

# Georgetown Gateway Project

IMAGINE THE FUTURE  
IN GEORGETOWN

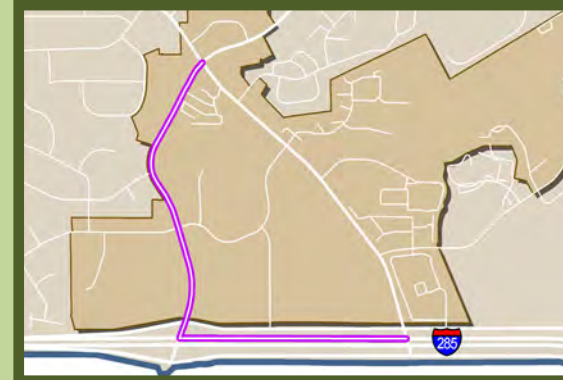
- ✓ STRONG CITY INVESTMENT
- ✓ PRIVATE SECTOR SUCCESS
- ✓ COMMUNITY CONNECTIVITY
- ✓ HIGH TRAFFIC COUNTS & VISIBILITY

*"The city looks forward to working with our private sector partners to revitalize this critical area."*

Billy Grogan  
Acting City Manager

The Georgetown Gateway Project adds bicycle and pedestrian facilities, removes accessibility barriers on Chamblee Dunwoody Road between Interstate 285 and North Shallowford Road and fills-in sidewalks and infrastructure gaps on Cotillion Drive.

Although over 13,000 vehicles, including heavily used MARTA buses travel this segment daily, the existing environment for bicycle, pedestrian, and non-motorized users is unsafe, unconnected, and inconvenient.



## CREATING CONNECTIVITY CONNECTING RESIDENTS TO BUSINESSES

Thousands of residents live along Chamblee Dunwoody Road and over 13,000 vehicles travel the segment through the Georgetown Gateway on a daily basis. Creating a more welcoming environment for pedestrians, cyclists, and transit users does more than just provide an opportunity for recreation - it allows residents to consider alternative transportation as they commute to work, shopping, and dining options.

In 2014, the city hired consultant URS to assist in the concept and roadway improvement design efforts. The team has been busy this summer collecting the necessary data in preparation for the public involvement phase.

During the public involvement phase (beginning in Fall 2014), concept and design elements will be determined. The rendering to the right is a draft concept from the area Master Plan. Although the city knows the final product will include sidewalks and bike lanes, the designs and layouts have not been finalized at this point.

The city encourages input from residents, business owners, and customers who live, shop, work, or commute in this area.



Existing Conditions



Draft Potential Conditions

## PRIVATE SECTOR SUCCESS PRIVATE INVESTMENTS SHOW DIVIDENDS

In addition to the city's investments, Dunwoody's private sector stakeholders have shown interest in the revitalization of the area as well. Coro, the owner/operator of the Georgetown Shopping Center, recently completed an \$11 million face-lift of their aging center, located on the northwest corner of Chamblee Dunwoody Road and Interstate 285.

The renovations incorporated pedestrian amenities like wide setback sidewalks, landscaping, enhanced signage, and tree lawns based on staff's recommendations. These enhancements predated the Zoning Code Rewrite - an initiative the City completed in October 2013 to align adopted plan recommendations with zoning and land development regulations.

Dunwoody is appreciative of the pride of ownership our private sector displays in their properties. The city is supporting this trend with complementary code updates and private sector investments.



Pre-renovation



Post Renovation

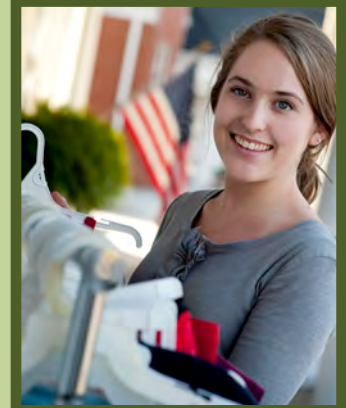


Streetscape Incorporated

## STRONG DEMOGRAPHICS AFFLUENT, WELL-EDUCATED POPULATION

As of the 2010 Census, Dunwoody is home to 46,267 residents. The largest age groups in Dunwoody are individuals 25-34 and 35-44, in the prime of their working and family lives.

Education is extremely important to the citizens of Dunwoody - 40% have a bachelor's degree and 21% have a master's degree (or higher) in 2000. Dunwoody is home to Georgia Perimeter College with an annual student population of over 9,000.



	1 Mile	2 Mile	3 Mile
Population	12,773	40,546	94,813
Households	6,013	18,639	38,882
Average Household Income	\$106,792	\$106,826	\$106,997
Median Housing Value	\$235,499	\$239,141	\$245,548
Average Age	38.2	38.5	37.5



# Georgetown Gateway: Part of the Larger Picture

✓ STRONG CITY INVESTMENT ✓ EXISTING DEMAND ✓ COMMUNITY CONNECTIVITY ✓ UNLIMITED POTENTIAL



Georgetown Park - 16 Acre Site

## Project Renaissance - A New Georgetown

In March 2012, the City unveiled a new redevelopment initiative: Project Renaissance – A New Georgetown. This revitalization effort aims to implement the adopted Master Plan and promote a catalytic redevelopment opportunity for the Georgetown area. Project Renaissance targets 35 acres of land owned by the city, a 16-acre parcel east of Chamblee Dunwoody Road and a 19-acre property east of North Shallowford Road.

The overall strategy for the Project Renaissance initiative is to enter into a public/private revitalization partnership for redevelopment of the 35 acres. 17 of the 35 acres will be redeveloped as parkland, multi-use trails, and civic space. The city partnered with John Wieland Homes and Neighborhoods to redevelop the remaining land as residential neighborhoods. The public park areas on the 16 acre property, between Chamblee Dunwoody and North Shallowford include Georgetown Park's signature playground and central square both opened to the public in May 2014. The proposed 5-acre Pernoshal Park, planned for the 19-acre property at the corner of North Shallowford Road and Pernoshal Court is planned to begin construction in late 2014 with a grand opening anticipated in 2015. The development plan also reserves space for the City to market and sell a 3-acre future neighborhood commercial node on the North Shallowford edge of the 16-acre parcel.



Artist Rendering of 16 Acre Site Future Commercial Node



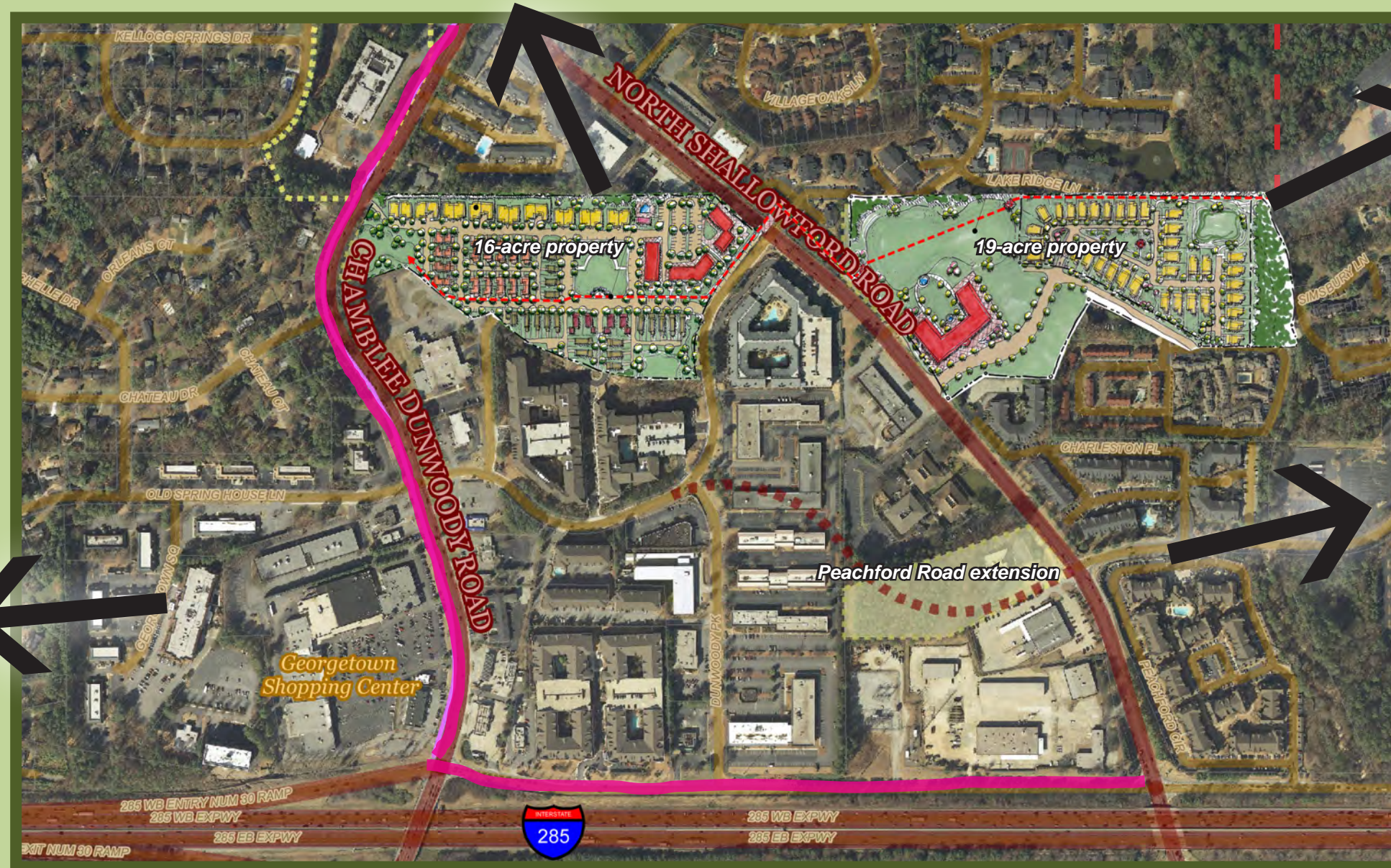
Photos Courtesy of John Wieland Homes and Neighborhoods



## Gateway and Corridor Improvements

With over 13,000 vehicles per day traveling Chamblee Dunwoody Road, it serves as a vital artery to Georgetown. The City has contracted with URS and is planning significant improvements for Chamblee Dunwoody Road from I-285 to North Shallowford Road (shown in pink).

Preliminary plans include improving the visual appeal, walkability, and safety of the corridor including landscape buffers, street trees, pedestrian lighting, street lighting, wide sidewalks, and intersection enhancements.



Approved Site Plan for Pernoshal Park on the 19-acre Property



## New Road Connectivity

To improve the east-west connectivity, in December 2011 the City finalized a sales contract to purchase a critical 5-acre property for the future extension of Peachford Road to Dunwoody Park Drive, through the center of Georgetown.

The Peachford Road extension is envisioned as a "complete street" with on-street bicycle lanes, on-street parking, landscape strips, lighting, and wide sidewalks.