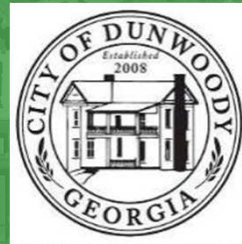


# City of Dunwoody

## Georgetown/North Shallowford Area Master Plan Public Workshop #1



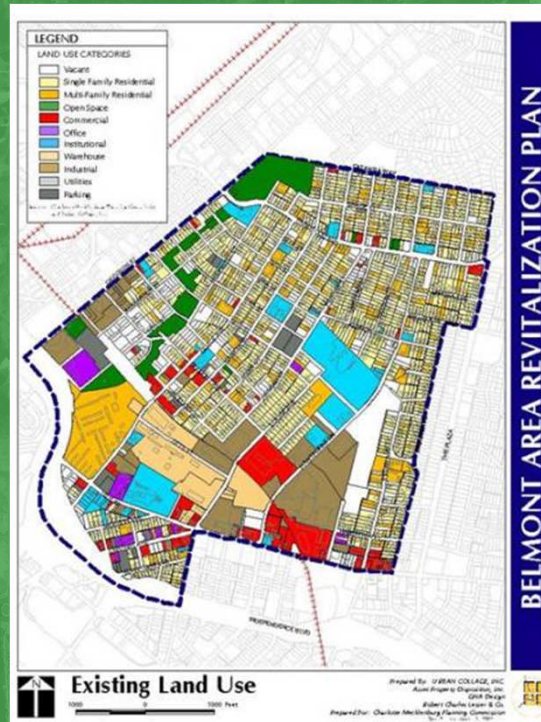
September 15, 2010  
Urban Collage, Inc. with  
Houseal Lavigne, RCLCo, & Kimley-Horn/Urban Resource Group



# Agenda

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

# Planning Team



## URBAN COLLAGE, INC. *Planning & Urban Design*

- Extensive LCI and Southeast Experience
- Public Involvement Specialists
- Focus on Implementation

## RCLCo

### *Market Analysis*

- Economic Real Estate Professionals

## HOUSEAL LAVIGNE

### *Planning /Economic Development*

- Downtown and Subarea Strategists
- Technology and Public Engagement

## KIMLEY-HORN & ASSOCIATES/ URBAN RESOURCE GROUP

### *Open Space & Transportation*

- National Firm with Significant Local Expertise
- Renowned Landscape Design Studio

# Master Plan Process

## Phase 1- Inventory and Assessment

- Complete assessment of existing conditions/market study
- Conduct community meetings to clarify community vision
- Define plan and community goals and objectives

## Phase 2- Conceptual Master Plan

- Engage the community in developing realistic options
- Develop alternatives and framework plan
- Build community consensus and city coordination

## Phase 3- Action Plan

- Confirm priorities
- Develop 5-Year and 20-Year action plan
- Adopt Plan/begin implementation

# City of Dunwoody Comprehensive Plan (June 2010)

## Vision/Intent

- “By 2030, this area will redevelop into a pedestrian and bicycle-oriented activity center with medium-scaled intensity...”
- Mix of commercial, office and high-end shopping integrated with multi-family (accessory use) or senior living (primary use)
- Incorporate open space and greenways and preserve adjacent single-family homes
- Community center, multi-use paths, transit options

Future Development- height, form, and use guidelines

Goals- land use, transportation, community facilities

# Community Issues

## General Consensus Points

- Enhance the area's identity and character
- Encourage a better range of goods and services, but address density, traffic, and community capacity concerns
- Encourage greater connectivity- particularly bicycle and pedestrian facilities
- Devise a proactive plan for the "PVC Farm"
- Maintain and enhance buffers to single-family neighborhoods
- Facilitate the creation of more green space and connectivity to Brook Run
- Recognize the concentration of recent multi-family development

# Community Issues

## Not Quite Consensus Points

- Enhance the area's appearance as a gateway into the City
- Recognize greater redevelopment potential of properties along I-285 and the Emory Dunwoody Medical Center property
- Explore opportunities for senior oriented housing
- Maintain small scale office opportunities
- Connect Georgetown Area to other community areas (Dunwoody Village, Perimeter, Others?)
- Consider school capacity concerns as they relate to potential redevelopment



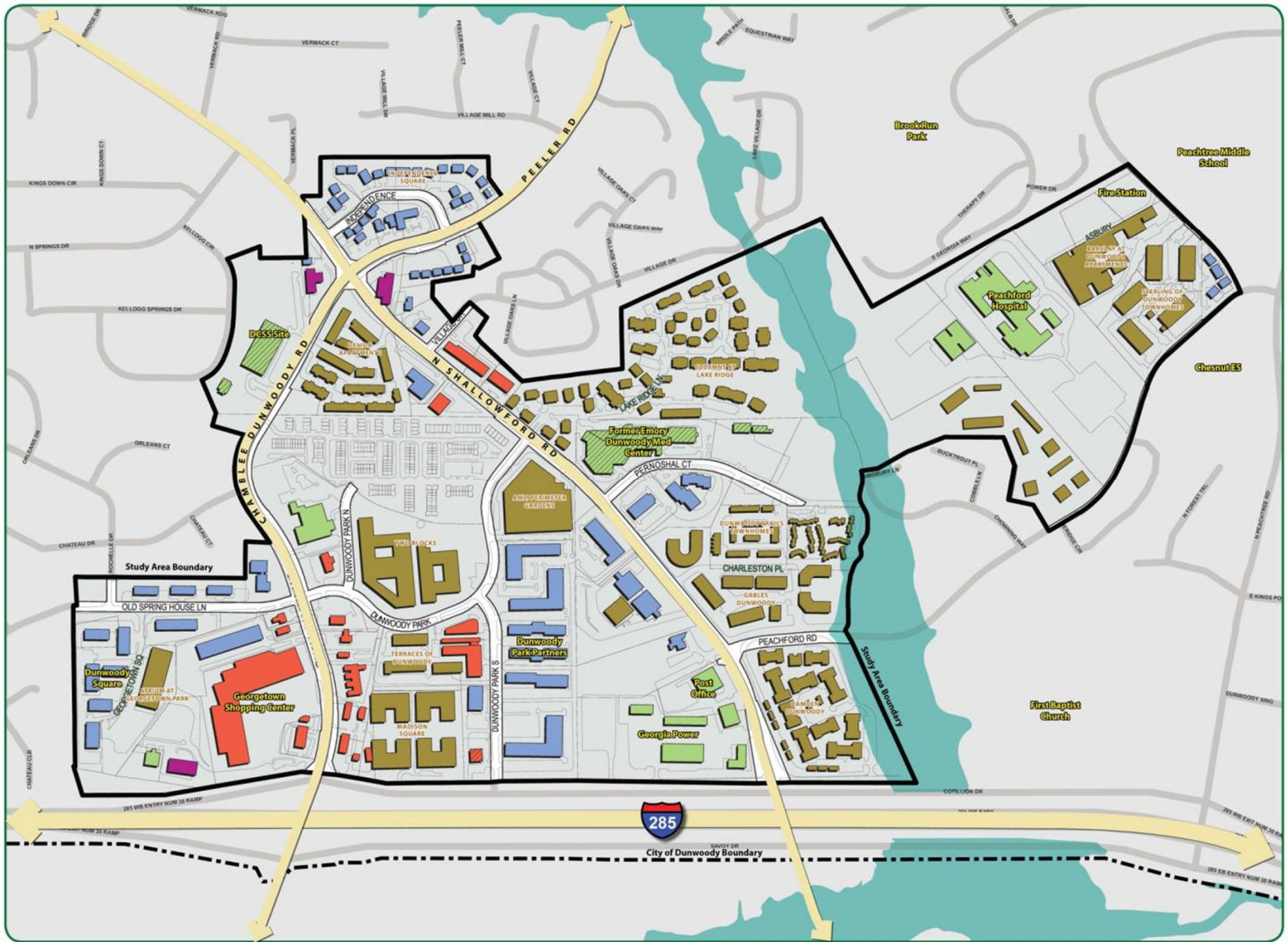
# Community Issues

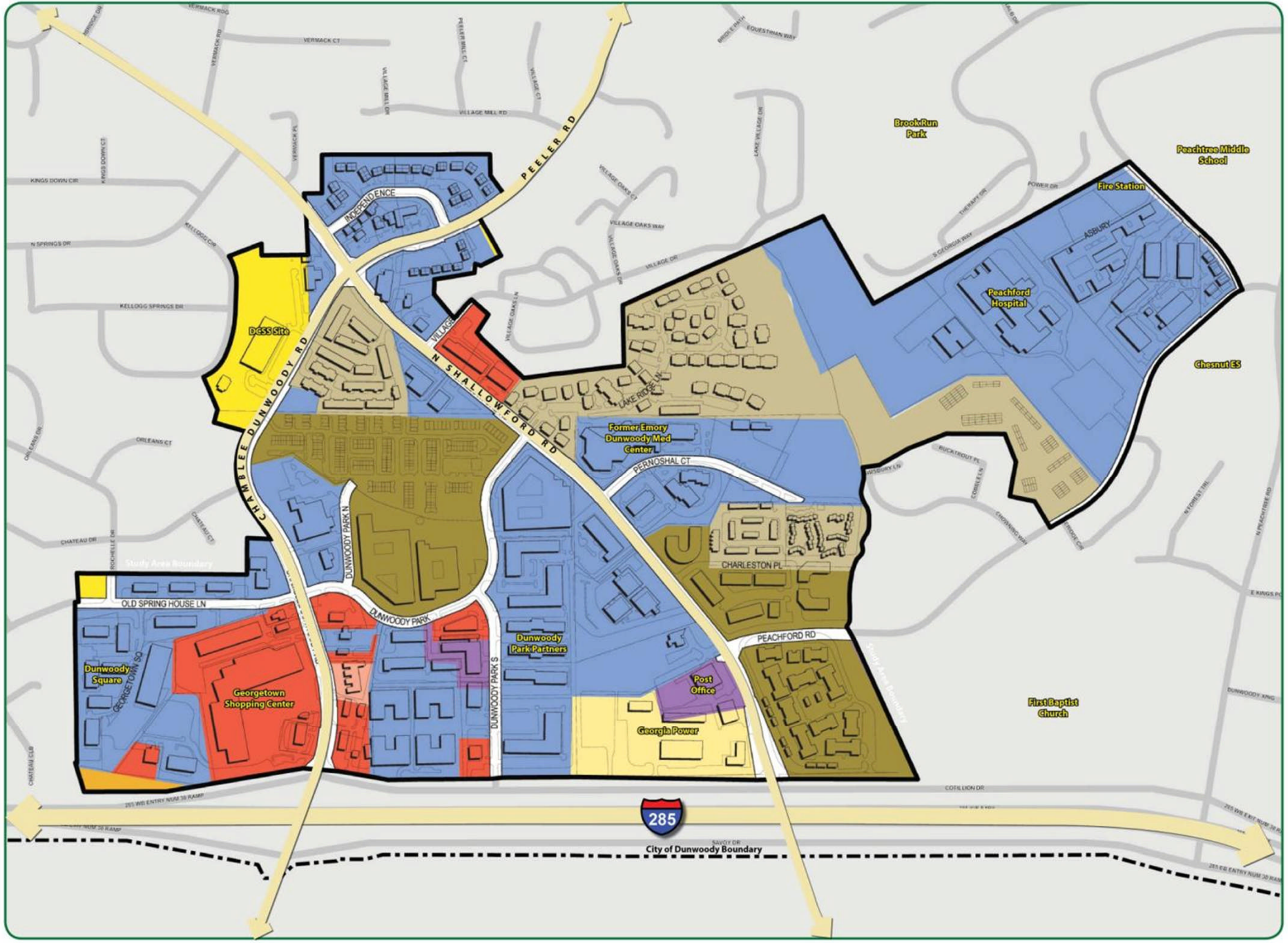
## Master Plan Questions for Discussion

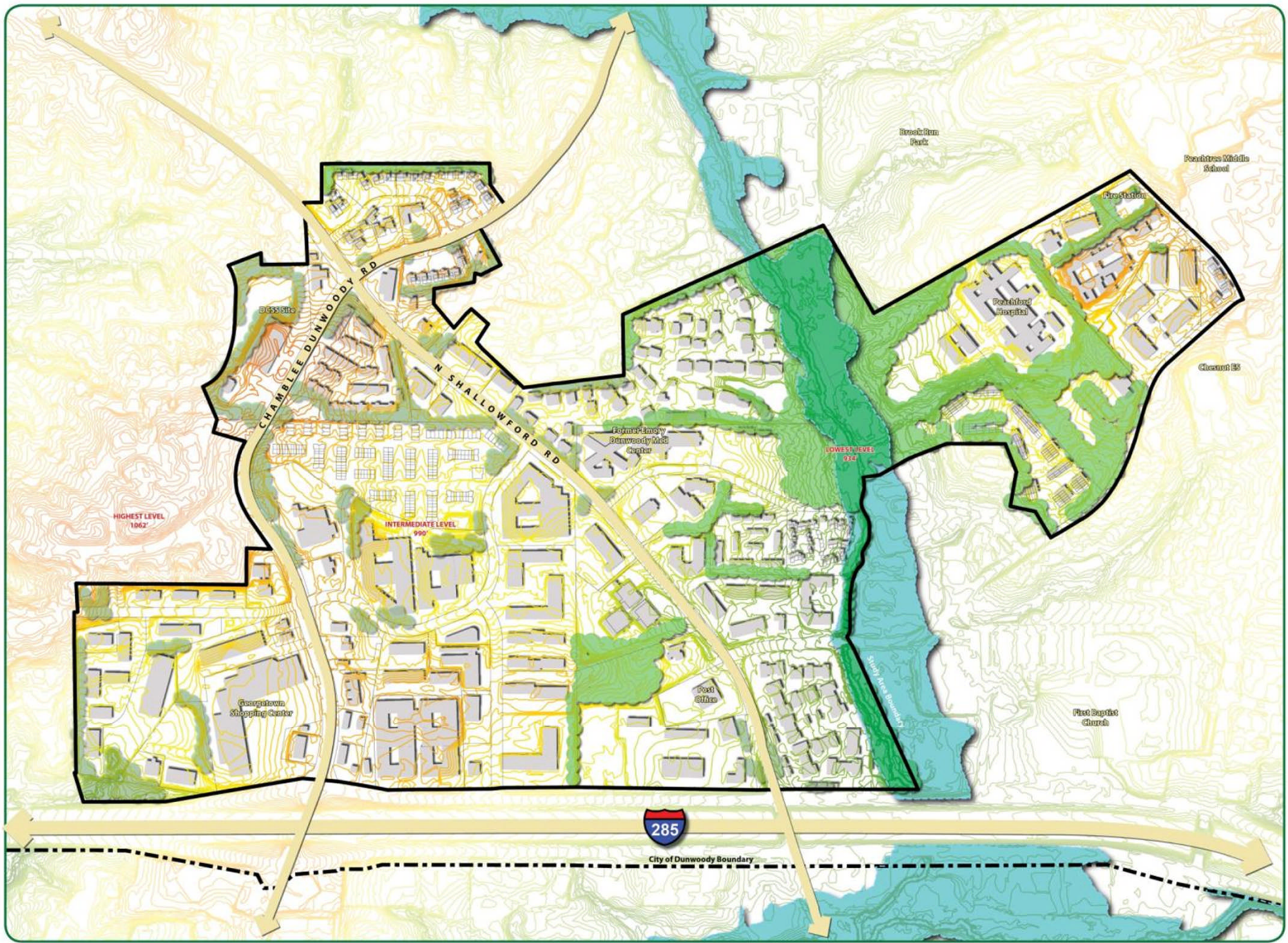
- Should Georgetown be a “destination” or simply an improved neighborhood retail and office center
- Who is the proper market audience for Georgetown? What types of uses does that market support?
- How will future transit impact the area?
- How can a consistent design theme or character best be realized?
- How can the City and community best attract the goods and services desired for the area?
- How much, if any, public investment will be appropriate and necessary to catalyze redevelopment of key properties?
- Is there potential for a Civic Facility to be located in Georgetown? What type of facility is most appropriate?











HIGHEST LEVEL  
1062'

INTERMEDIATE LEVEL  
990'

LOWEST LEVEL  
924'

CHAMBLEE DUNWOODY RD

N SHALLOWFORD RD

285

City of Dunwoody Boundary

Brook Run Park

Peachtree Middle School

Fire Station

Peachtree Hospital

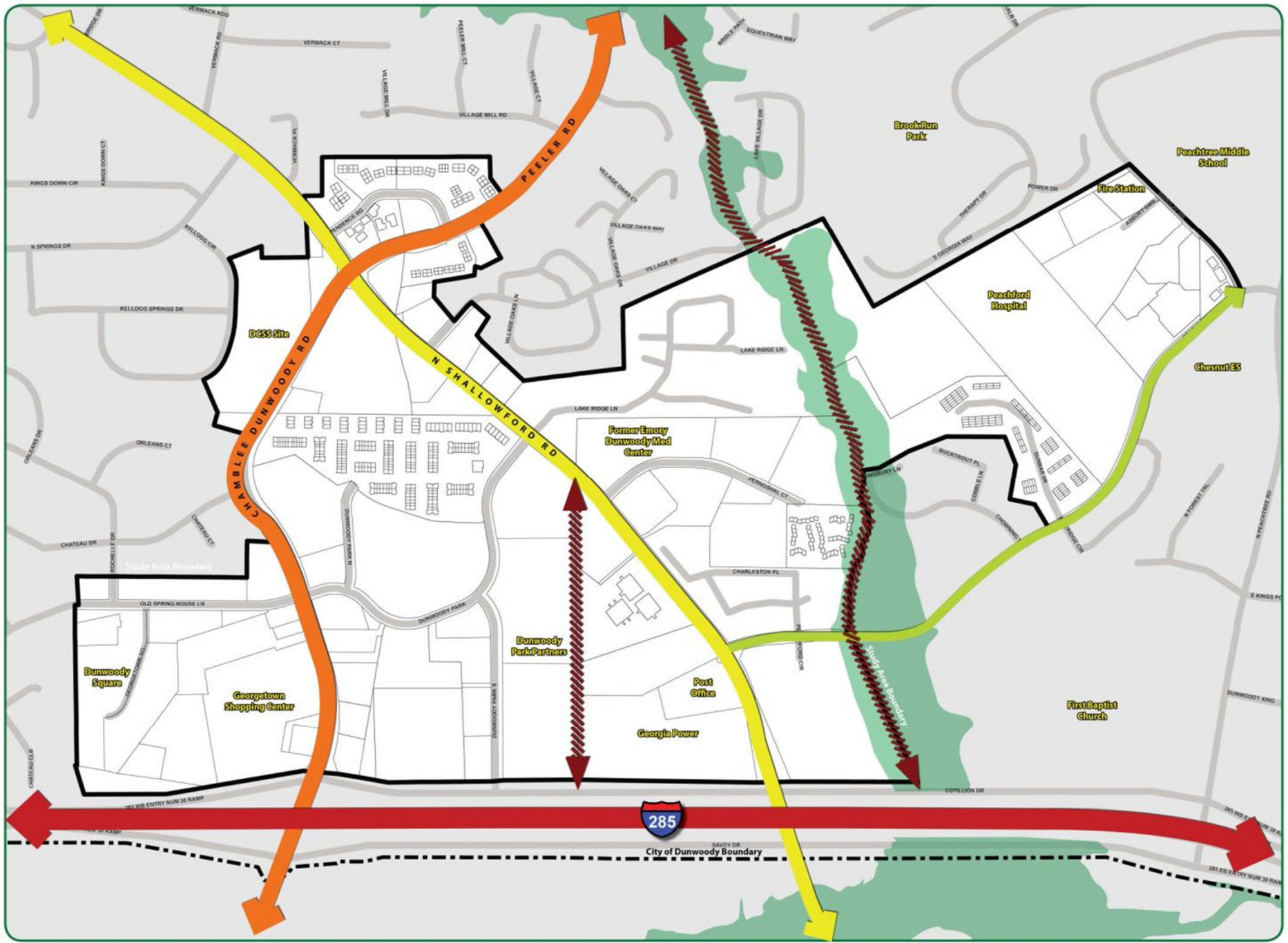
Courant 85

Former Emory Dunwoody Med Center

Post Office

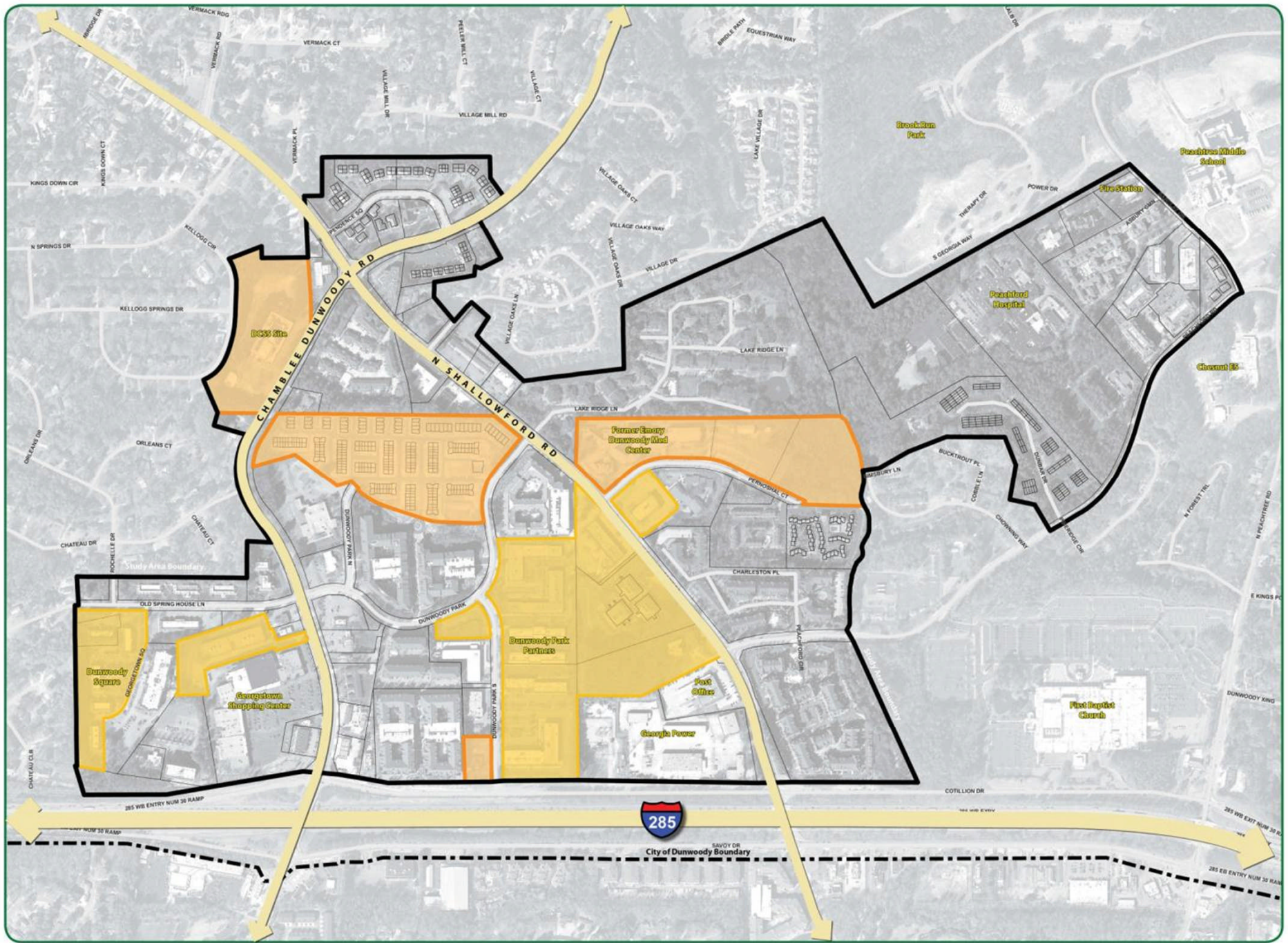
First Baptist Church

Georgetown Shopping Center









1033 Apts

Former Emory  
Dunwoody Med  
Center

Dunwoody  
Square

Georgetown  
Shopping Center

Dunwoody Park  
Partners

Post  
Office

George Power

Peachtree  
Hospital

Peachtree Middle  
School

Chamblee  
HS

First Baptist  
Church



City of Dunwoody Boundary

# Demographics Drive Real Estate Demand

	Georgetown Study Area	City of Dunwoody	Atlanta MSA
<b>Population (Claritas Est.)</b>	4,106	36,166	5.5 million
<b>% Owner Occupied Units</b>	40%	62%	69%
<b>% 1 and 2-person households</b>	72%	68%	53%
<b>Median HH Income</b>	\$66,000	\$87,000	\$59,000
<b>Median Age</b>	38	42	35
<b>Notes</b>	-Grew at rapid rate in 1990s -- Racial and ethnic diversity reflects MSA	Greatest growth projected for empty nester and retiree age cohorts	Projected to grow 12.5% over next 5 years

# Existing Market Conditions

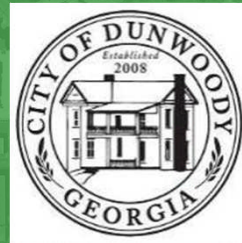
- Home to nearly 1 million square feet of **office** space
  - Medical concentration
  - Primarily smaller, Class C buildings
  - Median year built = 1974
  - High vacancies in market overall, Perimeter included
- 220,000 SF of neighborhood retail
  - Retail rents average around \$20 per sf (above the Atlanta average but down 10% from peak)
  - Occupancies trending downward into the mid-80% range, in-line with the Atlanta market overall at 90%
- Just over 2,400 multifamily apartments
  - Median year built in broader area is 1990
  - Sector strengthening with strong market forecasts in coming 5 years
- For-sale residential market stabilizing
  - Study area will have to work through distressed properties from last development cycle

# Initial Market Opportunities Assessment

- Opportunities to redevelop aging and/or economically obsolete properties
- Regionally-serving office is likely viable in long term but not likely in next development cycle
  - Future of medical in Georgetown is major strategic issue
- Additional retail possible in longer term, as part of mixed-use development/redevelopments
- 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
- Rental residential likely strong opportunity in near term
  - May not be desirable unless part of redevelopment of existing units
  - Opportunity for age-targeted and/or age-restricted

# City of Dunwoody

## Georgetown/North Shallowford Area Master Plan Next Public Meeting



October 6, 2010

7:00 PM

Peachtree Charter Middle School