

4 APPENDIX

PUBLIC PARTICIPATION SUMMARY

Meeting Schedule:

July 14	Project Kick-off Meeting	November 1	Sounding Board 3
August 8	City Council Worksession	November 3	Public Workshop 3
August 13-24	Stakeholder Interviews	November 30	Project Management Team Meeting 4
September 7	Project Management Team Meeting 1	December 2	Public Open Houses and Council member Interviews
September 14	Sounding Board 1	January 14	Sounding Board 4
September 15	Public Workshop 1	January 19	Public Workshop 4
September 28	Project Management Team Meeting 2	January 24	Project Management Team Meeting 5
October 4	Sounding Board 2	February 4	City Council Retreat
October 6	Public Workshop 2	March 14	City Council Work Session
October 26	Project Management Team Meeting 3	March 28	City Council Meeting/Adoption

**A RESOLUTION TO ADOPT THE GEORGETOWN / NORTH SHALLOWFORD
MASTER PLAN AND INCORPORATE AS PART OF THE COMPREHENSIVE LAND
USE PLAN**

WHEREAS, the City of Dunwoody's Comprehensive Land Use Plan, adopted in 2010, provides a vision and direction for the City of Dunwoody and laid the foundation for a more detailed master planning effort for the Georgetown / North Shallowford area; and

WHEREAS, the Master Plan was developed to explore the Comprehensive Land Use Plan's vision for the Georgetown / North Shallowford area in greater detail, create an area specific land use and circulation framework, and develop short-term and long-term action plans to guide the City's initiatives and investments; and

WHEREAS, the residents, businesses, and property owners in the Georgetown / North Shallowford worked with the City of Dunwoody and the project team led by Urban Collage to develop a vision for the future of the Georgetown / North Shallowford area; and

WHEREAS, the Georgetown / North Shallowford area Master Plan has been developed based upon the direct input of the residents, businesses, property owners, and other stakeholders in the Georgetown / North Shallowford area; and

WHEREAS, the Georgetown / North Shallowford Master Plan was designed to comply with the standards and intent of the Atlanta Regional Commission's Livable Centers Initiative as well as accurately reflect the complex and diverse desires of the citizens and leaders of the City as a whole; and

WHEREAS, the City of Dunwoody wishes to adopt the Georgetown / North Shallowford Master Plan as a guide for future development and redevelopment in the Georgetown / North Shallowford area; and

WHEREAS, the City of Dunwoody wishes to maintain its Comprehensive Land Use Plan to support the implementation of the Georgetown / North Shallowford Master Plan and therefore wishes to incorporate the Georgetown / North Shallowford Master Plan as a minor amendment to the Comprehensive Land Use Plan, to serve as the guiding policy for the Georgetown / North Shallowford area.

NOW THEREFORE, BE IT RESOLVED, by the Mayor and City Council of the City of Dunwoody and it is resolved by the authority of said City Council, that by passage of this Resolution the City of Dunwoody Mayor and City Council adopt the Georgetown / North Shallowford Master Plan and incorporate it as part of the Comprehensive Land Use Plan as a minor amendment pursuant to the Department of Community Affairs Regulations.

SO RESOVLED AND EFFECTIVE this 28th day of March, 2011.

**STATE OF GEORGIA
CITY OF DUNWOODY**

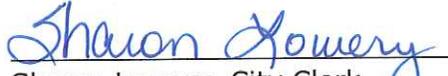
RESOLUTION 2011-03-20

Approved:



Ken Wright, Mayor

Attest:



Sharon Lowery, City Clerk

Seal

**City of Dunwoody
Dunwoody Village and Georgetown/North Shallowford Master Plans
Project Management Team Meeting**

September 7, 2010

AGENDA

1. Activities Underway
 - a. Site Tours Completed
 - b. Stakeholder Interviews Completed
 - c. Existing Conditions Assessment
 - d. Preliminary Market Study
2. Upcoming Meetings
 - a. Village Sounding Board- Tuesday 9/14, City Hall
 - b. Georgetown Sounding Board- Tuesday 9/14, City Hall
 - c. Georgetown Workshop #1- Wednesday 9/15, Peachtree MS
 - d. Village Workshop #1- Tuesday 9/21, TBD
 - e. Next PMT Meeting- Tuesday 9/28 at 2 PM, City Hall
3. Other Items

**City of Dunwoody
Georgetown/North Shallowford Master Plan
Sounding Board Meeting #1**

September 14, 2010

AGENDA

1. Welcome & Introductions
2. Master Plan Process Overview
3. Existing Conditions, Issues and Opportunities
 - a. Community Issues
 - b. Comprehensive Plan recommendations
 - c. Market Issues and Opportunities
4. Sounding Board Vision for Georgetown/North Shallowford
5. Preview of Wednesday Evening Community Workshop

Next Meeting- October 4th, Dunwoody City Council Chamber

For more information please visit www.dunwoodyga.gov

***Contact: Kimberly Greer
678-382-6709
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City of Dunwoody
Georgetown/North Shallowford Master Plan
Community Workshop #1

September 15, 2010

AGENDA

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

Next Meeting- October 6th, 7:00 PM
Peachtree Charter Middle School
4664 North Peachtree Road

For more information on the Georgetown/North Shallowford Master Plan and additional input opportunities please visit www.dunwoodyga.gov

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Barbara M. Chubb

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CHARNEY WALL

Rosanne Scotidi

Bev WARNER

COMMUNITY WORKSHOP #1

NAME

Peggy Thompson
 Robert WITTENSTEIN
 Don Converse
 Jennie Greene
 Joyce Roberts
 Robert WANNEN
 Tom Statham
 CF Cammack
 Sally Cammack
 George Steinhilber
 Sam Harrell

COMMUNITY WORKSHOP #1

NAME

Maggie Lee
 Beverly ARMENOFF
 John Heneghan
 RIK WIRONIECKI
 Paul Davis
 Margaret Stafford
 CLAUDE T. MURPHY
 JOHN TURNER
 Ann Tamli
 JODY HARRISON
 Walter Weeks
 STAN REID

COMMUNITY WORKSHOP #1

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Gene Turner
 DAN ATKINS
 BOB BARNWELL
 RALPH LUDWIG
 Lottie Harrell
 Kathryn Chambers
 Thomas W. Reid
 Michelle Alexander
 ADRIAN BONSEN
 Johnny L Stone
 Tony Miller
 Jeanne/George Houston

COMMUNITY WORKSHOP #1

NAME
Marilyn Turner
Susan Harper
Joseph Bruder
Susan Bruder
Steve Hamer
Bob Dallas
Dot Halder
Thomas ARIAL
Ginger Heidbreder
ADAM DRAST
Holly Pruett

COMMUNITY WORKSHOP #1

NAME
Stuart Mclemore + Kathy Allen
Brenda Fiske
Bob Anderson
Susan McAllister
Pat Cooper
BARBARA STANFIELD KOETHEK
AMIR PIRANI
Lynn Dewar

COMMUNITY WORKSHOP #1

NAME
Rebecca More
Aaron Karasik
JIM GILMORE
Sheila Dalmat
M. J. Head
Chuck Ellet
FRED SPANGLER
KARA EADS
CARLA & ROLPH MASECAN
Steve Ellet
BILL CROSSMAN
John Schmidt

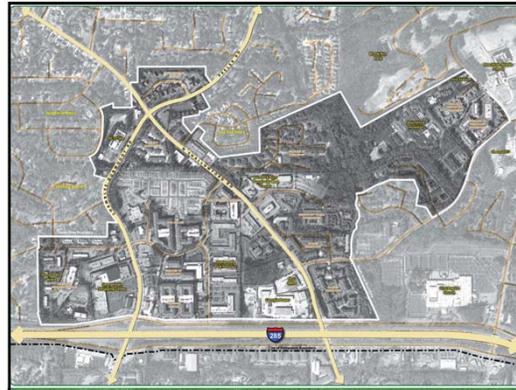
COMMUNITY WORKSHOP #1

City of Dunwoody

Georgetown/North Shallowford Area Master Plan Public Workshop #1



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



Agenda

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

Planning Team



- URBAN COLLAGE, INC.**
Planning & Urban Design
- Extensive LCI and Southeast Experience
 - Public Involvement Specialists
 - Focus on Implementation
- RCLCo**
Market Analysis
- Economic Real Estate Professionals
- HOUSEAL LAVIGNE**
Planning /Economic Development
- Downtown and Subarea Strategists
 - Technology and Public Engagement
- KIMLEY-HORN & ASSOCIATES/
URBAN RESOURCE GROUP**
Open Space & Transportation
- National Firm with Significant Local Expertise
 - Renowned Landscape Design Studio

Master Plan Process

Phase 1- Inventory and Assessment

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

Phase 2- Conceptual Master Plan

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

Phase 3- Action Plan

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

City of Dunwoody Comprehensive Plan (June 2010)

Vision/Intent

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

Future Development- height, form, and use guidelines

Goals- land use, transportation, community facilities

Community Issues

General Consensus Points

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

Community Issues

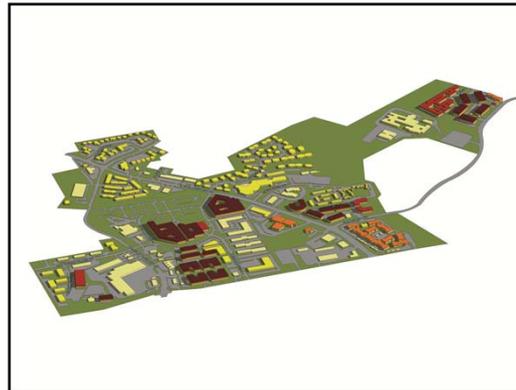
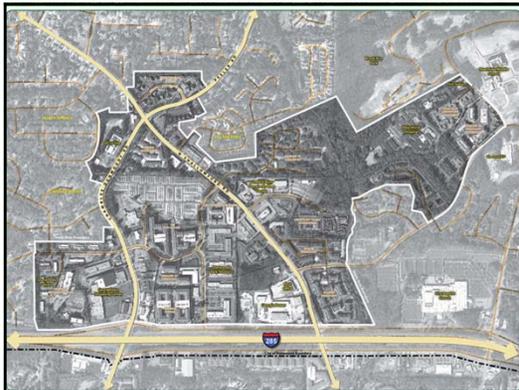
Not Quite Consensus Points

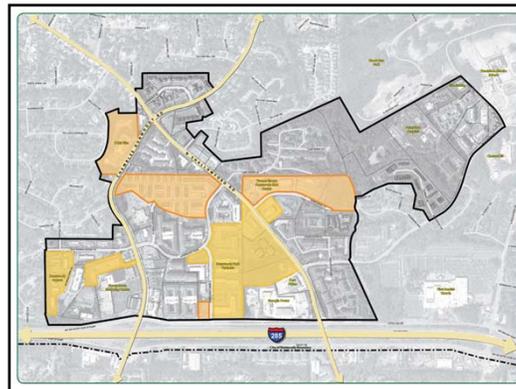
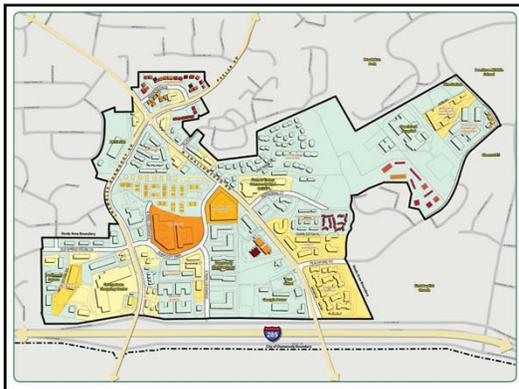
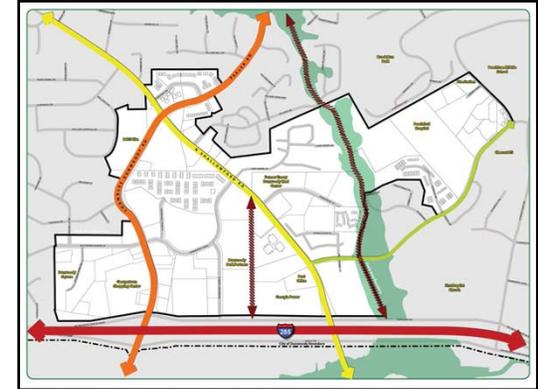
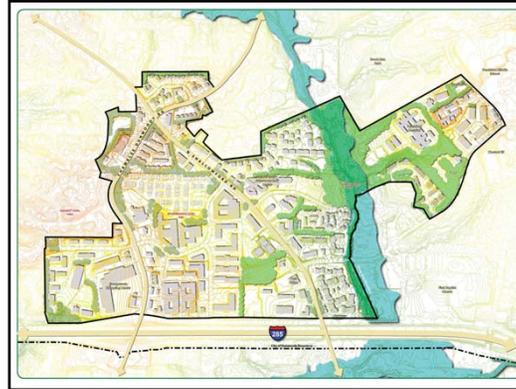
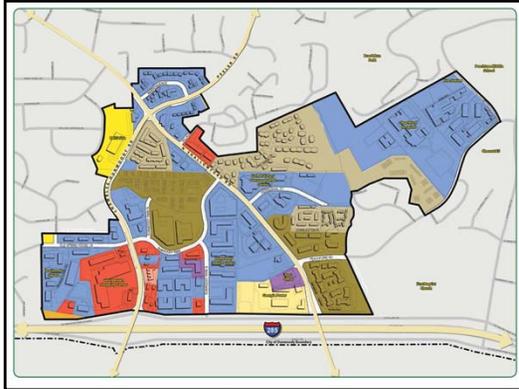
- Enhance the area's appearance as a gateway into the City
- Recognize greater redevelopment potential of properties along I-285 and the Emory Dunwoody Medical Center property
- Explore opportunities for senior oriented housing
- Maintain small scale office opportunities
- Connect Georgetown Area to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

Community Issues

Master Plan Questions for Discussion

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





Demographics Drive Real Estate Demand

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

Existing Market Conditions

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

Initial Market Opportunities Assessment

- Opportunities to redevelop aging and/or economically obsolete properties
- Regionally-serving office is likely viable in long term but not likely in next development cycle
 - Future of medical in Georgetown is major strategic issue
- Additional retail possible in longer term, as part of mixed-use development/redevelopments
- Limited opportunity for additional for-sale residential in near term. Potentially strong opportunity for townhome, condominium, and some cluster single-family in mid-term
 - Location can appeal to broad cross-section of target market audiences - young professionals through retirees
- **Rental residential likely strong opportunity in near term**
 - May not be desirable unless part of redevelopment of existing units
 - Opportunity for age-targeted and/or age-restricted

Georgetown Compass Survey



Planning Stations

1. Change/No Change
2. Concerns
3. Vision for Georgetown



City of Dunwoody

Georgetown/North Shallowford Area Master Plan
Next Public Meeting



October 6, 2010
7:00 PM
Peachtree Charter Middle School

**City of Dunwoody
Dunwoody Village and Georgetown/North Shallowford Master Plans
Project Management Team Meeting**

September 28, 2010

AGENDA

1. Activities Underway
 - a. Village Sounding Board meetings completed- 9/14
 - b. Georgetown Workshop #1 completed- 9/15
 - c. Village Workshop #1 completed- 9/21
 - d. Workshop Community Surveys and exercises tabulated
2. Upcoming Meetings
 - a. Village Sounding Board- Monday 10/4, City Hall
 - b. Georgetown Sounding Board- Monday 10/4, City Hall
 - c. Georgetown Workshop #2- Wednesday 10/6, Peachtree Middle School
 - d. Dunwoody Village Workshop #2- Thursday, 10/28, Dunwoody Baptist
 - e. Next PMT Meeting- Tuesday 10/26 (to be confirmed)
3. Discussion Items
 - a. Review of Public Workshops
 - b. Preliminary Survey and Workshop Exercise Results
 - c. Website and Community Survey/Activities
 - d. Planning for next Sounding Board Meetings and Workshops
 - e. Confirm next PMT Meeting date

**City of Dunwoody
Georgetown/North Shallowford Master Plan
Sounding Board Meeting #2**

October 4, 2010

AGENDA

1. Welcome
2. Overview of September 15th Public Workshop
3. Discussion of Georgetown/North Shallowford Opportunities
4. Preview of Wednesday Evening Community Workshop

Next Meeting- November 1st, Dunwoody City Council Chamber

For more information please visit www.dunwoodyga.gov

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City of Dunwoody
Georgetown/North Shallowford Master Plan
Community Workshop #2

October 6, 2010

AGENDA

1. Overview of September 15th Workshop and Community Input
2. Georgetown/North Shallowford Area Opportunities
3. Community Planning Exercises- Framework Plan
4. Next Steps

*Next Meeting- November 3rd, 7:00 PM
Peachtree Charter Middle School Cafeteria
4664 North Peachtree Road*

For more information on the Georgetown/North Shallowford Master Plan and additional input opportunities please visit www.dunwoodyga.gov

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Gerri Penn
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Tom Diner
Kevin Trammell
Kathlyn Chambless
Don Converse
TANIA ARMEN
Wright Dempsey
Paul Lodwice

COMMUNITY WORKSHOP #2

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JIM GILMORE
HUGH J. FRIES
Ted/Kate Rosen
Cassie Odum
Doug Thompson
ADRIAN BONSER
Brent Adams
Louise Greene
Paul Davis
Alex Hill

COMMUNITY WORKSHOP #2

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John Henaghan
hinda Skubin
ROBERT WITTENSTEIN
Susan Bruder
ROX ANNE HASLACH
Crista Wrenn
MIKE DAVIS
BILL GROSSMAN
Tom Stathan
Debbie Montgomery

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Joe Bruder
Susan Harper
DON WRENN
Seaman McAllister
Mark Dorrill
Sarah Sloan

COMMUNITY WORKSHOP #2

City of Dunwoody

Georgetown/North Shallowford Area Master Plan
Public Workshop #2



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

Agenda

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

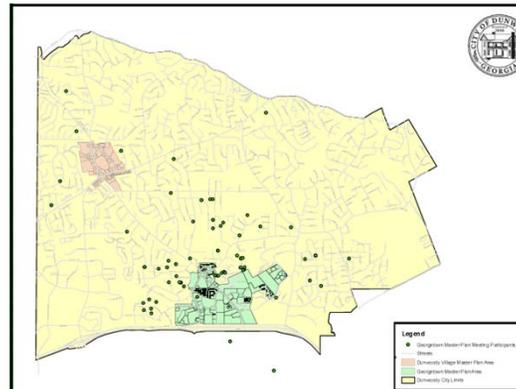
Workshop #1 Summary

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

September 15th Agenda:

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

"I'd like to know how many of [the] people present live in this zone"



Community Survey Demographics from the 1st Public Workshop

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

*"Good meeting and survey!!
Thank you."*

*"NO low density options in all images!
Prejudiced survey!!!"*



Georgetown / N. Shallowford COMPASS Survey

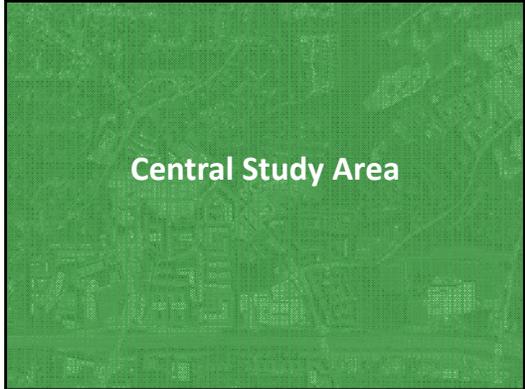
- 2 main parts: IMAGES and QUESTIONS
- Images are divided into 4 categories:
 - 3 for BUILDING CHARACTER and 1 for CIRCULATION & OPEN SPACE
- BUILDING CHARACTER images vary by location
- Rate each image for its "appropriateness" using a scale of 1 to 5
- 1 = not appropriate/undesirable; 5 = appropriate/desirable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



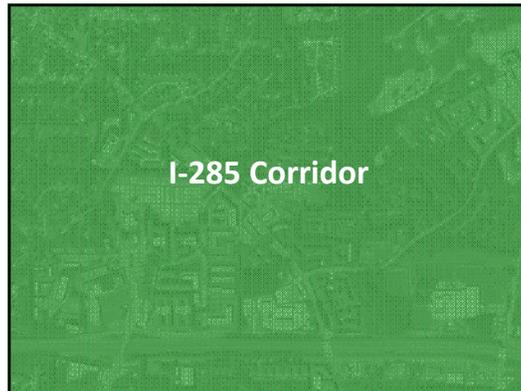
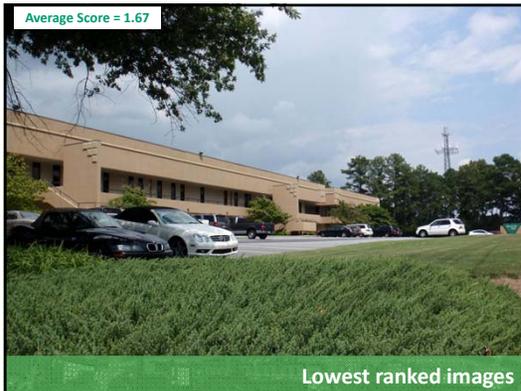
Neighborhood Transition Area



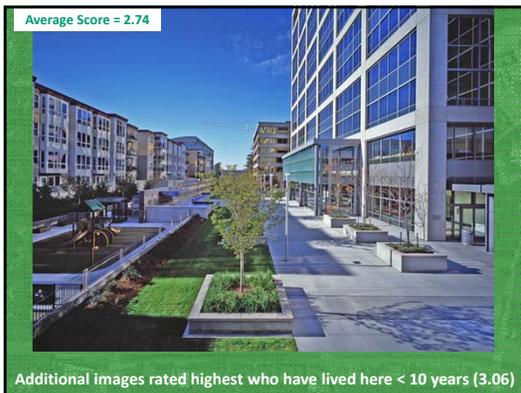




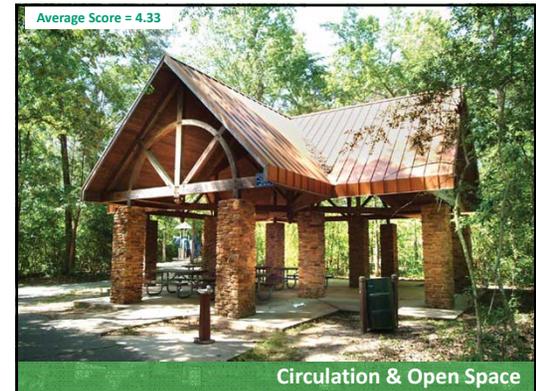
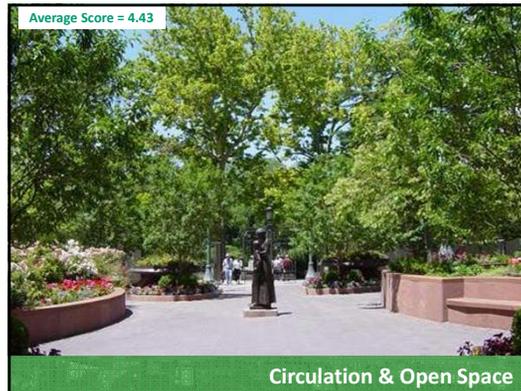
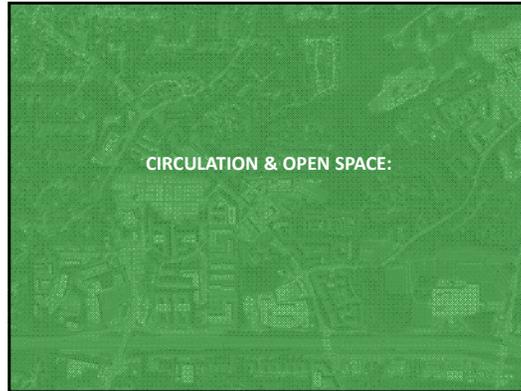
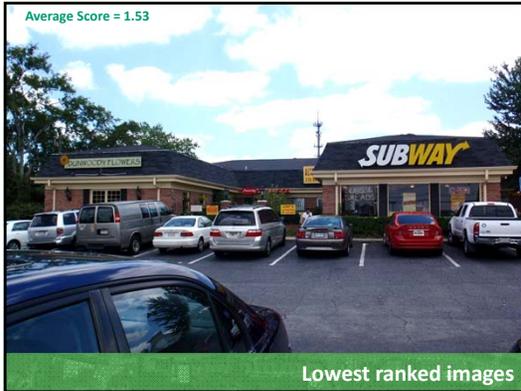




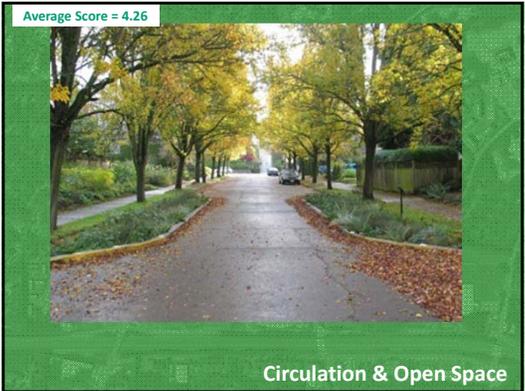




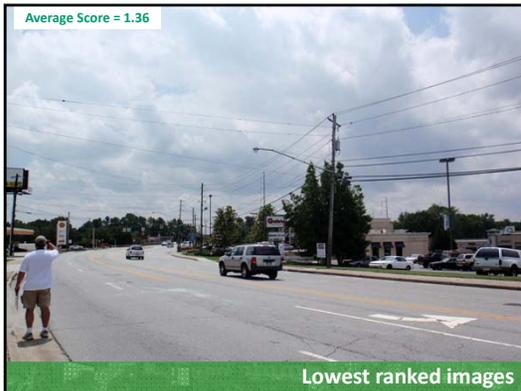
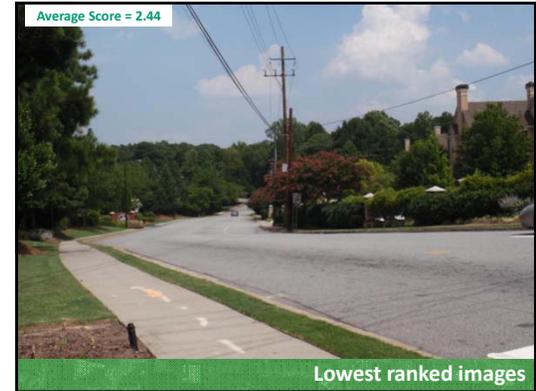
"Love Kroger – Hate Georgetown Kroger!"



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



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



"Traffic already stinks!"

- ### Survey responses to date
- What is your perception of the look and character of the Georgetown/North Shallowford Area?
- 74% - Needs extensive improvement and redevelopment
 - 18% - Needs some improvement and redevelopment
 - 6% - Could use some landscaping/general improvements
 - 1% - Looks fine as it is

"The status quo is COMPLETELY unacceptable in EVERY aspect."

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

Survey responses to date

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

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

"No more apartments!"

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

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

Survey responses to date

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

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

Survey responses to date

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

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

"We need a Senior Citizen Center"

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

"Move the College to Georgetown/Shallowford"

Survey responses to date

Preferred uses for potential redevelopment areas?

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

Survey responses to date

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

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

Survey responses to date

What transportation issues are most pressing?

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

Survey responses to date

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

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

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

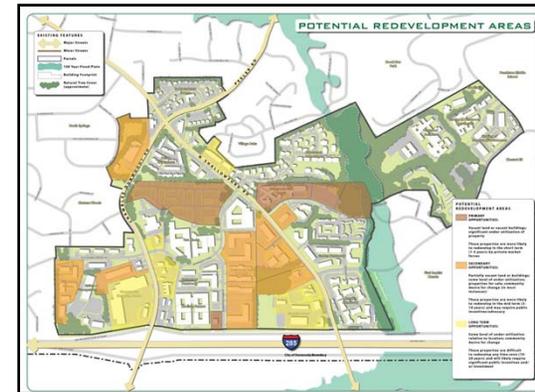


Short to Mid-Term (0-7 years) Market Opportunities

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

Long-Term (7+ years) Market Opportunities

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



Community Planning Exercises

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

"Do what you gotta do. Bring about change."

**City of Dunwoody
Dunwoody Village and Georgetown/North Shallowford Master Plans
Project Management Team Meeting**

October 26, 2010

AGENDA

1. Activities Underway
 - a. Village Sounding Board- Monday 10/4, City Hall
 - b. Georgetown Sounding Board- Monday 10/4, City Hall
 - c. Georgetown Workshop #2- Wednesday 10/6, Peachtree Middle School
 - d. Georgetown Preliminary Concept Plans completed
2. Upcoming Meetings
 - a. Dunwoody Village Workshop #2- Thursday, 10/28, Dunwoody Baptist
 - b. Village Sounding Board- Monday 11/1, City Hall
 - c. Georgetown Sounding Board- Monday 11/1, City Hall
 - d. Georgetown Workshop #3- Wednesday 11/3, Peachtree Middle School
 - e. Next PMT Meeting- Tuesday 11/30
3. Discussion Items
 - a. Preparation for Dunwoody Village Workshop #2
 - b. Georgetown Workshop #2 results and preliminary concept plans
 - c. Upcoming Sounding Board Meetings
 - d. Website

**City of Dunwoody
Georgetown/North Shallowford Master Plan
Sounding Board Meeting #3**

November 1, 2010

AGENDA

1. Welcome
2. Overview of October 6th Public Workshop
3. Discussion of Georgetown/North Shallowford Framework Plans
4. Preview of Wednesday Evening Community Workshop

For more information please visit www.dunwoodyga.gov

Contact: Kimberly Greer
678-382-6709
Kimberly.Greer@dunwoodyga.gov

City of Dunwoody
Georgetown/North Shallowford Master Plan
Community Workshop #3

November 3, 2010

AGENDA

1. Welcome
2. Overview of October 6th Public Workshop
3. Presentation of Draft Georgetown/North Shallowford Framework Plans
4. Community Planning Exercises
5. Next Steps

Next Meeting- January 19, 2010, 7:00 PM
Peachtree Charter Middle School Cafeteria
4664 North Peachtree Road

For more information on the Georgetown/North Shallowford Master Plan and
additional input opportunities please visit www.dunwoodyga.gov

Contact: Kimberly Greer
678-382-6709
Kimberly.Greer@dunwoodyga.gov

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JULIET SARGENT
Bob WARNER
Bev "
STAN REID
CHUCK ELLET
KARA EADS
Bob Dallas
Beth Keith
Thomas ARHIV
Paul LUDWIG

COMMUNITY WORKSHOP #3

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R.D. SPEAR
W.H. Weeks
Fran Fuchs
Jim Fuchs
Linda Skulin
Jim Littlefield
LUKE MASLOW
John Lundeen
Susan Harper
S. Wewer

COMMUNITY WORKSHOP #3

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FRANK LOCKRIDGE
CLAUDE T. MURPHY
ROBERT WITTONSTEIN
Justin Cullifer
Don Converse
Anita Leotta
Bob Lundstrom

COMMUNITY WORKSHOP #3

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CAROL BURKS
AL & PAM ADAMS
JIM GILMORE
BOB BARNWELL
John LaBarca
Rob Weir

COMMUNITY WORKSHOP #3



Georgetown/North Shallowford Area Master Plan Workshop #3

November 3, 2010
Urban Collage, Inc. with
Houseal Lavigne, RCLCo, Kimley-Horn/Urban Resource Group, & Market + Main

Agenda

1. Welcome
2. Overview of October 6th Public Workshop
3. Presentation of DRAFT Georgetown/North Shallowford Framework Plans
4. Community Planning Exercises

Community Workshops

1. September 15, 2010
2. October 6, 2010
3. November 3, 2010
4. January 19, 2010



www.dunwoodyga.gov/home
("projects" tab on right)

Workshop #1

1. Overview & Existing Conditions
2. Community Preference Survey
3. Planning Exercises:
 - Change / No Change
 - Vision Banner

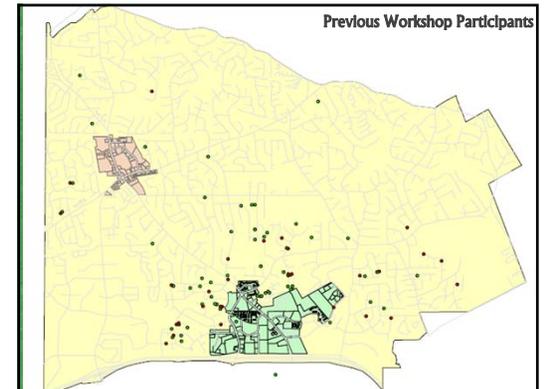


Workshop #2 Summary

- Wednesday, October 6th, 7pm
- Peachtree Middle School (Cafeteria)
- +/-60 Participants

Workshop #2 Agenda:

1. Overview of Workshop #1 Results (Incl. survey)
2. Redevelopment Sites/Opportunities
3. Community Planning Exercises





Community Planning Exercises

- Participants distributed into 5 working tables
- Participants assigned to tables randomly
- Each table had a facilitator from the planning team
- +/- 1 hour to answer 9 questions
- Intentionally designed to be somewhat “limiting” and “strategic”



Using picture examples....choose a location for:

1. Ownership Residential – short/mid term site
2. Senior Housing – short/mid term site
3. Civic/Public Institution – short/mid term site
4. Mixed-Use/Office – long term site

Using green construction paper... choose a location for:

5. Open Space – max. 4 acres; can be split

Using ribbon & markers....choose a location for:

6. One new roadway connection
7. Priority streetscape(s) – ½ mile max.
8. Priority bicycle route – on-street
9. Priority greenway trail – off-street

Framework Plans



Framework Plans

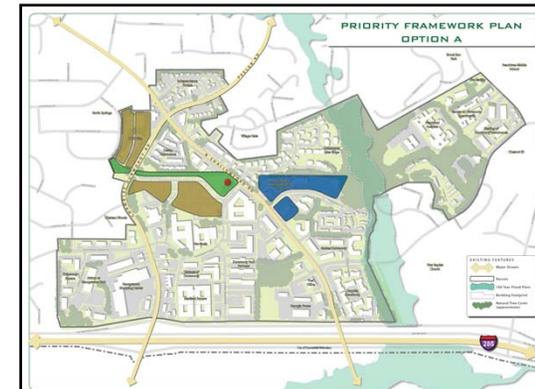
- Consolidation of:
 - Community desires
 - Economic / real estate realities
 - Professional recommendations
- 3 options to consider
- Each option represents a possible fork in the road
- May end up with a “preferred” but will likely carry multiple options (as refined) to maintain flexibility
- Not the complete plan.....yet
- Some commonalities and some differences

A Word on “Place Making”:



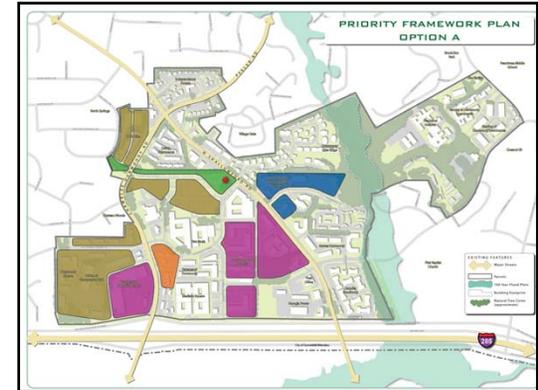
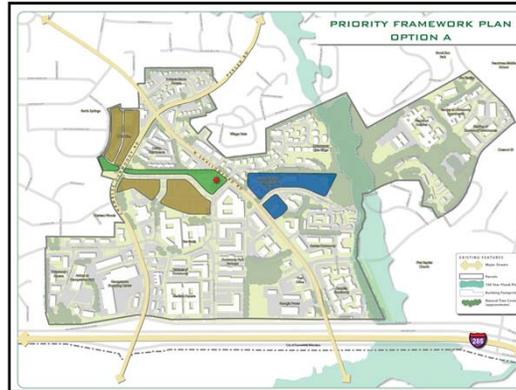
- Georgetown lacks a “there”
- Creating a community “focal point” by bringing many things together in one place:
 - open space, civic institution and new residential development
- Accessible and visible to all: trails, roads, bikes
- Don’t compete with Brook Run, Dunwoody Village or Perimeter Center
- A potential new “identity” for Georgetown

Framework Plan OPTION A



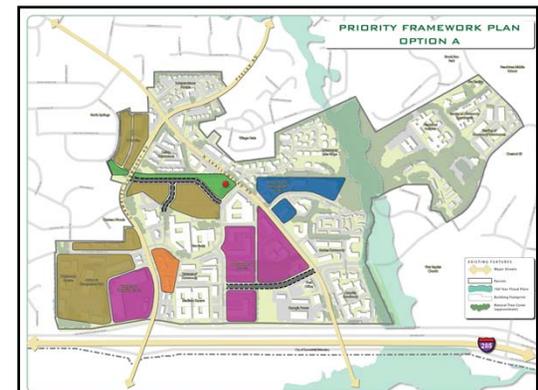
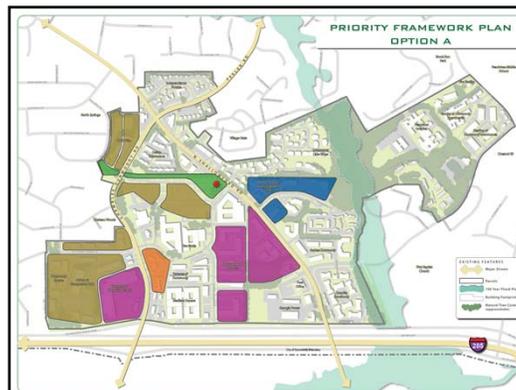
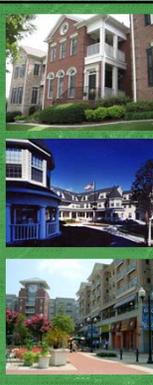
SHORT TO MID-TERM DEVELOPMENT:

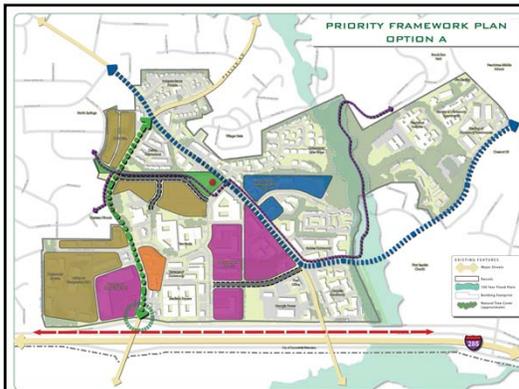
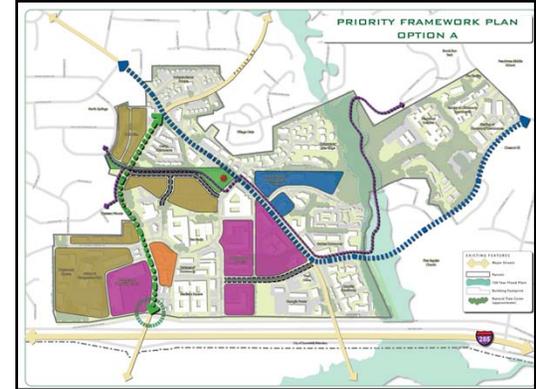
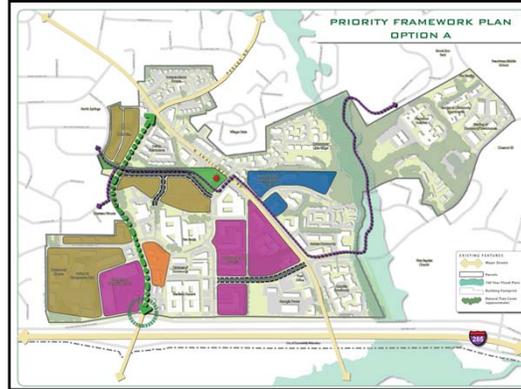
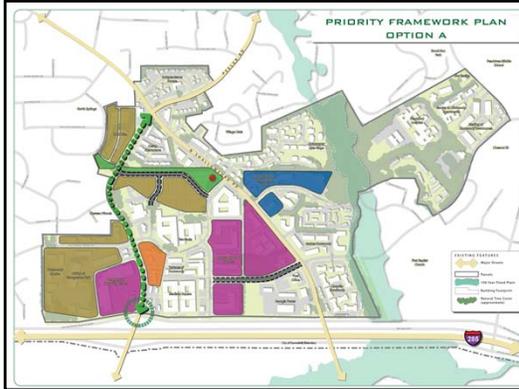
Element	Strategy
Focal Point	N. Shallowford
PVC Farm	For-Sale Residential Small Open Space
DCSS Site	For-Sale Residential (mixed density)
Emory Hospital Site	Civic Institution
Potential Residential Types	Townhome, Condo, Senior
Potential Institutions	Community Center (County?) Recreation/Fitness (Private) School (public or private) Limited Medical Office /Clinic
Implementation Issues	"Re-Use" of Emory Building(s)? Max. "market value" of PVC Site Private Sector Focus



LONGER-TERM DEVELOPMENT:

- **Dunwoody Square Area:** Focus on senior housing including independent living, assisted living and skilled nursing
- **Georgetown Shopping Center:** Mixed-Use / Transit-Oriented Development
- **East Side of Chamblee-Dunwoody:** Commercial improvement / redevelopment
- **Dunwoody Park / N. Shallowford:** Multi-Use development including office, residential and limited retail

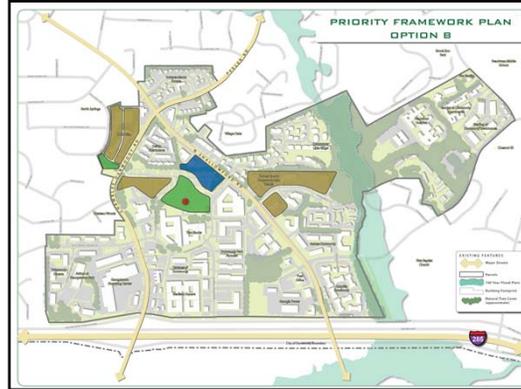




PRIMARY CIRCULATION

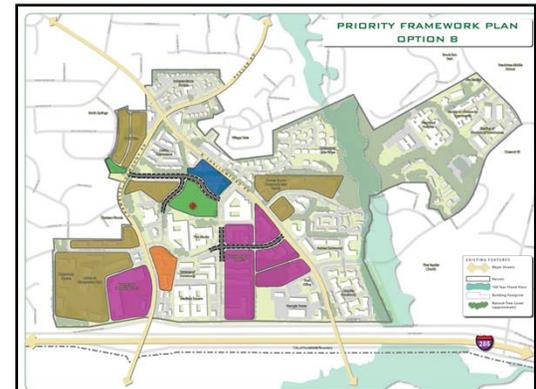
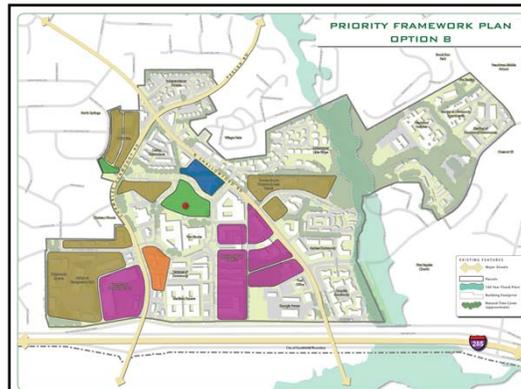
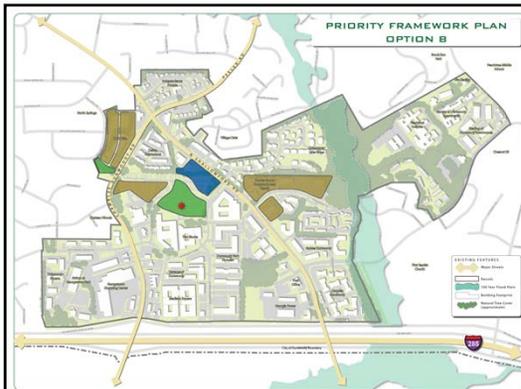
- **New Roadways:** Improve east-west connections – associated with redevelopments
- **Streetscape:** Chamblee-Dunwoody – gateway from I-285
- **Greenway Trail:** Connects Brook Run to west side neighborhoods – Issues crossing flood plain
- **On-Street Bike Route:** N. Shallowford to Peachford – existing wide streets

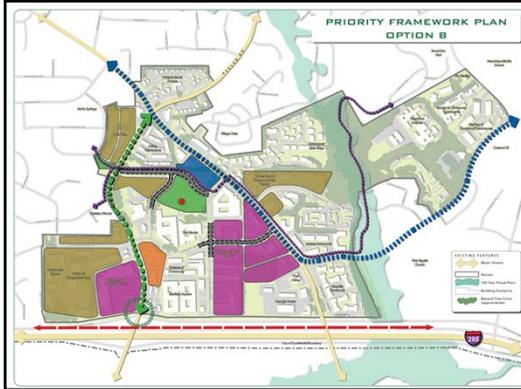
Framework Plan
OPTION B



SHORT TO MID-TERM DEVELOPMENT:

Element	Strategy
Focal Point	Centralized on PVC Farm
PVC Farm	Central Open Space Civic Institution For-Sale Residential
DCSS Site	For-Sale Residential (mixed density)
Emory Hospital Site	For-Sale Residential
Potential Residential Types	Townhome, Condo, Senior
Potential Institutions	Community Center (County?) Recreation/Fitness (Private) School (public or private)
Implementation Issues	No "Re-Use" of Emory Bldg? Min. "market value" of PVC Site Public-Private Partnerships



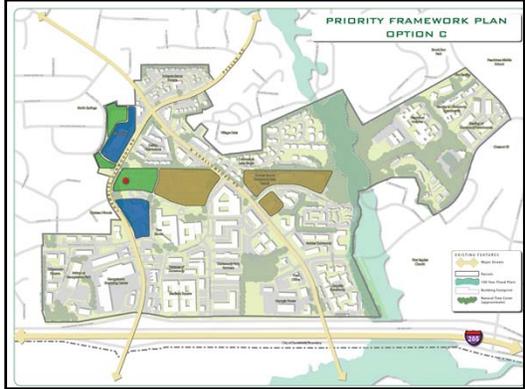


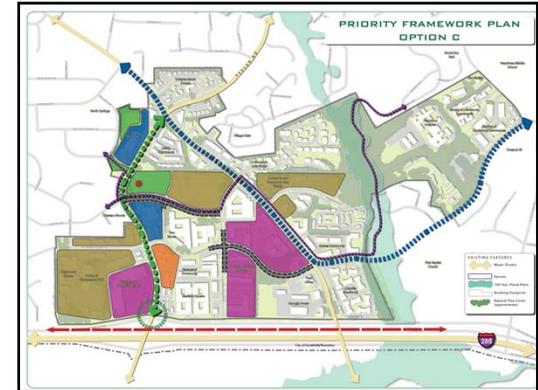
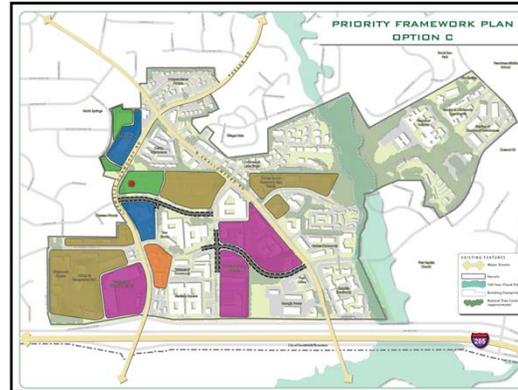
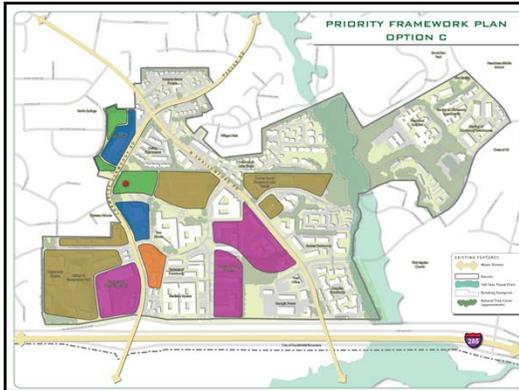
Framework Plan
OPTION C



**SHORT TO
MID-TERM DEVELOPMENT:**

Element	Strategy
Focal Point	Chamblee-Dunwoody
PVC Farm	Central Open Space For-Sale Residential
DCSS Site	Civic Institution Small Open Space
Emory Hospital Site	For-Sale Residential
Potential Residential Types	Townhome, Condo, Senior
Potential Institutions	Community Center (County?) Recreation/Fitness (Private) School (public or private)
Implementation Issues	No "Re-Use" of Emory Bldg? Mod. "market value" of PVC Site Public-Private Partnerships Include Jewish Family Services?





Community Planning Exercises

- ### Community Planning Exercises
- EXERCISE #1:**
- Discuss the pros and cons of the 3 Framework Options
 - Which elements are most important?
 - Are there any elements that are a concern?
 - Which Option is your preferred vision for the future?
 - You can “mix and match” elements within each Option (but only to a degree)

- ### Community Planning Exercises
- EXERCISE #2:**
- Using your preferred Option, fill in the gaps
 - Use a green marker to identify “secondary” streetscapes
 - Use a purple marker to identify “secondary” greenway trails
 - Use a blue marker to identify extensions to the on-street bike route
 - Identify long-term redevelopment options (if any) for:
 - N. Shallowford Commercial Node
 - Post Office Site / Georgia Power
 - Any others?

Community Planning Exercises

EXERCISE #3:

- Discuss the impacts of potential future TRANSIT along I-285
- Where would you locate a transit stop?
- Does the potential presence of transit change your thinking about any of the Framework Plan elements?

**City of Dunwoody
Dunwoody Village and Georgetown/North Shallowford Master Plans
Project Management Team Meeting**

November 30, 2010

AGENDA

1. **Activities Underway since last Management Team Meeting**
 - a. Dunwoody Village Workshop #2- Thursday, 10/28, Dunwoody Baptist
 - b. Dunwoody Village Sounding Board- Monday 11/1, City Hall
 - c. Georgetown Sounding Board- Monday 11/1, City Hall
 - d. Georgetown Workshop #3- Wednesday 11/3, Peachtree Middle School
 - e. Dunwoody Village Workshop #3- Thursday 11/18, Dunwoody Methodist
 - f. Dunwoody Village Preliminary Concept Plans completed
2. **Upcoming Meetings**
 - a. Master Plan Open House- Thursday 12/2 from 10 AM – Noon and 2 PM-4 PM
 - b. Councilmember Interviews- Thursday 12/2 at 9 AM, 1 PM, and 4 PM
 - c. Georgetown Sounding Board- Tuesday 12/14, City Hall
 - d. Dunwoody Village Sounding Board- Tuesday 12/14, City Hall
 - e. Georgetown Workshop #4- Wednesday 1/19/11, Peachtree Middle School
 - f. Dunwoody Village Workshop #4- Thursday 1/20/11, Dunwoody Methodist Fellowship Hall
 - g. Next PMT Meeting- Friday 1/21/11
3. **Discussion Items**
 - a. Dunwoody Village Recap and Next Steps
 - b. Georgetown Recap and Next Steps
 - c. 12/2 Open Houses and Councilmember Interviews
 - d. Potential Dunwoody Village Scope Items for consideration
 - i. Houseal Lavigne Extension for December and January
 - ii. Schematic Open Space Design/Graphics
 - iii. Economic Analysis of Key Projects
 - iv. Additional Graphics/Marketing Material
 - v. Master Plan Summary Document and/or Poster
 - vi. Zoning Recommendations

**City of Dunwoody
Georgetown/North Shallowford Master Plan
Sounding Board Meeting #4**

January 14, 2011

AGENDA

1. Welcome
2. Overview of Previous Public Workshop
3. Discussion of Recommended Framework Plans
4. Preview of Community Planning Exercises

For more information please visit www.dunwoodyga.gov

Contact: Kimberly Greer
678-382-6709
Kimberly.Greer@dunwoodyga.gov

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Livia Whisenant
Steve Ellet
Brenda Strickland
CARLA + ROLPH MASECAR
Joe DeVito
BILL CROSSMAN
Sharon Mims

COMMUNITY WORKSHOP #4

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Ted Kerckhoff
Sheila Dalmat
Rebecca More
Bob BARNWELL
Gerri Penn
Kinda Egan
Pat Wain
Diana Heidebreder
Rosanne Scatidi
Chuck Ellet
Shawn Harris

COMMUNITY WORKSHOP #4

NAME
Stuart McLemore + Kathy Allen
Carl Pinkle
Paul Lowry
michael Lu
Walter W. Wuk
JOE SECONDE
R E PALMER
Dutton Tree
Caryn + Irvin Ruben
Leslie Greenberg
Pat Miller

COMMUNITY WORKSHOP #4

NAME

KARA EADS

AL ADAMS

Bob & Bev WARNER

Stan/Susan Reid

John Lundeen

ADRIAN BOWSER

Tom Converse

COMMUNITY WORKSHOP #4



Georgetown/North Shallowford Area Master Plan Workshop #4

January 19, 2011
Urban Collage, Inc. with
Houseal Lavigne, RCLCo, Kimley-Horn/Urban Resource Group, & Market + Main

Agenda

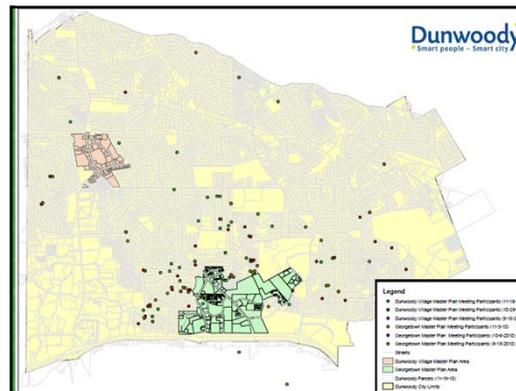
1. Welcome
2. Overview of Previous Public Workshops
3. Presentation of Recommended Framework Plans
4. Community Planning Exercises and Discussion

Overview of Previous Public Workshops

Community Workshops

1. September 15, 2010
2. October 6, 2010
3. November 3, 2010
4. January 19, 2011

www.dunwoodyga.gov
("projects" tab on right side of City's home page)

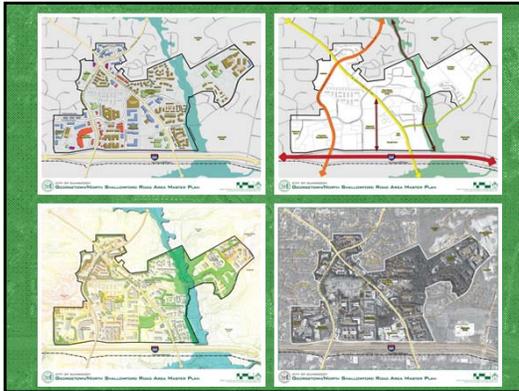


Workshop #1 Summary

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

Workshop #1 Agenda:

1. Overview & Existing Conditions
2. Community Preference Survey
3. Interactive Planning Exercises



"The status quo is COMPLETELY unacceptable in EVERY aspect."

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

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

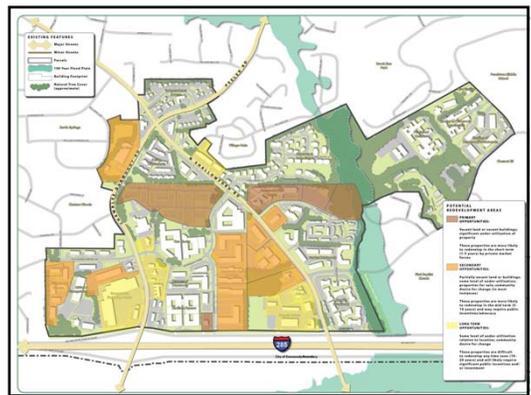
 Three photographs: a person on a bicycle on a path, a row of old brick houses, and a modern multi-story building.


Workshop #2 Summary

- Wednesday, October 6th, 7pm
- Peachtree Middle School (Cafeteria)
- +/- 60 Participants

Workshop #2 Agenda:

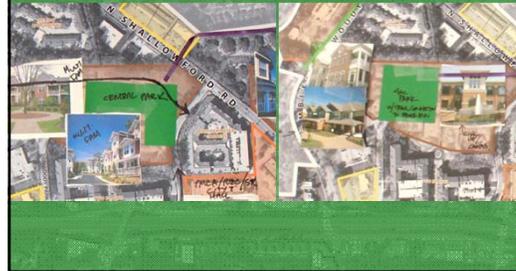
1. Overview of Workshop #1 and Survey Results
2. Redevelopment Sites/Opportunities
3. Community Planning Exercises



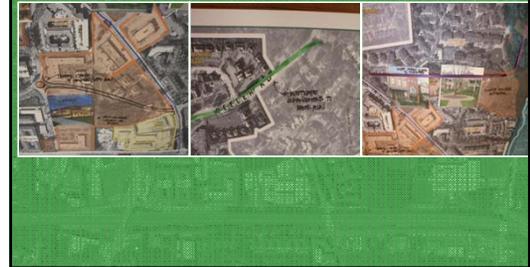
Use picture examples...



Identify new open space...



Choose priority locations for streetscapes, trails, bikes...

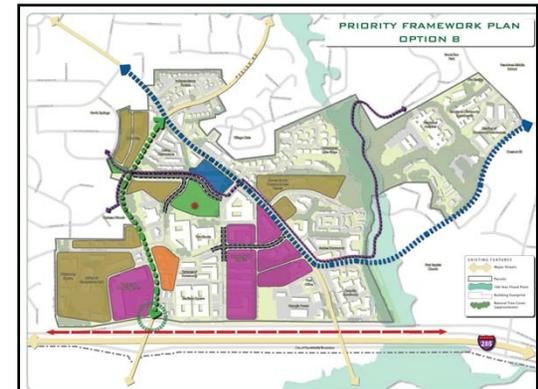
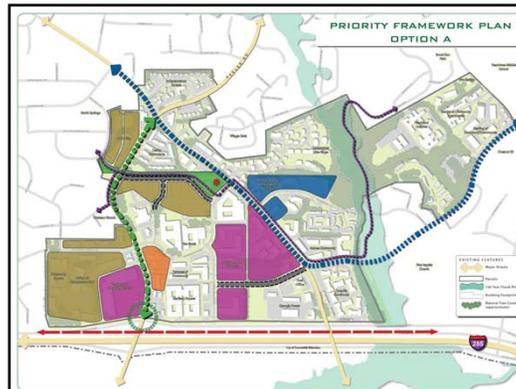


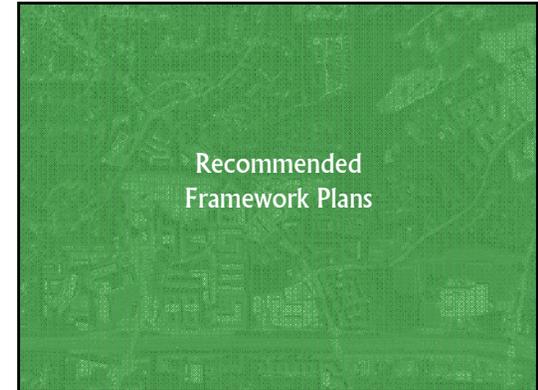
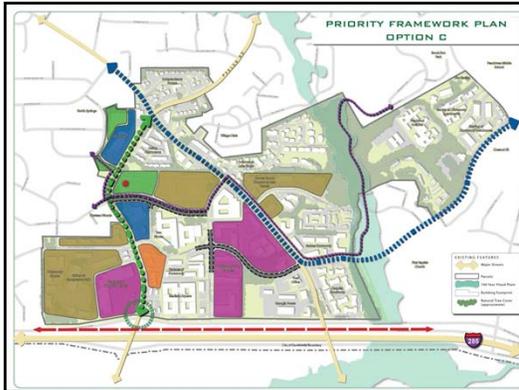
Workshop #3 Summary

- Wednesday, November 3rd, 7pm
- Peachtree Middle School (Cafeteria)
- +/- 40 Participants

Workshop #3 Agenda:

1. Overview of October Workshop
2. Presentation of Framework Plan Options
3. Community Planning Exercises & Discussion





Framework Plans are a consolidation of:

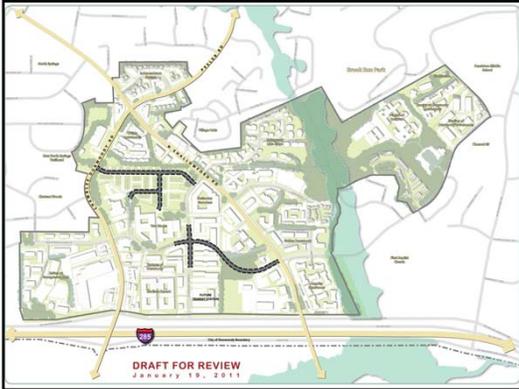
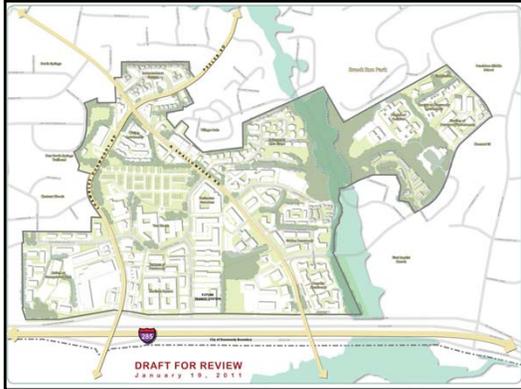
- Community input and desires
- Economic / real estate realities
- Professional recommendations

Updated Consensus Points

- 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 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 Farm"
- Encourage a better range of goods and services and maintain small scale office opportunities
- Recognize greater redevelopment potential of properties along I-285 and the Emory Dunwoody 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)

Open Space & Circulation Framework

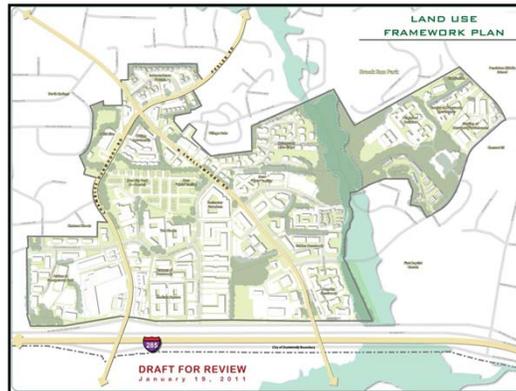
- Increase open space quantity & access
- Preserve residential buffers
- Beautify the area
- Improve connectivity for all modes





Land Use Framework

- Respect market & real estate realities
- Think about the long-term (20-year plan)
- New opportunities for senior housing
- Be mindful of adjacent neighborhoods





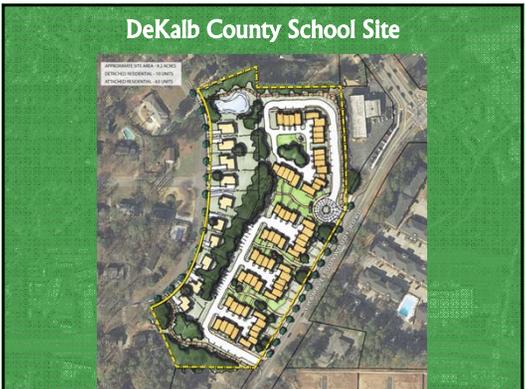
PVC Site

- Maximize community open space - flexible
- Coordinate green space uses with Parks and Recreation Master Plan
- Frame open space with complementary institution (or high-quality attached for-sale residential as an alternate)
- Recognize that some private development may be required to reduce costs for the City



DeKalb County School Site

- If site is sold or swapped by DCSS, should be considered for ownership residential
- Combination of small lot detached single-family (along Kellogg Circle) and attached single-family (facing Chamblee-Dunwoody Road)
- Potential for age-targeted development
- Likely high-end price points due to land values and low densities



Dunwoody Park / I-285 Area

- Longer-term mixed use development opportunity
- Potential for office, retail, and residential
- 4-8 story mid-rise development with open space commitment
- Transit "friendly"
- New East-West road connector as a "complete street"

North Shallowford Road- Future



Old Spring House Lane- Today



Old Spring House Lane- Future



Community Input

What have we missed?

Don't forget: www.dunwoodyga.gov
("projects" tab on right side of City home page)

Where would you
spend the City's
limited resources?



- PVC Park
- Peachford Road Extension (through Dunwoody Park)
- Chamblee-Dunwoody Streetscape (I-285 to Peeler)
- Old Spring House Lane Trail/Bike (to Perimeter Center)
- Nancy Creek Greenway (Brook Run to N. Shallowford)
- On-Street Bike Route (Peachford / N. Shallowford)



Georgetown/North Shallowford Area Master Plan City Council Retreat

February 4, 2011
Urban Collage, Inc. with
Houseal Lavigne, RCLCo, Kimley-Horn/Urban Resource Group, & Market + Main

Agenda

1. Process Overview and Community Consensus Points
2. Land Use Plan
3. Connectivity and Circulation Plan
4. Points of Discussion / Feedback

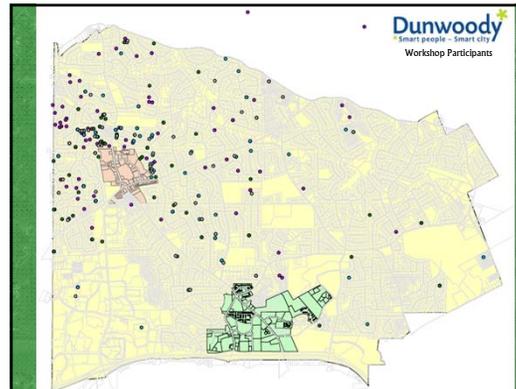
Planning Process

- +/- 20 Stakeholder Interviews (August 2010)
- 4 Sounding Board Meetings
- 4 Public Workshops
- Interactive Project Website
 - Community Preference Survey
 - Preliminary Concept Input
- 3 Public Open Houses
- City Councilmember Interviews/Small Group Sessions

Georgetown / N. Shallowford Public Workshops

1. September 15, 2010
2. October 6, 2010
3. November 3, 2010
4. January 19, 2011

Followed by 3 Public Open Houses on December 2 and ongoing feedback through the project website.



Updated Consensus Points

- 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 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 Farm"**
- Encourage a **better range of goods and services** and maintain small scale office opportunities
- Recognize greater redevelopment **potential of properties along I-285** and the **Emory Dunwoody 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)

Land Use Plan and Recommendations



PVC Site

- Maximize community open space - flexible
- Coordinate green space uses with Parks and Recreation Master Plan
- Frame open space with complementary institution (or high-quality attached for-sale residential as an alternate)
- Recognize that some private development may be required to reduce costs for the City



DeKalb County School Site

- If site is sold or swapped by DCSS, should be considered for ownership residential
- Combination of small lot detached single-family (along Kellogg Circle) and attached single-family (facing Chamblee-Dunwoody Road)
- Potential for age-targeted development
- Likely high-end price points due to land values and low densities

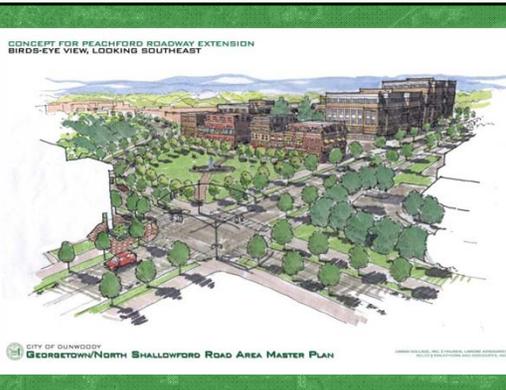


DeKalb County School Site

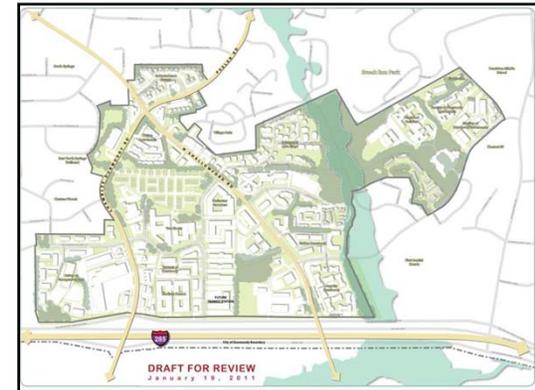


Dunwoody Park / I-285 Area

- Longer-term mixed use development opportunity
- Potential for office, retail, and residential
- 4-8 story mid-rise development with open space commitment
- Transit "friendly"
- New East-West road connector as a "complete street"



Connectivity and Circulation Recommendations

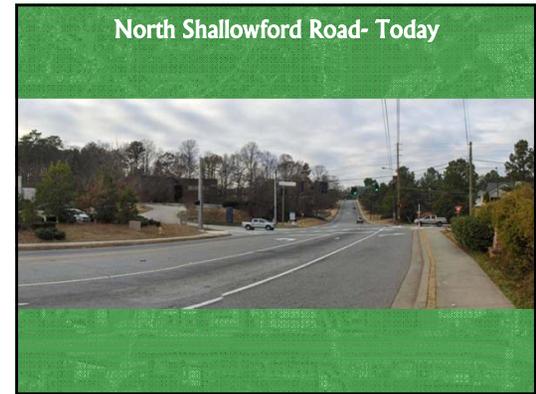
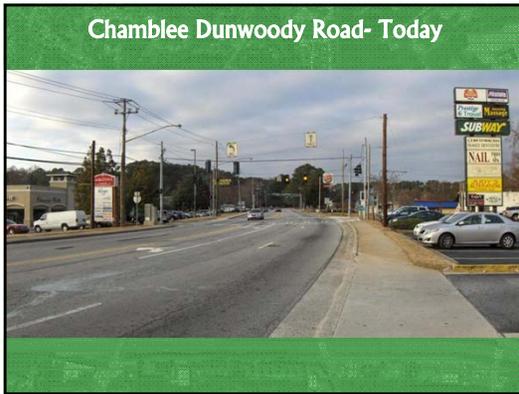






Streetscape, Trail & Bike Improvements

- Heavy focus on “beautification” including landscaping and lighting
- More functional sidewalks, trails and bike routes
- Burial of overhead utility lines where feasible
- “Gateway” Impact at I-285



North Shallowford Road- Future



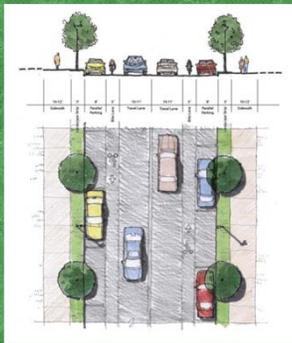
Old Spring House Lane- Today



Old Spring House Lane- Future



Peachford Road Extension



Points of Discussion / Feedback

Georgetown/N. Shallowford Action Plan

Land Use Strategies:

1. PVC Site
2. Green Spaces
3. Senior Housing
4. School Site
5. Former Hospital Site
6. I-285 Area



Georgetown/N. Shallowford Action Plan

Connectivity Strategies:

1. Chamblee-Dunwoody Road Streetscape Improvements
2. Nancy Creek Greenway
3. Old Spring House Lane Trail to Perimeter Center
4. Peachford Road Extension through Dunwoody Park
5. On-Road Bicycle Routes
6. Future I-285 Transit Station



COMPASS IMAGE RESULTS

Neighborhood Transition Area





3.17

IMAGE: 10 Neighborhood Transition Area



3.05

IMAGE: 3 Neighborhood Transition Area



2.97

IMAGE: 14 Neighborhood Transition Area



2.96

IMAGE: 12 Neighborhood Transition Area



2.83

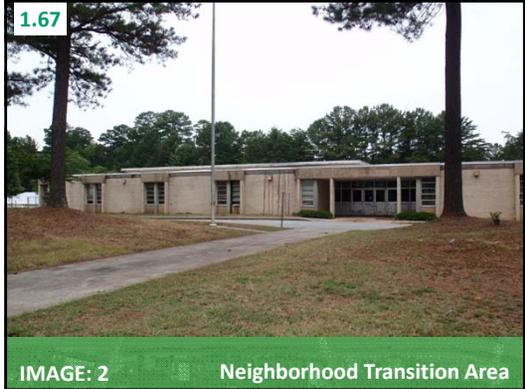
IMAGE: 16 Neighborhood Transition Area



2.83

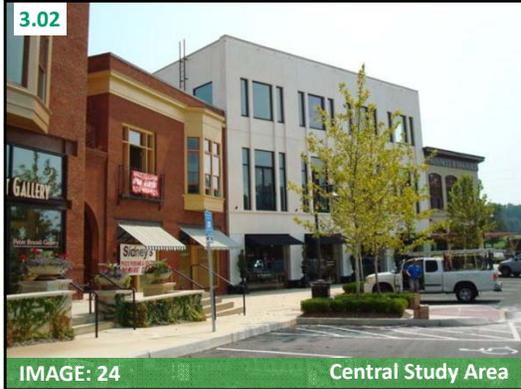
IMAGE: 9 Neighborhood Transition Area

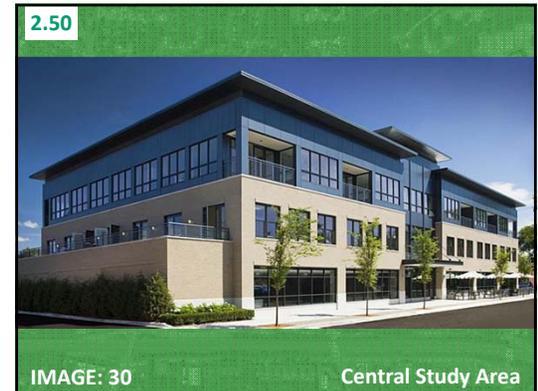
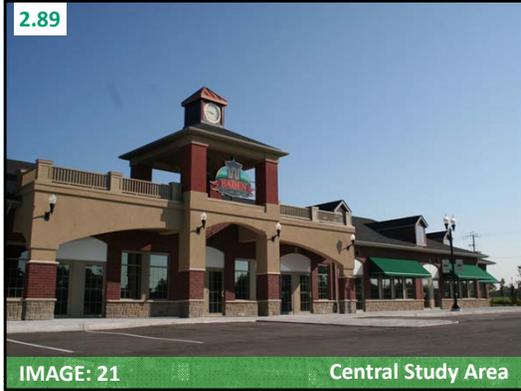




Central Study Area



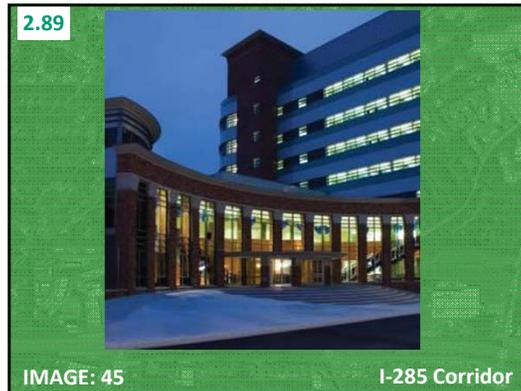


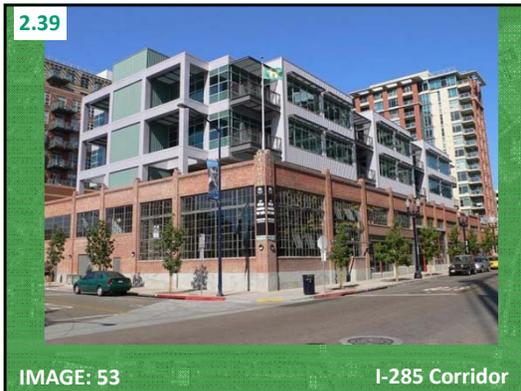




I-285 Corridor



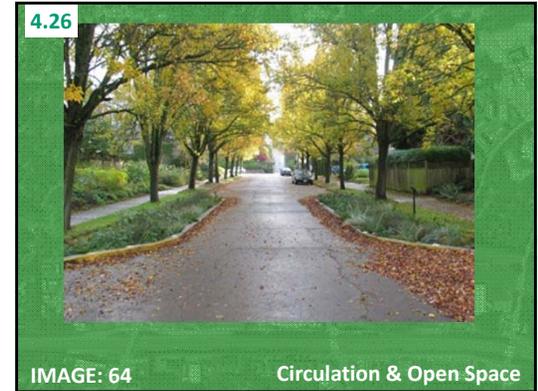
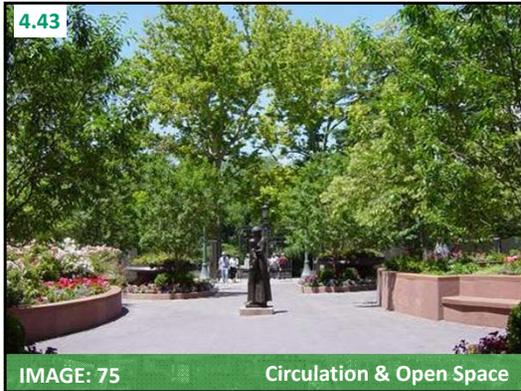






CIRCULATION & OPEN SPACE:
Anywhere or somewhere within the study area









DETAILED MARKET ASSESSMENT REPORT

MEMORANDUM

Market Overview and Estimated Demand by Land Use for the Georgetown Study Area in Dunwoody, Georgia

Demographic and Economic Trends

Demographic Overview

The Georgetown 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. The population within the study area grew and at 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 enjoyed during the 1990's. The stronger rate during that decade is reflective of the strong apartment development cycle that occurred during that time. In recent years, local opposition to additional multifamily development, economic downturns and lack of large redevelopment sites have limited further multifamily development. Even so, the projected rate of growth within Georgetown 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 of Dunwoody and the Georgetown Study Area. Nearly 72% of Georgetown households are composed of either 1 or 2 persons while the Atlanta MSA has 53% of households with 1 or 2 persons..

The Georgetown Study Area is slightly more affluent than the Atlanta MSA, but less affluent than the City of Dunwoody. Median Household Income is \$66,102, which is well above the MSA's at \$58,964, but well below the city's at \$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. Given that housing is generally more expensive in the Study Area and in the city of Dunwoody than it is in the MSA overall, it is notable that the average age of housing in the Study Area is 1984 while it is 1982 for the Atlanta MSA. As these aging communities (and commercial buildings) extend beyond their useful life, there are significant opportunities for redevelopment, a factor that will be discussed later in this report.

Employment Overview

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 that is above 10%. Job losses impacted all industry

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sectors but the construction, manufacturing, and professional & business services were disproportionately affected. The trend of job losses stopped in the second half of 2010 as the recession officially came to a close and moderate hiring resumed. 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 (estimates call for the addition of 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 Study Area lacks major employers within its boundaries; however, it is located in close proximity to multiple regional job centers, with Central Perimeter being the most closely related to the subject area. The Central Perimeter, with over 100,000 jobs, 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 significant fashion in 2011. In particular, the prevalence of health care providers in the “Pill Hill” area as well as a large amount of education jobs represents some industry segments that are expected to grow the fastest over the next five years. Further, the Study Area is in close proximity to both the Buckhead and Cumberland office core, and when combined with Perimeter Center, represents a significant portion of where high-paying job growth is likely to occur.

Over the next 20 years, the Atlanta Regional Commission (ARC) and Moody’s Analytics offer a positive outlook for regional job growth. According to both, Atlanta is expected to remain among the top metropolitan areas in the United States for employment growth. The ten-county area is anticipated to add over one million jobs during the next twenty years. The increasing preference expected for intown and near suburban locations (driven by a combination of demographic and psychographic shifts) will likely mean that areas in and around the Georgetown Study Area will be able to capture a sizable portion of this 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.

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Summary of Real Estate Market Trends

In order to measure the development opportunity for each potential land use, it is necessary to look at the Study Area through a market context and to evaluate its unique strengths and challenges based on various characteristics pertaining to its location and physical landscape. Gaining a solid understanding of the current market fundamentals in the area provides for a more informed analysis of likely future market demand.

Office Market Overview

The Georgetown Study Area consists mainly of low-rise professional business parks (Class C). The offices housed within these buildings are primarily service-oriented business that cater to the needs of the local population base and as well as satellite medical office space surrounding the former Emory Dunwoody Medical Center. The predominant tenant types in the service-oriented buildings are medical and dental offices, small law offices, and engineering/design firms, in addition to a variety of small-scale corporate office suites. The buildings housing these offices 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 built out for medical office uses is vacant due to the closing of the Emory Dunwoody Medical Center. Overall, office market in the study area consists of nearly 1 million square feet of neighborhood and community office space. The office space in the Study Area has an occupancy rate around 66% which is well below than the rate for the metro overall (at 82%) and reflects a large quantity (over 300,000 square feet) of underutilized space.

Strengths: The Study Area possesses many physical and locational attributes that make it a logical location for neighborhood serving office, but and possibly for regionally serving office space. The study area offers easy access to both I-285 and is proximity to a large agglomeration of high income households. Although traffic congestion is a concern to monitor, the area's transportation challenges are much less severe than the areas immediate adjacent to the Perimeter Mall. The proximity to the Perimeter Center office core, which is the largest agglomeration of corporate office space in the Southeast, means that the Study Area is unlikely to attract large Class A users, but instead it will appeal to smaller tenants, such as service-oriented tenants, that have been priced out of these markets but still demand a location in the immediate area. This type of demand is likely to increase as the average rental rates in the markets continue to climb. Additionally, the parcels within the study area that are directly visible from and accessible to I-285 could potentially attract a some regional serving office users seeking a price alternative to Perimeter Center. If regional-serving office development occurs, it will likely be 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 that demand it. While it is possible that the existing Class C buildings can backfill this available space it is more likely that some of these

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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 of the Study Area, most demand will likely emanate from the local-serving office market. Modest household growth and the replacement of space lost to new development will drive the demand in this segment. The redevelopment of existing office sites will likely attract many of the existing office users into new space but will probably not result in a net addition of new office users. Tenants fitting into this category will likely be smaller space users with the majority requiring under 2,500 square feet. Based on typical ratios of population to service-oriented employment, and translating that supportable employment into office space, the Study Area can support additional demand for approximately 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 as part of a mixed-use development. Additionally, the study area may support some midrise regionally-serving office space opportunities in the 7-10 year time horizon. Such a development is likely to be for a build-to suit or institutional tenant (as opposed to a speculative office play) and could be on the order of 100,000 square feet.

Retail Market Overview

The Study Area is composed of a variety of neighborhood-serving, grocery-anchored strip centers and stand-alone buildings (many of which are located on shopping center outparcels). Several of these centers are aging, or under-utilized but on the whole the retail land uses are performing well and serve as a local alternative to the mall and big box retailers located at nearby Perimeter Center. Overall the study area has approximately 220,000 square feet which equates to approximately 15% of the size of Perimeter Mall. This represents a fairly conventional quantity of retail space for a retail district that is neighborhood serving (as opposed to regional serving). Vacancies in Georgetown area are slightly elevated and typical of broader difficulties in the Atlanta metro retail sector. Occupancy levels of 83% are average and just 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, or more than half of the retail in the study area. According to local sources, the shopping center owner is planning a renovation of the Kroger, which should please many local residents who complain that the store is in need of updating.

Strengths: The Georgetown area can be characterized as having a high quantity of multifamily residential communities from a small geographic area. This residential density creates a 'built-in' market for neighborhood serving retail, especially for retail categories such as grocery, restaurant and convenience goods. Additionally, high traffic counts along Chamblee Dunwoody Road and adjacency to I-285 provide tenants with a very high degree of visibility, a critical factor for successful retail.

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Challenges: The primary challenge for retail within the Georgetown 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 our analysis indicates that there is some unmet retail demand in select categories within a 2-mile trade area (home and garden, grocery, specialty food, liquor stores, health and personal care, sporting goods/gifts, and bar/taverns), the challenge is to attract tenants to this location when there is so much competitive retail within 2 miles (or in the case of grocery, most of the major tenants are already represented at Dunwoody Village or Georgetown).

Anticipated Demand: Support for retail in the Georgetown Study Area emanates primarily from households living within a 2-mile radius of the study area. 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 regional retail developed in the area.

Demand for additional local-serving retail space was determined by looking at consumer expenditure data for both the Study Area and its broader trade area and translating that into a supportable amount of square footage. Based on this analysis, the net demand for neighborhood-serving retail will be approximately 4,000 square feet of new space per year, but will not start until approximately 2015. Due to the current challenges associated with the retail market both nationally and locally, RCLCO does not anticipate net new demand occurring until high-quality vacant spaces have been backfilled and prospective tenants resume expansion plans as their business improves in line with the broader economy. However, there is definite potential for a new, well-executed retail offering as part of a redevelopment plan in a high quality mixed-use setting. Such a redevelopment would likely involve existing tenants relocating into the new space and would not necessarily result in net new retail space, but would result in a higher quality retail environment, with improved sense of place, better connectivity and walkable, and potential a different mix of tenants. Specifically, our analysis reveals 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. While statistical demand exists for these retail categories, the reality is that a wide variety of competition exists only two mile 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.

For-Sale Residential Market Overview

The Study Area has a limited selection of for-sale housing options, as the vast majority of housing consists of rental apartment developments of a variety of vintages. There are, however, a few examples of infill multifamily for-sale projects that have been completed over the last decade. The two main examples are the Madison Square condominiums on Cotillon Drive and the Sterling of

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Dunwoody townhomes on Peachford Road. Madison Square offers a variety of two- and three-bedroom condominiums with resales currently priced from \$120,000 to \$170,000. The units are essentially apartment quality (many with upgraded kitchens) but the community does offer a wide variety of amenities including pool, fitness center, garden, and club room. Sterling of Dunwoody offers condominiums in one-, two-, and three-bedroom formats, and townhome units with three- and four-bedroom layouts. Homes range from the mid \$100,000's to low \$300,000's. At the moment the development is stalled (with the last phase of construction only partially finished) with some 'developer' condo units still remaining for sale, 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 in this area benefit from excellent regional access with a location immediately adjacent to I-285. The Georgetown Study Area does offer a limited variety of neighborhood serving retail (including the Kroger grocery store, Starbucks, and a range of restaurants and services), but many residents indicate that they drive to Dunwoody Village for many of their daily retail needs and to Perimeter Center for clothing, home goods, and big ticket purchases. Proximity to a huge variety of retail within two miles will certainly be attractive to future homeowners. Additionally, the wide range of affordably priced housing options will be attractive to households seeking convenience and proximity to major job costs without a high cost of housing.

Challenges: High traffic volumes along Chamblee Dunwoody Road can be a nuisance for residents within the study area but in general accessibility to I-285 and traffic flow within the study area is acceptable. The main challenge for the area is to improve the aesthetics and sense of place through signage, streetscaping and high quality redevelopment. The area does have a few 'unsightly' parcels that are vacant or underperforming and in need of redevelopment. The challenge is to find uses for these sites that are market supportable as the community has voiced a strong resistance to further apartment development, which has been the dominate land use form within the study area over the last development cycle. The addition of more park space and walking and biking trails would also add to the attractive of the area.

Anticipated Demand: Based on demographics and the current overhang of available supply in the local for-sale residential market, demand for new development is not likely to begin for three to five years. Initially when demand returns, RCLCO expects that the Study Area will appeal to a broad cross-section of market audiences including young professionals through retirees. RCLCO expects that market audiences will be value-oriented and that 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 within the Georgetown area including more townhomes, as well as age-targeted product would help to enhance the market draw at this location.

In determining the depth of demand for for-sale housing in Georgetown, RCLCO looked at demographic data, age by income data, household turnover rates, as well as demonstrated

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homesales in the zip codes immediately surrounding the Georgetown area. RCLCO has determined a range of expected home sales for the Study Area once demand for new product recovers in approximately three to five years.

One and two-person households are a critical driver of demand for new housing, particularly for somewhat “niche” or higher density attached products such as townhomes, lofts, and condominiums. Demographic shifts such as the aging of the Baby Boomers and the entrance of Gen-Y into the housing market will continue to generate demand for such products. Based on both these psychographic trends and local market realities, once demand resumes, we believe there 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. For example, the estimated annual demand at prices over \$200,000 is 18-22 homes per year.

Rental Apartment Market Overview

There are approximately 2,400 existing apartment units within the Georgetown Study Area, representing a high unit count relative to its geographic area. The apartment market within the Georgetown Study Area represents a dichotomy of product offerings. First, there exists an abundance of older, conventional, garden style product that commands low monthly rents. This group of apartments are typically Class C structures and have average rents in the \$800-\$1,000 per month range for a two-bedroom unit. The other half of the market includes newer mid-rise product (most built in the 1990s and 2000’s) that are able to fetch strong monthly rents. These communities are considered Class A and B structures and are achieving average monthly rents in \$900-\$1,000 range for one-bedrooms and \$1,200-\$1,500 range for two-bedrooms. 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 Study Area due to fierce resident resistance to additional rental product.

Strengths: Rental residential benefits from many of the same locational attributes as for-sale residential. These are regional access via I-285, and proximity to nearby regional office cores and a variety of retail offerings. Rental residential could further benefit from the high level of potential visibility along the major arterials running through the Georgetown Study Area. This exposure is important in attracting would be tenants to for-lease residential communities.

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Challenges: The primary (and possibly insurmountable challenge) for rental communities is the fierce resistance by local residents to additional apartment communities. The resistance appears largely to be due to the poor perception of current rental communities (of which there are many) and the belief that these type of communities place disproportionate stress on the already overburdened public school system.

Anticipated Demand: New apartments within the Georgetown Study Area would likely be supported by young singles and couples, including those working in and around Central Perimeter. Based on demand generated from household growth of singles and couples in the greater area and propensities to rent versus buy, the Study Area could likely support 90 units annually starting in 2011. Included in this is the potential to develop rental apartment units above retail providing a relatively unique niche in the market. Achievable rents for these new units would likely be between \$800 and \$1500 per month. While local resistance to apartment development may preclude this type of 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.

DETAILED TRANSPORTATION ASSESSMENT REPORT

Georgetown / North Shallowford Master Plan

Urban Collage, Inc. | Houseal Lavigne Associates | RCLCO | Kimley-Horn and Associates, Inc. | Market + Main, Inc.

Georgetown Shallowford Master Plan
Transportation
Existing Conditions Assessment
Kimley-Horn and Associates, Inc
January 2011

Introduction

The Georgetown Shallowford area currently serves as a community focal point for the surrounding neighborhoods and the City of Dunwoody. Regional thoroughfares converge and intersect in this area, creating a shared identity and public space for those that live nearby as well as those that travel through from other parts of region. The Georgetown Shallowford master planning process seeks to build on that shared identity to further strengthen this area as a vibrant and accessible cultural asset that reflects the character of the local community. In order to achieve this goal, the area must have at its foundation a transportation system that is safe and efficient for all users.

Transportation systems in traditional community centers are typically multi-modal in nature where safe access is granted to pedestrians, bicyclists, and transit users in addition to motorists. Currently, the Georgetown Shallowford area is mainly accessible via automobile. Due to the regional nature of the primary roadways such as Interstate 285 on the southern border of the study area, the local street network currently serves a high-volume mixture of short- and long-distance trips that, at times, can create dysfunctional amounts of congestion in the system. While the number of vehicles on these roadways is not likely to decrease, the local network can be reevaluated as part of the master land use and transportation plan to find a way to more efficiently handle those vehicles and to more safely accommodate other modes.

To achieve a multi-modal balance, a street network should have a hierarchy of roadways that serve distinct and complimentary functions. Primary regional thoroughfares should be supported by a network of lower-volume and lower-speed local streets that serve shorter trips. Block sizes in areas that are intended to be walkable should be smaller (usually no more than 600 feet in length) to allow for a greater number of route choices thus improving pedestrian accessibility. Dedicated bicycle facilities should be provided where appropriate to allow safe access for bicyclists of various skill levels. Transit routes and infrastructure should be placed carefully so they are easily accessible and work well with other modes.

This master plan should serve as a guide for the City of Dunwoody. The study should also serve as a guide for prospective property owners and developers in choosing the type and location of transportation components that should be considered for future developments. This initial assessment provides an overview of existing transportation infrastructure and creates a foundation for developing a long-range plan. Later sections of this study will build on this assessment to identify and prioritize specific projects and policies that will lead to preserving and improving Georgetown Shallowford as an activity center for the surrounding community and for the entire City of Dunwoody.

Review of Studies and Programmed Projects

Previous studies were reviewed for potential transportation impacts to the Georgetown Shallowford study area. These studies include a recent comprehensive plan, the regional transit plan, the regional Transportation Improvement Program (TIP), as well as other local and regional studies.

ARC's Unified Growth Policy Map

The Unified Growth Policy Map (UGPM) – a document developed as part of ARC's PLAN 2040 initiative - provides a regional perspective and gives direction for growth by combining local and regional plans from around Atlanta and defining regional context zones. The Georgetown Shallowford study area lies within an area classified as an *Established Suburb*. Established Suburbs are characterized by suburban style development patterns which primarily function around an automobile-dependent transportation system. These areas are typically built out in terms of greenfield development and future growth will most likely occur in existing commercial and industrial nodes. Redevelopment is unlikely to occur in single-family residential neighborhoods. Where new development does occur, general policies are laid out by the UGPM for how new development can best function in order to serve the surrounding community. Key transportation related policies that are recommended in the UGPM for established suburbs include:

- Maintain the existing transportation facilities in a state of good repair.
- Expand access to regional transit systems.
- Establish strategies for improving roadway networks, such as establishing minimum connections to existing roads.
- Improve sidewalk connectivity along arterials, collectors, and local streets. Develop adequate pedestrian lighting, crossable streets, countdown crossing signals, and signal timing suitable for slower walking speeds.
- Provide multi-use trails, dedicated bike lanes and dedicated pedestrian routes to provide alternative transportation options throughout Established Suburbs.
- Evaluate roadways for excess capacity and retrofitting potential to incorporate bike and pedestrian facilities and to enhance options for transit.

These policies are in line with the goals and objectives set out for this master plan study area.

Concept3

Concept3 serves as the long-range transit vision for the region, and this plan currently identifies the Georgetown Shallowford area as a regional transit destination along the proposed I-285 high capacity transit corridor. This concept is being further developed as part of the Revive285 Top End planning study. A primary goal of this master planning process should be to define how the Georgetown Shallowford area will serve that function.

Revive285 Top End

The focus of the Revive285 Top End planning study is to develop a regional concept for the I-285 corridor. As this study relates to the Georgetown Shallowford area, multiple alternatives are being explored including:

- conversion of Cotillion Drive into a one-way west-bound frontage road for I-285,

- construction of a dedicated bus rapid transit (BRT) or light rail transit (LRT) route with a new station in the Georgetown Shallowford area
- construction of a new interchange at North Shallowford Road that will provide tolled or high-occupancy access to a new managed lane system

All of these new features have the potential to reshape the study area by providing improved regional access. If planned appropriately, these new features can be effectively leveraged within Georgetown Shallowford to attract the specific kinds of redevelopments that the surrounding community would like to encourage. One of the critical outcomes of the Georgetown Shallowford Master Plan will be finding an appropriate location for a potential transit station and providing good multi-modal access to that station.

Dunwoody 2010 Comprehensive Plan Community Agenda

The 2010 Dunwoody Comprehensive Plan Community Agenda describes a vision for Georgetown Shallowford as a pedestrian and bicycle-oriented activity center composed of a mix of commercial, office and high-end shopping integrated with multi-family residential as an accessory use or as a primary use for senior living. Transportation related goals established for the area in this plan include:

- Establish a bicycle network to allow cycling between Dunwoody Village, Georgetown, and Brook Run.
- Develop a neighborhood-scale transit station in Georgetown that is incorporated into redevelopment projects so as to reduce automobile dependence in the area.
- Develop multi-modal access – particularly for bicyclists and pedestrians – throughout the Georgetown Shallowford character area.

Also, general transportation goals and policies were identified for the entire city in the Community Agenda. In summary, the goals and policies related to transportation in and around Georgetown Shallowford emphasize:

- Safe and efficient bicycle and pedestrian access
- Improved transit access
- Maintenance of a multi-modal balance within the transportation network
- Maintenance of an efficient roadway network not overburdened by congestion
- Improvements to efficiency along roadways while carefully balancing solutions that involve increased roadway capacity against potential impacts to the multi-modal environment and area character.

Envision6

Envision6 – ARC’s long range regional transportation plan – was reviewed for projects within the study area. No transportation projects are currently shown as planned or programmed within the Georgetown Shallowford study area.

Roadway Characteristics

In general, roadways serve two primary functions: to provide mobility through the network and to provide access to local destinations. Limiting access to parcels increases a roadway’s ability to move traffic with minimum delay. Arterials are primarily intended to provide mobility by moving relatively high volumes of vehicles over large distances. Local streets provide access to local destinations along smaller, lower-volume and lower-speed routes. Collectors fall between these two classifications, providing a combination of access and mobility as shown in **Figure 1**.

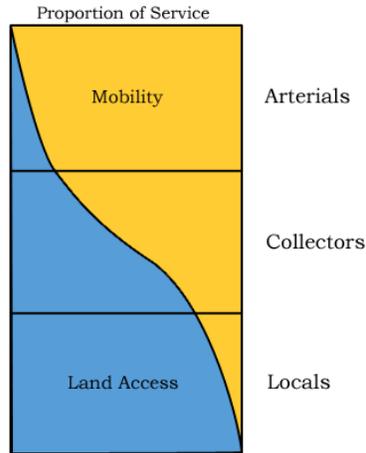


Figure 1 – Functional Classification Diagram

One roadway within the Georgetown 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. Just outside southern edge of the study area is I-285 which is classified as an interstate primary arterial.

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 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.

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 Road 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 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 Shallowford indicate 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 Road 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 Shallowford is in part due to a larger congestion problem on the regional network outside the study area that is impacting flow through Georgetown Shallowford. Also, closely spaced intersections and driveways within the study area are likely reducing available roadway capacity.

Dunwoody Park and Dunwoody Park south are small two-lane undivided local streets that provide additional connectivity through the study area. These roadways, along with a few other surrounding local streets, provide access to numerous commercial and residential developments. The local function of these roadways will be critical to consider as a more multi-modal plan is developed.

The roadway network with functional classifications and traffic volumes can be seen in **Figure X**.

Figure X. *(Insert image of Dunwoody Roadway network with functional classification identified and traffic volumes)*

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. **Figure X** shows the locations of traffic signals in Georgetown Shallowford.

Figure X. *(Insert map of traffic signals)*

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 Shallowford study area. Opportunities for creating new connections and smaller block sizes should be 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.

Sidewalk coverage in the study area can be seen in **Figure X**.

(Figure X: Insert sidewalk network figure)



Large surface parking lots create significant barriers for pedestrians.



Example of a pedestrian "goat path" along Cotillion Drive.



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



Good example of a sidewalk adjacent to a newer development.

Mass Transit

Currently, MARTA operates a local bus route which travels through Georgetown Shallowford. 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.

As discussed earlier, a new regional transit station is proposed for the Georgetown Shallowford area as part of Concept3 and revive285 Top End. This master planning process will identify a preferred location for placement of a new station and should also identify 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.

Safety Assessment

Several safety concerns are present in the Georgetown Shallowford study area. Heavy congestion along Chamblee Dunwoody Road creates an increased risk of crashes. Particularly, the presence of a high frequency of driveways along this corridor increases the number of potential conflict points. Also, because there is an absence of a raised median along this roadway, there is an increased risk of angled collisions caused by left-turning vehicles traveling to and from the multiple driveways.

As discussed earlier, the study area can be difficult for pedestrians to negotiate. The high volumes and high speeds of the roadways make walking along and across these roadways uncomfortable. Some local

streets have no sidewalks combined with narrow lanes and high travel speeds of motorists which create a mixture of very unsafe conditions for pedestrians. Also, the lack of clear pedestrian paths through the surface parking lots can create confusion on the part of motorists and pedestrians in parking areas.

Because of the lack of dedicated bicycle lanes, bicyclists are forced to operate in the shared roadway with vehicles. The high speeds and high volumes combined with the high number of driveways make these cycling conditions hazardous, especially for recreational cyclists.

Previous plans indicate a desire for multi-use paths to be created as part of the local transportation system. These paths can create very safe facilities for bicyclist and pedestrians because they provide separation from vehicles; however, two considerations need to be taken into account when designing these facilities. One factor is the presence of driveways that intersect the paths when they are used as sidepaths adjacent to a roadway. A high frequency of driveways can offset the safety benefits of a sidepath by creating additional conflict points. Another factor to consider is use of these facilities after dark. Multi-use trails can serve well as recreational and daytime transportation facilities but should be carefully considered for night-time use. After dark, pedestrian and bicyclist safety is often safest when activity is centralized along a common well-lit corridor adjacent to active uses and streets. This is important when considering pedestrian access to commercial destinations.

DETAILED ZONING ANALYSIS

GEORGETOWN

EXISTING ZONING | Georgetown

The Georgetown Study Area is made up of 10 individual zoning districts as identified by the existing Dunwoody Zoning Map. 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 existing zoning districts are noted below.

The Development Standards contained within the Georgetown 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

STUDY AREA ZONING DISTRICTS

DISTRICT	NAME	USES	ORDINANCE SECTION
R100	Single-Family Residential District	Single-family	Article II, Division 5
R85	Single-Family Residential District	Single-family	Article II, Division 6
RA5	Single-Family Residential District	Single-family	Article II, Division 10
RM100	Multifamily Residential District	Multifamily	Article II, Division 16
RM85	Multifamily Residential District	Multifamily	Article II, Division 17
RMHD	Multifamily Residential District	Multifamily	Article II, Division 19
OI	Office Institutional District	Office	Article II, Division 23
OD	Office Distribution District	Office	Article II, Division 25
NS	Neighborhood Shopping District	Commercial	Article II, Division 27
C2	General Commercial District	Commercial	Article II, Division 29

dense or mixed-use environments. The Development Standards for the existing zoning districts of the Georgetown Study Area are as follows:

STUDY AREA DEVELOPMENT STANDARDS

DISTRICT	LOT WIDTH (min)	LOT AREA (min)	FRONT YARD (min)	SIDE YARD (min)	REAR YARD (min)	HEIGHT (max)	FLOOR AREA (min)	LOT COVER (max)
R100	100'	15,000 sf	50' -35'	10'	40'	35'	2,000 sf	35%
R85	85'	12,000 sf	50' -35'	8½'	40'	35'	1,800 sf	35%
RA5	100' D 60' A	6,000 sf	5' (20' w garage)	7' D 15' A	30'	35'	1,400 sf	50%
RM100	100' MF 60' SF	2 acres MF 6,000 sf SF	35' MF 30' SF	20' MF 7' SF	40' MF 30' SF	4 floors	650- 1,000 sf	35%
RM85	100' MF 60' SF	2 acres MF 6,000 sf SF	35' MF 20' SF	20' MF 7' SF	40' MF 30' SF	4 floors	650- 1,000 sf	35%
RMHD	100' MF 60' SF	2 acres MF 6,000 sf SF	50' MF 30' SF	20' MF 7' SF	40' MF 30' SF	5 floors	650- 1,000 sf	65%
OI	100'	20,000 sf	50'	20'	30'	70'	650- 1,000 sf	80%
OD	150'	1 acre	75'	20'	30'	35'	-	80%
NS	100'	20,000 sf	50'	20'	30'	25'	100,000 sf (max)	80%
C2	100'	30,000 sf	75'	20'	30'	35'	-	80%

sf | SQUARE FEET

MF | MULTI-FAMILY

SF | SINGLE FAMILY

D | DETACHED

A | ATTACHED

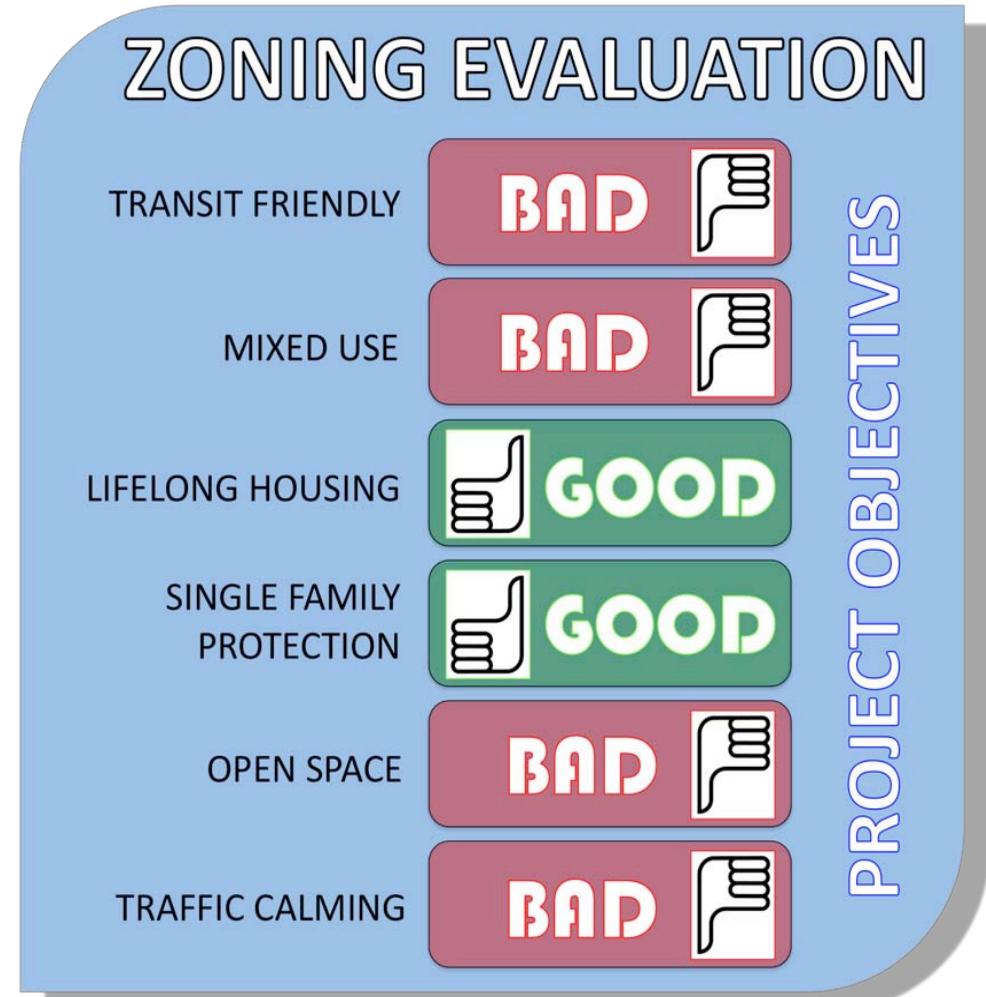
PROJECT OBJECTIVES ANALYSIS | Georgetown

To better understand the ability of the existing zoning environment to achieve the implementation of the Georgetown Area Plan it is helpful to measure the zoning against the project objectives. This will reveal a vital perspective in terms of whether or not the zoning and the project goals are in synch. The project objectives relative to zoning are as follows:

- Consideration of new zoning districts and ordinance language that would promote **transit-oriented, mixed-use** and **lifelong community** scenarios.
- Establishing transitional zoning abutting existing residential districts to **protect these established communities** from future development impacts.
- Establish a system of **greenspace** areas that may include pocket parks, linear parks, village green, and/or community center locations.
- Consider **multigenerational housing** options for all age groups of Dunwoody citizens within the Georgetown/North Shallowford area proximity.
- Develop **traffic-calming** techniques that may include on-road transportation facilities, roadway cross-sectional improvements, and landscaping enhancements.

In short, the project objectives for the Georgetown Study Area are: Transit-friendly; Mixed Use; Lifelong Housing; Single Family Protection; Open Space; and Traffic Calming. Each of these objective elements has been analyzed and assessed in relation to the ability of the current zoning infrastructure to implement each element. Elements are classified as “Good” when the existing zoning is adequate for implementing that element and conversely labeled as “Bad” when the zoning in place is not sufficient to achieve the project objective.

Those objectives that the current zoning is adequate to implement and administer are **Lifelong Housing** and **Single Family Protection**. Current zoning enables a variety of residential, not necessarily within individual districts but collectively with the number of residential districts. This allows for a variety of housing types and the subsequent lifelong housing options to be provided. Existing zoning has substantial buffering standards ensuring protection of single-family neighborhoods.



Several project objectives are simply not attainable given the current zoning framework in place today. The lack of pedestrian amenities, urban design controls and parking mechanisms that enable more sophisticated parking arrangements such as shared parking and bicycle parking results in a poor environment for ensuring **Transit Friendly** development. While the collective diversity of zoning districts enables a mixture of uses, the lack of individual zoning districts that enable a true variety of mixed and complimentary uses is an impediment to the implementation of true **Mixed Use**. For the **Open Space** objective the existing regulations do little to realize valuable and usable open space. The Lot Coverage controls certainly help to ensure buildings do not cover an entire site but they stop short of assigning usable open space standards to each district. Finally, **Traffic Calming** elements are absent from the zoning districts with the focus being instead on uses, yards, densities and buffers.

VISUAL IMAGERY ANALYSIS | Georgetown

The Georgetown Study process included a Visual Preference Survey taken by a large number of constituents during the early phase of the project. These types of visual exercises are highly valuable in that they enable photo documentation of actual places and real development to be leveraged to gauge the appropriateness and applicability of certain development types to the study area. This portion of the Zoning Analysis uncovers how the existing zoning districts in place within the Georgetown Study Area measure up to the findings of the Visual Preference initiative. For purposes of this analysis, 3 of the Positive images and 3 of the Negative images are used. The findings for the selected positively ranked imagery is as follows.



This highly rated photo has a centralized programmed open space, a well-articulated building, engaging ground-floor opportunities and gracious pedestrian amenities.

POSITIVE IMAGE

Village Building Scale

Fenestration

Building Floors Delineated

Outdoor Dining

This positively rated photo contains continuous sidewalks and street furniture along with comfortable building scale and on-street parking.

This positive image is characterized by mixed uses, active streetscapes, outdoor dining and richly delineated building floors along all building frontages.

POSITIVE IMAGE

On Street Parking

Street Furniture

Wide Sidewalk

Relationship of Building to Street

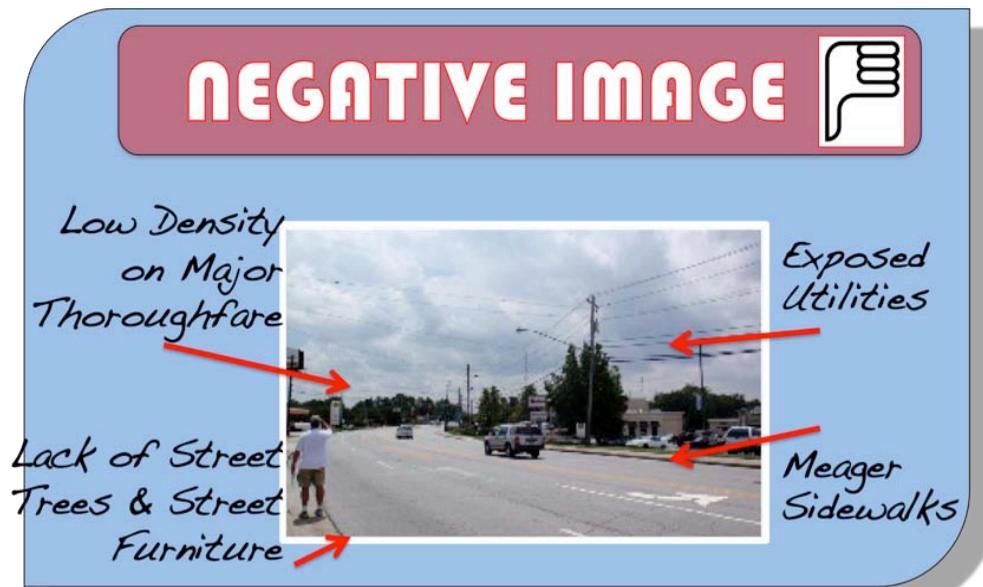
ZONING EVALUATION

BUILDING ARTICULATION	BAD	
OPEN SPACE	BAD	
SIDEWALKS & STREET FURNITURE	BAD	
PEDESTRIAN FRONT YARDS	BAD	
ACTIVE GROUND FLOOR	BAD	

POSITIVE IMAGERY

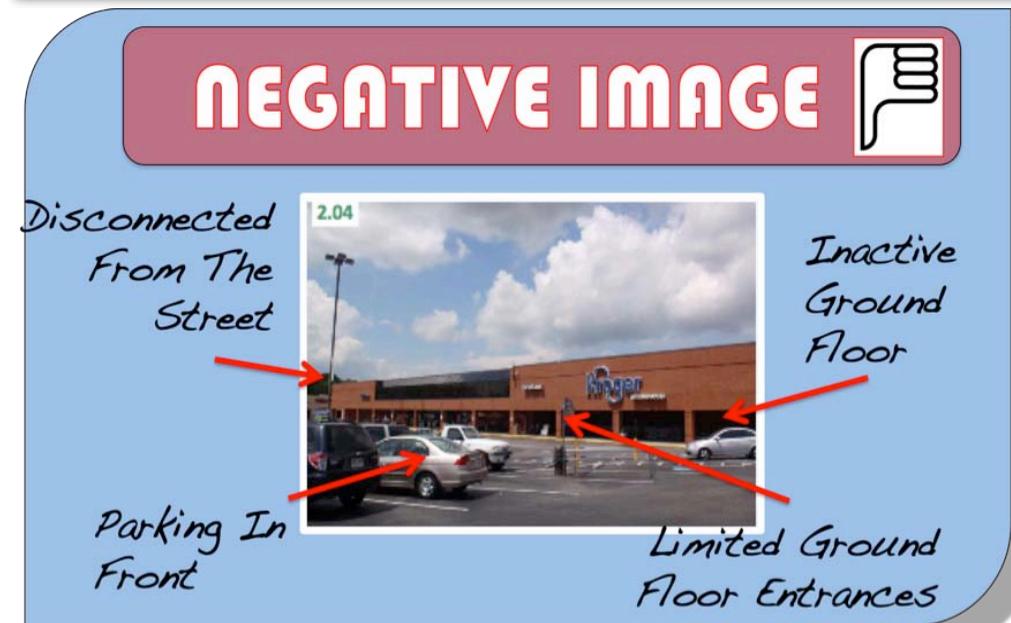
Clearly the elements related to the positively-rated imagery of the planning process do not fare well in terms of their ability to be regulated and implemented through the current zoning framework in place today. The majority of the elements that contribute to the positive imagery are by nature design and pedestrian related and in these categories the current zoning is extensively lacking.

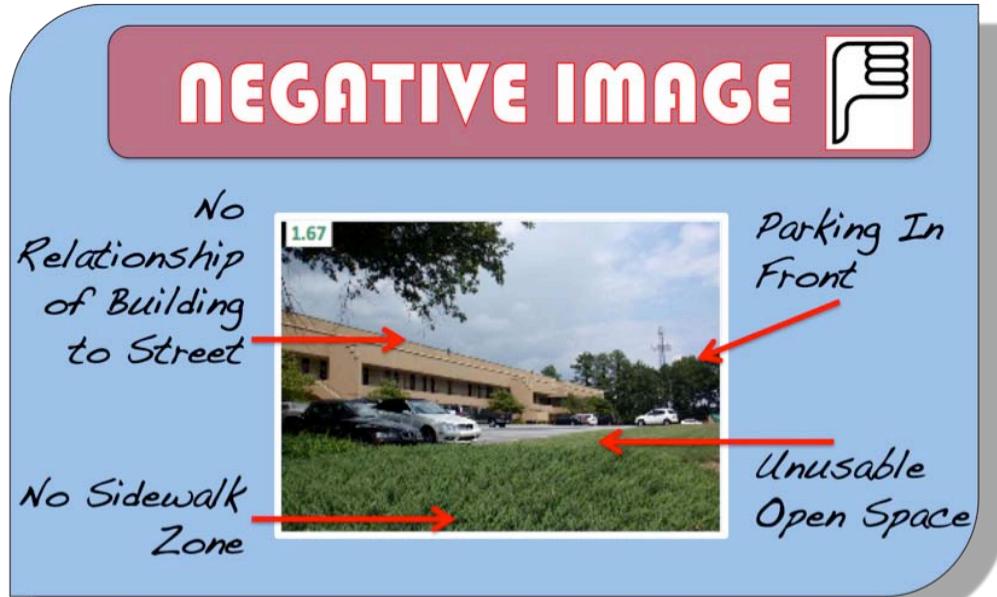
While much can be learned from positive imagery, negatively rated imagery holds equally as meaningful lessons on what the community desires. The following negatively-ranked imagery has been analyzed and summarized below.



This poorly ranked image is marked by exposed utilities, a meager sidewalk infrastructure, insufficient pedestrian amenities and poor building-to-street scale.

This low-ranked image of an existing retail strip shopping center contains several typical negative elements that cause it to be unappealing and undesirable. The building façade is unappealing and has no relationship to the street. The parking in the front and the lack of a sidewalk infrastructure ensure this area is auto-dominated and not pedestrian.





This image is characterized by an office building completely disconnected from the street. The landscaping forms a barrier to the street as does the front yard parking and lack of fenestration.

As with the positive imagery, the current zoning controls prove to be ineffective in prohibiting the very elements that characterize the poorly and negatively ranked imagery. Again these elements are mostly design-oriented and are not addressed by the existing traditional zoning districts that deal mostly with uses, densities and yards.

ZONING EVALUATION

BUILDING ARTICULATION	BAD	
OPEN SPACE	BAD	
SIDEWALKS & STREET FURNITURE	BAD	
PEDESTRIAN FRONT YARDS	BAD	
ACTIVE GROUND FLOOR	BAD	

NEGATIVE IMAGERY

LAND USE & CIRCULATION ANALYSIS | Georgetown

The Georgetown Study has produced strategic Framework Plans that have been prepared with specific detail provided regarding Land Use and Circulation concepts. There are several elements of both Land Use and Circulation plans that have direct applicability to zoning regulations. Zoning has the potential to implement many of these concepts and should be leveraged as much as possible to do so. Not every element of a master plan can be implemented through zoning but much of it can and this section outlines which portions of the Land Use and Circulation plans can be achieved either through the existing zoning controls or newly created zoning regulations for the study area.

The newly proposed land uses incorporate new urban design elements as well as more specific uses and in some cases building heights. The proposed Land Use Framework Plan categories are as listed.

LAND USE FRAMEWORK	APPLICABILITY TO ZONING
CONVENIENCE RETAIL	Limited Office, Active Facades, Landscaping, Pedestrian Amenities
SMALL SCALE OFFICE	Active Facades, Landscaping, Pedestrian Amenities
CIVIC/INSTITUTIONAL	Recreation Center, School, Community Center, Senior Center
MIXED USE/TOD	Office/Residential/Retail, Midrise (8 floors), Open Space
ATTACHED RESIDENTIAL	For-sale, Age-targeted, Lowrise (3 floors), Unit/Price Diversity
MULTIFAMILY RESIDENTIAL	Apartment/Garden Style, Lowrise (4 story)
PARK/OPEN SPACE	Plaza, Fountain, Splash Pad, Public Sculpture

The Circulation Framework Plan explores a greater specificity of street types and street amenities. Additional elements of street design are also addressed including curb cuts, landscaping, signage and block sizes. More specific details of the Circulation Framework Plan are as listed.

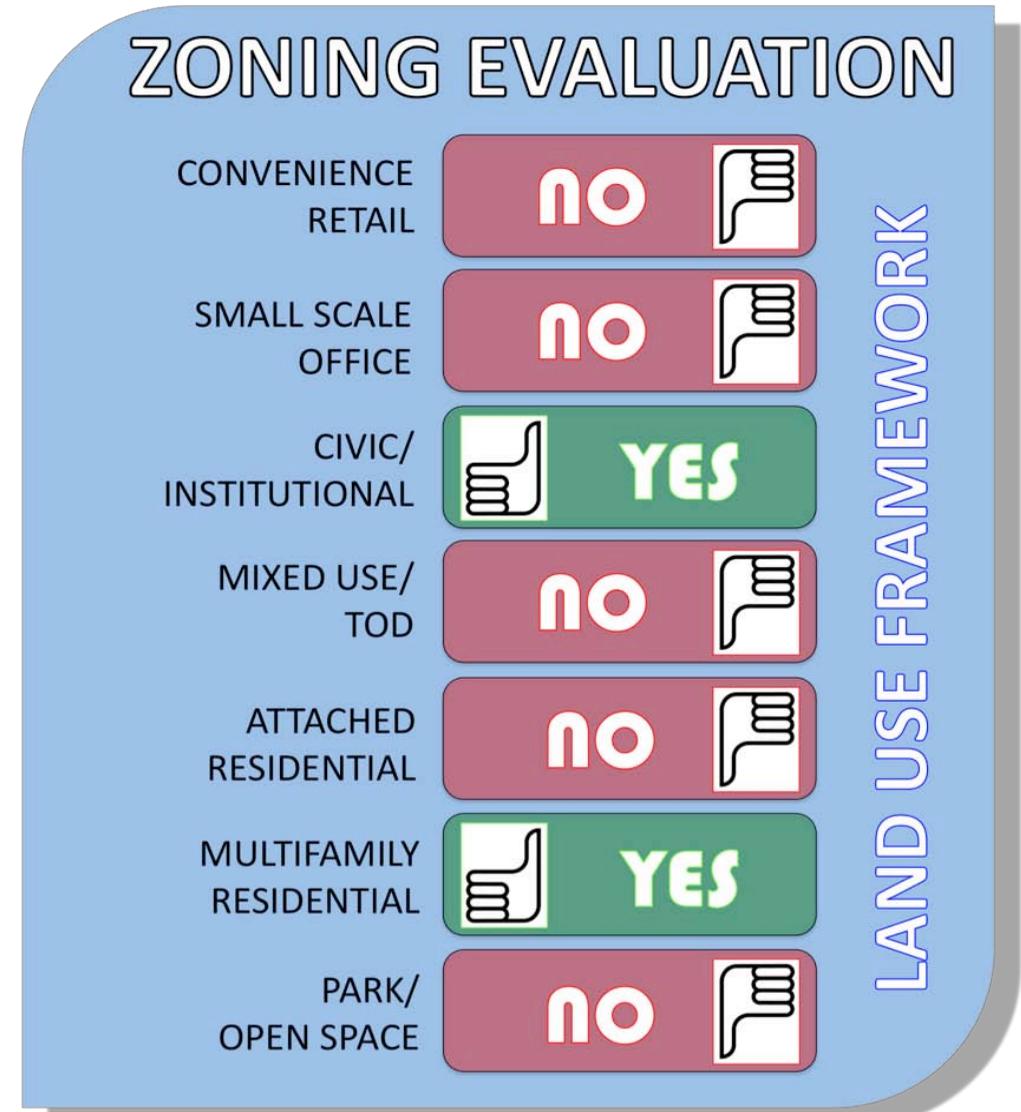
CIRCULATION FRAMEWORK	APPLICABILITY TO ZONING
OPEN SPACE	Pocket Parks For All New Development
PEDESTRIAN PATH/TRAIL	Multi-use, Bike/Ped, 12-15'
STREETSCAPES	Sidewalks, Lighting, Trees, Landscaping
GATEWAY IMPROVEMENTS	Landscaping, Signage
NEW ROADS	Break Up Blocks, Complete Streets
ACCESS MANAGEMENT	Consolidated Curb Cuts, Parcel Interconnectivity
ON-STREET BIKE ROUTES	New Roads

Many elements related to Circulation are best implemented and regulated through Public Works and Transportation mechanisms outside of the Zoning Ordinance. However, zoning should be leveraged whenever private land is being redeveloped and whenever circulation and transportation are part of a new development the zoning controls can be a powerful tool for implementing the recommendations of this plan.

The Land Use Framework Plan recommendations have been analyzed in relation to the ability of the existing zoning regulations to implement them. The Land Use patterns that are able to be implemented by the current zoning are noted by “Yes” and those that are not are noted by “No”.

The **Civic/ Institutional** and **Multifamily Residential** land uses identified in the plan are accommodated by current zoning districts in place today. It would be helpful to add greater specificity in permitted uses and definitions to ensure the specific civic and multifamily uses. Otherwise, these uses are permitted with the existing zoning districts in place today. In some cases certain areas may need to be rezoned to ensure these uses are actually in place according to plan recommendations.

For all other designations however new zoning provisions are needed. New façade-treatment, urban design and building aesthetic components will be needed for the **Convenience Retail**, **Small Scale Office**, **Mixed Use/TOD** and **Attached Residential** districts. Pedestrian amenities such as sidewalks and street furniture are needed in the above listed districts as well as the **Park/Open Space** designation. Greater specificity and articulation is called for in all districts to ensure that the very specific types of uses contemplated by all of these districts can be achieved. This is best done by both defining and permitting the desired use within the newly zoning districts.



The recommended Circulation Framework Plan contemplates a system of connectivity that is not only different from current zoning regulations but is also more sophisticated than even many of the current Public Works and Transportation standards used by the City. As previously noted, not every aspect of circulation is best addressed through zoning provisions but it is good to leverage zoning as much as is possible since many circulations elements are constructed through the process of development or redevelopment.

It is not surprising then that the current zoning does not measure up when analyzed in a similar way as the Land Use plan. Current zoning does not require streetscapes, open spaces, gateway landscaping, access management connectivity or curb cut reductions or new street creation for large blocks. All of these provisions can be addressed in new zoning designations that can be created specifically for the study area. Bike routes can be achieved in a limited way by addressing bike route standards on any newly created private or public street as part of a development or redevelopment. Otherwise, Public Works and Transportation mechanisms are best used for controlling on-street bike routes on public rights-of-way.



	<p>ACTIVE GROUND FLOOR</p>	<p>Active uses are office, retail, commercial & residential</p> <p>Current zoning does not require ground floor uses to be active</p> <p>Building design treatment is not addressed allowing ground floor uses to disengage from the adjacent street or sidewalk</p>
	<p>LIFELONG HOUSING</p>	<p>Currently have to use a number of different districts to get housing type diversity</p> <p>Current regulations don't adequately ensure the desired age, income and family users</p> <p>Residential opportunities located over retail are not permitted by current zoning</p>
	<p>MIXED USE</p>	<p>A mixture of different but compatible uses aren't permitted within individual zoning districts</p> <p>Vertical mixing of uses is not currently permitted in the zoning regulations</p> <p>There are no mechanisms in place that articulate the ideal distribution of mixed uses and densities</p>
	<p>OPEN SPACE</p>	<p>Zoning regulates lot coverage and buffers but otherwise is silent on open space</p> <p>Design standards for open spaces are not addressed</p> <p>Open space required as a percentage of total development is not currently in place in the zoning regulations</p>
	<p>TRANSIT FRIENDLY</p>	<p>Uses such as higher density residential and higher density office are not present in the existing zoning</p> <p>The ability to enable reduced/shared parking to take advantage of transit is not allowed</p> <p>There are no existing controls to orient development to transit locations</p>

SUMMARY OF FINDINGS (USES) | Georgetown

This zoning analysis reveals that the Georgetown Area Study interfaces with zoning in 3 primary ways: uses, urban design and connectivity. The following represents findings related to the Georgetown Area Study recommendations and the uses allowed in the current zoning. The types of uses recommended in this process are Active Ground Floor uses, Lifelong Housing, Mixed Use, Open Space and Transit Friendly uses.

	<p>BUILDING ARTICULATION</p>	<p>Regulations do not require urban design treatments or building design controls</p> <p>Window fenestration is not required in any current zoning district</p> <p>Building massing, floor delineation and material requirements are not addressed in any existing zoning regulations</p>
	<p>GATEWAY IMPROVEMENTS</p>	<p>Landscaping features related to gateway treatment are not addressed by current controls</p> <p>Building design and massing guidelines are absent for ensuring gateway designs</p> <p>Open Space or Use provisions for creating gateways are not found in current zoning</p>
	<p>PEDESTRIAN FRONT YARDS</p>	<p>Current zoning controls do not ensure pedestrian front yards</p> <p>Parking facilities are currently allowed to be located in front yards</p> <p>Buildings are not required to actively front onto the adjacent street frontage or adjacent streetscape</p>
	<p>SIDEWALKS + STREET FURNITURE</p>	<p>Zoning districts do not require sidewalks, street furniture or supplemental zones between the building and the street</p> <p>Area character and branding is not regulated through street furniture controls in the zoning</p> <p>Adjacent parcels are not required to be connected by sidewalks</p>
	<p>SINGLE FAMILY PROTECTION</p>	<p>Current zoning requires healthy buffers and setbacks when districts are adjacent to residential neighborhoods</p> <p>Buffer standards should be updated to ensure both continued neighborhood protection and the commercial feasibility of the studies recommended land uses</p>

SUMMARY OF FINDINGS (URBAN DESIGN) | Georgetown

This zoning analysis reveals that the Georgetown Area Study interfaces with zoning in 3 primary ways: uses, urban design and connectivity. The following represents findings related to the Georgetown Area Study recommendations and the urban design controls in the current zoning. The types of urban design recommendations resulting from this process are Building Articulation, Gateway Improvements, Pedestrian Front Yards, Sidewalk & Street Furniture and Single Family Protection.

	<p>ACCESS MAGAGEMENT</p>	<p>Current zoning does not restrict the number or size of driveway curbcuts located on street frontages</p> <p>Driveway treatment within driveways are not addressed to ensure pedestrian safety when crossing along sidewalks</p>
	<p>NEW ROADS</p>	<p>New streets or roads created as part of new development is neither required nor addressed by current zoning</p> <p>Large blocks are not required to break up to create more walkable/pedestrian blocks</p> <p>Complete Streets are not required in existing zoning</p>
	<p>ON STREET BIKE ROUTES</p>	<p>On Street Bike facilities are not regulated as part of the existing zoning framework</p> <p>Bike parking spaces are not required in the current zoning controls</p> <p>The design and location of Bike parking facilities are not addressed in the current zoning</p>
	<p>PEDESTRIAN PATH/TRAIL</p>	<p>Alternative pedestrian paths are not dealt with in the existing zoning environment</p> <p>Open Space standards that can be leveraged to implement Pedestrian paths or trails are not present in the existing zoning</p> <p>Pedestrian connections from parking to building is not addressed</p>
	<p>TRAFFIC CALMING</p>	<p>Streetscape controls for purposes of traffic calming are not included in the existing zoning</p> <p>On street parking mechanisms for purposes of traffic calming are not found in existing zoning</p> <p>Sidewalk extensions or bulb outs are not regulated by the zoning in place in the study area</p>

SUMMARY OF FINDINGS
(CONNECTIVITY) |
Georgetown

This zoning analysis reveals that the Georgetown Area Study interfaces with zoning in 3 primary ways: uses, urban design and connectivity. The following represents findings related to the Georgetown Area Study recommendations and the connectivity regulations in the current zoning. The types of connectivity recommendations resulting from this process are Access Management, New Roads, On Street Bike Routes, Pedestrian Path/Trail and Traffic Calming.