

**AN ORDINANCE OF THE CITY OF PEACHTREE CORNERS, GEORGIA, TO
ADOPT THE CITY OF PEACHTREE CORNERS 2045 COMPREHENSIVE PLAN**

WHEREAS, after thorough analysis and extensive public participation, the City of Peachtree Corners has completed its 2045 Comprehensive Plan; and

WHEREAS, the 2045 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, adoption of a Comprehensive Plan is necessary to maintain the city's Qualified Local Government status which affects Peachtree Corners' eligibility for grants and other forms of funding; and

WHEREAS, notice was received from the Atlanta Regional Commission that the Georgia Department of Community Affairs determined that the 2045 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 August 22, 2023;

NOW, THEREFORE, BE IT ORDAINED by the Mayor and Council of the City of Peachtree Corners, Georgia, that the 2045 Comprehensive Plan is hereby adopted.

SO ORDAINED AND EFFECTIVE, this 22nd day of August, 2023.

ATTEST:

Approved:



Kym Chereck, City Clerk
(SEAL)



Mike Mason, Mayor





City of Peachtree Corners 2045 Comprehensive Plan



Acknowledgements

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EXISTING CONDITIONS ASSESSMENT

INTRODUCTION AND OVERVIEW

The City of Peachtree Corners 2045 Comprehensive Plan will help the city to steer growth, development, and prioritize infrastructure projects. The plan establishes that city leaders and residents share a vision for the future. The community will maintain a high quality of life, with plentiful employment opportunities, mobility options, housing choices, and a sound, resilient economic base. The plan will promote rational, controlled growth decision-making providing stability to current homeowners, attractive alternatives for future residents, and confidence to business investors.

In addition to performing a vital government function, an approved, eligible plan enables the City of Peachtree Corners to qualify for financial aid such as Community Development Block Grants (CDBG), Georgia Environmental Finance Authority (GEFA) loans, and a variety of other state agency programs.

The plan began with the establishment of Vision statements, and then developed specific goals to support that vision. It was determined early in the planning process that the current Vision, as adopted in the City of Peachtree Corners 2040 Comprehensive Plan (September 2018) had value and should be brought forward for refinement. Vision and Goals statements were updated and finalized after input from stakeholders and the public. The subsequent planning process and recommendations shown in the plan reflect the community's values, support the vision, and follow the goals as adopted for this plan update.

Peachtree Corners residents, leaders, visitors, and other stakeholders had multiple opportunities to help set the course of this planning effort as well as comment on interim findings. The final plan was formed after input from city officials, online survey respondents, and comments made by people met at community events. Extensive records and results of these engagement efforts are included in the appendix to this document.

A comprehensive plan attempts to answer questions such as: where will people live and work; what type of housing will they live in; and, how will they get to work. In addition to these basic concerns, Peachtree Corners residents have clearly articulated an interest in aesthetics, public art, a sustainable environment, and investing in technology. To help the city address issues and take advantage of its inherent opportunities, the planning process consisted of an evaluation of, followed by recommendations on, the following topics: land use, transportation, housing, economic development and potential changes to the character area map, broadband connectivity, and potential work program items. This planning process resulted in recommendations that, if implemented, will result in important benefits and public good for the entire community.



VISION AND GOALS

Governments have a responsibility to anticipate needs and provide adequate infrastructure to ensure that citizens can live in a safe and prosperous community. Beyond that, a growth-management plan helps a community ensure that future development will occur where, when, and how the community and local government wants. To obtain these outcomes, the planning process begins with a vision and goals exercise. Rather than starting with a blank slate, this 2045 Comprehensive Plan Update brought forward the vision and goals statements from the adopted City of Peachtree Corners 2040 Comprehensive Plan (2018). The final vision, goals, issues, and opportunities statements were developed after input from the public, city staff, local government officials, elected officials, and business leaders as documented in the Engagement Summary section of this document and related appendices. Public feedback indicated that the existing Vision and Goals statements were well received. Some minor adjustments were made to more closely reflect the city's evolution over the past few years, from its incorporation in 2012 to becoming what is now a more mature municipality. In addition to the articulation of Vision and Goals, the 2045 Plan Update also brought forth lists of specific Issues and Opportunities from the 2018 plan. The community issues and opportunities have been streamlined from the 2018 document as more succinct statements of the community's potential challenges as well as some inherent strengths.



Vision

The vision statements that were described as somewhat aspirational and ambitious in the 2018 plan now can be viewed as more practical, given the progress that the city has made in several areas. While the basic tenets of the prior Vision remain in place, the below statements add an acknowledgement of the importance of innovation and the natural and built environments.

The Peachtree Corners 2045 Comprehensive Plan Vision statement developed as follows:

Our community vision is to make Peachtree Corners the most desirable community in the region by:

- Focusing on Innovation
- Thoughtfully managing the built and natural environments
- Supporting all things which contribute to a higher quality of life
- Providing a preferred environment for businesses
- Creating a strong sense of community for all

Goals

As with the Vision statements, the Community Goals were based in large part on the 2018 goals with additions to reinforce objectives that have emerged over the past five years including innovation, community identity, housing options for all ages, and fiscal responsibility. To support the implementation of the City's Vision, the community goals are the following:

- Emerge as the most desirable and advantageous community in the region
- Enable redevelopment and capture high-quality new development
- Integrate transportation and accessibility into development decisions
- Maintain a high-quality natural and cultural environment
- Build and strengthen a unified and family-friendly multi-cultural community
- Continue to seek and enhance opportunities for innovation
- Strive to enhance the city's identity and awareness of its distinct attributes through marketing, communications, place-making and accomplishments
- Support housing options that accommodate various age groups
- Exhibit fiscal responsibility in the management of the City's resources

ISSUES AND OPPORTUNITIES

Issues

When contemplating the state of the city, stakeholders may identify challenges or concerns that may impact the city's pursuit of its adopted vision and goals. After review of prior issues, and feedback from elected City Council members, Planning Commissioners, staff, and the public, issues were streamlined to be more succinct and were substantially unchanged. Issues were grouped into four general categories: Housing and Land Use; Quality of Life; Partnerships; and Diversity:



Opportunities

As with the above-mentioned issues, the review of prior opportunities and the public outreach process readily identified numerous inherent strengths or positive trends that should be continued or further developed. These initiatives, or opportunities, can be organized into four categories as well: Housing and Land Use; Quality of Life; Transportation & Mobility; and Growth and Development:

Housing & Land Use

Peachtree Corners residents should work close to where they live	Mixed use development can reduce reliance upon personal vehicles	Strong HOAs help build identity and promote good policies in the city
Better management of transitions among adjacent incompatible land uses	Not much inventory for first-time homebuyers and "empty nesters"	Continue implementation of live/work/play projects

Quality of Life

Work with partners to maintain high quality education	Preserve historical and archaeological sites	Explore creative preservation of greenspaces and corridors
The perception of safety is generally high, which appeals to young families	Racial diversity increases cultural exposure and improves community life	The entire age spectrum is attracted to the city resulting in long-term stability

Transportation & Mobility

Work with partners to add to trail system	Maintain good access to I-85, I-285, and transit, including MARTA rail	Expand multi-use trail systems to provide for both recreation and transportation
Adopt streetscape standards on major roadways to improve aesthetics	Roads should be designed to accommodate alternative transportation modes	New developments accommodate bicycles, pedestrians, and a mix of uses

Growth & Development

Public dollars can be invested in vacant/aging commercial centers	Leverage Town Center; Attract more investment	Identify and target growing industry sectors to assume underutilized spaces
City should participate in regional governance to best handle growth	Prioritize stormwater regulations to control water runoff areas	

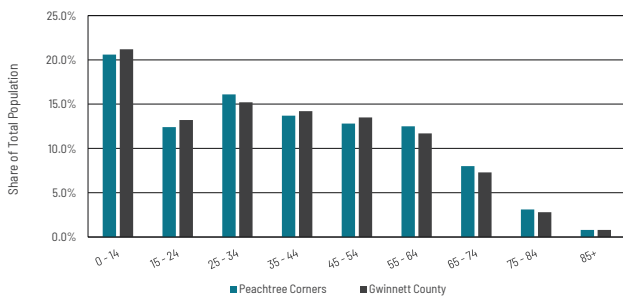
Demographics

Peachtree Corners is a dynamic and diverse city, characterized by a vibrant demographic makeup. The population spans various age groups, including young professionals, families, and retirees. The city takes pride in its highly educated residents, with a substantial number holding bachelor’s degrees or higher. Furthermore, Peachtree Corners celebrates cultural diversity, creating a lively and inclusive community atmosphere.

Population Trends

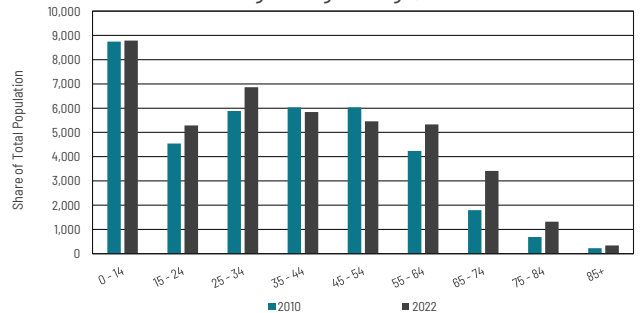
Both Peachtree Corners and Gwinnett County exhibit a similar distribution of age groups, with a majority of their populations under the age of 35. Notably, the older population segments (55 and older) have experienced the most growth, a trend across Gwinnett County and the wider Atlanta Metropolitan Statistical Area (MSA). Projections suggest that this growth trend will continue over the next five years, with the largest increase anticipated among individuals aged 65 to 74.

Share of Population by Age, 2022



Source: ESRI BAO

Change in Age Range, 2010 - 2022

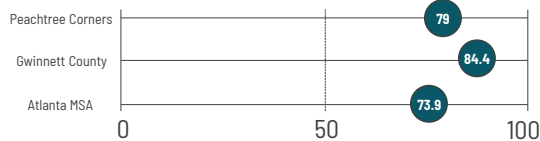


Source: ESRI BAO

Race/Ethnicity

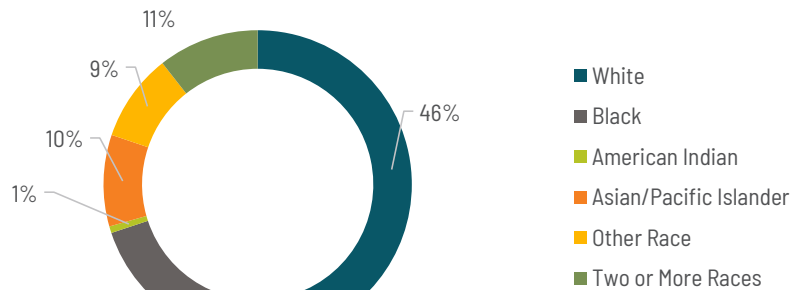
With a diversity index of 79, Peachtree Corners surpasses the national average of 65 and slightly exceeds the diversity index of the Atlanta Metropolitan Statistical Area (MSA), which stands at approximately 74.

Comparison of Diversity Index, 2022



Source: ESRI BAO

Racial Breakdown




Source: ESRI BAO

ESRI Segment Profiles

ESRI Tapestry Segments help to gain a deeper understanding of consumer diversity and behavior patterns across different neighborhoods and regions. Utilizing census data, consumer surveys, lifestyle data, and market research, ESRI builds a basic profile of a group’s income levels, education, housing types, occupation, spending habits, and interests. Peachtree Corners has four predominant Tapestry Segments:

YOUNG AND RESTLESS



26.3%
of area households

- Well-educated young workers, some still completing education
- Employed in professional and technical occupations, sales, and office and admin support roles
- One in five residents moves each year
- MHHI below US
- Typically live in denser areas
- Apartment rentals popular

PROFESSIONAL PRIDE



22.3%
of area households

- Well-educated career professionals
- Often commute far and work long hours
- School-age children
- Annual HHI runs at twice US average
- Typically live in owner-occupied dominant suburban neighborhoods

ENTERPRISING PROFESSIONALS



16.7%
of area households

- Well-educated and climbing the STEM occupations ladder
- Change jobs often, so choose to live in condos, townhomes, apartments
- Nearly half are renters
- Lower-density diverse neighborhoods
- MHHI 1.5x US

BRIGHT YOUNG PROFESSIONALS

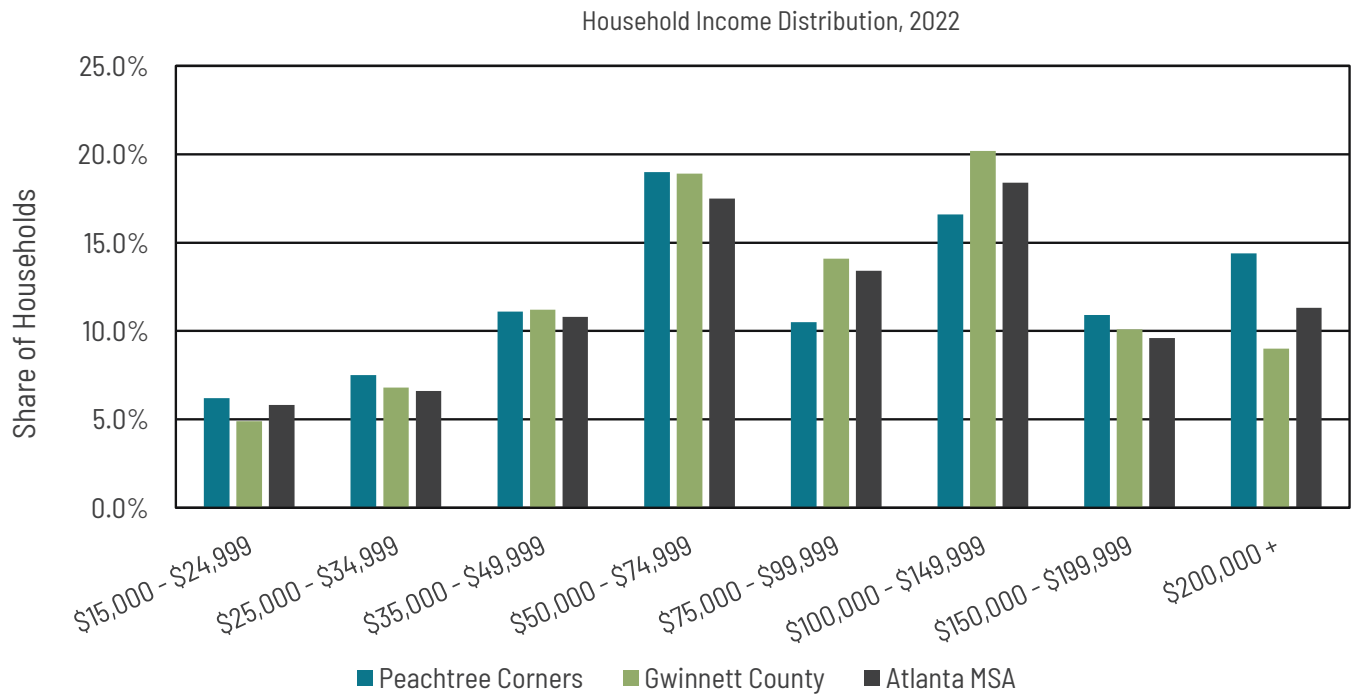


16.7%
of area households

- Young, educated, working professionals
- Urban outskirts of large metro areas
- More renters than owners
- Generally white-collar work
- MHHI, home value, average rent are close to US values
- Physically active

EXISTING CONDITIONS

Households

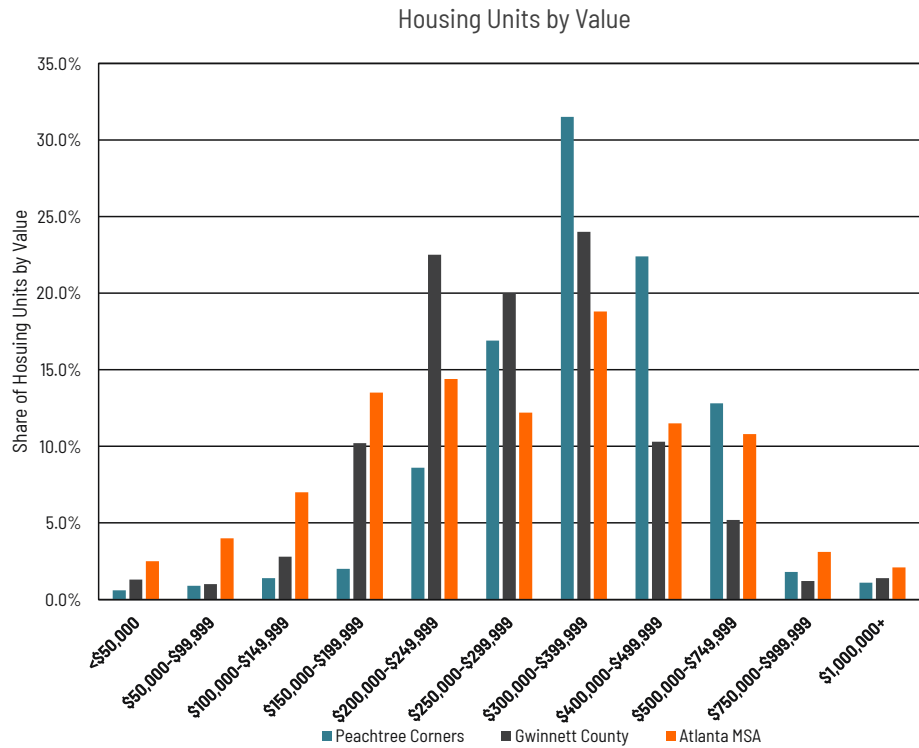


While Gwinnett County has a higher average household size than Peachtree Corners, the city's average household size is consistent with the overall Atlanta Metropolitan Area. Median household income is on par with the county and the region, and households earning \$50k-\$75k represent the largest share in the city.

Source: ESRI BAO

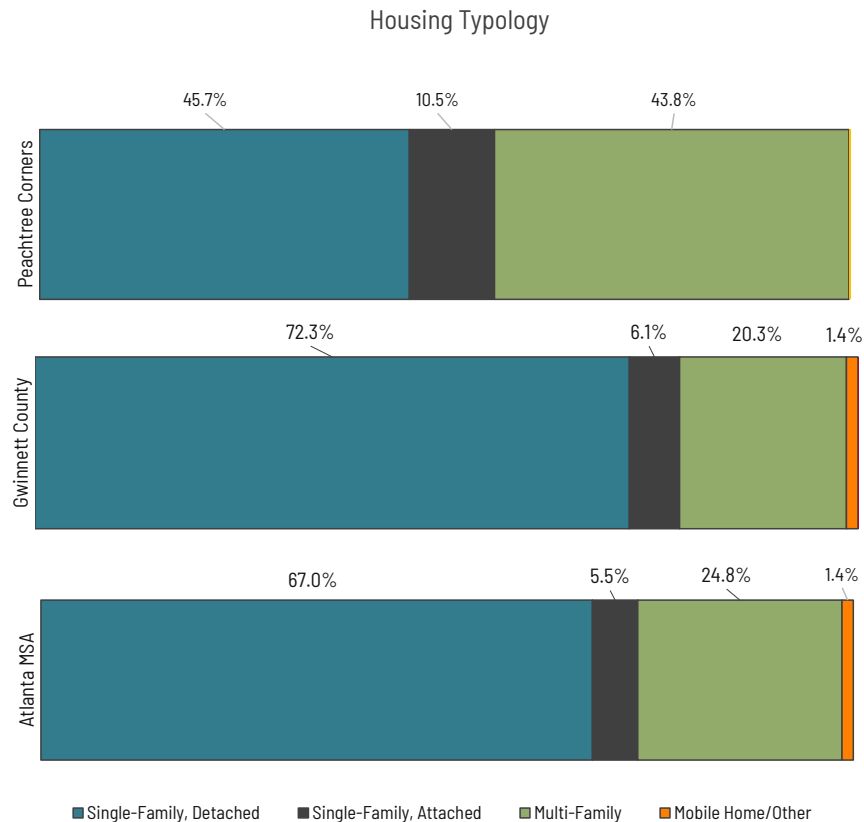
Housing Inventory

The median home value in Peachtree Corners is \$360,000, which notably is 20% higher than that of Gwinnett County or the Atlanta MSA.



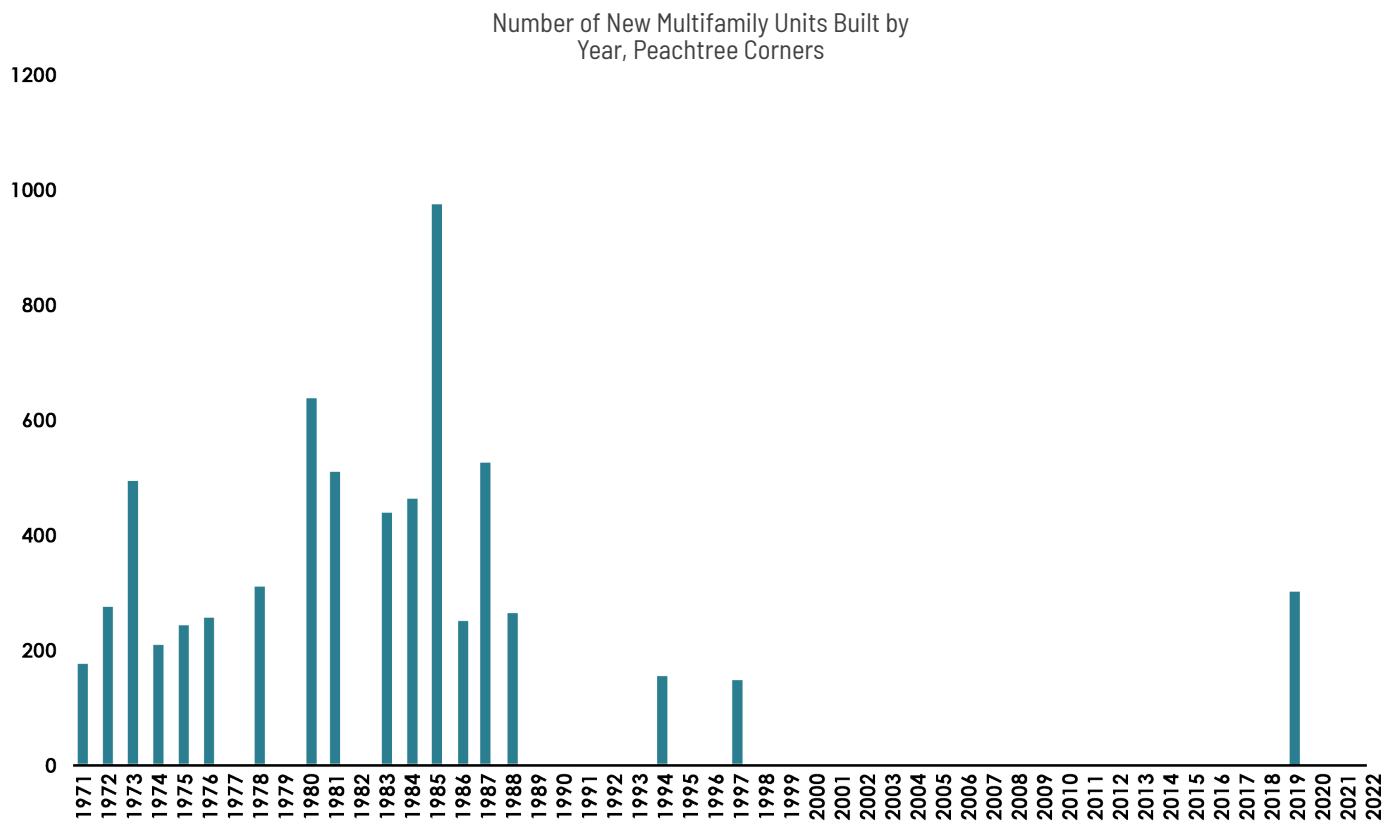
Source: LEHD On The Map

Peachtree Corners has a higher proportion of both multi-family and single-family attached housing compared to Gwinnett County and the Atlanta Metropolitan Statistical Area (MSA). There is a similar proportion of single-family units and multi-family units, indicating a diverse range of housing options available in the city.



Source: LEHD On The Map

EXISTING CONDITIONS



Source: KB Advisory

Much of the existing multifamily inventory within Peachtree Corners was built in the 1970s and 1980s. Very few new units have been added in the city within the last 30 years, with only a few new developments in the 1990s and in 2019.

Economics

In addition to being an attractive place to live for a wide variety of residents, Peachtree Corners is an important employment center in Gwinnett County and the broader region. Almost twice as many people commute into the city as commute to other parts of the region. Most of these jobs are in high-skill, high-wage white collar fields.

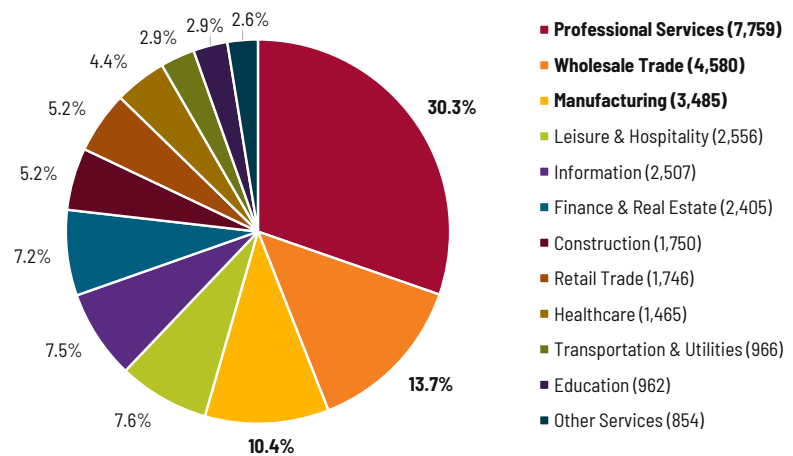
Employment

The leading employment sectors in Peachtree Corners are Professional and Technical Services, Wholesale Trade, and Manufacturing, collectively representing over 50% of the employment in Peachtree Corners. Notably, Peachtree Corners is responsible for 9.4% of the jobs in Gwinnett County. There are several industries, especially Professional Services, that account for a significantly higher share of Gwinnett County jobs.

Top Employers

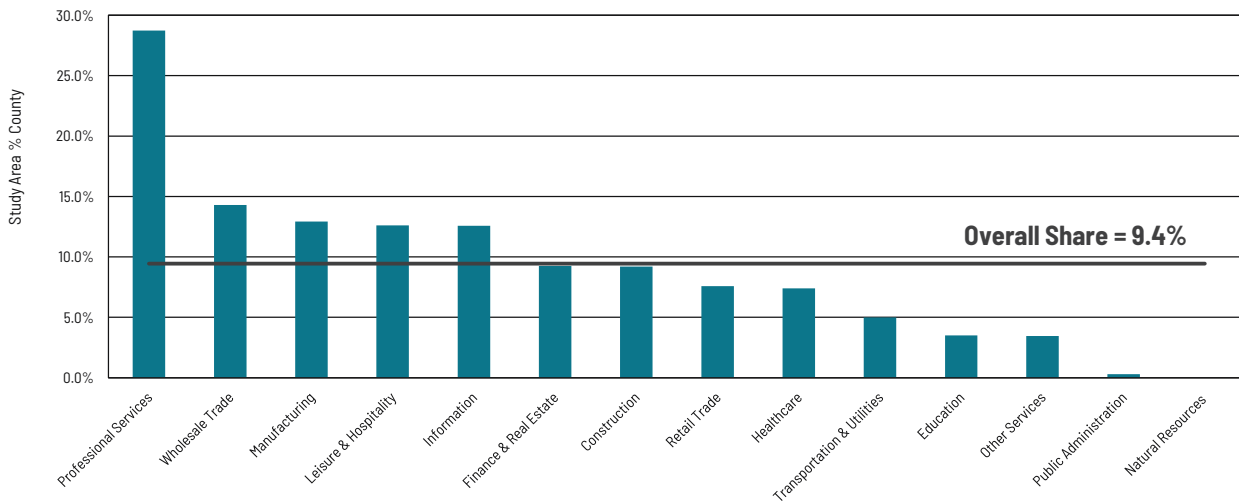
- 1 Convergent Outsourcing (735)
- 2 Soliant Health, LLC (656)
- 3 Siemens Industry, Inc. (534)
- 4 Crawford and Company (488)
- 5 Molnlycke Healthcare US (444)
- 6 Immucor Inc. (359)
- 7 Fleetcor Technologies (350)
- 8 Capstone Logistics (331)
- 9 Pond and Company (329)
- 10 Ryerson and Son Inc. (315)

Share of Peachtree Corners Jobs by Industry, 2019



Source: LEHD On The Map

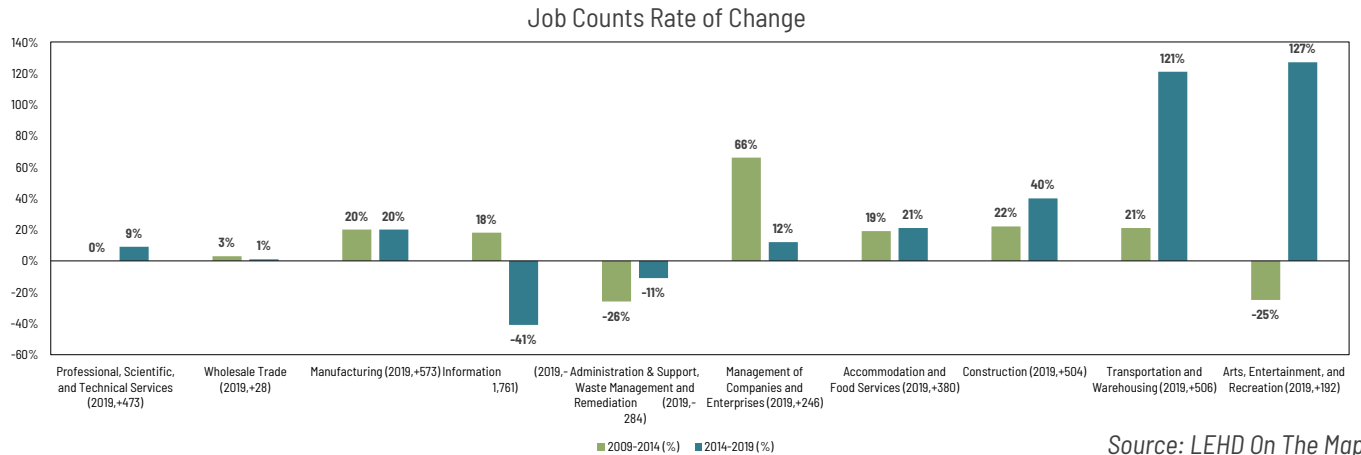
Share of Gwinnett County Jobs by Industry, 2019



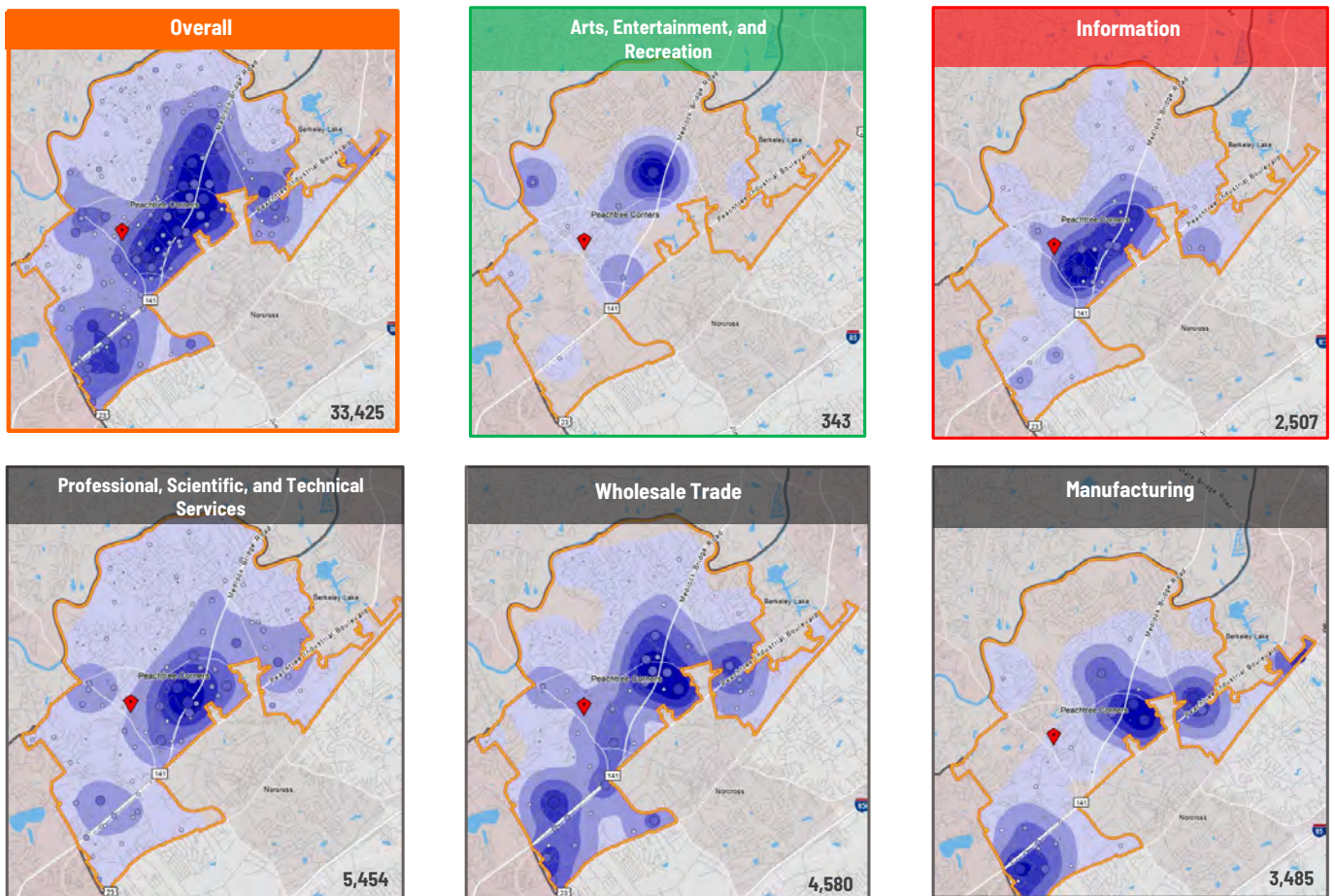
Source: LEHD On The Map

EXISTING CONDITIONS

From 2014 to 2019, the industries experiencing the most substantial growth in terms of employment in Peachtree Corners were Arts, Entertainment, and Recreation; Transportation and Warehousing; and Construction. During the same period, the Information sector underwent a significant decline of 41% in job count.



Employment Distribution

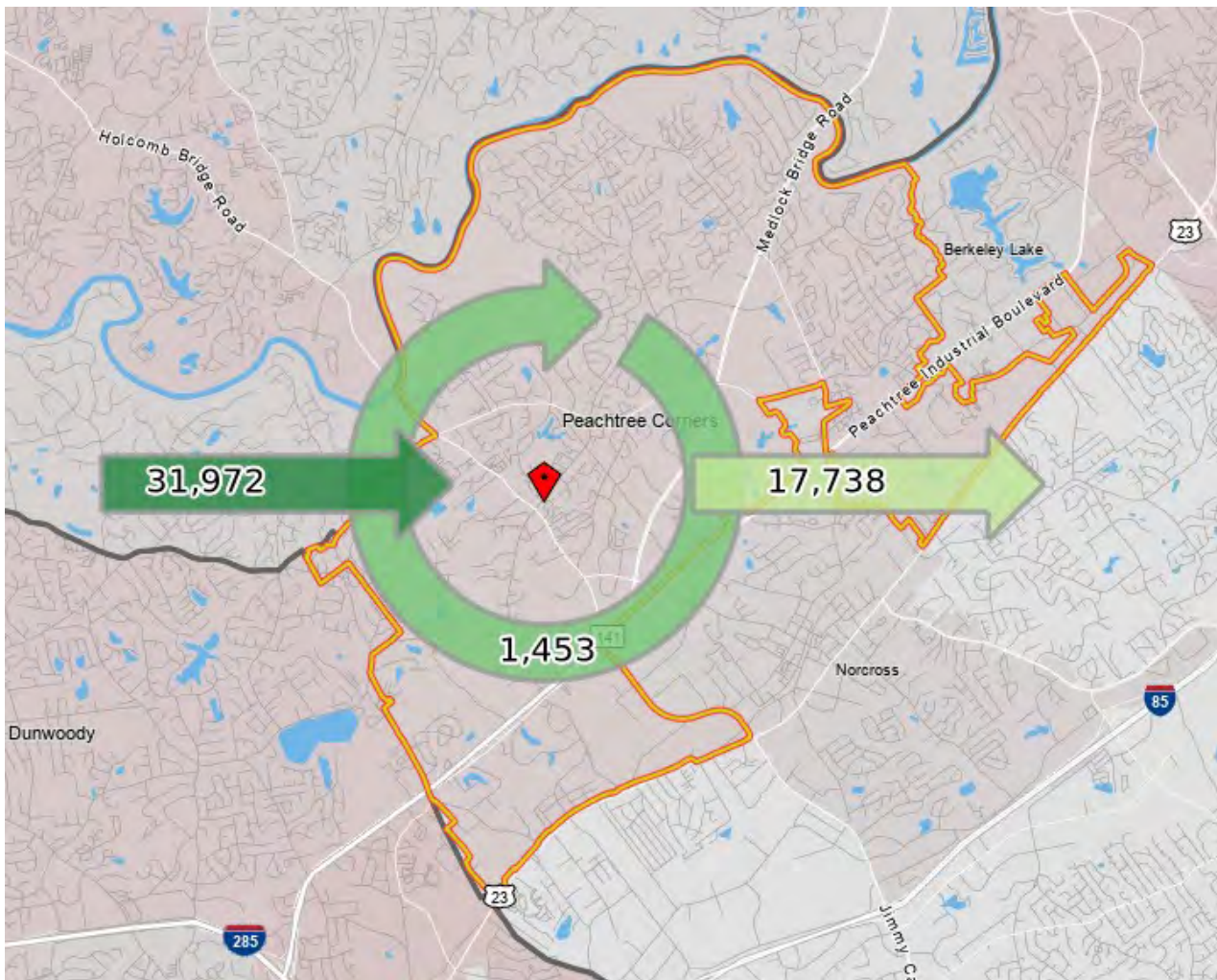


Source: LEHD On The Map

Distribution of jobs in key industries across Peachtree Corners, with darker areas indicating a heavier concentration.

Commuting Patterns

On workdays, nearly 38,000 people commute into Peachtree Corners for work, which accounts for a net increase in workday population of about 22,000 people. Roughly 30% of Peachtree Corners workers live within Gwinnett County, over 15% live in Fulton County, and another 13% live in DeKalb County. Additionally, almost 17% of people that live in Peachtree Corners commute to work in the City of Atlanta. Approximately 1,500 Peachtree Corners residents also work within Peachtree Corners.

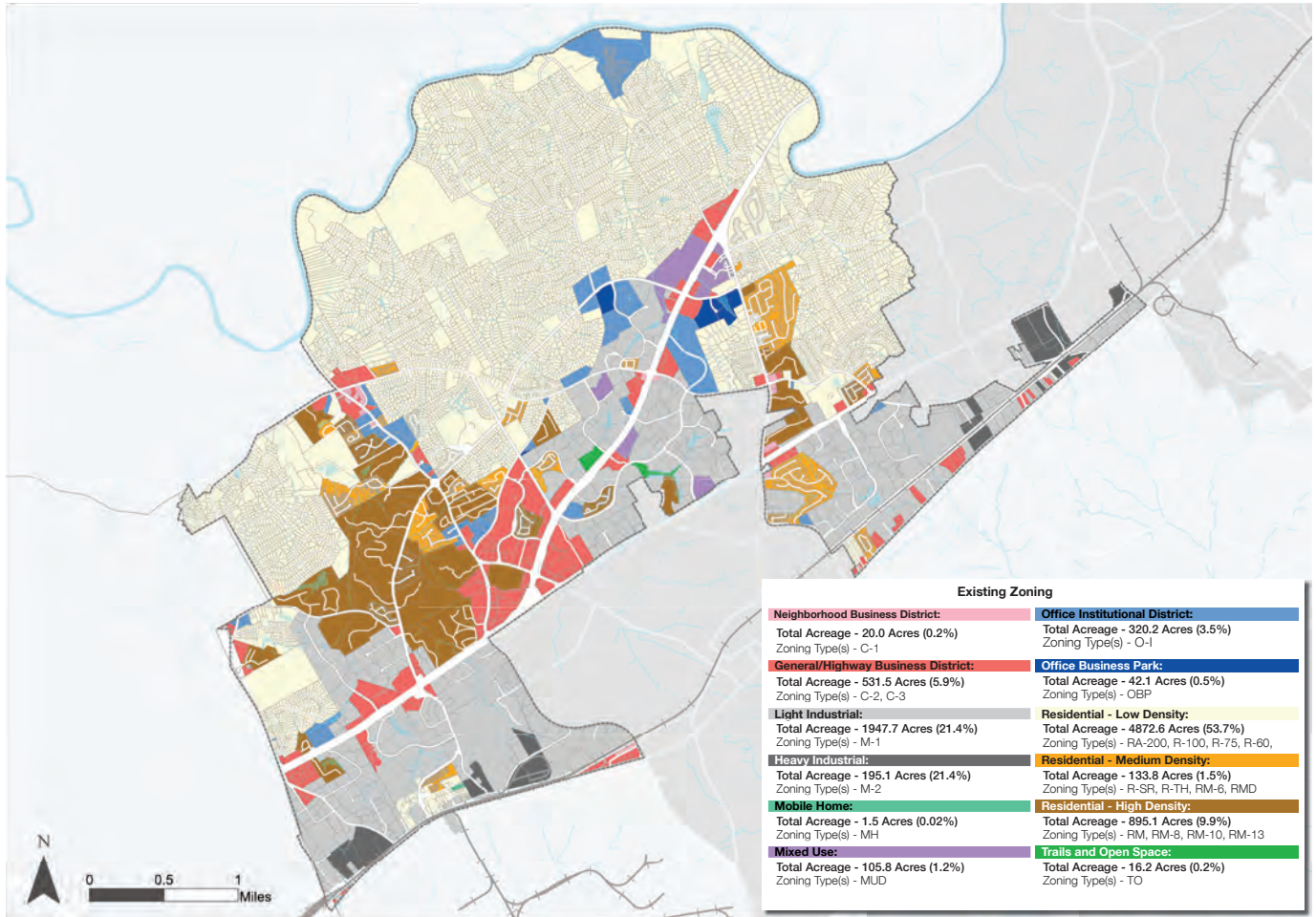


Source: LEHD On The Map

Zoning and Land Use

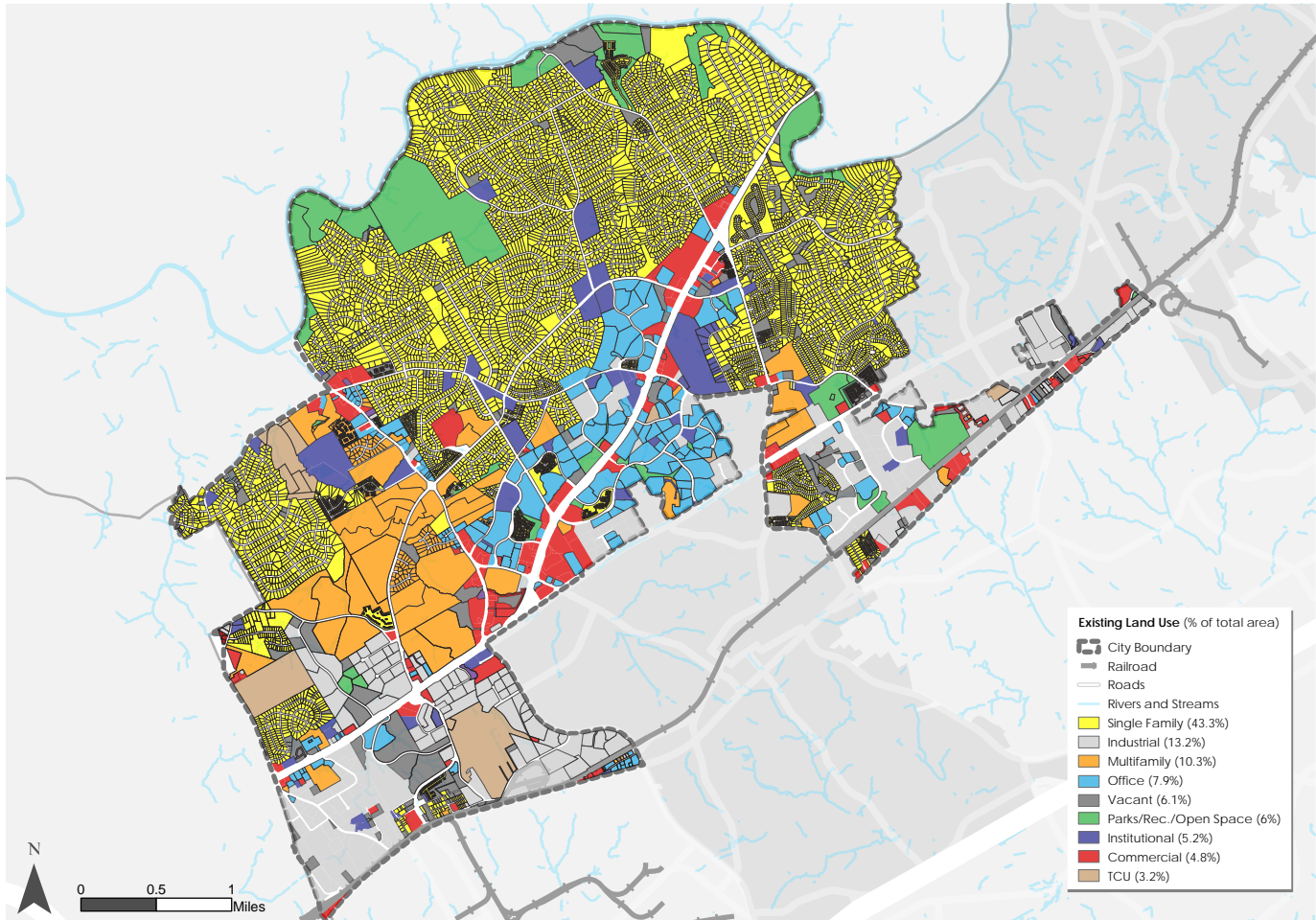
Existing Zoning

In Peachtree Corners, the current zoning predominantly consists of low-density residential areas, along with pockets of medium and high-density residential zoning. The southeastern areas of the City are predominately zoned for light or heavy industrial, and the remainder of the city includes smaller areas zoned for commercial, office or institutional and office business park purposes.

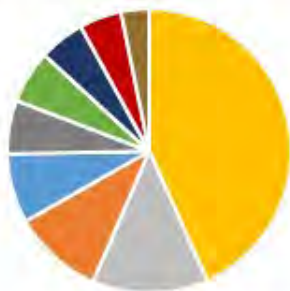


Existing Land Use

The existing land use in Peachtree Corners is characterized by primarily single-family residences, followed by Industrial uses, and then Multifamily and Office space.



Existing LU Breakdown



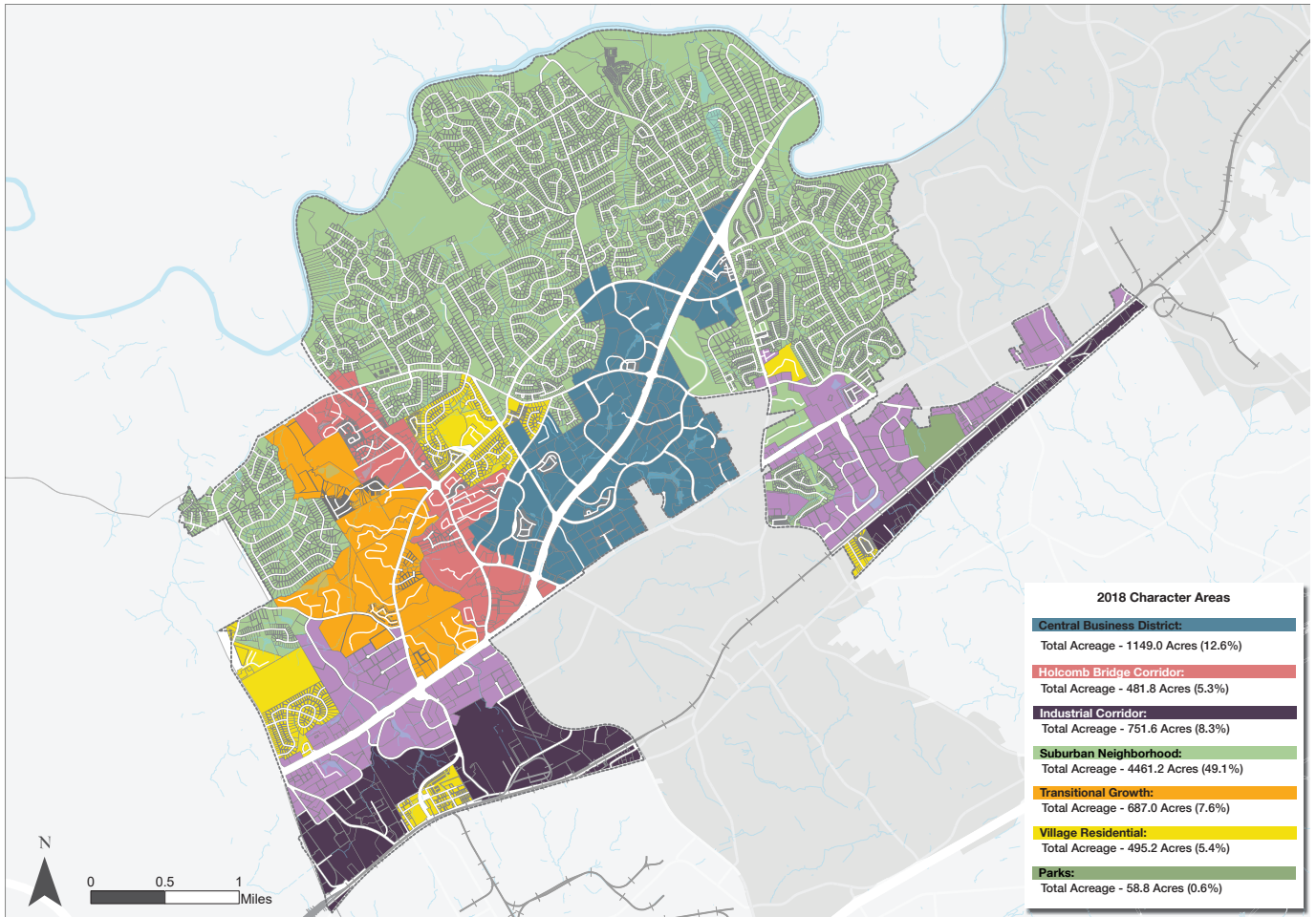
- Single Family
- Industrial
- Multifamily
- Office
- Vacant
- Parks, Rec./Open Space
- Institutional
- Commercial
- TCU

In Peachtree Corners, the predominant land use by a significant margin is Single-Family Residential. The next two land uses by highest percentage of total land are Industrial and Multifamily Residential, which are within a few percent of each other. Notably, Vacant land accounts for about 6% of all land in Peachtree Corners. The remaining land uses account for less than 20% of the total land.

EXISTING CONDITIONS

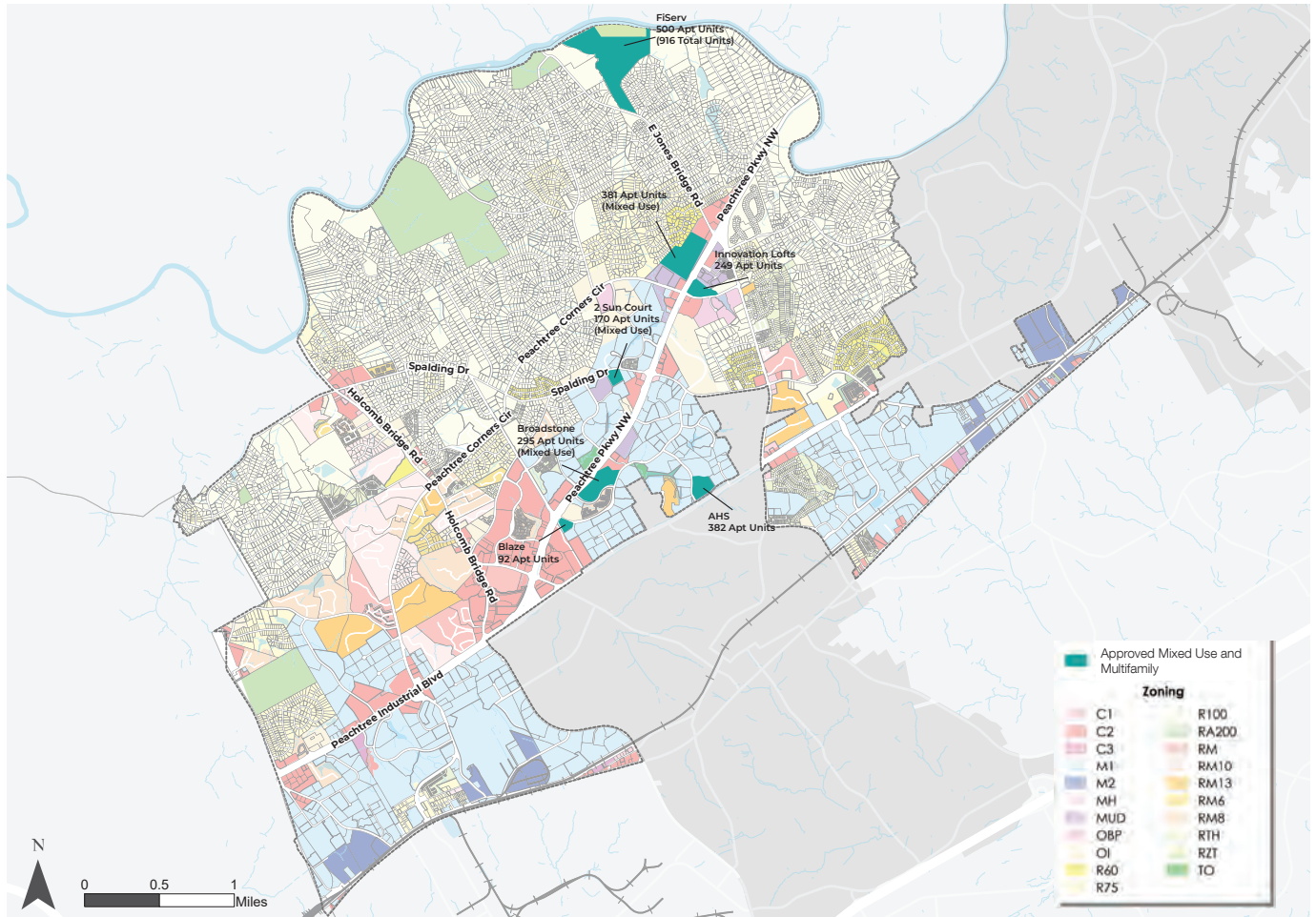
2018 Character Areas

The 2018 character areas plan in Peachtree Corners creates a well-balanced mix of central business district and commercial uses along main corridors. Residential areas with lower intensity and transitional growth zones are situated further away from these corridors. Furthermore, specific industrial areas have been designated, ensuring they are separate from residential zones.



Approved Mixed Use and Multifamily

Peachtree Corners continues to be an attractive place to invest in or open a business, buy a home, or visit for a night out. The map below highlights several mixed-use or residential developments that have occurred over the last five years. This includes new infill developments near the new Town Center and Technology Park as well as the redevelopment of former retail or office locations. Most of the new higher density residential development has occurred along Peachtree Parkway, Peachtree Industrial Blvd., or within Technology Park.



Transportation

The City of Peachtree Corners faces several challenges and opportunities regarding transportation for its residents, workers and visitors. These range from last mile connections within the city to travel to and from other parts of the region. Improving these connections using various modes of travel as well as making them as safe as possible are critical to the future of the city. Making the most of road right of way to provide an appealing appearance to prospective residents and businesses is another important factor to address with the transportation infrastructure. Providing a framework for transportation improvements related to economic development, land use and housing moving forward that supports appropriate access improvements also enhances an integrated transportation system. Finally, encouraging land uses that support both living and working in the local community can reduce longer commute patterns for at least a portion of the workers and residents of the community.

Several sources of information have been reviewed to determine the existing conditions and the needs of the transportation system in and around Peachtree Corners. Significant public outreach has also been conducted to supplement document review and technical data. These items, including the goals of the 2017 Peachtree Corners Comprehensive Transportation Plan, as well as the Vision, Goals, Issues and Opportunities for this plan have led to the following areas of specific focus in this section.

Connecting to the Region

The city is positioned geographically in a location within the northeast portion of the Atlanta region that provides its residents and workers with several advantages and some challenges. The city is one of the closest communities within Gwinnett County to both downtown Atlanta and the Perimeter Center area and other locations along the top end of the perimeter. It is also positioned for good access to north Fulton County.

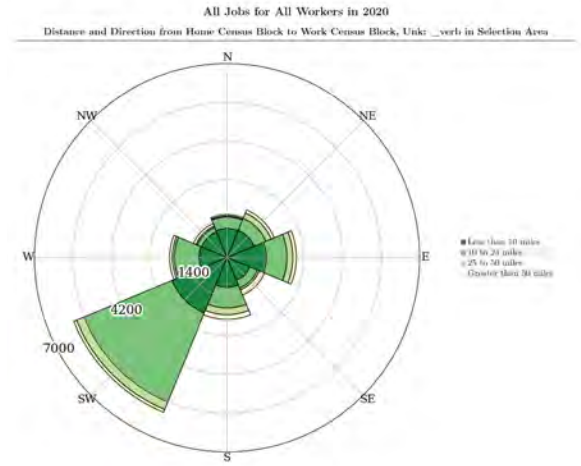
The City's location and the currently established supply of both good job and housing options provides for both employment for residents in other parts of the region and a home base for commuters who work in other parts of the region. There is a need to enhance live-work options in the city since less than 2,000 people both work and live within the city per the US Census (addressed through land use strategies elsewhere in this document), connectivity to the region is also revealed and is discussed as a transportation infrastructure investment need.



According to the latest Census data, almost 38,000 commuters travel to Peachtree Corners daily to their jobs. Another roughly 16,000 commute from Peachtree Corners to jobs outside of the city. These statistics do not consider the number of commuters who may pass through Peachtree Corners on their way to and from their jobs on a daily basis.

There is a predominance of commuters heading to the south and southwest to reach jobs elsewhere in the region, many travelling over 20 miles to their work destinations. While addressing this direction of travel flow is important, other directions of travel should be considered as well. This graphic demonstrates that roads such as Peachtree Industrial Boulevard, Jimmy Carter Boulevard, I-85, and SR 141 are bearing the burden of the peak period travel demand. Express bus routes generally serve this commuting pattern, nevertheless, no express bus service is offered in the city. Local bus route #35 provides good coverage throughout the city, and does connect to the Doraville MARTA station, however trip times are nearly one hour, which is not competitive with a personal vehicle trip. Several options to address the enhancement of needed connections and mode options may be available to the city and transit operators.

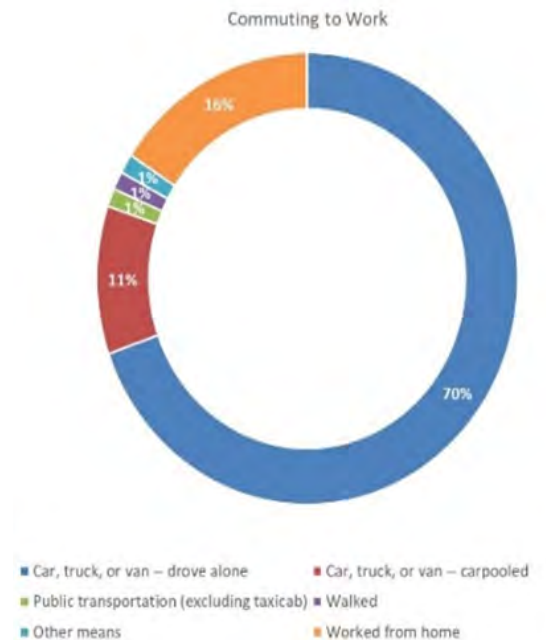
In addition to considering commuters as a whole and their destinations, their mode of travel is also an important factor. The predominant mode of travel is the single occupant vehicle, although work from home has increased notably since the 2018 Comprehensive Plan. In percentage terms, 16% of employees worked from home in 2022, compared with 8% in 2018. The percentage of commuters driving alone dropped from 78% in 2018 to 70% in 2022.



All Jobs for All Workers in 2020
Distance from Home Census Block to Work Census Block, Units: _verts in Selection Area

Distance	2020	
	Count	Share
Total All Jobs	39,069	100.0
Less than 10 miles	9,038	23.1
10 to 20 miles	7,195	18.4
25 to 50 miles	1,198	3.1
Greater than 50 miles	923	2.4

General direction of travel for Peachtree Corners commuters



Mode of travel for Peachtree Corners commuters

Travel within the City including Last Mile Connections

A primary focus of the Public Works department has been to improve pedestrian safety by adding sidewalk along public roadways in the city. Since its incorporation in 2012, the city has added over 10 miles of new sidewalk. Often, the city has used its Local Maintenance and Improvement Grant (LMIG) allocation, which is a formula grant initiative from the Georgia Department of Transportation, for sidewalk improvements. In 2022, six LMIG-funded sidewalk projects went under construction. In 2023, three LMIG-funded sidewalk projects are in design. Other public works projects often include sidewalk and pedestrian safety features. For example, in 2018, Peachtree Corners partnered with Gwinnett County, the state of Georgia, and the City of Sandy Springs to jointly fund a roadway and bridge project which resulted in about one mile of new sidewalk along Spalding Drive in the city. In recent years, city staff have completed five pedestrian crossings and four intersection improvements, as well as a pedestrian bridge over SR 141.

In addition to sidewalk along public roads, Peachtree Corners plans to expand its trail system. While 3.5 miles have been constructed, the current aspirational network would consist of over 24.5 miles of trails that traverse the city and provide connections to a variety of destinations. The Corners Connector Trail System links to existing trails and consists of seven distinct sub-projects, including the Crooked Creek Multi-Use Trail segments. Often, a trail has a dual public benefit. Depending on location and connectivity, a trail can serve a recreational need as well as provide a critical last mile connection.

Beyond public infrastructure investments, city development regulations require, where applicable, sidewalks, provisions for safe crossings, and connectivity to adjacent sites, and multi-use trails. Taken together, sidewalks, intersection improvements, trails, and rigorous enforcement of development standards contribute greatly to both intra-city walkability and last-mile mobility considerations.

The City of Peachtree Corners has embraced the use of technology as a founding principle to address growth and development. The work being done at the Curiosity Lab directly relates to and affects mobility, mode choices, and potentially the city's investment priorities in its transportation system. The autonomous vehicle experiment (AV) on Technology Parkway is helping to determine the limits of self-driving technology equipment. A potential next step is a controlled environment which sets aside a dedicated lane for an AV shuttle that connects to an express bus transfer point for a trip downtown.

Enhancing the Right of Way

At public outreach events held in support of this plan, strong support was indicated for the following potential initiative: "Landscape and beautify roads and add gateway features at key locations." Well-designed streetscapes and gateways provide benefits beyond aesthetics. Trees, signs, lighting, and other features along a roadway can contribute a sense of place. Motorists, pedestrians, and visitors will notice the attention to detail and qualitative enhancements and associate this environment with being in the City of Peachtree Corners. Street trees not only add a positive visual effect, but also ultimately tree canopies along corridors reduce urban heat islands and become beneficial to the environment. Similarly, functional landscaping placed at gateway locations is entirely consistent with an overall sustainable infrastructure initiative.

The City of Peachtree Corners has planned a number of gateway features throughout the city and begun the process of implementing these enhancements. The city has also been proactive in both adding and maintaining landscape features in the right-of-way.



Suburban arterial street with streetscaping features, including trees, decorative posts, and rock wall.



Suburban road, Spalding Drive, with sidewalks on only one side of the street.

Transportation and Land Use Coordination

Access Management

Access management is a good example of policies and regulations resulting in a built environment that is consistent with community goals. Multiple public benefits are realized through the enforcement of strong access management policies. Reducing the number of driveways and curb cuts creates spaces along the roadway which can be landscaped. In addition to providing an attractive corridor, fewer access points reduces the number of turns, which results in fewer crashes. Also, vehicles traveling adjacent to a development with managed access can maintain higher speeds because other cars are not slowing down to make turns. Maximum vehicle throughput can be achieved, which can eliminate the need for an expensive road widening project. An example provided below shows seven driveway cuts along 900 feet of roadway with no right turn/deceleration lane. Through traffic on the thoroughfare (Holcomb Bridge Road) must slow considerably for turning vehicles, thus reducing the level of service, and increasing the chances of rear end collisions.



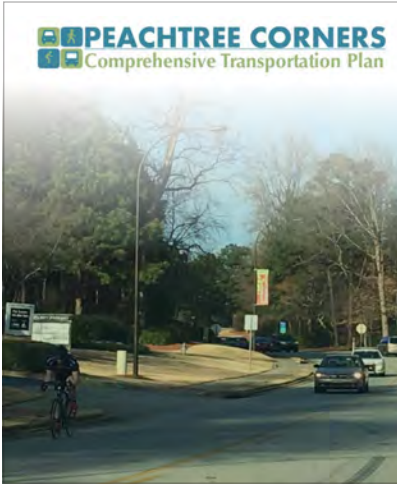
Holcomb Bridge Road – multiple access points with no deceleration lane.

Encouraging Developments that Reduce Personal Vehicle Trips

At one time, the area which would become the City of Peachtree Corners was primarily a desirable, if distant, suburb of Atlanta. As high-end, executive housing developed along the Chattahoochee River, the transportation system needed to serve primarily single occupancy vehicle trips to jobs in Buckhead, midtown Atlanta, downtown Atlanta, and the Perimeter Center area. The creation of Technology Park meant that many high-income workers could find suitable housing nearby and make much shorter commute trips, yet the primary mode of transportation remained single occupant vehicles.

Today, Peachtree Corners is both a work destination and a home to commuters. Traditional work trips are still happening and therefore improvements to major arterial roadways, such as Peachtree Industrial Boulevard and Holcomb Bridge Road should be considered. Beyond that, the city's goals are furthered by encouraging appropriately placed multi-use developments which enable access to destinations with a minimum number of personal vehicle trips. The city's investments in sidewalks and trails, combined with its forward-thinking approach to applied technology, enable a full spectrum of lifestyle choices. Many young professionals are eschewing the cost of personal vehicle ownership and choosing urban, walkable settings with convenient access to goods and services. Older residents may wish to drive less and take advantage of convenient shuttles and last-mile mobility features that connect to needed services.

Previous Plans and Studies

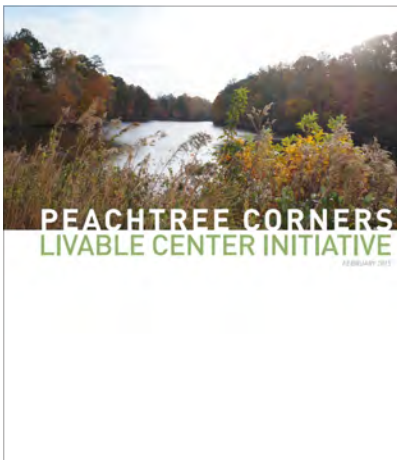


Peachtree Corners CTP (2017)

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. The CTP analyzes all applicable modes of transportation to determine existing and future needs, identify solutions, and prepare an implementation plan that includes short, mid, and long term executions.

Key Takeaway(s):

- Proposed major corridor widening and new roadway projects would result in the addition of approximately 43 additional lane miles of capacity
- Recommended intersection operational improvements would significantly decrease the amount of delay at identified choke points
- Proposed bicycle and pedestrian projects would increase the number of miles of from 6 to 37



Peachtree Corners LCI (2015)

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.

Key Takeaway(s):

- Address traffic issues especially along the city's main spine of Peachtree Parkway
- Facilitate more housing types to accommodate a wider variety of residents, from seniors wanting to "age in place" to a younger workforce demanding smaller unit types
- Refresh and redevelop aging commercial, retail and especially office stock
- Amenitize and 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



PTC Innovation Hub (2016)

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. The creation of Curiosity Lab implemented many of the ideas and concepts outlined in the Innovation Hub plan.

Key Takeaway(s):

- The PTC Innovation Hub is intended to become a mixed-use urban destination bringing together technology, inspiration, business, talents, and capital in the pursuit of creativity, connectivity and collaboration
- Offers three alternatives for additional guidance and recommendations on development and investment in the area.



Plan is currently in the 5-year update process by the City.

Peachtree Corners Economic Development Plan (2017)

The findings included in this plan highlight where activity is most needed and provides a work plan until 2022. 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. The City is currently in the process of updating the Economic Development Plan.

Key Takeaway(s):

- Capitalize on the strengths of Peachtree Corners
- 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 to assist
- Attract middle-skill employees to cultivate a pipeline of talent

EXISTING CONDITIONS



Redevelopment Strategies Report (2016)

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.

Key Takeaway(s):

- Study proposes a consistent speed limit through study area
- Small, medium, and large canopy trees are proposed along roadway where most appropriate
- Increased use of ADA compliant paving and crosswalks to be implemented where needed
- Bus shelters to be implemented at all stops south of Peeler Road
- Pedestrian lighting approximately 40' on center throughout corridor on both sides of road



Technology Park Multi-Use Trail Study (2016)

The City of Peachtree Corners conducted a study to assess, validate, and further refine the proposed Peachtree Corners LCI Conceptual Trails Plan. The Technology Park Trails Study is focused on; field survey of proposed LCI Trails, Trail Segments, Schematic Trail Alignments, and Conceptual Cost Estimates

Key Takeaway(s):

- While most of the paths identified through the LCI require further feasibility studies, Segment A / LCI Project L4 was identified as the most feasible initial trail segment



Arts and Culture Master Plan (2017)

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.

Key Takeaway(s):

- The Master plan provides detailed recommendations for the prioritization of a Performing Arts Center, Festivals and Events, Public Art, and Arts Programming throughout the City of Peachtree Corners.



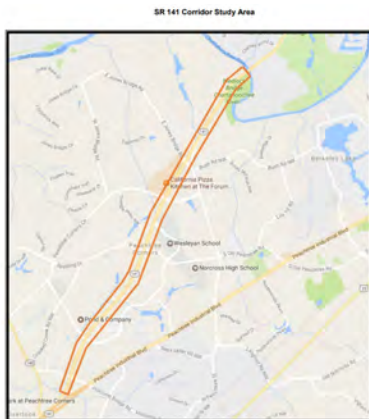
City of Peachtree Corners Public Art Initiative (2018)

This Public Art Initiative and Vision Map is intended to help City officials, developers and the community at large visualize and implement the City's public art future. It outlines a vision for public art, offers an inventory of opportunities for public art throughout the city, and provides background on the types of projects that should be encouraged and prioritized. It is illustrated with examples of public artworks from around the country that reflect the types of projects public art that might be appropriate here.

Key Takeaway(s):

Goals identified in the initiative would:

- Unify and Connect the Peachtree Corners Community
- Green the City by taking advantage of the environmental and recreational asset of the Chattahoochee River
- Improve access through multimodal means of travel and attractive streetscapes
- Redevelop retail at identified key intersections
- Reimagine tech park by implementing cutting edge technological infrastructure



SR 141 (Peachtree Parkway/Medlock Bridge Road) Corridor Study (2017)

The corridor study encompassed nearly 3.5 miles along SR 141 (Peachtree Parkway/Medlock Bridge Road) from Peachtree Industrial Boulevard/Holcomb Bridge Road and extended northward to the Chattahoochee River. It was funded by the Atlanta Regional Commission. The purpose of this project was to develop viable, multimodal, transportation solutions and study the feasibility of improving the efficiency, operations, and safety of the SR 141 corridor. The project yielded both short- and long-term improvement recommendations.

Key Takeaway(s):

Five alternatives were analyzed and yielded different results:

- Alternative 1 – Four-Lane Median Divided, Conventional Intersection Improvements
- Alternative 2 – Six-Lane Median Divided, Conventional Intersection Improvements
- Alternative 3 – Four-Lane Median Divided, Innovative Intersection Improvements
- Alternative 4 – Six-Lane Median Divided, Innovative Intersection Improvements
- Alternative 5 – Four-/Six-Lane Median Divided, Innovative Intersection Improvements

EXISTING CONDITIONS

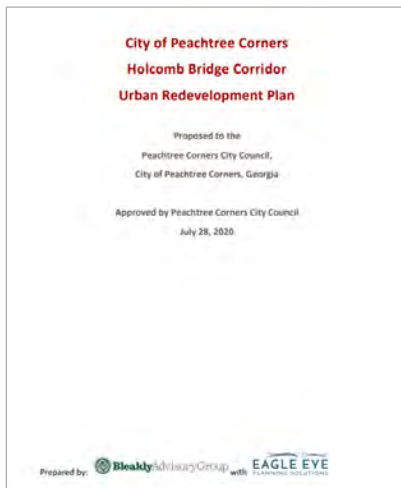


Holcomb Bridge Corridor Study Final Report (2015)

The Holcomb Bridge Corridor and Transitional Growth character areas were both recognized as regions where investment is necessary to help catalyze a stronger connection to the City and establish a better sense of place. Given their geographic proximity and development history, the Holcomb Bridge Corridor and part of the Transitional Growth character areas were combined for this study to explore a more comprehensive vision.

Key Takeaway(s):

- Trail and multimodal connectivity projects were identified for near and long-term planning that spanned between 0-10 years.



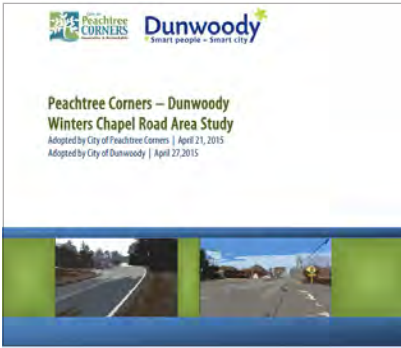
Holcomb Bridge Corridor Urban Redevelopment Plan (2020)

The Peachtree Corners Holcomb Bridge Corridor Urban Redevelopment Plan is intended to address areas in need of redevelopment and revitalization due to disinvestment of aged structures and underdevelopment. The parcels identified in the plan area are impacted with issues of pervasive poverty, concentrated crime, and evidence of physical blight.

Key Takeaway(s):

The redevelopment plan is intended to:

- Remove existing blighted conditions threatening public health, safety and welfare of its citizens; Reduce crime for a safer, cleaner, more attractive community
- Provide incentives for reinvestment, thus improving the condition of structures or rebuild
- Create new jobs for a better quality of life of residents; and
- Prevent further deterioration of conditions that could negatively impact wider areas of the City.



Winters Chapel Road Study (2015)

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.

Key Takeaway(s):

POND

- Study proposes a consistent speed limit through study area
- Small, medium, and large canopy trees are proposed along roadway where most appropriate
- Increased use of ADA compliant paving and crosswalks to be implemented where needed
- Bus shelters to be implemented at all stops south of Peeler Road
- Pedestrian lighting approximately 40' on center throughout corridor on both sides of road



Medlock Bridge Road Corridor Study

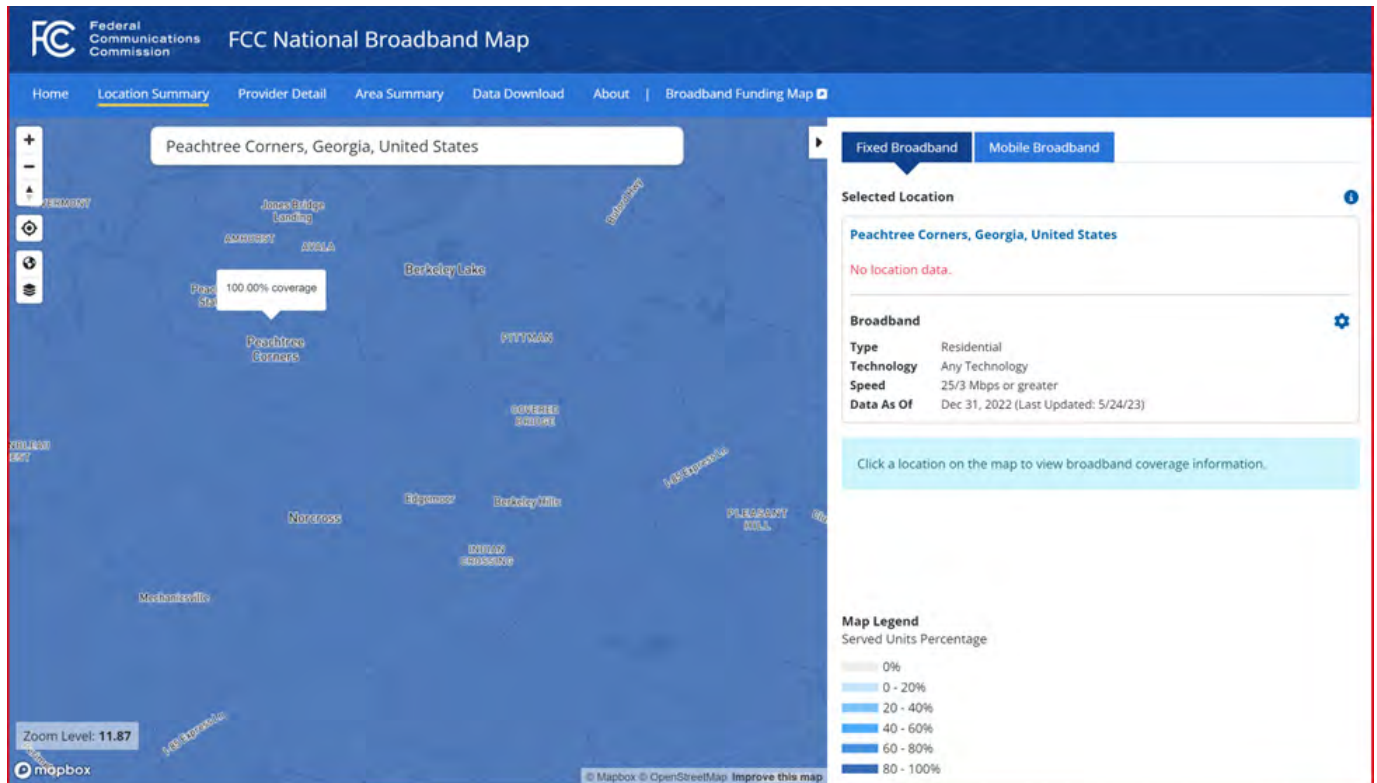
Medlock Bridge Road Corridor Study (2022)

With the growth of Peachtree Corners Town Center and the continued draw of The Forum as a regional destination, the adjacent Medlock Bridge Road corridor has begun to feel the pressure of redevelopment. Given the changes in the area, the city set out to create a long-term vision for the one mile corridor from Peachtree Parkway to the South Old Peachtree Road and Spalding Drive intersection. The study focused on a few key areas including the existing commercial properties with large surface parking lots near the Town Center, the large-lot single-family homesites fronting Medlock Bridge Road, pedestrian upgrades and landscape improvements, and the Ingles shopping center at the northwest corner of the Peachtree Parkway and East Jones Bridge Road intersection.

October 2022

Broadband

A stated goal of The Telecommunications Act of 1996 was to make high-speed, broadband transmissions available to subscribers in all parts of the United States. Due to market forces and its location in the metropolitan Atlanta area, today, broadband service is geographically available across 100% of Peachtree Corners, as shown below.



Of course, 100% geographic coverage does not equate with equal accessibility and full household saturation. The recent pandemic reframed the necessity for broadband service. Access to reliable, high speed digital networks has become a utility, almost as essential as clean water and electricity. Low-income households may be in most need of digital access to education and health care portals, but may also be less likely to be subscribed to a reliable, state-of-the-art service. The city may work with providers to ensure that lifeline, affordable plans are made available.

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COMMUNITY OUTREACH AND ENGAGEMENT

Community and Stakeholder Engagement

The community outreach process consisted of multiple opportunities for officials, stakeholder groups, and the public to engage and provide input. The formal public involvement plan consisted of four public hearings (January, June, and August), five public outreach events (February 23, April 24, April 26, May 13, and May 19), and an online survey

(February–May). Because the outreach efforts occurred at different stages of the plan and with different audiences, each effort was unique in both objective and feedback received. Input gathered has been woven into the final report recommendations, as appropriate, and details of these efforts are shown in the document Appendix A. At each outreach event, and including the online survey, participants were encouraged to express their own thoughts, if they desired, on any topic. Below is a summary of each outreach activity.

Stakeholder Committee Meetings

The consultant team met with the Comprehensive Plan Stakeholder Committee which consisted of city staff, members of the Planning Commission, and a designated member from the City Council. These meetings were held as part of the regularly scheduled Planning Commission meetings. This committee set the general direction of the plan, and helped to formulate draft vision, goals, issues, and opportunities statements. Formal meetings with the Planning Commission occurred four times throughout the plan development process. A formal record of these meetings is included in the appendix to this document. The first meeting, held in January 2023, provided background information on the purpose of the comprehensive plan, and presented key findings from the prior plan. Members were introduced to the upcoming outreach activities. The vision, goals, issues, and opportunities statements from the 2018 comprehensive plan were discussed and feedback was provided that resulted in modifications subsequently presented to the public. This meeting also included the first of two required public hearings. At the second Planning Commission meeting, held in March, members were presented with interim results of the ongoing survey, as well as a summary of feedback from the February public meeting. This interaction led to further refinement of the vision, goals, issues, and opportunities statements, as well as a specific request for an additional targeted outreach activity which occurred in May. Commissioners were introduced to the idea of the Southern Gateway as a new potential character area and asked to consider potential locations for multi-family housing and/or mixed-use development. The planning team discussed changes to the character area map that would address public comments received at both the first public hearing and at the first community meeting. On June 20, Planning Commissioners were shown the results of outreach efforts that happened in April and May, including final Vision, Goals, Opportunities, and Issues statements. At this meeting, Commissioners were provided with the draft Peachtree Corners 2045 Comprehensive Plan Update for final review, comment, and refinement, if needed. This meeting also included the second of two required public hearings.

City Council Meetings

At their April 13 Retreat, the City Council was provided a timeline of major plan activities, and were briefed on what was expressed during the first set of outreach meetings related to the topics of land use, character areas, and housing, including multifamily and mixed use. Additionally, the presentation included a detailed description of how the Vision, Goals, Issues, and Opportunities statements were presented and refined into final versions for consideration. The June 13 Work Session included an update of outreach efforts which occurred in April

and May. Attendees were asked to react to a variety of potential city initiatives and the results were presented to the council members. This update to the City Council also included final results of the online survey, as well as recommended changes to the Character Area map. A final project briefing was made at the July 11 City Council Work Session, and upon a recommendation by the Planning Commission, City Council will consider plan adoption at the August 22 meeting.

Community Outreach Activities

Community Meeting #1 (Open House at City Hall)

In February, approximately 100 attendees considered a variety of topics related to the comprehensive plan at an open house. A brief presentation included an introduction from Mayor Mason and a description of the comprehensive planning process by consultant team staff.

Attendees were then asked to review information and provide input at various stations organized by theme in the meeting room. Stations included:

- Vision, Goals, Issues & Opportunities
- Land Use/Character Area
- Housing
- Transportation Ideas

Related to Land Use/Character Areas, Peachtree Corners residents expressed an interest in the proposed Character Area changes to Peachtree Forest and Dunwoody Manor subdivisions. Many citizens commented on redevelopment and the need for more green spaces. On the topic of housing, the city should support more choices for seniors and options for young professionals. Finally, in the area of transportation and mobility, residents favored investments in trails and transit, in addition to some roadway improvements.



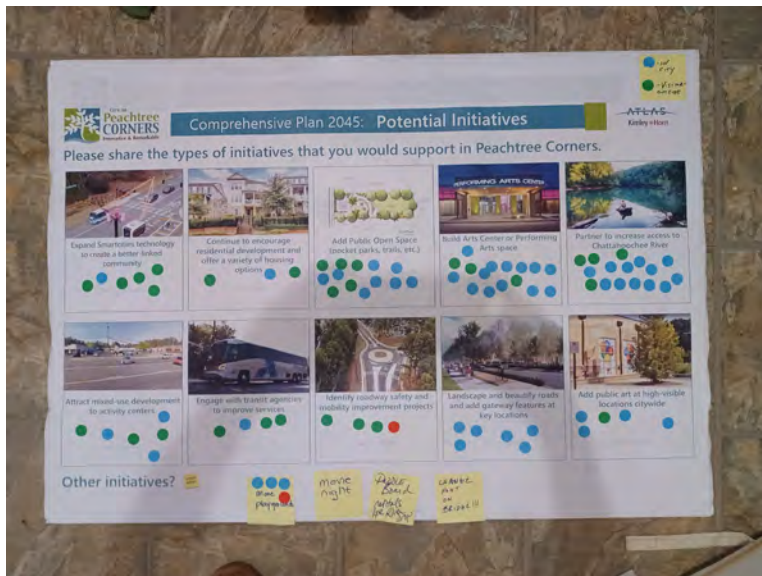
COMMUNITY OUTREACH AND ENGAGEMENT

Community Meeting #2 (Town Center May Concert)

The objective of this outreach activity was to gauge the public's interest in a variety of ideas that could be pursued by the city. With input from city staff, the consultant team developed ten aspirational, ambitious initiatives that cover housing, technology, transportation, arts, and redevelopment.

Attendees indicated their support for these potential city initiatives:

- Add Public Open Space (pocket parks, trails, etc.)
- Partner to increase access to Chattahoochee River
- Build Arts Center, Performing Arts Space, or Public Art



Additional Outreach Events

United Peachtree Corners Civic Association (UPCCA) and the Peachtree Corners Business Association (PCBA) Meeting

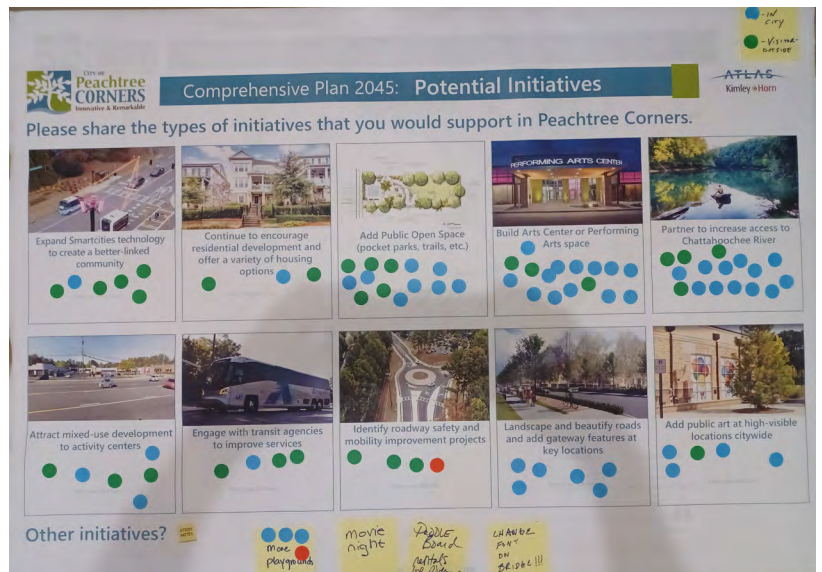
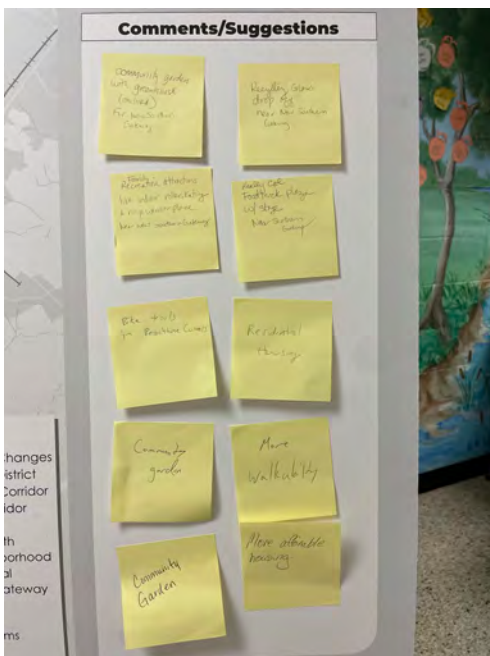
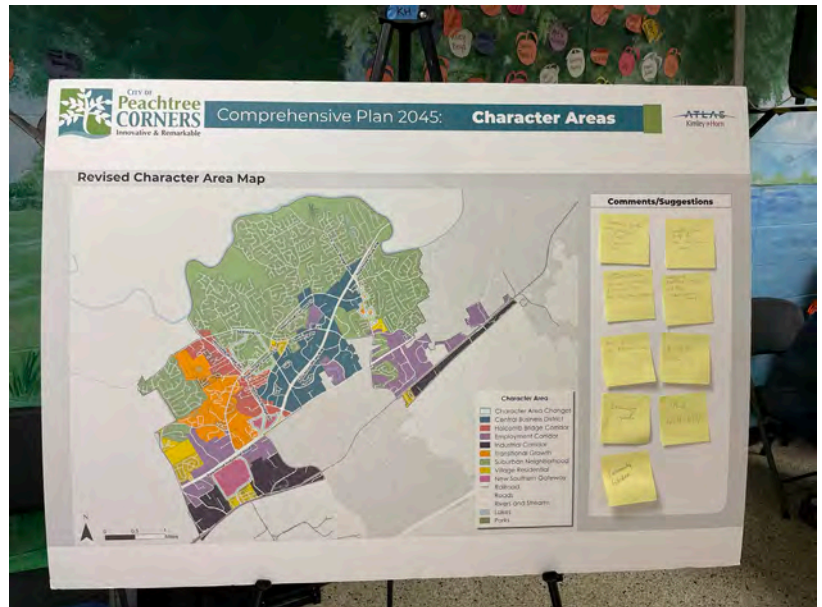
In April, a meeting jointly hosted by the United Peachtree Corners Civic Association (UPCCA) and the Peachtree Corners Business Association (PCBA) drew approximately 40 interested stakeholders. After a brief presentation, attendees were able to visit stations and provide input.

COMMUNITY OUTREACH AND ENGAGEMENT

Celebrate Peachtree

Celebrate Peachtree was a year-end after-school event at Peachtree Elementary School. This pop-up event provided a plan update to a racially and culturally diverse segment of the City's population. The objective of this outreach activity, held in May, was also to gauge the public's interest in a variety of ideas that could be pursued by the city. This outreach was targeted to reach a population that may have been underrepresented in previous public outreach efforts. From that meeting, attendees indicated support for the following potential city initiatives:

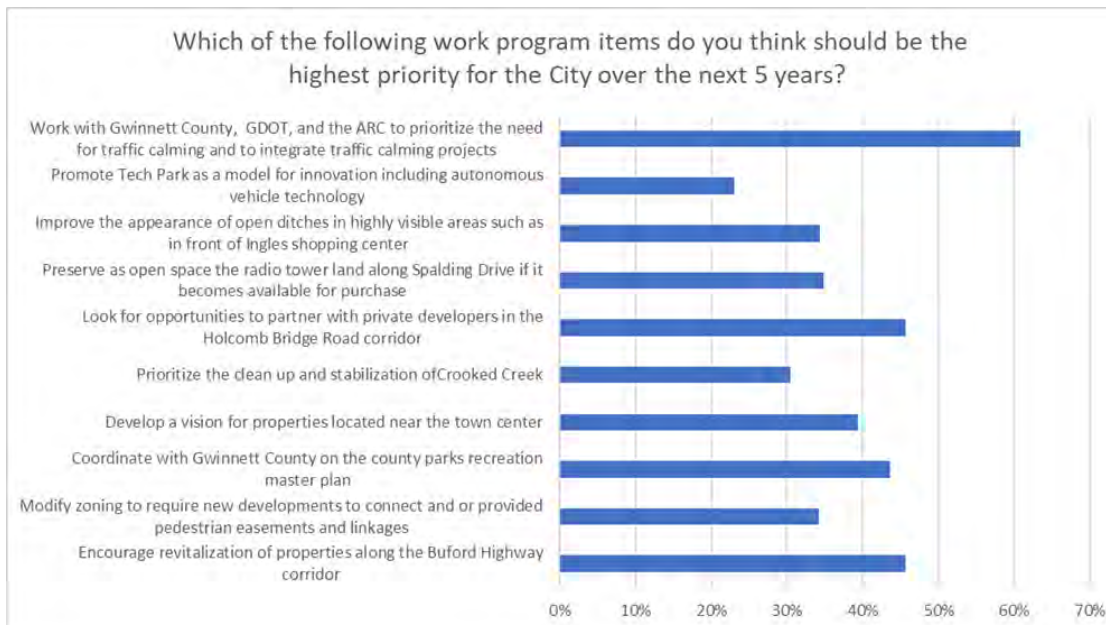
- Partner to increase access to Chattahoochee River
- Add Public Open Space (pocket parks, trails, etc.)
- Landscape and beautify roads and add gateway features at key locations
- Build Arts Center, Performing Arts Space, or Public Art



Community Survey

The 2045 Comprehensive Plan Survey opened went live on February 23, 2023, and closed on May 8, 2023. The 10 survey questions were developed by city staff and members of the consultant team. The survey was hosted on the City’s website and advertised on several social networks, including Facebook, LinkedIn, Instagram, and Nextdoor. A total of 743 responses were received. 82% of respondents answered that the city’s Vision is still relevant, and 84 supplemental comments were added related to the city’s overall vision. For this survey, respondents expressed a broad range of mobility concerns. Themes included traffic, a need for trails and alternative modes of transportation, and the effect of new development on the transportation system. Detailed survey results, including unedited comments related to the topics of vision and mobility, are included in the appendix.

Other survey findings are summarized in the charts below:



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RECOMMENDATIONS

Character Areas

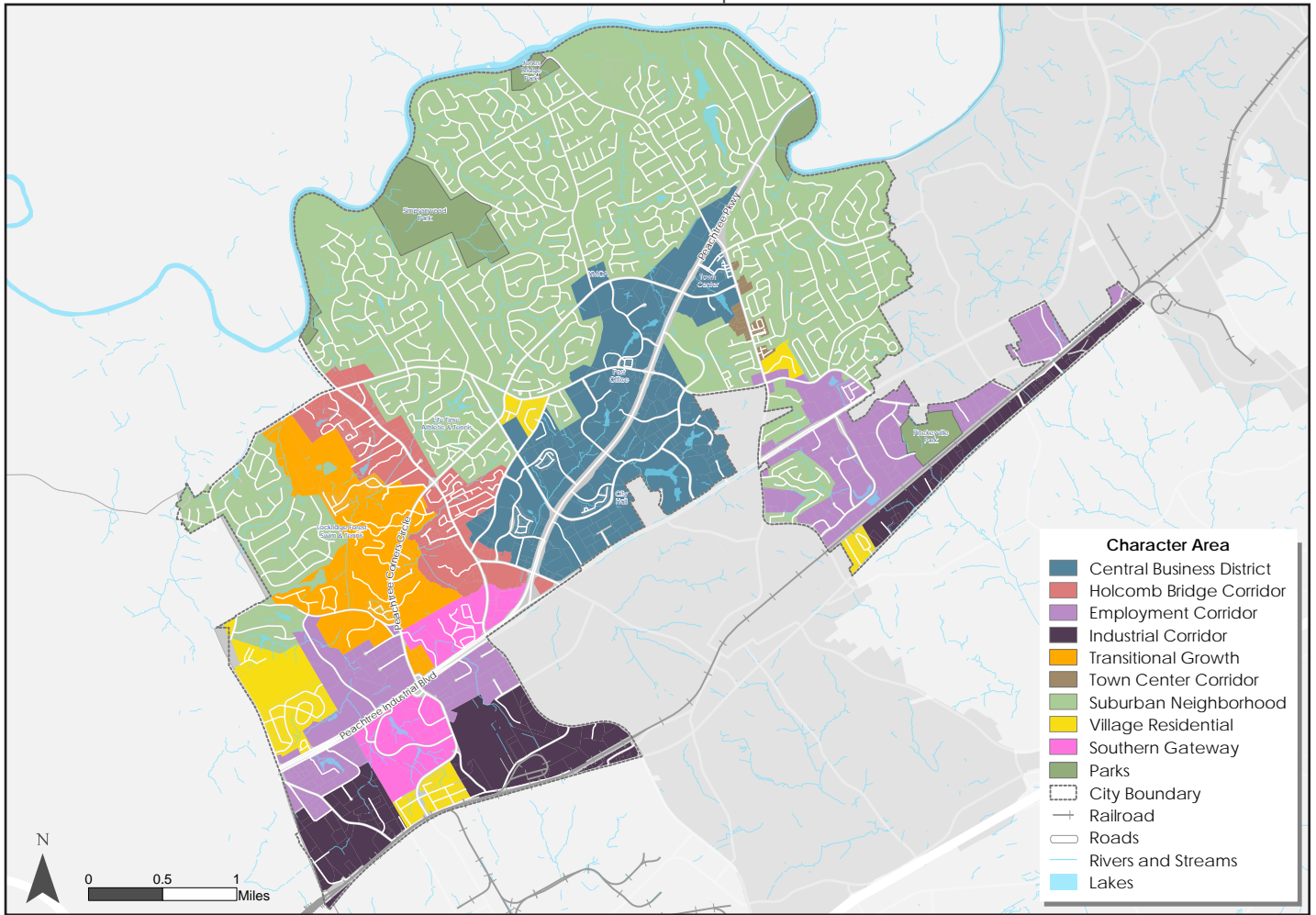
The Character Area Map geographically organizes the future development that the city desires to achieve. Character areas define how each unique neighborhood and area of the city is envisioned to change. This section describes the vision, intent, and principles for each character area. Zoning, development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

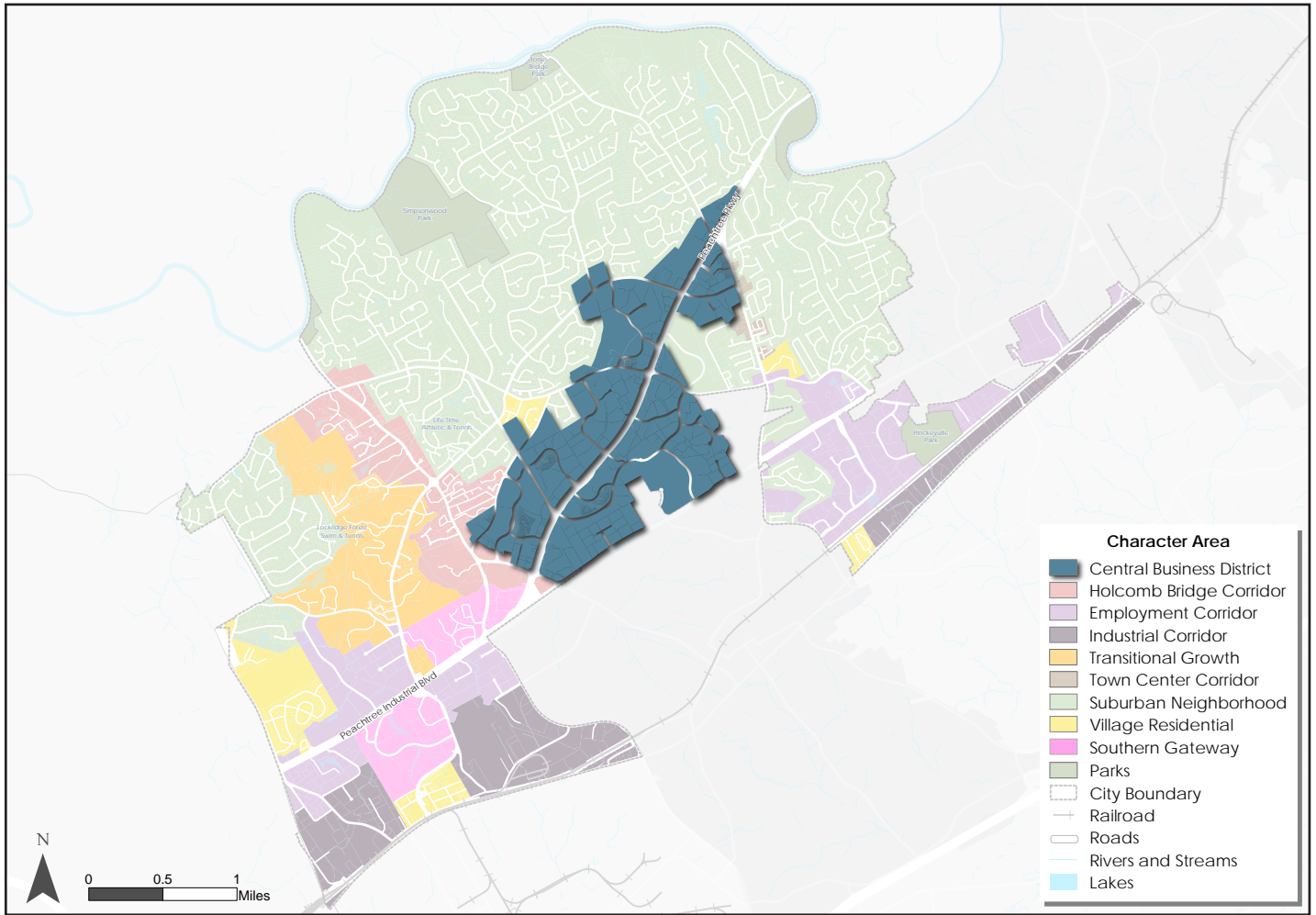
- Desired infrastructure, economic objectives, housing types and building types
- Building form, massing, and style
- Desired use or mix of uses
- Goals to achieve the desired development types

The map shown on the next page, 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.

Character Area Map



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 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, post office, fire station, 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.

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. Additional amenities, including recreation and education options, should be added to Technology Park. 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. Other transportation alternatives should also be pursued.

Relevant Plans and Studies

- Peachtree Corners LCI
- Peachtree Corners CTP
- PTC Innovation Hub
- Arts and Culture Master Plan
- Economic Development Plan
- Public Art Initiative
- Technology Park Multi-Use Trail Study
- State Route 141 Corridor Study

Central Business District

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, only as part of a mixed-use development
- 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

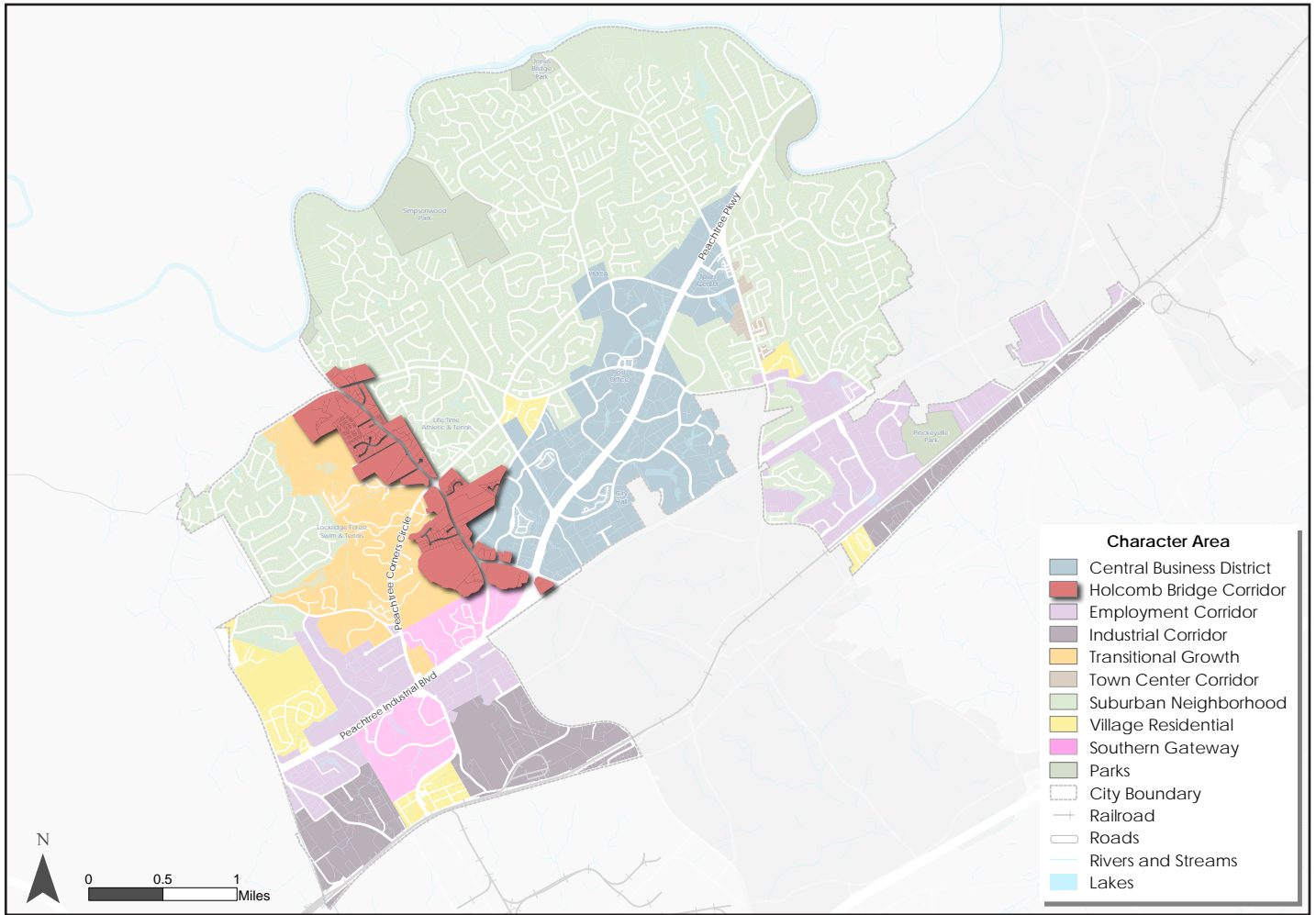
- 6 stories on Peachtree Parkway for mixed-use development
- 10 stories within Tech Park for offices and mixed-use buildings
- 2-4 stories elsewhere

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.

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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. Wherever possible, property redevelopment will include a tie-in to the Corners Connector multi-use trail system at Crooked Creek.

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. Design ideas for some developments in the Holcomb Bridge Corridor area are included in "Appendix C".

Relevant Plans and Studies

- | | |
|--|-----------------------------------|
| - Holcomb Bridge Corridor Study | - Economic Development Plan |
| - Holcomb Bridge Corridor Urban Redevelopment Plan | - Arts and Culture Master Plan |
| - Holcomb Bridge Road Overlay | - Public Art Initiative |
| - Peachtree Corners CTP | - Redevelopment Strategies Report |

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
- Improve overall aesthetics (landscaping, trees, lighting)
- Create a better pedestrian environment including new crossings
- Address traffic issues at problematic intersections

Holcomb Bridge Corridor

- 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
- Upgrade transit amenities, connect bicycles to larger network
- Create a trail network along creek & Colonial gas easement, and tie in to existing development and redevelopment projects
- 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

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.

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.

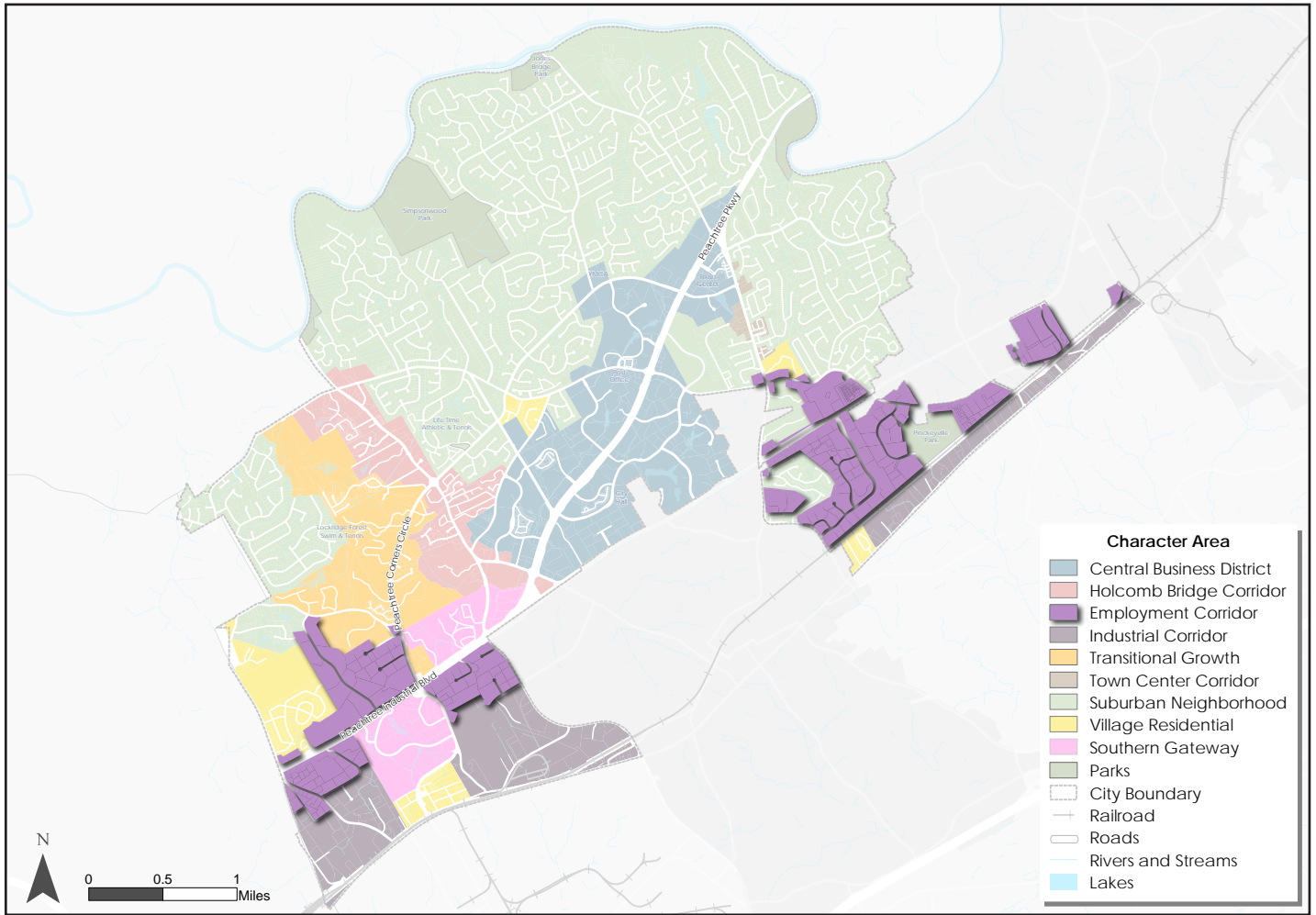
Height:

- 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 near 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.

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.

Relevant Plans and Studies

- Medlock Bridge Road Corridor Study
- Peachtree Corners CTP
- Economic Development Plan
- Arts and Culture Master Plan
- Public Art Initiative
- Redevelopment Strategies Report

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:

- 1-3 stories

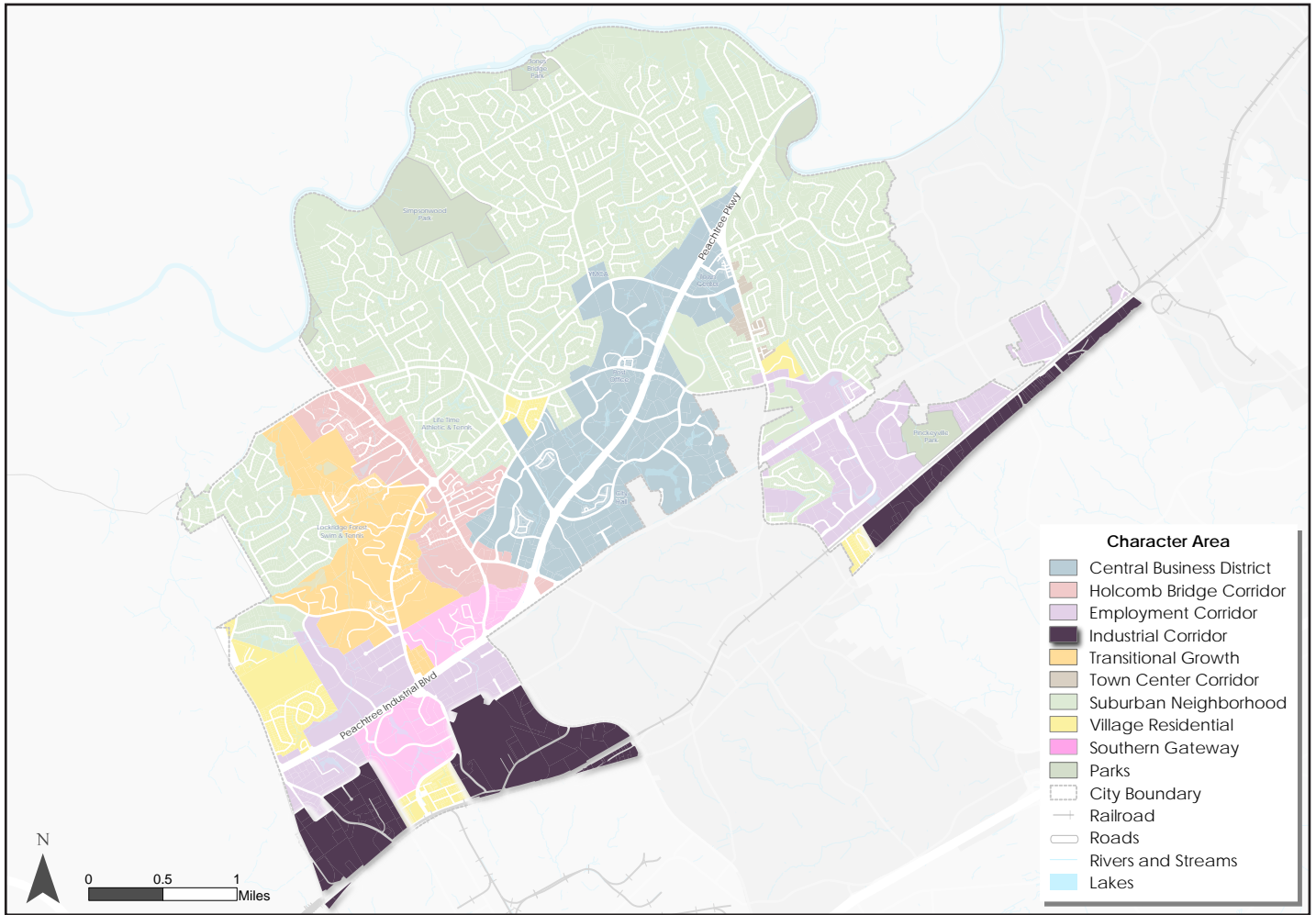
Employment Corridor

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.

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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, located on Buford Highway and the rail line, is 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 odor and noise.

Relevant Plans and Studies

- Medlock Bridge Road Corridor Study
- Peachtree Corners CTP
- Economic Development Plan
- Arts and Culture Master Plan
- Public Art Initiative
- Redevelopment Strategies Report

Appropriate Uses:

- Light industrial
- Heavy industrial
- Limited commercial/retail at strategic nodes

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

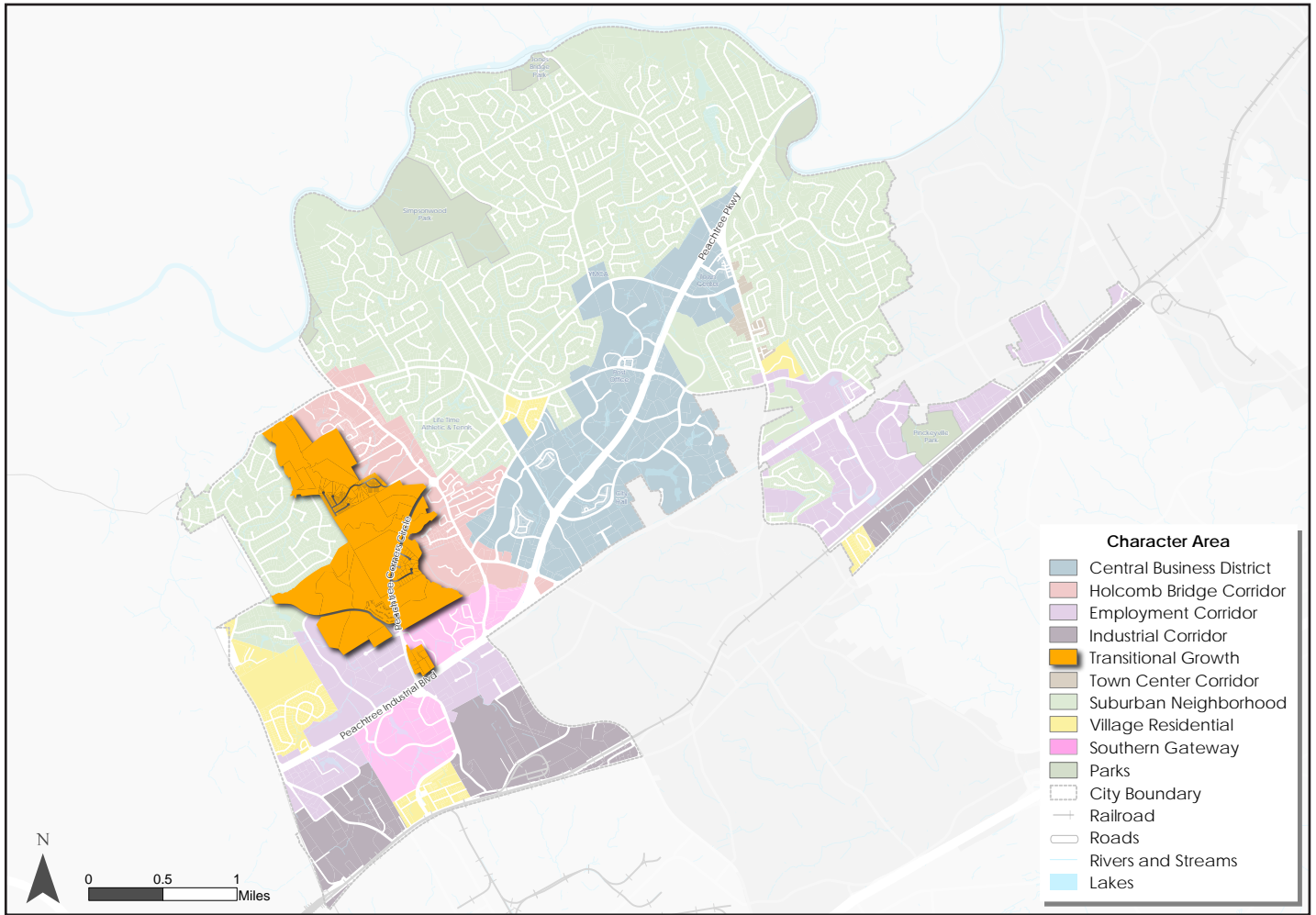
Industrial Corridor

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.

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Transitional Growth



The Vision

The Transitional Growth character area is primarily focused along the Peachtree Corners Circle area includes a variety of housing options. This area also provides a physical transition from more intense developed areas to lower-density single-family areas. The vision for the Transitional Growth area is to provide a variety of housing options to attract seniors, young adults, and new families. The character 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 character area 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”). 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.

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.

Relevant Plans and Studies

- | | |
|---|-----------------------------------|
| - Holcomb Bridge Corridor Study | - Economic Development Plan |
| - Holcomb Bridge Urban Redevelopment Plan | - Arts and Culture Master Plan |
| - Holcomb Bridge Road Overlay | - Public Art Initiative |
| - Peachtree Corners CTP | - Redevelopment Strategies Report |

Appropriate Uses:

- Townhouses and higher-density “for-sale” residential
- Single-family detached residential on small “cluster” lots
- Open space
- Institutional: churches and schools
- Minimal neighborhood-serving retail (such as “corner stores”) and small-scale offices (such as medical or dental office)
- Mixed-use developments

Transitional Growth

Discouraged Uses:

- Large lot single-family detached residential
- Large office buildings, complexes, and campuses
- 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

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:

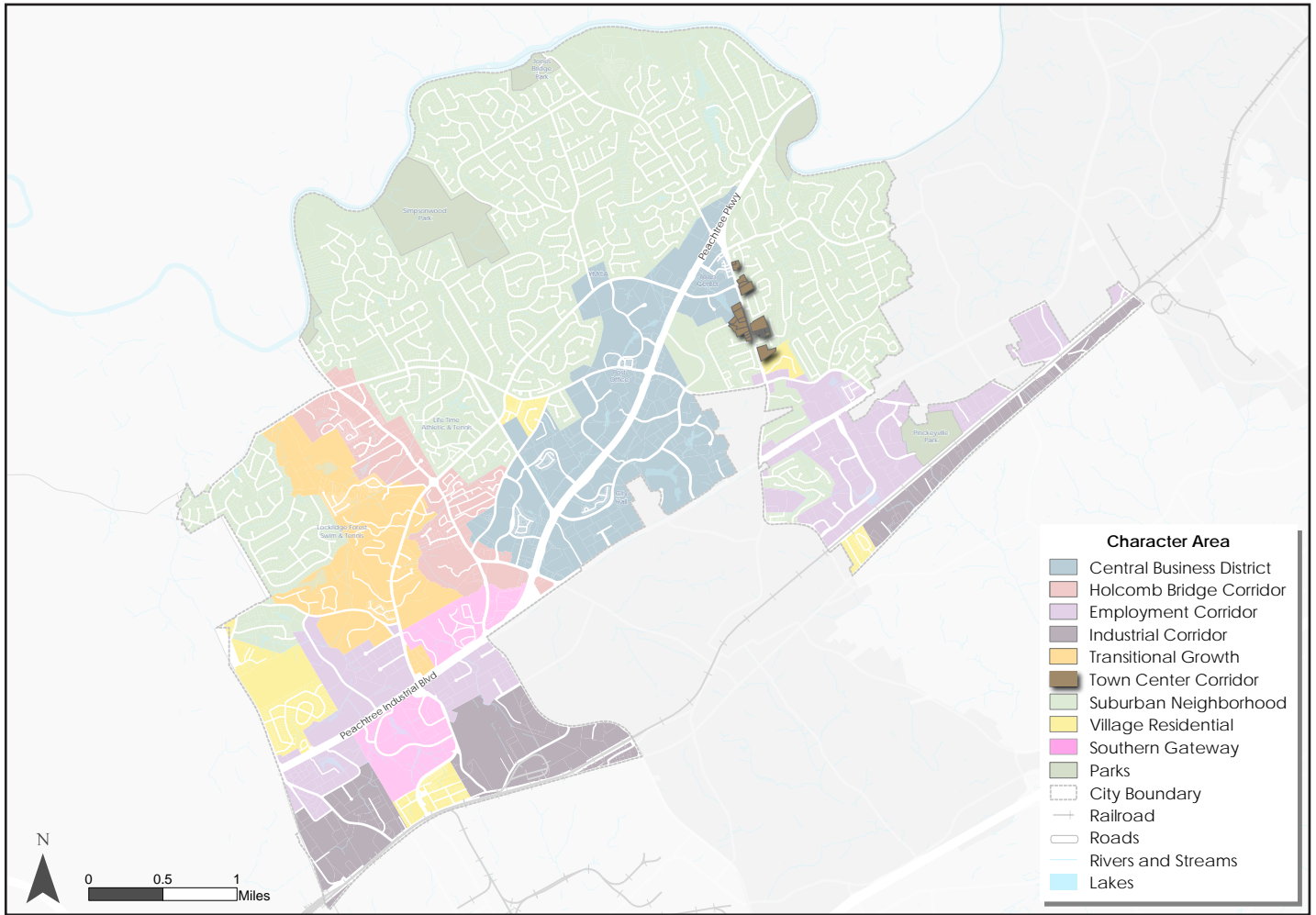
- Low-scale development is intended near existing single-family neighborhoods
- Moderate-scale development is intended at 2-8 stories
- Typical two-story single-family residential homes
- Non-residential may have greater height allowances only where adequately separated from surrounding residential areas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

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Town Center Corridor



The Vision

The Town Center Corridor character area is primarily focused along Medlock Bridge Road and includes a variety of housing options. This area provides a physical transition from more intense developed areas near the town center to lower-density single-family areas. The vision for the Town Center Corridor area is to provide a variety of housing options to attract seniors, young adults, and new families. The character 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.

Small to moderately sized open 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”).

Some design and development ideas for the Medlock Bridge Road Corridor and the shopping center at the north quadrant of the Peachtree Pkwy and East Jones Bridge Road intersection are included in “Appendix B”.

Relevant Plans and Studies

- | | |
|-------------------------------------|-----------------------------------|
| -Medlock Bridge Road Corridor Study | - Arts and Culture Master Plan |
| - Peachtree Corners CTP | - Public Art Initiative |
| - Economic Development Plan | - Redevelopment Strategies Report |

Appropriate Uses:

- Townhouses and higher-density “for-sale” residential
- Single-family detached residential on small “cluster” lots
- Open space
- Institutional: churches and schools
- Minimal neighborhood-serving retail (such as “corner stores”) and small-scale offices (such as medical or dental office)

Discouraged Uses:

- Large lot single-family detached residential
- Large office buildings, complexes, and campuses
- Industrial
- High density multifamily residential

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

Town Center Corridor

Business District, & Forum

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:

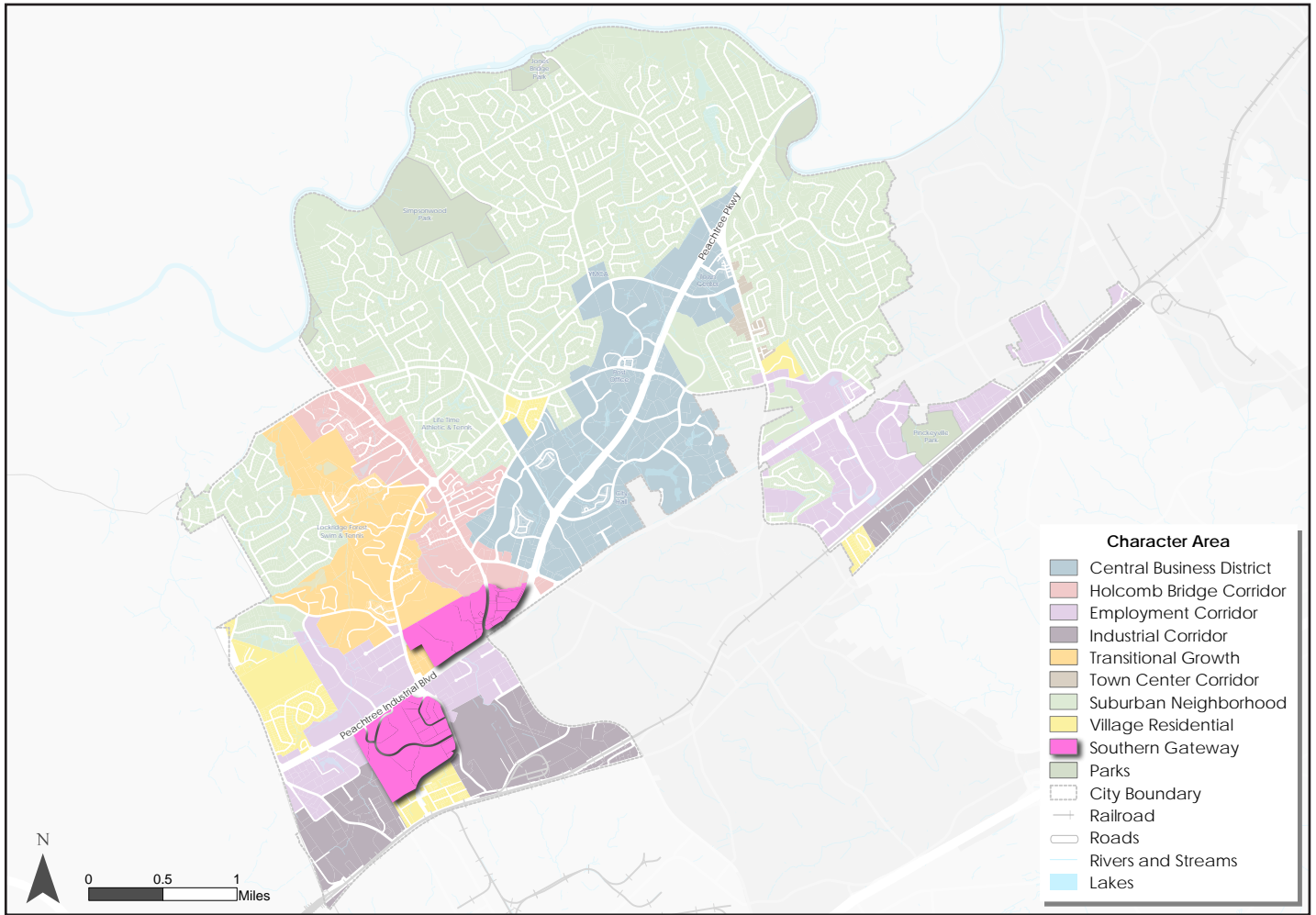
- Low-scale development is intended near existing single-family neighborhoods
- Moderate-scale development is intended at 2-8 stories
- Typical two-story single-family residential homes
- Non-residential may have greater height allowances only where adequately separated from surrounding residential areas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

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Southern Gateway



Serving as the entryway to Peachtree Corners from the south, the Southern Gateway character area aims to provide an impressive and welcoming arrival to the city. This character area includes two subareas. The first is the Governors Lake area comprised of office and vacant land, and the second is the retail and multifamily district located north of Peachtree Industrial Boulevard along Jimmy Carter Boulevard. While these areas are predominately each single use districts today, the vision for both includes high-quality and walkable mixed-use destinations, with office, higher-density residential, and retail components. Additionally, open space will serve as a focal point for new development and be accessible by the larger community. Ideally, this area will provide easily accessible public gathering spaces for residents and visitors alike.

A key feature of the Southern Gateway will be attractive gateways, signage, connection to the multi-use trail system, and streetscape elements welcoming visitors to Peachtree Corners. Sidewalks will provide pedestrian accessibility since the corridor is envisioned to be a destination for residents to shop and dine. Incorporating facilities for bicycles and pedestrians, as well as promoting mixed-use development, will support alternative modes of transportation. Pedestrian access and open space are crucial to enhance visitors' enjoyment of Peachtree Corners. Internal streets will be connected and pedestrian-oriented, with safe crossings, traffic calming measures, and attractive amenities. The Southern Gateway will complement existing destinations within the city while becoming a new destination and community center, drawing visitors from across Peachtree Corners and the region. Some design ideas for areas within the Southern Gateway are included in "Appendix D".

Relevant Plans and Studies

- | | |
|---|-----------------------------------|
| - Holcomb Bridge Corridor Study | - Economic Development Plan |
| - Holcomb Bridge Urban Redevelopment Plan | - Arts and Culture Master Plan |
| - Holcomb Bridge Road Overlay | - Public Art Initiative |
| - Peachtree Corners CTP | - Redevelopment Strategies Report |

Appropriate Uses:

The following uses and development guidelines describe the vision for the entire Southern Gateway character area.

- Mixed-use
- Regional or neighborhood-serving commercial/retail, preferably mixed with other uses
- Multi-family residential ("for-sale and "for-rent")
- Townhouses
- Open space

Discouraged Uses:

- Light industry (prohibited)
- Heavy industry (prohibited)
- Single-family detached residential
- Auto-oriented establishments
- Drive-through establishments

Southern Gateway

- “Big box” retail

Development Guidelines:

- Uniform high-quality signage
- Aesthetic improvements to major corridors: Peachtree Industrial Boulevard, Jimmy Carter Boulevard, Jones Mill Road
- 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
- Connection to trail system

Height:

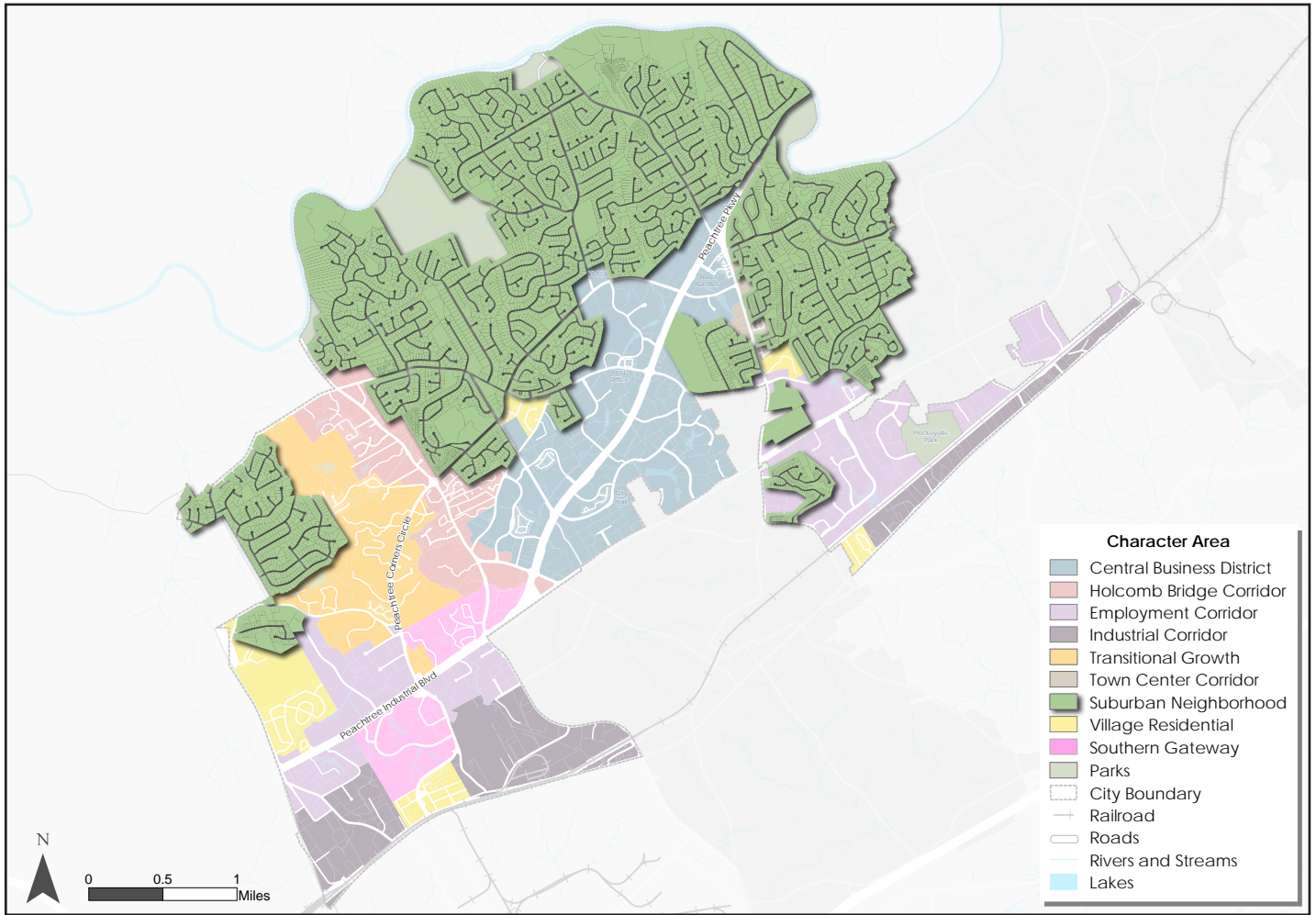
- 6-8 stories for development that fronts onto Peachtree Industrial Boulevard
- 4-6 stories for development that fronts onto Jimmy Carter Boulevard
- 3-4 stories elsewhere

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.

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Suburban Neighborhood



The Vision

The Suburban Neighborhood character area will continue to foster stable, established, owner-occupied 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.

Relevant Plans and Studies

- Holcomb Bridge Corridor Study
- Holcomb Bridge Urban Redevelopment Plan
- Holcomb Bridge Road Overlay
- State Route 141 Corridor Study
- Medlock Bridge Road Corridor Study
- Peachtree Corners CTP
- Economic Development Plan
- Arts and Culture Master Plan
- Public Art Initiative
- Redevelopment Strategies Report

Appropriate Uses

- Single family detached “for-sale” 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

Suburban Neighborhood

- 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

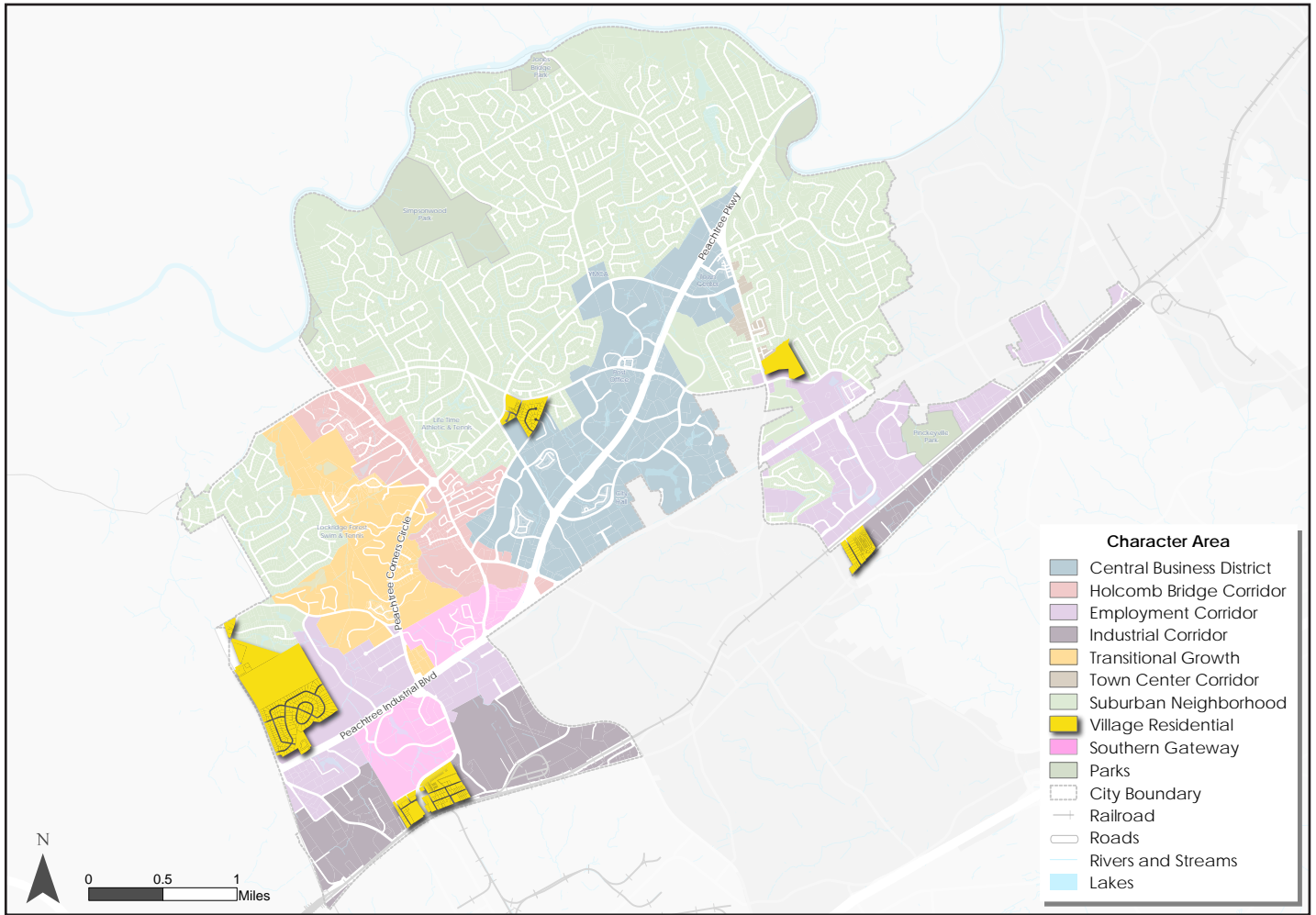
- Low-scale development is intended
- Typical two-story single-family residential homes and one-story ranch-style homes
- Non-residential development may have greater height allowances only where adequately separated from surrounding residential areas with buffers and transitional building heights

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

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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.

Relevant Plans and Studies

- Medlock Bridge Road Corridor Study
- Peachtree Corners CTP
- Economic Development Plan
- Arts and Culture Master Plan
- Public Art Initiative
- Redevelopment Strategies Report

Appropriate Uses:

- Higher-density “for-sale” 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

Village Residential

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

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.

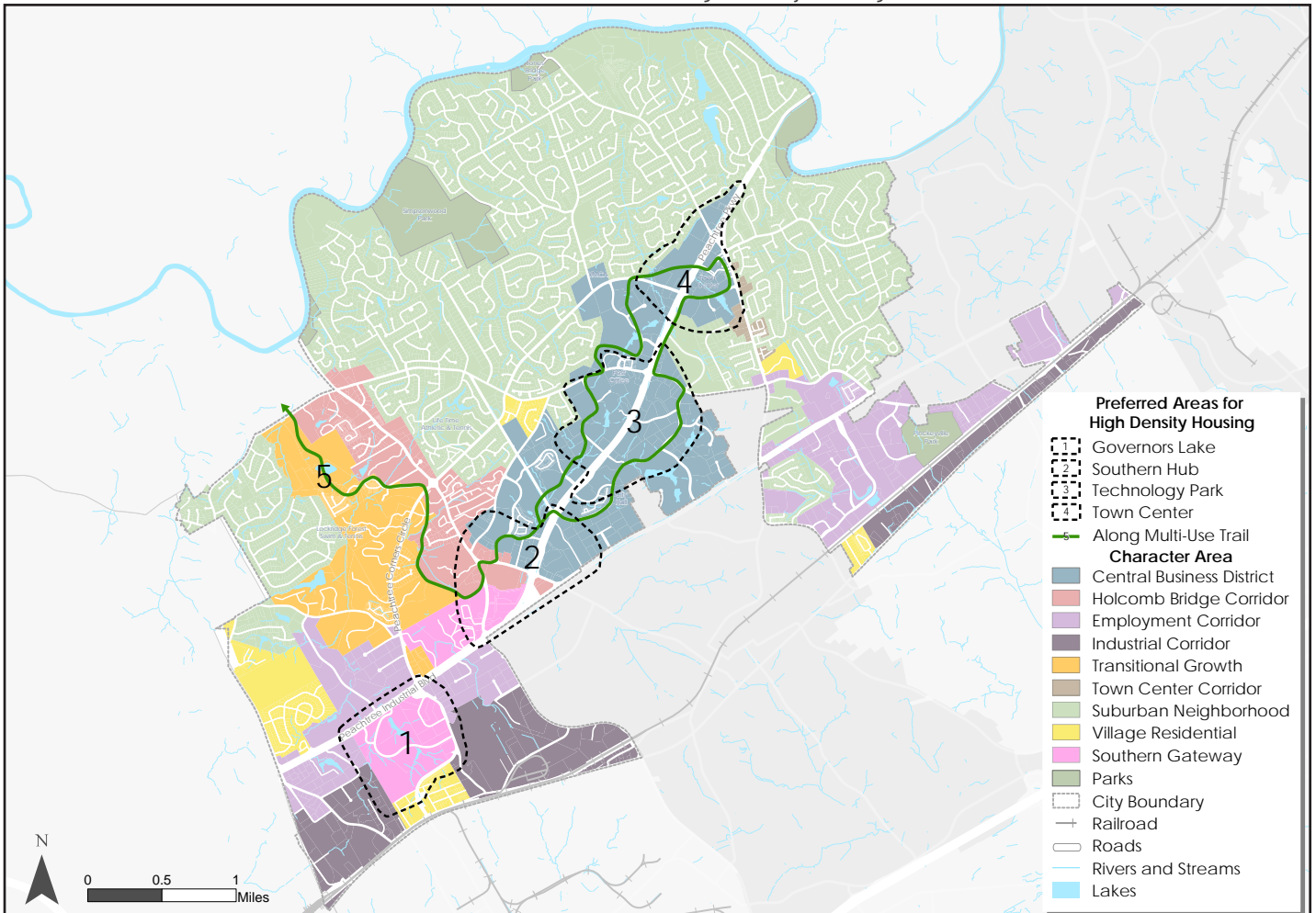
All Character Areas:

- 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.

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High-Density Housing

Potential Locations for High-Density Housing



High Density Housing

Much of the land within Peachtree Corners has already been improved, leaving little space for greenfield development. Furthermore, there is an increased need for housing options to attract young, educated professionals and to serve the needs of the existing aging population. As a result, the City has identified certain areas that may be appropriate for higher density residential infill developments that are incorporated into mixed-use projects. Preference should be given to high-density developments that cater to homeowners, such as condominium buildings.

Efforts should also be made to incorporate senior housing into the overall strategy. Residents over 55 are an increasing segment of the population in Peachtree Corners, and many of these residents will need housing with special accommodations over the coming years. Specifically, demand is likely to increase for attached housing with smaller footprints, zero-step entry, single-floor development, elevator access for multistory housing, and developments that offer additional senior-focused services as well as located near community activity centers, transportation options, and open space.

Higher density residential development should be focused in areas that already support increased density, particularly within the existing Central Business District and Holcomb Bridge character areas, as well as the new Southern Gateway character area. These are areas where mixed-use and high-density residential development will attract residents to Peachtree Corners and help make housing more affordable for all residents. The map on the previous page highlights some areas where higher density mixed-use projects have previously been approved and where future higher density residential development may be appropriate within the City.

Economic Development

Peachtree Corners recognizes the importance of economic development, retaining existing valued businesses and attracting new businesses. As such, the city has been active in the adoption of strategies and policies toward targeted industries. Specifically, the City has identified the following sectors as key to the growth of the community:

- IT Solutions
- Healthcare Science
- Manufacturing
- Supply Chain
- Regional Corporate Headquarters

These industries provide high-wage, quality jobs for residents across the region. In order to attract these industries, Peachtree Corners has pursued a number of policies and initiatives aimed at incentivizing business development and retention.

The City has completed projects including Curiosity Lab, Town Center, and a multi-use trail across the city, and created organizational structures including the Redevelopment Authority, the Downtown Development Authority, and the Arts Council. Additionally, the City has provided a number of incentives, including:

- Tax exemption programs for new and emerging technology companies
- A Trails and Open Space Program allowing private property owners to exchange undevelopable land for density credits
- An incentive corridor along Holcomb Bridge Road with high-density and other bonuses in exchange for the redevelopment of aging residential and commercial properties
- Incentives for businesses that provide a certain number of jobs for the community

Additionally, the City has implemented certain regulations to support economic development, such as:

- Prohibition of certain uses with the central business district and Technology Park that don't align with economic development goals
- Adoption of a business-friendly sign ordinance
- Creation of an Entertainment District to attract amenities for residents and businesses
- Adoption of regulations allowing food trucks in commercial and office areas

By adoption of these strategies, Peachtree Corners aims to provide a business-friendly environment that attracts high-quality jobs.

The City's five-year economic development master plan outlines goals, strategies, and objectives to further Peachtree Corners' long-term economic goals. The master plan document is attached herein as Exhibit E.



Transportation

The City of Peachtree Corners' mobility needs are diverse, and the following recommendations cover multiple modes of transportation.

Connectivity to the Region

Many Peachtree Corners residents must leave the city to access jobs and for other critical purposes.

Adding new capacity on major arterials and improving key intersections are important steps to ensure safe, reliable trips to regional destinations. To improve connectivity to the region, the city may work with its partners to develop the following high priority major roadway projects:

- Southbound lane extensions on Peachtree Industrial Boulevard
- Reconstruct Peachtree Industrial Boulevard at Winters Chapel Road (eliminate Single Point Urban Interchange)
- Reconstruct Peachtree Industrial Boulevard at Jimmy Carter Boulevard (eliminate Single Point Urban Interchange)

Last Mile Solutions

Enhancing the transportation system in a more localized area can also result in significant mobility benefits to city residents. The city should proactively seek partnerships with all transit operators in the Atlanta region, including Ride Gwinnett, ATL, and MARTA. Gwinnett County's transit development plans may include micro transit service in Peachtree Corners. The city may be able to provide amenities and shuttle services which may increase overall transit ridership. Beyond the County's plans, the city plans to expand the number of driverless shuttle stops, offering citizens additional options for getting from a transportation hub to their final destination.

Sidewalks and Trails

City staff has demonstrated the ability to select, prioritize, and manage the construction of complex pedestrian safety improvement projects, such as new sidewalks along public roads, trails along new alignment, and pedestrian crossing treatments at intersections. The Public Works Department should continue to identify sidewalk gaps in addition to installing new sidewalk along streets as needed. In addition to traditional sidewalks, the city has multiple options to consult for adding multi-use paths and trails throughout the city. Most recently, Peachtree Corners has effectively utilized its share of GDOT's Local Maintenance Improvement Grant (LMIG) funding to program its sidewalk projects. Other funding sources for pedestrian safety projects include:

- Infrastructure Investment & Jobs Act (IIJA)
- Safe Routes to School (SRTS)
- Transportation Alternatives Program (TAP)
- Highway Safety Improvement Program (HSIP)
- Safe Streets and Roads for All (SS4A)
- Carbon Reduction Program
- Reconnecting Communities

Enhancing Roadway Right-of-Way and Gateway Treatments

Public outreach revealed that many Peachtree Corners residents support roadway beautification and enhancement programs. Landscape designs and proposed amenities which may have both an aesthetic and practical value could be included in preliminary construction plans. The city may bear some or all the cost of these enhancements on new projects. The city's work program includes streetscaping along Peachtree Corners Circle, between Holcomb Bridge Road and Jones Mill Spur, and along Medlock Bridge Road between Peachtree

Parkway and Spalding Drive. Other potential streetscape projects could be considered along these roadway sections:

- Spalding Drive, all segments in city limits
- Peachtree Corners Circle, between Spalding Drive and SR 141/Peachtree Parkway
- South Old Peachtree Road, between Medlock Bridge Road and Peachtree Industrial Boulevard

SR 141/Peachtree Parkway, Peachtree Industrial Boulevard, Holcomb Bridge Road, and Spalding Drive (West side), all serve as gateway corridors into the city. Landscaping at suitable fixed points on these corridors would beautify these corners and further the city's identity as a place where the natural environment is valued and maintained.



Education

A key goal of the City of Peachtree Corners is to target the recruitment of a technical college or other postsecondary institution to Technology Park. This would provide a way to enhance the research and partnership capabilities of companies within Technology Park which will further cement Peachtree Corners as a business destination, particularly for technology companies. Furthermore, partnerships with these firms can provide internship and apprenticeship opportunities for Peachtree Corners students, improving education throughout the community. Additionally, the City should continue to seek opportunities to partners with local educational institutions such as Gwinnett Technical College and other universities in Georgia.

Peachtree Corners is well-positioned for these opportunities. The City has a much higher level of educational attainment than Gwinnett County or the State of Georgia. Almost two-thirds of Peachtree Corners residents have either a bachelor’s or post-graduate degree (65%). Roughly 22% of Peachtree Corners residents have a high school diploma or less, compared to 32% for the county and 33% for the state. College degree attainment is similar to Duluth but slightly behind Johns Creek and Dunwoody.

Educational Attainment 25 and Older (2022)					
	No HS Diploma	HS Graduate	Some College, No Degree	College Degree	Post-Graduate Degree
Peachtree Corners	2,643	6,608	5,756	18,717	8,911
Gwinnett County	100,047	216,933	167,405	365,518	140,660
Georgia	397,191	3,729,182	1,941,823	3,442,322	1,533,599

Educational Attainment 25 and Older (2022)					
	No HS Diploma	HS Graduate	Some College, No Degree	College Degree	Post-Graduate Degree
Peachtree Corners	6.2%	15.5%	13.5%	43.9%	20.9%
Gwinnett County	10.1%	21.9%	16.9%	36.9%	14.2%
Georgia	3.6%	33.8%	17.6%	31.2%	13.9%

Educational Attainment 25 and Older (2022)					
	No HS Diploma	HS Graduate	Some College, No Degree	College Degree	Post-Graduate Degree
Johns Creek	1.7%	9.2%	11%	46.5%	31.6%
Duluth	2.6%	17.9%	12.6%	47.4%	19.6%
Dunwoody	1.6%	9.9%	8.1%	40.4%	34.0%

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REPORT OF ACCOMPLISHMENTS

REPORT OF ACCOMPLISHMENTS

City of Peachtree Corners Comprehensive Plan Report of Accomplishments		
Project/Activity	Status	Status Explanation
Draft and adopt specialized design standards within the Overlay District to promote architectural design and appearance appropriate to location.	Ongoing	
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).	Postponed	Postponed due to shifting community priorities
Implement wayfinding signage in the Holcomb Bridge Rd. corridor.	Postponed	Postponed due to shifting community priorities
Work with private property owners to provide public access to the Chattahoochee River where possible.	Ongoing	Discussion, studies, and analysis ongoing
Prioritize the clean-up and stabilization of Crooked Creek.	Ongoing	
Cohost events between UPCCA, Gwinnett Clean & Beautiful, and the City for clean-up and related education.	Ongoing	
Provide education to the community regarding debris and storm drains.	Ongoing	
Coordinate with neighboring jurisdictions about the possibility of a jointly-acquired open space.	Ongoing	
Develop a performing arts center.	Ongoing	Discussion, studies, and analysis ongoing
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	Postponed due to shifting community priorities
Develop preferred roadway cross-section for Holcomb Bridge Rd. including landscaping and public art.	Ongoing	
Modify zoning to require new developments to connect and/or provide easements to any identified pedestrian linkages and trails as part of development approval.	Postponed	Postponed due to shifting community priorities
Develop a vision for properties located near the Town Center.	Completed	
Emphasize the importance of Tech Park and promote the City's provision of new amenities within the park, such as the trail system.	Ongoing	
Promote Tech Park as a model for innovation, including autonomous vehicle technology.	Ongoing	
Create a better sense of identity with increased signage.	Ongoing	
Look for opportunities to partner with private developers in the Holcomb Bridge Rd. Corridor.	Ongoing	

City of Peachtree Corners Comprehensive Plan Report of Accomplishments		
Project/Activity	Status	Status Explanation
Look for ways to improve the appearance of open ditches in highly-visible areas such as in front of the Ingles shopping center.	Ongoing	
Update zoning ordinance/subdivision regulations to include comprehensive plan recommendations. Investigate rezoning property to more accurately reflect existing uses.	Ongoing	
Preserve as open space the radio tower land along Spalding Drive if it becomes available for acquisition.	Postponed	Postponed due to shifting community priorities
Investigate the establishment of Opportunity Zones within areas of the City that qualify.	Completed	
Identify major employers and determine their needs with the goal of enhancing retention efforts.	Ongoing	
Previous Yearly Items		
Encourage neighborhood organizations to engage in community-building activities.	Ongoing	Yearly Action Item
Build education coalitions with parents, teachers, and school councils to communicate school needs to Gwinnett County Schools.	Ongoing	Yearly Action Item
Coordinate with Gwinnett County on the implementation of the Gwinnett County Greenways Master Plan.	Ongoing	Yearly Action Item
Coordinate with Gwinnett County on the implementation of the Gwinnett County Parks & Recreation Master Plan.	Ongoing	Yearly Action Item
Investigate the potential for outside funding sources to further develop pedestrian connections and bike facilities	Ongoing	Yearly Action Item
Utilize findings of ARC's Bike/Ped Task Force to generate new ideas for bike/ ped provisions.	Ongoing	Yearly Action Item
Work with Gwinnett County, GDOT, and the ARC to prioritize the need for traffic calming and integrate traffic calming projects.	Ongoing	Yearly Action Item
Pursue county-administered CDBG funds for redevelopment efforts.	Ongoing	Yearly Action Item
Investigate downtown development grant programs for application in the Central Business District.	Ongoing	Yearly Action Item
Communicate with businesses via electronic newsletter to keep them informed of developments in the City.	Ongoing	Yearly Action Item
Encourage revitalization of properties along the Buford Highway corridor.	Postponed	Yearly Action Item
Protect the industrial area and preserve its viability by discouraging incompatible, adjacent land uses.	Ongoing	Yearly Action Item
Further develop, refine, and implement land use recommendations for character areas.	Ongoing	Yearly Action Item

REPORT OF ACCOMPLISHMENTS

City of Peachtree Corners Comprehensive Plan Report of Accomplishments		
Project/Activity	Status	Status Explanation
Monitor the provision of municipal services and their ability to meet the growing population and workforce.	Ongoing	Yearly Action Item
Facilitate partnerships with the Georgia Hispanic Chamber of Commerce to support local Hispanic businesses and business owners.	Ongoing	Yearly Action Item
Work with Gwinnett County to identify where sanitary sewer systems are needed in the City.	Ongoing	Yearly Action Item
Explore the creation of a Community Improvement District (CID) for Technology Park.	Postponed	Yearly Action Item
Explore the possibility of a pedestrian bridge across the Chattahoochee River between Simpsonwood Park and park areas on the opposite side of the river.	Ongoing	Yearly Action Item
Provide better bicycle and pedestrian connections between residential areas and mixed-use and retail areas.	Ongoing	Yearly Action Item
10.9 Linear Miles of Sidewalks Constructed	Completed	
3.5 Linear Miles of Trails Constructed	Completed	
69.9 Lane Miles (535,000 SY) Resurfaced spanning 27 neighborhoods and 24 collectors/ office parks	Completed	
5 Pedestrian Crossings Installed	Completed	
4 Intersection Improvements Completed (Working on 2 more) (GDOT or Gwinnett completed 1 additional one and is working on 2 more) 3.5 Linear Miles of Trails Constructed.	Completed	
3.5 Linear Miles of Trails Constructed	Completed	
Pedestrian Bridge over SR 141 completed	Completed	

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COMMUNITY WORK PLAN

City of Peachtree Corners Comprehensive Plan
Community Work Program*

Community Goal	2024	2025	2026	2027	2028	Estimated Cost	Funding Source	Responsible Party
Goal 1: Build and strengthen a unified and family-friendly multicultural city								
Draft and adopt specialized design standards within the City Overlay District to promote architectural design and appearance appropriate to location.	X	X	X			\$150,000	City, ARC	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			Staff Time (no additional cost)	N/A	City
Implement wayfinding signage in the Holcomb Bridge Rd. corridor.	X	X				\$1.1 million	City, County	City, County, State
Update Livable Centers Initiative plan including an updated vision for the Innovation Hub study.		X	X	X		\$200,000	ARC LCI Funds, City	City
Goal 2: Maintain a high-quality natural and cultural environment								
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, NPS
Prioritize the clean-up and stabilization of Crooked Creek in support of a multi-use trail.	X					\$2 million	City, Grants	City
Cohost events between UPCCA, Gwinnett Clean & Beautiful, and the City for clean-up and education	X	X	X	X		\$60,000	City, County	City, County, UPCCA
Provide education to the community regarding debris and storm drains.	X	X	X	X		\$30,000	City, Grants	City
Develop a performing arts center.			X			\$3 million	City, Private/Non-Profits	City
Acquire land toward the development of the Crooked Creek trail system.	X	X	X	X		\$2 million	City, ARC, Grants	City
Develop amenity features at Peachtree Corners Circle and Crooked Creek.	X	X				\$2 million	City, Grants	City

*This document is updated periodically to ensure that it remains current and relevant.

Community Goal	2024	2025	2026	2027	2028	Estimated Cost	Funding Source	Responsible Party
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	X	X			Staff Time (no additional cost)	City	City
Goal 3: Integrate transportation and accessibility into development decisions								
Develop preferred roadway cross-section for Holcomb Bridge Rd. including landscaping and public art.	X	X				\$125,000	City, County, State	City, County, State
Modify zoning to require new developments to connect and/or provide easements to any identified pedestrian linkages and trails as part of development approval.	X					Staff Time (no additional cost)	N/A	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			\$20,000	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				\$250,000	City, County, State	City, County, State
Look for ways to expand transportation links to provide 'last mile' connectivity.	X	X	X	X		Staff time (no additional cost)	N/A	City
Extend the Multi-Use trail system through the Town Center and the Forum.	X	X				\$1.5 million	City, Grants	City
Develop a trail hub at Engineering Drive.		X	X	X		\$1.5 million	City	City
Goal 4: Enable redevelopment and capture high-quality new development								
Update zoning ordinance/subdivision regulations to include comprehensive plan recommendations. Investigate rezoning property to more accurately reflect existing uses.	X	X	X	X		\$150,000	City	City

City of Peachtree Corners Comprehensive Plan
Community Work Program

Community Goal	2024	2025	2026	2027	2028	Estimated Cost	Funding Source	Responsible Party
Complete a redevelopment plan for the Holcomb Bridge Road Corridor	X					\$125,000	City	City
Preserve as open space the radio tower land along Spalding Drive if it becomes available for acquisition.					X	\$2 million	City, County	City
Adopt regulations and incentives to encourage redevelopment at the Southern Gateway.		X	X			\$135,000	City, ARC	City
Goal 5: Emerge as the most desirable and advantageous community in the Atlanta region								
Identify major employers and determine their needs with the goal of enhancing retention efforts.	X	X	X	X		Staff time (no additional cost)	N/A	City
Update and adopt the City's Economic Development Plan to identify target industries and economic strategies.	X					Staff time (no additional cost)	N/A	City
Goal 6: Continue to seek and enhance opportunities for innovation								
Create amenities and activity centers within Technology Park		X	X	X		\$1.5 million	City	City
Promote Tech Park as a model for innovation, including autonomous vehicle technology.	X	X	X	X		\$100,000	City	City
Goal 7: Strive to enhance the city's identity and awareness of its distinct attributes through marketing, communications, place-making and accomplishments								
Add gateways at key entryways to the city.	X	X	X			\$1.5 million	City, Grants	City
Create a better sense of identity with increased signage.		X				\$75,000	City	City
Implement streetscape plans for Medlock Bridge Road between Peachtree Parkway and Spalding Drive.		X	X	X		\$500,000	GDOT, ARC, City	City

City of Peachtree Corners Comprehensive Plan
Community Work Program

Community Goal	2024	2025	2026	2027	2028	Estimated Cost	Funding Source	Responsible Party
Implement streetscape plans for Peachtree Corners Circle between Holcomb Bridge Road and Jones Mill Spur.		X	X	X		\$500,000	GDOT, ARC, City	City
Goal 8: Support housing options that accommodate various age groups								
Review current mixed-use and residential zoning districts for consistency with the comprehensive plan and to support the development of housing options at all price points.	X	X	X			Staff Time (no additional cost)	City	City
Goal 9: Exhibit fiscal responsibility in the management of the City's resources								
Conduct a feasibility study for a Community Improvement District, Business Improvement District, or other funding mechanism to support investment in priority areas.	X	X	X			\$125,000	City, Downtown Development Authority	Downtown Development Authority and/or jointly with the Redevelopment Authority
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/Countries

COMMUNITY WORK PLAN

City of Peachtree Corners Comprehensive Plan Additional Yearly Implementation Activities		
Community Goal	Estimated Cost	Responsible Party
Monitor regional and US Census Bureau estimates of the City's population.	Staff Time (No Additional Cost)	City
Maintain a strong relationship with the Gwinnett County Board of Education through Peachtree Corners' local representative.	Staff Time (No Additional Cost)	City
Coordinate with Gwinnett County Department of Transportation on projects within the City and regarding additional studies and improvements, specifically related to proposed changes to Holcomb Bridge Rd. and Peachtree Pkwy.	Staff Time (No Additional Cost)	City
Coordinate with Gateway 85 CID on projects in the City.	Staff Time (No Additional Cost)	City
Work with Gwinnett County to identify sidewalks that are in need of replacement, extension, or repair.	Staff Time (No Additional Cost)	City, County
Coordinate with Gwinnett County to assist where possible to improve access, ingress, and egress to outdated retail centers and upgrade surrounding road networks.	\$250,000	City, County
Work with Partnership Gwinnett on other economic development efforts and resources, such as assistance for small businesses and entrepreneurs.	Staff Time (No Additional Cost)	City
Encourage office parks to provide connections to greenways for employees and visitors.	Staff Time (No Additional Cost)	City
Encourage large-scale new development that incorporates any type of community gathering space or open space to provide wi-fi and other technological enhancements.	Staff Time (No Additional Cost)	City
Identify and pursue businesses that are needed, but not well-represented in the City, such as specialty restaurants and businesses that enhance night life and recreation.	Staff Time (No Additional Cost)	City
Implement streetscape plans for Peachtree Corners Circle between Holcomb Bridge Road and Jones Mill Spur.	\$750,000	Public Works
Implement streetscape plans for Medlock Bridge Road between Peachtree Parkway and Spalding Drive.	\$750,000	Public Works
Facilitate partnerships with the Georgia Hispanic Chamber of Commerce to support local Hispanic businesses and business owners.	\$35,000	City
Work with Gwinnett County to identify where sanitary sewer systems are needed in the City.	\$60,000	City, County
Explore the creation of a Community Improvement District (CID) for Technology Park.	\$60,000	City
Explore the possibility of a pedestrian bridge across the Chattahoochee River between Simpsonwood Park and park areas on the opposite side of the river.	\$120,000	City, County, NPS, Johns Creek
Provide better bicycle and pedestrian connections between residential areas and mixed-use and retail areas.	\$250,000	City
Encourage development/redevelopment of office properties with natural, outdoor amenities.	Staff Time (No Additional Cost)	City
Collaborate with Partnership Gwinnett on other office marketing efforts.	Staff Time (No Additional Cost)	City

City of Peachtree Corners Comprehensive Plan Additional Yearly Implementation Activities		
Community Goal	Estimated Cost	Responsible Party
Stay involved in regional discussions.	Staff Time (No Additional Cost)	City
Continue to effectively communicate the development process, and advocate for streamlining where opportunities exist.	Staff Time (No Additional Cost)	City
Encourage neighborhood organizations to engage in community-building activities.	\$15,000	City
Build education coalitions with parents, teachers, and school councils to communicate school needs to Gwinnett County Schools.	\$15,000	City, County Schools
Coordinate with Gwinnett County on the implementation of the Gwinnett County Greenways Master Plan.	Staff Time (No Additional Cost)	City, County
Coordinate with Gwinnett County on the implementation of the Gwinnett County Parks & Recreation Master Plan.	Staff Time (No Additional Cost)	City County
Investigate the potential for outside funding sources to further develop pedestrian connections and bike facilities	Staff Time (No Additional Cost)	City
Utilize findings of ARC's Bike/Ped Task Force to generate new ideas for bike/ped provisions.	Staff Time (No Additional Cost)	City
Work with Gwinnett County, GDOT, and the ARC to prioritize the need for traffic calming and integrate traffic calming projects.	\$60,000	City, County, State, ARC
Pursue county-administered CDBG funds for redevelopment efforts.	Staff Time (No Additional Cost)	City
Investigate downtown development grant programs for application in the Central Business District.	Staff Time (No Additional Cost)	City
Communicate with businesses via electronic newsletter to keep them informed of developments in the City.	\$15,000	City
Encourage revitalization of properties along the Buford Highway corridor.	\$60,000	City, County
Protect the industrial area and preserve its viability by discouraging incompatible, adjacent land uses.	Staff Time (No Additional Cost)	City
Further develop, refine, and implement land use recommendations for character areas.	Staff Time (No Additional Cost)	City
Monitor the provision of municipal services and their ability to meet the growing population and workforce.	Staff Time (No Additional Cost)	City

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APPENDIX A
PUBLIC STAKEHOLDER ENGAGEMENT
DOCUMENTATION



Gwinnett Daily Post



Appendix - Public Hearing Notice

Publication Name:

Gwinnett Daily Post

Publication URL:

Publication City and State:

Lawrenceville, GA

Publication County:

Gwinnett

Notice Popular Keyword Category:

Notice Keywords:

Peachtree Corners Public Hearing

Notice Authentication Number:

202306161250009403463

1227502662

Notice URL:

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Notice Publish Date:

Sunday, January 01, 2023

Notice Content

NOTICE OF PUBLIC HEARING The City of Peachtree Corners Planning Commission will hold a public hearing at City Hall, 310 Technology Parkway, Peachtree Corners, Georgia beginning at 7:00 PM on January 17, 2023 to consider the following: RZ2022-008, SUP2022-009, V2022-006 Foamworks Auto Spa. Request to rezone 1.387 acres from C-1 to C-2 and to approve a special use permit with associated variances to allow for a new car wash facility at 3390 Medlock Bridge Road, Dist. 6, Land Lot 286, Peachtree Corners, GA. **PH2022-004 2045 Comprehensive Plan Update.** First public hearing and review of procedures for the City of Peachtree Corners 2045 Comprehensive Plan. The above will also be considered by the City of Peachtree Corners City Council at City Hall, 310 Technology Parkway, beginning at 7:00PM on February 28, 2023. KYM CHERECK, CITY CLERK CITY OF PEACHTREE CORNERS 934 91204 1/1, 2023

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PLANNING COMMISSION AGENDA

January 17, 2023
7:00 PM
CITY HALL

[View the live stream](#)

A. Roll Call

B. Approval of December 7, 2022 Minutes

C. Old Business:

D. New Business:

1. **RZ2022-008, SUP2022-009, V2022-006 Foamworks Auto Spa.** Request to rezone 1.387 acres from C-1 to C-2 and to approve a special use permit with associated variances to allow for a new car wash facility at 3390 Medlock Bridge Road, Dist. 6, Land Lot 286, Peachtree Corners, GA.

E. City Business Items:

1. **Gateway Signage and Art Locations Map.** Update on the city's gateway signage and public art program.
2. **PH2022-004 2045 Comprehensive Plan Update.** First public hearing and review of procedures for the City of Peachtree Corners 2045 Comprehensive Plan.

F. Comments by Staff and Planning Commissioners.

G. Adjournment.



CITY OF PEACHTREE CORNERS
PLANNING COMMISSION MINUTES
January 17, 2023
7:00 PM

The City of Peachtree Corners held a Planning Commission meeting on January 17, 2023. The meeting was held at City Hall, 310 Technology Parkway, Peachtree Corners, GA, 30092. The following were in attendance:

- Planning Commission: Alan Kaplan, Chairman, Post A
 Shanga White, Post B
 Mark Willis, Post C
 Lance Campbell, Post D
 Jim Blum, Post E - Absent
 James Kucik, Voting Alternate
 Joshua Stephens, Non-voting Alternate
- Staff: Diana Wheeler, Community Development Director
 Jeff Conkle, Planning and Zoning Administrator
 Rocio Monterrosa, Assistant City Clerk

MINUTES:

**MOTION TO APPROVE THE MINUTES FROM THE DECEMBER 7, 2022
PLANNING COMMISSION MEETING.**

By: Mark Willis
Seconded: Shanga White
Vote: 5-0 (Willis, White, Kaplan, Campbell, Kucik)
Action: Minutes Approved

NEW BUSINESS:

RZ2022-008, SUP2022-009, V2022-006 Foamworks Auto Spa. Request to rezone 1.387 acres from C-1 to C-2 and to approve a special use permit with associated variances to allow for a new car wash facility at 3390 Medlock Bridge Road, Dist. 6, Land Lot 286, Peachtree Corners, GA.

Diana Wheeler presented the case and stated that the subject property consists of two land parcels that are zoned C-1 and have never been developed. The applicant is seeking a rezoning to C-2 and special use permit to allow for a car wash. Because the properties adjoin an RM-13 District to the rear and side, a 75' buffer along both shared property lines is also required to screen the apartment community that exists on the adjacent property.



PLANNING COMMISSION AGENDA

March 21, 2023
7:00 PM
CITY HALL

[Watch the live stream](#)

- A. Roll Call
- B. Approval of January 17, 2023 Minutes
- C. Old Business:
- D. New Business:
- E. City Business Items:
 - 1. **PH2022-004 2045 Comprehensive Plan Update.** Public hearing and review of existing Goals and Policies for the City of Peachtree Corners 2045 Comprehensive Plan.
- F. Comments by Staff and Planning Commissioners.
- G. Adjournment.



CITY OF PEACHTREE CORNERS
PLANNING COMMISSION MINUTES
March 21, 2023
7:00 PM

The City of Peachtree Corners held a Planning Commission meeting on March 21, 2023. The meeting was held at City Hall, 310 Technology Parkway, Peachtree Corners, GA, 30092. The following were in attendance:

Planning Commission: Alan Kaplan, Chairman, Post A
Shanga White, Post B
Mark Willis, Post C
Lance Campbell, Post D
Jim Blum, Post E
James Kucik, Non-voting Alternate
Joshua Stephens, Non-voting Alternate

Staff: Diana Wheeler, Community Development Director
Jeff Conkle, Planning and Zoning Administrator
Rocio Monterrosa, Assistant City Clerk

City Council: Weare Gratwick, Post 6

Comprehensive Plan Consultant Team: Alan Chapman, Atlas
Vince Edwards, Atlas
Jon Tuley, Kimley-Horn

MINUTES:

**MOTION TO APPROVE THE MINUTES FROM THE JANUARY 17, 2023
PLANNING COMMISSION MEETING.**

By: Lance Campbell

Seconded: Mark Willis

Vote: 4-0-1 (Campbell, Willis, Kaplan, White) (Abstain: Blum)

Action: Minutes Approved

CITY BUSINESS:

PH2022-004 2045 Comprehensive Plan Update. Second public hearing and review of existing goals and policies for the City of Peachtree Corners 2045 Comprehensive Plan update.

Diana Wheeler introduced the topic and the consultant team to the Planning

Gwinnett Daily Post



Appendix - Public Hearing Notice

Publication Name:

Gwinnett Daily Post

Publication URL:

Publication City and State:

Lawrenceville, GA

Publication County:

Gwinnett

Notice Popular Keyword Category:

Notice Keywords:

Peachtree Corners Public Hearing

Notice Authentication Number:

202306170948014050215

3498047226

Notice URL:

[Back](#)

Notice Publish Date:

Wednesday, April 05, 2023

Notice Content

NOTICE OF PUBLIC HEARING The City of Peachtree Corners Planning Commission will hold a public hearing at City Hall, 310 Technology Parkway, Peachtree Corners, Georgia beginning at 7:00 PM on April 18, 2023 to consider the following: SUP2023-001 The 1314 Event Hall. Request to approve a special use permit for an event hall located at 6275 Spalding Dr., Ste. E2, Dist. 6, Land Lot 313, Peachtree Corners, GA. **PH2022-004 2045 Comprehensive Plan Update**. Third public hearing of the City of Peachtree Corners 2045 Comprehensive Plan. KYM
CHERECK CITY CLERK CITY OF PEACHTREE CORNERS 934 4/5, 2023

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PLANNING COMMISSION AGENDA

April 18, 2023
7:00 PM
CITY HALL

[View the live stream](#)

A. Roll Call

B. Approval of March 21, 2023 Minutes

C. Old Business:

D. New Business:

1. **SUP2023-001 2045 The 1314 Event Hall.** Request to approve a special use permit for an event hall located at 6275 Spalding Dr., Ste. E2, Dist. 6, Land Lot 313, Peachtree Corners, GA.

E. City Business Items:

1. **PH2022-004 2045 Comprehensive Plan Update.** Public hearing and review of status of progress to update the City of Peachtree Corners 2045 Comprehensive Plan.
2. **Redevelopment Authority.** Overview of the work plan and goals of the city's Redevelopment Authority.

F. Comments by Staff and Planning Commissioners.

G. Adjournment.



CITY OF PEACHTREE CORNERS
PLANNING COMMISSION MINUTES
April 18, 2023
7:00 PM

The City of Peachtree Corners held a Planning Commission meeting on April 18, 2023. The meeting was held at City Hall, 310 Technology Parkway, Peachtree Corners, GA, 30092. The following were in attendance:

Planning Commission: Alan Kaplan, Chairman, Post A
Shanga White, Post B
Mark Willis, Post C
Lance Campbell, Post D
Jim Blum, Post E
James Kucik, Non-voting Alternate - *Absent*
Joshua Stephens, Non-voting Alternate

Staff: Diana Wheeler, Community Development Director
Rocio Monterrosa, Assistant City Clerk

City Council: Weare Gratwick, Post 6

Comprehensive Plan Consultant Team: Alan Chapman, Atlas
Vince Edwards, Atlas
Jon Tuley, Kimley-Horn

MINUTES:

MOTION TO APPROVE THE MINUTES FROM THE MARCH 21, 2023 PLANNING COMMISSION MEETING.

By: Mark Willis

Seconded: Jim Blum

Vote: 5-0 (Willis, Blum, Kaplan, White, Campbell)

Action: Minutes Approved

NEW BUSINESS:

SUP2023-001 The 1314 Event Hall. Request to approve a special use permit for an event hall located at 6275 Spalding Dr., Ste. E2, Dist. 6, Land Lot 313, Peachtree Corners, GA.

Prior to the staff presentation, Commissioner Blum stated that he would be recusing himself from the case due to a conflict of interest because his law firm

Publication Name:

Gwinnett Daily Post

Publication URL:

Publication City and State:

Lawrenceville, GA

Publication County:

Gwinnett

Notice Popular Keyword Category:

Notice Keywords:

Peachtree Corners Public Hearing

Notice Authentication Number:

202306161245567038632

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Notice Publish Date:

Sunday, June 04, 2023

Notice Content

gpn13 GDP2262 GDP2262 gpn13 NOTICE OF PUBLIC HEARING The City of Peachtree Corners Planning Commission will hold a public hearing at City Hall, 310 Technology Parkway, Peachtree Corners, Georgia beginning at 7:00 PM on June 20, 2023 to consider the following: SUP2023-002 Peachtree Corners Pawn. Request to re-approve a special use permit for an existing pawn shop located at 7040 Jimmy Carter Blvd., Ste. 4, Dist. 6, Land Lot 275, Peachtree Corners, GA. CIC2023-001 CityGate Church. Request for a change in conditions to Special Use Permit No. 2021-004 to allow for expansion of an existing church at 3100 Medlock Bridge Rd., Dist. 6, Land Lot 271, Peachtree Corners, GA. PH2023-003 Holcomb Bridge Corridor Overlay District. Consideration of an amendment to the Zoning Ordinance to add specific site design, architectural design, and use regulations to the Holcomb Bridge Road area. **PH2022-004 2045 Comprehensive Plan Update. Fourth public hearing of the City of Peachtree Corners 2045 Comprehensive Plan.** KYM CHERECK CITY CLERK CITY OF PEACHTREE CORNERS 6:4,2023

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PLANNING COMMISSION AGENDA

June 20, 2023
7:00 PM
CITY HALL

[View the live stream](#)

A. Roll Call

B. Approval of April 18, 2023 Minutes

C. Old Business:

D. New Business:

1. **SUP2023-002 Peachtree Corners Pawn.** Request to re-approve a special use permit for an existing pawn shop located at 7040 Jimmy Carter Blvd., Ste. 4, Dist. 6, Land Lot 275, Peachtree Corners, GA.
2. **CIC2023-001 CityGate Church.** Request for a change in conditions to Special Use Permit No. 2021-004 to allow for expansion of an existing church at 3100 Medlock Bridge Rd., Dist. 6, Land Lot 271, Peachtree Corners, GA.

E. City Business Items:

1. **PH2023-003 Holcomb Bridge Corridor Overlay District.** Consideration of an amendment to the Zoning Ordinance to add specific site design, architectural design, and use regulations to the Holcomb Bridge Road area.
2. **PH2022-004 2045 Comprehensive Plan Update.** Public hearing and status review of update to the City of Peachtree Corners 2045 Comprehensive Plan.

F. Comments by Staff and Planning Commissioners.

G. Adjournment.



CITY OF PEACHTREE CORNERS
PLANNING RETREAT MINUTES
APRIL 14, 2023 @ 12:00 PM

The Mayor and Council of the City of Peachtree Corners held a Planning Retreat at 6500 Sugarloaf Parkway, Duluth, Georgia. The following were in attendance:

Mayor	Mike Mason
Mayor Pro Tem	Weare Gratwick – Post 6
Council Member	Phil Sadd – Post 1
Council Member	Eric Christ – Post 2
Council Member	Alex Wright – Post 3
Council Member	Joe Sawyer – Post 4
Council Member	Lorri Christopher – Post 5
City Manager	Brian Johnson
Asst. City Manager	Brandon Branham
Asst. City Manager	Seth Yurman
City Clerk	Kym Chereck
Community Dev. Dir.	Diana Wheeler
Public Works Dir.	Greg Ramsey
Finance Dir.	Cory Salley
Communication Dir.	Louis Svehla
City Attorney	David Rhodes

The Planning Retreat consisted of updates from Finance, Public Works, Community Development, Land Development, Communications, Curiosity Lab, Legal and the City Manager.

Approved,

Mike Mason, Mayor

Attest:

Kymberly Chereck, City Clerk





www.peachtreecornersga.gov

Mike Mason, Mayor

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

Joe Sawyer – Post 4, Council Member
Lorri Christopher – Post 5, Council Member
Weare Gratwick – Post 6, Council Member

June 13, 2023

WORK SESSION AGENDA

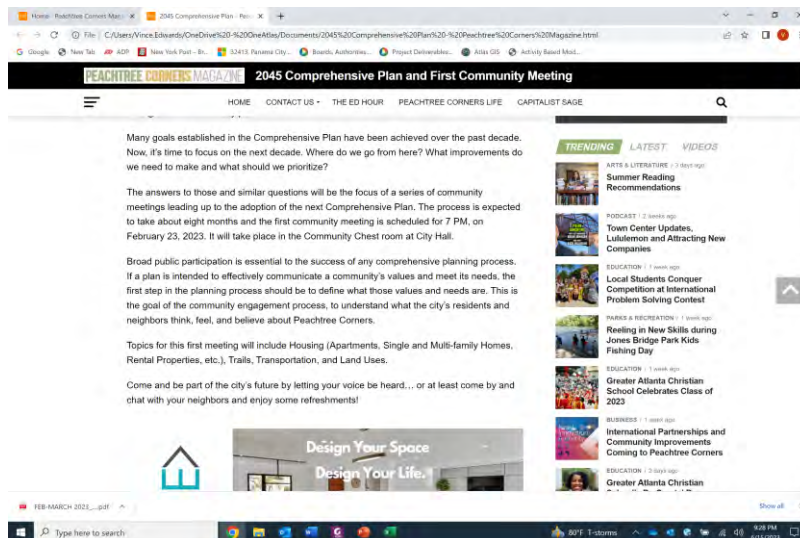
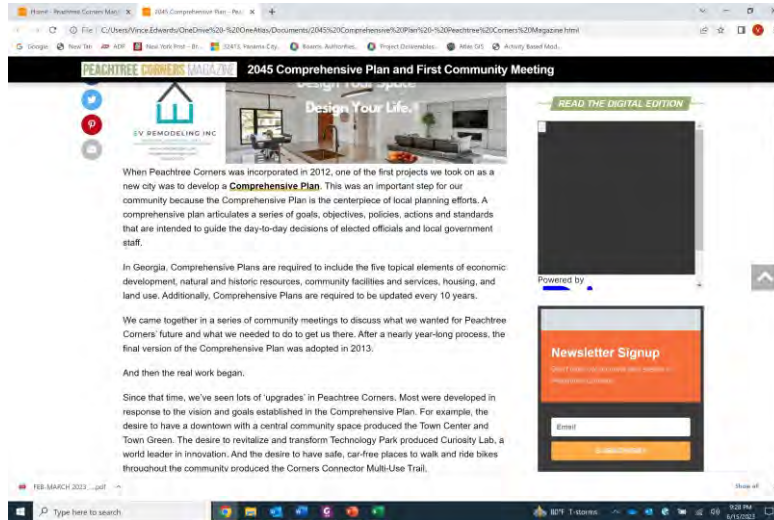
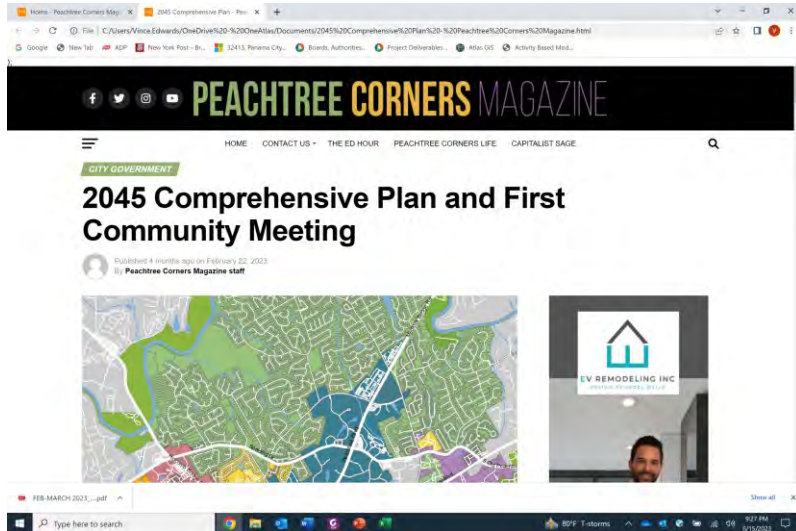
6:00 PM

PEACHTREE CORNERS CITY HALL – Boardwalk
310 TECHNOLOGY PARKWAY, PEACHTREE CORNERS, GA 30092

- 1. Comprehensive Plan 2045 - update**
- 2. Holcomb Bridge Road Corridor Overlay Zoning Standards Draft**
- 3. Dog Park**
- 4. Amendment to Tax Commissioner IGA**
- 5. Charter Amendment**
- 6. City Manager Updates**
- 7. Executive Session – For the purpose of land acquisition.**

Appendix

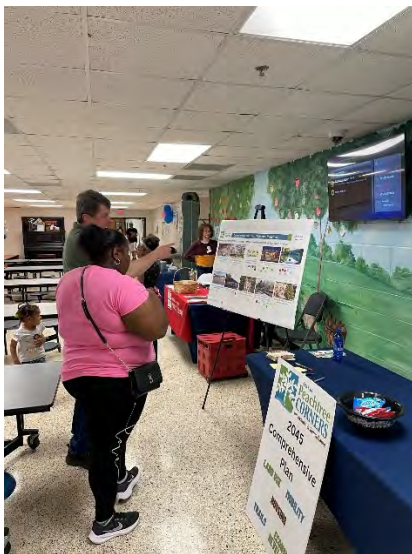
Comprehensive Plan Article in Local Magazine (February 2023)



Appendix

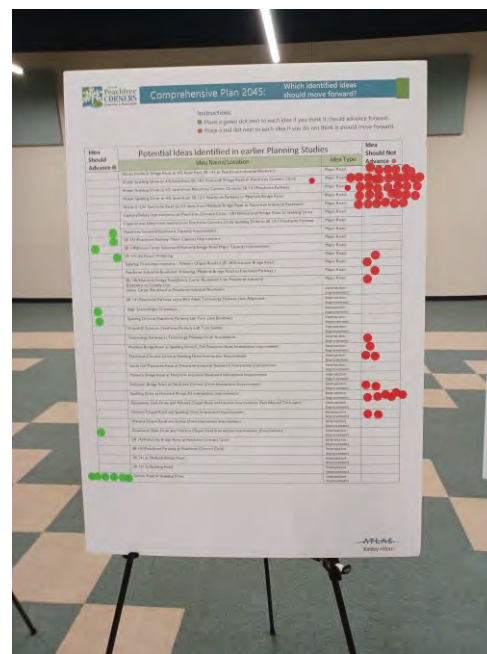
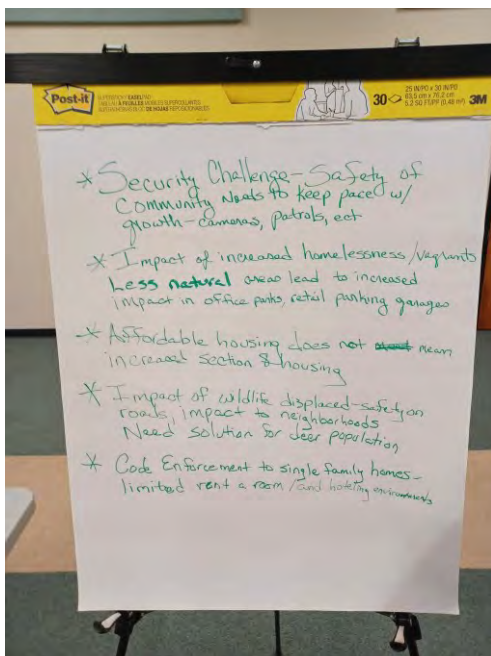
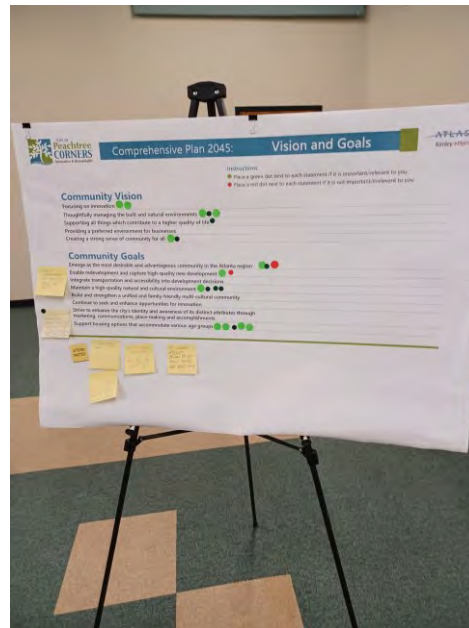
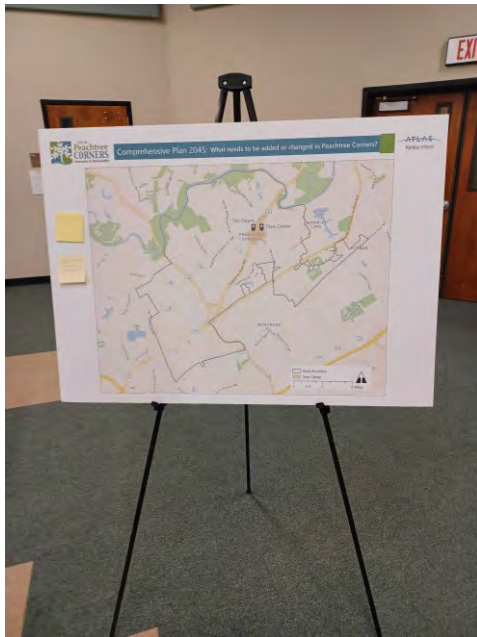
Public Meeting -Celebrate Peachtree

Specific Initiative	Celebrate Peachtree May 19 2023 *
Expand Smartcities technology to create a better-linked community	0
Continue to encourage residential development and offer a variety of housing options	1
Add Public Open Space (pocket parks, trails, etc.)	8
Build Arts Center, Performing Arts Space, or Public Art	7
Partner to increase access to Chattahoochee River	9
Attract mixed-use to activity centers	2
Engage with transit agencies to improve services	3
Identify roadway safety and mobility improvement projects	3
Landscape and beautify roads and add gateway features at key locations	8
Add public art at high-visible locations citywide	2
Other Initiative- more playgrounds - (Town Center)	n/a
Other Initiative- movie night - (Town Center)	n/a
Other Initiative- paddle board rentals for river dogs - (Town Center)	n/a
Other Initiative- change font on bridge (Town Center)	n/a
	n/a
	* Attendee placed dot on box indicating support for that initiative.



Appendix

Public Meeting with UPCCA/PCBA – April 24, 2023





Peachtree Corners Comprehensive Plan 2045

April 24th, 2023

Name	Email
Bobby Gdb	XXXXXXXXXXXXXXXXXXXX
Ben Bouschen	XXXXXXXXXXXXXXXXXXXX
Jean Campbell Kuhn	XXXXXXXXXXXXXXXXXXXX
Kari Nylund	XXXXXXXXXXXXXXXXXXXX
Barbara Tashley	XXXXXXXXXXXXXXXXXXXX
Wayne Stubbs	XXXXXXXXXXXXXXXXXXXX
TRAY Quirk	XXXXXXXXXXXXXXXXXXXX
ARTHUR QUIRK	XXXXXXXXXXXXXXXXXXXX
Bill Sukenik	XXXXXXXXXXXXXXXXXXXX
Scott Hilton	XXXXXXXXXXXXXXXXXXXX
Lexi Rameyn	XXXXXXXXXXXXXXXXXXXX
Jim Dudek	XXXXXXXXXXXXXXXXXXXX
GREGORY Harvey	XXXXXXXXXXXXXXXXXXXX
EMMY Johnson	XXXXXXXXXXXXXXXXXXXX
Warren Silvert	XXXXXXXXXXXXXXXXXXXX
Lisa Procto	XXXXXXXXXXXXXXXXXXXX

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Peachtree Corners Comprehensive Plan 2045

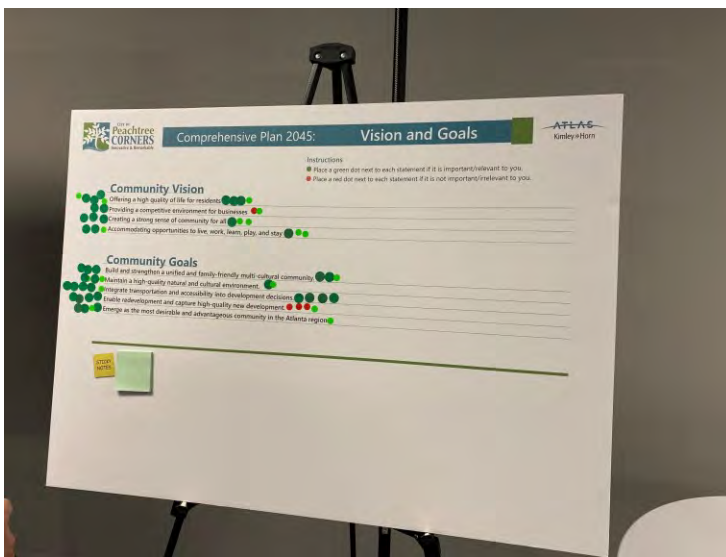
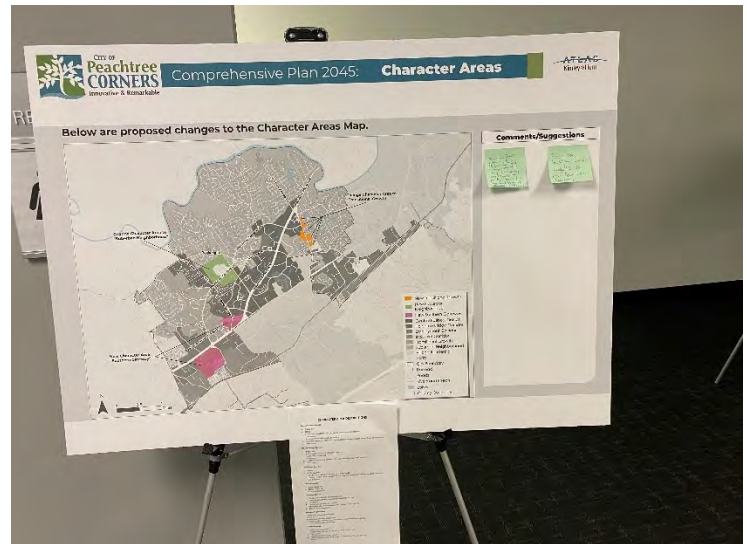
April 24th, 2023

Name	Email
Mary Gallois	XXXXXXXXXXXXXXXXXX
Bobbie Wilbanks	XXXXXXXXXXXXXXXXXX
Karen Heston	XXXXXXXXXXXXXXXXXX
Carolyn Ball	XXXXXXXXXXXXXXXXXX
Allison Reinert	XXXXXXXXXXXXXXXXXX
Debbie Calvert	XXXXXXXXXXXXXXXXXX
Laurel Ambruster	XXXXXXXXXXXXXXXXXX
Susan Rivero	XXXXXXXXXXXXXXXXXX
Robert & Brenda Campbell	XXXXXXXXXXXXXXXXXX
Richard & Chalette Lardlett	XXXXXXXXXXXXXXXXXX
Oradella Jones	XXXXXXXXXXXXXXXXXX
Bryce Spigard	XXXXXXXXXXXXXXXXXX
De Ann	XXXXXXXXXXXXXXXXXX
Philip Mc	XXXXXXXXXXXXXXXXXX
Junis Brown	XXXXXXXXXXXXXXXXXX
Tom Mc	XXXXXXXXXXXXXXXXXX
Brenda May	XXXXXXXXXXXXXXXXXX
Shawn Adams	XXXXXXXXXXXXXXXXXX

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Appendix

Public Meeting #1 February 23, 2023



Station	Board	Nature of Comment	Comment	Location	Related to Lifetime Character Area	Notes
		Opportunities	Other	Racial diversity increases cultural exposure and improves community life		High Priority = 12
		Opportunities	Other	The perception of safety is generally high, which appeals to young families		High Priority = 1
		Opportunities	Other	The entire age spectrum is attracted to the city resulting in long-term stability		High Priority = 3
		Opportunities	Other	New developments accommodate bicycles, pedestrians, and a mix of uses		High Priority = 9
		Opportunities	Other	Expand multi-use trail systems to provide for both recreation and transportation		High Priority = 7
		Opportunities	Other	Adopt streetscape standards on major roadways to improve aesthetics		High Priority = 2
		Opportunities	Other	Roads should be designed to accommodate alternative transportation modes		High Priority = 7
		Opportunities	Issue	Need affordable housing options		
		Opportunities	Issue	Need a community band/orchestra and choir		
		Opportunities	Issue	Need more equitable investments in community assets		
		Opportunities	Issue	Need single story small homes for seniors		
		Opportunities	Issue	Limit corporate-owned rental properties		
		Issues	Issue	Home ownership rate too low/need more owner occupants		High Priority = 8
		Issues	Issue	Not enough residential product types		High Priority = 1 Low
		Issues	Issue	Not enough 55+ communities		High Priority = 7
		Issues	Issue	Not enough public access to the Chattahoochee River		High Priority = 3
		Issues	Issue	Not enough public arts venues or programs		High Priority = 5
		Issues	Issue	Not enough community gathering points, small parks, or plazas		High Priority = 5
		Issues	Issue	Wetlands and streams are at risk by land development patterns		High Priority = 7
		Issues	Issue	City lacks sense of identity		High Priority = 0
		Issues	Issue	Lack of mixed use with both residential and retail		High Priority = 3
		Issues	Issue	Need to accommodate small business owners/small office spaces		High Priority = 0
		Issues	Issue	City needs more representation at the county, state, and regional levels		High Priority = 2
		Issues	Issue	City needs to enhance coordination with Gwinnett County Board of Education		High Priority = 2
		Issues	Issue	City needs to enhance relations with private sector and business groups		High Priority = 1
		Issues	Issue	Racial diversity in the city is reflected in the mix of cultures and businesses		High Priority = 4
		Issues	Issue	The perception of safety is generally high		High Priority = 1
		Issues	Issue	The entire age spectrum is attracted to the city resulting in long-term stability		High Priority = 2
		Issues	Issue	Additional educational opportunities would enhance quality of life		High Priority = 2
		Issues	Issue	Adequate programs and resources exist for non-native English speakers		High Priority = 1
Transportation	Transportation Idea Advancement	Proposal	Advance YES = 4 Advance NO = 7	Widen Medlock Bridge Road to 4/5 lanes from SR 141 to Peachtree Industrial Boulevard		
Transportation	Transportation Idea Advancement	Proposal	Advance YES = 6 Advance NO = 22	Widen Spalding Drive to 4/5 lanes from SR 140/Holcomb Bridge Road to Peachtree Corners Circle		
Transportation	Transportation Idea Advancement	Proposal	Advance YES = 6 Advance NO = 16	Widen Spalding Drive to 4/5 lanes from Peachtree Corners Circle to SR 141/Peachtree Parkway		
Transportation	Transportation Idea Advancement	Proposal	Advance YES = 7 Advance NO = 12	Widen Spalding Drive to 4/5 lanes from SR 141/ Peachtree Parkway to Medlock Bridge Road		
Transportation	Transportation Idea Advancement	Proposal	Advance YES = 1 Advance NO = 2	Widen S. Old Peachtree Road to 4/5 lanes from Medlock Bridge Road to Peachtree Industrial Boulevard		
Transportation	Transportation Idea Advancement	Proposal	Advance YES = 3 Advance NO = 3	Capacity/Safety Improvements on Peachtree Corners Circle - SR140/Holcomb Bridge Road to Spalding Drive		
Transportation	Transportation Idea Advancement	Proposal	Advance YES = 3 Advance NO = 5	Capacity and Safety Improvements on Peachtree Corners Circle Spalding Drive to SR 141/ Peachtree Parkway		
Transportation	Transportation Idea Advancement	Proposal	Advance YES = 1 Advance NO = 0	Peachtree Industrial Boulevard Capacity Improvement		
Transportation	Transportation Idea Advancement	Proposal	Advance YES = 10 Advance NO = 0	SR 141/Peachtree Parkway Major Capacity Improvement		
Transportation	Transportation Idea Advancement	Proposal	Advance YES = 7 Advance NO = 0	SR 140/Jimmy Carter Boulevard/Holcomb Bridge Road Major Capacity Improvement		
Transportation	Transportation Idea Advancement	Proposal	Advance YES = 0 Advance NO = 0	SR 141 SB Ramp Widening		
Transportation	Transportation Idea Advancement	Proposal	Advance YES = 3 Advance NO = 0	Spalding Drive Improvements - Winters Chapel Road to SR 140/Holcomb Bridge Road		
Transportation	Transportation Idea Advancement	Proposal	Advance YES = 2 Advance NO = 0	Peachtree Industrial Boulevard Widening (Medlock Bridge Road to Peachtree Parkway)		
Transportation	Transportation Idea Advancement	Proposal	Advance YES = 3 Advance NO = 0	SR 140/Holcomb Bridge Road/Jimmy Carter Boulevard from Peachtree Industrial Boulevard to County Line		
Transportation	Transportation Idea Advancement	Proposal	Advance YES = 2 Advance NO = 0	Jimmy Carter Boulevard at Peachtree Industrial Boulevard		
Transportation	Transportation Idea Advancement	Proposal	Advance YES = 2 Advance NO = 0	SR 141/Peachtree Parkway at Jay Bird Alley/ Technology Parkway Lane Alignment		
Transportation	Transportation Idea Advancement	Proposal	Advance YES = 11 Advance NO = 1	Align Forum/Ingles Driveways		
Transportation	Transportation Idea Advancement	Proposal	Advance YES = 5 Advance NO = 0	Spalding Drive at Peachtree Parkway Left Turn Lane Extension		
Transportation	Transportation Idea Advancement	Proposal	Advance YES = 4 Advance NO = 0	Woodhill Drive on Peachtree Parkway Left Turn Guides		
Transportation	Transportation Idea Advancement	Proposal	Advance YES = 5 Advance NO = 2	Technology Parkway at Technology Parkway South Roundabout		
Transportation	Transportation Idea Advancement	Proposal	Advance YES = 1 Advance NO = 0	Medlock Bridge Road at Spalding Drive/S. Old Peachtree Road Intersection Improvement		
Transportation	Transportation Idea Advancement	Proposal	Advance YES = 8 Advance NO = 4	Peachtree Corners Circle at Spalding Drive Intersection Improvement		
Transportation	Transportation Idea Advancement	Proposal	Advance YES = 0 Advance NO = 0	South Old Peachtree Road at Peachtree Industrial Boulevard Intersection Improvement		
Transportation	Transportation Idea Advancement	Proposal	Advance YES = 0 Advance NO = 2	Medlock Bridge Road at Peachtree Industrial Boulevard Intersection Improvement		
Transportation	Transportation Idea Advancement	Proposal	Advance YES = 6 Advance NO = 0	Holcomb Bridge Road at Peachtree Corners Circle Intersection Improvement		
Transportation	Transportation Idea Advancement	Proposal	Advance YES = 5 Advance NO = 0	Spalding Drive at Holcomb Bridge Rd Intersection Improvements		
Transportation	Transportation Idea Advancement	Proposal	Advance YES = 2 Advance NO = 0	Dunwoody Club Drive and Winters Chapel Road Intersection Improvement (Northbound Turn Lane)		
Transportation	Transportation Idea Advancement	Proposal	Advance YES = 3 Advance NO = 0	Winters Chapel Road and Spalding Drive Intersection Improvement		
Transportation	Transportation Idea Advancement	Proposal	Advance YES = 1 Advance NO = 0	Winters Chapel Road and Sumac Drive Intersection Improvement		
Transportation	Transportation Idea Advancement	Proposal	Advance YES = 1 Advance NO = 1	Dunwoody Club Drive and Winters Chapel Road Intersection Improvement (Roundabout)		
Transportation	Transportation Idea Advancement	Proposal	Advance YES = 3 Advance NO = 1	SR 140/Holcomb Bridge Road at Peachtree Corners Circle		
Transportation	Transportation Idea Advancement	Proposal	Advance YES = 1 Advance NO = 0	SR 141/Peachtree Parkway at Peachtree Corners Circle		
Transportation	Transportation Idea Advancement	Proposal	Advance YES = 2 Advance NO = 0	SR 141 at Medlock Bridge Road		
Transportation	Transportation Idea Advancement	Proposal	Advance YES = 2 Advance NO = 0	SR 141 at Spalding Road		
Transportation	Transportation Idea Advancement	Proposal	Advance YES = 4 Advance NO = 1	Gunnin Road at Spalding Drive		
Transportation	Transportation Idea Advancement	Issue	Needs to be resurfaced/pot holes.	SR 141/Peachtree Parkway		
Transportation	Transportation Idea Advancement	Issue	by CVS	East Jones Bridge at SR 141		
Trails	Trail Projects	Proposal	Fully support Crooked Creek Trail	Crooked Creek		
Additional Comments	Trail Projects	Proposal	Add Mass Transit to Pinckneyville Park to get kids to sports activities	Pinckneyville Park		
Trails	Trail Projects	Proposal	Construct bridge over Chattahoochee River at East Jones Bridge Road	Chattahoochee River at East Jones Bridge Road		
Transportation	Transportation Improvements Map	Proposal	Add speed humps on Courtside Drive	in front of Lifetime Fitness, not in subdivision		
Transportation	Transportation Improvements Map	Proposal	Close Spalding Drive entrance to Peachtree Forest	Spalding Drive at Courtside Drive		
Transportation	Transportation Improvements Map	Proposal	Add 45 Speed Limit signs	SR 141, between Holcomb Bridge Road and Peachtree Corners Circle		
Trails	Trail Projects	Proposal	Construct bridge over Chattahoochee River at East Jones Bridge Road	Chattahoochee River at East Jones Bridge Road	Access to Chattahoochee	

Station	Board	Nature of Comment	Comment	Location	Related to Lifetime Character Area	Notes
Trails	Trail Projects	Other	Crooked Creek Trail	Crooked Creek	This trail has the most economic	
Trails	Trail Projects	Proposal	Add trail along Jones Mill Road	From Winters Chapel Road to Peachtree Corners Circle		

Appendix

Public Meeting #2 - May 13, 2023



Board	Specific Initiative	Support *
Potential Initiatives	Expand Smartcities technology to create a better-linked community	City= 1; Visitor = 5
Potential Initiatives	Continue to encourage residential development and offer a variety of housing options	City= 1; Visitor = 2
Potential Initiatives	Add Public Open Space (pocket parks, trails, etc.)	City= 8; Visitor = 5
Potential Initiatives	Build Arts Center, Performing Arts Space, or Public Art	City= 13; Visitor = 3
Potential Initiatives	Partner to increase access to Chattahoochee River	City= 12; Visitor = 4
Potential Initiatives	Attract mixed-use to activity centers	City= 3; Visitor = 3
Potential Initiatives	Engage with transit agencies to improve services	City= 2; Visitor = 2
Potential Initiatives	Identify roadway safety and mobility improvement projects	City= 0; Visitor = 4
Potential Initiatives	Landscape and beautify roads and add gateway features at key locations	City= 6; Visitor = 0
Potential Initiatives	Add public art at high-visible locations citywide	City= 1; Visitor = 14
Potential Initiatives	Other Initiative- more playgrounds	City= 3; Visitor = 2
Potential Initiatives	Other Initiative- movie night	City= 0; Visitor = 1
Potential Initiatives	Other Initiative- paddle board rentals for river dogs	City= 1; Visitor = 0
Potential Initiatives	Other Initiative- change font on bridge	City= 1; Visitor = 0
		* Citizen placed dot on box indicating support for that initiative. City resident = green dot; visitor = blue dot.

Tell Us About You

Living in Peachtree Corners since 2004.

I have lived on Spalding Hollow for 45 years and have slowly seen this one street slowly deteriorate. The street
West Jones Bridge

I live on Spalding Dr. in the Spalding Bluff neighborhood.

Young family. New to PTC. Live in river crest

Wildwood Farms

I have been a resident of Peachtree corners for 28 years

I teach at a public school in Peachtree Corners. I also live in Peachtree Station. I have a preschool age child.

Bush Rd

White female, 30s, no kids. Jones bridge Road

Belhaven neighborhood. Family of 3 who likes to walk to Town Center but wishes there was a dog park nearby as

Married, female, mom, 34, two kids, wyntree neighborhood

Riverfield neighborhood

Live near Simpson Elementary

30-year-old residing in Lockridge Forest neighborhood off of Winters Chapel.

Brookfield Chase on bush rd

I live in Avocet

Dunwoody Manor

Forum

My wife and I are first time home buyers, in our mid-to-late 20's without kids. We both work at large companies

Miller Farms

Peachtree Station

Peachtree station

I live on Clinchfield Trail. Young family that moved to this area (from Buckhead) 4 years ago as a place to put

I am 27, married and a first time home owner. We believe Peachtree Corners has so much potential to be a

I am a 28 year old homeowner in Peachtree Corners. I am married with no kids. My husband and I are both

Avala Park Lane

My husband and I live in Peachtree Forest. We moved here from Brookhaven last year. We moved here to have

New to Peachtree Station Neighborhood. Love the area but want more growth!

Peachtree Parkway

River Station

We are a family of four, have two little kids. We live off Bush Road and are very close to TC. We like the

I am a lifelong PTC resident. I grew up in the area and moved back after college and now raise my family here. I

My husband and I live with our two children in North River Crossing

We are a family of 5 that includes 2 adults, 3 public school children (Simpson, Pinckneyville and Norcross) and

River Station

Peachtree Station

My name is Brad and I live on Whitewater Dr. off of East Jones Bridge.

Fields Club

Iâ€™ve been a resident of Peachtree Station; Flippen Trail for 3 years and was attracted by the mature natural

Riverfield resident.

Amberfield

Our family resides in Dunwoody Manor. We were concerned to learn our subdivision was being considered for re-

Homeowner with young kids, live off of East Jones Bridge

Peachtree forest

Peachtree Reserve.

Tell Us About You

Amhurst Drive and Jones Bridge

Amberfield

I work in Peachtree Corners at Urban Engineers. We are relatively new and located on Holcomb Bridge Road

Full time working mom of 3 kids who currently attend private school, but will attend public high school. Live in

Our family of four have been residents of Peachtree Corners for 19 years. We have lived in North Manor and

I live in Amberfield. I grew up in Peachtree Corners and moved back here to raise my family. I have young

North River Crossing

Single mom with elementary kids, teacher at local school, active participant in local groups. Live in North Manor.

Fitzpatrick Way

I live in Spalding Corners on the south side of Spalding.

Resident of PTC coming up on 10 years this year, own our house in Williamsport. Family with school-aged

Riverfield resident, late 30's, family of 3 w/ 2 dogs...daughter goes to Cornerstone. I work remote from home

East Jones Bridge

Fox Hill

Part-time working mother who lives near the Forum.

highcroft

North River Crossing

Iâ€™ve a transplant from the northeast who has lived in various PTC neighborhoods (Avocet, Spalding Mill, Reys

Spalding Glen

My family lives in Amberfield. My husband and I have two boys (10 and 5) and my parents (60â€™s) moved in

Single mom, homeowner in Lockridge Forest. My daughter is very involved in volleyball, but we have to travel

Weâ€™re on Whitewater Drive off East Jones Bridge! Iâ€™m a mom of two young kids (1 and 5) and I work from

I live off of Lou Ivy. I have young children and hope to stay in peachtree corners to raise them.

Spalding Mill on medlock bridge

North river crossing

Spalding Park Place

Spalding Bluff Neighborhood

Peachtree Corners Business Owner who also lives in Peachtree Corners and has two young children that are

We live in Peachtree station, family of four with two young children!

We live in Peachtree Station; our house backs up to Peachtree Corners Circle. It is not as quiet as it once was.

40 something parent to school aged children along east jones bridge road

Have lived in Peachtree Corners for 15 years. Live in a neighborhood off of Spalding Drive. Husband and I both

Spalding Corners

Spalding Corners. Family with 2 elementary aged children. Also my elderly mother lives with us.

North Manor

Jones bridge circle area. Private homeowner

Gunnin Rd

The Orchards off of East Jone's Bridge

Bush Rd / Lou Ivy Rd.

We live in the Peachtree Station neighborhood.

Riverview

I am a mom of several children from ages 2-14. We spend a lot of time in the car traveling to sports/activities.

Peachtree Station

Near simpson elementary, family with two young children and plans to stay long term

Moved to PTC in 2021 from New England, previously lived in Midtown Atlanta (10 years prior). Love this city, and

Live off of East Jones Bridge Road behind Ingles

Tell Us About You

I am a wife and mom of three kids under 8. We live on Rebel Ridge Court near Ingles.
My large family lives in the Dunwoody Manor subdivision off Jay Bird Alley. We like it as it is now.
We live in Spalding Corners neighborhood off of Spalding drive.
Young family, moved here from Greenville, SC
I am 41, male, live in River Station neighborhood with my family and 8 year old daughter. I grew up in PTC and N
Neely farm resident
Neighborhood: Springside at Neely
Neely Farm
Young family, moved in to Amberfield neighborhood in the last year
Amberfield resident
Peachtree Station resident
I live in Peachtree Forest and work off of Technology Parkway near city hall.
I grew up in Norcross which then became Peachtree Corners. I took a job in Peachtree Corners and moved back
I have lived in PTC for 35 years and have seen incredible growth. I would love to see the government pass off
I live near Jones Bridge Park and teach at a local school. We've been here for 18 years. I grew up in DeKalb
We are homeowners in the Revington subdivision with a family of 5 and young children
Peachtree Station
Live in Peachtree Station
I live in Peachtree Station
Stilson Circle
Peachtree station
Family of 4 with two young children in Peachtree Station
Peachtree Station
I grew up in Peachtree Corners throughout the 1990s and 2000s. I moved back here in 2011 specifically because
Peachtree Station
Peachtree Station- lived in what is now Ptree Corners for the last 14 years.
Born and raised in Atlanta. Young family. Peachtree stations.
40 year old mom of 2 under 8
Peachtree Station
My wife and 2 sons are going on our 9th year of being residents in PTC and we have thoroughly enjoyed our time
Amberfield
nah, bush road
I am a Realtor, lived in PTC since 2010, excited to see changes just hoping for the right changes.
Peachtree station. 40s. Work in atlanta.
I like in Peachtree Station.
I live near Peachtree elementary, 30s married dual income household with no kids.
I live off spalding
Revington on the River
River station, family with young kids
River valley estates
Near Simpson Elementary.
I live on Amhurst drive just off W Jones bridge.
Amberfield family of 5 with 3 children at Cornerstone Christian Academy.
Justifies
Peachtree station

Tell Us About You

My family purchased our home in Peachtree Corners in Aug 2021 . We have 2 young children under 5. I work in skip

Across from town center

River Station. Family of 4. 2 younger kids

River Station

I live in Spalding corners we have lived here for 9 years and love it

Spalding Corners Neighborhood off of Spalding Drive just east of Holcomb Bridge.

I am close to Spalding Dr and Jay Bird Alley.

Peachtree Station.

North Manor resident, elementary age kids at Simpson, work at Simpson.

Neighbors near Simpson Elementary. Watched PTC about 5 yrs and looked around house for about 2 yrs and

Linfield resident, school age children, remote employee

Spaulding and Holcomb Bridge.

Springfield subdivision

Ptree Station

Long term resident

I live in the Belhaven community.

Rivercrest. East Jones Bridge.

I have tween age children. We are an active running/walking family.

I have two homes. One off EJB and the other off Courtside in Peachtree Forest. I'm VERY concerned that the

We live in Revington on the River

Dunwoody Manor

Our family have lived in the area for a long time. Sad to see what has happened. It has affected our health. We

I live on Bush Rd at the intersection of Medlock Br and P'tree Pkwy. Me along with my family have been a

Amberfield

Amberfield

Lockridge Forest, Winter's Chapel

Peachtree Plantation West

Resident of PTC for over 19 years. Children attended public schools. Owned small business in Peachtree

We have been in Peachtree station for 15 years, raising 3 kids. I work in the area, my spouse works in Midtown

Turnbury Oaks

I live in Peachtree Station, near Jones Bridge Circle.

Neighborhood near Simpsonwood at Jones Bridge Circle and Fitzpatrick Way

My family has lived in Neely Farm for 12+ years. We have two teens (one at Norcross HS and one at Paul Duke

Stilson

We live in River Station. My husband grew up here. I grew up in John's Creek. For 20 years, we lived and still

Long time resident in the northeast part of the city off Bush Road.

Peachtree Station

Lockridge Forest

Peachtree Plantation West, off Gunnin and Spalding

I moved here 4 years ago from Suwanee. Live in North River Crossing

Neely Farm resident, proud resident of Peachtree Corners for 23 years ~

River Station residents since 2015 (respondent in PTC since 2009) spouse has lived in 30092 the entirety of her

RiverCrest Subdivision

River Station

Work from home professional living in the Medlock Bridge corridor (between PIB & P'tree Pkwy). I frequently

Tell Us About You

We live in Spalding Glen. My husband is work from home - IT executive. I'm a retired IT executive. We are in My family has lived in Peachtree Corners for 20 years. I grew up in the Norcross/Duluth area and attended

Peachtree Station

I have lived in Peachtree Corners for 16 years. Rented 3 years in an apartment and 10 years on west Jones bridge I live in Berkeley Lake and spend alot of time and \$ in Town Center. I live at 547 Lakeshore Drive.

I live in Amberfield. The new development at the Forum will, most likely, destroy my property value.

We've lived in this area for around 15 years and really love it. The closest cross street is Spalding and Frank Neely

I moved here in 1980 with my family, I was less then 10, I've attended Peachtree Elementary, grades 3 & 4th,

I live off of Spalding drive & peachtree corners . The area is heavily congested with traffic during peak times but

I live in Peachtree Forest Subdivision on Grand Forest Drive.

My husband and I live in Amberfield. We have a 10 year old daughter who attends Cornerstone.

near peachtree corners circle and spalding drive- people drive entirely too fast down this road!

I live off of East Jones Bridge

Wentworth. Moved in 8-9 years ago. Family of 3 (more on the way). Having moved in from living inside the

Married nearly empty nester. Been here in Belhaven since 2007 when we moved to the Atlanta area from

Live in Tillman Hall.

Appremont

Na

I live in Williamsport with my husband and daughter. We have lived in our home for 16 years. My husband 45 year old attorney, resident of PTC since 2014.

Fox Hill Subdivision.

I live in Peachtree Station

Medlock Br Rd

My husband and I moved to Peachtree corners in 2010. I worked at Wesleyan and both of my kids attended that Neely farm, wife and mother of 2 teens

Riverfield

I'm a single mom with 2 preteen boys. I've lived here since 2007 in Peachtree Station (the Stilson Circle section). I

I have lived here since 2003 before we become Peachtree Corners. I am a home owner. I would like our city to

I have lived in Peachtree Corners for 8 years now. I moved here from Los Angeles and chose this city because of

I live in Neely Farms. Crime bleeding in from neighboring areas is my biggest concern.

I am married with one daughter, who attends Norcross HS. We have lived in PTC and the Spalding Mill

Peachtree Station

Turnbury Oaks

I live in Brookfield chase

.

54 year old male with 3 school age kids. Spalding corners neighborhood. Like to be outdoors

I have lived in peachtree corners for 18 years. Live in peachtree station.

I live in the Williamsport subdivision off of EJBR. I've raised my family in Ptree Corners since 2007.

Peachtree Forest

Avala Park neighborhood, near Ingles. We own our family home here since 2001 and do enjoy what city has

My name is Joshua Cutler. joshua.cutler@hotmail.com I am the president of our HOA (Wyntree) and have

Married, father of three teens. Teens will be attending Norcross and Paul Duke in the fall. We live in Peachtree

Riverview

Off of Jones Bridge Circle

live off of East Jones Bridge

I live near Simpson Elementary and purchased my home in the area specifically due to the neighborhood feel,

Tell Us About You
Jones Bridge Circle
Peachtree Station
Peachtree Station
Peachtree Station
Strong infrastructure is key to developing a good city. I believe we need to have road improvements for better
I work and live in Peachtree Corners. I live in Peachtree Station off Allenhurst and Bridgeboro Way (Phase I, non-
River Station off of Jones Bridge Circle.
Tavie Allan, 5687 Mount Berry Ln, Peachtree Station, 404-680-5391
I live with my family (4 kids) in Peachtree Station. It's a great neighborhood and we enjoy being there.
Peachtree Station. Commute time on PIB has nearly doubled since moving to Peachtree Corners in 2005.
I live in Peachtree Station and have school-age children
Peachtree Station, near Pinckneyville Middle School
Clinchfield Trl
We live near Peachtree Corners Circle and Spalding Drive. We have resided in Peachtree Corners since 2003.
Spalding Drive and Winters Chapel Road
I live in Amberfield.
I have lived in Peachtree Station since 2001. My two children attended Simpson Elementary (our reason for
I've lived in PTC for 25 years. Currently live in Amberfield.
Peachtree Station, mother of 4 (ages 14-21), employed but a company with an office in Peachtree Corners. 22
River, Valley Estates, Pro Drive
We live in River Station.
Peachtree Corners Circle
I've lived in Peachtree Corners for nearly 10 years in the Rivercrest subdivision.
We are Matt and Rachel Williams, and we just purchased a home in Peachtree Station in 2022. We rented in
I live in Peachtree Station. I also work in PTC, off of Holcomb Bridge Rd.
My neighborhood is Rivercrest, off West Jones Bridge, near Pinckneyville Middle School.
I live in Wickershire off West Jones Bridge Road.
Moved to PTC three years ago from Roswell to be closer to work (still own the property in Roswell - because I
My family lives in Tillman Hall and my children attend(ed) Simpson and Wesleyan.
Live in Neighborhood off Bush Rd, longtime resident of the area (20+yrs)
Peachtree Station
Peachtree Station
Amberfield. Behind the Forum. Much of Amberfield didn't want the Forum in the first place. Now, we get
River Valley Estates
West Jones Bridge Road
I live in a subdivision off of Bush Road.
I have lived in my home on East Jones Bridge for 40 years. I am retired and desire to stay in this community. I
Moved here in 1993. Good place to live. With all the societal changes going on everywhere, keeping this a safe
I have lived in Spalding Corners since 1996. I have worked in this area since 1976. It has changed a lot, and I am
Spalding Corners 30 year resident. Town Center was nice until you crammed everything you could into it. Look
River Station
I was active in City committees originally, but we learned that the city really didn't want to hear from us. That
I'm a 21-year resident of Peachtree Corners. I live in North Manor.
I live in Riverfield. I am a widow. My daughter's family lives in River Station. i would like to downsize and have
We live in Revington on the River. We are her family three. We have an adult son with challenges. My husband is
Peachtree Station

Tell Us About You

We are new residents in the Waterside development. We are proponents of further development of
My wife and I live in PT Station on Berryton Court and have been here for 35 years+. I retired almost 10 years
Peachtree Station resident for over 29 years. Children attended both public and private schools. Have watched
I live in River Valley Estates, and have lived in Peachtree Corners since 2009.

My wife and I live in Amberfield just off SR141. I am retired but my wife still works in the Perimeter area. We
Lockridge Forest

The Forum area

Live off east Jones bridge. What you all allowed to happen with waterside was deceptive and wrong.

Bush Road

Resident for 40 + years. Retired.

Close to Peachtree Circle

Miller Farms, near Lou Ivy and South Old Peachtree

Moved to PTC in 1974, Cedar Corners Sub

I have lived here for forty years. The quality of life has plummeted. It used to be a great calm place to live in. Not
20 Year resident of Amberfield. Family of four with children in Norcross High School and UGA.

A

Live off East Jones Bridge

I live in Rivercrest (26 years) and in PCC since 1999 (the old Post Trace apts)

Long time resident who loves the school and neighbors

Diverse Married couple with mortgage in Peachtree Forest, having lived there since 1999. We find the growth

I've lived in the neighborhoods behind The Forum for 17 years and I've watched hundreds of trees disappear

Forest Hills

North Manor.

Neely Farm

Peachtree Forest

I began working in this area in 1976. I moved to Spalding Corners subdivision from Brookhaven in 1996 and have

River Station

We came to Fox Hill in 1978. Retired for 5 years.

Near the Y

Lockridge Forest

North Manor

No

DeKalb County native, moved to Peachtree Corners in 1983. We live off of Bush Road, tired of the 'City' trying

Retire homeowners being forced from our home due to the tax burden

Peachtree Station. Resident of 35 years.

Wentworth Subdivision

Scott's Mill Run

North River Crossing

I live on the south eastern side of Peachtree Corners Circle in the Peachtree Station subdivision.

Amberfield.

I have lived in Peachtree Corners since 1990 - first in a townhome off of Peachtree Corners Cir and then moved

Peachtree Station

Live in Dunwoody Manor. BTW, a VERY diverse subdivision.

IT Project Manager professional

We live in Peachtree Station, on Doerun Ct. We are retired empty nesters. We've owned our home for 39 years

I am a 34 year resident of Peachtree Forest subdivision. My husband and I have lived in the same house since

Tell Us About You

I live in River Station and feel the traffic, people running red lights, no police presence with traffic is a greater Peachtree Station

I am a new resident, moved here from Johns Creek - where I loved for 15 years and saw it evolve into a suburban Peachtree Station subdivision since 2006. Previously lived in River Crest (W. Jones Bridge Rd) for 8 years.

We are both retired.

Wentworth on East Jones Bridge

Miller Farms

We've lived in Amberfield for 27 years.

My family has lived in PTC since 1993 when it truly was a charmed community with great schools, easy access, Peachtree Station behind swim and tennis. Resident in this house since 1999 and in the area since 1993

I have lived in the River Station neighborhood for 27 years. I work as a realtor right here in Peachtree Corners

I have lived in Peachtree Forest since April 1991. I want to stay in this home, but since my husband died, and I Peachtree Station Subdivision near Pinckneyville Middle School.

Riverfield

Over 25 years in PTC. Live in Spalding Corners

Longtime resident as described above and I own my home. I volunteer at Simpson and am well-established in Neely Meadows

I have lived in Peachtree Corners for 30 years. Empty Nester. Kids born and raised here. I would love to

Moved here 1 year ago from a bedraggled East Gwinnett neighborhood to live somewhere nicer.

Live in Gran River

I have lived in Chattahoochee Station for 30+ years.

I voted "No" for the creation of the City of Peachtree Corners. Still trying to figure out why this was necessary.

I live in Linfield and have been a resident since 1994.

Rebel Ridge

North Manor

Resident of Wellington Lake for nearly 20 years, so we have been in Peachtree Corners since its inception.

Peachtree Station

Belhaven

I have lived in Peachtree Forest for 41 years.

Bellhaven subd

PTC. On Rebel,Ridge.

Living in River Mansions subdivision just inside Peachtree Corners. Retired with a self employed "part time"

Reside in Peachtree Station, senior citizen, empty nestor, interested in minimizing the need to travel outside

-

Lived in Neely Farm for 19 years; now in Wellington Lake for ~4 years. Own small business currently based in

North Manor

I live in wentworth subdivision off East Jones Bridge Road. I work full time from home. I walk around the PTC resident for 30 years. Wellington lake.

Lived in Peachtree Corners for the most part since 1979. Moved away a few times but kept relocating back.

Amberfield

My wife works for Emory Healthcare as a Lab Director. I am retired.

We have lived in Peachtree Forest for over 40 years. We are in our 70s-80 and would like to find an affordable, Regency at Belhaven, We are in our 70s and feel like everything is aimed at the younger generation. We

I am retired and live in Spalding Corners off of Spalding Drive. We have been here since 1998.

I live in an older area by Simpsonwood Park. Our neighborhood has no sidewalks. It is not particularly safe to

I live in Belhaven off Medlock Bridge, which has become a connector for east west traffic.it used to be oak

Tell Us About You

Chattahoochee Station neighborhood

Spalding corners

I've lived in this area for more than a quarter of a century, and I love its convenient proximity to downtown, I am a 75-year-old married woman who lives in Peachtree Station. We have lived in our home for 40 years and

River area

I am 78 and I ride my road bike 10 to 20 miles most everyday. I live on Spalding Terrace.

Lived in the Peachtree plantation neighborhood off Gunnin Rd over 30 years.

Riverfield

I live on Crooked Creek and the speed of traffic on my road is excessive. More needs to be done to stop people
Have lived here 30 years and seen many changes. As we age, there are not enough smaller ranch affordable 55+
I've lived in the Riverfield SD for over 30 years.

Neely Farm

lived for over 20 years in the community. retired. need to improve the traffic controls in the area. the round-
Wife and I have raised three daughters in Peachtree Forest subdivision near Jay Bird and Spalding for 23 years.

I am 69 years old. I live in Highcroft subdivision. I try to stay tech savvy and stay apprised of what is happening

Turnbury Oaks

Amberfield resident

64 year old female, living in home with husband, kids are grown. Bridgeport Love our area - too many

I have lived in Peachtree Station 40 years.

Peachtree Station

I am a resident of Riverstation for the past 8 years. I retired and selected PTC for its location, peaceful

Retired teacher. Live in Spalding Corners.

Lockridge Forest subdivision.

Wyntree,

Springfield.

I am a 30 year resident and homeowner of Peachtree Corners, moving here after growing up in Los Angeles and
Near Simpsonwood Park.

Amberfield

I live in Wellington Lake on Riverview Drive.

We have lived in PTC for over 40 years. Lived in Peachtree Station and now Riverview. Enjoy community,

Rivers Station

Empty nesters, close to retirement. Near Simpson and Pinckneyville.

Peachtree Station. Resident for 20 years. Prior to living in PS, had a hone in Neely Farm. Overall, resident of PTC

I live in Wildwood Farms subdivision off of Bush Road. I have lived here for 29 years, since well before Peachtree

My family and moved here from New York in 1995 and we've lived in River Crest since then. My kids have all

I live in Peachtree Forest.

24 years resident in this area; working from home office most of time

I am 72 years old and a recent retiree My wife and I have lived in what is now Peachtree Corners for 40 years.

Amberfield - north side near East Jones Bridge.

I own and operate a small consulting firm, primarily working out of my home these days. I live in Peachtree

Riverfield, empty nester, retired - would like to age-in-place.

Sonny Dellinger - Retired - Gunnin Rd

Forest Hills

Peachtree Station

Retired and living in North River Crossing.

I live in Peachtree Reserve and am a small business owner. My two adult children live with me.

Tell Us About You

Have lived in River Station for over 20 years. Would love opportunity to transition from corporate position to a Forest Hills

We have lived on Gunnin Road in the River Valley Estates for 9 years. Love the sidewalk-thank you! We are Riverfield. 30+years in PTC.

I am new new resident in Waterside. We lived in Neely Farm for almost 20 years raising our family and then Neely Farm Drive and Spalding drive

I live in Revington on the River and have been there since Jan 1995.

Bridgeport

commercial real estate developer - Peachtree Station

We are empty nesters living in Peachtree Station. We have been here for almost 25 years.

River Place subdivision

Peachtree Station

Peachtree Forest subdivision

Retired marketing exec. and former small business owner.

Xxxx

Spalding Bluff

Peachtree Station

Live in Revington on the River subdivision

Stilson Circle

I live with my wife and high school aged daughter in the Peachtree Plantation West neighborhood.

Spaulding Glen subdivision .

River Station

I have lived in the River Mansion subdivision for 26 years. I love the growth of this area over that time period.

Amberfield

Fox Hill neighborhood

Riverview Estates

Longtime resident - 50 years in Lockridge Forest; traffic and too many apartments and improving schools

Grand River Glen

My wife and I have lived in PTC since 2015...in Georgia since 2004. We moved to PTC from Johns Creek. We live 37-year Peachtree Corners homeowner. Fox Hill neighborhood.

Amberfield (after North Manor). 33 year resident of PTC. Over 55 years old & a 30+ year residential real estate

Spalding Corners

I live in Neely Farm, am in my 60's and have lived in the area for 34 years.

i am recently retired. i live in Barrick subdivision off Jones Bridge Circle (next to Simpsonwood Park).

Retired global healthcare executive who used to work in what is now Johns Creek. Purchased initially 4500 sq ft

My husband and I have lived in PTC in North Manor since 5 days before our first child was born in 2001. We

Peachtree Station / Jones Bridge Cir

Moved to Peachtree Corners in the late 70's and now live in the Amberfield Subdivision for 29 years. Would love

Born and raised in Buckhead; lived in PTC 17 years.

Peachtree Station: Stilson Circle

Lived in Avocet for 25 years. Seen many changes and most have been good.

North River Crossing

I live in River Valley Estates off of Gunnin Road.

I am a 65-year-old male in Amberfield off E. Jones Bridge. I'd love to downsize, but options are limited.

Live in North Manor subdivision for 42 years. Original owner, raised my children here and taught in Gwinnett

Longtime resident on the 30096 "side" of town.

Tell Us About You

I have lived in the area since 1985. Growth has exploded & not always for the better.
Been living here since 1983. Not happy w/ the traffic and all of the apts. Wish you didn't feel the need to build on Amberfield.
South side homeowner.
Over 65 in North River
Spalding Corners resident since 1998. 60-65 age group. Still working.
Retired and have lived in Lockridge Forest subdivision for 48 years. Do not want any changes to zoning codes
Revington on the River
We live off of Bush road. Riverplace subdivision
Lived in Peachtree Station for 41 years. Have seen many school infrastructure changes.
North Manor neighborhood
Peachtree Station
Live in Peachtree Station
Live in Peachtree Forest. Empty Nester. Both husband I are still in the workforce. We enjoy the walk ability of Peachtree Forest
Neely Farm. > 55. Empty Nesters. 1 homemaker, 1 not yet retired.
Chattahoochee Station
I have lived in Spalding corners subdivision for over 25 years and have seen how the local development has
Gran River
Gunnin Rd (River Valley Estates)
Lived here 41 Years, In Scotts Mill on Bush Road.
Off Bush Road in a subdivision
Wellington Lake
Semi-retired
over 65. lived in area for 6 years. springside at neely subdivision
Amberfield subdivision, East Jones Bridge/Peachtree Pkwy intersection.
Peachtree Station resident for 17 years
I live off Lou Ivy
Chattahoochee Station
An empty nester.
I have been a resident since 1978
My wife and I live in Peachtree Station as empty nesters. We have lived in Peachtree Corners for ~23 years
I live in Amberfield subdivision. I have been here since 1994
We've lived in Peachtree Plantation West since 1987.
Retired. Lived in Spalding Corners since 1978. Do not widen Spalding Drive.
Spalding Corners
As a long term resident - more than four decades - I have seen the development of Peachtree Corners from just
We have lived here 35 years from ~up north. Two kids k-12 here in PTC. Retired now. We frequent all
We live off of Bush Road. This area is convenient to every thing in Peachtre Corners, Norcross and Duluth. the
Revington on the River
I have lived here for 35 years in the same subdivision. It is located off of Peachtree Corners Circle.
Peachtree Station resident. Allenhurst and Peachtree Corners Circle.
Neely Farm
The Deerings subdivision
I am off of Spalding. Have lived in the area for 30+ years. Enjoy the quiet are and ability to walk to places to eat.
I live in a single-family residential neighborhood that was here in the 80s. It has been adequately maintained. I

Tell Us About You

Lou Ivy Rd. I'm 76 and retired. I use Peachtree Industrial Blvd, Medlock Bridge Rd, Spalding Dr, Holcomb Bridge

Neely Farm resident

Peachtree Station

I am a senior citizen. It would be nice to have access to a senior center with ongoing activities such as classes,

Neely Farm, 24 year resident

Wilbanks Drive resident for more than 30 years; three children educated in Gwinnett County schools; now

Retired and living in North River Crossing.

We've been living in Neely Farm since 1999 and raised our children here. It's been wonderful. I've enjoyed

Neely Farm

Lived in Belhaven subdivision since 95. Btw, if you want a bind-bending idea... research the viability of tunnelling

I have been in Peachtree Corners for 5 years. I moved to PTC from Hoschton, GA. I am a 60 year old female

Peachtree Station subdivision.

Neely Farm resident. Retired and active senior.

We live in Lockridge Forest. Great neighborhood and neighbors.

Lived here 20 years and raised two children. Plan to retire here and not move in the foreseeable future.

Retired in Neely Farm

Linfield subdivision.

Atlanta Native. Graduate of Georgia Tech. I know Atlanta. Lived in Buckhead, Decatur, Roswell and Peachtree

Amberfield resident. Nearly empty-nester. Still working.

I am retired and live in Neely Farm.

Riverfield

Peachtree Station

Amberfield subdivision

Neely Farm

Turnbury Oaks. Leave some of the trees. Hate seeing them all cut down.

River Place, Bush Road

Spalding Corners 29 year resident

Amberfield. East Jones Bridge and Peachtree Parkway

We are a retired couple who have lived in what is currently Peachtree Corners for 30 years. We live in Spalding

Lived in Peachtree Corners since 1984 owning four different homes. Now retired living in Forest Hills subdivision.

Highcroft subdivision, South old Peachtree Road

Long time home owner

I live off of Bush Road for 27 years, this location is great for getting to Peachtree Industrial Blvd. and Peachtree

Wife and I are native Atlantan's and 27 year resident of the area. Live off East Jones Bridge.

I have been coming here for 13 years and living here for 11 years. I'm a retired teacher of 30 years from Wichita,

My family moved to Peachtree Corners (fka Duluth) in 2006 into the Wellington Lakes subdivision from

I reside in the Turnbury Oaks subdivision off the corner of Bush Road and Medlock Road since 1997. For the

59 y/o married male living in Waterside off of E. Jones Bridge

I have lived in Neely Farm since 1987. Great community feeling!

Peachtree Station.

I have lived in Peachtree Corners for 27 years in 2 different neighborhoods. I live in a neighborhood near the

Amberfield

Wickershire neighborho²d

Chatahooche Station off Holcomb Bridge at the edge of the county empty nesters in a wonderful family

Peachtree Station along Peachtree Corners Circle. I've lived in Peachtree Station for 26 years. One of my

I am retired and have lived in Peachtree Station with my wife for 28 years. I owned software development and

Tell Us About You

Semi retired business consultant. Have lived in PTC since 1984 with periods in Lawrenceville and Chicago. Came

Live in Amberfield

River Place on Bush Road

Retired. Walden Mill

Linfield development

Retired

I live in River Station

Peachtree station

homeowner

I live in Walden Mill subdivision off East Jones Bridge Road.

Empty nesters in Amberfield. Have lived here since 1996.

I live in Dunwoody Manor. Nearest public road is Jay Bird Alley. I am a homeowner and love having space around

River Mansions

I live in the Revington subdivision adjacent to Simpsonwood Park.

Peachtree Station

30 year resident off of West Jones Bridge Road

Peachtree Station - Stilson Circle

30 year resident, 20 in Peachtree Station. Near West Jones bridge.

New resident

Peachtree Station

Peachtree Staion

Revington on the River

I'm an electrical engineer from Georgia Tech. I've lived in Peachtree Station since 2005. My office is in John's

Peachtree Station, Peachtree Corners Circle, retired and 40 year resident

I live in Peachtree station.

Peachtree Station - Brinson Way

23 year resident of Peachtree Station. Moved here because of the great schools nearby and the low population

We live in Peachtree Station and ride our bikes to the Forum and other locations. We don't trust use of the bike

Peachtree Station

I live in Peachtree Station for 25 years

I am a retired electronic engineer living on Broxton Circle in Peachtree Station.

Jones Bridge Circle

Peachtree Station

Revington on the River

Joel Barrett. I live in Avocet along S Old Peachtree Rd and have been there for 18 years.

Peachtree Station

have lived in Peachtree Station for 30+ years; love to community and the access to the Forum, Town Center, and

My husband purchased our first home in the United States, 4058 Allenhurst Drive, in 1981 where we lived for 8

Retired living in Peachtree Station.

My wife & I moved to Duluth, now Peachtree Corners, 15 years ago. At every opportunity, we promote PTC.

I live in Peachtree Station currently. I've lived in this area since the mid-1990's

Peachtree Station

Retired Architect living on High Shoals Drive.

My wife and I live in The Reserve on East Jones Bridge

Newly retired and living in the Peachtree Station subdiv/Stilson Circle neighborhood for over 23 years.

Tell Us About You
Peachtree Station
Married senior who is socially active.
Dunwoody Manor Subdivision
41 years in Peachtree Corners in a single family home, raised my children here, and would like to stay here but
I live in Peachtree Station
Peachtree Station
Summertree neighborhood off Bush Road. I've lived here 30 years.
My husband and I have lived in Peachtree Corners for 40 years. The home we have is the second one we've
Amberfield resident. Empty nesters.
Peachtree Station
Neeley Farm
Revington on the River
32 year resident in Neely Farm
Amberfield Subdivision- lived here 26 years
Revington on the river, we are retired, support community functions, dining & shopping.
Lived here with the family for 23 years - and love how we are developing.
Peachtree Station since 1986
Retired - Jaybird Alley
Amberfield
Spalding Corners
I have lived in Gwinnett County since 1994 and shudder every time I see land being cleared for another facility.
Peachtree Station
My husband and I have lived in Spalding Corners for 42 years. We raised our daughter here, and now she and
I live in Riverview and own a small business in Technology Park. I have children at Wesleyan and love that I live,
bush road
Spalding Glen subdivision
I have been a resident in Peachtree Corners since 1985. I have watched it expand and grow - some of it good,
We live off of Jones Bridge Circle
River Walk near Bush Road. A very quiet 30 year old neighborhood. Seen the traffic quadruple on 141 in past 10
River Station
Peachtree Plantation West, Gunnin Rd. resident 30 years. Married, two adult children. Our daughter graduated
Linfield
I've lived near Spalding Drive for about 17 years, and have loved every minute. But it saddens me to see us
Springside at Neely
Live in Coppedge Crossing off of Lou Ivy Road.
Spalding Park Place. Lived in PTC off of Jones Mill Road from 1990 to 2001 and now off Spalding from 2018-2023.
I have lived in Peachtree Forest for about 17 years.
I've lived in Peachtree Corners all my life. I'm 60. I now live in Woodmont Condo Community between Holcomb
I am a 28 year-old, African American female who's a first-time homebuyer/owner. I am college educated and have
I am a new resident in Glenleaf and have been making observations as I learn more about the town.
Work in Tech Park
^
I live in the Holcomb Bridge Crooked Creek area
I have lived in Peachtree Station for 30+ years with my husband. We downsized to a condo in the Deerings. We
I live in Woodmont Landing between Crooked Creek and Holcomb Br.
I have been a resident for the past 3 years. We moved here from Duluth. We own a condo between Holcomb

Tell Us About You

retired living in a condo community

Holcomb Bridge at Jimmy Carter

I live in Glenleaf Condominiums, with Peachtree Corners Circle in front of the complex, but there is a long drive

I am a retired registered interior designer for commercial project only. I have lived here for forty years in

Terraces at Peachtree Corners, husband and I work at Emory; empty nesters

Spalding Dr.

I live on Peachtree corners Circle I have lived there for 40 . I live in one of the townhome community itâ€™s on

lâ€™m 65 retired school teacher. Moved to Peachtree Corners Sept 2022. From South Florida. I live in Windsor

I live in the Apply Valley Condominium neighborhood just south of Holcomb Bridge Road.

widower owner in wedgewood chase

Woman in my late twenties living near Jay Bird Alley. I moved back home with my parents to go back to school. I

My husband and I purchased our home in La Hacienda in September 2017. Since, we have grown to a family of 4.

Live on Corner Oaks Drive off Langford Rd.

I've been living in PTC since 2016 and work off of Spalding Dr., live off of Crooked Creek Rd.

I am a female new homeowner off Buford highway near Langford intersection. As a word of advice I do think the

Windsor Trace

I live off of Holcomb bridge since July 2013. Work remotely for a digital marketing agency.

Newer community member to Peachtree Corners who wants to see it succeed, but that will only happen if

Medlock pointe

Peachtree Corner GCPS elementary teacher and single home owner Autumn Trace Town Homes

I live at the Views at Peachtree Corners off Holcomb Bridge Rd.

Westchase Commons. Couple with 1 daughter. Live and work in Peachtree Corners

Near Simpsonwood Methodist.

Autumn Trace Townhomes

I am a 54 year old Media specialist. I live in Peachtree Forest Plantation. I work at Norcross Elementary School.

Peachtree corners circle and Spalding

Stonington Townhome subdivision

I have lived here since 1984 and once I finished college and saved to buy a place of my own, I made the decision

Duke Reserve Subdivision

I've lived in Peachtree Station, Forrest Hills and Peachtree Square at various times over the last 40 years. I

I live off Langford Road with my husband. We love this area.

I moved to Peachtree Corners before it was a city. the changes that have increased volume of people has made it

I live in the Peachtree Forest neighborhood off Spalding and Peachtree Corners Circle. I am retired.

I've lived in Peachtree Corners for 10 years. I live in Peachtree Forest Plantation condominiums. I am currently

I have lived off Peachtree Corners Circle since 2012 and have not seen any significate improvement with safety

Amberfield

Near Spalding and Peachtree Corners Circle.

I moved from Sandy Springs to Peachtree Corners. Where I lived in Sandy Springs is now the Indian Embassy

Peachtree Station

Wedgewood Chase. Trying to retire.

Ken Robbins - Terraces at PTC - a resident since the city started

Brookwood Condominium Association

We have lived in Peachtree Corners since 1992. Presently we live in Duke Reserve. We have lived previously in

Active senior citizen, reside at Windsor Trace

I am a single female, 63 years old and nearing retirement. I'd like to stay in Peachtree Corners but there aren't

Crooked Creek and Spalding.

Tell Us About You
I live in Peachtree Forest.
Semi retired. River Station.
Medlock Road between 441 and Industrial
River Valley Estates
My family has lived in the Peachtree Corners area for over 30 years. We live off West Jones Bridge. My children
The Deerings
Returned to area after retiring in 2017 from 11 years in Hong Kong. Previously spent 16 years in N Fulton
I have lived in Peachtree Station for approximately 40 years.
I live and work off of Peachtree Corners Circle.
Meadow Green subdivision. Retired. Concerned about # of renters who do not take care of their properties.
Peachtree Forest Plantation
SR CITIZEN
I live in Kedron Falls located on Corners Parkway. I have lived in Peachtree Corners for 10 years and have really
I live in The Deerings.
I live in the Glenleaf Condo community on Peachtree Corners Circle and have lived here since 1990. I have been
We leave in Tech Park (Westchase Commons). We like hiking at the Simpsonwood park, frequently eat at local
i live off West Jones Bridge. What a great choice. Schools to walk to , churches to walk to, and YMCA , Forum
Na
We live on Bush Road/Foxwood Road neighborhood.
Terraces at Peachtree Corners
Live at Westchase Commons across from City Hall. Retired research scientist. HOA member. The city is ignoring
Cxxxx
I live off of Crooked Creek in the Spalding Corners townhomes.
Brookwood Condominiums
Peachtree Industrial/ Tech park area
We have lived in Westchase Commons for nearly 17 years. Very proud of Peachtree Corners.
Windsor Trace Dr for 17 years
I have been a resident in PTC for over 13 years. I live off Jay Bird in the Terraces @PTC. I subscribe to all
Crooked Creek
Retired couple living in Forest Hills subdivision - corner of PTC Circle and HBR
My husband and I moved to PTC in 2014. We live in the Deerings Lake condos. It is a great community. Neighbors
Stop subsidizing this, that, and the other thing. Where's my subsidy you god damn sons of bitches!!!
I am a black woman who lives at the Reserve at Peachtree Corners.
I live in the Centre at Peachtree Corners Apartments. I work remotely for IBM as an engineer. I'm hoping to
Peachtree Industrial Blvd
I do love Peachtree Corners but am hesitant to purchase a home here due to the middle school and high school
I live near the intersection of Jay Bird Alley and Peachtree Corners Circle.
nothing
Retired, enjoy living in Peachtree Corners. Near Hwy 141
in modest apartment near Jones Mill Spur. Those apartments are needed! Retired, work retail part-time.
Jones mill road
Peachtree station
I live in Neely Farm currently. I am a 26 year old mom to a 1 year old. My husband commutes to Marietta for
Amberfield
Resident of 10 years in Turnbury Oaks
Avocet

Tell Us About You

I own a small business in Peachtree Corners and live off of Spaulding Drive

holcomb bridge rd

Winters Chapel Rd

Peachtree Corners Parkway. My wife and myself work in PC, my daughter attends Norcross High School.

Sold home in Neely Farm after living there for 20+ years, currently renting and trying to find affordable

I live around Peachtree corners and Spalding and work nearby

Age Range	Number	Percent
18 and under	0	0.00%
19-24	3	0.40%
25-34	42	5.65%
35-44	128	17.23%
45-54	123	16.55%
55+	447	60.16%

Home Type	Number	Percent
Single (detached)	640	86.14%
Single (attached)	91	12.25%
Apartment	9	1.21%
Senior/55+	2	0.27%
Other	1	0.13%

Own or Rent	Number	Percent
Own	723	97.31%
Rent	20	2.69%

Total Answered 743

Greatest Mobility Concern
density of traffic traveling through PTC on their way to John's Creek. Divert JC traffic to Peachtree industrial
Residential side roads are deteriorating. Repaving is imperative (Use Spalding Hollow again as one example).
That bridge looks like crap
The light on Jaybird Alley that intersects with Spalding Drive takes way too long to turn green and does not stay
Area around the forum/avalon
Overcrowding by people just passing through. I really wish there was a way to divert traffic that was headed for
Upgrades to the forum will be a traffic nightmare similar to the avalon
Clean up any roads as needed.
Encouraging alternative transportation methods would help reduce traffic congestion. Expand PAUL autonomous
Too car-dependent. Traffic backs up horribly on 141 north in the afternoons/evenings
Improve public transportation options
Traffic congestion on Medlock Bridge Rd, 141, and not enough parking options
141 in between the forum and town center
There should be no 40 MPH roads without separated bike infrastructure.
Continue to coordinate with metro atlanta efforts of public transportation including MARTA. Spread more
Worried about too much traffic near the forum with redevelopment
As we grow, traffic will continue to get worse and could become unmanageable
Peachtree parkway needs to be wider
PIB intersection at Target
My biggest concern is the potential traffic we will see with the redevelopment of the Forum. Traffic is already
No big concerns
.
no concerns
141 traffic is horrible
Atlanta only has a few major roads, continue to proactively address traffic bottle-necks along 141, PchTree Ind, I-
N/a
Traffic easement to prepare for upcoming changes at the Forum and Town Center.
N/A
Adding apartment communities will increase traffic. Not ideal at all for home owners who moved here from the
If the Peachtree Corners population grows too rapidly, traffic on the main roads may become overwhelming
We don't need wider roads. Better signal timing and more roundabouts on smaller streets.
Too many cars and too many bikes in the car lanes- there is not the sense of community among bikers and cars
Traffic has gotten extremely bad. 141 is bad to travel on every day many hours of the day. I live 2 miles from
Do not bring MARTA to our area. We need to limit the amount of apartment to decrease in the amount of traffic.
I have no concerns at the moment, however, I hope that PTC does not become as congested as Dunwoody is
The roads and traffic are not well thought out even though time and money has been spent to make them work.
Peachtree parkway
Too much traffic.
The traffic lights between East Jones Bridge and Spalding drive are some of the most horrifically-timed lights in
A round about would be helpful near Forum and Crème de la Crème.
No concerns.
Traffic along East Jones Bridge and Peachtree Parkway with new developments and many residents that will
Too many cars on the roads with the addition of apartments being added.
Maintain road integrity.
Work to lessen reliance on single car commuting. include marta connection. Bike-ability and walk-ability are
Multi use trail along Peachtree Corners Circle would connect much more of the city to town center

I would like to see MARTA in Peachtree Corners.
Increased traffic along Peachtree Parkway
141 is too congested.
Jimmy Carter and Peachtree Industrial needs help
The bottleneck that occurs between Spalding and East Jones Bridge is becoming a hassle
Spalding Drive at Holcomb Bridge
The lights can be challenges between Ingles and the Target shopping center. I am worried that more housing
Cycling infrastructure is my top priority whether that be dedicated lanes on more roads or separate multi-use
I think the exits on either side of the Forum need improvement--the exit to Peachtree Corners Circle near the
Traffic is terrible everywhere. Getting in and out of the Forum on PCC is a nightmare. On surface streets, make
The Spalding/Holcomb Bridge intersection does not function well. Raised medians on larger roads would help.
The increase in traffic making streets that once felt safe for kids to ride on more and more dangerous
Traffic lights not being "smart", congestion on 141 from town line w/ JC through Bank of America traffic light
None
none
Too many apartments bringing too many people to the area, causing traffic congestion.
medlock bridge behind town center
N/A
The backup on Medlock Bridge Road coming from 141 and heading towards Spalding Drive is bad during the
I'd like to see an effort around bicycle lanes. E-bikes make this mode of transportation much more healthier and
Traffic increasing especially once the Forum has been redone and we add apartments and a hotel. Making
Too much congestion; maybe look to alternative, electric bikes/scooters/golf carts
I think the intersection at Spalding and 141 could use some work!
Would love for Marta to come to peachtree corners
folks driving too fast on spalding drive
None
Trying to exit my neighborhood on Spalding as there are 2 curves that impair vision
N/a
Consistent traffic flow down Spalding and 141/ Peachtree Industrial
We need LOTS of traffic calming on side streets. Roundabouts etc. and stop the car racing!
Reliable transportation for low-income residents. Whether this looks like publicly subsidized private car
alternative modes of transportation: protected bicycle lanes; marta connectivity
The widening of Spalding Corners is an unnecessary project that will only increase the through traffic along a
Don't need buses, they are still subject to the same traffic. Rail is good. Quick rail to Midtown would be great.
I am concerned they will attempt to widen Spalding dr and split the spalding corners community. If it does occur
Concerned about heavy traffic near the forum with the new developments planned.
Too much high density housing
don't do too much road expansion, long term it just leads to more traffic
The highest priority is getting onto and off of 285. It is a disaster trying to exit the highway onto Peachtree
Sidewalks, sidewalks, sidewalks. Safe bus stops. Public access trails.
Peachtree Pkwy
141 needs to be widened or relieved during commuting hours
The many lights and congestion on Peachtree Parkway
Worry about traffic problems increasing as more "mixed use developments" are added.
Access to 285 is getting more challenging
Roundabouts seem to be working, more of those (where it makes sense)
I'm worried about all new the residential mixed use areas adding too many people, overcrowding our schools

Need improvement for pedestrians- make the area more walkable and safer for pedestrians.
It would be nice to have more clearly marked bike lanes on more roads.
Holcomb bridge road and 141 volume. And the stack that happens heading North on 141 where it splits to
Traffic is heavy but it keeps moving.
Traffic isn't too bad but as cities around us are growing, we need to be ahead of the growth. Probably need
N
Appearance of key arteries into ptree corners
My greatest traffic concern is the backup that occurs in the weekday afternoon hours along Peachtree Parkway
Traffic light at Spaulding and frank neely needs to ne fixedâ€¦ light takes forever to turn & only lasts a few
Two main traffic lights in front of Forum
N/A
Greatest concern - people using roads as cut throughs; street takeovers
Need to diversify mobility away cars, we need exclusive use bike trails that will make biking safe.
Traffic to the freeway.
DO NOT add a marta link. Add lights at the West Jones Bridge entrance to the Forum to avoid car wrecks.
141 is terrible as it is used to connect Atlanta with North Fulton/Forsyth
The exit by CVS out of ingles shopping center is very dangerous
141 and Peachtree industrial
N/A
141 going north between Spaulding and PTC circle in the afternoons
Noise pollution , bike and pedestrian access
A Norcross Marta stop is essential
There are too many long lights. Modernize the lights to react to CURRENT traffic, not old algorithms. Ex' PT
Peachtree Parkway from JayBird Alley into Johnâ€™s Creek has gotten terrible. Not sure is longer left turn lanes
141 has gotten progressively worse, especially at the split of peachtree parkway and peachtree industrial. Lights
N/A
Small railway could be great
More bike paths please!!!
Holcomb bridge between PTC and Spaulding is unsafe at rush hour
The light at Spaulding and Peachtree Corners Circle has been awfully timed for several years. There is no need to
141 and PIB are overly congested for north and southbound through traffic already and I fear it will get much
Traffic light synchronization along 141 and PIB needs to be prioritized
wacky drivers everywhere
The new roundabout on Peachtree Corners Circle.
285 exit eastbound to peachtree industrial northbound
Apartment/Condo homes at the Forum and Town Center will increase traffic on Peachtree Parkway and PIB.
Improve walkability with more sidewalks and raised paths over Peachtree parkway. Build a light rail or self
Need more areas to walk and bike
Please cease new developments that will add to traffic. Let's support what we currently have and not add so
Keep it pedestrian friendly
Getting out of Gunnin Road neighborhood onto Spaulding.
Development density Peachtree Corners
Cars are dangerous to pedestrians and cyclists.
reprogram the current stop lights to allow better flow of traffic in the Town Center area, allow left turns on
Congestion
Too many high density housing units without expansion of traffic patterns will negatively affect the city and
I don't experience traffic as much as others , so I have no helpful input

skip
Peachtree parkway traffic build up
Would be great to have a footbridge over the Chattahoochee (near Jones Bridge park?) to connect both sides of
Need better access to public transportation into downtown.
Spalding drive is a mess
WE DO NOT NEED TO WIDEN ANY OF OUR STREETS. Widening Spalding Drive will only create induced demand,
Holcomb bridge remains bumper to bumper during traffic hours. It's used as a corridor by lots of
There is no plan for more mass transit/Marta to come closer to PTC. That PTC is used as a through road for the
Entrance to Ingles at East Jones Bridge Road, Entrance to Forum along PTC Circle.
Getting more dangerous around Spalding Dr + Holcomb Bridge in front of Chevron gas station. we may need
marta rail system could increase public transportation usage
Too many lights near forum now.
I would like to see more green space, more natural areas, more pedestrian and bike trails, less traffic, better
Spalding drive
The traffic circle on Medlock Bridge is a nightmare - as is the pedestrian light on Peachtree Corners circle.
Find ways to reduce traffic. Or at least convert traffic to electric vehicles. Or put traffic underground.
To many apartments going up along 141. Stop the development of all space available.
Make pedestrian crossings more safe
Marta being added is terrible
We need access to Marta, we should be connected and growing with Marta.
A traffic light at Crooked Creek and Jay Bird. Stop sign crossing Crooked Creek is RUN ALL The TIME!!!!
Too many people in the 15 min smart city. Stop stack and pack
Too many traffic lights at short distances and addition of new ones lately are causing a lot of congestion and very
Traffic with expansion plans around forum will be bad. Bordering neighborhoods need speed bumps on major
Pedestrian safety is sorely lacking on roads with large apartment complexes. Street racing and takeovers are
Avoid wasting money on MARTA
We need a monorail system
Finding ways to allow for less use of cars while in the city limits. Bikes, city trolley, Walking. We won't limit
More accommodations for leisure bicycling. Add bike lanes, bike storage at the forum, town center tech park etc.
Increased traffic due to too many apartments/townhouses
There are no options for transit. The community was designed to be car-centric. Places to work, shop, play are
The proposed limited turn lanes at 141 and the shopping centers would be horrible.
There needs to be sidewalks on PIB from the gas stations heading south on PIB to Paul Duke HS as students walk
fix the cracked roads
Traffic isn't terrible yet but I worry after the completion of the new apartment buildings construction
--
DO NOT BRING IN MARTA!! I am tired of this being up for a vote and not being passed! Listen to the people and
Addressing intersections such as Winters Chapel & PIB that are difficult to navigate.
As we grow, we need to be able to handle the influx of drivers. 141, Spalding and PTC Circle are already packed
not sure you can do anything except add more lanes
It appears our streets are becoming congested with traffic, promote/maintain safety for pedestrians to enjoy
Increased access to transit, whether Marta or Gwinnett routes. A local transit option within the peachtree
285 to Peachtree (Ind) Blvd
The overbuilding is causing too much traffic.
Traffic is terrible and with new units going up it is only going to get worse. The Medlock Bridge corridor is a mess
Poor planning
We do not need Marta in our community. Marta is not well-run, and it does not improve the communities it

Continue to put sidewalks where there are none to allow for pedestrians. Like what was done between Safety while crossing peachtree pkwy.
Need to limit only one space for business "carryout orders" in town center. Parking is limited and 2-3 spaces per Traffic in and around the Forum is already congested. Once the new apartments are built, it will be a nightmare.
Spalding drive is incredibly dangerous for cyclist (and in turn motorist when attempting to navigate around The quality of the road surfaces. They are in overall horrible condition
People not obeying speed limit on Spalding drive near neighborhoods. Also people not familiar with pedestrian Limit development as a way to limit the number of cars on the roads.
The more development of apartments along 141 will create more traffic to an already congested area. people drive too fast on peachtree corners circle from spalding to peachtree parkway
Congestion on Peachtree Parkway near Forum; Congestion on Holcomb Bridge; more people are moving up Obviously 141 gets pretty backed up from state bridge past Spalding rd so the addition of more lanes seems
The number of people who do not understand how a traffic circle works. It has improved, but still can be Too much congestion and 'tragedy of the commons' risk, especially due to growing ratio of renters to owners.
141 and Peachtree Industrial. All around the forum and town center
Na
My biggest concern is driving in the 3 mile radius from my house will be gridlocked. As more people live north Smart traffic lights that respond to flow as opposed to simply being on a timer
Expand MARTA and other access.
Around the forum/town center is a bottle neck, and near the split is a bottle neck.....
More sidewalks near schools.
Speeding along back roads is a major problem. I love the pedestrian lifestyle of our community, but I feel like the Would love to see more connected sidewalks and bike lanes. Sidewalks on the corners parkway need to be
Peachtree Parkway
I would truly love to have a MARTA station with good parking in Peachtree Corners. I would use it much more
Connect the side walk for pedestrian
Make the city walkable. Have sidewalks along 141.
Repair roads potholes
I'm concerned with all the new developments, comes a ton of traffic. I don't know if PTC's infrastructure is
Traffic is always a major problem in Atlanta - just ensure the roadways are prioritized for flow & safety
more sidewalks / pedestrian friendly thinking
Spaulding , intersections along 141, medlock bridge and Peachtree corners circle
Don't let the state widen 141.
Spalding drive congestion
Spalding drive has become a NIGHTMARE from 4:30-5:30. TOTAL gridlock on both the fire station side and by Ptree Parkway alongside The Forum has become tedious and inefficient. It shouldn't take 5 minutes to go from
Reduce the speed limit on SR 141 through the city. When vehicles are traveling 60-70 mph, they pass through so
My daughter needs to get to office downtown for her tech job, which is ironic this being "tech park". It is also
Continue to add sidewalks and crosswalks. Would love to see a crosswalk at Peachtree Industrial and Modlock
Cars, crossing traffic to turn into the Forum and the QT on Peachtree Corners Circle is very dangerous. Too many
Need marta access
Traffic is awful. I'm less than 2 miles from the Town Center but avoid it like the plague because traffic in and
traffic on spalding in the late afternoons, going from the library towards DQ on PIB is horrible. It's a main vein
Too many cars on the road! Great need to get people who live in PTC to the areas they work by linking public
Need to avoid Peachtree Corners Circle as a bypass to 141. Need to regulate lights on 141 to allow traffic to pass
N/A
The city is expanding too fast for our limited infrastructure. Attracting businesses and multi unit living without

Adding more development will worsen traffic. Development seems to be priority for the City over maintaining
New construction is out pacing road improvements.
The need for repaving and repairing roads in neighborhoods and side streets should be addressed as well as
too much dense housing being built. define a target for rental-owned split and stick to it. smarter traffic lights.
More cameras/remote monitoring/immediate response when bad behavior or traffic backups are occurring.
Need to reduce congestion.
The volume of traffic on PIB increases yearly resulting in longer commute times to and from locations inside the
Not sure, just want things to flow well
Increased amount of traffic is not being addressed.
Very loud vehicles. Street racing. Motorcycles/sport cars revving their engines.
Large, high-density residential projects further congest roads.
Poor public transportation. Over reliance on personal vehicles
With addition of apartments and mixed-use areas, the current infrastructure cannot handle the additional traffic.
My greatest concern is that Peachtree Corners would consider widening roads - I do not want any roads that
Several traffic lights in the area are not "smart". I'll sit at a light for minutes with no traffic crossing the road. If
Overbuilding will only make traffic worse so maybe cut back on projects
None
Peachtree Pkwy traffic worries me with the new apartments going up. It's already getting worse.
Internet routes best way to avoid traffic is use Peachtree Corners Circle. This puts a burden on local
I'd love to see a roundabout at the Forum / Creme de la Creme / QT area. I'd also like to see traffic calming
Getting people in and out of The Forum, especially onto Peachtree Circle, is always a challenge and could be
Forum/Town Green junctions off 141 are congested.
The speeds on West Jones Bridge Rd are much too high for such a residential area. People do not observe the
Improve options for public transportation, especially for folks living in apartments on Peachtree Corners circle to
what in the world is going on with Medlock and Bush intersections? Generally have no problems with traffic in
Traffic is very congested along Peachtree Parkway during rush hours.
Pedestrian safety, need PS campaign to encourage bikers/runners/pedestrians to wear reflective vests at night
Keep traffic moving through on 141. Another lane toward the center median?
Greatest concern is how all the new apartments will bring in hundreds more cars to 141.
when you add more and more, PC becomes a jungle. What is the vision?
I have none
No MARTA, no buses
The city is not pedestrian friendly; crosswalks are not maintained, and signaling is inadequate to protect
Balance home ownership of first timers, empty nesters and large families. Don't increase our population with
The improvements of recent are good. Continue on that.
Rethinking f our response needs to occur. Widening major transportation routes through existing neighborhoods
Traffic is miserable and all the added apartments will only make it worse. Four lanes on Spalding Drive is NOT the
Between the Forum and Town Center
Many folks seem to think that speed limits are just options. I would like to see periodic policing of neighborhood
I don't know where most cars on 141 are going, but if mass transportation could be offered along that route,
E Jones Bridge Rd is going to become difficult to travel /enter/exit as Waterside becomes active. P'tree Pkwy is
People with disabilities are not given widespread access to transportation. I assumed all areas of our country had
Concentrated and compacted dwellings don't help our neighborhoods with respect to traffic.
better control or diversion of traffic on major arteries through the central city
No Marta buses please. And if that is the direction you take, put the transportation hub (originally ill conceived
Approved high density work and residential projects have been approved with no thought to the traffic crush
Too many condos/apartments being added.

Rapid overcrowding of the 141 corridor and Spalding drive headed towards Dunwoody/Sandy Springs
Time traffic lights. Stop building so much in a given area.
Too many plans for extreme growth too many people too much traffic. Find something else to do and
That you are going to bring Marta here . Don't want it!
Too much traffic due to too many apartments and condos and high population density.
All road construction and repair should be at 8pm to 5am weekdays.
I fear the traffic in the future in Peachtree Corners . It is difficult to navigate now I hear the future !
Sidewalks and public transportation is difficult.
drivers
Stop building, cutting down every tree and paving over every inch of soil.
Turning left into East Jones Bridge road from Peachtree Parkway. Peachtree parkway corridor from PI to State
142
The roads to I285 and I85 can handle a lot more traffic.
Too many cars in 141 and PIB. lights need to be better synced when accessing these roads from the feeders
More green space. Stop clearing and developing. More recycling options.
Traffic calming Major streets are constantly clogged from early AM to 8 pm or later.
Add a yellow caution turn arrow at the intersection of Peachtree Corners Circle and West Jones Bridge Road.
Increasing development and density is overwhelming existing and possible options for transportation
Improve and expand public transportation.
Forum traffic
Anything to prevent speeding.
In general, it is not necessary to widen a road, such as Spalding Dr., simply to accommodate two hours of heavy
The Forum at Peachtree Corners Circle
The volume and flow of traffic on and crossing Peachtree Parkway.
Too many stoplights on main thoroughfares. Impedes flow
Need more PED/BIKE infrastructure
Traffic has only worsened since we became a city. You have unfounded notion that we wanted a work, play, stay
N/A
Roads are crowded now, apartments cause more trip volume per acre of land than residential home sites, no
Traffic lights need to be coordinated in sequence based on traffic patterns that vary.
Noisy mufflers and street racing. The sounds carry throughout our community and impede on our quiet
Spalding & 141 + Holcomb is a mess
Coordinate traffic lights
141 traffic is awful - adding more lights seems to just make things worse.
Put a foot bridge over 141 close to Holcomb Bridge. Many of the apartment dwellers don't have easy access
Stop the u-turns made on 141. I have almost hit such persons on multiple occasions.
Traffic will be unbearable once all of the apartments along 141 are completed. Add to that the traffic from
Overdevelopment in PTC and more so in Johns Creek and further north with uncontrolled apartments has now
Volume is already high. Once all new residential and commercial developments are completed, with no prior
Newer transportation technologies plan (Not electric)
The intersection where The Forum, QT, and Creme de la Creme come together on Peachtree Corners Circle is
The 2045 comprehensive plan is calling for widening Spalding to 4 lanes from Peachtree Parkway to Holcomb
The city is trying to develop everything and cram more people in the area
Unfortunately, most of the traffic comes from John's Creek and Forsyth.
Make the city more pedestrian and bicycle friendly. Add protected bike lanes everywhere
There's so much traffic on Hwy 141. So everyone cuts thru the neighborhoods and office parks.
We are completely opposed to an increase in public transportation(MARTA). The increase of public

East Jones Bridge Road is small in width compared to West Jones Bridge but speed limit on East Jones is 40 and
Do not want to join Marta or have a transportation hub anywhere near Town Center.
We are opposed to Marta. We watched first hand the negative impact it will do to an area by raising the crime
Lights could be better timed, fewer access points from multiple businesses, one off businesses
Crazy drivers
I believe changes are coming to the Forum entrance/exit on Peachtree Corners circle and that definitely needs
I resent that the Peachtree Parkway bridge was allowed to be built without a safe pathway for wheelchair and
An accessible and connective public transportation infrastructure needs to be available. (ie expanding MARTA)
Use more traffic circles especially at "T" intersections.
Please do not expand Spalding Drive!
In my own neighborhood, Amberfield, cars and trucks travel carelessly on Edgerton. I do not want to see our
Too much traffic on Peachtree parkway
Spalding Drive traffic is getting worse. Residents have a hard time safely exiting neighborhoods.
I do not think traffic is bad here, but continuous fine tuning of traffic light timing is needed all the time.
Traffic management
Spalding Dr. and Holcomb Bridge Rd. is a mess.
Holcomb Bridge Road
Ongoing residential projects may lead to more traffic issues.
Increase Peachtree Parkway to 3 lanes in each direction to improve commute times.
Too much development for the road structure, monitoring of activities at Jones Bridge Park
Traffic congestion is my biggest concern...the proliferation of apartments on and around 141 is a big issue for me
Too often there are "conflicts" with other jurisdictions causing traffic tie-ups!!!
Medlock between PIB and Parkway
141
Better Sidewalk maintenance
How can you ask people to fill out a survey and then order them to answer stupid questions
Control of flow through traffic in an effort to minimize "short cuts" that commuters take to gain access to
Ensure Peachtree Parkway traffic signals are synchronized to maximize traffic flow between Holcomb Bridge Rd
-
None come to mind.
Traffic light timing is not as it should be.
need for bike lanes
Traffic is pretty bad. Holcomb Bridge during rush hours. 141 during rush hours.
Condition of roads; delay in repairs.
141 is too congested. We need more alternative lanes.
#NAME?
Can hardly get out of our subdivision, Regency at Belhaven, especially if need to turn left. There is only one way
I think the road paving project is good. Left turn signals would help move traffic at neighborhood entrances.
Would love accessibility to public transit including a park n ride and access to Marta
PIB and 141 have been 2 lane each way for the last 30 yrs. Amount of housing developments up to lake Lanier
The Spalding/Holcomb Bridge area, including the light at River Exchange/HBR
No widening of Spalding drive from Holcomb bridge to Peachtree corners circle
Get rid of the hideous intersection of Spalding and Holcomb Bridge, where gas stations destroys the image of a
The roads need bike lanes.
improve the PI/141 split in Norcross
Make roads safer for bicyclists!

Traffic at 285 needs further work.
Unsafe condition: cyclists on West Jones Br Rd and Bush Rd. " lack of dedicated bike lanes.
Spaulding & Holcomb Bridge, Crooked Creek
More-so the condition of the roads
coordinate traffic lights on hwy 141 with Johns Creek and Swanee. Provide trolley service from Technology Park
Peachtree Parkway volume
stop light signaling should be modified for rush hours and non rush hours
Not informed enough
Spaulding/Southh Old Peachtree. Medlock Bridge Road from PTI to Peachtree Parkway.
141 and Medlock. Ridge. Glad adding extra turn lane from Bush Road onto on ramp for 141 will be finally
Need more public transportation
Traffic is bad - the split between 141 and peachtree parkway is always a back up. fix this first.
I never want MARTA here
At 141 in Town Center
It's regrettable that we voted down the expansion of MARTA. Heavy rush hour traffic on Peachtree Pkwy is my
None at this moment.
No response.
Stop the noise of drag racing on PIB
141 adjacent to Forum needs better coordination between traffic signals.
The main traffic corridors are Peachtree Parkway, Holcomb Bridge, Peachtree Corners Circle, and Spaulding. Of
141 / PIB split before Holcomb Bridge in both directions creates opportunities for better traffic volume
Peachtree Parkway
The area from Ingles to Peachtree Corners Circle seems to always be congested because of the traffic lights
Traffic on Peachtree Parkway
Please do NOT bring Marta into our city. This would be the downfall. I grew up in an area that was nice and safe
Overbuilding of business areas and high density residential creating traffic issues we have moved away from
No concerns
I live off of Bush Road and the intersection with Medlock Bridge that is being renovated is going to hinder my
Adding another lane on Peachtree Corner Parkway, from the river going south.
start with repaving neighborhood streets
traffic jam heading to and coming from I-285
I would love to see a MARTA rail station in or near Peachtree Corners.
Traffic has increased a lot in the past few years. Adding lots of apartments will continue to clog 141. Many
It is obvious that congestion is growing. Actions to ease congestion seem prudent.
Improve traffic flow around CVS / Ingles especially entrance from E Jones Bridge to Ingles
Too much traffic on 141 at peak times
more intown public transportation is needed to reduce vehicle traffic
congestion on Holcomb Bridge and on 141/Peachtree Industrial
Traffic on Peachtree Parkway is getting very heavy.
The traffic along 141 between Holcomb Bridge and State Bridge is horrible at rush hour (morning and evening).
Traffic coming from behind the Forum coming into 141 will only get worse.
Worried about the huge apartment complex on P'tree Pkwy near Spaulding & impact on traffic.
Traffic on Spaulding makes it difficult to get in or out of the River Valley Neighborhood, specifically Gunnin Road.
Too many people
Major roads through the city get a significant amount of through traffic that need to be better managed with
Traffic light coordination.
Ptree Pkwy continues to be clogged even on weekends. Adding more apartments as the ones currently being

Good working traffic signals. Somehow minimize aggressive drivers...it's scary at times! Provide safe area for
Speeding and not obeying traffic laws
I am concerned about the traffic on Spalding once the large plant across from the post office is operating.
Traffic light coordination on the parkway with Johns Creek. Intersection of parkway and Medlock Bridge needs
Spalding drive during rush hours between Medlock Bridge RD and Holcomb Bridge
spaulding/holcomb bidge intersection
Finish projects in a timely manner. The road expansion at the corner of Medlock bridge and Bush road has taken
South exit from the Forum
Roads are in disarray and need to be paved
It's fine
putting high density housing/apartments in will increase traffic congestion
Access to Marta. I have to drive out of Peachtree Corners to get access to MARTA.
Too many choke points during rush hours (Holcomb Bridge/Peachtree Corners Circle, Peachtree Parkway
Traffic on Spalding and Winters Chapel Rd
Need better public transportation
Traffic circle on Peachtree Corners and Medlock Brick. For Godsake please give earlier warning to yield. Yield to
Congestion on 141
Accessible parking & better walking/biking accessible. NO MARTA!
Need to repair the potholes and other pavement failures along SR 141
Spalding and Holcomb Bridge, Spalding and Peachtree Parkway -- backups on Spalding Road and Winters Chapel
Peachtree Parkway jams in front of Forum and Town Center and now adding more condos.
Figure out how to keep traffic on 141 moving. Great idea creating traffic connections between developments.
Use of intelligent traffic lights or better timing of lights to eliminate bottlenecks.
I think there should be a LONG " right turn lane" on 141 South at East Jones Bridge - the same as on 141 South
If you don't have a car in PTC you're pretty much out of luck. PTC should be placing much more emphasis on
Who is in charge of the signs on Peachtree Industrial between Winters Chapel and the road split down to Ptree
Too much traffic from Johns Creek and Cumming traveling through PTC on Route 141
1. Need 45mph signs northbound on Peachtree Pkwy at Holcombe Bridge - there are none until RaceTrack and
I will vote down MARTA every time; I grew up in south Atlanta. Medlock Bridge from 141 to Spalding needs
redesign traffic circle at Medlock for better ease of use. Make it larger to better accommodate vehicles
Fix the turn lanes at East Jones Bridge Rd & 141
PIB NB approaching the split
N/A
We have to guard against allowing overdevelopment of apartments vs family houses
no need for bus service in this area. They are always empty. Less Apartments would help with traffic issues
The largest traffic issue I see right now is that there are too many road projects happening at once, with none of
Peachtree Parkway congestion
Increased traffic around the forum, specifically the forum entrance across from Quick Trip.
Whatever happened to the proposal to link to Johns Creek "smart" traffic light system on 141.
Too many cars as housing, apartments, town homes increase.
Need to do something about the traffic on 141 It's awful ALL THE TIME!
Traffic signal synchronization on 141 and PIB like John's Creek.
When considering redevelopment opportunities in the Holcomb Bridge corridor, Big Box retailers should be
Bicycle riders
Spalding between 141 and Holcomb Bridge gets very busy at peak times. Also, 141 @ Holcomb Bridge, between
Make sure traffic lights are properly timed so you don't have people running red lights to avoid sitting at a
Expansion around Forum with concentrated condos, apart, town homes will cause congestion

Only issues I've had is coming out of Forum onto Peachtree Corners circle trying to turn left. Very busy.
Stopping street racing and making donuts.
Hwy 141
No MARTA
Concern is amount of traffic on 141, any time of the day. Appears to be no other viable thorough fare for
Avoiding more traffic congestion around forum/ town center area.
Congestion on Peachtree Parkway
Roundabouts are great Street legal golf carts would be awesome
Eliminating left turns at Spalding Drive/Holcomb Bridge Road intersection will only move the congestion down to
I am highly concerned with Spalding drive and plans to widen it from Holcomb bridge to Peachtree parkway.
Too many high-density housing projects, bringing even more traffic congestion
Spalding & Holcomb Bridge
Since the mess at Medlock Bridge and Bush road is moving along I don't have one special spot. I'm retired, I only
NO MARTA IN GWINNETT!!!
Maintain consistent traffic flows. The work from home phenomenon has helped minimize traffic congestion.
Tie ups
My concern is that the traffic is already a problem and the plans for growth and development will make it worse.
Peachtree Parkway from East Jones Bridge (going north and south). Too many multi family units being built
No common sense is used regarding traffic signals. For example, northbound on 141 at Jaybird should have
When projects started on roads that they are completed in a timely manner. The Bush Rd., Medlock intersection
Overall traffic isn't bad.
None
Traffic on Peachtree Parkway.
What can you say? Traffic is getting worse and worse, and people love their cars. Frankly I think the effort spent
I support any projects that can reduce traffic.
Make sure the traffic light staging is correct per the times of the day. A lot of gas is wasted sitting at lights with
Holcomb Bridge and Spalding
Not sure
Heavy through traffic - much of the congestion is from people travelling through Peachtree Corners rather than
No concern
The roads in Peachtree Coners are easy to get you around the city. We do not need MARTA in the county. The
Density of apartments contributing more traffic
Peachtree parkway may need to be widened.
Traffic increases as a result of redesign of the Forum.
120, 140, Holcomb Bridge traffic improvements.
the Holcomb bridge corridor is terrible, congested and no reds cast improvement
Do not add any more lights. Congestion will be an issue during high traffic times, but otherwise traffic is good.
I see Peachtree Corners Circle between QT and Forum entrance as dangerous, due to left turns out of either.
Increasingly heavy traffic. Possible synching of traffic lights.
Excess growth in multi residential development
Need stop light at Eastman trail and Peachtree Corners Circle. Peachtree Corners Circle is such a cut through
Timeliness of road patching could be improved.
Spalding intersection at Holcomb Bridge needs improvement for left hand turns
Impact on local traffic seems to not be a priority when approving development.....
Help minimize bottlenecks so traffic will flow better. Avoid heavy concentration of apartments to minimize
Please change the timing of the light at Spalding & Frank Neely! It can take a long time to get out of Neely Farm,
None

Pass law creating triad of GDOT, Curiosity Labs, GaTech to experiment with traffic management.
I am glad I have a light at my community exit. There is a lot of traffic, but it moves very well.
Traffic congestion is already terrible and will only get worse.
Fill the pot holes and keep the new paving coming!!
Rail and/or bus routes running during business hours. Also on nights and weekends.
That our city government would get over-zealous to expand (widen) residential access roads like Peachtree do traffic improvement projects at night
Try to avoid 141 at peak hours. Otherwise no concerns.
Train, autonomous buses, or dedicated express lanes through PTC (Peachtree Parkway or PIB) would help traffic.
All the new residential construction along 141 will just add to an already bad traffic problem.
PIB is a nightmare in the morning
Wesleyan traffic having to make a "U" turn southbound for Peachtree Pky entrance.
less apartments and condos would mean less traffic
traffic lights need to be synced better on Peachtree Parkway
Spalding Drive
Traffic is ok
Light at Peachtree Corners East & PIB is too short. Shoulder lanes on PIB need cross hatching. People drive in
Do not widen Spalding Drive between Peachtree Parkway and Holcomb Bridge
Congestion and traffic along Peachtree Parkway, Medlock Bridge Road, East Jones Bridge Road and Spalding
Managing traffic without adding too many lanes to roads is the challenge. I believe minimizing high density
Spalding and Holcomb Bridge Road
The use of yield signs for right turns at some intersections is confusing and often not obeyed. In these cases car
Coordinate traffic control lights on Peachtree Parkway, and lower speed allowed on this road.
Improve existing roads and keep Marta out of Gwinnett County
East Jones Bridge and 141
Would be nice to have better bus service and smaller vans
Traffic flow on 141 should be optimized for throughput during morning and afternoon rush hours with
As a transient from New York City, I would like to see greater rail and surface transportation to and from
Better use of technology to improve traffic flow on major thoroughfares.
We need mass transit in Peachtree Corners.
Do not use public transportation, such as it is.
I do NOT want to widen Peachtree Parkway inside the river. I think if we leave Peachtree Pkwy the same, it will
Improve the traffic flow
Need to finish the Spalding Road project.
sorry but we have no suggestions
Entrances into the Forum, Town Center Parking and the Lidl Shopping Center are too narrow for turning cars
Traffic flow north along 141 from Scientific Dr. to East Jones Bridge road is very slow in the afternoons.
Biggest current problem is 141 from river to Holcomb bridge road
Bring MARTA rail to Gwinnett.
Lack of bike lanes on major county roads.
Traffic light backups all through PC.
Too many apartments and condos that greatly add to traffic.
Too much high density housing being built will increase traffic
Peachtree Pkwy and Holcomb Bridge Rd.
Timing lights better and repairing the roads
Peachtree parkway
Peachtree Parkway carries too much traffic. Adding traffic lanes only encourages more cars to use this highway.

Rush hour traffic on 141. Seems like extending length of turn lanes could help.
When you cross over Peachtree Parkway from Publix shopping center to road next to Chik-fil-A, it's difficult to
Sink hole beginning
I think in general the City should continue to work with the county and state to make sure we have efficient flow
Traffic
Higher density development of residential units must be resisted.
Signage on northbound PIB between I285 and Peachtree Parkway split needs to be replaced
Exit from the Forum on PTC circle .
Peachtree Industrial Blvd split with Peachtree Parkway is dangerous
Make Peachtree Corners walkable like beltline
Improvement for access to 285/85
Too much volume. Causing decreased air quality. Increased time commuting. Need better timing of lights at
I hope that further traffic development will help, not hurt, quality of life for those of us who already live here and
Traffic is heavier everywhere. I'm concerned about Spalding near the library especially after the new
Peachtree corners circle and Peachtree parkway. Traffic needs to be controlled between quick trip and the
Congestion has already increased noticeably. It will become much worse as more multi family construction is
That too many multi-occupancy properties are being built and will create traffic nightmare on 141.
Please see below regarding bike access.
Too many cars! Stop development of more apartments!
Traffic flow on 141 at rush hours should be optimized
Traffic congestion on Holcomb Br. RD, Peachtree Pwky., and Spalding Dr. during the rush hours.
No Marta rail
Holcombe Bridge and Spaulding
Need sidewalks and bike trails in all areas
Why not utilize the autonomous vehicle solutions in Technology Park to actually do something for PTC. Right
Stop light at Eastman and Peachtree Corners
satisfied will overall traffic
Please let us not remove any more trees, however much it improves visibility. The P. Industrial and 141 split has
Maintenance of existing infrastructure.
More traffic circles.
too much development - too many apartments / hotels going in and the roads can't accomodate this level of
Support bringing MARTA into Gwinnett to Lawrenceville
The timing of traffic signals is dismal. The city should push for better traffic engineering .
This is a tough one. Traffic is heavy along 141 and will only grow.
Need traffic calming during rush hours (especially in the afternoon) at Peachtree Pkwy/Spalding and Peachtree
Absolutely don't want to see public transportation ie MARTA.
Numbers of young peoplr gathering and cutting donuts in the streets.
If we don't have so many apartments and condominiums, we would not have so much traffic.
The more building of apartments, townhouses, etc. are adding to already high traffic, and it will continue.
Congestion
141 has too much traffic and with more high density it is getting worse
Congestion at intersections, which slows the whole traffic flow
safety and walking access
Love the traffic circles and other innovative solutions
Apartments increase traffic congestion.
Need adequate public transportation

Increase of population through new multi unit housing and development of shopping and recreational areas to
Poorly timed traffic signals
stop the multi-unit housing and the traffic will be fine
Speeding
bad rush hour on Holcomb, Spalding, and PC Circle
Basically there are 2 ways West across The River - seems like both are always under some form of construction
Spalding and Holcomb Bridge
Light synchronization with John's Creek on 141. Work with GDOT to better address traffic from East Jones
Spalding Drive has become a commuters highway it is no longer a neighborhood street.
Since the traffic lights have been sequenced, traffic does move faster on 141 N and Pchtree Industrial N.
We need public transportation
I have no problem with the current system.
I would like to see a way to manage the traffic as the Forum transitions. I am excited about the changes and
given how long it has taken the Bush Rd-Medlock Bridge intersection to be completed, do not want more city
The school buses should not stop at any of the main roads, e.g. Spalding, Winters Chapel. River Exchange is going
Too much development leads to too much traffic and that is never good. I have no issue with the overall
Better synchronization of traffic lights, more sensors to keep traffic flowing
Building high density townhouses in a number of locations is only going to make congestion worse. Too many
My biggest concern is the addition of more and more people in high density apartments, condos, and town
With growth, the Spalding Dr and Gunnin Rd intersection has become difficult and dangerous. Why not a smart
Coming out of Ingles and the forum on west Jones bridge road
Traffic is especially bad from PCC to the river on 141. Public transportation is poor to non-existent. I'd love to
At this point I do not have a major concern. However, I am concerned with the building of more high density
Do a better job of managing the traffic light cycles so you don't have to wait so long, esp. at Medlock/Peachtree
Too many stoplights; need traffic to flow.
I don't like how much traffic there is in general.
People have gone crazy in rush hour. Blocking intersections (spalding at P'tree Parkway for an example), blowing
The 31B exit of 285 is an absolute mess and I worry every day that I'll get into an accident because it's so
N/A
Marta rail extension to the city
Traffic lights not timed to allow equal traffic flow.
Peachtree Industrial and Peachtree Parkway. Too congested.
I feel the transportation system suits the area very well. You are not going to please everyone. one.
Improve traffic flow on Holcomb Br. Rd. Add lanes if possible.
The Peachtree Parkway and Peachtree Industrial traffic congestion.
Holcomb Bridge Road between Buford Hwy and the River
Overall congestion especially at peak hours
99% of the problems are the drivers themselves. Speeding is a big concern.
Keep the road safe and drivable need to keep the street racers off.
too many people are road racing in the industrial/office park parking lots and roads: considerable noise pollution
Not enuf road for the amount of apartments being built.
Really need to do something about that intersection at Peachtree corners Circle in Holcomb Bridge I've seen
Na
Traffic backs up significantly for those going north on Peachtree Corners Circle who need to turn left onto
traffic that would result from establishing apartments/high density at leifetime site
better public transport
I believe the City has done an excellent job with traffic and mobility. I honestly can't think of an idea that

Better timing on traffic signals during rush hours, lights are on to allow enough traffic to flow through one light
Spalding can get extremely busy when NHS releases, there should be signage that might encourage people to
Marta rail needs to be extended to reach all residents of the city. Buford highway could be better utilized and
Traffic can be very heavy around forum
Pot holes next to camel car wash are deadly
The growing amount of traffic and people not obeying traffic laws to not block intersections or driving down
285/PIB exit
access to Jones mill road coming North and South
I think traffic needs to be improved along Holcomb Bridge road during rush hour.
Better lighting for 141
Greatest concern are the the areas around the forum, from the Ingles intersection and on down to the racetrack
Peachtree Corners Circle and Holcomb Bridge remain to be a cluster with the red light. The light doesnâ€™t
I'm concerned about traffic increasing at the Forum area once they start building the hotel and apartments.
fix Spalding 200 yards east of Peachtree Corners circle. cars and trucks go over the curb 10Ã— + per day. I live
NA
We need improved flow of traffic during rush hour, especially at the 141/Jimmy Carter intersection and along
Easy car access to I-285
There is a long stretch along Holcomb bridge between Spalding across the river to east Roswell that needs
Traffic on 85 really sucks!! Can anything be done to help? Add more HOV lanes?
The overall transportation system needs work. Traffic is terrible on peach-tree parkway.
Increased traffic on side streets is a concern.
There's already too much traffic. Adding more and more apartments only exasperates the problem.
The area at Jimmy Carter and Peachtree Industrial Blvd. A traffic circle would be beneficial
More apartments more traffic. Already terrible.
In addition to the traffic noise problem, Holcomb Bridge Rd has always been a parking lot at certain times of the
I am concerned about being unable to drive out of the community to go anywhere.
Traffic traffic traffic
Add a traffic light at Courtside & Spalding that operates in conjunction with the existing Jay Bird Ally & Spalding
Just want to keep traffic moving, especially along 141, by using smart lights.
no marta
The worst area for traffic is the East Jones Bridge and 141 intersection. Also as a resident of Duke Reserve...it is
I have nothing specificâ€¦! less traffic always good!
Traffic along Peachtree Parkway is growing and will grow more with planned apartment communities. It is
None
Peachtree Parkway becomes more congested every year. Please do what you can to ameliorate this.
Lights are out of synch requiring constant stops and causing worse traffic and longer than necessary commute
the roundabout on Medlock is great and should be a possibility in other areas
Spalding and Gunnin Rd area
East Jones Bridge road needs improvement to accommodate new residential traffic.
I worry about us getting overloaded for our system. Going north on Ptree Ind at rush time is a perfect example.
Better east to west & vice versa transportation means to relieve traffic on 141 & PIB north & south.
Too many apartments adding to traffic issues.
Transportation provided between residential and businesses would be valuable.
Too much building, too much traffic.
Improve Peachtree industrial and Peachtree corners circle intersection with new road striping
Holcomb and spalding
I wish it were more safe to walk across Peachtree Parkway and/ or Holcombe Bridge Road but it is too

Stay on top of GDOT to do their job in maintaining good street signs.
Traffic is a problem everywhere. However, Holcombe Bridge congestion seems to be our biggest locally.
141 traffic is already heavy some times of the day and it may just increase with time
the more townhomes and apartments, that go up, so will traffic.
Two fold. 1) need "don't block the box" markings where cars U-turn on south bound 141 to get to
Intersection of
Congestion is an issue. Need flashing yellow turn signal at Jay Bird Alley and 141.
Addition of apartments along Peachtree Parkway (Hwy 141) increasing traffic congestion all along the parkway.
Xxxxx
I don't really have a traffic concern. I'd just like more sidewalks and green spaces.
Do not allow MARTA into Peachtree Corners!
lengthen turn lanes to help with traffic back ups
DO NOT allow Marta to come to Peachtree Corners!!
One of the biggest problems are intersections on a slope. For example eastish bound Holcomb Bridge is blinded
Just keep making the traffic lights at busy intersections smarter.
Increase ways to decrease automotive traffic
Peachtree Parkway - additional traffic from new development
The PIB/Peachtree Parkway split is dangerous at high traffic times. Holcomb Bridge from river to PTC circle is
Stop subsidizing this, that, and the other thing. Where's my subsidy you god damn sons of bitches!!!
I'm not sure.
Pedestrian sidewalks and crosswalks.
Drivers seem confused with how lanes work with the autonomous vehicles in the Curiosity Lab area.
The traffic in rush-hour to get in and out of Peachtree Corners is very hard.
We need more bike lanes.
Nothing
Traffic on Peachtree parkway
heavy traffic on Holcomb Bridge Rd
Overall transportation is good
Do not widen the roads. This will not improve traffic, in fact... it has been proven to do the opposite. Widening
Lack of public transport options
The corridors the fall between Spalding and the limited access of Peachtree industrial on both the ptree ind and
Build up of traffic on 141
The Spalding Drive 141 intersection going westbound in the morning is really, really backed up. bad
Too much traffic. Poor flow through
I just wish it wasn't so backed up around noon-2:30pm and 5pm-630pm. But i do understand. Lunchtime and
N/A
Reckless drivers and trash being thrown out of the windows of passersby.
Roads need new pavement, continue to put in sidewalks, coordinate timing of traffic lights
Traffic along Spalding particularly around Holcomb Bridge

Question 2		
	Number	Percent
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)	308	41.45%
Home ownership rate too low need more owner occupants	79	10.63%
Not enough residential product types	142	19.11%
Not enough public access to the chatahoochee river	199	26.78%
Not enough public arts venues or programs	176	23.69%
Not enough community gathering points small parks or plazas	201	27.05%
Wetlands and streams are at risk by land development patterns	280	37.69%
City lacks sense of identity	131	17.63%
Lack of mixed use with both residential and retail	80	10.77%
Need to accommodate small business owners small office spaces	84	11.31%
City needs more representation at the county state and regional levels	131	17.63%
City needs to enhance coordination with Gwinnett county board of education	130	17.50%
City needs to enhance relations with private sector and business groups	75	10.09%
Racial diversity in the city is reflected in the mix of cultures and businesses	86	11.57%
The perception of safety is generally high	250	33.65%
The entire age spectrum is attracted to the city resulting in long term stability	178	23.96%
Additional educational opportunities would enhance quality of life	125	16.82%

Question 3		
	Number	Percent
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)	88	11.84%
Peachtree corners residents should work close to where they live	88	11.84%
Mixed use development can reduce reliance upon personal vehicles	122	16.42%
Strong HOAs help build identity and promote good policies in the city	129	17.36%
Better management of transitions among adjacent incompatible land uses	223	30.01%
Not much inventory for first time homebuyers and empty nesters	227	30.55%
Public dollars can be invested in vacant aging commercial centers	219	29.48%
Work with partners to add to trail system education	302	40.65%
Work with partners to maintain high quality preserve historical and archaeological sites	119	16.02%
City should participate in regional governance to best handle growth	99	13.32%
Prioritize stormwater regulations to control water runoff areas	100	13.46%
Explore creative preservation of greenspaces and corridors	222	29.88%
Leverage town center to attract more investment	143	19.25%
Maintain good access to I-85 I-285 and transit including marta rail	176	23.69%
Continue implementation of live work play projects	118	15.88%
Identify and target growing industry sectors to assume underutilized spaces	94	12.65%
Racial diversity increases cultural exposure and improves community life	60	8.08%
The perception of safety is generally high which appeals to young families	143	19.25%
The entire age spectrum is attracted to the city resulting in long term stability	74	9.96%
New developments accommodate bicycles pedestrians and a mix of uses	109	14.67%
Expand multi use trail systems to provide for both recreation and transportation	155	20.86%
Adopt streetscape standards on major roadways to improve aesthetics	188	25.30%
Roads should be designed to accommodate alternative transportation modes	72	9.69%

Question 5		
	Number	Percent
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 5)		
Encourage revitalization of properties along the buford highway corridor	339	45.63%
Modify zoning to require new developments to connect and or provided pedestrian easements and linkages	254	34.19%
Coordinate with gwinnett county on the county parks recreation master plan	324	43.61%
Develop a vision for properties located near the town center	292	39.30%
Prioritize the clean up and stabilization of crooked creek	226	30.42%
Look for opportunities to partner with private developers in the holcomb bridge road corridor	339	45.63%
Preserve as open space the radio tower land along spalding drive if it becomes available for purchase	259	34.86%
Improve the appearance of open ditches in highly visible areas such as in front of ingles shopping center	255	34.32%
Promote tech park as a model for innovation including autonomous vehicle technology	171	23.01%
Work with gwinnett county godt and the arc to prioritize the need for traffic calming and to integrate traffic calming projects	452	60.83%

Question 2

Which of the following issues are most relevant to the City over the next 5- 10 years?

- (1) No more apartments. Find way to attract upscale single family detached home. (2) City needs more public
- 1 - Traffic, 2 - stop building new office space, utilize existing empty office space
- 1. Older neighborhoods and communities not covered by an HOA should have a "standard" they need to uphold separate from "zoning department" rules. The number of short term and long term rentals of private homes has
- 5G towers are a concern and an eyesore. Sustainability and recycling need to be more prominent.
- A preservation of our environment as a priority. Assistance to people with low-incomes who want to become
- Accepting Gwinnett County ordinances like police being able to ticket a vehicle parked in a handicap spot.
- Access to public transportation
- Adorable housing needs to be addressed
- Again the focus isn't on all the citizens who actually live here. Really? None of those initiatives focus on lower price housing so we have places for the workers of these "business driven" comprehensive plans
- checklist of what our city needs. I see none addressing this issue. We have many apartments in our city. Maybe
- Aging office space in strategic areas should be repurposed
- As of now, the perception of safety is generally high. Over the next 5-10 years, I hope that can continue to be a
- As our population ages, I would appreciate more 'senior and disability awareness.' As a wheelchair user, I don't feel safe taking my service dog to Simsonwood Park because other dog handlers do not honor the leash laws.
- Attracting higher quality retail in existing retail/commercial space
- Be focused: 1) Traffic congestion kills cities. 2) "Free" amenities (parks, etc) make/break quality of life.
- Better development older shopping areas
- Build affordable housing for people 55 and above not everyone can afford for \$500,000 homes also need to do something with the area between Peachtree industrial Boulevard and Holcomb Bridge Road that already needs
- Can we get a zip code? Can we get an ordinance around mailboxes - some of them are horrible and detract from the image PTC is trying to create. Also, some enforcement of codes. There's a house on Bush that has had tents
- Car-centric development takes up too much space for parking lots and makes walking and cycling more difficult.
- Change school lines for Norcross high school to increase parents to use public education
- City needs to enhance roadways given rising traffic impact on safety, quality of life and sense of community
- City is catering to young children too much. County already has plenty of parks and recreation nearby. Turning city lacks the character of Duluth or Roswell and can seem sterile. MORE AFFORDABLE HOUSING
- City needs a tree preservation ordinance
- City needs better biking infrastructure and better connections to regional transit
- City needs better transit service and traffic calming to accommodate higher density development and walkability
- City needs its own police force
- City needs to address traffic issues. All children should attend school here instead of in Duluth.
- City needs to be more open on major companies moving to town and building near residential areas. City needs
- City needs to continue to invest in walk/bike path/trail connections
- City needs to encourage business development in Spalding Corners area. Perhaps encourage smaller family owned businesses and boutiques to replicate a Dunwoody Village area. Current area is unkept and looks bad to those passing through. Development of Forum and Town Center is great but time to pay attention to other areas
- City needs to limit the number of vehicles allowed on a single residence! Look at Spalding Hollow to illustrate the problem(s). One house has 7 cars with 2 occupants in the home. They get around the 5 car limit by parking 2 on the street and 5 in their driveway. Another house on the street has multiple families living in it with
- City needs to stop the rapid development of all areas.
- Concerned about crime rates investing
- Continue to enhance landscaping along 141 median. Work with shopping centers to create comprehensive look.
- Continue to upgrade/build out utility structures and traffic mitigation measures.

Question 2

Which of the following issues are most relevant to the City over the next 5- 10 years?

- Continued development needs to preserve the natural environment which attracted homeowners. Deterioration of the tranquil atmosphere due to the increased volume of street noise is already turning many family owned
- Controlled growth - we do not want to follow in the footsteps of Greens Corner or the Gwinnett Place Mall area where growth pushed people out. Infrastructure needs to be in place before additional building. We do not
- Cost of homes in the area is too high for first time home owners, not enough entry level free-standing homes (smaller size, perhaps only one floor), stop approving rental apartments and only allow building of apartments
- Critical lack of first-floor master bedroom homes for seniors. The city wasted a huge opportunity by caving in to Providence Group's request to change the focus of Waterside, resulting in fewer (and more expensive) first floor
- Deforestation is adversely affecting the image and livability of PTC.
- Develop a meaningful recycling program that strives to reduce or eliminate the use of plastics
- Disc golf course
- Disc golf course - less expensive than a tennis court and is a wonderful outdoor activity that can be enjoyed with
- Do NOT bring MARTA to Gwinnett County. We do not want to turn into Lennox Square as a crime ridden
- Doing something about the Holcomb Bridge side of PTC. It's a depressed area with an inordinate amount of
- Don't sacrifice the wellbeing of the residents in order to bring in big business.
- emphasis on improving middle and high school / less emphasis on business/Traffic traffic traffic
- Enhance police presence without invasive cameras. Just lower taxes and pick up trash more consistently.
- environmental action PC can take now to stop global warming
- Fear of zoning changes resulting in unrestricted and Sandy Springs like growth. Will PIB and 141 become like Doraville and Chamblee with condos and apartments right on the street? That is highly offensive to the nature
- Focus on getting people here for business and let other cities secure the more dense housing requirements.
- Focus on home ownership vs renters
- Follow up to #1, less apartments but more affordable housing.
- For the City to not be "Hood Winked" by developers such as the development Waterside!
- Getting a city-wide highest-speed internet instituted that is a reasonable/reduced cost and allows wi-fi throughout the city areas. Chattanooga Tennessee currently has. Also, we need to have a complete moratorium
- Greenspace is being reduced with continued development and no plan to protect more areas
- Growing traffic issues during week day rush hour commuting and transient "pass through" traffic.
- Holcomb corridor needs attention
- Home ownership opportunities for those already living here.
- I am really concerned with the amount of renters in the area, we need more homeowners.
- i have no issues or problems with the administration. Its never going to be perfect. I will say Ive always been
- I think the proposed Crooked Creek BeltLine from Spalding to Jimmy Carter Blvd is a major catalyst for encouraging redevelopment on the south side. The city can't move fast enough on this project.
- I understand "additional education opportunities" to mean collegiate or technical education beyond high school
- I value the sense of safety in our city and have always told people to move here because of that. I am concerned that bringing in SO MANY apartments is going to drastically decrease the feeling of safety in our city.
- I would like the city to start buying more parcels of land as they come up for sale to stop development and keep
- I would like to see a city park(s) with tennis/pickleball/basketball/soccer/dog park, etc. Think Newtown Park
- Improve quality of public schools.
- Improve traffic on Peachtree Parkway from Medlock Bridge to Peachtree Corners Circle and NOT by adding more
- Improvement of schools - mostly high schools
- Increase public transportation
- Increased frequency of loss of power in several areas of the city. Need better coordination w/ utility provider to
- Independent law enforcement

Question 2

Which of the following issues are most relevant to the City over the next 5- 10 years?
insuring that hotels/motels don't downgrade rates to: * attract low end clientel; * become weekly/monthly;
Keeping MARTA out of PTC.
Lack of affordable housing, and by that I mean less than \$500,000 or rents less than \$1500.
Lack of homeowners benefits & identify thus far
Lack of mobility and bicycle and pedestrian safety
Lack of moment on new greenways.
Lack of reasonably priced good national eateries - Tropical Smoothie, Five Guys, Mod Pizza, Scholtzskys,
Less apartments and condos!!
Less high density in favor of higher value single family homes
Limiting physcal building growth when it begins to impact preexisiting residential neighborhoods.
Lol, whatâ€™s the difference between issues and opportunitiesâ€™ semantics! Safety must be a priority b/c our kids donâ€™t feel safe in the public schools in our city. Can the city help the community and the schools promote
Low cost housing
Low taxes
Lowering crime
Management of traffic
Marta
Minimal public spending and public amenities provided on the South side.
More affordable housing to represent diversity.
More bathroom availability during concerts/events at Town Green (like Downtown Norcross those nice trailer
More Ped/Bike options
More respect given to those we share this land with.
More single family home developments. Less apartments. Also please start on the promised trail system.
Move away from Gwinnett County Board of Education
Need for pickleball facility-look at the SportsPlex facility in Opelika, AL.
Need for pickleball venue due to increased interest in the sport
Need for police department
Need more entertainment/retail aimed towards older adults. (Music venues, breweries in the town center)
Need more single family homes in the \$500,000 and up range.
Need to continue developing Tech Park, very few real Tech companies here. Atlanta has Google, Microsoft, NCR
Need to enhance and maintain public safety for the residents to achieve quality of life goals for citizens.
Need to fix the crime at Jimmy Carter and 141 area. Do we need our own police force?
Need to improve walkability if city with more sidewalks, elevated paths/bridges, and trails. Also maybe extend
Need to maintain open space/woodland areas to ensure small town feel
Need to prioritize and improve resident quality of life.
Needs less multi family housing
Never wanted a smart city. EMF frequencies are too high. Toxic environment
No more apartments
NO MORE APARTMENTS!!!!!!!!!!
no more high density housing without adding public transportation. Widening streets is not the answer to more
Not enough green space - too much retail development
Not enough green space.
Other than the elementary schools our Middle and Highschool options are very bad, ratings are incredibly low
Over development and the resulting congestion.
Over development is negatively impacting trees and green space. The area is quickly losing the aesthetic benefits

Question 2

Which of the following issues are most relevant to the City over the next 5- 10 years?

- Over population or growth that the city is not able to handle or is prepared for.
- Overgrowth
- Peachtree Corners Circle, the area south of Holcomb Bridge Rd. (particularly around the apartment buildings before and on Klinect Ct.) has become a dumping ground for trash, applicances, etc. and is a blight on the City of Peachtree Corners has too many chain restaurants and stores. Downtown Alpharetta should be the model for PTC. Residents can walk to so many charming spots, enjoy a season farmers market, etc. Town Center does not Peachtree Corners needs to seize the opportunity of renovating the Forum to add restaurant and retail vendors that will attract younger families. If we are wanting to have a thriving space, we need to be attractive and
- Please stop developing so much! It increases traffic and adds more students to schools.
- Preventing traffic congestion and improving zoning to eliminate seedy retail
- protect natural environment
- Public safety, crime prevention features (technology) and processes, not a PTC police force
- Public transportation - introduction of express bus to connect with ATL would increase its use.
- Quality of life of current residents is in jeopardy from overbuilding and road congestion; if taxpayer money is to be spent on amenities, a greenway would be nice; the city should not consider adding public transportation
- Real Estate taxes are way too high
- RECREATIONAL TRAILS CONNECTING NEIGHBORHOODS IN THE COMMUNITY
- REDUCE apartment and condominium communities. Traffic is HORRIBLE!!
- Repair the roads - worst condition in 30 years
- Restrict apartment, townhome, and low income housing construction.
- Rezoning from multi family to single residence lots.
- Safe city #1. Whatever it takes to make and keep the city SAFE. If that requires a city Police Department, then
- Safety and keeping crime at bay should remain in focus to avoid the rapid development of the city from
- Safety concerns
- Schools will become overcrowded with additional units added in high density housing.
- shopping centers like the Forum are senior friendly...who gives seniors a break? Board memeber should try wheel chairs . Where do seniors go for an outing without worrying about children bumping into them. they are single family homes rather than multifamily dwellings/buildings
- Single story living opportunities for the 55+ group
- Someone should regularly review Peachtree Corners newspaper's staff and content and every photo released by the city and ask such questions as: Why are only white men shown? Why aren't more Asian Americans, Latinos,
- Sports complex could be good possibly a track around Jones bridge park. Is pinckneyville park considered PTC?
- Stop approving more apartments and condos - enough is enough
- Stop building apartments and condos and townhomes. Clean up what is here. I would like for PTC to become
- Stop building so many apartments!!
- Stop overdeveloping
- Stop subsidizing this, that, and the other thing. Where's my subsidy you god damn sons of bitches!!!
- Strong beautification program - city median strips, business landscaping (e.g., -- Piedmont Bank vs. Bank of
- The city has a lack of access to public transit.
- The city is becoming too dense.
- The city needs more character. It feels commercial.
- The city needs to promote environmentally sound landscape practices for both public and privately owned land, including reduced pesticide and lawn chemicals, to protect our watershed and our native wildlife (pollinators, birds, etc). The city also needs to protect/promote treesâ€”the loss of trees to development on 141 has

Question 2

Which of the following issues are most relevant to the City over the next 5- 10 years?

- The city of Peachtree Corners has no police station. Some stop lights in the city take way too long and should utilize sensors. The city also lacks useful and affordable businesses such as Walmart. The city also lacks a number of chain and family style restaurants such as Chili's, Texas Roadhouse, Krispy Kreme, Freddy's Steakburgers,
- The city was built to accomodate fewer residential options and now we are ripping up yards, vegetation, and
- The city was fine when it started. The only people with issues are the govt people. They are making issues up
- The cleanliness of a highly desirable and proactive city is not evident. There's streets you traverse in the city
- The current 55+ community is too expensive for most Peachtree Corners residents to purchase. The idea is to let us continue to live here. We cannot afford to pay more than our houses are worth with no paychecks coming in.
- The entire age spectrum is NOT attracted to the city. Younger people without families have very few options here which interest them. They need an area which includes bars, restaurants, entertainment and residential options. An area in the HBR corridor would be ideal. We also need more real (wooded) trails (think greenway),
- The general growth/construction needs to be addressed. Town Green not as nice since we have the
- The ideas I am understanding for the Lifetime Tennis property and the Courtside area is horrible. Politicians are
- The number of apartment / multi family unit housing is growing too fast. It is out balancing home ownership.
- The power outages of the neighborhoods off East Jones Bridge is awful. It is discouraging to see the homes in Linfield and then along West Jones Bridge still have power but all of East Jones Bridge is powerless. Cut back
- The ridiculous rate of growth of rental properties (multi-family) and the declining ratio of owner-occupancy is a clear sign of on-going decline for the community. No matter how they start, multi-family rental units are corrosive over time. Ditto the associated higher development density adverse impacts on schools, public infrastructure, and roadway traffic. City leaders would serve the community much better by focusing less on
- This survey shows complete ignorance in addressing imminent traffic issues. Instead, you're focused on
- Too many apartment buildings and town houses are being approved by the city and built.
- too many apartments, too many trees cut down, too much crime, too much development
- too many apartments, town homes, condos; need single family housing
- Too many apartments, townhomes, and condos. Not enough single-family homes, and even then, too many are
- Too many apartments. Not enough police presence.
- Too many condos and town houses concentrated near Forum and Town Center
- Too many high density developments with Apartments and townhomes, not enough 'home owners.'
- Too many mixed use that includes apartments and high density condos and apartments.
- Too many multi-occupancy properties being built will cause an over-crowded situation and a traffic nightmare.
- Too many new apartments planned or being built
- Too many new buildings and therefore traffic, causing pollution, environmental issues, global warming and
- Too many new residential units being added without changes to roads & transportation to handle the increase
- too many rentals / apartments
- Too many tree cutting permits issued to builders that want to clear cut the property.
- Too much development (residential and commercial)
- Too much development going on. Not happy with the development where Fiserv used to be, the increase in
- Traffic
- Traffic
- TRAFFIC
- Traffic
- Traffic and public transportation
- Traffic congestion is already terrible and will only get worse.
- Traffic has increased and will continue - manage it and keep it pedestrian friendly.
- Traffic is a nightmare. Before expanding the forum build the roads to handle the increased traffic. All traffic lights

Question 2

Which of the following issues are most relevant to the City over the next 5- 10 years?
Traffic issues
Traffic issues, we keep growing but what's the long term plan to ensure PTC keeps everyone moving through our town efficiently while ensuring residents aren't in traffic jams to take kids to after school activities, etc.?
Traffic patterns need improvement
Transportation infrastructure needs to be addressed. Current roads and traffic light configurations are not
Transportation issues MUST be addressed -- speeding on PTC Circle, pedestrian access, public transportation
Tree preservation, public transportation options
Upgrade in the development and beautification of the Holcomb Bridge Rd corridor
Use of vacant buildings instead of new construction and loss of greenspace/trees.
Violent Crime
Way too much crime, fix the nasty apartments and homes along holcomb bridge and those along PTC Cir by JRs
We don't need more growth and development. Traffic and congestion are already a problem.
We keep talking mixed use with retail. All Ibsee are nail salons, etc. How about replacing Belk with Nordstrom or
We need to not over build our community. Look at the history of apartment complex's they are always run down
We need to preserve natural areas, have less development, stop apartments and commercial building
We should actively pursue a large retail development along Peachtree Pkwy that is NOT mixed use (not another
We will be facing serious traffic issues as we grow.
Would love to see more effort on access ports to Chattahoochee. Cleaned up ports, retail/restaurants near

Question 3

Which of the following opportunities are most relevant to the City over the next 5-10 years?

- (1) No more apartments. (2) City should invest in / provide bonds for upscale single family detached housing. (3) Simpsonwood is large enough to provide upscale single family detached housing. (4) Plant foliage along right-of-
- 1. Attract small lot cluster homes vs apartments/townhomes with main floor bedrooms. 2. Need to push
- 1. Don't forget about the aging population. Seems like city is pushing out seniors. 2. Crime is becoming a
- Again, address growth rate, building of town homes, etc.
- Allocate funds to repair/replace aging sidewalks. Ex. Wes Jones, Bridge and Jones Bridge Circle. Minimize
- development of high-rise apartments and condos which increases population density.
- Amend "racial diversity" to include "racial and cultural diversity" I also highly recommend pursuit of live music,
- Apply strict standards for rentals in residential neighborhoods.
- Arts Center. Children's Hospital Urgent Care. Healthcare Infrastructure
- Attract a national, stable employer to anchor office parks and offer high paying jobs.
- Attract and invest in more unique restaurants and businesses, as opposed to chains. Stage and Peche are good
- examples. Young chefs looking to open their first restaurant, small retail shops, etc.
- avoid Marta at all costs. opportunity to avoid a huge financial mistake.
- Better stewardship of tax revenue
- City should prioritize transit access
- Clean up trash on Peachtree Corners Circle and enforce fees for littering
- Consider adding PTC police
- Crack down on crime
- Current transportation infrastructure was not designed to handle growth. Additional traffic lights for each new
- Develop a fine arts program with spaces to hold concerts and exhibits.
- Disc golf course
- Disc golf course - less expensive than a tennis court and is a wonderful outdoor activity that can be enjoyed with
- Divert through traffic from John's Creek to prevent choke hold on our streets.
- Do Not Bring MARTA, here!!!
- Do NOT extend MARTA to Gwinnett County.
- Don't let the state widen 141 to 6 lanes.
- Golf cart trails would be amazing! Please do not allow any more apartments. We value the safety of this
- Have you thought about opportunities the new Doraville film studios can bring to PTC? This area is a short drive
- away for people to live while working there. Also perhaps there are businesses that can be located here but
- How about making the city leading in environmental protection, reduce usage of energy, traffic. Lead in public
- transportation, generation of alternate energies. Subsidize photovoltaic generation, recycling, reduce waste
- I85 and I285 access = yes, Marta and rail = no. Don't conflate the two. Also ensure lights are properly timed and
- improve the effectiveness and safety of schools especially middle school and high school
- Improve the existing apartments along Holcomb Bridge and stop developing more apartments in Peachtree
- improve the management of traffic at the PI/141 split in Norcross.
- Improve what we have, stop reaching for the stars. Strong HOA's! hahaha, this must've come from
- Increase public transit options, do NOT widen peachtree parkway. Similarly, stop allowing high-density
- complexes to be built - apartment complexes that are mostly for rental purposes. We should be investing in
- Increase residential home ownership instead of building apartments
- Instead of town houses and apartments, build more single family home communities.
- Keep Dunwoody Manor as single family housing.
- Keep MARTA out of PTC.
- Keep Marta Rail out of Peachtree Corners. More Gwinnett County Bus routes.
- Life was better before 2012. We were a nice, quiet community with trees and less development

Question 3

Which of the following opportunities are most relevant to the City over the next 5-10 years?

- Maintain green space and limit apartment complexes and condos.
- Maintain what already is in place. Stop trying to find something to add
- More opportunities for community experiences like meetups etc.
- more progressive city architecture
- More restaurants. There used to be a Chilis and an Outback. We lost them. We need restaurants like these. Like Roadhouse, Red Robin, Longhorns. Why do we keep adding gas stations? Revamp Town Center. It is definitely
- NO MARTA EVER, HAS BEEN VOTED DOWN AT LEAST 2 TIMES, CITIZENS DO NOT WANT
- No rail system or unnecessary bridges! We do not want MARTA in our area!
- Noise control, especially the relocation of the outer marker for Peachtree-Dekalb airport to more rural location.
- None of this. Just stop spending money and return it to taxpayers. How much was spent on a bridge that no one
- Opportunity to develop Governor's Lake into a live/work/play destination
- Overcrowding. Too many dense housing developments
- Parks do not currently feel safe to elderly walkers.
- Preserve nature and natural areas, stop commercial building and multifamily homes
- Preserve nature/forest
- Promote awareness of what residents/businesses can do to slow global warming
- Promote native plants and ecologically sound landscape management along roadways and on public lands.
- Require trash/recycling carriers to contain their loads so we don't have litter all over streets and
- Provide resort-type living options for active seniors; provide aging in place resources
- Reduce implementation of live/work/play projects.
- Roads should be designed to accommodate bicycles and pedestrians.
- roads- they are more crowded and it takes much longer to reach your destination- travel seems to be limited to 10am-3pm...before or after there are long waits. All of the construction will just add to this so how is the city
- Run down, poorly maintained houses along secondary neighborhood streets (i.e, East Jones Bridge).
- Stop building apartments!!
- Stop cutting down all our trees
- Stop subsidizing this, that, and the other thing. Where's my subsidy you god damn sons of bitches!!!
- Stopping developers from building too many densely populated housing areas.
- The South part of Peachtree Corners has been ignored and is not safe!
- This seems to have the same intent as the previous question. It appears someone is attempting to get answers
- To my answers in Q3 I'd add focus on highly social activities (eg Canton St, Roswell)
- Too many apartments, condos, etc. resulting in increased traffic in small areas an corridors between PIB and the Parkway. Would like to attract more businesses that older people like. Wal-mart, affordable restaurants with
- Upgrade current neighborhoods to include underground power lines and adding sidewalks
- We need more diverse eating places. The McDonalds and Burger King the close were not rebuilt. Some of the newer upscale eating places would be good. I.e. 5 Guys, Applebees, etc.
- We need to ensure traffic flows smoothly through the city for commutes, including working with our neighbors
- Who came up with this worthless list???
- Work on telling developers "NO" to higher density residential developments.

What Like Best About PTC

The trees on Peachtree Parkway filters gas fumes, acts as noise barriers and create a beautiful welcome postcard. The parkway is being destroyed under the current management.

The wonderful response the city gives to residents when they are called for help or advise.

The community

It is a safe and family friendly area.

Safety, community, lack of crime, Trader Joe's :)

The strong sense of community. The town green and fitness trail are amazing. The YMCA is really nice also.

Not the fact that there are only chain restaurants

The convenience of everything. You don't have to travel far to find good restaurants and entertainment. I am concerned about the future of our schools. It's important that we prioritize making our schools appealing, Peachtree Corners is a forward thinking, safe, and interesting place to raise our young family. We love being able to walk or ride our bikes to local restaurants, parks, and events and love the sense of community that spending

Growth

Lots of things to do, aesthetically pleasing area, somewhat walkable/bikeable area

The entertainment, food, and shopping options close to home

Community and public gathering spaces

Almost dying every time I try to ride a bike

I appreciate the opportunity to live and work close by as well as the efforts to develop more gathering and mixed use spaces like the forum and town center.

Retail and event space such as town center

Convenience and ease of access to live, work, and play

The accommodation of families

Community

We like the safety and security of the area with the convenience of the location to other areas that we like to visit.

Town Green, Forum, Path to Fitness, Chattahoochee River access, grocery store selection, lots of sidewalks

.

it feels very safe. convenient access to shopping.

What Like Best About PTC

The location is great, love all the developments and investment in the area. Great school - Simpson.

I can see our tax dollars going to work in attracting new business/development projects, infrastructure, beautification, etc.

Proximity to Atlanta and the potential to be a place for all ages to live and play. I'm really hoping The Forum redevelopment delivers and attracts more young people to the area.

Location. The proximity to the city of Atlanta while also maintaining a suburban feel.

Safety and convenience to shops, parks, and hang out areas

The sense of community from the large range of home owners.

People and relative location to so many things

The Town Center area is well engaged and inviting. I would like to see the rest of the commercial area group to match that along with more connected pedestrian pathways and trails.

The community feel. Safety. The library, Simpsonwood Park.

We have lots of options for everything one could need. Our life mostly is in Peachtree Corners and we don't have to go far for any our needs.

I liked that it was a more private area that people had to wait to be able to move into. But it's being over built with apartments.

Simpsonwood park. Please do NOT touch it!

What I liked best about Peachtree Corners was the suburban, quiet feel it had while still being close to many attractions in other cities. The city is trying too hard to be too many different things and build, grow, be more

Preservation of single family residences

PTC is great for its small town feel. Don't ruin that with apartments and traffic! We don't want to be Alpharetta. We don't want The Forum to be another Avalon.

The overall safety, property values, and "small town" feel.

The community. Thank you for offering this survey, often feels the city just wants to brag about advancements vs improving what we have. Focus on the eyesores bs creating more, please.

The greenery, wildlife and long term residents.

The sense of a small/tight community and green space. This is quickly disappearing with the way our city is growing.

I like that it is close enough to the city without being in the city. I like that it is small and geared towards families. With some of the recent shootings and street racing I wish there was a PTC police, and I wish there were better

I like the peace and quiet for my young family. It feels safe and people are open to diversity of families of color. I like my subdivision (Dunwoody Manor) being prioritized as a residential single-family area only.

Safety, green areas / parks, large trees maintained in neighborhood, good public schools, nearby grocery

Multi use trail allows bicycle access to most places, but could be expanded.

What Like Best About PTC

Conveniently located.

Unique area with decent old forest growth and newer restaurant areas. Close enough to Atlanta to enjoy the city, but far enough away to enjoy larger property without the price tag.

Small town feel - however, that's being ruined by all of the apartments and townhomes being built!!

Lots of different options!

Location!

The growth and opportunities for businesses allow me and my family to access almost everything we would want if we were in town.

I love the focus on attracting families and balancing family with great businesses. I like the innovation-focus.

Being near good dining and shopping, good schools, close to work, convenient to I-285 and I-85. Within a short drive of most of the places I go on a regular basis. Close to parks and the river.

I love that we have created a strong community that not only gets our residents interacting with each other more, but is also attracting new people to our city.

I like our sense of identity of being a live, work, play city. I like how we are nestled in a corner of Gwinnett County, kind of like our own little hamlet.

It is an established residential community with easy access to retail and office.

The small town/community feel with access to the amenities of a major city.

Love my neighborhood, PTC town center, restaurant choices, Simpsonwood Park, new sidewalks on East Jones Bridge, community events

It's proximity to everything I want to do

How convenient the area is and how easy it is to get to other places.

Beautiful, family-friendly, everything we need is offered within just a couple miles of where we live. We have a small town feel where residents know each other and invest their time and resources into volunteering and

.

The potential of growth, the small town feel

Close knit communities to live in, location to Atlanta, and Simpson Elementary is a wonderful public school. However, the quality of Gwinnett County Public Schools is decreasing thanks to certain board members with

I like the forward looking vision w/ regards to being an innovative city.

I enjoy the diversity, welcoming outdoor environment for families and exercise.

Peachtree Corners App!

The walkability and safety. I love knowing that if I go out on foot early in the morning or after the sun goes down that I can still count on my safety. And it is a joy to get to beautiful natural sights on foot. I love having access to

What Like Best About PTC

Location

walkability

My community

The people of the community

Community feel.

It has a little for everyone!

I like that it's a community geared towards families- good schools, lots of parks and generally safe. These are the reasons we moved here two years ago, don't let them change!

I like our suburban neighborhood with amenities for recreation close by. I like that my children have a large yard, safe streets to bike on without having to go across major intersections unless needed, and that there are families location and diversity....
affordability, though that is decreasing.

The location and access to many parts of Atlanta proper. The community and small town feel.

Location / Proximity to Metro area, good quality of schools and low crime.

Parks, sense of community. No city taxes for homeowners. Good public schools.

Community feel. Diverse restaurants and shops. Don't have to go far for everything I need.

Stores, nice neighborhoods, parks and rec, employment all in same town. Community feel in a big city.

Forward looking, planning

I love the public school system, open greenspaces (Simpsonwood, Town Center, and East Jone's Bridge), the path to fitness, and sense of community. I am also a huge fan of the multi-use trail system that will connect the city.

Well run city.

Aesthetically pleasing and close/easy access to metro Atlanta.

Small town feel but with great access geographically

The sense of community

The neighborhoods of single family homes and Simpson Elementary.

Small town feel, walkability, local access to shops means you cross paths with neighbors

Proximity to nature, the city, jobs, great schools.

What Like Best About PTC

It has everything we need close by. Close proximity to areas and roads with more when needed. Small, community feel, not too over populated, traffic is manageable. Great schools. Close to many parks/outdoor

I like that we have everything we need here and I never have to leave the area. I like the sense of community and the relative safety of the area.

There is a sense of family and diversity. I also like the higher educational attributes with IB public schools.

I love how much the city has grown and I feel we are heading in the right direction with progress. I feel safe and am excited for the new updates for the Forum. I am so in love with everything that has gone into the town

We like that we feel safe, in community with great neighbors, and around people that care about their property values.

Everything! I grew up here in the 80s and the strategy to evolve the city has resulted in a vibrant growing place to live which you can live work and play in.

N

Proximity to business

I love that Peachtree Corners continues to try to better itself. Developments are added that improve the feel of the city, while neighborhoods and parks that already existed maintain their value. Peachtree Corners is a safe

Community feel

Family friendly, lower property taxes, good amenities

Town center and future changes coming to the forum

The family and community feel, it currently feels like a safe area, neighborhoods with homeowners that want to invest long term where they live

Location and sense of community.

That I feel safe. I hope with the increase in break-ins and the murder at QT, this will continue.

I enjoy the small town feel in a big city. The opportunity to live, work and play within the community safely is wonderful. It is very exciting to see private sector growth rather than government growth. The Forum purchase

It has a small town feel. I also like that it is more like a community. I never liked how a lot of Gwinnett is a main road with a lot of subdivisions with only one entrance/exit. PTC is not like that at all and everything feels a little

Proximity to 285 and have a single family home in good public school district

Enough shops not to have to go into the city. But need more restaurants.

The nature

I love how family centered it is. I love that we can walk to the forum and town center. I love that people are always walking outside and hanging out in their yards.

Sense of small community

That it has maintained much if the natural environment and cut down all of its forests for the sake of a few apartment complexes.

What Like Best About PTC

The community. I wish more would be done at the school levels to enhance sense of communities.

Smaller city than Roswell or Sandy Springs means less congestion. In the last 10 years, too much focus has been made on growing it into a metro center instead of the smaller community feel it has had historically.

Community, Town Center playground and play area, location

Accessibility

Family orientation

Family environment, The Forum and Town Center retail stores, play area, concert venue, and the swim tennis neighborhoods

Nice place to live for a growing family.

Great all around community of live, work, eat, play. Everything is very close and access to other neighboring cities or ATL is fairly easy.

tacos tacos tacos

The community feel of the area. many convenient things around.

Location

How close together everything is. I feel like most things I want to do are within about 5 minutes drive. The one thing I'd like to see more of is a greenway-like trail away from high-traffic roads that connects points of interest

No local taxes, business friendly, focus on town center and trails,

Good School, Close to Major Highways, Town Center

The small community feel.

The community and location

Proximity to other areas (work, city, Marta, family)

Community oriented residents and ability to not leave my bubble on a regular basis to accomplish daily needs

I love the community spaces we've built so far, though I would love if there was better told for cycling. Specifically, cars and cyclists struggle for shared space.

Not too crowded/over populated (yet!!), easy access to Atlanta, Town Center finally family friendly, retail amenities, active lifestyle potential

The small town feel with plenty to do and close by

What Like Best About PTC

It's a welcoming community

The community - I'm blown away by the people we live near that we've met. It feels like a small town - something I didn't know was possible so close to the city. We love the access to major highways and other

skip

Location

The Forum and Town Center

Schools are good in the area.

It's clean and the residents take pride on that

Easy access to major highways. Family friendly attractions.

I love the green spaces, groceries available close by, easy access to roads. Getting to know the community and people.

The small town feeling, ability to walk or bike to shopping and restaurants, close to Atlanta.

I love that we still feel like a small community despite the growth and ability to attract residents of other areas to come to PTC and spend their money.

Generally larger front and backyard for each house typically provide more privacy and less noise travel to the neighbors. Close to the river. Good shade from the trees. However, property tax is not accurately assessed by

Access to good schools, quality business over quantity, and greenspace

The people and location.

The natural areas, lack of apartment buildings and multifamily homes, good elementary school. Need to improve Pinckneyville Middle and Norcross high to be better quality education.

The people, the convenience to get to highways and other places easily

Liked it better when it was more suburban. Do not like that it is trying to become a big city - don't like the bridge or overdevelopment that is taking place.

I liked best how much tree coverage there was. But no longer. It seems that maximizing tax revenue is the only goal for the city these days.

Town center.

Sadly, not much anymore. All the trees that have been cut down were a big reason we bought a home here. It is disgusting the wasted spending on a bridge no one uses and the crime is out of control. I no longer feel safe here.

I have liked the area for it not being over run with apartments and condos. Unfortunately, the city has ignored its residents and is over building.

Proximity to downtown and ease of commute to highway and neighboring communities.

Proximity to interstate

What Like Best About PTC

Nothing It was once a wonderful place to live, prior to 2012.

Young, green, comparatively safe, appears mostly prosperous...

Easy access to city but away from highway crime in boarders g communities. Not many apartment complexes attracting lower income residents

Proximity to the river and to the city (Atlanta). (I used to also like that its character felt tied to the river and nature, but that has definitely disappeared as new cookie-cutter development has replaced the trees.)

No property taxes

The community.

The sense of community

Close proximity to atlanta and major highways, but still able to do have a community city feeling in PTC.

Restaurants and shops within walking distance of my home and outdoor spaces

That the city is open to innovation.

PTC was heavily wooded and had a small town feel. The business parks in PTC blended in with adjacent areas. Residential and commercial business parks had convenient access to shopping and restaurants.

The green spaces/ trees

the river parks and forum

It's beauty, it's safety, it's proximity to the Chattahoochee River.

The fact that the government does not listen to the residents and just does what ever they want to anyway.

That it is a small city that has everything you need close by. There is plenty to do around us and it is easy to get there. The area is not over crowded or done to where in a few years it will be difficult to find high quality

Sense of Community

It's close to the city but feels like a hometown. I also love the trees, river and natural spaces. Town Center events are fun and provide opportunities for the community to connect.

the mix of businesses and residents

Ease of commute to grocery/shopping, parks and dining,

There's never much reason for our family to leave PTC whether it is shopping, meeting friends, or eating out. We are able to meet most of our needs (and our tax money) in PTC.

Location - close to Atlanta ease of getting to downtown Atlanta

It's location, education offerings.

What Like Best About PTC

Diverse business types. I can find all types of restaurants, retail & hospitality within a short distance. Lots of activities and community events to keep me busy both as a volunteer and attendee.

Location to everything.

I love the community aspect of Peachtree Corners! We have an amazing community that feels like a small town, but it is convenient to everything one could need or want.

Ability to walk or bike to commercial venues, new town center activities providing a better sense of community

The sense of community.

Town Green

It used to be the schools and the limited amount of transient housing, but that has gone away with the Mayor and the City Council.

There seems to be a concerted effort to be forward thinking and improve the standard of living. There is good communication and visibility into city planning and we are executing on visions.

Access. When I first moved here in 1980, this was the absolute outskirts of Atlanta, over the decades the metro area has spread far North. Overtime people have realized that PTC is close enough to the city to not have to deal

Traditional since of suburban city but close to modern city life as needed next door per say. Love the quaintness.

Its location.

We like the Forum and Town Center, especially the green space.

I live where I work. We moved here from downtown Norcross because the commute was actually crazy even though it was only 3 miles away. I would like speed limits to be better monitored.

Convenience of area to major highways and Forum/Town Center businesses.

How it continues to modernize with the bridge, addition of town center, re-doing the forum. We need our own identity and vibe badly! Weâ€™re on our way with some of the things that have been going on though.

Small community feel - running into people when out and about

Relatively upscale community.

Has everything that is needed close. It is quiet and safe

People

It is a friendly community with a good mix of business, residential, restaurants, and parks.

Location, Safety

I can see that our money is being used to add value.

Proximity to 85, 285, 400

Upscale oasis

What Like Best About PTC

close to interstate(141)

Pedestrian lifestyle

Small town feel near a big city. Most resources are fairly nearby. Sense of community and safety.

Large but not too large. Most everything you need or want practically in your backyard.

I like having restaurants and activities close by that me and my preteen boys can take advantage of. I love having good public schools (although I sometimes wonder about Pinckneyville Middle School) for my boys to attend. I

Simpsonwood park

A safe city to raise kids.

Location

The diversity and the "forward thinking" of the elected leaders.

Location and community

accessibility

Community feel,events at town center, effort to redeveloped older areas of city, finically responsible ,

Walkable.

Location, schools

1. Sense of community. When I go to the grocery store I always see someone I know. :) 2. MOST of what I need is in 3 mile radius of where I live. (Grocery, gym, library, fire station, shopping) - although there are def a few

Generally a good place to raise a family

Logistically located with close proximity to major roadways.

Generally modern design of streets and architecture, good mix of work/play and ability to often walk between them to avoid always using vehicle.

I love the location and community in general is some good retail and restaurant offerings and modest trails.

Feels safe and it's easy to get to most everything.

Close to work

Education system, wide range of activities.

convenience to amenities. however, the overbuilding along the Peachtree Parkway corridor is increasing congestion and decreasing quality of life

What Like Best About PTC

We purchased a home in the area about 4 years ago because of the neighborhood feel, walkability and strong public schools.

Good mobility to other areas. Traffic flow works best within current parameters.

So far its relative safety and cleanliness compared to other nearby cities. It's a nice community that actually does not need too much change but a level headed use of existing opportunities to stabilize for the next decade.

That we are not inundated with traffic, but that is about to change...

It is a family community that is not too big (although it is getting there). But we need to stop trying to be like Avalon.

Sense of community and the town center

I love the small town feel in a suburban area. Whether you go to work, church, restaurants, shopping, you run into people you know and there are many different circles in our community that connect. Currently, we have a

nature, schools

Safety, convenience (everything we need is within 1-5 miles)

I like that it has nice homes; in a safe community; with access to shopping.

The people, the location, and the private businesses

1. Parks,2. walkability around Town Center, The Forum, East and West Jones Bridge,3 good public and private schools,

Good schools, safe community, the forum, Town center, lots of restaurants and shops.

Ability to walk to Retail/parks. Jogging trails. Safety. Places for teens/young adults to hang out.

I love the sense of community!

Its focus on renewal

A sense of community feel but with shopping, restaurants, and other amenities within a 5-10 mile radius.

Peachtree Corners is a family friendly and safe community. It is conveniently located to 285 and I-85 and is a good mix of neighborhoods and office space.

walk ability

It's easy access to intown and other areas I like to go (Dunwoody, Johns Creek, Avalon).

Close proximity to ideal stores/restaurants

The sense of community, pride, integrity and beauty of Peachtree Corners. The sense of safety here. Traffic isn't too bad.

The trees and Peachtree Station

What Like Best About PTC

The Town Center and very excited about the Forum redevelopment. The parks & trails.

We recently moved to PTC because of the sense of community - live/work/play all right in the same area, with a strong sense of community identity. The established neighborhoods, abundant parks, and high quality of

Functional city and residential spaces with easy access to ATL and natural landscapes like Chattahoochee River.

I am close to Simpsonwood and Jones Bridge parks, the Y, not too far from my church and I am excited about the changes coming to the Forum. The community spaces are growing better each year. I feel good in my

Nice neighborhoods with access to parks.

Small town feel, trees, and greenspace.

True work-live-play neighborhood with strong access to retail, restaurants, high quality private and public education, and parks/recreation.

Trail system connecting research park, partnership with GT, being recognized for innovation, attention to safety, naturalness of Simpsonwood (feels like you are truly in nature!)

Location and proximity to work options both in the city and suburbs. Great elementary school. Size. The Forum/Town Center.

I used to like the small town feel. Now I am considering leaving because of all the apartments and businesses coming in. It is becoming too much of a CITY. That's not why we moved out here 30 years ago.

PC used to be a small, community based place which is now simply a growth pattern with, what seems like, lack of long term vision

Location

Low traffic, things I need like library and post office are close.

Well maintained and safe neighborhoods

I enjoy being to do and find everything I need within my community .

Town Center

One of the highest food secure cities in the state. Safe surroundings. Responsive services too.

Trees and that it doesn't look like Brookhaven yet.

Up and coming area

The city council operates mostly in open meetings; though it's not clear they listen to the public comments. The City Manager really has too much power to decide the city's future.

Simpsonwood Park

The various neighborhoods. Jones Bridge Park and trails. Close to various shopping choices. Easy parking (in the past, it seems) in the Forum. Easy to reach different destinations with good roads- except they are becoming

It's as community

What Like Best About PTC

Location, location, location

Strong sense of community with preservation of green space areas.

What I liked best was the beauty and the peaceful "feel" of PTC. We are losing that with all of the growth being promoted by the current City Council, Mayor, Mayor pro tem, City Manager, et al. Young professionals will get Manageable traffic. Good schools. Minimal high-rise buildings. Minimal high-density housing (except for PCC corridor). Reasonably priced well established single-family neighborhoods. PC is not Doraville, Brookhaven or

It provides a good quality of life, and a reasonable level of residential and business development.

While its disappearing, I like the small town feel that PTC has

Proximity to other parts of Atlanta.

Liked it better before all the development and apartment buildings.

We used to love it. We still had trees and enjoyed a higher quality of life. There was less traffic and not as many people. We want nothing to do with what is happening now and are sad to see our area as It has become since I use to like it more than I do now. Way too much mixed use and apartments. Traffic stinks and our leaders are horrible at listening to anything that doesn't meet their vision. Should focus more on single family homes.

Nothing anymore with too many condos and apartments coming up in this area.

Solid community with all the services required by young and old.

I remember what a peaceful place Peachtree Corners was (then Norcross) 24 years ago. I wish could return to that. That was why I chose the area to live in. Now I am planning to move.

That it is growing, not aging

Was its trees

Nothing. It's become a loud, traffic infested, concrete paved mess.

My subdivision, access to a variety of retail establishments and proximity to 285/85. The proximity to 285/85 is becoming an increasing issue due to traffic congestion.

Convenient shopping

close shopping

Good schools. Easy to get into atl and the airport community feel at my church

The trees (which are disappearing)
The large yards. Neighborhood parks and pools.

Not sure

City Lite

Quality residential living.

What Like Best About PTC

Simpsonwood County park.

Location

Location and differentiation from developer controlled land use and zoning changes that have ruled the county for 40 years. Change the Lifetime property back to residential or we might as well dissolve the city.

Proximity to Chattahoochee River and Dunwoody.

Convenient Shopping and the parks.

Availability of primary living requirements: groceries.

Proximity to many amenities in northeast Atlanta region

I ended up here

People care for their property without oversight of HOAs or city citations.
Great employment opportunities for teens.

Nothing

The past 'Peachtree Corners', currently we are too crowded with apartments and under used retail. City Managers and elected officials want PC to grow and be like other crowded cities surrounding Atlanta.

Extensive sidewalks and ability to get around by road without further congestion

That we incorporate to take control of our destiny and we initially had a small governmental structure. Yes, we can still control our destiny but seems the intent is to grow until we are beyond our capacity to provide and

The "rural feel", yet mid-size town amenities. Too many multi-family projects are ruining this. I am a 28 year resident.

Intent is good

its walkability

My yard.

It is relatively easy to access major roads. Most residents own their property and are therefore more invested in the community. There remains a remnant of tree cover that can be preserved if care is taken.

I used to like the trees but they are quickly disappearing. I love the walkability. I wish we had a community center where classes could be offered in various topics.

Location; low crime vs Atlanta and parts of Gwinnett

I like it because it currently feels like a community. However, the aggressive development and the lack of concrete plans to ease growing traffic concerns to serve those developments is likely to lower quality of life and

Good vibes. Beautiful surroundings. Community experiences

Excellent proximity to airports, major highways, various types of amenities. Great long term value for home ownership. Excellent schools, both public and private.

What Like Best About PTC

It's a community built on the premise of single family homes!

It was a low volume traffic area. The more the city has sought development the worse the traffic is becoming

I used to like tha fact that it had a sense of community and small town feel.

It retains southern charm, while offering modern amenities. There are lots of green areas, and neighborhoods have lots of tall trees.

It's relatively convenient to most everything in Metro Atlanta.

Isolation from the hectic environment of surrounding Metro Atlanta area. Close proximity to historic Norcross.

Sense of community.

It is a residential area but with easy access to the city and surrounding areas.

The location provides easy access to major thoroughfares.

Used to love the open feel of PTC, easy access, the "parkway" that is no more.

Do love the Forum and Town Center and the many activities, community feel. We need fewer chain restaurants

location and convenience to things OTP and ITP. Having Trader Joes nearby.

I love all the parks and having shopping and dining close by. I would prefer to walk everywhere but having so much available within 2-3 miles is wonderful. I also feel like getting to other spots in Metro Atlanta is really easy

Close-by supermarkets, The Forum, access to Interstates. Most unhappy with Post Office misdeliveries and no improvement after years of complaints.

It is a community with easy access to all that Metro Atlanta has to offer, yet we can be surrounded by the natural beauty of the Chattahoochee River.

No City property taxes. Controlled development and support of business growth.

Easy access to so much of Atlanta. Also the sense of safety in our neighborhoods.

Stability.

Home ownership.

Access to forum and town center

Conveniently located to most of Atlanta yet has a small community atmosphere. Mostly safe. Murder at QT and close to Norcross High School are very concerning.

Great location

Many beautiful residential areas

No answer

The strong sense of community and connection.

Recycle event each year.

What Like Best About PTC

The people---we call it Mayberry!

There is no one single item that answers this question.

The schools and location

City growth seems to be planned in an effective manner.
Is a safe community, but must continue to be so.

City Government

Great environment for the next generation to grow up in.

The sense of community

Town center gathering space.

Night time quiet

Eclectic blend of residential types and increasingly broad spectrum of restaurants. Geographical location and low taxes.

Location with respect to Atlanta.

-

Quality of life. Safe, clean, easy access to needed products and services. Town Center, the Forum, beautiful scenery (including Chattahoochee).

The people

Convenience, cleanliness.

innovative city

It's close to other metro areas, attractions, businesses, but still somewhat suburban

Proximity to 285.

Peachtree Corners is a nice mixed community. Both residential and business properties are merged together.

Necessary services are close to most residents.

Liked it 16 years ago when we moved here, not so much anymore.

Location. Residential areas still feel residential without major highways blazing through our neighborhoods.

Safety

What Like Best About PTC

I like its location, easy access to the green space (parks, river, trails) , convenience of shopping in stores I like (lidl, Aldi, traders joe.

Quality of school system

Local control, safe space, looking forward

The concept of integrating technology with diversity, design, commerce, equality (NOT equity), the arts, and neighborhood pride is exceptional.

Its proximity to 285 , 85, Buckhead and Dunwoody. When I moved here, I loved being with all the young families and children and I loved playing tennis in the neighborhood. I loved when The Forum was built because it

Forum

Tow green.

Forum and town center

Quality of life

The location

Location to downtown and airport, along with lots of places to work

good location to expressways & other nearby suburbs
variety of shopping and restaurants

Independent city

it is a great place to live and security is quite good

Town Center, especially the summer concerts.

Close, good restaurants. We have easy access to what we need.

Small town feel. Everything you need is close by to residence

The continuing development of the city to improve its image to both residents and businesses

Love that it is friendly and good education, pretty. However we are losing some of our beauty as things grow and take over the river areas, trees get cut down. Too many apartments are being built. Traffic is awful

Trader Joe's, J Alexander, access to old Norcross, Peachtree Station, Simpsonwood, Chattahoochee

Diversity, close vicinity to stores technology park development,

It's a safe, racially diverse, easily accessible town with a progressive plan of growth and development. I'm proud of what our government has achieved, and what it hopes to achieve.

Easy access to city of Atlanta.

Close to hospitals, doctors, dentists.

What Like Best About PTC

Management of operating funds.

Easy Access to Highways and shopping.

Quiet, safe. Many alternate travel routes in local areas

The community identity and the strong city government and community support for maintaining and improving Peachtree Corners

Location and improving amenities.

Sense of community. Accessible city council

The location is very convenient to everything in the city. The demographic of residents promotes family living, which provides a feeling of safety.

Community aspect

How close it is to my kid's school.

Community
Schools

Safety, access to Atlanta, interstates

Lots of restaurants, places to shop. Like the summer concert series.

The good public and private schools, the proximity to good parks, the sense of community even with a growing city. The city government's proactive approach to issues and businesses.

quiet/peaceful community

close to I-285

Peachtree Corners is a safe, forward looking community that attracts tech companies which provide good paying jobs and a highly educated population.

Innovative
Safe

The growing sense of community combined with responsive City leadership.

All we "need" is here.

Relatively low crime rate compared to other sections of Atlanta

the way the city manages its progress

We have developed into a city with an identity with plenty of opportunity to work and play here without raising taxes.

Easy access to grocery stores and shopping. Close knit communities.

What Like Best About PTC

Just about everything I need is close by. I am so glad that a dog park is being added to Town center!

We have neighborhoods with trees. Like the diversity of businesses and people.

Positive forward movement.

Town Center/Forum Entertainment

Green spaces separate and equal to businesses.

It has nice, well maintained neighborhoods and is improving retail and restaurant scene,making it easy to live and do business nearby. But when wanted, access to other Atlanta areas are easy.

Great place to liv.

z

We can almost walk everywhere we need to go in PTC. Excited about the "new" Forum!!

Location and residents

Everything I need is close by and see familiar faces as I move around the city. Small Town feel.

Location

Competent goverment

Single family suburban atmosphere

Quality of life

Itâ€™s mostly pretty quiet.

I like how close PTC is to almost everything. 285, 85, and 400 are only 15 minutes from PTC. Most stores and restaurants are just a few minutes away.

Proximity to a wide range of activities. Multiple neighborhoods.

The community and not traffic congestion like in Alpharetta has

Variety of shops, restaurants, and green spaces. Simpsonwood Park is my favorite place in Peachtree Corners. Please don't screw it up with lots of parking and pavement.

Sense of community. I've been here 20 years and the changes over time have been mostly positive.

No additional taxes to date.

green spaces

What Like Best About PTC

Large number of good restaurants and shopping centers. Nice neighborhoods with decent roads and sidewalks.

Controlled development.

PTC has everything we need close to home. There is great shopping for everything from groceries to clothing. A variety of terrific restaurants is available for different tastes. Entertainment possibilities sprinkled throughout the
Strong sense of arrival. Outstanding city government should spend time at local community meetings. I live in Riverview and know of only one community meeting that our representative have attended since the city began.

No city taxes

Innovative Curiosity lab and their experiments. Also where my 3 grands live and easy access to Chattahoochee River. Town center new playgrounds and exercise area - very creative.

The immediate access southward via Peachtree Industrial Blvd toward Atlanta is a huge benefit. It is possible to get off the main roads and enjoy quiet neighborhoods in PTC. I enjoy the access to Town Center and the events

Easy access to downtown Atlanta for events. Good restaurants and shopping.

The convenience of being close-in while still having a residential feel. The Forum.

It's a place that, for me, has a real sense of connectedness and community.

Variety of businesses, restaraunts in the area

safe environment, easy access to Atlanta and interstate highway system.

Peace and quiet of well maintained suburban residential areas offer high quality of life

I love that it is a true community where kids can ride their bikes to their friends to play and they are safe. The public schools have historically been very good, but we are seeing a decline and this is something the PTC plan

location, proximity to Atlanta and north fulton county. Walkability.

Our Property values are stable and crime is low.

The Town Center/Forum area.

Great city

Young vibrant population

Town Center and concerts. Peaceful, diversified communities, Proximity to restaurants, shopping, good parks. Responsive government.

Great location, safe (though getting less safe)

That the City Council works to keep our homeowner taxes low.

Sidewalks, retail

The convenience of nearby shopping, restaurants, parks, and schools- most within walking distance.

What Like Best About PTC

I like that it's close to the 'rest of the world' but still relatively quiet and safe.

Safe area; nice neighborhoods; convenient shopping

Not much right now. Too much traffic and too many apts being built.

That we have local control over zoning. However, it appears that density has increased immensely due to Town homes.

It is a well governed/managed City and maintains an overall good quality of life.

Parks

Friendly community, no local property taxes, good mix of businesses.

Quality of life as a small town.

Upscale and clean and has a relaxed living environment, unless we allow too much concentrated condo, apartment, town home development.

Love having access to shopping restaurants and medical all within 3 miles from us. Have always felt safe. We are in our 60s.

Small town in big city

Small town feel.

Location

Safety, convenient to shopping and grocery stores and restaurants.

Great mix of ages, restaurants, shops.

Close to Wesleyan School, established residential neighborhoods, and forward planning city council.

Generally everything you need for daily living is right here... The local gov't is committed ...

Convenient access to I-285 and Marta without congested traffic of many inside the perimeter neighborhoods

I love our location, the natural areas/trees/river and then our access to major roads to get to the city.

Town Center

Safety, green. Spaces, feeling of a close community, Lifetime Tennis.

I've been in my home 41 years. Everything I need is close by.

You got rid of the sneezy adult entertainment shop.

What Like Best About PTC

Quality of life and coordination of parks and green space as well as entertainment and retail amenities. We need to focus on public safety as we are seeing spikes in crime which will destroy growth and economic development.

convenience

location is the key! Close enough to Atlanta to enjoy but far enough away to avoid the the traffic and safety issues.

The sizeâ€¦ not too big, not too small. Doesnâ€™t need to grow anymore.

friends and neighbors

All the wooded areas

Everything we need is right here (restaurants, shopping, church, parks, trails, river, & entertainment) plus we have great access to expressways & Atlanta.

Very clean and lots to do and good restaurants.

Access to businesses, shopping convenient

Local control. Good access to I-285 and Doraville MARTA station. Relatively easy access to GA 400. Decent local restaurants, retail, etc.

I love that the community stays modern and is constantly improving versus just aging.

Our energetic leaders have been creative and forward thinking as they have made a city with an identity we can be proudly claim as our hometown.

Location

Accessibility to 285 and 85

Old growth trees in my neighborhood

Peachtree Corners offers a pleasant mix of residential, business, and community areas.

I donâ€™t have to go into ATLANTA!

Peachtree Corners is a great town to live in. Just about anything you need or want is located in the city. Although apartment developments are beginning to over

Having our own community identity and voice in direction of what we need.

It 's central location.

Community in my neighborhood, children sports teams, school.

Single family housing

Great access to I 85, 400 and 285. Great neighborhoods

New facilities in the park area. Enjoy the monthly concerts. Good to get our people out and socialize.

What Like Best About PTC

I came here for easy access to the N ATL job market, and I retired here. I see no reason to leave. Nearly everything I need is conveniently nearby, and that includes retail, medical and recreational. Natural areas are

Relatively easy access to things I do.

Location and small footprint

Shopping and restaurants

It is home to innovative businesses. It attracts families. It is clean.

Small town feel, great location to major roadways.

~~A small town ambience which is unfortunately rapidly declining. we love to walk and have for the 50+ years we have been here. Despite the extra sidewalks, walking venues are rapidly disappearing.~~

Sense of community in a progressive, forward thinking environment.

The location, the people, and we feel pretty safe overall (although there are major concerns about that).

N/a

Smart leadership striving to make the city a great place to live. (I'm not paid to say that either. :)

It is very clean and modern, and the mayor does an excellent job of staying in touch with everyone. I especially like the offering of grocery stores available to me.

Location, safety, diversity.

Peachtree Corners City Center and Forum area.

Many different types of stores in the area.

Quiet residential area coupled with access to nearby shopping and dining. Excellent elementary school that sustains property values.

closeness to Atlanta and public transportation, inside the river

Easy access to river.

Low density development resulting in lots of green space.

Truly a diverse community developed originally as a live work play community.

Quality of commercial and residential properties. Forward thinking government.

PTC is quiet and well maintained. Great dining options

Town Center!

location

What Like Best About PTC

convenient to interstate highways

location is perfect distance from Buckhead and Atlanta

Restaurants shopping convenience to everything and LOVE all the concerts!

City center

Great location. Amenities

Close to the perimeter, plenty of commercial and dining options, close to the river and access to IB and private schools.

Proximity to Atlanta and north Georgia

Good shopping all around, safety and proximity to many events.

Overall good quality of life.

I want PTC to remain a residential area, property ownership, imo, leads to more concern and support for local schools and businesses.

Ease of getting to other parts of the county via of the roads. Ease of getting to stores.

Mix of retail and restaurants.

Nice neighborhoods, good restaurants, good roads, Towne center in addition to concerts and merchant fairs we should have more often. Grocery store choices, trees, flowers!

Safe, diverse community with good road access to metro Atlanta and northern suburbs.

What I like best about Peachtree Corners is its access to major highways of I285 and I85. This matters since I work and therefore, drive to the downtown Atlanta area. I also feel safe in Peachtree Corners. The variety of

Reasonable control over development. I'd hate to see us become a beehive of apartment development activity like Chamblee.

I have enjoyed my neighborhood and the public schools.

The people.

Peachtree Corners is a very family-centered city. I take pride that families stay in the area for a long time - not as many transient neighbors. I hope the city will continue to try to build toward that and attract families into our

Abundance of single family homes and restaurant alternatives

Small town feel.

the small businesses and resturants live/work/shop/play local

The wonderful Gwinnett County Public Library

The ease of getting around during non-rush hour times.

What Like Best About PTC

Shopping and restaurants

Easy access to Atlanta. Even before city was established there was a sense of community. I believe that PTC should begin to limit apartment construction. Continue to develop single family detached homes like east Cobb

Walkability from home (single family owned) to trail, parks, retail, town center.

A true sense of community.
Mayor, city council and staff.

0 millage rate

Single family residential areas near shopping and restaurants.

Really, nothing

The sense of community

Proximity to downtown and the airport. Easy access to most everything

the parks, river, Forum

I bought my house in part because of all the trees on the property. I would like to see more trees planted, more awareness of what we as residents can do to improve the environment. GDP for the city should subtract the
This has been a great community in which to raise a family. Now that we are retired and empty nesters we see no reason to leave. We feel safe. We love our church, simpsonwood park, the easy access to shopping and

Location

Future focus on more live, work, play space

I think it is a nice place to live. Not perfect, but generally feel that elected officials care about citizen input; work with all stakeholders and try to help all parts of the city.

Trees

Accessibility options to other metro destinations.

Sense of community

As I age, east access to essential businesses (grocery, shopping, recreation). Love the close knit community vibe.

Community size and amenities

Government cares

Close in to dunwoody, buckhead
Small area feel and green space

Location

What Like Best About PTC

I've lived here for 16 years. I've enjoyed seeing community participation in: school sports, other sports, scouting, local races (e.g. Light Up the Corners). There appears to be a large number of walkers, runners, and bicyclists.

Feels like a small town with access to all the benefits of a large city.

Innovative and inclusive thinking

Proximity to I-285 / I-85, proximity to John's Creek, Roswell, and Alpharetta

That it is a hidden oasis near the city that is not over-crowded.

It's historically been a safe place to live during our 31 year residence (same home, same neighborhood). Crime such as the shooting at the Quicktrip and late night flash road mobs is disconcerting. I would embrace the use of

The way it used to be.

Location and access to Interstates with smaller town feel

The things that I need can be found close by.

Town Center and The Forum

Convenient location to shopping, parks and restaurants.

Family centered

I really dislike seeing the competition between Town Center and The Forum -- these two properties need to work together for ALL citizens of PTC rather than just attracting paying customers. And pull in the Village at

Shopping, restaurants, safety

the stability, availability of shopping and restaurants, access to I-85 and I-285, excellence of education, PSST club

Peachtree Corners is ideally situated, having easy access to the I85 and 285, yet we maintain a softness of lifestyle.

Less regulations and lower taxes.

Diverse population, Town Center, well-run government.

that we have control of our zoning.

No city taxes

Its location allow access to several urban areas/cities without compromising its natural features on the Chattahoochee corridor.

I have lived in what is now Peachtree Corners since 1981. The Forum and City Center have been major enhancements. The quality of housing development has also been a plus. The variety of restaurants is a

What Like Best About PTC

Absence of chronic traffic congestion but in jeopardy as result of growing pass through traffic where Spalding, How green and natural it is, how it feels like a community and retains almost a small town feel, the ability to find parking in most areas, low crime.

Town Center social events, restaurants. Would like to see a community garden and local community theatre.

Accessibility to everything.

The people. I have raised my children here and want to stay here but need more affordable housing for seniors that are not 3/4 story townhomes.

The community feel

Convenient, green space although this is disappearing

Strong community spirit, and rejection of continued apartment growth

Simpsonwood Park, availability of sidewalks, proximity to the Robert Fowler YMCA

Overall quality of life and access

Peachtree Corners was developed initially as offices and single family detached owned homes. The single family detached homes are the best thing about Peachtree Corners.

Location

The green spaces. The closeness of needs - live, work , play are all here.

Local planners and town center

neighborhoods, the trees-stopping stripping Peachtree Parkway of the trees and foliage, Simpson Elementary, proximity to State bridge Rd and to I-285, the people

Sense of community! Positive changes to forum! People know their neighbors!

Literally everything about Town Center

It's Peachtree Corners on we are the River!!!

The beauty and convenience

Location, small government, no real estate tax, access to council, well managed.

the city is on target with new technology for business and residents

I enjoy THE FORUM SHOPPING CENTER. Do not destroy it by tearing up the front of it and installing apartments and/or town homes. Come up with a better plan. You already have extremely high density housing around Everything I need including job, church, school, recreation, restaurants and entertainment are within 5-10 minutes from where I live.

What Like Best About PTC

Small town feel which I am afraid we may lose with future growth.

The city offers just about everything and is easily accessible to all major arteries for travel.

walking; if only the Bush Rd-Medlock Bridge intersection could be finished

Location. Landscaping. Small town feel. Low traffic. Quiet and safe community, feeling away from the inner city.

I like the location, the nearness to shopping (The Forum), post office, library, downtown Atlanta. The schools are excellent. I feel safe in my neighborhood.

Location, community, amenities

Just about anything I need I can find here - nature trails, green space, safe places to take walks, small business food and products, larger chain retailers. A hometown feel.

Peachtree corners used to be a community where residential growth was controlled. That is no longer the case. It seems that direction is focusing more and more on high density living spaces, which is changing the whole It's ability to attract business, maintain property values, and not get overrun with apartments / high density housing and crime.

The people and river and the parks

The people. The trees (though sadly, too many have been cut). The sense of peace and being far away from it all, yet having everything needed nearby. The community pride, friendliness, and generosity. Living in a civil society.

Good schools and its sense of community. I live in a very friendly neighborhood.

Home values are increasing since inception. Like the development of businesses at the Forum and City Center with numerous restaurants (would be nice to get a cheaper chain restaurant like Chili's and some other shopping

The single family home communities. Need to get rid of extended stay hotels, prevent more apartments from being built, etc. Need strong family focus.

Wooded single family home communities where residents enjoy the peace and beauty of the area.

The feeling of safety when out running errands by myself. I was CrimeMapping.com and see what areas to stay away from. We need to keep up the good work of policing Peachtree Corners.

I'm a first-time homeowner and I feel like I live in a community! Peachtree Corners has great grocery stores, restaurants, schools, large and small businesses and places to spend time, productively.

It's quiet, surrounded by nature, and very diverse

The sense of community and location near the city

"XXXXXXXX

It's small town feel

Crime is not very high.

The relative peace and quiet. Access to many stores for food and clothing stores.

What Like Best About PTC

It's small setting but with ideas of growth and technology.

Location, location, location

Proximity to Atlanta communities

Seems to be safer than other areas, have been here for 24 years, nice area, city seems to take pride in having things look good and appealing.

Living here.

location, potential to develop strong economy and opportunities for retail and restaurants; potential for further development of the trail that has been promised; level of engagement and communication from the city council

Location.

I would like Peachtree corners a little bit better if it would of her stuff for seniors owners with dogs. And stop over building at one time Peachtree corners is supposed to be keep the trees all I see now as you removing the

Iâ€™d love more of a small town community feel

It has a small community vibe with all the amenities of big city living.

zoning, community focus

The location of the city is probably one of it's best assets.

I love this City for a variety of reasons. We've seen all the positive change in the Towncenter over the last few years. I take my kids the the TC park everyday during the week. They love it and we feel safe. It gives us a sense

The city is small enough where nothing is too far away from a short drive but still has plenty of options within it to have almost all you need.

City is actively trying to improve the conditions of the city without massive taxes.

I like the community feel when you go to different designated areas. Although I wish it was more cohesive throughout the whole city. I like the up and commons developments that exist and are in the works

Access to Atlanta and surrounding areas

Easy access to shopping and restaurants

Small & our own little slice of the globe.

Far enough away from ATL to not be bothered by city life yet close enough to enjoy events/attractions.

The ease of getting to so many different places

Town center

Accessability to resturants and arrange of shops etc...

I like the convenience to Downtown, 285, and 85.

Convenient location and great options for kids activities (Towngreen, Jones Bridgeâ€¦)

What Like Best About PTC

The sense of community it provides. Families raising children, going to work, school and church together. Being able to know neighbors, and recognize faces at the grocery store. The opportunity to enjoy the parks and

Very nice location. Drive 5+ miles, in any direction, and you have just about everything you need right here in Peachtree Corners.

I like living in PTC because it is a nice place. It is clean and safe.

It's mine!

Events at Town Center

I have lived in Peachtree Corners since 1984. I have seen it develop and grow into a thriving community. I would like to see more community events in conjunction with the library, schools and businesses.

Close to I-285 and still a suburb away from Atlanta

Peachtree Corners is a thriving multicultural municipality. It offers so much to its residents including excellent schools, shopping and services, casual and fine dining, a variety of fitness and entertainment options, and

It's an amazing city with a nice work/live/play balance. Great shopping, restaurants, malls, etc. Love the festivals and the Town Green concerts.

I love the neighborhood the way it is. It is close to shopping and businesses. I do not want to turn it into mid town Atlanta . Keep the neighborhood model. not high rise model.

I have always liked the tree canopy in the area, not just for the aesthetics but for the sound barrier (not as easy to hear traffic noise with trees around) as well as knowing that animals have refuge in the wooded areas.

Lots of restaurants.

I love even in rush hour people can get around. I love the activities Peachtree Corners offers the community

I don't like it is beginning to look like atlanta.

The Convenience. Most things are not too far away.

What I like about Peachtree Corners is disappearing. We seem to have people in charge that are more concerned about tearing down established neighborhoods and ruining the area than to satisfy long time residents. I suspect

It used to be rural

Quiet, safe, clean

It's location within the Atlanta area and that it's in Gwinnett Co, which I feel is better run than Dekalb or Fulton.

I love all the trees and would like that to be maintained. I also like that we are our own small city and can deal

no taxes

The improvements to shopping, entertainment and retail. It has a good sense of community. I also like the improvement to the medians on 141. I would like to know when the medians will be finished on Peachtree

Town Center, Access to 85 and 285

Convenience to I285; everything is close

What Like Best About PTC

Nothing in particular.

relative convenience

N/A

the modern look/feel of the city

It's "newness" is refreshing and yet it has a "homey" feel

Location, small town feel.

Close to lots to do, good shopping but not overgrown.

Accessibility to surrounding communities

Nothing ... I intend to sell and move.

Shopping

Great Mayor.

Location

Our own town

all of the improvements, Town Center, the bridge connecting to the Forum. promise to add a trail system, still waiting? love the shops/ restaurants and proximity to 285

A small well maintained community. It should not be looking to grow. Why does everything have to be bigger and more?

Convenience, quality of life and overall satisfaction.

The town center, trails project, restaurants and parks that offer recreational and exercising opportunities. Also the quality of life.

Proximity to so much in the community. Everything is right at our fingertips. I am concerned with growth comes traffic.

Na

It's a clean, green and well kept city. We like the tranquility of the neighborhoods and nice people. Roads are maintained with City doing a good job to keep residents safe.

Proximity to downtown Atlanta and Buckhead. Town Center area and The Forum.

The mix of green space along with residential and business space.

Sprucing it up

What Like Best About PTC

The feeling that it's growing in a good direction. It feels safe to walk around.

Getting things done without having to pay any city taxes.

the shopping & restaurants

The size and large corporations have not come to the city - such as car dealers, etc.

Used to be a great place with lots of trees with usually light traffic not at rush hour. Many trees have been cut and a lot of building that looks like future traffic problems. Like the apartment behind the Corners Fine Wine and I like living in a small city where residents have access to city hall in order to voice any issues they may have. The overall plans for the future (trail system, linking up cameras to fight crime, the Forum and town center very nice safe community

good balance of development and natural environment

It is convenient; and centrally located. Parks are accessible. It's diverse, lots of good food and interesting people.

Stop subsidizing this, that, and the other thing. Where's my subsidy you god damn sons of bitches!!!

It is a lively city! I love the Town Green!

Relatively safe with a good mix of commercial and residential properties.

The ability to live in close proximity to my job.

Close to other cities and the Town Center.

I love how much green space we have in PTC. I would hate to see more of it disappear. I also enjoy the community feel and appreciate that many areas are walkable (safe sidewalks).

Nothing

Community it fosters, convenience, and accessibility

Diverse creative suburb

It has a lot to offer in the community without having to go further out or to downtown Atlanta. Everything you need is convenient to you

Small community of people who care about their homes and town.

It's potential for growth and development to become more like Alpharetta

I love that the city is working hard to develop businesses in technology or with green initiatives.

The balance between retail, community activities and the natural environment, however this is at risk from over development.

What Like Best About PTC

Easy access to most locations in Atlanta. Great shopping. Good schools.

It has a small town feel but still close to major attractions.

The river and the forum area.

PTC is very clean and calm. Very safe as well.

The PC town center

Sense of community, community events, convenient location

Proximity

Believe Vision is Still Relevant
1,3,4 yes. #2 has gotten out of control
Additional staffing may help residents get assistance faster
Are you really interested in a high quality of life for your residents? People choose a sub-urban living situation to avoid living in a city. Bringing excess traffic and high density living space to the city pushes it towards urbanization. People that can are moving AWAY from the area due to concerns about these issues. I hate the way this site is built, I can't see everything I've typed. ut area
As more and more multi family housing comes in the city gets more and more crowded. As more trees are taken down and river space (Waterside) sold to private developments, PTC is getting further from its vision.
Build, build, build does not sustain the above objectives
Building to many apartments-
Developing. City doesn't appear to be very proactive.
Disappointed in the city allowing so many apartments to come in. I think it is going to negatively impact our vision.
Don't want Marta bus station and expensive townhouse or bridges to no where. Don't want more traffic.
Due to destroying frost/wooded areas are disappear due to the developments around, wild animals are getting much more frequently visiting/living to the residential area than before, planted trees, flowers are completely destroyed by them. Not only just develop for business, but also need to have sustainable plan for both of us. Assume high quality includes safety but maybe more focusing them would be great.
Environmental preservation should be added
For the most part I think it has been accomplished. However, it is getting way too crowded, the number of apartments is completely out of hand and traffic has gotten horrendous. Packing too much into a little space.
Hard to know from this broad statement, without some additional specifics. What is meant by a "competitive environment for businesses"? What is meant by "creating a strong sense of community for all"?
Hard to say without seeing what did and didn't work in these categories since founding
Home ownership must be the foundation of this vision
I agree with most of this statement except making Peachtree Corners a Premier City. I do not want it to become another Atlanta like mid Town with out of control high-rises.. The current villages does not represent a community. The 4 story condo's are not a community or desirable. They are ugly and do not represent the community I moved into 30 years ago. If I wanted that I would move to midtown where the volume of people creates the environment for crime.
I apologize " I have not read the current plan.
I believe the basic premis of the vision sounds good, but there has been more emphasis on business and development and less emphasis on quality of life.
I do not agree with multifamily dwellings.
I don't believe a city full of apartments is detrimental. Check out Alpharetta and Roswell.
I don't see the vision. Where is it?
I don't think we need to include stay in the vision. I'm much more interested in people living here long term than staying for a short term.
I originally voted in support of a city primarily because we had little to no control over development. It seems now that the developers always get what they want in the long run, even in spite of considerable community opposition (e.g., more and more apartments around the Forum and Town Center. I do not see a "strong sense of community for all." It's still more a community for wealthy, and primarily white families. And there really is no "stay" option here. There were options originally associated with the Pfservice property, but that was really a whitewash as the developer used dubious claims about the need for housing for older folks during the pandemic and won their case. I personally am looking to downsize, and there are not many options (and no, I do not consider a 4-story condo with an elevator as an option for my retirement home!).
I think it is, but it's being overbuilt with Apartments. We as residents are attracted to the city cause it's small, not over crowded but feel big. Now it's going to turn into being over crowded not intimate and will no longer considered an area with a waiting list to live in.
I think this has become a less desirable place to live with the onslaught of construction.
I would like to understand more what you mean by a Premier City. Do we need another premier city or could we just be a good city to live-work-play in., I doubt that many of the workers in Peachtree Corners can afford to live here, and it seems most of the new construction is for high end expensive homes. I think we need more ranch style homes. The area is becoming so busy that it can be hard to enjoy getting out to go anywhere. I realize it is hard to accommodate all wishes because they are not always compatible. But at some point bigger is not always better.
I'd like to see an environmental responsibility point
I'm not convinced these surveys matter to the visionaries
I'd like to add some description to quality of life, including green space/crowding control, air, water, power purity initiatives etc.
If number 4 means building more apartments, condos, vs. single family dwellings ... then my answer is no
If you are trying to turn PC into another Dorarville or Brookhaven, then I do not agree with your vision. We don't need another overcrowded, high density city.
In some cases, but not in others
Mostly, seems city council is more focused on new businesses than the current residents
Need to include maintaining a small town feel.

Believe Vision is Still Relevant
No, our city is already over developed with apartments and condos and yet the city keeps approving more, adding to congestion.
No. The growth of more dense housing is causing greater traffic, school system, infrastructure and social service strains. It will only get worse with the City's actions.
No. The city has allowed too much multi-family housing. How about detached patio homes instead of apts. & townhouses? lead of apts., multy
Not sure
not sure - seems our local government is getting larger and more intrusive
Not sure this is really meant to apply to All PC residents. Yes, to those those of us who readily participate in civic activities, but to those who for reasons of their own aren't heard from, but still live here,I doubt your mission statements actually includes caring for what their needs and concerns are.
Not welcoming for retirees and the elderly. They have been excluded from major plans. Even the retirement community that was planned has been changed.
Overall, yes, but very concerned with the amount of MUD that the City Council approves. The amount of detached, single-family homes is being overtaken by cookie-cutter townhomes and condos for the sake of mega-builder profits.
Part of what brought us here in 1996 was the natural environment. Since then we believe development has proceeded with insufficient regard for the preservation of green space
Parts of it yes, parts no. I don't care if we are a "premier" city. I wish we could add controlled growth to the vision.
Premier city yes not premier apartment ghetto. You forget that early settlers gave you this foundation to build on. This out-of-control tree downing and shabby apartment buildings do not contribute to a pretty city.
PTC deforestation has ruined the scenery that drew us here
'Safety' and/or 'Crimefree' should be included in the vision too
stop ignoring the density issues on apartments etc
Stop making decisions based on woke diversity initiatives! Your allegiance should be toward the current community. You will not serve the existing residents by fore cur diverse comcing a racial qurent populace, FIRST. It is already a fairlyota. Have you not visited Jones Bridge Park, Norcross HS, Towne Center, The Forum, IHOP, etc?
Stop subsidizing this, that, and the other thing. Where's my subsidy you god damn sons of bitches!!!
Take into account new human safe technologies for transportation. More Community gathering opportunities.
The City does not have enough green space. The Town Center is not a true town center. It's a privately owned shopping center. Look at downtown Suwanee as an example of what a true town center really is.
The city has a desire to make the city "great" for the homeowners north -west of Spalding Dr. There is little concern for those who live south east of Spalding, whether in single family home communities or those who live in large apartment and condo communities.
The city is too focused on technology and investors then points 1, 3 & 4 above.
The city seems hell bent to see how many people it can cram into our area. Not the vision I have for the city
The noted vision is good, but I don't believe Peachtree Corners is following it.
The vision is relevant, but the City Council only listens to developers, not their constituents.
The vision lacks a compelling point of difference for the city. It looks like a vision for any city in the USA or anywhere else in the world. How can we update this vision to make it inspiring while providing clear direction for the way we choose and prioritize projects. For example, do we want Peachtree Corners to be a vibrant city that attracts young professionals, or a friendly and safe city that is perfect for families with young children, do we want it to be the greenest city in georgia, etc.
The Vision sounds great. Reality is not meshing up with it.
There appears to be an increased number of apartment projects, which decreases value, impacts safety and erodes area
These are pretty general. While these things sound important, I think it's equally if not more important to prioritize and preserve the natural community of Peachtree Corners. I've seen/heard way too many trees coming down over the past couple of years.
This is a very general statement. The ideas of politicians and residents can be very different. I do not like the cutting down trees and creating high rise development ideas. The politicians idea of "better" is not in line with my ideas.
Time will tell.
Too many apartments and townhomes.
Too many apartments planned which will bring more lower income and attract more crime
Too much emphasis on being a full blown city, and not city lite.
Too much emphasis on business environment need more emphasis on managing traffic
Very disappointed in the outbid control construction of multi family projects.
Vision is great theoretically, but not enough attention is being given to traffic which hurts the quality of life. Too many random businesses are being approved that are not viable.
We need to add something specific about our public schools.
We need to include preservation of our rich natural resources, which make our city special. Without the river and natural forests, PTC is just another nondescript suburb with the addition of a high tech strip of road.
Well, it was not the original vision of the city light. It's not that I don't like what Ptree Corners is doing, but I do with it was a broader plan that included downtown Norcross and the surrounding area. Just look at downtown Duluth- we cannot hold a candle to that. The quality of life is key. I do believe attracting business to Tech Park is also important. Just wish we could play nice with Norcross.
Would like to see better rated public schools, increased safety from recent crime, and continued food/retail improvements

Believe Vision is Still Relevant

Yes but need to add impact on natural environment - loss of trees, animal life etc

Yes for upper middle class. Not sure if this applies to lower income and elderly residents

Yes on the above but while protecting our natural resources and beauty of nature

Yes, but high quality of life is subjective. Trees, peace, and quiet are part of my definition, and weâ€™re losing too much of these by overbuilding and building population density.

Yes, but I am concerned about the amount of high density housing that is occurring.

Yes, but need to add a focus on personal and property safety. We have had a lot of car and home break-ins over the last few years in an area that used to be crime free.

Yes, but too many apartments and too many bad decisions by City Council. Need to focus on single family homes.

Yes, I do. However green spaces and trees should be maintained. Dense and over populated developments should not be approved and or built.

Yes, parts of Peachtree Corners fits this vision. Honestly, the portion of Peachtree Corner on Holcomb Bridge from the river down to Peachtree Industrial is blight..gives the appearance that PTC is run down.

Yes...the ideas are relevant, but I have concerns in three areas. First...we nearly left Peachtree Corners about 5 years ago over concerns that the schools were faltering. We had heard about fights, rough language, and lack of discipline at Pinckneyville Middle, in particular, and we weren't in a situation to pay for private school. We saw the Great Schools Ratings falling for both PMS and NHS, but we stayed based on the recommendations of friends in the community. We were also enthused by the launch of Paul Duke STEM HS. There is still work to do. PMS has been okay, but deserves some of this reputation. Cheating at NHS has been shockingly brazen and disappointingly disregarded by teachers and administration. Paul Duke is beautiful, and we're fans of Dr. Weatherington, but the rigor is severely lacking. Our PDHS student cracks the books a few min / week and makes A's in AP classes...not based on giftedness, but the fact that anything they mess up, they just do over or replace the grade with something else. If we were doing it over and knew then what we know now, we'd probably have chosen South Forsyth or East Cobb. We can't rely on merely a VARIETY of schools to be academically relevant. We need excellence in our public schools and need our secondary schools to step up. My second concerns is that this vision appears to be designed to be great at everything. If no one disagrees with it, it's probably not achievable. The essence of strategy is choice, and I don't see what we're choosing NOT to be. I agree that we want all of these things, but I do hope that there is a strategy that is less broad. For example, a strategic approach for this vision could be: world class public education. Sure, it happens to be the one thing I've mentioned already, but it is merely an example. World class public education would draw people at all income levels to want to live here. It would REQUIRE that residents get actively involved in their community (events, mentoring, service, sports, civics, music, arts). If we have the residents, we'll draw retail and service businesses both to serve them and to live here (business people are people, too). Right now, I don't need to live here to work here. I don't need to live here to shop here. I don't need to shop here to live here. But, I DO need to live here if I want to be part of world class public education. The last thing that stands to cause us to leave PTC when our kids get out of school is the lack of safe recreational trails. I'm ecstatic over the Chattahoochee Trail proposal and crossing and I appreciate that multi-use trails have been built in Technology Park, but they are largely irrelevant to residents because you can't get to them safely on your bike or rollerblades. We have greenspace running through just about every neighborhood in PTC. Please, please, please get some of this easement converted to recreational trails. Intra-PTC trails are essential for connecting people to the larger trail systems that are coming. Without them, we'll likely head to Alpharetta to live along the Alpha Loop as soon as the kids are gone. Last, I would love to work in PTC...but that is the least of my issues, as I can always work elsewhere. It may drive our economic engine, but it is the least strategic...since we could have the top 10 companies in America and not a single resident if the best quality of life was in Johns Creek or Roswell. Fine to have in our vision, but I think it is less of an economic driver than it appears (just as with a profitable organization, the drivers aren't on the financial statements). Learn, Play...Stay.

Believe Vision is Still Relevant

No	Percent	Yes	Percent	Other	Percent
50	6.73%	610	82.10%	83	11.17%

Total Answered 743

OPEN

Comprehensive Plan 2045 Resident Survey

Thank you for taking the time to complete this important survey.

Participate Now

Approximate time **13 minute**



City of Peachtree Corners, Georgia

50

Comprehensive Plan 2045 Portal and Survey

Don't forget to check out our Comprehensive Plan Portal and take the survey.

Broad public participation is essential to the success of any comprehensive planning process. If a plan is intended to effectively communicate a community's values and meet its needs, the first step in the planning process should be to define what those values and needs are. This is the goal of the community engagement process, to understand what the city's... **See more**

OPEN

Comprehensive Plan 2045 Resident Survey

Thank you for taking the time to complete this important survey.

Participate Now

Approximate time **13 minute**



City of Peachtree Corners, Georgia

<https://conta.cc/3Fmw4Zt>

Peachtree Corners Resident Survey - Comprehensive Plan 2045

We are once again seeking input and participation from City leadership, stakeholders, and residents to update the Comprehensive Plan. The resulting document will provide an updated assessment, vision, land use, and development policies, and strategies for other key issue areas, and include a list of action items.



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Boost post

Comprehensive Plan 2045 Resident Survey

Thank you for taking the time to complete this important

Participate Now

Approximate time **13 minute**



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peachtreecornersga



peachtreecornersga Comprehensive Plan 2045 Portal and Survey

Don't forget to check out our Comprehensive Plan Portal and take the survey.

Broad public participation is essential to the success of any comprehensive planning process. If a plan is intended to effectively communicate a community's values and meet its needs, the first step in the planning process should be to define what those values and needs are. This is the goal of the community engagement process, to understand what the city's residents and neighbors think, feel, and believe about Peachtree Corners.

<https://www.peachtreecornersga.gov/384/>

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City of Peachtree Corners

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City of Peachtree Corners ✓

Communications Director Louis Svehla • 23 Feb



Comprehensive Plan 2045 Portal

Check out our Comp Plan Portal at <https://www.peachtreecornersga.gov/384/>.

Find the latest information, participate in surveys and engagements and register for updates.

Don't forget to join us for our first Public Meeting tonight at City Hall at 7PM.



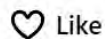
Comprehensive Plan 2045 | Peachtree Corners, GA

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Communications Director Louis Svehla • 1 day ago



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Peachtree Corners Resident Survey - Comprehensive Plan 2045

We are once again seeking input and participation from City leadership, stakeholders, and residents to update the Comprehensive Plan. The resulting document will provide an updated assessment, vision, land use, and development policies, and strategies for other key issue areas, and include a list of action items.



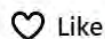
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1 Comment




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Sent 6877	Open Rate 56%	Click Rate 10.6%
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Opens	3838	Clicks	726
Sent	6877	Did Not Open	3015
Bounces	24	Unsubscribed	9
Successful Deliveries	6853	Spam Reports	0
Desktop Open Percentage	92%	Mobile Open Percentage	8%



CITY OF Peachtree CORNERS
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City Comprehensive Plan 2045 Resident Survey

We want to hear from you.

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 access to employment opportunities.

After the creation of the City of Peachtree Corners in 2012, City leadership, stakeholders, and residents worked together to define a vision and a framework for growth for the very first time. The process produced the City's first Comprehensive Plan, adopted in 2013. The last plan was updated in 2018 with additional stakeholder and public input.

Now at the 10-year mark since initial adoption, we will once again seek input and participation from City leadership, stakeholders, and residents to update the Comprehensive Plan. The resulting document will provide an updated assessment, vision, land use, and development policies, and strategies for other key issue areas, and include a list of action items.

This updated plan will seek to affirm the City's big-picture vision and provide both short and long-term guidance for development and growth. The document will provide city leaders, staff, residents, and those seeking to build or invest in Peachtree Corners with a clear vision for the future.

As part of this process, the City has created a survey for residents. Participation is strongly encouraged.

<https://peachtreecornersga.civilspace.io/en/projects/peachtree-corners-comprehensive-plan-2045/engagements/comprehensive-plan-2045-resident-survey/sections/2>



Result

← Project: Peachtree Corners Comprehensive Plan 2045

Status **Active** Stage **Open**

Comprehensive Plan 2045 Resident Survey

Created on 2023-02-21

- Build
- Prepare for Launch
- Share
- Invite
- Results & Analysis

PAGES

Dashboard

Engagement ends in **15 days**



TOTALS

Starts

653

Completed

397

Questions Answered

3,991

Completion Rate

61%



Home

Residents

Visitors

Government

Business

How Do I...

Maps

Town Center Events

Building & Permitting

Report an Issue

Economic Development

CITY NEWS SPOTLIGHTS

Stay up to date with Peachtree Corners

OPEN

Comprehensive Plan 2045 Resident Survey

Thank you for taking the time to complete this important survey.

Participate Now Approximate time **13 minute**

Peachtree Corners Resident Survey - Comprehensive Plan 2045

We are once again seeking input and participation from City leadership, stakeholders, and residents to update the Comprehensive Plan.

[Read on...](#)

WHEEL **Curiosity Lab CRITERIUM 2023** **USA**

Join us at Peachtree Corners' and Curiosity Lab's First Cycling Critorium

RACING SCHEDULE

Category	Time	Start/End	Time	Start/End
Women's Cat 4/5	3:00 PM	30 min	Men's Cat 2/3	4:00 PM
Men's Cat 4/5	4:00 PM	30 min	Women's Pro 1/2/1	5:00 PM
Men's Pro	5:00 PM	45 min	Men's Pro 1/2	6:00 PM

Special Kids Races begin at 5:00 PM. Ages 5-14. 5-16. 7-8.

VENUE: Peachtree Corners City Hall

DATE: April 26, 2023

TIME: 3:00 PM to 10:00 PM

Curiosity Lab Criterium Cycling Race

On Wednesday, April 26, 2023, professional cyclists will descend on Technology Parkway as part of "Speed Week" and participate in a series of races on the streets of Peachtree Corners within the living laboratory environment of Curiosity Lab.

[Read on...](#)

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APPENDIX B
MEDLOCK BRIDGE CORRIDOR STUDY





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Medlock Bridge Road Corridor Study

October 2022

Summary

With the growth of Peachtree Corners Town Center and the continued draw of The Forum as a regional destination, the adjacent Medlock Bridge Road corridor has begun to feel the pressure of redevelopment.

Given the changes in the area, the city set out to create a long-term vision for the one-mile corridor from Peachtree Parkway to the South Old Peachtree Road and Spalding Drive intersection.

One area of focus is the existing commercial properties with large surface parking lots near the Town Center which have tremendous potential for a variety of uses. The conversion of surface parking to active mixed uses and structured parking can build on the success of the Town Center and Forum sites in a complementary way. Smaller commercial properties at the South Old Peachtree and Spalding end of the block can be more intimate, neighborhood-scale retail and commercial uses fitting the residential character of this area.

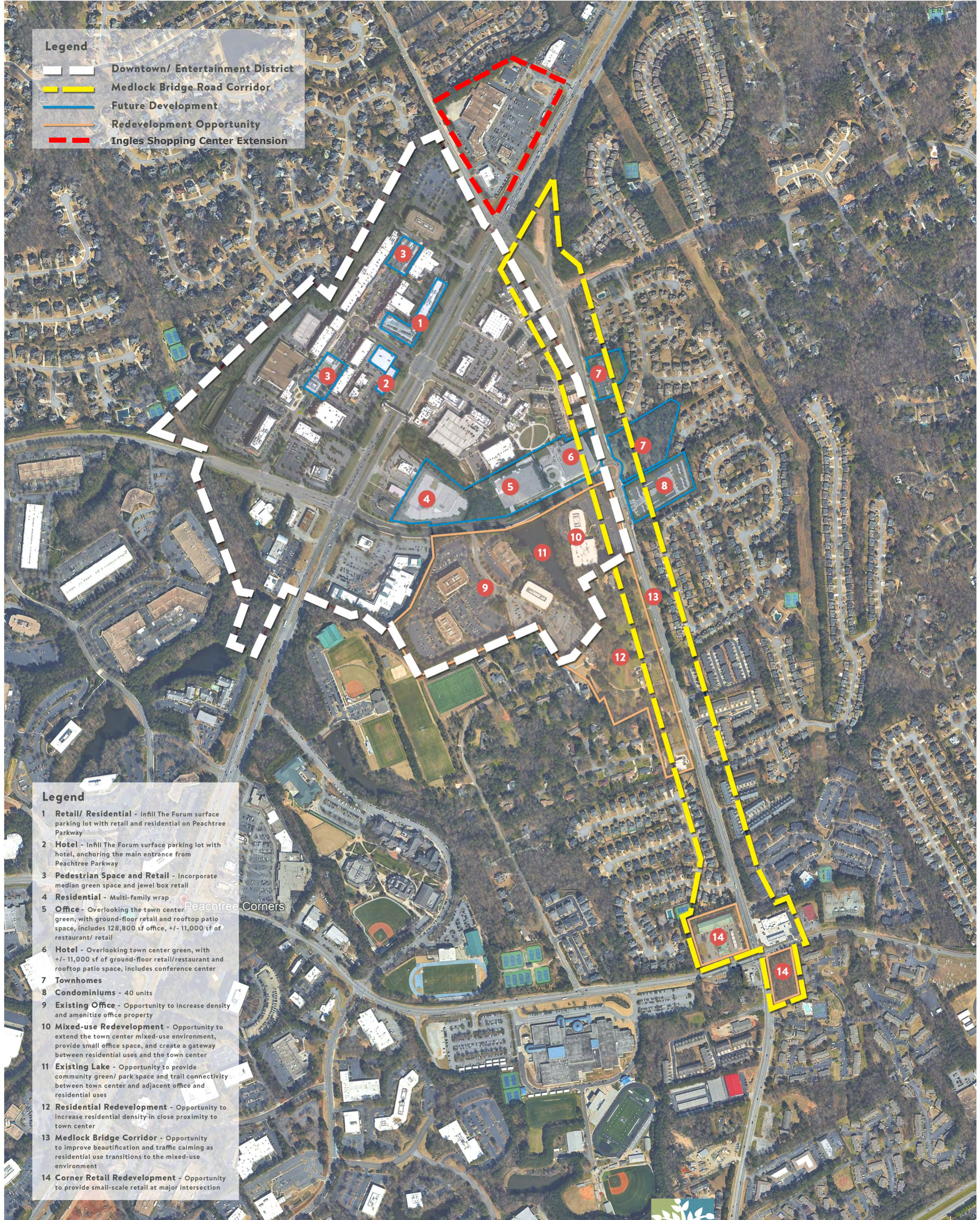
Additionally, the large-lot single-family homesites fronting Medlock Bridge Road were evaluated for a change in land use over time. These properties have become less desirable as single-family lots as the road has become busier. While residential character is still appropriate given the smaller lots with single-family homes behind these sites, the density of housing fronting Medlock Bridge Road can be increased. For these areas, townhomes are recommended.

Finally, the character of Medlock Bridge Road itself would benefit from pedestrian upgrades and landscape improvements. Site plan graphics show median plantings, crosswalks, pedestrian refuges, locations to enhance aesthetics and provide a greater sense of place.

Furthermore, the Ingles shopping center extension to the plan at the northwest corner of the Peachtree Parkway intersection includes potential mixed-use redevelopment of that site. Options for the grocery store to remain in place or be relocated on the site, new townhomes and an age-restricted multifamily development along with retention or expansion of neighborhood retail allow for the dated, automobile-centric shopping center to become a community gathering place. Aesthetic solutions for the drainage ditch along Peachtree Parkway, extension of the East Jones Bridge Road multi-use trail, and opportunities to correct interior traffic circulation issues are also addressed.

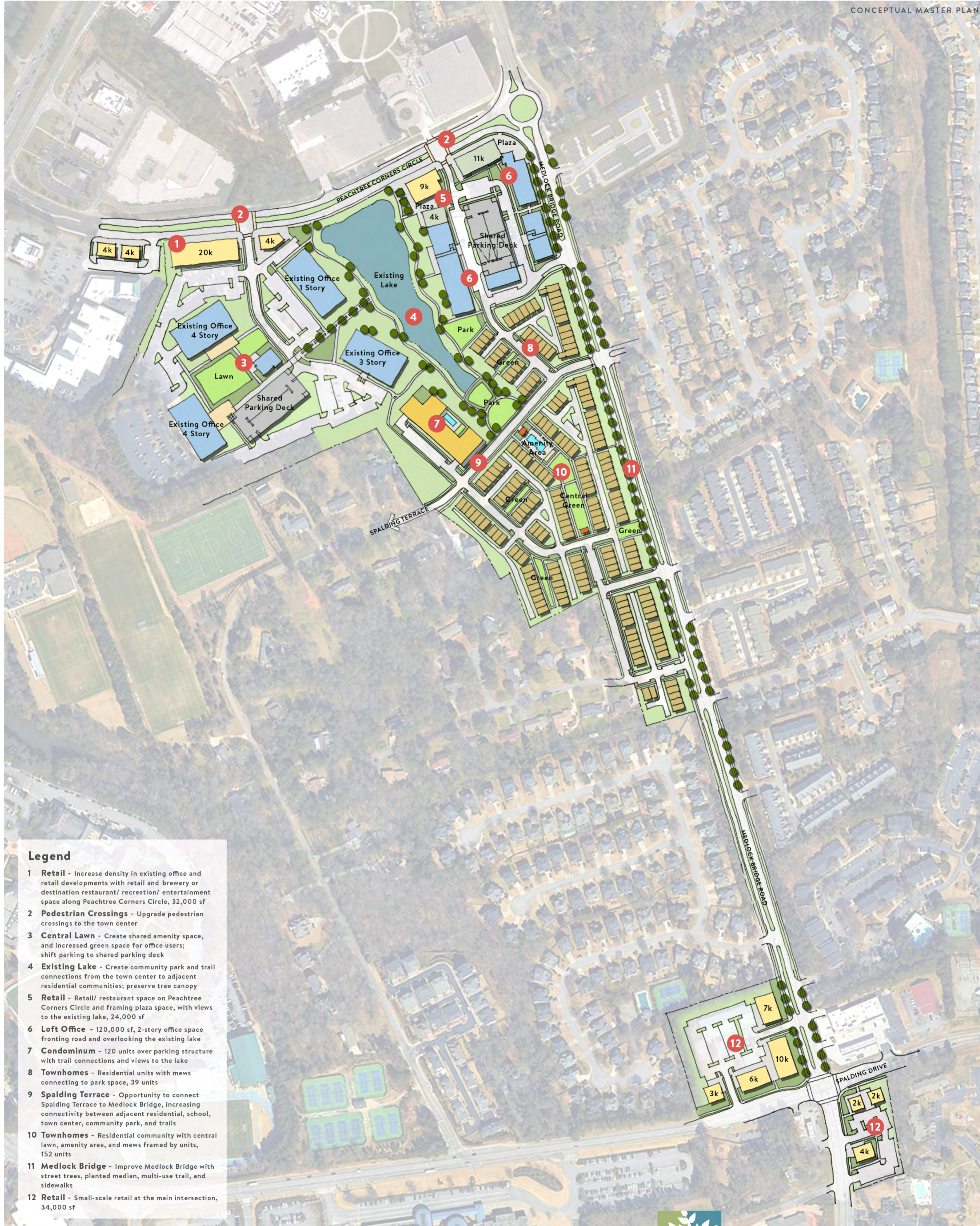
Legend

- Downtown/ Entertainment District
- Medlock Bridge Road Corridor
- Future Development
- Redevelopment Opportunity
- Ingles Shopping Center Extension



Legend

- 1 **Retail/ Residential** - Infill The Forum surface parking lot with retail and residential on Peachtree Parkway
- 2 **Hotel** - Infill The Forum surface parking lot with hotel, anchoring the main entrance from Peachtree Parkway
- 3 **Pedestrian Space and Retail** - Incorporate median green space and jewel box retail
- 4 **Residential** - Multi-family wrap
- 5 **Office** - Overlooking the town center green, with ground-floor retail and rooftop patio space, includes 128,800 sf office, +/- 11,000 sf of restaurant/ retail
- 6 **Hotel** - Overlooking town center green, with +/- 11,000 sf of ground-floor retail/restaurant and rooftop patio space, includes conference center
- 7 **Townhomes**
- 8 **Condominiums** - 40 units
- 9 **Existing Office** - Opportunity to increase density and amenitize office property
- 10 **Mixed-use Redevelopment** - Opportunity to extend the town center mixed-use environment, provide small office space, and create a gateway between residential uses and the town center
- 11 **Existing Lake** - Opportunity to provide community green/ park space and trail connectivity between town center and adjacent office and residential uses
- 12 **Residential Redevelopment** - Opportunity to increase residential density in close proximity to town center
- 13 **Medlock Bridge Corridor** - Opportunity to improve beautification and traffic calming as residential use transitions to the mixed-use environment
- 14 **Corner Retail Redevelopment** - Opportunity to provide small-scale retail at major intersection



Legend

- 1 **Retail** - Increase density in existing office and retail developments with retail and brewery or destination restaurant/ recreation/ entertainment space along Peachtree Corners Circle, 32,000 sf
- 2 **Pedestrian Crossings** - Upgrade pedestrian crossings to the town center
- 3 **Central Lawn** - Create shared amenity space, and increased green space for office users; shift parking to shared parking deck
- 4 **Existing Lake** - Create community park and trail connections from the town center to adjacent residential communities; preserve tree canopy
- 5 **Retail** - Retail/ restaurant space on Peachtree Corners Circle and framing plaza space, with views to the existing lake, 24,000 sf
- 6 **Loft Office** - 120,000 sf, 2-story office space fronting road and overlooking the existing lake
- 7 **Condominium** - 120 units over parking structure with trail connections and views to the lake
- 8 **Townhomes** - Residential units with mews connecting to park space, 39 units
- 9 **Spalding Terrace** - Opportunity to connect Spalding Terrace to Medlock Bridge, increasing connectivity between adjacent residential, school, town center, community park, and trails
- 10 **Townhomes** - Residential community with central lawn, amenity area, and mews framed by units, 152 units
- 11 **Medlock Bridge** - Improve Medlock Bridge with street trees, planted median, multi-use trail, and sidewalks
- 12 **Retail** - Small-scale retail at the main intersection, 34,000 sf



Medlock Bridge Road Looking West Toward Peachtree Corners Town Center



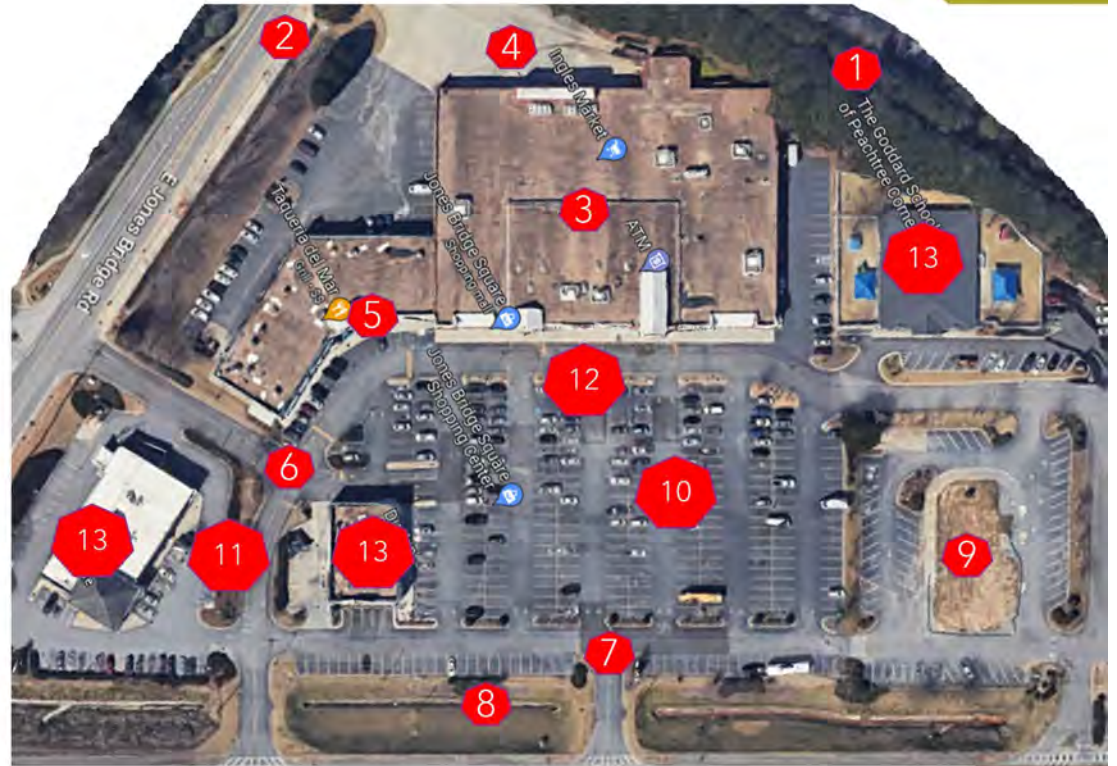
Peachtree Corners Circle Looking Northeast Across the Retention Pond



Peachtree Corners Circle Looking Northwest Across the Retention Pond to Peachtree Corners Town Center Future Potential Office Building and Hotel

Issues and Opportunities

1. Buffer next to residential- incorporate into trail system
2. Trail extension opportunity along roadway
3. Outdated /Overly large grocery store
4. Back-of-house next to residential
5. Retail storefronts / signage not visible from Peachtree Pkwy.
6. Problem intersection / circulation by Dunkin Donuts
7. Entrance and drive aisle misalignment
8. Continuous drainage ditch along property frontage
9. Vacant site along frontage
10. Unappealing / non-existent landscaping
11. No pedestrian circulation
12. No streetscape
13. Parcels not included in shopping center ownership



INGLES SHOPPING CENTER

OPTION A

SITE STATISTICS

FOOTPRINT OF EXISTING RETAIL = 79,295 sq ft

FOOTPRINT OF NEW RETAIL = 15,000 sq ft

FOOTPRINT OF RESIDENTIAL = 18,000 sq ft

NUMBER OF PARKING SPACES TOTAL = 266
ALL NUMBERS ARE APPROXIMATE ONLY

KEY NOTES:

1. EXISTING BUILDING TO REMAIN
2. PARKING
3. RESIDENTIAL
4. RETAIL
5. GREENSPACE
6. BIORETENTION
7. PEDESTRIAN BOARDWALK
8. DECORATIVE PEDESTRIAN CROSSINGS
9. PERFORATED PANEL TUNNEL
10. MONUMENT ENTRY SIGN
11. LOOP TRAIL



GREEN SPACE



PEDESTRIAN



ROADS



PARKING



RESIDENTIAL



RETAIL

INGLES SHOPPING CENTER

OPTION B

SITE STATISTICS

FOOTPRINT OF EXISTING RETAIL = 0 sq ft

FOOTPRINT OF NEW RETAIL = 44,775 sq ft

FOOTPRINT OF RESIDENTIAL = 55,600 sq ft

NUMBER OF PARKING SPACES TOTAL = 409

ALL NUMBERS ARE APPROXIMATE ONLY

KEY NOTES:

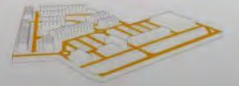
1. EXISTING BUILDING TO REMAIN
2. PARKING
3. RESIDENTIAL
4. RETAIL
5. GREENSPACE
6. BIORETENTION
7. PEDESTRIAN BOARDWALK
8. DECORATIVE PEDESTRIAN CROSSINGS
9. PERFORATED PANEL TUNNEL
10. MONUMENT ENTRY SIGN



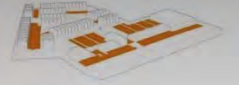
GREEN SPACE



PEDESTRIAN



ROADS



PARKING



RESIDENTIAL



RETAIL

INGLES SHOPPING CENTER

OPTION C

SITE STATISTICS

FOOTPRINT OF EXISTING RETAIL = 38,500 sq ft

FOOTPRINT OF NEW RETAIL = 17,000 sq ft

FOOTPRINT OF RESIDENTIAL = 49,300 sq ft

NUMBER OF PARKING SPACES TOTAL = 351

ALL NUMBERS ARE APPROXIMATE ONLY

KEY NOTES:

1. EXISTING BUILDING TO REMAIN
2. PARKING
3. RESIDENTIAL
4. RETAIL
5. GREENSPACE
6. BIORETENTION
7. PEDESTRIAN BOARDWALK
8. DECORATIVE PEDESTRIAN CROSSINGS
9. PERFORATED PANEL TUNNEL
10. MONUMENT ENTRY SIGN
11. LOOP TRAIL



GREEN SPACE



PEDESTRIAN



ROADS



PARKING



RESIDENTIAL



RETAIL

INGLES SHOPPING CENTER

OPTION D

SITE STATISTICS

FOOTPRINT OF EXISTING RETAIL = 0 sq ft

FOOTPRINT OF NEW RETAIL = 56,792 sq ft

FOOTPRINT OF RESIDENTIAL = 58,462 sq ft

NUMBER OF PARKING SPACES TOTAL = 331

ALL NUMBERS ARE APPROXIMATE ONLY

KEY NOTES:

1. EXISTING BUILDING TO REMAIN
2. PARKING
3. RESIDENTIAL
4. RETAIL
5. GREENSPACE
6. BIORETENTION
7. PEDESTRIAN BOARDWALK
8. DECORATIVE PEDESTRIAN CROSSINGS
9. PERFORATED PANEL TUNNEL
10. MONUMENT ENTRY SIGN



GREEN SPACE



PEDESTRIAN



ROADS



PARKING

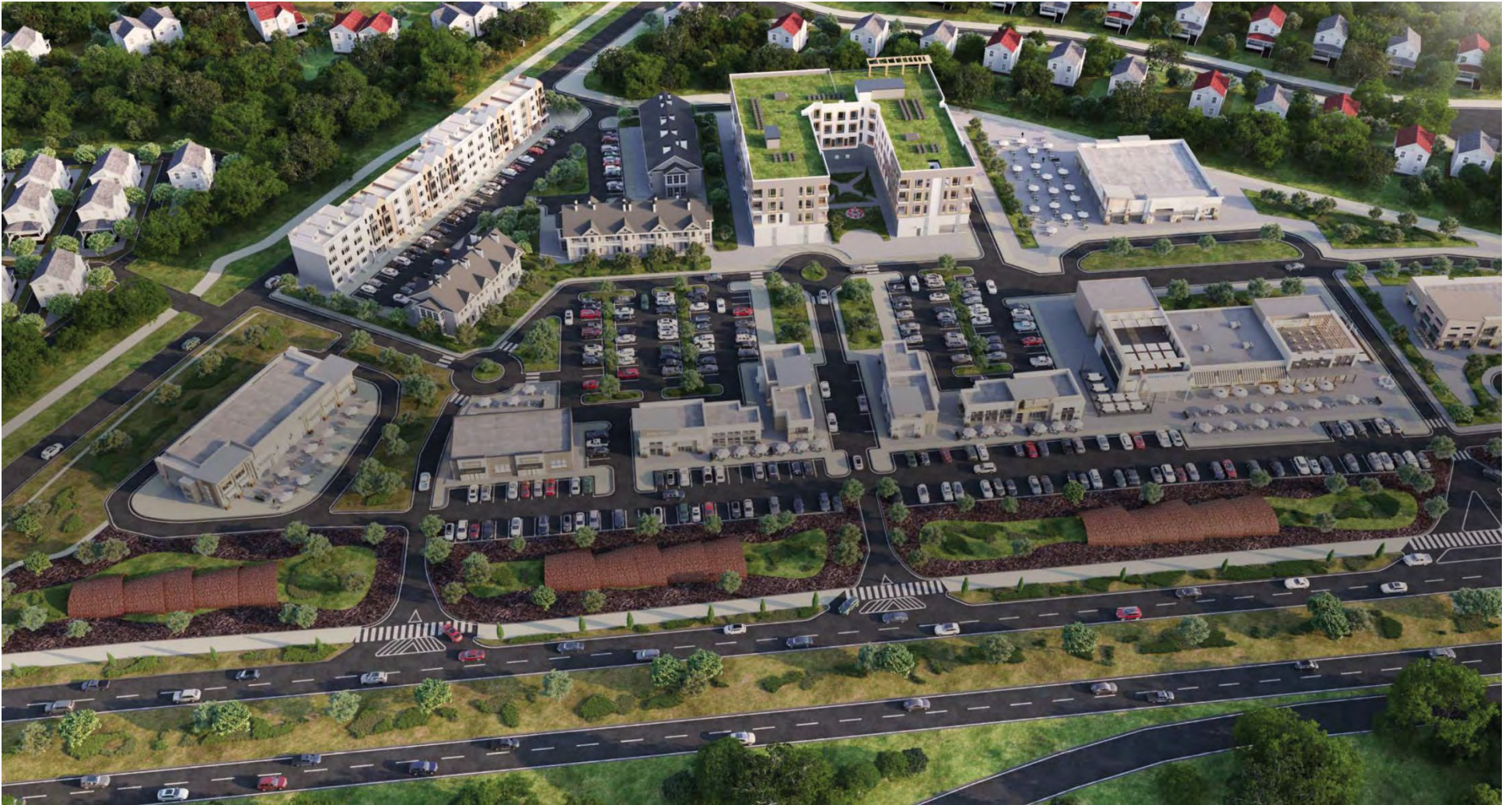


RESIDENTIAL



RETAIL

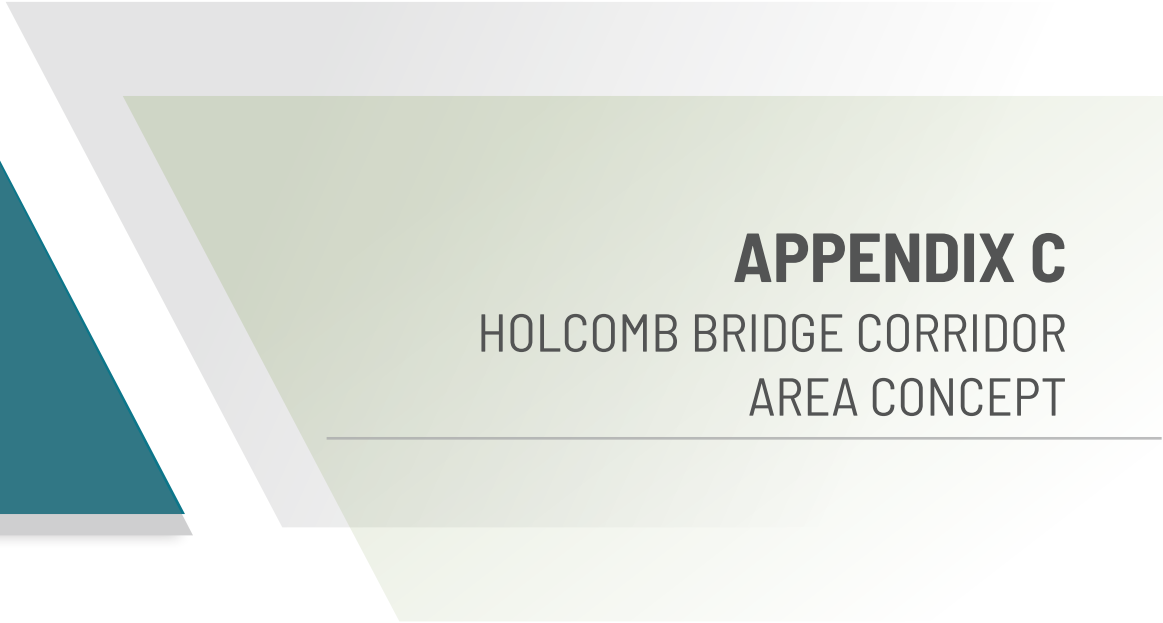
INGLES SHOPPING CENTER



INGLES SHOPPING CENTER POTENTIAL OPTION D BUILD-OUT

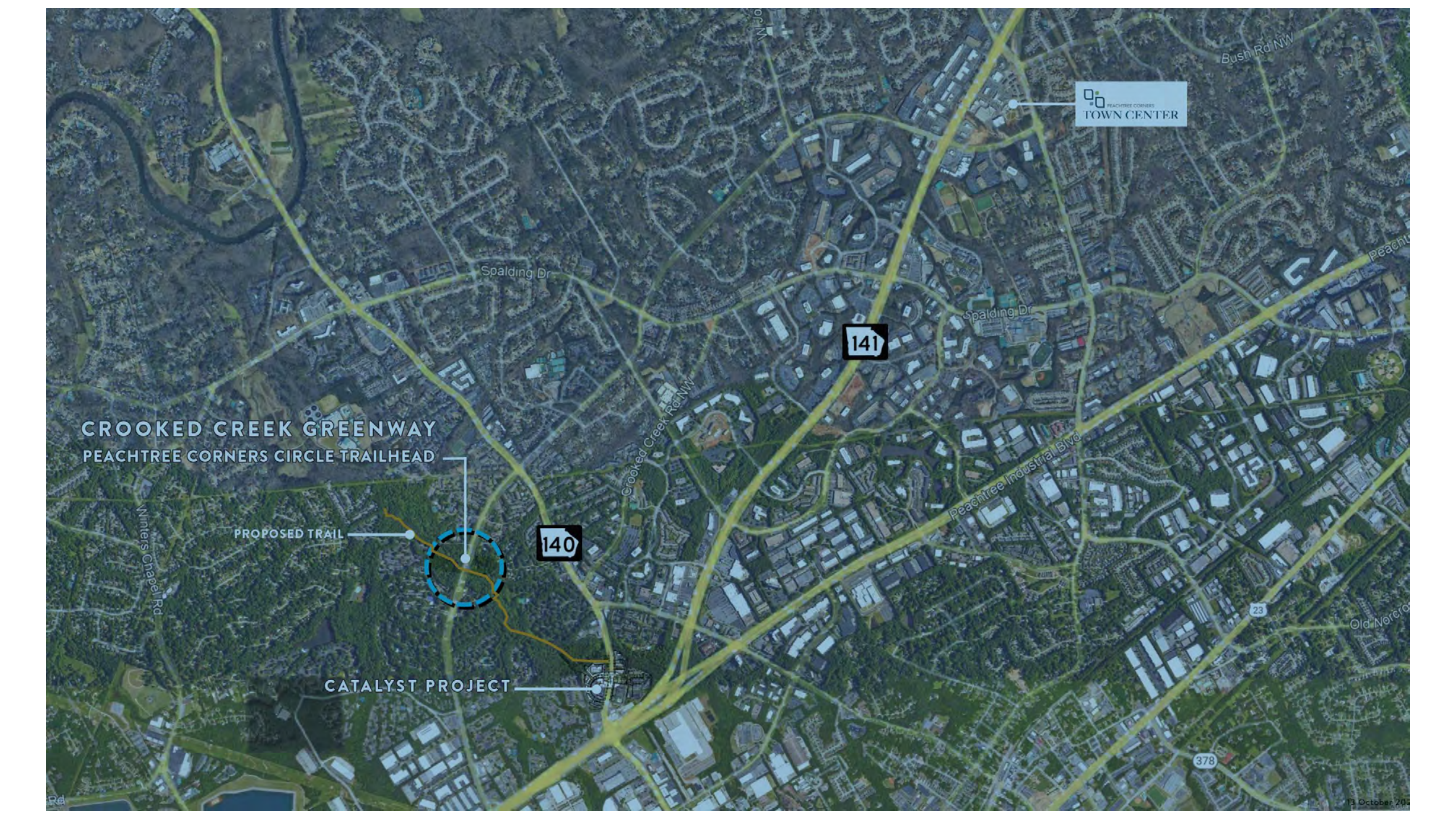
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APPENDIX C
HOLCOMB BRIDGE CORRIDOR
AREA CONCEPT





PEACHTREE CORNERS
TOWN CENTER

141

140

CROOKED CREEK GREENWAY
PEACHTREE CORNERS CIRCLE TRAILHEAD

PROPOSED TRAIL

CATALYST PROJECT

378

23







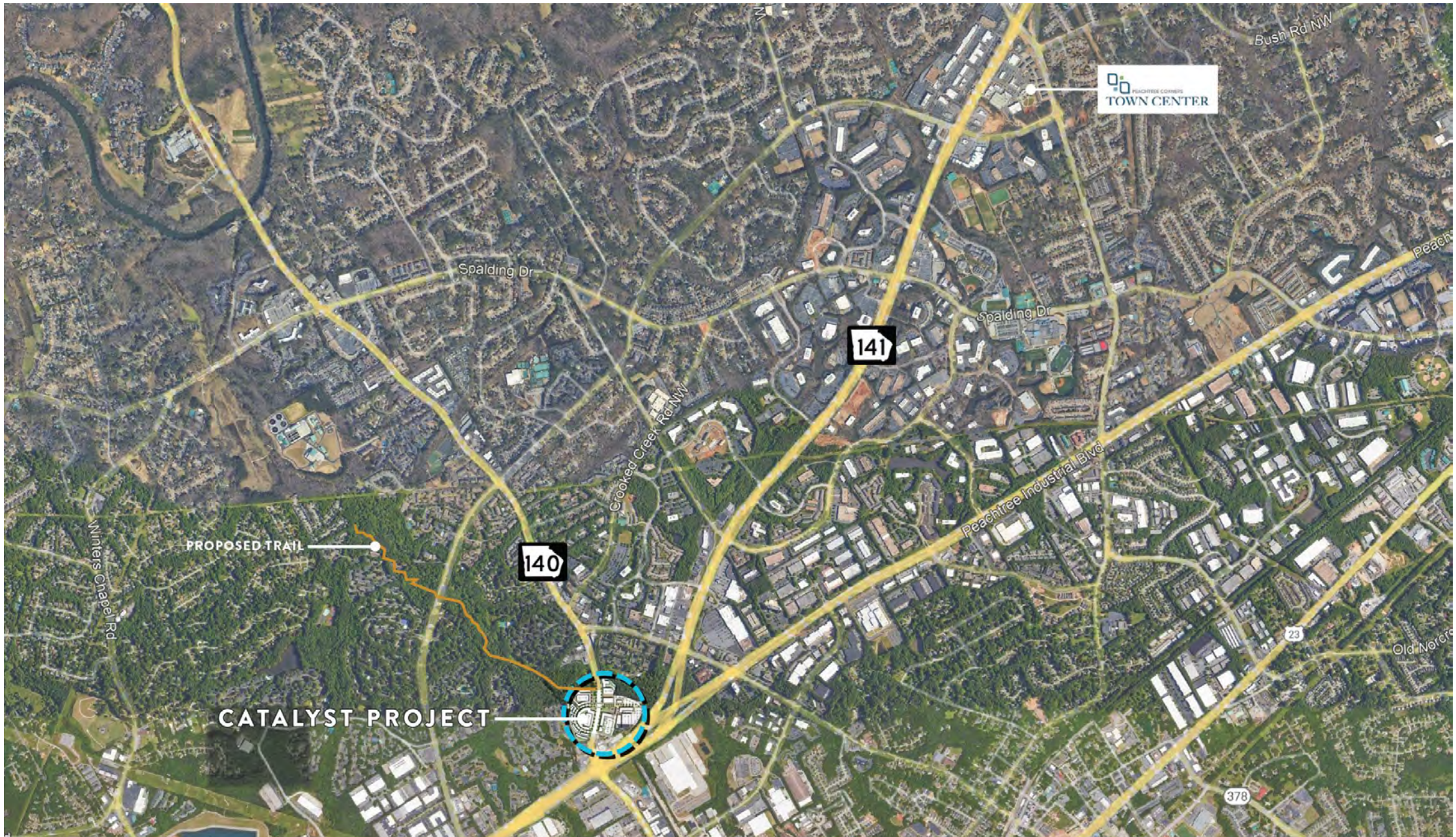


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APPENDIX D
SOUTHERN GATEWAY
DEVELOPMENT CONCEPT



PEACHTREE CORNERS
TOWN CENTER

141

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23

378

PROPOSED TRAIL

CATALYST PROJECT

Bush Rd NW

Spalding Dr

Spalding Dr

Crooked Creek Rd NW

Peachtree Industrial Blvd

Winters Chapel Rd

Old Norcross



TRAILHEAD AMENITY (PARK SPACE, VISITOR CENTER, ETC.)

PROPOSED TRAIL

MIXED-USE BUILDING:
4 - 5 STORIES MULTIFAMILY WITH STREET-
LEVEL RETAIL FACING JIMMY CARTER
BOULEVARD & WRAPPED GARAGE

MIXED-USE BUILDING:
4 - 5 STORIES MULTIFAMILY WITH STREET-
LEVEL RETAIL FACING JIMMY CARTER
BOULEVARD & WRAPPED GARAGE

TOWNHOMES

HOTEL

OFFICE OVER
RETAIL

RETAIL

HOTEL

HOTEL OVER
RETAIL

OFFICE OVER
RETAIL

RETAIL

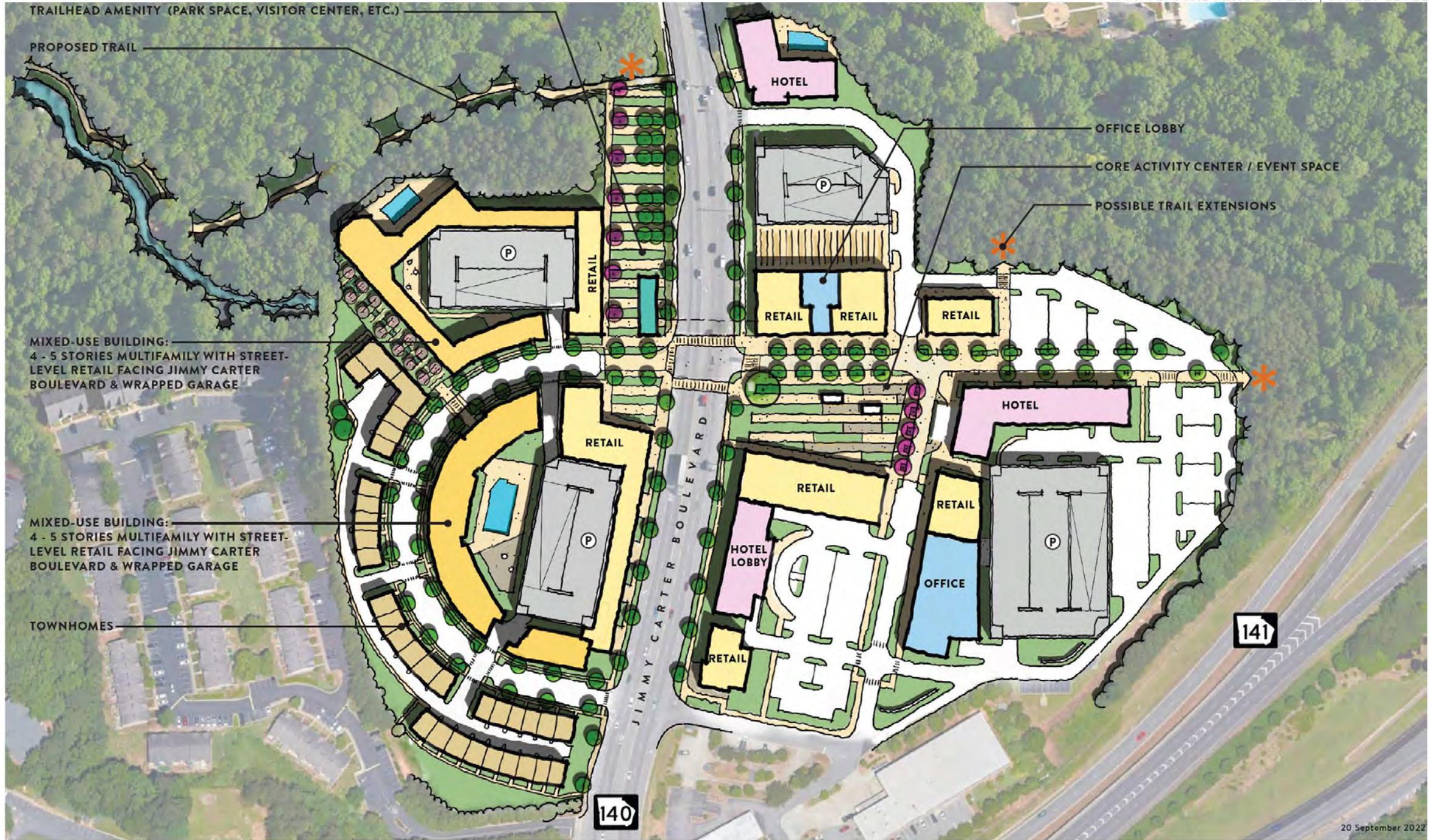
POTENTIAL PEDESTRIAN BRIDGE OVER JIMMY
CARTER BOULEVARD

CORE ACTIVITY CENTER / EVENT SPACE

POSSIBLE TRAIL EXTENSIONS

140

141



TRAILHEAD AMENITY (PARK SPACE, VISITOR CENTER, ETC.)

PROPOSED TRAIL

MIXED-USE BUILDING:
4 - 5 STORIES MULTIFAMILY WITH STREET-
LEVEL RETAIL FACING JIMMY CARTER
BOULEVARD & WRAPPED GARAGE

MIXED-USE BUILDING:
4 - 5 STORIES MULTIFAMILY WITH STREET-
LEVEL RETAIL FACING JIMMY CARTER
BOULEVARD & WRAPPED GARAGE

TOWNHOMES

HOTEL

OFFICE LOBBY

CORE ACTIVITY CENTER / EVENT SPACE

POSSIBLE TRAIL EXTENSIONS

JIMMY CARTER BOULEVARD

140

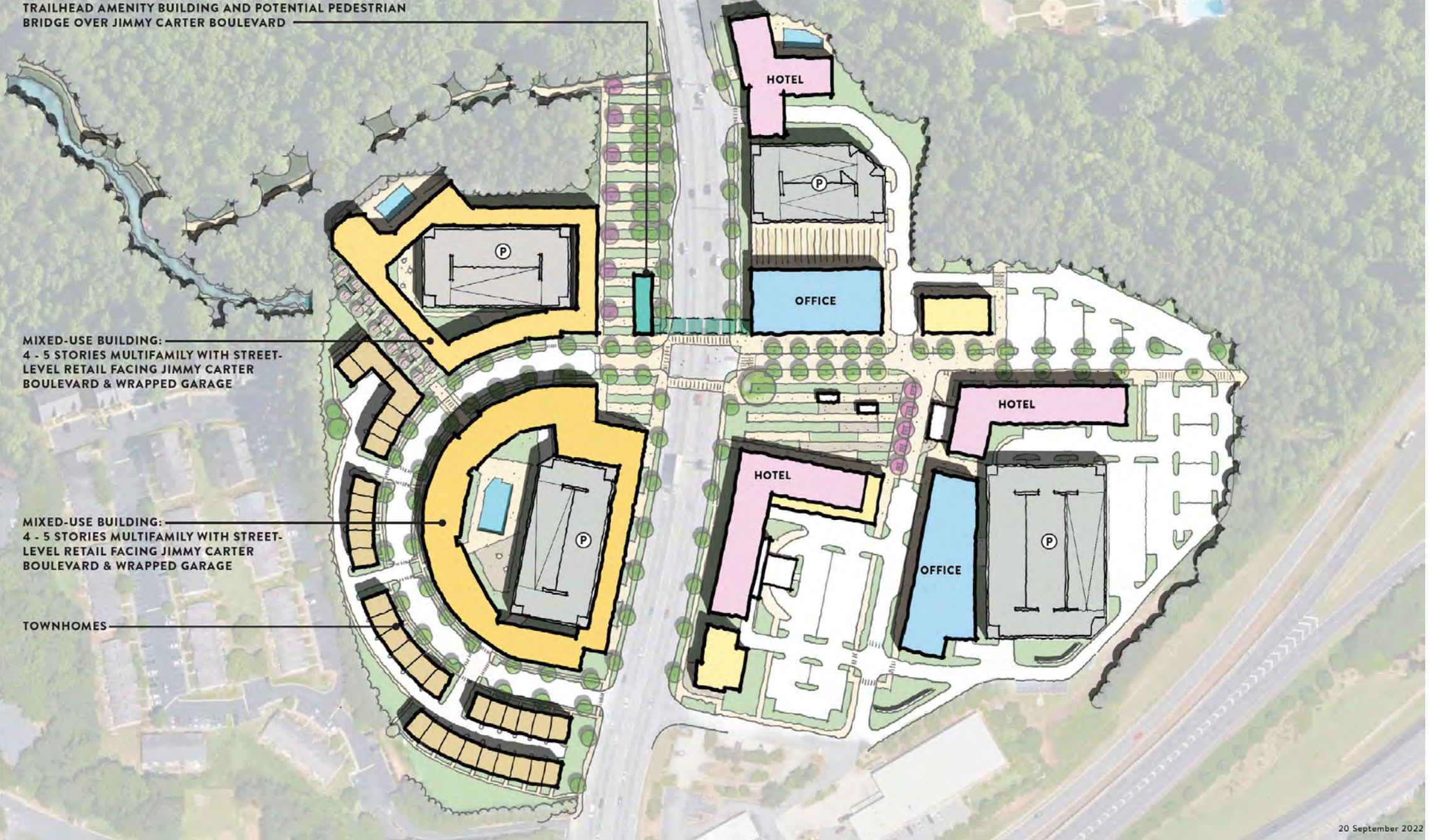
141

TRAILHEAD AMENITY BUILDING AND POTENTIAL PEDESTRIAN BRIDGE OVER JIMMY CARTER BOULEVARD

MIXED-USE BUILDING:
4 - 5 STORIES MULTIFAMILY WITH STREET-LEVEL RETAIL FACING JIMMY CARTER BOULEVARD & WRAPPED GARAGE

MIXED-USE BUILDING:
4 - 5 STORIES MULTIFAMILY WITH STREET-LEVEL RETAIL FACING JIMMY CARTER BOULEVARD & WRAPPED GARAGE

TOWNHOMES









Pad Thai
DISH

BREW HALL

THE HOTEL
AT TRIVIA





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APPENDIX E
ECONOMIC DEVELOPMENT
MASTER PLAN





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CORNERS
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Economic Development Plan

2023 - 2028



Economic Development Plan

2023 - 2028

“Ad hoc approaches to economic development generally fail to address community needs or long-term goals and typically have a limited positive impact. Devising a strategic plan puts each step along that plan into context. As each new project is taken on, the strategic plan is a reminder as to why those new projects are being implemented and what purpose they serve for the community.”

—International Economic Development Council, 2015



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CORNERS
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Acknowledgments

Special recognition is given to the following individuals who assisted in the preparation and adoption of this document.

CITY COUNCIL

Mike Mason, Mayor
Weare Gratwick, Mayor Pro Tem
Joe Sawyer
Eric Christ
Lorri Christopher
Phil Sadd
Alex Wright

DOWNTOWN DEVELOPMENT AUTHORITY

Bertrand Lapoire, Chairman
Bob Saville, Vice Chairman
Taffeta Connery
LC Johnson
Josh Hunter
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REDEVELOPMENT AUTHORITY

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Scott Haggard
Andrew Kroll
Jun Lin
Michelle Lara
Bo Reddic
Sherry Scruggs

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Diana Wheeler, Community Development Director
Jennifer Howard, Economic Development Manager
Consultant - The Pendleton Group



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Executive Summary

Ten years after incorporation, the city of Peachtree Corners is thriving, attracting technology and bioscience companies, and making its presence known around the globe. A few years ago, the city created a living laboratory known as Curiosity Lab, where companies may test new technologies in a real-world environment with pedestrians, bicycles and motor vehicles. The city runs a start-up incubator, and operations center out of which small and large companies are testing new technologies on an active roadway in Technology Park. The city is successfully putting itself on the world stage with businesses, developers, foreign companies and organizations looking for ways to have a seat at the table in Peachtree Corners.

Although the city is still young, most visitors wouldn't know it, with noticeable investments in walkability and children's play areas and Town Green. In addition to the Town Center and Town Green, Peachtree Corners has developed an active night scene.

While there are still some challenges remaining in Peachtree Corners, the city finds itself well on its way to success and it has elected to keep pushing for economic vitality with this study— through careful analysis and dedicated economic development activity.

This study involves the collection of qualitative and quantitative data and the identification of key themes, resulting in an activity plan designed to continue what the city has started and improve its competitive edge.

Findings in this document conclude that the city's location, good infrastructure, high quality of life and zero millage rate, are among the city's strengths. Traffic congestion and a lack of good public transit

were identified as problems, as well as others. There are a number of opportunities that the city could pursue, such as adding certain amenities and organizing events that enable business-to-business communication and connection.

The threats that were identified include a lack of suitable workforce housing, lack of security, a lack of higher-end hotels as well as tourism and weekend opportunities that draw people to the city.

More details about how these conclusions were made are included in this document.

Strengths:

- Good Infrastructure
- Location
- High quality of life
- Zero millage rate

Weaknesses:

- Traffic congestion and lack of transit
- Aging buildings in Tech Park
- Availability of space
- Association unresponsive to businesses

Opportunities:

- Communication with and among businesses
- Build on Bio Tech
- More corporate headquarters

- More social opportunities for business people
- Hotel and/ or conference center
- More amenities—greenspace, arts, high-end restaurants

Threats:

- Lack of workforce housing
- Lack of Security
- Lack of quality hotels
- Lack of tourism/weekend opportunities
- Lack of land

The findings in this plan highlight where activity is needed, and subsequently lead to a work plan at the end of the document. This document is meant to guide staff activity for the next five to 10 years and should be revisited. It is meant to provide a framework for economic development efforts, as the city continues to position itself as a leader in the Southeast region.

Recommendations/Activity:

- Maintain and continue the development of infrastructure.
- Continue to improve quality of life by adding amenities.
- Expand 5G coverage throughout Technology Park and broader to city, leverage T-Mobile relationship.
- Explore ideas for redevelopment in Technology Park (small business loans, grants, overlays, etc.)
- Consider adding cafes in Technology Park to allow for social engagement.
- Bring businesses together with programs, talks, forums.



- Perform city housing study.
- Explore connections to Doraville MARTA station (shuttles, car rentals, bus, scooters)
- Attract high-end hotels.
- Leverage current assets, such as the Town Center.
- Attract a sports team or venue, or tourism opportunities involving the river.
- Expand visibility of Curiosity Lab, use communication tools, social media)
- Attract conference center or meeting space.
- Implement a sustainable BRE program.
- Consider vertical space surveys to address lack of space needs.
- Highlight diversity of the area.
- Consider rising cost of real estate and consequences when making future financial decisions.
- Promote positive police activity and consider options for increased presence.
- Add community spaces.
- Leverage partnerships with area organizations: Georgia Department of Economic Development, Gwinnett County Chamber of Commerce, the Metro Atlanta Chamber of Commerce, Partnership Gwinnett.
- Identify companies to target in technology fields, robotics, bio technology.



The Opportunity - Why Develop a Plan?

Background

In just 10 years, the city of Peachtree Corners has positioned itself as a strong, community-focused, technology hub with family values and a mission to succeed. The city has witnessed large-scale expansions of existing companies, the attraction of others, and the addition of restaurants and retail businesses at its Town Center.

The city has pulled together the key components of a city to establish a place with good quality of life and a place for business and innovation to thrive. From the Town Center that includes a 2-acre greenspace with open-air amphitheater, to a multi-use trail system throughout the city, the city has zeroed in on what matters to people - to living.

As for business, the city has opened its doors to companies needing to test and demonstrate new technologies. Whether they be autonomous vehicles, or last-mile delivery solutions, the city has extended an invitation to companies to come “play in its sandbox” at Curiosity Lab. It has built relationships with universities and drawn visitors from around the globe. Peachtree Corners is not just “the Little City that Could”, but it is also “A city that thinks like a startup.”

From its founding in 2012, the city’s leadership has created a culture of saying “yes” to opportunities, showing what is possible when cities engage in strategic planning to attract talent, business, and technology, not just from all across the United States, but from all corners of the globe. The result is a city that projects a message of welcome, a politically neutral leadership that focuses on growth, technology, opportunity for all, international outreach, and entrepreneurship. The city is fortunate to be within a 30-minute drive to Hartsfield Jackson Atlanta International Airport and some of the region’s top Fortune 500 headquarters, consulates and international organizations.

Where are we going?

Now, the city is focused on expanding economic development efforts to further improve the fiscal and economic health of the city. By taking a comprehensive and strategic approach to economic development, the city will develop a “road map” for success.

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Economic development is about growing the city’s economy, the existing businesses, its image and reputation, and attracting new jobs and investments. For this to happen, there is no single strategy, policy, or program for achieving success. However, several factors can significantly affect the likelihood of success. Attracting new jobs and new investment is a strong and measurable indicator for the success. Nevertheless, economic development thinking is not finite. Its actions and vision is a constant long-term process of how to better serve the life of its citizens. This document will identify ways to support and sustain existing businesses, promote reinvestment and revitalization, and attract private investment within a highly competitive, regional market.

The Importance of Planning

There is no magic formula for every community all the time, according to Mary Jo Waits, director of the National Governors Association, Best Practices Council. What worked yesterday, may not work today. However, “failing to plan is planning to fail,” so a comprehensive and strategic approach to economic development is needed to successfully position Peachtree Corners at the economic forefront of the Southeast region.

Until not too long ago, incentives, their size and availability, were key drivers in most investment decisions. Today, amplified by the impact of the COVID-19 pandemic, the most prevalent factor for most companies and organizations, is the availability of a qualified workforce. Talent is the key word in virtually every decision to expand and relocate. This requirement adds additional relevance to factors such as housing stock, educational facilities and local culture, or as some refer to it, quality of life.

Traditional Economic Development

Traditional economic development activity—business attraction, retention and expansion, workforce development, tourism, and infrastructure development—remain critical functions of economic development. The city is addressing these functions while obtaining feedback from the business community and planning for the future.



This study seeks to analyze current businesses and industry activity, identify best practices and define a plan for action. While there are challenges, the city has an opportunity to improve its economic health and viability through careful analysis, dedicated economic development activity, and strategic decision-making

Current Economic Development Discussion

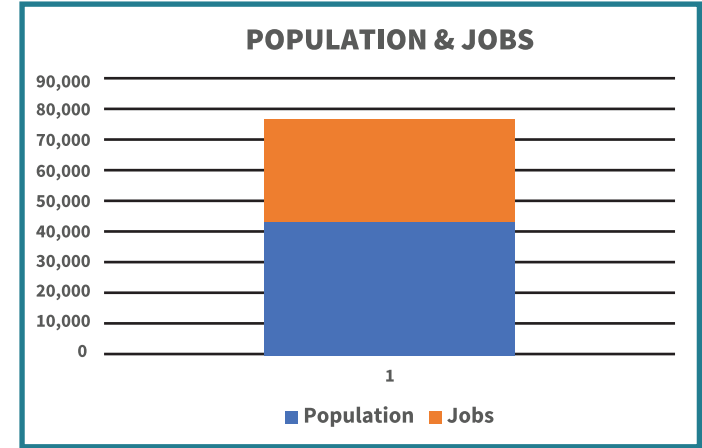
Current discussion among economic development professionals deals not only with these areas, but also accelerating the growth of local industry through cluster-based analysis and placement. Unlike a single company or industry, regional clusters are the source of jobs, income and growth, according to Harvard Business School Professor Michael Porter. These clusters— or geographic concentrations of competitive firms in related industries—do business with each other and share talent, technology and infrastructure.

Clusters in Peachtree Corners share the city’s DNA of technology and innovation. Among others, these clusters foster innovation related to life science technologies; medical devices; robotics; computer related businesses; fintech; smart city solutions; mobility; and 5-G vertical to include its applications for 5G utilization at venues for manufacturers, hospitals, supply chain sports centers. The city has identified targeted businesses and actively adopted incentives to help catalyze redevelopment by making projects more financially feasible.

In this study, the city seeks to construct a new, strategic economic development plan that includes priorities and a work plan to guide staff activity. Current conditions will be analyzed, and the results of stakeholder interviews will be used to articulate desired outcomes. At the end of this document is a timeline and a work plan that will be used to guide staff activity for the next five years.

Competition

The competition for new investment is fierce. This competition is between states, counties, cities and economic development organizations, each of them with websites, brochures, videos and articles touting themselves as the “best place to do business”. Surveying these sites suggests that even the most unusual locations are the homes to the key high technology industries, with the best healthcare, the most ideal quality of life, and the perfect sites for entrepreneurs. The reality is that we are competing with these assertions whether realistic or not.



Total Population	42, 133
Median Age	35.6
High School Education or Higher	93.7%
Bachelor’s Degree or Higher	51.8%
Households with Children	31.6%

Source: U.S. Census 2021 ACS 5-year estimates

City Resident Occupations/Industries

Management, business, financial	24.1%
Computer, engineering, science	9.9 %
Education, community services, legal, arts, media	11 %
Healthcare practitioner and technical occupations	4.2 %
Protective Services occupations	1.2 %
Construction, natural resources, maintenance	7.3%
Food preparation and serving related occupations	4.5 %
Production, transportation, moving occupations	5.5 %

U.S. Census Industry by occupation civilian employed 16 years and over



Therefore, having a real differential is crucial. A new vision for Technology Park is the center of gravity for this differentiation that will facilitate new investments, both from domestic and foreign investors. The questions we must ask ourselves in this competitive environment are: What is our competitive edge? What makes our community unique? What is it about us that is attractive? And to whom? We must step back and look at ourselves with a very critical eye. What are our strengths? Our opportunities? Our challenges? And what might be the trends that can derail our efforts? This is why we have created what is commonly known as a SWOT (Strength, Weaknesses, Opportunities, Threats) assessment to address and respond to these parameters. See the assessment later in this plan.

Partnerships on the Global Stage

A successful global trade and investment effort is a region-wide collaboration. Only by connecting the dots through a woven global framework for economic development that embraces alliances of competent strategic partnerships will we secure a successful endgame that will make our global competence unique. The Georgia Economic Development Department, the Gwinnett Chamber, the Metro Atlanta Chamber, and Georgia Power are proven reliable partners that are key to our efforts. It is imperative that these relations be sustained and nurtured.

Tied to, but often overlooked, is the simple notion of relationships. Relationships create understanding and appreciation for what challenges business owners. Relationships can make a difference in getting the attention of project managers, site selection professionals, and other consultants. As many communities may be able to offer similar reasons why a prospect should invest there, having a relationship with and understanding of the prospect's needs can make the difference in the decision.

Peachtree Corners is not just “The Little City that Could,” but it is also “A city that thinks like a startup.”

Methodology

In order to develop a collective and realistic understanding of the local economy, a study involving the collection of both quantitative and qualitative data was performed. Local businesses were surveyed through the business license renewal process, the Peachtree Corners Business Association, and the Gwinnett Chamber of Commerce.

The city received 73 responses to the survey, roughly 3 percent of total 2,343 businesses in the city. In addition, personal interviews were conducted with 20 of the city’s employers, from large companies such as Intuitive Surgical to local engineering firms. There were more than 100 inputs including personal interviews and company surveys from all sizes of businesses.

Background information was obtained from the U.S. Census, Georgia Power, the North American Industry Classification System (NAICS) codes, the city’s Comprehensive Plan, and the Livable Centers Initiative (LCI) study.

Selected staff and consultants met with representatives from the Carl Vinson Institute of Government Dec. 2, 2022 to engage in a brainstorming session regarding economic development in the City of Peachtree Corners. The group discussed the overall vision for Technology Park and explored ideas for public private partnerships. It brainstormed ways to improve Tech Park to make it ready for the next generation and created a list of next steps, which were incorporated into this Economic Development Plan.

A SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats) was conducted using information derived from the survey and interviews. Based on stakeholder feedback, established research, and best practices from the International Economic Development Council, city staff developed a strategy for addressing the economic needs of the entire city to enhance economic health. An on-going program for work was subsequently generated and is included at the end of this document.





The City Profile

Peachtree Corners is a city located north of Atlanta and is home to more than 42,000 people over 16 square miles and 28 million square feet of commercial space (CoStar), with 455,000 square feet under construction at the time of this writing.

Peachtree Corners is fortunate to have major thoroughfares running through it, such as GA 141 and GA 140, with quick access to I-285 and I-85. Peachtree Corners is just 32 miles from the busiest airport in the world: Atlanta’s Hartsfield– Jackson International Airport.

A strong business-oriented foundation was laid in the late 1960s by businessman Paul Duke, who envisioned a “Live-Work-Play” community. In 1967, Duke initiated the planning of the office component of Peachtree Corners, Technology Park/Atlanta, a campus of low-rise buildings nestled in a wooded environment and in close proximity to major roadways. The campus subsequently became home to a variety of engineering and technology companies. Technology Park is now a regional business hub containing 6.7 million square feet of office space over roughly 500 acres. When Technology Park was first built in the 1970’s, it was a leader in attracting and showcasing technology-focused businesses. It continues to be a hub of innovation with aeronautics companies, software firms, and bio-tech laboratories, just to name a few. One of the more interesting tenants of Technology Park is Peachtree Corner’s Curiosity Lab, a publicly funded, real-world testing environment for next-generation mobility solutions. Visitors frequently pass autonomous vehicles along Technology Parkway, and bear witness to other technologies in the experimental stage of development.

Demographics and Socio-Economics

Peachtree Corners is a diverse community with a population that is 49.7 percent white, 24.4 percent black, 9.3 percent Asian and 16.2 percent Hispanic or Latino. Asian groups are primarily Indian, Chinese, Korean and Vietnamese.

The mean average household income in Peachtree Corners is \$115,814, with 12 percent of the population earning \$200,000 or more. For comparison, the mean household income in Gwinnett County is \$88,000 with 6.5 percent earning \$200,000 or more.





The median income for workers in Peachtree Corner is \$68,738. (Census, 2021 ACS). Families with two workers earn approximately \$166,583 annually (Census, 2021, ACS).

According to Esri data provided by Georgia Power, 26 percent of residents in the workforce are in the “Young and Restless” tapestry category, which includes well-educated young workers, some of whom are still completing their education, are employed in professional and technical occupations, as well as sales and office and administrative support roles. These residents are not established yet, but striving to get ahead and improve themselves. Approximately 22 percent are in the “Professional Pride” tapestry, consisting of well-educated career professionals who maintain upscale, suburban lifestyles. Families are mostly married couples and more than half of this segment have children. The median household income for this segment is \$138,000 (Esri.com/tapestry). There are about 18,000 housing units in the city, according to the Census, American Community Survey.

Peachtree Corners is among one of the best places in the country for families, according to Fortune’s 2023 ranking of the 50 Best Places to Live for Families. Peachtree Corners came in at No. 19 nationally, and No. 1 in Georgia. The publication calls it “a somewhat surprising blend of family-friendly appeal and novel tech innovation

Education

More than 51 percent of adults have a bachelor’s degree or higher, as compared to 34 percent for the state of Georgia. Approximately 20 percent of the city’s population has a graduate or professional degree.

Employed Population and Jobs

Approximately 47 percent of the employed population of Peachtree Corners is in the management, business, science and arts occupations, with about 13 percent in service occupations (Census 2021, ACS)

The mean travel time to work for residents is 28 minutes, with 65 percent of people driving to work alone.

The city’s major sectors are consistent with the region. According to the Institute for Strategy and Competitiveness at Harvard’s Business School, the Atlanta Region shows a high concentration of employment in 10 major sectors:

- **Business Services**
- **Distribution and Electronic Commerce**
- **Transportation and Logistics**
- **Education and Knowledge Creation**
- **Hospitality and Tourism**
- **Communications Equipment and Services**
- **Financial and Insurance Services**
- **Marketing, Design, and Publishing**
- **Information Technology and Analytical Instruments**

Race	
White	49.7%
Black	24.4%
Asian	9.3%
Hispanic or Latino	16.2%
Two or More Races	6.3%

U.S. Census Quick Facts 2022

Income	
Median Household Income	\$68,738
Mean Household Income	\$115,814

U.S. Census 2021 ACS 5 year estimates

Top 10 Industries in Peachtree Corners by NAICS

Source: Lightcast Q4 2022

2 DIGIT NAICS	Description	2016 Jobs	2022 Jobs	2016 - 2022 Change	2016 - 2022 % Change	Avg. Earnings Per Job
	Professional, Scientific, and Technical Services	4,973	5,801	828	17%	\$106,094
	Retail Trade	3,745	3,755	10	0%	\$48,125
	Transportation and Warehousing	3,311	3,058	(253)	(8%)	\$75,523
	Accommodation and Food Services	2,783	2,756	(27)	(1%)	\$26,501
	Manufacturing	2,279	2,433	153	7%	\$97,214
	Finance and Insurance	2,617	2,396	(220)	(8%)	\$94,775
	Other Services (except Public Administration)	2,046	2,121	75	4%	\$34,532
	Administrative and Support and Waste Management and Remediation Services	1,836	2,059	223	12%	\$58,388
	Health Care and Social Assistance	1,430	2,024	594	42%	\$52,326
Construction	1,570	1,930	360	23%	\$76,010	

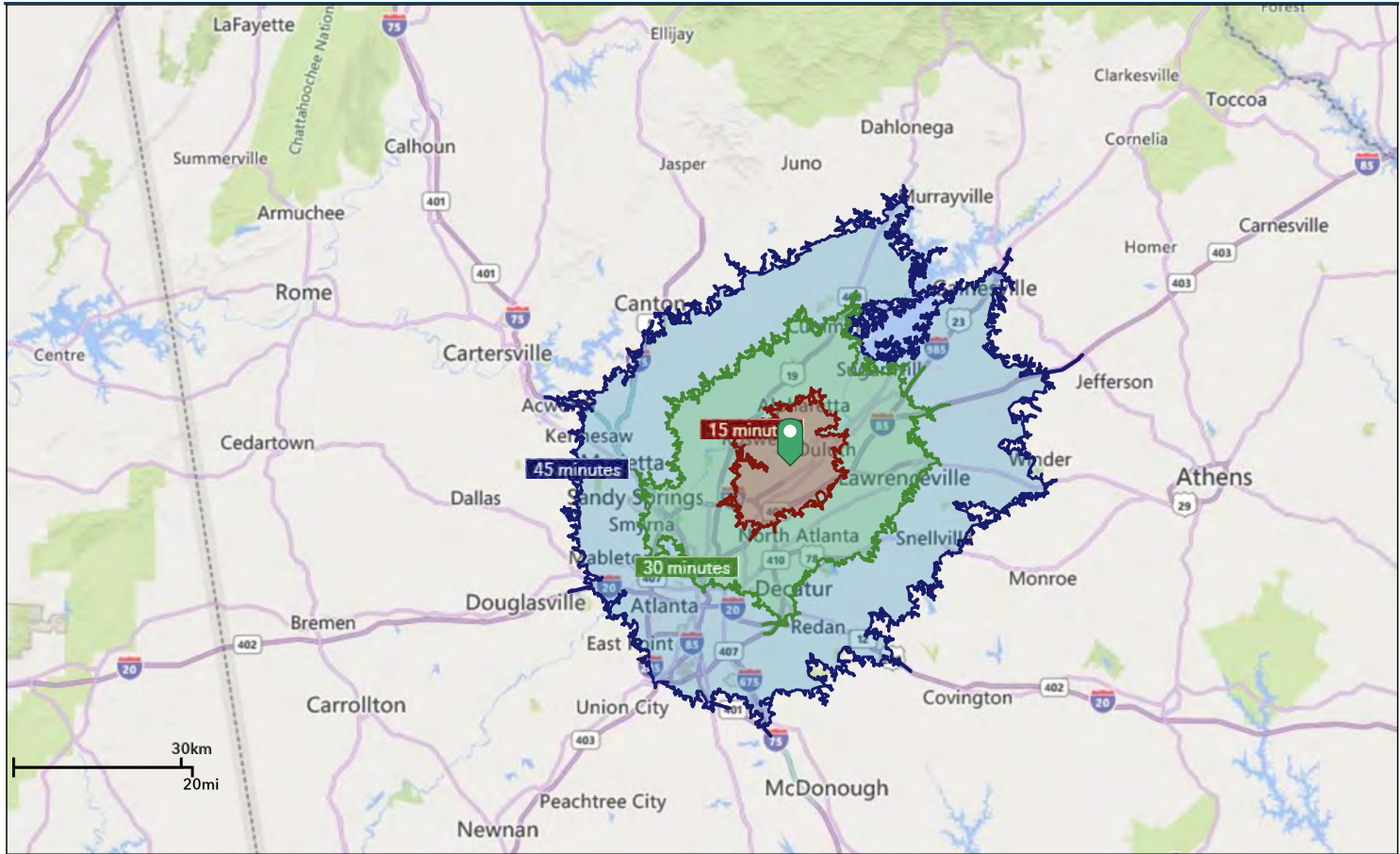
4 DIGIT NAICS	Description	2016 Jobs	2022 Jobs	2016 - 2022 Change	2016 - 2022 % Change	Avg. Earnings Per Job
	Restaurants and Other Eating Places	2,448	2,391	(56)	(2%)	\$24,689
	General Freight Trucking	2,730	2,299	(430)	(16%)	\$81,930
	Computer Systems Design and Related Services	1,778	1,972	194	11%	\$117,251
	Architectural, Engineering, and Related Services	1,174	1,518	345	29%	\$124,060
	Agencies, Brokerages, and Other Insurance Related Activities	1,463	1,390	(73)	(5%)	\$93,218
	Medical Equipment and Supplies Manufacturing	809	998	189	23%	\$110,480
	Management, Scientific, and Technical Consulting Services	884	907	23	3%	\$91,469
	Grocery Stores	840	823	(16)	(2%)	\$34,139
	Building Equipment Contractors	588	741	153	26%	\$72,453
Home Health Care Services	322	702	380	118%	\$38,886	

6 DIGIT NAICS	Description	2016 Jobs	2022 Jobs	2016 - 2022 Change	2016 - 2022 % Change	Avg. Earnings Per Job
	General Freight Trucking, Long-Distance, Truckload	2,244	1,637	(607)	(27%)	\$82,237
	Limited-Service Restaurants	1,625	1,600	(25)	(2%)	\$22,589
	Engineering Services	1,103	1,446	343	31%	\$126,077
	Custom Computer Programming Services	1,217	1,391	174	14%	\$115,343
	Insurance Agencies and Brokerages	1,079	1,225	146	14%	\$92,972
	Ophthalmic Goods Manufacturing	771	966	195	25%	\$111,970
	Supermarkets and Other Grocery (except Convenience) Stores	840	810	(30)	(4%)	\$34,144
	Full-Service Restaurants	803	778	(25)	(3%)	\$29,095
	Home Health Care Services	322	702	380	118%	\$38,886
Administrative Management and General Management Consulting Services	667	685	17	3%	\$91,048	



Peachtree Corners Drive Time Analysis

15, 30 and 45 minute drive times



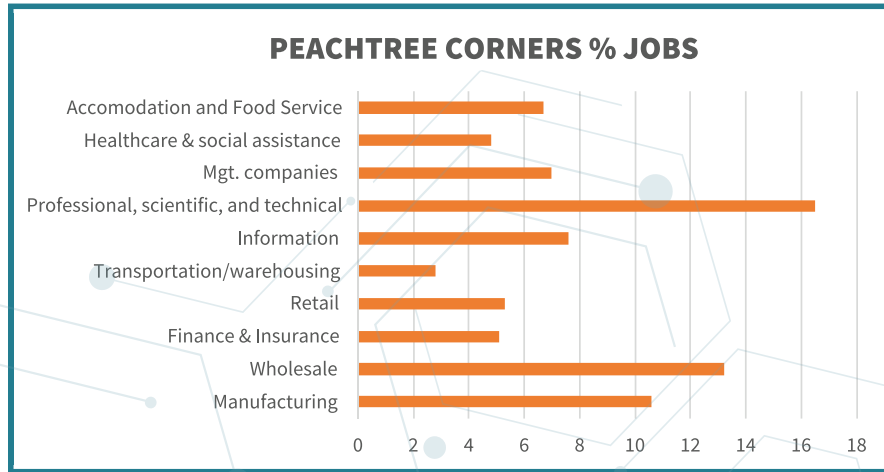
January 13, 2023

According to Georgia Power: there are approximately 199,420 people in the labor force within a 15-minute drive time of Peachtree Corners and 1.1 million people in the labor force within a 30 minute drive time.

A Look at the Surrounding Cities

Hard data alone may not accurately present an overall picture of the health and performance of a community, but benchmarking a community’s industry data against other cities helps add perspective, and may help identify clusters, regional strengths or identify potential threats.

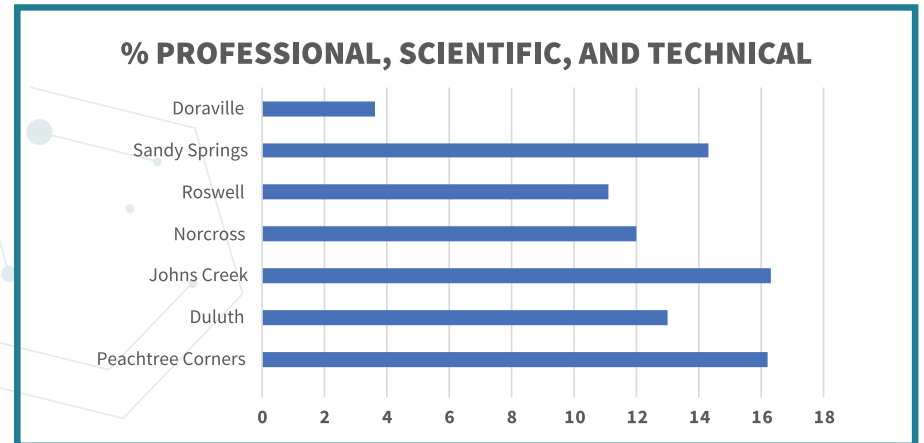
The chart below represents the percentage of jobs related to the total number of jobs. This shows the industries that are most prominent in terms of job concentration in the City of Peachtree Corners. Peachtree Corners has about 35,00 jobs.



Professional, Scientific and Technical

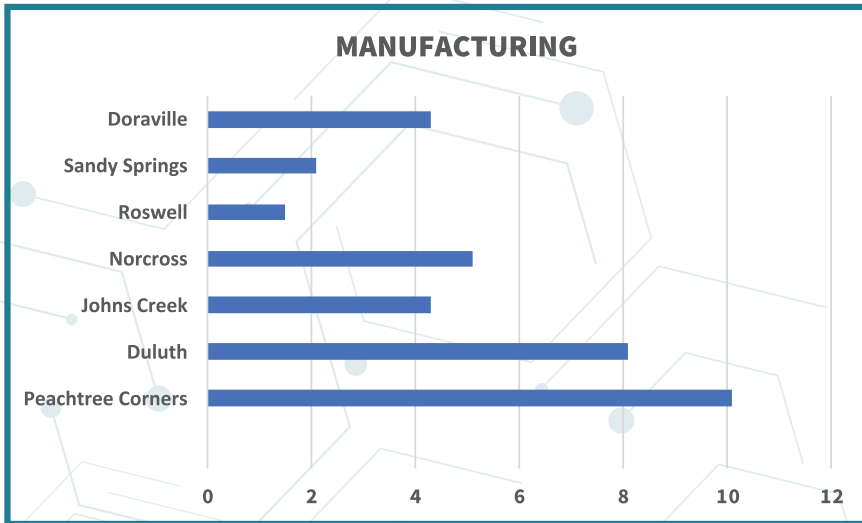
In Peachtree Corners, the largest percentage of jobs is in the professional, scientific and technical category of the North American Industry Classification System (NAICS). Given the city’s history and the well-established Technology Park, it makes sense that it is one of the city’s strongest industries. There are 411 Professional, Scientific, and Technical services companies in Peachtree Corners, along with 115 in Information, according to Esri 2022 estimates. The city has 45 companies listed as Engineering Services alone and 79 other computer-related companies (city database) and there are 14 research and development firms, including bio and life sciences.

The City of Johns Creek and Peachtree Corners share roughly the same percentage of professional, scientific and technical jobs—around 16 percent of the total jobs (Census, On the Map). In Sandy Springs, in comparison, 14 percent of jobs are in this sector. When the previous study was performed about five years ago, about 12 percent of the city’s jobs were in the professional, scientific and information category. Johns Creek has attracted more jobs in this sector over the past few years, as it was previously about 7 percent. The city of Peachtree Corners has about 5,697 jobs in this sector, while Johns Creek has about 4,500 jobs but Johns Creek has fewer jobs overall - about 27,626 total jobs.



Manufacturing

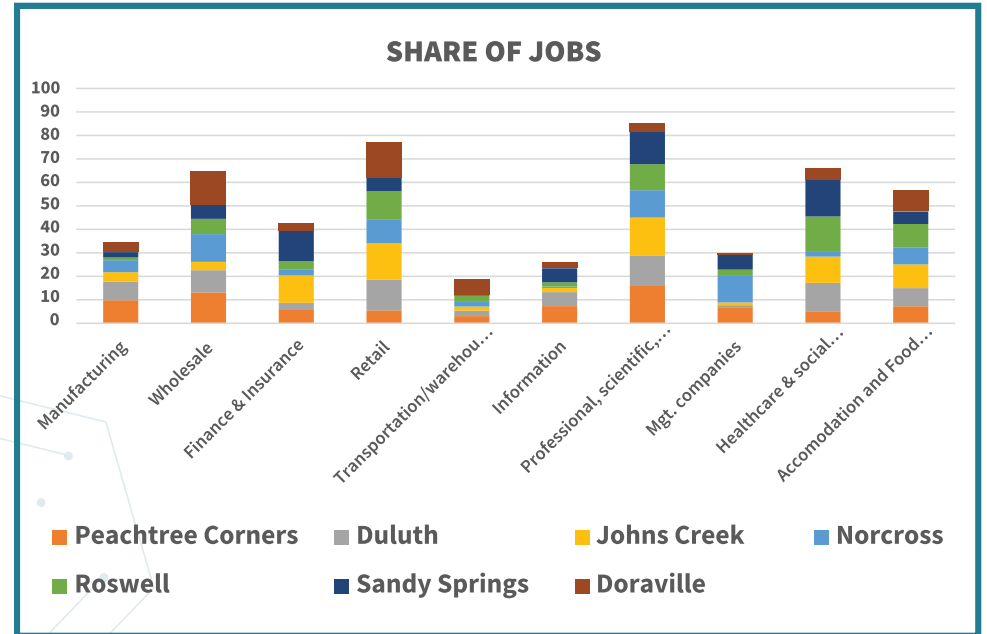
Peachtree Corners has more manufacturing jobs (as a percentage of total jobs) than Duluth, Johns Creek, Norcross, Roswell, Sandy Springs, and Doraville. There are approximately 3,535 jobs in manufacturing in Peachtree Corners or about 10 percent of total jobs in the city (Census, On The Map). By percentage, Duluth has 8 percent and Norcross 5 percent. When one thinks about Peachtree Corners, its strength in manufacturing may not initially come to mind, but the numbers show it as an important contributor to the local economy. The city has about 76 manufacturing companies, from sign manufacturing, kitchen cabinets, hardware, adhesives, machine tool manufacturing to in-vitro diagnostic substance manufacturing (test kits)



Healthcare

Given the presence of hospitals in their jurisdiction, it is not surprising that Roswell, Sandy Springs, Johns Creek and Duluth lead the healthcare sector. Each of these cities has more than 11 percent of total jobs in this field. More than 16 percent of jobs in Sandy Springs are in healthcare.

However, the city of Peachtree Corners has 32 physician's offices (not including mental health, dentistry, optometrists or chiropractors). As such, healthcare jobs constitute 4.8 percent of jobs in Peachtree Corners (Census, On the Map) at 1,687 jobs.



Wholesale and Retail

There are approximately 200 wholesale companies in the city, including industrial machinery, sporting goods, furniture, recycled materials, grocery and other goods, furniture and recycled materials (city database). According to the Census, Peachtree Corners has 13.2 percent of jobs falling into this sector—4,652 jobs. Doraville, by comparison, leads the area in wholesale jobs at 14.3 percent. Norcross is similar to Peachtree Corners in this area while the other cities are in single digits.

As far as retail, Johns Creek, Doraville and Roswell have more retail jobs than Peachtree Corners, at 14, 11 and 15 percent respectively. Retail jobs in Peachtree Corners account for 5.6 percent of jobs.

There are roughly 317 retail establishments in Peachtree Corners, as compared to 539 in Roswell and 253 in Johns Creek. (Esri, 2022). The number of establishments does not necessarily correlate with the number of jobs, as some are large retailers, while others are mom-and-pop businesses. However, Peachtree Corners has the least number of retail jobs in comparison with the surrounding cities at 5.6 percent.



Restaurants and Accommodations

Roswell and Johns Creek have the largest percentage of restaurant and hotel jobs when compared to total jobs. Peachtree Corners has 2,527 jobs in the accommodation and food services industries. Roswell has 5,353 jobs in this sector, while Johns Creek has 2,779 jobs in this sector. As a reminder, Johns Creek has fewer jobs overall, as compared to Peachtree Corners.

Although the opening of the Town Center in 2017 increased dining options, data (Esri, 2022) shows Peachtree Corners trailing Johns Creek, Roswell and Sandy Springs in the number of restaurants. Survey respondents also stated they would like to see more dining options, especially high-end restaurants (35 percent).



Targeted Industries

In 2013, the City of Peachtree Corners designated Technology and Life Sciences as “targeted” industries (City Ordinance 2013-02-07) for which incentives may be available. The city’s top employers provides some insight into the industry in Peachtree Corners. Much of it is in line with these targets.

Intuitive Surgical is both a life sciences and technology company. Since 1995, Intuitive has advanced minimally invasive care through advanced robotic systems, end-to-end learning, and value-added services. As one of the pioneers of robotic-assisted surgery, the da Vinci surgical system is used today by surgeons to deliver a less invasive approach to many types of surgery. At the time of this writing, the robotic surgery giant was investing more than \$500 million into its Peachtree Corners campus. The company is in the process of adding more than 750,000 square feet of space to its facilities in Peachtree Corners, bringing in about 1,200 new workers to join the Peachtree Corners existing workforce of about 180.

Soliant, a leading healthcare and education staffing provider, announced in 2020 that it would be relocating its national headquarters to a 58,000-square-foot space in Peachtree Corners. The move to Gwinnett County brought 400 new jobs. The company identifies and recruits highly skilled healthcare professionals across a wide range of specialties and connects them with healthcare providers in the education, nursing, pharmacy, and life sciences segments, primarily on a temporary basis.

Siemens has a strong presence in the city, with more than 700 employees at its energy and automation office, while Crawford & Company and Molnlycke Healthcare both have close to 500 employees in the city. Immucor, a worldwide in vitro diagnostics company and provider of

transfusion and transplant products, maintains its headquarters in Peachtree Corners, with about 400 employees working at the local office.

The city’s current industry mix is in line with Gwinnett County’s target industries, which are: IT Solutions, Healthcare Science, Manufacturing, Supply Chain and Regional Corporate Headquarters.

Knowing what industries are in the Peachtree Corners area enables the city to not only better understand the competitive needs of its business community, but also take steps to expand the breadth of existing clusters. According to a 2006 Brookings Institution discussion paper, the best public policy strategy for “creating” clusters is for governments to direct attention at establishing the right conditions for new clusters to emerge while nurturing the existing ones. Clusters can be found by studying the North American Industry Classification codes.



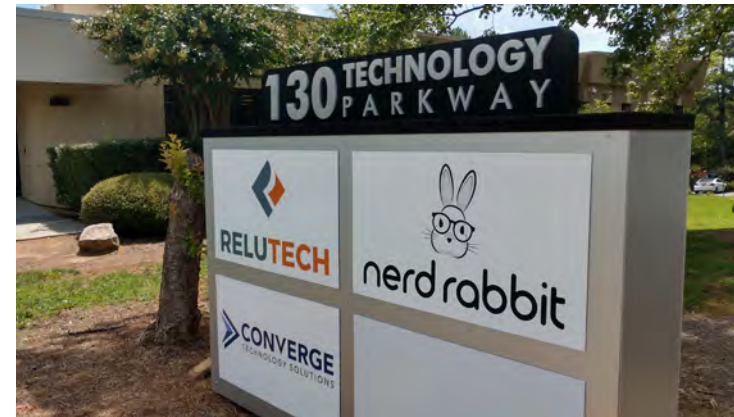
Incentives for Targeted Businesses

Peachtree Corners has been active in the adoption of policy geared toward attracting targeted industries. The city approved an ordinance in 2013 designating certain “targeted businesses” in fields such as technology and life sciences. The city manager, or his designee, is authorized to offer inducements to targeted businesses, such as a reduction in development or building permit fees and an acceleration of the plan review and permitting processes. Inducements may include:

- Reduction of development permit fees,
- Reduction of building permit fees,
- Reduction of application fees for public hearings,
- Reduction of business occupation taxes,
- Reduction of any current or future impact fees, and
- Acceleration of the plan review and permitting process.
- Inducements may be offered to targeted businesses which meet the following threshold levels:

Tier 1: Targeted Business adds at least 25 new jobs and the jobs pay an average salary of at least 1.25 times the county average for that industry.

Tier 2: Targeted Business adds at least 100 new jobs and the jobs pay an average annual salary of at least 1.25 times of the county average for that industry or \$60,000 plus health benefits, whichever is greater (City Ordinance 2013 -02 -07)





Policy Actions & Initiatives

Since incorporation in 2012, the City of Peachtree Corners has actively pursued economic development in support of both existing and future businesses. The city’s economic development policies and initiatives have taken wide-ranging forms, from written incentives to physical projects. These city initiatives include the following:

Projects

- **Curiosity Lab** – a living laboratory for testing and demonstrating innovative, technology-based products.
- **Town Center** – a mixed-use development featuring restaurants and entertainment.
- **Multi-Use Trail** – a recreational path for pedestrians and non-motorized vehicles that loops throughout the city.

Incentives

- Created a tax-exemption program for new and emerging technology companies.
- Developed a Trails and Open Space Program that allows private property owners to exchange undevelopable land for density credits.
- Created an incentive corridor along Holcomb Bridge Road that provides density, height, and other development bonuses in exchange for the redevelopment of aging apartment and commercial projects.
- Created an incentives program for targeted business based on jobs added to the community.

Regulations

- Prohibited certain uses within the central business district and Technology Park (such as autobody shops and adult businesses) that don’t align with economic development goals.
- Adopted a business-friendly sign ordinance.
- Created an Entertainment District as an amenity for residents and businesses with special hours and fewer restrictions on alcoholic beverages.
- Adopted regulations allowing mobile restaurants (food trucks) in certain commercial and office areas.

Authorities And Councils

- **Redevelopment Authority** – a board whose mission is to facilitate the redevelopment of the Holcomb Bridge Road Corridor.
- **Downtown Development Authority** – a board whose mission is to facilitate development within the city’s central business district.
- **Arts Council** – a board whose mission is to promote and enhance the city through the arts.



Plans And Studies

- **Comprehensive Plan** – a long-range vision for the city including a specific focus on economic development.
- **Innovation Hub Master Plan** – an in-depth analysis to assist in the transformation of Technology Park into an Innovation Center.
- **Livable Centers Initiative Study** – an assessment of needs and opportunities within the city’s central business district.
- **Arts and Culture Master Plan** – a guide to advance the arts and enhance quality-of-life amenities throughout the city.
- **Comprehensive Transportation Plan** – a detailed analysis of the city’s transportation network with an outline of specific projects for mobility improvements.
- **Public Art Plan** – Prepared by the City’s Arts Council, plan includes city’s vision for public art.
- **Economic Development Plan (2018-2022)** – a guide for economic development strategy and activity based on business feedback.



Controlling Our Own Destiny: A Story of a Vision and a Destination

The following is an executive's recount of a futuristic experience in Peachtree Corners, creating a vision of what Technology Park will become. By blending modern advancements with existing infrastructure, the city is developing a sustainable and vibrant hub for technological growth and development.

This morning, I arrived at Atlanta Hartsfield Jackson International airport. My destination is Technology Park at Peachtree Corners where we have our supply chain robotic subsidiary with 200 employees. To get there I rode MARTA directly from the airport to the Doraville Station where they have a car rental location. I insisted my team located at Technology Park not pick me up at the station. It is very convenient to have XYZ Car Rental located there. After arriving at our office we proceeded to Technology Park's AI Experience Center which enabled me to meet, not just with our team at Peachtree Corners, but also to experience visiting with our centers in Manila, São Paulo, and Prague using AI. It was like being on location. This AI Center, complete with private 5G capability, is one of the anchors of the city's booming business tourism. I received a tour of the Port of Savannah's Research Center located next door. Very impressive. From the observation deck you can see all the loaders operating at the Port. This virtual reality capability is phenomenal as research!

At day's end we had an executive team dinner at the boutique hotel conveniently located right inside the Park. This hotel certainly provides top quality service and has the capacity to host us. As I commuted along the Park I was amazed at the vibrancy of the place. Indeed, having the opportunity to move along utilizing the AV track shuttles, electric bikes or scooters made





transportation simpler and safer with the streets connectivity that allows across the board V2X capability.

The next day we visited an incubator and shared space site to celebrate a couple of promising startups that developed an application that will optimize our supply chain platform. The venue, hosting a brewery on location providing a great meeting point where technology meets other technologies, is also one of several of Peachtree Corners' Living Labs; this one focusing on supply chain. I was impressed to see the city leadership so actively engaged during the event. Media was also part of the event. In a conversation with the Mayor he insisted that celebrating technology and communicating what is going on at the Park is essential to creating a second to none engaged technology community. He also said that this was a differentiator since in most places the technology community is fragmented. Definitely in this place it is not. I was equally impressed with how the city has managed to adapt the use of proof of concept to actually service many of its companies and retail venues.

When it comes to recruiting talent - an issue top of mind for us -, Peachtree Corners offers a great quality of life with easy mobility, quality amenities and lots of things to do after work; They even have a professional soccer team. This is a great attractor to our global clients and employees. Most importantly is the ample options of affordability of homes for all levels of employees we have at subsidiary- from our operators, our supervisors and for our executives. Our partnership with the research center of the local university has really accelerated our growth at this location. Peachtree Corners economic development programs keep regularly in touch with us and facilitate our growth. In fact, because of the city's vision as a business and innovation center, we are seriously considering consolidating other US sites at our Peachtree Corners location. Well done, Peachtree Corners!

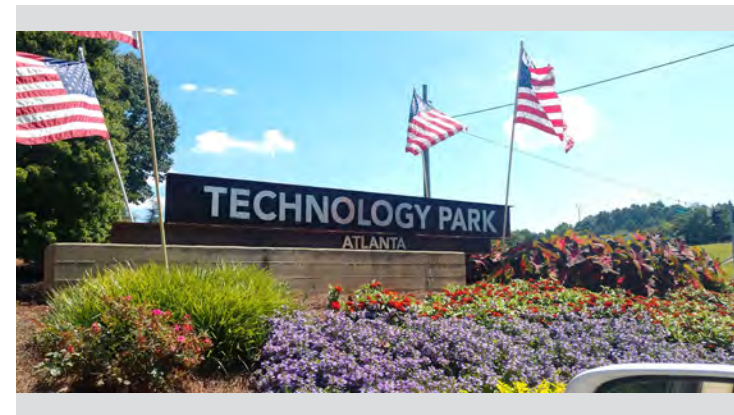
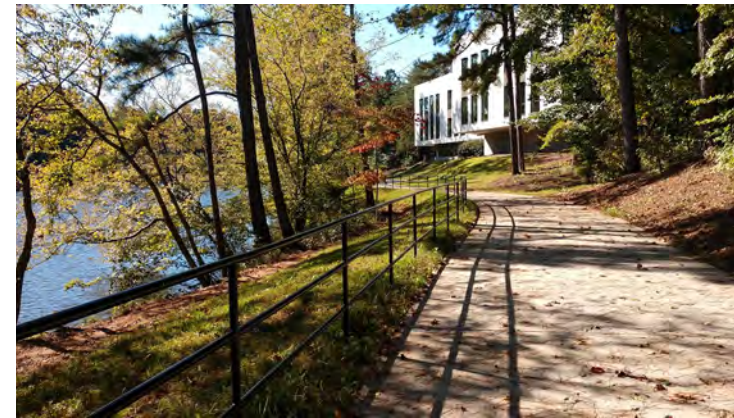
Technology Park Vision & Destination

Technology Park and Peachtree Corners are well known as the places where much of Atlanta’s and Georgia’s technology community began in the 70’s and 80’s. The first commercial modem, early set top cable boxes, along with sophisticated printers are only a few of the innovations developed by companies in Technology Park. Changes in ways companies innovate, along with a growing number of innovation zones in the region are affecting how technology parks are developed and organized globally. Peachtree Corners’ Technology Park needs to respond to this challenge to maintain its leadership position.

Until not so long ago, innovation had been a solitary process in which scientists and engineers sat in isolated environments within their company confinements, dream things up, and look for ways to execute these brilliant ideas. Technology, financial constraints, fierce global competition, and the need for quick time to market, changed that paradigm. With shorter product development and life cycles, companies must find more effective and quicker ways to innovate and market new products. These demands have led to a new phenomenon “open innovation” where companies collaborate and cooperate with other firms, inventors, and researchers to generate new ideas and to get new products marketed earlier.

Technology Park is integral to the success of Peachtree Corners and to establishing the city’s groundwork for the future. Its role in the City’s future is unquestionable. In fact, Technology Park is a “concept”, not just a location bound by borders. Businesses recognize this and benefit from the Technology Park “halo effect” even when they are not located inside its geographical boundaries. However, despite recent improvements and investments, much of Technology Park retains the 1970’s aesthetics and function. This gives outsiders and prospects a feeling of antiquated infrastructure even though this is farthest from the Park’s reality. Technology Park offers 500 acres of opportunities to improve, grow, and adapt for the businesses of the future. Its effect can enable the entire city to be a Living Lab for innovation.

In this digital age, the city has the opportunity to continue to build on the legacy of forward thinking leaders of the past and of Curiosity Lab’s present innovation to attract long-term investment to Technology Park and the City. Peachtree Corners has already established itself as a global leader in innovation and attracting talent through the success of Curiosity Lab.



Technology Park has long been part of this identity. A key part of creating this vibe is improving the infrastructure and built environment with people in mind.

Technology Park is a 1970's suburban office complex in transition to becoming the model city of the future. Ways of doing business have changed radically since the 1970s.

Businesses and innovators need more collaborative spaces. A location's ability to be a magnet for top-level talent requires thinking about workplaces differently. This "new-think" can include a variety of transit options both to the park and within it, designing desirable green spaces, having top notch amenities and quality hotels, providing housing that is within reach for a wide range of income levels workforce, creating better safe and secure infrastructure, after hours activities, and mobile connectivity inside and outside the park.

Building the Peachtree Corners Technology Park Community and vibe is essential to achieve all this appeal. Curiosity Lab has a distinct vibe that builds from Technology Park history and on its own success story. Upon walking through the Innovation Center at Curiosity Lab or driving through the autonomous vehicle test roadway at the Lab, one becomes a part of the exciting feeling of innovation, creativity, and collaboration; yet it remains a relaxed environment. Applied technology is visible with autonomous vehicles, touchless kiosks, and signage that is designed to reflect that same high-tech feel.

Beyond Curiosity Lab, however, the larger Technology Park is lacking a vibe that instills a sense of innovation and belonging. Buildings are isolated and surrounded by parking lots and pine trees, awaiting a modern update that would take us to the vision of making the most desirable and exciting place in the region for its citizens, its talent and its investors.

Founded with the purpose of being an innovation and technology hub, Peachtree Corners has benefited from a city government that is flexible and forward thinking. Unlike most cities, the city government structure, in itself, is innovative.

As a precursor to developing the Economic Development Plan the city conducted interviews and surveys with a wide array of executives of companies located both, within and outside of Technology Park. We also held strategic planning sessions with experts to help distill the thoughts and turn them into an executable plan. These interviews and deliberations gave us a glimpse into valuable insights that are top-of the mind of our business residents and clients which led to considerations that put the city on a path to validate the Technology Park vision.

The practice of conducting these business tenant interviews with the purpose of determining business needs, recognizing potential business partners, identifying business growth, and learning early about points of concern as well as soliciting self-improvement ideas, should be continued beyond the planning phase of this plan. This should be a sustained on-going initiative.

Creating a business community vibe sounds simple, but it involves many factors leading to a sense of opportunities. As we move forward to make Technology Park an exciting and desirable place to live, work and play there is a pressing need to address fundamentals of attracting talent livability. The high price of housing makes affordability a concern. City leadership must control its own destiny and smartly address maintaining a delicate balance of what it takes to sustain what Peachtree Corners is known for with the need to always make it better by implementing many of the requirements needed to achieve the opportunities of the vision for Technology Park.

Key to the success of these recommendations and its ensuing strategic plan is the imperative to sustain the current mindset of a strong city leadership engagement and support to a shared vision. The following are considerations expressed by executives interviewed, responses to surveys and from a summary of the deliberations and strategic meetings with experts. From the onset, the recommendations and the results stemming from them are not designed to happen overnight. This should be faced as an on-going sustained process always with a horizon of making Peachtree Corners better.

- How urban planning and design improve the look and vibe that provide a high quality of life for people working and living in Technology Park to include facade building improvements and support Technology Park innovation, aesthetic and general design standards. For this to happen the city must consult with a qualified urban planner to approach with a comprehensive aesthetic of the plan.

- Design a true live-work-play collaborative environment and network opportunities for tenants of Technology Park.

- Address the imperative of having housing inventory that is affordable for the different levels of talent needed by businesses - from operators, supervisors to executive needs.

- Develop and sustain communications processes from City leadership and its citizens, its innovators and its businesses on a constant basis. Equally important is to address rising perceptions such as increased traffic, crime concerns or simply use it to inform of rationale for initiatives and projects that otherwise might affect the buy-in of its citizens to actions needed to seek opportunities that would transform Technology Park.

- Have accessible, safe, and secure public spaces that bring people together during day and night such as areas of food trucks, dog parks, restaurants, bars, diverse sport courts, urban farming plots, hydroponic agriculture, and similar projects.

- Continue to develop outdoor spaces and recreational opportunities within the park such as trails, walking paths, lakefront amenities, conference center, tournaments and ball parks.

- Encourage a better utilization of existing buildings' outdoor spaces to facilitate tenants to use these and contribute to a sense of community. In the summertime, utilize ideas such as misters, urban canopies, etc.

- Enhance safety and security by having more police presence and installing security devices and lighted poles on trails and parks.

- Make improvements to the built environment with a commitment to sustainable and environmentally friendly design within the park to include surveys for multi-story mixed use facilities and potential for vertical expansion of new construction and existing buildings.

- Enhance the environment that leads to business tourism such as top-notch amenities and better availability of quality hotels. Not just around the Town Center and The Forum, but inside Technology Park.

- Display visible branding, signage, and environmental graphics.

- Encourage art and creativity throughout the park.

- Invest in infrastructure that creates the desired Technology Park vibe such as offering 5G throughout the park.

Technology Park Recommendations

- Promote in conjunction with T-Mobile private 5G applications for manufacturers, supply chain centers, hospitals and the like.
- Partner with corporations to ideate multiple Living Labs throughout Technology Park and beyond each focusing on different components of the Smart City domains; brought together by an IoT platform combining data as to have holistic solutions for cities.
- Sustain and nurture strong relationships with the Georgia Economic Development Department, Gwinnett Chamber, the Metro Atlanta Chamber, and Georgia Power as well as with other regional ecosystem organizations.
- Create a people-centered environment for technology and innovation to help companies develop new products, manufacturing processes, and management systems that have global impact.
- Celebrate openly innovation including APP development, through media and events - not just new investments announcements. Include City leadership in such celebration.
- Boost mobility and transit options within and outside the park to include scooter services, extend AV lanes and better access to MARTA Doraville transit stations.
- Improve transit options for visiting executives traveling from ATL airport by advocating for rental car options at Doraville station.
- Make applied technology visible throughout Technology Park tout its adoption and deployment.
- Increase technology adoption rate by using existing businesses as use cases for proof of concept applications.
- Set up high impact technology projects such as a virtual reality experience center and a Vertiports 3-D mobility.
- Encourage breweries or similar establishments at Curiosity Lab-like venues.
- Attract VC funding.
- Generate a sense of a technology community by fostering a climate that cultivate a sense of belonging and diversity with better communication among tenants and residents.
- Create tennant CEO forums that leads to better information on what is happening at the Technology Park to foster partnerships, collaboration, and investment opportunities.
- Consider what actions the city can take to develop new metrics for incentives unique to Technology Park to further attract and maintain long term investments. Incentivize talent to relocate to the Park what services the city can provide to make Technology Park even more business friendly.
- Seek federal funding opportunities to develop high impact projects for Technology Park such as the Mobility Hub.
- Identify targeted companies for recruitment in the field of digitalization, mobility, robotics, biotech, medical devices, blockchain, cybersecurity, creative industries, 5G applications and the such to include first and second-tier suppliers to existing industries and for technology and innovation companies.

- Target the recruitment of a technical college or higher academic center to create a campus within the Technology Park which can provide internships and apprenticeship programs to further connect Technology Park companies with academia.
- Continue to foster further cooperation with colleges and universities, both from Georgia and other locations.
- Highlight background, gender, and community diversity in Technology Park activities and communications.
- Develop a financial investment program that can help Technology Park companies scale and grow.
- Explore the economic viability of developing a recycling center to enhance the city's "green" image and initiatives.
- Attract a professional / semi-professional sports/esports franchise.

Integral to this Plan is Technology Park branding, marketing and communications. Technology Park is a living story that continues to be about innovation and creating solutions for the future. The success stories of Curiosity Lab's many businesses and entrepreneurs provide a great marketing opportunity to attract long term investment to Technology Park.

As part of this marketing, branding and communication plan it calls for a unified brand identity inspired by the living history of Technology Park and the success of Curiosity Lab; the brand should honor the park's legacy but embrace the future with innovation, technology and collaboration. It should create a clear differentiation statement and highlight individual businesses success stories to help increase talent acquisition. It should communicate Tech Park and

Curiosity Lab successes and events occurring at the park, its assets and market them to an international and domestic audience while highlighting Peachtree Corners's high quality of life.

Businesses within Technology Park and Peachtree Corners general citizenship are an integral part of the communication targeted audience. Participation of an engaging city leadership in this Plan is equally important.

To enable the new vision for Technology Park we recommend the possibility of re-evaluating Technology Park's property owners association, known as TPA, so the city can manage the community assets. Any replacement to the current TPA mechanism should consider the intended interests, not just those from the owners of the real estate, but also those interests of the tenant businesses within Technology Park.

Encouraged is the creation of a forum for communication and connection between executives and city leadership to help with Public Private Partnerships initiatives and integrate to the greater metro region ecosystems initiatives and opportunities. Parallel, the city should seriously consider the feasibility and viability of a creation of a Technology Park Improvement District and implement if the study proves to be beneficial, An active City leadership, management and direction is essential for the success of the Technology Park vision.

It is essential to put in place a city government controlled management entity to interface with its park citizens, companies, organizations, and global markets. The purpose is to ensure Peachtree Corners can deliver on infrastructure assets, services required by a soft-landing system, and foster the essential collaboration between people prescribed by this long-termed vision.

This vision embracing the leadership, Curiosity Lab success, Technology Park tenant business, and partnerships support will firmly establish a revitalized Technology Park as a leader among innovation parks around the United States and the world. It will also be Peachtree Corners' key asset driving its economic development future.



Curiosity Lab

Curiosity Lab (CLab) is a publicly funded, purpose-built, living lab designed to provide a real-world test and demonstration environment to advance next-generation, intelligent mobility and smart city technology. The physical space and 3-mile autonomous vehicle (AV) test track are located within the City of Peachtree Corners, and specifically within the 500-acre technology park where over 10,000 people work and over 2,000 people live. CLab provides unique infrastructure and a supportive local government to facilitate innovation and deliver a real-world environment to prove out 5G, emerging Internet of Things, mobility, and connected device technologies. CLab welcomes early startups, universities, and established companies to test, demo, deploy new technologies, and partner and invest in new initiatives. The Innovation Center at CLab is located at 147 Technology Parkway in Peachtree Corners, just up the road from City Hall, and features a 25,000 square foot flex space with offices, conference rooms, event areas, a prototype lab, a startup business incubator, and other great amenities for technology focused companies.

CLab is powered by T-Mobile’s 5G network and developers can build and test new 5G use cases such as AVs, industrial drone applications, robotics, mixed reality training and entertainment, remote medical care, personal health and fitness wearables, and more. Current CLab partners include T-Mobile, Bosch, UPS, Georgia Tech, Cisco, Georgia Power, ASHRAE, and others.

CLab is one of the only 5G enabled smart city living labs in the world. Innovation leaders from Fortune 500 companies to international startups are involved in learning about the testing and demonstration infrastructure to plan future testing and deployment

of new technologies. Startup companies receive priority access to all testing infrastructure and onsite video conferencing facilities, the design and prototyping lab, and complementary use of the adjacent AV and smart city testing facilities.

CLab is an economic development initiative. Through the CLab and the programs and technology developed within the business incubator, the city is looking to drive activity to the area, not only through the primary means of providing a testing facility for companies, but also through increased use of restaurants, hotels, local shops, and office space.







Workforce Development & Housing

Workforce development has become one of the most important issues in economic development. To be competitive in a global market, the labor force must have the skills and education to meet the needs of local companies. Much of workforce development is currently handled at the state and county levels.

Companies frequently send site locators to investigate communities before committing to a location. They ask questions regarding the available workforce—questions about public transit, housing, worker inflow/outflow, drive times, and on-the-job training opportunities.

Finding and retaining workers is a key competitive challenge so housing plays a critical role. Maintaining a range of housing options affordable to various income levels is essential to sustaining communities and should be addressed at both regional and local levels (Schwartz, 2016).

The term “affordable housing” carries a stigma stemming from failed housing projects in the 1960s and 1970s. However, few argue with the fact that seniors, veterans, teachers, firefighters, nurses, police officers, machinists, and retail workers need a decent, affordable place to live. (Hudson Valley Pattern for Progress, 2013). A Trulia study found teachers can afford less than 20 percent of homes for sale in 11 of 93 U.S. major cities (Kusisto, 2017).

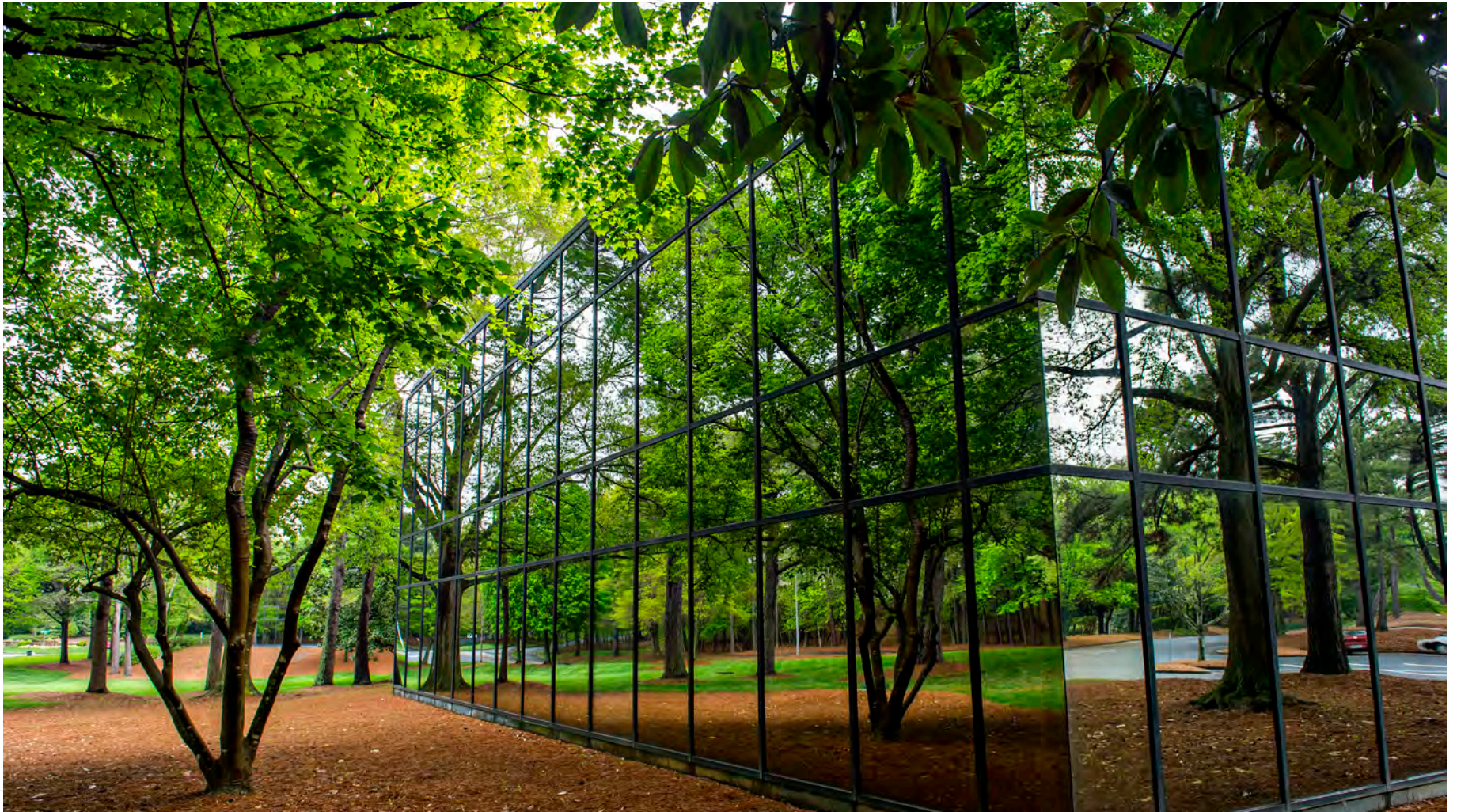
Providing a range of housing choices to accommodate households of all income levels, sizes and needs is one of the principles included in the Atlanta Regional Commission’s Plan 2040 (p. 18). One in four working renters and 16 percent of working homeowners pay more than half of their income for housing (Ault, 2016).

The City of Peachtree Corners has worked with several developers and re-developers in an attempt to help provide options for workers in the Technology Park area. Several parcels were assembled in a project that allowed for increased density near Technology Park Lake, where now stands an upscale apartment complex. Another redevelopment project was approved on



Peachtree Parkway to make way for housing, especially young, single workers. A hotel was converted to studio apartments and there are other projects in the pipeline. However, Peachtree Corners still faces a housing shortage and, by extension, workforce issues.

A lack of a comprehensive rail system in metropolitan Atlanta creates a challenge for companies needing workers, including those in manufacturing, government and service-sector jobs. Gwinnett County voters rejected the funding of a heavy rail transit line during a 2020 referendum. The measure failed by just over 1,000 votes out of a total of 398,041 votes cast, according to the county report. It is expected to be revisited in the future.



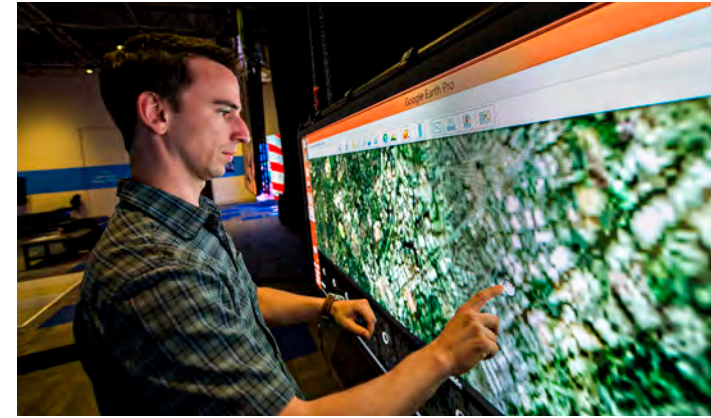
Tools and Techniques

Business Retention and Expansion (BRE)

Satisfied businesses can be a community’s best ambassadors, spreading the word about the benefits of conducting business in the city. Cities should be proactive in developing and maintaining strong relationships with the business community to sustain a “business friendly” image (Morse, 2004). Business retention and expansion (BRE) is an economic development strategy of proactively connecting with existing businesses to understand and respond to local business needs. These programs help businesses stay, grow and become more committed to the community. BRE programs establish relationships with businesses to strengthen existing companies, identify at-risk businesses needing assistance, and to serve as a link between private industry and government. Business retention and expansion programs generally have been handled by local government, private organizations, and through quasi-governmental, or public-private partnership organizations, such as Partnership Gwinnett. Partnership Gwinnett is a community and economic development initiative of the Gwinnett Chamber. It is dedicated to bringing new jobs and capital investment to Gwinnett County.

BRE is one of the cornerstones of economic development. By meeting face-to-face with local businesses and helping remove the barriers to growth, an Economic Development Organization (EDO) can directly influence the success of the local economy. The most impactful way to assist businesses is one at a time. This document serves as a detailed plan for a BRE Program. In this plan, there are best practices and a framework for a program—from establishing teams to carrying out business site visits, to referrals, and to follow-ups.

In order to build a BRE program, an organization needs to assemble human resources, preferably into teams who can carry out specific tasks. The Management Team ensures that each part can easily collaborate and has the tools needed to do the job. The Operations Team navigates businesses through the BRE process, conducts site visits, and diagnoses barriers to growth. The Action Team includes the referral sources, while the Response Team is an ad-hoc group based on the situation and what is needed. The Response Team mainly deals



with “Red Flag” situations which will be explained later. Lastly, the Media team coordinates media coverage so the business community is aware of the program.

While a basic BRE site visit process is straight-forward, a successful program follows a logical sequence of activities and can help stave off issues leading to business departures.

There are a number of organizations and BRE programs which were examined to prepare this program plan. BRE Plans from these organizations were examined and informed this document.

Mississippi State University Extension Service

Halifax Partnership Business Retention & Expansion Program Manual

The University of Minnesota Extension Service

North Dakota Extension Service

International Economic Development Council

Business Retention and Expansion International

This section serves as an introduction to the concept of BRE. It explains why the plan was created, what BRE is, and why communities undertake BRE.

a. Background: Although a comprehensive Economic Development Plan was adopted by the Peachtree Corners City Council in 2017, and the majority of desired outcomes were achieved, an updated plan is needed as the current Economic Development Plan expired in 2022. The City of Peachtree Corners aims to implement an organized BRE program and, therefore, needs a plan to guide staff activity toward certain goals.

b. Defining BRE and its Purpose: Business Retention & Expansion is the activity of engaging with local businesses to help them improve, expand, and/or manage changes to their operations. BRE is about removing the barriers to growth. It aims to strengthen a community’s ability to attract, grow, and keep businesses. International efforts and partnerships through organizations such as Business Retention & Expansion International (BREI) and the International Economic Development Council (IEDC) have created a community of BRE practitioners and helped spark innovation and research in this practice. The concept known as BRE is multi-faceted and is an essential pillar of economic development.

Business Retention & Expansion is the effort by communities to actively engage with local businesses encompassing a variety of different programs and activities. It stems from an unwillingness to leave the success of their local economies up to chance. The vast majority of cities, counties and states in North America have economic development organizations (EDO), and most of these organizations have a BRE program.

c. The Reason for BRE: Unlike other programs which require significant financial resources and overhead costs, a BRE program can be effective even in the smallest scale. Since business expansions of companies already in the community account for the vast majority of job growth, BRE is a very useful program because it focuses on existing companies. Satisfied businesses can be a community’s best ambassadors, spreading the word about the benefits of conducting business in the city. Cities should be proactive in developing and maintaining strong relationships with the business community to sustain a “business friendly” image.

BRE provides a methodology to actively engage with businesses to improve the business climate. Business attraction, while very useful

for a community, is an expensive undertaking and tends to involve incentives and other upfront costs.

Program Design and Framework

This section outlines how a BRE program should be organized. It explains how various teams and components interact with one another, why BRE targets individual companies, and the mandatory elements of a functional program.

a. Process Overview and Teams: The core activity in a BRE program is quite simple: visit businesses and connect those experiencing barriers to growth with the resources needed to overcome those barriers. This framework encompasses the general, overarching concepts that define how BRE works. Peachtree Corners plans to use several core teams within a BRE Program: the Management Team, Operations Team, Media Team, Action and Response Teams, and each of these teams has a part to play in the day-to-day activities.

1. The Management Team ensures that each part of the organization can easily collaborate. This team comprises a Program Manager, or the EDO's existing management staff, such as the City Manager or Assistant City Manager and Economic Development Director/Manager. The team ensures the other teams can move forward with cohesion.

2. The Operations Team navigates business clients through the BRE process. They diagnose the client's barriers to growth and refer them to solutions. The Operations Team is the workhorse of a BRE Program and it is comprised of city staff carrying out site visits and other business communications activity in partnership with associates at the local Chamber of Commerce and other agencies.

3. The Action Team services the referrals and provides specialized

resources to business clients. This team comprises a broad array of internal and external organizations. It could include city department heads, or associates from the Chamber of Commerce, schools, or other outside agencies.

4. A Response Team is an ad-hoc group that provides high-level intervention in a crisis scenario. Each Response Team is organized when a crisis occurs and is made up of Action Team members and influential decision makers such as the Mayor, City Manager, Assistant City Manager, and department heads in conjunction with the Economic Development Director/Manager.

5. The Media Team helps coordinate media coverage and participates with various team members to ensure media coverage accurately reflects the program.

This BRE model focuses mainly on the site visit and referral process; the core activity of BRE. It runs on the principle that this process should be as simple as possible for the business client. The Operations Team connects the business contact through every step of the process, ensuring that they are introduced to the program, and guided to specialists and/or solutions (Action Team), and that there is follow-up. The Operations Team ensures that the business client knows exactly who they should be speaking to throughout the process.

b. Outreach and Site Visits: Outreach begins with a member of the Operations Team. They are in charge of reaching out to potential business clients. They will work with the businesses to schedule a 1-2 hours meeting with the business owner or a local, senior executive within the company. In preparation for this meeting, the Operations Team member will also perform some cursory research on the business. Site Visits are where the Op Team member meets with the client and performs what is known as a 'diagnostic visit'. The team



member listens to the client and probes for information in order to help both parties diagnose the company’s barriers to growth. During this meeting, detailed data on the client is recorded using the Diagnostic Tool (sometimes a BRE Survey) to better understand what is going on with the business and help make referrals. The person interviewed should have a copy of the tool in advance. By the end of the meeting, the Ops Team member should understand the business’ issues/concerns and discuss what resources are available to assist the business. The site visit and diagnostic tools:

- **Demonstrate the community’s appreciation for its existing businesses,**
- **Identify immediate problems facing a business so that these problems can be addressed,**
- **Identify perceptions of the community as a place to do business,**
- **Identify the training and technical assistance needs of the business,**
- **Identify the future plans of a business, and**
- **Build community capacity for sustained growth and development.**



After the site visit, Operations Team members can begin inputting the data, using the Diagnostic Tool and content management system. The use of Customer Relationship Management (CRM) solutions is popular. An example is Executive Pulse. The program allows the Operations Team to monitor trends and results, report on its efficacy, and leverage the body of information to inform future work. Using CRM software would also enable the EDO to quantify activity which can be difficult in BRE. How does one show that it is retaining companies? There is software that can help.

Referrals occur within a short timeframe after the meeting is finished. The Ops Team reaches out on behalf of the client to specific resources of the Action Team. These members are chosen based on the resources or programs they provide and the barriers identified during the diagnostic visit. The Ops Team member ensures that these Action Team members quickly make contact with the client and that services are offered. It may be workforce assistance. It may be help finding additional space. After referrals are made, services are offered by the members of



the Action Team to the business clients. These are programs or resources to which the Action Team has connections or offers directly. Once services have been provided, or it's determined that services cannot be provided, the Action Team member informs the Operations Team and it is logged into the database.



In some rare cases, a Red-Flag will occur. This means that during the site visit, an issue was raised that represents either a high-value opportunity, or a potential crisis. In such a case, the Action Team may be unsuitable to handle the issue, or higher-level intervention may be needed. Instead of making referrals, a Response Team is formed to tackle the issue. The Response Team is created ad-hoc and should include the City Manager, or his designees, who may be able to authorize specific solutions or recommend specific courses of action. Red Flags are a rare situation and may involve members of different city departments, such as Engineering and Public Works, Finance, or other organizations outside the city, such as the county or state Department of Transportation or Department of Economic Development.

Follow-Up occurs after the client has dealt with the Action Team. The Operations Team contacts the business client and ensures that the process has gone smoothly. The Operations Team member discusses the situation with business clients and determines whether more referrals are needed, whether the initial issues have been resolved, or if they should check in with the client at a later date.



These steps form the core activity for a Business Retention & Expansion Program. It is critical to note that while each business client follows these steps in order, an Ops Team Member will be dealing with multiple companies concurrently. Different companies will be at different stages of the process and will be progressing at different speeds; an Ops Team member should be careful to only manage as many clients as they can handle. From initial outreach to eventual follow-up, the Operations Team keeps up with the business client and ensures progress is being made. This process is repeated continuously, company by company.

Day-to-Day Activities

This section provides a more concrete example of what day-to-day activities look like. It walks

through how interactions occur with business clients, how the Action Team gets involved, how the system gathers valuable information, and how this information is used. Anyone who is taking part in BRE activity, especially Ops Team Members, should focus on very thoroughly understanding this section.

a. Outreach & Visitation Process: Most day-to-day activities center on the Operations Team. Specifically, this comprises individual staff members who reach out to the business sector to initiate the BRE process. This initial meeting is referred to as a Diagnostic Visit, or sometimes a Retention Visit. Prior to the meeting it is expected that the Operations Team Member will perform some very preliminary research on the company, finding basic information and gaining at least some understanding of what the business does or the industry in which it operates.

This meeting will typically last about an hour to 90 minutes and involve a conversation between the Ops Team Member and the business client. The Operations Team Member should be keeping note of what is discussed and recording information, using a Diagnostic Tool for recording. Either during, or at the conclusion of the interview, they should provide the client with a few referral options. These options should serve as suggestions to address or remove barriers to growth and the programs in the community which can be used to assist them. It is important to get the client's permission before any referrals are sent on their behalf. Once the meeting has concluded, a kind and sincere gesture will make a difference; thank the business for operating in the community. Thanking a business for their effort will go a long way in helping to build a relationship.

b. Referral Process: After the initial Diagnostic Visit is complete, the Ops Team Member should immediately input the information and make referrals. Maintaining a very strict timeline for turnaround will convey to the business client that helping them is a priority and will make sure the client spends less time unengaged with the program.

The aim is to keep all referrals under 48 hours, from the end of the site visit until the Action Team member reaches out to the business client.

c. Follow Up: Once the referral is made, the CRM software can be used to track progress. When the advice or services have been rendered by the Action Team, or they are unable to make contact/provide the services, the Action Item will allow the Ops Team Member to know if progress has been made. This serves as a signal for the Ops Team Member to re-establish contact with the business client and ensure that the business is functioning without issue. The follow up period is essential to relationship-building and as oversight for overall program success. It ensures that the clients are capable of expanding or maintaining their operations and that the BRE program has helped them along.

Sending out thank you notes or custom cards to the businesses with whom the Operations Team met, can send a strong message that the company is valued. It helps remind the business of the services and connections they received. If the client is satisfied with the service and may require help in the future, it provides an opportunity for the Operations Team to schedule another visit for a later date or the following year. This helps maintain a client base for the BRE program and helps keep businesses engaged with the community.

d. Data Management and Use: An important part of the BRE process is to gather information about the companies that are visited. During the site visit, team members are examining the client's barriers and operations. This is a very powerful source of data collection and must be properly tracked and utilized. To this end, the Operations Team should use the Diagnostic Tool and record the company's information within its software package of choice. Part of any community process is being able to track activities and ultimately show value to stakeholders. For BRE, this means being able to track and report on the program's indicators.

Once this information is in the system, it can be accessed using the CRM's search tools. Data Support Staff and the Management Team can create reports on all of the companies input into the system. Ops Team Members can also use the CRM system to review their companies and activities in order to manage accounts. This data can be used to generate reports and provide information to stakeholders.

e. Confidentiality & Data Control: In order to properly diagnose business issues, Ops Team Members need to understand the business. A lot of the information that is gathered through conversation will deal with private and confidential subjects. It significantly improves both the quality of the responses and the accuracy of the information if the company can speak in an open manner and not be concerned about their level of privacy. Information must be kept confidential, unless approval is given to make it public. Careful consideration should be taken to gather and protect data in an ethical and above-board manner.

f. Monitoring the Program: Quantitative indicators-Metrics: There are six indicators that may be used to quantify a BRE program. Each metric also includes a technical description of how this information is gathered through CRM software:

1. Jobs Created and Retained: Showing the value of the program is partly about measuring how it improves the economy, and the labor force is generally considered a valuable indicator of economic impact. This measure is reported by the business client, either directly to the Operations Team or through an Action Team member's referral. The total number of full and part-time jobs that are created and retained should be indicated across all business clients. Generally, this number serves as a lower bound for the economic impact of the program, as it only represents the impacts that are reported back to BRE staff. Knowing the number of jobs created is also useful for inclusion in the annual financial budget.

2. Retentions & Expansions: These two metrics measure where the program prevented an impending decline or removed a barrier to an expansion of a company's operations, respectively.

3. Diagnostic Visits (sometimes Retention Visits): It is useful to monitor how broadly the program reaches out to the business community. Therefore, there is a metric measuring the most fundamental activity and engagement with a business. It accounts for the initial visitation process and diagnosis of the client. Only the first major visit each fiscal year, where the Diagnostic Tool is implemented, should be considered a Diagnostic Visit. Other visits would fall under Business Consultations, as they represent supplementary activities.

4. Business Consultations: It is important to measure not only the number of business clients, but the thoroughness through which the BRE staff engage with those clients. To measure this, a metric is used to indicate supplemental engagement and follow-up activity. It looks at the number of meetings and conversations between the Operations Team and a business client outside of the context of the initial Diagnostic Visit. This activity generally represents any substantive engagement which occurs either to re-engage or re-diagnose the client following the first wave of initial referrals.

5. Referrals Generated: A large part of the BRE process revolves around the implementation of the Action Team. As such, part of measuring the success of the BRE program is measuring how effectively it can bridge the Action Team and its business clients. This metrics encompasses all authorized referrals made by the Operations Team to request Action Team intervention.

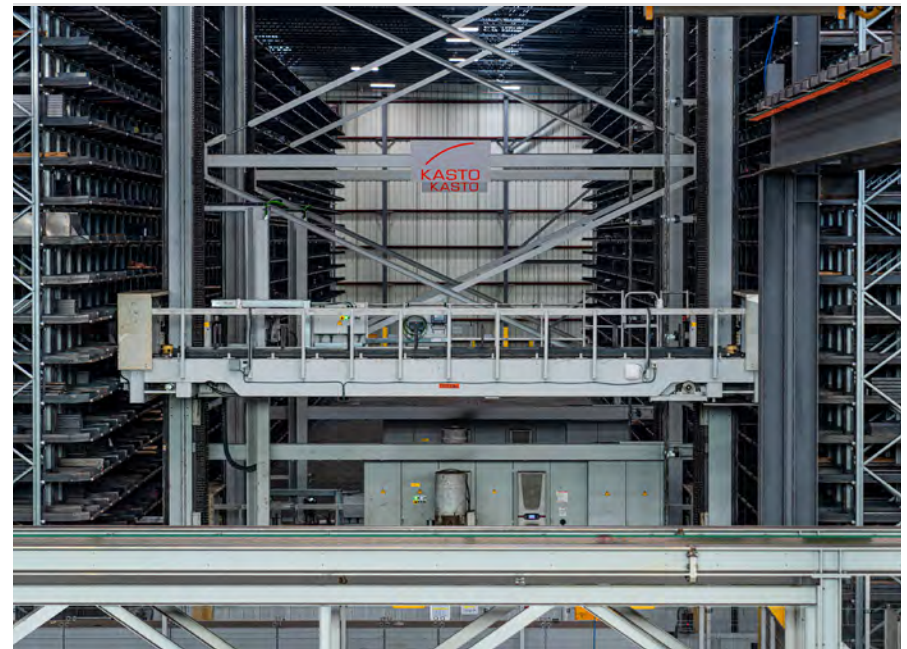
g. Marketing and Communications: Part of the Management Team's role is to coordinate community outreach through Marketing & Communications. This involves reaching out to funding partners and stakeholders in the community to express the value, purpose,

and positioning of the BRE program. As an economic developer, communicating the value of the organization is a regular part of operations. Stakeholders are interested in what the business sector is thinking. In addition, some companies are willing to provide success stories or testimonials of their interactions with the local EDO. They can be used to drive new investment into the community. Sharing success stories is useful in the city’s marketing efforts. Success stories are already being shared through the city’s business newsletter.

Other Approaches

Clustering: There is a strategy that has been well utilized by cities over the years called Clustering. Using a cluster strategy has become a popular economic development planning tool. Generally, clusters are geographic concentrations of interconnected businesses that draw competitive advantage from their mutual proximity and connections. Cluster analysis can help identify a region’s economic strength and challenges and can be performed using the North American Industry Classification codes. Observable clusters of business in Peachtree Corners include bio-technology, engineering, computer related services, parts manufacturing and metal works, as well as financial technologies, among others. Analyzing existing clusters is critical for the local economy, as communities can build on existing industries, so asking about a company’s verticals is beneficial. Understanding these groups may also assist in organizing events such as business roundtables or networking lunches.

Recruitment versus BRE: Recruitment as an economic development activity has its limitations. Many times, community leaders and the media are caught up in the excitement of luring new companies to the area, only to realize that they are replacing companies who have been ‘lured’ someplace else.



Few people would contest the assertion that existing businesses are important to the local economy. Existing businesses make investments in facilities, create jobs, and pay taxes, so they are at the heart of strong local economies. Business owners know that it is easier and less expensive to retain existing customers. The same thing is true for communities that focus on retaining existing businesses.

Over the last two decades, studies have documented the impact of existing businesses on job growth. They have examined the impact of businesses on maintaining strong local economies through investments in the social fabric of the community. The challenge for the economic developer is to effectively communicate to stakeholders the value of these businesses to the community and its economy. A business retention program is time and labor intensive, and requires building and maintaining good relationships with existing businesses.

Many BRE programs do not exclusively involve site visits and surveying businesses. Many take on a Clearinghouse function, serving as a repository for information, linking companies to resources. They share where to get advice on creating a business plan, how to find technical or financial assistance, what properties are currently available for lease, and more.

There is no one-size, fits-all approach to Business Retention and Expansion, but guidelines provided by the International Economic Development Council and Business Recruitment and Expansion International provide best practices. Adopting a regular site visit schedule that includes a systematic method for collecting and maintaining data is important for maintaining relationships with business clients and staving off potentially devastating business losses.



2023 PEACHTREE CORNERS SWOT

This SWOT analysis is derived from approximately 100 direct inputs from companies located, both, within and outside Technology Park.

STRENGTHS

- Location
- Proximity to roadways
- Proximity to ATL assets
- Perception of a climate for being an intuitive, entrepreneur, technology-based and innovative city
- 5G deployment
- Great Quality of Life
- Good infrastructure
- Zero municipal tax rate
- Great executive housing
- Great schools
- Wesleyan Academy
- Great City government and leadership
- Perception of being a politically neutral city
- Job skills availability
- Gwinnett Tech College
- Inventory of very diverse type of businesses
- Technology Park is an asset benefitting all
- Growing global footprint

WEAKNESSES

- Lacks a sense of a business community - business fragmentation
- Dated facade and aging buildings
- Lack of transit within TP and venues
- Increased traffic
- Lack of middle income housing affecting talent recruitment
- Long commute due to lack of middle income housing and tight inventory
- Availability of space
- Limited vertical space
- Concern about safety and crime
- Lack of connectivity with Doraville Transit Station
- TPA concept and responsiveness
- TPA group focused on real estate investment and not tenants
- CL not engaged with businesses at TP
- Existing hotels availability, quality and service offer is lacking
- Lack of weekend opportunities for hotel occupancy
- Power reliability in older residential areas

OPPORTUNITIES

- Build a business and technology community through more communication on what is going on with businesses at the TP, such as communicate why the Mobility Hub
- Create venues/forums for mingling aimed at creating vibe and finding out what businesses and startups are doing being careful for companies not to use as a selling venue
- Communicate opportunities for investments
- Communicate opportunities for cooperation and the use of proof of concept between businesses and Curiosity Lab.
- Create opportunities for City leadership to participate and engage with businesses, particularly on technology development
- Celebrate openly app developments announcements similar as when new investment is announced
- Have transit (shuttles, AV, scooters, etc) within the TP and to amenities areas. Car rental at Doraville Sta
- Recruit high end amenities and hotels
- Recruit restaurants with meeting spaces
- Create a conference center and activities leading to business tourism
- Make bio-tech part of the TP ecosystem. Create an incubator.
- More arts visible
- Create more outdoor amenities such as recreational venues, trails, access to lake, greenspaces, etc
- Recruit targeted technology companies, companies that create vibe, corporate HQ, VR center
- Place breweries within CL-like venues

- More affordable housing
- Highlight diversity
- Have a systematic and sustained AfterCare program, not just the traditional BRE program aimed at job & real estate statistics
- Architectural design of TP conducive to more modern look while still allowing industrial
- Consider vertical space surveys

THREATS

- Lack of land
- Real Estate price
- Lack of quality hotels and high costs driving business guests to other locations
- Aging inventory of buildings and appearance of being obsolete
- Lack of middle income housing and commute time affecting talent acquisition
- Raising perception of potential rift between those that want to keep the status quo of PTC related to increased traffic and crime and those advocating for more density
- Perception of crime being on the rise
- Missed opportunities for growth and vibe caused by 50/50 work from home policies

CONCLUSIONS

In digesting the feedback provided in the interviews, as well as the business survey, there were some common themes that were observed. Most of the takeaways in the SWOT analysis could be considered “haves” and “needs” or assets and hindrances. There are assets the city has which enable it to stand out and be different, such as Curiosity Lab and Technology Park. And there are holes or voids, that perhaps could be addressed, such as a lack of weekend visitors to hotels and a lack of large meeting spaces.

About 38 percent of survey respondents noted the city’s good infrastructure— roadways, sidewalks, water and sewer, and also digital infrastructure, like 5G. At Curiosity Lab, the 5G broadband cellular network is important to businesses, but it is not available throughout Technology Park or the broader city.

Technology Park itself is an asset, with its history and name recognition, although aging buildings were still mentioned despite improvements in the park, namely the Parkside Partners redevelopment (Brightree Software) and ASHRAE’s net-zero building. Attracting technology companies and corporate headquarters continue to be mentioned as a place the city should position its focus.

Traffic and transportation was seen as one of the city’s largest challenges by 65 percent of survey respondents, much like the last business survey where nearly 80 percent of respondents mentioned it as a challenge. However, the city’s access to major thoroughfares was considered a plus (35 percent) in 2022 as compared to more than 50 percent listing it as a strength in 2016.

Insufficient public transit was seen as a problem. Those interviewed expressed a desire to be able to get people to and from the Doraville MARTA station, be it through rental vehicles, shuttles or buses. Visitors on company business can get to Doraville, but getting to Peachtree Corners is more difficult. The transit issue also prevents some workers from getting to the city to help support businesses who rely on low-to-moderate income workers.

Although 40 percent of survey respondents noted good executive housing in Peachtree Corners, a lack of workforce housing was noted as an issue, with one company mentioning that some of its workers were staying at extended stay hotels because they could not afford to live in the area. At this company, workers repair laptop devices for the Gwinnett County School System. The school system is highly valued and seen as a strength. It is one of the most diverse systems in the state.

About 50 percent of survey respondents and many of those interviewed agreed the city has a high quality of life. Some have attended concerts at the city’s Town Center, while others were not aware of the free shows and activity at the city’s 2-acre Town Green. High quality of life was definitely noted as a strength. The city’s wide sidewalks and trail system were considered positive. Survey respondents still mentioned increased dining, parks and shopping opportunities, despite the creation of the Town Center. The city also lacks fine dining options. The Forum’s planned redevelopment will may assist in adding to these amenities. Adding amenities, such as parks, trails, art and entertainment venues, has consistently rated highly on the priority list, according to both business surveys and in interviews.

The Chattahoochee River, which adds to quality of life, could be considered natural infrastructure, even though it is not used to transport goods, services or people. It is, however, an attraction

for visitors that could be expanded upon. Also in terms of the environment, a lack of a recycling center was noted. Some businesses have attempted to dispose of paper waste at the city's community recycling event, which doesn't permit business waste.

Weekend opportunities for tourism are lacking, according to the Atlanta Marriott Hotel Peachtree Corners. Close to 38 percent of survey respondents suggested more recreational venues. Adding amenities drew the largest support on the survey when asked, "What should the City of Peachtree Corners focus on to support your business," followed by business development (BRE). During interviews, there was a desire for a meeting space or venue with a restaurant, or dining, such as a conference center or hall. However, it was not a strong desire on the survey.

Although the city has 14 hotels in the city—more than a number of surrounding cities—there is a desire among the larger companies to have a higher-end product. Several businesses reported being dissatisfied with the quality of the hotels in the city.

There seems to be some concern about security in Technology Park, with businesses noting a lack of patrol, as well as attention to the appearance of common areas. The management company, Technology Park Atlanta, has been unresponsive, according to some businesses in Tech Park.

More than 40 percent of those surveyed stated they were somewhat familiar with Curiosity Lab and nearly 20 percent had been there, while another 30-plus percent said they have heard the name but do not know what it is or have no idea what it is.

There are opportunities for more business engagement, both with Curiosity Lab, and with one another. Although the city disseminates monthly business newsletters with business profiles, companies seem to be operating in their own silos, unaware of other companies in their midst. One bio tech company suggested bringing industries together for talks or events. There is a desire for connection and social opportunities.

A lack of available land and space was mentioned as a problem, as several companies interviewed expressed a need for more space. Real estate costs are also going up, so there have been complaints about increasing rents. Others have expressed concern that the city is growing too rapidly.

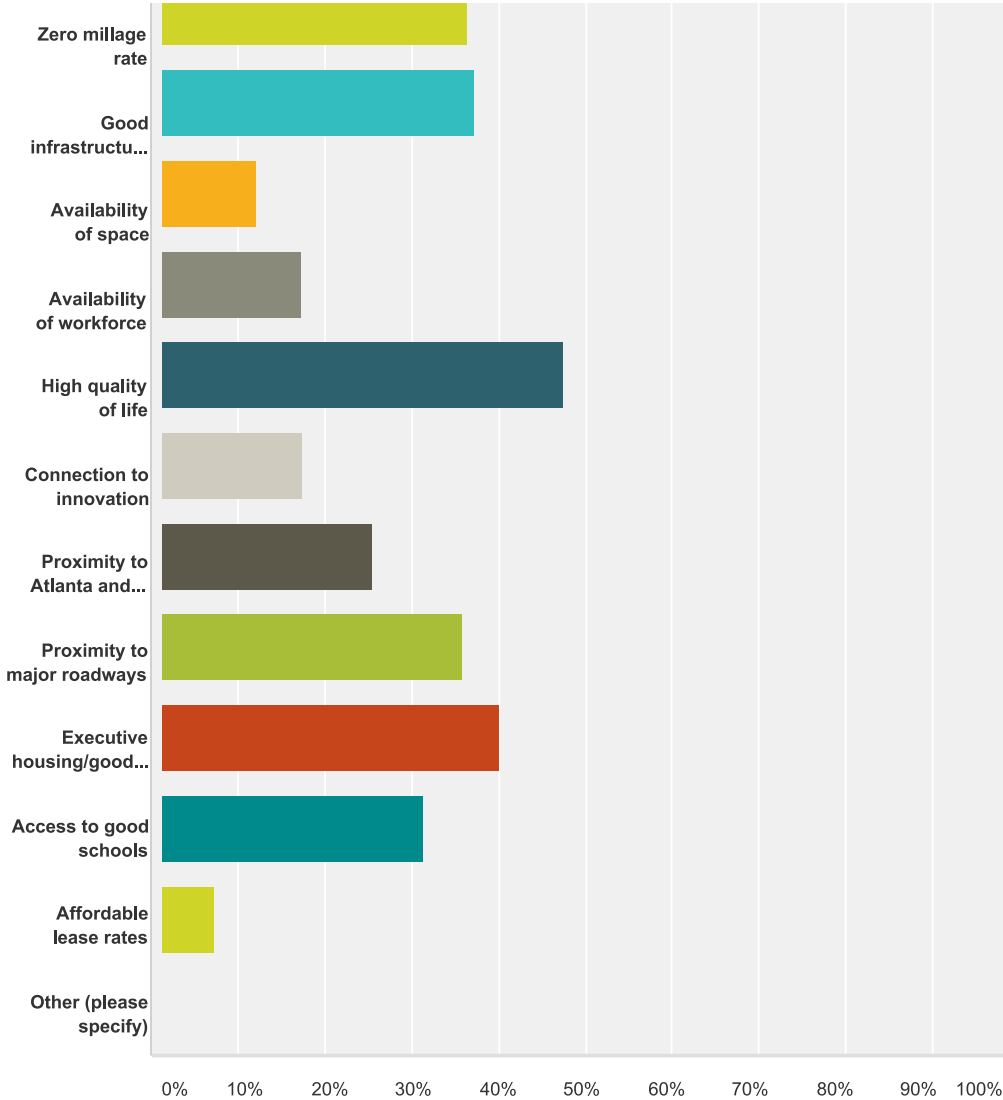


A P P E N D I X



Q1 What are the benefits of having a business location in Peachtree Corners? (choose up to 3)

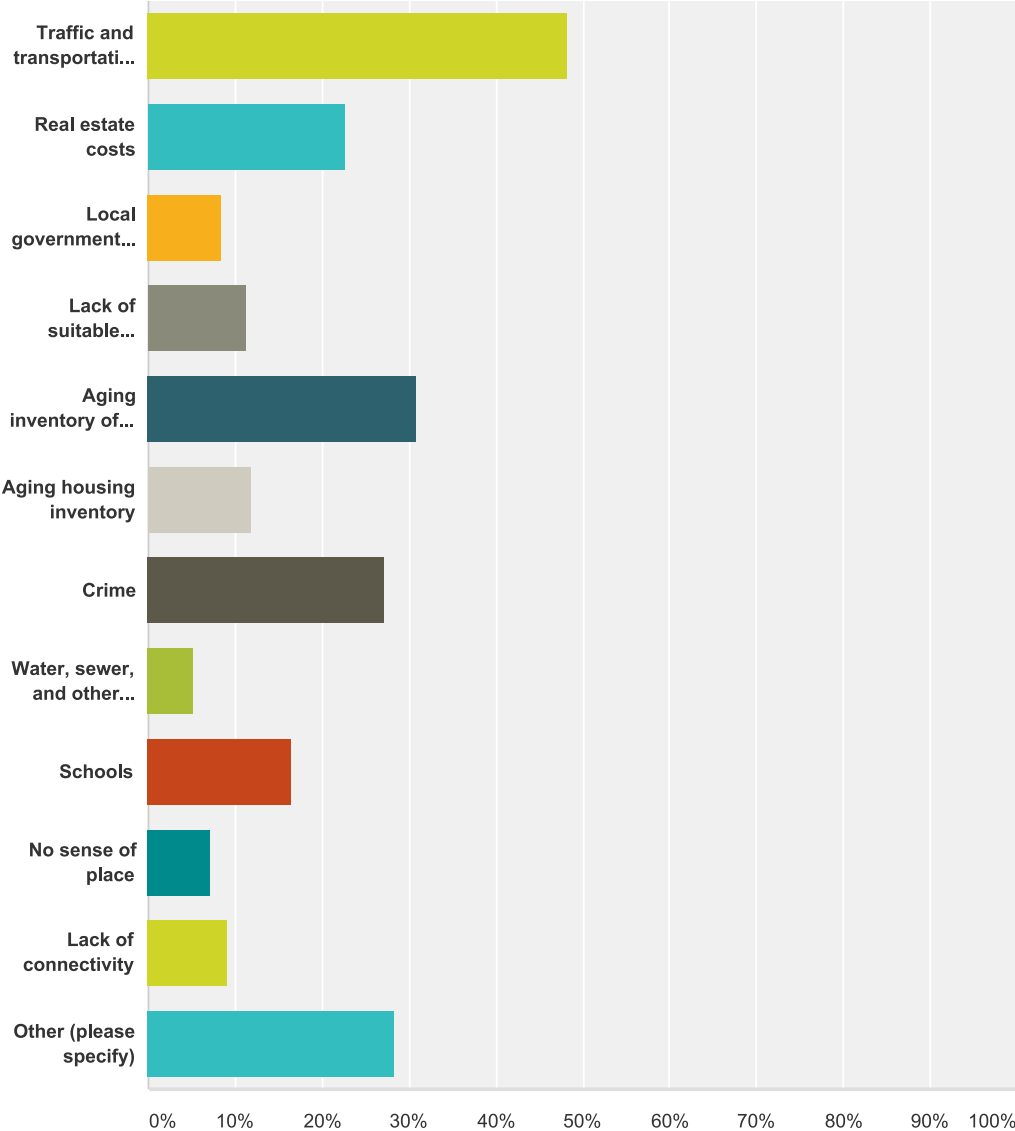
Answered: 70 Skipped: 3



Answer Choices	% Responses	No. Responses
Zero millage rate	35.71	25
Good infrastructure (roads, fiber optics, water, etc.)	37.14	26
Availability of space	11.43	12
Availability of workforce	17.14	12
High quality of life	47.14	33
Connection to innovation	18.57	13
Proximity to Atlanta and airport	25.71	18
Proximity to major roadways	35.71	25
Executive housing/ Good neighborhoods	40	28
Access to good schools	32.86	23
Affordable lease rates	7.14	5
Other (specify)	1.43	1
Total Responses		70

Q2 What are Peachtree Corners' biggest challenges? (choose up to 3)

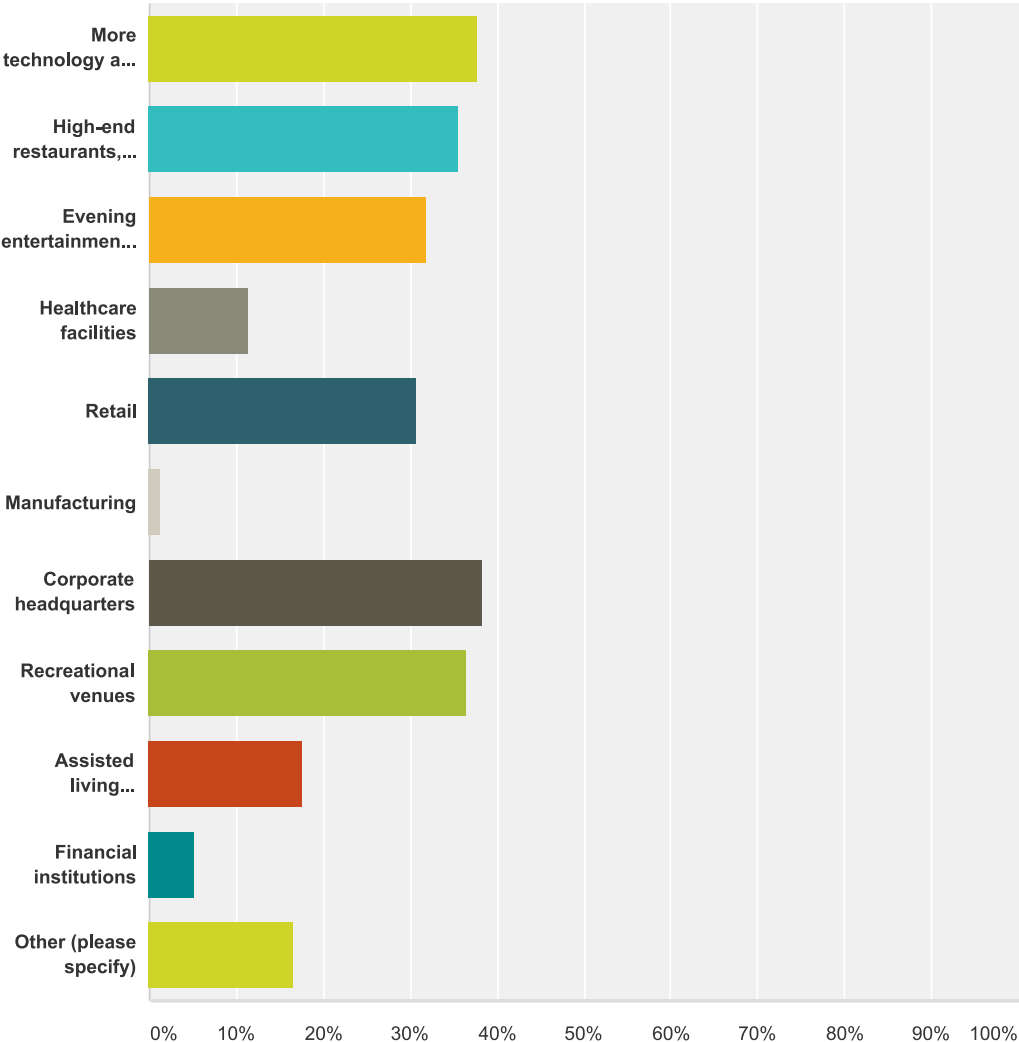
Answered: 73 Skipped: 0



Answer Choices	% Responses	No. Responses
Traffic and transportation issues	65.75	48
Real estate costs	21.92	16
Local government regulations	8.22	6
Lack of suitable workforce	10.96	8
Aging inventory of commercial properties	31.51	23
Aging housing inventories	12.33	9
Crime	28.77	21
Water, sewer, and other utilities	6.85	5
Schools	16.44	12
No sense of place	8.22	6
Lack of connectivity	9.59	7
Other (specify)	28.77	21
Total Responses		73

Q3 What types of businesses would you like to see move into Peachtree Corners? (choose up to 3)

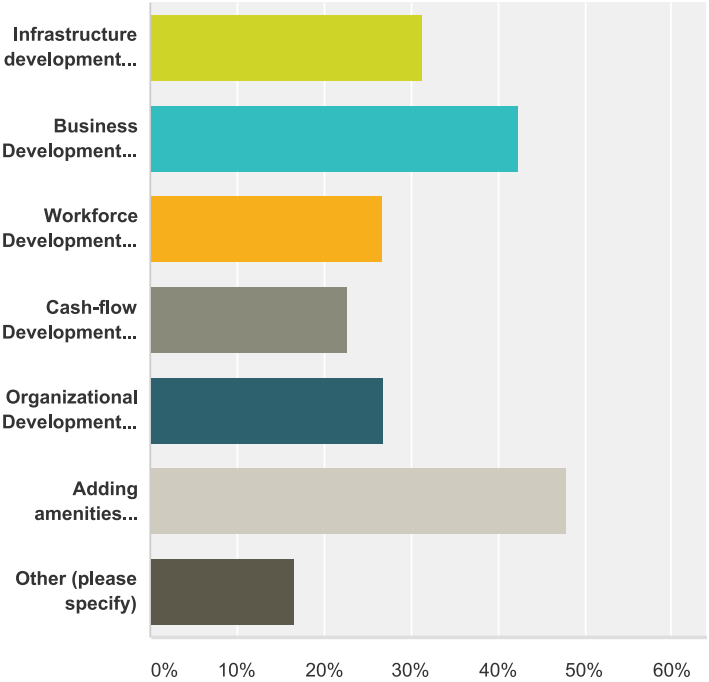
Answered: 72 Skipped: 1



Answer Choices	% Responses	No. Responses
More technology and innovation	38.89	28
High-end restaurants, hotels, hospitality services	34.72	25
Evening entertainment venues	36.11	26
Healthcare facilities	11.11	8
Retail	30.56	22
Manufacturing	2.78	2
Corporate headquarters	38.89	28
Recreational venues	37.50	27
Assisted living facilities	18.06	13
Financial institutions	6.94	5
Other (specify)	18.06	13
Total Responses		72

Q4 What should the City of Peachtree Corners focus on to support your business? (choose up to 3)

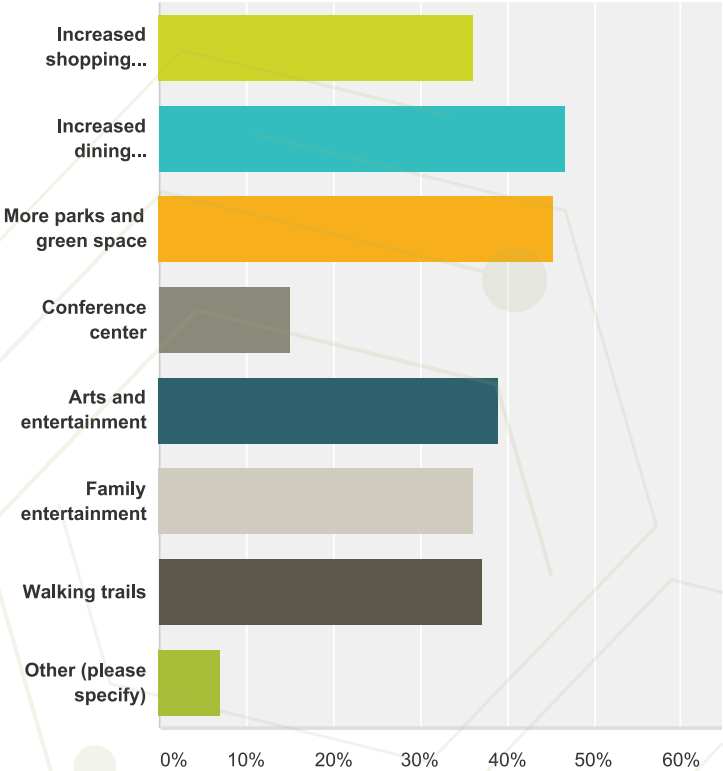
Answered: 72 Skipped: 1



Answer Choices	% Resp.	No. Resp.
Infrastructure development (water, sewer, gas, transportation)	31.94	23
Business development (retention, expansion, attraction, entrepreneurial development)	43.06	31
Workforce development (job training, skill enhancement)	26.39	19
Cash flow development (brining in new dollars, tourism, expanding markets)	23.61	17
Organizational development (conducting analysis of current conditions, strategic planning, setting goals and objectives)	26.39	19
Adding amenities (parks, trails, entertainment venues)	48.61	35
Other (specify)	16.67	12
Total Responses		72

Q5 What amenities would benefit you and/or your company? (choose up to 3)

Answered: 68 Skipped: 5

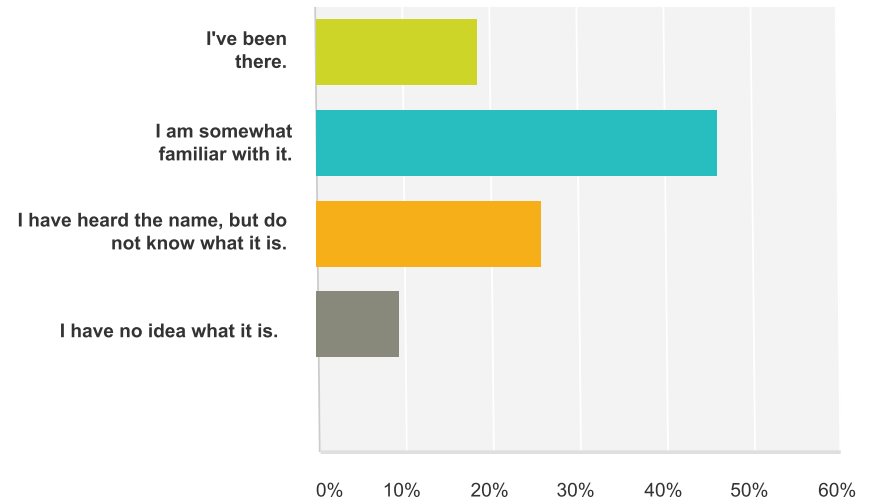


Answer Choices	% Resp.	No. Resp.
Increased shopping opportunities	36.76	25
Increased dining opportunities	45.59	31
More parks and green space	44.12	30
Conference center	14.71	10
Arts and entertainment	39.71	27
Family entertainment	35.29	24
Walking trails	36.76	25
Other (specify)	7.35	5
Total Responses		68



Q6 How familiar are you with Curiosity Lab?

Answered: 73 Skipped: 0



Answer Choices	% Resp.	No. Resp.
I've been there.	19.18	14
I am somewhat familiar with it.	45.21	33
I have heard the name, but do not know what it is.	26.03	19
I have no idea what it is.	9.59	7
Total Responses		73

RECOMMENDATIONS

• **Implement a sustainable BRE program.**

• **Continue adding amenities; trails, paths.**

• **Highlight individual business success stories.**

• **Maintain and continue the development of infrastructure.**

• **Expand visibility of Curiosity Lab, use communication tools, social media).**

• **Attract a sports team or venue, tourism.**

• **Leverage partnerships with area organizations.**

• **Engage consultant to perform housing study.**

• **Expand 5G coverage throughout Technology.**

• **Add Cafe in Technology Park.**

• **Attract high-end hotels.**

• **Explore ideas for redevelopment in Technology Park**

• **Increase police presence**

• **Consider vertical space surveys to address lack of space needs.**

• **Highlight diversity of the area.**

• **Explore connections to Doraville MARTA station, mobility options.**

• **Add community spaces (dog park, etc.) and public art.**

• **Encourage building and façade improvements.**

• **Consider purchasing property in preparation for future needs.**

• **Organize talks, forums in Tech Park.**

• **Identify companies to target in technology fields, robotics,**

• **Attract conference center or**

• **Consider a cost/fundin**

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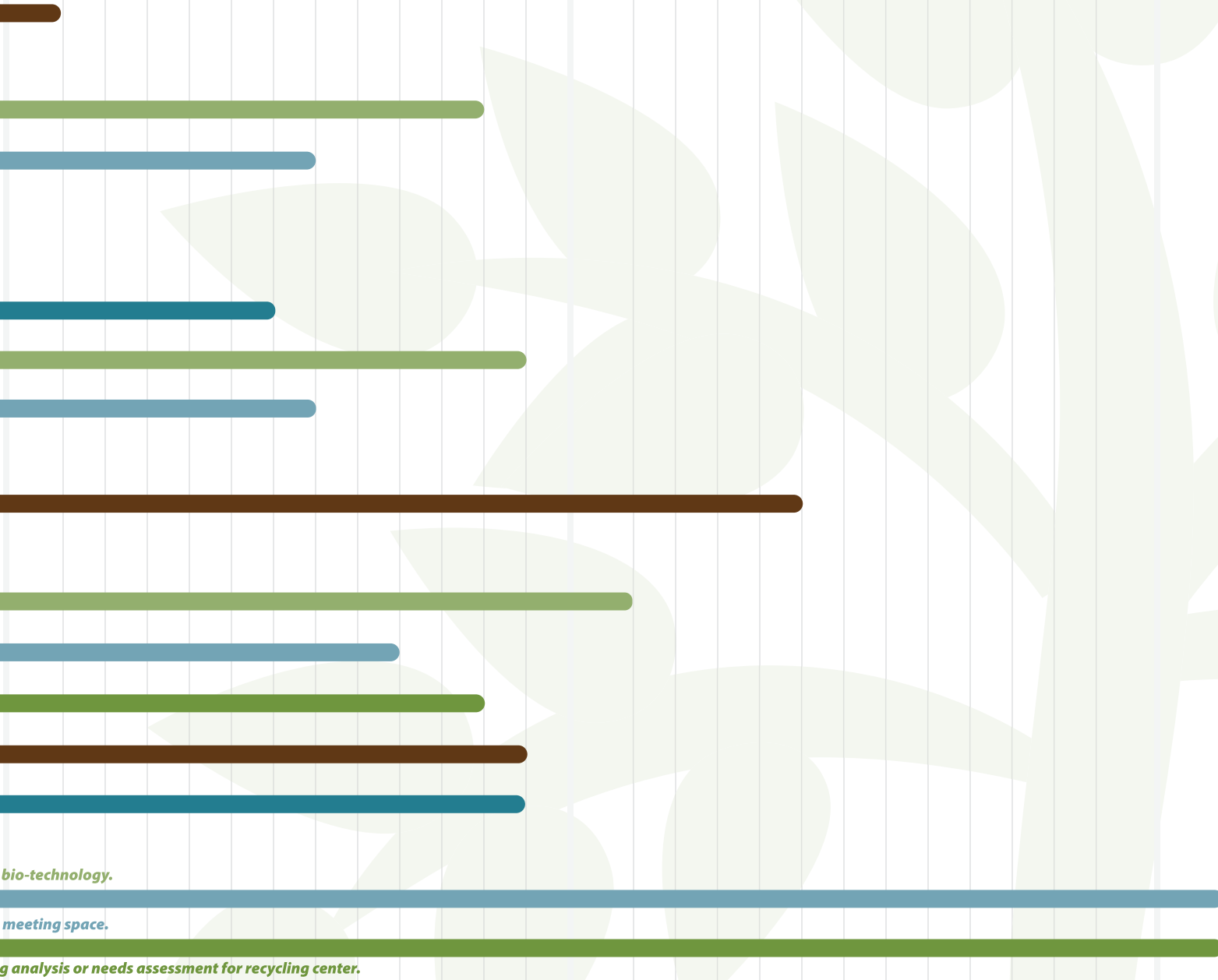
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bio-technology.

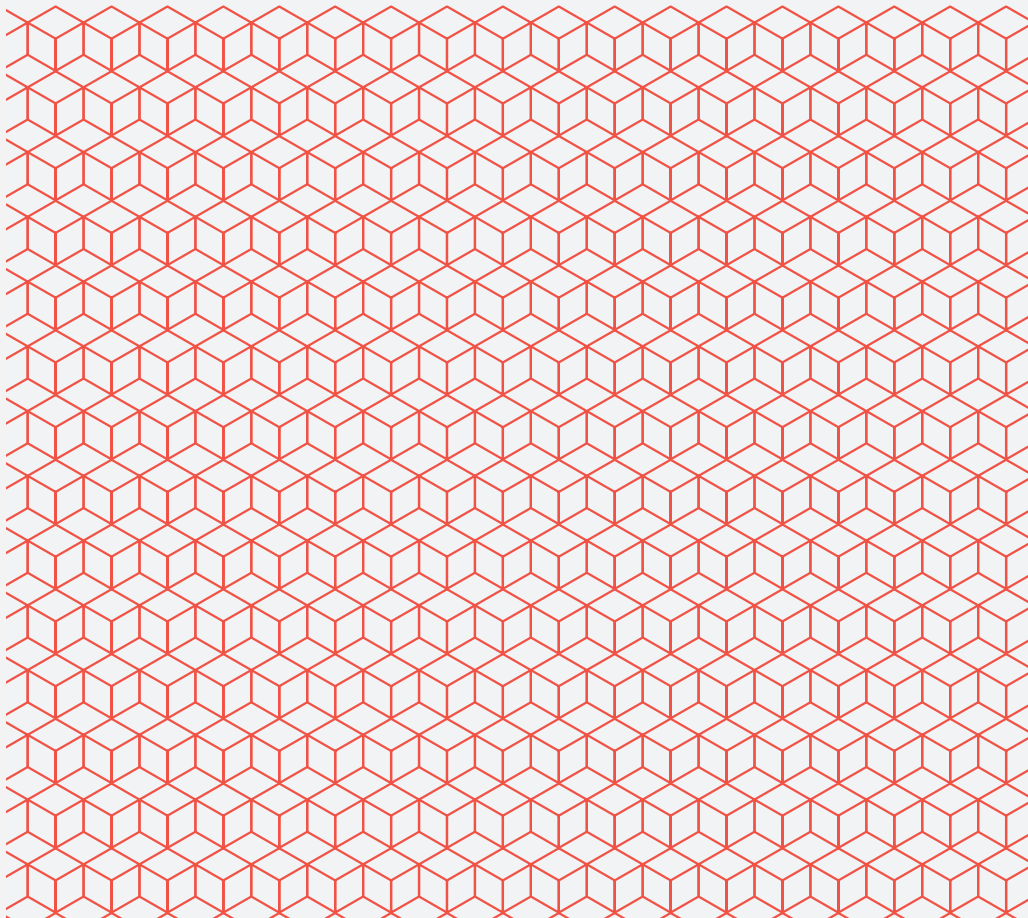
meeting space.

g analysis or needs assessment for recycling center.

BRAINSTORMING SESSION

TECH PARK

DECEMBER 2, 2022





PARTICIPANTS

CITY OF PEACHTREE CORNERS

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Danny Bivins, Senior Public Service Associate

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BRAINSTORMING SESSION SUMMARY

MEETING GOALS

This brainstorming session serves as a first step for the City of Peachtree Corners and The Pendleton Group to develop a process for transforming Tech Park so it can build on Curiosity Lab's success and attract long-term investment. The group named the following as goals they would like to achieve in this meeting:

- Discuss the overall vision for Tech Park
- Explore ideas for public-private partnerships (PPPs)
- Brainstorm ways to improve Tech Park to be ready for the next generation
- Create a list of the next steps

TECH PARK: A LIVING STORY OF INNOVATION

Peachtree Corners is "The Little City That Could" when it comes to creating a hub for imagination and innovation in the Atlanta metro region. In fact, it is part of the young city's DNA. From its founding in 2012, the city's progressive leadership has created a culture of saying "yes" to the possibilities, showing what is possible when cities engage in strategic planning to attract international talent, business, and technology.

Paul Duke, in the 1960s, conceived of a technology park to attract the best and the brightest Georgia Tech graduates. Mr. Duke's forward-thinking leadership lives on today in the city's vision to revitalize this 1970s Tech Park.

In 10 short years, the city has seen remarkable success with Curiosity Lab, located within Tech Park and dreamed up by Georgia Tech Vice-President Emeritus Wayne Hodges. Hodges also founded the very first

technology incubator in the country in the 1980s and oversaw the success of downtown Atlanta's Technology Square and is now working at The Pendleton Group as part of this effort.

Created in 2017, Curiosity Lab is an "innovative ecosystem" for 15 startup companies, is home to the world's most innovative technology, and has a thriving partnership with Georgia Tech. Curiosity Lab boasts a 1.5-mile test track for autonomous vehicles, the first driverless shuttle deployment on a city street, the first 5G deployment in Metro Atlanta available for testing, the first teleoperated E-Scooters which you can call from an app and they drive autonomously to your location, and the first "living" laboratory available to entrepreneurs and startup companies from across the globe.

THE CHALLENGE

Tech Park is integral to the success of Peachtree Corners and established the groundwork for the future. Despite recent improvements and investment, most of Tech Park retains the 1970s aesthetic and function. Tech Park offers 500 acres worth of opportunities to improve, grow, and adapt for the businesses of the future, but the question is:

How do we get there?

In this digital age, the city has an opportunity to continue to build on the legacy of forward-thinking leaders of the past and Curiosity Lab's present innovation to attract long-term investment to Tech Park. Members of The Pendleton Group and City of Peachtree Corners employees raised the following questions to be investigated throughout this process:

- *How can the global success story of Curiosity Lab spill over to the larger Tech Park to attract long-term investment? How can Curiosity Lab be used to attract talent and then entice them to stay?*
- *How can Tech Park's legacy of technology and innovation be matched with its future vision to create a distinct and marketable brand identity?*
- *What would make Tech Park more competitive, so that companies would choose to move to Peachtree Corners over other Atlanta metro cities like Johns Creek, Alpharetta, or Roswell?*
- *How can urban planning and design improve the look and "vibe" of Tech Park?*
- *What services or amenities could be added to make it more desirable to compete in the 21st-century economy? How could the built environment be improved to offer better connectivity, mobility, and collaboration?*
- *Are there things that the city can do to foster better collaboration and communication between Tech Park businesses and Curiosity Lab? Can the city take steps to protect the natural environment and improve sustainability? What are some ways to incentivize top talent to relocate to Tech Park? What services can the city provide to make Tech Park even more business-friendly?*

Peachtree Corners has already established itself as an international leader in innovation and attracting talent through the success of Curiosity Lab. Technology Park has long been a part of this identity. In a discussion about the future vision of Technology Park, the group agreed that the goal is to make Tech Park the most desirable and exciting place in Atlanta.

THE TECH PARK VISION:

"To make Technology Park the most desirable and exciting place in Atlanta."

CREATING THE TECH PARK "VIBE"

Curiosity Lab has a distinct "vibe." Upon walking into the lab, one becomes a part of the exciting feeling of innovation, creativity, and collaboration, yet it remains a relaxed environment where funky art decorates the walls and large glass openings allow a peek into someone's brilliant new idea coming to life. It is a place full of possibilities and trial and error, where new technologies are shared and invented. Who would not want to be a part of that? Applied technology is visible with autonomous vehicles and touchscreen kiosks, and signage is designed to reflect that same high-tech vibe.

Outside of Curiosity Lab, however, the larger Tech Park is lacking a "vibe" that instills a sense of innovation and belonging. 1970s buildings are isolated and surrounded by ample parking and pine trees, awaiting a modern update that would make this park "the most desirable and exciting place in Atlanta."

Creating a vibe sounds simple, but it involves many factors, including urban planning, improvements to the built environment, branding, signage, environmental graphics, amenities, things to do, a sense of belonging, relationships between companies and the city, and the intangible feeling of being in a place.

The group discussed the following as characteristics that could contribute to improving Tech Park's vibe as an innovation and technology hub:

- *Use Tech Park's history and its recent successes as inspiration and a theme throughout*
- *Make applied technology visible throughout the park*
- *Cultivate a sense of belonging and diversity*
- *Improve mobility and transit options within and outside the park*
- *Invest in infrastructure that creates the desired Tech Park Vibe, such as extending 5G throughout the park*
- *Create a people-centered environment for technology and innovation to help companies develop new products, manufacturing processes, and management systems that will have a global impact*
- *Create a true live-work-play collaborative environment and networking opportunities*
- *Provide a high quality of life for people working and living in Tech Park*
- *Instill a feeling that Tech Park is a place of opportunity*
- *Commit to sustainable and environmentally friendly design within the park*
- *Create public spaces that bring people together during the day and at night, such as areas for food trucks, dog parks, restaurants, bars, pickleball courts, frisbee golf, table tennis, collaborative meeting spaces, and more*
- *Encourage art and creativity throughout the park*
- *Continue to develop outdoor spaces and recreational opportunities within the park, such as trails, walking paths, lakefront amenities, and more*



Interior of Curiosity Lab



“TECH PARK IS A PLACE IN TRANSITION & FULL OF POTENTIAL.”

“CURIOSITY LAB IS AN INNOVATIVE ECO-SYSTEM.”

URBAN PLANNING & DESIGNING FOR PEOPLE

A key part of creating the Tech Park vibe is improving the infrastructure and built environment with people in mind. Tech Park is a 1970s suburban office complex in transition to becoming the model city of the future. Ways of doing business have changed a lot since the 1970s. Businesses need more collaborative spaces and attracting top-level talent requires thinking about workplaces differently—from providing transit to designing desirable green spaces, and providing affordable housing for the workforce, to creating versatile collaborative spaces, improving infrastructure and cybersecurity, and better connectivity within and outside the park. The following ideas were mentioned in our meeting as ways urban planning could improve Tech Park:

- *Building and façade improvements*
- *Visible, applied technology throughout the park*
- *Vertical expansion of existing buildings and new construction*
- *Public investment to expand Infrastructure that is customized to Tech Park business’ needs*
- *Expand 5G coverage to the entire Tech Park footprint*
- *Improve transportation options, making Tech Park more walkable and transit-oriented, with multi-modal transportation options within the park and to nearby destinations like The Forum*
- *Improve connectivity to the MARTA Doraville Station and provide a frequent shuttle service to MARTA and other public transportation*
- *Improve the park’s environmental quality and outdoor areas*
- *Design sustainable, multi-story mixed-use buildings*
- *Address vacant office spaces*
- *Develop the lakefront with more trails around the lakes, activities, and lakefront amenities*
- *Add mist-cooling spots during hot weather*
- *Develop affordable housing options for young professionals*

OTHER BIG IDEAS:

- *Restaurants, bars, and nightlife venues for entertainment within the park*
- *A Tech Park community center*
- *Urban farming plots and hydroponic agriculture*
- *A Tech Park virtual reality experience center*
- *Vertiport for 3-D mobility*
- *Canopy walks*
- *Create collaboration hotspots throughout the park*
- *Innovative lighting improvements to trail systems and walkways*



Curiosity Lab at Technology Park

POTENTIAL ACTION ITEMS

Founded with the purpose of being an innovation and technology hub, Peachtree Corners has proved to be a city government that is flexible and forward-thinking. Unlike most cities, Peachtree Corners does not have a city property tax, which is an incentive for potential businesses and employees. The city also does not have to fund a police or fire department and gets ample SPLOST funding. These factors put Peachtree Corners in a unique position to take on projects within Tech Park.

The following ideas were mentioned in our meeting as things the city can do to improve Tech Park:

Planning and Organization:

Short-term

- Dissolve the Tech Park Property Owner's Association so the city can manage the community assets such as irrigation, and gateway signs
- Create a Tech Park Chamber of Commerce
- Create a Tech Park Improvement District
- Improve safety and security within Tech Park with more police patrol, cameras, license recognition, and improved trail lighting
- Continue to support the Tech Park innovation aesthetic and general design standards
- Adopt ordinances and regulations to protect the park's natural resources, improve resiliency

Economic Development:

Short-term

- Continue to explore all economic development tools available to the city through public-private partnerships (short-term)
- Seek federal funding opportunities to improve Tech Park

- Develop new metrics for incentives unique to Tech Park to attract long-term investment
- Develop a robust incentives package to attract talent and businesses
- Aim to attract companies like ASHRAE who commit to retrofitting buildings into sustainable, net-zero facilities using the latest HVAC&R technology available
- Identify targeted companies for recruitment, such as digitalization, robotics, blockchain, cyber security, and creative industries

Long-term

- Attract first- and second-tier suppliers, businesses committed to sustainability, technology, and innovation
- Attract restaurants, bars, and nightlife options to Tech Park

Partnerships and Collaboration:

Short-term

- Continue to foster relationships with Georgia Tech, The University of Georgia, other colleges and universities, and corporate sponsors
- Host tenant CEO forums

Long-term

- Create an internship and apprenticeship program to further connect Tech Park businesses to academia
- Recruit a technical college to create a campus within Technology Park

Aftercare of Tech Park Businesses:

Short-term

- Develop a list of survey and interview questions to ask Tech Park businesses and current occupants
- Conduct interviews and surveys with current occupants to determine businesses' needs
- Communicate the city's goals and vision
- Identify business partners and potential businesses

PEACHTREE CORNERS IS A CITY THAT

"Thinks like a startup"

- Create a feedback loop and follow up with Tech Park businesses
- Host networking events
- Create a Tech Park business directory
- Create a list of benefits of working in the park
- Identify Tech Park assets and highlights
- Facilitate career development and collaboration

Tech Park Branding, Marketing, and Communications:

Tech Park is a living story that continues to be about innovation and creating solutions for the future. The success stories of Curiosity Lab's many businesses and entrepreneurs provide a great marketing opportunity to attract long-term investment to Tech Park.

Short-term

- Develop a unified brand identity inspired by the living story of Tech Park and the success of Curiosity Lab; the brand should honor the park's legacy but embrace the future with innovation, technology, and collaboration
- Create a clear differentiation statement for Tech Park; the group agreed that Curiosity Lab is currently what gives Tech Park a competitive edge
- Highlight individual business success stories Increase marketing efforts to attract talent
- Communicate Peachtree Corner's quality of life
- Communicate Curiosity Lab and Tech Park's successes and events happening at the park
- Identify and highlight current Tech Park assets and market them to the international community
- Improve communications between businesses at Tech Park

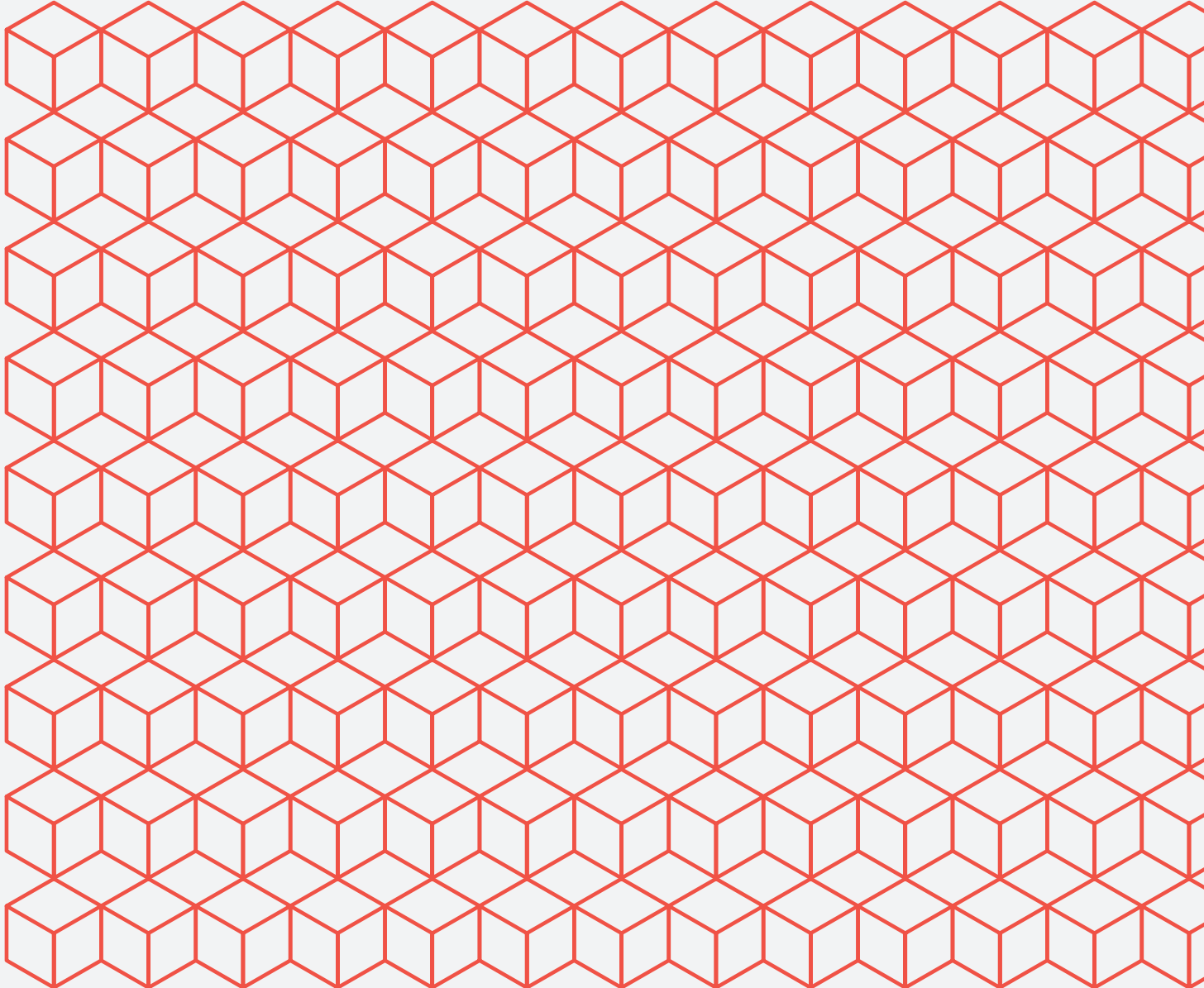
Long-term

- Apply brand "look" to the physical environment through signage and environmental graphics; make signage content available in different languages

Other "big" ideas that were discussed:

- Implementing a city property tax
- Attract a federal government agency to place its headquarters at Tech Park
- Attract a top-notch creative media studio
- Attract a drive-through coffee shop or café
- Host a global design competition
- 500k + square-foot biomedical wet/dry lab (1 million square feet)
- Create a mobility app for Tech Park
- Women and family-oriented environment; one example might include businesses that could provide on-site childcare

"WE ARE A CITY THAT SAYS YES."





CITY OF
Peachtree
CORNERS
Innovative & Remarkable