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MEMORANDUM

To: Mayor and City Council

From: Warren Hutmacher, City Manager

Date: March 26, 2012

Subject: **Discussion of the Urban Redevelopment Plan**

ITEM DESCRIPTION

As a next step in the Project Renaissance – A New Georgetown initiative, and prior to formal consideration as part of the April 9, 2012 Council Meeting, staff presents the Urban Redevelopment Plan for discussion.

BACKGROUND

On March 8, 2012 the City unveiled a new redevelopment initiative: Project Renaissance – A New Georgetown. This new initiative is a revitalization effort to implement the adopted Master Plan and promote a catalytic redevelopment opportunity for the Georgetown area. Project Renaissance targets 35 acres of land off of North Shallowford Road, a 16 acre parcel owned by the City and a 19 acre property the City has under contract.

The overall strategy for the Project Renaissance initiative is to enter into a public/private revitalization partnership for redevelopment of the 35 acres. The City intends to redevelop approximately 17 of 35 acres of land as parkland, multi-use trails, and civic space. The City has issued an [Invitation for Proposals](#) to solicit proposals from the private sector to redevelop the remaining land. Based on the land uses identified in the Master Plan, the City anticipates receiving proposals from potential private sector partners for developing the remaining land as owner-occupied, low-density residential and neighborhood-style commercial development. These uses will be incorporated with the public uses into a seamless development.

DISCUSSION AND NEXT STEPS

The Urban Redevelopment Act (Chapter 61 of Title 36 of the Official Code of Georgia Annotated) is a legislative tool governing the use of public/private revitalization partnerships for redevelopment, rehabilitation, and/or conservation of defined geographic areas. The Urban Redevelopment Act remains the most powerful, flexible, and easy to use legislative tool available for local governments as it relates to public/private revitalization partnerships.

The next step in the Project Renaissance initiative is to activate the Urban Redevelopment Act and complete the process outlined therein. All three steps in the process, listed below, will be formally considered as part of the April 9, 2012 Council Meeting.

1. Declare a Legislative Finding – find a specific area is in need of redevelopment
2. Adopt an Urban Redevelopment Plan - outline the City's plan for redevelopment
3. Create an Urban Redevelopment Authority – empower to implement the plan



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- a. Appoint Members to the Urban Redevelopment Authority – Mayor appoints, Council confirms

By making this document public at this time, staff is providing the Council and the community adequate time to review the draft plan before its formal consideration at the April 9, 2012 Council Meeting.

The draft plan is attached to this memorandum. The plan is under review by legal counsel. The draft will be updated with any changes from legal well ahead of any scheduled vote on this issue.

City of Dunwoody
Urban Redevelopment Plan

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I. City Background

On December 1, 2008 the City of Dunwoody became Georgia's newest municipality following a community-led movement to incorporate. This 13 square mile community of just over 46,000 residents is also home to many of metro Atlanta's top dining, shopping, schools, and recreation activities and destinations.

The City of Dunwoody is approximately 15 miles north of downtown Atlanta at the most northern tip of DeKalb County. Dunwoody is strategically located in a cradle of three major transportation routes: to the west, the north line of the regional commuter metro rail system, MARTA and Georgia 400; to the south, Interstate 285, the Perimeter beltway ringing suburban Atlanta; and on the east, Peachtree Industrial Boulevard. The road network and public transit provide easy access to Buckhead, Midtown, Downtown, and Hartsfield Jackson International Airport and has solidified Dunwoody's reputation as a convenient location for business.

The southwest corner of the City features one of the Southeast's largest employment centers surrounding a major regional economic retail generator, Perimeter Mall. The area is home to Fortune 500 companies, high-rise offices, high-end hotels, and a host of restaurant and retail attractions which all contribute to Dunwoody's strong local economy.

Dunwoody's prime location and prosperous local economy make it an attractive destination for families as well as businesses. Outside of the perimeter area, the majority of the City of Dunwoody is comprised of low density, stable single family homes and smaller neighborhood-level shopping centers and office complexes.

As of the 2010 Census, the largest age groups in Dunwoody's 46,267 residents are individuals 25-34 and 35-44 in the prime of their working and family lives. The City of Dunwoody's median household income in 2008 was \$98,648 and the per capita income was \$56,254. In comparison, the Georgia and Atlanta Metropolitan Statistical Area are substantially lower at \$32,227 and \$39,453 respectively.

Dunwoody thrives by partnering with organizations sharing our mission to provide the highest quality of life for those who live, work, or play in our community and to foster an environment where businesses can prosper.

II. Planning Background

Immediately following incorporation, the City began planning for its future. After a 15 month community-based planning process, the Mayor and City Council adopted the City's first Comprehensive Land Use Plan (Comprehensive Plan) in 2010. The Comprehensive Plan is a legal document guiding future development in Dunwoody, as well as providing the policy framework and principles for future planning initiatives.

Throughout the creation of the Comprehensive Plan, the community designated several "character areas" in the City with specific land use and redevelopment recommendations. The Comprehensive Plan identified the Georgetown / North Shallowford area as one of these character areas, including the properties targeted by this Urban Redevelopment Plan. Following the finalization of the Comprehensive Plan, the City embarked on a Master Planning process for the Georgetown / North Shallowford area in order to capture the community's specific vision for redevelopment of the area. The Master Plan was ultimately adopted in March 2011.

Concurrently with the Georgetown / North Shallowford Master Plan, the City also completed a Comprehensive Transportation Plan and a Parks, Recreation, and Open Space Master Plan (Parks Master Plan). Together with the Comprehensive Plan, these documents present a clear vision for the City's future and specifically outline the community's preferences for the redevelopment of the 35 acres targeted in this Urban Redevelopment Plan.

a. Comprehensive Plan

The Comprehensive Plan establishes the community vision for the future including a description of the development patterns expected by the City and under what conditions certain development may be appropriate. Additionally, the Comprehensive Plan establishes a vision and describes the intent for each of the ten identified character areas. For the nearly 400 acre (included as Map 1) Georgetown / North Shallowford character area, the vision/intent stated in the Comprehensive Plan is as follows:

i. Vision/Intent (Comprehensive Plan, Community Agenda, page 9)

"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 achieve 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 the area to Perimeter Center. It focuses more intense development along I-285 with transitions to adjacent residential subdivision. Redevelopment takes advantage of the planned, neighborhood transit station."

Additionally, the Comprehensive Plan specifies recommendations for the Future Development Intent and Goals for the Georgetown / North Shallowford character area as follows:

ii. Future Development Intent (Comprehensive Plan, Community Agenda, pages 10-11)

1. "Height

- Up to 2-3 stories along the border of character area where adjacent to Suburban Residential Character
- For interior section of the Character Area, up to 5 stories maximum anticipated, but potentially up to 8 stories if and only if project proposal provides appropriate amenities such as civic spaces for assembly, public functional green space, streetscape improvements, internal grid patterns, innovative parking solutions and way-finding signage. Until such time as the City establishes amenity criteria for zoning and development regulations that can implement this vision, an applicant should indicate with site-plan-specific drawings how their project meets the vision and intent
- Heights and densities will transition downward as development moves towards the adjacent Suburban Character areas, protected by adequate buffering/transition zones"

2. "Form

- Buildings and site design organized to take advantage of transit
- Characterized by transitions to adjacent uses (step down of building heights, buffers)
- Public functional green space and connectivity
- Innovative parking solutions including underground options and pedestrian- and bicycle-oriented features such as wrap-around parking, landscaping, and a senior friendly environment
- High quality materials such as stone and brick mix characterize architectural treatments
- Transitional buffer zones will appropriately protect any adjacent residential"

3. "Uses

- Appropriate uses include a mix of quality, public space (plazas, pocket-parks) and Civic Institutional uses, Commercial, Office, Mixed-Use with residential components accommodating the creation of a lifelong community;
- Residential Density: Up to 18 units to the acre for a mix of condominium and townhouse, only on the interior and along I-285; up to 30 units to the acre for age restricted senior housing only on the interior of the character area; 12 units to the acre elsewhere but require 2 story maximum and transitions along border of suburban character area. Additional density is allowable, if and only if, the nature of the mixed-use development provides exceptional opportunities for creating a high quality community.
- Commercial: Big-box retail is not appropriate (65,000 square foot or greater)"

iii. Goals (Comprehensive Plan, Community Agenda, page 12)

1. "Land Use and Development

- Re-development projects demonstrate appropriate transitions between intense uses and adjacent neighborhoods; transitions include gradual

increases only in height-plane, buffers and landscaping and intensity of uses

- City prepares a Master Plan detailing parcel-specific vision that promotes investment to redevelop the hospital site and Shallowford Road corridor
- The Master Plan should consider shadowing effects of taller buildings and appropriately regulate to not visibly impose on adjacent single-family residences
- Develop a unique architectural design theme for the area that embodies the unique character of Dunwoody
- Incorporate sustainable building and site development practices
- Multi-generational residential including active-adult housing and a range of continuing care options near new public amenities
- Promote a local, private or non-profit recreation center, such as a YMCA, in this area"

2. "Transportation

- The Dunwoody marker, logo or identifier should be prominent in this area
- Establish a bicycle network to allow cycling between Dunwoody Village, Georgetown and Brook Run
- Neighborhood-scale transit station potential location in Georgetown incorporated into redevelopment projects with safe and inviting access and reducing need to rely on automobile as primary transportation
- Bicycle, pedestrian, and alternative forms of transportation provide connectivity throughout character area"

b. Georgetown Master Plan

As recommended by the Comprehensive Plan, in the summer of 2010, the City began the creation of the Georgetown / North Shallowford Master Plan (Master Plan). After a nine-month, community-focused public planning process, the Master Plan was unanimously adopted in March 2011.

The Master Plan outlines a realistic and community-crafted vision related to future development, open space, circulation, transportation, and economic development. Specifically, the Master Plan provides key insights to the Georgetown / North Shallowford area's existing conditions, recent development history, existing development character, existing zoning, future character, and land use framework plan.

i. Existing Conditions (Master Plan, page 3)

"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 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 area is Brook Run, the City's largest park. While Brook Run has the potential to be a major amenity for the Georgetown 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 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.”

See Map 3 for a visual representation of Dunwoody’s Commercial Districts.

ii. Recent Development History (Master Plan, page 5)

“The Georgetown commercial district was primarily developed in the 1960s as a low-density residential area with supporting neighborhood commercial uses. Medical Office parks became prevalent after the North Shallowford Hospital opened and flourished throughout the 1970s and 1980s. The Georgetown 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) and the now demolished Hospital 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 Georgetown area (commonly referred to as the ‘PVC Site’).”

iii. Existing Development Character (Master Plan, page 6)

“The Georgetown 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 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, 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 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 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."

iv. Existing Zoning (Master Plan, page 8)

"The Georgetown 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 area zoning districts are low to medium density in nature, consistent with the existing built environment of the 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."

See Map 4 for a visual representation of the existing zoning.

v. Future Character (Master Plan, page 23 and 24)

"In September 2010, a Community Preference Survey was conducted as part of the Georgetown / North Shallowford Master Plan to gather stakeholder input regarding the future of the Georgetown area. While the pool of survey respondents was not a scientific sample of the community as a whole, the City gained greater insight into a series of community issues and the divergence of vision between various segments of the community. The survey included a series of multiple choice and short-answer questions regarding land use, open space, transportation/circulation, sense of place, and implementation."

"Notable results from multiple choice and short-answer questions:

- 74% of survey respondents noted that the Georgetown 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:
 - Encourage high-quality redevelopment
 - Create open space/parks
 - Make the area more walkable and bikable"

vi. Land Use Framework Plan (Master Plan, page 25)

"The Land Use Framework Plan was developed as part of the Georgetown Master Plan and is intended to guide future development/redevelopment within the Georgetown area. Due to current economic and 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 greater 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, location, 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 maps outline key strategies and recommendations for potential redevelopment sites."

See Map 5 for a visualization of the Land Use and Framework Plan.

III. Redevelopment Area

In accordance with O.C.G.A. 36-61 et seq., Dunwoody has established an Urban Redevelopment Area by Resolution, making a determination of need and identifying the boundaries. The City's Redevelopment Area is indicated in yellow on Map 2.

The 35 acres of property targeted in the City's Redevelopment Area consists of two sites that the Master Planning process categorized as "primary opportunities" based upon an analysis of the physical and economic assessment of the area coupled with an understanding of the community desires. See Map 7 for a visualization of the Redevelopment Potential.

a. Property Description and Background

i. 16 Acre Parcel

The 16 acre parcel is bounded to the west by Chamblee Dunwoody Road, to the southeast by Dunwoody Park Drive and to the east by North Shallowford Road. The property is surrounded on three sides with multi-family residential developments. See Map 8 for a location map of the 16 acre parcel.

In 2003, the property was zoned for a high-density, multi-family development use that was ultimately foreclosed. The property was a key focal point of the City's Georgetown / North Shallowford master planning effort throughout 2010. During this master planning effort, and the previous Comprehensive Plan, the City received extensive feedback and input from the community indicating this area is oversaturated with high-density residential apartments. Consequently, the City Council purchased the property to make sure this key site was not developed contrary to the vision the community has for this area of the City.

The Master Plan acknowledges the necessity of a public/private partnership to offset the costs of purchasing the land and developing a portion of it as community green space (Master Plan, page 27). As such, since the adoption of the Master Plan in 2011, City staff has met with interested developers to explore the scenarios outlined in the Master Plan. Exploring which combinations and arrangements of desired uses should afford the City the ability to implement the community's documented vision for the property.

ii. 19 Acre Property

The 19 acre property is located east of North Shallowford Road and along Pernoshal Court. The site consists of five separate parcels. The three parcels located on the north side of Pernoshal Court make up 14 acres. The other two are located on the south side of Pernoshal Court. Both the westernmost parcel north of Pernoshal Court and the westernmost parcel on the south side of Pernoshal Court abut North Shallowford Road. See Map 9 for a location map of the 19 acre property.

The 14 acre portion is the site of the former Emory Dunwoody Medical Center and the adjacent five acre portion houses three medical office buildings. The hospital was closed in 2006 and ultimately demolished in 2011. The 19 acre property was also a key focal point of the City's master planning effort

throughout 2010. The plan acknowledges the importance of including community open space in any redevelopment and outlines the best option for the site as a civic institution, such as a municipal complex, and/or single family or low-intensity senior oriented housing (Master Plan, page 28).

b. Future Development Plans

Specifically, the Master Plan details two optimum development scenarios for the 16 acre site and 19 acre property. As mentioned previously, the land uses identified for these parcels include a new city park, residential, a retail node, and civic facilities (Master Plan, page 26-28). The fact the Master Plan presents multiple options for these parcels showcases the combinations of the aforementioned land uses, based upon the site design, can advance the community desires manifested in both the Comprehensive Plan and the Master Plan.

As the property owner, the City seeks to ensure that future redevelopment of these sites utilizes the land uses desired by the community and ensures these uses are arranged, scaled, and designed in a manner forwarding our community's plan for the future.

c. Zoning

In December 2008, upon incorporation as a City, the Dunwoody City adopted a Zoning Ordinance which nearly identically mirrors the DeKalb County Zoning Ordinance under which Dunwoody was developed over the past 30+ years. In 2010, the City codified all its ordinances with the Municipal Code Corporation (Municode).

The City's existing Zoning Ordinance is of a traditional (Euclidian) composition. In order to bring the Zoning Ordinance into conformity with our adopted Comprehensive Plan, area Master Plans, and modern best practices, the City is currently drafting a new Zoning Ordinance and Land Development Regulations.

Neither the current Zoning Ordinance nor the current zoning of the properties in the Urban Redevelopment Area supports the redevelopment envisioned by our community's Comprehensive Plan, Master Plan, or the Urban Redevelopment Plan. The City has initiated the process to create a new zoning category to permit the development of land for uses proposed as unified and integrated developments in accordance with adopted community plans. The City anticipates accepting proposals for rezoning into this new zoning category as early as July 2012.

IV. Redevelopment Plan

In light of the City's strong history of working with its residents and businesses to document the community's vision for future redevelopment, the following Redevelopment Plan outlines the City's planned investments in the area. The City acknowledges redevelopment in this critical area will be stimulated through the assurance of the adopted plans; strategic acquisition and demolition; construction of recreational and community facilities; traffic and transportation improvements; appropriate accommodations for any displaced residents; and other public improvements.

a. Acquisition and Demolition

i. 16 Acre Parcel

Throughout both the comprehensive planning effort and the master planning effort, the City received extensive feedback and input from the community indicating the Georgetown area has an overabundance of apartments. In 2011, the City Council took decisive action to make sure this key site was not developed as a high-density development or contrary to the vision the community has for this area of the City.

The City signed a Letter of Intent with Wells Fargo in February 2011 and after a thorough due diligence period, closed on the property in September 2011. Since purchasing the property, the City capped, at grade, the PVC sanitary sewer laterals installed as part of the original development, leaving the sub-grade portions intact. All other aspects of the property remain in generally the same condition as received.

No demolition is foreseen for the 16 acre parcel as the only existing structures are infrastructure-related such as sewer laterals, sewer and storm drainage facilities, roadways, and retaining walls. Should this change during the implementation of the Redevelopment Plan, the City will take the necessary steps to amend the plan to reflect such changes.

ii. 19 Acre Property

The City has the entire 19 acre property under contract, with closing anticipated in July 2012. The site will be purchased over a 3 year period using exclusive options. The City will be making annual payments to the Seller to complete the transaction. Each payment yields fee simple ownership of a portion of the property. The City has the right to accelerate payments to the Seller and exercise these exclusive options at an earlier date. The City is willing to accelerate payments if it becomes necessary to do so and a private sector partner provides the funds to do so.

In June 2011, the owner of the 19 acre property demolished the hospital buildings located on the 14 acre portion of the site located north of Pernoshal Court. On the five acre property south of Pernoshal Court, there are three medical office buildings. A vacant 22,000 square foot former medical office building sits facing North Shallowford Road. Behind this office building are two medical office buildings, roughly 16,000 square feet and 12,000 square feet. The two smaller buildings are subject to a long term ground lease expiring in 2022. This portion of the site will likely remain intact until the ground lease

expires in 2022. In order to implement the full redevelopment of the 19 acre property, following the expiration of the ground lease, the three obsolete medical office buildings will likely be demolished.

b. Recreational and Community Facilities

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 the 35 acres of the Redevelopment Area. Additional insights about the community's aspirations for future parkland, open space, greenways, and multi-use trails can be found in the City's Parks Master Plan adopted in June 2011. Specifically, the Parks Master Plan documents the City of Dunwoody as a whole is underserved in our total acreage of parkland, as compared to national standards, for both our population and our size.

As part of the redevelopment of these critical 35 acres, the City intends to construct a total of approximately 17 acres of parkland, multi-use trails, and civic space. The City intends to pay for all costs related to the development and maintenance of the proposed parkland and multi-use trails. All City-built facilities will be open to the public.

Specifically, on the 16 acre parcel, the City intends to retain approximately 4 acres to build a neighborhood park in the center of the site, a playground with adequate buffering on the Chamblee Dunwoody side of the site, and a concrete multi-use trail running from Chamblee Dunwoody Road across the entire 16 acre parcel and connecting to 19 acre property off of North Shallowford. A map of a preliminary concept for the proposed park elements and layouts for the 16 acre parcel is included as Exhibit 10. An artist rendering of a possible 1.5 acre central neighborhood park is included as Exhibit 11. An artist rendering of how this parkland may interact with a potential redevelopment on the property is included as Exhibit 12. An artist rendering of a potential neighborhood commercial node on the property is included as Exhibit 13.

The City intends to continue the aforementioned concrete multi-use trail from the 16 acre parcel to, and across, the 19 acre property allowing for a future connection to Brook Run Park located northeast of the property along Nancy Creek. The City recognizes that this potential future connection will require the cooperation of the property owners between the 19 acre property and Brook Run Park. Additionally, on the 19 acre property, the City intends to retain 5 acres to build an open field type park and 3 acres of passive and wooded nature area with soft-surface walking trails. A map of the proposed park elements and layouts for the 19 acre property is included as Exhibit 14. A potential site plan for the open field park is included as Exhibit 15. An artist rendering of the open field type park is included as Exhibit 16.

On the 19 acre property, the City also intends to retain the five acres located to the south of Pernoshal Court for a future Municipal Complex to include City Hall and the Police Department. If a future City Council decides not to place the Municipal Complex on this site, the City has the flexibility to expand the amount of park space and/or facilitate a private development investment fronting North Shallowford Road south of Pernoshal Court.

c. Traffic and Transportation Improvements

As outlined in the Comprehensive Plan and the Master Plan, improving connectivity and providing multi-modal transportation options are top priorities for our community in the redevelopment of the 35 acres of the Redevelopment Area. Additional insights about the community's aspirations for traffic and transportation improvements can be found in the City's Comprehensive Transportation Plan adopted in March 2011.

The Master Plan's Circulation and Open Space Framework Plan (Map 6) outlines traffic and transportation improvements for the 35 acres including streetscapes (sidewalk, landscape, and lighting), bicycle routes, and multi-use paths/trails. As stated on page 33 of the Master Plan,

"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"

As part of the redevelopment of the 35 acres, and as mentioned in the discussion of Recreational and Community Facilities, the City intends to create a concrete multi-use trail across 16 acre parcel to, and across, the 19 acre property allowing for a future multi-use path/greenway connection to Brook Run Park along Nancy Creek. Additionally, by completing the road network within the 16 acre parcel, the City will improve east-west connectivity and access between neighborhoods on either side of the 35 acre Redevelopment Area.

Additionally, as part of the redevelopment of the 19 acre property, the City intends to relocate Pernoshal Court to the southern edge of the property line, curving it back to the middle of the property in order to retain site access for the benefit of the existing multi-family developments and office tenants abutting this development to the east while allowing optimal redevelopment of the five acre parcel. A map of the proposed relocation of Pernoshal Court is included as Exhibit 17.

Many other transportation and traffic improvements are planned for roads adjacent to the 35 acre Redevelopment Area including streetscape (sidewalk, landscape, and lighting) improvements to both Chamblee Dunwoody Road (to the west of the 16 acre parcel) and North Shallowford Road (connecting the two properties).

d. Relocation of Displaced Residents

For the 35 acre Redevelopment Area, the City of Dunwoody has determined that the development of a relocation strategy is not necessary at this time. There is no housing in the Redevelopment Area. In the event displacement of residents becomes necessary at a later date, the Urban Redevelopment Plan will be amended to incorporate a plan for relocating displaced residents in accordance with all statutory requirements.

e. Redevelopment Plan's Relationship to Community Objectives

The entirety of the City's planned redevelopment activities in the Redevelopment Area (including strategic acquisition and demolition, construction of recreational and community facilities, and traffic and transportation improvements) are based in the community's objectives as documented and described in adopted plans.

The specific recommendations from the Comprehensive Plan, the Master Plan, Parks Master Plan, and the Comprehensive Transportation Plan as they relate to the 35 acres of the Redevelopment Area are documented throughout the Urban Redevelopment Plan in areas such as Section II. The Urban Redevelopment Plan affords the City of Dunwoody a vehicle by which to unite all the different aspects of our community's vision for the future and implement and effectuate the redevelopment of this critical area.

V. Public-Private Partnership Redevelopment Strategy

The City's planned redevelopment, improvements, and rehabilitation of the Redevelopment Area necessitate partnership with the private sector.

a. Invitation for Proposals

In order to engage a private sector partner, the City is moving forward with a competitive bidding process by releasing an Invitation for Proposals (IFP). The IFP, dubbed "Project Renaissance: A New Georgetown," solicits proposals from the private sector to redevelop or rehabilitate the Redevelopment Area or any portion thereof.

The IFP also provides extensive background information, detailing the community's vision for redevelopment, as documented in the adopted Comprehensive Plan and Master Plan, and the City's planned investments in the Redevelopment Area. Additionally, the IFP provides details regarding the land uses for the Redevelopment Area as identified in the Master Plan.

Although the City will consider all redevelopment or rehabilitation proposals, based on the community preferences for the Redevelopment Area, the City anticipates the proposal that is in the public interest to best further the Urban Redevelopment Plan will likely include the following features:

16-Acre Parcel - Residential Proposals:

- No multi-family residential units, no for rent residential products
- 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.

19-Acre Property – Residential Proposals:

- No multi-family residential units, no for rent residential products
- 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 15 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.

b. Financial Strategy

Additionally, the Invitation for Proposals process affords the City a public process to consider the financial and legal ability of persons making such proposals to carry them out and the extent to which such finances align with the City's financial strategy for making its planned improvements.

As described in Section IV, the City purchased the 16 acre parcel in 2011. Originally, the City's purchase of the 16 acre parcel was financed utilizing a lease purchase agreement with RBC bank (now PNC bank) facilitated by the Georgia Municipal Association. This financing was structured to be paid back by 2018. The lease purchase agreement contains a provision preventing the City from rezoning the property until the full note is paid off. Additionally, the entire 16 acres is collateral for the bank so if any portion of the land were sold to a private party, title to the land would be clouded with a deed to secure debt.

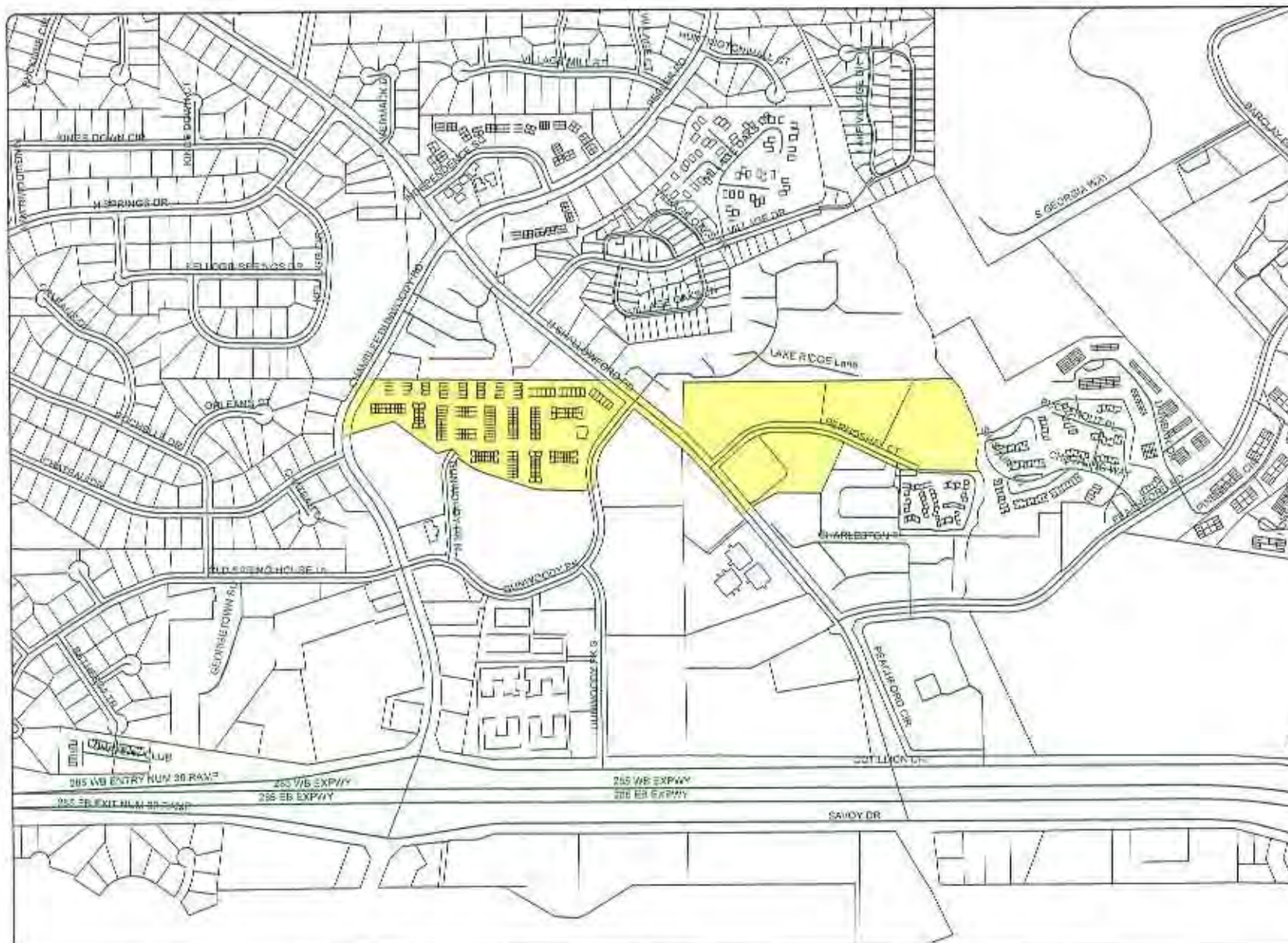
The City's goal concerning the entire property transaction is to provide a free and unencumbered title on the property for the private party who is selected for partnership through the IFP process to purchase a portion of the land from the City for redevelopment. Due in part to limitations within the current agreement on the 16 acre parcel, the City has initiated the process to refinance that purchase and allow the City the ability to sell any portion of the parcel (as contemplated in this Urban Redevelopment Plan) to a private party without onerous zoning or title restrictions.

Further, as described in Section IV, the City has the 19 acre property under contract and intends to purchase the property over a 3 year period utilizing unassigned reserve funds. The City will be making annual payments to the Seller to complete the transaction. Each payment yields fee simple ownership of a portion of the property. The City has the right to accelerate payments to the Seller and exercise these exclusive options at an earlier date. Dependent upon the negotiation of final purchase terms with the private partner for the portions of the Redevelopment Area, the City is willing to accelerate payments if it benefits the redevelopment effort and the private partner provides the funds to do so.

VI. Exhibits

Map 1: Georgetown Context Map
Map 2: Urban Redevelopment Area
Map 3: Dunwoody Commercial Districts Map.....
Map 4: Existing Zoning
Map 5: Land Use Framework
Map 6: Circulation and Open Space Framework.....
Map 7: Redevelopment Potential
Map 8: 16 Acre Parcel Location
Map 9: 19 Acre Property Location.....
Exhibit 10: 16 Acre Parcel – Site Plan
Exhibit 11: 16 Acre Parcel – Neighborhood Park
Exhibit 12: 16 Acre Parcel – Parkland and Redevelopment.....
Exhibit 13: 16 Acre Parcel – Neighborhood Commercial Node
Exhibit 14: 19 Acre Property – Parkland and Redevelopment
Exhibit 15: 19 Acre Property – Site Plan for Open Field Park
Exhibit 16: 19 Acre Property – Park Rendering.....
Exhibit 17: Proposed Relocation of Pernoshal Court

DRAFT



Dunwoody
 "Smart people - Smart city"
 Community Development
 41 Dunwoody Center East | Dunwoody, Georgia
 Suite 200 | 30345-1902
 678-702-6250 • www.dunwoodyga.gov

**Proposed
 Urban Redevelopment
 Plan Area**

March 2012

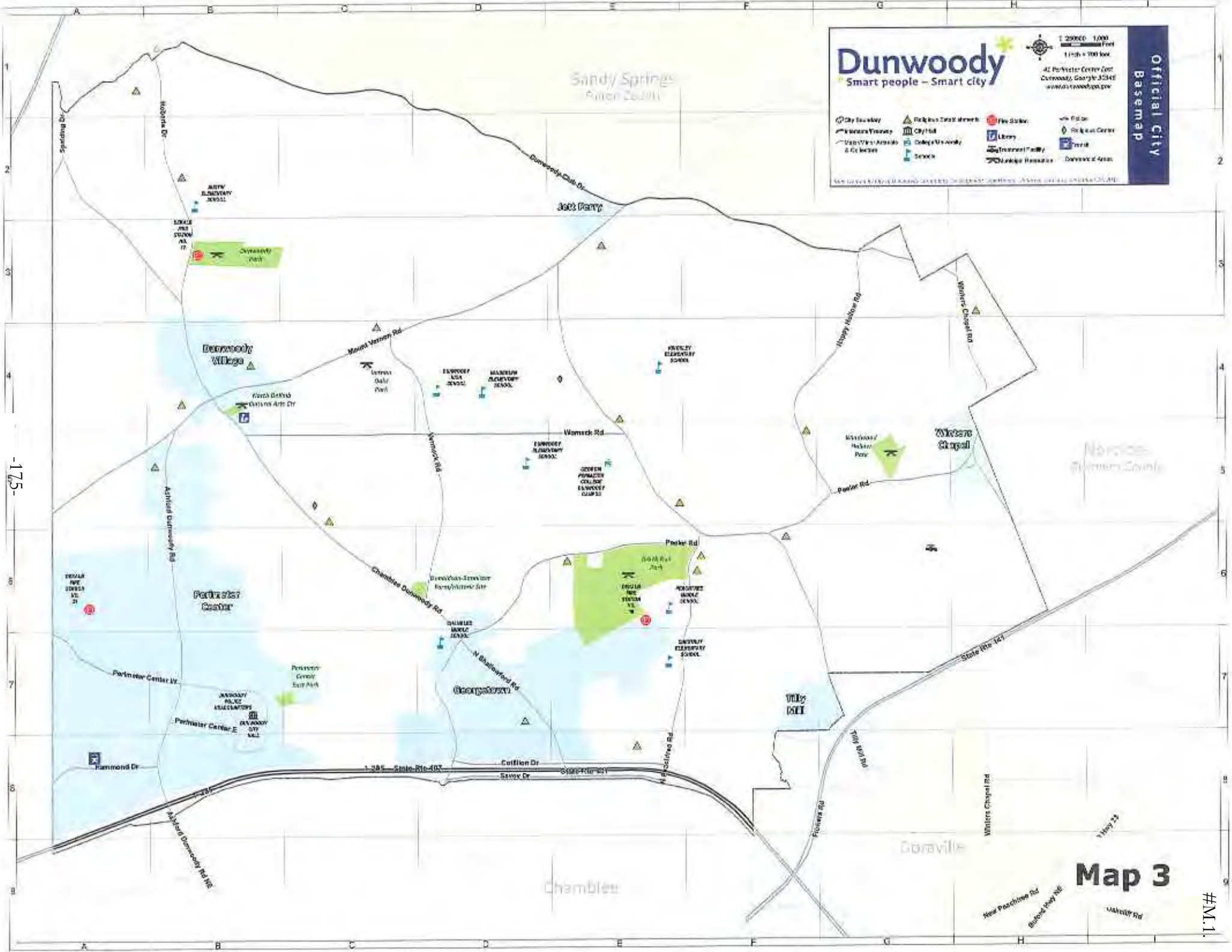
Legend

- Street Centerline
- City Center
- Proposed City Center / East End Development Area

Scale: 1" = 550'

Map 2

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Dunwoody

Smart people - Smart city

Scale: 1" = 1,000 Feet
42 Parkview Center East
Dunwoody, Georgia 30340
www.dunwoodyga.gov

Official City Basemap

City Boundary	Religious Landmarks	Fire Station	City Hall
Major Thruway	City Hall	Library	City Hall
Waterways	College University	Police Station	City Hall
City Center	City Hall	City Hall	City Hall

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Map 3

#M.1.



LAND USE FRAMEWORK PLAN

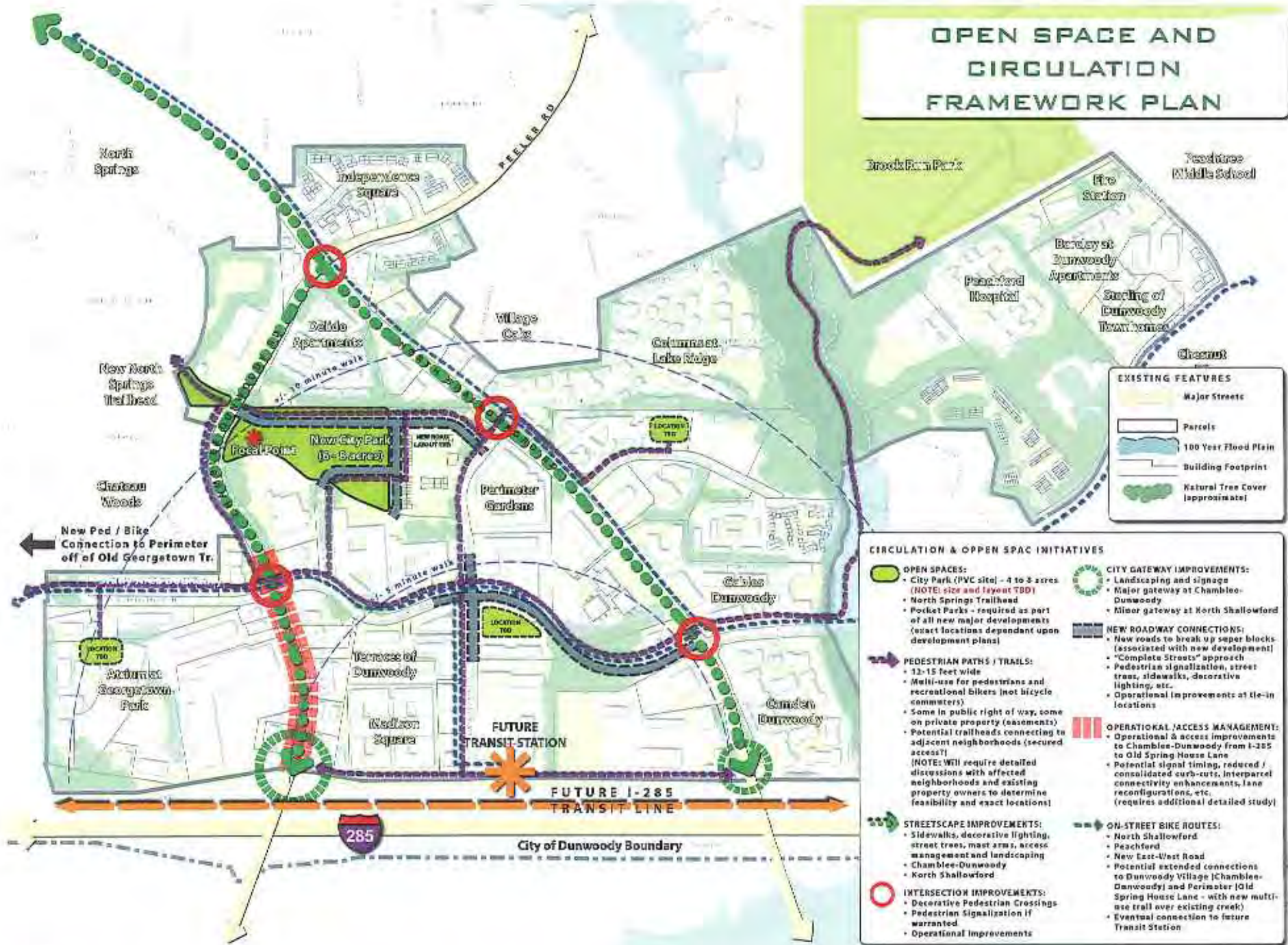


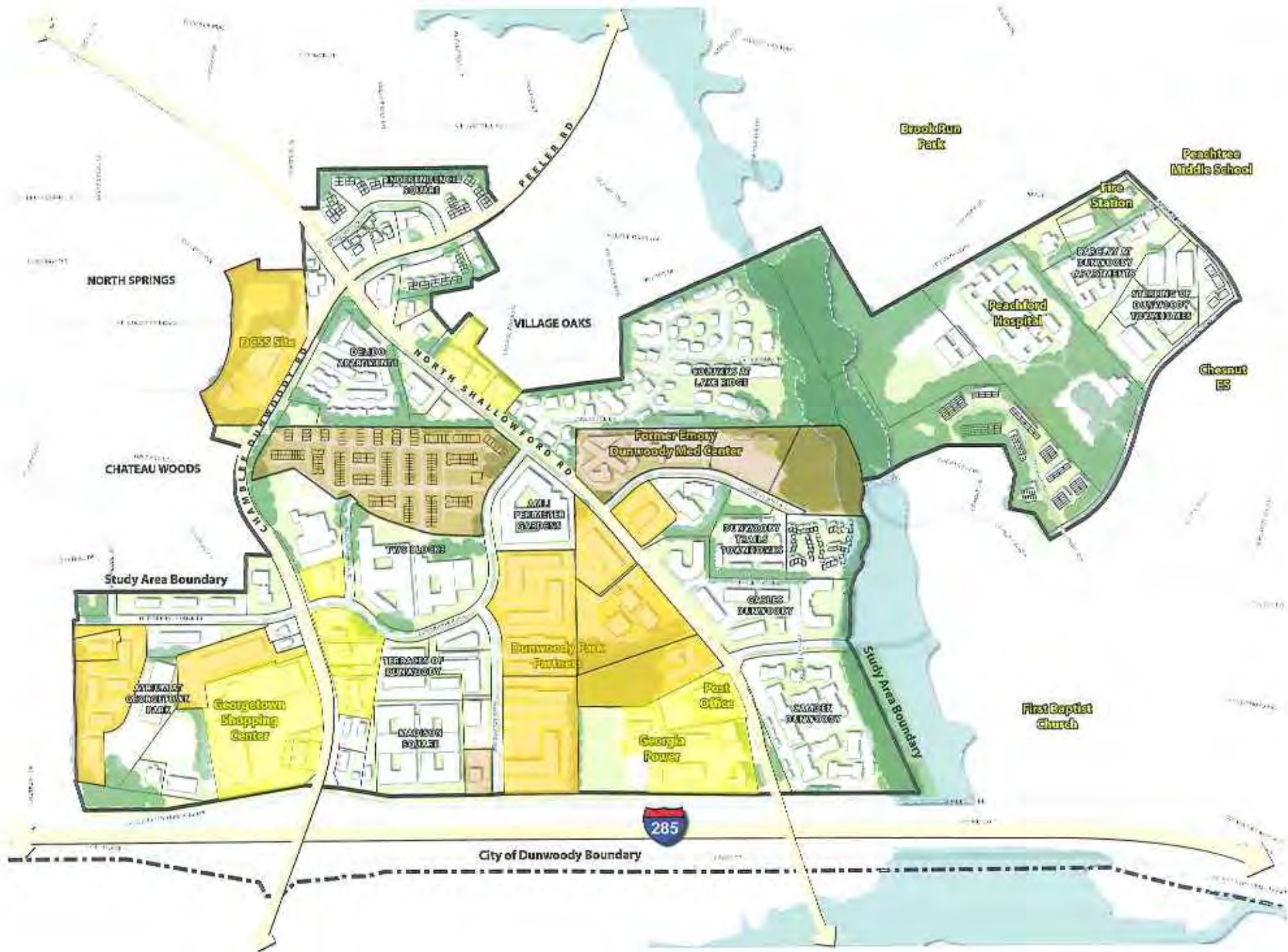
CITY OF DUNWOODY GEORGETOWN/NORTH SHALLOWFORD ROAD AREA MASTER PLAN

URBAN COLLAGE, INC.
10.20 | 11

Map 5

#M.1.







Dunwoody
 Smart people. Smart city.
 City of Dunwoody
 Community Development
 4700 Peachtree Dunwoody Rd., Suite 100
 Dunwoody, Georgia 30346-3000
 (770) 261-1000

Site Location

19 Acre Property
 Site Location

Legend

Nancy Creek

City Streets

15 Acre Property

15 Acre Parcel



NOTES:

1. The 19-acre property is located within the boundaries of the City of Dunwoody, Georgia. The property is outlined in red on this map.
2. The 15-acre parcel is located within the 19-acre property. It is outlined in yellow on this map.
3. The map is based on aerial photography and is not to scale. The property boundaries are shown for informational purposes only.
4. The map is not a legal document and should not be used for legal purposes. For legal purposes, consult the official records of the City of Dunwoody.
5. The map is the property of the City of Dunwoody and is not to be reproduced without permission.

Map 9



SITE PLAN
16 ACRE PARCEL
DUNWOODY, GEORGIA

1 ENTRY PLAZA/ OPEN LAWN

- * CONNECTION TO EMORY HOSPITAL SITE VIA 12' MULTI-PURPOSE TRAIL ALONG N. SHALLOWFORD ROAD.
- * MONUMENT SIGNAGE AT CORNER INCORPORATING NEW CITY OF DUNWOODY SIGNAGE STANDARDS.
- * DECORATIVE STEEL FENCING WITH MONUMENT PILASTERS ALONG ROAD FRONTAGE TO PROMOTE PARK USER SAFETY AND CREATE A SENSE OF SEPARATION FROM ROADWAY
- * CONNECTION TO ADJACENT COMMERCIAL DEVELOPMENT

2 LINEAR PARK CONNECTION

- * 12' MULTI-PURPOSE TRAIL PULLED AWAY FROM ROADWAY TO PROMOTE USER SAFETY AND SENSE OF SEPARATION.
- * CONTINUOUS THEME OF SMALL VERTICAL ELEMENTS ALONG TRAIL THAT INCORPORATES DESIGN INSPIRED BY CITY OF DUNWOODY SIGNAGE STANDARDS.
- * CONVERT TO PARALLEL PARKING ALONG ROADWAY TO MAXIMIZE OPEN SPACE ALONG TRAIL
- * CONNECTION TO CENTRAL PARK AREA MARKED BY LARGE VERTICAL ELEMENTS INSPIRED BY NEW CITY SIGNAGE STANDARDS.

3 CENTRAL PARK SPACE

- * AXIAL RELATIONSHIP TO PROVIDE DIRECT ENTRY EXPERIENCE WITH TRAIL USERS. LARGE SCALE VERTICAL ELEMENTS AT ENTRY TO PROVIDE FOCAL POINT.
- * ENTRY PLAZA WITH ORNAMENTAL FOUNTAIN, FLAG COURT AND SEAT WALLS.
- * OPEN LAWN AREA WITH CONTINUED VERTICAL ELEMENTS ALONG PERIMETER TO CONTINUE DESIRED THEME. VERTICAL ELEMENTS MAY BE USED TO PROVIDE ELECTRICAL CONNECTIONS FOR VENDORS DURING PARK EVENTS.
- * LARGE BENCH SWINGS WITH ARBORS OVERLOOKING LAWN AREA.
- * LARGE PICNIC PAVILION, SPLASH PAD AND PLAYGROUND WITH 2-5 YR OLD PLAY STRUCTURE

4 PLAYGROUND/ PAVILION AREA

- * INTERNAL TRAIL CONNECTION TO PROMOTE USER SAFETY AND SENSE OF SEPARATION FROM ROADWAY. TRAIL TO HAVE CONTINUOUS THEME OF VERTICAL ELEMENTS USED IN LINEAR PARK CONNECTION.
- * PERPENDICULAR PARKING TO RECOVER ADDITIONAL PARKING AREA.
- * COMBINED RESTROOM/ PICNIC PAVILION WITH SEATWALL PLAZA AND CONNECTION TO OPEN LAWN AND ±3300 SF PLAYGROUND.



16 ACRE PARCEL

DUNWOODY, GEORGIA



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SITE PLAN 19 ACRE PROPERTY DUNWOODY, GEORGIA

1 TRAIL HEAD/ OVERLOOK PLAZA

- * USING EXISTING TOPOGRAPHY, CREATE TRAIL HEAD WITH OVERLOOK INTO PARK
- * SEATWALLS WITH SMALL PILASTER AND DECORATIVE PAVING
- * KIOSK WITH INTERPRETIVE SIGNAGE
- * ADA ACCESS INTO LAWN VIA TRAIL OR DIRECT ACCESS VIA STAIRS
- * 12' WIDE MULTI-PURPOSE TRAIL PROVIDES CONNECTIONS TO BROOK RUN PARK AND THE PIPE FARM ON N. SHALLOWFORD RD.

2 LARGE PAVILION/ BAND STAND

- * LARGE PICNIC PAVILION WITH REMOVABLE TABLES AND POWER CONNECTIONS FOR LIVE PERFORMANCES
- * STEPPED PLAZA FOR AIDED VIEWING FROM LAWN AREA
- * DECORATIVE PAVING AT PLAZA AND CURBED SHRUB BEDS
- * IDEAL LOCATION AND ORIENTATION DUE TO TOPOGRAPHY AND SURROUNDING LAND USES

3 OPEN LAWN

- * VIEWING LAWNS WITH FULL SIDEWALK CONNECTIONS
- * GRADED TO PROVIDE AMPHITHEATER-STYLE LAWN VIEWING OF BAND STAND
- * MULTI-PURPOSE LAWN ACCOMMODATES LARGER CROWDS AND UNORGANIZED SPORTS

4 ENTRY PLAZA/ PICNIC PAVILION

- * UTILIZE EXISTING DRIVEWAY AS PRIMARY PARK ACCESS FROM PERNOSHAL COURT
- * SERVES AS VEHICULAR ACCESS DRIVE WITH REMOVABLE BOLLARDS
- * ENTRY MARKED BY LARGE VERTICAL MONUMENTS INCORPORATING ELEMENTS FROM NEW CITY SIGNAGE STANDARDS
- * ALIGNMENT OF ENTRY IDEALLY SUITED TO SERVE AXIAL RELATIONSHIP WITH FUTURE DEVELOPMENT
- * SMALL PAVILION SET IN PLAZA WITH DECORATIVE PAVEMENT AND TREE GRATES

5 RESTROOM BUILDING

- * RECOMMENDED TO ACCOMMODATE PARK VISITORS UNTIL OTHER FACILITIES ARE PROVIDED IN FUTURE PHASES.



19 ACRE PROPERTY

DUNWOODY, GEORGIA

