



HOW IS THE CITY COMMITTED TO THE MASTER PLAN?

The City of Dunwoody's Comprehensive Land Use Plan, adopted in 2010, provides a vision and direction for the City of Dunwoody and lays out the foundation for a more detailed master planning effort for the Dunwoody Village area.

The Master Plan was developed to explore the Comprehensive Plan's vision in greater detail, create an area-specific land use and circulation framework, and develop short and long-term action plans to guide the City's initiatives and investments.

The Dunwoody Village Master Plan was developed based upon the direct input of residents, businesses, property owners, and other stakeholders in the area, and the City staff and elected officials are committed to implementing that vision for now and future generations.

Dunwoody's Vision

The Dunwoody Village Area Master Plan pursues a walkable/bikable city center will serve as the civic heart of the community. The vision for the Dunwoody Village is to develop an area for civic celebrations and programs, park and recreational areas, small-scale, boutique retail and restaurants, and walkable residential units that can afford long-time Dunwoody residents the ability to age in place and enjoy first class amenities at their fingertips.

The Master Plan seeks to implement the Livable Centers Initiative through goals such as: identifying an appropriate mix of uses, implementing transportation demand reduction measures, mobility enhancements, connectivity, and mixed income housing.



Dunwoody*
*Smart people – Smart city

41 Perimeter Center East, Suite 250
Dunwoody, GA 30346

(678) 382-6700
www.dunwoodyga.gov

Dunwoody*
*Smart people – Smart city

Dunwoody Village

Vision of the Future



**Our community's vision
for the future of the
Dunwoody Village**



DUNWOODY VILLAGE

OUR COMMUNITY HAS A VISION FOR THE FUTURE AND A PROVEN RECORD OF INVESTING AND PARTNERING TO ATTAIN OUR GOALS

The Dunwoody Village, as it stands today, is a complex balance of numerous, and often competing agendas—it is at once a highly localized convenience commercial center for nearby residents, while also existing, for many, as the civic “heart” of the community.

The Dunwoody Village Master Plan envisions and outlines how the Dunwoody Village can thrive as a true “Village” that is vibrant, sustainable, and economically viable while maintaining its quaintness, charm, and link to the area’s history. The proposed Dunwoody Village Center (artistically

rendered above) incorporates a significant public open space surrounded by a mix of uses including the opportunity for a modest number of high-end residential units to foster greater livability and activity during evening and weekend hours.

Based upon the local real estate market fundamentals, the most likely uses for buildings surrounding the proposed central green are retail and professional offices on the ground floor. A limited number of buildings on the central green could be commercial with retail on the ground floor and office space above.

FREQUENTLY ASKED QUESTIONS

Q What is the City of Dunwoody doing to implement the Master Plan for the Dunwoody Village?

A In January, the City kicked off a comprehensive rewrite of our Zoning Ordinance in order to ensure we incentivize and promote the investment outlined for the Village. Find out more information at www.zoningdunwoody.com.

Q Is the business community supportive of the redevelopment planned for the Dunwoody Village?

A During the development of the Master Plan, the City engaged leaders from the Chamber of Commerce and businesses in the Village. The Master Plan was adopted with their support.

Q The plan sounds great! How do I learn more?

A The Dunwoody Village Master Plan is available for download at our website, www.dunwoodyga.gov. Click on “Community Development” and then select “Land Use Plans.” Please call with any questions (678) 382-6700.

Welcome to the Dunwoody Village

IMAGINE YOUR BUSINESS IN
DUNWOODY VILLAGE

- ✓ AFFLUENT HOUSEHOLDS, HIGH PURCHASING POWER
- ✓ MARKET STUDY DOCUMENTING RETAIL NEEDS
- ✓ HIGH TRAFFIC COUNTS AND STRONG VISIBILITY
- ✓ CITY INVESTMENT FOR A VIBRANT VILLAGE

The City of Dunwoody unanimously adopted a redevelopment plan for the Dunwoody Village in **March 2011**. The plan focuses on creating significant, open green space within the Dunwoody Village surrounded by new, high-quality, multi-story redevelopment. Based on the completed market study, retail will surround the green with residential units above.

As the City moves forward towards purchasing and creating the central Village Green it is seeking partners for redevelopment.

EXISTING DEMAND, UNLIMITED POTENTIAL

2010 MARKET STUDY SHOWS RETAIL NEEDS

An analysis of retail expenditures within the Dunwoody Village 2-mile trade area reveals the area is under-served, with demand far exceeding supply, in the following retail categories:

- Restaurant with Bar or Tavern → \$9.1 million of unmet demand
- Health and Personal Care → \$7.7 million of unmet demand
- Home and Garden → \$2.6 million of unmet demand

In total, expenditure data reveals that as much as \$22.6 million in annual expenditures are 'leaking out' to other retail areas.

New retailers to the Dunwoody Village will complement the existing variety of retail destinations and add to the well-established sense of place in the Dunwoody Village.



STEADY TRAFFIC FLOW, HIGH VISIBILITY

HIGH VOLUMES TRAVEL MAJOR CORRIDORS

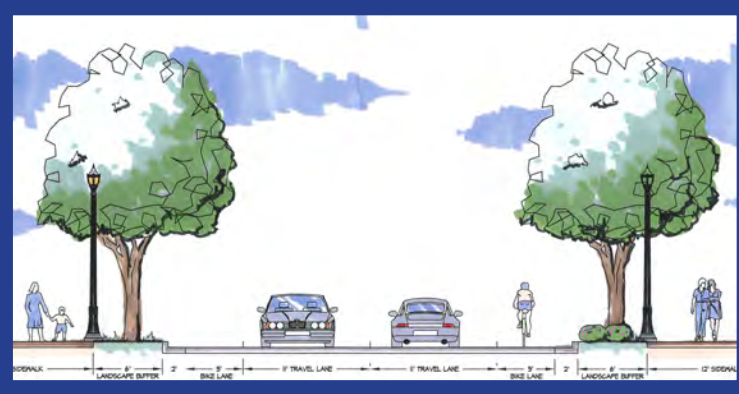
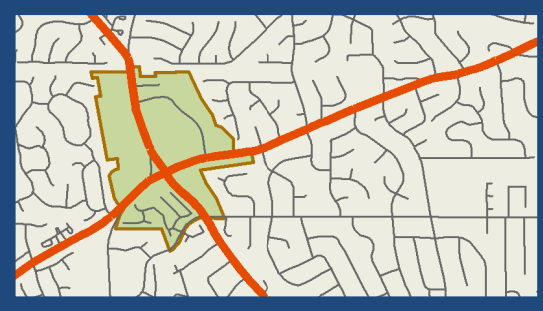
Mount Vernon Road and Chamblee Dunwoody Road connect the Dunwoody Village, providing easy access to GA 400, I-285, and the Perimeter area.

- 17,000 vehicles per day travel Chamblee Dunwoody Road
- 20,000 vehicles per day travel Mount Vernon Road just west of the Village
- 16,000 vehicles per day travel Mount Vernon just east of the Village

Additionally, the City is in the midst of a fully-funded, \$2.2 million streetscape project for Dunwoody Village Parkway.

Preliminary concepts, submitted to GDOT this spring, reshape the **Parkway with the addition of five foot bike lanes, landscape strips, and wide sidewalks** accomplished through the removal of the existing median and the conversion of the roadway from four lanes to two.

These enhancements will improve connectivity and access within the **Village itself, improving pedestrian and bicycle traffic for retailers.**

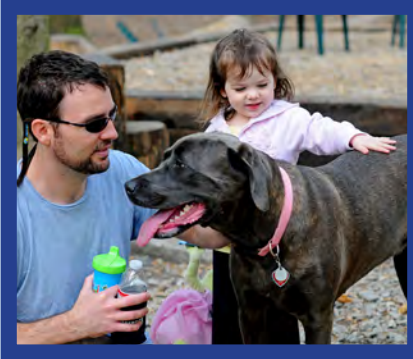


STRONG DEMOGRAPHICS

AFFLUENT, WELL-EDUCATED POPULATION

As of the 2010 Census, Dunwoody is home to 46,267 residents. The largest age groups in Dunwoody are individuals 25-34 and 35-44, in the prime of their working and family lives.

Education is extremely important to the citizens of Dunwoody - 40% have a bachelor's degree and 21% have a master's degree (or higher) in 2000. Dunwoody is home to Georgia Perimeter College with an annual student population over 9,000.



	1 Mile	2 Mile	3 Mile
Population	9,623	42,240	89,064
Households	3,874	19,761	41,962
Average Household Income	\$139,895	\$107,462	\$108,810
Median Housing Value	\$293,515	\$280,727	\$261,691
Average Age	39.4	38	38.5



Dunwoody Village

✓ RETAIL DEMAND ✓ HIGH PURCHASING POWER ✓ STEADY TRAFFIC COUNTS ✓ COMMUNITY SUPPORT FOR REDEVELOPMENT

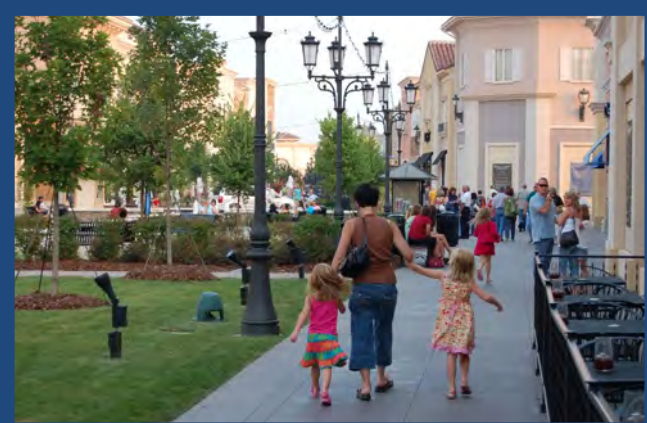
BE PART OF THE NEW VILLAGE GREEN

HIGH-QUALITY RETAIL TO SURROUND OPEN SPACE

The Village Green is proposed for the southern portion of the superblock bounded by Chamblee Dunwoody Road, Mount Vernon Road, and Dunwoody Village Parkway. The Village Green itself anchors over the current site of the United States Postal Building. From the City's discussions with USPS, they are open to the possibility of relocating within the Dunwoody Village as retail store within the new redevelopment.

The proposed Village Green envisioned by our Master Plan incorporates a significant public open space surrounded by new, high-quality, multi-story redevelopment. Based on the completed market study, retail and professional offices will surround the green with residential units above.

The City is seeking partners for redevelopment as it moves towards creating this new central gathering space within the Village to create a more walkable, vibrant Village Center with new high-quality retail and high-end residential units to foster greater activity during evening and weekend hours.



Dunwoody Village Parkway Improvements

FREQUENTLY ASKED QUESTIONS



PROJECT OBJECTIVES

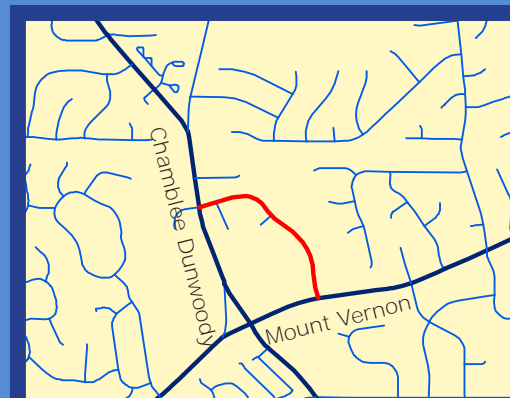
- ✓ Maintain Efficient Automobile Flow
- ✓ Implement the Dunwoody Village Master Plan's Vision for a Vibrant Village
- ✓ Provide Sidewalks and Bike Lanes
- ✓ Leverage Grant Funding to Multiply City Investment

PROJECT OVERVIEW

The Dunwoody Village Master Plan and Comprehensive Transportation Plan both prioritize pedestrian improvements for Dunwoody Village Parkway. Converting the Parkway into a two lane street is the most cost-effective means to accomplish this goal in a manner that is consistent with the Master Plan and existing zoning with on-street bicycle lanes, wide sidewalks, and landscape buffers.

PROJECT LOCATION

The improvements will be completed along the length of Dunwoody Village Parkway, from its southern terminus at Mount Vernon Road to its intersection with Chamblee Dunwoody Road. Dunwoody Village Parkway is indicated in red on the map to the right.



TRAFFIC

Q How will reducing the number of travel lanes affect automobile traffic?

A Traffic studies and traffic analysis of current and future demands on Dunwoody Village Parkway indicate the capacity of the current roadway significantly exceeds the traffic volume. With one automobile travel lane in each direction and left turn lanes at major intersections, traffic studies have concluded that it will continue to efficiently move both current and future traffic.

PRIORITIZATION

Q Why are we working on Dunwoody Village Parkway? Don't other streets need work?

A Addressing Dunwoody Village Parkway was identified as a top priority in the Dunwoody Village Master Plan as well as the Comprehensive Transportation Plan. The City is committed to implementing these community-based plans. Additionally, implementing this project now allows the City to leverage \$1.1 million in grant funding to multiply the City's investment. This funding is specifically designated for Dunwoody Village Parkway and can't be reallocated.

TIMING

Q When is this project scheduled to begin?

A Meetings with neighboring businesses and an Open House for the community was conducted in the Spring of 2011 after the adoption of the Master Plans. Construction is now scheduled to begin as early as the second half of 2013.

BUSINESSES

Q How will the project affect businesses along Dunwoody Village Parkway?

A The Parkway will remain open to traffic during construction. Existing access driveways to businesses will be maintained. Feedback from businesses has been very positive. They recognize that the construction of sidewalks, bike lanes, and landscaping will improve the business environment.

ALTERNATIVES

Q Why not just add sidewalks and bike lanes along the existing roadway?

A The City-owned right-of-way is too narrow to accommodate bike lanes, landscaping, and sidewalks without reducing the existing roadway. Adding to the existing roadway would likely add another \$350,000 to the project cost, destroy several stands of mature trees, and remove several key drive aisles and parking areas for neighboring businesses.

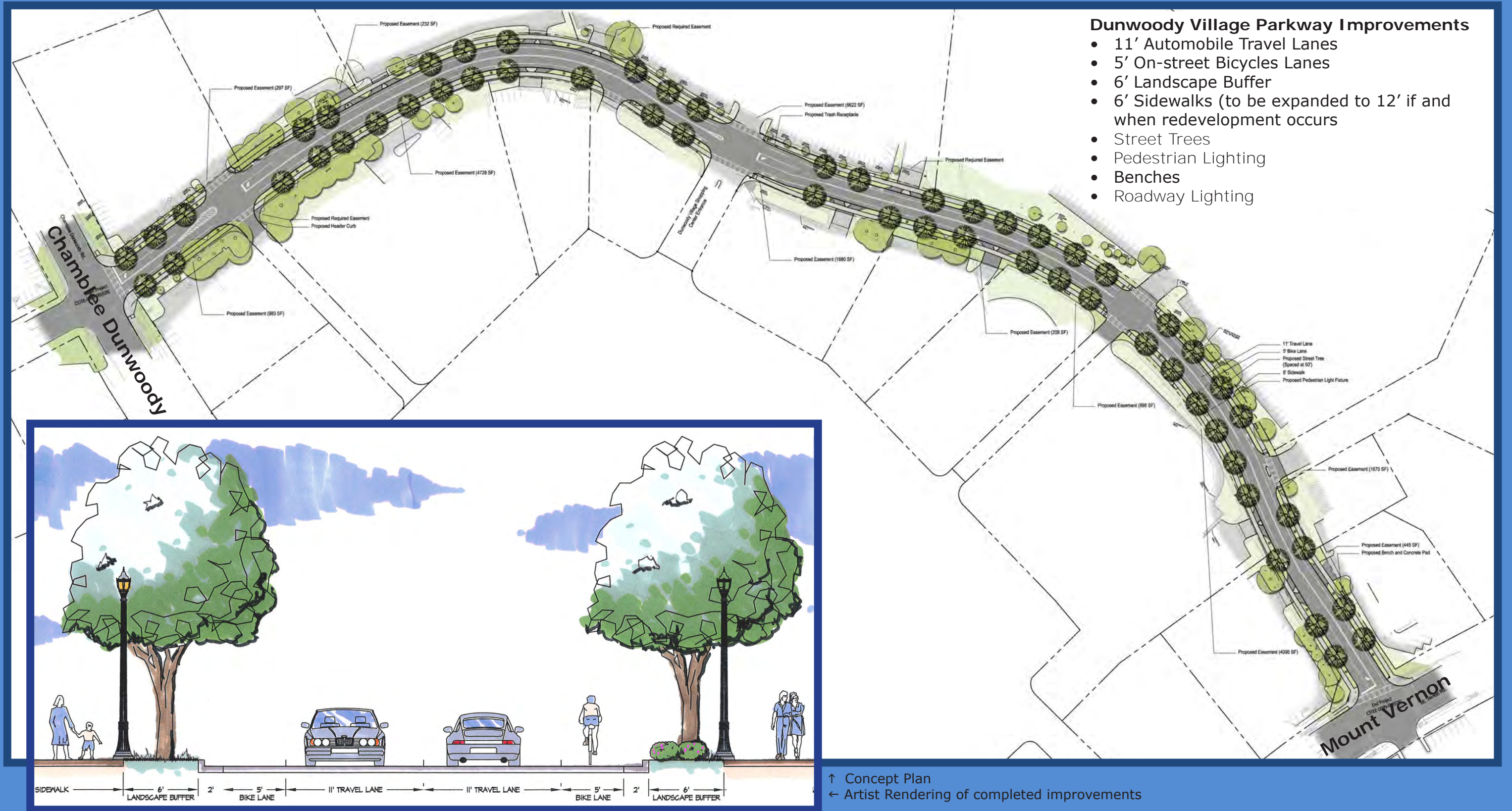
FUNDING

Q How much will this project cost?

A Total project costs are \$2.4 million but the City has secured \$1.1 million in grant funding from state and federal sources. The remaining funds have been budgeted as part of the City's Capital Improvements Plan.

Dunwoody Village Parkway

✓ MAINTAIN EFFICIENT AUTOMOBILE FLOW ✓ ADD SIDEWALKS AND BIKE LANES ✓ CREATE A MORE VIBRANT DUNWOODY VILLAGE



Welcome to Georgetown

- ✓ **ADOPTED PLAN FOR REDEVELOPMENT**
- ✓ **STRONG CITY INVESTMENT**
- ✓ **DIRECT ACCESS TO INTERSTATE 285**
- ✓ **HIGH TRAFFIC COUNTS & VISIBILITY**
- ✓ **SUPPORT FOR RETAIL MARKET EXPANSION**
- ✓ **AFFLUENT, WELL-EDUCATED POPULATION**

The City of Dunwoody unanimously adopted a Redevelopment Master Plan for Georgetown and is committed to its implementation. Among other investments, in 2011, the City purchased a 16 acre parcel in the heart of Georgetown and is seeking partners for redevelopment of this prime property.

This catalytic project, built around a common green, will spark the transformation of Georgetown from an obsolete former medical office district into a true community gathering place that serves the commercial needs of residents.

EXISTING DEMAND; UNLIMITED POTENTIAL

2010 MARKET STUDY SHOWS RETAIL NEEDS

An analysis of retail expenditures within the Georgetown 2-mile trade area reveals the area is under-served, with demand far exceeding supply, in the following retail categories:

- Grocery and Specialty Food → \$27.7 million of unmet demand
- Restaurant with Bar or Tavern → \$7.9 million of unmet demand
- Health and Personal Care → \$6.0 million of unmet demand

The Georgetown area is home to approximately 12,773 residents and 6,013 households within a 1 mile radius. The median household income of the area is over \$81,000.

The core of Georgetown is dominated by a number of large-scale multi-family communities, the bulk of which are for-rent developments. This commercial core is surrounded by stable, single family residential neighborhoods including the communities of North Springs, Chateau Woods, Georgetown, and Village Oaks.

This residential density creates a 'built-in' market for neighborhood-serving retail.

"Georgetown is an ideal location for investment and the City looks forward to working with new partners to revitalize

this critical area."

Warren Hutmacher
City Manager



GATEWAY INTO DUNWOODY

STEADY TRAFFIC FLOW

Direct access to Interstate 285 and high traffic counts throughout Georgetown provide high visibility and easy access for customers.

- 13,000 vehicles per day travel Chamblee Dunwoody Road
- 11,000 vehicles per day travel Cotillion Drive
- 5,000 vehicles per day travel North Shallowford south of Georgetown
- 6,000 vehicles per day travel Peeler Road north of Georgetown

Georgetown is the City of Dunwoody's southern gateway. New signage and wayfinding system is planned, and currently under design, to better denote this critical gateway into the City. The City intends to invest in new landscaping and signage at the entry points into Georgetown.

Grandfathered as a Livable Centers Initiative study, the City of Dunwoody hopes to work with the Atlanta Regional Commission for grant funding to complete streetscape improvements along Chamblee Dunwoody Road.

Significant pedestrian and bicycling improvements are planned throughout the area. The first of these improvements have already begun as Coro Realty broke ground in 2011 on its renovation to the Georgetown Shopping Center which includes streetscape improvements.

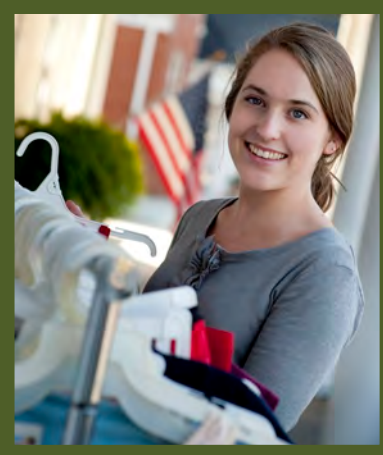


STRONG DEMOGRAPHICS

AFFLUENT, WELL-EDUCATED POPULATION

As of the 2010 Census, Dunwoody is home to 46,267 residents. The largest age groups in Dunwoody are individuals 25-34 and 35-44, in the prime of their working and family lives.

Education is extremely important to the citizens of Dunwoody - 40% have a bachelor's degree and 21% have a master's degree (or higher) in 2000. Dunwoody is home to Georgia Perimeter College with an annual student population of over 9,000.



	1 Mile	2 Mile	3 Mile
Population	12,773	40,546	94,813
Households	6,013	18,639	38,882
Average Household Income	\$106,792	\$106,826	\$106,997
Median Housing Value	\$235,499	\$239,141	\$245,548
Average Age	38.2	38.5	37.5



Georgetown

✓ STRONG DEMOGRAPHICS ✓ EXISTING DEMAND ✓ HIGH TRAFFIC COUNTS ✓ GATEWAY LOCATION ✓ UNLIMITED POTENTIAL

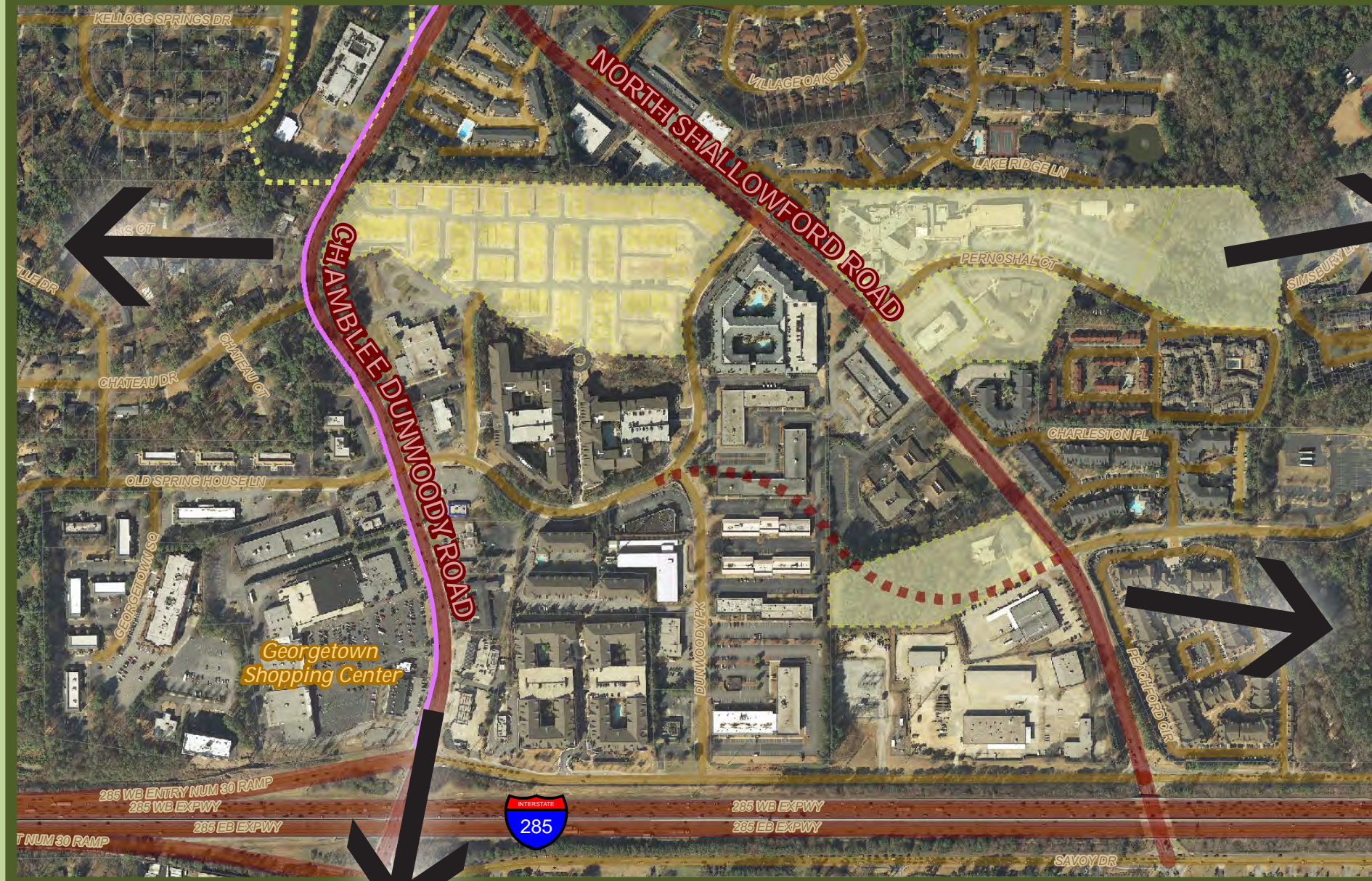


City-owned, 16 acre Parcel

In September 2011, the City purchased the 16 site in the heart of Georgetown. The site is bounded on the west by Chamblee Dunwoody and on the east by North Shallowford Road.

The City intends to anchor the site with a community park and a multi-use trail, path, or wide sidewalk to provide connectivity across the site. The City looks forward to working with new partners to finalize redevelopment plans for this 16 acre site.

Originally planned as the second phase of a neighboring apartment complex, the site was prepared with utilities, stormwater, and basic road infrastructure. Since closing on the property, the City capped the PVC pipe below grade to maintain the integrity of existing structures while allowing our community to passively enjoy the site until redevelopment plans can be finalized.



Streetscape Improvements

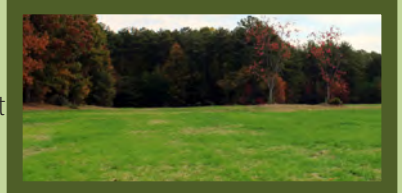
With over 13,000 vehicles per day traveling Chamblee Dunwoody Road, it serves as a vital artery to Georgetown. The City has planned a significant streetscape (sidewalk, landscape, and lighting) project for Chamblee Dunwoody Road from I-285 to North Shallowford Road (above in pink).

Preliminary plans include improving the visual appeal, walkability, and safety of the corridor including landscape buffers, street trees, pedestrian lighting, street lighting, wide sidewalks, and intersection enhancements.



19 Acre Site - former Medical Complex
In June 2011, HCA (Hospital Corporation of America) demolished their former medical center building which had occupied 14 acres of the 19 acres complex.

The now greenfield site awaits the right redevelopment opportunity.



New Road Connectivity

To improve the east-west connectivity presently afforded by Dunwoody Park Drive and Cotillion Drive, in December 2011 the City finalized a sales contract to purchase a critical 5 acre property for the future extension of Peachford Road to Dunwoody Park Drive, through the center of Georgetown.

The Peachford Road extension is envisioned as a "complete street" with on-street bicycle lanes, on-street parking, landscape strips, lighting, and wide sidewalks.

Dunwoody*
*Smart people - Smart city

(678) 382-6700 www.dunwoodyga.gov



HOW IS THE CITY COMMITTED TO THE MASTER PLAN?

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

The Master Plan was developed to explore the Comprehensive Plan's vision in greater detail, create an area-specific land use and circulation framework, and develop short and long-term action plans to guide the City's initiatives and investments.

The Georgetown/North Shallowford Master Plan was developed based upon the direct input of residents, businesses, property owners, and other stakeholders in the area, and the City staff and elected officials are committed to implementing that vision for now and future generations.

Dunwoody's Vision

The Georgetown/ North Shallowford Area Master Plan envisions a strong commercial area that supports the surrounding neighborhood by providing safe walkable/bikable amenities, access to transit, picturesque streetscapes, active spaces, and public art. The area should be to be a place to take your children or stroll along Chamblee Dunwoody Road and window shop. Park amenities and walking trails that connect the area to Brook Run and the surrounding city will promote and implement the character sought in the master plan. Under the direction of Atlanta Regional Commission, the Master Plan seeks to implement the Livable Centers Initiative through goals such as: identifying an appropriate mix of uses, implementing transportation demand reduction measures, mobility enhancements, connectivity, and appropriate housing.



Dunwoody*
*Smart people – Smart city

41 Perimeter Center East, Suite 250
Dunwoody, GA 30346
(678) 382-6700
www.dunwoodyga.gov

Dunwoody*
*Smart people – Smart city

Georgetown / North Shallowford Area

Vision of the Future



**Our community's vision for the
future of the Georgetown /
North Shallowford area**



GEORGETOWN / N SHALLOWFORD

OUR COMMUNITY HAS A VISION FOR THE FUTURE AND A PROVEN RECORD OF INVESTING AND PARTNERING TO ATTAIN OUR GOALS

The Georgetown / North Shallowford area directly abuts Interstate 285 and is currently an assemblage of diverse and disparate land uses ranging from strip center commercial, to numerous multifamily developments (owner and renter) to large scale institutional uses, to a local utility operations center.

The Georgetown / North Shallowford Master Plan outlines targeted initiatives to improve the “gateway” appearance and create connectivity while encouraging high quality retail and filling the gaps in supply of housing for all ages.

The Master Plan focuses on three key properties with great susceptibility to change – (1) the vacant, former DeKalb County School site, (2) the vacant, former Emory Medical Center site, and (3) the 16 acre vacant property. The Master Plan outlines proactive strategies for each key property.

Additionally, the Master Plan contemplates new roadway connections to increase connectivity, enhance walkability, and create opportunities for higher-quality development as well as new transit-oriented redevelopment and significant streetscape projects.

FREQUENTLY ASKED QUESTIONS

Q What is the City of Dunwoody doing to implement the Master Plan for Georgetown / North Shallowford?

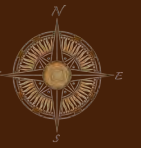
A The City recognizes that public investment will help catalyze improvement in this area. The City plans to pursue Master Plan implementation by coordinating a mix of commercial uses that will activate the area, park amenities, walking trails connecting to Brook Run Park, and streetscape improvements. The Master Plan recommendations will bring new and re-investment to the area to provide for the current and future needs of the community.

Q Is the community supportive of the redevelopment planned for the Georgetown / N. Shallowford area?

A As part of the Master Planning process, the City conducted a survey in which 74% of the respondents noted that the area needs extensive redevelopment.

Q The plan sounds great! How do I learn more?

A The Georgetown / North Shallowford Master Plan is available for download at our website, www.dunwoodyga.gov. Click on “Community Development” and select “Land Use Plans.” Please call with any questions (678) 382-6700.



PROJECT RENAISSANCE A NEW GEORGETOWN

- ✓ COMMUNITY-BASED PUBLIC PLANNING PROCESS
- ✓ UNANIMOUSLY ADOPTED AREA MASTER PLAN
- ✓ STRONG CITY COMMITMENT TO IMPLEMENTATION
- ✓ PROMOTION OF CATALYTIC REDEVELOPMENT
- ✓ CREATION OF PEDESTRIAN & BIKE FRIENDLY ENVIRONMENT
- ✓ FURTHERS ECONOMIC DEVELOPMENT STRATEGY

IT ALL STARTED WITH A 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 Georgetown / North Shallowford Master Plan (adopted in 2011) and promote a catalytic redevelopment opportunity for the Georgetown area. Project Renaissance targets 35 acres of land off of North Shallowford Road, a 16 acre parcel owned by the City and a 19 acre property the City has under contract.

OVERALL STRATEGY

The overall strategy for the Project Renaissance initiative is to enter into a public/private revitalization partnership for redevelopment of the 35 acres. The City intends to redevelop approximately 17 of 35 acres of land as parkland, multi-use trails, and civic space. The City has issued an Invitation for Proposals to solicit proposals from the private sector to redevelop the remaining land. Based on the land uses identified in the Master Plan, the City anticipates receiving proposals from potential private sector partners for developing the remaining land as owner-occupied, low-density residential and neighborhood-style commercial development. These uses will be incorporated with the public uses into a seamless development.



Proposed Land Use Scenarios from Adopted Georgetown Master Plan



16 acre parcel - Artist Rendering of Integration of City Park Elements



19 acre property - Artist Rendering of Integration of City Park Elements



ENVISIONING THE FUTURE

Based on the adopted Master Plan and to aide and assist the Invitations for Proposals process, the City commissioned artist renderings of key City elements of the proposed redevelopment.



16 acre - Central Neighborhood Park Concept



16 acre - Neighborhood Commercial Node



19 acre - Open Field Park Concept

NEXT STEP - ZONING

The City's existing Zoning Ordinance is of a traditional (Euclidian) composition. In order to bring the Zoning Ordinance into conformity with our adopted Comprehensive Plan, area Master Plans, and modern best practices, the City is currently drafting a new Zoning Ordinance and Land Development Regulations.

In March, the City Council initiated a text amendment to the current Zoning Ordinance to create a new zoning category to permit the development of land in accordance with an adopted Master Plan. The City anticipates the schedule to select a private sector partner will allow for the City to accept proposals for rezoning into this new zoning category as early as July 2012.

NEXT STEP - URBAN REDEVELOPMENT AUTHORITY

The Urban Redevelopment Act (Chapter 61 of Title 36 of the Official Code of Georgia Annotated) is a legislative tool governing the use of public/private revitalization partnerships for redevelopment, rehabilitation, and/or conservation of defined geographic areas.

In April 2012, the City Council will consider activating the Urban Redevelopment Act and complete the process outlined therein. The next three steps in that process are listed below:

1. Declare a Legislative Finding
2. Adopt an Urban Redevelopment Plan
3. Create an Urban Redevelopment Authority

NEXT STEP - INVITATION FOR PROPOSALS PROCESS

With proposals due on April, 20, 2012, the City's selection committee intends to announce the firm with which they recommend partnership on May 3, 2012. At the time of this announcement, the City will make public the proposals, except for any information that is protected as a trade secret or otherwise to be held confidential pursuant to Georgia law, of both the recommended firm and any short-listed firms. Over the month of May and City intends to solicit feedback from the community before the City Council considers entering a Development Agreement on May 29, 2012.