



# Georgetown / North Shallowford Master Plan

Prepared for the City of Dunwoody  
3/17/2011



ROBERT CHARLES LESSER & CO



Kimley-Horn and Associates, Inc.



where design and economics meet

# ACKNOWLEDGEMENTS

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*The Georgetown / North Shallowford Master Plan is a product of many months of effort on the part of committed local stakeholders and professional staff. Thanks go out to all those who took the time to share their thoughts, ideas, expertise, vision, and leadership in crafting this comprehensive vision for the Georgetown/North Shallowford area.*

## **Sounding Board**

A group of 14 community residents played a key role in the planning process by acting as a Sounding Board to preview public presentations and information and provide feedback into the planning process and deliverables. The City of Dunwoody greatly appreciates the commitment and devotion these individuals showed in helping maintain and enhance the Georgetown / North Shallowford area.

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Georgetown Shopping Center

## OVERVIEW

This Georgetown / North Shallowford Master Plan was completed by the City of Dunwoody and its team of hired consultants during the period of Summer 2010 through early 2011. This plan is designed to fully comply with the standards and intent of the Atlanta Regional Commission's (ARC) Livable Centers Initiative (LCI). Moreover, and more importantly, this Master Plan is a reflection of the complex and diverse desires of the citizens and leaders of the City as a whole.

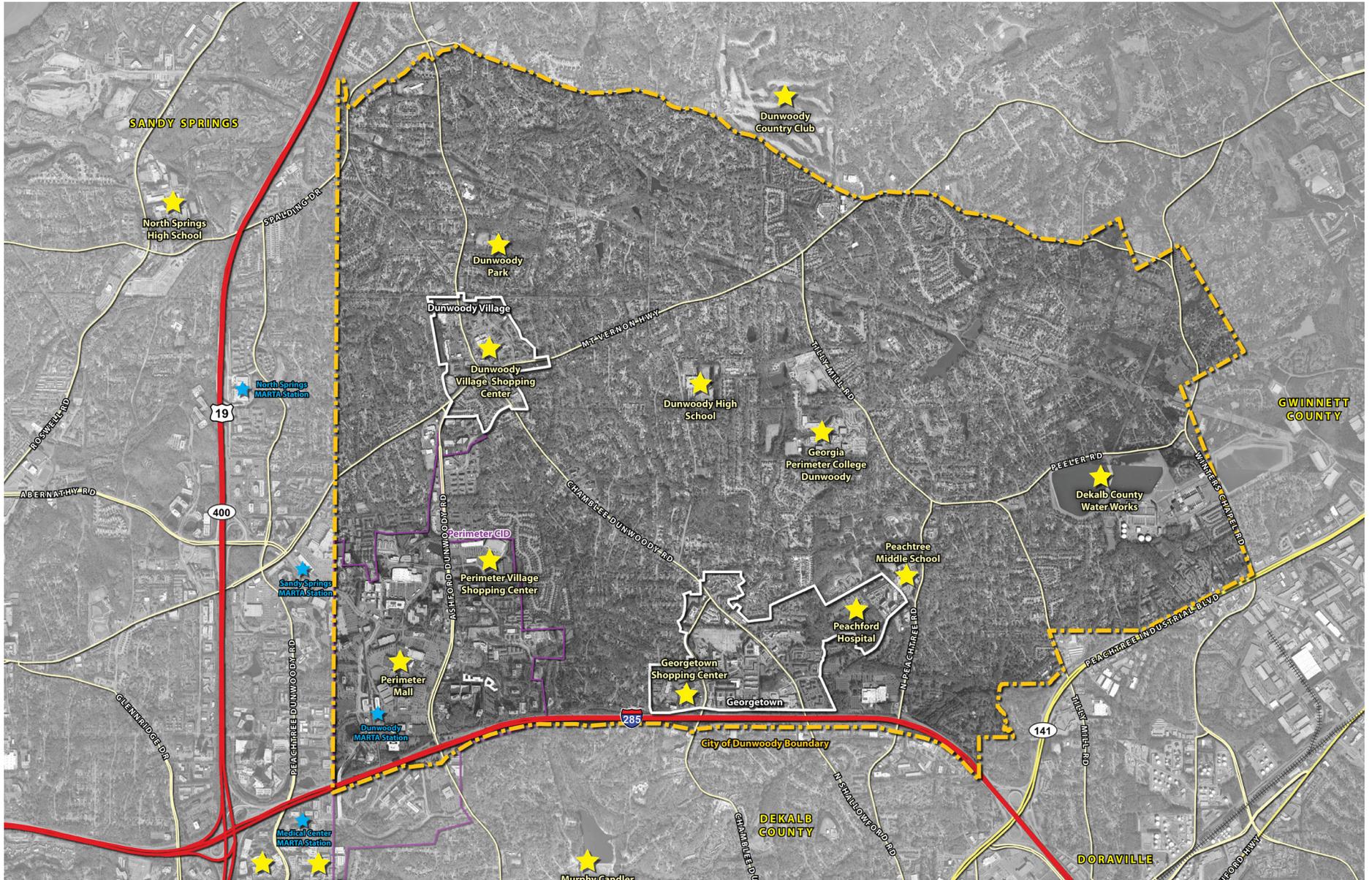
The plan is designed to be visionary and far-reaching, yet pragmatic and actionable in the short to mid-term. In this regard, the Master Plan outlines a realistic and community-based vision for the future of the Georgetown/North Shallowford area as it pertains to future development, open space, circulation, transportation, and economic development. In understanding the vision for the future as described herein, it is important to recognize that the "Georgetown area" of Dunwoody is currently an assemblage of diverse and disparate land uses ranging from strip center commercial, to numerous multifamily developments (owner and renter), to large scale institutional uses to a Georgia Power operations center. In fact, the "Georgetown" of today is more a "repository" of random elements rather than a cohesive and vibrant district within the City.

Its location directly abutting Interstate 285 gives Georgetown/ North Shallowford the ability to serve as a jeweled gateway to the City. Yet currently, the area feels more akin to a "backdoor." Community participants throughout the planning process have overwhelmingly voiced a desire to see change. Yet the real estate market for this area lags that of nearby Perimeter Center and Dunwoody Village, thus inhibiting the opportunity for aggressive short-term development. The vision outlined in this Master Plan attempts to reconcile these competing realities by outlining pragmatic short term, targeted initiatives to improve the "gateway" appearance of Georgetown/North Shallowford while still enunciating longer-term ideas that are truly transformative.

Stakeholders in Georgetown/North Shallowford have clearly enunciated the primary shortcomings that must be overcome including lack of open space, lack of walkability and connectivity, shortage of high quality retail, and gaps in the supply of housing for all ages. In this regard, this Master Plan outlines and illustrates several concepts to address these challenges including new sidewalks, multi-use trails, a new signature park, and opportunities for senior/ early retiree housing.

By fulfilling the vision contained within these pages, the Georgetown/North Shallowford area can ultimately chart a new course in terms of its feel, its livability, and its impression to the outside world.

# City of Dunwoody Area





Chamblee Dunwoody Road

# 1 EXISTING CONDITIONS

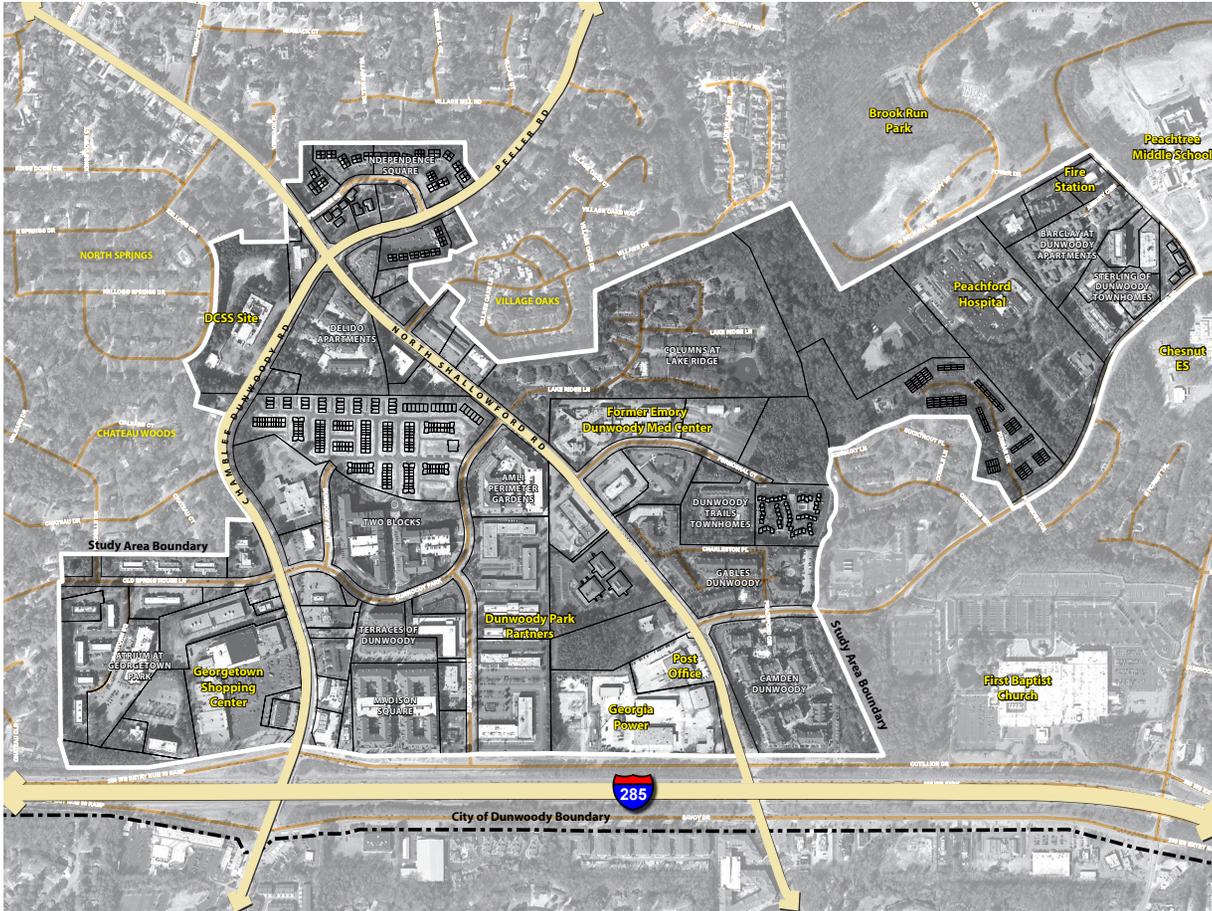
## CONTEXT

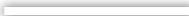
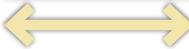
The 368 acre Georgetown / North Shallowford study area sits at the southern edge of the City of Dunwoody along Interstate 285. The area is a hodgepodge of commercial, residential, and institutional uses, abutted by several stable single-family neighborhoods to the north and west including Georgetown, Chateau Woods, North Springs, Village Mill, and Village Oaks.

To the east of the study area lie several large institutions including First Baptist Church, Chesnut Elementary School, and Peachtree Charter Middle School – all of which generate large volumes of traffic during specific times of the day and week. To the north of the study area is Brook Run, the City's largest park. While Brook Run has the potential to be a major amenity for the Georgetown/ North Shallowford area, it is currently difficult to access from the west. To the south across Interstate 285 is the Savoy Road corridor – a mix of apartments, hotels, gas stations, and out parcel retail uses.

Less than a mile to the west is the Perimeter Center area - the largest commercial office sub-market in the southeast United States. Despite its close proximity and its dominance in the market, Perimeter Center is not easily accessible from the Georgetown/North Shallowford area – by car or by foot. Dunwoody Village, on the other hand, is somewhat accessible via Chamblee Dunwoody Road and lies approximately two miles to the northwest.

# Georgetown/North Shallowford Study Area



-  Study Area Boundary
-  Major Streets
-  Minor Streets
-  Parcels
- Gross area - 368 acres
- Parcel area - 355 acres

## RECENT DEVELOPMENT HISTORY

The Georgetown/North Shallowford study area was primarily developed in the 1960s as a low-density residential area with supporting neighborhood commercial uses. Office parks became prevalent, serving as a secondary market to Perimeter Center as Perimeter flourished throughout the 1970s. The Georgetown/North Shallowford area also became home to some of the earliest multi-family development in Dunwoody due to its proximity to I-285.

By the early 1990s, a mix of office parks (such as Independence Square, Dunwoody Square, and Dunwoody Park), dominated the landscape along with several low-density apartments (2 stories) and strip center commercial. By early 2000, a pattern of new higher density multi-family development (3 stories) can be seen with the additions of complexes such as Gables Dunwoody and Camden Dunwoody along the south end of North Shallowford Road and the Terraces of Dunwoody on Dunwoody Park Drive. Multi-family development at higher densities (4 stories) continued throughout the 2000's with the addition of over 1,200 units in the last decade including Madison Square, Two Blocks, Perimeter Gardens, and Sterling of Dunwoody.

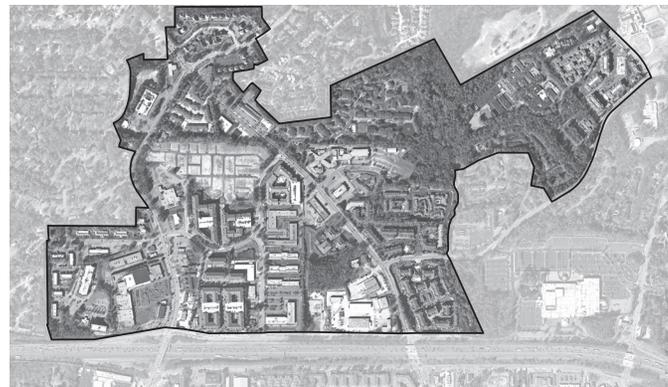
Of particular note, the final phase of development (high-density townhomes) in the Two Blocks project was never completed and currently stands as a 16+ acre vacant lot in the center of the study area (commonly referred to as the "PVC Site").



**Georgetown/North Shallowford Area:**  
1993 Aerial Photo



**Georgetown/North Shallowford Area:**  
2002 Aerial Photo



**Georgetown/North Shallowford Area:**  
2009 Aerial Photo

## EXISTING DEVELOPMENT CHARACTER

The Georgetown/North Shallowford study area contains a wide array of architectural styles, materials, and intensities – ranging from one to five stories.

Like other areas in Dunwoody, parts of the Georgetown/North Shallowford area were developed using a “Williamsburg” themed style of architecture (e.g., Independence Square, Dunwoody Square, Madison Square, Sterling of Dunwoody, etc.). On the other end of the spectrum, the vacant DeKalb County School Building (formerly Shallowford Elementary and later Chamblee Middle School), the Jewish Family & Career Services building, the former Emory Medical Center building, and the Dunwoody Park development all exhibit a form of 1970s modernism. In addition, glass and steel “modernist” buildings are present via several office buildings along North Shallowford Road and against Interstate 285 behind the Georgetown shopping center.

From a public space perspective, the Georgetown/North Shallowford area also has little consistency. While Brook Run Park is not far in distance, the park is not easily accessible from this district. There are no other community public spaces (although some residents have been known to utilize the field area behind the old school building and areas of the “PVC Site” for walking and informal recreation). While there is evidence of significant foot traffic in some areas, particularly North Shallowford Road between multi-family developments and the North Shallowford retail area near Dunwoody Park, the sidewalk environment is incomplete and there are few streetscape amenities (benches, shelters, lighting, landscaping, etc.). Major roadways in the area are lined with overhead utilities creating a cluttered visual experience.

The Georgetown/North Shallowford area is a diverse mix of styles and characters, such that the overall “feel” of the area lacks visual cohesion or any singular measure of identity.



Georgetown Shopping Center



“PVC Site”



DeKalb County School Site



Existing Apartments, Amli Perimeter Gardens



Chamblee Dunwoody Road



Existing Offices - Dunwoody Place



Existing Offices - Independence Square



“PVC Site”



Existing Retail on Chamblee Dunwoody Road

## EXISTING BUILDING USE

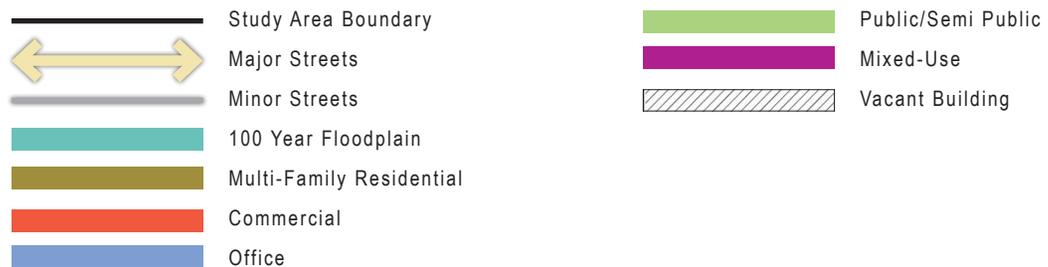
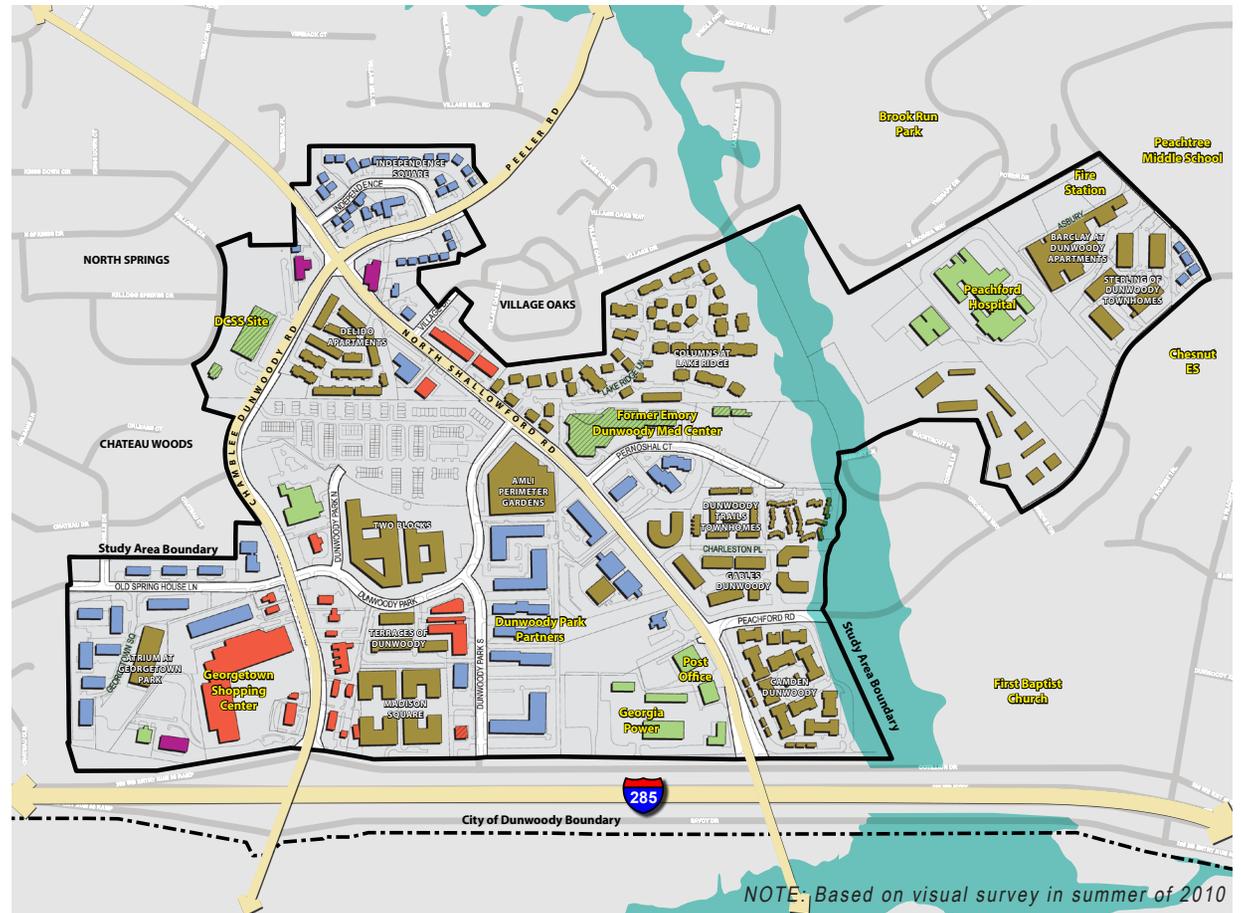
Based on a visual survey in summer of 2010 of all parcels, the diagram at right depicts how individual buildings are used within the Georgetown / North Shallowford study area.

Retail uses are clustered in and around Chamblee Dunwoody Road at Interstate 285 (most notably the Georgetown Shopping Center, anchored by a Kroger Grocery Store) and along North Shallowford Road at or near the intersection of Peeler Road / Chamblee Dunwoody Road. Most retail in the area is somewhat older and low to moderately priced.

Office uses are generally two stories and can be found in and around five office parks / districts including Dunwoody Square (behind the Georgetown Shopping Center), Independence Square (intersection of Chamblee Dunwoody, North Shallowford and Peeler Roads, Dunwoody Park, along North Shallowford Road (near the former Emory Medical Center), and adjacent to Peachtree Charter Middle School (Peachford Road and Barclay Drive).

There is also a surprisingly high amount of institutional uses in the study area including the Jewish Family and Career Services, Georgia Power, Postal Distribution Center, and Peachford Hospital.

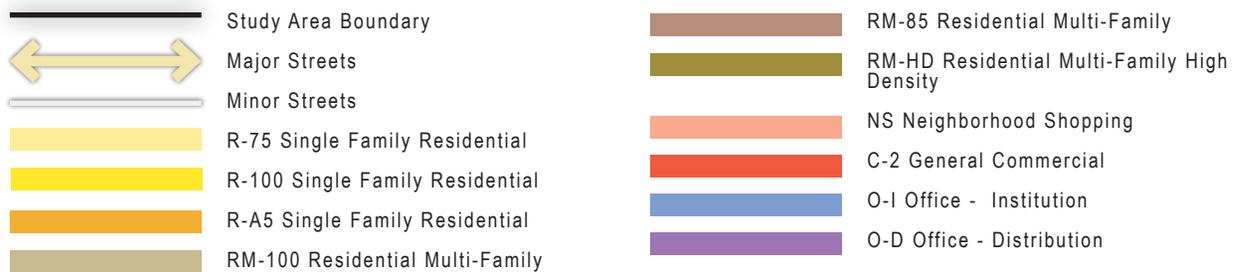
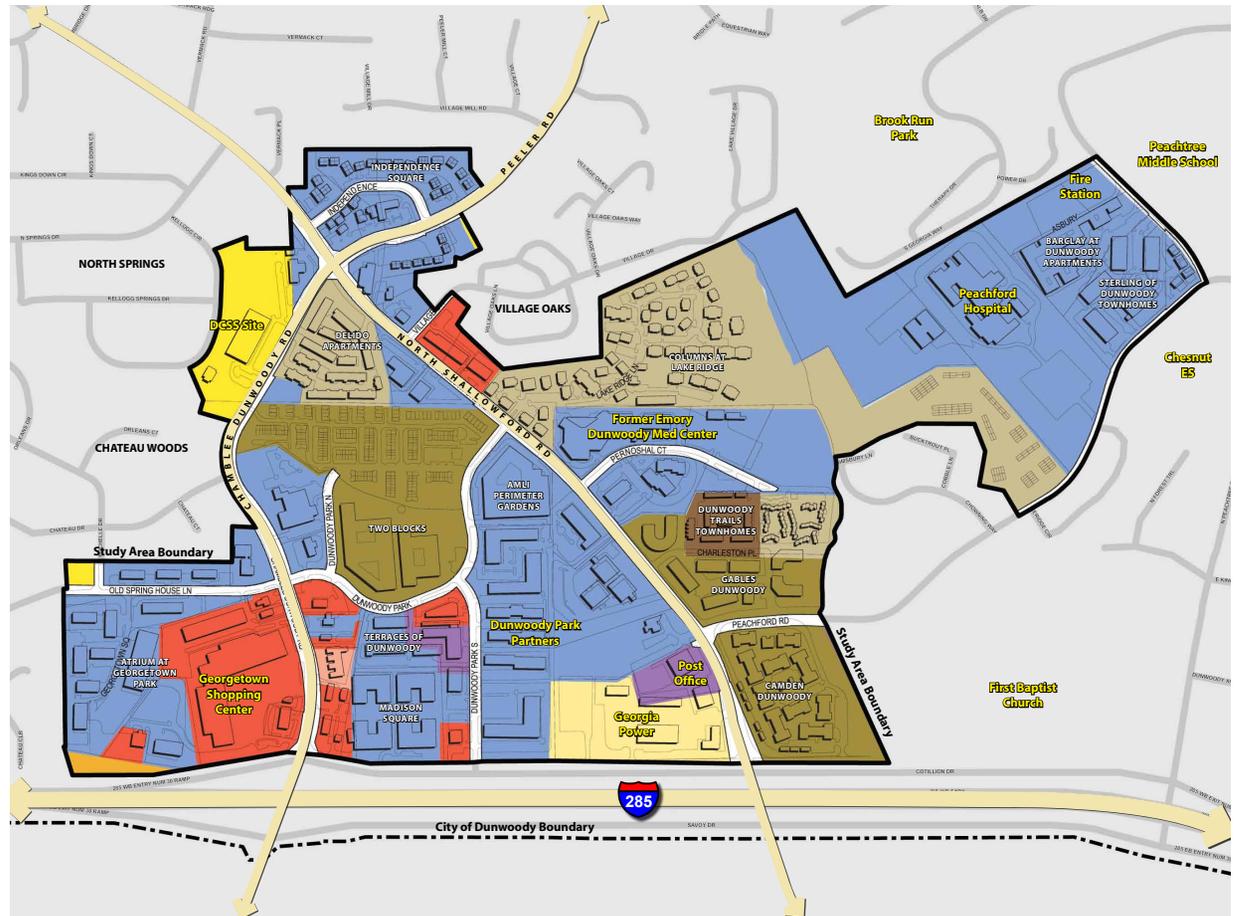
The most dominant land use is multifamily residential with 13 developments – a mix of owner and renter occupied. Collectively, these developments contain approximately 2,800 units. As of the summer of 2010, approximately 2,400 of these units were rental. Some developments, including Madison Square, began a transition to condominiums in late 2010.



## EXISTING ZONING

The Georgetown/North Shallowford study area is made up of 10 individual zoning districts. These districts are a combination of single-family, multifamily, office, and commercial districts. The existing zoning districts can be classified as traditional and Euclidean with uses that are basically isolated by type within each individual district and with no regulation of urban design, aesthetic, or pedestrian elements.

The Development Standards contained within the Georgetown/North Shallowford study area zoning districts are low to medium density in nature, consistent with the existing built environment of the study area and the City in general. Single-family residences are permitted up to a typical 3 floor limit and multifamily uses are permitted up to a maximum of 5 floors. Office and retail is permitted anywhere between 2 and 7 floors maximum. Current standards are consistent with more traditional zoning standards, in that they do not contemplate a horizontal mixture of uses or product types which require smaller yard and lot dimensions. District standards are limited in their focus, mainly pertaining to lot and density sizes. Regulation of open space, pedestrian amenities, urban design, and other similar elements are absent in the current districts. Regulations pertaining to parking are basic and provide no mechanism for facilitating a more sophisticated parking arrangement within the zoning districts themselves, instead depending on regulatory exceptions to this end. Residential buffering standards are adequate and generous to ensure that adjacent neighborhoods are properly protected from the unintended effects of development including shadowing, noise, visual intrusion, and other similar ill effects. Said buffers do not contemplate driveway access, which is more common in more dense or mixed-use environments.

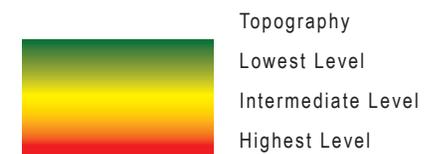
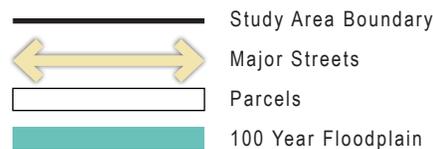
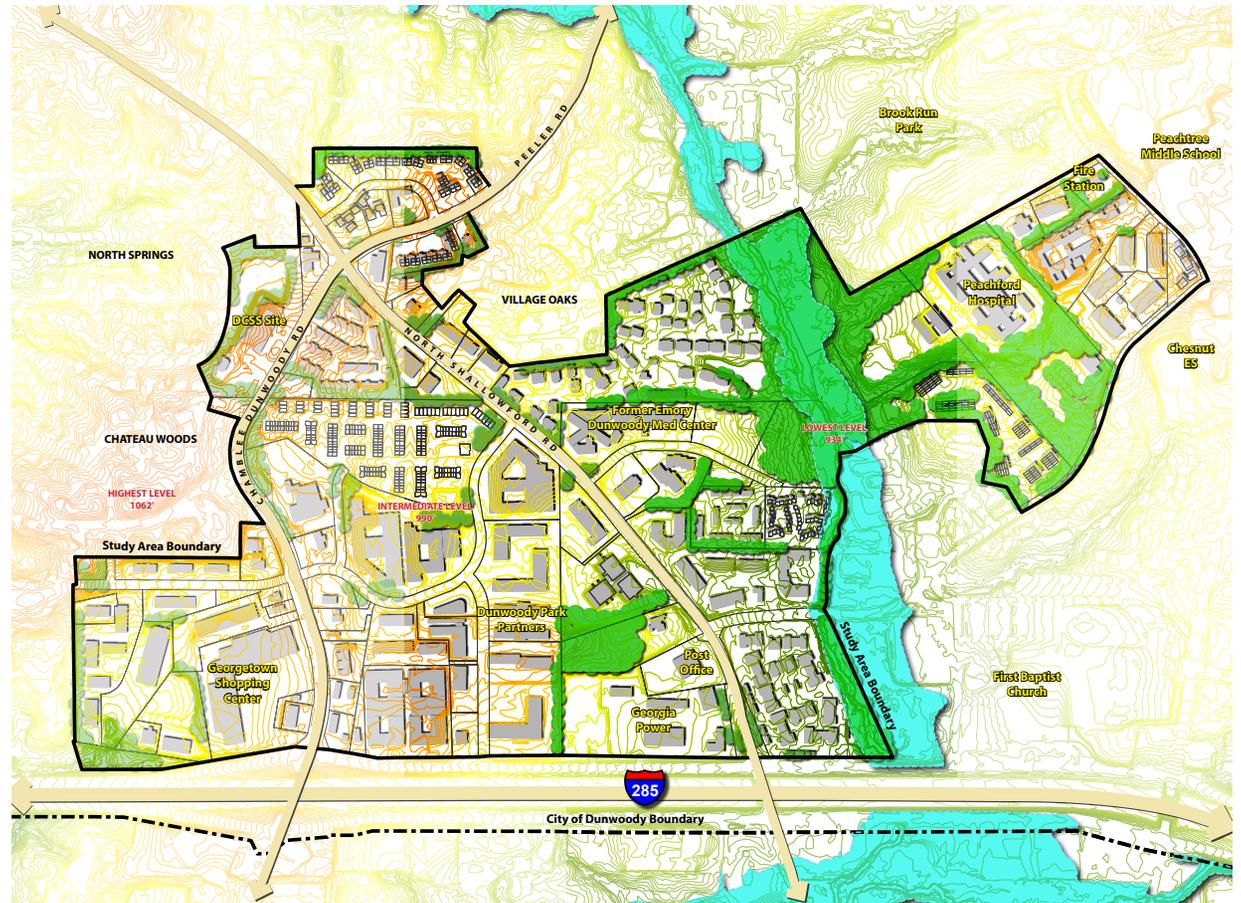


## NATURAL FEATURES

Over the course of several decades of development, the Georgetown / North Shallowford area has witnessed a steady loss of natural tree cover. While the area is now largely dominated by paving (roads and parking lots), there are a few notable areas of exception that remain “green.”

In particular, there is a natural flood plain area that parallels a small tributary to Nancy Creek. This area contains numerous old growth trees and dense forestation that has remained largely undisturbed. In addition, the area in and around the Peachford Hospital is still fairly heavily wooded. The northern stretch of Chamblee Dunwoody Road (e.g., north of Old Spring House Lane) has a fairly intact “canopy” feel, particularly along the eastern side. The “PVC Site”, recently cleared for development, was never completed and currently sits as a very large (16+acres) and fairly flat piece of vacant, green land (but with numerous internal paved streets).

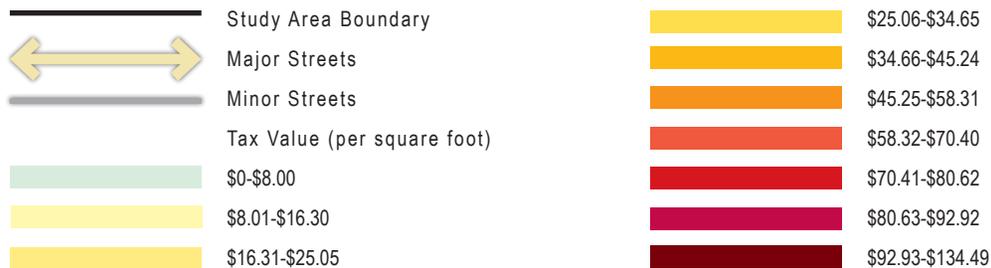
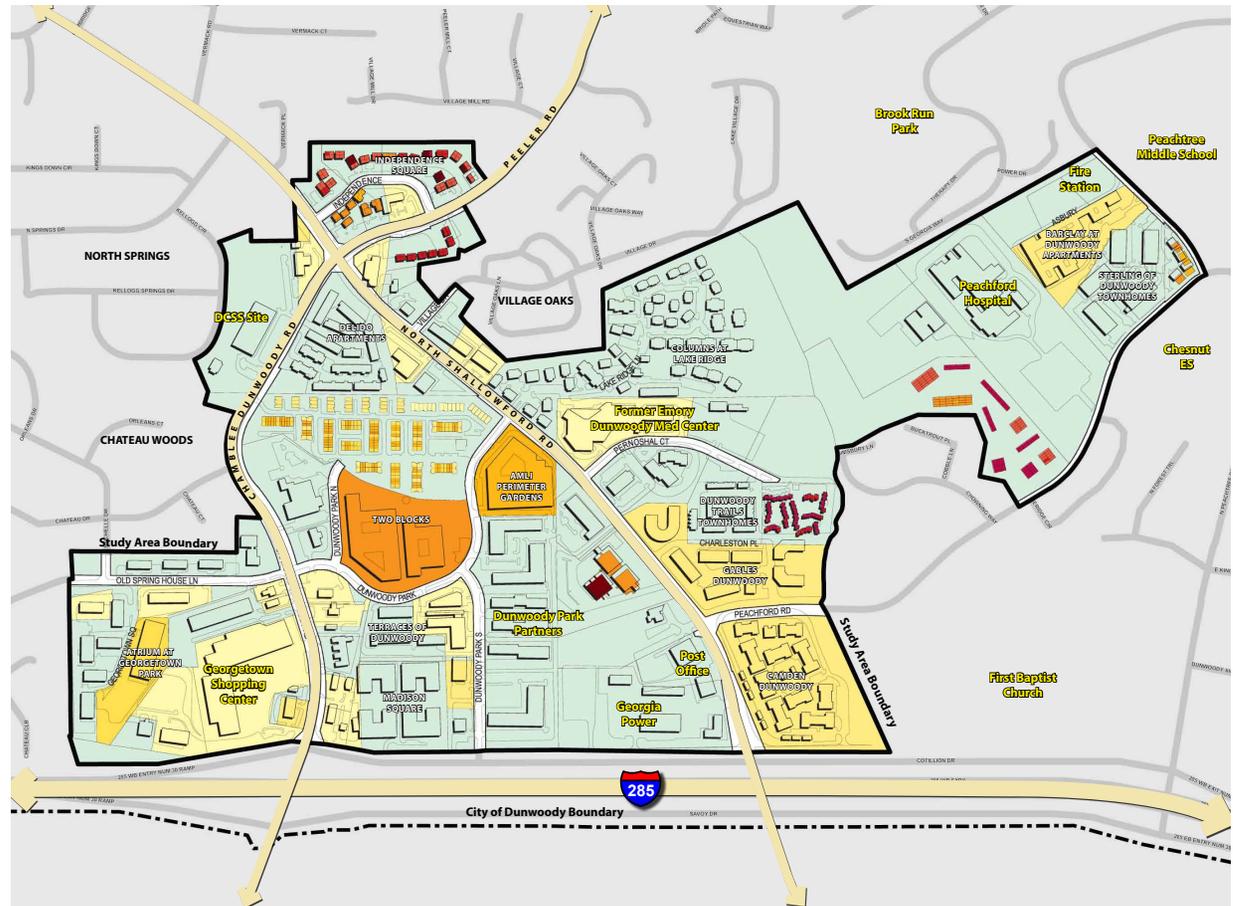
Topographically, the study area is quite undulating. Views up and down North Shallowford Road in particular can be quite expansive from several high points. The flood plain area is obviously a natural low point.



# TAX VALUE

Using tax values obtained from DeKalb County in summer of 2010, the diagram at right shows the various ranges of values for each parcel within the Georgetown / North Shallowford study area. While not an exact indication of each property's true "market value," this analysis does provide an overall picture of approximate land values - at least relative to each other.

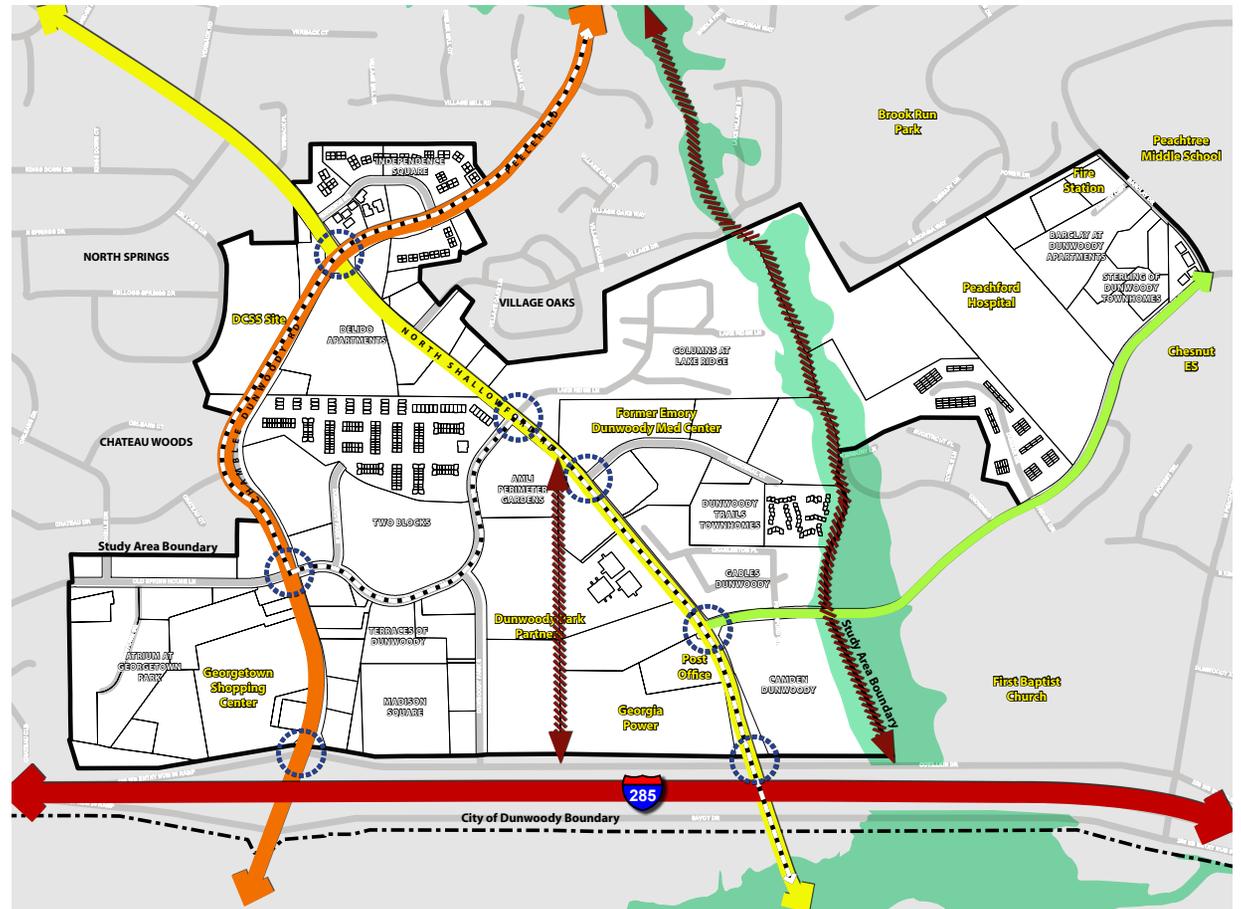
In general, and not surprisingly, the most expensive properties are those that were either a) built more recently (such as Two Blocks and Perimeter Gardens, or b) projects that are "condominiumized" (such as Independence Square). More specifically, the properties that are condominiums generally have low land values but high building values. These two dynamics (recent construction, condominiums) demonstrate the challenge in trying to redevelop these properties in that they are likely to be too expensive to acquire and in the case of condos, have multiple impacted owners (i.e., prospective sellers) within a single piece of property.



\* Tax Value based on 2010 DeKalb County Tax Assessor Data

## ROADWAY CHARACTERISTICS

One roadway within the Georgetown/North Shallowford study area is classified by the Georgia Department of Transportation (GDOT) as a minor arterial, three roadways are classified as collectors, and no roadways within the study area are designated as state routes. The arterial roadway is Chamblee Dunwoody Road, and the collector roadways are North Shallowford Road, Peeler Road, and Cotillion Drive. The most significant access to the study area is provided through the interchange at Chamblee Dunwoody Road onto I-285. Due to the importance of this access to the surrounding region, Chamblee Dunwoody will likely always carry relatively higher volumes of vehicles through the study area. More immediate regional access is also provided along the arterials and collectors in the north-south direction along Chamblee Dunwoody Road, Peeler Road, and North Shallowford Road and in the east-west direction along Cotillion Drive.



-  Study Area Boundary
-  Highway
-  Arterial Streets
-  Collector Streets
-  Local Streets
-  Minor Streets

-  MARTA Bus Route 103
-  Existing Traffic Signal
-  Barriers to Connectivity
-  100 Year Floodplain

Chamblee Dunwoody Road enters the study area from the north as a two-lane roadway with left-turn lanes at the intersection with North Shallowford Road and Peeler Road. Chamblee Dunwoody Road then continues to the southeast as a two-lane undivided facility for approximately ½ mile, then widens to a three-lane facility (two southbound lanes and one northbound lane) with left-turn lanes for several hundred feet and then widens to become a four-lane roadway with left-turn lanes until it crosses over I-285. Peeler Road is a two-lane undivided roadway as it enters the study area from the north and stops at the intersection with Chamblee Dunwoody Road and North Shallowford Road. North Shallowford Road is a two-lane facility with a central two-way left-turn lane that begins at the intersection with Chamblee Dunwoody Road and Peeler Road and continues south and passes out of the study area below I-285. North Shallowford Road provides a fairly good example of access management along a corridor with very few driveways and the presence of dedicated left-turn lanes at intersections. Cotillion Drive is a three-lane roadway through the study area that serves a function similar to that of a frontage road along I-285. This roadway provides access to and from the interstate in either direction and also provides access to several adjacent residential and commercial developments in the study area.

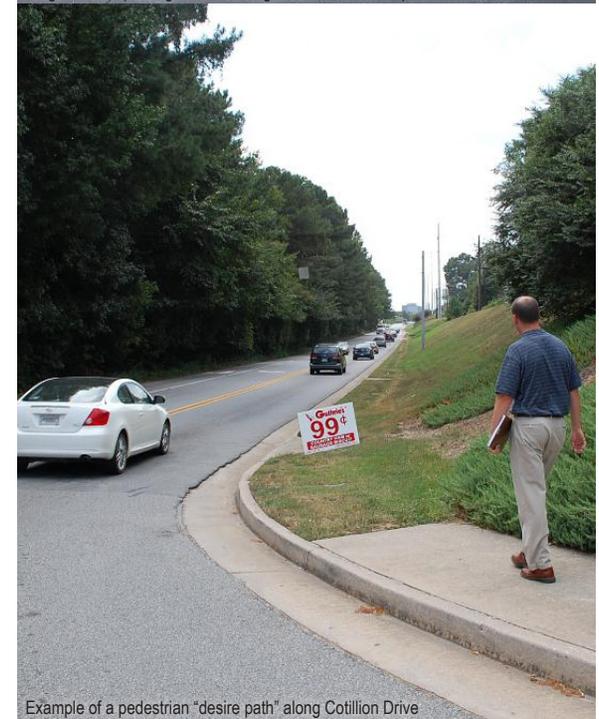
These arterial and collector roadways are the primary access points into the Georgetown/North Shallowford study area from the surrounding region and serve to connect the study area to I-285, the Perimeter area, Dunwoody Village, Chamblee, and surrounding neighborhoods. Due to their regional nature, these roadways maintain a very high demand and experience heavy congestion during the morning and evening peak periods. Chamblee Dunwoody Road is frequently intersected by driveways from adjacent commercial and residential developments, which negatively impacts its ability to serve as a regional arterial. Long-term planning in this area should focus on achieving and maintaining a suitable mix of mobility and access along all of these regional thoroughfares.

Available traffic volume data from count stations in and around Georgetown/North Shallowford study area indicates that these roadways are generally operating at or near their intended maximum capacities and field observation confirms that significant congestion is occurring. Chamblee Dunwoody Road has an average daily traffic volume of approximately 12,000 vehicles per day through the study area. Cotillion Drive has an average of 11,000 vehicles per day within the study area. No other count data is available inside the study area; however, North Shallowford Road carries approximately 5,000 vehicles per day just south of the study area and Peeler Road also carries approximately 5,000 vehicles per day just to the north of the study area. The significant traffic congestion within Georgetown/North Shallowford study area is in part due to a larger congestion problem on the regional network outside the study area that is impacting flow through Georgetown/North Shallowford. Also, closely spaced intersections and driveways within the study area are likely reducing available roadway capacity.

Intersections of these roadways are central to the operations of the local street network. There are seven signalized intersections in the study area, each of which is closely spaced. The relatively close spacing allows for limited storage of vehicles between intersections and presents a challenge for providing signal coordination. Updating the signal timings and coordination plans at these intersections would provide some congestion relief; however, longer-term projects such as relocating or consolidating driveways and improving the connectivity of the local street network would do more to improve the existing congestion issues.



Large surface parking lots create significant barriers for pedestrians



Example of a pedestrian "desire path" along Cotillion Drive



Buffers needed in some areas between the sidewalk and the adjacent roadway

## PEDESTRIAN AND BICYCLE FACILITIES

Pedestrian facilities throughout the study area are currently insufficient for fostering a walkable and vibrant activity center. Sidewalks are generally discontinuous throughout the study area or are only provided continuously along one side of a roadway such as along Chamblee Dunwoody Road and North Shallowford Road. High vehicular volumes and speeds along with limited buffers between the sidewalk and the roadway make many of the existing facilities uncomfortable for pedestrians and difficult to cross. In areas where pedestrian paths do exist, minimum accommodation is provided for the disabled. A major factor in providing good pedestrian and bicycle connectivity is the presence of a well-connected street network or grid. Pedestrian-oriented roadway networks are typically characterized by block sizes between 400 and 600 feet in length. Small blocks create a dense roadway network that allows for multiple path options for cyclist and pedestrians. The existing block sizes are around 1,000 feet or more in length in the Georgetown/North Shallowford study area. Opportunities for creating new connections and smaller block sizes have been explored as part of this master planning process.

Bicycle facilities within the study area are currently insufficient. There are very few dedicated bicycle lanes within the study area, and those that do exist are only installed for short distances adjacent to newer developments. There are also only a very limited number of bicycle storage racks. Although bicyclists are allowed to operate on all roadways under Georgia law, high speeds and high volumes currently make cycling along roadways within the study area uncomfortable and unsafe.

## MASS TRANSIT

Currently, MARTA operates a local bus route which travels through Georgetown/North Shallowford area. This is bus route 103, which operates on 40 minute headways during the weekdays until 7:00 PM when the frequency is reduced to 1 hour headways. One hour headways are also provided on weekends. This route originates at Chamblee Station and travels generally north through the study area along North Shallowford Road, Dunwoody Park, Chamblee Dunwoody Road, and then Peeler Road. A new regional transit station is proposed for the Georgetown/North Shallowford area as part of regional planning studies Concept 3 and REVIVE 285 Top End. This master planning process has identified a preferred location for placement of a new station as well as multi-modal transportation projects that will enhance connectivity to the station. Regional service to this area is likely to primarily target commuters; therefore, most trips should be expected to occur during morning and evening peak periods. Off-peak service will likely experience longer headways and lower ridership.



Dunwoody Park

## DEMOGRAPHIC TRENDS

The Georgetown/North Shallowford study area consists of a variety of commercial and residential uses. Based on Claritas estimates, the study area has a population of 4,106 residents (1,927 households). These households are primarily located in a number of large-scale multifamily communities, the bulk of which are for-rent developments. Population within the study area grew at a rate of approximately 1.0% annually over the past decade, and this rate is expected to continue over the next five years. This rate reflects 'slow development' and is much less than the 3.2% annual growth rate that the study area endured during the 1990's when the apartment development cycle was high. In recent years, local opposition to additional multifamily development, economic downturns, and lack of large sites have limited further multifamily development. Even so, the projected rate of growth within Georgetown/North Shallowford study area is commensurate with Dunwoody as a whole. The City of Dunwoody is expected to experience a modest increase in the number of total households between 2010 and 2015. Household growth in the City is expected to occur at a rate of 1.0% annually. This is less than the expected growth rates in both North Fulton County and the Atlanta MSA which are 1.3% and 2.4% respectively.

The study area has an average household size of 2.20 people, which is smaller than the MSA average at 2.78 average, but exactly in line with City of Dunwoody overall at 2.20. The smaller household size makes sense given the large number of elderly households and younger households without children that are located within the City and the study area. Nearly 72% of Georgetown/North Shallowford area households are composed of either 1 or 2 persons compared with the Atlanta MSA (53%).

The Georgetown/North Shallowford study area is slightly more affluent than the Atlanta MSA, but less affluent than the City of Dunwoody. Median Household Income is \$66,102 - well above the MSA (\$58,964) but well below the City (\$87,392). The study area's median housing value is \$264,000 compared to \$356,000 in the City and \$170,000 in the MSA.



Existing Offices

## EMPLOYMENT TRENDS

The Atlanta MSA economy has been one of the hardest hit of any metro area in terms of job losses during the 'great recession.' In total, Atlanta lost nearly 200,000 jobs between 2008 and 2010 and currently has an elevated rate of unemployment (above 10%). According to the Georgia State University Economic Forecasting Center, the economy of the Atlanta region is projected to see flat job growth in 2010 and a resumption of job growth in line with historic averages in 2011 and 2012 (estimated at 44,800 net new jobs in 2011 and 55,500 in 2012). Of the jobs created in 2011, 10,900 (or 24%) are "premium" higher paying jobs that require skilled workers. It is likely that most of the jobs created in the area close to the study area will be of this ilk. Job growth, and growth in higher paying jobs in particular, will have a positive effect on the demand for housing in and around the study area.

The Georgetown/North Shallowford study area lacks major employers within its boundaries; however, it is located in close proximity to multiple regional job centers, with Perimeter Center being the most closely related. With over 100,000 jobs, Perimeter is a major regional employment core that represents a cross-section of industry types. This diversity of job types will allow the submarket to recover quickly as the regional economy begins adding jobs in 2011. In particular, the prevalence of health care providers in the neighboring cluster of hospitals and doctor's offices along Peachtree Dunwoody Road southwest of the City of Dunwoody known as the "Pill Hill" area as well as a large amount of education jobs represents industry segments that are expected to grow the fastest over the next five years. Further, the study area is in close proximity to the Buckhead and Cumberland office core, and when combined with Perimeter, represents a significant amount of high-paying job growth.

Over the next 20 years, the Atlanta Regional Commission (ARC) and Moody's Analytics offer a positive outlook for regional job growth. Atlanta is expected to remain among the top metropolitan areas in the United States for job growth. The ten-county MSA area is anticipated to add over one million jobs during the next twenty years. The increasing preference expected for intown and near suburban locations will likely mean that areas in and around the Georgetown/North Shallowford study area will be able to capture a sizable portion of projected growth. There is potential to capture a larger portion if needed transportation improvements are implemented in order to increase traffic flow and accessibility. New jobs in areas surrounding the study area will drive demand for new housing, goods, and services within the study area's boundaries.



Existing Offices - Independence Square

## OFFICE MARKET OVERVIEW

The study area includes several of low-rise, professional business parks (Class C). The offices housed within these buildings are primarily service-oriented businesses, catering to the needs of the local population base and satellite medical office space surrounding the former Emory Medical Center. Predominant tenant types in the service-oriented buildings are medical and dental, small law offices, and engineering/design firms, in addition to a variety of small-scale, corporate office suites. Buildings tend to have been built in either the 1970s or 1980s and lack many of the amenities and layouts required by today's typical Class A tenants. Additionally, much of the space is vacant due to the closing of the Emory Medical Center. Overall, the office market consists of nearly 1 million existing square feet with an occupancy rate around 66% - well below the rate for the metro overall (at 82%) and reflecting a large quantity (over 300,000 square feet) of underutilized space.

**Strengths:** The area possesses many physical and locational attributes that make it a logical location for neighborhood serving and possibly regionally serving office (eventually). The area offers easy access to I-285 and is proximate to numerous high income households. Although traffic congestion is a concern, transportation woes are less severe than areas immediately adjacent to Perimeter Mall. Proximity to Perimeter - the largest collection of corporate office space in the southeast United States - means the area is unlikely to attract large Class A users, but will appeal to smaller service-oriented tenants that have been priced out of the Perimeter market. This type of demand is likely to increase as Perimeter's average rental rates climb. Additionally, parcels that are directly visible and accessible from I-285 could potentially attract regional serving office users seeking a price alternative to Perimeter (likely over the long-term and not within the next development cycle).

**Challenges:** The main challenge for the study area is the high quantity of underutilized space and the lack of newer, higher quality spaces to attract tenants. While it is possible that the existing Class C buildings can backfill this available space, it is more likely that some of these developments will be replaced by higher quality mixed-use projects as employment growth returns over the next five years.

**Anticipated Demand:** Given the market and locational characteristics, most demand will likely emanate from the local-serving market. Modest household growth and the replacement of space lost to new development will drive demand. Redevelopment of existing office sites will likely attract many of the existing office users into new space but will not likely result in a net addition of new office users. Tenants will likely be small-space users, generally requiring under 2,500 square feet. The study area can reasonably support additional demand for +/-3,000 square feet annually, once vacant high-quality space has been backfilled. This demand is likely to begin in five years and will likely be met in mixed-use development models. Additionally, the area may support some mid-rise regionally-serving office space opportunities in the 7-10 year time horizon. Such a development is likely to be build-to-suit or for institutional tenants (as opposed to a speculative office play) and could be on the order of 100,000 square feet.

## RETAIL MARKET OVERVIEW

The study area consists of a variety of neighborhood-serving, grocery-anchored strip centers and stand-alone out-parcel buildings. Several of these centers are aging or under-utilized, but on the whole, retail land uses are performing well and serve as a local alternative to nearby Perimeter Center. Overall, the study area has +/-220,000 square feet (+/-15% of the size of Perimeter Mall). This is a fairly conventional quantity of space for a neighborhood serving retail district (as opposed to regional). Occupancy levels of 83% are average and slightly below the 86% average for Metro Atlanta. Rents in the low \$20 per square foot range are very strong compared to the Atlanta region overall, and top performing tenants pay as much as \$29 per square foot (on a triple net basis). The largest center is the Georgetown Shopping Center which is anchored by a Kroger grocery store and makes up 130,000 square feet - more than half of the retail in the study area, with a modest expansion planned in 2011.

**Strengths:** The Georgetown/North Shallowford area has a high quantity of multifamily communities within a small geographic area. This residential density creates a 'built-in' market for neighborhood-serving retail, especially for categories such as grocery, restaurant, and convenience goods. Additionally, high traffic counts along Chamblee Dunwoody Road and I-285 provide tenants with a high degree of visibility, a critical factor for successful retail.

**Challenges:** The primary challenge within the Georgetown/North Shallowford area is the overwhelming quantity of competitive retail at Perimeter Mall and Dunwoody Village. Perimeter Mall offers over 1.5 million square feet of regional-serving retail (in addition to several regional serving power centers), while Dunwoody Village offers +/-600,000 square feet of retail, most of it locally-serving. While there appears to be some unmet retail demand within a 2-mile trade area, it is limited to select categories that may or may not match community desires.

**Anticipated Demand:** Support for retail emanates primarily from households living within a 2-mile radius. Additional demand sources include drive-through traffic, nearby office workers, and Georgia Perimeter College students. These secondary demand sources will be integral in supporting any future regional retail. The net demand for neighborhood-serving retail will be +/-4,000 square feet of new space per year, but will not start until +/-2015. Due to current local and national challenges in the retail market, net new demand is not anticipated until high-quality vacant spaces have been backfilled and prospective tenants resume expansion plans in line with the broader economy. However, there is potential for a new, well-executed retail offering in a high quality mixed-use setting. This would likely involve relocating existing tenants. Specifically, there is unmet demand for a variety of retail categories including home and garden, grocery, specialty food, liquor stores, health and personal care, sporting goods/gifts, and bar/taverns. However, the presence of Perimeter and Dunwoody Village just outside of the 2-mile trade area will make finding tenants a challenge.



Existing Retail on Chamblee Dunwoody Road



Existing For-sale Condominiums - Madison Square

## FOR-SALE RESIDENTIAL MARKET OVERVIEW

The study area has a limited selection of for-sale housing options, as the vast majority consists of rental apartment developments. There are, however, a few examples of infill multifamily condo projects that have been recently completed. The two main examples are the Madison Square condominiums on Cotillon Drive and the Sterling of Dunwoody townhomes on Peachford Road. Madison Square offers a variety of two- and three-bedroom condominiums with resales priced from \$120,000 to \$170,000. Units are essentially apartment quality (many with upgraded kitchens) but have access to a wide variety of amenities including pool, fitness center, garden, and club room. Sterling of Dunwoody offers one-, two-, and three-bedroom formats, and townhomes with three- and four-bedroom layouts. Units range from the mid \$100,000's to low \$300,000's. Development is currently stalled (the last phase of construction is only partially finished) though, the townhome units have sold out. Sterling of Dunwoody also offers a variety of community amenities including a swimming pool, fitness center, club room, and covered parking.

**Strengths:** Residents benefit from excellent regional access from I-285. The area offers a limited variety of neighborhood serving retail (including Kroger, Starbucks, and several restaurants) but many residents drive to Dunwoody Village for their daily needs and to Perimeter for clothing, home goods, and big ticket items. Proximity to a huge variety of retail within two miles will continue to be attractive to future buyers. Additionally, the wide range of affordably priced options will be attractive to households seeking convenience and proximity to major job centers.

**Challenges:** High traffic volumes along Chamblee Dunwoody Road can be a nuisance but accessibility to I-285 provides easy regional access. The main challenge for the area is to improve aesthetics and the sense of place through signage, streetscaping, and high quality redevelopment. The area does have a few 'unsightly' parcels that are vacant or underperforming. The areas also lacks enough easily walkable park space – a key component in attracting new buyers.

**Anticipated Demand:** Demand for new development is not likely to begin for three to five years. When demand returns, the study area will appeal to a broad cross-section of market audiences including young professionals through retirees. Market audiences will be value-oriented and new product will likely range in the high \$100,000's to mid \$300,000's for the next wave of development. The addition of a wider range of for-sale offerings (including townhomes and age-targeted units) will help to enhance market draw. Once demand resumes, there is likely to be annual market support for 26-34 attached homes priced from \$150,000 and up. The ability to deliver product at the \$150,000 level will depend on the local community's willingness to accept densities in line with developments from the previous cycle. Any reduction in 'acceptable' densities will eliminate the band of demand at the \$150,000 level and will reduce the overall level of demand.

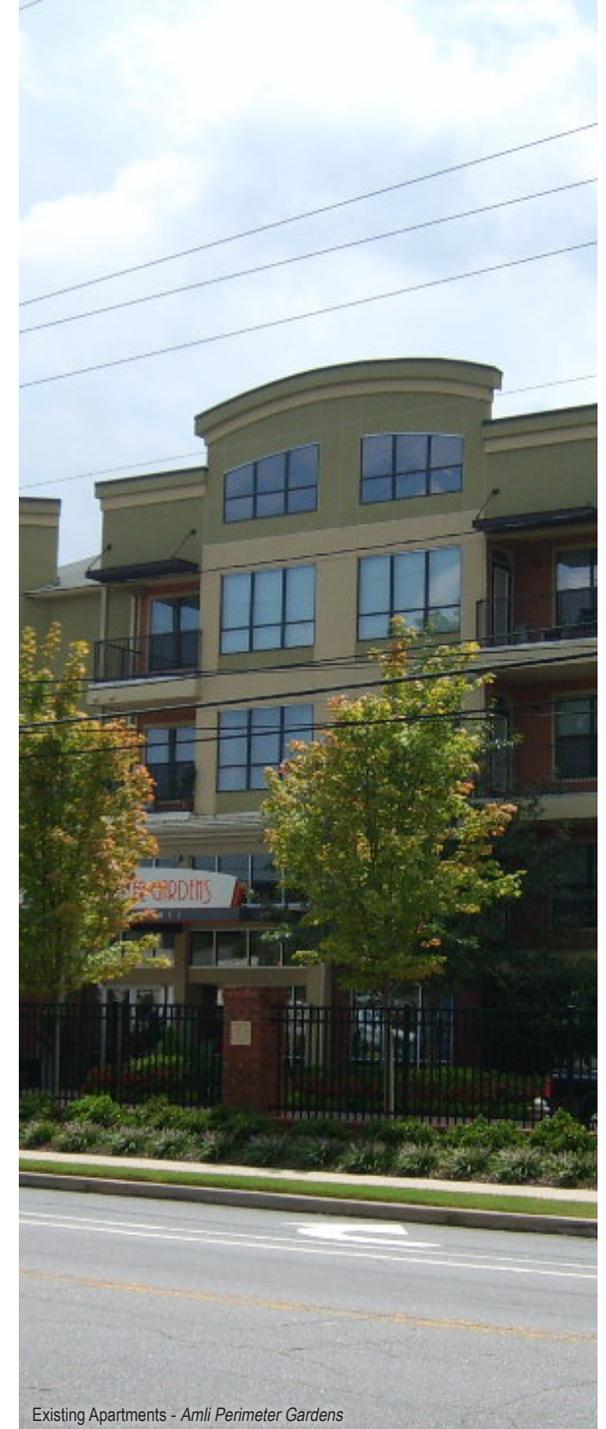
## RENTAL RESIDENTIAL MARKET OVERVIEW

There are approximately 2,400 existing apartment units within the Georgetown/North Shallowford study area, representing a very high unit count relative to its geographic size. The apartment market represents a dichotomy of product offerings including an abundance of older, conventional, garden style product (Class C or D; low monthly rents; past their usable life) and newer mid-rise product (Class A and B; most built in the 1990s and 2000's) that fetch stronger monthly rents. Overall the apartment market has been strengthening across Metro Atlanta (and in the Dunwoody submarket) as it has been the beneficiary of several macro trends including a flight from homeownership (due to foreclosure or fear of dropping prices), a generational wave of Echo-Boomers moving into their prime renting years, and a lack of new supply as credit markets tightened during the recession and made it very difficult to finance new apartment development. Even though the apartment sector is strong, it is unlikely that any new rental product will be developed within the Georgetown/North Shallowford study area (unless already entitled) due to fierce community resistance to additional rental product.

**Strengths:** Rental residential benefits from many of the same locational attributes as for-sale residential including access to I-285 and proximity to nearby office and retail offerings. Rental residential could further benefit from the high level of potential visibility along the major arterials running through the Georgetown/North Shallowford study area. This exposure is important in attracting would be tenants to for-lease residential communities.

**Challenges:** The primary (and possibly insurmountable challenge) for rental communities is the fierce resistance by local residents to additional apartment communities which are not recommended by this plan. The only potential caveat would be for specific, high-end senior housing.

**Anticipated Demand:** Theoretically, new apartments within the Georgetown/North Shallowford study area would likely be supported by young singles and couples, including those working in and around Perimeter Center. The study area could likely support 90 units annually starting in 2011. While local resistance to apartment development may preclude rental development from occurring, it is important to note that approximately one-third of the demand comes from households ages 55 and up. Strong demand within this mature age means that an age-targeted senior community would likely be market supportable if such a development was feasible in terms of community acceptance.



Existing Apartments - Amli Perimeter Gardens

## REDEVELOPMENT POTENTIAL

The diagram at right represents an overall assessment of the properties that are the most likely candidates for redevelopment in the short-term, mid-term, and long-term.

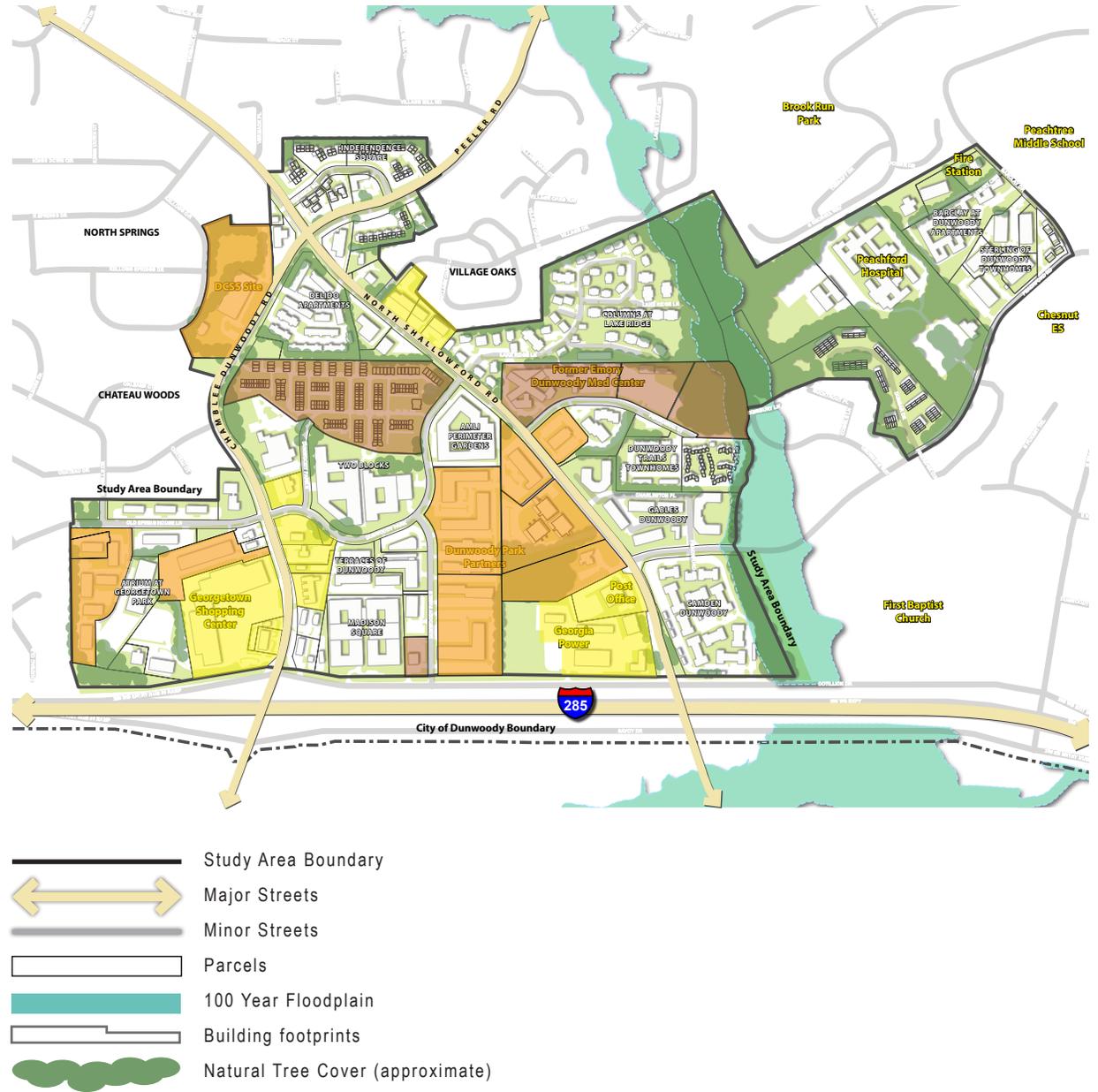
While not an exact science or precise prescription for redevelopment, the analysis is largely based on the physical and economic assessment of the area (as summarized on the previous pages of this report) along with an understanding of community desires (as ascertained in the early stages of this planning process).

Based on this analysis, it should be understood that “full-scale” redevelopment of the entire Georgetown area is not probable from a physical and market perspective. In fact, large portions of the area are currently stable and therefore unlikely to fundamentally change over the next 10-20 years (other than routine cosmetic improvements).

**Primary Opportunities:** Vacant land or vacant buildings; significant underutilization 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.





# 2 VISION & FRAMEWORK PLAN

## OVERALL VISION

In 2010 the City of Dunwoody adopted its first Comprehensive Land Use Plan. The plan outlined a vision for the Georgetown/ North Shallowford area:

By 2030, this area will redevelop into a pedestrian and bicycle-oriented activity center with medium-scaled intensity of activity. A mix of commercial, office and high-end shopping integrated with multi-family as an accessory use, or as a primary use for senior living. Redevelopment will incorporate functional open space and greenways and preserve adjacent single-family homes protected by adequate buffering. Ideally, this area includes a community center where a wide array of activities achieves the City's desire to be a "lifelong community," allowing options for aging in place. Multi-use paths and transit options will invite alternative transportation modes and greater connectivity; new pedestrian and bicycle options will link area to Perimeter Center. It focuses more intense development along I-285 with transitions to adjacent residential subdivisions. Redevelopment takes advantage of the planned, neighborhood transit station. Additional stand-alone multi-family apartment developments are not part of the City's vision for this character area.

During the Comprehensive Plan process, community members expressed a need and desire to define the City's vision for the Georgetown/North Shallowford area in greater detail. The Georgetown/North Shallowford Master Plan was developed to explore this vision in greater detail, create an area specific land use and circulation framework, and develop short-term and long-term action plans to guide City of Dunwoody initiatives and investments. Throughout the first phase of community involvement (stakeholder interviews, Sounding Board Meeting, and Public Workshop), the Master Plan process sought to clarify those goals and objectives that the community could build consensus around. While there are many perspectives and viewpoints in the community, the following community consensus points were identified through the public participation process and guided the Master Plan.

- Enhance the area's identity, character, and appearance as a gateway into the City
- Facilitate the creation of more community green space
- Encourage greater connectivity- particularly bicycle and pedestrian facilities within Georgetown/North Shallowford and to other community areas (Brook Run, Dunwoody Village, Perimeter Center)
- Maintain and enhance buffers to single-family neighborhoods
- Devise a proactive plan for the "PVC Site"
- Encourage a better range of retail goods and services and maintain small scale office opportunities
- Recognize greater redevelopment potential of properties along I-285 and the former Emory Medical Center property
- Encourage residential uses that can create a lifelong community (opportunities for seniors/empty nesters that do not add to multi-family and school capacity concerns)

Throughout the planning process, public involvement was key to developing a plan that was community driven. The process included:

- +/- 20 Stakeholder Interviews in August 2010
- 4 Sounding Board Meetings- a committee of 14 community members identified by City Council to serve as a focus group for the planning effort
- 4 Public Workshops
- An Interactive Project Website
- A Community Preference Survey
- 3 Public Open Houses
- City Councilmember Interviews/Small Group Sessions



## FUTURE CHARACTER

In September 2010, a Community Preference Survey was conducted (at the first of four public meetings and online) to gather stakeholder input regarding the future of the Georgetown/ North Shallowford community area. While the pool of survey respondents was not a scientific sample of the community as a whole, the City and Planning Team gained greater insight into a series of community issues and the divergence of vision between various segments of the community.

The survey included two parts. First, a series of images were ranked by survey participants based upon their appropriateness for the future of the Georgetown/North Shallowford area. Images were divided into three subareas: Neighborhood Transition Areas, the Central Study Area, and the I-285 Corridor. An additional set of images included circulation and open space images for the district. The second half of the survey included a series of multiple choice and short-answer questions regarding land use, open space, transportation/circulation, sense of place, and implementation.

Visual images that ranked most highly for neighborhood transition areas included a variety of residential uses (large single-family detached homes, small-scale multi-family homes, and townhouses) and small-scale commercial uses. Almost all highly ranked images were brick buildings with traditional architectural styles.

Within the Central Study Area (including the “PVC Site” and former Emory Medical Center site), the most highly ranked images were institutional uses.



**Central Study Area Highly Ranked Images**



For the I-285 corridor, a series of images depicting mixed-use developments (mostly commercial) were ranked most favorably.

In all three geographic areas, the lowest ranking images were those depicting existing buildings within the study area.

Within the circulation and open space images, passive open spaces (some with ped/bike trails) ranked most favorably.

Notable results from multiple choice and short-answer questions:

- 74% of survey respondents noted that the Georgetown/ North Shallowford area needed extensive improvement and redevelopment. Only 6% reported that the area needs landscaping/general improvements and 1% reported that the area looks fine as it is.
- The most appropriate future uses for the area according to survey participants are retail, residential, and mixed-use.
- There is strong community sentiment that further multi-family residential development should be discouraged. However, many stakeholders are interested in encouraging more senior-oriented housing in the area.
- There is strong community desire for more open spaces and greater walking/cycling trails.
- The highest three implementation priorities from survey respondents were:
  - o Encourage high-quality redevelopment
  - o Create open space/parks
  - o Make the area more walkable/bikable

### Neighborhood Transition Areas



### I-285 Corridor



### Circulation and Open Space



Highly ranked survey images



# Land Use Framework Plan



## GEORGETOWN / NORTH SHALLOWFORD DISTRICTS

- |                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                               |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>CONVENIENCE RETAIL:</b></p> <ul style="list-style-type: none"> <li>Primarily existing retail nodes</li> <li>Limited office</li> <li>Limited opportunity for new development</li> <li>Facade / tenant upgrades over time</li> <li>Internal landscape / pedestrian / site improvements over time (private)</li> </ul> | <p><b>CIVIC / INSTITUTIONAL:</b></p> <ul style="list-style-type: none"> <li>Existing civic / institutional uses (Peachford Hospital, Fire Station)</li> <li>Opportunity for new Civic Node on North Shallowford Road</li> <li>Potential new recreation center (private), school (public or private), community / senior services (private), etc.</li> </ul> | <p><b>ATTACHED RESIDENTIAL:</b></p> <ul style="list-style-type: none"> <li>Combination of existing and new development opportunities</li> <li>Primarily limited to for-sale residential product</li> <li>High potential for age-targeted developments (empty nesters and up)</li> <li>New development at 2-3 stories (exception for Georgetown Square area adjacent to existing 5-story buildings)</li> <li>Variety of typologies including townhomes, flats, etc.</li> <li>Likely higher-end price points due to land values and low densities</li> </ul> | <p><b>SINGLE-FAMILY RESIDENTIAL:</b></p> <ul style="list-style-type: none"> <li>Small-lot / large-home development approach due to high land value and compatibility needs</li> <li>Very limited opportunities</li> </ul>                                     |
| <p><b>SMALL-SCALE OFFICE:</b></p> <ul style="list-style-type: none"> <li>Primarily existing office nodes</li> <li>Limited opportunity for new development</li> <li>Facade / tenant upgrades over time</li> <li>Internal landscape / pedestrian / site improvements over time (private)</li> </ul>                         | <p><b>MIXED-USE Transit Oriented Development</b></p> <ul style="list-style-type: none"> <li>Opportunity for longer term mixed-use development associated with I-285 transit</li> <li>Potential new office, residential, retail</li> <li>4-8 story mid-rise development with open space commitment</li> </ul>                                                | <p><b>EXISTING MULTI-FAMILY:</b></p> <ul style="list-style-type: none"> <li>Existing development</li> <li>3-4 story existing garden-style and flats (apartments and condos)</li> <li>Most units built within the last 10 to 15 years</li> <li>Long term opportunity for mixed-use redevelopment</li> </ul>                                                                                                                                                                                                                                                 | <p><b>MAJOR NEW CITY PARK:</b></p> <ul style="list-style-type: none"> <li>6 to 8 acre new public city park</li> <li>Incorporation of a major focal point to provide community identity (e.g., plaza, fountain, splash pad, public sculpture, etc.)</li> </ul> |



ILLUSTRATIVE CONCEPT  
NOT AN ACTUAL  
DEVELOPMENT PROPOSAL



## “PVC SITE”

The 16.18 acre “PVC Site” presents one of the most significant opportunities in the Georgetown/North Shallowford area. The site formerly accommodated low-scale apartments, which were demolished and the site re-platted for over 280 residential units. However, the development plan for the site was never constructed and the site fell into foreclosure. Much of the community discussion during the master planning process involved prioritizing uses for the site that would enhance the community. In late February 2011, the City of Dunwoody executed a letter of intent to purchase the property as a byproduct of this Master Plan and previous planning efforts. The recommended use for the PVC Site is to construct a community park for the Georgetown/North Shallowford area and surrounding neighborhoods.

While it is possible that the entire 16+ acre site could be utilized as a community park, a public/private partnership may be necessary to offset the potential costs of purchasing the land and developing community green space. Two scenarios emerged through the community planning process. The first would utilize the westernmost 6-8 acres of the site as a community park and utilize the eastern side of the site for a community facility or institution. The institution could be a municipal complex (City Hall and police administrative offices), a recreation facility (YMCA or other), or community/senior center. From a design perspective, the community facility would need to have a presence on North Shallowford Road and Dunwoody Park and should visually anchor the east end of the park with a multi-story façade and/or significant architectural entry feature.

If a community facility is not realized, a secondary option explored by the planning team would surround a 6-8 acre park with 8-10 acres of high quality, single-family attached residences that face onto the park and community amenities. Typically constructed at 8-12 units per acre, attached residential development on the site would be limited to 60-100 for-sale units.



Highly ranked image from community preference survey for the Central Study Area

## FORMER EMORY MEDICAL CENTER

Redevelopment of the former Emory Medical Center site is one of the most challenging elements of the plan. The site is likely best suited as a medical, office, or multifamily residential site. However, most medical facilities in this part of the region have migrated to “Pill Hill” near Northside and Saint Joseph’s hospitals and current market conditions do not favor office redevelopment in the short or mid-term (next 3 to 10 years). In the short-term the real estate market is most likely to bring residential development. However, the site is positioned between apartment sites and is unlikely to foster owner-occupied residential. Senior housing is a possibility, but the site is far from the district’s retail shops, restaurants, and other amenities which would support a more connected lifelong community.

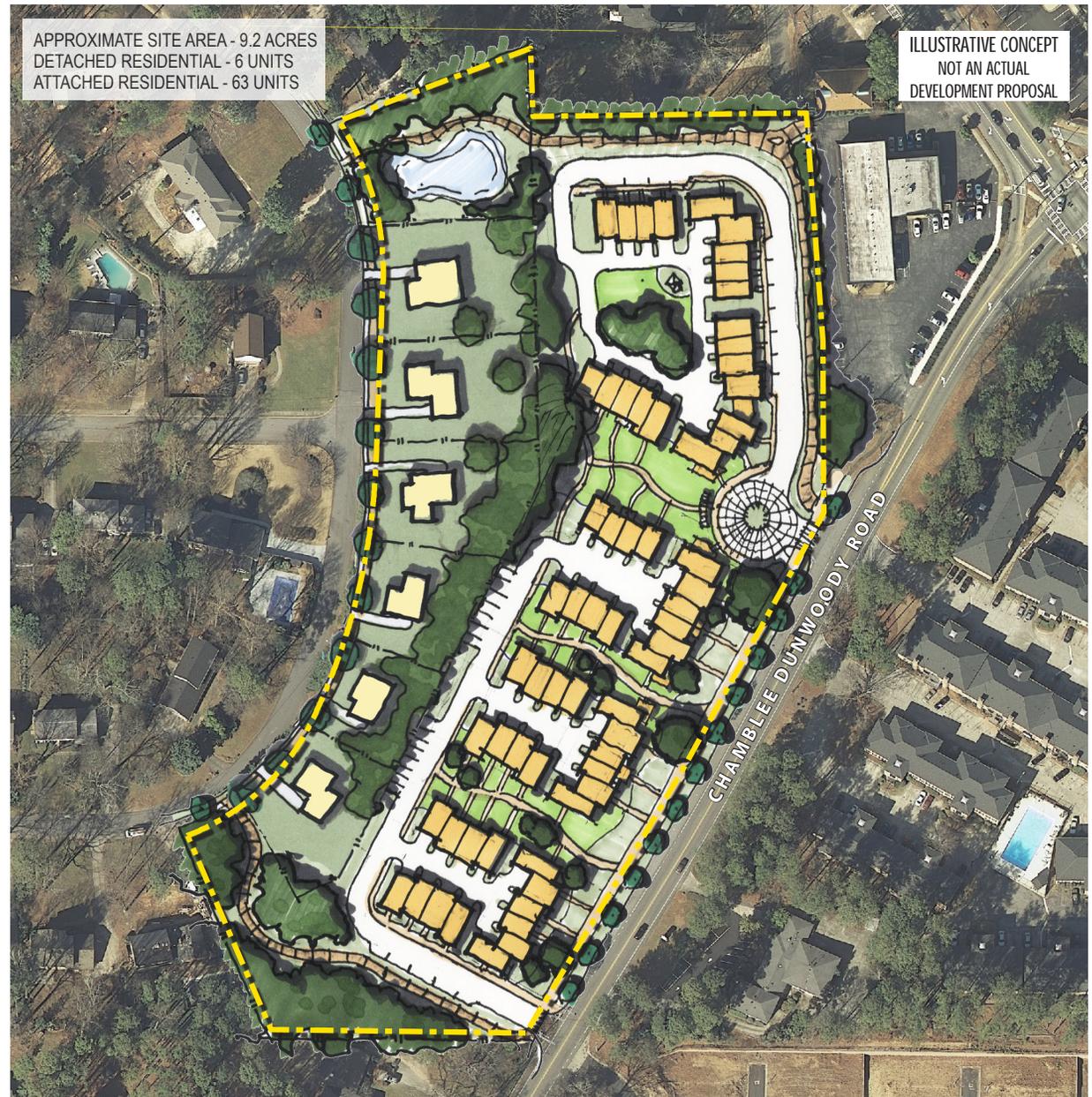
From a community standpoint, the best option for the site would reposition it as an institution. While the City of Dunwoody is not currently on a path to create community facilities, public/private partnerships or other county partnerships might provide an opportunity for the site to be repositioned as a school site, community/senior center, or recreation center (YMCA or similar). While the DeKalb County School District has been consulted as part of the Master Plan process, the City should pursue additional discussions with the System to inform future positioning of the property. Other than a local institution or office, the best alternate would call for attached single-family or low intensity senior-oriented housing.

## DeKALB COUNTY SCHOOL SITE

While the old Shallowford School site is owned by DeKalb County School System, the facility has been unused for several years and is in disrepair. Based on the current school sizes desired by DeKalb County Schools and the location, size, and topography of the property, there are significant questions regarding the site's ability to accommodate a contemporary educational building in the future. If DCSS makes the property available for sale or swap, the property should be considered for a combination of detached and attached, for-sale single-family residential.

While there may be some concerns positioning new residential along Chamblee Dunwoody Road, it is vital to prevent commercial development in a sprawling pattern along Chamblee Dunwoody Road from 285 to North Shallowford Road. The site also has immediate proximity to the North Springs and Chateau Woods neighborhoods and is directly across the street from the Delido Apartments. The site could benefit from the potential redevelopment of the "PVC Site" into a significant community amenity.

As a residential site, single family detached homes that will fit into the fabric of the North Springs neighborhood should occupy the west side of the site facing Kellogg Circle. Ideally, lot and homes sizes would be consistent with properties in North Springs. Homes on the top side of the site along Chamblee Dunwoody Road would more likely be townhomes or rowhouses with rear garages and common open/green spaces. Pedestrian/bicycle trails may also be integrated into the site to enhance accessibility of neighborhood residents to Chamblee Dunwoody Road and the proposed park on the east side of Chamblee Dunwoody Road.





Example Senior Village Housing

## GEORGETOWN SQUARE/OLD SPRING HOUSE LANE

Georgetown Square in the southwestern quadrant of study area, includes The former Atrium at Georgetown, now Dunwoody Pines, senior living community and a variety of low-scale office buildings. While the low-scale office buildings are an acceptable transition from the single-family neighborhoods to higher intensity uses along Chamblee Dunwoody Road at I-285, Georgetown Square has high vacancy rates and has been on the market over the last several years. If the property is transitioned from small-scale office to another use, the City should pursue the creation of a senior-oriented residential community, or “Senior Village” in this area.

With high accessibility to I-285; direct adjacency to Georgetown Shopping Center, retail goods and services, and planned future transit services; and needing to maintain a transition from single-family neighborhoods to commercial services this location is ideal for a senior residential community building off of The Atrium and other support services. A “Senior Village” in this location could include independent/active adult housing or a stepped facility providing several different types of senior housing. The stepped, retirement community often allows residents to make a single housing purchase, but transition from independent to assisted living within the community as their needs change. New development in this area should be 2-3 stories adjacent to existing single family homes and along Old Spring House Lane. Taller buildings may be permissible adjacent to, but no taller than, Dunwoody Pines and The Lofts at Georgetown/GT Lofts (5-stories).

## CHAMBLEE DUNWOODY ROAD COMMERCIAL AREA

The Chamblee Dunwoody Road Commercial Area from I-285 to just north of Old Spring House Lane includes the Georgetown Shopping Center and a variety of single story commercial buildings (gas stations, convenience retail, and office on the north end of the corridor). During the master planning process, the owners of the Georgetown Shopping Center presented plans to upgrade the grocery store anchor and make façade and landscape improvements on the property.

While the shopping center is expected to undergo some improvements, the corridor needs improvement related to design character, visual appeal, walkability, landscaping, and safety. The circulation and open space section of this report outlines recommended streetscape improvements, but alterations/redevelopment of commercial buildings along the corridor will also be needed to enhance this gateway area into the City of Dunwoody.

Commercial properties on the east side of Chamblee Dunwoody Road between Cotillion Drive and Dunwoody Park are generally shallow and will likely remain commercial. However, opportunities to assemble and/or redevelop those properties should result in buildings being positioned near the street at the back of improved sidewalks with parking behind or to the side of the building. While the limited depth of these properties present challenges in terms of providing ample surface parking, two-story development may be possible and desirable along the street edge to better frame the roadway and enhance the corridors visual and pedestrian experience.

Over the long-term (10-25 years), the Georgetown Shopping Center may be appropriate for higher intensity transit oriented development, if 285 transit services moves toward reality. Stakeholders envision a future mixed-use development on the site with a mix of retail, office, and owner-occupied residential.



After - Chamblee Dunwoody Road looking north



Before - Chamblee Dunwoody Road looking north



ILLUSTRATIVE CONCEPT  
NOT AN ACTUAL  
DEVELOPMENT PROPOSAL

Dunwoody Park at Peachford Road Extension Concept



## DUNWOODY PARK/I-285 AREA

The area between Dunwoody Park South and North Shallowford Road includes a series of low-scale office buildings (Dunwoody Park), a mix of office, senior residential facilities, a large Georgia Power operations center, a United States Postal Service distribution facility, and AMLI Perimeter Gardens apartments. The western edge of Dunwoody Park South also includes a vacant restaurant site, Atlanta School of Massage, a self-storage facility, and one-story retail center.

With limited internal visibility and accessibility, the area is aging and struggling with low lease rates and high vacancies. While AMLI Perimeter Gardens, the Georgia Power operations site, and several other properties are unlikely to change in the next decade and there is limited short-term market potential for additional office and retail, the area has significant potential in the long term if enhanced access can be provided. Planned future transit along I-285 also represents a tremendous opportunity for the area.

To enhance access and provide a local east-west route enhancing connectivity, a roadway project to extend Peachford Road through Dunwoody Park to the intersection of Chamblee Dunwoody and Old Spring House Lane should be considered. This roadway, further detailed in the Circulation and Open Space section, would greatly enhance community connectivity, can be constructed as a “complete street” to enhance walkability and bicycling, and greatly enhance opportunities to improve the area.

Future redevelopment in the Dunwoody Park/I-285 area should focus on creating a walkable mix of uses including office, retail, and residential (with a strong preference for senior residential or owner-occupied condominiums). Generally, redevelopment along I-285 should be compact to prevent sprawl into nearby residential neighborhoods. Most redevelopment opportunities should be encouraged to reach 3-5 stories in height with potential to achieve 8 stories with the creation of community open space as part of the development. Redevelopment in this area should have a high degree of walkability to prepare for and benefit from planned future transit facilities in the area.

It should be noted that several existing multi-family residential sites are maintained in the Land Use Framework Plan. Due to their recent development, these properties are unlikely to redevelop in the short- and mid-term. However, if multi-family rental properties do become available for repositioning, efforts should be made to build off of the transit-oriented development concept for this area. Redevelopment of any major site in the area should include a mix of housing types and units, integration of office and retail uses in appropriate quantities, creation of a community green space as a focal point of the development, and pedestrian and bicycle connectivity to area amenities.



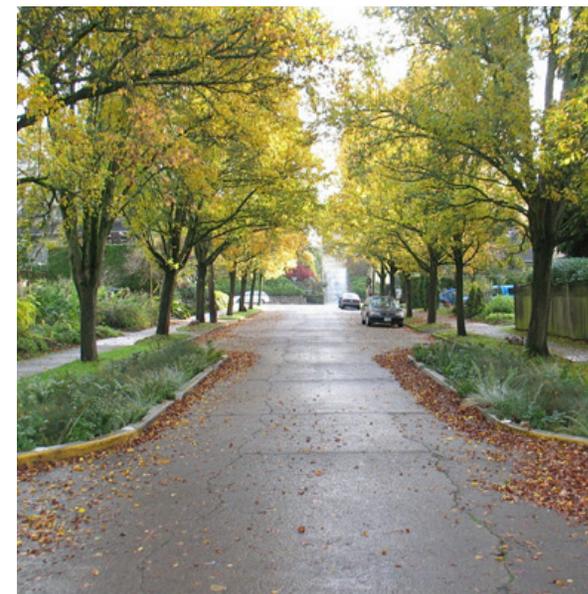
## CIRCULATION & OPEN SPACE FRAMEWORK PLAN

The Circulation and Open Space Framework Plan outlines key community green/open space and pedestrian, bicycle, and roadway improvements developed in conjunction with the land use and market goals established during the planning process. Planning transportation improvements in conjunction with land use goals and objectives is vital to creating the character and environment desired by the City of Dunwoody.

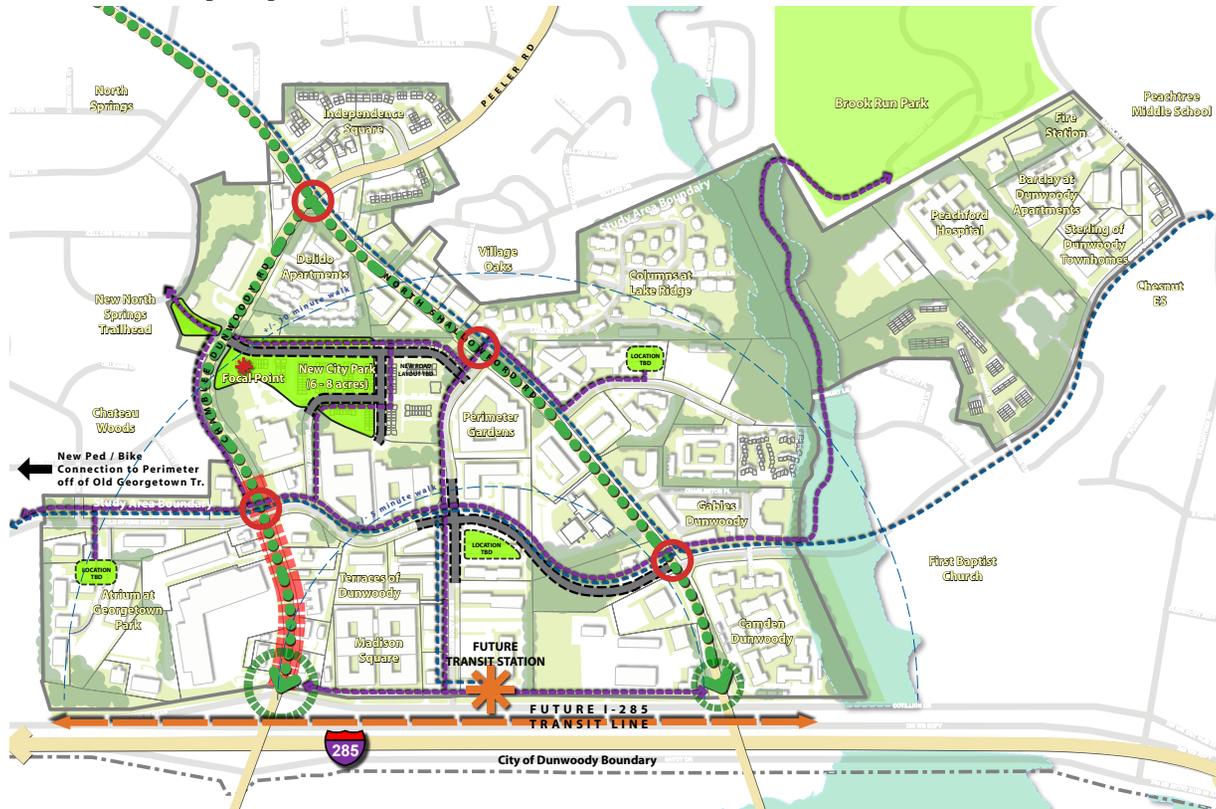
Consistent with the community consensus points the Circulation and Open Space Framework Plan seeks to:

- Enhance the area's appearance as a gateway into the City
- Facilitate the creation of additional community green space
- Encourage greater walkability and enhance the opportunity to travel by alternate means (bicycle, electric cart, etc.)
- Enhance east-west connectivity and access between neighborhood areas, community facilities, and amenities

The following sections outline key green space initiatives and recommended roadway, pedestrian, bicycle, and multi-use trail enhancements.



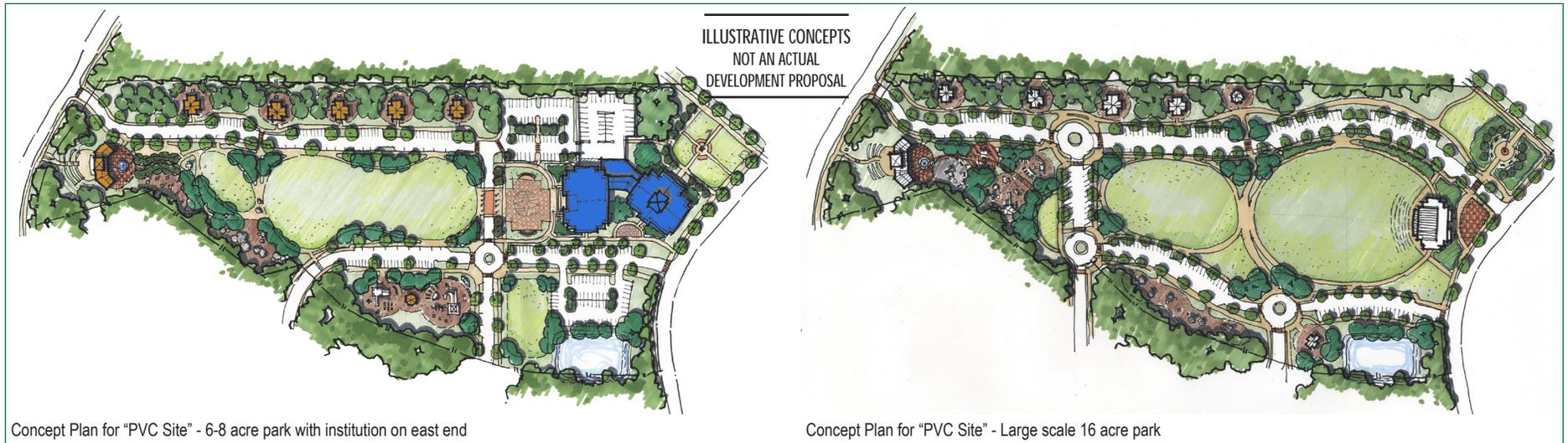
## Circulation and Open Space Framework Plan



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

### CIRCULATION & OPEN SPAC INITIATIVES

- OPEN SPACES:**
  - City Park ("PVC Site") - 4 to 8 acres (NOTE: size and layout TBD)
  - North Springs Trailhead
  - Pocket Parks - required as part of all new major developments (exact locations dependant upon development plans)
- STREETSCAPE IMPROVEMENTS:**
  - Sidewalks, decorative lighting, street trees, mast arms, access management and landscaping
  - Chamblee Dunwoody Road identified as priority followed by North Shallowford Road
- OPERATIONAL / ACCESS MANAGEMENT:**
  - Operational & access improvements to Chamblee Dunwoody from I-285 to Old Spring House Lane
  - Potential signal timing, reduced / consolidated curb-cuts, interparcel connectivity enhancements, lane reconfigurations, etc.
- NEW ROADWAY CONNECTIONS:**
  - New roads to break up super blocks (associated with new development)
  - "Complete Streets" approach
  - Pedestrian signalization, street trees, sidewalks, decorative lighting, etc.
  - Operational Improvements at tie-in locations
- PEDESTRIAN PATHS / TRAILS:**
  - 12-15 feet wide path/trail
  - Multi-use for pedestrians and recreational cyclist (not intended for bicycle commuters)
  - Some in public right of way, some require easement on private property (easements)
  - Potential trailheads connecting to adjacent neighborhoods (secured access to be explored) (NOTE: Will require detailed discussions with affected neighborhoods and existing property owners to determine feasibility and exact locations)
- INTERSECTION IMPROVEMENTS:**
  - Operational Improvements
  - Pedestrian Signalization if warranted
  - Decorative Pedestrian Crossings
- CITY GATEWAY IMPROVEMENTS:**
  - Landscaping and signage
  - Major gateway at Chamblee Dunwoody Road
  - Minor gateway at North Shallowford Road
- ON-STREET BIKE ROUTES:**
  - North Shallowford Road
  - Peachford Road
  - New East-West Road
  - Potential extended connections to Dunwoody Village (Chamblee Dunwoody Road) and Perimeter area (Old Spring House Lane - with new multi-use trail over existing creek)
  - Eventual connection to future Transit Station

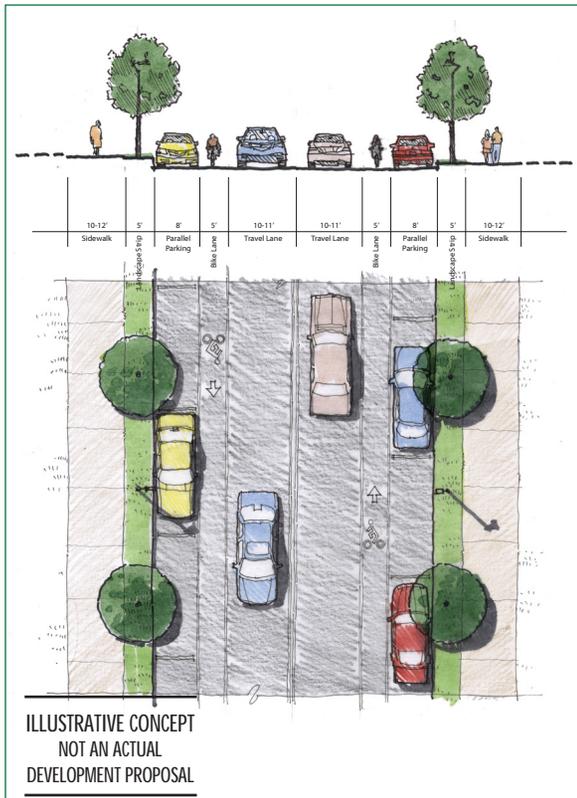


## OPEN SPACE

The "PVC Site" bounded by the west by Chamblee Dunwoody Road and the east by North Shallowford Road represents one of the single largest opportunities to create useable community open space within the Georgetown/North Shallowford area (and potentially the entire City of Dunwoody other than Brook Run and Dunwoody Park). Based upon the community planning effort the City is considering acquisition of the site to provide community green space and open space. A community park of 6-8 acres, or larger, in this area has the ability to provide multi-purpose field areas, a signature playground, and other amenities. Based on the public input and the geometry of the site, the open space should be visible from Chamblee Dunwoody Road, but have most "active" areas of the park on the interior of the site.

Other opportunities for enhanced community open space would be part of significant redevelopment projects. The former Emory Medical Center property, Dunwoody Park/I-285 area, and Georgetown Square sites should all consider smaller (1/2 to 1 acre) green spaces as part of any major redevelopment plan. Generally these smaller open spaces should be used to create focal points within redevelopment projects and be bordered on at least one side by a public roadway to enhance visibility and safety. Future land use policies should consider a requirement that any development or redevelopment of over 4 acres should provide a publicly accessible open space of not less than 10% of the development area.

In addition to creating new green spaces where possible efforts should be made to identify specimen trees and other natural features for preservation. Maintaining mature tree cover and making efforts to plant trees as part of open space improvements will help maintain and enhance the area's character and appearance.



## NEW ROADWAYS

One of the primary circulation needs within the Georgetown/North Shallowford area is enhancing east-west circulation to and through the area. Two new roadway connections are recommended to increase connectivity, enhance walkability, and create opportunities for higher-quality redevelopment.

The most significant roadway recommendation is to extend Peachford Road through Dunwoody Park to the intersection of Chamblee Dunwoody Road and Old Spring House Lane. This local roadway connection is envisioned as a “complete street” with on-street bicycle lanes, on-street parking, landscape strips, lighting, and wide sidewalks. The roadway would create a local alternative to Cotillion Drive, which could be adversely impacted by future I-285 and/or transit improvements, and help distribute traffic to reduce pressure on the area’s major intersections (North Shallowford Road at Cotillion Drive, North Shallowford Road at Chamblee Dunwoody Road, and Chamblee Dunwoody Road at Cotillion Drive). Finally, the roadway would significantly enhance the accessibility and visibility of the area between Chamblee Dunwoody Road and North Shallowford Road and enhance the area’s potential to accommodate higher-quality redevelopment with a high degree of walkability, access to future transit services, and increased community open space.

A second key east-west connection is completing/opening east-west roadways through the “PVC Site” between Dunwoody Park and Chamblee Dunwoody Road. While this roadway connection will not be a major traffic improvement, it can provide a key access into the “PVC Site” and include significant pedestrian and bicycle connections to link Chamblee Dunwoody Road and the neighborhoods to the west to the “PVC Site,” future transit, and central Georgetown commercial facilities. Due to the curve on Chamblee Dunwoody Road, the western entry/exit should be right-in, right-out only. Pedestrian connections across Chamblee Dunwoody Road may also need to be moved north or south of the roadway for safety.





ILLUSTRATIVE CONCEPT  
NOT AN ACTUAL  
DEVELOPMENT PROPOSAL

North Shallowford Road at Peachford Road

## STREETSCAPE IMPROVEMENTS

Two significant streetscape (sidewalk, landscape, and lighting) projects are recommended for the Georgetown/North Shallowford area. Chamblee Dunwoody Road from I-285 to North Shallowford Road is a major commercial corridor and gateway into the City of Dunwoody. To improve the visual appeal, walkability, and safety in the corridor streetscape enhancements in the corridor should include:

- Landscape buffers no less than 4 feet in width and preferably 6 feet in width between the roadway and pedestrian sidewalks
- Street trees, pedestrian lighting, and roadway lighting within the landscape buffer
- Wider sidewalks along both sides of Chamblee Dunwoody Road no less than 6 feet in width and preferably 8-10 feet in width
- Intersection enhancements including new mast arm traffic signals, pedestrian signals, high-visibility pedestrian crossings, and ADA Ramp improvements where necessary
- Access Management strategies to limit the number of curb cuts and potential conflict areas along the corridor

While the southern end of North Shallowford Road is unlikely to change from a development standpoint over the short and mid-term, streetscape enhancements can improve the appearance, character, multi-modal access and redevelopment potential of the corridor. Streetscape enhancements along North Shallowford Road should include:

- On-street bicycle lanes discussed later in this section
- Landscape buffers no less than 4 feet in width and preferably 6 feet in width between the roadway and pedestrian sidewalks
- Street trees, pedestrian lighting, and roadway lighting within the landscape buffer
- Wider sidewalks along both sides of Chamblee Dunwoody Road no less than 6 feet in width
- Intersection enhancements including new mast arm traffic signals, pedestrian signals, high-visibility pedestrian crossings, and ADA Ramp improvements as necessary
- Maintain access management along the corridor with limited curb cuts and potential conflict areas along the corridor

Gateways, enhanced landscaping, and signage marking entrances to the City of Dunwoody, should also be considered along Cotillion Drive at Chamblee Dunwoody Road, North Shallowford Road, and the exit ramp from I-285 at North Peachtree Road.



Existing North Shallowford Road at Peachford Road





Old Spring House Lane looking west

## BICYCLE ROUTES

A combination of on-street and off-street bicycle routes will be necessary to enhance the ability of bicycles to traverse the area more easily. In addition to including on-street bicycle routes as part of the proposed Peachford Road Extension, on-street bicycle lanes should be added to North Shallowford Road and Peachford Road when the roadways are repaved and/or restriped.

The curb-to-curb distance on both North Shallowford Road from Cotillion Drive to Dunwoody Park and Peachford Road from North Shallowford Road to North Peachtree Road is wide enough to accommodate on-street bicycle lanes by reducing travel and turn lane widths. On-street bicycle lanes should be 5 feet in width to meet AASHTO standards. On-street bicycle routes should also be incorporated into new streets, especially the proposed Peachford Road Extension through Dunwoody Park to Old Spring House Lane.

Georgetown/North Shallowford area bicycle routes should be tied into a Citywide network of bicycle facilities in coordination with the City's Comprehensive Transportation Plan.

## MULTI-USE PATHS/TRAILS

Where on-street bicycle lanes are not recommended due to travel volumes and/or the number of potential conflicts, multi-use paths/trails should be considered. Multi-use paths are typically 12-15 feet wide and accommodate pedestrians (runners/joggers), recreational bicyclists, and sometimes electric carts (golf carts) and/or other alternative modes of transportation.

Priority locations for off-street multi-use trails include:

- Along Nancy Creek from Peachford Road to Brook Run Park
- Cotillion Drive from North Peachtree Road to Chamblee Dunwoody Road
- The west side of Chamblee Dunwoody Road from Old Spring House Lane to the North Shallowford/Peeler Road intersection
- Old Spring House Lane from Chamblee Dunwoody Road to a proposed pedestrian bridge linking the Georgetown Neighborhood to Perimeter Center East
- From the former Emory Medical Center Site through the "PVC Site" to the Old Shallowford Elementary School site and adjacent neighborhoods

These multi-use paths would enhance connectivity and walkability through the Georgetown/North Shallowford area and between residential areas and key community amenities.



## FUTURE TRANSIT STATION

REVIVE 285 is a planning effort sponsored by the Georgia Department of Transportation (GDOT) to consider future transit service along the top side of 285 from I-85 near Norcross to I-75 near Marietta. Options under consideration include express bus service within managed lanes and preservation of right of way for future high capacity transit along the north side of 285. Planning options also include a potential transit station area within the Georgetown/North Shallowford area adjacent to the Georgetown Shopping Center.

The community master planning effort for the Georgetown/North Shallowford area has recognized the potential of the Dunwoody Park area and recommends that any future transit station be located near the intersection of Cotillion Drive and Dunwoody Park to provide access to the entire area between and adjacent to Chamblee Dunwoody Road and North Shallowford Road and take better advantage of the redevelopment potential of the Dunwoody Park area to promote higher-quality redevelopment.

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# 3 ACTION PLAN

## LCI GOALS

While the Georgetown/North Shallowford Master Plan was funded entirely by the City of Dunwoody, the Atlanta Regional Commission's Livable Centers Initiative (LCI) Program was used as a model to guide the planning process. The following section outlines the 10 Livable Centers Initiative Goals and how the Georgetown/North Shallowford Master Plan relates to each.

1. Efficiency/feasibility of land uses and mix appropriate for future growth including new and/or revised land use regulations needed to complete the development program.

The Georgetown/North Shallowford Master Plan seeks to develop a thoughtful, long term strategy for the efficient use of land by identifying those properties that are most likely to change over the next 10-20 years and developing market-driven, community-based priorities for their improvement. Strategies include creating more place-based nodes with a greater degree of community green space, improving connectivity, and limiting higher intensity commercial uses to high visibility areas. The plan also includes strategies to enhance the district's identity and foster greater pedestrian and bicycle mobility. The plan includes land use, market, circulation, open space, and zoning recommendations to inform City priorities and policies over the next 10-20 years.

2. Transportation demand reduction measures.

The Georgetown/North Shallowford Master Plan includes provisions to enhance walkability and bicycling within the district and encourages the creation of accessible, centralized, community open space. These strategies, along with the clustering of commercial development in limited areas, are designed to reduce local vehicular trips in the short- and mid-term. In the long-term, the master plan incorporates a future transit station along I-285 and strategies to encourage walkable, transit-oriented development to further reduce transportation demand in the area.

3. Internal mobility requirements, such as traffic calming, pedestrian circulation, transit circulation, and bicycle circulation.

A significant number of mobility enhancements are recommended by the plan. Most notably new east-west connections are proposed to enhance connectivity and shorten travel distances across the district. Significant pedestrian enhancements and an on-street and off-street bicycle network are also proposed to enhance opportunities to use alternate modes of transportation. The plan includes provisions for future REVIVE 285 transit facilities and a pedestrian/bicycle connection to Perimeter Center.



4. Mixed-income housing, job/housing match and social issues.

The Georgetown/North Shallowford area is the most diverse area in Dunwoody, including over 2,800 multifamily units and bordered by stable single-family neighborhoods. From a housing perspective, the Master Plan encourages appropriate housing types that are underrepresented within the area and are suitable buffers between single-family neighborhoods and commercial areas. Desired housing types include townhomes and senior residential. The Master Plan has a particular focus on the creation of a “Senior Village” to promote the creation of a lifelong community and provide opportunities for aging Dunwoody residents to remain in the community. The area has lost jobs over the last decade due to the closure of medical facilities. To maintain employment within the district, the Master Plan seeks to maintain local office facilities and provide opportunities for future, long-term office development near I-285.

5. Continuity of local streets in the study area and development of a network of minor roads.

The Master Plan recommends a series of internal connector streets between North Shallowford Road and Chamblee Dunwoody Road to enhance the local street network and provide travel options. These roads are envisioned as “complete streets” to enhance not only vehicular travel options, but walkability, bicycling, parking, and high-quality redevelopment opportunities as well.

6. Need/identification of future transit circulation systems.

The Georgetown/North Shallowford Master Plan incorporates improved access to existing transit service and contemplates future I-285 transit opportunities. The plan includes pedestrian/bicycle connections that will enhance access to existing MARTA bus service and to Perimeter Center’s commercial district and Dunwoody MARTA Station. Future transit and transit-oriented development is planned along I-285 between North Shallowford Road and the Georgetown Shopping Center.

7. Connectivity of transportation system to other centers.

The Georgetown/North Shallowford Master Plan outlines pedestrian and bicycle routes within the area and to other key areas of the City including Perimeter Center, Dunwoody Village, and Brook Run Park. These improvements will enhance connectivity among Dunwoody Activity Centers and to area transit services. Future transit service along I-285 could further link the area to other activity centers within the metropolitan region.

8. Center development organization and management, promotion, and economic restructuring.

During the development of this Master Plan, the City of Dunwoody hired a Director of Economic Development to assist with organization, business recruitment/retention, and economic structuring of the area. The City also has a vibrant Chamber of Commerce and Convention and Visitor’s Bureau in addition to a strong network of local neighborhoods, organizations, and interest groups who may help support area initiatives (particularly green space, pedestrian/bicycle, and landscape improvements).



#### 9. Stakeholder participation and support.

Stakeholder involvement in the Master Plan has been significant. The process has included stakeholder interviews, 4 meetings with a Sounding Board of community residents, 4 public workshops, a community preference survey, an interactive project website for information posting and community feedback, Councilmember interviews, and three public open houses. Throughout the public participation process there was significant “hands on” involvement from the community and a high level of consensus regarding key properties, priorities, and improvement strategies.

#### 10. Public and private investment policy.

Public investment to help catalyze improvement began on February 28, 2011 with the City’s execution of a letter of intent to acquire the 16.18 acre “PVC Site.” Over the next several years, the City anticipates making green space, roadway, and sidewalk/bicycle enhancements within the area as they continue to work toward longer-term improvements. To help shape future private investment recommendations, the City intends to begin a comprehensive update to its zoning ordinance in 2011 building upon zoning recommendations outlined within the master plan. Additional public/private partnerships may be necessary to improve other key sites in the district including the DeKalb County School Site and the former Emory Medical Center site. The City has engaged owners of both these key properties.

## 5-YEAR ACTION PLAN

The 5-Year Action Plan is a tool to outline and track improvement projects and efforts defined by the Master Plan. The chart on this and next page outlines each recommended transportation project and includes an estimate of cost, timing, and potential funding sources for each initiative. Action Plan categories (transportation, housing and other) are defined as required by the Atlanta Regional Commission.

Construction costs are preliminary estimates from early 2011 and should be used for budgetary purposes only. Construction costs can vary based on project design and the time at which projects are designed and/or constructed. More detailed cost estimates should be generated as implementation of individual projects is pursued.

Engineering costs vary from 10-20% of the projected construction cost based on the size and complexity of each project. Right of way (ROW) costs are estimated based on the potential value of the area affected based on the Framework Plan. The project years included the table are based on a reasonable timeframe for implementing each initiative if progress were to begin immediately.

#	Project Name	Type of Improvement	Description
1	Chamblee Dunwoody Road Multi-Modal Improvements	"Roadway / Multimodal Roadway / Operations & Safety Transit / Facilities Capital Last Mile Connectivity / Joint Bike-Ped Facilities"	From I-285 to North Shallowford Road (3,500 ft); multi-use path to one side with narrower sidewalk on opposite side; landscaped buffer; access management plan; pedestrian crossing improvements; lighting; mast arms; sheltered bus stops; potential landscaped median along four-lane section at southern end
2	Chamblee Dunwoody Road Gateway Landscaping and Signage at Cotillion Road	"Roadway / Multimodal Roadway / Maintenance"	Most significant entry point; landscaping and signage; public involvement needed
3	Multi-modal improvements to roadways through "PVC Site"	"Roadway / Multimodal Roadway / Operations & Safety Last Mile Connectivity / Joint Bike-Ped Facilities"	Between Chamblee Dunwoody Road, Dunwoody Park, and North Shallowford Road (2,000 ft); utilize existing street widths; install final paving; landscaped buffer; multi-use trail to one side
4	Peachford Road Multi-Modal Improvements	"Roadway / Multimodal Roadway / Operations & Safety Last Mile Connectivity / Joint Bike-Ped Facilities"	From North Shallowford Road to North Peachtree Road (4,300 ft); restripe for bike lanes; landscaped buffer; sidewalks
5	Nancy Creek Greenway Trail	Last Mile Connectivity / Joint Bike-Ped Facilities	From North Shallowford Road to Georgia Way / Brook Run Avenue (3,600 ft); multi-use path; one bridge location; (should allow 24 hr non-gated availability if funded with LCI funds - other funding sources will allow usage restrictions)
6	North Shallowford Road Multi-Modal Improvements	"Roadway / Multimodal Roadway / Operations & Safety Transit / Facilities Capital Last Mile Connectivity / Joint Bike-Ped Facilities"	From Cotillion Drive to Independence Square - north of Peeler Road (4,500 ft); sidewalks on both sides; bike lanes; landscaped buffer; pedestrian crossing improvements; mast arms; lighting; sheltered bus stops
7	North Shallowford Road Gateway Landscaping and Signage at Cotillion Road	"Roadway / Multimodal Roadway / Maintenance"	Landscaping and signage; public involvement needed
8	Old Spring House Lane Multi-Modal Improvements	"Roadway / Multimodal Roadway / Operations & Safety Last Mile Connectivity / Joint Bike-Ped Facilities"	From Chamblee Dunwoody Road to Perimeter Center East (5,000 ft); Sidewalks (or multi-use path to one side), landscaped buffer, sharrows / increased bike signage



#	Project Name	Type of Improvement	Description
9	Peachford Road Extension (Could also be the focus of a supplemental study)	"Roadway / Multimodal Roadway / Operations & Safety Last Mile Connectivity / Joint Bike-Ped Facilities"	From North Shallowford Road to Chamblee Dunwoody Road (1,600 ft); sidewalks on both sides; two through-lanes; landscaped buffer; bike lanes; on-street parking
10	I-285 Transit Station	Transit / Facilities Capital	Multi-modal facility (integrated with surrounding bicycle, pedestrian, vehicular, and local bus facilities)
11	Cotillion Drive Multi-Modal Improvements	"Roadway / Multimodal Roadway / Operations & Safety Last Mile Connectivity / Joint Bike-Ped Facilities"	From North Shallowford Road to Chamblee Dunwoody Road (2,800 ft); multi-use path and landscaped buffer on the north side of Cotillion
12	Optimization / Coordination of Traffic Signals and ITS Improvements	Roadway / Operations & Safety	At intersections in and around the study area; ITS equipment; signal timing study and coordination plan
13	Dunwoody Park Multi-Modal Improvements	"Roadway / Multimodal Roadway / Operations & Safety Transit / Facilities Capital Last Mile Connectivity / Joint Bike-Ped Facilities"	From Chamblee Dunwoody Road to Peachford Road Extension / Dunwoody Park South (1,100 ft); Wide sidewalks on both sides; landscaped buffer; on-street parking; sheltered bus stops; on-street bike facilities
14	Dunwoody Park Multi-Modal Improvements	"Roadway / Multimodal Roadway / Operations & Safety Last Mile Connectivity / Joint Bike-Ped Facilities"	From Peachford Road Extension / Dunwoody Park South to North Shallowford Road (1,100 ft); wide sidewalks on both sides; landscaped buffer; lighting; on-street parking; on-street bike facilities
15	Dunwoody Park North Multi-Modal Improvements	"Roadway / Multimodal Roadway / Operations & Safety Last Mile Connectivity / Joint Bike-Ped Facilities"	From Dunwoody Park to the new roadways internal to the abandoned residential development (1,000 ft); wide sidewalks on both sides; landscaped buffer; lighting; on-street parking; on-street bike facilities

**Notes:**

Projects have been developed as part of a planning-level analysis. Some desired components - such as landscaped medians - may need to be included as longer-term phased components as determined during corridor-specific design processes.

Many related/integrated projects are displayed in groupings for the purposes of this study. These projects may need to be further broken into smaller groupings or segments as determined through the process of implementation.

- <sup>a</sup> Right-of-way estimates are based on ARC's costing tool as well as comparisons with other projects in similar areas. Some right-of-way costs may be reduced or eliminated if property is acquired by easement or through negotiations with property owners/developers.
- <sup>b</sup> Some elements requiring right-of-way - such as sidewalks and bike lanes - can be accomplished through easements in lieu of direct right-of-way acquisition.
- <sup>c</sup> Internal roadways may be done in partnership with a private developer.
- <sup>d</sup> Vehicular capacity increases must occur on roadways classified as minor collectors or higher to be eligible for LCI or GDOT funding. Roadways can be reclassified through GDOT to become eligible for funding.

## 5-Year Action Plan

Project Name	Engineering Year	Engineering Costs	ROW Year	ROW Costs <sup>a, b</sup>	Construction Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source	Match Amount
1. Chamblee Dunwoody Road Multi-Modal Improvements	2012	\$450,000	2013	\$750,000	2014	\$3,500,000	\$4,700,000	City of Dunwoody	City of Dunwoody, LCI, Federal Funds	City of Dunwoody	\$940,000
2. Chamblee Dunwoody Road Gateway Landscaping and Signage at Cotillion Drive	2012	\$30,000	2013	\$50,000	2014	\$250,000	\$330,000	City of Dunwoody	City of Dunwoody, Federal / State Funds, GDOT Gateway Grant	City of Dunwoody	\$66,000
3. Multi-modal improvements to roadways through "PVC Site"	2012	\$25,000	2013	\$750,000	2014	\$200,000	\$975,000	Private Development, City of Dunwoody	Private Development, City of Dunwoody, LCI, Federal Funds	Private Development, City of Dunwoody	\$195,000
4. Peachford Road Multi-Modal Improvements	2012	\$100,000	2013	\$500,000	2014	\$2,000,000	\$2,600,000	City of Dunwoody	City of Dunwoody, Grant Funds, LCI	City of Dunwoody	\$520,000
5. Nancy Creek Greenway Trail	2013	\$100,000	2014	\$1,500,000	2015	\$450,000	\$2,050,000	City of Dunwoody	City of Dunwoody, LCI, Federal / State Funds	City of Dunwoody	\$410,000
6. North Shallowford Road Multi-Modal Improvements	2014	\$500,000	2015	\$500,000	2016	\$3,000,000	\$4,000,000	City of Dunwoody	City of Dunwoody, LCI, TE	City of Dunwoody	\$800,000
7. North Shallowford Road Gateway Landscaping and Signage at Cotillion Road	2014	\$20,000	2015	\$30,000	2016	\$200,000	\$250,000	City of Dunwoody	City of Dunwoody, Federal Funds, GDOT Gateway Grant	City of Dunwoody	\$50,000
8. Old Spring House Lane Multi-Modal Improvements	2015	\$180,000	2016	\$500,000	2017	\$1,500,000	\$2,180,000	City of Dunwoody/ Perimeter CID	City of Dunwoody, LCI, Federal Funds, PCID	City of Dunwoody, PCID	\$436,000
9. Peachford Road Extension	2016	\$400,000	2017	3500000 <sup>c</sup>	2018	\$3,500,000	\$7,400,000	Private Development, City of Dunwoody	Private Development, City of Dunwoody <sup>d</sup>	Private Development, City of Dunwoody	\$1,480,000
10. I-285 Transit Station	TBD	\$400,000	TBD	\$2,000,000	TBD	\$4,000,000	\$6,400,000	Federal / State Agency	Federal Funds	NA	\$0
11. Cotillion Drive Multi-Modal Improvements	2014	\$150,000	2015	\$700,000	2016	\$1,200,000	\$2,050,000	City of Dunwoody, Federal / State Agency	City of Dunwoody, LCI, Federal Funds	City of Dunwoody	\$410,000
12. Optimization / Coordination of Traffic Signals and ITS Improvements	2015	\$50,000	NA	\$0	2016	\$500,000	\$550,000	City of Dunwoody	City of Dunwoody, LCI, Federal Funds	City of Dunwoody	\$110,000
13. Dunwoody Park Multi-Modal Improvements	2016	\$250,000	2017	\$1,000,000	2018	\$2,000,000	\$3,250,000	Private Development, City of Dunwoody	Private Development, City of Dunwoody, LCI, Federal Funds	City of Dunwoody	\$650,000
14. Dunwoody Park Multi-Modal Improvements	2016	\$150,000	2017	\$500,000	2018	\$1,200,000	\$1,850,000	Private Development, City of Dunwoody	Private Development, City of Dunwoody, LCI, Federal Funds	City of Dunwoody	\$370,000
15. Dunwoody Park North Multi-Modal Improvements	2016	\$150,000	2017	\$500,000	2018	\$1,200,000	\$1,850,000	Private Development, City of Dunwoody	Private Development, City of Dunwoody, LCI, Federal Funds	City of Dunwoody	\$370,000
Total		\$2,805,000		\$8,780,000		\$23,500,000	\$38,585,000				\$6,437,000

## Housing Projects/Initiatives

	Description/Action	Cost	Year	Responsible Party	Funding Source
1	Develop new Georgetown Gateway stand alone zoning district including TOD zone/sub-area	\$30,000	2013	City of Dunwoody	General Funds
2	Update attached single family zoning category	\$10,000	2013	City of Dunwoody	General Funds
3	Develop senior (age 55 and up) housing strategy and incentives	\$15,000	2013	City of Dunwoody	General Funds

Budget for item 1 assumes the process is concurrent with other zoning updates. \$40,000 estimated for a stand-alone process

## Other Local Initiatives

	Description/Action	Cost	Year	Responsible Party	Funding Source
1	Develop 6-8 acre Community Open Space on former PVC Site	\$3,000,000	2012	City of Dunwoody	Bond Funds
2	Georgetown Area Specimen Tree Survey	\$15,000	2012	City of Dunwoody	General Funds
3	Chamblee Dunwoody Access Management Study	\$35,000	2013	City of Dunwoody	General Funds
4	Develop Georgetown Area Architectural Design Standards	\$25,000	2013	City of Dunwoody	General Funds
5	Dunwoody Municipal Complex Site Study	\$20,000	2013	City of Dunwoody	General Funds
6	Coordination and discussion with DeKalb County School System concerning potential future school sites	Staff Resources	2012	City of Dunwoody	N/A

## IMPLEMENTATION TOOLS

Implementation of the Master Plan vision for the Georgetown/North Shallowford area will require a variety of funding and implementation tools. The following section outlines key funding opportunities for Georgetown/North Shallowford area improvements and other implementation recommendations/principles.

### Comprehensive Land Use Plan

Upon adoption of this Master Plan, this document should become an addendum to the City's adopted Comprehensive Land Use Plan. This plan builds upon the framework of the Comprehensive Land Use Plan, is an implementation item of the Plan, and defines more detailed goals and aspirations for the future of the district. As such, the policies and recommendations in this Plan should guide the City as public and private investments are made over the next 10-20 years.

### Livable Centers Initiative

As alluded to earlier in this section, the Georgetown/North Shallowford Master Plan was developed utilizing the Atlanta Regional Commission's LCI Program as a model. Upon adoption, the City should apply to ARC to have this Master Plan accepted ("grandfathered") into the LCI Program. LCI Funding is a competitive process where construction funding (up to \$4 million per project) is awarded to high priority projects generally once each year. LCI funding requires a 20% local match.

Projects that are most likely to garner LCI Funding are those that are catalytic in nature and address multiple LCI Program Goals. The Planning Team recommends that Chamblee Dunwoody Road multi-modal improvements be prioritized as the highest potential project for LCI funding. This project includes significant pedestrian enhancements, access management strategies, signalization, safety elements, and gateway elements in the highest profile area in the district and was highly prioritized by stakeholders.

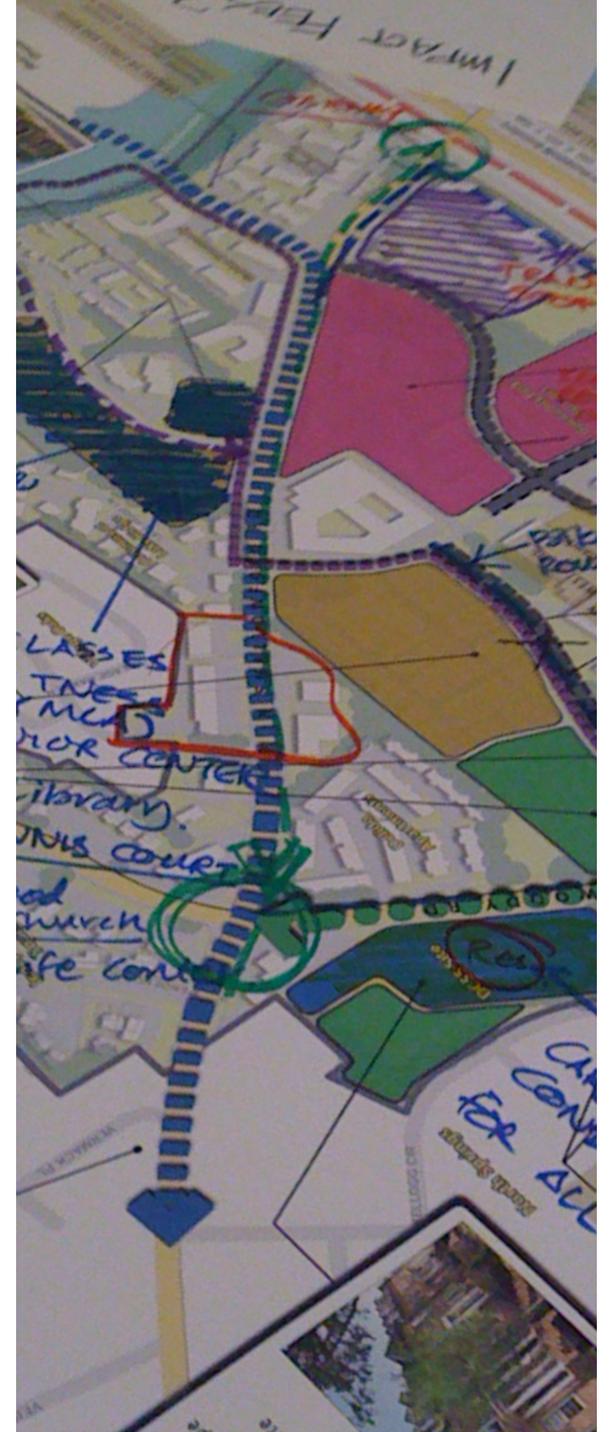
### Other potential funding sources

City staff will continually need to work with elected officials to prioritize Georgetown/North Shallowford area projects with other City priorities and to identify funding to help offset the costs of improvement projects.

Funding for public improvement projects including roadway, pedestrian, and bicycle improvements are often culled from federal and state funds (Department of Transportation, CMAQ, CDBG, etc.). With the area's proximity to I-285, the City should be active in regional conversations and identify opportunities to garner DOT funding. Both operational and safety funds may be available from GDOT for roadway, sidewalk, bicycle, and other planned improvements. To best position the City to receive implementation funds, design work for priority projects should be advanced so that key elements, right-of-way impact and construction costs can be easily communicated to potential partners. Foundations and grant funding may also be potential sources to fund sidewalk and bicycle projects, particularly the greenway trail proposed along Nancy Creek.

Parks and open space improvements are most commonly completed through general fund expenditures and bond funding. However, there are some local and national foundations and grant sources that may be considered to help offset the development of signature open spaces.

Finally, local codes should be updated to encourage major redevelopment projects to implement key sidewalk, lighting, open space, and other improvements along their property. As much as feasible, the City should also coordinate roadway improvements in conjunction with private development to leverage private sector resources and minimize community disruption.



## Retail Targets

The City's economic development strategy will guide future retail services in the Georgetown / North Shallowford area. Specifically, our analysis of retail expenditures within the 2-mile trade area reveals that the area is underserved (demand exceeds supply) in the following retail categories:

- Home and garden (\$1.2 million of unmet demand)
- Grocery and specialty food (\$27.7 million of unmet demand)
- Liquor stores (\$2.3 million of unmet demand)
- Health and personal care (\$ 6.0 million of unmet demand)
- Sporting goods and gifts (\$2.5 million of unmet demand)
- Bar and taverns. (\$7.9 million of unmet demand)

In total, expenditure data reveals that as much as \$47 million in annual expenditures are 'leaking out' to other retail areas, most likely Perimeter Center Mall and surrounding shopping centers. This means that demand exists to support additional retailers within these categories and to capture the expenditures within the two-mile trade area. It is important to remember however, that while statistical demand exists for these categories, the reality is that a wide variety of competition exists only two miles away (Perimeter Center and Dunwoody Village) and so the challenge is to find tenants that do not already have a location at Dunwoody Village or Perimeter. In many cases this will rule out national tenants (especially in the grocery and pharmacy categories) but will not exclude more locally grown tenants or those that are not already represented in the local market.

## Housing Initiatives

Throughout the Comprehensive Land Use Plan and this Master Plan process housing discussion has centered around the significant number of multi-family units added to the area over the last two decades and the need to preserve surrounding stable single-family neighborhoods. Future housing initiatives for the Georgetown/North Shallowford area should focus on filling two residential needs in the area.

First, future residential development should provide housing types that are currently underrepresented in the area: cluster homes (larger detached single family homes on small lots) and townhouses. With the proper architectural character, these housing types can contribute to community goals (high-quality redevelopment, suitable buffers between single-family and commercial areas, greater walkability) while maintaining and enhancing the area's character. Additionally, these units offer a lower-maintenance lifestyle that can serve young professionals seeking a great community and older individuals who seek to remain in the community.

Second, any additional housing should focus on residential options for seniors and empty nesters. There are limited opportunities for those seeking lower-maintenance lifestyles (little yard work and exterior maintenance) to live in Dunwoody. Throughout the process, stakeholders expressed a desire to provide a lifelong community and create a "Senior Village" in close proximity to the local shopping and restaurants.

The City may have to play an active role in marketing the opportunity for a Georgetown/North Shallowford area "Senior Village". Information packages outlining the opportunity, area demographics, and potential sites may be necessary to attract potential partners who have experience creating quality senior communities.

Any discussion of housing initiatives in Dunwoody must recognize the overcrowded conditions at area schools. Dunwoody's strong schools have been a reason that the area remains desirable and has been impacted less than other metro areas by the recent housing bubble. The housing initiatives outlined appeal to young professional and senior markets that have the least impact on area school enrollment. However, the City should remain in discussions with the DeKalb County School System to plan future growth in coordination with facility enhancements and potential future school sites.





### Open Space Initiatives

One of the Master Plan’s over-arching goals is the creation of additional community open space and green space. Prior to final adoption of this plan, the City took a significant step toward this goal by executing a letter of intent to purchase the 16.18 acre “PVC Site”. In accordance with the Master Plan, the City anticipates using a portion or all of the site for community green space. Throughout the planning process, stakeholders consistently pushed for larger community green spaces that could accommodate a variety of informal uses. With the acquisition of 16 acres, the City has an opportunity to further explore those needs and create a dynamic community space that will enhance the area’s character and quality of life for many years to come.

In addition to this central green space, other community green spaces envisioned in the plan would most likely be created by private development. To encourage the creation of green space and community focal points, any future development of 4 acres or more in the Georgetown/North Shallowford area should be required to develop or improve community green space as a key component.

### Public Facilities

The City of Dunwoody may have an opportunity to site a new public facility in the area over the next 20 years. Opportunities include construction of a new Municipal Complex / City Hall when the city’s current lease at Perimeter Center East expires, relocation of one of the City’s visual or performing arts facilities, or creation of another community facility (recreation, community center, etc.). Regardless of the facility, positioning a civic building within the Georgetown/North Shallowford area could be a catalyst for additional investment and community improvement. Any public facility in the Georgetown/North Shallowford area should consider a priority site in accordance with the Master Plan, include community green space, and set an example for private development in terms of its site development and architectural style.

It should be noted that there are many potential options for a future City Hall (remain in Perimeter Center, Dunwoody Village, Georgetown/North Shallowford). The Planning Team recommends that a broader planning process be conducted to study the advantages and disadvantages of potential sites for the City’s Municipal Complex several years prior to the expiration of the City’s current lease. Typically, 3-5 years are needed to locate, study, design, and construct public facilities. Also, the City is not currently contemplating the construction and/or staffing of additional community facilities. A recreation center, community center, senior center, or other public facility would likely require a public/private partnership.

### Long-term Strategies

Similar to senior housing, successful transit-oriented development requires expertise and experience. As long-term opportunities arise to reshape properties along I-285 (particularly the area between North Shallowford and Chamblee Dunwoody Roads), the City may need to seek development entities that have a proven track record and are accustomed to creating high-quality communities.

The City must also maintain its long-term vision for key properties, foregoing short-term opportunities with limited long-term potential that could prevent the City from reaching its long-term goal to create a high-quality, place-based environment. The City must take full advantage of opportunities to improve and sustain its limited commercial areas to maintain the quality and desirability of its single family neighborhoods.

## Architectural Character

While the Georgetown/North Shallowford area does not have a consistent character, the Dunwoody Village has long been identified by its mid-Atlantic Colonial architectural stylings (locally referred to as “Williamsburg”). While a distinct architectural style or period was not defined for the Georgetown/North Shallowford area during the Master Plan process, a series of graphic exercises clearly identified community preferences for more traditional architectural forms and brick/stone materials.

The Planning Team recommends that a set of architectural standards be studied and instituted to guide any future development in the area. The basic principles of those eventual guidelines should at a minimum include:

### 1. Architectural Design Standards

- A “traditional” aesthetic without being overly stylized
- Predominant use of brick and stone as primary materials, particularly where buildings are visible from public streets.
- Prohibit chain-link fencing and other unsightly elements
- Pedestrian-scaled building elements along primary facades including awnings, flower boxes, bay windows, balconies, porches/stoops, etc.
- Differentiate the ground floor; require 65% fenestration (glass, windows, door openings) for ground floor commercial uses along public streets.
- Limit building facades to no longer than 200 continuous feet to encourage appropriate scale and character.
- Avoid long, monotonous, unbroken facades; utilize vertical proportions and narrow bays

### 2. Site Design Standards

- Limit long blocks by creating internal roadways and access points.
- Limit curb cuts and interruptions in the pedestrian and bicycle environment along major corridors.
- Reduce parking minimums to walkable district standards; utilize parking maximums
- Encourage joint driveways and interparcel connectivity
- Limit building setbacks; make setbacks generally consistent along primary frontages
- Limit spacing between buildings along public streets
- Limit and/or prohibit parking between roadways and building facades; encourage parking to be located to the side or behind buildings along public streets.
- Screen service and “back of house” areas
- Require open space and heavy landscaping for all larger developments

**Traditional Style**



**Extensive Use of Brick**



**Narrow, Vertical Bays**



**Ground Floor Differentiation**



**Variety of Landscaping**



**Incorporated Open Space**



*“Appropriate” Architectural Styles & Elements*

**Not Enough Detailing**



**Too Modern**



**Overly Repetitive**



*“Inappropriate” Architectural Styles & Elements*

## Area Identity/Branding

At several points during the master plan process, discussions regarding the Georgetown/North Shallowford area's naming or a signature improvement have arisen. While there is a desire to "start fresh" with this area of the community, it appears that the "Georgetown" name does not necessarily have a negative connotation. It appears more likely that the name has a very limited connotation and traditionally applies to little outside of the Georgetown Shopping Center, adjacent office complexes, and several area neighborhoods.

The definition of the "Georgetown Area" seems to have broadened during this master plan process and with the City's acquisition of a significant site for community green space, we would recommend retaining the Georgetown name. An adaptation of the district name "Georgetown Commons," "Georgetown Place," "Georgetown Centre" or another extension of the name may be more successful in retaining the area's identity, but signifying that community enhancement is underway.

Similarly, the Planning Team believes that the City's impending acquisition of the "PVC Site" will create the signature focal point desired for the area. No one element (clock tower, bell, compass, splash pad, memorial, fountain, playground, etc.) will do as much to mark the area as the presence of a well designed community gathering space.

Dunwoody residents have shown an interest in and appreciation of the area's history. Seizing those aspirations to place a historical element or a new element that relates to the area's history may create a focal point in the park that can be iconographic and a source of community pride.

Finally, the Georgetown/North Shallowford area is the City's southern gateway. New landscaping and signage at community entry points, in combination with recommended landscape/streetscape enhancements along major roadways, and the envisioned park space can have a transformative impact on how the district is viewed by the community and visitors.



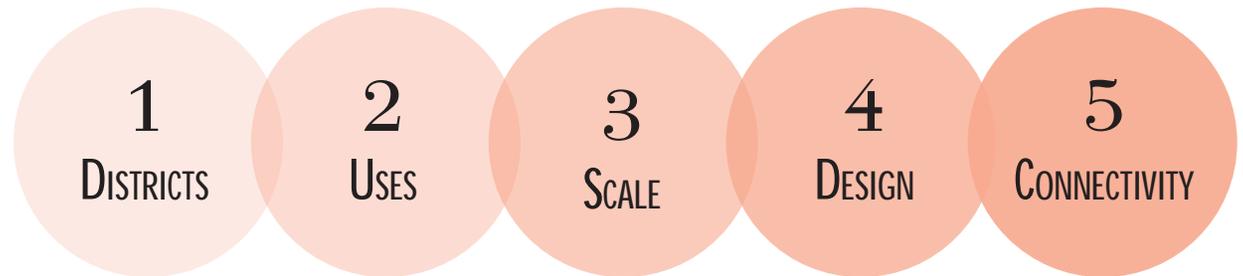
## ZONING RECOMMENDATIONS

The following recommendations are for the implementation of the overall project recommendations and findings as they relate to land use, urban design, and connectivity. In general, there are five steps for project implementation through zoning. Step 1 is the consolidation of all existing districts into a single new stand-alone district; Step 2 focuses on the uses of the new district; Step 3 covers the necessary dimensional and development controls that will be needed to ensure the proper scale; Step 4 highlights necessary aspects as it relates to design and architecture; and Step 5 reveals connectivity components within the new zoning district.

### 1. District

Currently there are 10 zoning districts in play within the study area – R100, R85, RA5, RM100, RM85, RMHD, OI, OD, NS and C2. The R85 and RA5 districts are parcels that are designated in the plan as open space and as such are not needed for inclusion in the new zoning mechanism for this area. The DCSS property is zoned R100 and is envisioned as single family detached and attached. The detached portion of this parcel should remain in the existing R100 district. The remaining parcels in the Georgetown/ North Shallowford study area should be rezoned into a new Georgetown Gateway District complete with subareas to delineate the subsections within the district and their corresponding uses and development patterns. The new Georgetown Gateway District would include a set of urban design provisions guiding overall building form and including massing, scale, materials, fenestration, building orientation, sidewalks and streetscapes, parking, landscaping, signage, and open space elements. The subareas within the district would include Commercial, Office, Civic/ Institutional, Attached Residential, Multi-family Residential, and Mixed Use subareas. This new district would supplant the existing zoning designations and would not be an overlay.

## ZONING STEPS



**DISTRICT RECOMMENDATION 1**  
Retain the R85 and RA5 zoning designations for the parcels with these designations.

**DISTRICT RECOMMENDATION 2**  
Rezoned the remaining parcels to the new Georgetown Gateway District.

**DISTRICT RECOMMENDATION 3**  
The new Georgetown Gateway District would be a new stand alone district that would supplant the existing zoning districts.

**DISTRICT RECOMMENDATION 4**  
Create subareas within the new Georgetown Gateway District to further regulate any desired land uses and relevant development control, urban design and connectivity specificity.

## 2. Uses

The primary new types of uses envisioned in the plan are: Convenience Retail, Small Scale Office, Civic/Institutional, Mixed Use/Transit-Oriented Development, Attached Residential, Multifamily Residential, and Park/Open Space. The existing uses that are recommended to be continued in the plan are commercial/retail uses, institutional uses, office uses, and residential uses. New attached single-family residential development would be limited in size and would focus on empty nester or senior housing opportunities and would be targeted as higher price point for-sale product. The zoning mechanism will be unable to address price points so instead the district should ensure larger square footages and greater design detail to assist in achieving this objective. The new Georgetown Gateway District would allow for commercial/retail uses as well as office uses, institutional uses, parking uses, and open space uses. The new Georgetown Gateway District would consist of delineated subareas in order to provide greater specificity in the location of certain uses as called out in the plan.

### USES RECOMMENDATION 1

Establish delineated subareas within the Georgetown Gateway District.

### USES RECOMMENDATION 2

A residential subarea would allow for only attached single-family housing units targeting ages 55 and up.

### USES RECOMMENDATION 3

Require open space and parking as part of all uses and all developments within the district.

### USES RECOMMENDATION 4

A commercial / retail subarea would allow only commercial and retail uses.

### USES RECOMMENDATION 5

A new mixed use subarea would allow for commercial, retail, institutional, civic, residential housing units targeting ages 55 and up and office and studio uses.

### USES RECOMMENDATION 6

An office subarea would allow for only office and studio uses.

### USES RECOMMENDATION 7

Establish a TOD zone near I-285 complete with density bonuses to attract higher densities near the future transit station location.



### 3. Scale

The new Georgetown Gateway District will implement development controls consistent with the Georgetown plan complete with lower scaled edges adjacent to single-family neighborhoods and with a more dense TOD center located adjacent to I-285 and Chamblee Dunwoody Road. The commercial, office, civic, and residential subareas would consist of a lower to medium density type of scale with the largest scaled development located in the Mixed Use subareas. Development controls would address the elements of front yards, side yards, rear yards, buffers, lot widths, lot coverage, maximum building heights, and density.



#### SCALE RECOMMENDATION 1

Maximum heights allowed would be based upon the Land Use Framework Plan: 2-3 stories adjacent to single family homes and neighborhoods, 5 stories in the interior of the District and up to 8 stories in mixed-use subareas where appropriate public amenities are provided.

#### SCALE RECOMMENDATION 4

Attached single-family residential would be permitted with a minimum lot width of 20 ft and a minimum lot area of 1,000 sq. ft.

#### SCALE RECOMMENDATION 5

Maximum building coverage controls would ensure new development provides open space improvements on-site.

#### SCALE RECOMMENDATION 2

District would require a minimum building setback dimension and a maximum building setback dimension.

#### SCALE RECOMMENDATION 6

Maximum square footage limitations would ensure that big box uses (65,000-70,000 SF maximum) would only be permitted in the Mixed Use subareas.

#### SCALE RECOMMENDATION 3

Buffers would be delineated on the District map for the perimeter of the entire District and buildings would have height limitations when located in close proximity to adjacent single-family neighborhoods.

#### SCALE RECOMMENDATION 7

Multi-family residential uses would have a minimum of 1,200 sq. ft. and an average of 1,800 sq. ft.





## 25-YEAR PROJECTIONS

The following table outlines 25-year projections for population, households, and employment in the Dunwoody Village Area based upon the land use framework and other improvements recommended within this Master Plan.

### 25-Year Population and Employment Projections

	2000	2010	2015	2020	2025	2030	2035
Population	3,771	4,106	4,275	4,602	4,925	5,244	5,559
Households	1,820	1,927	2,004	2,154	2,304	2,454	2,604
Average HH Size		2.20	2.20	2.18	2.15	2.13	2.10
Employment	2,213	2,345	2,477	2,609	2,741	2,873	3,005
Job/HH Ratio	1.22	1.22	1.24	1.21	1.19	1.17	1.15

