

MEMORANDUM

To: Mayor and Council
From: Paul Leonhardt, Deputy Community Development Director
Date: September 11, 2023
Subject: Text Amendment for Expansion of the Perimeter Center Entertainment District

ITEM DESCRIPTION

This item is a request to expand the Perimeter Center Entertainment District by including the Park Place shopping center (4505 Ashford Dunwoody Road). Property owner Edens is presently preparing a renovation and update of the shopping center and wants to provide to-go drinks per entertainment district regulations. The proposed boundaries also include the adjacent Bank of America property (1 Perimeter Center East) owned by the same property owner and is a potential target for a later expansion of the shopping center.

DISCUSSION

In 2020, the City created regulations for entertainment districts that have proven popular amongst restaurateurs and property owners. In 2022, four distinct Perimeter Center-area districts (Campus 244, Perimeter Mall, High Street, and Ashford Lane) were combined into the Perimeter Center Entertainment District to provide a large contiguous open container district.

Edens has recently submitted permits to start the renovation process for the Park Place center. The first phase includes renovation and redesign of the interior courtyard. To support the transformation, Edens wishes to provide tenants the option to sell alcoholic beverages in open containers. This would be accommodated by extending the boundaries of the Perimeter Center Entertainment District. This allow Park Place patrons to carry their open containers to destinations such as Ashford Lane or Perimeter Mall-area restaurants. No other changes to the entertainment district regulations are proposed.

STAFF RECOMMENDATION

Staff recommends **APPROVAL**.

ATTACHMENTS

Proposed Perimeter Center Entertainment District Map
Chapter 4 Ordinance

AN ORDINANCE TO AMEND CHAPTER 4 (ALCOHOLIC BEVERAGES) OF THE CITY OF DUNWOODY CODE OF ORDINANCES TO AMEND REGULATIONS FOR ENTERTAINMENT DISTRICTS

WHEREAS, the City of Dunwoody is charged with protecting the health, safety and welfare of the citizens of the City; and

WHEREAS, the City of Dunwoody’s Alcohol Beverages Ordinance, Chapter 4, allows for off-premise alcoholic beverage consumption in designated entertainment districts; and

WHEREAS, in order to encourage a business-friendly environment in the City’s entertainment district and foster a pedestrian-friendly atmosphere, the Mayor and City Council wish to expand the entertainment district boundaries to include interested businesses and properties; and

WHEREAS, the owner of the Park Place shopping center has petitioned the City to be included in the Perimeter Center Entertainment District; and

WHEREAS, the Mayor and City Council find that, subject to licensing standards, the sale of open-container alcoholic beverages can be a vibrant addition to licensed establishments in the entertainment district.

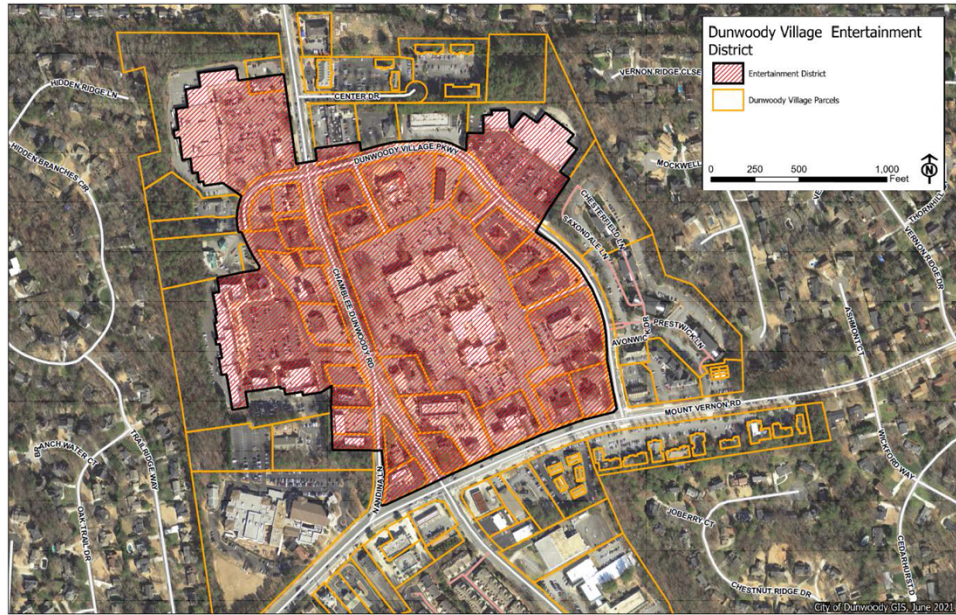
NOW, THEREFORE, the Mayor and City Council of the City of Dunwoody HEREBY ORDAIN that Chapter 4 is amended as follows:

Section I: That Chapter 4 of the City Code is further amended by amending Code Section 4-142, to be entitled “Definition of the entertainment containment districts,” to read as follows:

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

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

- (1) *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.



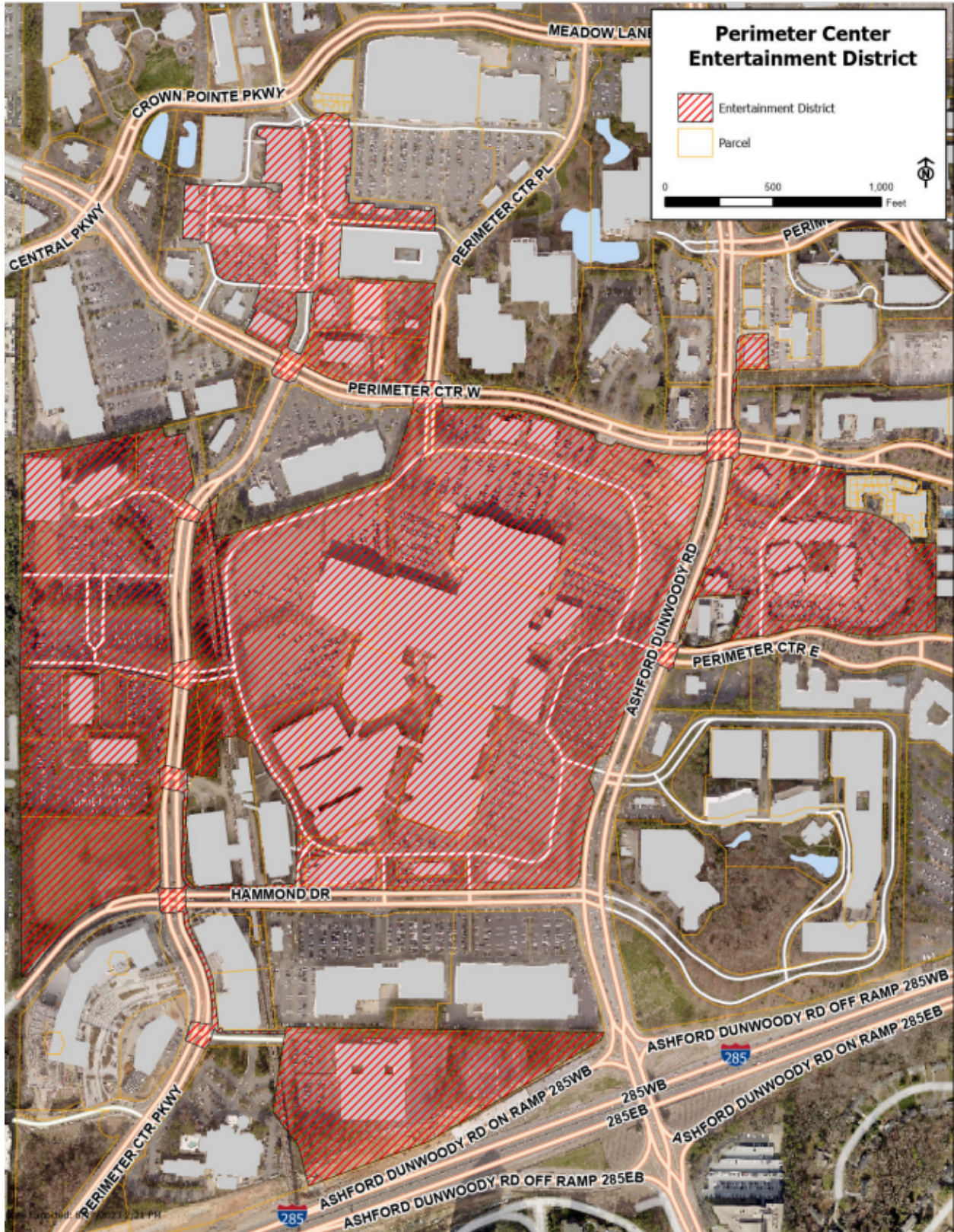
(2) *Perimeter Center Entertainment District.* This entertainment district includes:

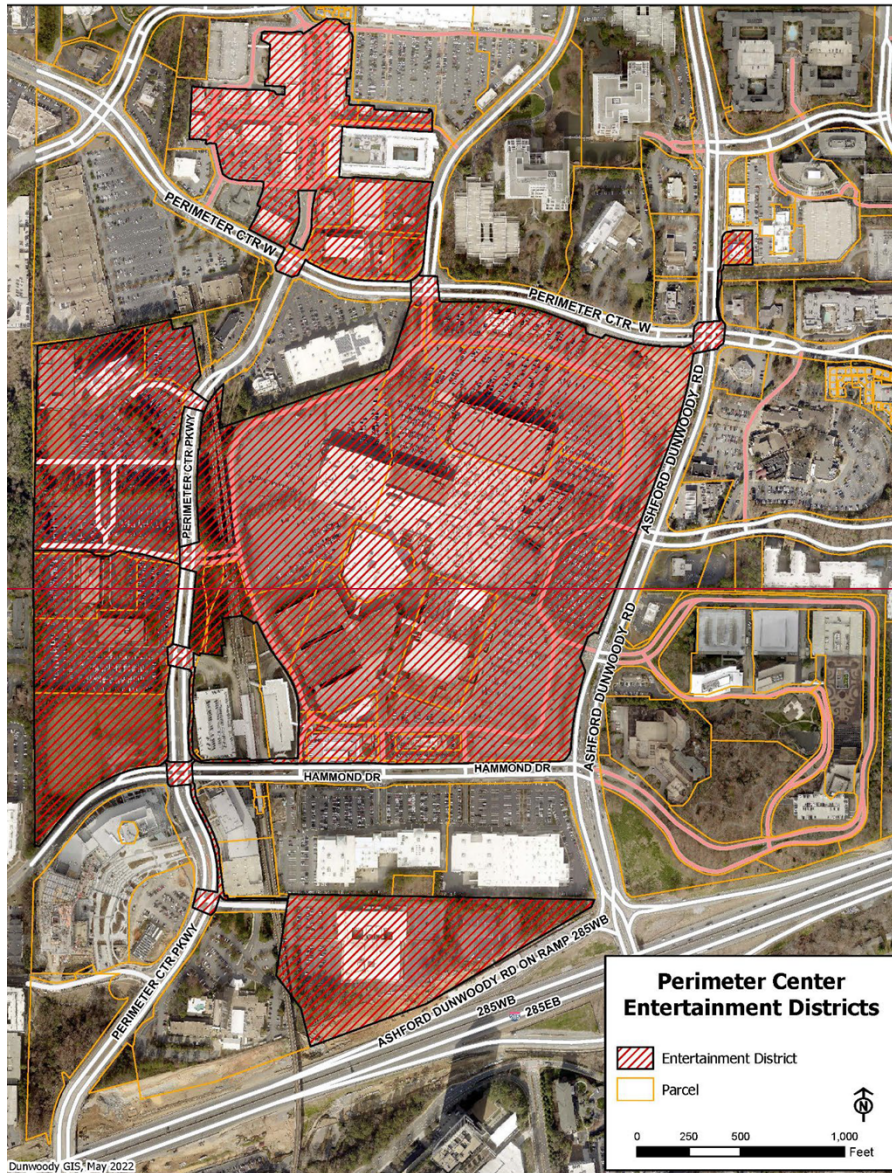
- a. Parts of the area that is the Ashford Lane shopping center. The entertainment district is generally bounded by the rear of the retail buildings along Olde Perimeter Way and Ashford Crossing. On its southwestern side, the entertainment district is bounded by the centerline of the driveway connecting 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; and
- b. The proposed High Street development that 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; and
- c. 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; and
- d. The proposed Campus 244 development and is bounded by its property lines on all sides. Also included is the northern sidewalk along Campus Way, the eastern sidewalk on Perimeter Center Parkway heading north, and connecting across the Hammond Drive and Perimeter Center Parkway intersection to the Perimeter Mall and High Street developments; and
- e. The Park Place shopping center and the adjacent bank property at 1 Perimeter Center East that are bounded by their property lines on all sides. Also included are the sidewalks

STATE OF GEORGIA
CITY OF DUNWOODY

ORDINANCE 2023-XX-XX

along Ashford Dunwoody Road and Perimeter Center East, to the extent that they are adjacent to the above referenced properties or the gas station property at 77 Perimeter Center East. Also included are the pedestrian crossing areas at both intersections of Perimeter Center East and Ashford Dunwoody Road.-





(Ord. No. 2020-03-05, § IV, 3-9-2020; Ord. No. 2021-06-09, § I, 6-14-2021; Ord. No. [2021-11-19](#), § I, 11-8-2021; Ord. No. 2022-06-11, § I, 6-13-2022)

STATE OF GEORGIA
CITY OF DUNWOODY

ORDINANCE 2023-XX-XX

Section II: 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.

STATE OF GEORGIA
CITY OF DUNWOODY

ORDINANCE 2023-XX-XX

SO ORDAINED, this ____ day of _____, 2023.

Approved:

Lynn P. Deutsch, Mayor

ATTEST:

Approved as to Form and Content:

Sharon Lowery, City Clerk (Seal)

City Attorney

