

# Welcome to Georgetown

- ✓ ADOPTED PLAN FOR REDEVELOPMENT
- ✓ STRONG CITY INVESTMENT
- ✓ DIRECT ACCESS TO INTERSTATE 285
- ✓ HIGH TRAFFIC COUNTS & VISIBILITY
- ✓ SUPPORT FOR RETAIL MARKET EXPANSION
- ✓ AFFLUENT, WELL-EDUCATED POPULATION

The City of Dunwoody unanimously adopted a Redevelopment Master Plan for Georgetown and is committed to its implementation. Among other investments, in 2011, the City purchased a 16 acre parcel in the heart of Georgetown and is seeking partners for redevelopment of this prime property.

This catalytic project, built around a common green, will spark the transformation of Georgetown from an obsolete former medical office district into a true community gathering place that serves the commercial needs of residents.

## EXISTING DEMAND; UNLIMITED POTENTIAL

### 2010 MARKET STUDY SHOWS RETAIL NEEDS

An analysis of retail expenditures within the Georgetown 2-mile trade area reveals the area is under-served, with demand far exceeding supply, in the following retail categories:

- Grocery and Specialty Food → \$27.7 million of unmet demand
- Restaurant with Bar or Tavern → \$7.9 million of unmet demand
- Health and Personal Care → \$6.0 million of unmet demand

The Georgetown area is home to approximately 12,773 residents and 6,013 households within a 1 mile radius. The median household income of the area is over \$81,000.

The core of Georgetown is dominated by a number of large-scale multi-family communities, the bulk of which are for-rent developments. This commercial core is surrounded by stable, single family residential neighborhoods including the communities of North Springs, Chateau Woods, Georgetown, and Village Oaks.

This residential density creates a 'built-in' market for neighborhood-serving retail.

*"Georgetown is an ideal location for investment and the City looks forward to working with new partners to revitalize this critical area."*

Warren Hutmacher  
City Manager



## GATEWAY INTO DUNWOODY STEADY TRAFFIC FLOW

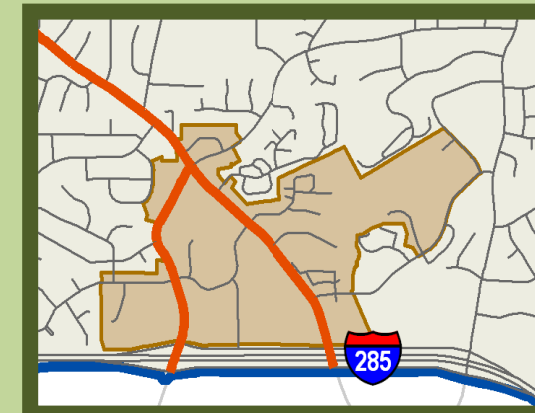
Direct access to Interstate 285 and high traffic counts throughout Georgetown provide high visibility and easy access for customers.

- 13,000 vehicles per day travel Chamblee Dunwoody Road
- 11,000 vehicles per day travel Cotillion Drive
- 5,000 vehicles per day travel North Shallowford south of Georgetown
- 6,000 vehicles per day travel Peeler Road north of Georgetown

Georgetown is the City of Dunwoody's southern gateway. New signage and wayfinding system is planned, and currently under design, to better denote this critical gateway into the City. The City intends to invest in new landscaping and signage at the entry points into Georgetown.

Grandfathered as a Livable Centers Initiative study, the City of Dunwoody hopes to work with the Atlanta Regional Commission for grant funding to complete streetscape improvements along Chamblee Dunwoody Road.

Significant pedestrian and bicycling improvements are planned throughout the area. The first of these improvements have already begun as Coro Realty broke ground in 2011 on its renovation to the Georgetown Shopping Center which includes streetscape improvements.

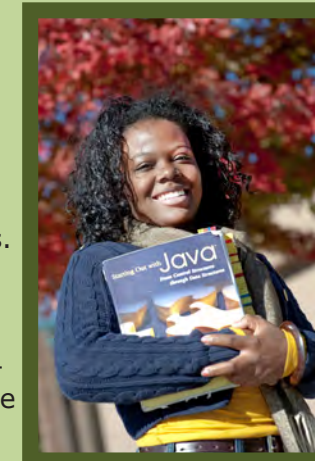


## STRONG DEMOGRAPHICS

### AFFLUENT, WELL-EDUCATED POPULATION

As of the 2010 Census, Dunwoody is home to 46,267 residents. The largest age groups in Dunwoody are individuals 25-34 and 35-44, in the prime of their working and family lives.

Education is extremely important to the citizens of Dunwoody - 40% have a bachelor's degree and 21% have a master's degree (or higher) in 2000. Dunwoody is home to Georgia Perimeter College with an annual student population of over 9,000.



	1 Mile	2 Mile	3 Mile
Population	12,773	40,546	94,813
Households	6,013	18,639	38,882
Average Household Income	\$106,792	\$106,826	\$106,997
Median Housing Value	\$235,499	\$239,141	\$245,548
Average Age	38.2	38.5	37.5



# Georgetown

✓ STRONG DEMOGRAPHICS ✓ EXISTING DEMAND ✓ HIGH TRAFFIC COUNTS ✓ GATEWAY LOCATION ✓ UNLIMITED POTENTIAL



Artist Rendering of 16 Acre Site Central Park

## Project Renaissance - A New Georgetown

In March 2012, the City unveiled a new redevelopment initiative: Project Renaissance – A New Georgetown. This revitalization effort aims 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. After an Invitation for Proposals process, in May 2012, the City announced its intention to partner with John Wieland Homes and Neighborhoods to redevelop the remaining land. In their proposal, John Wieland suggests a low-density, owner-occupied residential development interwoven with City parks and a multi-use trail running across and connecting both properties. These uses will be incorporated with the public uses into a seamless development. The plan reserves space for the City to market and sell a 3-acre future neighborhood commercial node on the North Shallowford edge of the 16-acre parcel.



Artist Rendering of 16 Acre Site Future Commercial Node



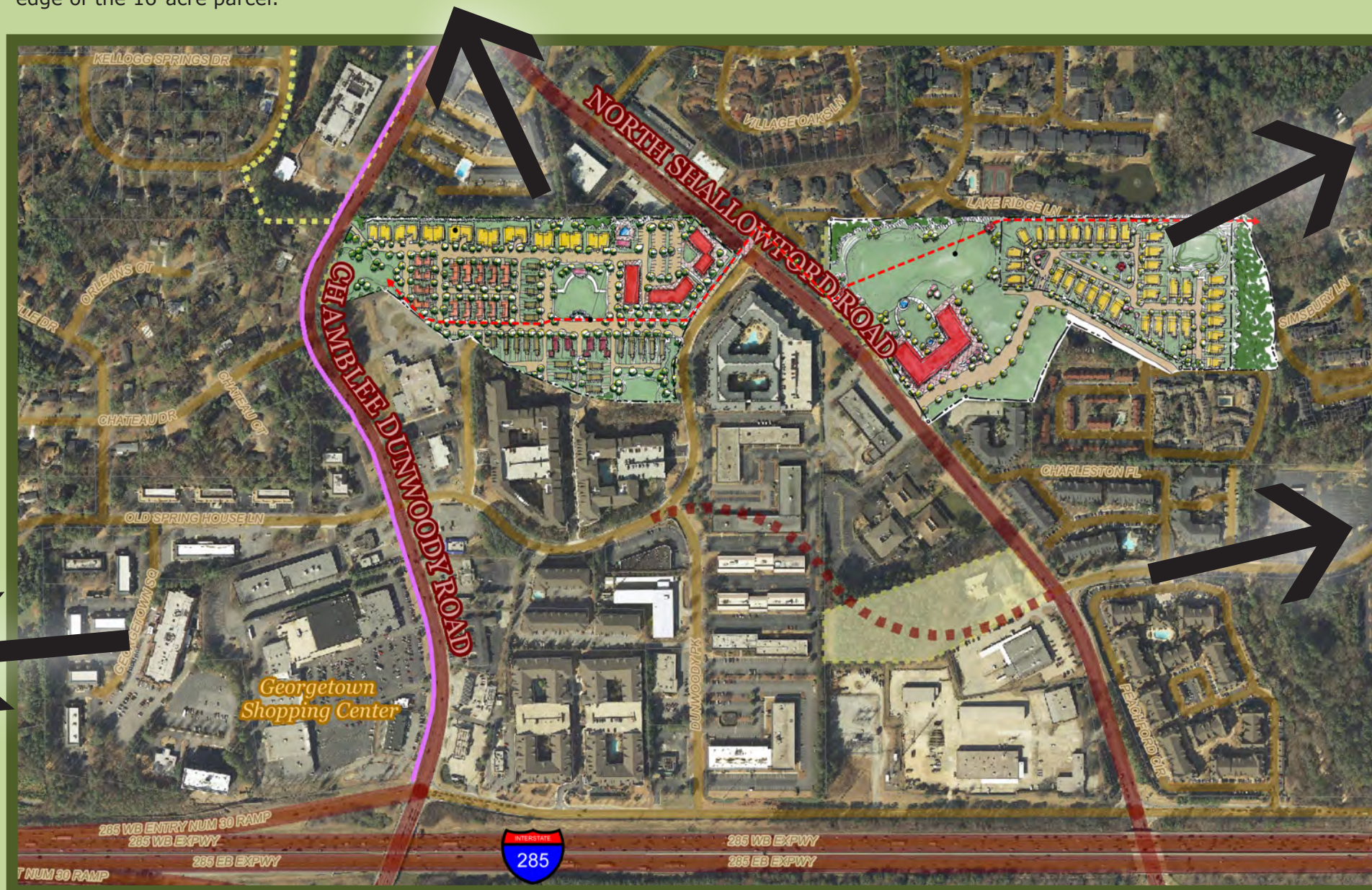
Photos Courtesy of John Wieland Homes and Neighborhoods



## Streetscape Improvements

With over 13,000 vehicles per day traveling Chamblee Dunwoody Road, it serves as a vital artery to Georgetown. The City has planned a significant streetscape (side landscape, and lighting) project for Chamblee Dunwoody Road from I-285 to North Shallowford Road (above in pink).

Preliminary plans include improving the visual appeal, walkability, and safety of the corridor including landscape buffers, street trees, pedestrian lighting, street lighting, wide sidewalks, and intersection enhancements.



Artist Rendering of 19 Acre Site Future Open Field Park



## New Road Connectivity

To improve the east-west connectivity, in December 2011 the City finalized a sales contract to purchase a critical 5 acre property for the future extension of Peachford Road to Dunwoody Park Drive, through the center of Georgetown.

The Peachford Road extension is envisioned as a "complete street" with on-street bicycle lanes, on-street parking, landscape strips, lighting, and wide sidewalks.