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MEMORANDUM

To: Mayor and City Council

From: Kimberly Greer, Assistant to the City Manager

Date: March 28, 2011

Subject: **Georgetown / North Shallowford Master Plan**

ITEM DESCRIPTION

Staff seeks additional feedback and discussion regarding the Georgetown / North Shallowford Master Plan prior to the Council's formal consideration at the March 28th City Council Meeting.

BACKGROUND

The Georgetown / North Shallowford master planning process began simultaneously with the Dunwoody Village planning process in the summer of 2010 and is likewise designed to comply with the standards and intent of the Atlanta Regional Commission's (ARC) Livable Centers Initiative (LCI).

The Master Plan describes the 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. Throughout the planning process, the community has clearly enunciated a desire for change—improving the “gateway” appearance and embracing longer-term transformative ideas including providing open space and a signature City park, improving walkability and connectivity, and embracing opportunities for upscale senior / early retiree housing.

The Master Plan includes a summary of existing conditions, final versions of the vision, framework, and circulation plans, action plan, zoning recommendations, and an appendix documenting the public participation summary and detailed market report.

Based on the Council's discussions at the March Work Session, staff has spent additional time reviewing how the Master Plan integrates with the Comprehensive Land Use Plan. After a thorough review, staff believes the Master Plan builds upon the vision established by the Comprehensive Plan, and the two documents harmonize well. The Master Plan was developed to explore the Comprehensive Plan's vision for the area in greater detail, create an area specific land use and circulation framework and develop short-term and long-term action plans to guide the City's initiatives and investments. For example, the Comprehensive Plan states, “big-box retail is not appropriate (65,000 square foot or greater)” (page 11) and the Master Plan concurs that that Georgetown / North Shallowford area is appropriate for smaller, “neighborhood-serving retail,” with the Market Study confirming “the net demand for neighborhood-serving retail will be +/-4,000 square feet of new space per year, but will not start until +/-2015” (page 17).



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Additionally, at the March Work Session, the City Council further discussed height along the western border of the study area, adjacent to the Chateau Woods and Georgetown subdivisions. Throughout the master planning process, maintaining and enhancing buffers to surrounding single-family neighborhoods emerged as a key community consensus point (page 22). Specifically, in the Comprehensive Plan, the height of future development along this area is recommended as "up to 2-3 stories along the border of the character area where adjacent to the Suburban Residential Character" area (page 10). The Master Plan Land Use Framework Plan, on page 26, also suggests any new development in this area should be "2-3 stories" and continues on page 30 to further details a potential redevelopment vision "for the existing variety of low-scale office buildings" to be converted to a "Senior Village" area "providing a variety of independent/active adult housing or stepped facility providing several different types of senior housing" (page 30). This would "maintain a transition from single-family neighborhoods" (page 30).

RECOMMENDATION

Staff recommends adopting the Georgetown / North Shallowford Master Plan.

**STATE OF GEORGIA
CITY OF DUNWOODY**

RESOLUTION 2011-03-20

**A RESOLUTION TO ADOPT THE GEORGETOWN / NORTH SHALLOWFORD
MASTER PLAN AND INCORPORATE AS PART OF THE COMPREHENSIVE LAND
USE PLAN**

WHEREAS, the City of Dunwoody's Comprehensive Land Use Plan, adopted in 2010, provides a vision and direction for the City of Dunwoody and laid the foundation for a more detailed master planning effort for the Georgetown / North Shallowford area; and

WHEREAS, the Master Plan was developed to explore the Comprehensive Land Use Plan's vision for the Georgetown / North Shallowford area in greater detail, create an area specific land use and circulation framework, and develop short-term and long-term action plans to guide the City's initiatives and investments; and

WHEREAS, the residents, businesses, and property owners in the Georgetown / North Shallowford worked with the City of Dunwoody and the project team led by Urban Collage to develop a vision for the future of the Georgetown / North Shallowford area; and

WHEREAS, the Georgetown / North Shallowford area Master Plan has been developed based upon the direct input of the residents, businesses, property owners, and other stakeholders in the Georgetown / North Shallowford area; and

WHEREAS, the Georgetown / North Shallowford Master Plan was designed to comply with the standards and intent of the Atlanta Regional Commission's Livable Centers Initiative as well as accurately reflect the complex and diverse desires of the citizens and leaders of the City as a whole; and

WHEREAS, the City of Dunwoody wishes to adopt the Georgetown / North Shallowford Master Plan as a guide for future development and redevelopment in the Georgetown / North Shallowford area; and

WHEREAS, the City of Dunwoody wishes to maintain its Comprehensive Land Use Plan to support the implementation of the Georgetown / North Shallowford Master Plan and therefore wishes to incorporate the Georgetown / North Shallowford Master Plan as a minor amendment to the Comprehensive Land Use Plan, to serve as the guiding policy for the Georgetown / North Shallowford area.

NOW THEREFORE, BE IT RESOLVED, by the Mayor and City Council of the City of Dunwoody and it is resolved by the authority of said City Council, that by passage of this Resolution the City of Dunwoody Mayor and City Council adopt the Georgetown / North Shallowford Master Plan and incorporate it as part of the Comprehensive Land Use Plan as a minor amendment pursuant to the Department of Community Affairs Regulations.

SO RESOVLED AND EFFECTIVE this 28th day of March, 2011.

Approved:

#L.8.

**STATE OF GEORGIA
CITY OF DUNWOODY**

RESOLUTION 2011-03-20

Ken Wright, Mayor

Attest:

Sharon Lowery, City Clerk

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