

## **MEMORANDUM**

**To:** Mayor and Council  
**From:** Madalyn Smith, Senior Planner  
**Date:** June 13, 2021  
**Subject:** Text Amendment  
Chapter 4— Entertainment Districts

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### **ITEM DESCRIPTION**

This item is a request to incorporate one new entertainment district to allow open container alcohol consumption at the new Campus 244 development, located at 244 Perimeter Center Parkway. Additionally, the amendment proposes to consolidate the Campus 244, Ashford Lane, High Street, and Perimeter Mall entertainment districts into a single district called the Perimeter Center Entertainment district.

### **DISCUSSION**

In 2020 and 2021, the City adopted regulations multiple entertainment districts. These regulations allow restaurants within the district to sell alcoholic beverages for consumption in the public realm within the district's boundaries. After the rollout, the City has received inquiries from representatives of the Capus 244 development to create an additional entertainment district. Staff has also used this as an opportunity to consolidate the multiple entertainment districts in the Perimeter Center into a single map, which better illustrates how the multiple open-container areas in the Perimeter Center connect.

The proposed amendment provides the location description for the proposed new district and consolidated map.

### **CITY COUNCIL, MAY 23, 2022**

At the May 23, 2022 City Council meeting the reviewed the proposed amendment to the entertainment district map. Council recommended that the pedestrian routes be expanded. Staff amended the map accordingly.

### **STAFF RECOMMENDATION**

Staff recommends **APPROVAL**.

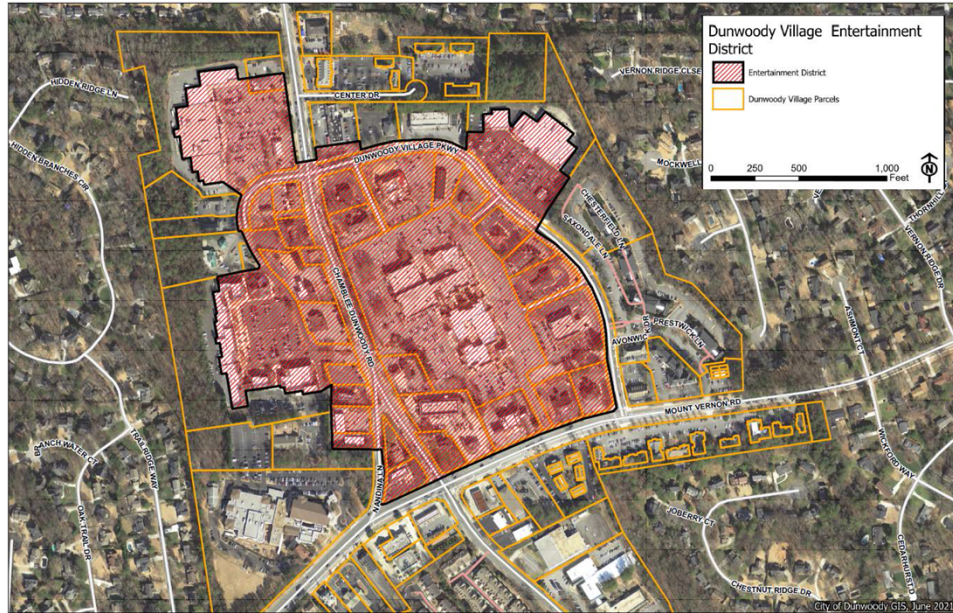
### **ATTACHMENTS**

Chapter 4, Sec. 4-142 - proposed  
Chapter 4, Sec. 4-143 - proposed  
Proposed Campus 244 Entertainment District Map  
Proposed Perimeter Center Entertainment District Map  
Chapter 4 Ordinance

Sec. 4-142. - Definition of the entertainment districts.

For the purposes of this section only, the city's entertainment districts are defined as follows:

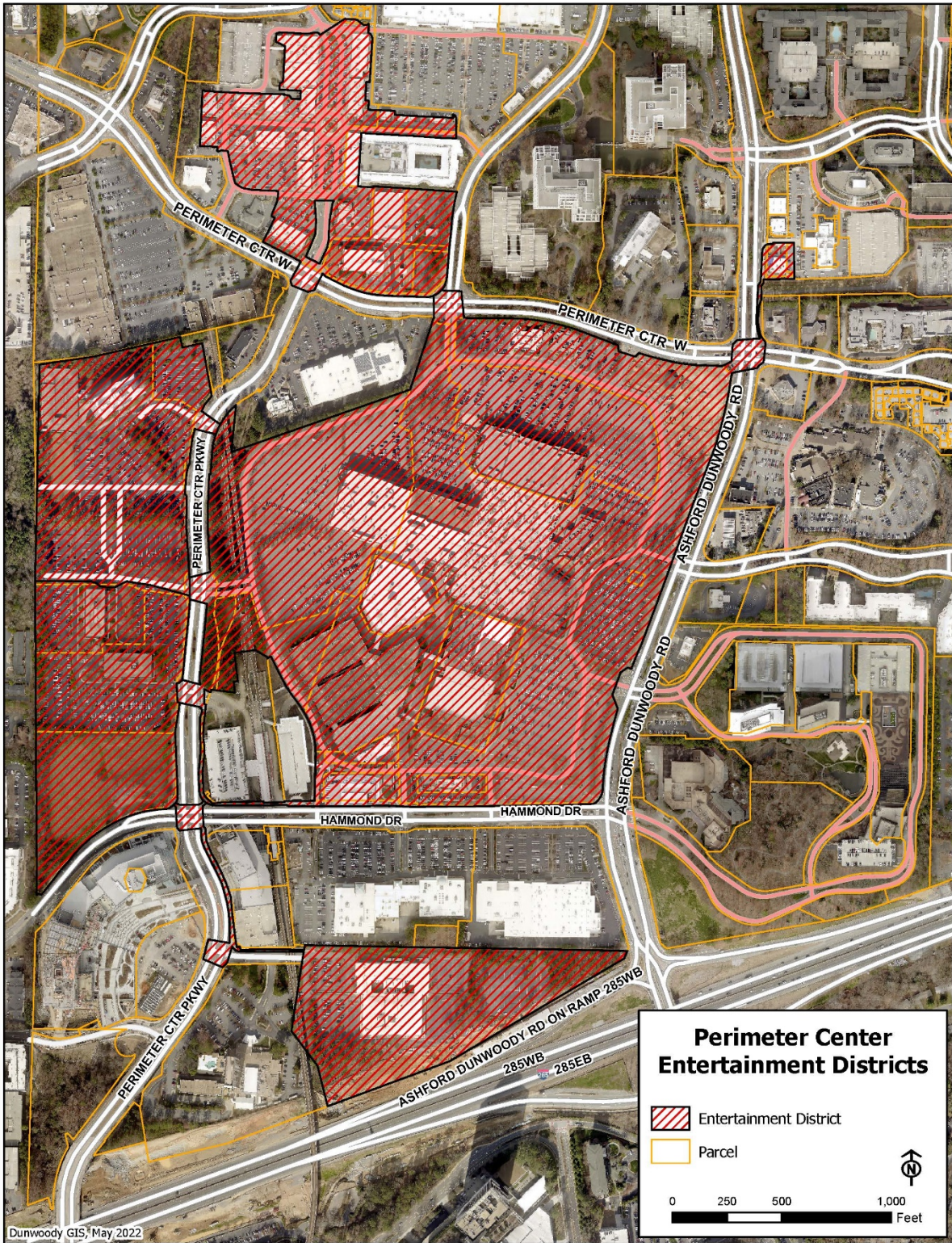
- (1) *Dunwoody Village Entertainment District.* The area generally bounded by the store frontage of Dunwoody Hall shopping center and The Shops at Dunwoody to the west; Dunwoody Village Parkway to the north and east, and Mount Vernon Road to the south. The district shall also include the parking lots to the east and west of Chamblee Dunwoody Road and any and all public plazas and sidewalks within the boundary. Also, for purposes of this definition, any licensed establishment fronting a street within the described entertainment containment district shall be considered to be located within the defined area.



- (2) *Perimeter Center Entertainment District.* This entertainment district includes:
  - a. Parts of the area that is the Ashford Lane shopping center. The entertainment district is generally bounded by the rear of the retail buildings along Olde Perimeter Way and Ashford Crossing. On its southwestern side, the entertainment district is bounded by the centerline of the driveway connecting Ashford Crossing and Olde Perimeter Way and the parking area associated with the southern retail building. On its southeastern side, the entertainment district is bounded by the curb line of Olde Perimeter Way, Perimeter Center West, Perimeter Center Place, inclusive of the sidewalks; and
  - b. The proposed High Street development that is bounded by its northernmost property line, the exterior of the right-of-way of Perimeter Center Parkway on the east, the exterior of the right-of-way on Hammond Drive on the south, and the county line on the west; and
  - c. Perimeter Mall and select adjacent properties. The area is bounded to the north by the Perimeter Mall property line along Perimeter Center West; bounded to the east by the property line along Ashford Dunwoody Road; and bounded to the west by the property line along Perimeter Center Parkway. To the south, the district is bounded by the Perimeter Mall property line and is inclusive of the sidewalks. Also included in the district are the restaurants along the northern boundary of the Perimeter Mall property; the hotel, corporate office, and restaurants, inclusive of the sidewalks, that are located in the southwest portion of the Perimeter Mall property; the sidewalk south and west of the Dunwoody MARTA station, continuing north along Perimeter Center Parkway to the western entrance of Perimeter Mall; the intersection of Perimeter Center West and Perimeter Center Place to allow a connection to the Ashford Lane Entertainment District;

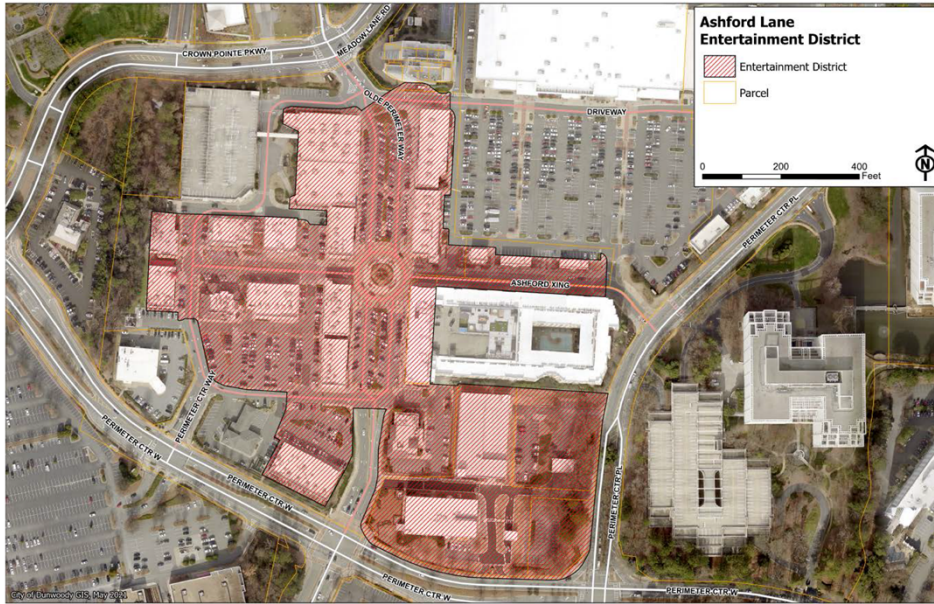
and the intersection of Perimeter Center West and Ashford Dunwoody Road, continuing north along the western sidewalk on Ashford Dunwoody Road to then include the property 4571 Ashford Dunwoody Road; and

- d. The proposed Campus 244 development and is bounded by its property lines on all sides. Also included is the northern sidewalk along Campus Way, the eastern sidewalk on Perimeter Center Parkway heading north, and connecting across the Hammond Drive and Perimeter Center Parkway intersection to the Perimeter Mall and High Street developments.



(2) — *Ashford Lane Entertainment District.* Parts of the area that is the Ashford Lane shopping center. The entertainment district is generally bounded by the rear of the retail buildings along Olde

Perimeter Way and Ashford Crossing. On its southwestern side, the entertainment district is bounded by the centerline of the driveway connecting Ashford Crossing and Olde Perimeter Way and the parking area associated with the southern retail building. On its southeastern side, the entertainment district is bounded by the curb line of Olde Perimeter Way, Perimeter Center West, Perimeter Center Place, inclusive of the sidewalks.



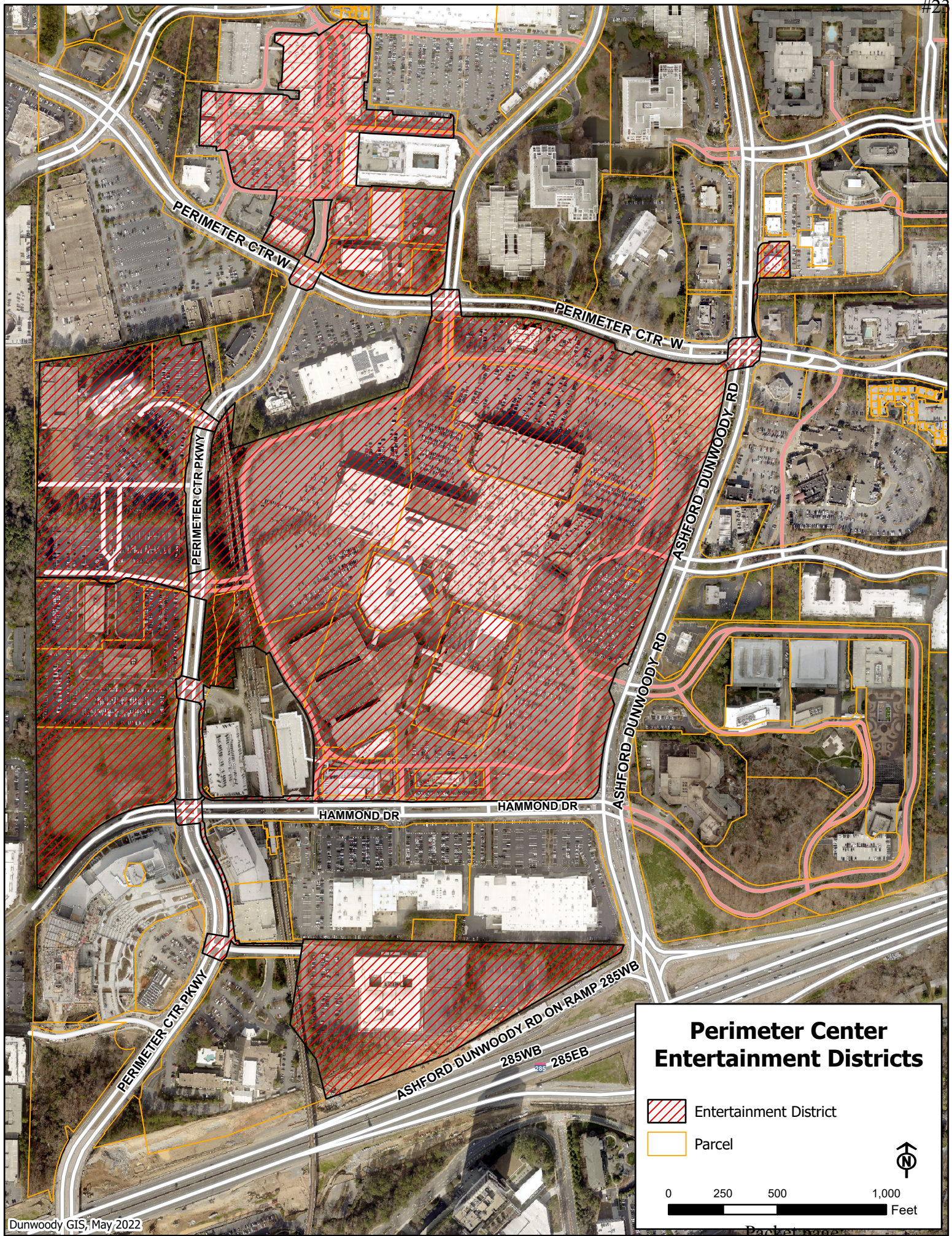
(3) *High Street Entertainment District.*

- a. *Area.* The High Street Entertainment District includes the proposed High Street development and is bounded by its northernmost property line, the exterior of the right-of-way of Perimeter Center Parkway on the east, the exterior of the right-of-way on Hammond Drive on the south, and the county line on the west.
- b. *Activation.* The High Street Entertainment District shall remain inactive until the following events occur (see map):
  - 1. The first phase shall be activated when the central green/event plaza is opened to the public and a certificate of occupancy is issued for a new building on the site.
  - 2. The future phase shall be activated when a certificate of occupancy is issued for a new building on the site or a new green space/plaza that is adjacent to the first phase is opened to the public, whichever occurs first.




(Ord. No. 2020-03-05, § IV, 3-9-2020; Ord. No. 2021-06-09, § I, 6-14-2021)

**Editor's note**— Ord. No. 2021-06-09, § I, adopted June 14, 2021, amended § 4-142, and in so doing changed the title of said section from definition of an entertainment containment district to read as set out herein.



### Perimeter Center Entertainment Districts

- Entertainment District
- Parcel



0      250      500      1,000

\_\_\_\_\_ Feet