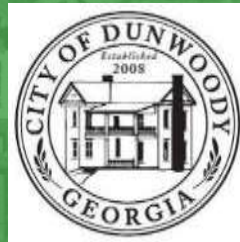


City of Dunwoody

Georgetown/North Shallowford Area Master Plan Public Workshop #2



October 6, 2010
Urban Collage, Inc. with
Houseal Lavigne, RCLCo, Kimley-Horn/Urban Resource Group, & Market + Main

Agenda

1. Overview of September 15th Workshop
2. Georgetown/North Shallowford Area Opportunities
3. Community Planning Exercises / Framework Plan
 - Short-Term Redevelopment Opportunities
 - Long-Term Redevelopment Opportunities
 - Open Space & Circulation Opportunities
4. Next Steps

Workshop #1 Summary

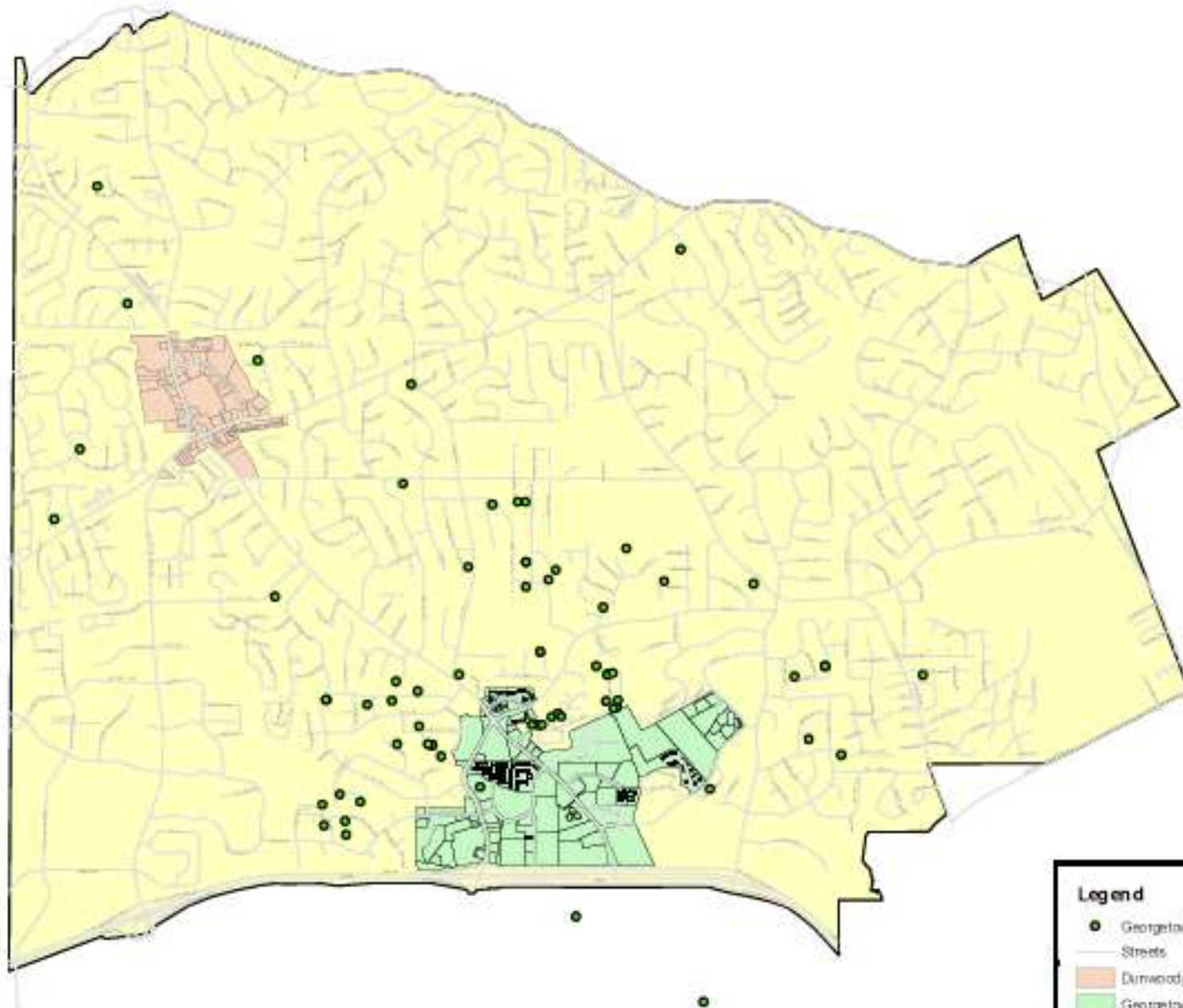
- Wednesday, September 15th, 7pm
- Peachtree Middle School (Cafeteria)
- +/-120 Participants

September 15th Agenda:

1. Process Overview
2. Existing Conditions, Issues and Opportunities
3. Georgetown Compass Survey
4. Planning Stations

An aerial photograph of a residential neighborhood, showing houses, streets, and green spaces. The entire image is covered with a semi-transparent green filter. Centered over the image is a quote in white, italicized text.

“I’d like to know how many of [the] people present live in this zone”



Legend

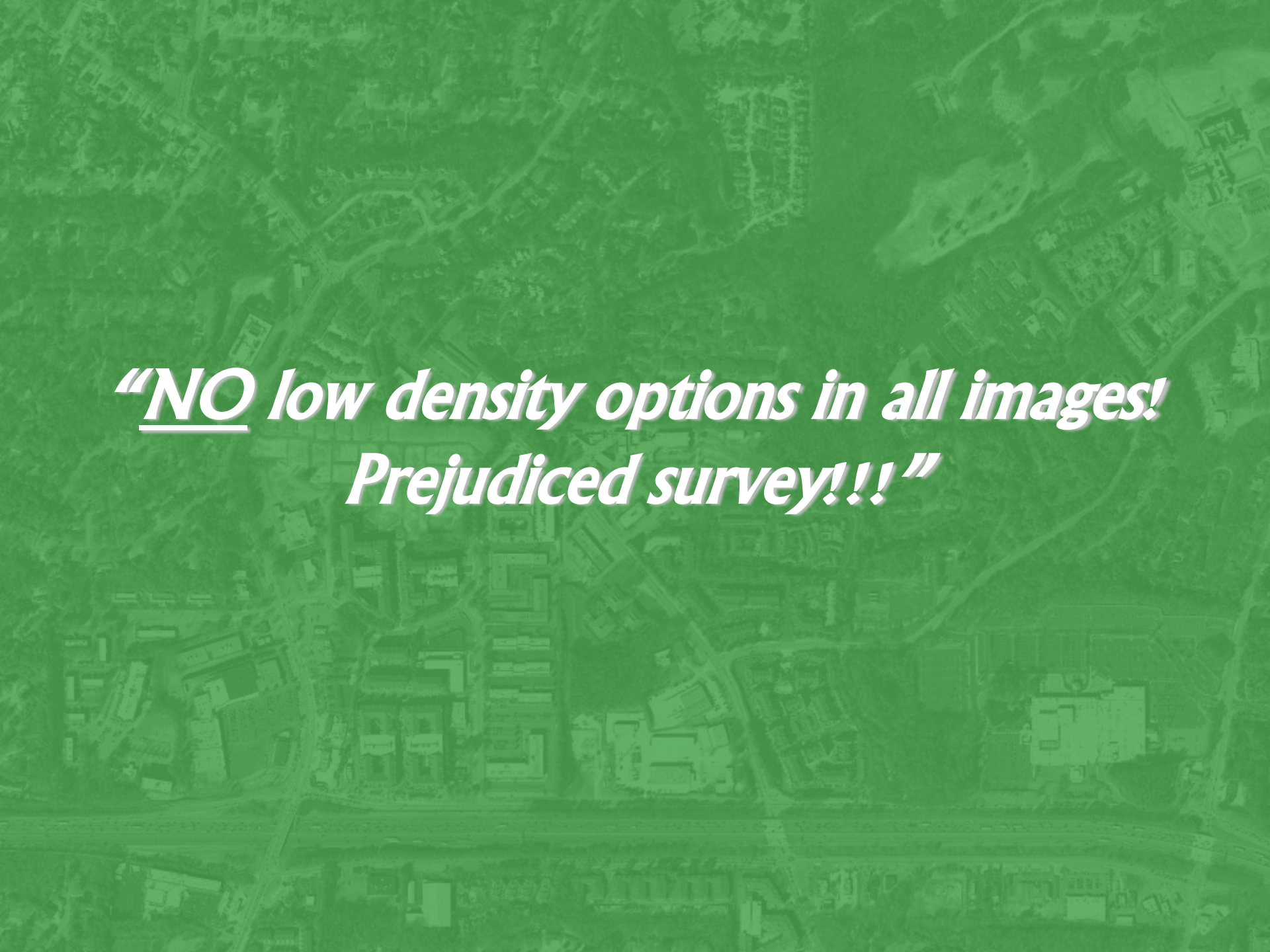
- Georgetown Master Plan Meeting Participants
- Streets
- Dunwoody Village Master Plan Area
- Georgetown Master Plan Area
- Dunwoody City Limits

Community Survey Demographics from the 1st Public Workshop

- 94 returned surveys
- Tenure
 - 56% have lived or worked in Dunwoody for over 20 years
 - 26% between 10 and 20 years
 - 14% between 5 and 10 years
 - 5% less than 2 years
- Age
 - 47% over age 65
 - 30% between ages 51-65
 - 23% under age 50

An aerial photograph of a suburban neighborhood, showing houses, streets, and green spaces, all overlaid with a semi-transparent green filter.

***“Good meeting and survey!!
Thank you.”***

An aerial photograph of a suburban neighborhood, showing houses, streets, and green spaces. The entire image is covered with a semi-transparent green filter. Centered on the image is a quote in white, italicized text with a drop shadow.

***“NO low density options in all images!
Prejudiced survey!!!”***



Georgetown / N. Shallowford COMPASS Survey

- 2 main parts: IMAGES and QUESTIONS
- Images are divided into 4 categories:
 - 3 for BUILDING CHARACTER and 1 for CIRCULATION & OPEN SPACE
- BUILDING CHARACTER images vary by location
- Rate each image for it's "appropriateness" using a scale of 1 to 5
- 1 = not appropriate/undesirable; 5 = appropriate/desirable
- Images are "reality-based"
- Think about long term – is this appropriate someday?



**NEIGHBORHOOD
TRANSITION**

**NEIGHBORHOOD
TRANSITION**

CENTRAL STUDY AREA

**NEIGHBORHOOD
TRANSITION**

I-285 CORRIDOR

An aerial photograph of a neighborhood, likely in an urban or suburban setting, showing a mix of residential buildings, streets, and green spaces. The entire image is covered with a semi-transparent green filter. The text "Neighborhood Transition Area" is centered over the image in a white, bold, sans-serif font with a subtle drop shadow.

Neighborhood Transition Area

Average Score = 3.77



Highest ranked images

Average Score = 3.64



Highest ranked images

Average Score = 3.58



Highest ranked images

Average Score = 3.53



Highest ranked images

Average Score = 3.49



Highest ranked images

Average Score = 3.17



Additional images rated highly by those under age 50 (3.65)

Average Score = 2.83



Additional images rated highly by those under age 50 (3.40)

Average Score = 2.97



Some images were ranked both high and low (25 positives/26 negatives)

Average Score = 1.67



Lowest ranked image

An aerial photograph of a city area, likely a university campus, is shown with a semi-transparent green overlay. The image displays various buildings, roads, and green spaces. The text "Central Study Area" is prominently displayed in the center in a white, bold, sans-serif font.

Central Study Area



**NEIGHBORHOOD
TRANSITION**

**NEIGHBORHOOD
TRANSITION**

CENTRAL STUDY AREA

**NEIGHBORHOOD
TRANSITION**

I-285 CORRIDOR

Average Score = 3.16



Highest ranked images

Average Score = 3.06



Highest ranked images

Average Score = 3.02



Highest ranked images

Average Score = 3.00



Additional images rated highest by those here < 10 years (3.69)

Average Score = 3.01



Additional images rated highest by those here < 10 years (3.44)

Average Score = 2.81



Additional images rated highest by those here < 10 years (3.38)

Average Score = 3.01



Additional images rated highest by those here > 20 years (2.81)

Average Score = 2.98



Additional images rated highest by those here > 20 years (2.81)

Average Score = 3.01



Additional images rated highest by those here > 20 years (2.77)

Average Score = 2.10



Lowest ranked images

Average Score = 1.85



Lowest ranked images

Average Score = 1.67



Lowest ranked images

An aerial photograph of a suburban area, likely in the Atlanta region, showing a mix of residential neighborhoods, commercial buildings, and green spaces. A semi-transparent green filter is applied over the entire image. The text "I-285 Corridor" is centered in the middle of the image in a white, bold, sans-serif font with a slight drop shadow.

I-285 Corridor



**NEIGHBORHOOD
TRANSITION**

**NEIGHBORHOOD
TRANSITION**

CENTRAL STUDY AREA

**NEIGHBORHOOD
TRANSITION**

I-285 CORRIDOR

Average Score = 3.44



Highest ranked images

Average Score = 3.38



Highest ranked images

Average Score = 3.34



Highest ranked images

Average Score = 3.22



Highest ranked images

Average Score = 2.92



Additional images rated highest by those here > 20 years (2.95)

Average Score = 3.00



Additional images rated highest by those here > 20 years (2.86)

Average Score = 2.89



Additional images rated highest by those here > 20 years (2.79)

Average Score = 3.08



Additional images rated highest who have lived here < 10 years (3.56)

Average Score = 2.89



Additional images rated highest who have lived here < 10 years (3.25)

Average Score = 2.74



Additional images rated highest who have lived here < 10 years (3.06)

Average Score = 2.04



Lowest ranked images

An aerial photograph of a suburban neighborhood, showing a mix of residential houses, streets, and green spaces. The entire image is covered with a semi-transparent green filter. Centered over the image is a line of white text in a bold, italicized serif font.

“Love Kroger – Hate Georgetown Kroger!”

Average Score = 1.53



Lowest ranked images

An aerial photograph of a suburban neighborhood, showing a mix of residential buildings, streets, and green spaces. The entire image is covered with a semi-transparent green filter. The text "CIRCULATION & OPEN SPACE:" is centered in the upper half of the image.

CIRCULATION & OPEN SPACE:

Average Score = 4.70



Circulation & Open Space

Average Score = 4.52



Circulation & Open Space

Average Score = 4.43



Circulation & Open Space

Average Score = 4.33



Circulation & Open Space

An aerial photograph of a suburban neighborhood, showing a mix of residential houses, streets, and green spaces. The entire image is covered with a semi-transparent green filter. Centered over the image is a quote in white, italicized text with a thin black outline.

“The ability to walk/run in this area is an important attribute.”

Average Score = 4.26



Circulation & Open Space

Average Score = 4.08



Circulation & Open Space

Average Score = 3.96



Circulation & Open Space

Average Score = 3.91



Circulation & Open Space

An aerial photograph of a city, likely Los Angeles, showing a dense urban landscape with buildings, roads, and green spaces. The entire image is overlaid with a semi-transparent green filter. Centered on the image is a quote in white, italicized text.

“More and better access between neighborhoods is very important to me.”

Average Score = 3.79



Circulation & Open Space

Average Score = 3.77



Circulation & Open Space

Average Score = 2.44



Lowest ranked images

Average Score = 1.36



Lowest ranked images

An aerial photograph of a suburban neighborhood, showing a mix of residential houses, streets, and green spaces. The entire image is covered with a semi-transparent green filter. In the center, the text "Traffic already stinks!" is written in a white, italicized, serif font, enclosed in quotation marks.

“Traffic already stinks!”

Survey responses to date

What is your perception of the look and character of the Georgetown/North Shallowford Area?

- 74% - Needs extensive improvement and redevelopment
- 18% - Needs some improvement and redevelopment
- 6% - Could use some landscaping/general improvements
- 1% - Looks fine as it is

An aerial photograph of a residential neighborhood, showing streets, houses, and trees. The entire image is covered with a semi-transparent green filter. The text is overlaid on this background.

*“The status quo is **COMPLETELY** unacceptable in **EVERY** aspect.”*

“As a gateway into Dunwoody, [Georgetown] does not match the image [of the community]. Very old and dated looking. Area appears very neglected.”

Survey responses to date

What types of uses are most appropriate for the future of the Georgetown/North Shallowford Area?

- Retail stores/shops – 3.5
- Residential – 3.4
- Mix of office over retail – 3.2
- Mix of housing, retail, & office – 3.2
- Office – 2.3



“No more apartments!”

“I would like a high-end, sophisticated retirement development...”

“If senior living is developed, there is an enormous population in Dunwoody that would like to stay in Dunwoody...”

Survey responses to date

What types of senior housing are needed within the Georgetown/North Shallowford Area?

	All Ages	Over 65
Cluster Homes	4.0	4.2
Townhomes	3.5	3.4
Assisted Living	3.4	3.4
Apartments	3.3	3.7

Survey responses to date

What types of institutions are needed or need a higher profile within Georgetown/North Shallowford?

	All Ages	Under 50
Senior Center	3.7	3.6
Recreation Center	3.5	4.5
Post Office	3.3	3.8
Municipal Complex	3.2	3.7
Library	3.2	3.6

An aerial photograph of a city, likely Washington D.C., showing a grid of streets and various buildings. The entire image is covered with a semi-transparent green filter. Three lines of white, italicized text are overlaid on the image.

“We need a Senior Citizen Center”

*“I would like City Hall and [the] Police Station
centered in this area.*

“Move the College to Georgetown/Shallowford”

Survey responses to date

Preferred uses for potential redevelopment areas?

Area	Preferred Uses
Emory Medical Center	1. Park or Rec/Community Center 2. Senior residential community 3. Residential townhomes/cluster
PVC Farm	1. Park or Rec/Community Center 2. Senior residential community 3. Institution
I-285 Corridor	1. Mixed-use (retail & office) 2. Mixed-use (retail, office, housing) 3. Office

Survey responses to date

What types of open spaces are needed or need to be more accessible?

- **Walking/Biking Trails – 4.3**
- **Passive Green Space – 3.9**
- **Small Pocket Park/Plaza – 3.8**
- **Large Central Park/Plaza – 3.3**
- **Recreation Areas/Playgrounds – 3.1**

Survey responses to date

What transportation issues are most pressing?

- Uninviting Pedestrian Environment – 4.5
- Lack of Pedestrian Sidewalks – 4.3
- Traffic Congestion – 4.1
- Street Maintenance – 4.0
- Lack of Bicycle Paths – 4.0

Survey responses to date

What should be the highest priority in terms of improving the quality of life in Georgetown/North Shallowford?

- Encourage High-Quality Redevelopment – 4.4
- Create Open Space/Parks – 4.2
- Make the Area More Walkable/Bikable – 4.1
- Enhance the Area's Identity – 3.7
- Transportation Improvements – 3.5

“I view Georgetown from the eyes of a person who built a home [here] in 1962 with the hope it could become an upscale single family residential neighborhood with a good upscale shopping center nearby providing food stores, clothing stores, hardware stores, home furnishing stores in well landscaped areas with sidewalks and parks.... It still could happen!”



Short to Mid-Term (0-7 years)

Market Opportunities

- **Rental residential likely strong opportunity in near term, but not generally desired by the community**
 - Opportunity for age-targeted and/or age-restricted
 - Modern senior housing options are limited in the immediate area
- **Limited opportunity for additional for-sale residential in near term. Potentially strong opportunity for townhome, condominium, and some cluster single-family in mid-term.**
 - Location can appeal to broad cross-section of target market audiences – young professionals through retirees
 - Large redevelopment parcels will allow for a variety of residential formats

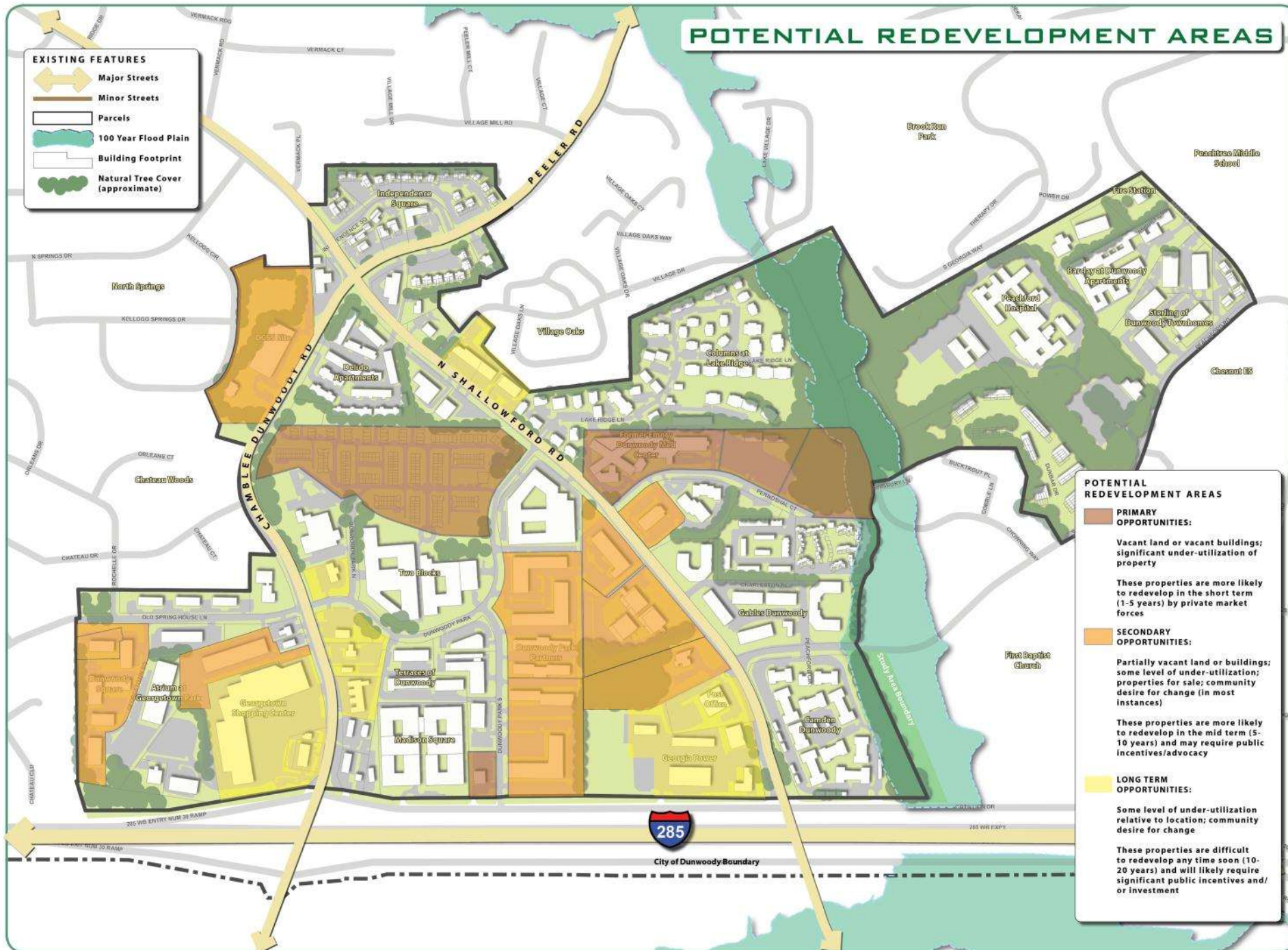
Long-Term (7+ years) Market Opportunities

- **Additional retail opportunity in longer term, as part of mixed-use development/redevelopments**
 - Likely to be smaller ‘doses’ neighborhood serving retail
 - Attracting significant new retail development is challenging due to the proximity (within 2 miles) of both Dunwoody Village and Perimeter Center.
 - New tenants in underserved retail categories may organically fill vacant spaces in short-term, don’t necessarily have to be part of new development
- **Regionally-serving office is likely viable in long term but not likely in next development cycle**
 - New office development is not likely in the next five years until vacant space is backfilled
 - Smaller-scale, service-related office is currently oversupplied but may become viable over the long-term if aging structures are replaced as part of redevelopment

POTENTIAL REDEVELOPMENT AREAS

EXISTING FEATURES

- Major Streets
- Minor Streets
- Parcels
- 100 Year Flood Plain
- Building Footprint
- Natural Tree Cover (approximate)



POTENTIAL REDEVELOPMENT AREAS

PRIMARY OPPORTUNITIES:

Vacant land or vacant buildings; significant under-utilization of property

These properties are more likely to redevelop in the short term (1-5 years) by private market forces

SECONDARY OPPORTUNITIES:

Partially vacant land or buildings; some level of under-utilization; properties for sale; community desire for change (in most instances)

These properties are more likely to redevelop in the mid term (5-10 years) and may require public incentives/advocacy

LONG TERM OPPORTUNITIES:

Some level of under-utilization relative to location; community desire for change

These properties are difficult to redevelop any time soon (10-20 years) and will likely require significant public incentives and/or investment

An aerial photograph of a city, likely a university campus, with a green overlay. The image shows various buildings, roads, and green spaces. The text "Community Planning Exercises" is centered in the middle of the image in a white, bold, sans-serif font.

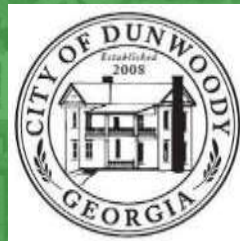
Community Planning Exercises

An aerial photograph of a suburban neighborhood, showing houses, streets, and green spaces. The entire image is covered with a semi-transparent green filter. Centered over the image is a quote in white, italicized text.

*“We need a good plan. We have the people
in this community to make it great!”*

City of Dunwoody

Georgetown/North Shallowford Area Master Plan Next Public Meeting



November 3, 2010

7:00 PM

Peachtree Charter Middle School Cafeteria