

GEORGETOWN

SMALL AREA PLAN

City of Dunwoody

City Council Presentation
July 27th, 2026

TSW

AGENDA

- 1 Project Overview
- 2 Vision & Concepts
- 3 Implementation & Next Steps

01 | PROJECT OVERVIEW

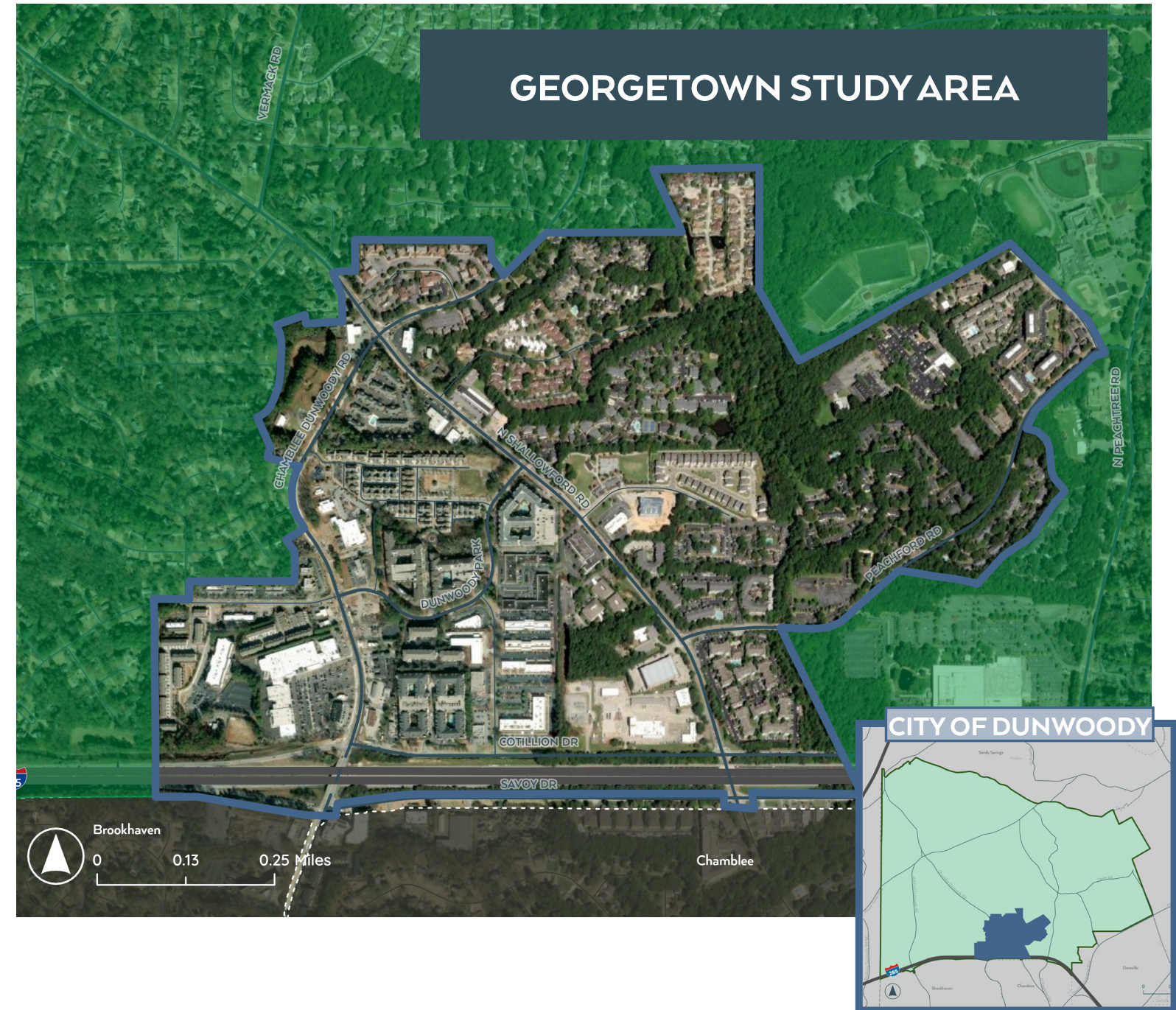
INTENT OF PLAN

Why plan for Georgetown?

- » It is the largest and best located of all the city's four local centers.

But, it lacks:

- » A strong identity
- » A true community center/gathering spot
- » Easy ways to get around the community and to nearby destinations
- » A clear compelling vision for the future... Until now!

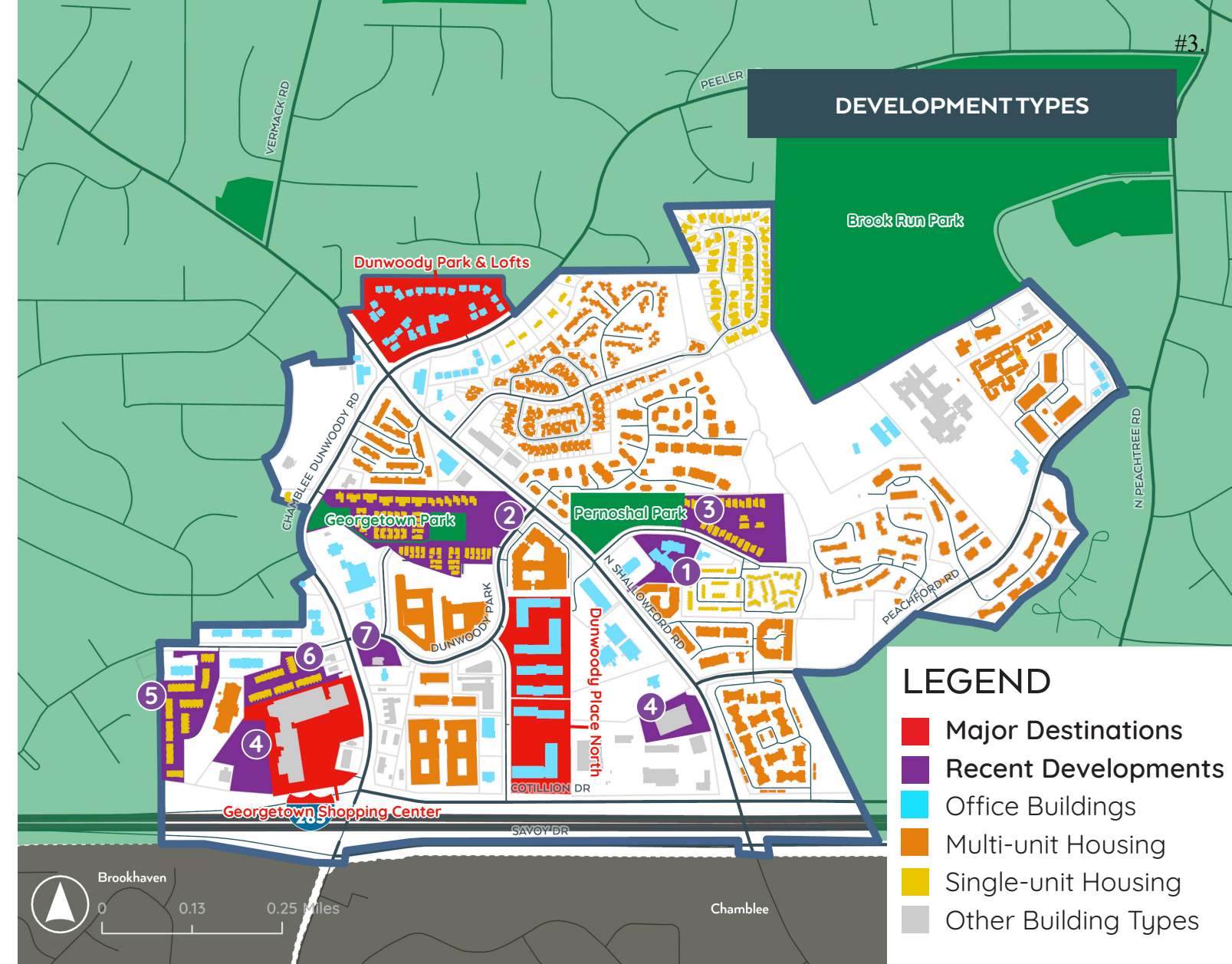


LAND USE TODAY

Georgetown features an eclectic mix of housing and low-rise commercial spaces.

Key Needs + Opportunities

- » Need a true central gathering space
- » Aging commercial buildings may spark redevelopment opportunities
- » Development interest and energy at Dunwoody Park and Lofts
- » Expand green space and expand connections to Dunwoody railway and Brook Run Park
- » Keep expanding the diversity of housing



RECENT DEVELOPMENTS

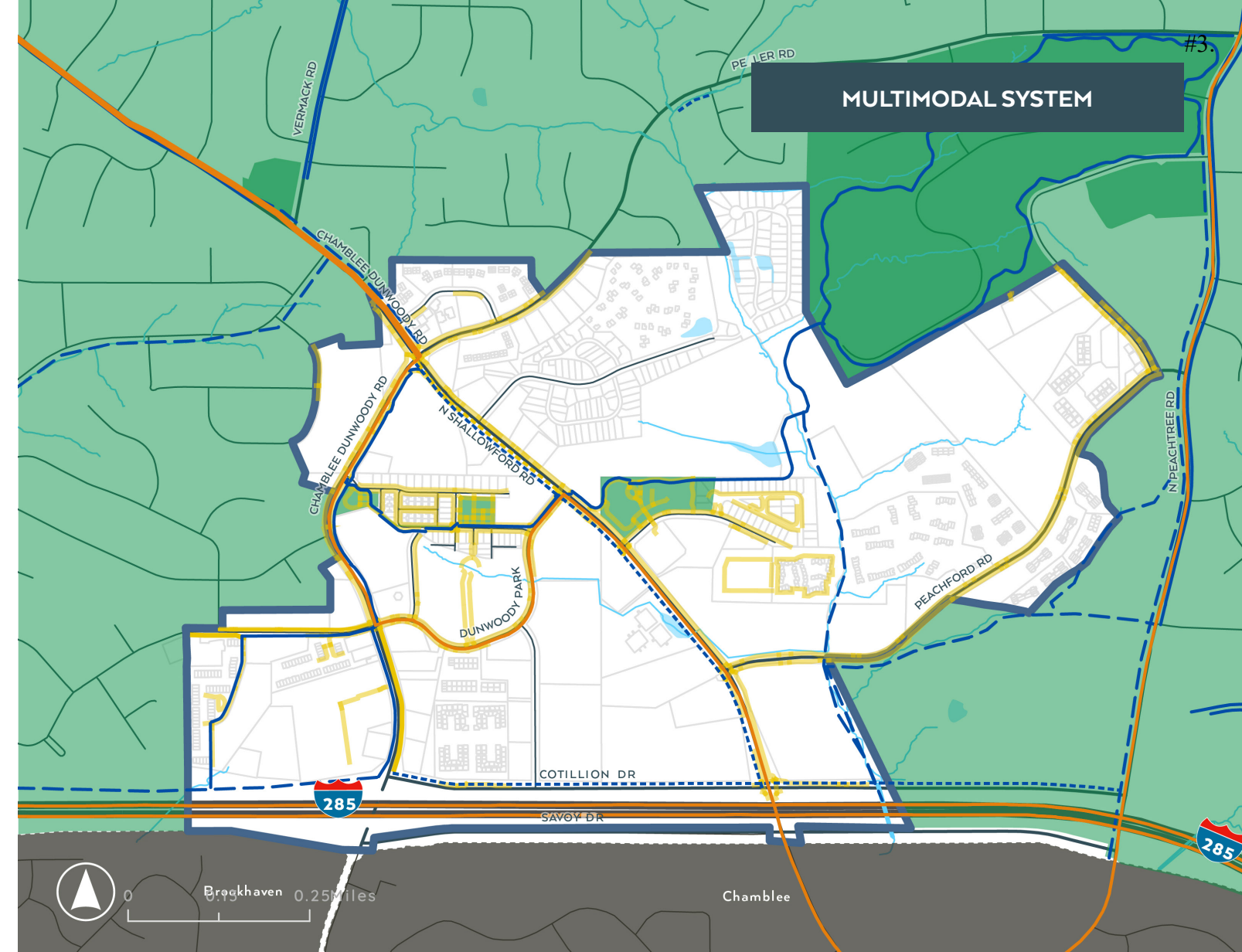
- | | |
|---------------------------------------|---------------------|
| 1 Emory Medical Building | 5 Georgetown Square |
| 2 The Enclave at Georgetown Park | 6 Dunwoody Township |
| 3 Dunwoody Green at Georgetown Square | 7 Burger King |
| 4 New storage facilities | |

TRANSPORTATION TODAY

Georgetown has a legacy suburban-style street network with weak connectivity and lots of private roads, causing traffic to pile up on Chamblee Dunwoody Road and near access points to I-285.

Key Needs + Opportunities

- » Need a better network of local roads to provide more route options and divert trips from Chamblee Dunwoody and Shallowford Roads
- » Expand the system of sidewalks, paths, and trails
- » Prepare for impacts of “Top End” projects, and leverage these investments for walkability improvements
- » Improve connectivity to points south of I-285 and Perimeter



LEGEND

- | | |
|-----------------------|-------------------------|
| — Bus Route | — Existing Bike Paths |
| — Existing Sidewalks | — Programmed Bike Paths |
| - - Planned Sidewalks | - - Planned Bike Paths |

COMPREHENSIVE PLAN GUIDANCE

Appropriate Intensity - Core



Appropriate Intensity - Transition



Land Use Policy

Stop-Light	Land Use - Core	Land Use - Transition
Appropriate	House-Scale Plexes ⁺	
	Townhouses ⁺	
	Local Commercial - Light	
	Public/Institutional	
	Parks/Open Space	
	Utilities/Transportation	
		Small-Lot Residential
		Cottage Courts ⁺
Appropriate if approved through SLUP processs	Senior/Assisted Living ⁺	
	Mixed Use ⁺	
	Multi-Unit	
	Local Commercial - Medium (Along Cotillion Road Only)	Local Commercial - Medium
	Local Commercial - Heavy (Along Cotillion Road Only)	
	Regional Commercial	
Inappropriate	Large Lot Residential	
	Small-Lot Residential	
	Cottage Courts	Regional Commercial

02 | VISION & CONCEPTS

VISION PRINCIPLES

① People-scaled buildings

There is already a variety of housing types available in Georgetown. This development concept recommends echoing what is largely in place, with a focus on residential buildings that are mostly three stories or fewer. Small scale retail is also encouraged.

② Premium streetscapes

The City's recent improvement of sidewalks and streetscape along Chamblee Dunwoody Road has set the stage for an expanded network of premium streetscapes along other key roads.

③ Plazas and passages

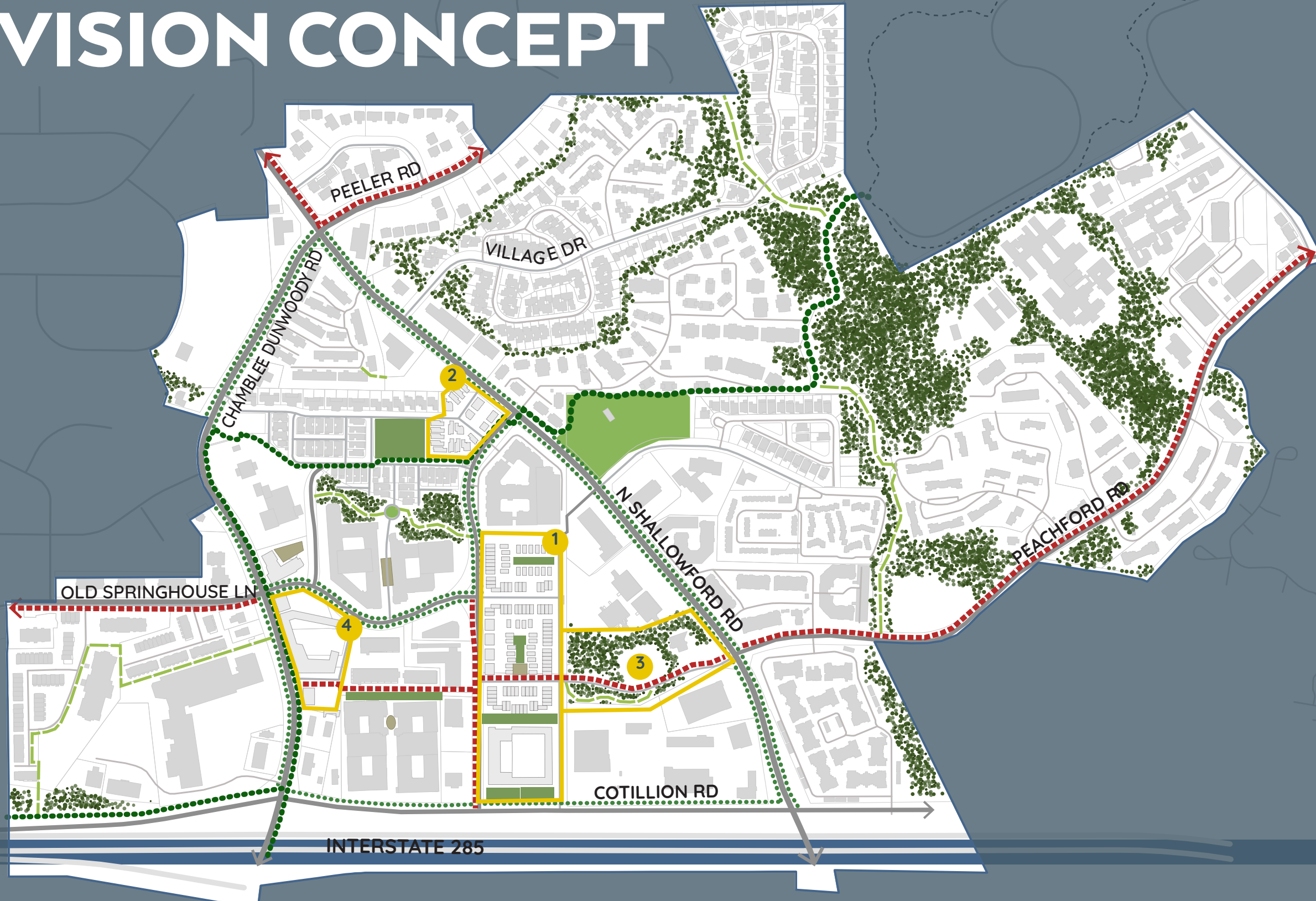
The heart of the concept is to provide stronger connectivity within the Georgetown Core by a series of new plazas and passages. Many of these plazas are already in place, such as those at Dunwoody Green and Madison Square.

④ Connections to nature

The concept envisions publicly accessible pathways to the remaining pockets of natural, forested/undeveloped areas and emphasizes connectivity to the Dunwoody Trailway that leads to Brook Run Park.

VISION CONCEPT

#3.



LEGEND

- Existing Building
- New Building (Conceptual)
- Key Site
- Park
- Wooded Area
- Green Courtyard/ Passage
- Plaza
- Premium Streetscape
- Road
- Dunwoody Trailway
- Trail
- Other Major Pedestrian Corridor

KEY SITES:

- 1 1-7 Dunwoody Park
- 2 Dunwoody Green Buildout
- 3 City annex (4470 North Shallowford Road)
- 4 4511 Chamblee Dunwoody Road shopping center

1 1-7 DUNWOODY PARK



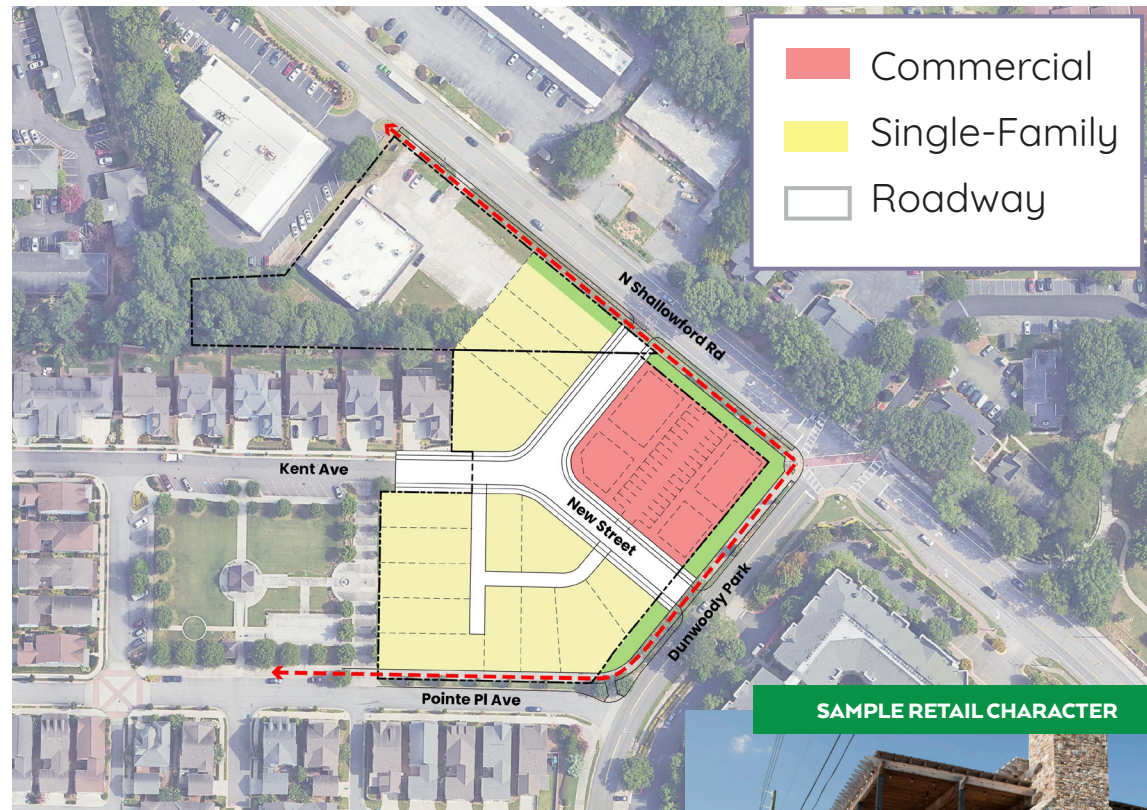
- Mixed Use
- Multi-Family
- House-Scale Plexes
- Townhomes
- Single-Family
- Green Space
- Roadway
- Parking

Concept:

- » Shows a rich mix of housing types, including **small-lot single-family houses/cottages, house-scale plexes, and townhouses**
- » Interconnected system of **green common spaces, courtyards, and passages**
- » **Higher intensity with mixed use** bordering Cotillion Drive and I-285 - would help buffer less intense uses from I-285 and could feature a small footprint grocery store
- » Emphasis on **people-scaled blocks that provide new local roadway connections**, including a link to the City Annex property



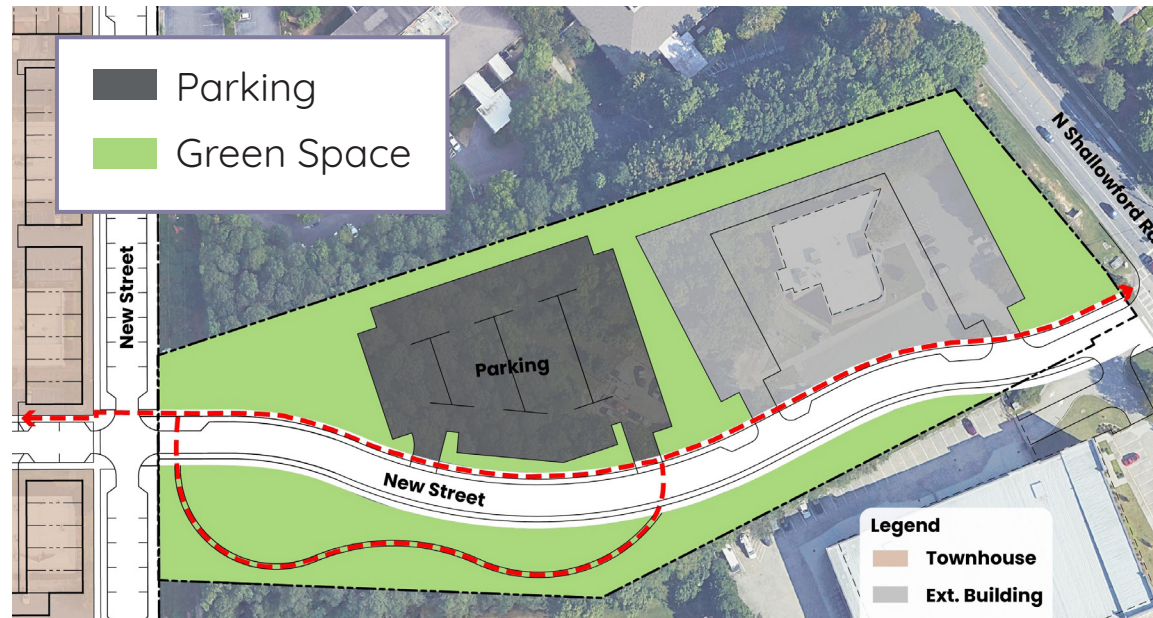
2 DUNWOODY GREEN BUILDOUT



Concept:

- » Complete the buildout of Georgetown Park with appropriately scaled homes, mobility links, and house-scale plexes to the north
- » New commercial use (like a cafe) on the corner
- » 15 new small lot, single-family housing units to maximize the size of property
- » Alternatively, development as retail/restaurant site.

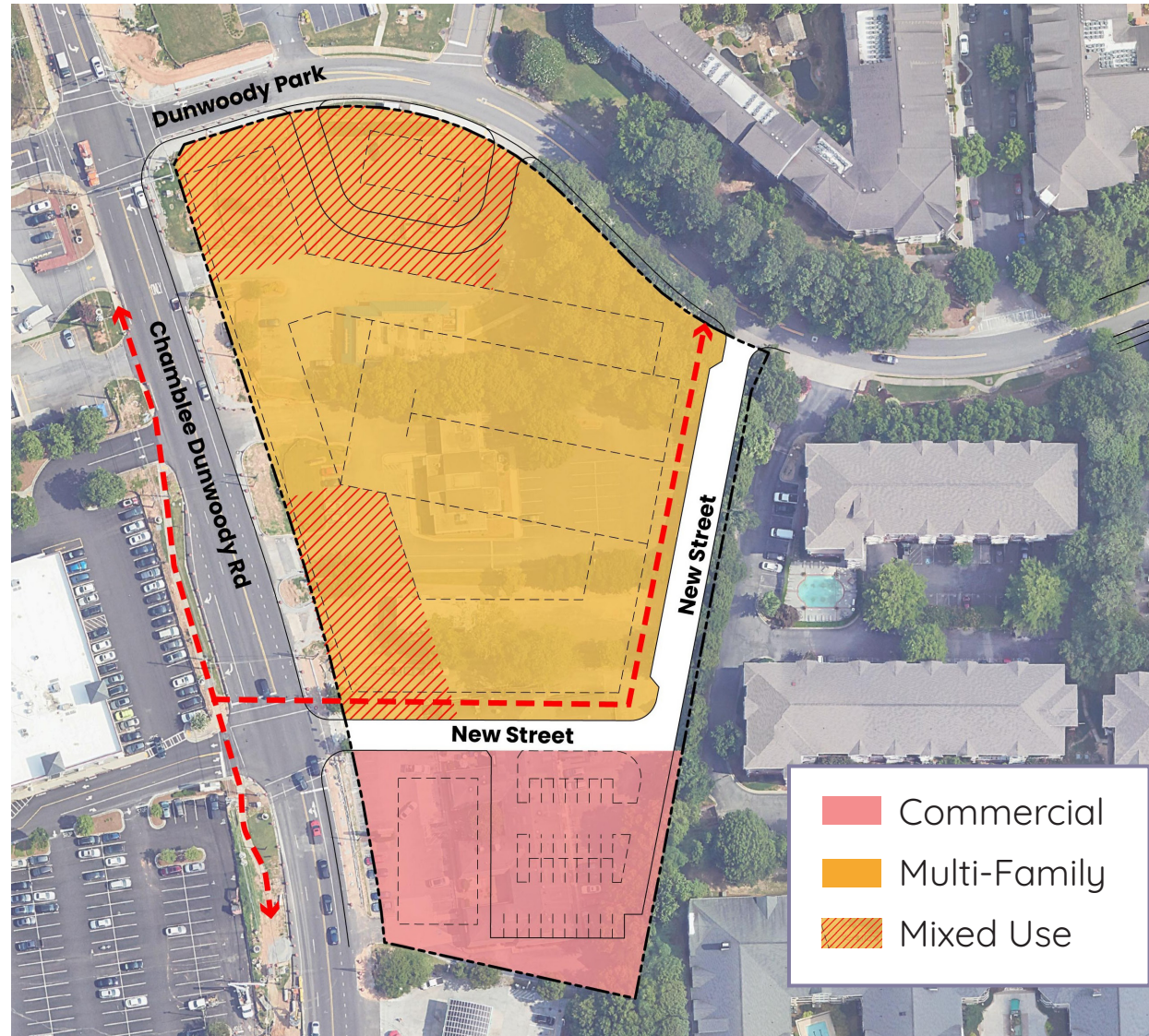
3 MODIFIED CITY ANNEX PROPERTY



Concept:

- » Leverage City-owned property to create a new east-west roadway and pedestrian link between N Shallowford Road and the new neighborhood, reducing super blocks
- » Accommodate SWAT parking building as planned by the Police Department

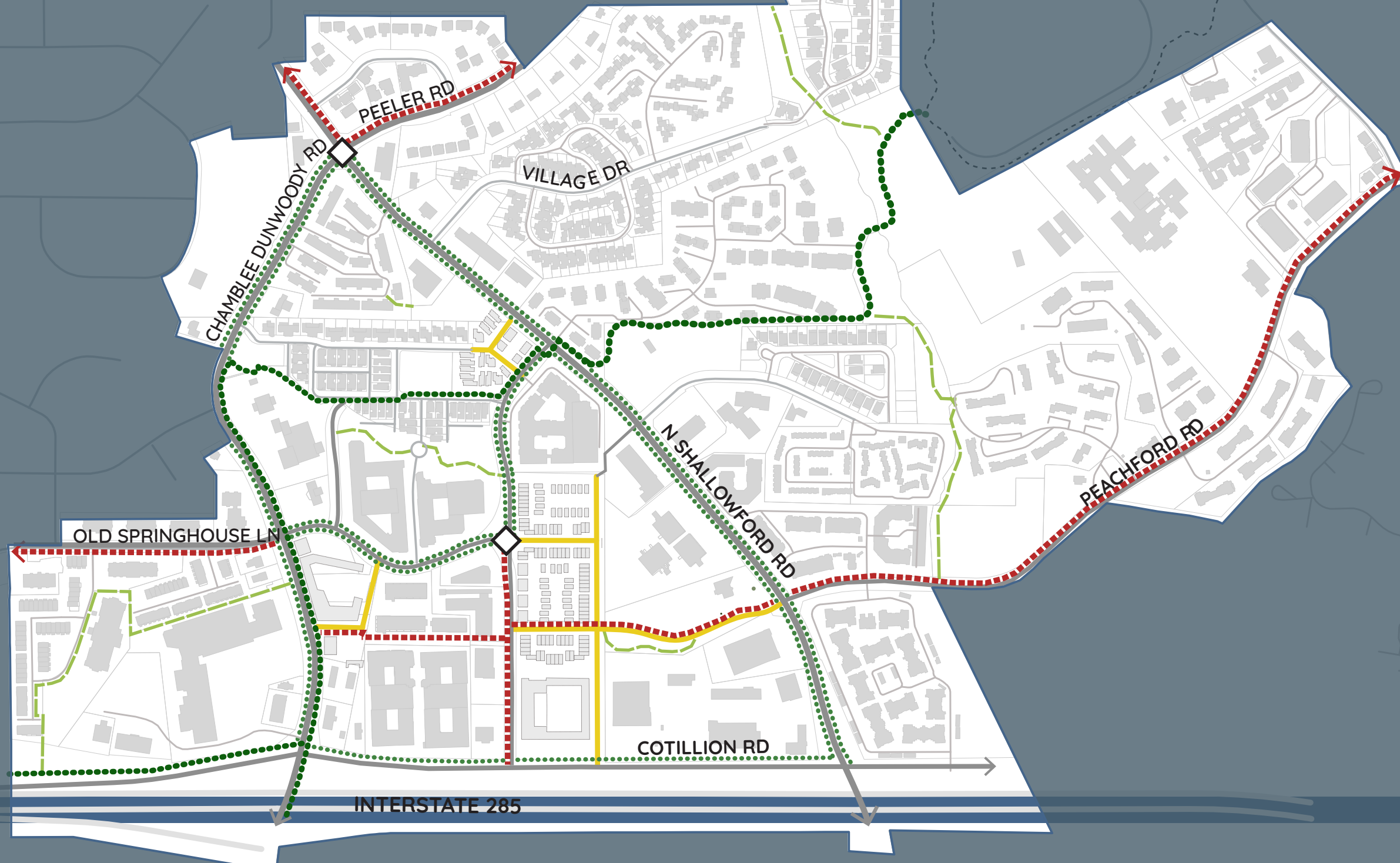
4 4511 CHAMBLEE DUNWOODY ROAD SHOPPING CENTER



Concept:

- » If the shopping center redevelops in the future, could transition to **high-quality mixed use and commercial**
- » Bulk of the site is **mixed-use and multi-family**, with newer, lower intensity retail uses to the south
- » A **new local roadway network is also included, helping to break up “super blocks”** that make travel by foot and bicycle more difficult

TRANSPORTATION CONCEPT



LEGEND

- Existing Road
- New Road
- Intersection Improvement
- Premium Streetscape
- Dunwoody Trailway
- Other Trail
- Other Major Pedestrian Corridor

TRANSPORTATION CONCEPT

New Local Roadway Links

As larger sites redevelop, there is opportunity to add multiple local roadway connections (as feasible) to better connect the area. Sidewalks too!

Key Intersection Improvements

- » **Chamblee Dunwoody/Peeler Road and N Shallowford Rd.** The City's future efforts along Chamblee Dunwoody Road should consider operational improvements for traffic flow and improved pedestrian and bicycle infrastructure and crossings
- » **Dunwoody Park and Dunwoody Park S.** Needs realignment to a more traditional, right angle intersection

TRANSPORTATION CONCEPT

Dunwoody Trailway Extension

- » Explore creating more spur trails to the Dunwoody Trailway, like directly to Peachford Road and Peeler Road, adding a strong north-south link that does not currently exist.

Focused Sidewalks + Trails

- » Continue to build out the high-quality streetscape and trail along Chamblee Dunwoody Road, N Shallowford Rd, and Cotillion
- » Invest in key pedestrian links that fill mobility gaps in the system



03 | IMPLEMENTATION + NEXT STEPS

IMPLEMENTATION

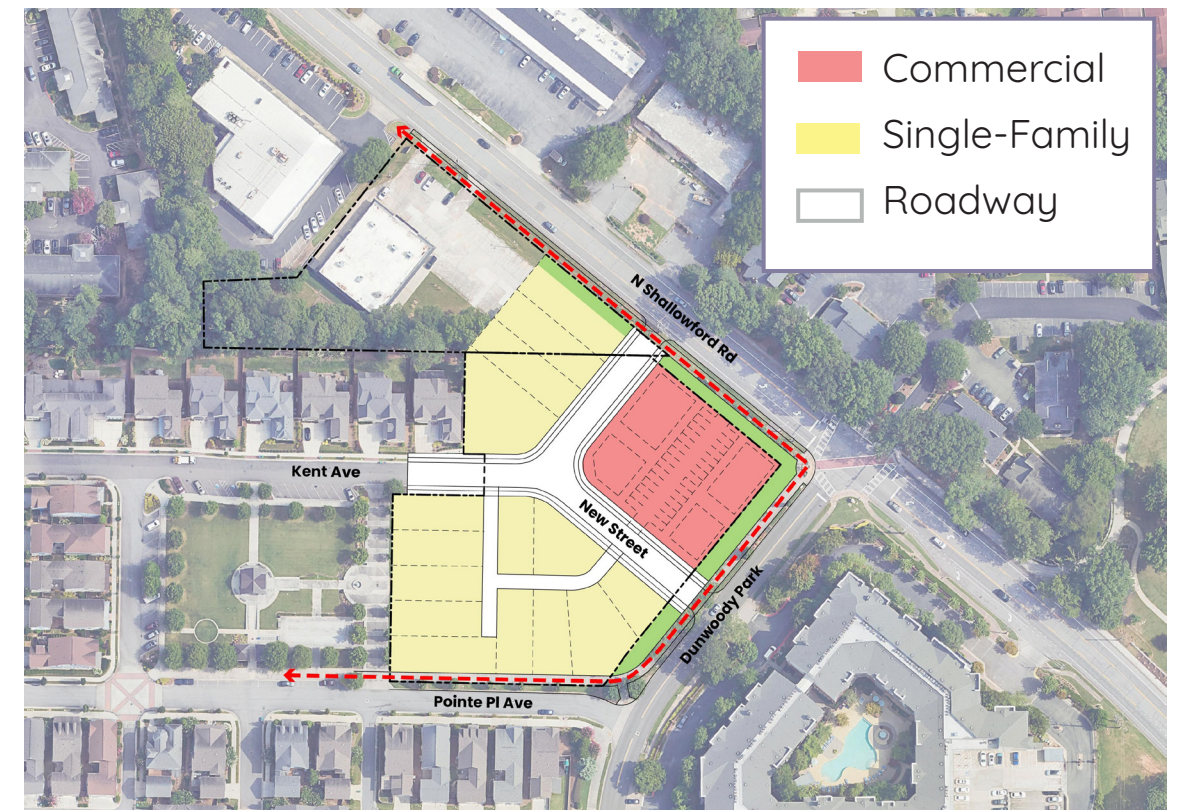
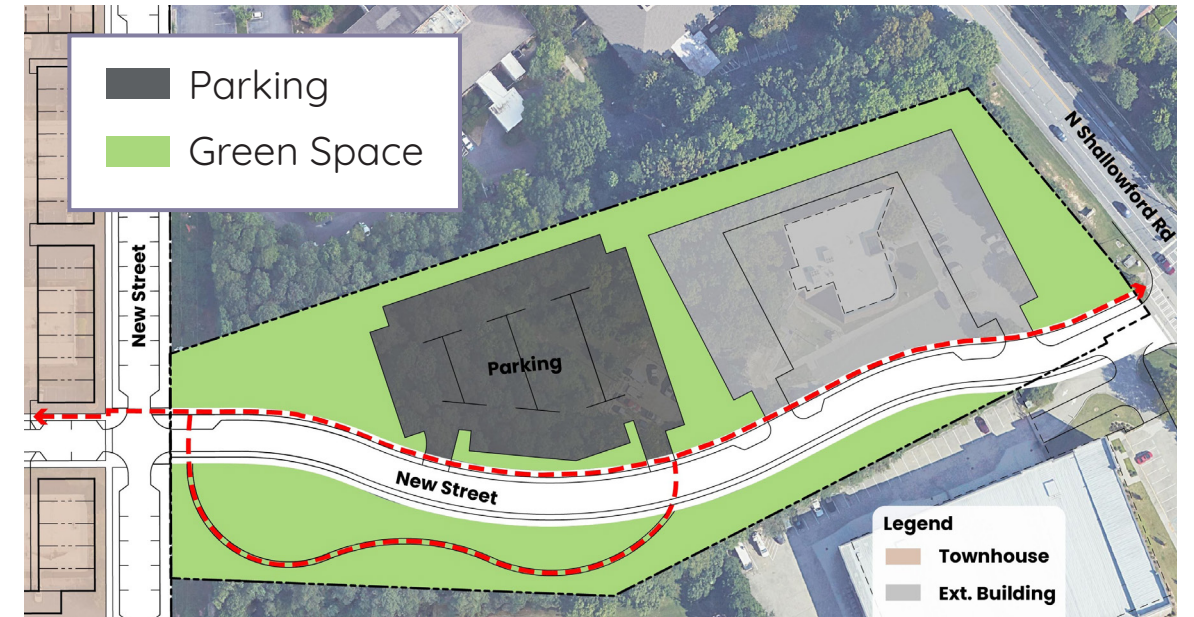
Update the Code to...

- » Establish block standards to **support the incremental creation of an interconnected, multimodal transportation network** as properties redevelop
- » Require new development to incorporate **accessible open space, new or widened streetscapes, and multi-use trails**
- » Include **urban design standards** in existing zoning districts
- » Modify/create new zoning districts that **allow a mix of uses, especially combining residential and commercial**
- » Consider whether **some scales of redevelopment should be required to provide a mix of uses**, or whether large single-use developments should remain allowed
- » **Expand types of residential uses**, including middle scale housing
- » **Mitigate negative impacts of certain commercial uses** like gas stations, self-storage facilities, etc.

IMPLEMENTATION

Advance Projects on Public Land

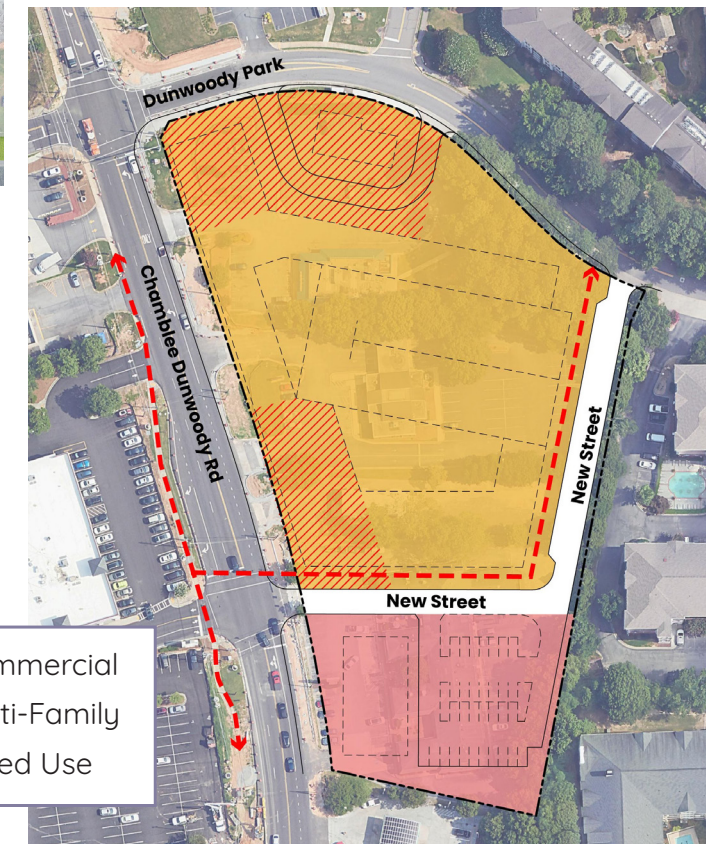
- » “Low-hanging fruit”: projects on City-owned property
- » **City Annex:** Begin developing a concept and costing plan for the new local connection through the City Annex property. Explore grant opportunities for multimodal connection
- » **Dunwoody Green:** Consider re-releasing an RFP for development of the site, but undergo a market study to test viability. For any financial gap, the City should consider offering the property at a lower selling price, other incentives, AND/OR assembling adjacent parcels to create more flexibility--and potential profitability--of the site's redevelopment



IMPLEMENTATION

Coordinate with Private Developers

- » **Dunwoody Park Redevelopment:** proactively coordinate with these property owners to arrive at a project that not only pencils for the developer, but establishes the level of expected development quality
- » **Chamblee Dunwoody Shopping Center Redevelopment:** keep in mind as a longer term prospect, as it would require assembly of four parcels under different ownership and have mostly stable tenants



IMPLEMENTATION

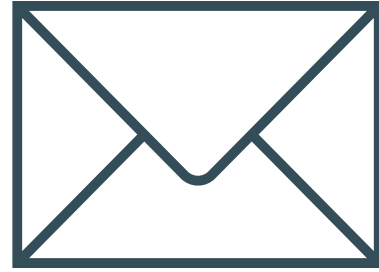
Transportation

- » Coordinate with GDOT on Top End Projects
- » Prioritize Pedestrian/Bicycle Missing Links
- » Fill Sidewalk Gaps
- » Improve Key Intersections
- » Consider Access Management



I-285 Bridge Upgrades - Image credit: City of Dunwoody, Perimeter CID, and Kimley-Horn

THANK YOU!



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GEORGETOWN

SMALL AREA PLAN

City of Dunwoody
SPRING 2026

Body Text: Quicksand Light

ACKNOWLEDGMENTS

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01

INTRODUCTION

Intent of Plan
Georgetown Today
Previous Plans
Needs & Opportunities
Stakeholder Interviews

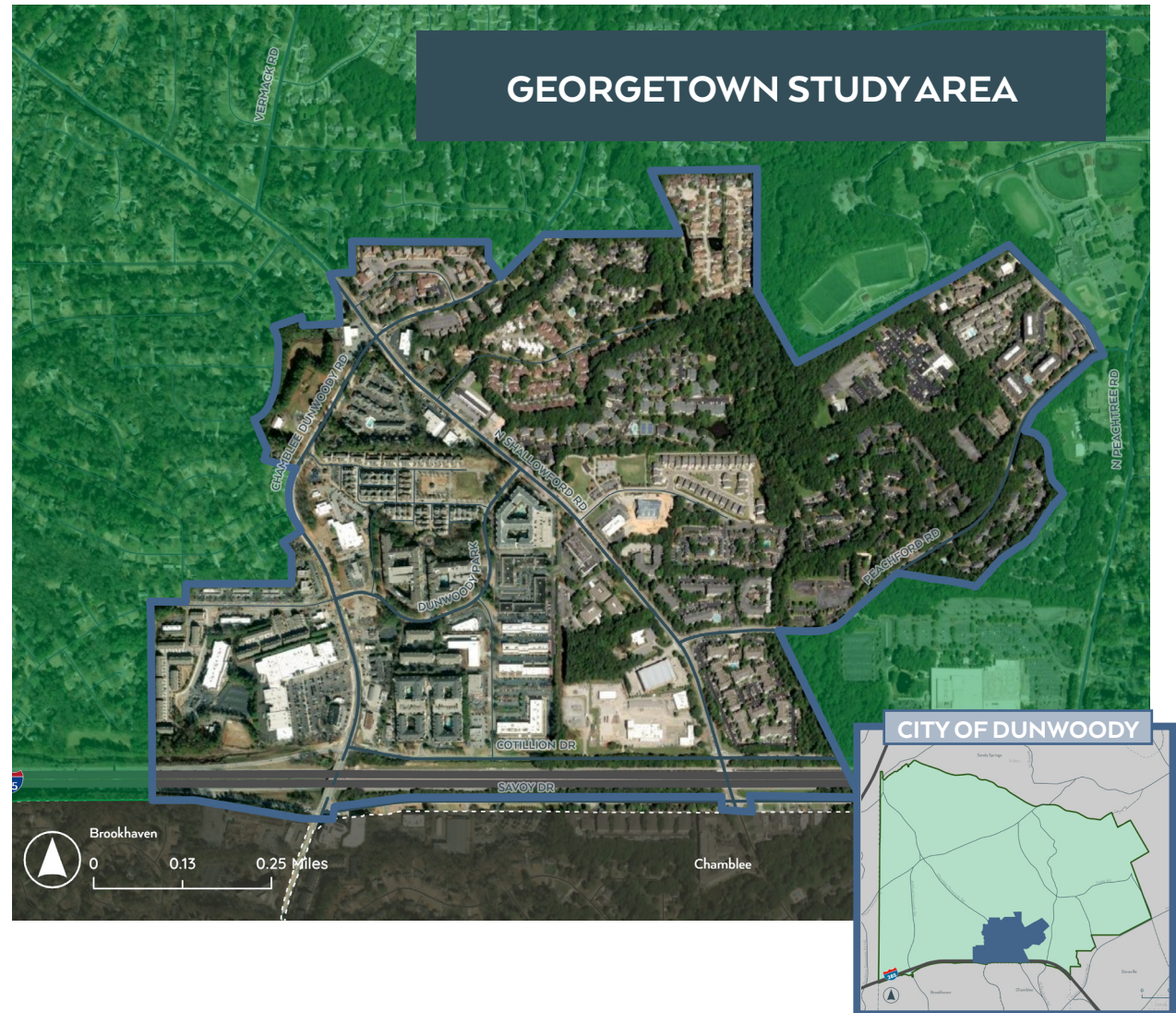
INTENT OF PLAN

In 2025, the City of Dunwoody approved Direction Dunwoody, an update to its comprehensive plan. The update focused on three major aspects of its character that collectively make it a great place to live: its quiet neighborhoods, the economic powerhouse of Perimeter, and its distinct local centers.

These local centers are unique. Unlike many communities in the Atlanta region, they are true centers of activity—not strings of sprawling shopping centers and residential neighborhoods haphazardly placed along major corridors. Instead, they are true contained areas that offer major opportunities for creating a community within a community.

Georgetown is one of four of these areas, and the largest in size and population. It also serves as one of the city's most well-connected positions within the regional transportation network. What it lacks, however, is a strong sense of place and a clear vision for development.

The primary goal of this small area plan is to distill the broad direction provided by the comprehensive plan update into a cohesive, compelling direction for the future. This direction must balance land use and mobility considerations—particularly in terms of working with established patterns—to incrementally become a well-defined Georgetown.



GEORGETOWN TODAY

Georgetown is one of Dunwoody's most well-positioned gateways.

With multiple access points to I-285, it combines a neighborhood feel with convenient proximity to Metro Atlanta's amenities. However, challenges ranging from a lack of connectivity to zoning restrictions have stifled the necessary investments that would unlock Georgetown's full potential.

Home to 5,575 people in less than a square mile, Georgetown has a higher population density than Dunwoody as a whole. Despite this higher density, the average household size is 1.8 people per household, compared to Dunwoody's 2.4. This indicates that fewer families live in Georgetown, and the population density is likely due to Georgetown's higher housing density compared to the rest of Dunwoody.

	Georgetown Data: Esri Business Analyst	Percentage Georgetown to Dunwoody as a whole	Citywide Data: 2022 ACS 5-Year Estimate
Area 	.76 mi ²	6.0%	13 mi ²
Population 	5,575	11%	51,458
Households 	3,037	14%	21,496
Average Household Size 	1.8	75% the size of Dunwoody's Average Household Size	2.4
Median Age 	36	97%	37
Number of Households with Children 	268 (9% of Georgetown households)	5%	5,153 (10% of Dunwoody households)
Housing Units 	3,278	14%	23,443

Overview of Area

Georgetown is Dunwoody's largest local center, and features an eclectic mix of retail, office parks, and low-rise multi-unit housing. These uses are concentrated in Georgetown's core. Dense single-unit neighborhoods and quality-of-life facilities are found in the outer portion of the study area, where Georgetown begins to transition into Dunwoody's conventional neighborhoods.

Georgetown's varied mix of building types and land uses is both a pro and a con. While it offers a diverse range of services and amenities, it lacks a cohesive sense of place that would make Georgetown feel distinct from other areas.

Major Destinations

Georgetown Shopping Center serves as the primary retail anchor for Georgetown. This strip mall development features a Kroger grocery store, a mix of local and national chain restaurants, services such as shipping and dry cleaning, and local boutique retail options.

Georgetown also features several large office parks, most notably Dunwoody Place North and Dunwoody Park & Lofts. These host primarily local tenants, particularly when

compared to Dunwoody's other major job center, Perimeter. The tenants span a wide range of services, including medical offices, law firms, day cares, and places of worship. Tenants find the office parks in Georgetown appealing for their lower rents, ease of parking, and ability to have private entrances for both employees and patrons.

Recent Developments

In the past 10 years, eight significant developments have moved forward in Georgetown.

- 1. Emory Medical Building:** Completed in 2025, the new building houses a Family Medicine Practice as well as Chronic Pain Management Practice.
- 2. Dunwoody Green at Georgetown Square:** This townhouse community added 54 new housing units and a 1.4-acre public park with amenities.
- 3. The Enclave at Dunwoody Park:** Built behind Pernoshal Park on a former hospital site, this redevelopment consists of 36 units of detached small-lot single-family and duplex housing around a central greenspace.
- 4. Two Storage Facilities:** The first, developed in 2020, is a three story building located on N Shallowford Road. Completed in early 2026, the other is hidden behind Georgetown Shopping Center and stands at four-stories, replacing a parking lot.

- 5. Georgetown Square:** This 54-units townhome community redeveloped a site that featured old office buildings between 2016 and 2018.
- 6. Dunwoody Towneship:** Developed in 2016, this 40-unit townhouse community has a pocket park and gated pedestrian access to Georgetown Shopping Center.
- 7. Burger King:** The Burger King on Chamblee Dunwoody Road recently redeveloped its building to update site layouts, branding, and conform with code.

The City also expanded the area's greenspace, developing Pernoshal Park, Georgetown Square Park and Playground, and the Dunwoody Trail all within the decade.

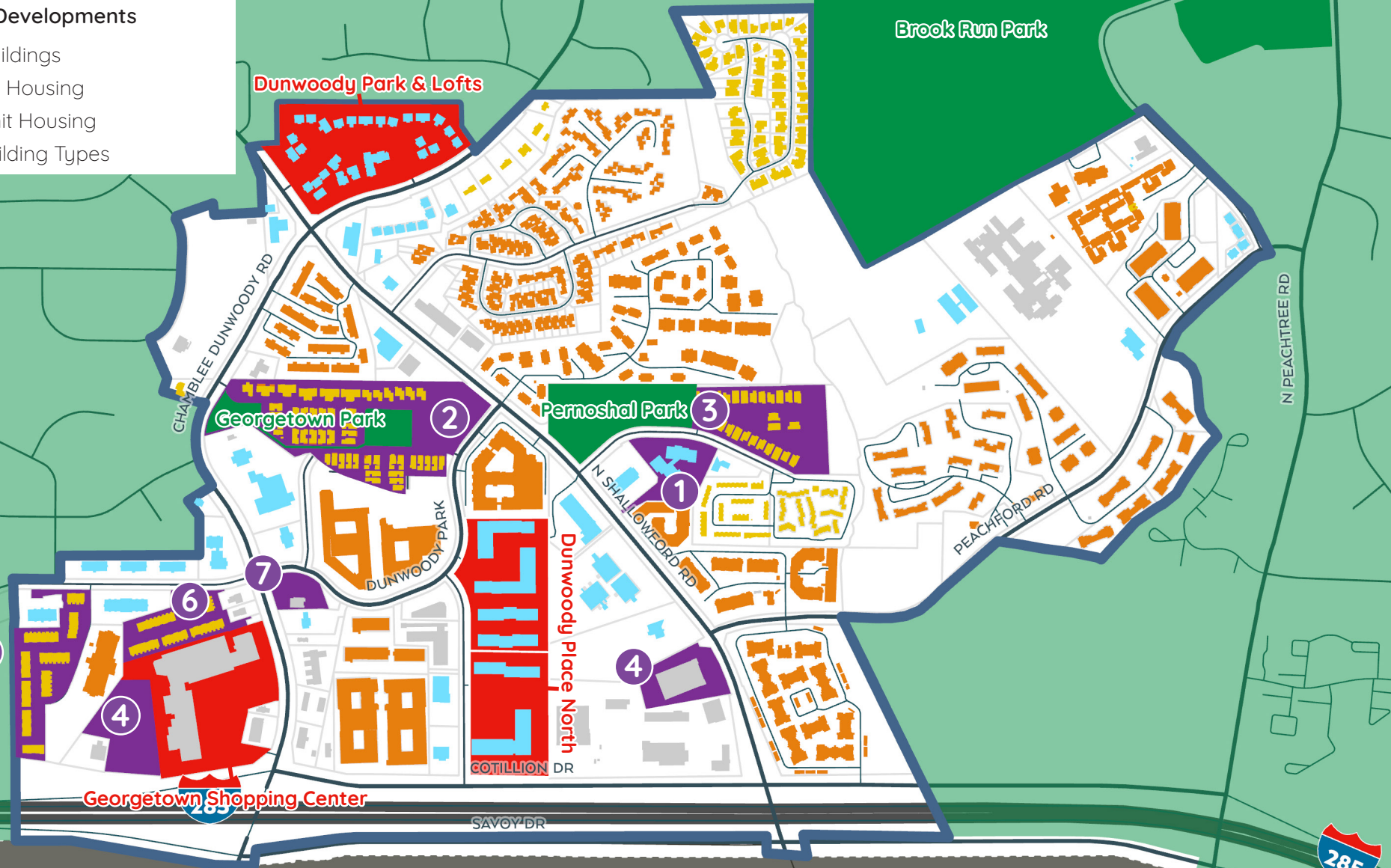


Georgetown Park at Georgetown Square

LEGEND

- Major Destinations
 1. Georgetown Shopping Center
 2. Dunwoody Park & Lofts
 3. Dunwoody Place North
- Recent Developments
 - Office Buildings
 - Multi-unit Housing
 - Single-unit Housing
 - Other Building Types

AREA OVERVIEW



Brookhaven

0 0.13 0.25 Miles

Chamblee

Packet page:...

Housing Types

Georgetown offers a mix of housing options that distinguish it from surrounding suburban neighborhoods.

The community is anchored by multifamily buildings, which comprise 84 percent of all units. These apartments and condominiums are primarily low- to mid-rise structures, ranging from three stories or fewer up to five stories

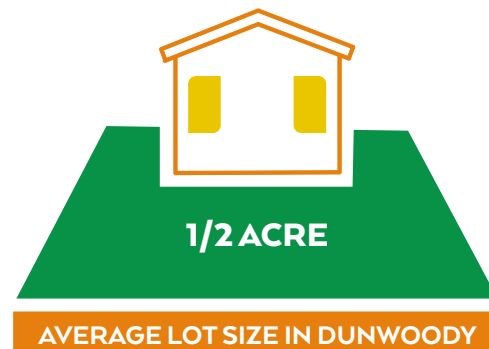
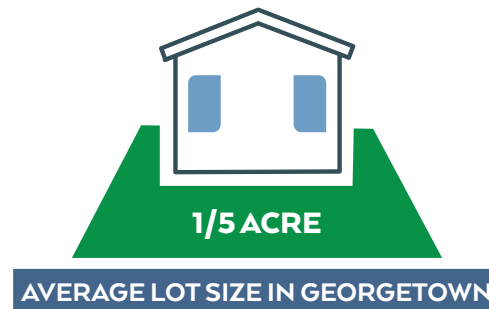
Missing middle housing types—such as townhouses and house-scale plexes—represent 11 percent of the area’s housing, while detached single-family homes make up 4 percent. Even the single-family housing reflects Georgetown’s more compact form: the average lot size is 0.2 acres, compared to 0.5 acres citywide.

Senior housing options have decreased in recent years, with two assisted living facilities closing; today, Dunwoody Pines remains the only housing option dedicated to older residents with additional care needs.

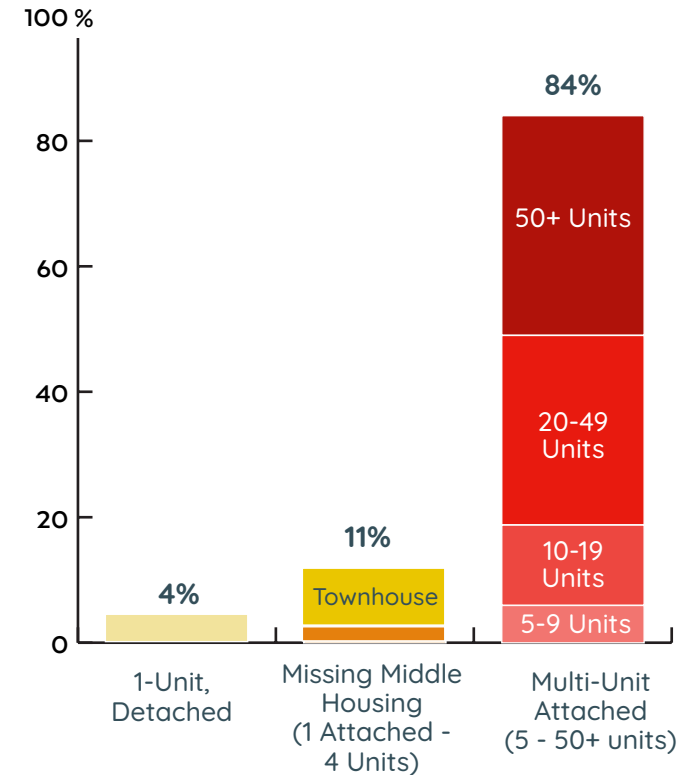
From a density perspective, Georgetown’s residential areas average 14.3 units per acre. Vacancy rates stand at 7.5 percent, slightly tighter than Dunwoody’s overall 8.3 percent. While this suggests some room for market adjustment, a sustained rate below 5 percent would indicate a much more constrained

housing supply.

The age of the housing stock further shapes redevelopment opportunities: almost half of the units were built before 1990, and over 30 percent predate 1979. These conditions—paired with high concentrations of multifamily housing—position Georgetown as an area ripe for reinvestment targeted for increasing housing options for seniors, young families, and workers in Dunwoody.



HOUSING UNITS % BY UNITS IN STRUCTURE



Job Density

Georgetown contains the city's second-largest employment concentration, though its job base is modest compared to Perimeter's regional scale. Employment within Georgetown is primarily concentrated in the district's core, roughly bounded by North Shallowford Road, Dunwoody Park, and Chamblee Dunwoody Road, where the majority of office development is located. Many of these office buildings were constructed decades ago and now face challenges related to aging design, changing workplace preferences, and broader national office market trends that have contributed to rising vacancies and the dispersion of jobs to other locations.

Despite these headwinds, Georgetown remains a meaningful employment hub, supporting an estimated 2,780 jobs—representing a substantial share of Dunwoody's overall employment base. This concentration of workers underscores the importance of prioritizing amenities, services, and destinations that support daily needs, improve the workday experience, and strengthen Georgetown's long-term economic resilience.

The area's employment base is anchored by Health Care and Social Assistance uses, which make up approximately 20 percent of all businesses in Georgetown but account

for nearly 40 percent of local jobs. This imbalance reflects the presence of larger employers and job-dense facilities within the sector, positioning health care as a key stabilizing force in the area's economy. Other employment sectors, including Professional and Technical Services and General Services, are present but play a more limited role, each representing about 13 percent of businesses while accounting for only 7 percent of total jobs.

This distribution highlights both Georgetown's reliance on a small number of dominant employment sectors and the opportunity to diversify over time through reinvestment, modernization of office space, and the strategic introduction of complementary uses that support workers and attract new employers.

**40% OF GEORGETOWN
JOBS ARE IN
HEALTH CARE
AND SOCIAL
ASSISTANCE**



MEDICAL OFFICES IN GEORGETOWN



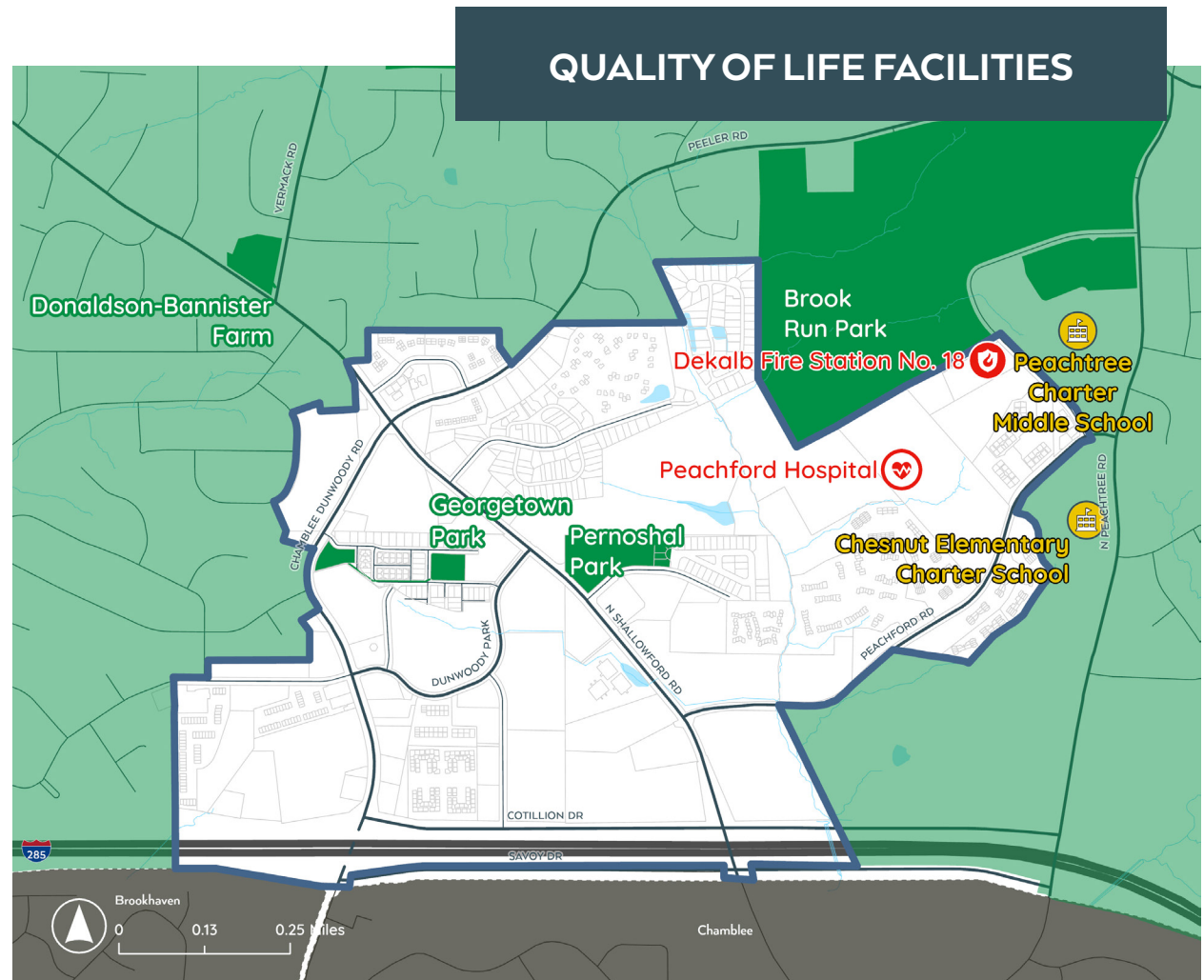
Quality of Life Facilities

Georgetown offers several quality-of-life amenities, many clustered in the northern part of the study area.

Two of Dunwoody's newer parks—Georgetown Park (1.4 acres) and Pernoshal Park (5 acres)—are among residents' favorites. Georgetown Park features a central plaza and gazebo, play areas, restrooms, and a water feature, while Pernoshal Park includes a pavilion with bathrooms, plus basketball and pickleball courts. Parks and Recreation also operates the North Shallowford Annex, which hosts meeting rooms for rent and a range of City-led programs.

Georgetown also borders Brook Run Park, Dunwoody's largest at 110 acres. This regional destination offers not only an abundance of traditional park amenities but also distinctive attractions, including a skate park and disc golf course. The Dunwoody Trailway links Brook Run to Georgetown and Pernoshal Parks, the primary point of access to the park from within the Study Area.

Nearby public safety and health resources include DeKalb County Fire Station #18, Peachford Hospital, and multiple medical offices. Most local students attend Peachtree Middle School or Chestnut Elementary School, both just outside the study area on North Peachtree Road. As of 2024, both schools are at or over capacity.



Design Elements/ Character

One of Georgetown's biggest challenges is its disjointed design identity. Unlike other local centers in Dunwoody, it lacks a strong sense of place or unique character.

Design shapes how a place looks and feels. Strong urban design strengthens a neighborhood's or district's identity, encourages walking and shopping, and enhances quality of life. Poor design, by contrast, creates generic, forgettable places—like the sameness of highway strips lined with fast-food chains. Character emerges from how spaces are designed and experienced. Shops placed close together and connected by busy sidewalks feel lively and vibrant. Green spaces, trees, and benches create calm, inviting settings. Consistent architectural styles and clear wayfinding further reinforce identity and a sense of place.

Georgetown lacks many of these unifying elements. There are a few public parks as gathering places. The street network is fragmented, especially east-to-west, and large blocks of office parks, apartments, and strip malls — each with its own large surface parking lot — undermine walkability. Architectural styles across developments are inconsistent, further diluting identity.



Large Retail Space



Disconnected Street Grid



Large office development lacking connectivity



Suburban Strip Mall

Some improvements are beginning to establish a stronger character in Georgetown. Recent streetscaping on Chamblee Dunwoody Road has added wider sidewalks, benches, and landscaping, while new monument signs and elements along N Shallowford Road provide early placemaking cues. However, much of the development remains unremarkable, characterized by a disconnected street grid and a lack of defining design features.

PREVIOUS PLANS

This small area plan acknowledges the City of Dunwoody's numerous studies across the city, which have provided recommendations relevant to Georgetown. A summary of pertinent placemaking projects and their current status is below. Major roadway projects are summarized on page 45 of this document.

Georgetown/North Shallowford Master Plan - 2011

The first planning effort for this area, the Georgetown/North Shallowford Master Plan sought to transform the southern edge of Dunwoody into a more cohesive, walkable, and vibrant gateway community. The plan emphasizes a stronger mix of housing, expanded green and open spaces, improved pedestrian and bike connectivity, and new public facilities, while encouraging high-quality retail and mixed-income development. It also recommended strengthening community identity, reducing transportation demand, retain local spending, and position the area for future transit.

Public Art Implementation Plan - 2020

The entirety of the Georgetown Area is classified as a priority area for public art in the Public Art Implementation Plan. In Georgetown specifically, the plan prioritizes functional landscape and streetscape features through new retail development, gateway features at entrances to Dunwoody along N Shallowford Road and Chamblee Dunwoody Road, site-specific civic sculptures, and murals in office areas.

To date, a gateway sculpture has been completed at the Chamblee Dunwoody Road and N Shallowford Road city entrance, and some new retail supplemented by streetscape improvements by the City has been added along Chamblee Dunwoody Road. This plan continues to be implemented throughout the 2020 Dunwoody Public Art Ordinance.

Dunwoody Trails Master Plan - 2023

Several roads in Georgetown are identified for expanding the bicycle and pedestrian network through the Dunwoody Trail Master Plan. Projects relevant to Georgetown include:

- » **N Shallowford Rd Planned Trail:** Proposes expanding from Chamblee Dunwoody Road to Cotillion Drive.
- » **Cotillion Drive Planned Trail:** Proposes expanding the trail between N Shallowford Road and Chamblee Dunwoody Road all the way to the future Nancy Creek Trail and eventually to Perimeter
- » **Proposed Calm Streets:** Chateau Drive, N Springs Drive
- » **Nancy Creek Tributary Trail Extension:** Proposes extending improvements from the North Shallowford Road project to the Nancy Creek tributary trail

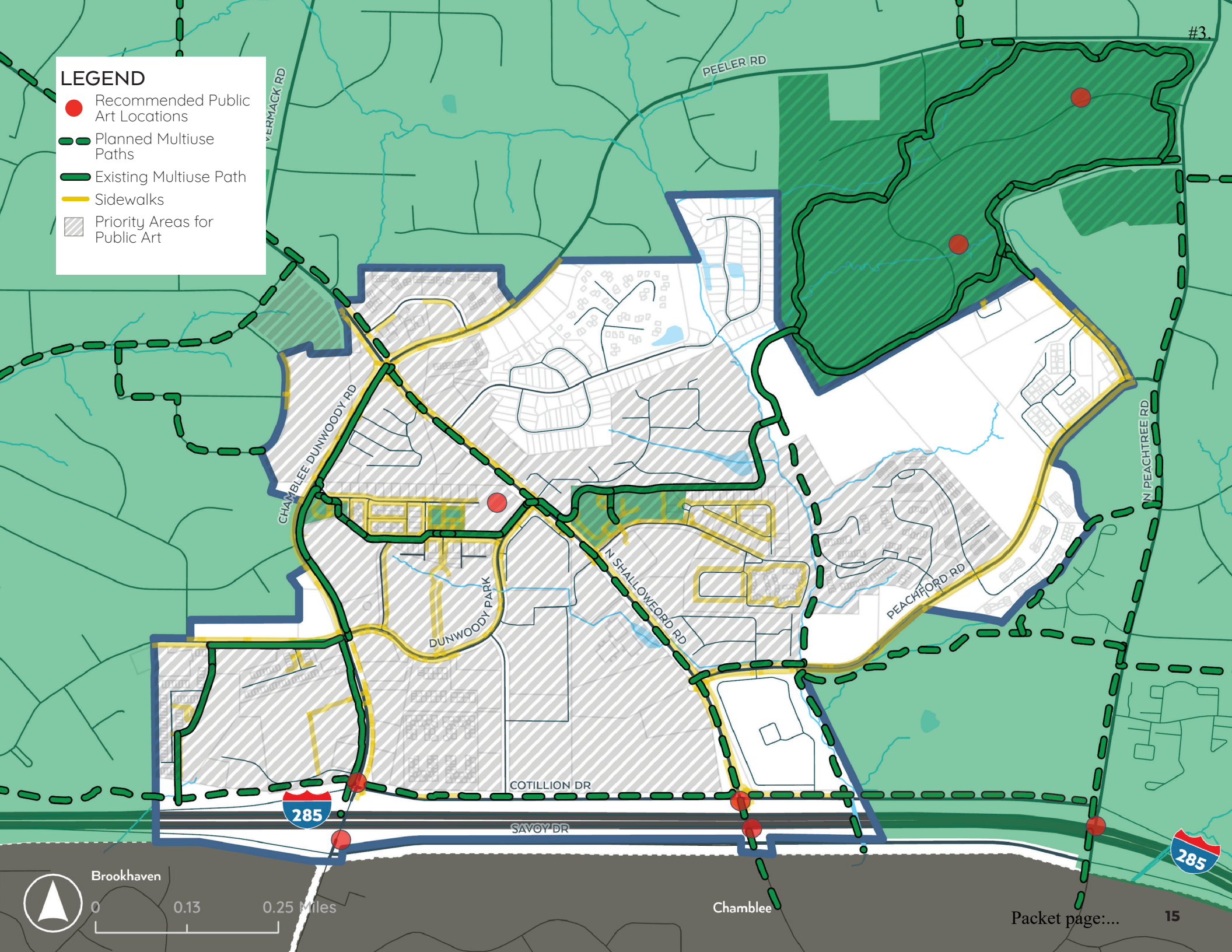
These projects form the core of Dunwoody's future trail system, which will eventually cover 73% of the city. The Georgetown trails are especially important, providing the links that tie the eastern and western portions together while also extending regional access through connections to Chamblee.



Completed Streetscaping and Wayfinding Improvements in Georgetown

LEGEND

- Recommended Public Art Locations
- Planned Multiuse Paths
- Existing Multiuse Path
- Sidewalks
- Priority Areas for Public Art



NEEDS & OPPORTUNITIES

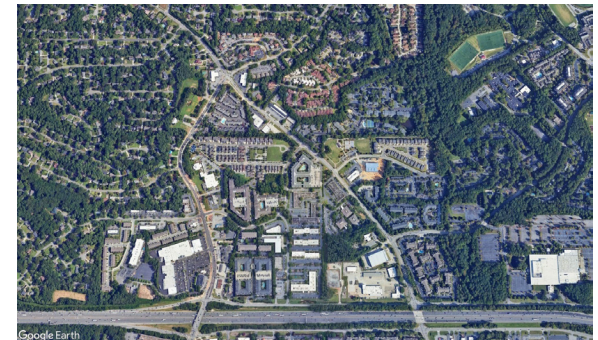
Georgetown stands at a crossroads—its fragmented built environment presents real challenges, yet its prime location, redevelopment potential, and growing investment in green space and mixed-use projects position it for a bold transformation into a connected, vibrant community hub. The following needs and opportunities were identified as pertinent to Georgetown in the Community Agenda chapter of the Direction Dunwoody Comprehensive Plan.

Needs/Challenges

- » Georgetown's fragmented development pattern leaves it without a true community center of defining character
- » Like Perimeter, Georgetown must grapple with the current uncertainties of the office market, particularly as the more local option
- » Despite recent improvements, Georgetown is not particularly walkable or bikeable
- » Residents in adjacent neighborhoods are historically resistant to more diverse housing types
- » The future I-285 Express Lane construction could lead to major disruption in the area

Opportunities

- » Convenient access to I-285 appeals to investors
- » The potential redevelopment of the Dunwoody Park and Lofts property is a major opportunity for high-quality, mixed-use development
- » Recent projects demonstrate a successful track record of flipping underused commercial into housing, which continues to be high
- » Large, surface parking lots are opportunities for infill development
- » Recent, high-quality green space projects demonstrate successful integration of green infrastructure and act as a draw for both residents and development
- » New signage better defines Georgetown as a gateway
- » Recent shared-use path and streetscaping add much-needed multimodal connectivity
- » The existing mix of housing makes Georgetown ideal for additional housing diversity and intensity, and supports nearby retail
- » Future development projects, such as the Dunwoody Green Commercial Node and the Shallowford Road Node, will expand commercial opportunities
- » A trail along Nancy Creek connects Georgetown to Brook Run Park, the largest greenspace in the city



Georgetown's fragmented development



New infill housing



New Gateway Signage

STAKEHOLDER INTERVIEWS

Outreach for this small area study began with stakeholder interviews conducted with civic leaders, local commercial property managers, developers, residents, and business owners.

The conversations focused on Georgetown's key needs and opportunities. The following key themes emerged.

ENHANCE CONNECTIVITY

- » Improve east-west connections near Dunwoody Park
- » Clarify the future of the Peachford Extension
- » Address impacts of Cotillion Drive and Savoy Road changes
- » Prioritize safe multimodal travel.



INCREASE PLACEMAKING

- » Build upon existing streetscape projects by expanding improvements
- » Add more greenspace
- » Adopt design guidelines that create a cohesive, high-quality environment comparable to other areas of Dunwoody.



UPDATE ZONING

- » Explore adjustments to zoning that make rezonings and use permits less cumbersome
- » Streamline processes
- » Consider whether city-initiated rezonings could unlock redevelopment opportunities that align with community needs.



EXPAND HOUSING CHOICES

- » Provide a broader range of housing options for young families, seniors, and the local workforce
- » Continue to define which housing types are most appropriate.





02 >

LAND USE ANALYSIS



Existing Land Use
Zoning
Recent Development
Pipeline Projects

Comprehensive Plan Guidance
Alignment Analysis
Propensity to Change Analysis
Key Georgetown Sites

EXISTING LAND USE

Georgetown's existing land use patterns include a mix of commercial offices and a remarkable range of housing types that set it apart from the large-lot single-family neighborhoods and retail-driven local centers found elsewhere in the city.

The most prevalent land use in Georgetown is commercial, comprising 154 acres or 36 percent of the study area. This category includes office uses, which are classified as commercial alongside retail. Commercial parcels are dispersed throughout the study area and are not confined to a single corridor.

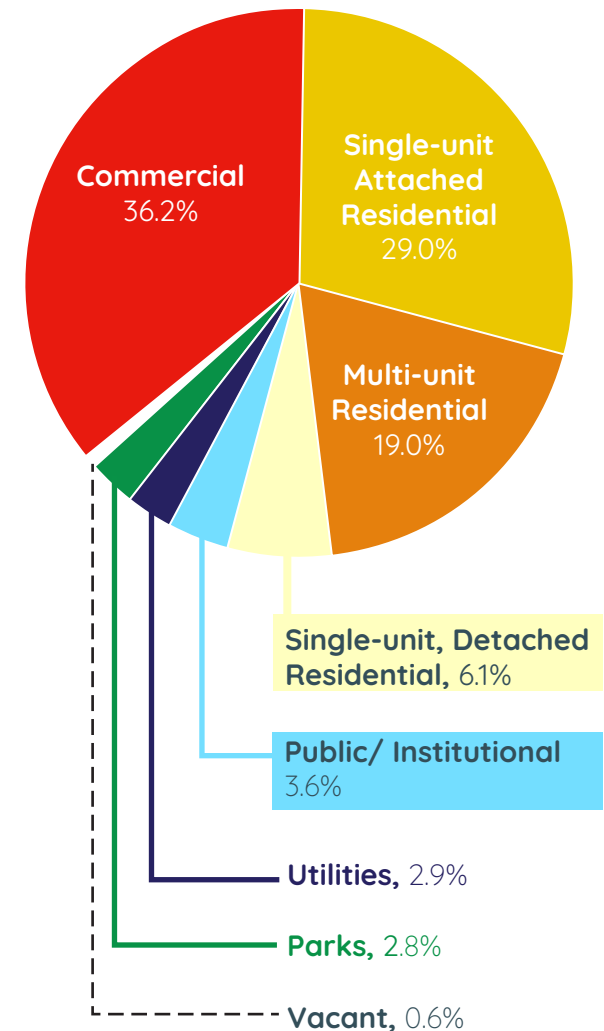
Attached single-family residential—such as townhomes—is the second most common use at 29 percent of the study area (124 acres). These developments often have large common areas owned by homeowners' associations (HOAs), contributing to their sizable footprint. They are concentrated along Peachford Road, Cotillion Drive, and the Village Oaks development.

Multiunit residential accounts for 80 acres (19%) of the study area and is clustered along N Shallowford Road and Dunwoody Park. In contrast, single-unit detached homes cover just 26 acres (6%) and are tucked along the edges of the study area, where they transition into surrounding suburban neighborhoods. The low percentage of single-family detached reinforces the uniqueness of Georgetown's housing mix, especially within the greater context of Dunwoody and the Atlanta metro.

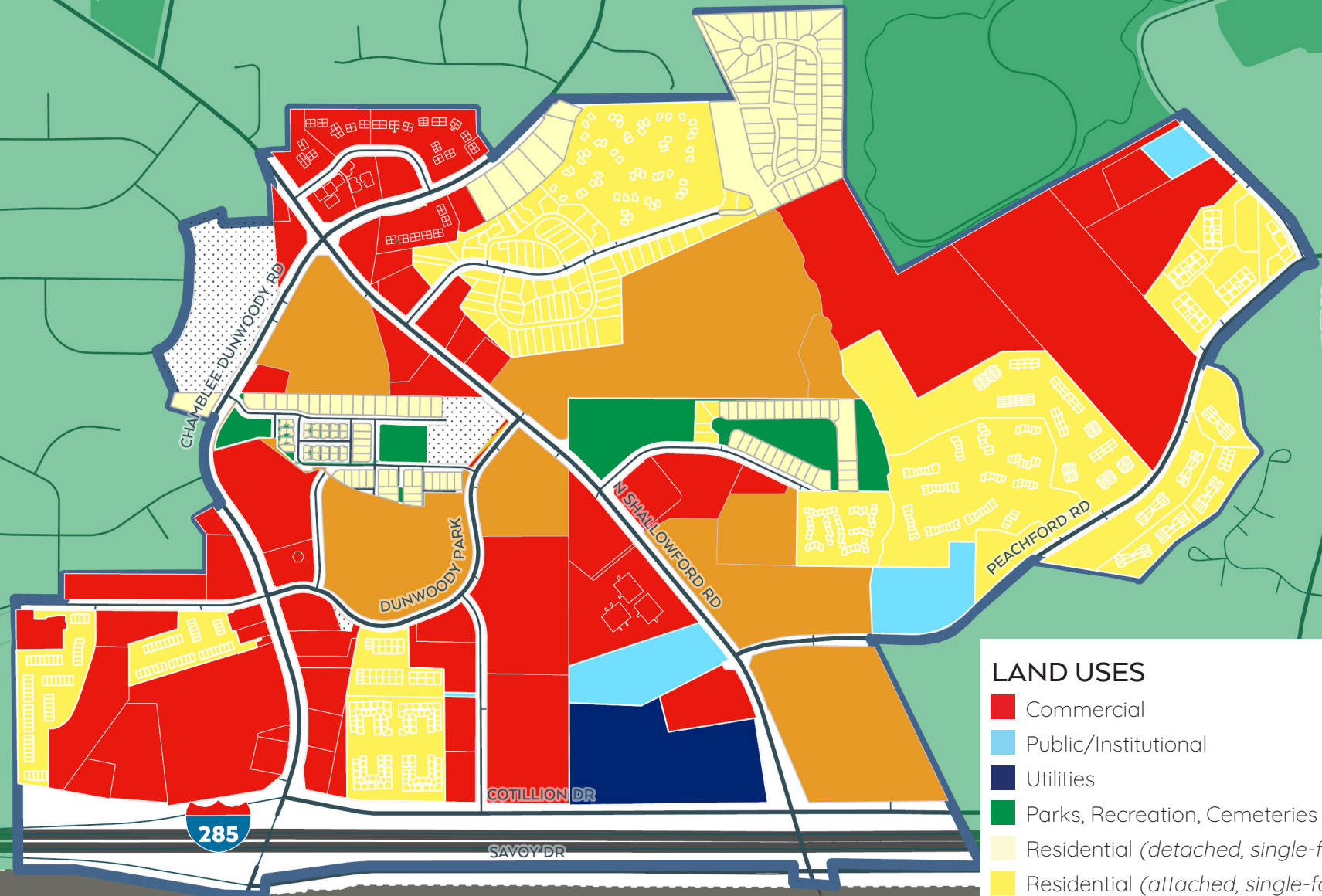
Vacant parcels are rare, totaling only 2.5 acres. A notable gap is the complete absence of mixed-use development.

Together, these patterns create a land use composition that is more varied and balanced than in other Dunwoody centers, yet is still limited by a strong separation of uses and a sparse amount of publicly accessible open space. Even so, the existing mix provides a promising foundation: future redevelopment could increase the mix of uses to enhance walkability, broaden housing choices, and attract reinvestment that strengthens Georgetown's identity.

EXISTING LAND USES BY ACREAGE



EXISTING LAND USE



LAND USES

- Commercial
- Public/Institutional
- Utilities
- Parks, Recreation, Cemeteries
- Residential (*detached, single-family*)
- Residential (*attached, single-family*)
- Residential (*multi-unit*)
- Vacant

ZONING

Georgetown features a slightly more varied zoning mix compared to Dunwoody as a whole, reflecting the area's blend of residential and commercial activity. A closer look at zoning designations clarifies the opportunities and constraints that shape the area's redevelopment potential.

The largest zoning category in Georgetown is Office-Institutional (O-I), which covers 150 acres—or 36 percent of the study area. These parcels are dispersed across Georgetown, with frontage on nearly every major corridor. While this district supports both office and institutional uses, the high concentration of O-I zoning also contributes to Georgetown's large share of underused office space. The designation also prohibits retail sales or entertainment establishments, despite the desire to see more of these uses in the area. Additionally, several multi-family developments are zoned O-I, disconnecting these developments from mixed-use, walkable opportunities.

The second most common zoning is Low-Density Multifamily Residential (RM-100 and RM-75), covering 18.3 percent of the study area. These areas are primarily located along the east side of N Shallowford Road and include older apartment complexes and condominium developments. Dense

Multifamily Residential (RM-HD) covers almost 9 percent of the study area, offering more intense housing options off of N Shallowford Road. Notably, several existing multifamily units are zoned O-I, a remnant of DeKalb County's former zoning ordinance from before the City's incorporation.

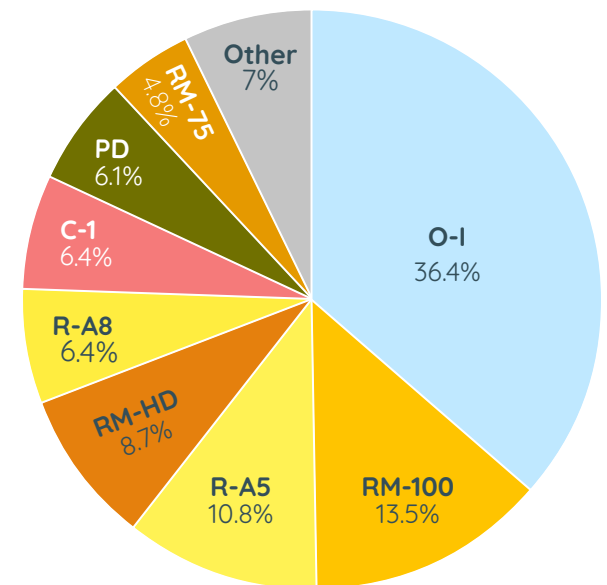
Attached Single-Dwelling Residential (R-A5 and R-A8) zoning covers approximately 17 percent of the study area. These parcels are concentrated in the northern and far eastern portions of Georgetown, abutting adjacent low-density suburban neighborhoods. The zoning supports traditional single-family homes on small lots, typically found in established subdivisions.

Both Planned Developments (PDs) and Local Commercial (C-1) zoning cover about 6 percent of the study area each. The PDs represent some of the newest developments in Georgetown, allowing for denser infill housing types, such as small-lot homes and townhomes, often arranged with shared open spaces. C-1 zoning is limited to a small area at the Georgetown Shopping Center. The remaining zoning districts are various residential densities that comprise less than 10 percent of the study area.

Georgetown currently lacks mixed-use zoning, and its emphasis on single-use

districts limits opportunities for vibrant, walkable redevelopment. Coupled with cumbersome rezoning processes, the current regulatory framework discourages investment and hinders progress toward Georgetown's economic and community goals. Updating the zoning to allow a broader range of uses — including mixed uses — would attract new investment and position Georgetown as a more connected and complete local center.

ZONING DISTRICTS BY ACREAGE



ZONING CATEGORIES

- Local Commercial
- Neighborhood Shopping
- Office-Distribution
- Office-Institution
- Planned Development

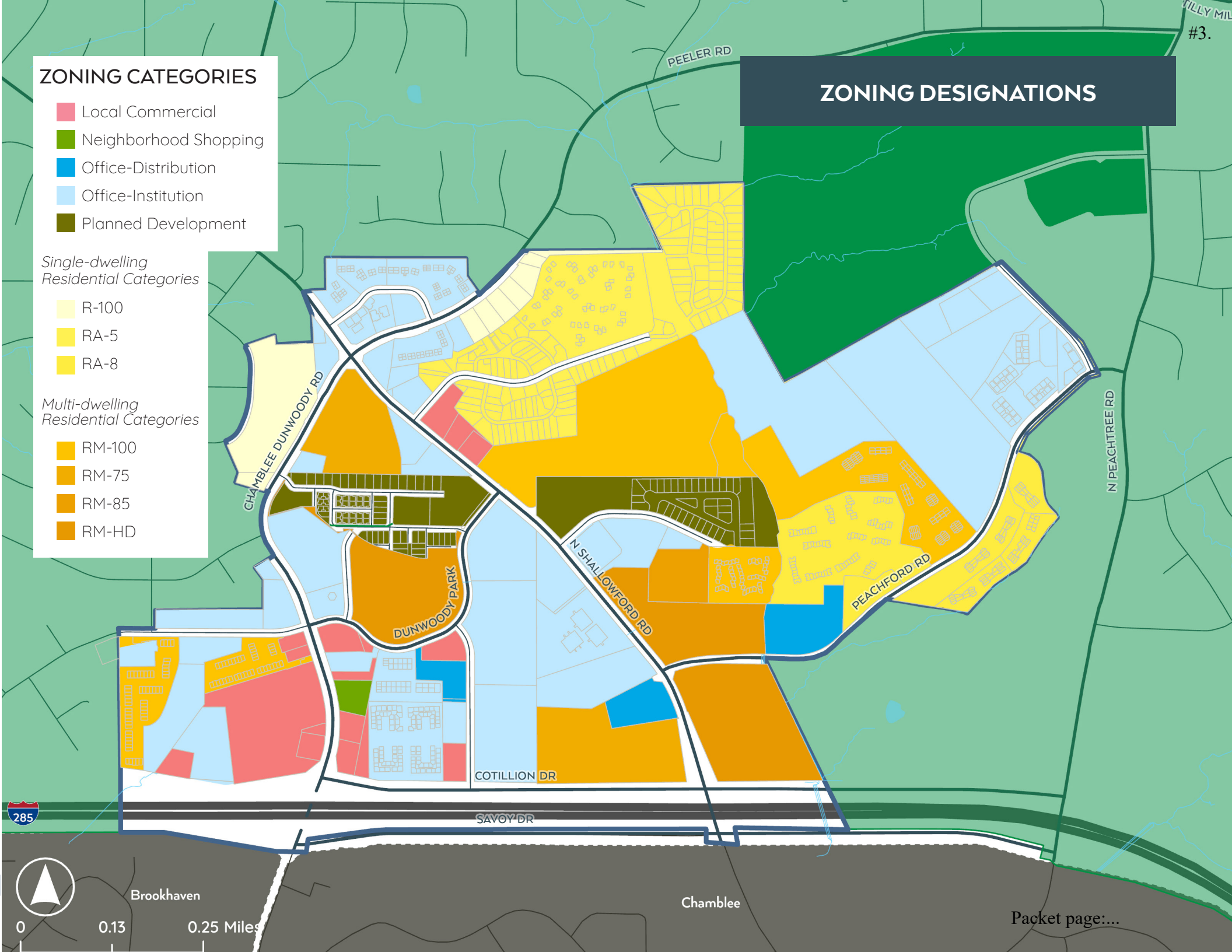
Single-dwelling Residential Categories

- R-100
- RA-5
- RA-8

Multi-dwelling Residential Categories

- RM-100
- RM-75
- RM-85
- RM-HD

ZONING DESIGNATIONS



PIPELINE PROJECTS

Georgetown has a single significant development pipeline project. Developers Third and Urban purchased Dunwoody Park & Lofts in 2024 with plans to redevelop the underutilized office space into a high-quality, mixed-use development. The location of this site is central to Georgetown's core and has the potential to be a true catalytic site for transformational redevelopment in the study area and beyond. Site plans are still in development, and may be influenced by this report.

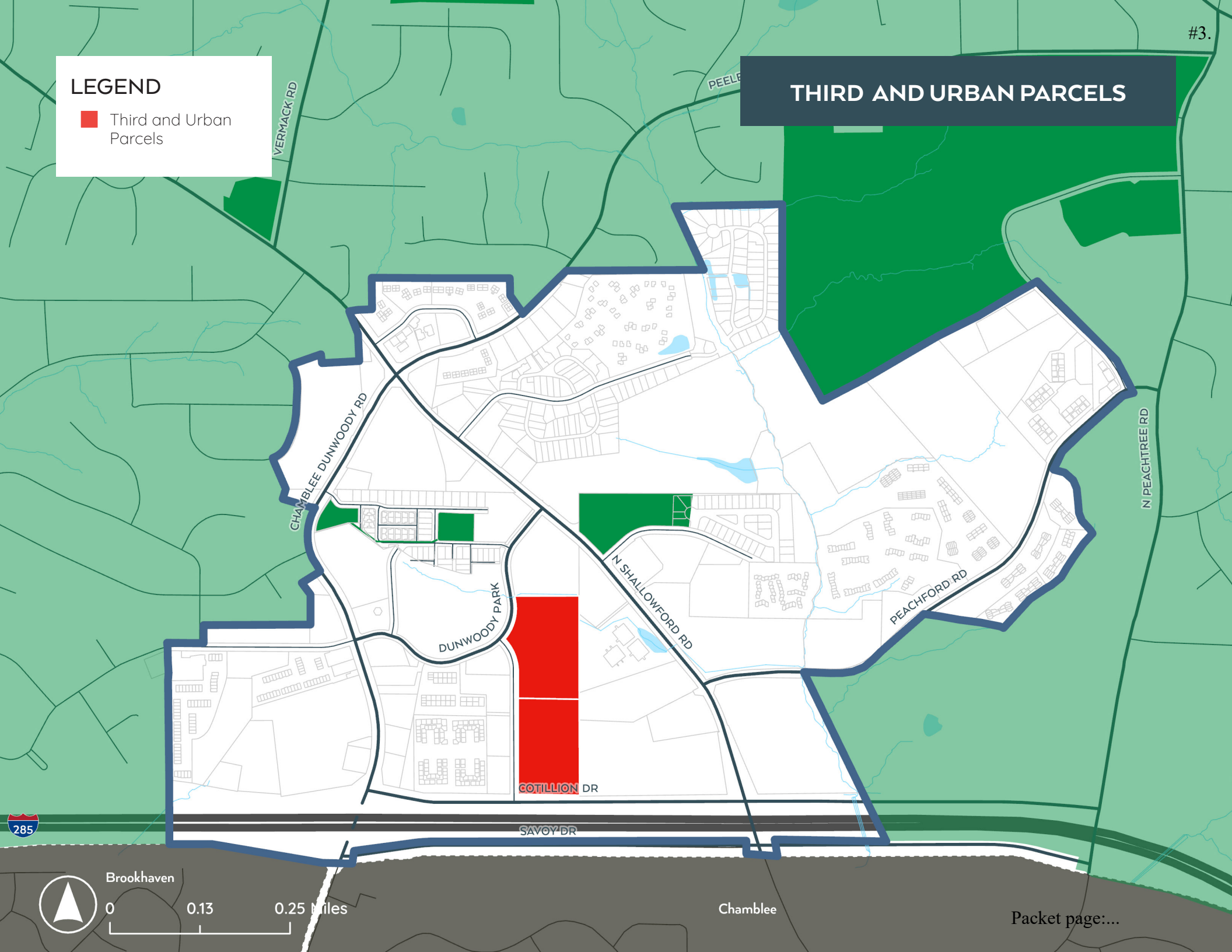


Existing Conditions at Dunwoody Park & Lofts

LEGEND

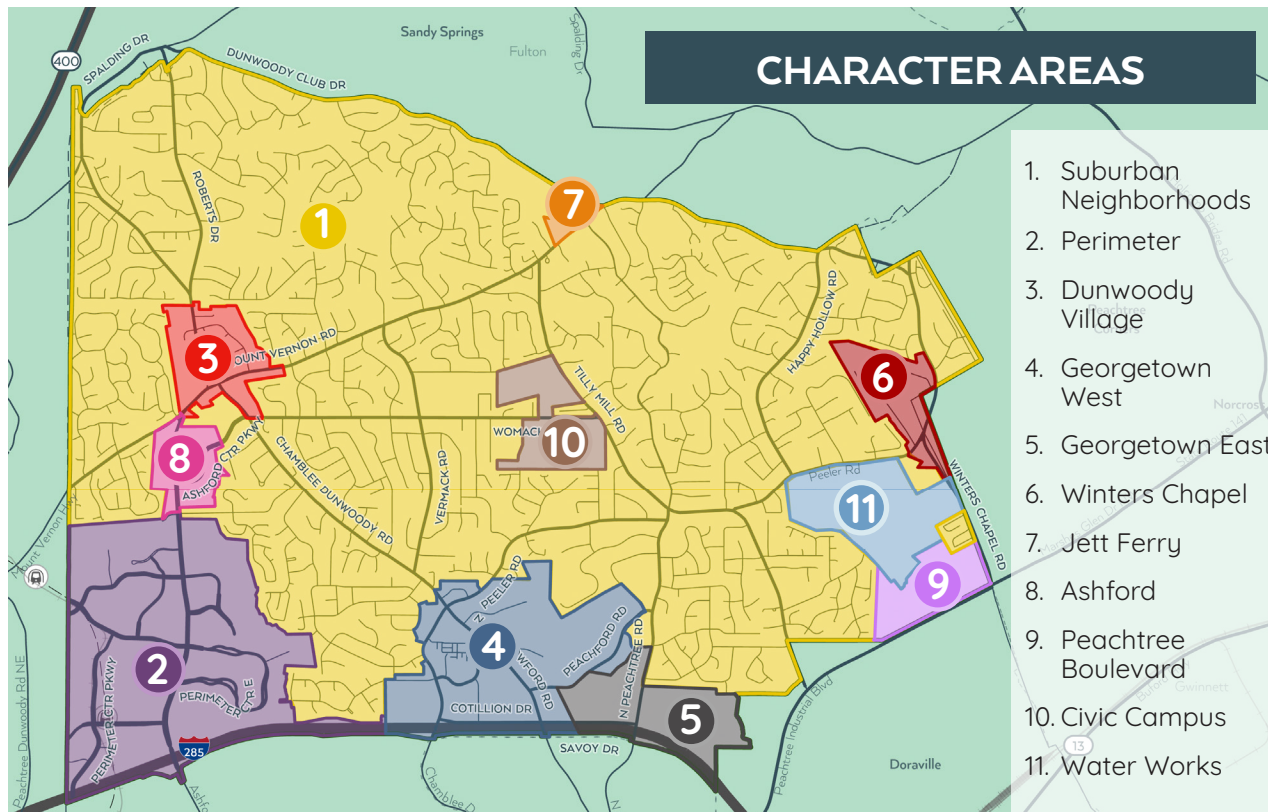
- Third and Urban
Parcels

THIRD AND URBAN PARCELS



COMPREHENSIVE PLAN GUIDANCE

The City's most recent comprehensive plan, *Direction Dunwoody*, serves as the foundational land use guidance for this small area plan. This study area encompasses the "Georgetown West" character area, which is further differentiated into an inner core and a surrounding transition area. The plan provides guidance on land use policy for both the core and transition areas. Each area has its own unique, but related vision, as well as tailored designations for appropriate intensities and land uses.



Vision & Intent

The Core's Vision and Intent:

Georgetown West's core will be a cohesive, well-defined mixed-use center with a broad range of housing types, office, and commercial uses at a higher intensity. It will build upon recent infrastructure investments to become truly multimodal—featuring pedestrian and bicycle infrastructure, additional local road connections, as well as regional transit and interstate access.

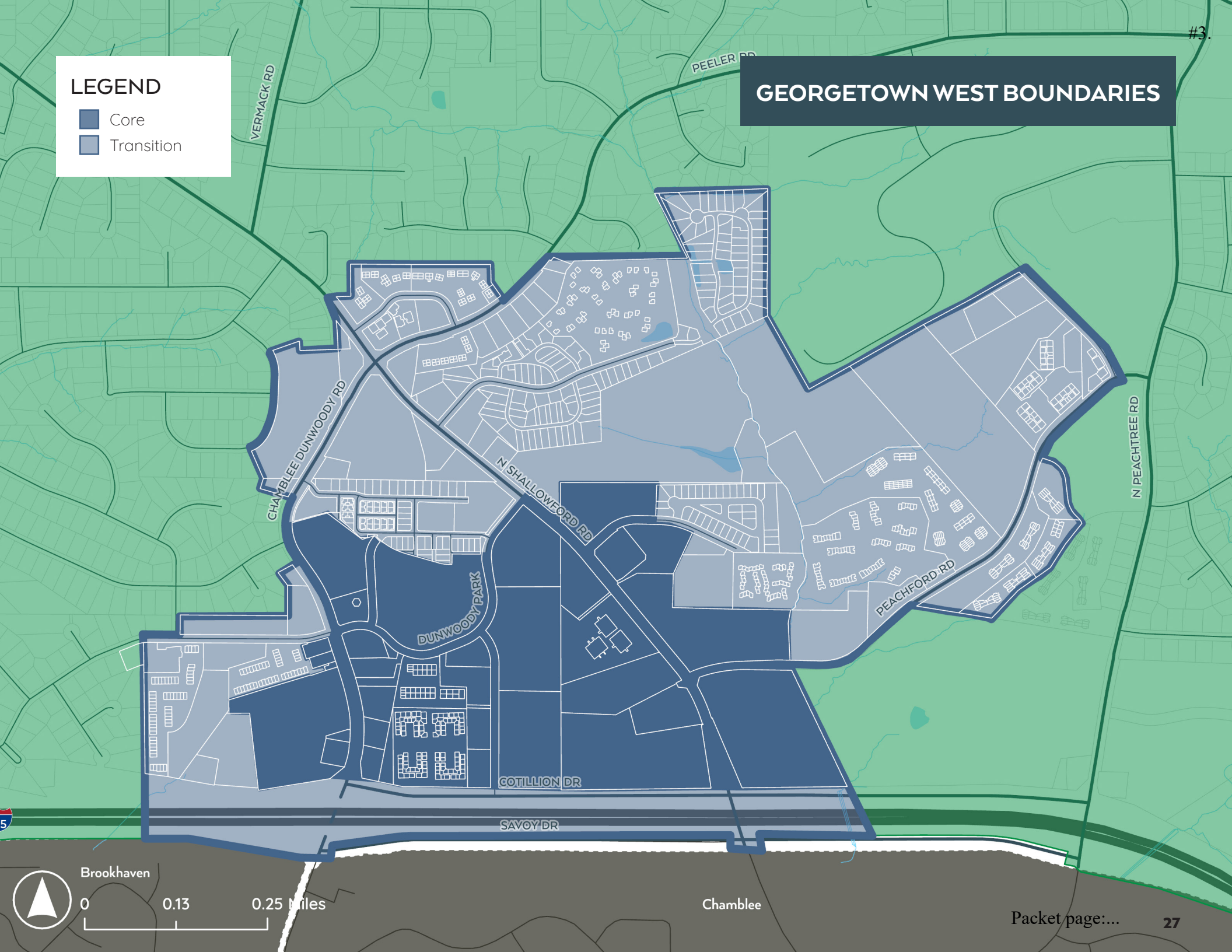
The Transition's Vision and Intent:

The Georgetown West transition area will taper off development intensity from the core—maxing out at three-stories—to better match the character of surrounding suburban neighborhoods. Future development will prioritize residential uses to support retail in the core as well as preserving naturally occurring affordable housing. At key locations like the intersection of N Shallowford Road and Chamblee Dunwoody Road, neighborhood-serving commercial is encouraged.

LEGEND

- Core
- Transition

GEORGETOWN WEST BOUNDARIES



Brookhaven

0 0.13 0.25 Miles

Chamblee

Intensity

Direction Dunwoody uses a transect to illustrate the range of possible intensities in Dunwoody on a gradient from low- to high-rise. Both Georgetown's core and transition have their own unique ranges. The core allows a wider range of intensities and reaches a much higher intensity than the transition area, which is limited to the lower end of the transect in order to buffer the surrounding neighborhoods from the core.

WHAT IS A TRANSECT?

A framework that organizes all elements of the built environment—buildings, streets, public spaces, land use, and transportation—into a gradient of density and character, emphasizing physical form and typology rather than separated land uses to guide how places are built.

Appropriate Intensity - Core



Core inspiration imagery

Appropriate Intensity - Transition



Transition inspiration imagery

Land Uses

Direction Dunwoody uses a “Stop-Light” chart to provide guidance on what land uses would be appropriate in Georgetown, distinguishing between the core and transition. Land uses listed in green are always appropriate in the character area, though many will have additional use standards in the Unified Development Ordinance’s (UDO) guidelines (denoted by a “+”). Yellow land uses indicate a development type that may be appropriate, but must go through the Special Land Use Permit (SLUP) process for approval. Land uses in red are never appropriate in Georgetown.



Inspiration Imagery of a quadplex at house-scale

Stop-Light	Land Use - Core	Land Use - Transition
Appropriate	House-Scale Plexes ⁺	
	Townhouses ⁺	
	Local Commercial - Light	
	Public/Institutional	
	Parks/Open Space	
	Utilities/Transportation	
		Small-Lot Residential
		Cottage Courts ⁺
Appropriate if approved through SLUP process	Senior/Assisted Living ⁺	
	Mixed Use ⁺	
	Multi-Unit	
	Local Commercial - Medium (Along Cotillion Road Only)	Local Commercial - Medium
	Local Commercial - Heavy (Along Cotillion Road Only)	
	Regional Commercial	
Inappropriate	Large Lot Residential	
	Small-Lot Residential	
	Cottage Courts	Regional Commercial

ALIGNMENT ANALYSIS

A GIS analysis was conducted for each parcel in Georgetown to determine whether the parcel's existing land use and current zoning designation align with the development vision described for Georgetown in Direction Dunwoody.

Methodology

First, each parcel was assessed for how well its existing land use (ELU) aligns with the land uses allowed in Georgetown's stop light chart. If the parcel's existing land use is designated as green in the stoplight chart, it scored three points. If it has a land use designated as yellow, it received a score of two points. Anything not allowed in the land use charts was given a score of one point. A similar exercise was repeated for the zoning designations of each parcel, cross-referencing the stop light chart from Direction Dunwoody with the use table found in the current Dunwoody Zoning Ordinance. Each comparison considered the difference between the core and transition's specific stop-light charts.

Results

The resulting map was created using a bivariate color scheme to represent the level of alignment between each parcel's existing land use and zoning and Direction Dunwoody's vision for Georgetown. The results show that very few parcels are highly aligned across both existing land use and zoning. Those that are (shown in dark blue on the map), are principally single-family attached residential developments and local commercial centers.

Critically, the analysis also shows that while many of the parcels' existing land uses are well-aligned with the vision, their zoning alignment is low. This is likely because many of the parcels are zoned O-I, which limits development to primarily office spaces and can be at an intensity that would require an SLUP. This reinforces the findings from the stakeholder interviews.

Only a few parcels are not aligned with the vision at all. These are distribution centers in the core area and the large-lot single-family housing along Chamblee Dunwoody Road.

EXISTING (OR PIPELINE) LAND USE ALIGNMENT

ZONING ALIGNMENT	• Low ELU Alignment • High Zoning Alignment	• ELU Somewhat Aligned • High Zoning Alignment	• High ELU Alignment • High Zoning Alignment
	• Low ELU Alignment • Zoning Somewhat Aligned	• ELU Somewhat Aligned • Zoning Somewhat Aligned	• High ELU Alignment • Zoning Somewhat Aligned
	• Low ELU Alignment • Low Zoning Alignment	• ELU Somewhat Aligned • Low Zoning Alignment	• High ELU Alignment • Low Zoning Alignment

LEGEND

High Alignment
- Both

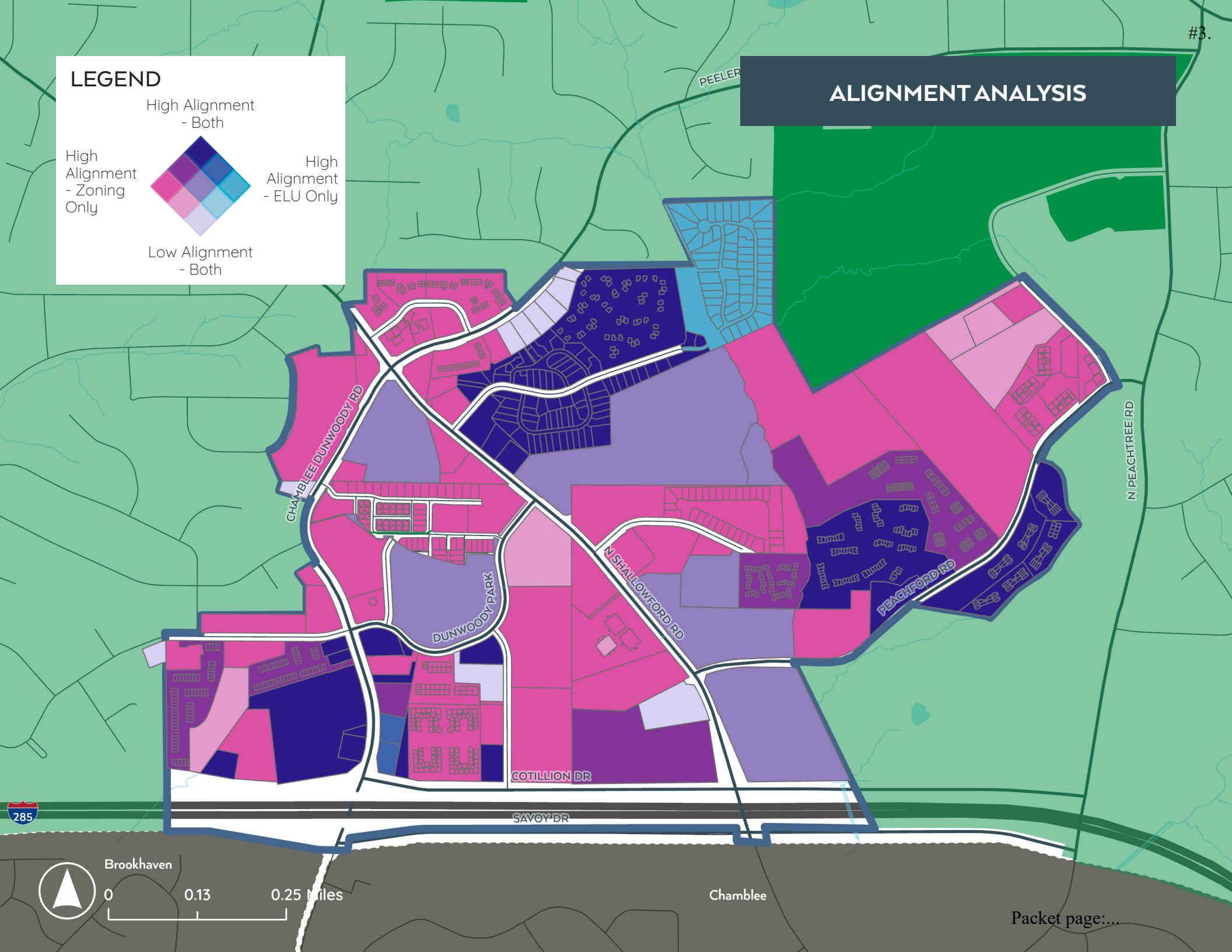
High Alignment
- Zoning
Only



High Alignment
- ELU Only

Low Alignment
- Both

ALIGNMENT ANALYSIS



285



Brookhaven

0 0.13 0.25 Miles

Chamblee

PROPENSITY TO CHANGE ANALYSIS

A propensity to change analysis was conducted to determine which tax parcels in Georgetown are most likely to see new development or significant land use changes.

The analysis divided the parcels by which were most likely to change, somewhat likely to change, and unlikely to change. Parcels that have undergone recent development or have long-standing uses, such as cemeteries, private single-family homes within subdivisions, utilities, schools, and hospitals, were removed. These uses totaled 283 acres, just over half of the study area, and left 194 parcels for the analysis. Each remaining parcel was evaluated for:

- » The age of the building
- » The building value versus land value
- » Ownership (public, semi-public, private-LLC, private-individual)
- » Size
- » Hydrology and topography challenges

11% OF THE STUDY AREA HAS A HIGH PROPENSITY TO CHANGE

Results

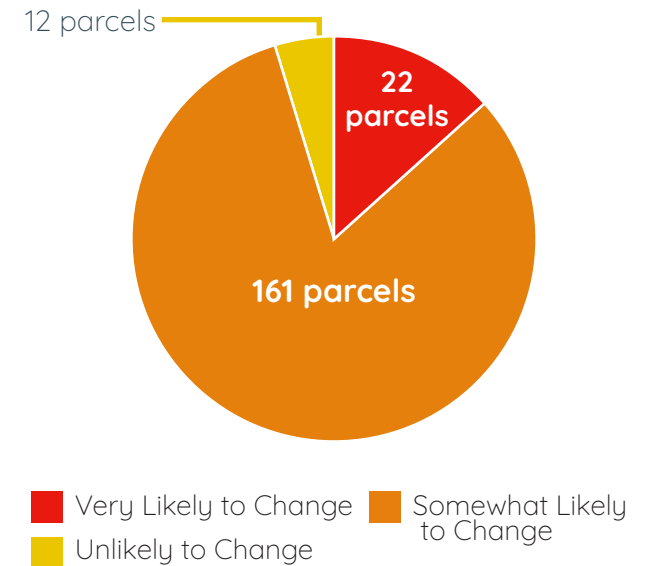
The largest classification by area and parcel volume was “somewhat likely to change.” The 161 parcels with this classification account for 83 percent of the parcels analyzed and 19 percent of the entire study area. These parcels vary widely across characteristics, but are relatively smaller than parcels that are “very likely to change.”

There were 22 parcels designated as highly likely to change totaling 51 acres, or 11 percent of the study area. Common characteristics of “very likely to change” parcels include their large size, the age of their buildings, or being vacant.

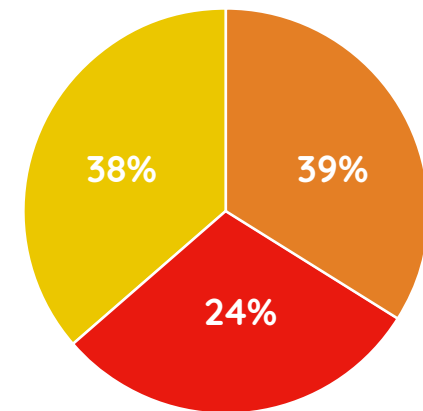
The remaining 12 parcels in the analysis were designated as unlikely to change. These were some of the smallest parcels in the study area or large parcels with high-value buildings.

This analysis shows that Georgetown must prepare for change in the short to medium term. While not all parcels identified as likely to change will do so, even if just a quarter redevelop within the next 20 years, the community could see meaningful improvements with the right guidance in place.

RESULTS BY PARCEL COUNT



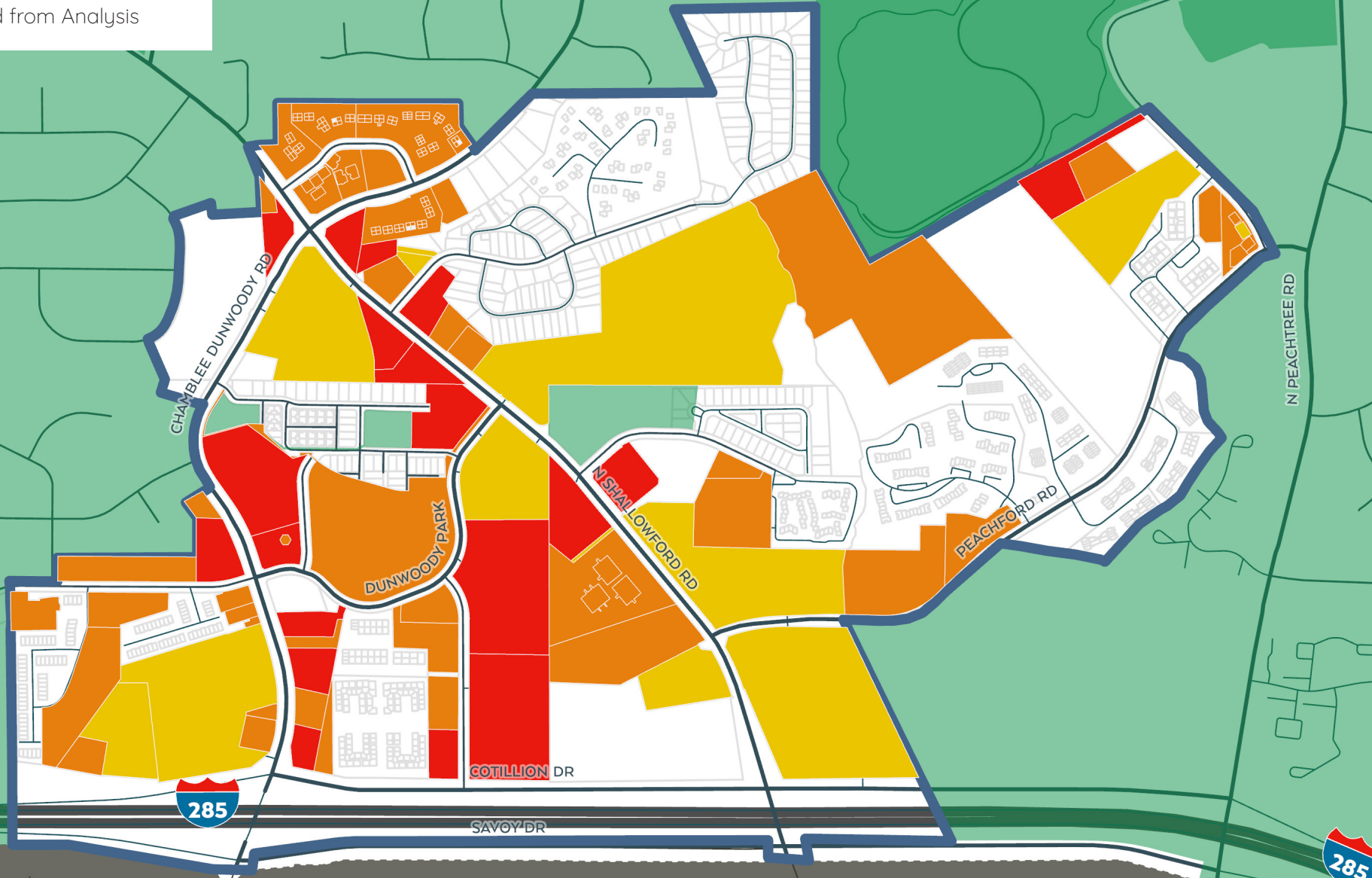
RESULTS BY % OF AREA ANALYZED



LEGEND

- Very Likely to Change
- Somewhat Likely to Change
- Unlikely to Change
- Removed from Analysis

CHANGE ANALYSIS

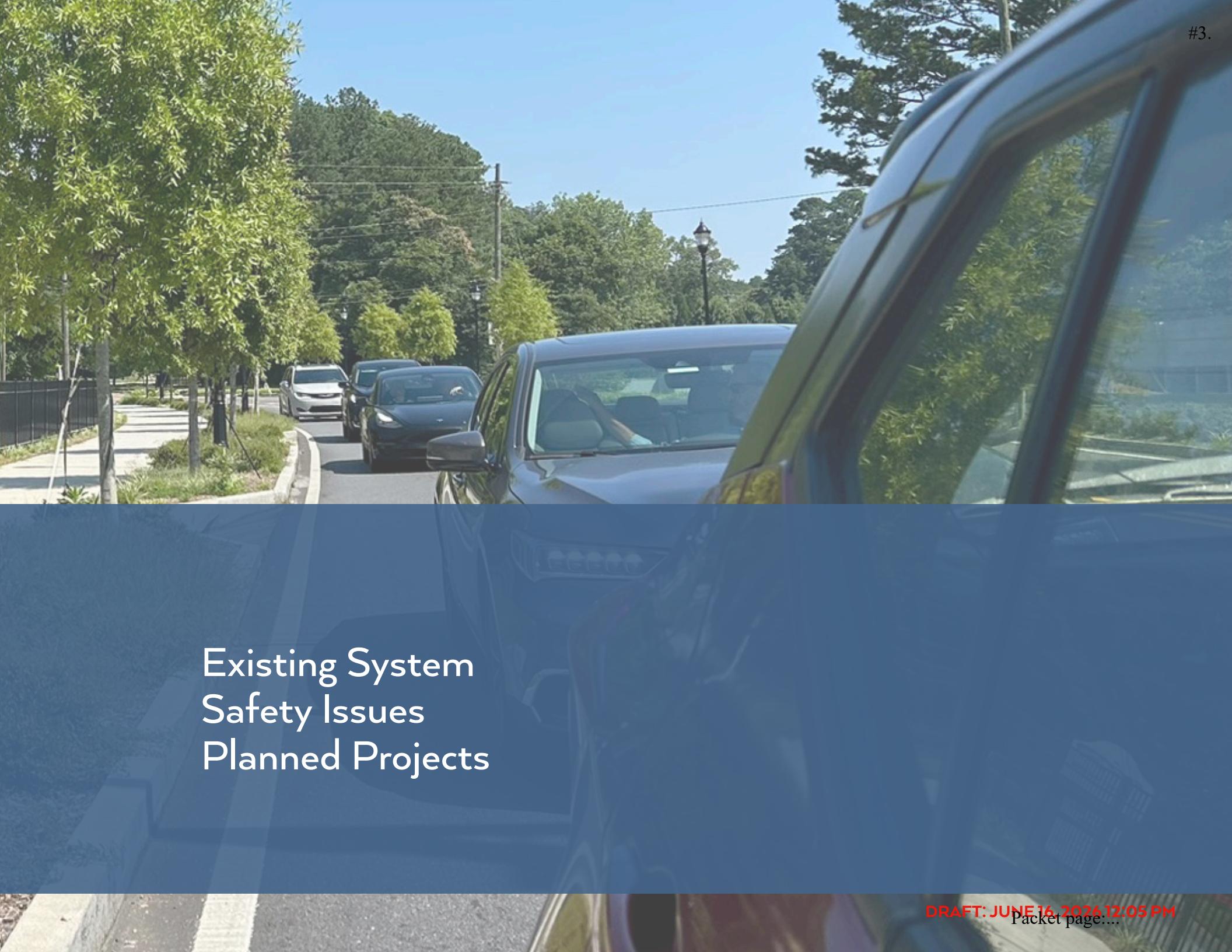




03



TRANSPORTATION ANALYSIS



Existing System Safety Issues Planned Projects

EXISTING SYSTEM

Many of Georgetown's strengths and challenges are closely tied to its existing transportation network. Its convenient access to I-285 and MARTA Bus Route 88 make the area appealing to both residents and businesses; however, disconnected roadways and high traffic volumes hinder mobility for drivers, pedestrians, and cyclists alike.

Roadways

Volume

The Georgia Department of Transportation (GDOT) utilizes sensors placed throughout street networks to measure traffic volume. These traffic counts, referred to as Annualized Average Daily Traffic (AADT), are used to understand where the street network may experience congestion. The ratio of a street's AADT count to its potential capacity, which is derived from its classification, can demonstrate how well it moves traffic. Ratios above 0.8 tend to indicate higher congestion levels and slower traffic, while anything below 0.65 means relatively low congestion with higher speeds.

GDOT's sensors are concentrated in the southern part of Georgetown, primarily focused on or near I-285. Almost all of these show a volume-to-capacity ratio above 0.8,

meaning these roadways experience high levels of congestion. Only the I-285 Eastbound off-ramp has a ratio below 0.8, but at 0.7, it still experiences moderate congestion. The size and color of the circles on the map to the right represent the traffic capacity-to-volume ratio at each traffic count location.

Historical vehicle delay data from Google suggests that areas without GDOT sensors may also experience congestion. Of note, the data shows the intersection of N Shallowford Road and Peeler Road experiences delays at peak times on weekdays. This aligns with the traffic concerns residents and business owners shared during stakeholder interviews.

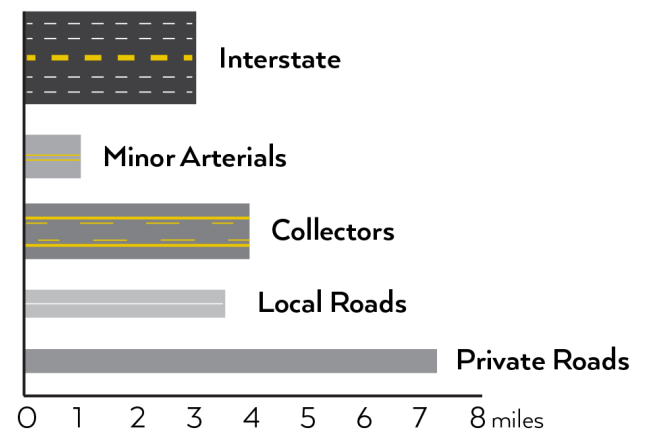
Classifications

Georgetown contains the full range of roadway classifications, including interstates, freeways, arterials, collectors, and local streets. While the major street network is largely in place, much of the finer-grained street system consists of private roads—typical of the large office parks and apartment complexes that dominate the area. These private internal networks often function in isolation, limiting connections between adjacent parcels and preventing local trips from using local streets. As a result, even short trips are forced onto collectors and arterials, increasing congestion and reducing overall network efficiency.



Chamblee Dunwoody Road gateway to Georgetown from I-285

ROADWAY CLASSIFICATIONS BY MILE



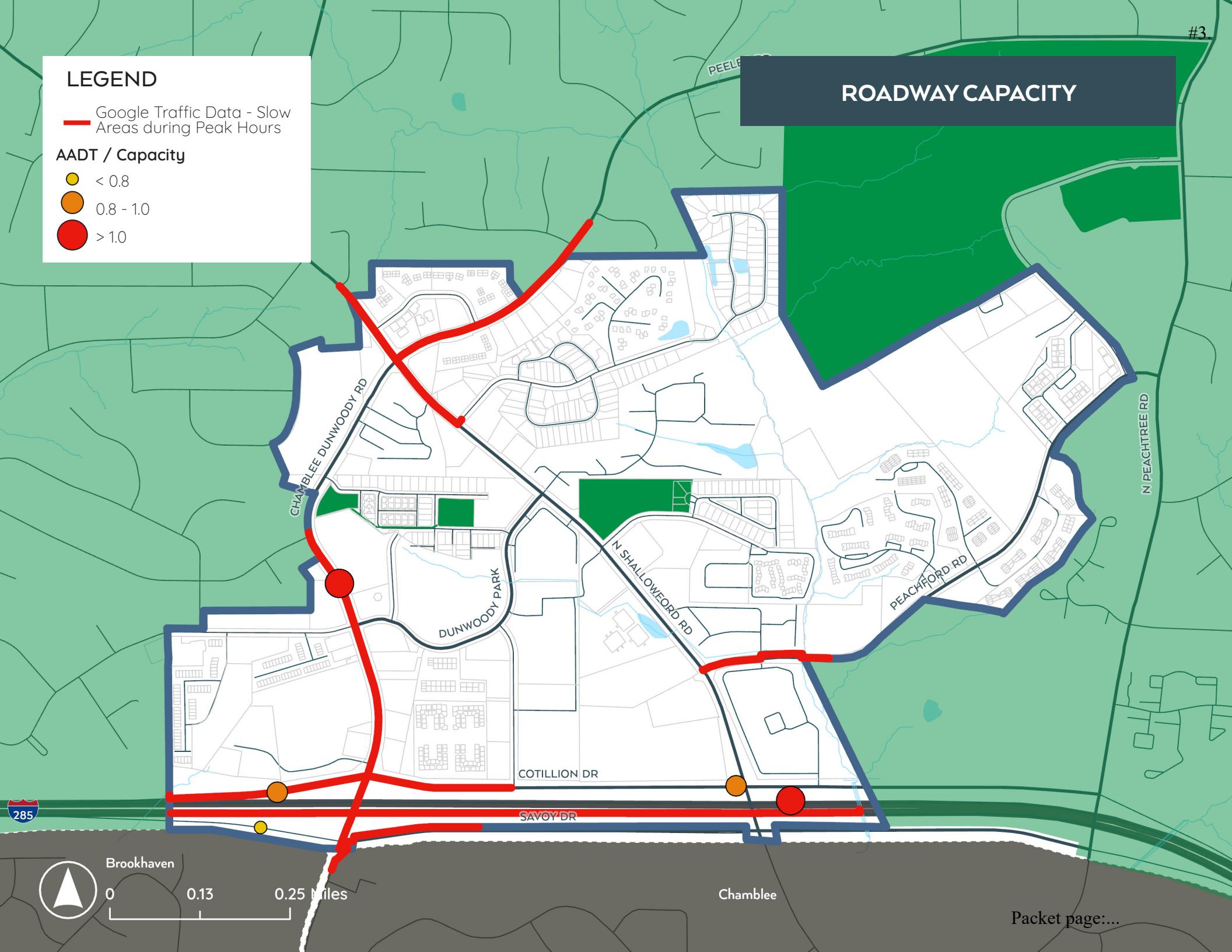
LEGEND

Google Traffic Data - Slow Areas during Peak Hours

AADT / Capacity

- < 0.8
- 0.8 - 1.0
- > 1.0

ROADWAY CAPACITY



Transit

In April 2026, MARTA completely restructured its bus route system, and Georgetown is now primarily served by Route 88. Because this route is so new and lacks ridership data, the information provided in this section refers to the previous bus route 103 which operated with both northbound and southbound service.

The route included approximately 20 stops within the study area. The most popular bus stops inside the study area along the former route were at the following northbound stops:

1. The intersection of Dunwoody Park & Chamblee Dunwoody Road
2. Outside Pernoshal Park on North Shallowford Rd
3. The intersection of Dunwoody Park North Shallowford Road

The only area in the city with higher ridership numbers are the stops near GSU Perimeter Campus and Dunwoody's MARTA Train Station in Perimeter. Stops in Mount Vernon and Jett Ferry had comparable ridership numbers to the area while Dunwoody Village, Winters Chapel, and Jett Ferry have half to a quarter of the riders that these Georgetown stops carry.

The popularity of these stops show that residents are actively using transit to reach major work centers and community resources, such as parks.

Sidewalks

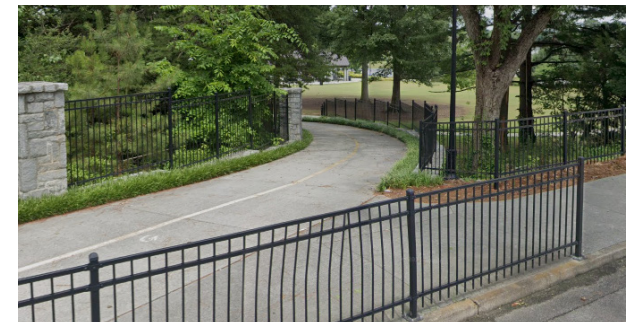
Georgetown's sidewalk network struggles with limited connectivity. While its minor arterial and major collector roads have sidewalks, very few of the local or private roads include them. Those that do are found in newer developments. Planned sidewalk projects are currently limited to North Shallowford Road, which restricts future pedestrian connectivity and walkability for residents accessing commercial areas. Yet, the recent streetscaping improvements along Chamblee Dunwoody Road showcase how thoughtful investments can transform the pedestrian experience, offering safe, attractive sidewalks that strengthen Georgetown's walkable character and provide a model for future enhancements across the community



Streetscaping Enhancements along Chamblee Dunwoody Road

Bike Facilities & Multi-use Trails

Georgetown's bicycle network benefits from its proximity to Brook Run Park, which includes the multi-use Dunwoody Trail that loops through the park and connects to Pernoshal Park. Additional facilities exist along North Shallowford and Peachford Roads, with programmed expansion for dedicated bike paths on North Shallowford Road. Future improvements also include a planned multi-use trail along Cotillion Drive, with potential to extend parallel to I-285 toward Georgetown. A complementary connection is proposed along the Nancy Creek Greenway, linking to the existing trail network that leads into Brook Run Park. The new Chamblee Dunwoody Bridge over I-285 will further enhance regional connectivity through widened sidewalks and a multi-use trail linking Dunwoody and Chamblee.



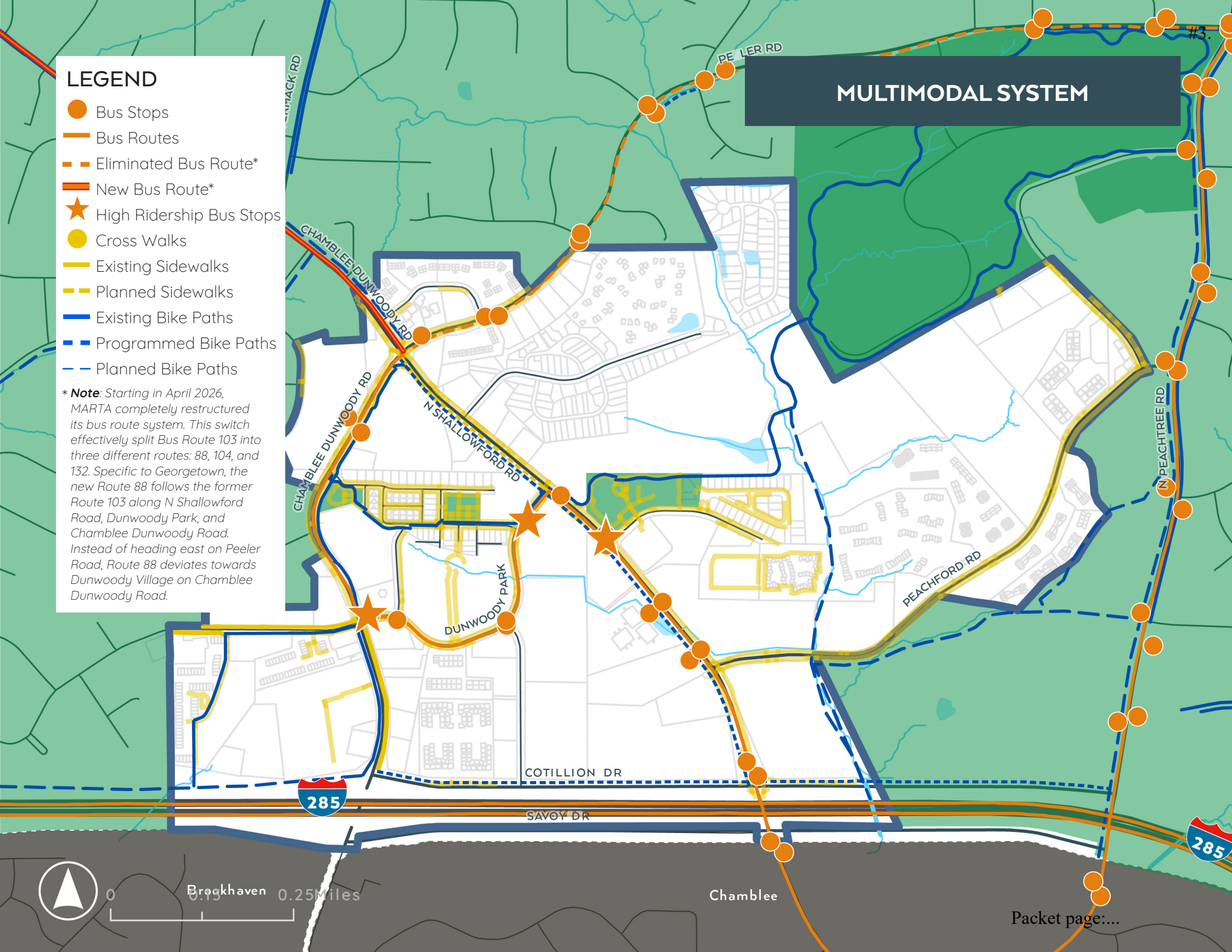
Dunwoody Trail Entry at Pernoshal Park

LEGEND

- Bus Stops
- Bus Routes
- - - Eliminated Bus Route*
- New Bus Route*
- ★ High Ridership Bus Stops
- Cross Walks
- Existing Sidewalks
- - - Planned Sidewalks
- Existing Bike Paths
- - - Programmed Bike Paths
- - - Planned Bike Paths

*** Note:** Starting in April 2026, MARTA completely restructured its bus route system. This switch effectively split Bus Route 103 into three different routes: 88, 104, and 132. Specific to Georgetown, the new Route 88 follows the former Route 103 along N Shallowford Road, Dunwoody Park, and Chamblee Dunwoody Road. Instead of heading east on Peeler Road, Route 88 deviates towards Dunwoody Village on Chamblee Dunwoody Road.

MULTIMODAL SYSTEM



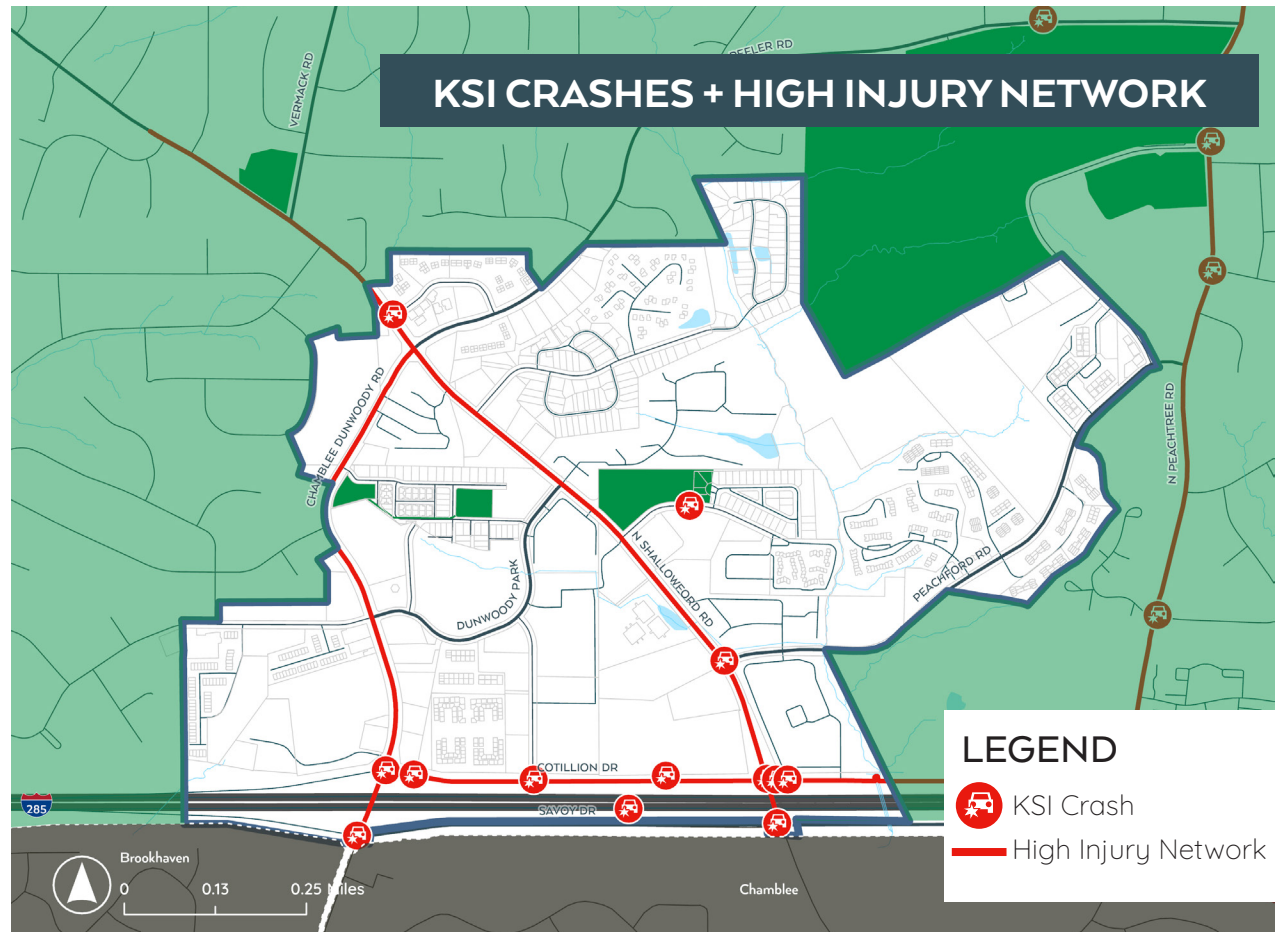
SAFETY ISSUES

Dunwoody made roadway safety a priority by launching a Safety Action Plan adopted in 2023. Georgetown emerged as one of the city's key areas of concern.

The sections of Cotillion Drive, N Shallowford Road, and Chamblee Dunwoody Road that intersect with the study area comprise a portion of Dunwoody's High Injury Network. Most of the Georgetown's 17 Killed or Seriously Injured (KSI) crashes since 2017 are on the high-injury network. Cotillion Drive alone accounted for seven KSI crashes, and three occurred at its intersection with N Shallowford Road.

Most KSI crashes involved vehicles only, but three involved vulnerable users—a pedestrian, a cyclist, and a motorcyclist. The number of serious crashes has grown over time, rising from two in 2017 to five in 2023.

These trends indicate a need for focused safety improvements, especially in the southern part of Georgetown where crashes are most concentrated. Potential GDOT plans to convert Cotillion Drive and Savoy Drive to one-way roads could further exacerbate safety issues, and safety interventions should be considered during any roadway redesigns.



PLANNED PROJECTS

Georgetown has benefited from several transportation-focused planning efforts, with several programmed projects in development.

PROJECT	STATUS
Multimodal Enhancements on Dunwoody Park	Planned
Updates to the UDO to enhance pedestrian accessibility and walkability	In progress
Install pedestrian improvements along Cotillion Drive as part of the Georgetown Gateway improvement project	Deferred for inclusion in GDOT Top End project
Gateway Placemaking at Dunwoody Park & N Shallowford Road	Delayed due to funding constraints
Finish design of North Shallowford Road Path, Chamblee Dunwoody Road to I-285	2026 estimated completion
Explore implementing advanced traffic management systems on I-285 on and off ramps during peak hours at Chamblee Dunwoody Rd	2027 - 2028
I-285 Top End Projects: Regional Trail, Express Lanes	In progress through 2029+

I-285 TOP END TRANSIT STATION

What is the I-285 Top End Project?

The I-285 Top End Project is a major transportation and transit initiative focused on the northern arc of I-285, stretching through Fulton, DeKalb, and Cobb counties. Its goal is to improve regional mobility, reduce congestion, and expand transit options along one of the busiest highway corridors in the Atlanta metro area. Early feasibility studies identified the Georgetown area as a potential location for a future transit station due to its proximity to I-285 and surrounding employment centers.

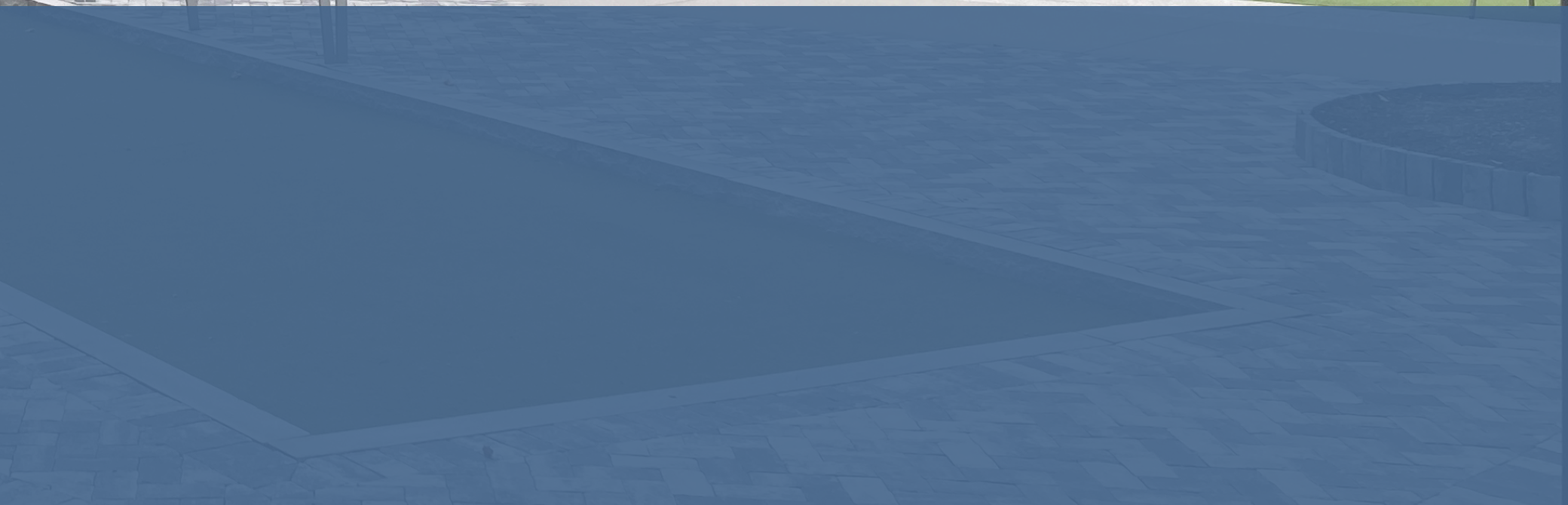
Impacts on Georgetown

While regional leadership has previously considered a station along Savoy Drive, a station in this area is not currently shown in MARTA's most recent operational plans. Even so, several planned transportation improvements within Georgetown—including the North Shallowford Road Sidepath, the Peachford Road Extension, and proposed greenway connections—would enhance connectivity and support future regional transit opportunities should they advance.



04

VISION + CONCEPTS



VISION

Georgetown's development dates from the early 1960s when Scott Hudgens advertised large single-family homes on large wooded lots in traditional styles. By 1964, this new neighborhood was served by Georgetown Shopping Center.

Over time the area grew incrementally, and is now a healthy mix of different housing types and largely suburban-style commercial properties. Though the area is largely built out, Georgetown's excellent access to I-285 and high property values have spurred interest in redeveloping under-utilized properties. This interest, in tandem with the major changes planned as part of the Top End projects, mark an opportunity to envision a future for Georgetown that leverages these investments and maximize benefits for the community.



Vision Principles

The heart of the redevelopment vision for Georgetown is a green, verdant community linked by a series of small plazas and passageways. Buildings and spaces are people scaled, with strong bicycle and pedestrian linkages and an abundance of trees and greenery. There are four key features:

- 1. People-scaled buildings.** There is already a variety of housing types available in Georgetown. This development concept recommends echoing what is largely in place, with a focus on residential buildings that are mostly three stories or fewer. Small scale retail is also encouraged.
- 2. Premium streetscapes.** The City's recent improvement of sidewalks and streetscape along Chamblee Dunwoody Road has set the stage for an expanded network of premium streetscapes. The vision includes similar quality streetscapes along N Shallowford Road (already planned), Dunwoody Park, part of Dunwoody Park S, and along Cotillion Drive.

3. Plazas and passages. Through a combination of City improvements and private development, the heart of the concept is to provide stronger connectivity within the Georgetown Core by a series of new plazas and passages. Many of these plazas are already in place, such as those at Dunwoody Green and Madison Square.

4. Connections to nature. Though Georgetown is largely urbanized, there are still pockets of tree canopy and undeveloped areas that provide important access points to nature. The concept envisions publicly accessible pathways to these areas, and emphasizes connectivity to the Dunwoody Trailway that leads to large amounts of forested pathways in Brook Run Park.

» As seen in these articles and ads from the Atlanta Constitution, Georgetown's development in the early 1960s was big news!

VISION

An Emphasis on Green

The intended look and feel of Georgetown is rooted in access to green space and nature--and the connections that can be made between them.

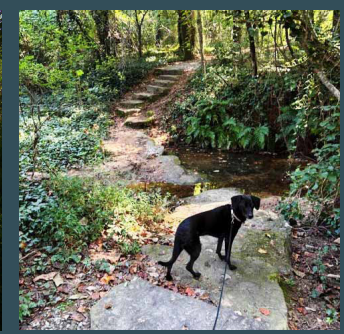
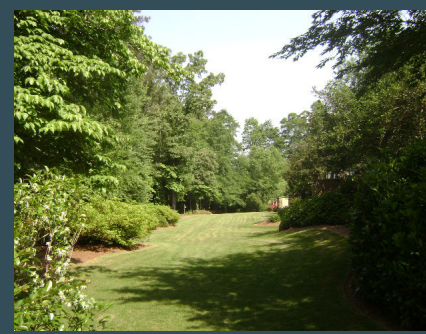
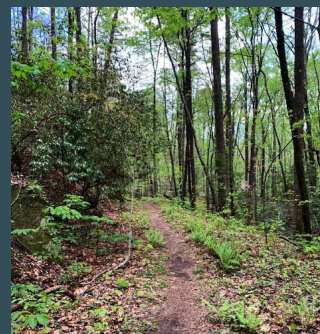
In areas of Georgetown that redevelop in the future, the vision is for people-scaled buildings to frame parks, plazas and greens. These spaces would not only provide an open space amenity, but can be designed to provide pedestrian and bicycle linkages through areas where extending the local roadway network is not feasible.

The other aspect of the vision is to provide access to natural areas as much as possible. Although much of Georgetown is built up, there are still pockets of forest sprinkled throughout the area. At a larger scale, the vision also promotes strengthening connections to Brook Run Park's forest and series of unpaved trails.

PARKS, PLAZAS + GREENS



ABUNDANCE OF NATURE



VISION: COMMUNITY INPUT

Open House

The City held an Open House on January 21, 2026 to gain community feedback on initial vision ideas. At this meeting, the project team shared a summary of existing conditions, needs, and direction for the Georgetown area from the Comprehensive Plan. The team also shared draft vision concepts for development and transportation, and well as six initial site concepts for key locations in the area. The meeting content was then posted online for community review for a number of weeks, where over 400 comments were gathered.

Initial Concept

The initial development concept was based on the Comprehensive Plan for land use and intensity, combined with specific redevelopment opportunities and their site characteristics. The project team shared possibilities for six sites in the study area:

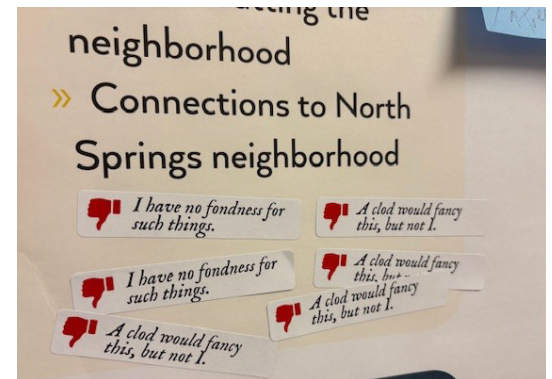
- » 4680 Chamblee Dunwoody Road (DeKalb County School Board property)
- » 4549 and 4545 Chamblee Dunwoody Road (Jewish Interest Free Loan Association and Bank of America)
- » 1-7 Dunwoody Park
- » Dunwoody Green/Georgetown Park
- » 4470 North Shallowford Road - City annex
- » 4511 Chamblee Dunwoody Road - shopping center

In addition to redevelopment concepts, the project team also shared a future transportation framework that integrated new pedestrian and bicycle facilities, improved intersections, and major components of the Top End project.

Feedback

The community provided a range of feedback. There was concern about any growth that would add traffic and further compound parking challenges in the area. Multi-family housing was not supported in most areas, and some people expressed concern about townhouses. Small-scaled retail and investment in parks, greenery, and streetscape were well supported.

Many specific comments focused on the DeKalb County School board property at Chamblee Dunwoody Road; in general, residents did not want to see development on this property and were particularly concerned about a roadway connection shown between Kellogg Springs Road Drive and Chamblee Dunwoody Road. There was also a lack of support for the mixed-use “Georgetown Quads” concept shown at 4549/4545 Chamblee Dunwoody Road, which proposed a center for the Georgetown area. **Ultimately, both of these concepts were dropped and did not move forward.**



VISION: COMMUNITY INPUT

Continue to improve the pedestrian and bike connectivity to Georgetown and surrounding areas.

The current improvements have been great- sidewalks, lighting

I agree the Georgetown area has a very disjointed flow and lacks a cohesive feeling.

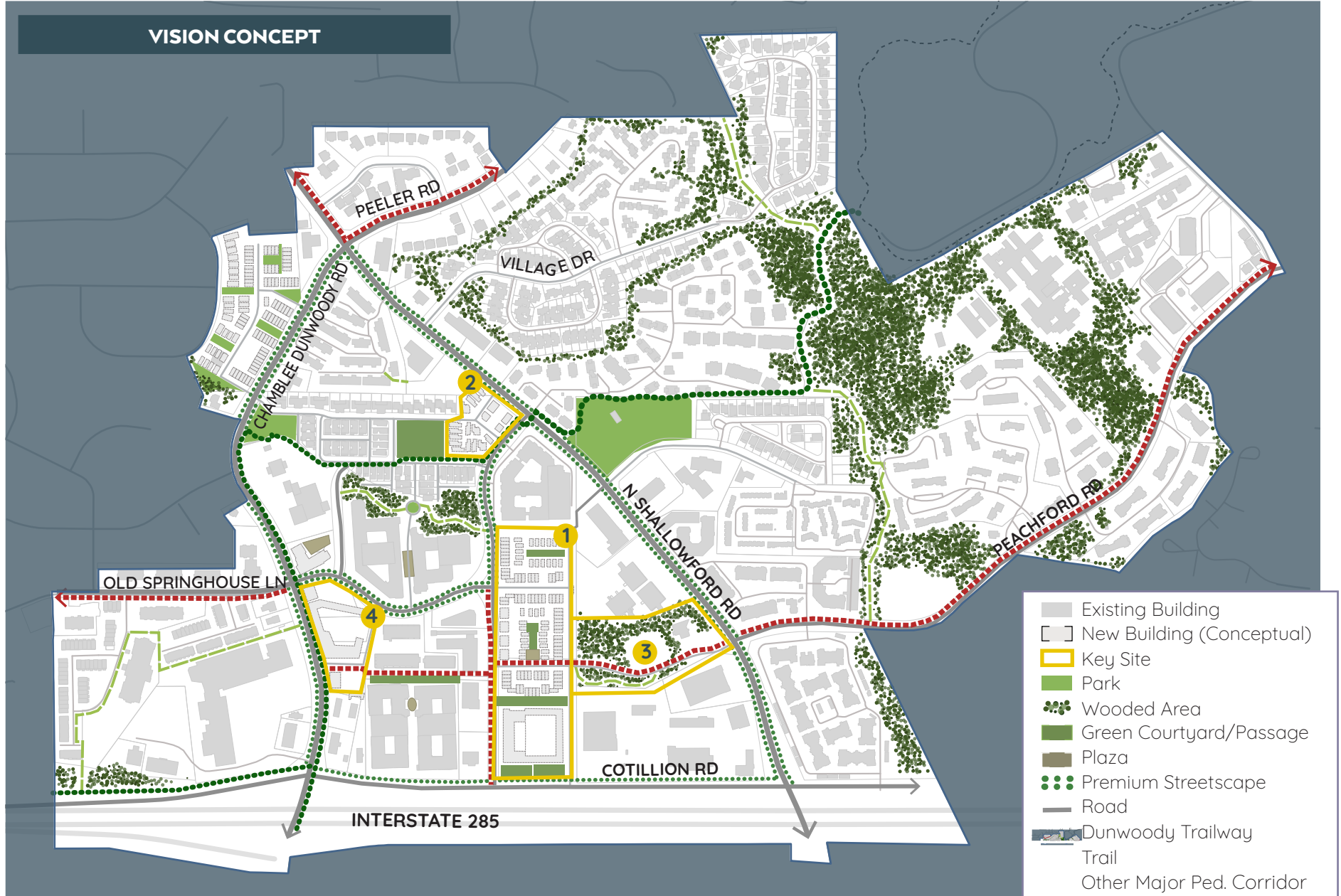
I do not want any new ingress into North springs subdivision! We do not want any additional traffic into our subdivision!

I strongly oppose any plans that include multi-family housing. This area is already full of multi family housing and needs more community and green space to bring it up to par with the rest of the city.

As much green area as possible

VISION CONCEPT

VISION CONCEPT



REDEVELOPMENT VISION

The illustrative vision concept at left shows how the combination of enhanced streetscapes, access to nature, and appropriately scaled redevelopment would work together to create a green, vibrant future in Georgetown. It is not a vision that fundamentally changes Georgetown-- instead, it leans into its existing qualities and focuses on creating more opportunities for walking, biking, and access to nature.

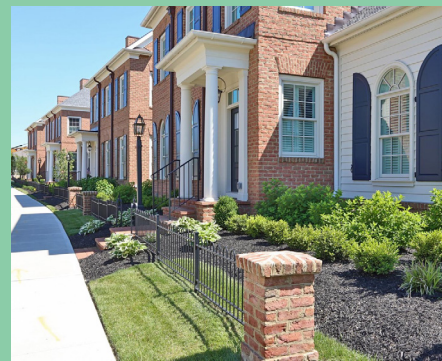
Key Sites

Based on analysis and community input from the Open House and online comments, the Georgetown redevelopment vision includes concepts for four sites:

- 1 1-7 Dunwoody Park
- 2 Dunwoody Green Buildout
- 3 City annex (4470 North Shallowford Road)
- 4 4511 Chamblee Dunwoody Road shopping center

The numbers for each of these sites are keyed on the illustrative concept at left; details for each are shown on the following pages. **It should be noted that these are concepts only--they do not reflect approved plans and financed projects at this time.** Instead, they are examples of what is currently supported by the Comprehensive Plan and community input to date.

CASE STUDY: NEW ALBANY, OHIO



With new development, it can be difficult to create a strong sense of place and maximize green space and nature. A best practice is to make green space and nature an underpinning design principle, prioritizing trees, streetscape, and pocket plazas. A good example of this in action is New Albany, a suburb of Columbus, Ohio. It frequently tops “Best places” lists, such as the 2020 Best City to Live in Ohio and recently the Best Suburb in America according to Business Insider.

New Albany was conceived as a New Urbanist community in the 1990s, and is characterized by its adherence to a number of overarching design principles including:

- » Must be pedestrian-friendly
- » Must provide connectivity to existing development through streets, sidewalks, and trails
- » Parking areas must be screened and located to minimize visual impact
- » Must be designed to include street trees, landscaping, and public open space
- » Must act as a steward to natural and historic resources

REDEVELOPMENT SITES

1 1-7 Dunwoody Park

Developer owned, 1-7 Dunwoody Park represents the most impactful potential redevelopment opportunity in Georgetown. These 15.5 acres are currently used as lower intensity, older commercial office space. Though many units are leased and the property provides some income, its large size and access to I-285 suggest that higher and better value uses are possible.

The redevelopment concept shown at right includes a rich mix of housing types, including small-lot single-family houses/cottages, house-scale plexes (“Mansion Flats”), and townhouses on the northern three quarters of the site. This housing would be designed around an interconnected system of green common spaces, courtyards, and passages.

An alternative includes adding retail at the intersection of Dunwoody Park and Dunwoody Park South, but additional parking needed to support these commercial uses would impact the site design.

The southern quarter that borders Cotillion Drive and I-285 is higher intensity. Shown as a mixed use building, this part of the potential redevelopment would help buffer less intense uses from I-285. If the market supports it, a small footprint grocery store would be a welcome tenant for ground floor retail space.

An essential aspect of the concept is the creation of people-scaled blocks that provide new local roadway connections, including a link to the City Annex property immediately to the east (see Site 3).



REDEVELOPMENT SITES

SAMPLE IMAGERY: A MIX OF HOUSING TYPES



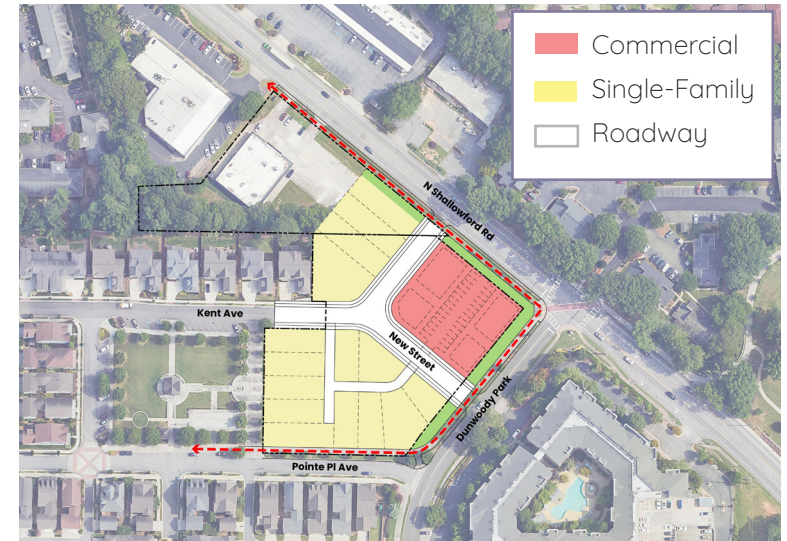
REDEVELOPMENT SITES

2 Dunwoody Green Buildout

This concept completes the vision for Dunwoody Green, a high-quality community of small-lot single family homes and house-scale plexes that are already designed around the Dunwoody Trailway and green courtyards. The community was developed in the early 2010s as part of the City's "Project Renaissance."

Though it varied from the original Project Renaissance design, Dunwoody Green is mostly complete. The Dunwoody Urban Redevelopment Authority owns the remaining vacant 2.35 acres at the corner of N Shallowford Road and Dunwoody Park temporarily serving as a passive green space.

Previous conversations with the community demonstrated support for small-scaled retail at the corner. This idea is carried forward in the concept at right, showing an opportunity for local-oriented retail and "completion" of the residential community with 15 new small lot, single-family housing units. To maximize the use of the small size, this concept also shows the inclusion of a small part of the property immediately to the north. This parcel has a land value that exceeds that of its building, and could potentially be assembled with URA site to create a more robust redevelopment opportunity.



SAMPLE RETAIL CHARACTER

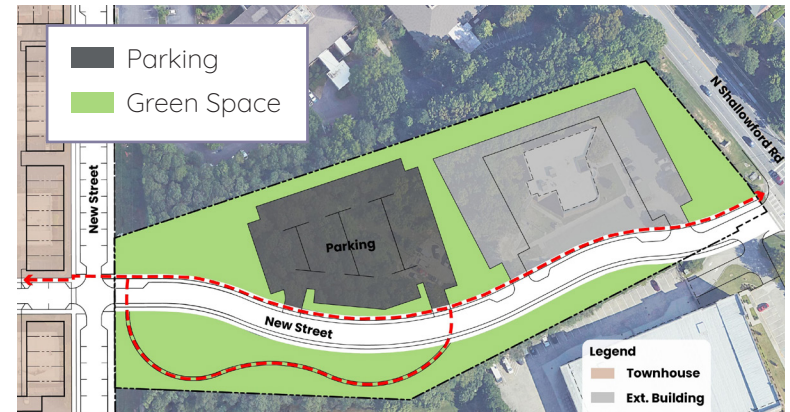


REDEVELOPMENT SITES

3 Modified City Annex Property

The City owns about five acres on N Shallowford Road. Currently there is a relatively small civic building and parking lot on site. There are future plans to add a building for SWAT equipment as well as use part of the site for overflow police parking.

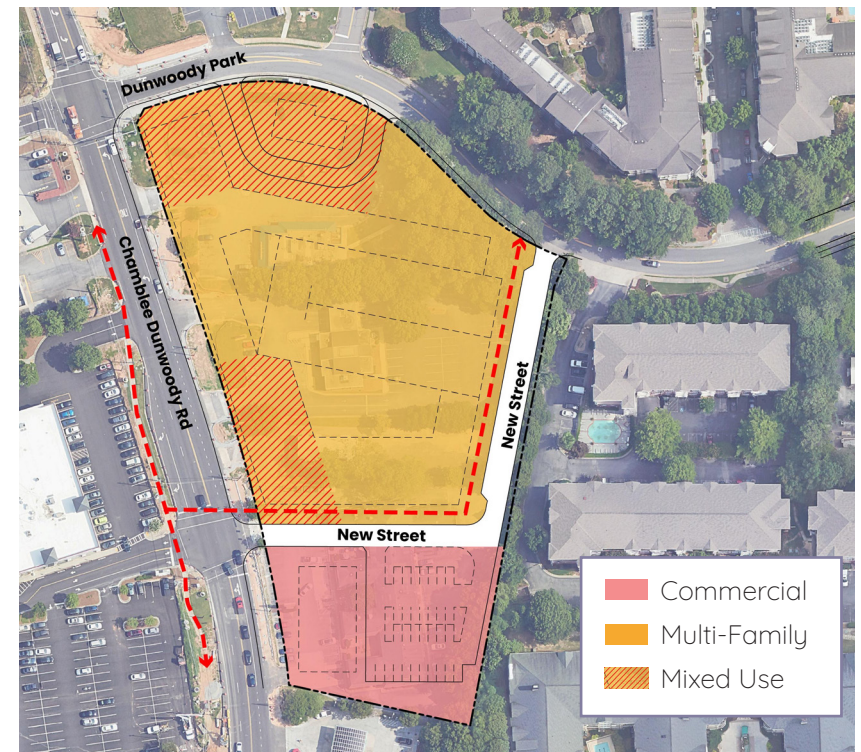
One of the challenges of the site is the steep topography in the western half. These steep slopes would require significant grading to make the site more usable. Though this represents a notable cost, there is still great value in using this site to build a new direct roadway and pedestrian link between the future Dunwoody Park development and N Shallowford Rd.



4 4511 Chamblee Dunwoody Road Shopping Center

Located across Chamblee Dunwoody Road from the Kroger shopping plaza, this property is currently home to an older shopping center that dates to 1968, as well as multiple smaller, stand-alone commercial properties. Because of its location near the interchange with I-285, this site is high-visibility and high profile. Redevelopment into a newer, more modern project would not only benefit the community, but also telegraph a high-value message about Dunwoody and Georgetown to visitors.

The concept shows an option where the bulk of the site is mixed-use and multi-family, with newer, lower intensity retail uses to the south. Additional roadway network is also included, helping to break up “super blocks” that make travel by foot and bicycle more difficult.



TRANSPORTATION FRAMEWORK

Transportation in, to, and from Georgetown is a major consideration as the area potentially redevelops. The current roadway system--particularly major arterials like Chamblee Dunwoody Road and the interchange with I-285--are already burdened at peak times of the day.

New development must be mindful of infrastructure capacity, and add to the system's ability to accommodate trips. There are typically two main ways to improve mobility: adding network capacity and shifting trips away from cars.

Adding Capacity

Transportation capacity can be thought of as how many trips a network can accommodate and how the smoothly it flows. Traditionally, capacity projects for roadways included adding lanes. While these projects offer short-term relief to congestion, studies show that over time these new lanes fill up with vehicles too and congestion almost always returns. Additionally, adding capacity to areas that already built up like Georgetown is particularly difficult as there is not a lot of unused right-of-way, and additional property would need to be acquired.

There are two other strategies for improving vehicular capacity: improving intersections and adding new local roadway links.

Intersection Improvements

Intersections are often pinchpoints for traffic, particularly during peak travel times. Many intersections, however, do not function optimally. For example, they may have strange geometries, or poor lane allocation for turning.

There are two main intersection improvements shown in the transportation framework at right:

- » **Chamblee Dunwoody/Peeler Road and N Shallowford Rd.** The intersection of Chamblee Dunwoody, Peeler, and North Shallowford Road is often congested during peak periods due to its location and skewed geometry. The City's future efforts along Chamblee Dunwoody Road should consider operational improvements for traffic flow and improved pedestrian and bicycle infrastructure and crossings.
- » **Dunwoody Park and Dunwoody Park S.** This intersection has challenging geometry and driveway access, in large part because of the roadways suburban-style, curved design. To better

accommodate an efficient roadway grid use of land for the Dunwoody Park redevelopment, this intersection should be realigned to a more traditional, right angle intersection.

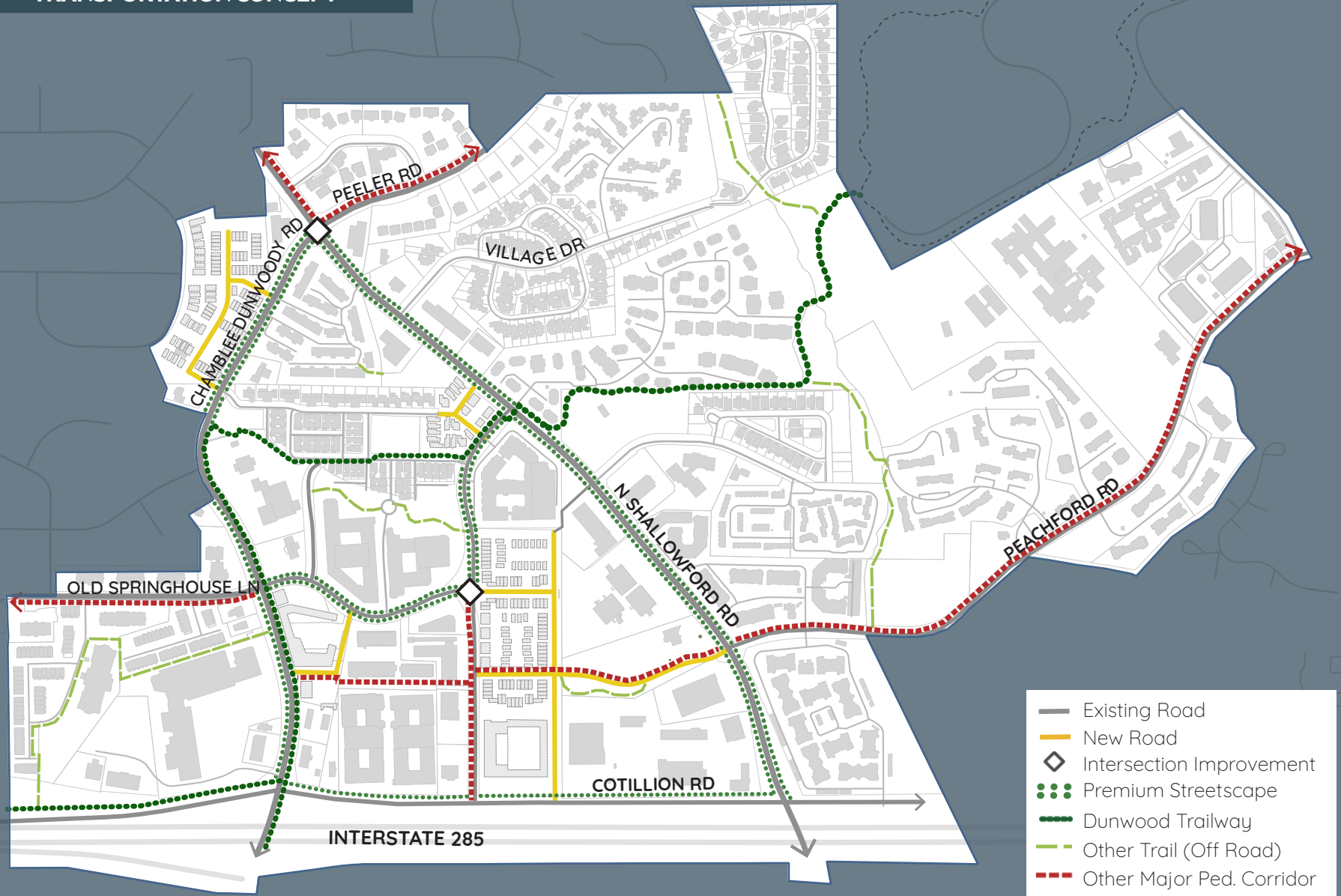
New Local Roadway Links

Another strategy for adding capacity to a roadway network is adding more connecting links. Typically local or collector roads, new roadway links provide additional route options and are an alternative to all trips being funneled onto a single roadway or arterial. New road connections not only provide route alternatives for cars, but also can break up "super blocks" and provide a better pedestrian network with shorter, more direct trips.

The best way to add more local roadway links is through development and redevelopment. Designing new buildings within a framework of walkable blocks (less than 800 feet in length) is recommended where possible, which creates a richer network of roadway options as well. Each of the four site concepts shows new roadway links that add route options and shorten block lengths, but avoid major impacts to established single-family communities.

TRANSPORTATION FRAMEWORK

TRANSPORTATION CONCEPT



TRANSPORTATION FRAMEWORK

Shifting Trips to New Modes

The second strategy to improve mobility in built-up areas is to try to shift more trips away from single-occupancy vehicles to transit, walking, and bicycling.

Transit

Although early iterations of the Top End project showed a potential Bus Rapid Transit (BRT) station along the southern end of Georgetown, this is no longer in the current plans. MARTA's recent bus route redesign may create a need or opportunity to improve local bus stop infrastructure and/or sidewalk connections to bus stops.

Walking and Bicycling

Improving walking and bicycling infrastructure--and the overall environment around these active modes of travel--is the major focus of the Georgetown transportation framework. The framework includes three major types of pedestrian and bicycling improvements.

Dunwoody Trailway Extension

The City recently completed the Georgetown Gateway project with enhanced trails along Chamblee-Dunwoody Road and

a portion of Old Spring House Lane. Future improvements envision devising a connection from Old Spring House Lane to the bridge connecting Perimeter Center and Two Bridges Park. Multiple routes are still under investigation for this connection. Trails are also planned along Cotillion Road at I-285, across the Chamblee-Dunwoody Bridge to Chamblee, and within the core of the Georgetown area by extending pedestrian facilities between Peachford Road and Dunwoody Park.

The City should also explore the possibility of creating more spur trails to the Dunwoody Trailway. Examples of this could include connecting the Trailway more directly to Peachford Road and Peeler Road, adding a strong north-south link that does not currently exist.

Expand Premium Streetscapes

The City's recent investment in widened sidewalks and new landscaping along Chamblee Dunwoody is very popular and well-liked by the community. This transportation framework includes the planned expansion of the streetscape along N Shallowford Road, but also extending it along Dunwoody Park and the north side of Cotillion Road. Premium streetscapes should include wide sidewalks (at least 8 feet), a substantial landscaped buffer



between the sidewalk and the roadway (at least 5 feet), street trees, pedestrian-scaled lighting, and improved crosswalks.

These roadways represent the key corridors of the Georgetown "core"--by improving the pedestrian environment of each, the result is an interconnected system that is greater than the sum of its parts.

Major Pedestrian Corridors

In addition to enhanced streetscapes and the Dunwoody Trailway, the transportation framework shows key pedestrian corridors along Peachford Road, Dunwoody Park South, Old Spring House Road, and on Peeler Road and Chamblee Dunwoody Road beyond the Georgetown core. Most of these corridors

TRANSPORTATION FRAMEWORK

have at least some sidewalks in place, but are missing key gaps and/or the sidewalks are narrow and do not feel particularly safe due to their proximity to fast-moving cars.

Top End Projects

The I-285 Top End Express Lanes is a major Georgia Department of Transportation (GDOT) project that will build two new elevated, express lanes in both the east and westbound directions. The construction of this facility will have significant impacts on the Georgetown community.

Cotillion Drive Changes

GDOT continues to advance its plans to make Cotillion Drive one way traveling westbound. The “paired” road will be Savoy Drive across I-285 in Chamblee going eastbound. Although this may improve I-285 access, making these roadways one way will create more limitations for local trips and movement. As part of the design process, the City of Dunwoody should try to gain some community benefits from the project by securing a commitment to build the premium-quality streetscape along Cotillion as part of the Top End project.



Image credit: City of Dunwoody, Perimeter CID, and Kimley-Horn

I-285 Bridge Upgrades

Another aspect of the Top End project is improvements to the bridges over I-285. These bridge improvements are designed collaboratively between the City and Perimeter CID and being

integrated into the GDOT Top End Express Lane construction package to enhance character and connectivity as part of the new Chamblee-Dunwoody bridge over I-285.



05

IMPLEMENTATION



Code Update Advancing Projects Transportation

IMPLEMENTATION

Implementing the Georgetown vision will require a combination of regulatory updates, investments in City-controlled property, coordination with the private development community, and long-term planning for mobility investments.

Code Update

Regulatory updates focus on two key types of revisions to the City's zoning and development regulations:

- » **Form updates**, which establish standards that typically apply to all properties, regardless of zoning district or use; and
- » **Use updates**, which exclusively regulate the use of property.

Both types of updates should be incorporated into the City's new Unified Development Ordinance (UDO), which is currently being prepared. Specific recommendations are provided below.

Form Updates

Form updates seek to ensure that new development in Georgetown meets the vision established in Chapter 4, whether developed under existing or future zoning classifications.

Block Standards

Establish block standards for redevelopment to support the incremental creation of an interconnected, multimodal transportation network as properties redevelop. Specific provisions should include:

- » Maximum block sizes for blocks fully or partially bounded by traditional streets.
- » Alternative block sizes for blocks fully or partially bounded by pedestrian ways, multi-use trails, or similar nonmotorized facilities.
- » Requirements for streetscapes and landscaping along traditional streets, pedestrian ways, multi-use trails, and similar nonmotorized facilities.
- » Standards that apply to large developments, even when subdivision does not occur

Open Space Standards

Require new development to incorporate accessible open space. Specific provisions should include:

- » Establishment of an "outdoor amenity space" standard requiring usable, high-quality open space in new development. These should specifically exclude open spaces that are not usable, such as parking lot landscape islands, buffers and screening, and small planted areas, such as along foundations or around signs.
- » Standards that vary based on site size and zoning, ranging from 10% to 15% of the development area.

Streetscape Standards

Require new development to incorporate new or widened streetscapes, including the Premium Streetscapes and Major Pedestrian Corridors specified in Chapter 4. Streetscapes should consist of:

- » Amenity zone/landscaped buffers planted with street trees along specified corridors.
- » Sidewalks with widths that vary based on corridor type, adjacent land use, and levels of pedestrian activity, as specified in Chapter 4.
- » Bus stop upgrades

Multi-Use Trail Standards

Require new development to incorporate multi-use trails, in lieu of sidewalks, where identified in an adopted City plan, including this Small Area Plan.

Urban Design Standards

Update existing zoning districts to improve the quality of the built environment through the following provisions:

- » Buildings located closer to streetscapes.
- » Active uses along streetscapes, rather than storage rooms and other back-of-house functions.
- » Windows and doors oriented to and accessible from streetscapes.
- » Placement of parking, loading, service areas, and other vehicular facilities to the

IMPLEMENTATION



- side or rear of buildings.
- » Standards to break up long building facades into smaller, human-scaled elements.
- » Standards to require adjacent redevelopments to create a cohesive, connected “place” rather than functioning in isolation from each other.
- » Adequate screening and appropriate height transitions where new development abuts single-family zoning districts.

Use Updates

Regulatory use updates focus on properties currently zoned for commercial uses, including those in the Local Commercial (C-1), Neighborhood Shopping (NS), Office-Distribution (O-D), and Office-Institution (O-I) zoning districts. Many of these properties are subject to current or future redevelopment pressure and, accordingly, represent the greatest opportunity to align zoning regulations with the vision specified in Chapter 4.

Mixed-Uses

Expand the use of zoning districts that allow a mix of uses, especially those combining residential and commercial uses (see Residential Uses below). The UDO is likely to include several new or updated zoning districts to achieve this purpose.

Mixed-Use Concurrency

As part of creating mixed-use zoning districts during the UDO update, consider whether some scales of redevelopment should be required to provide a mix of uses, or whether large single-use developments should remain allowed. This could include:

- » Requirements for commercial developments over a certain size (typically several hundred thousand square feet) to include a minimum amount of residential use; or
- » Requirements for residential developments over a certain size (typically several hundred units) to include a minimum amount of commercial use.
- » If such standards are incorporated into the UDO, it is critical to calibrate the size thresholds to market realities in order to avoid stifling redevelopment. For example, requiring small developments to provide a mix of uses could discourage their redevelopment altogether.



IMPLEMENTATION

Residential Uses

Expand allowed residential uses. These should include:

- » “House-scale plexes” and “townhouses” by-right, especially as transitions between future mixed-use developments and adjacent residential zoning districts.
- » Other residential types by special land use permit (SLUP). This will allow the public and City to review each request for consistency with this and other City plans, and for potential positive or negative impacts.

Commercial Uses

Update zoning standards for uses with potential negative impacts, including: gas stations, self-storage facilities, drive-throughs, and other uses specified in the comprehensive plan. These could include:

- » Use standards intended to mitigate negative impacts;
- » Additional review requirements, such as required a SLUP; or
- » Prohibitions in zoning districts other than Local Commercial (C-1), Neighborhood Shopping (NS), Office-Distribution (O-D), and Office-Institution (O-I) zoning districts, only one regulatory update is recommended:

Middle-Scale Housing.

Create a “middle-scale” residential zoning district to accommodate “house-scale plexes” and “townhouses,” either by updated an existing district or creating a new one.

Other Regulatory Considerations

All the form updates and some of the use updates specified above can be implemented through the ongoing UDO process using existing zoning districts. The new UDO format should allow the vision for Georgetown to be accomplished without the need for a special zoning district or overlay.

That said, several of the recommendations above could affect areas beyond Georgetown. For this reason, the UDO process should consider the impacts of any proposed updates on:

- » Other areas of the Dunwoody with the same zoning districts.
- » The creation of nonconformities, particularly if uses are prohibited. Experience in other communities has shown that strict prohibitions can increase the value of existing prohibited uses to the point that they are unlikely to redevelop. This is especially true for commercial uses such as gas stations and drive-throughs. For this reason, the UDO should consider whether negative impacts can be addressed through performance standards rather than outright prohibition.

- » The economics of redevelopment, particularly with respect to any mixed-use concurrency thresholds. When zoning standards are overly burdensome, they can stifle redevelopment and prevent the realization of key benefits such as improved streetscapes, street-oriented buildings, and enhanced landscaping. For Georgetown to grow and evolve, redevelopment must remain financially feasible for private investment.

By thoughtfully addressing these considerations, the City can ensure that the UDO serves as a practical tool to implement the vision for Georgetown while fostering sustainable and context-sensitive redevelopment citywide.

IMPLEMENTATION

Advance Projects on Public Land

Oftentimes the “low-hanging fruit” are projects on property that the City already owns. In Georgetown, two of the four site concepts are under City ownership and can move forward as funds allow.

City Annex

The City should begin to develop a concept and costing plan for the new local connection through the City Annex property. It is timely to do so now as the private developer-owned parcel to the west is also under design, and the two sites need to coordinate and connect to attain the maximum benefit.

The site’s topography will be challenging, and constructing a new roadway will not be cheap. This project may require grant funding focused on creating a multimodal connection between the core of the district and area residences.

Dunwoody Green

The other City-controlled site is the URA-owned property at Dunwoody Green. A previous RFP process for the site did

not result in a built project. The City should consider re-releasing an RFP for development of the site, but undergo a market study to test the viability of the plan. For any financial gap in the concept and market feasibility, the City should determine its appetite for offering the property at a lower selling price and/or other incentives to help the project “pencil.”

The City may also want to consider assembling adjacent parcels to create more flexibility--and potential profitability--of the site’s redevelopment. The City should also review the use mix for future RFPs and determine whether a residential program could be more successful.

Coordinate with Private Developers

Dunwoody Park Redevelopment

The Dunwoody Park site is currently owned by developers who are interested in moving forward with a robust concept. The City should proactively coordinate with these property owners to arrive at a project that not only pencils for the developer, but establishes the level of development quality expected in Georgetown going forward.

Chamblee Dunwoody Shopping Center Redevelopment

The redevelopment of these properties is a longer term prospect, as it would require assembly of four parcels under different ownership. Additionally, most of these properties have fairly stable tenants and are not in a state of distress.

The City should start discussions with these property owners to understand their long-term goals. Over time, and once redevelopment plans for these properties ripen, the City can begin positioning these properties for a bigger-picture vision that goes beyond what is possible at the individual parcel level.

IMPLEMENTATION

Transportation

Implementing the vision for transportation will require a combination of coordination, communication, and incrementally pursuing improvements to the local network. In addition to implementing the existing plans already underway, this plan focuses implementation on five main actions.

Top End Coordination with GDOT

The City will need to work closely with GDOT regarding the Top End projections to mitigate construction disruptions as much as possible. Additionally, the City should:

- » Leverage these projects to improve the nearby transportation network; specifically, the City should collaborate with GDOT to implement the enhanced pedestrian facilities along Cotillion Drive and position the proposed City Annex connection as a project required to offset the impacts of Cotillion Drive becoming one way.
- » The City will also need to consider community communication needs and devices as well as opportunities to partner with GDOT to fund or complete the three ped/bike priorities below

Priority Pedestrian/Bicycle Missing Links

This small area plan contains several proposed enhancements to the pedestrian and bicycle systems. In addition to the high-quality trail along Cotillion Drive, the City should prioritize the projects with the most potential impact to how people are able to travel to, from, and within Georgetown. Two high priorities should be:

- » Building the trail connection between Georgetown and Perimeter
- » Linking the proposed connection on the City Annex site to Chamblee Dunwoody Road. To help mitigate the loss of connectivity that will occur with Cotillion Drive becoming one way, advancing a strong east-west pedestrian and bicycle link through Georgetown is important. This will require working closely with the Georgetown Park development team, as well as evaluating options for connecting between the Terraces of Dunwoody and Madison Square of Dunwoody property owners.

Fill Sidewalk Gaps

As funding is available, proactively work towards closing the gaps in the existing sidewalk network. gaps and enhance multimodal streetscapes. High-priority projects are sidewalks along N Shallowford, and Peeler Roads, and Chamblee Dunwoody Road north of Peeler Road to extend connectivity between Georgetown and surrounding areas.

Intersection improvements

To improve congestion and ease of vehicular movements, the small area plan recommends focusing on improving intersections. The two intersection projects are the planned intersection improvement at Chamblee-Dunwoody, Peeler, and N Shallowford, and the intersection redesign at Dunwoody Park that should be implemented in tandem with the redevelopment of the Georgetown Park site.

Access Management

As Georgetown redevelops, work towards reducing the number of curb cuts on Chamblee Dunwoody Road and N Shallowford Road with strong access management regulations.