



41 Perimeter Center East, Suite 250  
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## **MEMORANDUM**

**To:** Mayor and City Council

**From:** Warren Hutmacher, City Manager

**Date:** November 8, 2010

**Subject:** Dunwoody Village Master Plan Supplemental Funds

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### **BACKGROUND**

A few months ago the City Council approved a contract with Urban Collage for \$250,000 to complete master redevelopment plans for Dunwoody Village and Georgetown. The contract for Dunwoody Village was for \$125,000. However, the City budgeted \$205,000 for this project to recognize funds received by the City as part of the Atlanta Regional Commission (ARC) Livable Centers Initiative (LCI) grant program. City Council preferred to hold the additional funds and instructed the City Manager to return to Council with a specific proposal to expend the additional budgeted funds (\$80,000) that would supplement or enhance the planning process for Dunwoody Village if a need arose.

Attached to this memorandum are two proposals from Urban Collage requesting supplemental funds for the Dunwoody Village project for your consideration. The first proposal requests funds to augment the production of graphics and illustrations for use in public workshops and future presentations to potential investors and developers. The other proposal details additional work that will need to be completed to update the zoning code to account for recommendations made through the planning process and subsequently approved by Mayor and Council. This work goes well beyond the scope of the existing contract but is a task we knew we would have to complete after this planning process is completed.

### **RECOMMENDATION**

I recommend moving forward with the first proposal regarding graphics and illustrations. In my experience, a picture is truly worth a thousand words and a artists rendition or photographic simulations will enhance the public's ability to vision what future development may look like and also significantly improves our ability to sell the approved vision to the development community so that they can adequately grasp our expectations for quality development. The cost of this proposal is \$12,000 and this can be paid from the appropriated \$80,000 the Council has reserved for this purpose.

The second proposal for additional zoning work can be paid from a combination of sources. The zoning work is not limited to Dunwoody Village since we would need to alter the zoning for Georgetown as well, and therefore funds would need to be expended from both the \$80,000 mentioned above and funds already appropriated in FY 2011 for a re-write of our zoning code (Phase 1). The reason I am supporting this request at this time is that it would be to our advantage to include the zoning consultant (Market + Main) in the process at this planning phase so that the firm can see first hand how our vision is being crafted. This will position the firm to develop zoning language that is aligned with our new plans. The cost of this phase of the work is \$14,000 (Tasks 1 and 2). \$7,000 can be spent from the \$80,000 pot of money the Council has reserved for this purpose. The other \$7,000 would need to be

Ken Wright Mayor

Denis Shortal City Council Post 1  
Adrian Bonser City Council Post 2  
Doug R. Thompson City Council Post 3

Robert Wittenstein City Council Post 4  
Danny Ross City Council Post 5  
John Heneghan City Council Post 6

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taken from the FY 2010 appropriation for zoning work. The remainder of the project would be considered in FY 2011. Urban Collage has estimated the cost of that work to be approximately \$42,000. They will provide us with a more detailed proposal for Tasks 3-5 early next year.

I am happy to answer any questions you may have regarding these two requests to expend funds for Dunwoody Village and Georgetown.



**Additional Services Proposal:**  
**City of Dunwoody**  
**Dunwoody Village and Georgetown/Shallowford**

Warren Hutmacher  
 City Manager  
 City of Dunwoody  
 41 Perimeter Center East, Suite 250  
 Dunwoody, GA 30346

Warren:

Based on our discussions in September and October 2010, we are providing this proposal to expand the current scope of work for the ongoing Dunwoody Village and Georgetown/North Shallowford Master Plan efforts to include a more in-depth analysis of existing zoning and its impacts on these two areas.

Our contracts dated June 22, 2010 include the following scope:

*"The plan will also include general zoning recommendations related to site design, architectural design and other elements vital to the realization of the master plan (particularly village scale mixed-use development strategies) and transitional zoning strategies to protect adjacent, established single-family neighborhoods. Additional funding may be utilized to review the existing zoning code in greater detail and develop recommendations for updating, revising, or re-writing Dunwoody's zoning regulations. Under the base scope zoning recommendations will outline key considerations, but will not include a detailed assessment of the current code."*

Based upon our work with the community over the last 3 months, it has become necessary to complete a more detailed analysis of current zoning in order to compare potential concepts to current regulations and property rights. This analysis would provide a more in-depth understanding of current limitations, conflicts, constraints and/or obstacles that may be present within existing zoning provisions.

While the extended scope include analysis of the current zoning code and Market + Main's involvement in the second and third round of public workshops to relate such information, additional steps may be taken with the City's approval to also add more detailed zoning implementation recommendations as a follow-up task.

<b>Proposed Scope of Work</b>
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### **Task 1: EXISTING ZONING ANALYSIS**

Review the City's existing zoning ordinance; review for consistency with the emerging Area Master Plans; review for obstacles, barriers, roadblocks or any other problems with the existing zoning related to the implementation of the community vision.

Portions of the current code that impact the two master plan areas include:

- R-75 Single Family Residential District
- R-100 Single Family Residential District

- R-A5 Single Family Residential District
- Residential Multi-family
- RMHD Multi-family District
- NS Neighborhood Shopping District
- C-1 Local Commercial District
- C-2 General Commercial District
- O-I Office Institution District
- O-D Office Distribution District
- Dunwoody Village Overlay District
- Definitions
- Purpose and Intent
- Uses
- Lot dimensions
- Buffers
- Building standards
- Parking
- Streetscapes
- Urban Design & Architectural Standards
- Blocks and Streets
- Signage
- All other relevant sections of the code (signage, non-conforming uses, administration)
- Existing Zoning Analysis Document

## **Task 2- PUBLIC INVOLVEMENT**

Additional provisions to allow Market + Main to prepare for, attend, and document up to four meetings (2 for Georgetown, 2 for Dunwoody Village) in the process, including participation in upcoming public workshops.

<b>Payment for Services</b>
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Fees associated with the above listed task are as follows:

<b>Task</b>	<b>Dunwoody Village</b>	<b>Georgetown/Shallowford</b>
1. Existing Zoning Analysis	\$6,000	\$6,000
2. Public Involvement	\$1,000	\$1,000

**Total for Tasks 1 and 2 above = \$14,000**

This fee includes any and all costs associated with the above tasks.

<b>Potential Next Steps</b>
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As a next step, zoning recommendations beyond the base scope of services may be elected by the City (fees and terms of this scope are not part of this proposal, but are provided for informational purposes).

### **Task 3: ZONING IMPLEMENTATION STRATEGY**

This step includes zoning implementation strategy and recommendations for translating the city vision for the corresponding zoning districts of the study areas into a concrete plan of action. This includes a summary of the elements of the city plans that are to be implemented through the updated zoning, a breakdown of the existing zoning elements that need to be changed as well as recommendations for any newly created zoning districts for the area.

- R-75 Single Family Residential District
- R-100 Single Family Residential District
- R-A5 Single Family Residential District
- Residential Multi-family
- RMHD Multi-family District
- NS Neighborhood Shopping District
- C-1 Local Commercial District
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- Blocks and Streets
- Signage
- All other relevant sections of the code (signage, non-conforming uses, administration, etc.)
- Management Team meeting #5 – November 30
- Zoning Implementation Strategy Outline
- Zoning Implementation Strategy Document

Task 3 Fee:     \$12,000

### **Task 4: DRAFTING OF REVISED/NEW ZONING DISTRICTS**

This step translates the zoning implementation strategy into draft regulations of the revised or new zoning districts needed to implement the community vision. The drafted regulations of this step are detailed and written to match the structure and format of the city zoning code.

- R-75 Single Family Residential District
- R-100 Single Family Residential District
- R-A5 Single Family Residential District
- Residential Multi-family
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- Streetscapes
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- Blocks and Streets
- Signage
- All other relevant Definitions
- Purpose and Intent
- Uses
- Lot dimensions
- Buffers
- Building standards
- Parking
- Streetscapes
- Urban Design & Architectural Standards
- Blocks and Streets
- Signage
- Staff, Stakeholder & Public meetings
- Zoning Attorney review & consultation
- Revisions to Existing Districts
- Creation of New Districts
- Preliminary Zoning Drafts
- Final Zoning Drafts

Task 4 Fee:     \$25,000

#### **Task 5: ADOPTION OF REVISED/NEW ZONING DISTRICTS**

The final step in the zoning process is to adopt the newly drafted district recommendations through the city adoption process.

- Planning Commission meetings
- Mayor & City Council meetings

Task 5 Fee:     \$3,000

<b>Engagement/Basic Payment Terms</b>
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Additional services that are deemed above and beyond the scope outlined in Tasks 1-2 above will be negotiated for an additional, mutually agreed upon fee (either lump-sum or hourly-rate basis).

**CITY OF DUNWOODY, GEORGIA**

41 Perimeter Center East  
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Dunwoody, Georgia 30346

**URBAN COLLAGE, Inc**

121 Luckie Street, NW  
Suite 200  
Atlanta, GA 30303



11/1/2010

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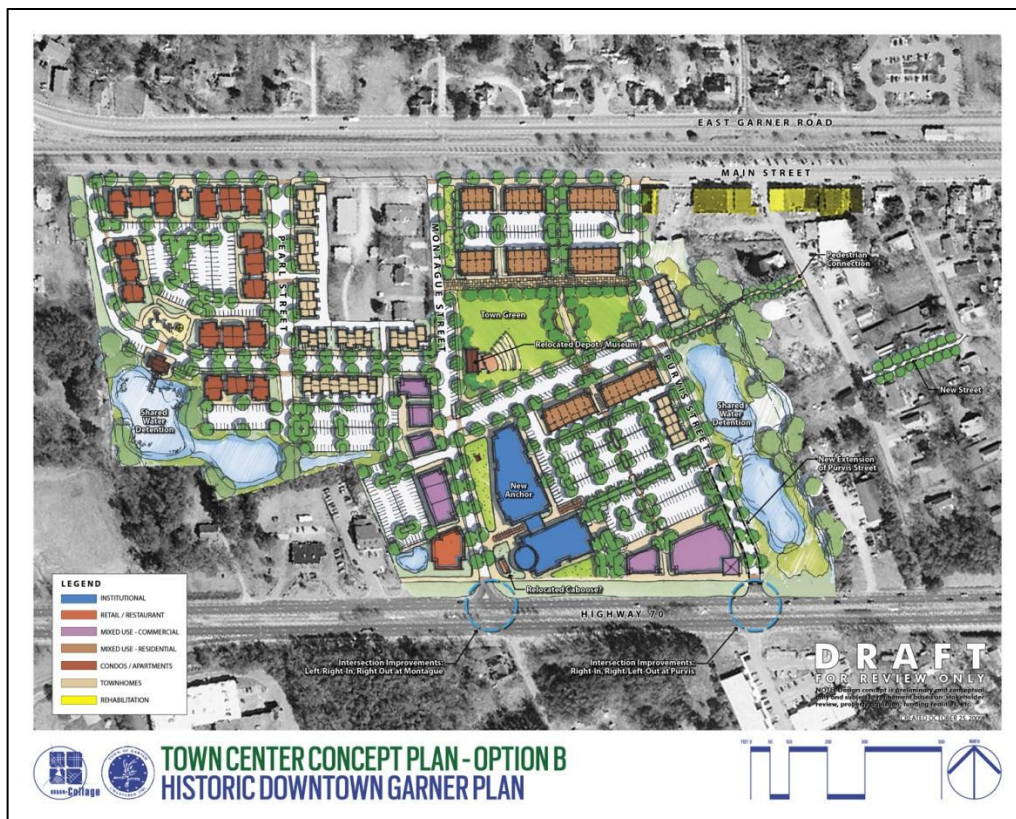
Ken Wright  
Mayor

(DATE)

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Robert J. Begle  
Principal

(DATE)

**Example Concept Plan (included in contract):****Example images from other planning efforts similar to those that could be developed for the Dunwoody Village concepts and alternatives with the requested funding:**

Sketch of potential improvements



Sketch of potential improvements



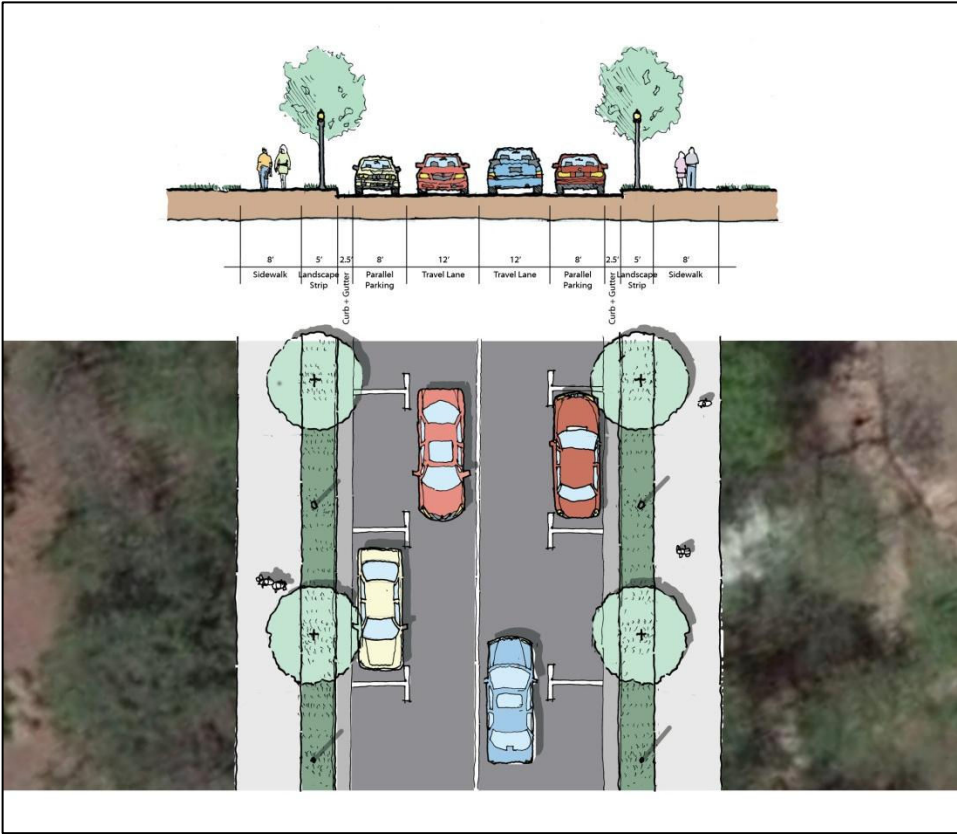
Sketch of potential improvements



Photographic Simulations (before and after)



3D Model of potential improvements



Illustrated Roadway Section