

PROJECT RENAISSANCE A NEW GEORGETOWN

AWAKEN REVITALIZE RENEW TRANSFORM CATALYZE



IT STARTED WITH THE COMMUNITY'S PLAN...

On March 8, 2012, the city unveiled a new redevelopment initiative: Project Renaissance – A New Georgetown. This new initiative is a revitalization effort to implement the community-developed Georgetown / North Shallowford Master Plan (adopted in 2011) and promote a catalytic redevelopment opportunity for the Georgetown area. Project Renaissance activates 35 acres of land purchased by the city off of North Shallowford Road – a 16 acre parcel to the west and a 19 acre property to the west.



Proposed Land Use Scenarios from Adopted Georgetown Master Plan



Proposed Land Use Scenario from John Wieland Homes and Neighborhoods

Artist Rendering Courtesy of John Wieland Homes and Neighborhoods

A PUBLIC/PRIVATE REVITALIZATION PARTNERSHIP

Issuing an Invitation for Proposals (IFP) in March 2012, the city set out to enter into a strategic public/private revitalization partnership for redevelopment of the 35 acres. After reviewing submitted proposals, the Project Renaissance Selection Committee unanimously recommended partnership with **John Wieland Homes and Neighborhoods** to begin a 35 acre catalytic redevelopment in the Georgetown area. The proposal from John Wieland dovetails with the proposed land use scenarios and ideas presented in the Georgetown Master Plan with traditional neighborhood urban design elements.

REDEVELOPMENT HIGHLIGHTS

16 Acre Site - Residential Elements

John Wieland Homes and Neighborhoods's site plan for the 16 acre site features traditional urban design elements that create a village feel. The 68 homes include a variety of residential products at multiple price points and sizes, attracting a variety of home buyers. Homes are will range from 2100 sq ft to more than 3000 sq ft. Construction began in late 2013 and the handful already framed homes demonstrate how eye-catching elevations will create a unique streetscape.



Photos Courtesy of John Wieland Homes and Neighborhoods

16 Acre Site - City Elements

Breaking ground in 2013, the city is preparing for a May 17, 2014 grand opening of a multi-use trail across the entire 16 acre site and the two facets of Georgetown Park - an approximately 1.4 acre central square and an approximately 1.9 acre park with signature playground. The city has also reserved approximately 3 acres on the North Shallowford side of the site for a future neighborhood commercial node adjacent to the central square portion of Georgetown Park.



Artist Rendering of 16 Acre Site's Georgetown Park Playground

19 Acre Site - Residential Elements

John Wieland Homes and Neighborhood's proposed redevelopment of the 19 acre site will create a vibrant center of activity in Georgetown. The residential development will be a quiet enclave of homes, tucked away from the liveliness of the park and open spaces, but still very much connected and an essential part of the success of the overall redevelopment. Homesites on this property will appeal to a variety of buyers but will be geared especially towards the empty nester, featuring easy to maintain lots and homes designed with master bedrooms on the main level.



Artist Rendering Courtesy of John Wieland Homes and Neighborhoods

19 Acre Site - City Elements

The city will continue the multi-use trail/linear park from the 16 acre site across North Shallowford and across the 19 acre site as well as developing two more park areas on the 19 acre property. Construction documents are currently being developed for the multi-use trail and the approximately 5 acre Pernoshal Park on the North Shallowford side of the site. The approximately 3 acre passive wooded nature area with soft-surface walking trails along the Nancy Creek side of the site will follow as part of the second phase. Additionally, the city has secured the property and necessary easements to connect the trail 1/4 mile north to the 102-acre Brook Run Park.



Layout for 19 Acre Site's 5 Acre Pernoshal Park



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Visiting Activity from Georgetown Master Planning Process

FROM PLAN TO PARTNERSHIP

Immediately following incorporation, the City of Dunwoody began planning for the future. The community first worked to establish an overall vision for the City and specific character areas, like Georgetown, through a Comprehensive Land Use Plan. Next the community embarked on a specific planning process focusing on the Georgetown area. In March 2011, the City Council unanimously adopted the Georgetown Master Plan.

The Georgetown Master Plan details optimum scenarios for the 16 acre and 19 acre properties that make up Project Renaissance. Land uses identified for these parcels include new city parks, low-density residential, neighborhood commercial, and civic facilities. After signing a Development Agreement with John Wieland Homes and Neighborhoods, the city created the Urban Redevelopment Agency to oversee the development of the property.



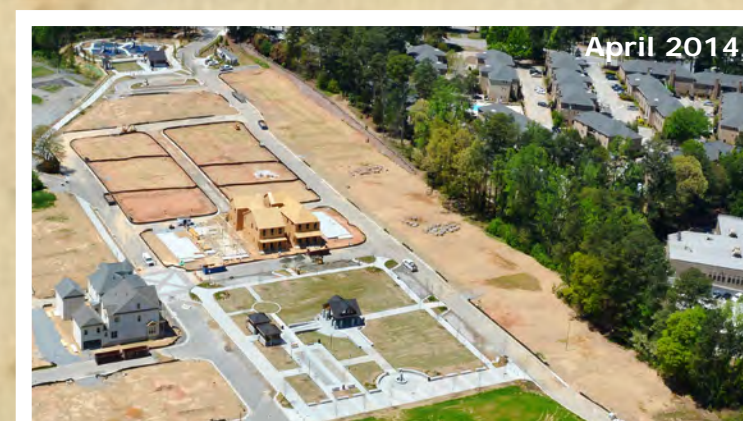
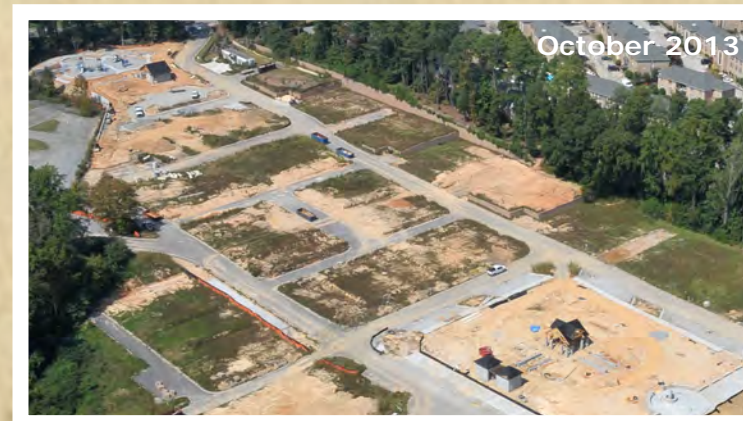
April 2013 - Ground breaking ceremony

CONSTRUCTION

Following the ground breaking in April 2013, the construction has been steady at Project Renaissance's 16 acre site. Residential construction has been quick on the heels of Georgetown Park construction.



(park areas outlined in yellow)



Artist Rendering - Fully Developed Area Surrounding the Central Square

NEXT STEP - GRAND OPENING: GEORGETOWN PARK FEST

With construction complete on the multi-use trail and Georgetown Park, the city is preparing to celebrate on Saturday, May 17, 2014 from 11 a.m. - 3 p.m. All are invited to the family-friendly Georgetown Park Fest.