

# City of Peachtree Corners 2040 Comprehensive Plan

September 2018



CITY OF  
**PEACHTREE  
CORNERS**  
Innovative & Remarkable

This document was prepared by the Atlanta Regional Commission using funds provided by the State of Georgia.



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# Acknowledgments

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# Introduction and Overview

Peachtree Corners has long been a magnet for families and businesses, who are drawn to the beautiful natural environment, traditional suburban neighborhoods, excellent Gwinnett County schools, and Class A office space. The community was originally planned in the 1960s as a “live, work, and play” community, a neighborhood where high-tech businesses and homes for executives and their families could live in a lush green landscape outside of the busy urban core of Atlanta. Strong ties to the community and neighborhoods formed, and in 2011, the citizens voted to incorporate and become Gwinnett County’s largest city.

Through 2012 and 2013, the new city of Peachtree Corners worked together to define a vision and a framework for growth for the very first time. The process gave the city’s residents and businesses an opportunity to learn more about each other and their community, consider where and how they want the city to grow in the future, and consider different strategies to get there. That first Comprehensive Plan was adopted in 2013 and the City spent the next several years implementing key elements of the plan, identifying new opportunities and studying many others issues further.

This document is an update to that plan with updated data, policies and work program. It affirms the City’s big picture vision and extends it to 2040. This document defines goals and lays out a task list for city leaders, staff and citizens to address issues and take advantage of opportunities.

The comprehensive plan update process included several meetings to gather input from city representatives and residents. A Steering Committee was convened to oversee the process and act as a guide for the update. This committee included various perspectives from the City including public, private, resident, business, the City Council and City Staff. The Steering Committee met four times throughout the process and held a joint meeting with the City Council.

In addition to the two public hearings to open and close the process, two public open houses were held, a comprehensive plan information booth was set up at the annual Peachtree Corners Festival, and an online survey was created to garner input on community issues and opportunities related to land use, transportation, housing, economic development and potential changes to the character area map, associated narrative and potential work program items.

Community meeting agendas, sign-in sheets, and other related information is included in Appendix A, found at the end of this document.

Comprehensive Plan Meeting Schedule

<p>Monday October</p> <p><b>2</b></p> <p>City Council Kick Off Meeting (2017)</p>	<p>Tuesday December</p> <p><b>12</b></p> <p>Steering Committee Meeting (2017)</p>	<p>Tuesday February</p> <p><b>13</b></p> <p>Public Meeting (2017)</p>	<p>Tuesday February</p> <p><b>13</b></p> <p>Steering Committee Meeting (2018)</p>	<p>Tuesday March</p> <p><b>20</b></p> <p>Steering Committee Meeting (2018)</p>	<p>Tuesday May</p> <p><b>15</b></p> <p>Steering Committee Meeting (2018)</p>
<p>Tuesday April</p> <p><b>10</b></p> <p>Second Public Meeting (2018)</p>	<p>Saturday June</p> <p><b>9</b></p> <p>Peachtree Corners Festival (2018)</p>	<p>Sunday June</p> <p><b>10</b></p> <p>Peachtree Corners Festival (2018)</p>	<p>Tuesday June</p> <p><b>12</b></p> <p>City Council Review (2018)</p>		

# Data & Demographics



## Population, Age and Race

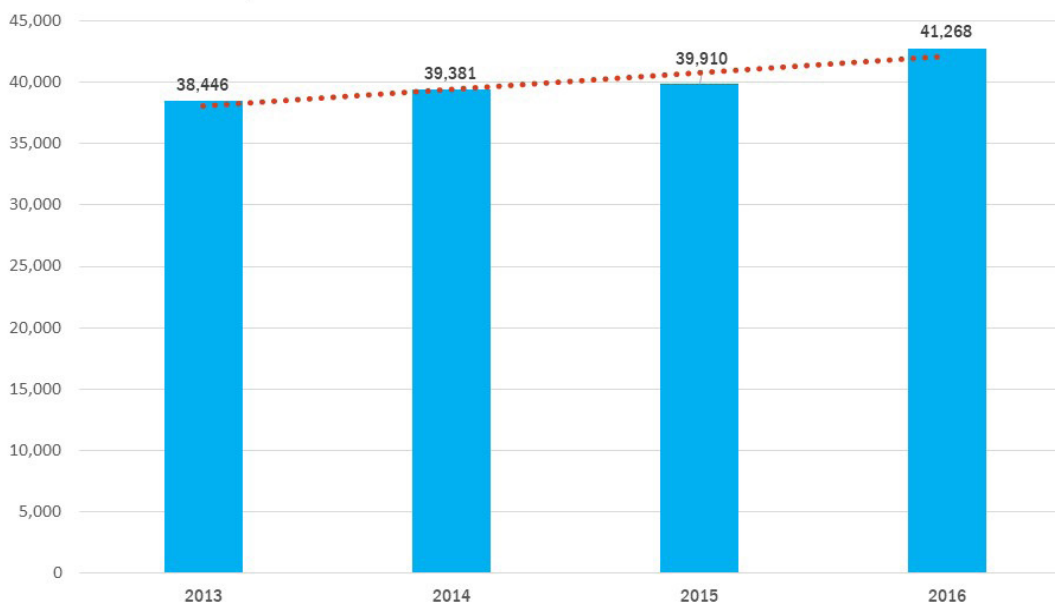
Peachtree Corners has seen steady growth over the past several years. From 2013 to 2016, the City grew by almost 4,000 people. By 2022, the City is expected to have a total population of 44,722, an increase of 1,949 or 4%. Peachtree Corners is currently the largest city in Gwinnett County. Gwinnett County has historically been one of the fastest growing counties in the region and is currently the second largest County in the region with a population of approximately 920,260.

Currently, the largest age cohort is those under 15 years of age. However, from 2000 to 2015, only three age cohorts have continued to grow. They are the 45-54, 55-64 and 65+ cohorts. This increase in the “older” cohorts reflects regional trends and is expected to continue, with the 65+ cohort growing the most to roughly 12%. Peachtree Corners trends slightly older than Gwinnett County, with a 2016 average age of 36.1 and 34.8 respectively.

The City also reflects the growth ethnic and racial diversity of Gwinnett County and the Region. In 2015, roughly one-third of the City population identified as a race other than white. Of the total population, 5,623 individuals, or roughly 14%, identified themselves as Hispanic or Latino. The City is expected to get more diverse in the future.

## POPULATION CHANGE

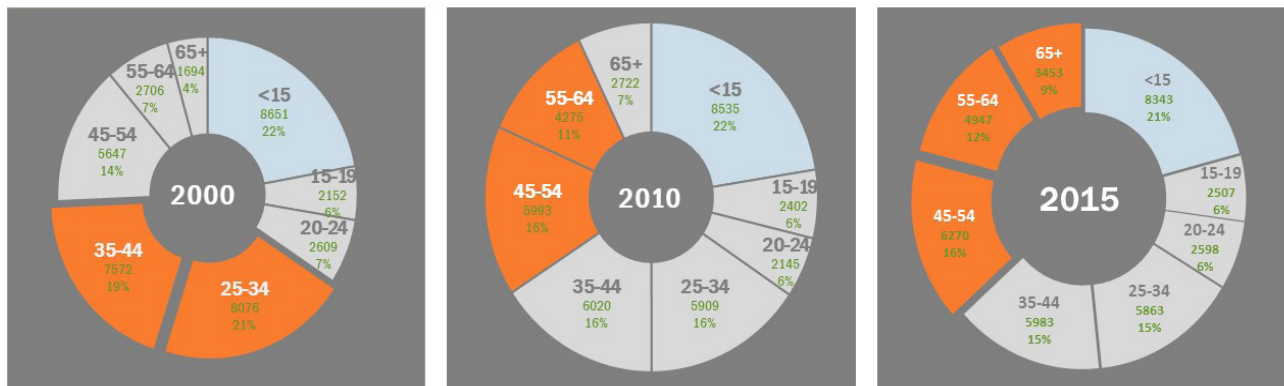
Peachtree Corners Population



In looking at the American Communities Survey Annual Population Estimates, just under 3,000 people were added from 2013 to 2016.

Data Source: U.S. Census American Factfinder, American Communities Survey, Annual Population Estimate (2013-2016).

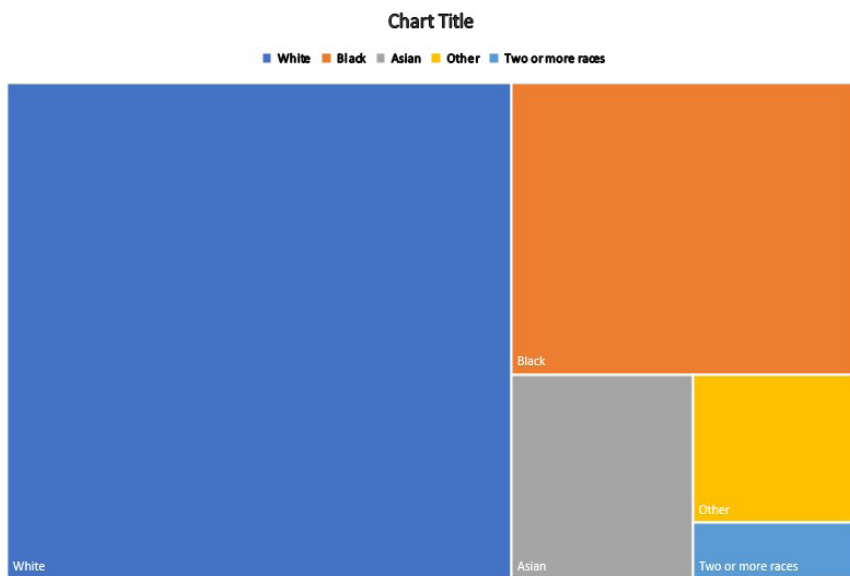
# AGE DISTRIBUTION COMPARISON



During 2015, the median age in Peachtree Corners was 36.2 years old. In looking at the population distribution, just over 1/3<sup>th</sup> of the population is under 25 and just under 1/4<sup>th</sup> of the population is over 55.

Data Source: ESRI Business Analyst - Census Data 2000 & 2010, US Census Bureau American Communities Survey (2015)

# RACE and Ethnicity 2015



In 2015 roughly one third of the population identified as a race other than white.

Of the total population in 2015, 5,623 individuals categorized themselves as Hispanic or Latino; this makes up roughly 14% of the population of Peachtree Corners

Data Source: U.S. Census American Factfinder, American Communities Survey (2015)

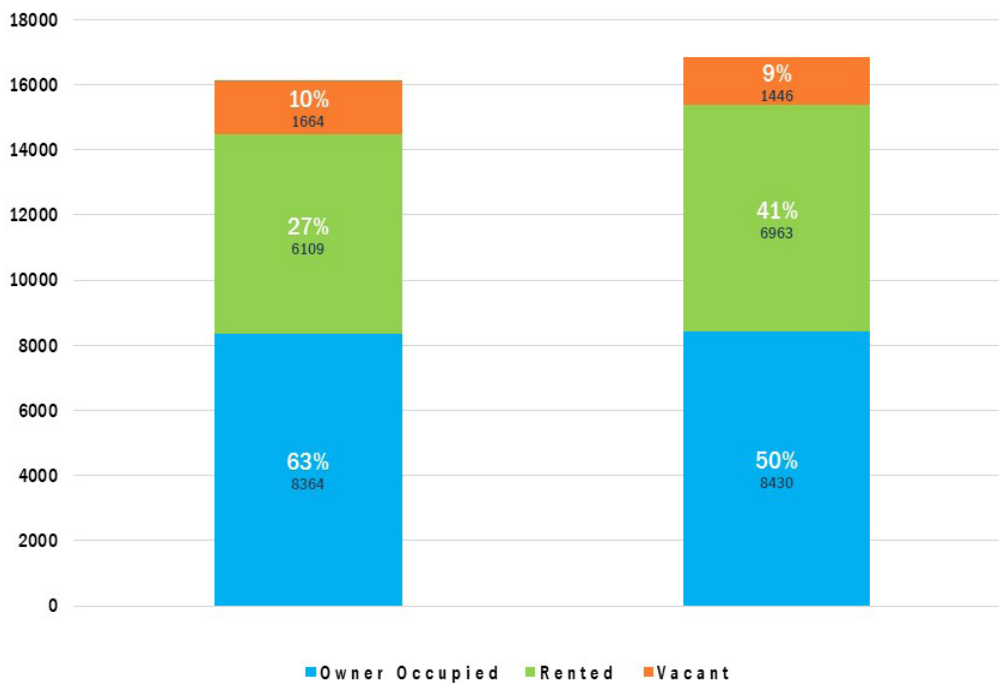


## Housing

The City of Peachtree Corners has a substantial amount of existing housing stock with 16,137 total housing units. Of that, 59% are single-family units, 21% are found in structures with 2-9 units, 20% are in structures with 10 or more units and 1% fall in the “other” category. While 59% of the housing units are single-family units, 50% is owner occupied. The City has a healthy overall balance of owner occupied versus rental with 50% and 41% respectively.

As of 2015 the cost of housing in the City was above the County average. The 2015 Peachtree Corners median home value was \$280,100, the median selected monthly owner costs (mortgage plus other costs) was \$1934 per month and the median gross rent was \$930. The 2015 Gwinnett County median home value was \$167,000, the median select monthly owner costs was \$1,515, and the median gross rent was \$1,043.

# HOUSING TRENDS

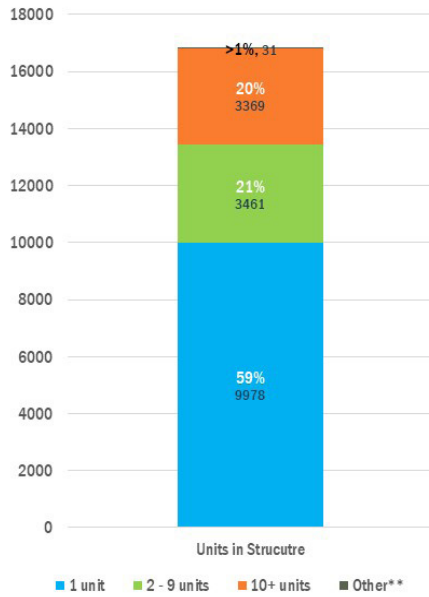


Over the past 5 years, the majority of Peachtree Corners residents have owned their homes. Rentership and Vacancy rates have stayed relatively stable.

Source: U.S. Census American Fact Finder, American Communities Survey (2015).

# HOUSING CHARACTERISTICS 2015

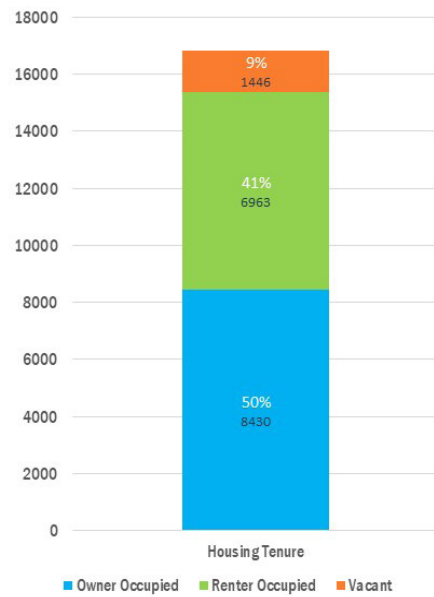
Single Family and Multifamily Distribution



Single unit housing structures make up 59% of the housing units in Peachtree Corners, while 50% of the housing is owner occupied

\*\*Other: Mobile home, boat, RV, van, etc.  
Source: U.S. Census American Fact Finder, Selected Housing Characteristics

Housing Tenure



# HOUSING EXPENDITURES 2015

Median Selected Monthly Owner Costs



Median Home Value



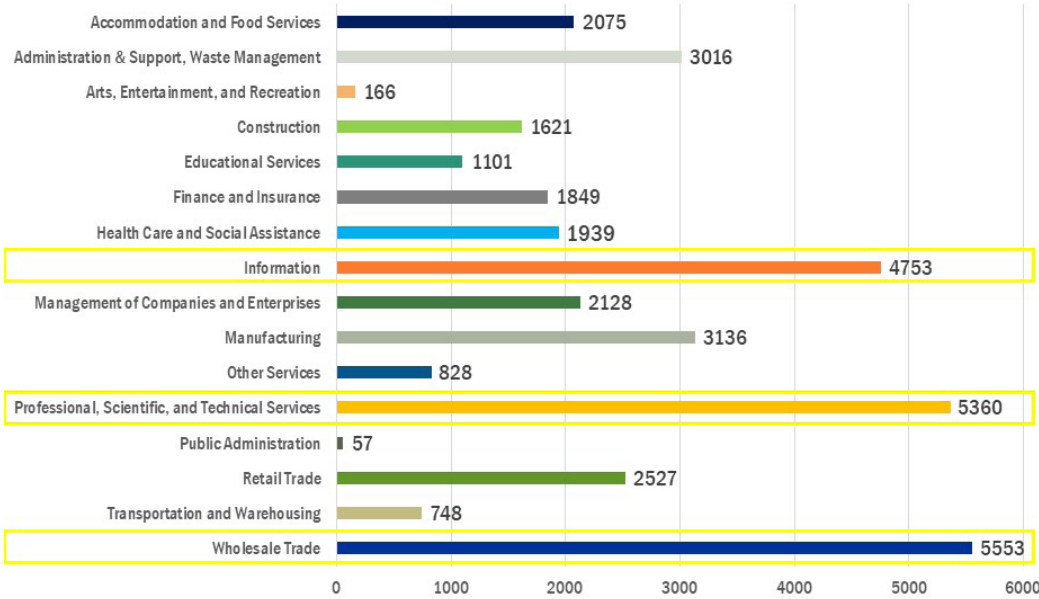
Median Monthly Rent



# Economics, Employment and Income

## WAC EMPLOYMENT INDUSTRIES

What jobs are available in Peachtree Corners?

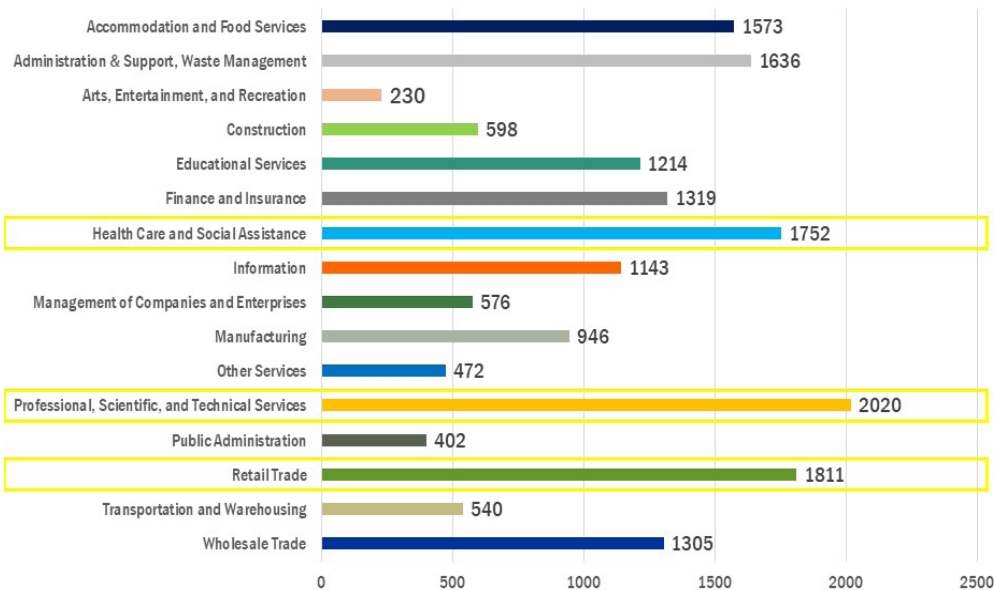


Workplace Area Characteristics (WAC) describe the jobs that are available within a given study area. Most jobs are available in Manufacturing, Retail Trade, and Health Care and Social Assistance.

Source: US Census Bureau, Census on the Map Resident Area Profile Analysis 2014

## RAC EMPLOYMENT INDUSTRIES

What Jobs do Peachtree Corners Residents Do?



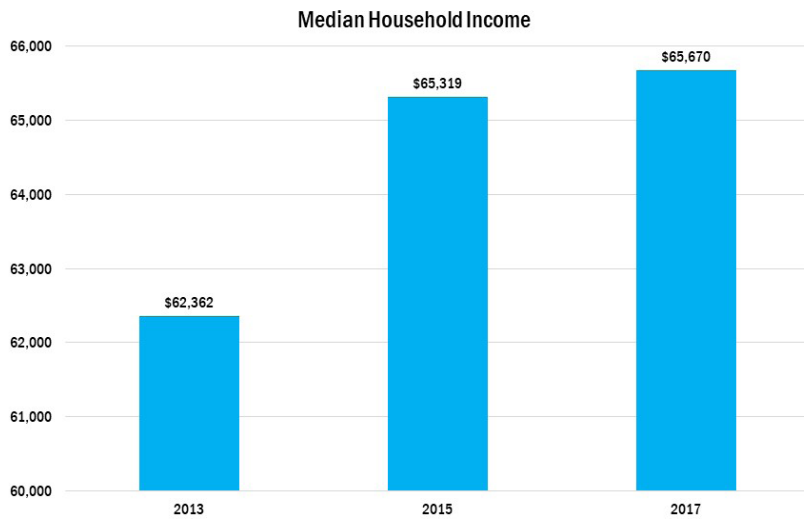
Resident Area Characteristics (RAC) describe the industry that residents of a certain area work in for a living. The most popular industries are Retail Trade, Professional/Scientific/Technical Services, and Health Care and Social Assistance.

Source: US Census Bureau, Census on the Map Resident Area Profile Analysis, 2014.

Peachtree Corners’ 2017 median household income of \$65,670 is above the Atlanta Region average of \$65,381 and has seen steady growth over the past several years. This growth is expected to continue with an estimated 2022 household income of \$73,978. While income distribution is split evenly, those households in the \$25,000-\$49,999 range represent the largest percentage at 21%. When combined with those households earning \$25,000 or less, the percentage grows to 37% and when those households earning \$50,000-\$74,999, the percentage grows to 55%.

For many decades, the Peachtree Corners area has been one of the larger employment centers in the region. With 39,362 total jobs today, this is still the case. Of the jobs located in Peachtree Corners the Wholesale Trade; Professional, Scientific, and Technical Services; and Information related industries represent the largest amount of jobs. The jobs residents of Peachtree Corners have are spread more evenly across multiple sectors with Professional, Scientific, and Technical Services; Retail Trade; Health Care and Social Assistance; Administrative & Support, Waste Management; and Accommodation and Food Services representing the largest industries.

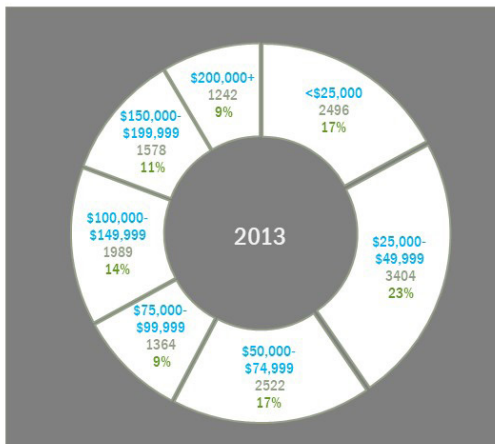
## AREA MEDIAN INCOME



The average household income has increased over the past 5 years, with a projected median household income of \$73,978 by 2022.

Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates, 2017 ESRI Business Analyst Demographic and Income Profile

## INCOME DISTRIBUTION



Households incomes in the range \$25,000-\$49,999 make up the largest percentage of household incomes in both 2013 and 2017. The percentage of income distributions has remained relatively steady from 2013 to 2017.

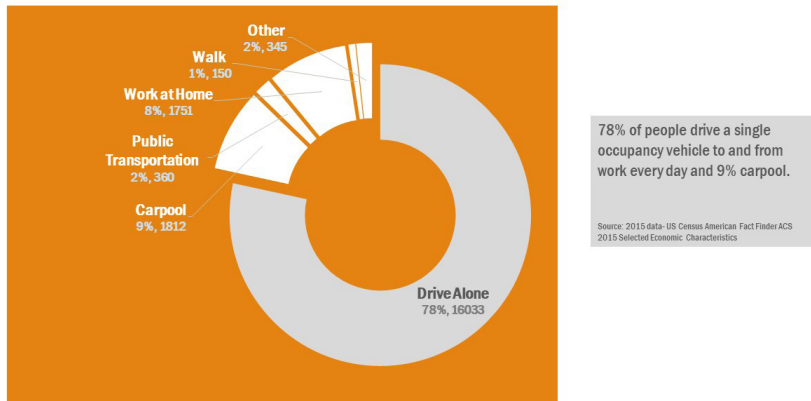
Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates; U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022.

## Transportation

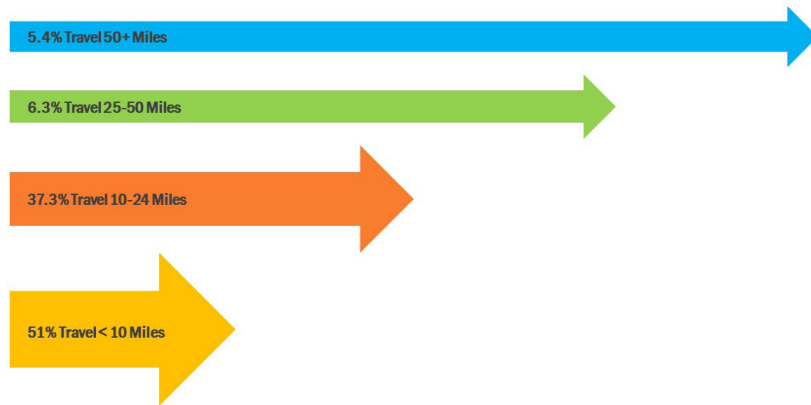
Another sign of the importance of Peachtree Corners as an employment center can be seen in the number of employees that drive into the city each day. Every day 37,504 employees drive into the City. That is roughly equivalent to having the entire population of Peachtree Corners drive into the City on a daily basis. Approximately 18,183 residents leave the City for work each day, while only 1,858 residents live and work in the City.

Those leaving the City for work or working within the City have limited transportation options with 78% driving alone, 9% carpooling, 8% working from home, 2% using transit and 1% walking to work. The majority of those driving to work travel 24 miles or less. 51% travel 10 miles or less and 37.3% travel 10-24 miles.

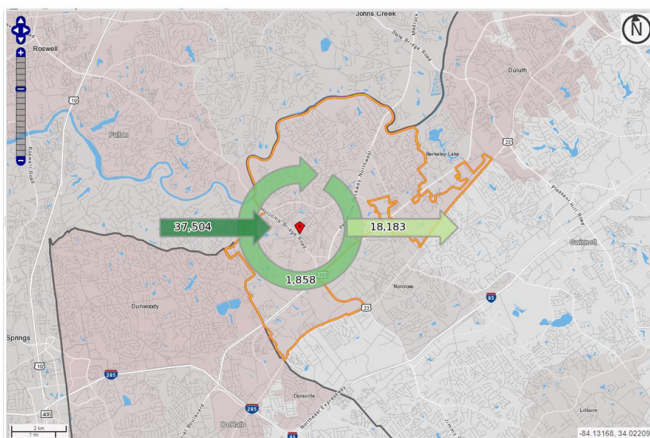
### MODE OF TRANSPORTATION



### DISTANCE TRAVELED TO WORK



### Employment Inflow and Outflow



# Community Vision

Above all, the Comprehensive Plan identifies a vision for the City's future. The vision frames the City's priorities, principles, and values, and the themes that emerged related to building a unified and family-friendly community, celebrating the City's natural and cultural environment, integrating transportation and accessibility into development decisions, emerging as a desirable and advantageous community in the region, and enabling strategic development and redevelopment efforts.

**The vision for the City of Peachtree Corners emerged as follows:**

**Our Community Vision is to advance Peachtree Corners as a Premier City by:**

- 1. Offering a high quality of life for residents,**
- 2. Providing a competitive environment for businesses,**
- 3. Creating a strong sense of community for all, and**
- 4. Accommodating the best opportunities to live, work, learn, play, and stay.**

Peachtree Corners values diversity and strives to create a community in which all feel welcome and connected, a goal promoted through built projects like greenways that physically connect the City or programs that create opportunities for the diverse members of the community to come together. The family-oriented nature of the City is hugely important to many residents who value strong neighborhoods and home values, an excellent school system, and recreational opportunities. Public input expressed a desire for the City to be a place where residents of all income levels can live with dignity and enjoy a high quality of life. Peachtree Corners' distinct natural environment makes it a beautiful place to live and work, but residents want more chances to experience it, whether through more publicly-accessible open space and trails or better use of the facilities that exist. As a growing city, Peachtree Corners wishes to address transportation issues and support a network that is safe and easy to use for drivers, pedestrians, and cyclists.

Peachtree Corners has its roots in modern technology, as it was originally designed to be a hub of innovation and employment. The City wants to build on this history and brand itself as ultra-modern and technologically-advanced. Technology Park needs to be brought into the twenty-first century with the best infrastructure and revitalized office development. Finally, the City has a number of exciting development and redevelopment opportunities, from the new Town Center to underutilized retail space on Holcomb Bridge Road. Exploring creative ways to make the most of these spaces will solidify Peachtree Corners' reputation as a regional destination and highly desirable place to live.

Additionally, the City has identified five goals that address the key elements of that vision—community identity, transportation, greenspace, housing and land use, and economic development. These goals were created during the previous comprehensive planning process and were affirmed during the update. The goals are organizing concepts expressed as the major challenges and opportunities that Peachtree Corners must meet to realize its vision. Pursuing these goals will help decision-makers, stakeholders, and residents achieve success.

**Peachtree Corners Community Goals:**

- 1. Build and strengthen a unified and family-friendly multicultural community.**
- 2. Maintain a high-quality natural and cultural environment.**
- 3. Integrate transportation and accessibility into development decisions.**
- 4. Enable redevelopment and capture high-quality new development.**
- 5. Emerge as the most desirable and advantageous community in the Atlanta region.**

# Goals and Policies

This section outlines each of the goals and also lists the policies that the City will follow in order to achieve them. It is important to note that adopting the Comprehensive Plan and these policy statements does not imply that the Peachtree Corners elected officials and staff, as a limited services government, will implement all of these. Peachtree Corners partners with other to achieve its goals. Rather, the policies serve as guiding principles that should be used when decisions are made. They also provide guidance for how other service providers, community groups, and other municipalities can work to achieve the overall vision of the City.

## GOAL 1: BUILD AND STRENGTHEN A UNIFIED AND FAMILY-FRIENDLY MULTICULTURAL COMMUNITY.

- Policy 1-A: Promote the development of a Peachtree Corners community.
- Policy 1-B: Attract and retain young families.
- Policy 1-C: Protect existing single-family neighborhoods.
- Policy 1-D: Allow for a broader range of housing options such as accessory dwelling units and cluster housing.
- Policy 1-E: Preserve and improve existing workforce housing.
- Policy 1-F: Support the aging and Millennial populations.
- Policy 1-G: Accommodate increasing ethnic and racial diversity.
- Policy 1-H: Address income disparity within the Peachtree Corners population.
- Policy 1-I: Maintain high educational standards and graduation rates in the City.

## GOAL 2: MAINTAIN A HIGH-QUALITY NATURAL AND CULTURAL ENVIRONMENT.

- Policy 2-A: Expand greenspace, greenway connections, and publicly-accessible parks and recreation.
- Policy 2-B: Protect and enhance community enjoyment of Peachtree Corners' abundant rivers and streams, especially the Chattahoochee River.
- Policy 2-C: Protect and expand the tree canopy.
- Policy 2-E: Create places for community members to gather and enjoy arts and culture.
- Policy 2-F: Identify and care for key historic and cultural resources and neighborhood identity.

## GOAL 3: INTEGRATE TRANSPORTATION AND ACCESSIBILITY INTO DEVELOPMENT DECISIONS.

- Policy 3-A: Improve walkability, especially in activity centers and around schools.
- Policy 3-B: Improve bicycle facilities.
- Policy 3-C: Refine development standards according to the Complete Streets approach.
- Policy 3-D: Promote transit options in the city.
- Policy 3-E: Enable good access management and safety on major roads.

## GOAL 4: ENABLE REDEVELOPMENT AND CAPTURE HIGH-QUALITY NEW DEVELOPMENT.

- Policy 4-A: Continue the development of the Town Center.
- Policy 4-B: Promote mixed-use development along key corridors.
- Policy 4-C: Drive redevelopment of commercial, industrial, and multi-family properties with strategic developer incentives and bonuses.
- Policy 4-D: Encourage investment at key redevelopment locations.
- Policy 4-E: Promote denser development in specific areas designated for mixed-use or higher-density multi-family.
- Policy 4-F: Establish aesthetic guidelines for corridors and gateways to unify the City.

## GOAL 5: EMERGE AS THE MOST DESIRABLE AND ADVANTAGEOUS COMMUNITY IN THE ATLANTA REGION.

- Policy 5-A: Revitalize Technology Park and other traditional business parks.
- Policy 5-B: Facilitate cost-effective and timely provision of services to the community, whether provided by the City, County, or another entity.
- Policy 5-C: Support the establishment of a secondary education facility in Peachtree Corners to attract and train workers for the high-tech economy.
- Policy 5-D: Build a cooperative relationship and reputation with surrounding governments and regional agencies.

# Issues and Opportunities





## Issues and Opportunities

The community issues and opportunities are a snap shot of the community's concerns, and its perception of the strengths they possess and the challenges they face. The issues and opportunities included herein were generated from the initial Peachtree Corners Comprehensive Plan. They were reviewed and updated with input from the Steering Committee and feedback from community members. This list of issues and opportunities is used to provide direction toward crafting the policies and implementation goals for the city. They are categorized by the various topical areas covered in this plan.

### Community Issues

#### Community Facilities and Cultural Resources

- There is not enough public access to the Chattahoochee River.
- There are not enough public arts venues or programs.
- The City needs more greenways and other public facilities for recreation.
- There are no small, neighborhood pocket parks.
- The City lacks community gathering points, small parks or plazas, outside of the planned town green.

#### Economic Development

- Peachtree Corners lacks a sense of identity or a unifying element. A strong community identity can spur investment and create a destination that draws consumers from other markets.
- Reinvestment is needed on some commercial and industrial sites, or “grayfields.”
- Now that Peachtree Corners is building a town center, the City will need to focus on programming new public space and attracting tenants and events that support the investment.
- There is no mixed-use development in Peachtree Corners with both residential and retail components.
- There are several underutilized commercial areas located on main corridors in the City. 2013 vacancy rates for retail space range from 6.8% to 15.9%.
- Technology Park remains a jobs center, but will require reinvestment to stay relevant and economically viable.
- As new development continues to expand outward in the Atlanta Region, Peachtree Corners will have to work to stay relevant, competitive and not go “out of style”.
- Small business owners have identified a need for small office spaces or “office condos” in Peachtree Corners.

#### Housing

- Peachtree Corners has a home ownership rate of 59%, but based on some feedback at community meetings and in the survey, some citizens desire a higher home ownership rate.
- There are not enough residential product types to meet the various life stages and income levels found in Peachtree Corners.
- Some older apartment complexes are deteriorating.
- Peachtree Corners has few housing options for empty-nesters, like active adult communities with low maintenance lots, high-end condominiums, cluster homes, or “live/walk/play” communities.

## **Intergovernmental Coordination**

- The Atlanta Region's Plan outlines development and transportation strategies for the region and provides recommendations on how best to sustain metro Atlanta's livability and prosperity as its population continues to grow.
- Increase involvement at local and regional group meetings.
- Continue to coordinate with county, regional, and state agencies regarding infrastructure, environmental issues, and water management.
- Create a mechanism for county coordination related to all infrastructure and program needs, such as public works, parks and recreation, and community development.
- To maintain a strong, well-regarded school system, the City should enhance coordination with Gwinnett County Board of Education.
- There is a need for more coordination with Partnership Gwinnett and the Gwinnett Chamber, which focus on relevant economic development initiatives that may be useful to the City.
- According to Gwinnett County's Unified Development Plan, the costs of operating and maintaining public services and providing public safety are rising.

## **Land Use**

- Given an everchanging market, the City should continue to plan and refine plans, in order to stay remarkable and innovative.
- There is not enough park space, particularly on the southern side of the city (see Cultural Resources and Community Facilities section).
- Now that Peachtree Corners has established a Town Center, the City will need to focus on programming new public space and attracting tenants and events that support the investment.
- Arts and cultural facilities, civic and community facilities, and entertainment options are inadequate in Peachtree Corners.
- There are few housing options for older adults in the City, such as cluster homes or "live/walk/play" communities.
- There are land use compatibility challenges near existing, stable single-family neighborhoods.

## **Population**

- A highly educated population means potential for informed constituents for wise decision making, higher incomes, attractive labor force for new business, flexible futures as industry and labor markets shift in the future.
- Increased racial diversity brings opportunities of increased cultural exposure; innovation for businesses and community life; and community building programs.
- The perception of safety throughout the City is generally high, which particularly appeals to families with children.
- Peachtree Corners can continue to attract young families to the City as current residents age, in order to build a stable and diversified long-term community.
- Gwinnett County's excellent school system is an asset that attracts many families with children to the community.
- Adding educational opportunities in the City would enhance quality of life in Peachtree Corners.

## **Natural Resources**

- There is not enough public access to the Chattahoochee River, and the access points that do exist are limited and difficult to find.
- Peachtree Corners does not participate in any land conservation programs, either at the state or national level or on its own. There is a large amount of vegetated land in the City, which is currently unprotected.
- Wetlands and streams are at risk by land development patterns.

## **Population**

- One quarter of households in Peachtree Corners earn less than \$35,000 per year.
- Peachtree Corners' diverse, multi-ethnic community requires programs and resources for non-native English speakers.
- Options for aging in place will need careful planning for the 21% of the population over 55 years old.
- 17% of the population lives below the poverty threshold (\$25,000 for a family of four)

## **Community Opportunities**

### **Community Facilities and Cultural Resources**

- The City can work with Gwinnett County to implement the planned multi-use trail.
- Working with Gwinnett County to maintain high quality of education will ensure that the needs of Peachtree Corners' students and families are met.
- Creating a system to preserve historical and archaeological sites and make them more publicly accessible is a way to strengthen the city's identity, draw attention to its assets, and increase recreational opportunities.
- The Town Center could provide locations for restaurants and dining, open space, an entertainment venue, civic institutions, retail, and cultural destinations. A community gathering space would help unify the community, celebrate diversity, and build an identity.
- The City can explore ways to use alternate energy sources over the next twenty years.
- Many members of the Peachtree Corners community enjoy an active lifestyle, and there should be adequate community facilities for these activities.

### **Economic Development**

- The Town Center development could be leveraged to attract more investment to the area.
- Peachtree Corners' location in metro Atlanta offers good access to two interstates and Doraville's park-and-ride MARTA station.
- Strategic locations of commercial centers can capitalize on the high number of vehicles that pass along Peachtree Parkway/SR 141 every day.
- Utilize the Livable Centers Initiative (LCI) program to further the vision established in the LCI plan.
- Office and healthcare sector employment is replacing the industrial economic base throughout the region. Peachtree Corners has a large amount of office space, making it well suited to capitalize on this trend. The City should identify growing industry sectors and create specific opportunities to target them.

## Housing

- There are 2.43 jobs per household in Peachtree Corners, but only 10% of employed Peachtree Corners residents work within the city limits. There are opportunities for Peachtree Corners citizens to work closer to where they live.
- Allowing for and promoting mixed use development in key locations can create opportunities for individuals to live, work, play, and shop in one place.
- There are many strong homeowners' associations in Peachtree Corners. These groups can be used to promote community development and build a sense of identity.
- Peachtree Corners is a well-established and desirable "bedroom community" with high home values that should be maintained and protected.
- There are opportunities to redevelop aging multi-family residential apartment complexes to add value to the community by providing other housing types and newer multi-family units.

## Intergovernmental Coordination

- The Atlanta Region's Plan outlines development and transportation strategies for the region and provides recommendations on how best to sustain metro Atlanta's livability and prosperity as its population continues to grow.
- Increase involvement at local and regional group meetings.
- Continue to coordinate with county, regional, and state agencies regarding infrastructure, environmental issues, and water management.
- Create a mechanism for county coordination related to all infrastructure and program needs, such as public works, parks and recreation, and community development.

## Land Use

- Transitions between incompatible uses can be enhanced, and the City can develop a strategy for managing residential/industrial adjacencies in the future.
- Several locations throughout the City, particularly commercial and industrial areas, are ripe for redevelopment or will be within the next few years.
- There are some vacant parcels along the Chattahoochee.
- There are infill opportunities along Peachtree Parkway.
- There are some large vacant parcels on the western side of the City.
- There is an opportunity to develop a variety of housing types that provide options to first-time home buyers or empty nesters.
- The City can encourage accessory dwelling units, or "granny flats" to create additional dwelling units in single-family neighborhoods without changing the urban form. They provide opportunities to age in place.
- Investing in the community will help maintain its vibrancy for the next several decades. The City can invest in acquiring vacant commercial space and revitalizing aging buildings.
- Several sites within the city provide good opportunities for future public gathering spaces.
- Technology Park can be upgraded with amenities and more advanced infrastructure to meet current standards.

## Natural Resources

- The City has the opportunity to ensure that its policies acknowledge and protect limited natural resources, including water, land, and the tree canopy.
- Stormwater regulations can preserve the high amount of pervious land that Peachtree Corners currently has.
- A plan for the vacant parcels on the Chattahoochee could increase access, water quality protection, and recreational opportunities along the river.
- Stream buffers and undeveloped flood zones, which are required in the County's development regulations, could be converted to accessible community greenspace.
- Gwinnett County is in the process of updating its Greenways Master Plan, creating opportunities to pursue grants and financing for multi-use greenway trails.
- Parks and greenspace can be used to naturally retain and treat stormwater, reducing runoff.
- The City can explore ways to introduce alternative energy production or energy conservation.

## Population

- A highly educated population means potential for informed constituents for wise decision making, higher incomes, attractive labor force for new business, flexible futures as industry and labor markets shift in the future.
- Increased racial diversity brings opportunities of increased cultural exposure; innovation for businesses and community life; and community building programs.
- The perception of safety throughout the City is generally high, which particularly appeals to families with children.
- Peachtree Corners can continue to attract young families to the City as current residents age, in order to build a stable and diversified long-term community.
- Gwinnett County's excellent school system is an asset that attracts many families with children to the community.

## Transportation

- There are opportunities to implement a walkable network so people can get around more without a car.
- Certain areas of the City could benefit from street connections that follow a grid pattern.
- New development may be designed with access management policies, bicycle and pedestrian facilities, and mixed uses, which all serve to reduce vehicular travel demand.
- Peachtree Corners has two bridges that cross the Chattahoochee River, allowing for easy access to areas to the north and west, creating opportunities to link to job centers and attract pass-through traffic to local businesses.
- The City can expand on the existing multi-use trails in the City, providing opportunities for recreation and transportation.
- The City can adopt uniform streetscape standards on major roadways to improve the aesthetics along major transportation corridors as well as create a sense of identity. Peachtree Parkway, in particular, would benefit from design enhancements.
- Promoting good access management and interparcel connectivity can keep vehicles off of major arterials for short, local trips, which will help reduce traffic volume.
- Implementing facilities for alternate modes of transportation would help decrease traffic congestion.
- Considering the land use and transportation connection can help reduce traffic congestion. Locating complementary land uses near each other can help reduce trips.
- Autonomous vehicles, transit and other alternative modes of transportation can improve access to and from

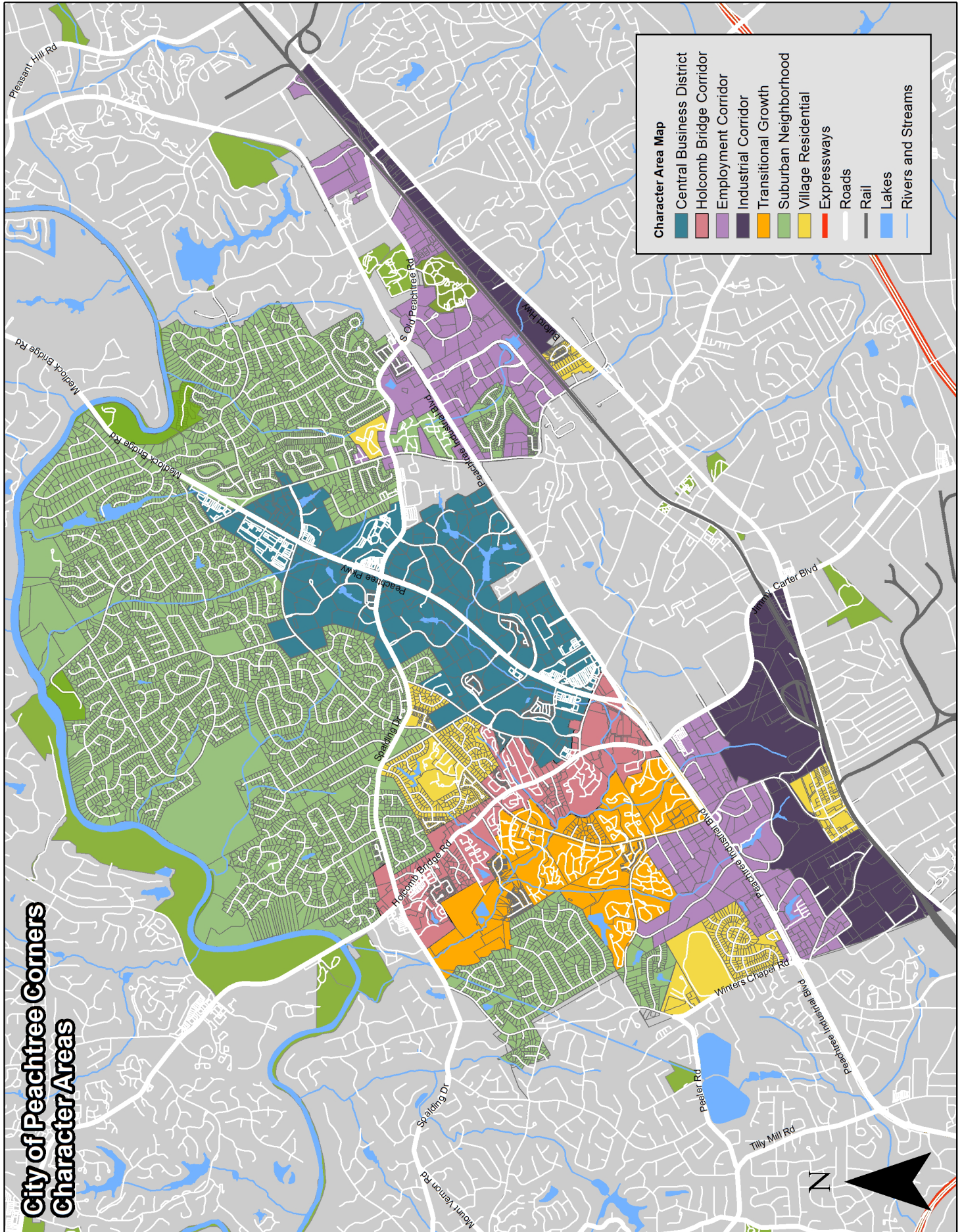
# Character Area Narrative

The Character Area Map geographically organizes the future development that the city desires to achieve in the future. Character areas define how each unique neighborhood and area of the city is envisioned to change. This section describes the vision, intent, and principles for each character area.

Zoning, development regulations, and infrastructure investment will need to evolve to accommodate character area goals and principles. Decision-makers will also use the character area descriptions as a policy guide for future zoning decisions. Character areas provide descriptions regarding these planning elements:

- Desired infrastructure, economic objectives, housing types and building types
- Building form, massing, and style
- Desired use or mix of uses
- Goals to achieve the desired development types

The map, along with the character area narratives, allow development decisions to consider the broader context. Specifically, each character area contains distinct principles related to design and elements like transportation and economics.



# CENTRAL BUSINESS DISTRICT

## The Vision

The Central Business District character area is the economic heart of Peachtree Corners. A mix of retail and commercial uses, offices, mixed-use, government and institutional properties, and open space will give Peachtree Corners residents a vibrant, dynamic, livable, and walkable town center. The City envisions this area to include civic, cultural, and social gathering places, easily accessed by residents in high quality housing nearby.

Many of Peachtree Corners' major attractions are located in the Central Business District, including The Forum, the future Town Center, City Hall, and Technology Park. Norcross High School is located just outside the city limits adjacent to the Central Business District; other institutional users here include the Peachtree Corners Public Library, the Wesleyan School, and Peachtree Elementary School.

The Central Business District is the most intense concentration of development and density. The Central Business District will be a pedestrian-oriented center of the community, with cultural opportunities, business, and neighborhoods that are attractive to visitors, local employees, and residents. Uses are primarily non-residential, but high quality mid-rise mixed-use development with significant residential components is desired. Development will be visually consistent. Regulations should encourage larger scale developments to locate at major intersections and on the primary corridor, Peachtree Parkway.

Pedestrian access and open space are crucial to enhance visitors' enjoyment of Peachtree Corners. Internal streets will be pedestrian-oriented, with safe crossings, traffic calming measures, and attractive amenities. The Central Business District will become a destination attracting individuals from all neighborhoods in the City of Peachtree Corners and throughout the region.

The City of Peachtree Corners Innovation Master Plan was commissioned by the City of Peachtree Corners in December 2016. The assignment was performed between January 2017 and July 2017.

The purpose of this assignment was to explore general economic activity and real estate market conditions to identify a positioning strategy to revitalize the city's inner core. The objective is to identify economic and business opportunities that can be leveraged to build upon the City of Peachtree Corners (PTC) economic engine. This study focuses primarily in the Technology Park area and offers additional guidance and recommendations on development and investment in the area.





# CENTRAL BUSINESS DISTRICT

## **TECHNOLOGY PARK**

A significant component of the Central Business District, the existing office uses in Technology Park and other business parks will continue to grow and thrive into the next several decades. Attracting more high-paying, white collar jobs will contribute to higher household incomes and provide opportunities for more Peachtree Corners residents to work where they live. In turn, revitalizing traditional office parks into walkable, mixed-use environments will motivate young, educated professionals who wish to live where they work to live in Peachtree Corners. The City has recognized this area as the “Innovation Hub” of Peachtree Corners.

Future investment in the area will deliver the infrastructure and facilities that 21st-century businesses demand. The City should pursue smart trade-offs with developers within Technology Park to upgrade buildings and allow for ultra-modern infrastructure. Allowing for greater floor area ratios (“FAR”) within Tech Park will encourage investment and redevelopment, so greater heights and development densities are permitted for offices here. Mixed-use development would also be appropriate in Tech Park in the future, with retail and housing uses to serve office workers.

The Technology Park Multi-Use Trail Study provides recommendations on bicycle and pedestrian improvements in the Technology Park area. Other transportation alternatives should also be pursued. Additional amenities, including recreation and education options, should be added to Technology Park.

### **Appropriate Uses:**

The following uses and development guidelines describe the vision for the entire Central Business District character area.

- Mixed-use
- Office
- Multi-family residential, only as part of a mixed-use development
- Townhouses
- Services, including hospital and medical
- Free standing commercial/retail, including restaurants preferably in mixed-use developments
- Open space

### **Discouraged Uses:**

- Light industry (prohibited)
- Heavy industry (prohibited)
- Single-family detached residential
- Auto-oriented establishments
- Drive-through establishments
- “Big box” retail

### **Development Guidelines:**

- Uniform high quality signage
- Aesthetic improvements to major corridors: Peachtree Parkway, Peachtree Industrial Boulevard
- Buildings are brought closer to the street where appropriate
- Transitions to adjacent uses: buildings step down in height, buffers between residential and non-residential uses

### **Height**

- 6 stories on Peachtree Parkway for mixed-use development
- 10 stories within Tech Park for offices and mixed-use buildings
- 2-4 stories elsewhere

### **Mobility and Accessibility:**

- Developments should include pedestrian facilities including sidewalks, safe pedestrian access, and safe crossings.
- Parking lots and structures should be located to the rear of developments whenever possible.
- New developments should implement a grid street system for internal connectivity.
- Best practices for access management should be applied. Curb cuts should be minimized whenever possible, and developments should provide pedestrian and vehicle connections to adjacent sites.
- Shared parking between compatible uses is encouraged.
- Developers should provide connections to adjacent multi-use trails and greenways, both existing and planned.

# HOLCOMB BRIDGE CORRIDOR

## The Vision

The Holcomb Bridge Road corridor will redevelop into a neighborhood center with stable businesses and a revitalized gateway into the city.

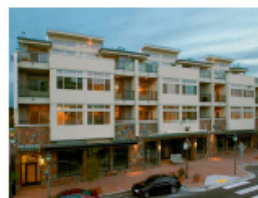
Over time, the Holcomb Bridge Corridor will evolve into a mixed-use corridor. Overall, Holcomb Bridge will develop at moderate densities with a variety of land uses. Higher intensity nodes of development are located at key intersections, including the intersections at Spalding Drive, Peachtree Corners Circle, and Jimmy Carter Boulevard. Between these nodes, single uses at lower development intensities will occur, including free-standing office, commercial, multi-family residential, and townhouses. Parking will be located to the side or rear to create a dynamic street presence.

Desired commercial development on this corridor ranges from destination retail to small neighborhood-serving uses. The three primary nodes, with vacant and underutilized retail space, represent different opportunities for redevelopment. Destination retail is appropriate at the Jimmy Carter Boulevard-Holcomb Bridge Road-Peachtree Industrial Boulevard triangle, but it will incorporate quality building materials, open space, and creative architectural design. The intersection of Peachtree Corners Circle and Holcomb Bridge Road, currently developed with multi-family housing on three corners, is a prime opportunity for a mixed-use development with a residential component above street level retail. Finally, the Spalding Drive-Holcomb Bridge Road node is an ideal location for neighborhood-serving retail, like restaurants, coffee shops, and convenience stores that residents can walk or bike to. This node is also appropriate for arts and cultural destinations that can locate in adaptive reuse spaces.

The Holcomb Bridge Corridor Study includes additional recommendations for this area. These are summarized below. Additional information on the corridor study is provided in the “Other Plans” and Appendix sections of this plan.

### Diversify the Housing Core:

- Utilize development incentives to “close the gap” financially
- Set up a positive regulatory environment
- Increase momentum with key public infrastructure projects
- Look for project opportunities that will help tip the scale
- Improve the Holcomb Bridge Experience
- Upgrade overall aesthetics
- Add pedestrian crossings
- Address traffic issues at problematic intersections
- Find long-term opportunities for connectivity to other areas
- Encourage Redevelopment of retail/office
- Reimagine Peachtree Corners Circle
- Rethink space in central median between intersections
- Improve aesthetics- landscaping, trees, lights
- Upgrade transit amenities, connect bicycles to larger network
- Create a better pedestrian environment
- Create a trail network along creek & Colonial gas easement
- Establish a longer-term trail network through trail spurs
- Encourage restoration and interest in Crooked Creek
- Address larger city and regional connections
- Create Remarkable Spaces
- Develop a park and trail system along Crooked Creek Trail
- Create a diverse set of focal points /program areas along creek
- Look for opportunities to create gathering spaces & trail hubs



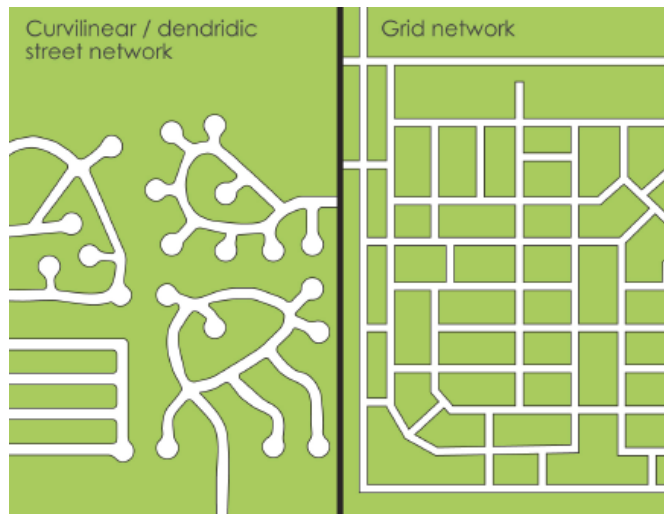
# HOLCOMB BRIDGE CORRIDOR

## Transportation Considerations:

Revitalized development in the area is critical to the corridor's success, but it must be integrated with improvements to the transportation network. Holcomb Bridge Road is already one of the most congested thoroughfares in Gwinnett County, operating at a failing level of service that is projected to worsen over time. Understanding the interaction between land use and transportation is vital to managing an already challenging transportation environment. An in-depth study of the corridor is a necessary component of redevelopment; it should explore solutions that both address the current transportation problem (through transportation network improvements) and attempt to alleviate future congestion (through travel demand management that is achieved in the land use and development process).

Access management will be a key component of managing congestion on Holcomb Bridge Road. Residential parcel access should be limited to side streets whenever possible. Low trip-generating uses, like office and medical, should also be directed to side streets. Interparcel access can improve mobility between adjacent parcels, making it easy to get from restaurants to retail. When used in conjunction with shared parking agreements, interparcel access can reduce the number of short trips on Holcomb Bridge Road.

The corridor will be unified with attractive signage and streetscape elements. Sidewalks will provide pedestrian accessibility, since the corridor is envisioned to be a destination for residents to shop and dine. The corridor currently experiences failing levels of service for vehicular travel, so future corridor improvements should include traffic demand management strategies that look beyond road widening. Incorporating facilities for bicycles and pedestrians, as well as promoting mixed-use development, will reduce the strain on the vehicular network by supporting alternative modes of transportation.



Dendritic streets (left) have fewer intersections than grid systems (right). They also focus all trips onto one major corridor, which leads to congestion. Implementing a grid system where possible in the Holcomb Bridge Corridor area will improve connectivity.



The future Holcomb Bridge Corridor will include pedestrian facilities like the ones shown at left so pedestrians can walk and cross safely.

# HOLCOMB BRIDGE CORRIDOR

## Appropriate Uses:

- Mixed-use
- Office, preferably mixed with other uses
- Multi-family residential
- Townhouses
- Neighborhood-serving commercial/retail, preferably mixed with other uses
- Open space

## Discouraged Uses:

- Industrial (prohibited)
- Single-family detached residential (except where previously existing)

## Development Guidelines:

- Uniform high-quality signage and other aesthetic improvements to the corridor
- Creative adaptive re-use/redevelopment of existing commercial strip centers
- Buildings that face Holcomb Bridge Road or primary side streets are brought closer to the street
- Transitions to adjacent uses: buildings step down in height, buffers between residential and non-residential uses
- Encourage new or expanded residential uses to provide secondary access onto a side street in order to minimize new traffic on Holcomb Bridge Road.

## Height:

- Up to 3 stories along the Holcomb Bridge Road corridor (up to 6 for redevelopment)
- Up to 2 stories for residential developments located on side streets (up to 5 for redevelopment)

## Mobility and Accessibility:

- The sidewalk network will be completed, with sidewalks extending the length of the Holcomb Bridge Corridor and safe places to cross.
- Developments should include internal pedestrian facilities, including sidewalks, safe pedestrian access in parking lots, and safe crossings.
- Parking lots and structures should be located to the rear of developments whenever possible.
- New developments should use a grid system for internal connectivity.
- Best practices for access management should be applied. Curb cuts should be minimized whenever possible, and developments should provide pedestrian and vehicle connections to adjacent sites.
- Shared parking between compatible uses is encouraged.
- Developers should provide connections to adjacent multi-use trails and greenways, both existing and planned.



# EMPLOYMENT CORRIDOR

## The Vision

The Employment Corridor character areas provide an ideal location for diverse employment- and revenue-generating businesses, both professional and industrial, along attractive gateway thoroughfares.

Located along Peachtree Industrial Boulevard and connecting streets, the Employment Corridors connect Peachtree Corners north through Gwinnett County and south into Atlanta. Future land uses will include both light industrial, such as warehousing, and office-professional uses, primarily in office parks. Peachtree Industrial Boulevard is ideally suited to these types of uses because of its regional accessibility, its close proximity to heavier industrial uses and the railroad on Buford Highway, and existing development patterns. These employment centers will continue to be vital economic assets well into the future. Specific uses will be flexible between light industrial and office, allowing transitions as economic demand changes.

Governors Lake Parkway, one of the greatest potential development sites in the County, is located in the Employment Corridor. Strategically marketing and developing this site is a significant opportunity for Peachtree Corners. The City will promote adaptive reuse and redevelopment of vacant or underutilized properties to increase the possibilities for introducing modern development and infrastructure to these areas.

Crooked Creek runs through this area and is currently an untapped resource. Future development or redevelopment should include protection and enhancement of the creek as well as access to the creek and greenspace.

### Appropriate Uses:

- Office
- Light industrial
- Small-scale retail where existing or at major nodes
- Limited retail as part of a mixed-use development and where land use conflicts would be at a minimum

### Discouraged Uses include:

- Heavy industry
- Standalone residential

### Development Guidelines:

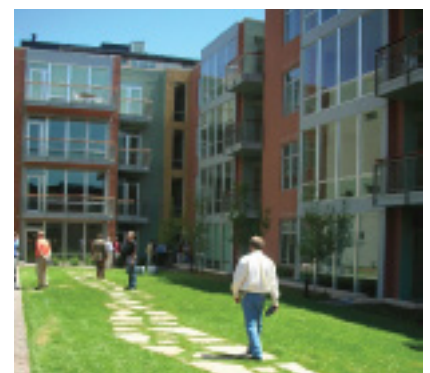
- Uniform high-quality signage and other aesthetic improvements to the corridor
- As redevelopment occurs, apply high architectural standards for building materials
- Creative adaptive re-use/redevelopment of existing underutilized structures
- Opportunity Zone designation may be used to attract and retain new businesses
- Buffers separate light industrial uses from adjacent residential uses

### Height:

- 1-6 stories

### Mobility and Accessibility:

- Sidewalks within developments and connecting to major roads will be provided.
- Facilities to allow safe pedestrian crossings on Peachtree Industrial Boulevard where appropriate.
- Developments should include internal pedestrian facilities, including sidewalks, safe pedestrian access in parking lots, and safe crossings.
- Parking lots and structures should be located to the rear of developments.
- New developments should implement a grid street system for internal connectivity.
- Best practices for access management should be applied. Curb cuts should be minimized and developments should provide pedestrian and vehicle connections to adjacent sites.
- Developers should provide connections to adjacent multi-use trails and greenways, both existing and planned.



# INDUSTRIAL CORRIDOR

## The Vision

The Industrial Corridor character areas protect the legacy and economic viability of industrial uses on Buford Highway.

Located along Buford Highway and adjacent streets, the Industrial Corridors also connect Peachtree Corners north through Gwinnett County and south into Atlanta. Buford Highway is perfectly suited to industrial use because of its regional accessibility, its close proximity to heavier industrial uses and the railroad on Holcomb Bridge Road, and existing development patterns. These industrial centers will continue to contribute to economic growth in Peachtree Corners well into the future.

The Industrial Corridor is located on Buford Highway and the rail line, well suited for heavy industrial uses like manufacturing. A waste management facility is located within this district, as well as numerous auto repair shops. The Peachtree Corners community recognizes the value in protecting industrial and manufacturing uses and envisions that, over time, these uses will remain in this location. The Industrial Corridors will continue to co-exist with Peachtree Corners' established and growing residential neighborhoods and employment centers. These areas are, for the most part, separated from residential uses, but natural buffers should be used to minimize the impacts resulting from heavy industrial uses, like smell and noise.

### Appropriate Uses:

- Light industrial
- Heavy industrial
- Commercial/retail

### Discouraged uses include:

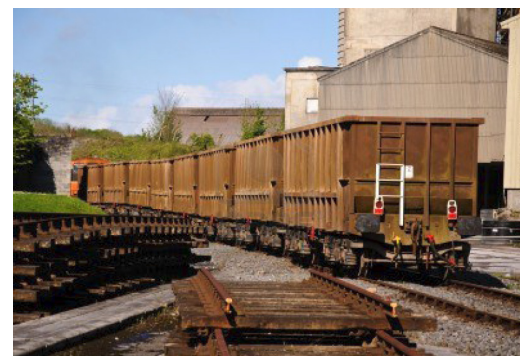
- All residential uses
- Office
- Mixed-use

### Development Guidelines:

- Sidewalks and aesthetic improvements to the corridor
- As redevelopment occurs, apply high standards for architectural design and building materials
- Creative adaptive re-use/redevelopment of existing underutilized structures
- Opportunity Zone designation may be used to attract and retain new businesses
- Buffers separate industrial uses from adjacent residential uses
- Height: 1-3 stories

### Mobility and Accessibility:

- Sidewalks and safe pedestrian crossings along Buford Highway are desired.
- Parking lots and structures should be located to the rear of developments whenever possible.
- Best practices for access management should be applied. Curb cuts should be minimized whenever possible, and developments should provide pedestrian and vehicle connections to adjacent sites.
- Buford Highway is a key transit corridor, so bus shelters and adequate lighting are appropriate.



# TRANSITIONAL GROWTH

## The Vision

The Transitional Growth character area will redevelop into a revitalized neighborhood with a variety of housing options and open space.

While well-located between the Holcomb Bridge Road Corridor and Peachtree Industrial Boulevard, the Transitional Growth area is in need of investment. This area represents the highest rates of residential vacancy, poverty, foreclosure, and crime in Peachtree Corners. It suffers from a lack of basic infrastructure like sidewalks and safe pedestrian crossings. However, it also shares a beautiful mature tree canopy and large expanses of underutilized open space (within apartment complexes).

The Transitional Growth area needs special attention in order to integrate its neighborhoods and its residents into the Peachtree Corners community while improving housing and economic conditions. In trying to protect the single-family residential neighborhoods that make up the northern portion of the City, the Transitional Growth area has effectively been cut off and isolated. Strategies like incentives for redevelopment and Opportunity Zone designation can stimulate much-needed investment in this neighborhood, helping to integrate these residents into the community.

The vision for the Transitional Growth area is to provide a variety of higher-density housing options to attract seniors and new families as well as young and older adults who desire housing choice. The Transitional Growth area also provides a physical transition from more intense development on Holcomb Bridge Road to low-density single-family and multi-family development on Winters Chapel Road. The Transitional Growth area is an ideal location for townhouses, condominiums, and “cluster housing,” or small-lot residential communities. Limited neighborhood-serving retail is also appropriate here. Building materials and design will be high quality, and developments will integrate pedestrian and bicycle facilities.

A large open space is integral to the vision for the Transitional Growth area. This neighborhood is particularly underserved by parks and public open space but has the highest concentration of population in the City. A large outdoor space, where residents can gather and socialize, can help achieve the goal of creating a strong sense of community identity in Peachtree Corners. Studies have indicated that proximity to open space can increase property values, so a community open space could help spur investment and redevelopment (National Parks Service, “Economic Impacts of Protecting Rivers, Trails, and Greenway Corridors”).

Crooked Creek runs through this area and is currently an untapped resource. Future development or redevelopment should include protection and enhancement of the creek as well as access to the creek and greenspace.

### Appropriate Uses:

- Townhouses and multi-family residential
- Single-family detached residential on small “cluster” lots
- Open space
- Institutional: churches and schools
- Minimal neighborhood-serving retail (such as “corner stores”)
- Mixed-use developments

### Discouraged Uses:

- Large lot single-family detached residential
- Office
- Industrial

### Mobility and Accessibility:

- Sidewalk connections within and connecting to major thoroughfares
- Greenways or trails will connect to nearby destinations, including the Chattahoochee, Holcomb Bridge, Central Business District, & Forum

# TRANSITIONAL GROWTH

## Development Guidelines:

- New development will be compatible with adjacent existing character with similar densities and lot sizes
- Infill transitions appropriately scale and buffer new development to eliminate impacts to existing surrounding neighborhoods
- New development should incorporate open space and preserve existing trees, with incentives for developers that create public open space or greenway/multi-use trail connections

## Height:

- Low-scale development is intended near existing single-family neighborhoods
- Moderate-scale development is intended at 2-8 stories
- Typical two-story single-family residential homes
- Non-residential may have greater height allowances only where adequately separated from surrounding residential areas with buffers and transitional building heights

## Mobility and Accessibility:

- The sidewalk network will be expanded, particularly around schools.
- Greenways or multi-use trails will connect the Suburban Neighborhood to nearby destinations, including the Chattahoochee River, Holcomb Bridge Corridor, Central Business District, and The Town Center





# SUBURBAN NEIGHBORHOOD

## The Vision

The Suburban Neighborhood character area will continue to foster stable, established housing options for Peachtree Corners families. This character area includes the single-family neighborhoods located in the northern portion of the City. It provides housing options attractive to professionals and their families at low scales of development that maintain the natural feel of the area. Additionally, this area provides protection to the environmentally-sensitive Chattahoochee River by separating it from more intense development. The Peachtree Corners community values its family-oriented environment, and protecting these established neighborhoods and home values is needed to maintain this atmosphere.

In addition to single-family detached residential, institutional uses like schools and churches may locate in the Suburban Neighborhood character area, but only on primary streets. Community open space is also desired and will develop along the Chattahoochee River over time, whether through an expansion or reprogramming of Jones Bridge Park, a greenway along the Chattahoochee, or new open space. In addition, new development or large-scale redevelopment should incorporate amenities like public open space or connections to greenways or multi-use trails. The neighborhood will be more accessible to pedestrians and cyclists with a complete sidewalk network and integrated trail system.

There are some additional existing non-residential uses located within the Suburban Neighborhood. These minor commercial and office uses may remain only where they are currently located, as they are adequately separated from surrounding homes with natural buffers. More intense development could negatively impact the surrounding neighborhoods.

## Appropriate Uses

- Single family detached residential
- Open space
- Institutional: churches and schools
- Minimal neighborhood-serving retail, only at nodes where already existing
- Office, only where already existing

## Discouraged Uses:

- Mixed-use
- Multi-family residential
- Townhouses
- Commercial/retail
- Industrial

## Design Criteria

- New development will be compatible with adjacent existing character with similar densities and lot sizes
- Infill transitions appropriately scale and buffer new development to eliminate impacts to existing surrounding neighborhoods
- New development should incorporate open space and preserve existing trees, with incentives for developers that create public open space or greenway/multi-use trail connections

## Height

- Low-scale development is intended
- Typical two-story single-family residential homes
- Non-residential development may have greater height allowances only where adequately separated from surrounding residential areas with buffers and transitional building heights

## Mobility and Accessibility

- The sidewalk network will be expanded, particularly around schools.
- Greenways or multi-use trails will connect, including the Chattahoochee River, Holcomb Bridge Corridor, Central Business District, and The Forum



# VILLAGE RESIDENTIAL

## The Vision

The Village Residential character area offers a variety of high-quality housing options to families at all stages of life.

Village Residential character areas continue to provide a variety of single-family attached housing options in the City of Peachtree Corners. They are located where there is existing multi-family residential along major corridors. Not only do they provide alternative housing options, they also serve as transitions in density between low-scale single family development and commercial areas. The Village Residential area is an ideal location for townhouses, condominiums, and “cluster housing,” or small-lot residential communities. Traditional Neighborhood Development is also appropriate for these areas. Open space is also appropriate here, as is very limited neighborhood-serving retail as part of a major development.

In order to help achieve the goal of providing a variety of housing options to families in all stages of life, Village Residential areas offer choice to empty nesters who wish to downsize to lower-maintenance properties but remain in their community. As the Atlanta region ages, seniors require different housing options than parents with children, and more and more older adults are choosing to “age in place” rather than relocate to a retirement community. Village Residential also appeals to young adults, or millennials, who may wish to live near their jobs but choose not to purchase a single-family home. Finally, it can provide workforce housing for the Peachtree Corners community.

Integrated open space is desired in Village Residential areas as they redevelop. In addition, adequate pedestrian facilities will be provided. Where they are located near planned or existing multi-use trails or greenways, developments should incorporate trail connections. High quality building materials and design standards will create longevity and support property values.

The Mechanicsville neighborhood on Buford Highway is designated as Village Residential. This historic neighborhood, one of the oldest in Gwinnett County, also houses the Mechanicsville School House, which is on the National Register of Historic Places and Peachtree Corners’ only designated historic structure. While some of the homes and lots in this neighborhood are in need of investment, the community values the importance of protecting the neighborhood’s legacy and historic development patterns. It is particularly important to protect this neighborhood from surrounding industrial uses, as some industrial uses have encroached into the neighborhood.

### Appropriate Uses:

- Multi-family residential
- Single-family attached or detached on small “cluster” lots
- Open space
- Institutional: churches and schools
- Neighborhood-serving retail (such as “corner stores”), only at major nodes

### Discouraged Uses:

- Large lot single-family detached residential
- Office, commercial/retail, or industrial

### Development Guidelines:

- New development will use high quality building materials
- Multiple housing types within a single development are permitted
- Infill transitions appropriately scale and buffer new development to eliminate impacts to existing surrounding neighborhoods
- New development should incorporate open space and preserve existing trees, with incentives for developers that create public open space or greenway/multi-use trail connections



# VILLAGE RESIDENTIAL

## Height:

- Moderate-scale development is intended; 2-4 stories

## Mobility and Accessibility:

- Sidewalks throughout developments and connecting to major roads
- Greenways or multi-use trails will connect the Village Residential to nearby destinations, including the Chattahoochee River, Holcomb Bridge Corridor, Central Business District, and The Town Center

## Overall Development Guidelines:

- Each character area description also includes specific development guidelines to be used when reviewing zoning decisions. The following development guidelines should apply to all future development in Peachtree Corners, and future zoning regulation will need to specify the types of development that are desired for each location, in terms of use, scale, and mobility features.

## Neighborhood Compatibility:

- The discouraged uses listed in each character area should be excluded from that particular area.
- Development should step down in scale at transitions between residential and non-residential character areas. Building heights should be lower on the edges.
- Buffers should be used between single family residential and non-residential character areas to minimize disturbances to single family neighborhoods.



# General Land Use and Development Policies

## Overall Development Guidelines:

- Each character area description also includes specific development guidelines to be used when reviewing zoning decisions. The following development guidelines should apply to all future development in Peachtree Corners, and future zoning regulation will need to specify the types of development that are desired for each location, in terms of use, scale, and mobility features.

## Neighborhood Compatibility:

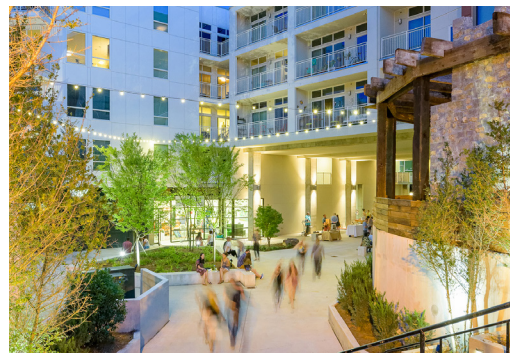
- The discouraged uses listed in each character area should be excluded from that particular area.
- Development should step down in scale at transitions between residential and non-residential character areas. Building heights should be lower on the edges.  
Buffers should be used between single family residential and non-residential character areas to minimize disturbances to single family neighborhoods.

## Specific Use Recommendations:

- Mixed-use development is the desired development type within several character areas, including the Central Business District and Holcomb Bridge Corridor. Mixed-use development has a number of benefits, including more efficient use of public services and infrastructure, reduced traffic demand, reduced parking, and greater tax revenues, not to mention the quality of life benefits that result. However, “mixed-use” may describe a wide variety of development scales and patterns. Detail about the desired development is included below:
- Mixed-use development may contain a mix of office, commercial, and/or residential uses (with the exception of single-family detached residential). As a guideline, “employment uses rather than residential uses should predominate with an allowed range of 35 percent to 70 percent. Sufficient residences should be provided at 20 – 50 percent of the floor area in residential usage, and adequate commercial should be provided to satisfy both the neighborhood commercial/ service needs of both the workforce and residents and the commercial/service needs of the community/ regional market. Commercial uses can range from 10 percent to 50 percent” (Gwinnett County Unified Development Plan).
- Both horizontal and vertical mixed-use is permitted. In other words, one use may be located above another use in a multi-story building, or different uses may be permitted to be located next to each other in a horizontally mixed-use development (i.e. a corner store within a townhouse development).

## Overall Recommendations:

- While a thorough analysis of how to modify the zoning code to achieve the community vision is still necessary, some areas to consider include:
- Incorporate innovative development agreements and incentives. Allow flexibility on development regulations if certain features, like public open space, connections to trails, or affordable housing are included in a design. Trade-offs can lead to better outcomes for both the developer and the community.
- Provide incentives for creative parking solutions that add landscaping and screen parking lots from roadway views.
- Section 504: “Only one principal building or structure or use and its customary accessory buildings and uses shall be permitted on any lot.” (This prohibits/discourages mixed-use development).
- Allow greater multi-family residential densities.
- Allow mixed-use development, Implement access management and shared parking requirements.
- Implement restrictions on big box retail, like a maximum footprint size of retail or very strict design guidelines.
- Require bicycle and pedestrian improvements.



# Other Plans and Studies

## **Peachtree Corners CTP**

The City's first Comprehensive Transportation Plan (CTP) was completed in March 2017. The plan is intended as an articulation of the transportation initiatives and investments needed to support the goals of the community. In effect, the CTP is an analysis of all applicable modes of transportation to determine existing and future needs, identify solutions, and prepare an implementation plan. In considering the recommendations of the implementation plan, it is important to understand that the life cycle of transportation decisions and investments can span decades – therefore, the plan's findings and recommendations cover a similarly long period of time, from the immediate future and stretching out through to the year 2040. The CTP process was begun in late Spring 2016 and culminated in draft recommendations being presented to the community in November 2016, followed by the preparation of this document. In general, this process included four major phases: existing conditions, needs assessment, plan evaluation and recommendations. A complete list of short, mid and long-term improvements is included in the appendix of this report.

### Key Recommendations:

- Implementation of the major corridor proposed widening and new roadway projects would result in the addition of approximately 43 additional lane miles of capacity in the community;
- Implementation of the recommended intersection operational improvements would significantly decrease the amount of delay at these various choke points in the community;
- Implementation of the bicycle and pedestrian projects would increase the number of miles of trails in the community from 6 miles to 37 miles. Furthermore, the implementation would result in 87.8 percent of the top quartile of community miles from the bicycle and pedestrian suitability analysis being served by appropriate facilities, compared to only 81.4 percent today.
- Short-Term Projects (2017-2021): these projects consist of those where construction is imminent, significant design and detailed study has taken place, and/or financial commitments have been made by the City and/or other transportation partners.
  - SR 141 SB Ramp Widening
  - Winters Chapel Road and Spalding Drive Intersection Improvement
  - Medlock Bridge Road and Peachtree Corners Circle Roundabout
- Mid-Term Projects (2022-2031): These projects are relatively more complex or not as far along in the life cycle of implementing a transportation project but are also not likely to include particularly challenging barriers to implementation, including the need for significant right of way or reliance on possible state or federal funds.
  - Jimmy Carter Blvd at PIB Intersection Improvements
  - Crooked Creek Trail South
  - Holcomb Bridge Road at Peachtree Corners Circle Intersection Improvement
- Long Term Projects (2032-2040+): These consist of the remaining projects that are likely to require significant and ongoing study and coordination with and funding assistance from other agencies in order to implement.
  - Widen Spalding Drive/S. Old Peachtree Road - Western Segment
  - SR 141/Peachtree Parkway Major Capacity Improvement
  - Widen Medlock Bridge Road

## PEACHTREE CORNERS Comprehensive Transportation Plan



**POND**

ADOPTED MARCH 21, 2017



### **Peachtree Corners LCI**

In 2014, the city applied for and was awarded a Livable Centers Initiative (LCI) grant through the Atlanta Regional Commission to conduct a planning study for its “center” and defining the necessary steps to achieve it. Based on Comprehensive Plan recommendations and leadership group discussions, the City purchased over 20 acres of undeveloped land across Peachtree Parkway from The Forum as an anticipated site for a future “Town Center.” As perhaps the City’s first true “mixed-use” project, an overarching goal of this LCI study was to leverage and build-upon this important asset of the new City. A list of LCI projects is provided in the appendix.

#### **Key Recommendations:**

- ADDRESS TRAFFIC ISSUES, especially along the city’s main spine of Peachtree Parkway
- FACILITATE MORE HOUSING CHOICES to accommodate a wider variety of residents, from seniors wanting to “age in place” to a younger workforce demanding smaller unit types
- REFRESH & REDEVELOP aging commercial, retail and especially office stock
- AMENITIZE & CONNECT the district through an integrated trail system and network of new open spaces
- CREATE REMARKABLE SPACES that establish a new “center” of the city and are emblematic of the unique assets of the new City

### **PTC Innovation Hub**

The City of Peachtree Corners Innovation Master Plan was commissioned by the City of Peachtree Corners in December 2016. The assignment was performed between January 2017 and July 2017. The purpose of this assignment was to explore general economic activity and real estate market conditions to identify a positioning strategy to revitalize the city’s inner core, and in particular Technology Park. The objective is to identify economic and business opportunities that can be leveraged to build upon the City of Peachtree Corners (PTC) economic engine. This study focuses primarily in the Technology Park area and offers additional guidance and recommendations on development and investment in the area.

#### **The following “Vision Statements” are identified within the study:**

- The PTC Innovation Hub will become a place of Natural Innovation. Located in the scenic environment of the City of Peachtree Corners, the Innovation Hub will become a new energetic, mixed-use urban destination bringing together technology, inspiration, business, talents and capital in the pursuit of creativity, connectivity and collaboration.
- Quality living and innovative working spaces, where nature and urban places meet to create uniqueness, curiosity and innovation.
- North Atlanta’s leading environment of entrepreneurship, creativity, curiosity and investment.
- A new focal point for enterprising start-ups and established businesses create, collaborate and complementing the innovation ecosystem in the region of Atlanta
- A complete list of implementation items is provided in the appendix.

### **Peachtree Corners Economic Plan**

The findings included in this plan highlight where activity is most needed and provides a work plan until 2020. This document should not be viewed as a first, and final, plan for economic development. It is a foundation document that should be reviewed every 5-10 years to accommodate successes and identify new courses of action. The strategies included in this document effectively provide a long-term framework for economic development efforts, as the city strives to successfully position itself at the forefront of the Southeast region. The complete work plan is provided in the appendix of this plan.

#### **Key Recommendations:**

- Capitalize on the strengths of Peachtree Corners
- Promote and market the City as the premiere location for business in Georgia
- Reduce traffic congestion wherever possible
- Implement a Business Retention and Expansion (BRE) program
- Increase business engagement
- Expand current business clusters
- Increase transportation options
- Combat aging commercial property
- Identify staffing needs
- Attract middle-skill employees to cultivate a pipeline of talent

### Winters Chapel Road study

The goal of this study and resulting recommendations is to create a cohesive plan for the implementation of projects, maintenance of streetscape elements and zoning and code enforcement in this area. The study has been guided by the Community Development/Planning Directors of the cities of Peachtree Corners and Dunwoody as well as their respective public works directors. Additional input has come from a public workshop, and meetings with the Planning Commissions and City Councils from both cities.

### Redevelopment Strategies Report

This report provides an analysis of the redevelopment strategies that the City of Peachtree Corners can use to address the future redevelopment of the rapidly aging segment of its commercial property inventory—aging and deteriorating apartment complexes, retail centers and office complexes which are approaching the end of their useful economic life. These properties present opportunities for future investment and growth in Peachtree Corners which can expand its commercial tax digest.

The report includes:

- Analyze the Issues and Opportunities with Aging Commercial Properties
- Review of Alternative Redevelopment Strategies used in the Atlanta Region
- Four Redevelopment Case Studies of Prototype Commercial Properties
- Test Alternative Redevelopment Strategies on Case Study Properties
- Recommendations for Redevelopment Strategies in Peachtree Corners

### Technology Park Multi-Use Trail Study

The City of Peachtree Corners conducted a study to assess, validate, and further refine the proposed Peachtree Corners LCI Conceptual Trails Plan. This so-called Technology Park Trails Study is focused on the following tasks:

- Field survey of proposed LCI Trails - existing conditions analysis to assess feasibility and constraints for proposed routes
- Trail Segments- Identify approximate length and number of trail segments within Technology Park Trails network
- Schematic Trail Alignments - trail alignments based on detailed topographic, spatial, and field condition feasibility (does not include grading)
- Conceptual Cost Estimates - Conceptual costing of individual trail segments and overall trail network.
- Segment A / LCI Project L4 - Detailed Design. While most of the paths identified through the LCI require further feasibility studies, this path was identified as the most feasible initial trail segment largely due to its alignment along the Colonial Gas Easement and predominantly flat topography.

### Arts and Culture Master Plan

The purpose of this plan is to provide an identity and character for the City of Peachtree Corners. This effort aims to enhance the quality of life for Peachtree Corners by providing Arts & Culture experiences that are meaningful and relevant to residents and visitors alike.



Economic Development Plan  
2017-2022



Prepared for the City of Peachtree Corners  
By Lord Alex Sargent  
with Steady Advisory Group and Statens Consulting



# Report of Accomplishments

## Key to Terminology:

- Completed items have been finished within the 5-Year reporting period prior to this Comprehensive Plan Update.
- Underway items have been initiated or had partial progress made as of the end of the 5-Year reporting period prior to this Comprehensive Plan Update. They have been carried over into the new 5-year reporting period, unless otherwise noted.
- Postponed items have been carried over into the new 5-Year reporting period for this Comprehensive Plan Update.
- Cancelled items will not be carried over into the new 5-Year reporting period for this Comprehensive Plan Update.

City of Peachtree Corners Comprehensive Plan		
Report of Accomplishments		
Community Goal	Status	Comments
<b>GOAL 1: Build and strengthen a united and family-friendly multicultural city</b>		
Establish a volunteer “Traditions Committee” to establish a Cultural Master Plan in order to identify and implement projects that create community identity and help establish community traditions including projects related to special events, the arts, and branding, as well as projects that enrich community life such as efforts that enhance outdoor activities and nightlife.	Complete	
Promote identity programs with local neighborhoods (e.g. street signs with neighborhood names).	Dropped	Secondary priority project. To be considered at future time.
Investigate incentives for the redevelopment of housing, especially multi-family housing that fall below community standards. Request ARC assistance to identify economically viable redevelopment options.	Complete	
Set up “special attention” citizen committee to investigate the potential of necessary services and agency coordination for underserved populations.	Complete	
Draft and adopt specialized design standards within the Overlay District to promote architectural and appearance appropriate to location	Dropped	No longer a priority of the City
Work with Gwinnett County Police Department to establish neighborhood watch programs.	Complete	
Prepare a wayfinding master plan study (Phase 1) and implement a signage and wayfinding program using the Peachtree Corners logo and identity (Phase 2).	Dropped	Secondary priority project. To be considered at future time.
Create an Arts & Culture Task Force to pursue opportunities to introduce the performing and visual arts to the community.	Complete	
Study use of universal symbols on signage for commercial businesses and community activities such as festivals, market days, and special events (aids in cross cultural communication)	Dropped	Secondary priority project. To be considered at future time.
<b>GOAL 2: Maintain a high-quality natural and cultural environment</b>		
Draft recreational and open space standards and incentives for all new development and redevelopment.	Complete	
Develop a map identify underutilized open space using GIS analysis and coordinate with a map showing greenway development opportunities on private property.	Dropped	Secondary priority project. To be considered at future time.
Create an Arts Council to organize events and recruit artists’ galleries, theaters, and studios to the City.	Complete	
Establish a Green Council to recommend best practices for energy efficiency, rainwater harvesting, and other environmentally friendly development efforts on public facilities and property to make recommendations to City Council	Complete	
Institute a community planting day similar to or coordinated with Trees Atlanta “Neighborwoods” Program to work with citizens on tree planting and dedication or Arbor Day celebration.	Complete	



**Report of Accomplishments Continued**

Community Goal	Status	Comments
Study existing stream buffer regulations and investigate the impact of increasing stream protection buffers to community, property owners, and environment and codify changes as needed.	Postponed	Secondary priority project. Expected to resume in year 5
Explore the interest and costs in establishing a museum or attraction at the Mechanicsville School House.	Complete	
Modify land development regulations to require that large-scale new development or redevelopment of properties on the Chattahoochee River provide public access to the river and planned greenways	Dropped	No longer a priority of the City
Coordinate with neighboring jurisdictions about the possibility of a jointly-acquired open space.	Underway	Expected completion in 2023.
Communicate with Mechanicsville residents about their needs and determine their interest in protecting the historic identity of the neighborhood (Phase 1). If desired, create overlay district (Phase 2).	Complete	
<b><u>GOAL 3: Integrate transportation and accessibility into development decisions</u></b>		
Work with Gwinnett Village CID on implementation projects within Peachtree Corners including Jimmy Carter Blvd. at Buford Hwy. intersection improvements.	Underway	Expected completion in 2022.
Work with Gwinnettt County to identify sidewalks that are in need of replacement, extension, or repair.	Dropped	Ongoing annual activity
Develop a gateway master plan for major entrances to the City for the “Six Gates of Peachtree Corners” (Phase 1). Coordinate implementation (Phase 2).	Complete	
Develop preferred roadway cross-section for Peachtree Pkwy., including landscaping and public art. Explore alternatives to widening the road with other interventions like signal timing and extended turn lanes.	Complete	
Develop a preferred roadway cross-section fro Holcomb Bridge Road, including landscaping and public art.	Dropped	No longer a priority of the City
Work with developers to create a safe pedestrian crossing from The Forum to the future development site across Peachtree Pkwy.	Complete	
Modify zoning to require new developments to connect and/or provide easements to any identified pedestrian linkages as part of a development approval.	Dropped	No longer a priority of the City
Complete a Safe Routes to School study to pursue funding for pedestrian and bicycle facilities near Peachtree Elementary, Simpson Elementary, and Pinckneyville Middle.	Complete	
Puruse ARC livable centers initiative (LCI) grant (Phase 1) to develop a corridor master plan for Holcomb Bridge Rd. to enhance connectivity and quality of life. Create Corridor Master Plan (Phase 2).	Complete	
<b><u>GOAL 4: Enable redevelopment and capture high-quality new development</u></b>		
Update zoning ordinance/subdivision regulations to include comprehensive plan recommendations. Investigate rezoning property to more accurately reflect existing uses.	Underway	Expected completion in 2022.
Create specific redevelopment plan for the Holcomb Bridge Rd. corridor and then market the plan to the development community.	Complete	
Complete a redevelopment plan for the Transitional Growth area	Dropped	No longer a priority of the City
Implement the selected plan for the property across from The Forum.	Complete	
<b><u>GOAL 5: Emerge as the most desirable and advantageous community in the Atlanta region</u></b>		
Develop an incentive program for the redevelopment of aging office parks and buildings.	Complete	
Investigate the establishment of Opportunity Zones within areas of the City that qualify.	Underway	Expected completion by 2019
Identify major employers and determine their needs with the goal of enhancing retention efforts.	Underway	Expected completion in 2022.
Coordinate with Partnership Gwinnett to develop marketing materials for the Governor’s Lake Pkwy. area and provide to developers.	Complete	

**City of Peachtree Corners Comprehensive Plan**

**Report of Accomplishments**

**YEARLY ACTION ITEMS**

Description	Status	Comments
Monitor regional and US Census Bureau estimates of the City's population.	Underway	Ongoing activity
Maintain data on issuance of housing starts (building permits) for estimates of population and housing.	Complete	
Maintain a strong relationship with the Gwinnett County Board of Education through Peachtree Corners' local representative.	Underway	Ongoing activity
Engage the Gwinnett County Police Department in safety partnerships that strive for crime prevention and community engagement.	Complete	
Coordinate with Gwinnett County Department of Transportation on projects within the City and regarding additional studies and improvements. Specifically proposed changes to Holcomb Bridge Rd. and Peachtree Pkwy.	Underway	Ongoing activity
Coordinate with Gwinnett Village CID on projects in the City.	Underway	Ongoing activity
Work with Gwinnett County to identify sidewalks that are in need of replacement, extension, or repair.	Moved from short-term to yearly or Ongoing List	
Investigate potential for state/federal funding for pedestrian/bicycle enhancements on Peachtree Pkwy. and Peachtree Industrial Blvd.	Complete	
Coordinate with Gwinnett County to assist where possible to improve access, ingress, and egress to outdated retail centers and upgrade surrounding road networks.	Underway	Ongoing activity
Pursue the possibility of developing a Tax Allocation District (TAD) or Community Improvement District (CID) to implement public system improvements in a timely manner.	Complete	
Work with Partnership Gwinnett on other economic development efforts and resources, such as assistance for small businesses and entrepreneurs.	Underway	Ongoing activity
Explore the possibility of using the Downtown Development Authority to initiate redevelopment of multifamily housing in Transitional Growth area.	Complete	
Encourage office parks to provide connections to greenways for employees and visitors.	Underway	Ongoing activity
Encourage large-scale new development that incorporates any type of community gathering space or open space to provide wi-fi and other technological enhancements.	Underway	Ongoing activity
Facilitate communication between Tech Park owners, businesses, Board of Directors, and the City in order to coordinate planning and redevelopment efforts.	Complete	
Identify and pursue businesses that are needed, but not well represented in the City, such as movie theaters, grocery stores, specialty restaurants and businesses that enhance night life and recreation.	Underway	Ongoing activity
Encourage marketing office properties with natural, outdoor amenities, not just those that are in the building.	Underway	Ongoing activity
Collaborate with Partnership Gwinnett on other office marketing efforts.	Underway	Ongoing activity
Stay involved in regional discussions.	Underway	Ongoing activity
Continue to effectively communicate the development process, and advocate for streamlining where opportunities exist.	Underway	Ongoing activity



# Community Work Program

## City of Peachtree Corners Comprehensive Plan

### Community Work Program

Community Goal	2019	2020	2021	2022	2023	Estimated Cost	Funding Source	Responsible Party
<b>GOAL 1: Build and strengthen a united and family-friendly multicultural city</b>								
Draft and adopt specialized design standards within the Overlay District to promote architectural design and appearance appropriate to location.		X	X	X		Staff Time, No Additional Cost	N/A	City
Study use of universal symbols on signage for commercial businesses and community activities such as festivals, market days, and special events (aids in cross-cultural communication).		X	X	X		Staff Time, No Additional Cost	N/A	City
Implement wayfinding signage in the Holcomb Bridge Rd. corridor.				X	X	\$1 million	City, County	City, County, State
<b>GOAL 2: Maintain a high-quality natural and cultural environment</b>								
Work with private property owners to provide public access to the Chattahoochee River where possible.					X	Staff Time, No Additional Cost	N/A	City, County, National Park
Prioritize the clean-up and stabilization of Crooked Creek.				X	X	\$2 million	City, Grants	City
Cohost events between UPCCA, Gwinnett Clean & Beautiful, and the City for clean-up and education related to		X	X	X	X	\$50,000	City, County	City, County, UPCCA
Provide education to the community regarding debris and storm drains.		X	X	X	X	\$25,000	City, Grants	City
Coordinate with neighboring jurisdictions about the possibility of a jointly-acquired open space.	X	X	X	X	X	Staff Time, No Additional Cost	N/A	City, Neighboring Cities/Counties
Develop a performing arts center in the Town Center.					X	\$2 million	City, Private Donations	City
Study existing stream buffer regulations and investigate the impact of increasing stream protection buffers to community, property owners, and environment and codify changes as needed.					X	Staff Time, No Additional Cost	City	City

Community Work Program Continued

Community Goal	2019	2020	2021	2022	2023	Cost	Funding	Responsible
<b><u>GOAL 3: Integrate transportation and accessibility into development decisions</u></b>								
Develop preferred roadway cross-section for Holcomb Bridge Rd. including landscaping and public art.				X	X	\$100,000	City, County, State	City, County, State
Modify zoning to require new developments to connect and/or provide easements to any identified pedestrian linkages as part of development approval.	X	X	X	X		Staff Time, No Additional Cost	N/A	City
Develop a vision for properties located near the Town	X	X	X	X	X	\$50,000	City	City
Emphasize the importance of Tech Park and promote the City's provision of new amenities within the park, such as the trail system.	X	X	X	X	X	\$10,000	City	City
Promote Tech Park as a model for innovation, including autonomous vehicle technology.	X	X	X	X	X	\$10,000	City	City
Create a better sense of identity with increased signage.					X	\$25,000	City	City
Look for opportunities to partner with private developers in the Holcomb Bridge Rd. Corridor.	X	X	X	X	X	Staff Time, No Additional Cost	N/A	City
Improve the appearance of open ditches in highly-visible areas such as in front of the Ingles shopping center.					X	\$100,000	City, County, State	City, County, State
<b><u>GOAL 4: Enable redevelopment and capture high-quality new development</u></b>								
Update zoning ordinance/subdivision regulations to include comprehensive plan recommendations. Investigate rezoning property to more accurately reflect existing uses.	X	X	X	X		Staff Time, No Additional Cost	City	City
Complete a redevelopment plan for the Transitional Growth area.					X	\$50,000	City	City
Preserve as open space the radio tower land along Spalding Drive if it becomes available for acquisition.					X	\$1 million	City, County	City
<b><u>GOAL 5: Emerge as the most desirable and advantageous community in the Atlanta region</u></b>								
Investigate the establishment of Opportunity Zones within areas of the City that qualify.	X					Staff Time, No Additional Cost	N/A	City, State
Identify major employers and determine their needs with the goal of enhancing retention efforts.	X	X	X	X				

**City of Peachtree Corners Comprehensive Plan  
Community Work Program**

<u>YEARLY ACTION ITEMS</u>	<b>Responsible Party</b>	<b>Estimated Cost</b>
Encourage neighborhood organizations to engage in community-building activities.	City	\$10,000
Build education coalitions with parents, teachers, and school councils to communicate school needs to Gwinnett County Schools.	City, County Schools	\$10,000
Coordinate with Gwinnett County on the implementation of the Gwinnett County Greenways Master Plan.	City, County	Staff Time, No Additional Cost
Coordinate with Gwinnett County on the implementation of the Gwinnett County Parks & Recreation Master Plan.	City, County	Staff Time, No Additional Cost
Investigate the potential for outside funding sources to further develop pedestrian connections and bike facilities.	City	Staff Time, No Additional Cost
Utilize findings of ARC's Bike/Ped Task Force to generate new ideas for bike/ped provisions.	City	Staff Time, No Additional Cost
Work with Gwinnett County, GDOT, and the ARC to prioritize the need for traffic calming and integrate traffic calming projects.	City, County, State, ARC	\$50,000
Investigate downtown development grant programs for application in the Central Business District.	City	Staff Time, No Additional Cost
Pursue county-administered CDBG funds for redevelopment efforts.	City	Staff Time, No Additional Cost
Communicate with businesses via electronic newsletter to keep them informed of developments in the City.	City	\$10,000
Encourage revitalization of properties along the Buford Hwy. corridor.	City, County	\$50,000
Protect the industrial area and preserve its viability by discouraging incompatible, adjacent land uses.	City	Staff Time, No Additional Cost
Further develop, refine, and implement land use recommendations for character areas.	City	Staff Time, No Additional Cost
Monitor the provision of municipal services and their ability to meet the growing population and workforce.	City	Staff Time, No Additional Cost
Facilitate partnerships with the Georgia Hispanic Chamber of Commerce to support local Hispanic businesses and business owners.	City	\$25,000
Work with Gwinnett County to identify where sanitary sewer systems are needed in the City.	City, County	\$50,000
Explore the creation of a Community Improvement District (CID) for Technology Park.	City	\$50,000
Explore the possibility of a pedestrian bridge across the Chattahoochee River between Simpsonwood Park and park areas on the opposite side of the river.	City, County, National Park Service, Johns Creek	\$100,000
Provide better bicycle and pedestrian connections between residential areas and mixed-use and retail areas.	City	\$250,000

# Appendix A: Community Engagement

The comprehensive plan update process included several meetings to gather input from city representatives and residents. A Steering Committee was convened to oversee the process and act as a guide for the update. This committee included various perspectives from the City including public, private, resident, business, the City Council and City Staff. The Steering Committee met four times throughout the process and held a joint meeting with the City Council.

In addition to the two public hearings to open and close the process, two public open houses were held and a comprehensive plan information booth was set up at the annual Peachtree Corners Festival to garner input on community issues, opportunities, land use, transportation, housing, potential changes to the character area map and associated narrative as well as potential work program items.

## City Council Hearings

<p>Monday October</p> <p><b>2</b></p> <p>City Council Kick Off Meeting (2017)</p>	<p>Tuesday June</p> <p><b>12</b></p> <p>City Council Review (2018)</p>
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## Steering Committee Meetings

<p>Tuesday December</p> <p><b>12</b></p> <p>Steering Committee Meeting (2017)</p>	<p>Tuesday February</p> <p><b>13</b></p> <p>Steering Committee Meeting (2018)</p>	<p>Tuesday March</p> <p><b>20</b></p> <p>Steering Committee Meeting (2018)</p>	<p>Tuesday May</p> <p><b>15</b></p> <p>Steering Committee Meeting (2018)</p>
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## Public Open House Meetings

<p>Tuesday February</p> <p><b>13</b></p> <p>Public Meeting (2017)</p>	<p>Tuesday April</p> <p><b>10</b></p> <p>Second Public Meeting (2018)</p>	<p>Saturday June</p> <p><b>9</b></p> <p>Peachtree Corners Festival (2018)</p>	<p>Sunday June</p> <p><b>10</b></p> <p>Peachtree Corners Festival (2018)</p>
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Final Adoption Deadline: October 31, 2018

# Public Hearing Agendas



[www.peachtreecornersga.gov](http://www.peachtreecornersga.gov)

Mike Mason, Mayor

Phil Sadd – Post 1, Council Member  
Eric Christ – Post 2, Council Member  
Alex Wright – Post 3, Council Member

Jeanne Aulbach – Post 4, Council Member  
Lorri Christopher – Post 5, Council Member  
Weare Gratwick – Post 6, Council Member

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**October 2, 2017**

**WORK SESSION AGENDA**

**7:00 PM**

PEACHTREE CORNERS CITY HALL – Training Room  
147 TECHNOLOGY PARKWAY, PEACHTREE CORNERS, GA 30092

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1. Staff Activity Report
2. Comprehensive Plan 5-Year Update Process
3. Overview of Economic Development Master Plan
4. Overview of Proposed Zoning Code Amendments
5. Capital Improvement Program - project updates
6. City Manager Updates
7. Executive Session



[www.peachtreecornersga.gov](http://www.peachtreecornersga.gov)

Mike Mason, Mayor

Phil Sadd – Post 1, Council Member  
Eric Christ – Post 2, Council Member  
Alex Wright – Post 3, Council Member

Jeanne Aulbach – Post 4, Council Member  
Lorri Christopher – Post 5, Council Member  
Weare Gratwick – Post 6, Council Member

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**June 12, 2018**

**WORK SESSION AGENDA**

**7:00 PM**

PEACHTREE CORNERS CITY HALL – Marvin Gardens  
310 TECHNOLOGY PARKWAY, PEACHTREE CORNERS, GA 30092

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1. Comprehensive Plan update – ARC presentation
2. Right of Way Maintenance Contract
3. Data Reporting and Key Performance Indicators
4. Sidewalk Bank Resolution
5. Consideration of Gwinnett’s County CDGB Program
6. City Manager Updates
7. Executive Session



# Steering Committee Agendas and Attendance Sheets



## PLANNING COMMISSION AGENDA

November 14, 2017  
7:00 PM  
CITY HALL

- A. Roll Call
- B. Approval of October 10, 2017 Minutes
- C. City Business Items:
  1. **Comprehensive Plan Update.** Discussion of the schedule for the proposed five-year update to the 2033 Comprehensive Plan.
- D. Old Business:
  1. **PH2017-007. Cinebistro at Town Center Elevations.** Request to approve building elevations for the movie theater building located at the Town Center in the 5200 Block of Peachtree Parkway, Dist. 6, Land Lot 301, Peachtree Corners, GA (deferred from October 10, 2017).
- E. New Business:
  1. **RZ2017-003 & V2017-008. Holcomb Bridge Road Townhomes.** Request to rezone a 2.16-acre parcel from C-1 to R-TH along with associated variances to accommodate a new 17-unit townhome development at 3926 Holcomb Bridge Road, Dist. 6, Land Lot 313, Peachtree Corners, GA.
  2. **RZ2017-004 & CIC2017-004. Roberts Properties.** Request to rezone two parcels consisting of 4.4 acres from C-2 to MUD along with associated change in conditions to accommodate a new mixed-use development at 4936 Peachtree Corners Circle and 5246 Peachtree Parkway, Dist. 6, Land Lot 301, Peachtree Corners, GA.
- F. Comments by Staff and Planning Commissioners.
- G. Adjournment.



February 13, 2018  
CITY HALL

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### COMPREHENSIVE PLAN UPDATE COMMUNITY MEETING 6:00 PM

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### PLANNING COMMISSION AGENDA REGULAR MEETING 7:00 PM

- A. Roll Call
- B. Approval of January 9, 2018 Minutes
- C. Old Business:
  1. **WITHDRAWN BY APPLICANT. RZ2017-005. Imagine Advertising.** Request to rezone a 1.804-acre parcel from O-I to M-1 to accommodate expansion of an existing advertising agency to include a sign fabrication shop at 6141 Crooked Creek Road, Dist. 6, Land Lot 283, Peachtree Corners, GA (continued from January 9, 2018).
  2. **PH2017-003. Firebirds at Town Center Expansion and Elevations.** Request to approve building elevations for an expansion of a proposed restaurant located at the Town Center at 5215 Town Center Boulevard, Suite 650, Dist. 6, Land Lot 301, Peachtree Corners, GA.
- D. New Business:
  1. **RZ2018-001 & V2018-001. North Atlanta Volleyball Club.** Request to rezone a 7.3 acre parcel from C-2 to C-3 along with associated variance to accommodate a new recreational facility at the southwest corner of Peachtree Industrial Boulevard and Governors Lake Drive, Dist. 6, Land Lot 276, Peachtree Corners, GA.
  2. **SUP2018-001. Tattoo Parlor.** Request to approve a special use permit to accommodate a new tattoo parlor at 3380 Holcomb Bridge Road, Suite 7, Dist. 6, Land Lot 283, Peachtree Corners, GA.
- E. City Business Items:
- F. Comments by Staff and Planning Commissioners.
- G. Adjournment.

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### COMPREHENSIVE PLAN UPDATE STEERING COMMITTEE MEETING To Follow Regular Planning Commission Meeting

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## City of Peachtree Corners

### Comprehensive Plan Update Steering Committee

Meeting #1, December 12, 2017

#### ATTENDANCE

##### Committee Members

Matt Houser  
 Alan Kaplan  
 Mark Middleton  
 Mark Willis  
 Italia Metts  
 Weare Gratwick

##### City Staff

Diana Wheeler  
 Jeff Conkle

##### ARC Staff

Jon Tuley  
 Robert Herrig

##### Other

ROCIO MONTERROSA, DEPUTY CITY CLERK

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## City of Peachtree Corners

### Comprehensive Plan Update Steering Committee

Meeting #2, February 13, 2018

#### ATTENDANCE

##### Committee Members

Matt Houser  
 Alan Kaplan  
 Mark Middleton  
 Mark Willis  
 Italia Metts  
 Weare Gratwick

##### City Staff

Diana Wheeler  
 Jeff Conkle

##### ARC Staff

Jon Tuley  
 Robert Herrig

##### Other

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# Steering Committee Agendas and Attendance Sheets



MARCH 20, 2018  
CITY HALL

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COMPREHENSIVE PLAN UPDATE STEERING COMMITTEE MEETING  
6:00 PM

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PLANNING COMMISSION AGENDA  
REGULAR MEETING  
7:00 PM

- A. Roll Call
- B. Approval of February 13, 2018 Minutes
- C. Old Business:
- D. New Business:
  1. **SUP2018-002 & V2018-002. US Express Auto Sales.** Request to approve a special use permit to accommodate a used auto sales facility and associated variance at 4745 South Berkeley Lake Rd., Dist. 6, Land Lot 258, Peachtree Corners, GA.
  2. **PH2018-001. Village Park at Spalding.** Request to approve a site plan for additions to the Village Park senior living facility located at 5701 Spalding Dr., Dist. 6, Land Lots 302 and 303, Peachtree Corners, GA
  3. **PH2018-002. Town Center Townhomes.** Request to approve elevations for the Town Center townhomes located in the Peachtree Corners Town Center at the southwest corner of Peachtree Parkway and Medlock Bridge Rd., Dist. 6, Land Lots 183 and 195, Peachtree Corners, GA
- E. City Business Items:
  1. **PH2018-003. Sign Ordinance.** Consideration of amendments to the sign ordinance and to the home-based business requirements to amend the regulations pertaining to temporary signage and signage for home-based businesses.
- F. Comments by Staff and Planning Commissioners.
- G. Adjournment.

City of Peachtree Corners  
Comprehensive Plan Update Steering Committee

Meeting #3, March 20, 2018

ATTENDANCE

Committee Members

- Matt Houser
- Alan Kaplan
- Mark Middleton
- Mark Willis
- Italia Metts
- Weare Gratwick

City Staff

- Diana Wheeler
- Jeff Conkle

ARC Staff

- Jon Tuley
- Robert Herrig

Other

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MAY 15, 2018  
CITY HALL

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COMPREHENSIVE PLAN UPDATE STEERING COMMITTEE MEETING  
5:30 PM

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PLANNING COMMISSION AGENDA  
REGULAR MEETING  
7:00 PM

NO AGENDA ITEMS

City of Peachtree Corners  
Comprehensive Plan Update Steering Committee

Meeting #4, May 15, 2018

ATTENDANCE

Committee Members

- Matt Houser
- Alan Kaplan
- Mark Middleton
- Mark Willis
- Italia Metts
- Weare Gratwick

City Staff

- Diana Wheeler
- Jeff Conkle

ARC Staff

- Jon Tuley
- Robert Herrig

Other

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# Public Meetings Sign-In Sheets and Images

## Custom News & Calendar

### Comprehensive Plan Update Community Meeting

**Date:** 02/13/2018 6:00 PM  
**Location:** City Hall  
 310 Technology Parkway  
 Peachtree Corners, Georgia 30092

The City of Peachtree Corners is updating its 2033 Comprehensive Plan which is a planning document that directs all activities related to land use, transportation, housing and economic development. The Comprehensive Plan is the guiding document for the city's future and is updated every five years; it can be viewed on the [Community Development](#) page.

The city is seeking your input in updating the document. A Community Meeting has been planned for 6 p.m., Feb. 13 and will be held in the Council Chambers at City Hall.

Once complete, it will serve as the key policy document intended to continue directing Peachtree Corners leaders in ensuring that the city continue as a workable, livable, and prosperous community. Please join us for this discussion. Light refreshments will be served.

For questions, please [contact Diana Wheeler, Community Development Director](#).

## News

Search News

### Comprehensive Plan Community Meeting Set for April 10

**Post Date:** 04/05/2018 6:00 AM

The City of Peachtree Corners is updating its 2033 Comprehensive Plan which is a planning document that directs all activities related to land use, transportation, housing and economic development. The Comprehensive Plan is the guiding document for the city's future and is updated every five years; it can be viewed on the [Community Development](#) page.

The city is seeking your input in updating the document. A Community Meeting has been planned for 6 p.m. - 7 p.m., April 10, and will be held in the Council Chambers at City Hall.

Once complete, it will serve as the key policy document intended to continue directing Peachtree Corners leaders in ensuring that the city continue as a workable, livable, and prosperous community. Please join us for this discussion. Light refreshments will be served.

For questions, please [contact Diana Wheeler, Community Development Director](#).



City of Peachtree Corners  
 Comprehensive Plan Update Community Meeting  
 February 13, 2018

NAME AND ADDRESS	Phone Number	Email
Angelina Thompson & Jilica Thompson		
Bob & Lori Howard	629	
JESSICA Rasmussen		
ART VEDEJS	6097	
Johnnie Brooke		
ANDREW NOLAN		ell.com
ERIC CHRIST		
Kenne Alban		ca

City of Peachtree Corners  
 Comprehensive Plan Update Community Meeting  
 February 13, 2018

NAME AND ADDRESS	Phone Number	Email
Calvin Grimes		
Lorrie Backer		
Siwren Hagan		
Mike Versa		
PAULA HENAO		
Loni Christopher		
Angela Turner		

City of Peachtree Corners  
 Comprehensive Plan Update Community Meeting  
 February 13, 2018

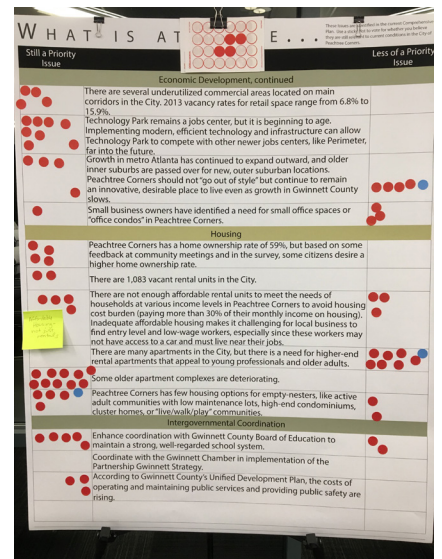
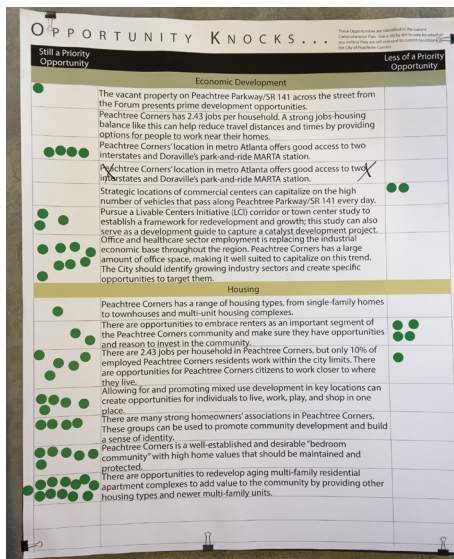
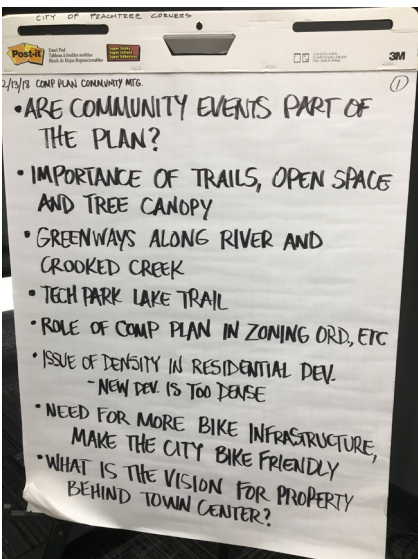
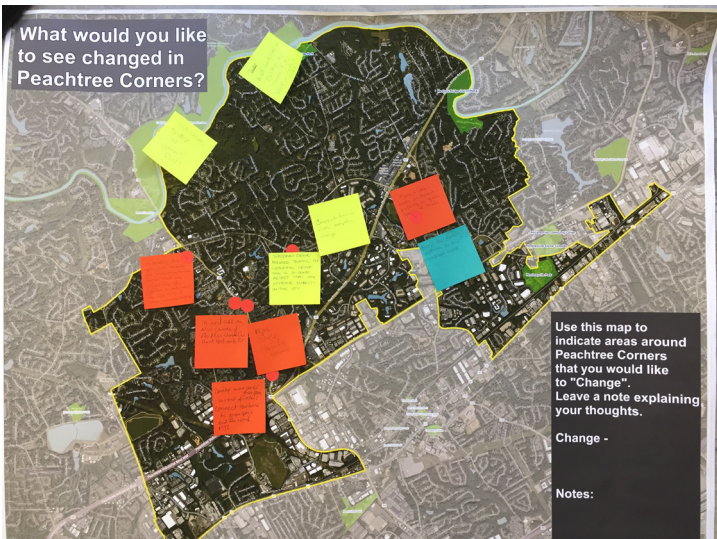
NAME AND ADDRESS	Phone Number	Email
Alfonso Morcia		
Tiphaine Chauvet		
Wesley Cradock		

Name	Organization	Address	Phone Number	Email
Bob Ballou				
Alfonso Morcia				
Johnnie Brooke				
Loni Christopher				
Lee Tucker				
Dobby Jones				

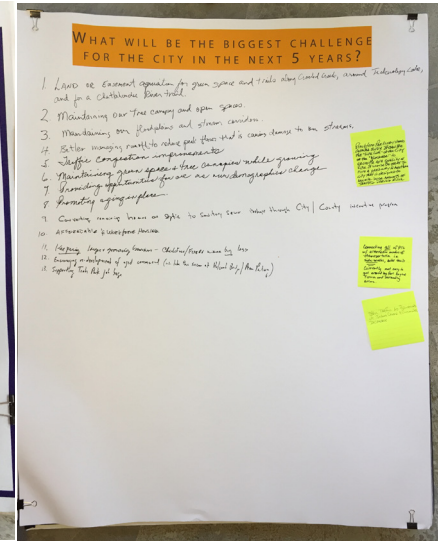
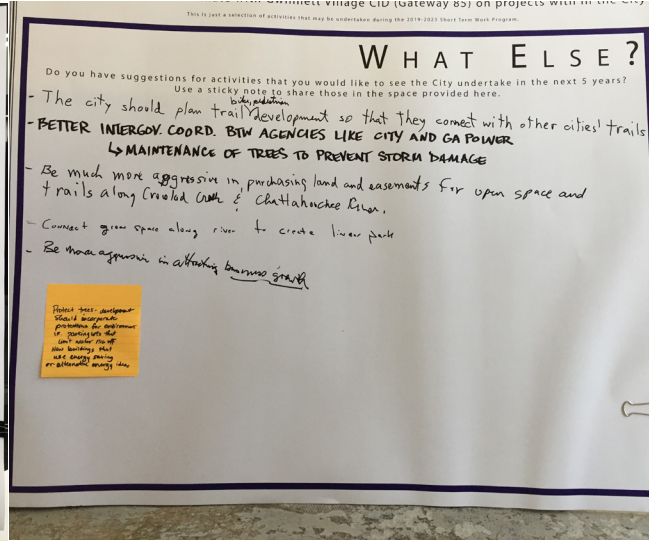
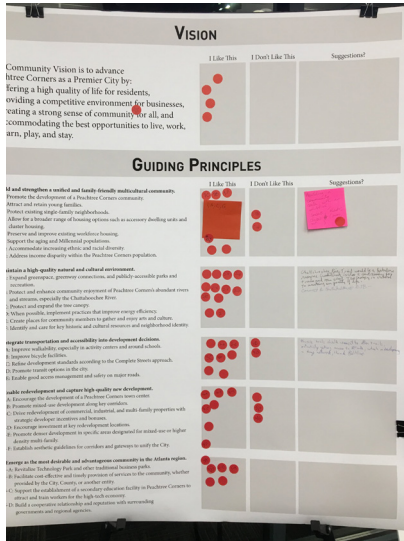
Name	Organization	Address	Phone Number	Email
JED Delaney				
Bob & Lori Howard				
Filipino Hitchcock				
To Deal				
Carol & Dave Beck				
Angellina Thompson				
JOSEPH SCATTERY JR				
Jean Smith				
LEE ROBBINS				
ERIC CHRIST				

Name	Organization	Address	Phone Number	Email
JED Delaney	3674			
Bob & Lori Howard	629			
Filipino Hitchcock	855			
To Deal	980			
Carol & Dave Beck	211			
Angellina Thompson	820			
JOSEPH SCATTERY JR	570			
Jean Smith	188			
LEE ROBBINS	310			
ERIC CHRIST	650			

# Public Meeting Sign-In Sheets and Images



# Public Meeting Sign-In Sheets and Images



# Comprehensive Plan Article in Local Newspaper

6/19/2018

Peachtree Corners seeks input to help shape comprehensive plan

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## Peachtree Corners seeks input to help shape comprehensive plan

ATLANTA-NEWS By Karen Huppertz - For the AJC



Peachtree Corners seeks input to help shape 2033 Comprehensive Plan. Courtesy City of Peachtree Corners

Posted: 7:05 a.m. Tuesday, June 19, 2018

Peachtree Corners is seeking citizen input as the city works to update its 2033 Comprehensive Plan.

Local governments are encouraged to use the planning process to help shape and guide growth and development. Effective planning ensures future development will occur where, when, and in ways that meet the vision and goals of the community and local government. Georgia cities and

<https://www.myajc.com/news/local/peachtree-corners-seeks-input-help-shape-comprehensive-plan/b7S0oh3r77kOrZXJrQXc2LU/>

1/3

6/19/2018

Peachtree Corners seeks input to help shape comprehensive plan

counties with approved comprehensive plans have access to special grants and low cost loans to aid in implementing their plans.

The Peachtree Corners Comprehensive plan will work to direct activities related to land use, transportation, housing and economic development. Once complete, it will serve as the key policy document to direct Peachtree Corners' leaders. Questions: Diana Wheeler at 678-691-1204 or [dwheeler@peachtreecornersga.gov](mailto:dwheeler@peachtreecornersga.gov).

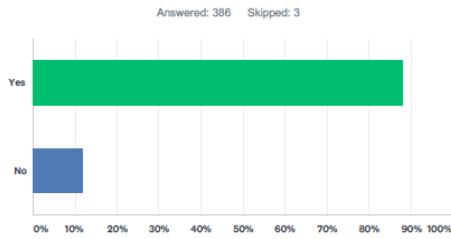
Information and link to the survey: [www.peachtreecornersga.gov/government/community-development](http://www.peachtreecornersga.gov/government/community-development).

### ***Follow This: Gwinnett County News***

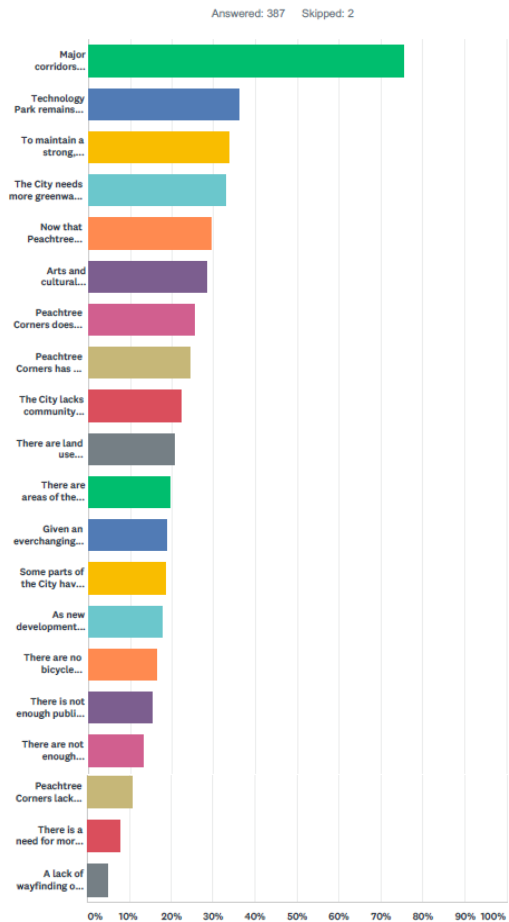
Get Gwinnett County News updates delivered to your inbox.

# Comprehensive Plan Survey Results

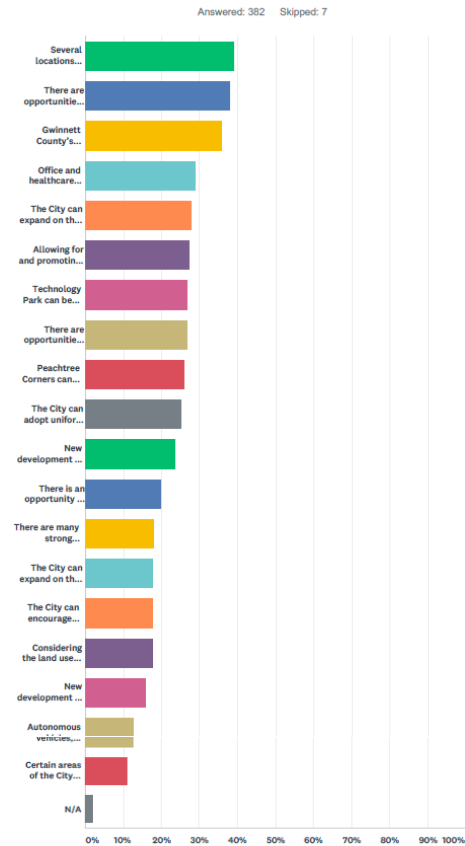
Q1 Do you believe the current Peachtree Corners Vision (provided below) is still relevant? Our Community Vision is to advance Peachtree Corners as a Premier City by: - Offering a high quality of life for residents, - Providing a competitive environment for businesses, - Creating a strong sense of community for all, and - Accommodating the best opportunities to live, work, learn, play, and stay.



Q2 The Comprehensive Plans will include a list of "issues" facing the City over the next 5-10 years. Issues may include challenges or changes that the City will need to address. Which of the following issues are most relevant to the City over the next 5- 10 years? (Select up to 5)



Q3 The Comprehensive Plans will include a list of "opportunities" the City has over the next 5-10 years. Which of the following opportunities are most relevant to the City over the next 5- 10 years? (Select up to 5)



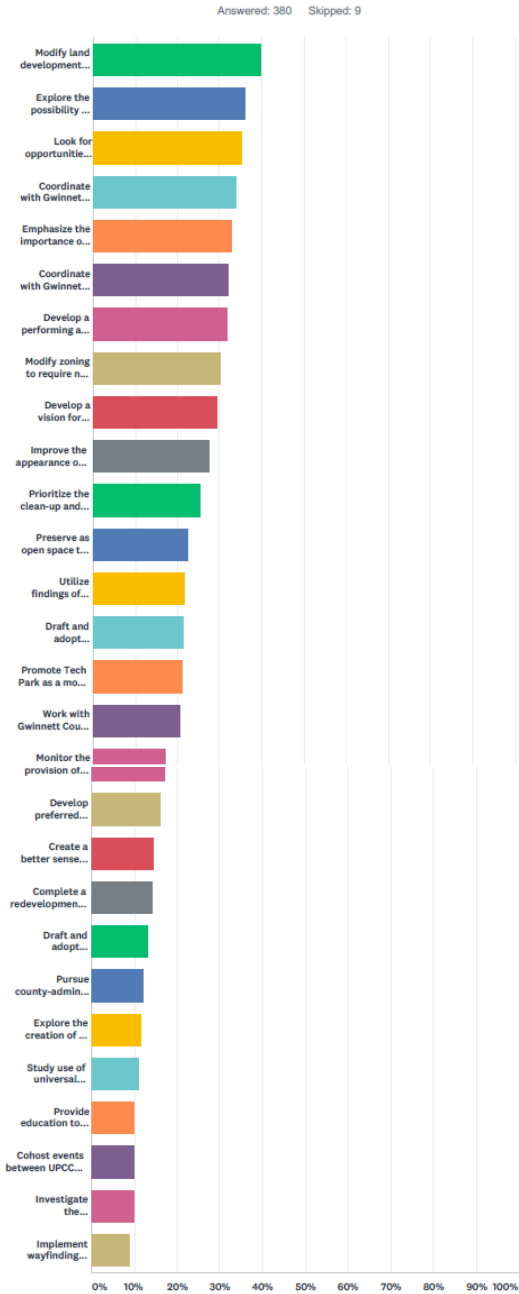
Q4 What do you believe is the greatest asset of Peachtree Corners? Put another way, if you were trying to convince someone to move their residence or business to Peachtree Corners, what would you tell them about the City?

Answered: 338 Skipped: 51

\*Survey results provided are for example purposes only. Full text for question and open ended answers not provided.

# Comprehensive Plan Survey Results

**Q5** The Comprehensive Plan will include a work program with various actions and activities the City will undertake over the next 5 years as well as ongoing or long-range activities. Given your answers to the previous questions, which of the following work program items do you think should be the highest priority for the City over the next 5 years. (Select up to 10)



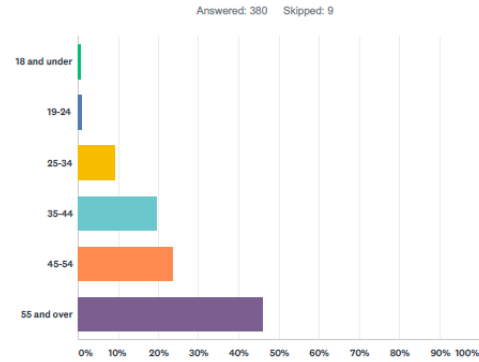
**Q6** Please provide any additional comments or questions related to the Comprehensive Plan update.

Answered: 194 Skipped: 195

**Q7** Please tell us a little about yourself. The information in this and the following questions will be used to determine who from our community is participating and who we need to do a better job reaching out to in the future. Let us know what part of Peachtree Corners you live? You can tell us the name of your neighborhood or the nearest public road to where you live near.

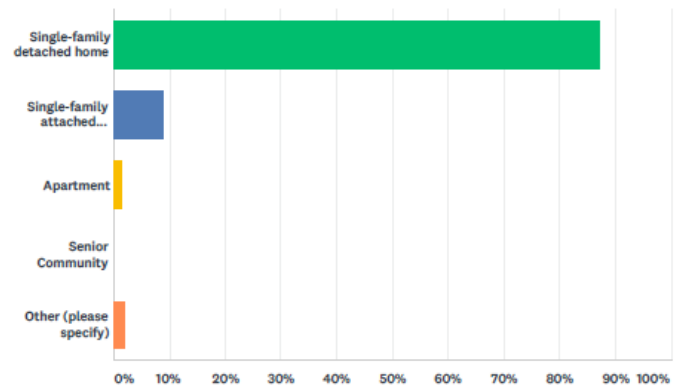
Answered: 356 Skipped: 33

**Q8** Please tell us your age. Select your age range from the options below.



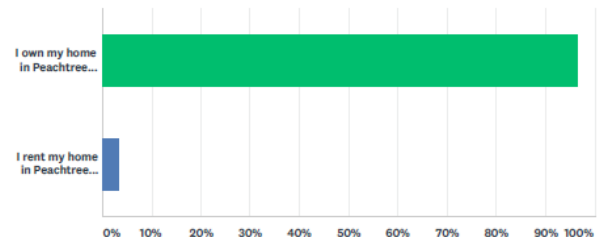
**Q9** What type of home do you live in?

Answered: 385 Skipped: 4



**Q10** Do you own or rent your home?

Answered: 385 Skipped: 4



\*Survey results provided are for example purposes only. Full text for question and open ended answers not provided



# Appendix B:

## Action Items from Other Plans or Studies

### Project List for Peachtree Corners Comprehensive Transportation Plan Short-Term Improvements

#### **Peachtree Corners Comprehensive Transportation Plan Short-term Improvements**

Project ID	Name	Category	Total Prioritization Score
GDT_01*	SR 141 SB Ramp Widening	Major Corridor Improvement	69.38
WCR_05*	Winters Chapel Road and Spalding Drive Intersection Improvement	Operational Intersection Improvement	62.33
MBR_01*	Medlock Bridge Road and Peachtree Corners Circle Roundabout	Operational Intersection Improvement	59.50
WCR_04	Dunwoody Club Drive and Winters Chapel Road Intersection Improvement (NBL Turn Lane)	Operational Intersection Improvement	57.58
LCI_14	Multi-Use Trail near the Forum and Town Center, including a grade-separated crossing of Peachtree Parkway	Multi-Use Trail	57.50
HBR_09	Peachtree Corners Circle at PIB NB Intersection Improvements	Pedestrian Improvement/ Operational Improvement	56.63
HBR_08	Peachtree Corners Circle at PIB SB Intersection Improvements	Pedestrian Improvement/ Operational Improvement	55.88
LCI_21	Trail along Peachtree Industrial Boulevard from Technology Parkway South to Medlock Bridge Road	Multi-Use Trail	53.88
LCI_22	Multi-use trail along Peachtree Corners Circle from Jay Bird Alley to West Jones Bridge Road	Multi-Use Trail	52.13
HBR_11	Jimmy Carter Blvd at PIB Intersection Improvements	Additional Study	51.00
CTP_31	Chattahoochee River Greenway - Holcomb Bridge Road Connector	Multi-Use Trail	50.75
CTP_22	Medlock Bridge Road at Spalding Drive/S. Old Peachtree Road Intersection Improvement	Operational Intersection Improvement	48.92
CTP_32	Holcomb Bridge Road at Spalding Drive and River Exchange Drive/Station Mill Drive Improvements	Additional Study	48.00
LCI_30	Woodhill Drive on Peachtree Parkway Left Turn Guides	Intersection Safety Improvement	45.67
LCI_27	Align Forum/Ingles Driveways	Intersection Safety Improvement	44.50
LCI_31	Peachtree Parkway SB Directional Signage	Other	43.50
LCI_32	Peachtree Parkway NB Advance Warning Signage	Other	42.75
CTP_42	Peachtree Industrial Boulevard Access Study	Additional Study	42.50
LCI_17	Technology Parkway multi-use trail east	Multi-Use Trail	41.50
CTP_41	Lou Ivy Road Trail	Multi-Use Trail	41.25
LCI_11	Wesleyan Campus Trail	Multi-Use Trail	41.00
CTP_20	Norcross Bike and Pedestrian Connectivity	Other	38.50
LCI_24	Spalding Terrace Trail	Multi-Use Trail	38.50
LCI_16	Technology Parkway multi-use trail west	Multi-Use Trail	34.50
GGP_04	Chattahoochee River Greenway - Medlock Bridge to Berkley Lake	Multi-Use Trail	32.25
WCR_01	Winters Chapel Road Reflective Pavement Markers	Other	31.50

# Project List for Peachtree Corners Comprehensive Transportation Plan Short-Term Improvements, continued

## Peachtree Corners Comprehensive Transportation Plan Mid-term Improvements

Project ID	Name	Category	Total Prioritization Score
GDT_02	Jimmy Carter Blvd at PIB Intersection Improvements	Intersection Safety Improvement	73.08
HBR_04	Crooked Creek Trail South	Multi-Use Trail	64.63
GDT_03*	Holcomb Bridge Road at Peachtree Corners Circle Intersection Improvement	Operational Intersection Improvement	60.58
HBR_07*	Holcomb Bridge Road Pedestrian Improvements, Peachtree Corners Circle to SR 141/Peachtree Industrial Boulevard	Pedestrian Improvement	60.38
HBR_10	Spalding Drive at Holcomb Bridge Rd Intersection Improvements	Operational Intersection Improvement	60.33
CTP_11	East Jones Bridge Road Bike Improvement	Bike Improvement	59.00
HBR_06	Holcomb Bridge Road Pedestrian Improvements, Spalding Drive to Peachtree Corners Circle	Pedestrian Improvement	58.88
LCI_28	Medlock Bridge Road at East Jones Bridge Road Pedestrian Retiming	Pedestrian Improvement/ Operational Improvement	58.13
LCI_02	Multi-Use Trail connecting Peachtree Parkway to the Corners Parkway via alleys, easements, and creekbeds	Multi-Use Trail	55.50
CTP_33	Spalding Drive Multi-Use Trail from Peachtree Corners Circle to Holcomb Bridge Road	Multi-Use Trail	54.75
WCR_07	Dunwoody Club Drive and Winters Chapel Road Intersection Improvement (Roundabout)	Operational Intersection Improvement	53.00
HBR_01	Crooked Creek Trail from Spalding Drive to Peachtree Corners Circle	Multi-Use Trail	52.75
CTP_02	Reconnect Jones Mill Road	New Roadway	52.38
CTP_19	Simpsonwood Park - River Valley Connector	Multi-Use Trail	51.88
LCI_04	Gas Easement Trail - Holcomb Bridge Road to The Corners Parkway	Multi-Use Trail	51.63
LCI_23	Multi-use trail along north side of Peachtree Corners Circle from West Jones Bridge Road to Medlock Bridge Road	Multi-Use Trail	51.63
CTP_34	Peachtree Corners Circle Multi-Use Trail	Multi-Use Trail	51.38
LCI_26	Peachtree Parkway at Peachtree Corners Circle Signal Retiming and Pedestrian Refuge	Pedestrian Improvement	50.75
CTP_12	West Jones Bridge Road/Jones Bridge Circle - Simpsonwood Park Connecting Trail	Multi-Use Trail	49.75
LCI_25*	Technology Parkway "Innovation District" Streetscape	Pedestrian Improvement	49.63
GGP_01	Chattahoochee River Greenway - Holcomb Bridge to Simpsonwood	Multi-Use Trail	49.50
WCR_02	Restripe Winters Chapel Road with Two-Way Left Turn Lane	Corridor Safety Improvement	49.50
CTP_23	Jay Bird Alley/Technology Parkway Lane Alignment	Intersection Safety Improvement	49.25

# Project List for Peachtree Corners Comprehensive Transportation Plan Short-Term Improvements, continued

## Peachtree Corners Comprehensive Transportation Plan Mid-term Improvements

Project ID	Name	Category	Total Prioritization Score
CTP_28	Bush Road Bike/Ped Improvements	Pedestrian Improvement/Bike Improvement	48.63
LCL_06	Gas Easement Trail - Peachtree parkway to Medlock Bridge Road	Multi-Use Trail	47.25
CTP_26	Medlock Bridge Road at Peachtree Industrial Boulevard Intersection Improvement	Operational Intersection Improvement	46.25
HBR_02	Peachtree Corners Circle Trail from Holcomb Bridge Road to Peachtree Industrial Boulevard	Multi-Use Trail	45.63
LCL_29	Spalding Drive at Peachtree Parkway Left Turn Lane Extension	Intersection Safety Improvement	45.50
LCL_03	Gas Easement Trail - The Corners Parkway to east of Parkway Lane	Multi-Use Trail	44.50
CTP_25	S. Old Peachtree Road at Peachtree Industrial Boulevard Intersection Improvement	Operational Intersection Improvement	44.08
LCL_10	Connecting trail between Spalding Drive and LCL_08	Multi-Use Trail	43.50
LCL_09	Trail connecting Spalding Drive to gas easement trail north of Peachtree Parkway via waterways and Sun Court	Multi-Use Trail	41.13
LCL_15	Jay Bird Alley multi-use trail	Multi-Use Trail	41.13
CTP_24	Peachtree Corners Circle at Spalding Drive Intersection Improvement	Operational Intersection Improvement	40.75
GGP_02	Chattahoochee River Greenway - Simpsonwood to Jones Bridge	Multi-Use Trail	40.63
TPT_01	Creekbed multi-use trail from LCL_02 to gas easement trails	Multi-Use Trail	39.50
CTP_18	Simpsonwood Park - Neely Farm Connector	Multi-Use Trail	39.25
TPT_02	Trail in buffer areas around buildings from LCL_09 just north of Engineering Drive to Spalding Drive	Multi-Use Trail	37.63
WCR_06	Winters Chapel Road and Sumac Drive Intersection Improvement	Operational Intersection Improvement	36.25
LCL_08	Trail from Peachtree Parkway to Peachtree Industrial Boulevard along Saturn Court, private roadways, and buffer areas between buildings	Multi-Use Trail	36.13
LCL_07	Trail from Peachtree Parkway to Peachtree Industrial Boulevard along Technology Parkway South and buffer areas between buildings	Multi-Use Trail	35.88
LCL_05	Trail connecting Spalding Drive to gas easement trail north of Peachtree Parkway	Multi-Use Trail	35.25
GGP_03	Chattahoochee River Greenway - Jones Bridge to Medlock Bridge	Multi-Use Trail	33.13
CTP_30	Chattahoochee River Greenway - Bush Road Connector	Multi-Use Trail	33.00
CTP_21	Technology Parkway at Technology Parkway South Roundabout	Operational Intersection Improvement	32.25
WCR_09*	Winters Chapel Trail and Sidewalk Improvements	Multi-Use Trail/Pedestrian Improvement	30.50

# Project List for Peachtree Corners Comprehensive Transportation Plan Short-Term Improvements, continued

## Peachtree Corners Comprehensive Transportation Plan Long-term Improvements

Project ID	Name	Category	Total Prioritization Score
CTP_04	Widen Spalding Drive/S. Old Peachtree Road - Western Segment	Major Corridor Improvement	70.88
CTP_01	SR 141/Peachtree Parkway Major Capacity Improvement	Major Corridor Improvement	69.13
CTP_03	Widen Medlock Bridge Road	Major Corridor Improvement	68.63
CTP_27	Peachtree Industrial Boulevard Capacity Improvement	Major Corridor Improvement	65.75
WCR_08*	Spalding Drive Improvements - Winters Chapel Road to SR 140/Holcomb Bridge Road	Major Corridor Improvement/ Intersection/Operational Improvement	61.75
CTP_06	Widen Spalding Drive/S. Old Peachtree Road - East Central Segment	Major Corridor Improvement	61.63
CTP_05	Widen Spalding Drive/S. Old Peachtree Road - West Central Segment	Major Corridor Improvement	59.13
CTP_44	SR 140/Jimmy Carter Boulevard/Holcomb Bridge Road Major Capacity Improvement	Major Corridor Improvement	59.00
CTP_08	Peachtree Corners Circle Capacity and Safety Improvements - Southwestern Segment	Major Corridor Improvement	56.13
LCL_13	Trail along buffer space and local waterways connecting Spalding Drive near Post Office with Forum	Multi-Use Trail	55.25
HBR_03	Gas Easement Trail - Crooked Creek to Holcomb Bridge Road	Multi-Use Trail	53.50
LCL_18	Spalding Drive Trail East	Multi-Use Trail	52.50
CTP_43	SR 141/Peachtree Industrial Boulevard Major Capacity Improvement	Major Corridor Improvement	51.75
CTP_10	West Jones Bridge Road Extension	New Roadway	51.63
CTP_09	Peachtree Corners Circle Capacity and Safety Improvements - Northeastern Segment	Major Corridor Improvement	51.13
CTP_35	Woodhill Drive Extension	New Roadway	48.75
LCL_19	Spalding Drive Trail Center	Multi-Use Trail	48.63
CTP_39	Peachtree Corners East Extension North	New Roadway	48.50
CTP_40	Peachtree Corners East Extension East	New Roadway	46.75
CTP_36	Engineering Drive Extension	New Roadway	45.63
CTP_07	Widen Spalding Drive/S. Old Peachtree Road - Eastern Segment	Major Corridor Improvement	44.25
LCL_20	Spalding Drive Trail from east of Engineering Drive to Peachtree Parkway	Multi-Use Trail	42.50
LCL_01	Town Center Southeast Connector	Multi-Use Trail	42.00
LCL_12	West Jones Bridge extension trail	Multi-Use Trail	40.25
CTP_17	Simpsonwood - Chattahoochee River Environmental Education Center Connector	Multi-Use Trail	39.25
CTP_38	Peachtree Corners East Extension West	New Roadway	36.25
CTP_37	Atlantic Boulevard Extension	New Roadway	35.75
CTP_45	Peachtree Industrial Boulevard Northside Trail	Multi-Use Trail	35.00
CTP_16	Jones Bridge Park Connector	Multi-Use Trail	28.50
HBR_05	Deerings Lane Access	Other	26.25

# Project List for the Livable Centers Initiative

## Action Plan

### Current Transportation Projects Delivery 2016-2019

PI#	Description	Type of Improvement	Begin Year	End Year	Est. Cost	2016	2017	2018	2019	Total Proj. Cost	Responsible Party	Funding Source	Lead Agency	\$ Match/Source
60	Free Flow (2016) at I-75 - Operational Improvements	Operational	2016	2017	\$3	N/A	\$3			\$3,000,000	City/County	City/County	City/County	\$ -
61	City Cleanup and Right-of-Way Storage	Wayfinding	2016	2018	\$30,000	N/A	N/A	\$30,000		\$30,000	City	City	City/County	\$ -
62	Interchange at Jones Center Blvd - Operational Improvements (Design/Construction)	Operational	2016	2018	\$500,000	N/A	\$500,000			\$500,000	City/County	City/County	City/County	\$ 1,000,000
63	Spring Drive - widening from 2-lanes to 4-lanes	Operational	2016	2018	\$800,000	N/A	\$800,000			\$800,000	County/County	County/County	City/County	\$ 120,000
64	Wilson Chapel Road - traffic analysis	Operational	2016	2018	\$30,000	N/A	N/A	\$30,000		\$30,000	City	City	City	\$ 20,000
65	Palmetto Bridge Rd - at Jones Center Blvd - Intersection Improvements	Intersection & Ped. Safety	2016	2018	\$70,000	N/A	\$70,000			\$70,000	City	City	City/County	\$ 100,000

PI# 60-65: These projects are currently in the design or construction phase. PI# 60-65: These projects are currently in the design or construction phase. PI# 60-65: These projects are currently in the design or construction phase.

### Short-Term Transportation Projects (2-4 Years)

PI#	Description	Type of Improvement	Begin Year	End Year	Est. Cost	2016	2017	2018	2019	Total Proj. Cost	Responsible Party	Funding Source	Lead Agency	\$ Match/Source
71	Frederick Parkway Pedestrian Bridge	Concept Development Study	2016	2018	\$120,000	N/A	N/A	N/A		\$120,000	City	LCI	City	\$ 24,000
72	State Route 141 - Corridor Study (Design/Construction)	Operational	2016	2018	\$200,000	N/A	\$200,000			\$200,000	City	LCI/PLCOT	City	\$ 70,000
73	Chapelwood - City-wide Transportation Plan	Planning Study	2016	2018	\$300,000	N/A	N/A	N/A		\$300,000	City	LCI/PLCOT	City	\$ 60,000
74	Interchange at Jones Center Blvd - Pedestrian Access	Feasibility Study	2016	2017	\$100,000	\$100,000				\$100,000	City	LCI/PLCOT	City	\$ 200,000
75	SR 141 - Safety Study	Supplemental Study	2017	2018	\$100,000	N/A	\$100,000			\$100,000	City/County	LCI	City	\$ 20,000
76	Frederick Parkway - Pedestrian Safety	Feasibility Study	2017	2018	\$30,000	N/A	\$30,000			\$30,000	City/County	LCI	City	\$ 20,000
77	Frederick Parkway - signage updates	Wayfinding	2017	2018	\$70,000	\$70,000				\$70,000	City/County	LCI	City	\$ -
78	Frederick Parkway - median updates	Wayfinding	2018	2018	\$80,000	N/A	\$80,000			\$80,000	City	City	N/A	\$ -

PI# 71-78: These projects are currently in the design or construction phase. PI# 71-78: These projects are currently in the design or construction phase. PI# 71-78: These projects are currently in the design or construction phase.

## Action Plan

### Long-Term Transportation Projects (5-10 Years)

PI#	Description	Type of Improvement	Begin Year	End Year	Est. Cost	2016	2017	2018	2019	Total Proj. Cost	Responsible Party	Funding Source	Lead Agency	\$ Match/Source
79	Interchange at Jones Center Blvd - Pedestrian Access	Feasibility Study	2016	2020	\$200,000	\$200,000				\$200,000	City	LCI	City	\$ 400,000
79	Technology Parkway - Pedestrian Access	Operational	2020	2024	\$400,000		\$400,000			\$400,000	City	LCI	City	\$ 20,000
79	Frederick Parkway - Pedestrian Access	Operational	2016	2020	\$200,000	\$200,000				\$200,000	City/County	LCI	City	\$ 400,000
79	Palmetto Bridge Rd - Jones Center Blvd - Intersection	Feasibility Study	2017	2020	\$100,000	\$100,000				\$100,000	City/County	LCI	City	\$ 20,000
79	Frederick Parkway - Pedestrian Access	Operational	2016	2021	\$400,000	\$400,000				\$400,000	City/County	LCI	N/A	\$ -

PI# 79-82: These projects are currently in the design or construction phase. PI# 79-82: These projects are currently in the design or construction phase. PI# 79-82: These projects are currently in the design or construction phase.

### Supportive Programs/Initiatives



PI#	Description	Cost	Priority	Resp. Party	Funding Source
81	Program for selected plan for the property assessment fee	N/A	High	City/County	N/A
82	Develop alternative program for redevelopment and revitalization of aging office areas	N/A	High	City/County	LCI
83	Study Central Business District zoning to accommodate mixed-use	N/A	High	City	LCI
84	Develop policy standards specific for Central Business District	N/A	Medium	City	LCI
85	Create Community Improvement District (CID) zoning	N/A	Medium	City/County	LCI

# Project List for the Innovation Hub Master Plan

## IMPLEMENTATION & BRANDING INITIAL BRANDING DIRECTIONS

City of Peachtree Corners  
**INNOVATION HUB MASTER PLAN**

The following matrix provides a conceptual strategic branding guidance for the development of Innovation Hub in the next long time period. The tools and recommendations are summarized into seven categories.

VISIONING	PROGRAMMING	VISUAL IDENTITY	WAYFINDING & PLACEMAKING	DIGITAL MEDIA	ORGANIZATION & FUNDING
 <p><b>Recommendations</b></p> <ul style="list-style-type: none"> <li>Adopt a clear and strong vision that provides an overall goal that makes the hub a home for innovation, collaboration and lifestyle quality.</li> <li>Select key words that define the core values of the steering committee and the wider spirit of economic growth in the business community.</li> <li>Establish a mission statement with market position, target audiences, and a roadmap to clearly define the future path.</li> <li>Create a series of evocative slogans or mottos to express the values and spirit of the PTC Innovation hub.</li> </ul> <p><b>Precedents</b></p> <ul style="list-style-type: none"> <li>Here East London, UK</li> <li>MPID, Australia</li> </ul>	 <p><b>Recommendations</b></p> <ul style="list-style-type: none"> <li>Introduce a series of innovation-focused programs. These could be different types of events, co-working spaces, labs, education centers, meeting/exhibition spaces.</li> <li>Integrate diverse lifestyle programs within the hub to strengthen the relationship between the businesses of the hub and the residents of the community.</li> <li>Program versatile year-round events and community festivals to raise the popularity of the area, such as, Innovation talks, hackathons, networking, job fairs, farmers market, live concerts, holiday/cultural festivals, and outdoor movies, etc.</li> </ul> <p><b>Precedents</b></p> <ul style="list-style-type: none"> <li>The Campus At Playa Vista, US</li> <li>Tech Square Atlanta, US</li> <li>Here East London, UK</li> <li>MPID, Australia</li> </ul>	 <p><b>Recommendations</b></p> <ul style="list-style-type: none"> <li>Create a Logo which can tell the story and identities of the Hub using abstract elements</li> <li>Select a color theme. Have the color palette share certain elements with the City's color theme and but still tell its own story and indicate uniqueness, innovation and lifestyle.</li> <li>Create a graphic identity suite to include logo, color, typography, language, pattern, etc. The identity must stem from the overall Development Strategy and framework of the Master Plan.</li> <li>Use the graphic suite to create billboards, social media, Websites and Mobile design, signage/wayfinding. In order to create a graphic identity throughout the project.</li> </ul> <p><b>Precedents</b></p> <ul style="list-style-type: none"> <li>HEAR EAST LONDON, UK</li> <li>MPID, AUSTRALIA</li> </ul>	 <p><b>Recommendations</b></p> <ul style="list-style-type: none"> <li>Redesign the Hub's gateway signage with enhanced landscape/public art to inform visitors of the Hub's primary entry points.</li> <li>Place wayfinding directory signage at essential intersections/roads to navigate visitors and occupants to the destinations on-site.</li> <li>Create a indoor signage and wayfinding system; each district/destination within the hub should use the Hub's identical graphic palette but also show their own characters.</li> <li>Encourage high quality, imaginative, and innovative design in wayfinding system and place making to make spaces fun and engaging.</li> </ul> <p><b>Precedents</b></p> <ul style="list-style-type: none"> <li>HEAR EAST LONDON, UK</li> <li>THE CAMPUS AT PLAYA VISTA, US</li> </ul>	 <p><b>Recommendations</b></p> <ul style="list-style-type: none"> <li>Advertise the Innovation Hub on the City's website in the preliminary phase to raise the public awareness of the new reinvention of Technology Park Atlanta.</li> <li>Launch a website exclusively for the Hub to communicate the vision, values, roadmap, features, programs and to involve members and collect input.</li> <li>Utilize various social media for storytelling and broadcasting every updates/events happening within the Hub</li> </ul> <p><b>Precedents</b></p> <ul style="list-style-type: none"> <li>TECH SQUARE ATLANTA, US</li> <li>HERE EAST LONDON, UK</li> <li>MPID, AUSTRALIA, US</li> </ul>	 <p><b>Recommendations</b></p> <ul style="list-style-type: none"> <li>Seek a public-private partnership (the City with the tenants) to support the Hub's development and operation</li> <li>Create working groups based on expertise to operate the Hub's redevelopment and future management of the PTC Innovation Hub; including initiating strategic plan, marketing, event programming, clearing and security, etc.</li> <li>Introduce diverse initiatives to fund and support new ideas and start-ups through grants, incentives, flexible leasing terms, and financing loans, etc.</li> </ul> <p><b>Precedents</b></p> <ul style="list-style-type: none"> <li>MPID, AUSTRALIA</li> </ul>

## IMPLEMENTATION & BRANDING IMPLEMENTATION FRAMEWORK

City of Peachtree Corners  
**INNOVATION HUB MASTER PLAN**

### EXISTING ZONING CONTEXT

#### Study Area Zoning

- Most of Study Area is classified as M-1 (Light Industry) District, with significant acreage classified as C-2 (General Business) District or O-1 (Office-Institutional) District.
- Proposed Southern Activity Node includes C-2, M-1, and O-1 Districts.
- Proposed Northern Activity Node is mostly classified as C-2 and M-1 Districts.

#### Mixed Use Zoning

- Zoning Ordinance provides for MUO (Mixed Use Overlay) District requiring approved Concept Plan; described as appropriate along major thoroughfares.
- Zoning Ordinance provides for MUD (Mixed Use) District within "Major Activity Center" (as designated by Gwinnett County Comprehensive Plan) and requiring access to major thoroughfare; requires approved Concept Plan.
- MUO and MUD Districts are not currently applied within Study Area.

#### Multi-Family Residential Zoning

- Zoning Ordinance includes RM-13 (Multi-family Residence) District allowing maximum density of 13 dwellings per acre.
- Zoning Ordinance provides for HRR (High-Rise Residential District) within "Major Activity Center" (as designated by Gwinnett County Comprehensive Plan) and requiring access to major thoroughfare; requires approved Concept Plan; there is no density limit and allows up to 40 percent of gross square footage for accessory non-residential use.
- HRR District is not currently applied within Study Area.

# Project List for the Innovation Hub Master Plan



### ZONING ANALYSIS SUMMARY

#### C-2, M-1 & O-1 Districts

1. C-2, M-1, and O-1 Districts do not accommodate residential use as recommended for proposer, Activity Nodes and other key redevelopment sites located throughout the Study Area.
2. M-1 and O-1 Districts do not accommodate a suitably robust mixture of retail and entertainment uses as recommended for proposed Activity Nodes; for example, M-1 zoning standards generally inhibit smaller-scale retail use, and O-1 zoning generally limits retail and service establishments to accessory uses.
3. M-1 and C-2 Districts accommodate uses that should be restricted within proposed Activity Nodes, particularly those uses that are incompatible with pedestrian orientation.
4. Development standards for M-1, C-2, and O-1 Districts are generally not supportive of pedestrian-oriented mixed-use development.

#### MUD & MUO Districts

1. MUD and MUO Districts permit residential densities to maximum of 32 dwelling units per acre, which may be insufficient to respond to housing demand and create critical mass associated with successful Activity Nodes.
2. MUD and MUO District includes provisions for on-street parking and shared parking reduction, supportive of pedestrian oriented mixed-use development.

#### Multi-family Residential Districts

1. Density limits and development standards applicable to Multi-family Residential Districts (RM-6, RM-8, RM-10, and RM-13) may limit redevelopment opportunities and inhibit pedestrian orientation, if applied to proposed Activity Nodes or other key redevelopment sites.
2. Density provisions applicable to HRR District are supportive of redevelopment objectives for Study Area; however, non-residential restrictions may inhibit development of suitably vibrant mix of uses within Activity Nodes and inhibit proper response to market conditions.



### ZONING PROPOSAL

#### Alternative No. 1: Apply Existing Mixed Use & Residential Zoning

##### • Proposed Application:

- o Rely on opportunity provided by existing zoning provisions to support redevelopment.
- o Apply existing Mixed Use and Residential Districts to redevelopment sites.
- o Undertake rezoning in response to developer application.

##### • Advantages:

- o Administrative staff and community familiar with existing provisions.
- o Only requires changes to Zoning Map as needed.
- o Minimizes administrative costs to City.

##### • Disadvantages:

- o Piecemeal rezoning may reinforce haphazard development pattern.
- o Does not address shortcomings in existing development standards.
- o Existing zoning provisions insufficient to achieve envisioned Activity Nodes.

#### Alternative No. 2: Create New Mixed Use Zoning District for Activity Nodes

##### • Proposed Application:

- o Create additional Mixed Use District that accommodates more intense development.
- o Consider inclusion of "form-based" provisions.
- o Apply new Mixed Use District to identified Activity Nodes.

##### • Advantages:

- o Proactive approach that focuses implementation efforts where most needed.
- o Establishes use and form-based standards appropriate to Activity Nodes.
- o Form-based provisions will more adequately address desired architectural character.
- o Outreach will generally focus on key stakeholders within Activity Nodes.

##### • Disadvantages:

- o Does not address areas located outside of identified Activity Nodes.
- o Some cost associated with zoning revision, adoption, and administration.



### ZONING PROPOSAL

#### Alternative No. 3: Comprehensive Rezoning ("Form-Based" Coding") of Entire Analysis Site

##### • Proposed Application:

- o Draft comprehensive "farm-based" (or hybrid) code for entire Study Area.
- o Apply "farm-based" (or hybrid) coding to Study Area.

##### • Advantages:

- o Proactive approach that implements proposed vision for entire Study Area.
- o Establishes more appropriate use and farm-based standards throughout Study Area.
- o Farm-based provisions will more adequately address desired architectural character.

##### • Disadvantages:

- o Entails significant costs associated with comprehensive code preparation.
- o Requires substantial community outreach to introduce and "sell" new approach.
- o Need to familiarize administrative staff and community with new code requirements.

#### Relation to LCI Recommendations

##### • LCI Action Plan includes the following Economic Development Initiatives:

- o D3: Modify Central Business District Zoning to accommodate millennial housing.
- o D4: Develop overlay standards specific to Central Business District.

##### • Proposed Alternatives 2 and 3 are generally consistent with the LCI's recommendations:

- o Both alternatives support development of mixed-use activity nodes through updated zoning standards.
- o Both alternatives support development of housing within mixed-use context.



# Project List for Arts and Culture Master Plan

## Recommendations Summary

Recommendations

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### Key Recommendations

Key recommendations, as discussed previously, include:

1. Performing Arts Center
2. Festivals and Events
3. Public Art
4. Arts Programming

Prioritized options were provided within the previous sections. Following is a discussion on how recommendations should be implemented:

### I. Performing Arts Theater

It is recommended that the city pursue Option A: City-operated 150 - 500 seat theater, with a 50 -100 seat black box theater, and adjoining community meeting space. Begin with a business plan/feasibility study to identify programming and funding strategies.

The city should consider building the 50 - 100 seat black box theater first to test the market demand for performing arts locally. As this smaller space proves successful, pursue the build out of a full 150 - 500 seat theater.

Simultaneously, the city is encouraged to research and begin pursuit of a resident repertory theater company to take over operations and maintenance of the theater.

If possible, this theater company should show investment through capital fundraising for the theater improvement/building. It is important that a chosen theater company have successfully proven they can operate the theater - programming and financially.

## Recommendations Summary

### 2. Festivals and Events

While multiple festival and events can be pursued, the city and Arts Council are encouraged to prioritize events/festivals that are unique to the area and enforce the city motto, "Innovative & Remarkable." Key festivals/events that meet these requirements include:

#### Option A: The Arts/Technology Innovation Festival

This festival has great potential to showcase the confluence of arts & technology, building on Peachtree Corners' growing technology identity.

#### Option B: Music Festival

Peachtree Corners has found success in music through the Friday Night Concert, during the Peachtree Corners Festival. The city is encouraged to build from this success and develop a music festival. This festival can be made Innovative & Remarkable by working with local tech companies to develop apps/games associated with the festival. Locating the festival in Technology Park or along the river will create a natural and beautiful setting - unique to music festivals.

#### Option C2: Theater Festival

A theater festival could be a unique opportunity for Peachtree Corners as this type of festival is not found commonly in the region. Utilizing area school theater stages and associated classrooms can lead to associated theater training/teaching opportunities.

#### Option C4: Temporary Performances

Temporary performances bring a sense of life and vibrancy to public space. The city is encouraged to coordinate performances in key public spaces, such as the Town Center, the trail, and Technology Park.

Recommendations

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# Project List for Arts and Culture Master Plan

## 3. Public Art

### Option A: Functional Art

Functional art was the most supported public art option, by the community. Functional art is a creative way to build community identity and branding. It is recommended that the city focus functional art projects on current/underway developments such as the new Town Center and the new trail. Consider functional art such as creative street lights, benches, and bike racks.

## 4. Arts Programming

### Option A: Art Shows in Vacant Spaces

This programming opportunity can quickly draw attention to arts initiatives in Peachtree Corners. The city is encouraged to partner with established arts groups, such as Dashboard, to implement art shows. Focus locations in spaces needing attention and a fresh look such as vacancies at Technology Park.

Recommendations

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# Project List for Economic Development Plan

## A. Capitalize on strengths of Peachtree Corners

1. Conduct a city “Place” campaign to educate the public about the orientation of the city and its boundaries. Promote the city’s proximity to major roadways and airports in marketing material including advertising in general and business publications, and on the city’s website.
2. Develop a strategic public relations and marketing plan that seeks to emphasize city strengths and city projects, the value of lease rates, and arts and culture activity.

## B. Reduce Traffic Congestion.

1. Prioritize projects in Comprehensive Transportation Plan designed to reduce congestion at choke points and create more connectivity including, road widening, capacity, intersection improvements, and new roads.
2. Expedite multi-use trail construction to connect businesses to retail areas by engaging in dedicated easement acquisition efforts.
3. Conduct a feasibility study for the creation of pedestrian crossings on Peachtree Parkway, especially near hotels (Woodhill Drive), and look for ways to connect hotels to retail and restaurants.

## C. Implement a BRE program

1. Adopt a regular site visit schedule that includes a systematic method for collecting and maintaining data, such as information on business needs, contacts, products, suppliers, dealers, etc.
2. Expand Economic Development content on the city website to include demographic information, retail market information, workforce analysis, and city and state incentive. (Similar to information currently found in ED packet).

## D. Increase business engagement

1. Create a business-oriented newsletter to connect the city and business community, providing an opportunity for companies to share awards and achievements.
2. Launch a crowd-funding initiative to encourage local companies to be part of the development of transformational projects through a dollar-for-dollar match up to \$50,000. Suggested projects may evolve from the Arts Council , multi-use trail system, or Innovation Hub Master Plan recommendations.
3. Connect with corporations to partner with the city on special events, such as races, tournaments and fairs. Examples may consist of a job fair, Techy 10K Race, business expo or other events.
4. Host periodic events to update major employers on city projects and encourage feedback for future projects.
5. Consider selling naming rights to certain aspects of public projects such as sections of the multiuse trail.

## E. Expand current business clusters

1. Create industry cluster advisory or working groups that include representatives from cluster industries . The groups will meet with city leaders and provide feedback about their needs, while also receiving an update on city projects. After meeting with these groups, staff will develop a plan supporting these clusters based on feedback.
2. Engage in Target Industry marketing to build on and support existing clusters Using feedback from cluster advisory groups.
3. Seek out businesses like Gwinnett Medical that offer needed services to the community

# Project List for Economic Development Plan

## F. Seek Ways to Increase Transportation Options

1. Encourage local public transit connections
2. Seek opportunities to build relationships with transit providers.
3. Explore a shuttle system that connects Tech Park to the Doraville transit station, and Tech Park to retail and restaurants.
4. Explore alternative modes of travel, such as autonomous vehicles, electric bicycles, golf carts, and shuttles.

## G. Combat Aging Commercial Property

1. Promote redevelopment strategies as outlined in the Bleakly study to brokers and industry advisory groups.

## H. Identify Staffing Needs Associated with Increased Efforts

1. Identify land acquisition experts to assist with acquiring easements for the trail.
2. Identify human capital available for increasing marketing and economic development efforts.
3. Identify advertising budget and develop marketing strategy.

## I. Attract middle-skill employees to cultivate a pipeline of talent

1. Investigate incentives for the creation of work force housing units within mixed use projects, including possible implementation of set-asides after several redevelopment projects are underway. Incentives may include density bonuses, tax abatements, reduced parking requirements, or other inducements.
2. Offer incentives to attract a technical school or technology-focused college to locate a facility within proximity of Tech Park.

AN ORDINANCE OF THE CITY OF PEACHTREE CORNERS, GEORGIA, TO  
ADOPT THE CITY OF PEACHTREE CORNERS 2040 COMPREHENSIVE PLAN

WHEREAS, after thorough analysis and extensive public participation, the City of Peachtree Corners has completed its 2040 Comprehensive Plan; and

WHEREAS, the 2040 Comprehensive Plan document was prepared in accordance with the Rules of the Georgia Department of Community Affairs Chapter 110-12-1, Minimum Standards and Procedures for Local Comprehensive Planning; and

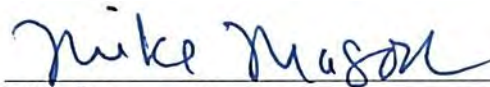
WHEREAS, notice was received from the Atlanta Regional Commission that the Georgia Department of Community Affairs determined that the 2040 Comprehensive Plan is in compliance with the Minimum Standards and Procedures for Local Comprehensive Planning; and

WHEREAS, the required public hearing for the adoption of the plan was properly advertised and held on October 23, 2018;

NOW, THEREFORE, BE IT ORDAINED by the Mayor and Council of the City of Peachtree Corners, Georgia, that the 2040 Comprehensive Plan is hereby adopted.

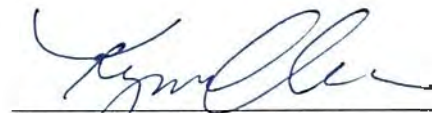
SO ORDAINED AND EFFECTIVE, this 23th day of October, 2018.

Approved:



Mike Mason, Mayor

ATTEST:

  
Kym Chereck, City Clerk