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MEMORANDUM

To: Mayor and City Council
From: Richard McLeod, Community Development Director
Date: July 27, 2026
Subject: Entertainment District Discussion

ITEM DESCRIPTION

Responding to a request by Councilmember Price, this item presents potential expansion options for existing and new entertainment districts. The staff is prepared to draft an ordinance based on the City Council's direction.

Lynn Deutsch Mayor
Eric Linton ICMA-CM City Manager
Sharon Lowery CMC City Clerk

Catherine Lautenbacher City Council Post 1
Rob Price City Council Post 2
Tom Lambert City Council Post 3

Stacey Harris City Council Post 4
Joe Seconder City Council Post 5
John Heneghan City Council Post 6

Packet page:...



Entertainment District Discussion

July 27, 2026

Objective

- Councilman Price has asked staff to prepare options for the potential expansion of entertainment districts.
- Staff has prepared three expansion scenarios plus a no-expansion scenario to spur a discussion amongst City Council.
- Upon Council direction, staff may prepare a text amendment for potential district expansion.

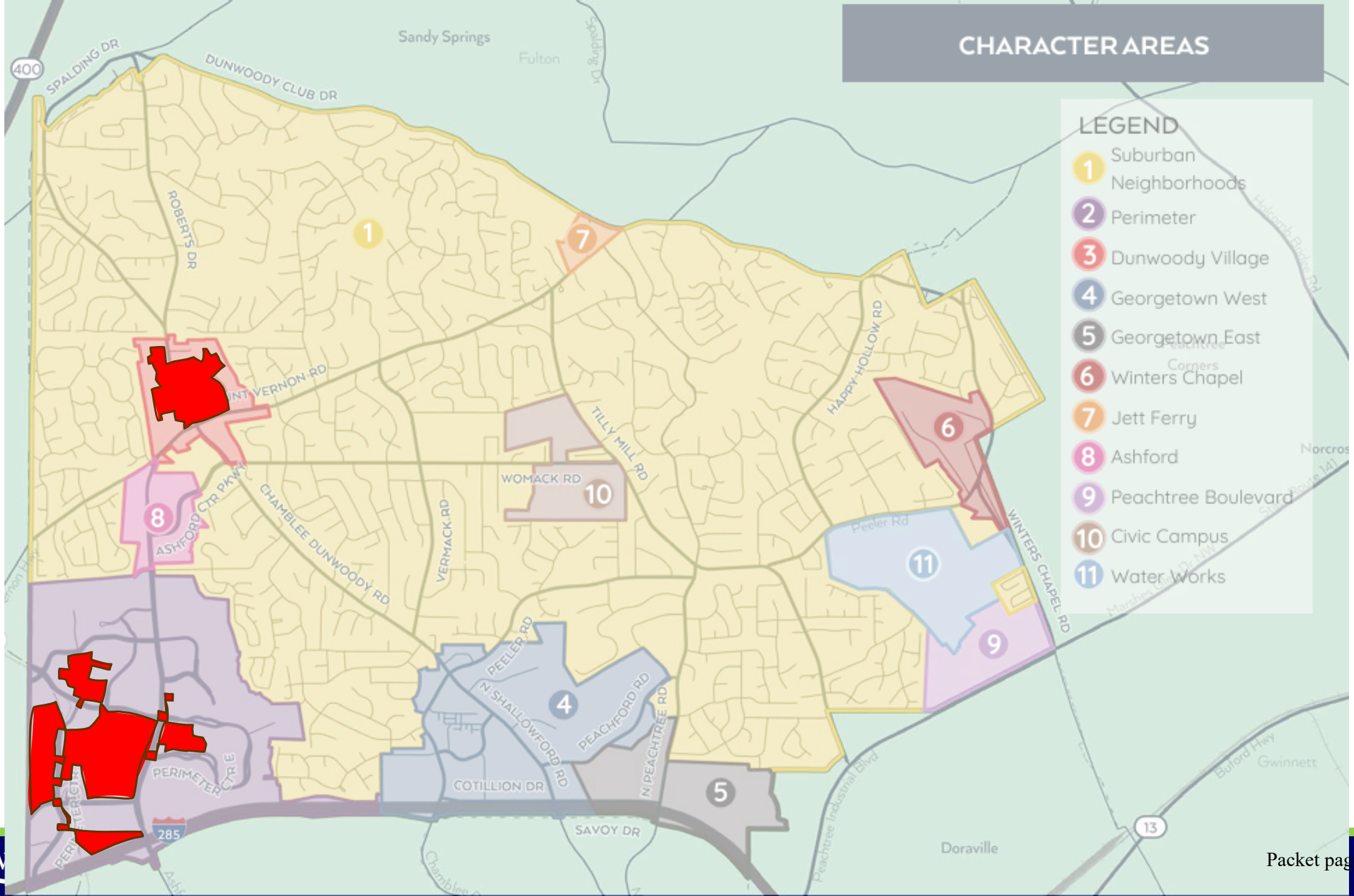
Scenario 1 – No Change

- Currently, Dunwoody has two Entertainment Districts
 - Dunwoody Village
 - Perimeter Center
- Districts allow customers to take one 16-oz clear plastic cup of alcoholic beverage outside the business.
- City of Dunwoody sticker required on plastic cups.
- No consumption allowed without consent of the property owner.

CHARACTER AREAS

LEGEND

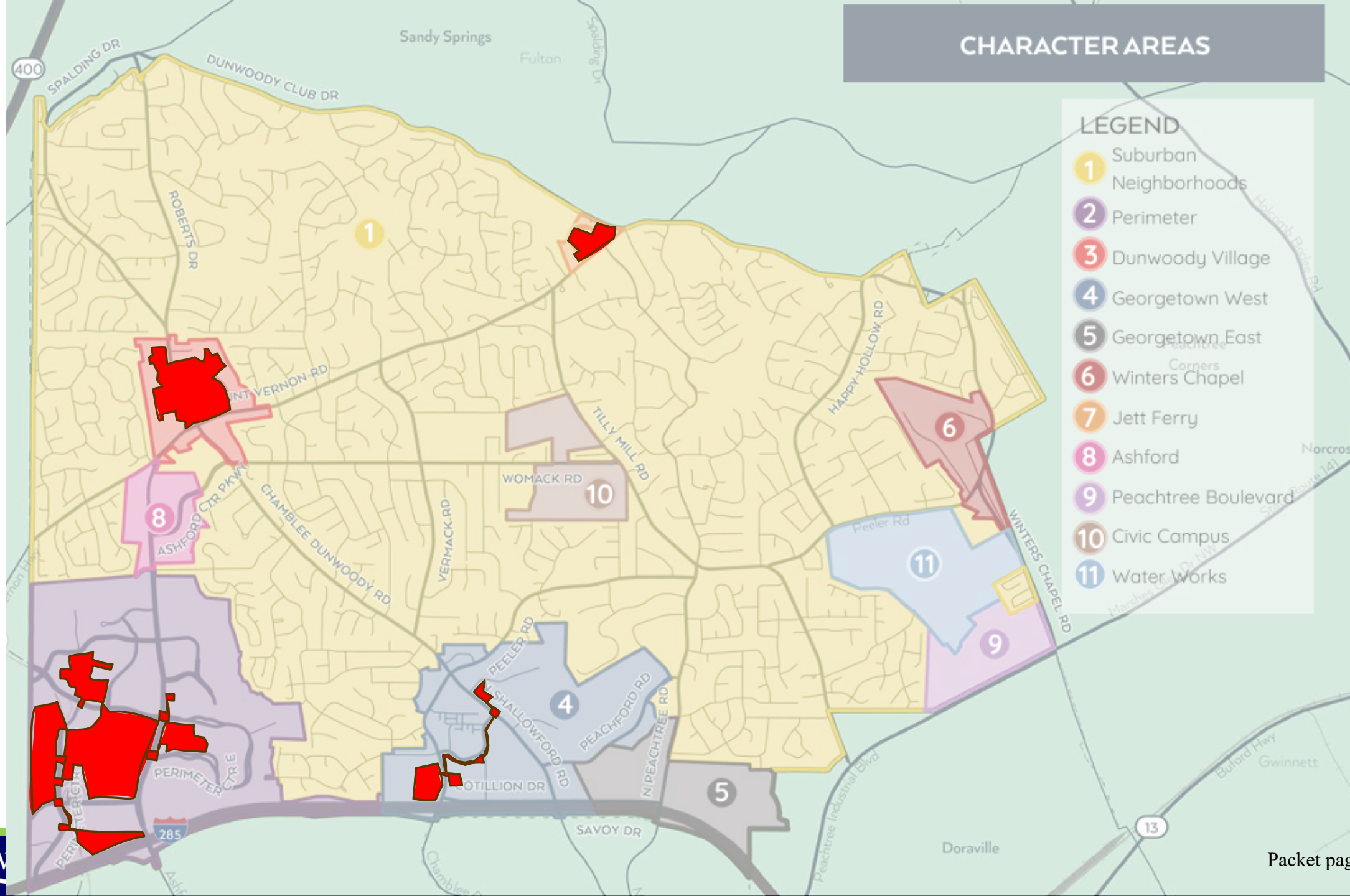
- 1 Suburban Neighborhoods
- 2 Perimeter
- 3 Dunwoody Village
- 4 Georgetown West
- 5 Georgetown East
- 6 Winters Chapel
- 7 Jett Ferry
- 8 Ashford
- 9 Peachtree Boulevard
- 10 Civic Campus
- 11 Water Works



Scenario 2 – Expansion Parcel by Parcel

- Approach similar to current Perimeter Center District.
- Include parcels that are either Consumption on Premise (COP) venues or are part of larger centers.
- Only include areas that are expressing interest to be included.
- Use case: Protect adjacent areas at all cost.

CHARACTER AREAS



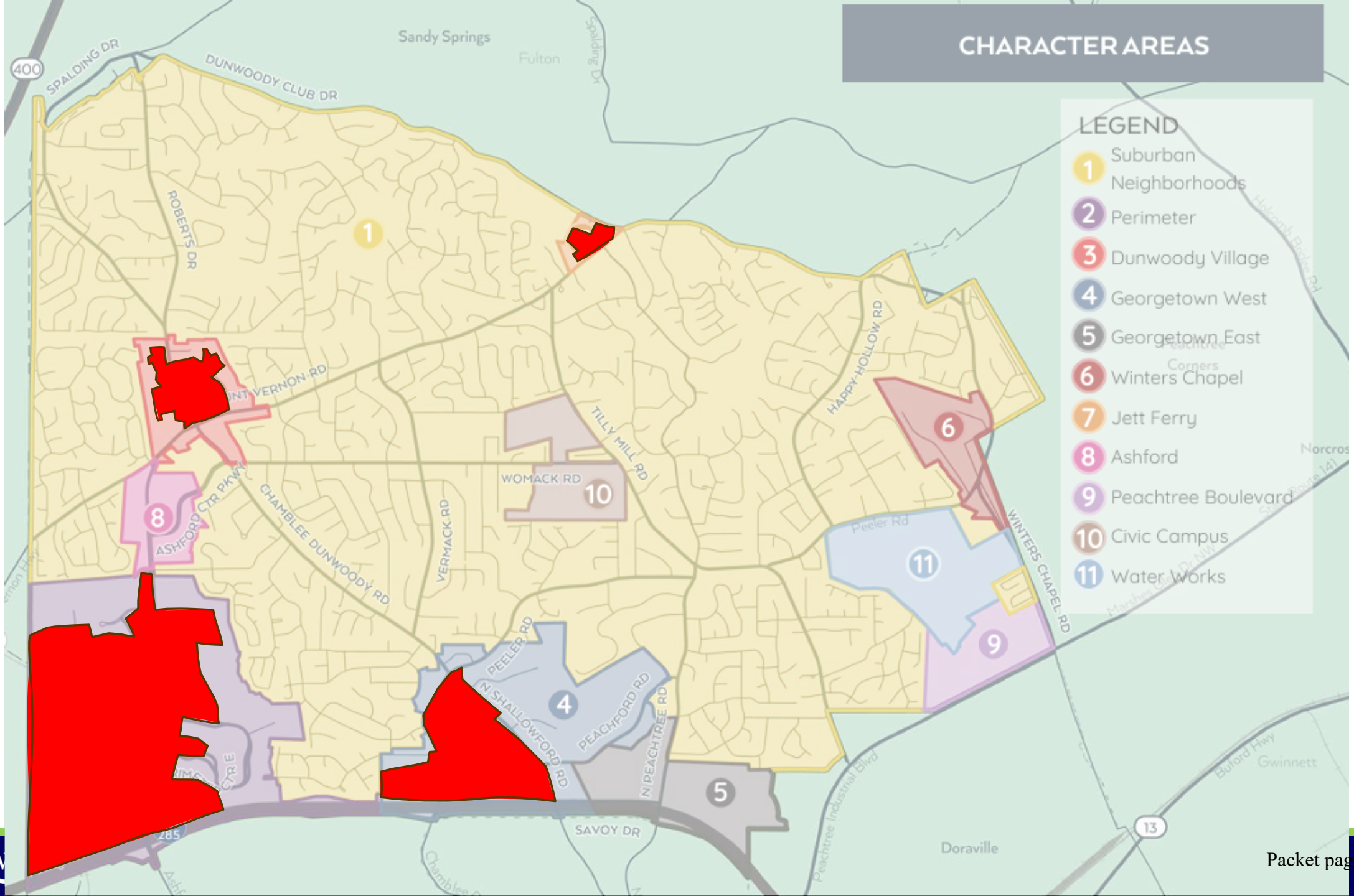
Scenario 3 – Expansion District-wide

- Approach similar to current Dunwoody Village District.
- Include parcels that form the perimeter of a recognizable district.
- Rely on property owners to opt out to prevent alcohol consumption on their property.
- Use case: Recognizable district for customers, including the walk home or to the hotel.

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Scenario 4 – Expansion Citywide

- In-lieu of entertainment districts, allow open-container consumption citywide.
- No open containers allowed in vehicles.
- Similar to Erie, PA, Hood River, OR, and New Orleans, LA.
- Use case: New civil right that allows all residents to walk home with their beverages.

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