

## **MEMORANDUM**

**To:** Mayor and Council  
**From:** Madalyn Smith, Interim Planning & Zoning Manager  
**Date:** November 8, 2021  
**Subject:** Text Amendment  
Chapter 4— Entertainment Districts

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### **ITEM DESCRIPTION**

This item is a request to incorporate one new entertainment district to allow open container alcohol consumption. The Perimeter Entertainment District covers the Perimeter Mall and include two adjacent properties, the hotel and corporate office building.

### **MAYOR AND CITY COUNCIL, FIRST READ:**

At the October 25<sup>th</sup>, 2021 meeting, the Mayor and City Council reviewed the proposed Perimeter Entertainment District. The council requested that staff amend the map to include connections to other area of Perimeter Center, such as Ashford Crossing and High Street.

Based on this feedback, staff amended the map to include a connection to Ashford Crossing, Red Pepper Taqueria, and included the sidewalks along the northwestern side of Hammond Drive and southeastern side of Perimeter Center Parkway.

### **DISCUSSION**

In 2020 and 2021, the City adopted regulations for the Dunwoody Village, Ashford Lane, and High Street Entertainment Districts. These regulations allow restaurants within the district to sell alcoholic beverages for consumption in the public realm within the district's boundaries. After the rollout, the City has received inquiries from representatives of the Perimeter Mall to create additional entertainment districts.

The proposed amendment provides the location description and map for the proposed district.

### **STAFF RECOMMENDATION**

Staff recommends **APPROVAL**.

### **ATTACHMENTS**

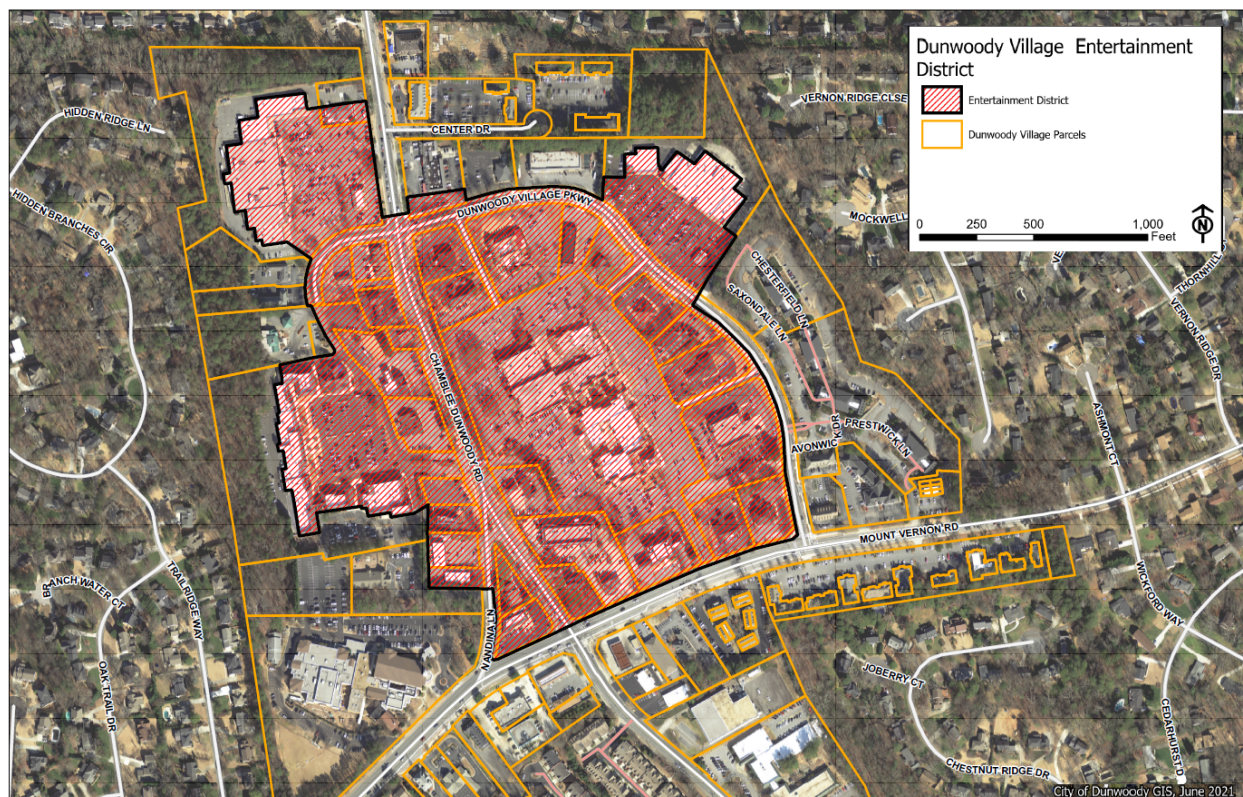
Chapter 4, Sec. 4-142 - current.  
Chapter 4, Sec. 4-142 - proposed.

## Sec. 4-142. – Definition of the entertainment districts.

For the purposes of this section only, the City's entertainment districts are defined as follows:

### (a) Dunwoody Village Entertainment District:

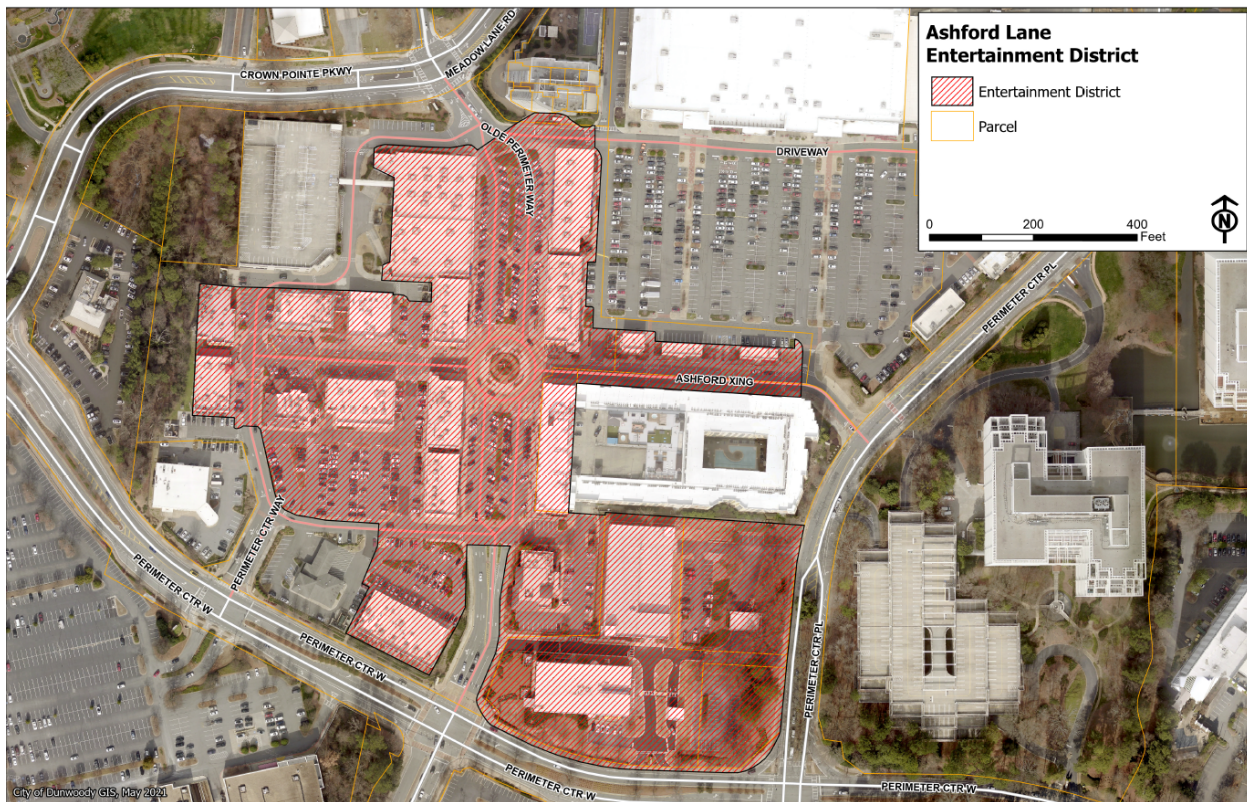
The area generally bounded by the store frontage of Dunwoody Hall shopping center and The Shops at Dunwoody to the west; Dunwoody Village Parkway to the north and east, and Mount Vernon Road to the south. The district shall also include the parking lots to the east and west of Chamblee Dunwoody Road and any and all public plazas and sidewalks within the boundary. Also, for purposes of this definition, any licensed establishment fronting a street within the described entertainment containment district shall be considered to be located within the defined area.



### (b) Ashford Lane Entertainment District

Parts of the area that is the Ashford Lane shopping center. The entertainment district is generally bounded by the rear of the retail buildings along Olde Perimeter Way and Ashford Crossing. On its southwestern side, the entertainment district is bounded by the centerline of the driveway connecting Ashford Crossing and Olde Perimeter Way and the parking area associated with the southern retail building. On its southeastern side, the entertainment district is bounded by the curb line of Olde Perimeter Way, Perimeter Center West, Perimeter Center Place, inclusive of the sidewalks.





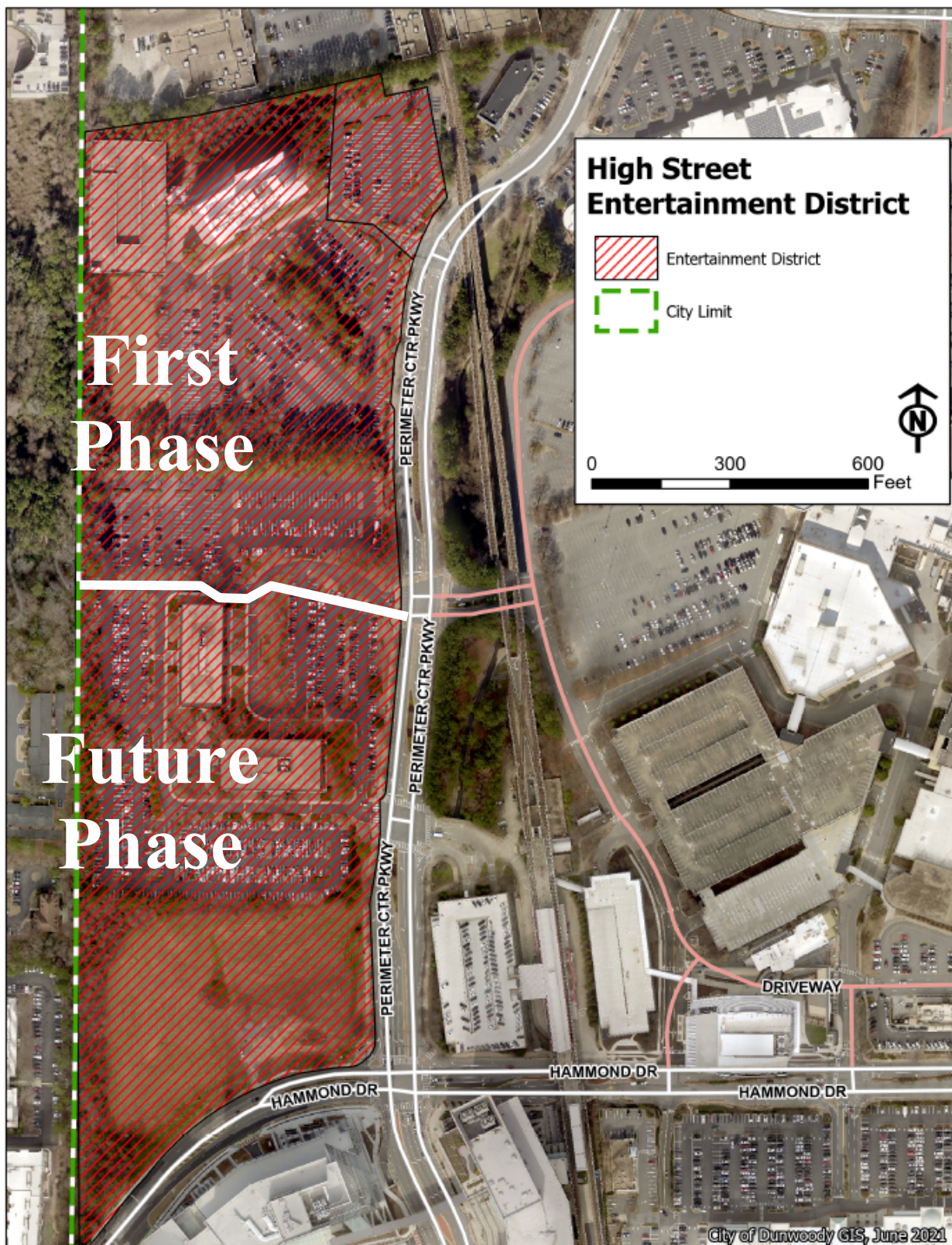
(c) High Street Entertainment District

(1) *Area:* The High Street Entertainment District includes the proposed High Street development and is bounded by its northernmost property line, the exterior of the right-of-way of Perimeter Center Parkway on the east, the exterior of the right-of-way on Hammond Drive on the south, and the county line on the west.

(1) *Activation:* The High Street Entertainment District shall remain inactive until the following events occur (see map):

- i. The first phase shall be activated when the central green/event plaza is opened to the public and a certificate of occupancy is issued for a new building on the site.
- ii. The future phase shall be activated when a certificate of occupancy is issued for a new building on the site or a new green space/plaza that is adjacent to the first phase is opened to the public, whichever occurs first.



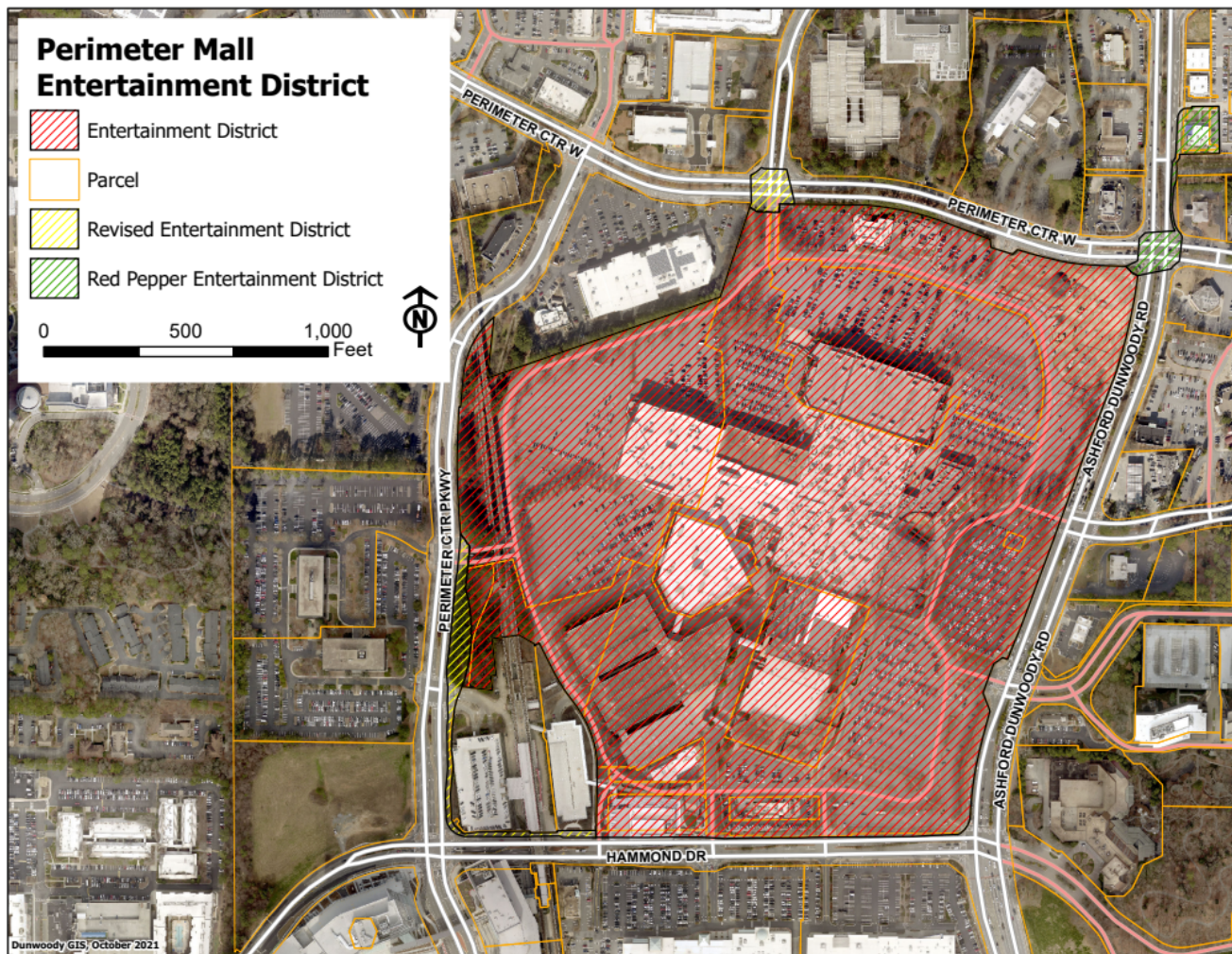


(d) Perimeter Mall Entertainment District:

Inclusive of the Perimeter Mall and select adjacent properties. The area is bounded to the north by the Perimeter Mall property line along Perimeter Center West; bounded to the east by the property line along Ashford Dunwoody Road; and



bounded to the west by the property line along Perimeter Center Parkway. To the south, the district is bounded by the Perimeter Mall property line and is inclusive of the sidewalks. Also included in the district are the restaurants along the northern boundary of the Perimeter Mall property; the hotel, corporate office, and restaurants, inclusive of the sidewalks, that are located in the southwest portion of the Perimeter Mall property; the sidewalk south and west of the Dunwoody MARTA station, continuing north along Perimeter Center Parkway to the western entrance of Perimeter Mall; the intersection of Perimeter Center West and Perimeter Center Place to allow a connection to the Ashford Lane Entertainment District; and the intersection of Perimeter Center West and Ashford Dunwoody Road, continuing north along the western sidewalk on Ashford Dunwoody Road to then include the property 4571 Ashford Dunwoody Road.



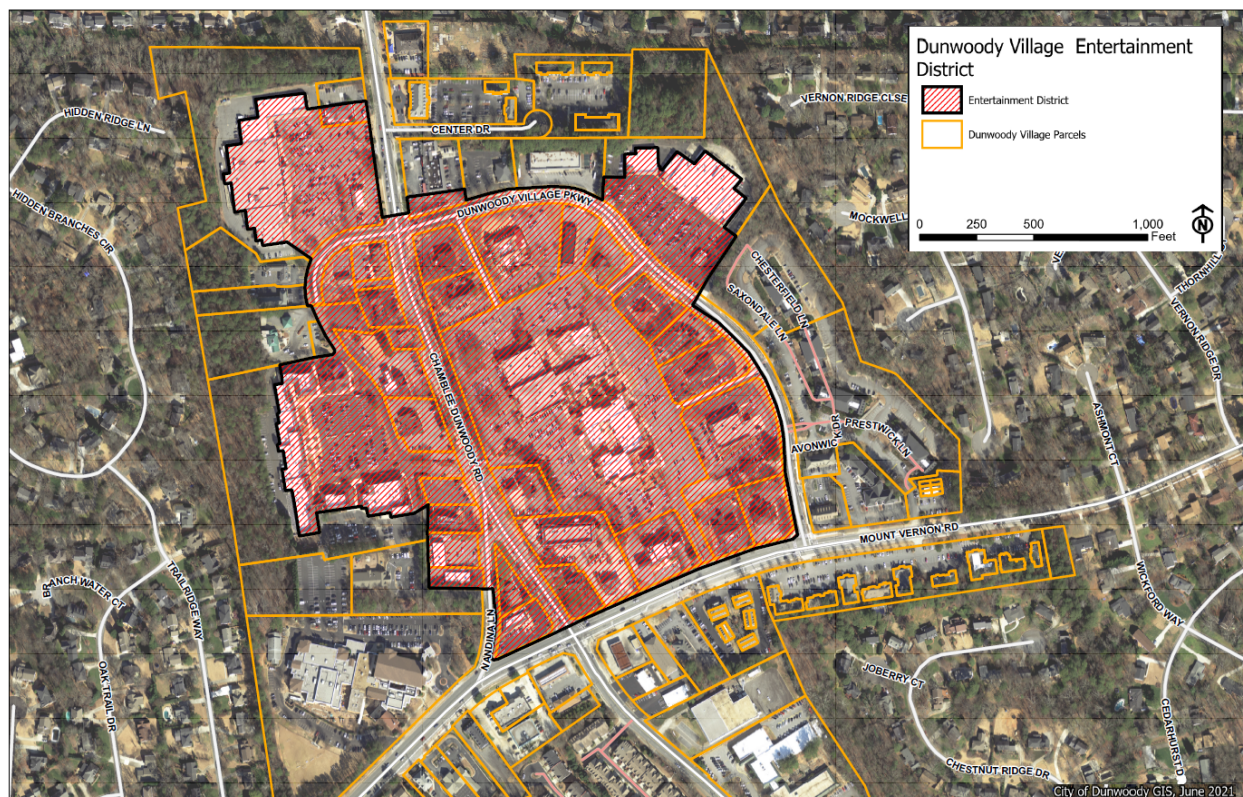


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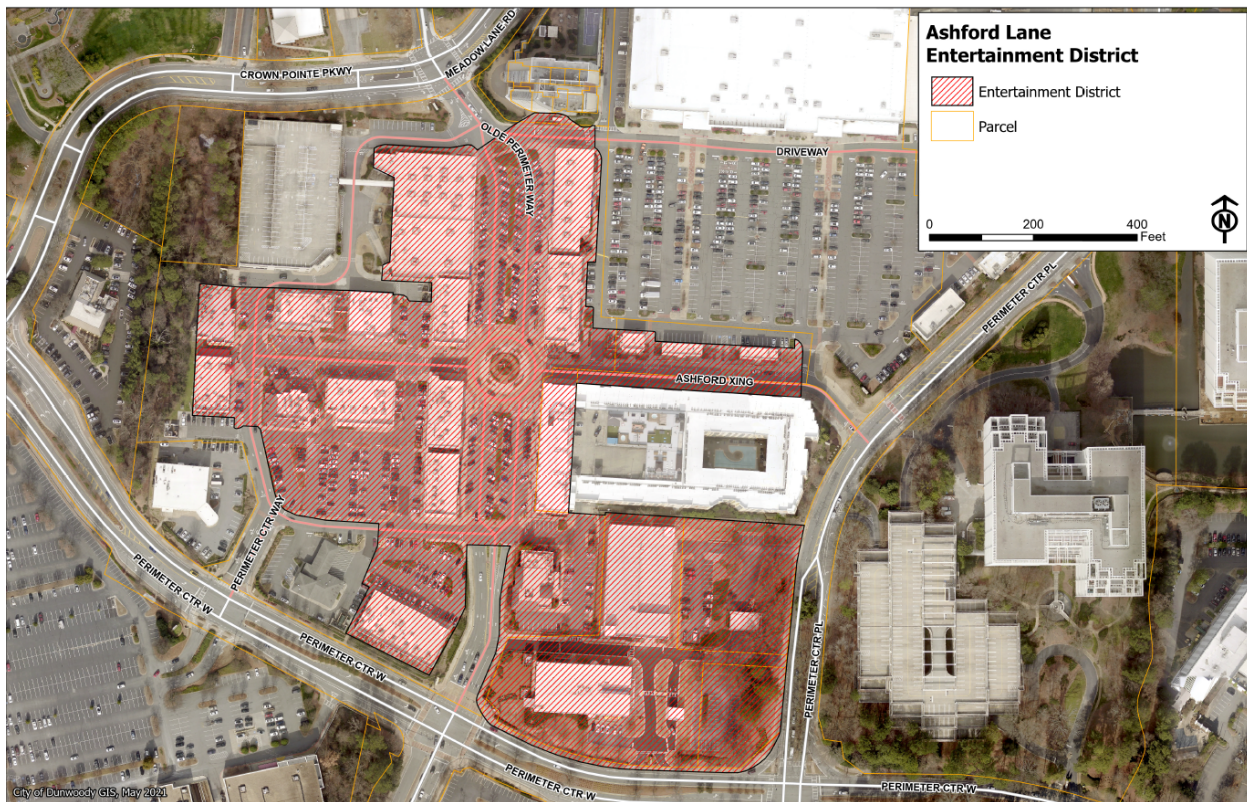
The area generally bounded by the store frontage of Dunwoody Hall shopping center and The Shops at Dunwoody to the west; Dunwoody Village Parkway to the north and east, and Mount Vernon Road to the south. The district shall also include the parking lots to the east and west of Chamblee Dunwoody Road and any and all public plazas and sidewalks within the boundary. Also, for purposes of this definition, any licensed establishment fronting a street within the described entertainment containment district shall be considered to be located within the defined area.



### (b) Ashford Lane Entertainment District

Parts of the area that is the Ashford Lane shopping center. The entertainment district is generally bounded by the rear of the retail buildings along Olde Perimeter Way and Ashford Crossing. On its southwestern side, the entertainment district is bounded by the centerline of the driveway connecting Ashford Crossing and Olde Perimeter Way and the parking area associated with the southern retail building. On its southeastern side, the entertainment district is bounded by the curb line of Olde Perimeter Way, Perimeter Center West, Perimeter Center Place, inclusive of the sidewalks.





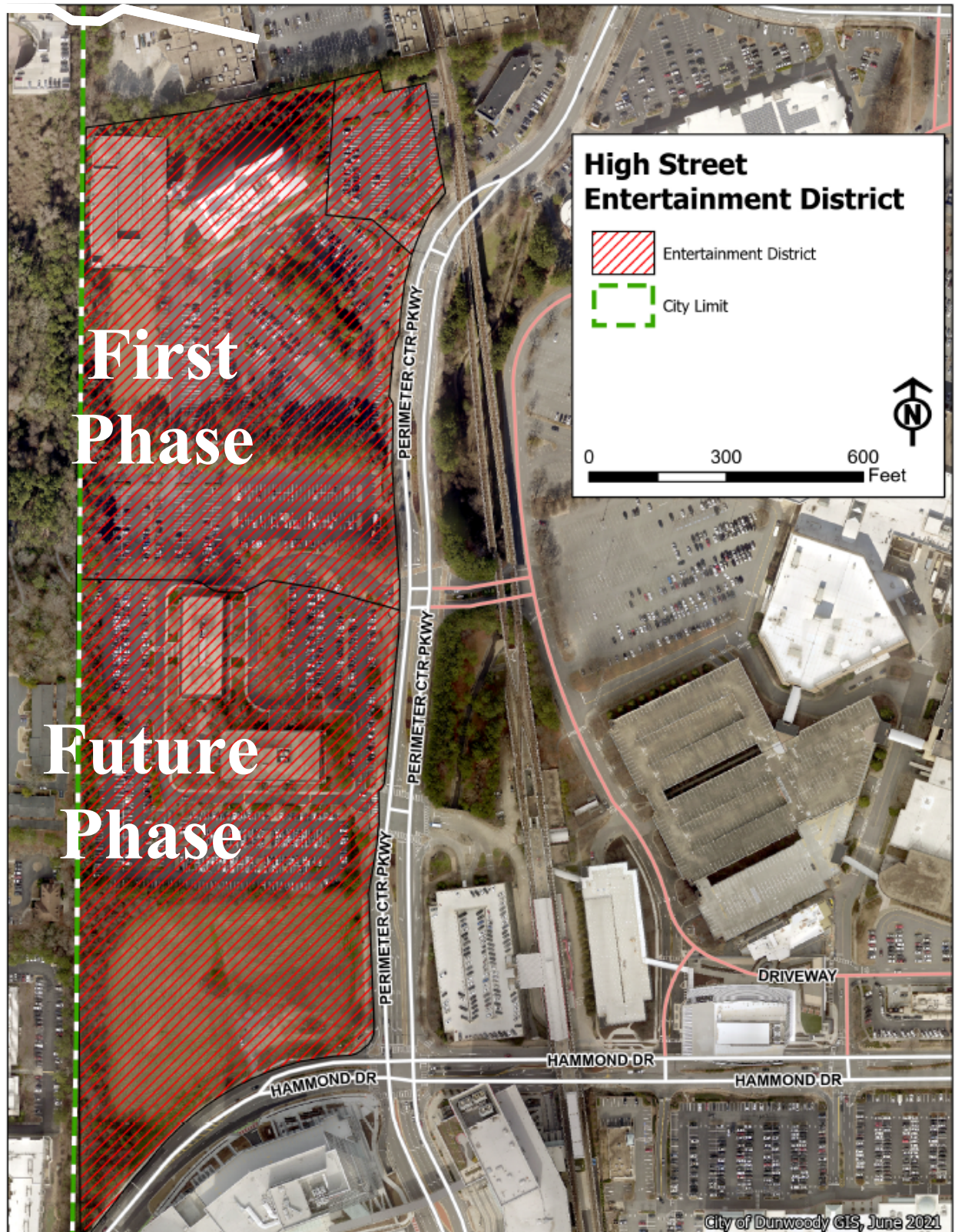
(c) High Street Entertainment District

(1) *Area:* The High Street Entertainment District includes the proposed High Street development and is bounded by its northernmost property line, the exterior of the right-of-way of Perimeter Center Parkway on the east, the exterior of the right-of-way on Hammond Drive on the south, and the county line on the west.

(1) *Activation:* The High Street Entertainment District shall remain inactive until the following events occur (see map):

- i. The first phase shall be activated when the central green/event plaza is opened to the public and a certificate of occupancy is issued for a new building on the site.
- ii. The future phase shall be activated when a certificate of occupancy is issued for a new building on the site or a new green space/plaza that is adjacent to the first phase is opened to the public, whichever occurs first.





**Section II:** That Chapter 4 of the City Code is further amended by adding a new Code Section 4-143, to be entitled "Exceptions to Entertainment Districts" to read as follows:

Sec. 4-143. – Exceptions to Entertainment Districts



Within an Entertainment District, the regulations in Sec. 4-144 shall not be applicable to:

- (a) Those portions of an Entertainment District that are on active construction sites. Those portions of an Entertainment District that are active construction sites must be secured from the remainder of the Entertainment District by fence or other barrier.
- (b) Parking garages, whether above or below ground

**Section III:** That Chapter 4 of the City Code is further amended by amending the current code sections Sec. 4-143, Sec. 4-144, Sec. 4-145, and Sec. 4-146 to read as follows:

**Sec 4-144. – Outside consumption of alcoholic beverages permitted in a duly authorized Entertainment District.**

- (a) Container. No container in which an alcoholic beverage is dispensed and removed from the licensed premises shall exceed sixteen (16) fluid ounces in size. No person shall hold in possession on the streets and sidewalks, plazas, in parks and/or any other public place within the defined area any open alcoholic beverage container which exceeds 16 fluid ounces in size. Any establishment licensed to sell alcoholic beverages by the drink for consumption on the premises is authorized to dispense an alcoholic beverage in a clear plastic cup for removal from the premises. The clear plastic cup shall be affixed with a sticker or similar as prescribed by the City of Dunwoody designating that it is authorized for outside consumption in the Entertainment District.
- (b) One (1) drink per person on-street limit. Within an entertainment district, any establishment licensed to sell alcoholic beverages by the drink for consumption on the premises and/or any manufacturer (excluding distilleries) is authorized to dispense an alcoholic beverage in a clear plastic cup for removal from the premises; provided, however, that no person shall remove more than one (1) such alcoholic beverage per person from the licensed premises at a time.
- (c) Drinking from can, bottle, or glass prohibited. It shall be unlawful for any person to drink or attempt to drink any alcoholic beverage from an un/open can, bottle, or glass or to possess any alcoholic beverage in an open can, bottle, or glass on the streets, sidewalks, plazas, rights-of-way, and parking lots, whether public or private.
- (d) Purchase from licensed premises within the entertainment district. Alcoholic beverages consumed pursuant to this provision must be purchased from licensed premises within the entertainment district.

- (e) Consumption limited to certain areas in entertainment district. No alcoholic beverage purchased pursuant to this provision may be consumed outside the entertainment district or upon any private property within the entertainment district without the consent of the property owner.
- (f) Regulated hours. After midnight, consumption on premises licensees shall discontinue the sale of alcoholic beverages within clear plastic cups and shall not allow alcoholic beverages to be removed from their licensed premises.
- (g) State law. Nothing contained herein shall conflict with state law.

**Section VI:** That Chapter 4 of the City Code, is further amended by adding a new Code Section 4-144, to be entitled "Signage," to Article V, to read as follows:

**Sec. 4-145. Signage.**

Any establishment that allows patrons to leave an establishment with an alcoholic beverage as regulated herein shall have an 11-inch by 17-inch sign posted at the door within public view whereas patrons exiting the establishment can read the following:

"All patrons leaving this establishment with an alcoholic beverage do hereby take full responsibility to only consume an alcoholic beverage in the immediate entertainment district and any individual that leaves the permitted area with an alcoholic beverage is in violation of City Code and may be subject to a citation and/or fine."

**Section VII:** That Chapter 4 of the City Code, is further amended by adding a new Code Section 4-145, to be entitled "No abrogation of other laws," to Article V, to read as follows:

**Sec. 4-146. No abrogation of other laws.**

The provisions of this article shall not be deemed to abrogate or otherwise impact any state law or local ordinance pertaining to public drunkenness, disorderly conduct, driving with an open container or under the influence of alcohol, or similar laws.

**Section VIII:** That Chapter 4 of the City Code, is further amended by adding a new Code Section 4-146, to be entitled "Ancillary tasting permitted," to Article V, to read as follows:

**Sec 4-147. Ancillary tasting permitted.**

- (a) The holder of a retail sales license shall be eligible for an ancillary tasting license to provide samples of malt beverages, spirits, and/or wine offered for sale to customers under the conditions set forth in this ordinance.



- (b) Tastings shall be on limited occasions either when a customer requests a sample of a malt beverage, spirit, or wine offered for sale within the premises or in conjunction with sampling designed to promote malt beverage or wine appreciation and education.
- (c) Tastings shall not exceed two (2) ounces, and no person shall consume more than eight (8) ounces in any one day on the premises.
- (d) Tastings are permitted on the licensed premises only.
- (e) The annual fee for an ancillary tasting license shall be published in the adopted fee schedule for the City of Dunwoody.

**Section IX:** That Chapter 4 of the City Code, is further amended as the reserved section numbers to Article V, to read as follows:

Secs. 4-148—4-161. - Reserved.

**Section X:** This Amendment shall become effective immediately upon its adoption by the City Council, and incorporated into the Code of the City of Dunwoody, Georgia. This Amendment hereby repeals any and all conflicting ordinances and amendments.

**SO ORDAINED**, this \_\_\_\_ day of \_\_\_\_\_, 2021.

Approved:

\_\_\_\_\_  
Lynn Deutsch, Mayor

ATTEST:

Approved as to Form and Content:

\_\_\_\_\_  
Sharon Lowery, City Clerk (Seal)

\_\_\_\_\_  
City Attorney