

LAND USE FRAMEWORK PLAN

The Land Use Framework Plan is intended to guide future development/redevelopment within the Master Plan area. Due to current economic/real estate conditions, the amount of redevelopment that has occurred over the last 5-10 years, and a number of properties that have been subdivided into condominiums, a number of properties within the district are unlikely to change over the next 10-20 years. These properties include several of the new multi-family apartment and condominium developments, the Peachford Hospital area near North Peachtree Road, and small-scale office condos near the intersection of North Shallowford Road, Chamblee Dunwoody Road, and Peeler Road.

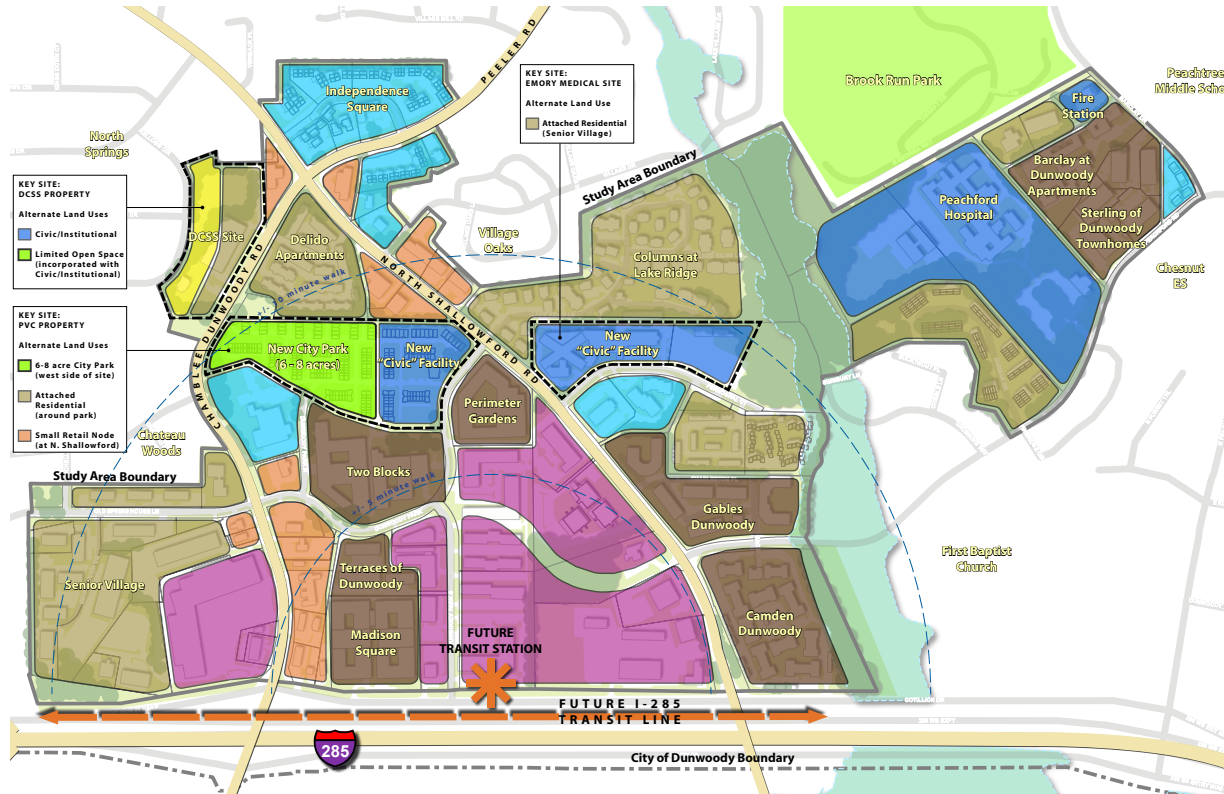
Other properties display a much greater susceptibility to change including the “PVC Site” and former Emory Medical Center site at North Shallowford and Pernoshal Roads. The former Shallowford Elementary School site, Dunwoody Park office park, and Georgetown Square Offices also exhibit some susceptibility to change due to market conditions, high vacancy rates, and other factors.

Consistent with the community consensus points, the Land Use Framework Plan seeks to:

- Enhance the area’s identity and character by creating community green space, enhancing connectivity, and promoting quality redevelopment in high visibility areas.
- Maintain and enhance buffers to surrounding single-family neighborhoods by encouraging lower scale residential and office uses near neighborhoods (particularly west of Chamblee Dunwoody Road and north of the “PVC Site” and former Emory Medical Center site)
- Provide a better range of goods and services and create more sustainable retail environment by limiting commercial development to appropriate, high-traffic areas.
- Encourage residential opportunities focused on senior populations providing housing opportunities in close proximity to goods and services and enhancing the area as a lifelong community.

The following sections outline key strategies and recommendations for potential redevelopment sites.

Land Use Framework Plan



GEORGETOWN / NORTH SHALLOWFORD DISTRICTS

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



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.

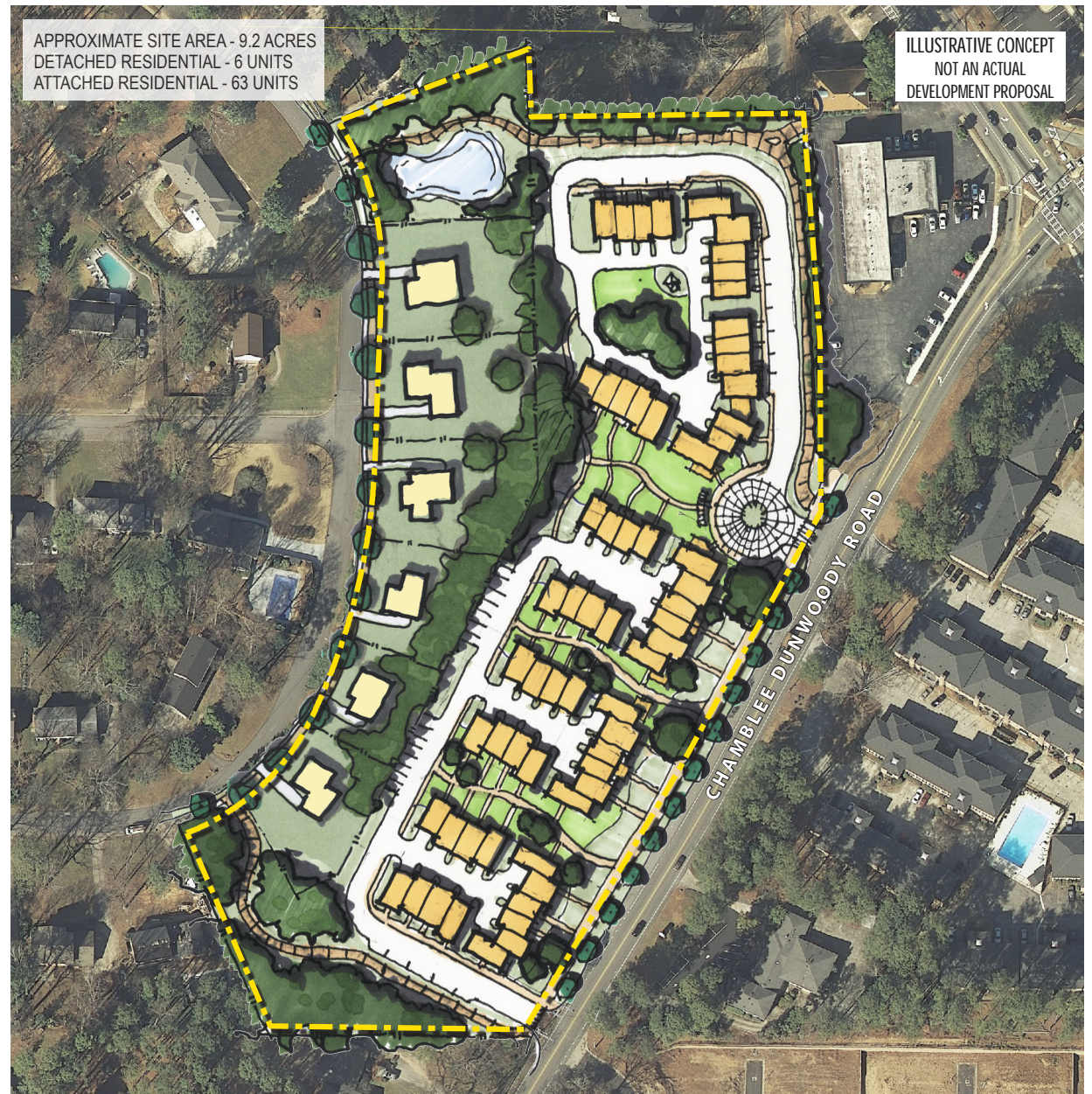
From a community standpoint, the best option for the site would reposition it as an institution. While the City of Dunwoody is not currently on a path to create community facilities, public/private partnerships or other county partnerships might provide an opportunity for the site to be repositioned 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
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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.