City of Dunwoody Georgia

4800 Ashford Dunwoody Road
Dunwoody, Georgia 30338
dunwoodyga.gov | 678.382.6700

# MEMORANDUM

**To:** Mayor & City Council

**From:** Paul Leonhardt, Deputy Community Development Director

**Date:** November 16, 2026

**Subject:** Entertainment Districts Text Amendment

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## ITEM DESCRIPTION

This item is an ordinance that proposes the creation of two new entertainment districts, in Georgetown and in the Jett Ferry Road area, and adjusts the boundaries of the Perimeter Center entertainment district.

## UPDATE NOVEMBER 16, 2026

Since the first read on October 26, 2026, the staff has slightly extended the Perimeter Center Entertainment District by incorporating the Embassy Suites property.

## DISCUSSION

Per Councilmember Price's request, the staff prepared four scenarios of boundary expansion of the City's entertainment districts for City Council review during the July 27, 2026 meeting:

- Option 1: No change
- Option 2: Expansion parcel by parcel
- Option 3: Expansion district-wide
- Option 4: Expansion citywide

During that meeting, councilmembers expressed their preference to consider option 3, which proposes district boundaries similar to the current Dunwoody Village entertainment district. Under that scenario, entertainment districts will have easily identifiable boundaries that emphasize the district nature of each area.

The staff has now mapped the new and updated entertainment districts. No changes are proposed to the existing Dunwoody Village entertainment district, while the existing Perimeter Center entertainment district will grow north and east to include all commercial areas of Perimeter Center. The new Georgetown entertainment district will include all commercial areas of the Georgetown neighborhood. The new Jett Ferry entertainment district will include the commercial areas on both sides of Jett Ferry Road. Due to the district-wide expansion method, non-commercial areas are included within the proposed entertainment district boundaries. This will allow residents and visitors to walk home or to

**Lynn Deutsch** Mayor
**Eric Linton** ICMA-CM City Manager
**Sharon Lowery** CMC City Clerk
**Catherine Lautenbacher** City Council Post 1
**Rob Price** City Council Post 2
**Tom Lambert** City Council Post 3
**Stacey Harris** City Council Post 4
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the hotel with their to-go cups. As with the current rules, any property owner may prohibit alcohol use on their property.

Having entertainment district boundaries that follow recognized district boundaries will help residents and visitors memorize where to take and where not to take their drinks. It will also help police officers determine whether a violation is taking place. As with the current districts, individual property owners have the right to exclude visitors with to-go cups. The staff is preparing a communications push coinciding with the new boundaries to help business owners, residents, and visitors understand the new rules.

**ATTACHMENTS**

- Proposed Ordinance
- Proposed Entertainment District Maps

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

**Catherine Lautenbacher** City Council Post 1
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STATE OF GEORGIA
CITY OF DUNWOODY **ORDINANCE 2026-XX-XX**

**AN ORDINANCE TO AMEND CHAPTER 4 (ALCOHOLIC BEVERAGES) OF THE CITY OF DUNWOODY CODE OF ORDINANCES TO AMEND REGULATIONS FOR ENTERTAINMENT DISTRICTS AND TO DEFINE ADDITIONAL ENTERTAINMENT DISTRICTS**

**WHEREAS,** the City of Dunwoody is charged with protecting the health, safety and welfare of the citizens of the City; and

**WHEREAS**, the City of Dunwoody's Alcohol Beverages Ordinance, Chapter 4, allows for off-premise alcoholic beverage consumption in designated entertainment districts; and

**WHEREAS**, in order to encourage a more business-friendly environment in the City's entertainment district and foster a more pedestrian-friendly atmosphere, the Mayor and City Council desire to relax the City's restrictions on outdoor consumption of alcohol purchased from a licensed consumption-on-the-premises dealer in the entertainment district; and

**WHEREAS**, after administering the Dunwoody Village and Perimeter Center Entertainment Districts without experiencing major concerns, the Mayor and City Council intend to adjust the boundaries of the Perimeter Center Entertainment District and add the new Georgetown and Jett Ferry Entertainment Districts; and

**WHEREAS**, the Mayor and City Council find that, under certain conditions, removing that restriction will foster the welfare of the citizens and be a vibrant addition to licensed establishments in the entertainment district.

**NOW, THEREFORE,** the Mayor and City Council of the City of Dunwoody HEREBY ORDAIN that Chapter 4 is amended as follows:

**Section I:** That Chapter 4 of the City Code is further amended by amending Code Section 4-142, to be entitled "Definition of the entertainment containment districts,", to read as follows:

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

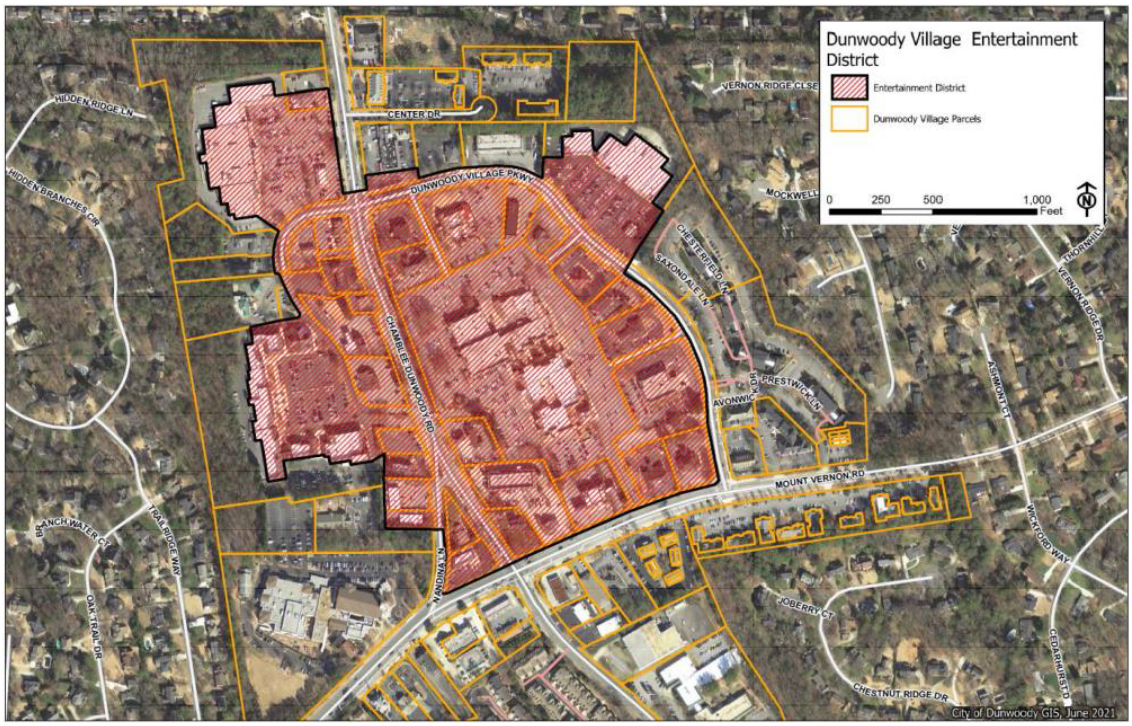
For the purposes of this section only, the city's entertainment districts are defined as follows:

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

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**Dunwoody Village Entertainment District**




(2) *Perimeter Center Entertainment District.* This entertainment district is bounded by the following:

a. In the north: Starting at the DeKalb County boundary line 130 feet north of the right-of-way line of Perimeter Center West, then extending due east until reaching the western boundary of the driveway of the Embassy Suites hotel, then following the driveway north, then extending due east until reaching the property line of the Embassy Suites hotel, then following the north and east property line of the Embassy Suites hotel until reaching the easternmost point, then extending south-east until reaching the centerline of Crowne Pointe Parkway, then following the centerline of Crowne Pointe Parkway east, then following the centerline of Ridgeview Road north, then following the north property line of the hotel property east, then following the east property line of the hotel property south, then following the centerline of Meadow Lane Road, then following the western property line of the office property at 900 Ashwood Parkway until it meets the right-of-way line of Ashwood Parkway, then following the right-of-way line of Ashwood Parkway west and around the cul-de-sac and then further east until it meets the extent of the pond north of Ashwood Parkway, then following the exterior perimeter of the pedestrian walkway around the pond until it reaches the northernmost point of said pedestrian walkway, then extending due east until it reaches the property line of the adjacent Ashford Place shopping center, then following the western property line of the Ashford Place shopping center north, then following the centerline of Ashford Gables Drive east, then following the centerline of Ashford Dunwoody Road south, then following the north property line of the Perimeter Village shopping center, then following said property line south until it meets the property line of the adjacent multi-family residential property.

b. In the east: Starting at the point where said eastern property line of the Perimeter Village shopping center meets the north property line of the adjacent multi-family residential property, then following the north property line of said multi-family residential property, then following the centerline of Meadow Lane Road south, then following the centerline of Perimeter Center East east and south, then following the centerline of Lincoln

Parkway east until it reaches the north fork of Nancy Creek, then following the north fork of Nancy Creek south until it reaches the right-of-way of Interstate 285.

c. In the south: The northern boundary of the right-of-way of Interstate 285.

d. In the west: The DeKalb County boundary.

~~This entertainment district includes:~~

~~a. Parts of the area that is the Ashford Lane shopping center. The entertainment district is generally bounded by the rear of the retail buildings along Olde Perimeter Way and Ashford Crossing. On its southwestern side, the entertainment district is bounded by the centerline of the driveway connecting Ashford Crossing and Olde Perimeter Way and the parking area associated with the southern retail building. On its southeastern side, the entertainment district is bounded by the curb line of Olde Perimeter Way, Perimeter Center West, Perimeter Center Place, inclusive of the sidewalks; and~~

~~b. The proposed High Street development that is bounded by its northernmost property line, the exterior of the right-of-way of Perimeter Center Parkway on the east, the exterior of the right-of-way on Hammond Drive on the south, and the county line on the west; and~~

~~c. Perimeter Mall and select adjacent properties. The area is bounded to the north by the Perimeter Mall property line along Perimeter Center West; bounded to the east by the property line along Ashford Dunwoody Road; and bounded to the west by the property line along Perimeter Center Parkway. To the south, the district is bounded by the Perimeter Mall property line and is inclusive of the sidewalks. Also included in the district are the restaurants along the northern boundary of the Perimeter Mall property; the hotel, corporate office, and restaurants, inclusive of the sidewalks, that are located in the southwest portion of the Perimeter Mall property; the sidewalk south and west of the Dunwoody MARTA station, continuing north along Perimeter Center Parkway to the western entrance of Perimeter Mall; the intersection of Perimeter Center West and Perimeter Center Place to allow a connection to the Ashford Lane Entertainment District; and the intersection of Perimeter Center West and Ashford Dunwoody Road, continuing north along the western sidewalk on Ashford Dunwoody Road to then include the property 4571 Ashford Dunwoody Road; and~~

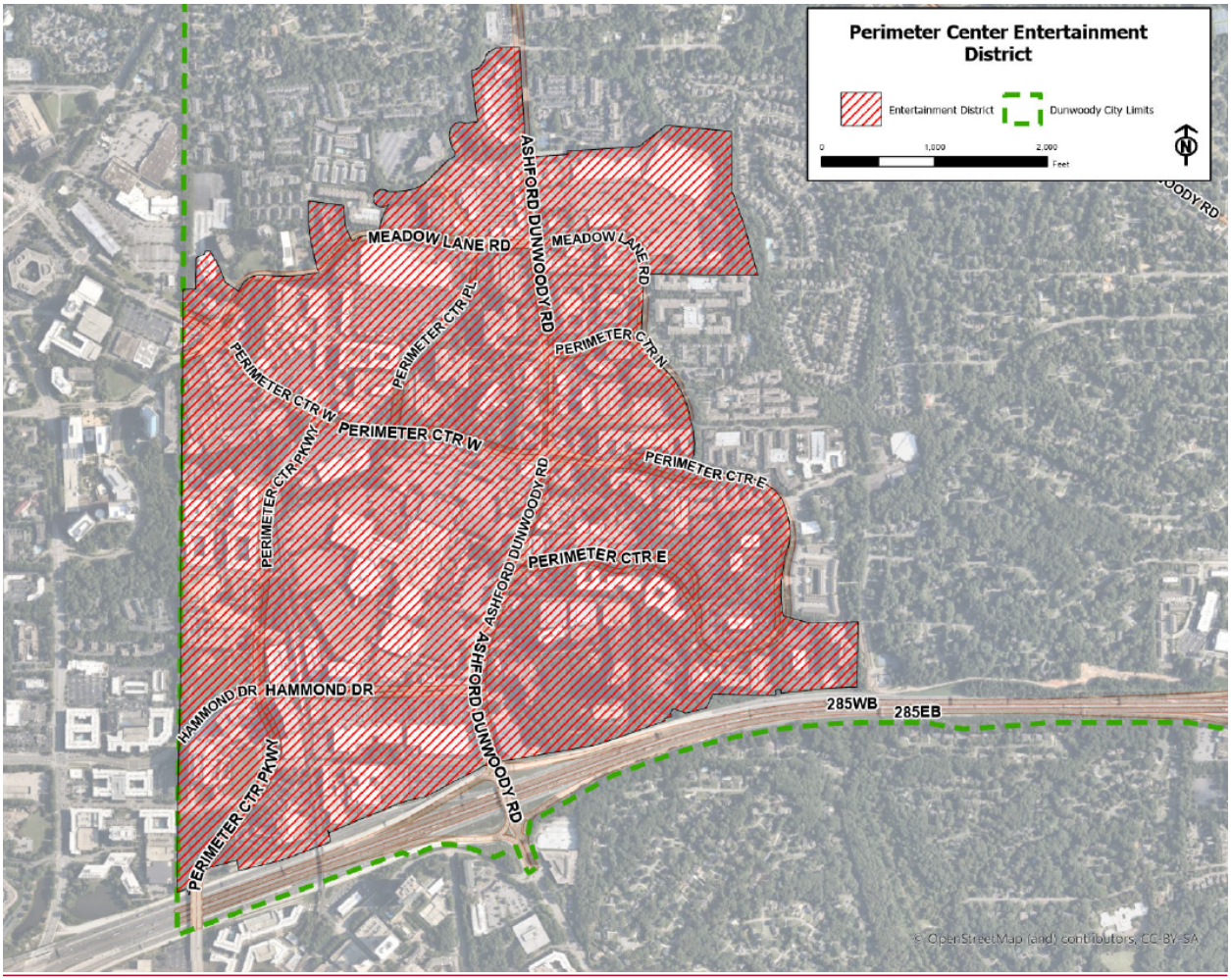
~~d. The proposed Campus 244 development and is bounded by its property lines on all sides. Also included is the northern sidewalk along Campus Way, the eastern sidewalk on Perimeter Center Parkway heading north, and connecting across the Hammond Drive and Perimeter Center Parkway intersection to the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

~~e. The Park Place shopping center and the adjacent bank property at 1 Perimeter Center East that are bounded by their property lines on all sides. Also included are the sidewalks along Ashford Dunwoody Road and Perimeter Center East, to the extent that they are adjacent to the above referenced properties or the gas station property at 77 Perimeter Center East. Also included are the pedestrian crossing areas at both intersections of Perimeter Center East and Ashford Dunwoody Road.~~

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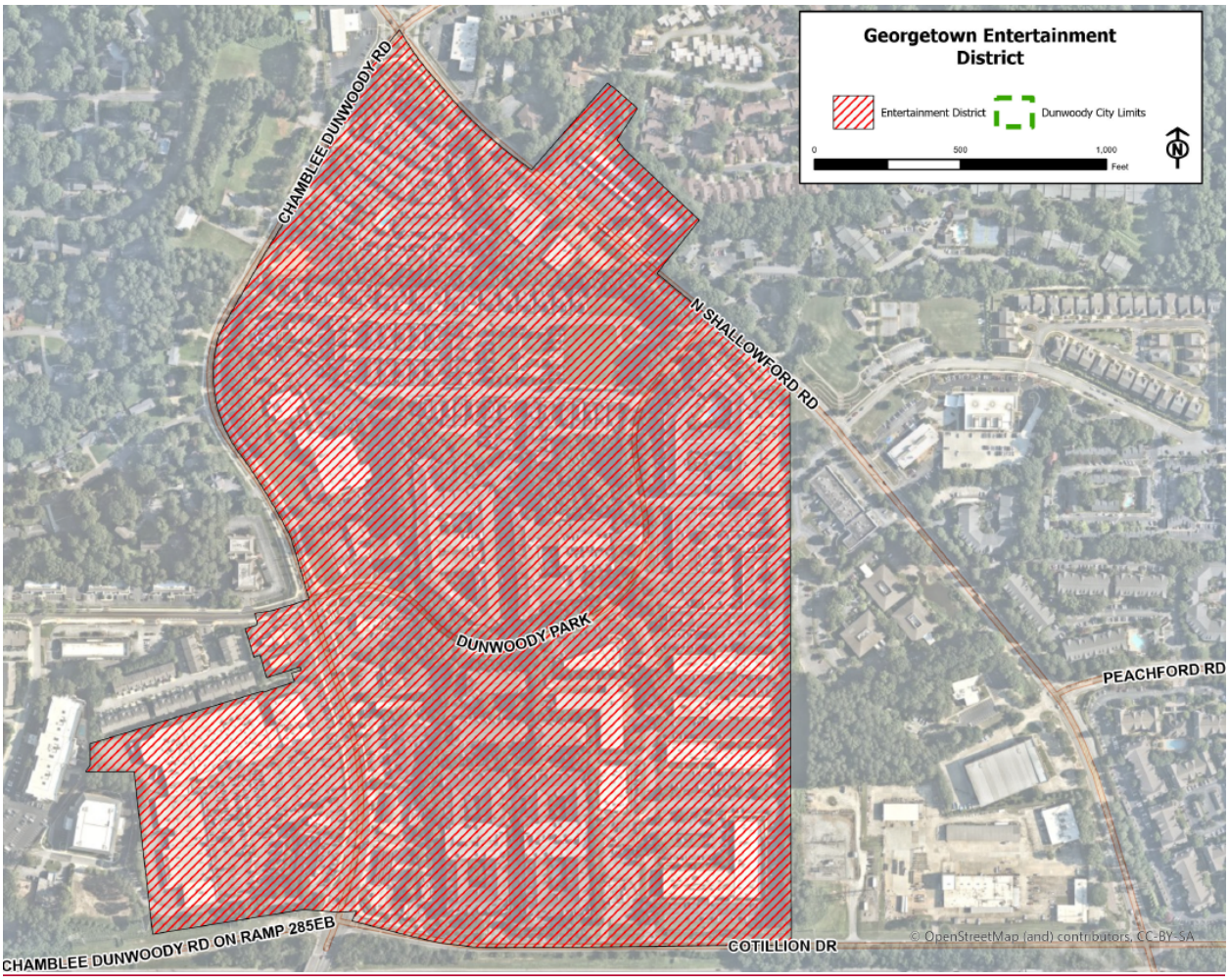
**Perimeter Center Entertainment District**



(3) *Georgetown Entertainment District.* This entertainment district is bounded by the following:

Starting at where the centerline of Chamblee Dunwoody Road and the northern right-of-way line of Interstate 285 meet, then following the right-of-way line of Interstate 285 west, then following the western property line of the Georgetown Shopping Center north, then following the northern property line of the Georgetown Shopping Center east, then following the western property line of the parcel at 4536 Chamblee Dunwoody Road north, then following the southern property line of the adjacent commercial property west, then following the western property line of the adjacent two commercial properties north, then following the centerline of Old Springhouse Lane east, then following the centerline of Chamblee Dunwoody Road north, then following the centerline of North Shallowford Road southeast, then following the centerline of Village Drive northeast until it reaches the rear property line of the North Shallowford Plaza shopping center, then following the rear property line of North Shallowford Plaza and the adjacent retail parcel, then following the eastern property line of said retail parcel, then following the centerline of North Shallowford Road southeast until reaching the eastern property line of the Perimeter Gardens at Georgetown apartment complex, then proceeding due south until reaching the right-of way of Interstate 285, then following the northern right-of-way line of Interstate 285 west until reaching the starting point.

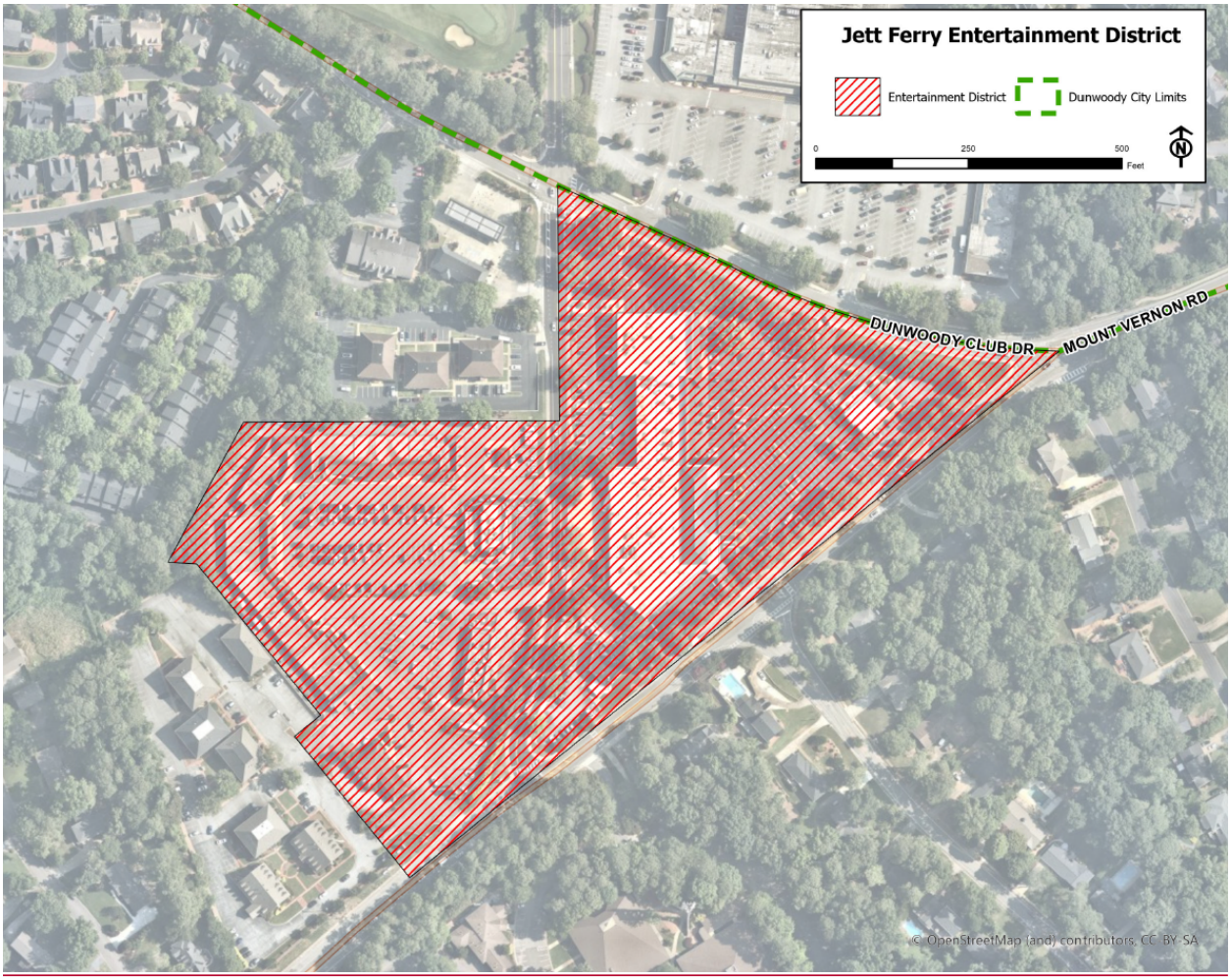
**Georgetown Entertainment District**



(4) *Jett Ferry Entertainment District.* This entertainment district is bounded by the following:

Starting at where the centerline of Dunwoody Club Drive and the centerline of Jett Ferry Road meet, then following the centerline of Jett Ferry Road south, then following the property line of the Williamsburg at Dunwoody shopping center west, then proceeding due west, then following the property line of the Williamsburg at Dunwoody shopping center south, then following the centerline of Mount Vernon Road east, then following the centerline of Dunwoody Club Drive west until it reaches the starting point.

**Jett Ferry Entertainment District**




**Section II:** That Chapter 4 of the City Code is further amended by amending Code Section 4-143, to be entitled "Exceptions to entertainment districts,", to read as follows:

Sec. 4-143. - Exceptions to entertainment districts.

Within an entertainment district, the regulations in section 4-144 shall not be applicable to:

(1) Those portions of an entertainment district that are on active construction sites. Those portions of an entertainment district that are active construction sites must be secured from the remainder of the entertainment district by fence or other barrier.

(2) Parking garages, whether above or below ground.

(3) Rapid transit stations, including the Dunwoody MARTA station, including any adjacent property owned by the public transit operator.

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(Ord. No. 2021-06-09, § II, 6-14-2021)

**Section III:** This Amendment shall become effective immediately upon its adoption by the City Council, and incorporated into the Code of the City of Dunwoody, Georgia. This Amendment hereby repeals any and all conflicting ordinances and amendments.**SO ORDAINED**, this ____ day of _____, 2026.

Approved:

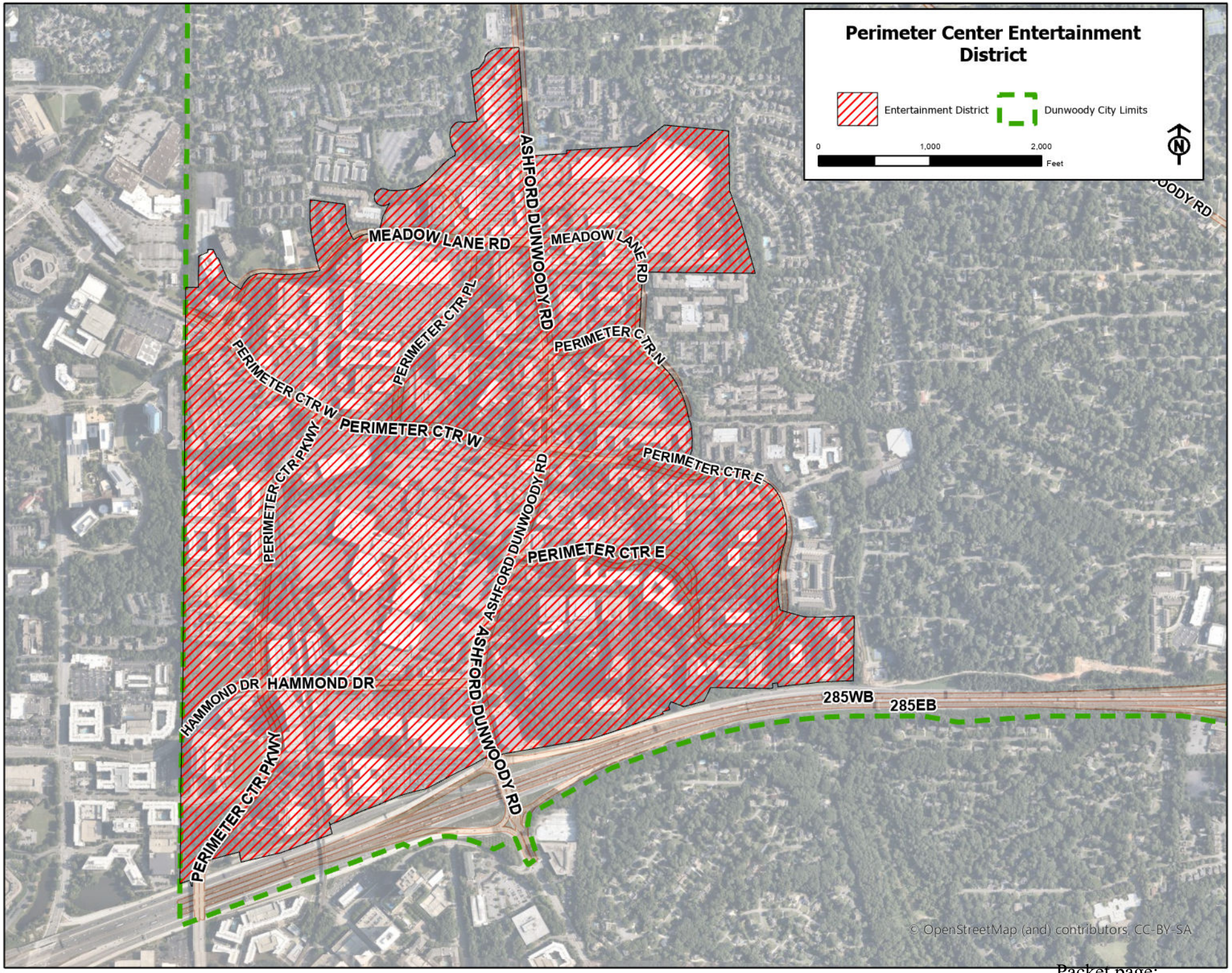
_____
Lynn P. Deutsch, Mayor

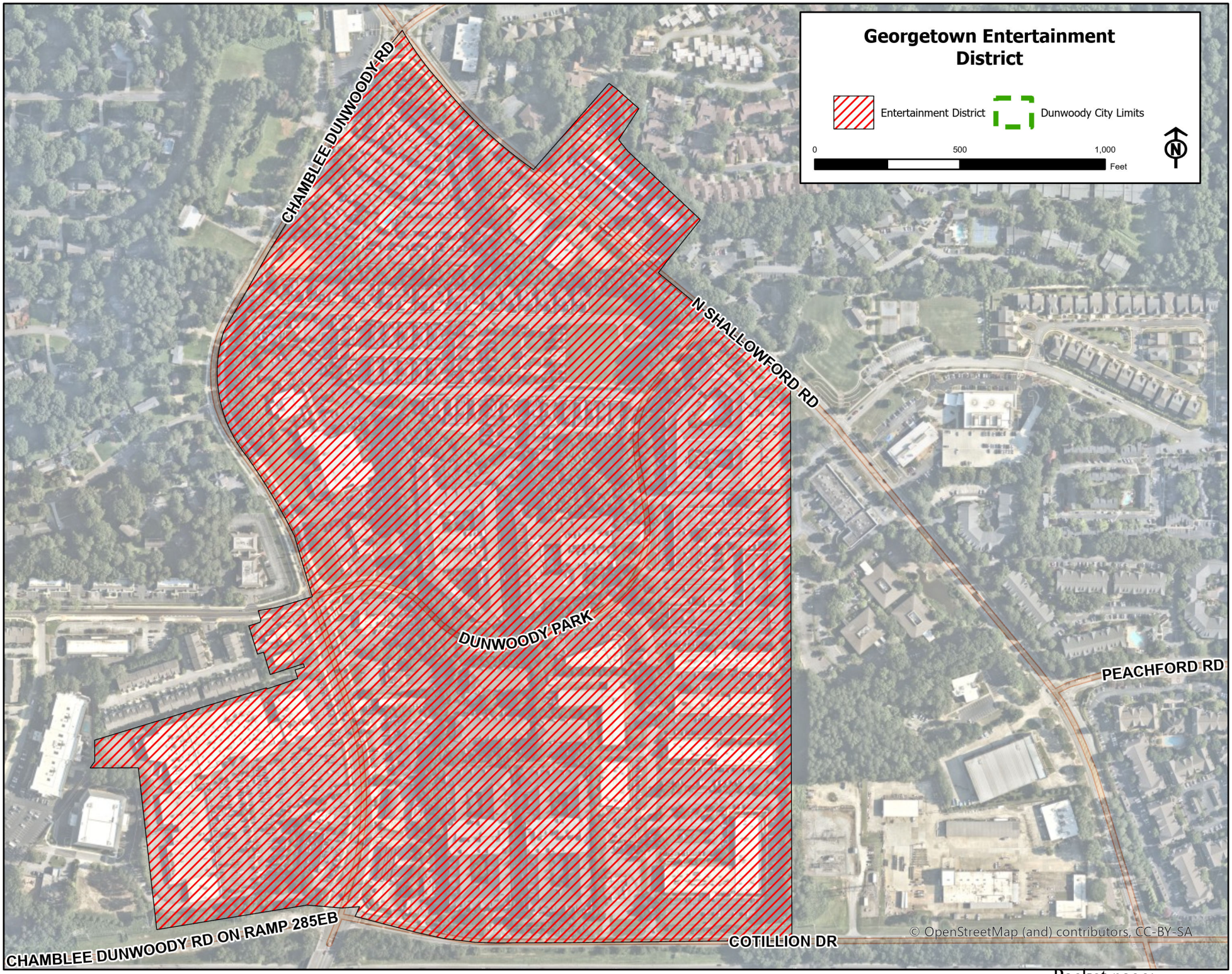
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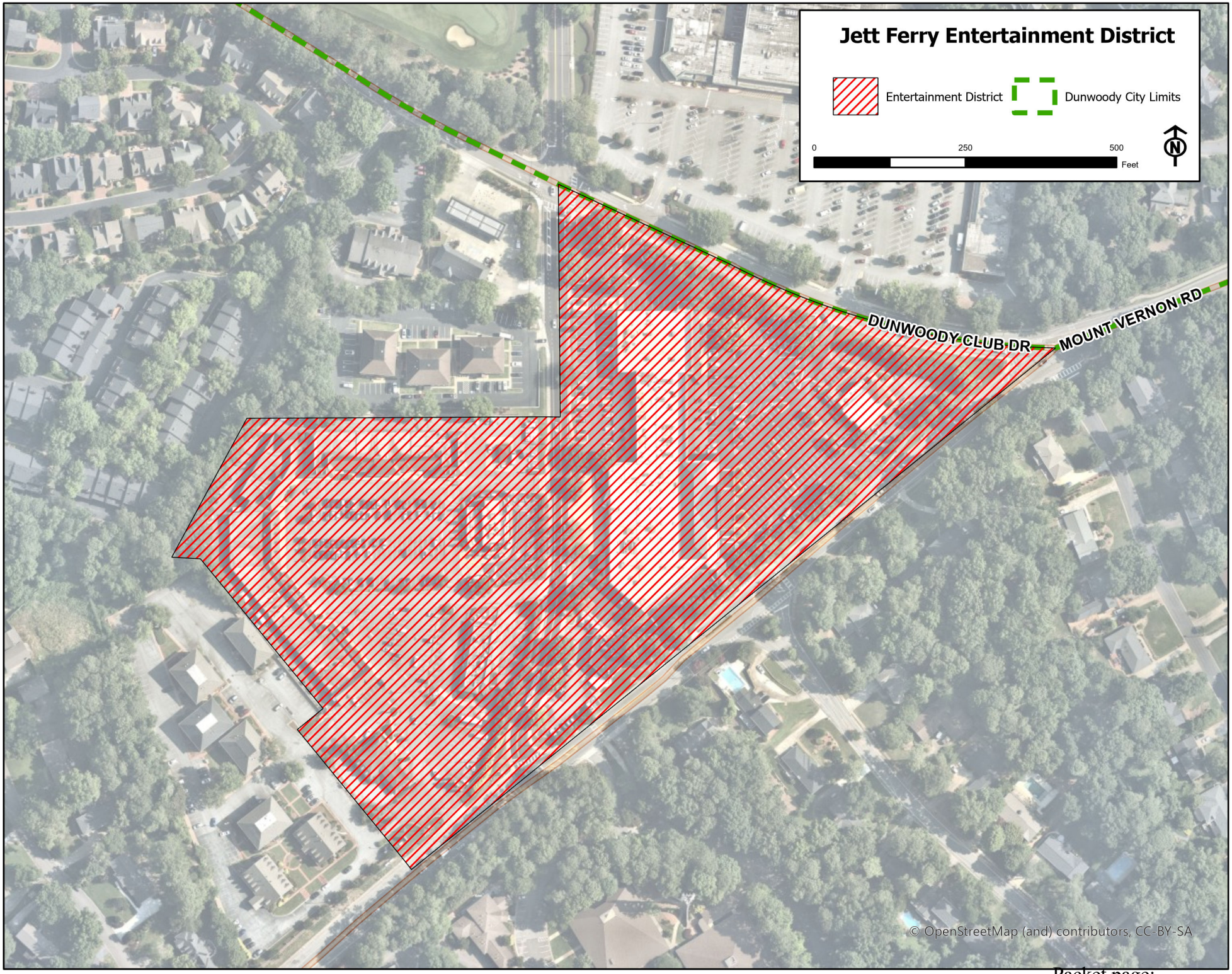
_____
Sharon Lowery, City Clerk (Seal)

Approved as to Form and Content:

_____
City Attorney


Perimeter Center Entertainment District
Entertainment District
Dunwoody City Limits
0
1,000
2,000
Feet
MEADOW LANE RD
MEADOW LANE RD
ASHFORD DUNWOODY RD
PERIMETER CTR PL
PERIMETER CTR N
PERIMETER CTR W
PERIMETER CTR W
PERIMETER CTR PKWY
PERIMETER CTR E
ASHFORD DUNWOODY RD
PERIMETER CTR E
HAMMOND DR
HAMMOND DR
285WB
285EB
ASHFORD DUNWOODY RD
PERIMETER CTR PKWY
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Georgetown Entertainment District
Entertainment District
Dunwoody City Limits
0
500
1,000
Feet
N
CHAMBLEE DUNWOODY RD
N SHALLOWFORD RD
DUNWOODY PARK
PEACHFORD RD
CHAMBLEE DUNWOODY RD ON RAMP 285EB
COTILLION DR
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Jett Ferry Entertainment District
Entertainment District
Dunwoody City Limits
0
250
500
Feet
N
DUNWOODY CLUB DR
MOUNT VERNON RD
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