

PROJECT RENAISSANCE A NEW GEORGETOWN

AWAKEN REVITALIZE RENEW TRANSFORM CATALYZE



IT STARTED WITH THE COMMUNITY'S PLAN...

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 community-developed Georgetown / North Shallowford Master Plan (adopted in 2011) and promote a catalytic redevelopment opportunity for the Georgetown area. Project Renaissance activates 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.



Proposed Land Use Scenarios from Adopted Georgetown Master Plan



Proposed Land Use Scenario from John Wieland Homes and Neighborhoods

Artist Rendering Courtesy of John Wieland Homes and Neighborhoods

A PUBLIC/PRIVATE REVITALIZATION PARTNERSHIP

Issuing an Invitation for Proposals (IFP) in March 2012, the City set out to enter into a strategic public/private revitalization partnership for redevelopment of the 35 acres. After reviewing submitted proposals, the Project Renaissance Selection Committee unanimously recommended partnership with **John Wieland Homes and Neighborhoods** to begin a 35 acre catalytic redevelopment in the Georgetown area. The proposal from John Wieland dovetails with the proposed land use scenarios and ideas presented in the Georgetown Master Plan with traditional neighborhood urban design elements.

REDEVELOPMENT HIGHLIGHTS

16 Acre Site - Residential Elements

John Wieland Homes and Neighborhoods's site plan for the 16 acre site features traditional urban design elements that create a village feel. The land plan is designed to utilize much of the existing road network. A variety of residential products at multiple price points and sizes will be offered, attracting a variety of home buyers. Homes will range from 2100 sq ft to more than 3000 sq ft. Eye-catching elevations will create a unique streetscape, providing quality aesthetic benefits and livability.



Photos Courtesy of John Wieland Homes and Neighborhoods

16 Acre Site - City Elements

The City proposes to build a multi-use trail/linear park across the entire 16 acre site, connect to the 19 acre site; an approximately 1.4 acre central park; an approximately 1.9 acre park with signature playground on the Chamblee Dunwoody side of the property; and reserve approximately 3 acres on the North Shallowford side of the site for a future neighborhood commercial node.



Artist Rendering of 16 Acre Site Central Park

19 Acre Site - Residential Elements

John Wieland Homes and Neighborhood's proposed redevelopment of the 19 acre site will create a vibrant center of activity in Georgetown. The residential development will be a quiet enclave of homes, tucked away from the liveliness of the park and open spaces, but still very much connected and an essential part of the success of the overall redevelopment. Homesites on this property will appeal to a variety of buyers but will be geared especially towards the empty nester, featuring easy to maintain lots and homes designed with master bedrooms on the main level.



Artist Rendering Courtesy of John Wieland Homes and Neighborhoods

19 Acre Site - City Elements

The City proposes to continue the multi-use trail/linear park from the 16 acre site across the 19 acre site, allowing a possible future connection to Brook Run Park. Additionally, the City plans to develop an approximately 5 acre open field-type park on the North Shallowford side of the site and an approximately 3 acre passive wooded nature area with soft-surface walking trails along the Nancy Creek side of the site.



Artist Rendering of 19 Acre Site Open Field Park



Visioning Activity from Georgetown Master Planning Process

IMPLEMENTING THE GEORGETOWN MASTER PLAN

Immediately following incorporation, the City of Dunwoody began planning for the future. The community first worked to establish an overall vision for the City and specific character areas, like Georgetown, through a Comprehensive Land Use Plan. Next the community embarked on a specific planning process focusing on the Georgetown area. In March 2011, the City Council unanimously adopted the Georgetown Master Plan.

The Georgetown Master Plan establishes recommendations for the area as a whole, as well as specific recommendations for the key parcels such as the 16 acre site and the 19 acre property. The Master Plan details optimum scenarios for these key sites. Land uses identified for these parcels include new City parks, low-density residential, neighborhood commercial, and civic facilities.



Artist Rendering from adopted Georgetown Master Plan - Potential Redevelopment of 16 Acre Site

ESTABLISHING A STRATEGIC PUBLIC/PRIVATE PARTNERSHIP FOR THE FUTURE

To implement the Georgetown Master Plan, the City issued an Invitation for Proposals in March 2012. After reviewing all responses, the selection committee, comprised of City Council and staff members, unanimously recommended the City partner with John Wieland Homes and Neighborhoods. In their proposal, John Wieland suggests a low-density, owner-occupied residential development. The City proposes adding parks, a multi-use trail running across and connecting both properties, and a signature playground. There will be space reserved for a future neighborhood commercial node on the North Shallowford edge of the 16 acre parcel. The proposed redevelopment envisioned through the partnership with John Wieland Homes and Neighborhoods fulfills optimum scenarios for both sites and will both catalyze and set the tone for future redevelopment throughout the area.



Rendering of 16 Acre Site - Streetscape Across from Park

Artist Rendering Courtesy of John Wieland Homes and Neighborhoods



Future Neighborhood Commercial Node on 16 Acre Site



Rendering of Streetscape in Neighborhood on 19 Acre Site

Artist Rendering Courtesy of John Wieland Homes and Neighborhoods

NEXT STEP - COMMUNITY INPUT

The full proposal from John Wieland Homes and Neighborhoods can be found on the City's website at www.dunwoodyga.gov and is available by clicking on the "Project Renaissance" button on the homepage under "Projects" in the lower right corner. The next step in the process is community input through the rezoning process. John Wieland Homes and Neighborhoods has made application to rezone the 16 acre site and the 19 acre property to the Planned Development district. The rezoning application will be heard by the Community Council, Planning Commission, and City Council and the resultant zoning will be site-plan specific.