

“PROJECT RENAISSANCE – A NEW GEORGETOWN” BACKGROUND

OVERVIEW

The Georgetown area is a critical gateway into the City of Dunwoody. Because of its landmark location and importance to the City as a whole, the City has invested considerable time and attention working with the community to plan for its future. In 2010 the City adopted a Comprehensive Land Use Plan outlining broad strategies for this area which incorporates functional open space and greenways, and a mix of quality, public space (plazas, pocket-parks), civic institutional uses, commercial, office, mixed-use with residential components accommodating the creation of a lifelong community.

GEORGETOWN MASTER PLAN

The City undertook a nine month, community-driven Master Planning process for the Georgetown area to more specifically capture and outline the community’s vision for the area. The Master Plan, adopted in March 2011, includes considerable attention and focus to the 16-acre parcel ultimately purchased by the City in September 2011. The Georgetown Master Plan outlines two optimal scenarios for the site including developing part of the site as a park and using the remaining as residential with a small retail node at North Shallowford. Another option called for redevelopment of the site as a park with the remaining developed as civic/institutional uses and small-scale retail uses.

PROJECT RENAISSANCE – A NEW GEORGETOWN

The City invested considerable time in exploring the strategy outlined by the Master Plans for the 16-acre parcel as well as a 19-acre property (the former hospital site on North Shallowford) which the City has under contract. A concept was discussed for potentially mixing parks, civic space and private sector development (both low density owner occupied residential and neighborhood commercial) to fully utilize the total 35 acres of both properties. The City created Project Renaissance as a catalytic public private partnership designed to ignite the redevelopment of the Georgetown area.

PROJECT RENAISSANCE INVITATION FOR PROPOSALS

The City issued Invitation for Proposals (IFP) encourages interested developers to submit ideas, concepts and designs for the development of 35 noncontiguous acres of property in partnership with the City. Proposals for potential development on the 16-acre parcel of land owned by the City and 19 acres of property the City currently has under contract will be submitted in April and a preferred developer will be chosen and announced by mid-May. There will be meaningful and significant public input before the City Council makes its final decision at the end of May.

NEXT STEPS

As part of Project Renaissance, the City will create a zoning category supportive of the type of development envisioned for the area. The new zoning district will be flexible to encourage revitalization yet restricted to a site plan specific zoning designation with significant controls. The selected developer will still need to go through the City’s existing rezoning process in order to have any property rezoned to this new district. A second forthcoming element of Project Renaissance includes the creation of an Urban Redevelopment Authority (URA) to provide the City with an economic development tool that enables the City to finance and sell portions of the property to a potential private sector partner.

PROJECT RENAISSANCE – A NEW GEORGETOWN FACT SHEET

As outlined in the Comprehensive Plan and the Master Plan, incorporating significant, functional community green space is a top priority for our community in the redevelopment of both the 16-acre parcel and the 19-acre property. In accordance with the Georgetown Master Plan, the land uses identified in the Invitation for Proposals (IFP) for these parcels include parkland, certain residential development, neighborhood commercial development, and civic facilities. Below are a few key development considerations and guidelines for the 35 acres.

On the 16-acre parcel, the City intends to:

- Retain approximately four acres to build a neighborhood park in the center of the site, and a playground with adequate buffering on the Chamblee Dunwoody side of the site
- Integrate a concrete multi-use trail from the 16 acre parcel to, and across, the 19 acre property allowing for a possible future connection to Brook Run Park
- Retain roughly three acres located along North Shallowford Road and Dunwoody Park Drive for the development of a future private-sector led neighborhood commercial retail development

The City anticipates successful proposals will likely include the following features:

16-Acre Parcel - Residential Proposals:

- No multi-family residential units, no for rent residential products and no more than 70 owner occupied single family residential units
- No more than any 2 units may share a common wall or abut by less than 10 feet
- Minimum of 2,100 square feet of interior heated space per unit (excluding garages)
- Construction of homes using only durable materials
- No more than 40% of homes with front loaded garages
- Pedestrian and cyclist connectivity throughout the development
- Exterior elevations of no more than 3 stories, including garages
- Construction shall include model variety, design variation and architectural integrity to ensure a non-repetitive streetscape within the development; all building elevations will be reviewed and approved by the City

16-Acre Parcel – Commercial Proposals:

- No more than 30,000 square feet of commercial property
- No more than 15,000 square feet of commercial property in any one building
- Construction using only durable materials
- Exterior elevations of no more than 3 stories; building elevations will be reviewed and approved by the City

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On the 19-acre property, the City intends to:

- Retain five acres to build an open field type park and three acres of passive and wooded nature area with soft-surface walking trails
- Preserve five acres located to the south of Pernoshal Court for a future Municipal Complex to include City Hall and the Police Department
- Relocate Pernoshal Court to the southern edge of the property line

The City anticipates successful proposals will likely include the following features:

19-Acre Property – Residential Proposals:

- No multi-family residential units, no for rent residential products and no more than 40 owner occupied single family residential units
- No more than 2 units may share a common wall or abut by less than 10 feet
- Minimum of 2,500 square feet of interior heated space
- Construction of homes using only durable materials
- Pedestrian and cyclist connectivity throughout the development
- Construction shall include model variety, design variation and architectural integrity to ensure a non-repetitive streetscape within the development; all building elevations will be reviewed and approved by the City

19-Acre Property – Commercial Proposals:

- No more than 30,000 square feet of commercial property
- No more than 15,000 square feet of commercial property in any one building
- Construction using only durable materials
- Exterior elevations of no more than 3 stories; building elevations will be reviewed and approved by the City