of Discussion / Feedback

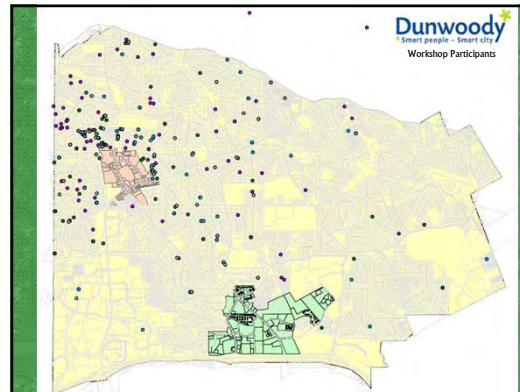
Planning Process

- +/- 20 Stakeholder Interviews (August 2010)
- 4 Sounding Board Meetings
- 4 Public Workshops
- Interactive Project Website
 - Community Preference Survey
 - Preliminary Concept Input
- 3 Public Open Houses
- City Councilmember Interviews/Small Group Sessions

Georgetown / N. Shallowford Public Workshops

1. September 15, 2010
2. October 6, 2010
3. November 3, 2010
4. January 19, 2011

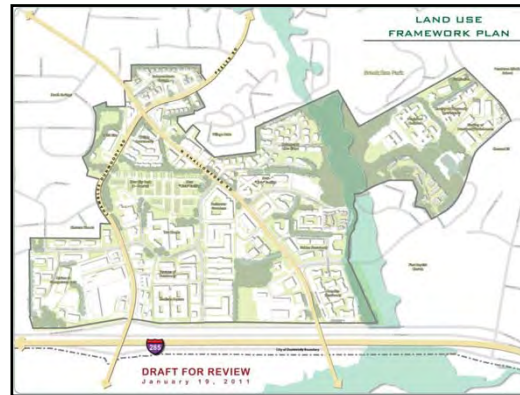
Followed by 3 Public Open Houses
on December 2 and ongoing
feedback through the project
website.



Updated Consensus Points

- Enhance the area's identity, character, and appearance as a **gateway into the City**
- Facilitate the creation of more **community green space**
- Encourage **greater connectivity**- particularly bicycle and pedestrian facilities within Georgetown and to other community areas (Brook Run, Dunwoody Village, Perimeter Center)
- Maintain and enhance **buffers to single-family neighborhoods**
- Devise a proactive plan for the **"PVC Farm"**
- Encourage a **better range of goods and services** and maintain small scale office opportunities
- Recognize greater redevelopment **potential of properties along I-285** and the **Emory Dunwoody Medical Center** property
- Encourage residential uses that can create a **lifelong community** (opportunities for seniors/empty nesters that do not add to multi-family and school capacity concerns)

Land Use Plan and Recommendations



PVC Site

- Maximize community open space - flexible
- Coordinate green space uses with Parks and Recreation Master Plan
- Frame open space with complementary institution (or high-quality attached for-sale residential as an alternate)
- Recognize that some private development may be required to reduce costs for the City



DeKalb County School Site

- If site is sold or swapped by DCSS, should be considered for ownership residential
- Combination of small lot detached single-family (along Kellogg Circle) and attached single-family (facing Chamblee-Dunwoody Road)
- Potential for age-targeted development
- Likely high-end price points due to land values and low densities



DeKalb County School Site



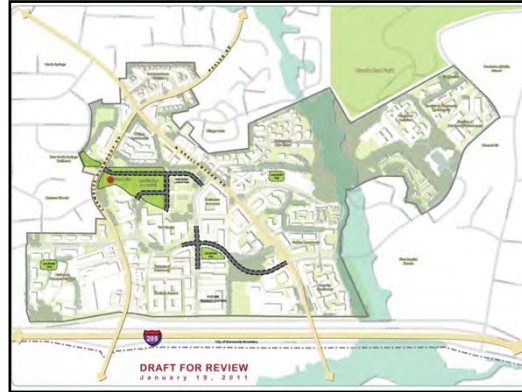
Dunwoody Park / I-285 Area

- Longer-term mixed use development opportunity
- Potential for office, retail, and residential
- 4-8 story mid-rise development with open space commitment
- Transit "friendly"
- New East-West road connector as a "complete street"



Connectivity and Circulation Recommendations





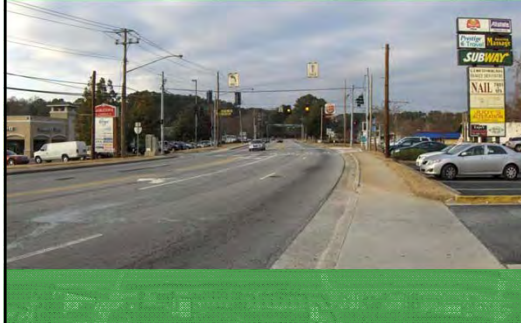


Streetscape, Trail & Bike Improvements

- Heavy focus on “beautification” including landscaping and lighting
- More functional sidewalks, trails and bike routes
- Buryal of overhead utility lines where feasible
- “Gateway” Impact at I-285



Chamblee Dunwoody Road- Today



Chamblee Dunwoody Road- Future



North Shallowford Road- Today



Georgetown/N. Shallowford Action Plan

Connectivity Strategies:

1. Chamblee-Dunwoody Road Streetscape Improvements
2. Nancy Creek Greenway
3. Old Spring House Lane Trail to Perimeter Center
4. Peachford Road Extension through Dunwoody Park
5. On-Road Bicycle Routes
6. Future I-285 Transit Station



COMPASS IMAGE RESULTS

Neighborhood Transition Area

3.77



IMAGE: 8

Neighborhood Transition Area

3.64



IMAGE: 7

Neighborhood Transition Area

3.58



IMAGE: 1

Neighborhood Transition Area

3.53



IMAGE: 6

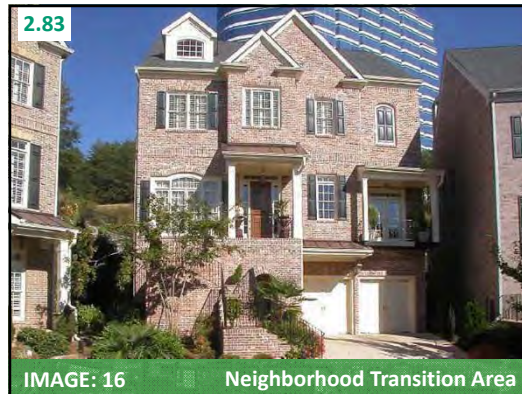
Neighborhood Transition Area

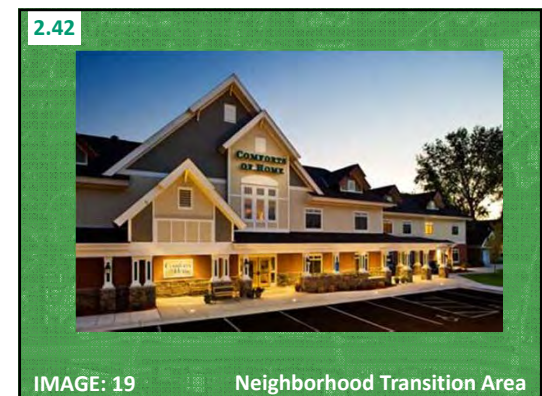
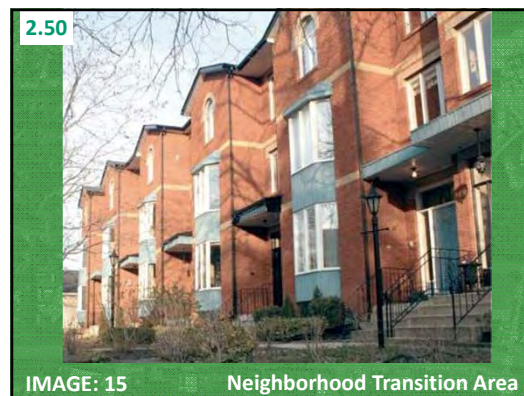
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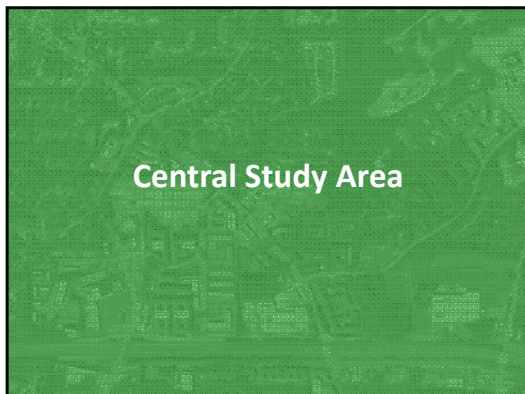


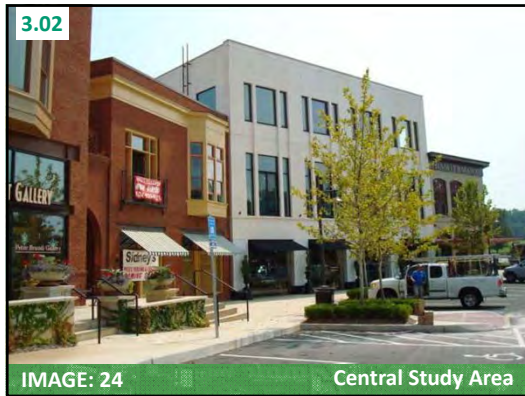
IMAGE: 13

Neighborhood Transition Area

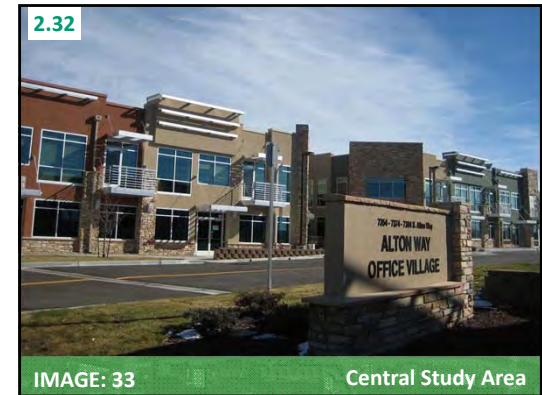












I-285 Corridor

3.44



IMAGE: 59

I-285 Corridor

3.38



IMAGE: 42

I-285 Corridor

3.34



IMAGE: 57

I-285 Corridor

3.22



IMAGE: 43

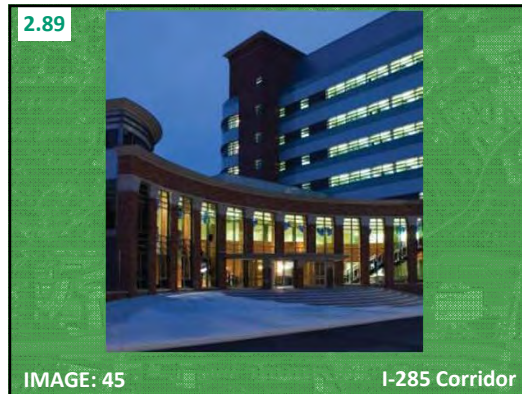
I-285 Corridor

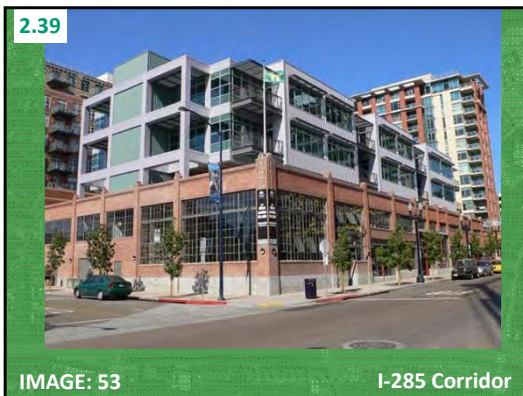
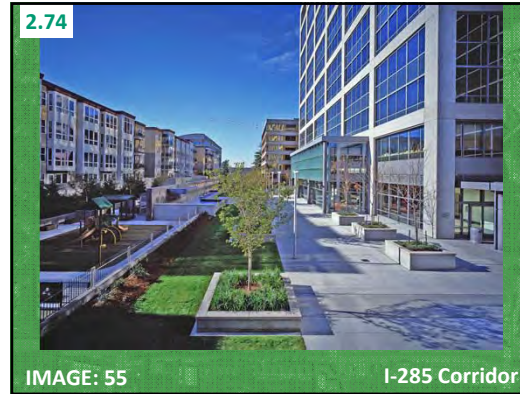
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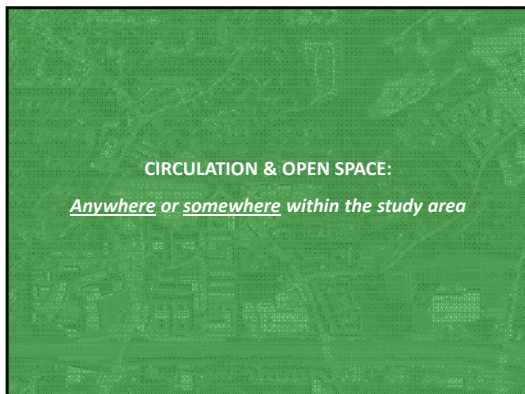
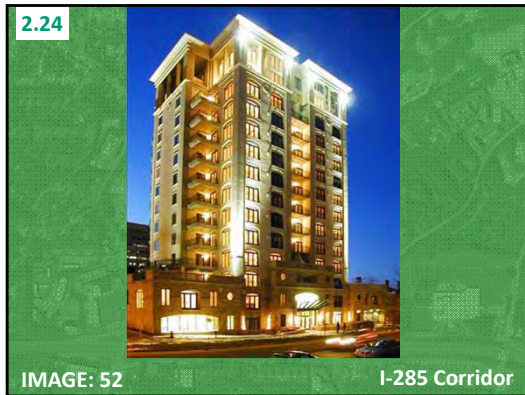


IMAGE: 51

I-285 Corridor













DETAILED MARKET ASSESSMENT REPORT

MEMORANDUM

Market Overview and Estimated Demand by Land Use for the Georgetown Study Area in Dunwoody, Georgia

Demographic and Economic Trends

Demographic Overview

The Georgetown Study Area consists of a variety of commercial and residential uses. Based on Claritas estimates, the study area has a population of 4,106 residents (1,927 households). These households are primarily located in a number of large-scale multifamily communities, the bulk of which are for-rent developments. The population within the study area grew at a rate of approximately 1.0% annually over the past decade and this rate is expected to continue over the next five years. This rate reflects 'slow development' and is much less than the 3.2% annual growth rate that the study area enjoyed during the 1990's. The stronger rate during that decade is reflective of the strong apartment development cycle that occurred during that time. In recent years, local opposition to additional multifamily development, economic downturns and lack of large redevelopment sites have limited further multifamily development. Even so, the projected rate of growth within Georgetown Study Area is commensurate with Dunwoody as a whole. The City of Dunwoody is expected to experience a modest increase in the number of total households between 2010 and 2015. Household growth in the city is expected to occur at a rate of 1.0% annually. This is less than the expected growth rates in both North Fulton County and the Atlanta MSA which are 1.3% and 2.4% respectively.

The Study Area has an average household size of 2.20 people, which is smaller than the MSA average at 2.78 average, but exactly in line with City of Dunwoody overall at 2.20. The smaller household size makes sense given the large number of elderly households and younger households without children that are located within the City of Dunwoody and the Georgetown Study Area. Nearly 72% of Georgetown households are composed of either 1 or 2 persons while the Atlanta MSA has 53% of households with 1 or 2 persons..

The Georgetown Study Area is slightly more affluent than the Atlanta MSA, but less affluent than the City of Dunwoody. Median Household Income is \$66,102, which is well above the MSA's at \$58,964, but well below the city's at \$87,392. The Study Area's median housing value is \$264,000 compared to \$356,000 in the city and \$170,000 in the MSA. Given that housing is generally more expensive in the Study Area and in the city of Dunwoody than it is in the MSA overall, it is notable that the average age of housing in the Study Area is 1984 while it is 1982 for the Atlanta MSA. As these aging communities (and commercial buildings) extend beyond their useful life, there are significant opportunities for redevelopment, a factor that will be discussed later in this report.

Employment Overview

The Atlanta MSA economy has been one of the hardest hit of any metro area in terms of job losses during the 'great recession'. In total, Atlanta lost nearly 200,000 jobs between 2008 and 2010 and currently has an elevated rate of unemployment that is above 10%. Job losses impacted all industry

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sectors but the construction, manufacturing, and professional & business services were disproportionately affected. The trend of job losses stopped in the second half of 2010 as the recession officially came to a close and moderate hiring resumed. According to the Georgia State University Economic Forecasting Center, the economy of the Atlanta region is projected to see flat job growth in 2010 and a resumption of job growth in line with historic averages in 2011 and 2012 (estimates call for the addition of 44,800 net new jobs in 2011 and 55,500 in 2012). Of the jobs created in 2011, 10,900 (or 24%) are “premium” higher paying jobs that require skilled workers. It is likely that most of the jobs created in the area close to the Study Area will be of this ilk. Job growth, and growth in higher paying jobs in particular, will have a positive effect on the demand for housing in and around the Study Area.

The Georgetown Study Area lacks major employers within its boundaries; however, it is located in close proximity to multiple regional job centers, with Central Perimeter being the most closely related to the subject area. The Central Perimeter, with over 100,000 jobs, is a major regional employment core that represents a cross-section of industry types. This diversity of job types will allow the submarket to recover quickly as the regional economy begins adding jobs in significant fashion in 2011. In particular, the prevalence of health care providers in the “Pill Hill” area as well as a large amount of education jobs represents some industry segments that are expected to grow the fastest over the next five years. Further, the Study Area is in close proximity to both the Buckhead and Cumberland office core, and when combined with Perimeter Center, represents a significant portion of where high-paying job growth is likely to occur.

Over the next 20 years, the Atlanta Regional Commission (ARC) and Moody’s Analytics offer a positive outlook for regional job growth. According to both, Atlanta is expected to remain among the top metropolitan areas in the United States for employment growth. The ten-county area is anticipated to add over one million jobs during the next twenty years. The increasing preference expected for intown and near suburban locations (driven by a combination of demographic and psychographic shifts) will likely mean that areas in and around the Georgetown Study Area will be able to capture a sizable portion of this projected growth. There is potential to capture a larger portion if needed transportation improvements are implemented in order to increase traffic flow and accessibility. New jobs in areas surrounding the Study Area will drive demand for new housing, goods, and services within the Study Area’s boundaries.

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Summary of Real Estate Market Trends

In order to measure the development opportunity for each potential land use, it is necessary to look at the Study Area through a market context and to evaluate its unique strengths and challenges based on various characteristics pertaining to its location and physical landscape. Gaining a solid understanding of the current market fundamentals in the area provides for a more informed analysis of likely future market demand.

Office Market Overview

The Georgetown Study Area consists mainly of low-rise professional business parks (Class C). The offices housed within these buildings are primarily service-oriented business that cater to the needs of the local population base and as well as satellite medical office space surrounding the former Emory Dunwoody Medical Center. The predominant tenant types in the service-oriented buildings are medical and dental offices, small law offices, and engineering/design firms, in addition to a variety of small-scale corporate office suites. The buildings housing these offices tend to have been built in either the 1970s or 1980s and lack many of the amenities and layouts required by today's typical Class A tenants. Additionally much of the space built out for medical office uses is vacant due to the closing of the Emory Dunwoody Medical Center. Overall, office market in the study area consists of nearly 1 million square feet of neighborhood and community office space. The office space in the Study Area has an occupancy rate around 66% which is well below than the rate for the metro overall (at 82%) and reflects a large quantity (over 300,000 square feet) of underutilized space.

Strengths: The Study Area possesses many physical and locational attributes that make it a logical location for neighborhood serving office, but and possibly for regionally serving office space. The study area offers easy access to both I-285 and is proximity to a large agglomeration of high income households. Although traffic congestion is a concern to monitor, the area's transportation challenges are much less severe than the areas immediate adjacent to the Perimeter Mall. The proximity to the Perimeter Center office core, which is the largest agglomeration of corporate office space in the Southeast, means that the Study Area is unlikely to attract large Class A users, but instead it will appeal to smaller tenants, such as service-oriented tenants, that have been priced out of these markets but still demand a location in the immediate area. This type of demand is likely to increase as the average rental rates in the markets continue to climb. Additionally, the parcels within the study area that are directly visible from and accessible to I-285 could potentially attract a some regional serving office users seeking a price alternative to Perimeter Center. If regional-serving office development occurs, it will likely be over the long-term and not within the next development cycle.

Challenges: The main challenge for the Study Area is the high quantity of underutilized space and the lack of newer, higher quality spaces to attract tenants that demand it. While it is possible that the existing Class C buildings can backfill this available space it is more likely that some of these

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developments will be replaced by higher quality mixed-use projects as employment growth returns over the next five years.

Anticipated Demand: Given the market and locational characteristics of the Study Area, most demand will likely emanate from the local-serving office market. Modest household growth and the replacement of space lost to new development will drive the demand in this segment. The redevelopment of existing office sites will likely attract many of the existing office users into new space but will probably not result in a net addition of new office users. Tenants fitting into this category will likely be smaller space users with the majority requiring under 2,500 square feet. Based on typical ratios of population to service-oriented employment, and translating that supportable employment into office space, the Study Area can support additional demand for approximately 3,000 square feet annually, once vacant high-quality space has been backfilled. This demand is likely to begin in five years and will likely be met as part of a mixed-use development. Additionally, the study area may support some midrise regionally-serving office space opportunities in the 7-10 year time horizon. Such a development is likely to be for a build-to suit or institutional tenant (as opposed to a speculative office play) and could be on the order of 100,000 square feet.

Retail Market Overview

The Study Area is composed of a variety of neighborhood-serving, grocery-anchored strip centers and stand-alone buildings (many of which are located on shopping center outparcels). Several of these centers are aging, or under-utilized but on the whole the retail land uses are performing well and serve as a local alternative to the mall and big box retailers located at nearby Perimeter Center. Overall the study area has approximately 220,000 square feet which equates to approximately 15% of the size of Perimeter Mall. This represents a fairly conventional quantity of retail space for a retail district that is neighborhood serving (as opposed to regional serving). Vacancies in Georgetown area are slightly elevated and typical of broader difficulties in the Atlanta metro retail sector. Occupancy levels of 83% are average and just slightly below the 86% average for Metro Atlanta. Rents in the low \$20 per square foot range are very strong compared to the Atlanta region overall, and top performing tenants pay as much as \$29 per square foot (on a triple net basis). The largest center is the Georgetown Shopping Center which is anchored by a Kroger grocery store and makes up 130,000 square, or more than half of the retail in the study area. According to local sources, the shopping center owner is planning a renovation of the Kroger, which should please many local residents who complain that the store is in need of updating.

Strengths: The Georgetown area can be characterized as having a high quantity of multifamily residential communities from a small geographic area. This residential density creates a 'built-in' market for neighborhood serving retail, especially for retail categories such as grocery, restaurant and convenience goods. Additionally, high traffic counts along Chamblee Dunwoody Road and adjacency to I-285 provide tenants with a very high degree of visibility, a critical factor for successful retail.

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Challenges: The primary challenge for retail within the Georgetown area is the overwhelming quantity of competitive retail at Perimeter Mall and Dunwoody Village. Perimeter mall offers over 1.5 million square feet of regional serving retail (in addition to several regional serving power centers, while Dunwoody Village offers 600,000 square feet of retail, most of it locally serving. While our analysis indicates that there is some unmet retail demand in select categories within a 2-mile trade area (home and garden, grocery, specialty food, liquor stores, health and personal care, sporting goods/gifts, and bar/taverns), the challenge is to attract tenants to this location when there is so much competitive retail within 2 miles (or in the case of grocery, most of the major tenants are already represented at Dunwoody Village or Georgetown).

Anticipated Demand: Support for retail in the Georgetown Study Area emanates primarily from households living within a 2-mile radius of the study area. Additional demand sources include drive-through traffic, nearby office workers, and Georgia Perimeter College students. These secondary demand sources will be integral in supporting any regional retail developed in the area.

Demand for additional local-serving retail space was determined by looking at consumer expenditure data for both the Study Area and its broader trade area and translating that into a supportable amount of square footage. Based on this analysis, the net demand for neighborhood-serving retail will be approximately 4,000 square feet of new space per year, but will not start until approximately 2015. Due to the current challenges associated with the retail market both nationally and locally, RCLCO does not anticipate net new demand occurring until high-quality vacant spaces have been backfilled and prospective tenants resume expansion plans as their business improves in line with the broader economy. However, there is definite potential for a new, well-executed retail offering as part of a redevelopment plan in a high quality mixed-use setting. Such a redevelopment would likely involve existing tenants relocating into the new space and would not necessarily result in net new retail space, but would result in a higher quality retail environment, with improved sense of place, better connectivity and walkable, and potential a different mix of tenants. Specifically, our analysis reveals unmet demand for a variety of retail categories including home and garden, grocery, specialty food, liquor stores, health and personal care, sporting goods/gifts, and bar/taverns. While statistical demand exists for these retail categories, the reality is that a wide variety of competition exists only two mile away (Perimeter Center and Dunwoody Village) and so the challenge is to find tenants that do not already have a location at Dunwoody Village or Perimeter. In many cases this will rule out national tenants (especially in the grocery and pharmacy categories) but will not exclude more locally grown tenants or those that are not already represented in the local market.

For-Sale Residential Market Overview

The Study Area has a limited selection of for-sale housing options, as the vast majority of housing consists of rental apartment developments of a variety of vintages. There are, however, a few examples of infill multifamily for-sale projects that have been completed over the last decade. The two main examples are the Madison Square condominiums on Cotillon Drive and the Sterling of

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Dunwoody townhomes on Peachford Road. Madison Square offers a variety of two- and three-bedroom condominiums with resales currently priced from \$120,000 to \$170,000. The units are essentially apartment quality (many with upgraded kitchens) but the community does offer a wide variety of amenities including pool, fitness center, garden, and club room. Sterling of Dunwoody offers condominiums in one-, two-, and three-bedroom formats, and townhome units with three- and four-bedroom layouts. Homes range from the mid \$100,000's to low \$300,000's. At the moment the development is stalled (with the last phase of construction only partially finished) with some 'developer' condo units still remaining for sale, though, the townhome units have sold out. Sterling of Dunwoody also offers a variety of community amenities including a swimming pool, fitness center, club room and covered parking.

Strengths: Residents in this area benefit from excellent regional access with a location immediately adjacent to I-285. The Georgetown Study Area does offer a limited variety of neighborhood serving retail (including the Kroger grocery store, Starbucks, and a range of restaurants and services), but many residents indicate that they drive to Dunwoody Village for many of their daily retail needs and to Perimeter Center for clothing, home goods, and big ticket purchases. Proximity to a huge variety of retail within two miles will certainly be attractive to future homeowners. Additionally, the wide range of affordably priced housing options will be attractive to households seeking convenience and proximity to major job costs without a high cost of housing.

Challenges: High traffic volumes along Chamblee Dunwoody Road can be a nuisance for residents within the study area but in general accessibility to I-285 and traffic flow within the study area is acceptable. The main challenge for the area is to improve the aesthetics and sense of place through signage, streetscaping and high quality redevelopment. The area does have a few 'unsightly' parcels that are vacant or underperforming and in need of redevelopment. The challenge is to find uses for these sites that are market supportable as the community has voiced a strong resistance to further apartment development, which has been the dominate land use form within the study area over the last development cycle. The addition of more park space and walking and biking trails would also add to the attractive of the area.

Anticipated Demand: Based on demographics and the current overhang of available supply in the local for-sale residential market, demand for new development is not likley to begin for three to five years. Initially when demand returns, RCLCO expects that the Study Area will appeal to a broad cross-section of market audiences including young professionals through retirees. RCLCO expects that market audiences will be value-oriented and that new product will likely range in the high \$100,000's to mid \$300,000's for the next wave of development. The addition of a wider range of for-sale offerings within the Georgetwon area including more townhomes, as well as age-targeted product would help to enhance the market draw at this location.

In determining the depth of demand for for-sale housing in Georgetown, RCLCO looked at demographic data, age by income data, household turnover rates, as well as demonstrated

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homesales in the zip codes immediately surrounding the Georgetown area. RCLCO has determined a range of expected home sales for the Study Area once demand for new product recovers in approximately three to five years.

One and two-person households are a critical driver of demand for new housing, particularly for somewhat “niche” or higher density attached products such as townhomes, lofts, and condominiums. Demographic shifts such as the aging of the Baby Boomers and the entrance of Gen-Y into the housing market will continue to generate demand for such products. Based on both these psychographic trends and local market realities, once demand resumes, we believe there to be annual market support for 26-34 attached homes priced from \$150,000 and up. The ability to deliver product at the \$150,000 level will depend on the local community’s willingness to accept densities in line with developments from the previous cycle. Any reduction in ‘acceptable’ densities will eliminate the band of demand at the \$150,000 level and will reduce the overall level of demand. For example, the estimated annual demand at prices over \$200,000 is 18-22 homes per year.

Rental Apartment Market Overview

There are approximately 2,400 existing apartment units within the Georgetown Study Area, representing a high unit count relative to its geographic area. The apartment market within the Georgetown Study Area represents a dichotomy of product offerings. First, there exists an abundance of older, conventional, garden style product that commands low monthly rents. This group of apartments are typically Class C structures and have average rents in the \$800-\$1,000 per month range for a two-bedroom unit. The other half of the market includes newer mid-rise product (most built in the 1990s and 2000’s) that are able to fetch strong monthly rents. These communities are considered Class A and B structures and are achieving average monthly rents in \$900-\$1,000 range for one-bedrooms and \$1,200-\$1,500 range for two-bedrooms. Overall the apartment market has been strengthening across Metro Atlanta (and in the Dunwoody) submarket as it has been the beneficiary of several macro trends including a flight from homeownership (due to foreclosure or fear of dropping prices), a generational wave of Echo-Boomers moving into their prime renting years, and a lack of new supply as credit markets tightened during the recession and made it very difficult to finance new apartment development. Even though the apartment sector is strong, it is unlikely that any new rental product will be developed within the Georgetown Study Area due to fierce resident resistance to additional rental product.

Strengths: Rental residential benefits from many of the same locational attributes as for-sale residential. These are regional access via I-285, and proximity to nearby regional office cores and a variety of retail offerings. Rental residential could further benefit from the high level of potential visibility along the major arterials running through the Georgetown Study Area. This exposure is important in attracting would be tenants to for-lease residential communities.

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Challenges: The primary (and possibly insurmountable challenge) for rental communities is the fierce resistance by local residents to additional apartment communities. The resistance appears largely to be due to the poor perception of current rental communities (of which there are many) and the belief that these type of communities place disproportionate stress on the already overburdened public school system.

Anticipated Demand: New apartments within the Georgetown Study Area would likely be supported by young singles and couples, including those working in and around Central Perimeter. Based on demand generated from household growth of singles and couples in the greater area and propensities to rent versus buy, the Study Area could likely support 90 units annually starting in 2011. Included in this is the potential to develop rental apartment units above retail providing a relatively unique niche in the market. Achievable rents for these new units would likely be between \$800 and \$1500 per month. While local resistance to apartment development may preclude this type of development from occurring, it is important to note that approximately one-third of the demand comes from households ages 55 and up. Strong demand within this mature age means that an age-targeted senior community would likely be market supportable if such a development was feasible in terms of community acceptance.

DETAILED TRANSPORTATION ASSESSMENT REPORT

Georgetown Shallowford Master Plan
Transportation
Existing Conditions Assessment
Kimley-Horn and Associates, Inc
January 2011

Introduction

The Georgetown Shallowford area currently serves as a community focal point for the surrounding neighborhoods and the City of Dunwoody. Regional thoroughfares converge and intersect in this area, creating a shared identity and public space for those that live nearby as well as those that travel through from other parts of region. The Georgetown Shallowford master planning process seeks to build on that shared identity to further strengthen this area as a vibrant and accessible cultural asset that reflects the character of the local community. In order to achieve this goal, the area must have at its foundation a transportation system that is safe and efficient for all users.

Transportation systems in traditional community centers are typically multi-modal in nature where safe access is granted to pedestrians, bicyclists, and transit users in addition to motorists. Currently, the Georgetown Shallowford area is mainly accessible via automobile. Due to the regional nature of the primary roadways such as Interstate 285 on the southern border of the study area, the local street network currently serves a high-volume mixture of short- and long-distance trips that, at times, can create dysfunctional amounts of congestion in the system. While the number of vehicles on these roadways is not likely to decrease, the local network can be reevaluated as part of the master land use and transportation plan to find a way to more efficiently handle those vehicles and to more safely accommodate other modes.

To achieve a multi-modal balance, a street network should have a hierarchy of roadways that serve distinct and complimentary functions. Primary regional thoroughfares should be supported by a network of lower-volume and lower-speed local streets that serve shorter trips. Block sizes in areas that are intended to be walkable should be smaller (usually no more than 600 feet in length) to allow for a greater number of route choices thus improving pedestrian accessibility. Dedicated bicycle facilities should be provided where appropriate to allow safe access for bicyclists of various skill levels. Transit routes and infrastructure should be placed carefully so they are easily accessible and work well with other modes.

This master plan should serve as a guide for the City of Dunwoody. The study should also serve as a guide for prospective property owners and developers in choosing the type and location of transportation components that should be considered for future developments. This initial assessment provides an overview of existing transportation infrastructure and creates a foundation for developing a long-range plan. Later sections of this study will build on this assessment to identify and prioritize specific projects and policies that will lead to preserving and improving Georgetown Shallowford as an activity center for the surrounding community and for the entire City of Dunwoody.

Review of Studies and Programmed Projects

Previous studies were reviewed for potential transportation impacts to the Georgetown Shallowford study area. These studies include a recent comprehensive plan, the regional transit plan, the regional Transportation Improvement Program (TIP), as well as other local and regional studies.

ARC's Unified Growth Policy Map

The Unified Growth Policy Map (UGPM) – a document developed as part of ARC's PLAN 2040 initiative - provides a regional perspective and gives direction for growth by combining local and regional plans from around Atlanta and defining regional context zones. The Georgetown Shallowford study area lies within an area classified as an *Established Suburb*. Established Suburbs are characterized by suburban style development patterns which primarily function around an automobile-dependent transportation system. These areas are typically built out in terms of greenfield development and future growth will most likely occur in existing commercial and industrial nodes. Redevelopment is unlikely to occur in single-family residential neighborhoods. Where new development does occur, general policies are laid out by the UGPM for how new development can best function in order to serve the surrounding community. Key transportation related policies that are recommended in the UGPM for established suburbs include:

- Maintain the existing transportation facilities in a state of good repair.
- Expand access to regional transit systems.
- Establish strategies for improving roadway networks, such as establishing minimum connections to existing roads.
- Improve sidewalk connectivity along arterials, collectors, and local streets. Develop adequate pedestrian lighting, crossable streets, countdown crossing signals, and signal timing suitable for slower walking speeds.
- Provide multi-use trails, dedicated bike lanes and dedicated pedestrian routes to provide alternative transportation options throughout Established Suburbs.
- Evaluate roadways for excess capacity and retrofitting potential to incorporate bike and pedestrian facilities and to enhance options for transit.

These policies are in line with the goals and objectives set out for this master plan study area.

Concept3

Concept3 serves as the long-range transit vision for the region, and this plan currently identifies the Georgetown Shallowford area as a regional transit destination along the proposed I-285 high capacity transit corridor. This concept is being further developed as part of the Revive285 Top End planning study. A primary goal of this master planning process should be to define how the Georgetown Shallowford area will serve that function.

Revive285 Top End

The focus of the Revive285 Top End planning study is to develop a regional concept for the I-285 corridor. As this study relates to the Georgetown Shallowford area, multiple alternatives are being explored including:

- conversion of Cotillion Drive into a one-way west-bound frontage road for I-285,

- construction of a dedicated bus rapid transit (BRT) or light rail transit (LRT) route with a new station in the Georgetown Shallowford area
- construction of a new interchange at North Shallowford Road that will provide tolled or high-occupancy access to a new managed lane system

All of these new features have the potential to reshape the study area by providing improved regional access. If planned appropriately, these new features can be effectively leveraged within Georgetown Shallowford to attract the specific kinds of redevelopments that the surrounding community would like to encourage. One of the critical outcomes of the Georgetown Shallowford Master Plan will be finding an appropriate location for a potential transit station and providing good multi-modal access to that station.

Dunwoody 2010 Comprehensive Plan Community Agenda

The 2010 Dunwoody Comprehensive Plan Community Agenda describes a vision for Georgetown Shallowford as a pedestrian and bicycle-oriented activity center composed of a mix of commercial, office and high-end shopping integrated with multi-family residential as an accessory use or as a primary use for senior living. Transportation related goals established for the area in this plan include:

- Establish a bicycle network to allow cycling between Dunwoody Village, Georgetown, and Brook Run.
- Develop a neighborhood-scale transit station in Georgetown that is incorporated into redevelopment projects so as to reduce automobile dependence in the area.
- Develop multi-modal access – particularly for bicyclists and pedestrians – throughout the Georgetown Shallowford character area.

Also, general transportation goals and policies were identified for the entire city in the Community Agenda. In summary, the goals and policies related to transportation in and around Georgetown Shallowford emphasize:

- Safe and efficient bicycle and pedestrian access
- Improved transit access
- Maintenance of a multi-modal balance within the transportation network
- Maintenance of an efficient roadway network not overburdened by congestion
- Improvements to efficiency along roadways while carefully balancing solutions that involve increased roadway capacity against potential impacts to the multi-modal environment and area character.

Envision6

Envision6 – ARC's long range regional transportation plan – was reviewed for projects within the study area. No transportation projects are currently shown as planned or programmed within the Georgetown Shallowford study area.

Roadway Characteristics

In general, roadways serve two primary functions: to provide mobility through the network and to provide access to local destinations. Limiting access to parcels increases a roadway's ability to move traffic with minimum delay. Arterials are primarily intended to provide mobility by moving relatively high volumes of vehicles over large distances. Local streets provide access to local destinations along smaller, lower-volume and lower-speed routes. Collectors fall between these two classifications, providing a combination of access and mobility as shown in **Figure 1**.

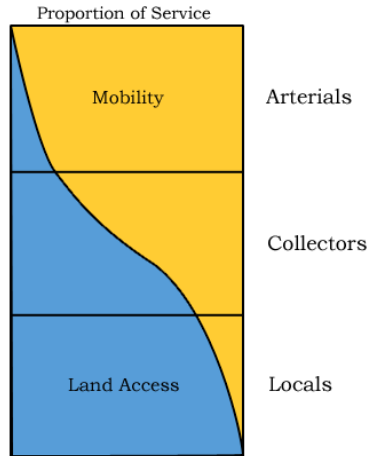


Figure 1 – Functional Classification Diagram

One roadway within the Georgetown Shallowford study area is classified by the Georgia Department of Transportation (GDOT) as a minor arterial, three roadways are classified as collectors, and no roadways within the study area are designated as state routes. The arterial roadway is Chamblee Dunwoody Road and the collector roadways are North Shallowford Road, Peeler Road, and Cotillion Drive. Just outside southern edge of the study area is I-285 which is classified as an interstate primary arterial.

The most significant access to the study area is provided through the interchange at Chamblee Dunwoody Road onto I-285. Due to the importance of this access to the surrounding region, Chamblee Dunwoody will always carry relatively higher volumes of vehicles through the study area. More immediate regional access is also provided along the arterials and collectors in the north-south direction along Chamblee Dunwoody Road, Peeler Road, and North Shallowford Road and in the east-west direction along Cotillion Drive.

Chamblee Dunwoody Road enters the study area from the north as a two-lane roadway with left-turn lanes at the intersection with North Shallowford Road and Peeler Road. Chamblee Dunwoody Road then continues to the southeast as a two-lane undivided facility for approximately ½ mile, then widens to a three-lane facility (two southbound lanes and one northbound lane) with left-turn lanes for several hundred feet and then widens to become a four-lane roadway with left-turn lanes until it crosses over I-285.

Peeler Road is a two-lane undivided roadway as it enters the study area from the north and stops at the intersection with Chamblee Dunwoody Road and North Shallowford Road.

North Shallowford Road is a two-lane facility with a central two-way left-turn lane that begins at the intersection with Chamblee Dunwoody Road and Peeler Road and continues south and passes out of the study area below I-285. North Shallowford Road provides a fairly good example of access management along a corridor with very few driveways and the presence of dedicated left-turn lanes at intersections.

Cotillion Road is a three-lane roadway through the study area that serves a function similar to that of a frontage road along I-285. This roadway provides access to and from the interstate in either direction and also provides access to several adjacent residential and commercial developments in the study area.

These arterial and collector roadways are the primary access points into the Georgetown Shallowford study area from the surrounding region and serve to connect the study area to I-285, the Perimeter area, Dunwoody Village, Chamblee, and surrounding neighborhoods. Due to their regional nature, these roadways maintain a very high demand and experience heavy congestion during the morning and evening peak periods.

Chamblee Dunwoody Road is frequently intersected by driveways from adjacent commercial and residential developments, which negatively impacts its ability to serve as a regional arterial. Long-term planning in this area should focus on achieving and maintaining a suitable mix of mobility and access along all of these regional thoroughfares.

Available traffic volume data from count stations in and around Georgetown Shallowford indicate that these roadways are generally operating at or near their intended maximum capacities and field observation confirms that significant congestion is occurring. Chamblee Dunwoody Road has an average daily traffic volume of approximately 12,000 vehicles per day through the study area. Cotillion Road has an average of 11,000 vehicles per day within the study area. No other count data is available inside the study area; however, North Shallowford Road carries approximately 5,000 vehicles per day just south of the study area and Peeler Road also carries approximately 5,000 vehicles per day just to the north of the study area. The significant traffic congestion within Georgetown Shallowford is in part due to a larger congestion problem on the regional network outside the study area that is impacting flow through Georgetown Shallowford. Also, closely spaced intersections and driveways within the study area are likely reducing available roadway capacity.

Dunwoody Park and Dunwoody Park south are small two-lane undivided local streets that provide additional connectivity through the study area. These roadways, along with a few other surrounding local streets, provide access to numerous commercial and residential developments. The local function of these roadways will be critical to consider as a more multi-modal plan is developed.

The roadway network with functional classifications and traffic volumes can be seen in **Figure X**.

Figure X. *(Insert image of Dunwoody Roadway network with functional classification identified and traffic volumes)*

Intersections of these roadways are central to the operations of the local street network. There are seven signalized intersections in the study area, each of which is closely spaced. The relatively close spacing allows for limited storage of vehicles between intersections and presents a challenge for providing signal coordination. Updating the signal timings and coordination plans at these intersections would provide some congestion relief; however, longer-term projects such as relocating or consolidating driveways and improving the connectivity of the local street network would do more to improve the existing congestion issues. **Figure X** shows the locations of traffic signals in Georgetown Shallowford.

Figure X. *(Insert map of traffic signals)*

Pedestrian and Bicycle Facilities

Pedestrian facilities throughout the study area are currently insufficient for fostering a walkable and vibrant activity center. Sidewalks are generally discontinuous throughout the study area or are only provided continuously along one side of a roadway such as along Chamblee Dunwoody Road and North Shallowford Road. High vehicular volumes and speeds along with limited buffers between the sidewalk and the roadway make many of the existing facilities uncomfortable for pedestrians and difficult to cross. In areas where pedestrian paths do exist, minimum accommodation is provided for the disabled.

A major factor in providing good pedestrian and bicycle connectivity is the presence of a well-connected street network or grid. Pedestrian oriented roadway networks are typically characterized by block sizes between 400 and 600 feet in length. Small blocks create a dense roadway network that allows for multiple path options for cyclist and pedestrians. The existing block sizes are around 1,000 feet or more in length in the Georgetown Shallowford study area. Opportunities for creating new connections and smaller block sizes should be explored as part of this master planning process.

Bicycle facilities within the study area are currently insufficient. There are very few dedicated bicycle lanes within the study area, and those that do exist are only installed for short distances adjacent to newer developments. There are also only a very limited number of bicycle storage racks. Although bicyclists are allowed to operate on all roadways under Georgia law, high speeds and high volumes currently make cycling along roadways within the study area uncomfortable and unsafe.

Sidewalk coverage in the study area can be seen in **Figure X**.

(Figure X: Insert sidewalk network figure)



Large surface parking lots create significant barriers for pedestrians.



Example of a pedestrian "goat path" along Cotillion Drive.



Buffers needed in some areas between the sidewalk and the adjacent roadway.



Good example of a sidewalk adjacent to a newer development.

Mass Transit

Currently, MARTA operates a local bus route which travels through Georgetown Shallowford. This is bus route 103 which operates on 40 minute headways during the weekdays until 7:00 PM when the frequency is reduced to 1 hour headways. One hour headways are also provided on weekends. This route originates at Chamblee Station and travels generally north through the study area along North Shallowford Road, Dunwoody Park, Chamblee Dunwoody Road, and then Peeler Road.

As discussed earlier, a new regional transit station is proposed for the Georgetown Shallowford area as part of Concept3 and revive285 Top End. This master planning process will identify a preferred location for placement of a new station and should also identify multi-modal transportation projects that will enhance connectivity to the station. Regional service to this area is likely to primarily target commuters; therefore, most trips should be expected to occur during morning and evening peak periods. Off-peak service will likely experience longer headways and lower ridership.

Safety Assessment

Several safety concerns are present in the Georgetown Shallowford study area. Heavy congestion along Chamblee Dunwoody Road creates an increased risk of crashes. Particularly, the presence of a high frequency of driveways along this corridor increases the number of potential conflict points. Also, because there is an absence of a raised median along this roadway, there is an increased risk of angled collisions caused by left-turning vehicles traveling to and from the multiple driveways.

As discussed earlier, the study area can be difficult for pedestrians to negotiate. The high volumes and high speeds of the roadways make walking along and across these roadways uncomfortable. Some local

streets have no sidewalks combined with narrow lanes and high travel speeds of motorists which create a mixture of very unsafe conditions for pedestrians. Also, the lack of clear pedestrian paths through the surface parking lots can create confusion on the part of motorists and pedestrians in parking areas.

Because of the lack of dedicated bicycle lanes, bicyclists are forced to operate in the shared roadway with vehicles. The high speeds and high volumes combined with the high number of driveways make these cycling conditions hazardous, especially for recreational cyclists.

Previous plans indicate a desire for multi-use paths to be created as part of the local transportation system. These paths can create very safe facilities for bicyclist and pedestrians because they provide separation from vehicles; however, two considerations need to be taken into account when designing these facilities. One factor is the presence of driveways that intersect the paths when they are used as sidepaths adjacent to a roadway. A high frequency of driveways can offset the safety benefits of a sidepath by creating additional conflict points. Another factor to consider is use of these facilities after dark. Multi-use trails can serve well as recreational and daytime transportation facilities but should be carefully considered for night-time use. After dark, pedestrian and bicyclist safety is often safest when activity is centralized along a common well-lit corridor adjacent to active uses and streets. This is important when considering pedestrian access to commercial destinations.

DETAILED ZONING ANALYSIS



EXISTING ZONING | Georgetown

The Georgetown Study Area is made up of 10 individual zoning districts as identified by the existing Dunwoody Zoning Map. These districts are a combination of single-family, multifamily, office and commercial districts. The existing zoning districts can be classified as traditional and Euclidean with uses that are basically isolated by type within each individual district and with no regulation of urban design, aesthetic or pedestrian elements. The existing zoning districts are noted below.

The Development Standards contained within the Georgetown Study Area zoning districts are low to medium density in nature, consistent with the existing built environment of the study area and the city in general. Single-family residences are permitted up to a typical 3-floor limit and multifamily uses are permitted up to a maximum of 5 floors. Office and retail is permitted anywhere between 2 and 7 floors maximum. Current standards are consistent with more traditional zoning standards in that they do not contemplate a horizontal mixture of uses or product types which require smaller yard and lot dimensions. District standards are limited in their focus, mainly pertaining to lot and density sizes. Regulation of open space, pedestrian amenities, urban design and other similar elements are absent in the current districts. Regulations pertaining to parking are basic and provide no mechanism for facilitating a more sophisticated parking arrangement within the zoning districts themselves, instead depending on regulatory exceptions to this end. Residential buffering standards are adequate and generous to ensure that adjacent neighborhoods are properly protected from the unintended effects of development including shadowing, noise, visual intrusion and other similar ill effects. Said buffers do not contemplate driveway access which is more common in more

STUDY AREA ZONING DISTRICTS

DISTRICT	NAME	USES	ORDINANCE SECTION
R100	Single-Family Residential District	Single-family	Article II, Division 5
R85	Single-Family Residential District	Single-family	Article II, Division 6
RA5	Single-Family Residential District	Single-family	Article II, Division 10
RM100	Multifamily Residential District	Multifamily	Article II, Division 16
RM85	Multifamily Residential District	Multifamily	Article II, Division 17
RMHD	Multifamily Residential District	Multifamily	Article II, Division 19
OI	Office Institutional District	Office	Article II, Division 23
OD	Office Distribution District	Office	Article II, Division 25
NS	Neighborhood Shopping District	Commercial	Article II, Division 27
C2	General Commercial District	Commercial	Article II, Division 29

dense or mixed-use environments. The Development Standards for the existing zoning districts of the Georgetown Study Area are as follows:

STUDY AREA DEVELOPMENT STANDARDS

DISTRICT	LOT WIDTH (min)	LOT AREA (min)	FRONT YARD (min)	SIDE YARD (min)	REAR YARD (min)	HEIGHT (max)	FLOOR AREA (min)	LOT COVER (max)
R100	100'	15,000 sf	50' -35'	10'	40'	35'	2,000 sf	35%
R85	85'	12,000 sf	50' -35'	8½ '	40'	35'	1,800 sf	35%
RA5	100' D 60' A	6,000 sf	5' (20' w garage)	7' D 15' A	30'	35'	1,400 sf	50%
RM100	100' MF 60' SF	2 acres MF 6,000 sf SF	35' MF 30' SF	20' MF 7' SF	40' MF 30' SF	4 floors	650- 1,000 sf	35%
RM85	100' MF 60' SF	2 acres MF 6,000 sf SF	35' MF 20' SF	20' MF 7' SF	40' MF 30' SF	4 floors	650- 1,000 sf	35%
RMHD	100' MF 60' SF	2 acres MF 6,000 sf SF	50' MF 30' SF	20' MF 7' SF	40' MF 30' SF	5 floors	650- 1,000 sf	65%
OI	100'	20,000 sf	50'	20'	30'	70'	650- 1,000 sf	80%
OD	150'	1 acre	75'	20'	30'	35'	-	80%
NS	100'	20,000 sf	50'	20'	30'	25'	100,000 sf (max)	80%
C2	100'	30,000 sf	75'	20'	30'	35'	-	80%

sf | SQUARE FEET

MF | MULTI-FAMILY

SF | SINGLE FAMILY

D | DETACHED

A | ATTACHED

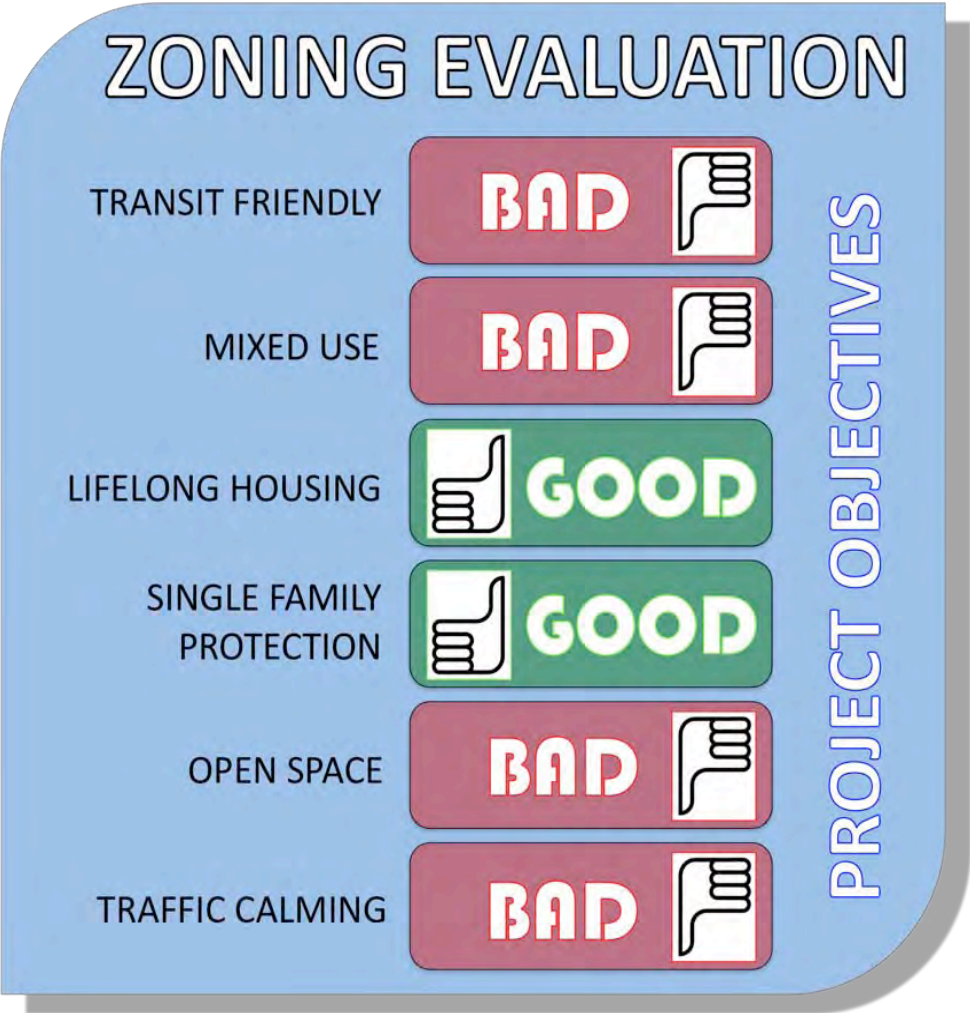
PROJECT OBJECTIVES ANALYSIS | Georgetown

To better understand the ability of the existing zoning environment to achieve the implementation of the Georgetown Area Plan it is helpful to measure the zoning against the project objectives. This will reveal a vital perspective in terms of whether or not the zoning and the project goals are in synch. The project objectives relative to zoning are as follows:

- Consideration of new zoning districts and ordinance language that would promote **transit-oriented, mixed-use** and **lifelong community** scenarios.
- Establishing transitional zoning abutting existing residential districts to **protect these established communities** from future development impacts.
- Establish a system of **greenspace** areas that may include pocket parks, linear parks, village green, and/or community center locations.
- Consider **multigenerational housing** options for all age groups of Dunwoody citizens within the Georgetown/North Shallowford area proximity.
- Develop **traffic-calming** techniques that may include on-road transportation facilities, roadway cross-sectional improvements, and landscaping enhancements.

In short, the project objectives for the Georgetown Study Area are: Transit-friendly; Mixed Use; Lifelong Housing; Single Family Protection; Open Space; and Traffic Calming. Each of these objective elements has been analyzed and assessed in relation to the ability of the current zoning infrastructure to implement each element. Elements are classified as “Good” when the existing zoning is adequate for implementing that element and conversely labeled as “Bad” when the zoning in place is not sufficient to achieve the project objective.

Those objectives that the current zoning is adequate to implement and administer are **Lifelong Housing** and **Single Family Protection**. Current zoning enables a variety of residential, not necessarily within individual districts but collectively with the number of residential districts. This allows for a variety of housing types and the subsequent lifelong housing options to be provided. Existing zoning has substantial buffering standards ensuring protection of single-family neighborhoods.



Several project objectives are simply not attainable given the current zoning framework in place today. The lack of pedestrian amenities, urban design controls and parking mechanisms that enable more sophisticated parking arrangements such as shared parking and bicycle parking results in a poor environment for ensuring **Transit Friendly** development. While the collective diversity of zoning districts enables a mixture of uses, the lack of individual zoning districts that enable a true variety of mixed and complimentary uses is an impediment to the implementation of true **Mixed Use**. For the **Open Space** objective the existing regulations do little to realize valuable and usable open space. The Lot Coverage controls certainly help to ensure buildings do not cover an entire site but they stop short of assigning usable open space standards to each district. Finally, **Traffic Calming** elements are absent from the zoning districts with the focus being instead on uses, yards, densities and buffers.

VISUAL IMAGERY ANALYSIS | Georgetown

The Georgetown Study process included a Visual Preference Survey taken by a large number of constituents during the early phase of the project. These types of visual exercises are highly valuable in that they enable photo documentation of actual places and real development to be leveraged to gauge the appropriateness and applicability of certain development types to the study area. This portion of the Zoning Analysis uncovers how the existing zoning districts in place within the Georgetown Study Area measure up to the findings of the Visual Preference initiative. For purposes of this analysis, 3 of the Positive images and 3 of the Negative images are used. The findings for the selected positively ranked imagery is as follows.

**POSITIVE IMAGE**




Building Articulation

Building Fronting Open Space

Sidewalks

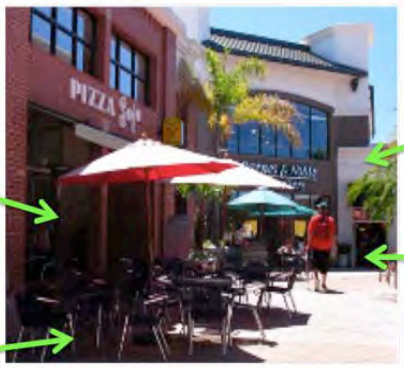
Open Space

This highly rated photo has a centralized programmed open space, a well-articulated building, engaging ground-floor opportunities and gracious pedestrian amenities.

**POSITIVE IMAGE**

Village Building Scale

Fenestration




Building Floors Delineated

Outdoor Dining

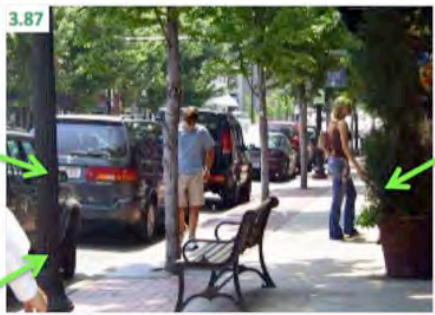
This positively rated photo contains continuous sidewalks and street furniture along with comfortable building scale and on-street parking.

This positive image is characterized by mixed uses, active streetscapes, outdoor dining and richly delineated building floors along all building frontages.

**POSITIVE IMAGE**

On Street Parking






Street Furniture



Wide Sidewalk

Relationship of Building to Street

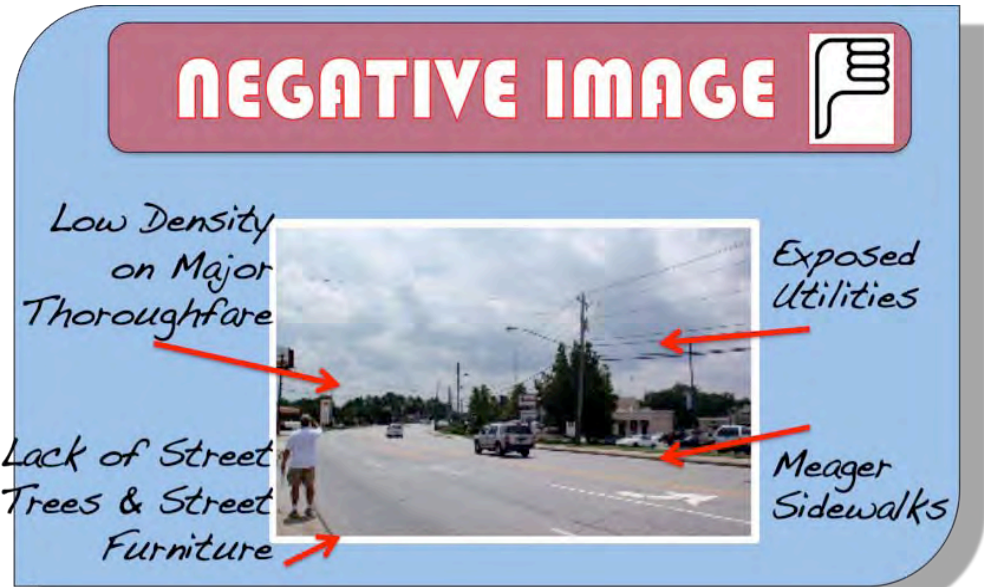
ZONING EVALUATION

BUILDING ARTICULATION	BAD 
OPEN SPACE	BAD 
SIDEWALKS & STREET FURNITURE	BAD 
PEDESTRIAN FRONT YARDS	BAD 
ACTIVE GROUND FLOOR	BAD 

POSITIVE IMAGERY

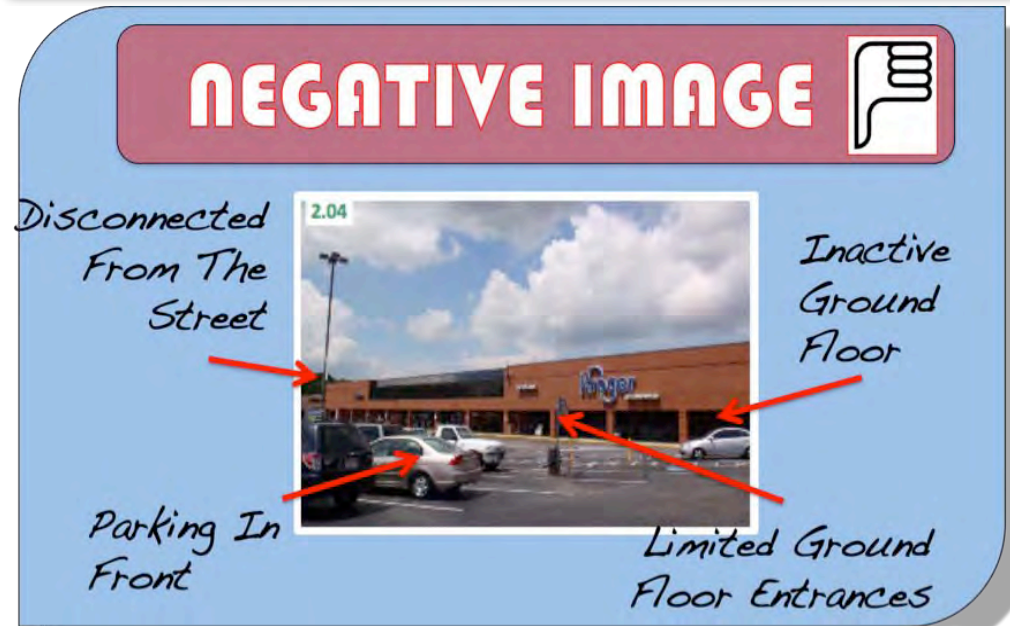
Clearly the elements related to the positively-rated imagery of the planning process do not fare well in terms of their ability to be regulated and implemented through the current zoning framework in place today. The majority of the elements that contribute to the positive imagery are by nature design and pedestrian related and in these categories the current zoning is extensively lacking.

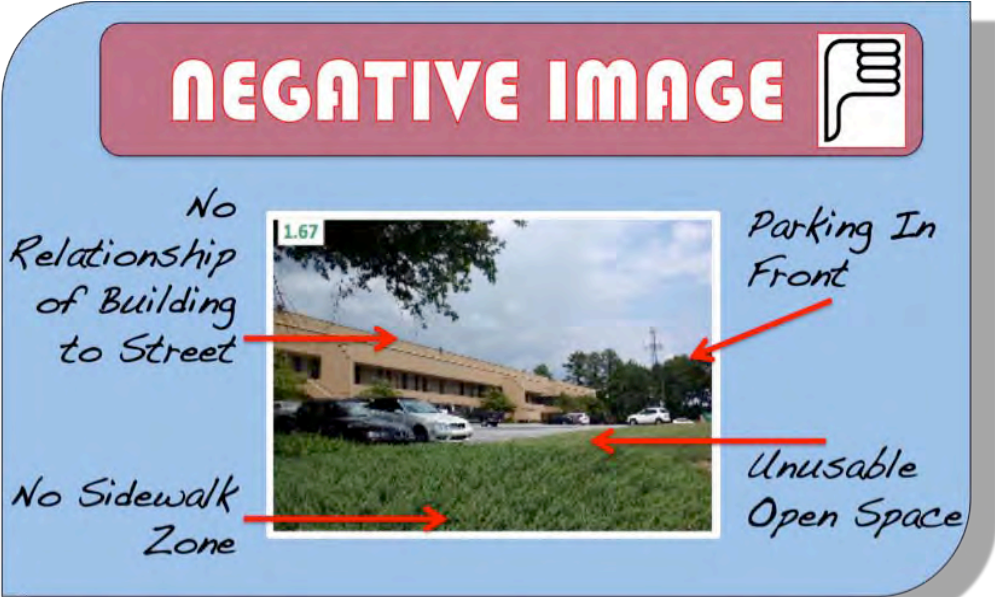
While much can be learned from positive imagery, negatively rated imagery holds equally as meaningful lessons on what the community desires. The following negatively-ranked imagery has been analyzed and summarized below.



This poorly ranked image is marked by exposed utilities, a meager sidewalk infrastructure, insufficient pedestrian amenities and poor building-to-street scale.

This low-ranked image of an existing retail strip shopping center contains several typical negative elements that cause it to be unappealing and undesirable. The building façade is unappealing and has no relationship to the street. The parking in the front and the lack of a sidewalk infrastructure ensure this area is auto-dominated and not pedestrian.





LAND USE & CIRCULATION ANALYSIS | Georgetown

The Georgetown Study has produced strategic Framework Plans that have been prepared with specific detail provided regarding Land Use and Circulation concepts. There are several elements of both Land Use and Circulation plans that have direct applicability to zoning regulations. Zoning has the potential to implement many of these concepts and should be leveraged as much as possible to do so. Not every element of a master plan can be implemented through zoning but much of it can and this section outlines which portions of the Land Use and Circulation plans can be achieved either through the existing zoning controls or newly created zoning regulations for the study area.

The newly proposed land uses incorporate new urban design elements as well as more specific uses and in some cases building heights. The proposed Land Use Framework Plan categories are as listed.

LAND USE FRAMEWORK	APPLICABILITY TO ZONING
CONVENIENCE RETAIL	Limited Office, Active Facades, Landscaping, Pedestrian Amenities
SMALL SCALE OFFICE	Active Facades, Landscaping, Pedestrian Amenities
CIVIC/INSTITUTIONAL	Recreation Center, School, Community Center, Senior Center
MIXED USE/TOD	Office/Residential/Retail, Midrise (8 floors), Open Space
ATTACHED RESIDENTIAL	For-sale, Age-targeted, Lowrise (3 floors), Unit/Price Diversity
MULTIFAMILY RESIDENTIAL	Apartment/Garden Style, Lowrise (4 story)
PARK/OPEN SPACE	Plaza, Fountain, Splash Pad, Public Sculpture

The Circulation Framework Plan explores a greater specificity of street types and street amenities. Additional elements of street design are also addressed including curb cuts, landscaping, signage and block sizes. More specific details of the Circulation Framework Plan are as listed.

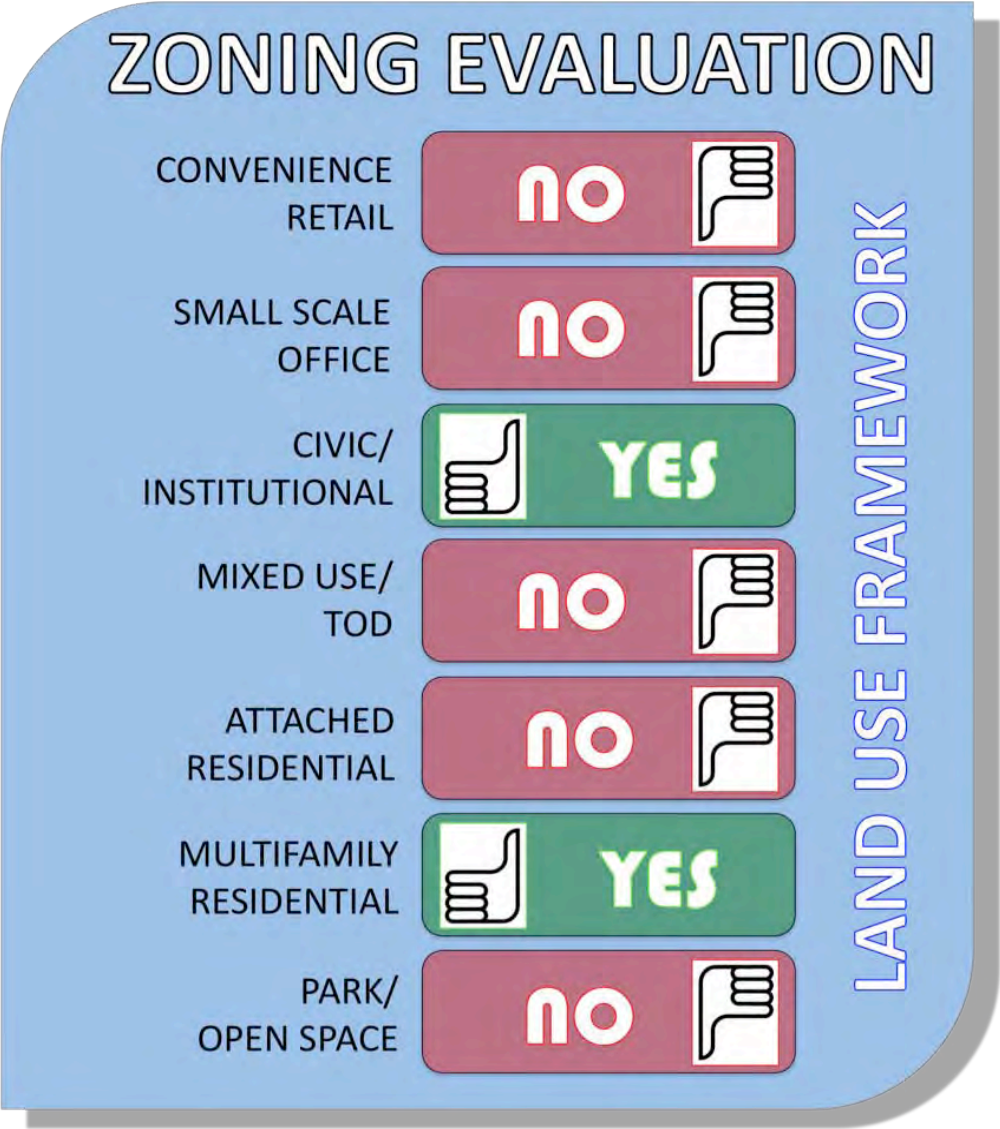
CIRCULATION FRAMEWORK	APPLICABILITY TO ZONING
OPEN SPACE	Pocket Parks For All New Development
PEDESTRIAN PATH/TRAIL	Multi-use, Bike/Ped, 12-15’
STREETSCAPES	Sidewalks, Lighting, Trees, Landscaping
GATEWAY IMPROVEMENTS	Landscaping, Signage
NEW ROADS	Break Up Blocks, Complete Streets
ACCESS MANAGEMENT	Consolidated Curb Cuts, Parcel Interconnectivity
ON-STREET BIKE ROUTES	New Roads

Many elements related to Circulation are best implemented and regulated through Public Works and Transportation mechanisms outside of the Zoning Ordinance. However, zoning should be leveraged whenever private land is being redeveloped and whenever circulation and transportation are part of a new development the zoning controls can be a powerful tool for implementing the recommendations of this plan.

The Land Use Framework Plan recommendations have been analyzed in relation to the ability of the existing zoning regulations to implement them. The Land Use patterns that are able to be implemented by the current zoning are noted by “Yes” and those that are not are noted by “No”.

The **Civic/ Institutional** and **Multifamily Residential** land uses identified in the plan are accommodated by current zoning districts in place today. It would be helpful to add greater specificity in permitted uses and definitions to ensure the specific civic and multifamily uses. Otherwise, these uses are permitted with the existing zoning districts in place today. In some cases certain areas may need to be rezoned to ensure these uses are actually in place according to plan recommendations.




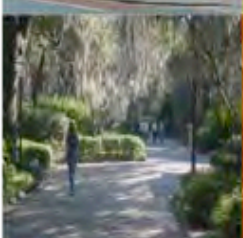

For all other designations however new zoning provisions are needed. New façade-treatment, urban design and building aesthetic components will be needed for the **Convenience Retail**, **Small Scale Office**, **Mixed Use/TOD** and **Attached Residential** districts. Pedestrian amenities such as sidewalks and street furniture are needed in the above listed districts as well as the **Park/Open Space** designation. Greater specificity and articulation is called for in all districts to ensure that the very specific types of uses contemplated by all of these districts can be achieved. This is best done by both defining and permitting the desired use within the newly zoning districts.



The recommended Circulation Framework Plan contemplates a system of connectivity that is not only different from current zoning regulations but is also more sophisticated than even many of the current Public Works and Transportation standards used by the City. As previously noted, not every aspect of circulation is best addressed through zoning provisions but it is good to leverage zoning as much as is possible since many circulations elements are constructed through the process of development or redevelopment.

It is not surprising then that the current zoning does not measure up when analyzed in a similar way as the Land Use plan. Current zoning does not require streetscapes, open spaces, gateway landscaping, access management connectivity or curb cut reductions or new street creation for large blocks. All of these provisions can be addressed in new zoning designations that can be created specifically for the study area. Bike routes can be achieved in a limited way by addressing bike route standards on any newly created private or public street as part of a development or redevelopment. Otherwise, Public Works and Transportation mechanisms are best used for controlling on-street bike routes on public rights-of-way.



	ACTIVE GROUND FLOOR	<p>Active uses are office, retail, commercial & residential</p> <p>Current zoning does not require ground floor uses to be active</p> <p>Building design treatment is not addressed allowing ground floor uses to disengage from the adjacent street or sidewalk</p>
	LIFELONG HOUSING	<p>Currently have to use a number of different districts to get housing type diversity</p> <p>Current regulations don't adequately ensure the desired age, income and family users</p> <p>Residential opportunities located over retail are not permitted by current zoning</p>
	MIXED USE	<p>A mixture of different but compatible uses aren't permitted within individual zoning districts</p> <p>Vertical mixing of uses is not currently permitted in the zoning regulations</p> <p>There are no mechanisms in place that articulate the ideal distribution of mixed uses and densities</p>
	OPEN SPACE	<p>Zoning regulates lot coverage and buffers but otherwise is silent on open space</p> <p>Design standards for open spaces are not addressed</p> <p>Open space required as a percentage of total development is not currently in place in the zoning regulations</p>
	TRANSIT FRIENDLY	<p>Uses such as higher density residential and higher density office are not present in the existing zoning</p> <p>The ability to enable reduced/shared parking to take advantage of transit is not allowed</p> <p>There are no existing controls to orient development to transit locations</p>

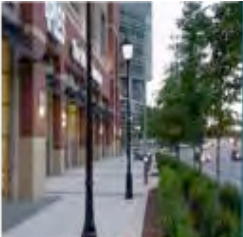
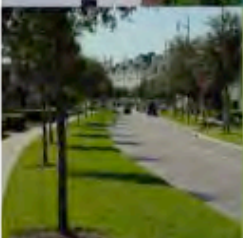
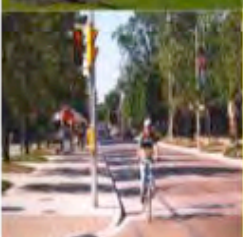

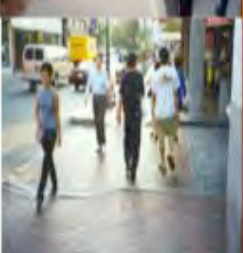
SUMMARY OF FINDINGS
(USES) | Georgetown

This zoning analysis reveals that the Georgetown Area Study interfaces with zoning in 3 primary ways: uses, urban design and connectivity. The following represents findings related to the Georgetown Area Study recommendations and the uses allowed in the current zoning. The types of uses recommended in this process are Active Ground Floor uses, Lifelong Housing, Mixed Use, Open Space and Transit Friendly uses.

	BUILDING ARTICULATION	<p>Regulations do not require urban design treatments or building design controls</p> <p>Window fenestration is not required in any current zoning district</p> <p>Building massing, floor delineation and material requirements are not addressed in any existing zoning regulations</p>
	GATEWAY IMPROVEMENTS	<p>Landscaping features related to gateway treatment are not addressed by current controls</p> <p>Building design and massing guidelines are absent for ensuring gateway designs</p> <p>Open Space or Use provisions for creating gateways are not found in current zoning</p>
	PEDESTRIAN FRONT YARDS	<p>Current zoning controls do not ensure pedestrian front yards</p> <p>Parking facilities are currently allowed to be located in front yards</p> <p>Buildings are not required to actively front onto the adjacent street frontage or adjacent streetscape</p>
	SIDEWALKS + STREET FURNITURE	<p>Zoning districts do not require sidewalks, street furniture or supplemental zones between the building and the street</p> <p>Area character and branding is not regulated through street furniture controls in the zoning</p> <p>Adjacent parcels are not required to be connected by sidewalks</p>
	SINGLE FAMILY PROTECTION	<p>Current zoning requires healthy buffers and setbacks when districts are adjacent to residential neighborhoods</p> <p>Buffer standards should be updated to ensure both continued neighborhood protection and the commercial feasibility of the studies recommended land uses</p>

SUMMARY OF FINDINGS
(URBAN DESIGN) | Georgetown

This zoning analysis reveals that the Georgetown Area Study interfaces with zoning in 3 primary ways: uses, urban design and connectivity. The following represents findings related to the Georgetown Area Study recommendations and the urban design controls in the current zoning. The types of urban design recommendations resulting from this process are Building Articulation, Gateway Improvements, Pedestrian Front Yards, Sidewalk & Street Furniture and Single Family Protection.

	ACCESS MAGAGEMENT	<p>Current zoning does not restrict the number or size of driveway curbcuts located on street frontages</p> <p>Driveway treatment within driveways are not addressed to ensure pedestrian safety when crossing along sidewalks</p>
	NEW ROADS	<p>New streets or roads created as part of new development is neither required nor addressed by current zoning</p> <p>Large blocks are not required to break up to create more walkable/pedestrian blocks</p> <p>Complete Streets are not required in existing zoning</p>
	ON STREET BIKE ROUTES	<p>On Street Bike facilities are not regulated as part of the existing zoning framework</p> <p>Bike parking spaces are not required in the current zoning controls</p> <p>The design and location of Bike parking facilities are not addressed in the current zoning</p>
	PEDESTRIAN PATH/TRAIL	<p>Alternative pedestrian paths are not dealt with in the existing zoning environment</p> <p>Open Space standards that can be leveraged to implement Pedestrian paths or trails are not present in the existing zoning</p> <p>Pedestrian connections from parking to building is not addressed</p>
	TRAFFIC CALMING	<p>Streetscape controls for purposes of traffic calming are not included in the existing zoning</p> <p>On street parking mechanisms for purposes of traffic calming are not found in existing zoning</p> <p>Sidewalk extensions or bulb outs are not regulated by the zoning in place in the study area</p>

SUMMARY OF FINDINGS
(CONNECTIVITY) |
Georgetown

This zoning analysis reveals that the Georgetown Area Study interfaces with zoning in 3 primary ways: uses, urban design and connectivity. The following represents findings related to the Georgetown Area Study recommendations and the connectivity regulations in the current zoning. The types of connectivity recommendations resulting from this process are Access Management, New Roads, On Street Bike Routes, Pedestrian Path/Trail and Traffic Calming.