The background of the entire page is a stylized, abstract pattern of overlapping leaf shapes. The leaves are rendered in shades of light blue, olive green, and white, creating a sense of depth and movement. The pattern is dense and covers the entire area.

CITY of PEACHTREE CORNERS

innovative and remarkable

Comprehensive Plan

November 2013

POND

City of Peachtree Corners 2033 Comprehensive Plan

ACKNOWLEDGEMENTS

MAYOR AND CITY COUNCIL

Mike Mason, Mayor
Phil Sadd, Post 1
James Lowe III, Post 2
Alex Wright, Post 3
Jeanne Aulbach, Post 4
Lorri Christopher, Post 5
Weare Gratwick, Post 6

CITY STAFF

Diana Wheeler, Community Development Director

CITIZEN ADVISORY COMMITTEE

Aaron Lupuloff
Chuck Warbington
Debbie Dykes
Floyd Williams, III
Gray Terry
Jack Shulin
Joseph Sawyer
Judi Quigley
Kevin Biando
Lorri Christopher
Lynnette Howard
Matt Houser
Mike McLaughlin
Pat Bruschini
Robert Forro
Scott Hilton
Wayne Knox

CONSULTANT TEAM

Michelle Alexander, Principal in Charge, Pond & Company
Joel Reed, Project Manager, Pond & Company
Allie Looft, Urban Planner, Pond & Company
Aria Finkelstein, Urban Planner, Pond & Company
Niwana Ray, Urban Planner, Pond & Company
Kyle Talente, Principal, RKG Associates Inc.

TABLE OF CONTENTS

EXECUTIVE SUMMARY

COMMUNITY GOALS

COMMUNITY WORK PROGRAM

COMMUNITY NEEDS AND OPPORTUNITIES

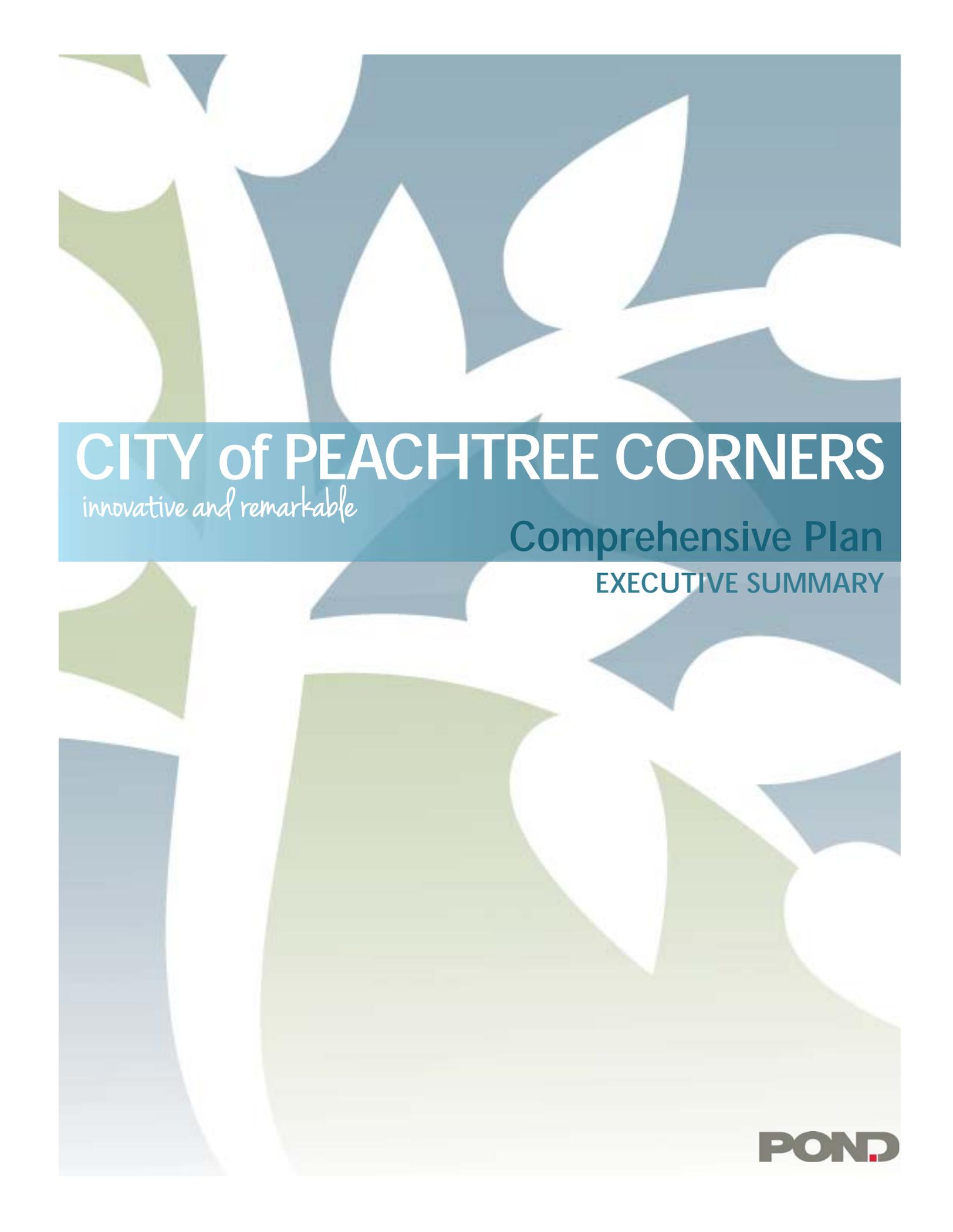
APPENDIX

Appendix A: Public Participation Plan

Appendix B: Participation Documentation

Appendix C: Community Survey Results

report has been formatted to print double-sided \ page intentionally left blank



CITY of PEACHTREE CORNERS

innovative and remarkable

Comprehensive Plan

EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

Through 2012 and 2013, the new city of Peachtree Corners worked together to define a vision and a framework for growth for the very first time. The process gave the city’s residents and businesses an opportunity to learn more about each other and their community, consider where and how they want the city to grow in the future, and consider different strategies to get there. Specifically, the Comprehensive Plan, which is executed and written according to the rules set by the Georgia Department of Community Affairs, asks, “Who are we? Where are we going? How will we get there?”

Community members, leaders, and elected officials met in numerous settings to develop the Comprehensive Plan. A full summary of public participation events and outreach programs can be found in Appendix A: Public Participation Plan.

PLANNING CONTEXT

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

The Comprehensive Plan process identified many important needs and opportunities that citizens would like to address over the next twenty years. Many residents of Peachtree Corners were drawn to the area because of the natural beauty and the Chattahoochee River, but the City has a shortage of parks and public greenspace. Technology Park remains one of the City’s most significant assets, but the infrastructure and buildings within it are beginning to age, and its tenants are seeking newer facilities in surrounding areas. The City recently purchased a vacant parcel of land across from The Forum, a regional shopping destination, with the intent of seeing a mixed-use town center built. The Comprehensive Plan will help the City position itself to best take advantage of these opportunities.



The Chattahoochee River as seen from the Medlock Bridge crossing

Peachtree Corners’s population is expected to grow over the next 25 years to somewhere between 42,341 and 49,389 people. The population is also growing more and more diverse. Like the rest of Gwinnett County, Peachtree Corners already has a great degree of racial diversity, with the white population comprising less than half of the total population. As an ethnic group, the Hispanic population has nearly doubled over the past ten years; today, almost 20% of the population of Peachtree Corners identifies as Hispanic.

Regionally, the Atlanta metropolitan region is aging, as the Baby Boomer generation reaches retirement age. By 2030, one in five Atlanta residents will be over 65. The Atlanta region is also projected to add over 3 million in population by 2040. While Peachtree Corners and Gwinnett County will capture only a small share of this growth, the population surge will have regional effects, including the need for more transportation alternatives, a demand for infill housing in close-in suburbs, and greater strain on the natural environment. However, it also represents a significant economic development opportunity, if managed with smart, high quality design.



The Forum, a regional shopping destination

VISION

As city stakeholders met during the Comprehensive Plan process, they worked to define a vision to guide development given these trends and changes.

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

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

GOALS

After identifying the vision for the City, the community crafted five goals that address the key elements of that vision—community identity, transportation, greenspace, housing and land use, and economic development. Pursing these goals will help decision-makers, stakeholders, and residents achieve success:

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

Hundreds of ideas and hopes for the city were expressed during workshops where participants pored over maps of their new city and discussed the long-term health of Peachtree Corners. Analyzing the results of these workshop maps, common themes emerged; the map that follows illustrates these consolidated results. As a limited service city, Peachtree Corners relies on external resources to make its ambitions a reality, but the Consolidated Vision map expresses the community's desires for future growth and development in the city. Achieving the vision will require coordination and cooperation between many stakeholders and jurisdictions.

CITY OF PEACHTREE CORNERS CONSOLIDATED VISION

- 1 UNIFY & CONNECT**
Introduce elements that will unify and connect the Peachtree Corners community, including **built projects:**
 - green infrastructure
 - bike loops
 - greenways**and programs:**
 - arts and cultural facilities
 - recreational programs
 - outdoor entertainment
- 2 GREEN THE CITY**
Take advantage of the unique environmental feature and recreational asset of the Chattahoochee River. Explore opportunities to reprogram existing park space to take full advantage of the river. Coordinate with property owners and the county on access to realize planned greenway projects.
- 3 IMPROVE ACCESS**
The transportation network should be accessible to users of all modes of transportation, including drivers, pedestrians, and cyclists. Attractive streetscapes improve the experience for all.

- 4 REDEVELOP RETAIL**
Identify and prioritize retail redevelopment opportunities at key intersections to create walkable, livable centers at varying scales.
- 5 REIMAGINE TECH PARK**
Implement cutting edge, technological infrastructure in Tech Park and throughout the City, including fiber and Wi-Fi. Strategically market key office development opportunities such as Governors Lake Parkway. Explore new, modern office types, and use developer bonuses to incentivize redevelopment.

CONSOLIDATED VISION

CHARACTER AREAS

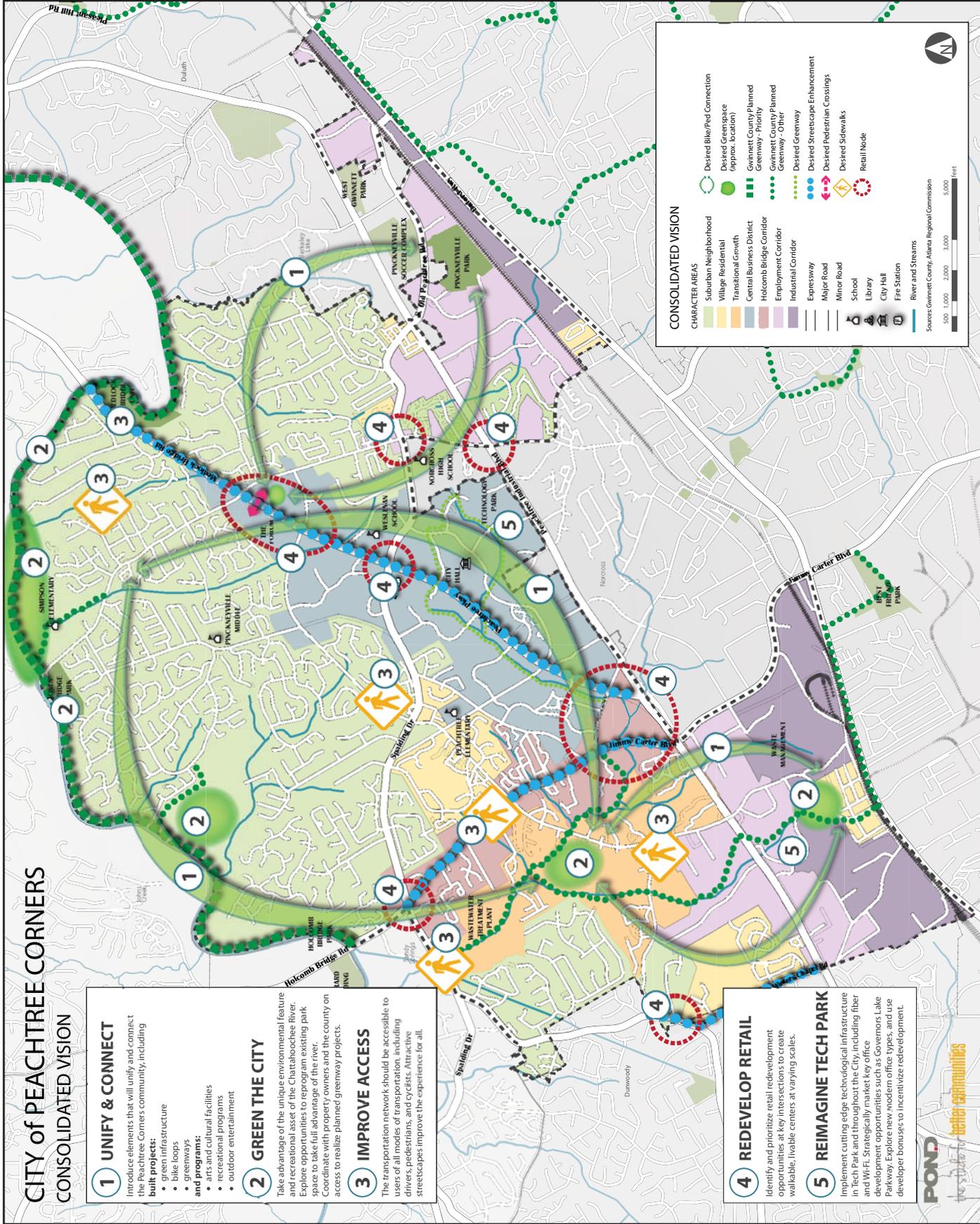
- Suburban Neighborhood
- Village Residential
- Transitional Growth
- Central Business District
- Holcomb Bridge Corridor
- Employment Corridor
- Industrial Corridor
- Expressway
- Major Road
- Minor Road
- School
- Library
- City Hall
- Fire Station
- River and Streams

DESIRABLE CONNECTIONS

- Desired Bike/Ped Connection
- Desired Greenspace (approx. location)
- Gwinnett County Planned Greenway - Priority
- Gwinnett County Planned Greenway - Other
- Desired Greenway
- Desired Streetscape Enhancement
- Desired Pedestrian Crossings
- Desired Sidewalks
- Retail Node

Sources: Gwinnett County, Atlanta Regional Commission

500 1,000 2,000 3,000 5,000 Feet



FUTURE DEVELOPMENT

What can limited-services governments do to enable their goals and visions? While Gwinnett County has jurisdiction over many services that Peachtree Corners citizens benefit from, like roads and parks, Peachtree Corners is not the ultimate decision-maker for how these services are provided. However, Peachtree Corners now has control over all development and zoning decisions. The city can control how development occurs through its zoning ordinance and plans for future development.

The Comprehensive Plan establishes the development framework for future planning decisions through a Character Area Map and descriptions about the desired development type, use, and scale in each character area. In Georgia zoning and land use decisions must be made based upon an officially adopted Future Development Map (or Character Area Map). Once the Comprehensive Plan process is complete, the zoning ordinance can be refined to meet city-specific needs.



CENTRAL BUSINESS DISTRICT

The Central Business District character area is the 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.



HOLCOMB BRIDGE CORRIDOR

The Holcomb Bridge Road Corridor character area will redevelop into a neighborhood center and a revitalized gateway into the city.



EMPLOYMENT CORRIDOR

The Employment Corridor character area provides an ideal location for jobs- and revenue-generating businesses, both professional and industrial, along attractive gateway thoroughfares.



INDUSTRIAL CORRIDOR

The Industrial Corridor character area fosters thriving industry on Buford Highway.



TRANSITIONAL GROWTH

The Transitional Growth character area creates opportunities for the City to encourage strategic investment, improve walkability, and introduce more greenspace.



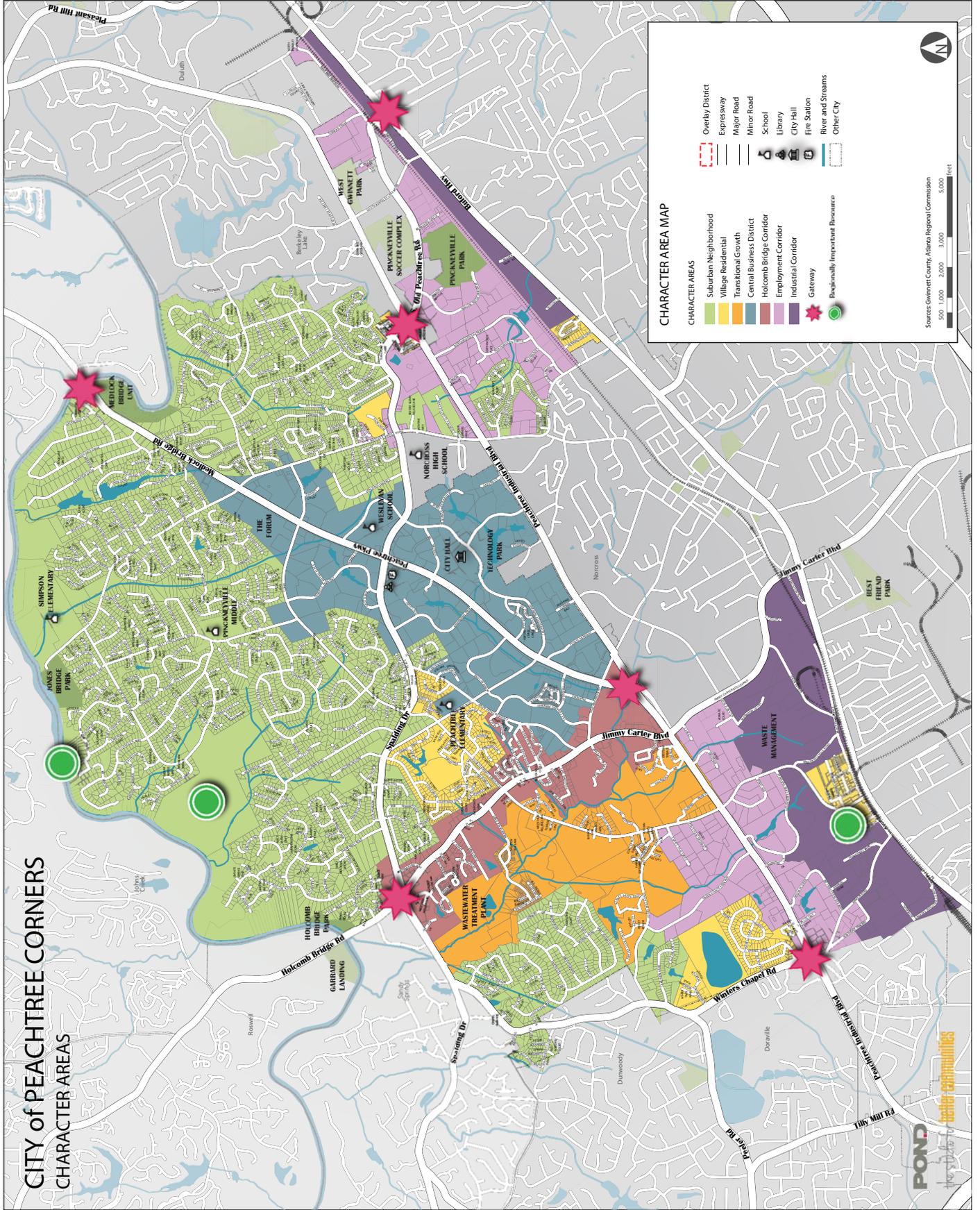
SUBURBAN NEIGHBORHOOD

The Suburban Neighborhood character area will continue to foster stable, established housing options for Peachtree Corners families.



VILLAGE RESIDENTIAL

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



**CITY OF PEACHTREE CORNERS
CHARACTER AREAS**

IMPLEMENTATION

In order to support implementation of the plan, the Community Work Program discusses how the Peachtree Corners 2033 Comprehensive Plan can be achieved and how it meets the goals of the Atlanta Regional Commission's PLAN 2040. A list of action items outlines specific steps that the City can take over the next five years to achieve each of the five goals. The list defines a time frame, responsible party, and cost for each recommendation.

As Peachtree Corners is a limited services city, coordination among various community groups, service providers, elected and appointed officials, city staff, and other jurisdictions will be necessary to achieve the Community Work Program. Even though the City will not itself orchestrate and fund many of the action items listed, the plan is an important tool to help voice the desires of the community and make it easier for whoever is responsible for each item to complete it.

Several high priority action items will be instrumental in implementing the vision and goals outlined in the plan.

IDENTITY

A signage and wayfinding program can help build community identity, both locally and regionally. Signature landscaping and public art at gateways notify visitors that they have arrived in Peachtree Corners.



Example of gateway feature

TOWN CENTER DEVELOPMENT

The property across from The Forum is an incredible opportunity for the City to shape its town center. A community gathering space, mixed use development, and integrated natural amenities will be key features.



GREENSPACE

Gwinnett County's greenway and open space master plans call for a greenway on the Chattahoochee River and more open space throughout the City. Working with the other players to implement these plans will let the community take advantage of the natural environment.



TECH PARK REVITALIZATION

The next generation Technology Park will build on its prior successes, attracting new high-tech businesses to unique office spaces that cater to a variety of business types and sizes with on-site natural amenities.



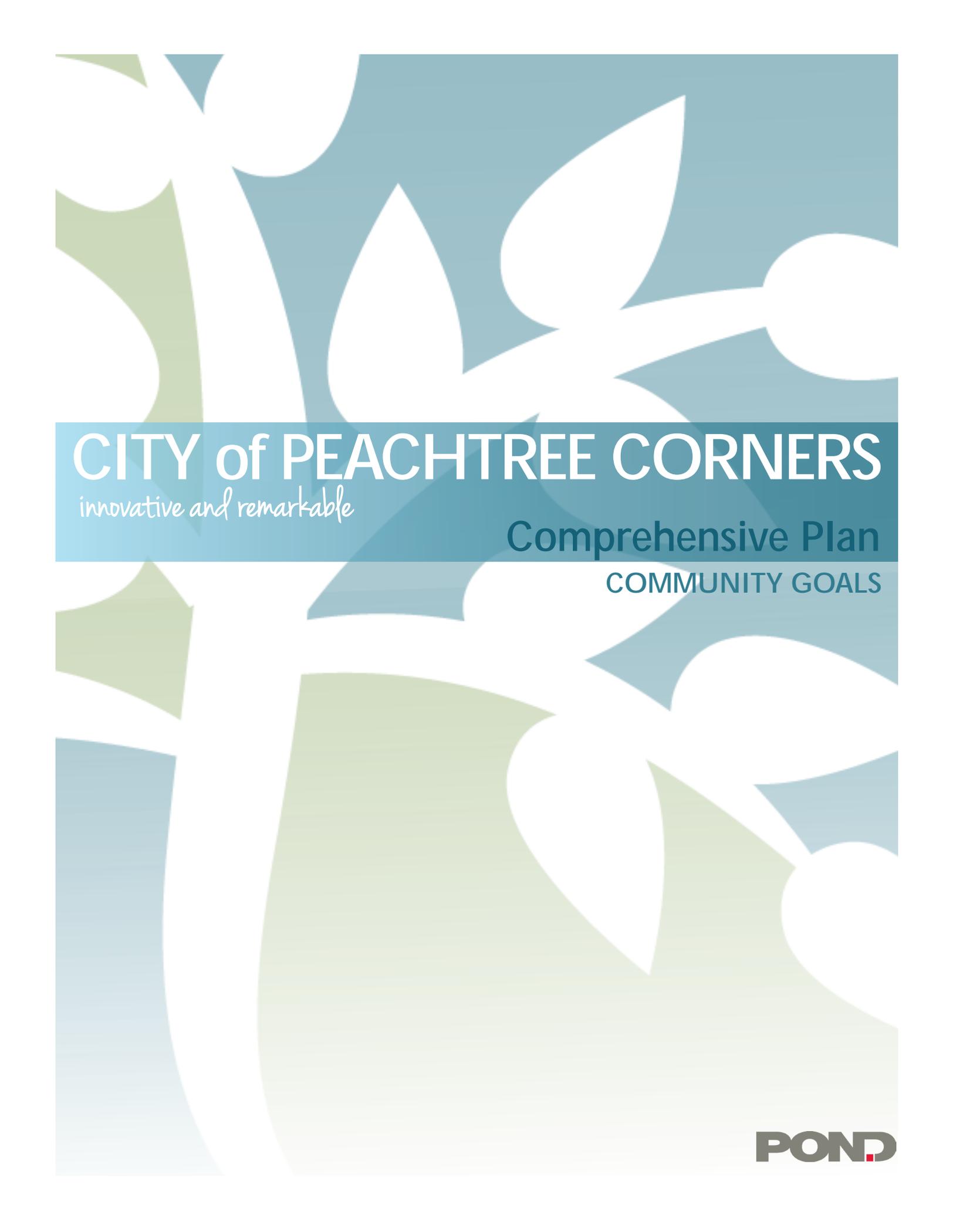
WALKABLE NETWORK

Many areas in Peachtree Corners are lacking sidewalks. The City will work with Gwinnett County, the Georgia Department of Transportation, and other players to identify and eliminate gaps in the sidewalk network. In particular, sidewalks around schools and along major transportation corridors like Holcomb Bridge Road will be important to creating a complete walkable network.



CORRIDOR REDEVELOPMENT

Strategic redevelopment of corridors, especially Holcomb Bridge Road, will create opportunities for economic development. Improved aesthetics and transportation management can help improve the experience for all users.



CITY of PEACHTREE CORNERS

innovative and remarkable

Comprehensive Plan

COMMUNITY GOALS

TABLE OF CONTENTS

PLAN OVERVIEW	1
The process	2
Public participation	3
Review process	6
COMMUNITY VISION	7
GOALS AND POLICIES	11
Goals and policies	12
Goal 1: Build a unified and family-friendly community.	13
Goal 2: Celebrate the city’s natural and cultural environment.	21
Goal 3: Integrate transportation and accessibility into development decisions.	25
Goal 4: Enable redevelopment and capture high-quality new development.	29
Goal 5: Emerge as the most desirable and advantageous community in the Atlanta region.	35
CHARACTER AREAS	39
Character areas	40
Central Business District	42
Holcomb Bridge Corridor	46
Employment Corridor	50
Industrial Corridor	52
Transitional Growth	54
Suburban Neighborhood	56
Village Residential	58
Gateways	60
Regionally Important Resources	60
Overall development guidelines	61
Zoning guidelines	62

LIST OF FIGURES

Figure 1. Consolidated Vision Map	7
Figure 2. Character Area Map	41
Figure 3. Key Features of the Central Business District	43
Figure 4. Character Area: Central Business District	46
Figure 5. Key Features of the Holcomb Bridge Corridor	49
Figure 6. Character Area: Holcomb Bridge Corridor	50
Figure 7. Street Networks	51
Figure 8. Potential Pedestrian Facilities	51
Figure 9. Character Area: Employment Corridor	53
Figure 10. Character Area: Industrial Corridor	55
Figure 11. Character Area: Transitional Growth	57
Figure 12. Character Area: Suburban Neighborhood	59
Figure 13. Character Area: Village Residential	61
Figure 14. Gateways and Regionally Important Resources	62

report has been formatted to print double-sided | page intentionally left blank

Plan Overview

PLAN OVERVIEW

The City of Peachtree Corners has completed its 2033 Comprehensive Plan, the City's first Comprehensive Plan. The Comprehensive Plan is made up of three separate reports, presented in this order and discussed in detail below:

- **Community Goals:** the Vision, Goals, Policies, and Character Areas
- **Community Work Program:** the guide for implementation over the next five years
- **Community Needs and Opportunities:** the assessment of existing conditions

The process was achieved with the guidance and involvement of City staff, community members, a Comprehensive Plan Citizen Advisory Committee, and a consultant team. Though the City of Peachtree Corners, as a limited-service city, only provides three services (zoning, building permits, and solid waste), the Comprehensive Plan addresses a range of elements to provide a framework that guide the City in facilitate other parties to achieve its goals.

The Comprehensive Plan considers the 20-year horizon and provides a fact-based resource that tracks implementation of community-based policies. An overall plan addressing a city's future must answer a fundamental question "**What do we really want our city to become?**" This question has no single, simple solution, but many complex answers, which evolve over time. A successful plan will help leaders narrow the complexity into a concise vision with action items that hold elected officials accountable. As a new city, Peachtree Corners has the unique privilege of being able to define its vision for the first time. The 2033 Comprehensive Plan will set the stage for development, growth, and investment in the City.

THE PROCESS

The Comprehensive Plan process follows the Rules of the Georgia Department of Community Affairs ("DCA"), O.C.G.A. Chapter 110-12-1, Minimum Standards and Procedures for Local Comprehensive Planning, effective January 1, 2013. The DCA rules state that the Comprehensive Plan consists of the following three distinct components:

- **Needs and Opportunities**

Where are we? The tool used to answer this question is the Community Needs and Opportunities analysis. The planning team will collect and analyze data and maps to understand land use, population, economic development conditions, housing, natural and cultural resources, community facilities, transportation facilities, intergovernmental coordination, and other areas that deserve special attention in a community. This research will allow your community to identify the issues that it needs to address and the opportunities on which it can capitalize.

- **Community Goals**

Where do we want to be? Through design workshops and public meetings, your community will develop a shared vision—the Community Goals report—and create character areas: focused areas of planning, each with special conditions, qualities, and needs. These character areas will define parts of the community to be enhanced or preserved, and they will guide your zoning and land subdivision policies in the future. The major tool that consolidates the community’s vision is the Future Development Map. Along with the character areas, it will show a greenspace master plan, transportation strategies, infrastructure boundaries and zones, physical development patterns, and strategic partnering opportunities for community programs.

- **Community Work Program**

How will we get there? The final piece of the comprehensive plan, the Community Work Program, outlines steps and strategies for achieving your community’s goals and implementing its plans. The Work Program will include a short-term work plan, identifying priority projects, potential collaborations, and funding strategies.

PUBLIC PARTICIPATION

The Comprehensive Plan relied heavily on public involvement. At the beginning of the Comprehensive Plan process, the project management team developed a Public Participation Plan. The Public Participation Plan is summarized here, and the full plan is included as an appendix to this report.

PROJECT MANAGEMENT TEAM

The City’s Department of Community Development and the contracted Consultant led a Project Management Team. The Project Management Team proposed recommendations for the Comprehensive Plan based on community input. The City Council and Mayor hold ultimate responsibility and authority to approve and direct the implementation of the Comprehensive Plan documents.

CITIZEN ADVISORY COMMITTEE

A Citizen Advisory Committee also helped to guide the Comprehensive Plan by serving as the project’s primary sounding board for initial concepts and providing representation from various communities in Peachtree Corners. They were tasked with reviewing consultant documentation and providing feedback, guidance, and recommendations based on the community’s input and the City’s vision. The Committee also reviewed synthesized community input and proposed recommendations that will make up the final plan.

PUBLIC MEETINGS

The Project Management Team conducted three community meetings and attended multiple City Council and Planning Commission meetings. The Project Management Team reached out to the community in a number of ways in addition to the public meetings, including a web page and displays at the Peachtree Corners Festival in June 2013. See Appendix A for a complete Public Participation Plan and summary documentation.

REVIEW PROCESS

According to the DCA's new rules for comprehensive planning, effective January 1, 2013, the City must transmit the plan to the Atlanta Regional Commission (ARC) when all three elements are complete. The transmittal must also include the community's certification that it has considered both the Regional Water Plan and the Rules for Environmental Planning Criteria. Once it completes its review, the Atlanta Regional Commission will forward the plan to the DCA for review. Once the plan has been found by the DCA to be in compliance with the Minimum Standards and Procedures, the City Council of Peachtree Corners must adopt the approved plan. Adoption must occur at least 60 days, but no more than one year, after submittal to the ARC for review.

Community Vision

THE VISION

Above all, the Comprehensive Plan identifies a vision for the City's future. As Peachtree Corners's first Comprehensive Plan, this process was uniquely important in framing the City's priorities, principles, and values, and the themes that emerged related to **building a unified and family-friendly community, celebrating the City's natural and cultural environment, integrating transportation and accessibility into development decisions, emerging as a desirable and advantageous community in the region, and enabling strategic development and redevelopment efforts**. These five driving principles are discussed in detail in Chapter 3: Goals & Policies and illustrated in Figure 1.

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

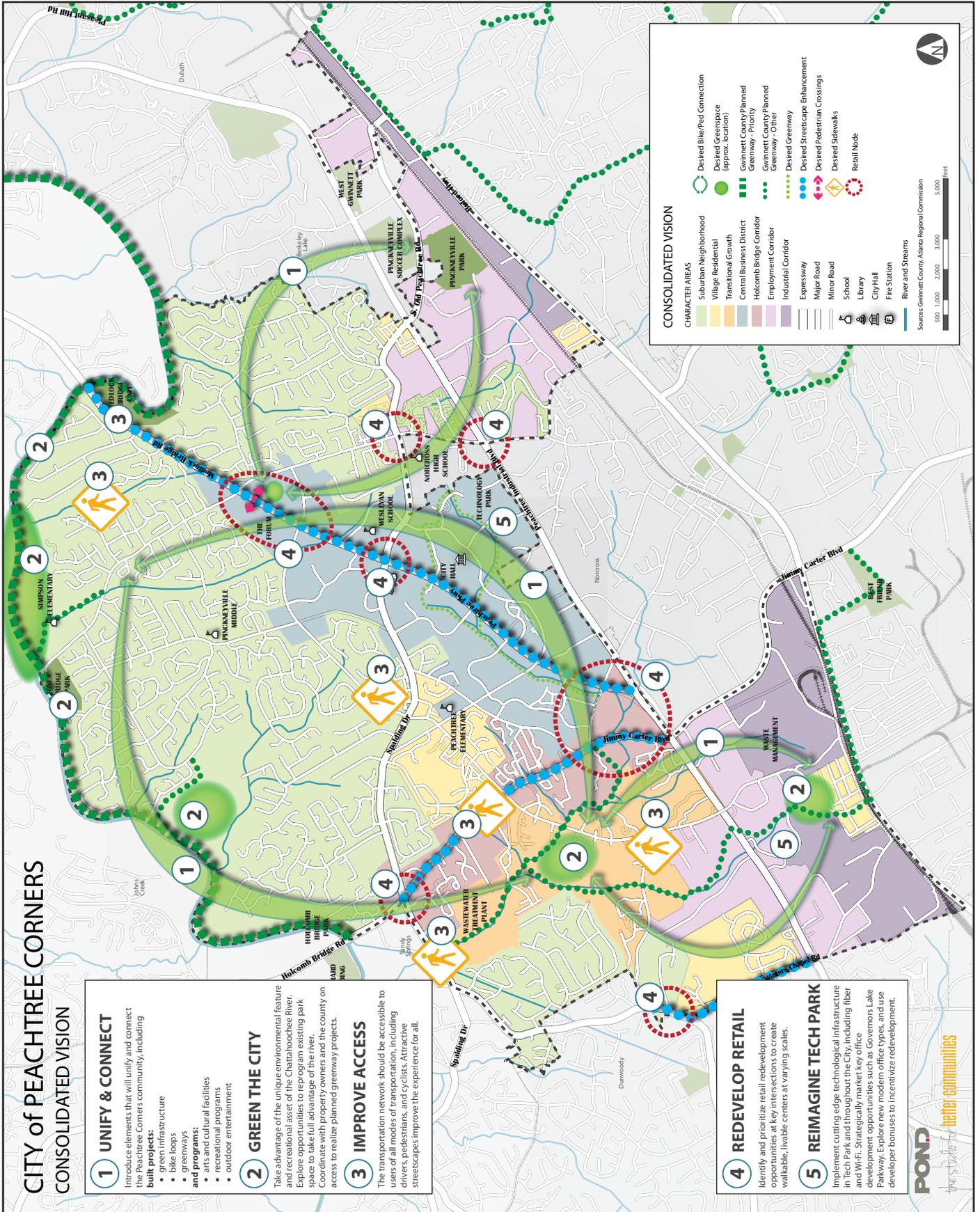
Our Community Vision is to advance Peachtree Corners as a Premier City by:

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

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

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

Figure 1. Consolidated Vision Map



report has been formatted to print double-sided | page intentionally left blank

Goals and Policies

GOALS AND POLICIES

The Community Goals section presents the overarching goals and vision of the City of Peachtree Corners. It is based on the assessment of existing conditions that comprises the Community Needs and Opportunities section of this report, which is itself based on qualitative data analysis, stakeholder interviews, community surveys, feedback at community meetings, and input from elected officials and the project management team. The Community Goals report, in turn, builds the framework upon which the Community Work Program is created; the Community Work Program outlines specific action items that the City or other entities can pursue to help achieve the goals and policies identified herein.

The Community Goals section also incorporates implementation recommendations from the Atlanta Regional Commission's ("ARC") PLAN 2040. "To encourage local government implementation of PLAN 2040 and achievement of its Values and Objectives, ARC established a Minimum threshold and an Excellence threshold for local performance standards, as required in the Georgia Department of Community Affairs (DCA) regional planning rules. The Minimum Standards are activities that are essential to the implementation of PLAN 2040, while the Excellence Standards are activities that are desirable." Action items from PLAN 2040 are noted in the following section.

GOALS AND POLICIES

After identifying the vision for the City, the community crafted five goals that address the key elements of that vision—community identity, transportation, greenspace, housing and land use, and economic development. The goals are organizing concepts expressed as the major challenges and opportunities that Peachtree Corners must meet to realize its vision. Pursuing these goals will help decision-makers, stakeholders, and residents achieve success:

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

This section outlines each of the goals and also lists the policies that the City will follow in order to achieve them. It is important to note that adopting the Comprehensive Plan and these policy statements does not imply that the Peachtree Corners elected officials and staff, as a limited services government, will take full responsibility for achieving the policies. Peachtree Corners currently provides just three services: Planning and Zoning, Code Enforcement, and Solid Waste Services, and the recommendations in this plan do not include recommendations for the City to provide additional services. Rather, the policies serve as guiding principles that should be used when decisions are made. They also provide guidance for how other service providers, community groups, and other municipalities can work to achieve the overall vision of the City.

Each policy and goal section can also be tracked in the consolidated action matrix—the Community Work Program. The corresponding actions, or Work Program items, that the City will undertake to achieve each policy are noted in the tables below each policy listing in the following section. They are referenced by number (G1.1, G2.1, etc.) so they can easily be located in the Community Work Program table. The action items included here do not constitute the complete work program, as many action items and policies are inter-related and complement each other. Rather, the small tables here represent a sample of some of the actions that will be undertaken to address each policy. **Please see the Community Work Program for a full list of action items.**

FROM POLICY TO ACTION

Each policy and goal section can also be tracked in the consolidated action matrix—the Community Work Program.

The corresponding actions that the City will undertake to achieve each official policy are noted in the tables below each policy listing. They are referenced by number (G1.1, G2.1, etc.) so they can easily be located in the Community Work Program table. This helps foster government accountability over time.

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

Policy 1-A: Promote the development of a Peachtree Corners community.

Needs and Opportunities Addressed

- The population of Peachtree Corners is projected to grow by almost 55% over the next twenty years. The City must address and manage this impending growth.
- A highly educated population means potential for informed constituents for wise decision making, higher incomes, attractive labor force for new business, flexible futures as industry and labor markets shift in the future.
- Apartment dwellers are perceived as transient and not invested in the community.

Actions for Implementation

Item	Action	Primary Responsible Party
G1.1	Establish a volunteer, 'Traditions Committee' to establish a 'Cultural Master Plan' in order to identify and implement projects that create community identity and help establish community traditions including projects related to special events, the arts, and branding, as well as projects that enrich community life such as efforts that enhance outdoor activities and nightlife.	City
G1.2	Promote identity programs with local neighborhoods (e.g. street signs with neighborhood names).	UPCCA
G3.3	Develop a gateway master plan for major entrances to the City for the "Six Gates of Peachtree Corners" (Phase I). Coordinate implementation (Phase II).	City
G1.Y3	Encourage neighborhood organizations to engage in community-building activities.	City

Policy 1-B: Attract and retain young families.

Needs and Opportunities Addressed

- The population that is between 15 and 44 years old is expected to make up a smaller share of the population by 2037. If there are fewer young adults in their prime “family forming” years, who have children, buy houses, settle down and invest in the community, demand for housing types may change as well.
- The perception of safety throughout the City is generally high, which particularly appeals to families with children.
- Peachtree Corners can continue to attract young families to the City as current residents age, in order to build a stable and diversified long-term community.
- Gwinnett County’s excellent school system is an asset that attracts many families with children to the community.

Actions for Implementation

Item	Action	Primary Responsible Party
G1.Y3	Encourage neighborhood organizations to engage in community-building activities.	City
G1.Y2	Maintain data on issuance of housing starts (building permits) for estimates of population and housing.	City
G1.Y4	Maintain a strong relationship with the Gwinnett County Board of Education through Peachtree Corners’s local representative.	Homeowners’ Associations, Gwinnett County Board of Education
G1.Y5	Build education coalitions with parents, teachers, and school councils to communicate school needs to Gwinnett County Schools.	City

Policy 1-C: Protect existing single-family neighborhoods.

Needs and Opportunities Addressed

- There are many strong homeowners’ associations in Peachtree Corners. These groups can be used to promote community development and build a sense of identity.
- Peachtree Corners is a well-established and desirable “bedroom community” with high home values that should be maintained and protected.
- Peachtree Corners has a range of housing types, from single-family homes to townhouses and multi-unit housing complexes.
- Peachtree Corners has a home ownership rate of 59%, but based on some feedback at community meetings and in the survey, some citizens desire a higher home ownership rate.
- Some residential districts are adjacent to incompatible uses.
- Transitions between incompatible uses can be enhanced, and the City can develop a strategy for managing residential/industrial adjacencies in the future.

Actions for Implementation

Item	Action	Primary Responsible Party
G1.2	Promote identity programs with local neighborhoods (e.g. street signs with neighborhood names).	UPCCA
G1.Y2	Maintain data on issuance of housing starts (building permits) for estimates of population and housing.	City
G1.6	Work with the Gwinnett County Police Department to establish neighborhood watch programs.	UPCCA
G4.1	Update zoning ordinance/subdivision regulations to include comprehensive plan recommendations. Investigate rezoning property to more accurately reflect existing uses.	City
G1.Y6	Engage the Gwinnett County Police Department in safety partnerships that strive for crime prevention and community engagement.	City

Policy 1-D: Allow for a broader range of housing options such as accessory dwelling units and cluster housing.

Housing preferences are changing as the country’s and region’s demographics shift. Innovative zoning can accommodate these evolving housing demands, by allowing new housing types with high-quality design in subareas that are appropriate for them.

Needs and Opportunities Addressed

- There are many apartments in the City, but there is a need for higher-end rental apartments that appeal to young professionals and older adults.
- There are few housing options for older adults in the City, such as cluster homes or “live/walk/play” communities.
- Peachtree Corners has few housing options for empty-nesters, like active adult communities with low maintenance lots, high-end condominiums, cluster homes, or “live/walk/play” communities.
- There are opportunities to redevelop aging multi-family residential apartment complexes to add value to the community by providing other housing types and newer multi-family units.
- There is an opportunity to develop a variety of housing types, including live/work units, condominiums, lofts/flats, townhouses, and small lot detached single-family homes. These housing types can provide options to first-time home buyers or empty nesters.
- The City can encourage accessory dwelling units, or “granny flats,” to create additional dwelling units in single-family neighborhoods without changing the urban form.

Actions for Implementation

Item	Action	Primary Responsible Party
G1.3	Investigate incentives for the redevelopment of housing, especially multi-family housing that fall below community standards. Request ARC assistance to identify economically viable redevelopment options.	City
G4.1	Update zoning ordinance/subdivision regulations to include comprehensive plan recommendations. Investigate rezoning property to more accurately reflect existing uses.	City
G1.5	Draft and adopt specialized design standards within the Overlay District to promote architectural design and appearance appropriate to location.	City

Policy 1-E: Preserve and improve existing workforce housing.

Needs and Opportunities Addressed

- There are 1,083 vacant rental units in the City.
- There are not enough affordable rental units to meet the needs of households at various income levels in Peachtree Corners to avoid housing cost burden (paying more than 30% of their monthly income on housing).
- Some older apartment complexes are deteriorating.
- There are opportunities to redevelop aging multi-family residential apartment complexes to add value to the community by providing other housing types and newer multi-family units.

Actions for Implementation

Item	Action	Primary Responsible Party
G1.3	Investigate incentives for the redevelopment of housing, especially multi-family housing that fall below community standards. Request ARC assistance to identify economically viable redevelopment options.	City
G4.1	Update zoning ordinance/subdivision regulations to include comprehensive plan recommendations. Investigate rezoning property to more accurately reflect existing uses.	City
G1.4	Set up a “special attention” citizen committee to investigate the potential of necessary services and agency coordination for underserved populations.	City
G1.Y6	Engage the Gwinnett County Police Department in safety partnerships that strive for crime prevention and community engagement.	City

Policy 1-F: Support the aging and Millennial populations.

The Atlanta metro region’s population is aging. By 2030, one in five Atlantans will be over the age of 65. Older adults have different needs and housing preferences than families with young children. Often, the amenities that appeal to baby boomers—walkable neighborhoods, low maintenance yards, community activities—also attract young adults in the “Millennial” generation, who are showing less of a preference for the traditional suburban family home.

Needs and Opportunities Addressed

- Options for aging in place will need careful planning for the 16% of the population over 65 years old by 2030.
- Peachtree Corners has few housing options for empty-nesters, like active adult communities with low maintenance lots, high-end condominiums, cluster homes, or “live/walk/play” communities.
- There are few housing options for older adults in the City, such as cluster homes or “live/walk/play” communities.

Actions for Implementation

Item	Action	Primary Responsible Party
G1.Y1	Monitor regional and U.S. Census Bureau estimates of the City’s population.	City
G4.1	Update zoning ordinance/subdivision regulations to include comprehensive plan recommendations. Investigate rezoning property to more accurately reflect existing uses.	City

Policy 1-G: Accommodate increasing ethnic and racial diversity.

Like the rest of Gwinnett County and the Atlanta region, Peachtree Corners is growing more culturally diverse. In order to build a strong and unified community, residents wish to improve cultural understanding and awareness between different racial and ethnic groups. Rather than becoming a “melting pot” where all cultures blend, the community strives to be a place that fosters independence and cultural identity. Community organizations can help improve dialogue, encourage all residents to participate in local government issues, and create opportunities to experience and learn more about each other. Cambridge, Massachusetts’s Peace Commission is widely recognized for its success in community-driven safety, education, and social justice programs that address cultural diversity.

There are opportunities for improved cultural understanding in the business community, as well. Future programs will attract new patrons to minority businesses and encourage minority business-owners to join city and county business associations and chambers of commerce.

Needs and Opportunities Addressed

- Increased racial diversity brings both opportunity and challenges.
- Peachtree Corners’s diverse, multi-ethnic community requires programs and resources for non-native English speakers.
- The population of Peachtree Corners is projected to grow by almost 55% over the next twenty years. The City must address and manage this impending growth.

Actions for Implementation

Item	Action	Primary Responsible Party
G1.4	Set up a “special attention” citizen committee to investigate the potential of necessary services and agency coordination for underserved populations.	City
G1.Y1	Monitor regional and U.S. Census Bureau estimates of the City’s population.	City
G1.Y5	Build education coalitions with parents, teachers, and school councils to communicate school needs to Gwinnett County Schools.	City
G1.9	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).	City
G5.Y37	Facilitate partnerships with the Georgia Hispanic Chamber of Commerce to support local Hispanic businesses and business owners.	City

Policy 1-H: Address income disparity within the Peachtree Corners population.

Needs and Opportunities Addressed

- One quarter of households in Peachtree Corners earn less than \$35,000 per year.
- 13% of the population lives below the poverty threshold.

Actions for Implementation

Item	Action	Primary Responsible Party
G1.4	Set up a “special attention” citizen committee to investigate the potential of necessary services and agency coordination for underserved populations.	City
G1.Y1	Monitor regional and U.S. Census Bureau estimates of the City’s population.	City

Policy 1-I: Maintain high educational standards and graduation rates in the City.

Needs and Opportunities Addressed

- Gwinnett County’s excellent school system is an asset that attracts many families with children to the community.
- Working with Gwinnett County to maintain high quality of education will ensure that the needs of Peachtree Corners’s students and families are met.
- Enhance coordination with Gwinnett County Board of Education to maintain a strong, well-regarded school system.

Actions for Implementation

Item	Action	Primary Responsible Party
G1.Y4	Maintain a strong relationship with the Gwinnett County Board of Education through Peachtree Corners’s local representative.	Homeowners’ Associations, Gwinnett County Board of Education
G1.Y5	Build education coalitions with parents, teachers, and school councils to communicate school needs to Gwinnett County Schools.	City

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

Policy 2-A: Expand greenspace, greenway connections, and publicly-accessible parks and recreation.

Needs and Opportunities Addressed

- The City needs more greenways and other public facilities for recreation.
- There are no small, neighborhood pocket parks.
- The City can work with Gwinnett County to implement the planned greenways.
- The property across from The Forum presents an opportunity for a public greenspace.
- The Chattahoochee River is a tremendously underutilized community asset. There is not enough public access to the river, and the access points that do exist are limited and difficult to find.
- There is not enough park space, especially on the southern side of the city.
- Several sites within the City provide good opportunities for future public gathering spaces.

Actions for Implementation

Item	Action	Primary Responsible Party
G2.1	Draft recreational and open space standards and incentives for all new development and redevelopment.	City
G2.2	Develop a map identifying underutilized open space using GIS analysis and coordinate with a map showing greenway development opportunities on private property.	City
G2.8	Modify land development regulations to require that large-scale new development or redevelopment of properties on the Chattahoochee River provide public access to the river and planned greenways.	City
G2.Y7	Coordinate with Gwinnett County on the implementation of the Gwinnett County Greenways Master Plan.	City, County
G2.Y8	Coordinate with Gwinnett County on the implementation of the Gwinnett County Parks & Recreation Master Plan.	City, County
G2.9	Coordinate with neighboring jurisdictions about the possibility of a jointly-acquired open space.	City

Policy 2-B: Protect and enhance community enjoyment of Peachtree Corners’s abundant rivers and streams, especially the Chattahoochee River.

Needs and Opportunities Addressed

- The Chattahoochee River is a tremendously underutilized community asset. There is not enough public access to the river, and the access points that do exist are limited and difficult to find.
- Wetlands and streams are at risk by land development patterns.
- The City has the opportunity to ensure that its policies acknowledge and protect limited natural resources, including water, land, and the tree canopy.
- Stormwater regulations can preserve the high amount of pervious land that Peachtree Corners currently has.
- A plan for the vacant parcels on the Chattahoochee could increase access, water quality protection, and recreational opportunities along the river. Stream buffers and undeveloped flood zones, which are required in the County’s development regulations, could be converted to accessible community greenspace.
- Parks and greenspace can be used to naturally retain and treat stormwater, reducing runoff.

Actions for Implementation

Item	Action	Primary Responsible Party
G2.6	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.	City/Soil Conservation District
G2.8	Modify land development regulations to require that large-scale new development or redevelopment of properties on the Chattahoochee River provide public access to the river and planned greenways.	City

Policy 2-C: Protect and expand the tree canopy.

Needs and Opportunities Addressed

- Peachtree Corners does not participate in any land conservation programs, either at the state or national level or on its own.
- The City has the opportunity to ensure that its policies acknowledge and protect limited natural resources, including water, land, and the tree canopy.

Actions for Implementation

Item	Action	Primary Responsible Party
G2.5	Institute a “community planting” day similar to or coordinated with Trees Atlanta “Neighborhoods Program” to work with citizens on tree planting and dedication or Arbor Day celebration.	City/County

Policy 2-D: When possible, implement practices that improve energy efficiency.

Needs and Opportunities Addressed

- The City can explore ways to use alternate energy sources over the next twenty years.
- The City can explore ways to introduce alternative energy production.

Actions for Implementation

Item	Action	Primary Responsible Party
G2.4	Establish a Green Council to recommend best practices for energy efficiency, rainwater harvesting and other environmentally friendly development efforts on public facilities and property and to make recommendations to City Council.	City/County

Policy 2-E: Create places for community members to gather and enjoy arts and culture.

Needs and Opportunities Addressed

- There are no small, neighborhood pocket parks.
- The property across from The Forum presents an opportunity for a public greenspace.
- Many members of the Peachtree Corners community enjoy an active lifestyle, and there should be adequate community facilities for these activities.

Actions for Implementation

Item	Action	Primary Responsible Party
G2.3	Create an Arts Council to organize events and recruit artists' galleries, theaters, and studios to the City.	City, City Council
G1.8	Create an Arts & Culture Task Force to pursue opportunities to introduce the performing and visual arts to the community.	City

Policy 2-F: Identify and care for key historic and cultural resources and neighborhood identity.

Needs and Opportunities Addressed

- Local protection of historic and archaeological resources is inadequate.
- Creating a system to preserve historical and archaeological sites and make them more publically accessible is a way to strengthen the City's identity, draw attention to its assets, and increase recreational opportunities.

Actions for Implementation

Item	Action	Primary Responsible Party
G2.7	Explore the interest in establishing a museum or attraction at the Mechanicsville School House.	City
G2.11	Communicate with Mechanicsville residents about their needs and determine their interest in protecting the historic identity of the neighborhood (Phase I). If desired create overlay district (Phase II).	City

GOAL 3: INTEGRATE TRANSPORTATION AND ACCESSIBILITY INTO DEVELOPMENT DECISIONS.

Policy 3-A: Improve walkability, especially in activity centers and around schools.

Needs and Opportunities Addressed

- Address mobility for all types of users, including pedestrians. There are areas of the City where pedestrian facilities are limited, including from the south to the north parts of the City and in many single-family residential neighborhoods, and transportation improvement plans may focus on these areas.
- There are opportunities to implement a walkable network so people can get around in certain areas without a car.
- New development may be designed with access management policies, bicycle and pedestrian facilities, and mixed-uses, which all serve to reduce vehicular travel demand.
- The City can enable expansion of the existing multi-use trails in the City, providing opportunities for recreation and transportation.
- Implementing facilities for alternate modes of transportation would help decrease traffic congestion.

Actions for Implementation

Item	Action	Primary Responsible Party
G3.7	Modify zoning to require new developments to connect and/or provide easements to any identified pedestrian linkages as part of development approval.	City
G3.6	Work with developers to create a safe pedestrian crossing from The Forum to the future development site across Peachtree Parkway.	City, GDOT
G3.2	Work with Gwinnett Village CID on implementation of sidewalk connection and transit access improvements along Buford Highway from DeKalb County to Jimmy Carter Boulevard.	Gwinnett Village CID
G3.Y11	Work with Gwinnett County to identify sidewalks that are in need of replacement, extension or repair.	City/County
G3.8	Complete a Safe Routes to School study to pursue funding for pedestrian and bicycle facilities near Peachtree Elementary, Simpson Elementary, and Pinckneyville Middle.	City
G3.Y12	Investigate the potential for outside funding sources to further develop pedestrian connections and bike facilities.	City
G3.Y13	Investigate the potential for state/federal funding for pedestrian/ bicycle enhancements on Peachtree Parkway and Peachtree Industrial Boulevard.	City
G3.Y14	Utilize findings of ARC's Bike/Ped Task Force to generate new ideas for bike/ped provisions.	City

Policy 3-B: Improve bicycle facilities.

Needs and Opportunities Addressed

- There are minimal bicycle facilities in the City.
- Some areas have few alternatives to using a car for travel.
- New development may be designed with access management policies, bicycle and pedestrian facilities, and mixed-uses, which all serve to reduce vehicular travel demand.
- Implementing facilities for alternate modes of transportation would help decrease traffic congestion.
- The City can enable expansion of the existing multi-use trails in the City, providing opportunities for recreation and transportation.

Actions for Implementation

Item	Action	Primary Responsible Party
G3.8	Complete a Safe Routes to School study to pursue funding for pedestrian and bicycle facilities near Peachtree Elementary, Simpson Elementary, and Pinckneyville Middle.	City
G3.Y12	Investigate the potential for outside funding sources to further develop pedestrian connections and bike facilities.	City
G3.Y13	Investigate the potential for state/federal funding for pedestrian/bicycle enhancements on Peachtree Parkway and Peachtree Industrial Boulevard.	City
G3.Y14	Utilize findings of ARC’s Bike/Ped Task Force to generate new ideas for bike/ped provisions.	City
G2.Y7	Coordinate with Gwinnett County on the implementation of the Gwinnett County Greenways Master Plan.	City, County

Policy 3-C: Refine development standards according to the Complete Streets approach.

Needs and Opportunities Addressed

- Certain areas of the City could benefit from street connections that follow a grid pattern.
- The City can adopt uniform streetscape standards on major roadways to improve the aesthetics along major transportation corridors as well as create a sense of identity. Peachtree Parkway, in particular, would benefit from design enhancements.
- Considering the land use and transportation connection can also help reduce traffic congestion. Locating complementary land uses near each other, like residences and neighborhood commercial centers, can help reduce trips.

Actions for Implementation

Item	Action	Primary Responsible Party
G3.7	Modify zoning to require new developments to connect and/or provide easements to any identified pedestrian linkages as part of development approval.	City
G3.4	Develop preferred roadway cross-section for Peachtree Parkway, including landscaping and public art. Explore alternatives to widening the road with other interventions like signal timing and extended turn lanes.	County
G3.5	Develop preferred roadway cross-section for Holcomb Bridge Road, including landscaping and public art.	County
G3.Y12	Investigate the potential for outside funding sources to further develop pedestrian connections and bike facilities.	City
G3.9	Pursue ARC livable centers initiative (LCI) grant (Phase I) to develop a corridor master plan for Holcomb Bridge Road to enhance connectivity and quality of life. Create Corridor Master Plan (Phase II).	City

Policy 3-D: Promote transit options in the city.

Needs and Opportunities Addressed

- Some areas have few alternatives to using a car for travel.
- One quarter of households in Peachtree Corners earn less than \$35,000 per year.
- 13% of the population lives below the poverty threshold.

Actions for Implementation

Item	Action	Primary Responsible Party
G3.2	Work with Gwinnett Village CID on implementation of sidewalk connection and transit access improvements along Buford Highway from DeKalb County to Jimmy Carter Boulevard.	Gwinnett Village CID
G3.9	Pursue ARC livable centers initiative (LCI) grant (Phase I) to develop a corridor master plan for Holcomb Bridge Road to enhance connectivity and quality of life. Create Corridor Master Plan (Phase II).	City

Policy 3-E: Enable good access management and safety on major roads.

Needs and Opportunities Addressed

- Promoting good access management and interparcel connectivity can keep vehicles off of major arterials for short, local trips, which will help reduce traffic volume.
- Minimize congestion and traffic. Major corridors through the City suffer from congestion, including Peachtree Parkway and Peachtree Industrial Boulevard, due to heavy peak period traffic volumes.
- A lack of wayfinding or gateway signage contributes to the lack of identity in the City and increases the difficulty of navigating.
- Both regionally and locally, traffic congestion is a significant concern. Many major roadways in the City already operate at failing levels of service, and more are projected to reach failing levels over the next 20 years.
- Peachtree Corners has two bridges that cross the Chattahoochee River, allowing for easy access to areas to the north and creating opportunities to link to job centers and attract pass-through traffic to local businesses.
- The City can adopt uniform streetscape standards on major roadways to improve the aesthetics along major transportation corridors as well as create a sense of identity. Peachtree Parkway, in particular, would benefit from design enhancements.

Actions for Implementation

Item	Action	Primary Responsible Party
G3.Y15	Coordinate with Gwinnett County to assist where possible to improve access, ingress, and egress to outdated retail centers and upgrade surrounding road networks.	City, County
G3.Y16	Work with Gwinnett County to prioritize road resurfacing projects, drainage projects, and sidewalk projects.	City, County
G3.Y17	Work with Gwinnett County, GDOT, and the Atlanta Regional Commission to investigate the need for traffic calming and integrate traffic calming projects.	City, County
G3.4	Develop preferred roadway cross-section for Peachtree Parkway, including landscaping and public art. Explore alternatives to widening the road with other interventions like signal timing and extended turn lanes.	County
G3.5	Develop preferred roadway cross-section for Holcomb Bridge Road, including landscaping and public art.	County

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

Policy 4-A: Encourage the development of a Peachtree Corners town center.

A Peachtree Corners town center, like the development being discussed in the area across from The Forum, will serve a number of purposes. Not only does it present a great opportunity for high quality development in the City, it will include a community gathering space. Shared civic spaces are places where people from different neighborhoods and backgrounds can come together and share cultural experiences. A town center and central open space will help build a Peachtree Corners identity.

Needs and Opportunities Addressed

- There is no downtown or town center. The Forum is the only “destination” in the City, and there are no civic or public gathering spaces.
- Arts and cultural facilities, civic and community facilities, and nightlife and entertainment options are inadequate in Peachtree Corners.
- Several sites within the city provide good opportunities for future public gathering spaces.
- Peachtree Corners lacks a sense of identity or a unifying element.
- There is no mixed-use development in Peachtree Corners with both residential and retail components.
- A city center could provide locations for restaurants and dining, open space, an entertainment venue, civic institutions, retail, and cultural destinations. A community gathering space would help unify the community, celebrate diversity, and build an identity.
- The property across from The Forum presents an opportunity for a public greenspace.

Actions for Implementation

Item	Action	Primary Responsible Party
G4.4	Implement the selected plan for the property across from The Forum.	Private
G4.Y18	Pursue the possibility of developing a Tax Allocation District (TAD) or Community Improvement District (CID) to implement public system improvements in a timely manner.	City
G4.Y19	Investigate downtown development grant programs for application in the Central Business District.	City

Policy 4-B: Promote mixed-use development along key corridors.

Needs and Opportunities Addressed

- The Future Development plan of Gwinnett County is overly broad, and the City will need a more fine-grained one.
- Coordinate with the Gwinnett Chamber in implementation of the Partnership Gwinnett Strategy.
- Allowing for and promoting mixed-use development in key locations can create opportunities for individuals to live, work, play, and shop in one place.
- Pursue a Livable Centers Initiative (LCI) corridor or town center study to establish a framework for redevelopment and growth; this study can also serve as a development guide to capture a catalyst development project.
- The property across from The Forum presents prime development opportunities.

Actions for Implementation

Item	Action	Primary Responsible Party
G4.1	Update zoning ordinance/subdivision regulations to include comprehensive plan recommendations. Investigate rezoning property to more accurately reflect existing uses.	City
G4.2	Create specific redevelopment plan for the Holcomb Bridge Road corridor and then market the plan to the development community.	City
G4.4	Implement the selected plan for the property across from The Forum.	Private
G4.Y21	Work with Partnership Gwinnett on other economic development efforts and resources, such as assistance for small businesses and entrepreneurs.	City
G4.Y26	Further develop, refine, and implement land use recommendations for character areas.	Staff

Policy 4-C: Drive redevelopment of commercial, industrial, and multi-family properties with strategic developer incentives and bonuses.

Needs and Opportunities Addressed

- There are several underutilized commercial areas located on main corridors in the City. 2013 vacancy rates for retail space range from 6.8% to 15.9%.
- Several locations throughout the City, particularly commercial and industrial areas, are ripe for redevelopment or will be within the next few years.
- Coordinate with the Gwinnett Chamber in implementation of the Partnership Gwinnett Strategy.
- There are many apartments in the City, but there is a need for higher-end rental apartments that appeal to young professionals and older adults.
- Some older apartment complexes are deteriorating.
- Peachtree Corners has few housing options for empty-nesters, like active adult communities with low maintenance lots, high-end condominiums, cluster homes, or “live/walk/play” communities.

Actions for Implementation

Item	Action	Primary Responsible Party
G5.2	Investigate the establishment of Opportunity Zones within areas of the City that qualify.	City
G4.Y18	Pursue the possibility of developing a Tax Allocation District (TAD) or Community Improvement District (CID) to implement public system improvements in a timely manner.	City
G4.1	Update zoning ordinance/subdivision regulations to include comprehensive plan recommendations. Investigate rezoning property to more accurately reflect existing uses.	City
G4.2	Create specific redevelopment plan for the Holcomb Bridge Road corridor and then market the plan to the development community.	City
G4.Y23	Encourage revitalization of properties along the Buford Highway corridor.	DDA, Planning Commission
G4.Y24	Protect the industrial area and preserve its viability by discouraging incompatible, adjacent land uses.	DDA, Planning Commission
G5.4	Coordinate with Partnership Gwinnett to develop marketing materials for the Governor’s Lake Parkway area and provide to developers.	City, Partnership Gwinnett

Policy 4-D: Encourage investment at key redevelopment locations.

Needs and Opportunities Addressed

- There are several underutilized commercial areas located on main corridors in the City. 2013 vacancy rates for retail space range from 6.8% to 15.9%.
- Strategic locations of commercial centers can capitalize on the high number of vehicles that pass along Peachtree Parkway/SR 141 every day.
- Pursue a Livable Centers Initiative (LCI) corridor or town center study to establish a framework for redevelopment and growth; this study can also serve as a development guide to capture a catalyst development project.
- Several locations throughout the City, particularly commercial and industrial areas, are ripe for redevelopment or will be within the next few years.

Actions for Implementation

Item	Action	Primary Responsible Party
G4.Y18	Pursue the possibility of developing a Tax Allocation District (TAD) or Community Improvement District (CID) to implement public system improvements in a timely manner.	City
G4.1	Update zoning ordinance/subdivision regulations to include comprehensive plan recommendations. Investigate rezoning property to more accurately reflect existing uses.	City
G4.2	Create specific redevelopment plan for the Holcomb Bridge Road corridor and then market the plan to the development community.	City
G4.Y23	Encourage revitalization of properties along the Buford Highway corridor.	DDA; Planning Commission
G4.Y20	Pursue county-administered CDBG funds for redevelopment efforts.	City
G4.3	Complete a redevelopment plan for the Transitional Growth area.	City
G4.Y25	Explore the possibility of using the Downtown Development Authority to initiate redevelopment of multifamily housing in Transitional Growth area.	

Policy 4-E: Promote denser development in specific areas designated for mixed-use or higher-density multi-family.

Needs and Opportunities Addressed

- Coordinate with the Gwinnett Chamber in implementation of the Partnership Gwinnett Strategy.
- There are infill opportunities along Peachtree Parkway.

Actions for Implementation

Item	Action	Primary Responsible Party
G4.Y26	Further develop, refine, and implement land use recommendations for character areas.	Staff
G4.1	Update zoning ordinance/subdivision regulations to include comprehensive plan recommendations. Investigate rezoning property to more accurately reflect existing uses.	City

Policy 4-F: Establish aesthetic guidelines for corridors and gateways to unify the City.

Needs and Opportunities Addressed

- A lack of wayfinding or gateway signage contributes to the lack of identity in the City and increases the difficulty of navigating.
- Peachtree Corners lacks a sense of identity or a unifying element. Other nearby communities have adopted uniform signage or streetscape standards, installed gateway signage, and promoted a theme in order to create a City identity and sense of place. A strong community identity can spur investment and create a destination that draws consumers from other markets.

Actions for Implementation

Item	Action	Primary Responsible Party
G4.Y26	Further develop, refine, and implement land use recommendations for character areas.	Staff
G4.2	Create specific redevelopment plan for the Holcomb Bridge Road corridor and then market the plan to the development community.	City
G3.3	Develop a gateway master plan for major entrances to the City for the "Six Gates of Peachtree Corners"(Phase I). Coordinate implementation (Phase II).	City
G3.4	Develop preferred roadway cross-section for Peachtree Parkway, including landscaping and public art. Explore alternatives to widening the road with other interventions like signal timing and extended turn lanes.	County
G3.5	Develop preferred roadway cross-section for Holcomb Bridge Road, including landscaping and public art.	County

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

Policy 5-A: Revitalize Technology Park and other traditional business parks.

Needs and Opportunities Addressed

- Technology Park remains a jobs center, but it is beginning to age. Implementing modern, efficient technology and infrastructure can allow Technology Park to compete with other newer jobs centers, like Perimeter, far into the future.
- There are 2.43 jobs per household in Peachtree Corners, but only 10% of employed Peachtree Corners residents work within the city limits. There are opportunities for Peachtree Corners citizens to work closer to where they live.
- Technology Park can be upgraded with more advanced infrastructure to meet current standards.
- Reinvestment is needed on some commercial and industrial sites, or “grayfields.”
- Small business owners have identified a need for small office spaces or “office condos” in Peachtree Corners.
- Office and healthcare sector employment is replacing the industrial economic base throughout the region. Peachtree Corners has a large amount of office space, making it well suited to capitalize on this trend. The City should identify growing industry sectors and create specific opportunities to target them.
- Growth in metro Atlanta has continued to expand outward, and older inner suburbs are passed over for new, outer suburban locations. Peachtree Corners should not “go out of style” but continue to remain an innovative, desirable place to live even as growth in Gwinnett County slows.
- Peachtree Corners’s location in metro Atlanta offers good access to two interstates and Doraville’s park-and-ride MARTA station.

Actions for Implementation

Item	Action	Primary Responsible Party
G5.Y27	Encourage office parks to provide connections to greenways for employees and visitors.	City
G5.1	Develop an incentive program for the redevelopment of aging office parks and buildings.	City
G5.Y28	Encourage large-scale new development that incorporates any type of community gathering space or open space to provide Wi-Fi and other technological enhancements.	City
G5.Y29	Facilitate communication between Tech Park owners, businesses, Board of Directors, and the City in order to coordinate planning and redevelopment efforts.	City
G5.3	Identify major employers and determine their needs with the goal of enhancing retention efforts.	City
G5.Y31	Encourage marketing office properties with natural, outdoor amenities, not just those that are in the building.	Private
G5.4	Coordinate with Partnership Gwinnett to develop marketing materials for the Governor’s Lake Parkway area and provide to developers.	City, Partnership Gwinnett

Policy 5-B: Facilitate cost-effective and timely provision of services to the community, whether provided by the City, County, or another entity.

Needs and Opportunities Addressed

- Old septic systems need to be replaced with sewers.
- Parks and greenspace can be used to naturally retain and treat stormwater, reducing runoff.
- According to Gwinnett County’s Unified Development Plan, the costs of operating and maintaining public services and providing public safety are rising.
- Create a mechanism for county coordination related to all infrastructure and program needs, such as public works, parks and recreation, and community development.

Actions for Implementation

Item	Action	Primary Responsible Party
G5.Y35	Monitor the provision of municipal services and their ability to meet the growing population and workforce.	City
G5.Y36	Periodically revisit and update intergovernmental service agreements.	City
G5.Y34	Continue to effectively communicate the development process, and advocate for streamlining where opportunities exist.	City
G5.Y38	Work with Gwinnett County to identify where sanitary sewer systems are needed in the City.	City

Policy 5-C: Support the establishment of a secondary education facility in Peachtree Corners to attract and train workers for the high-tech economy.

Needs and Opportunities Addressed

- Coordinate with the Gwinnett Chamber in implementation of the Partnership Gwinnett Strategy.

Actions for Implementation

Item	Action	Primary Responsible Party
G5.Y32	Collaborate with Partnership Gwinnett on other office marketing efforts.	City, Partnership Gwinnett
G5.Y28	Encourage large-scale new development that incorporates any type of community gathering space or open space to provide Wi-Fi and other technological enhancements.	City

Policy 5-D: Build a cooperative relationship and reputation with surrounding governments and regional agencies.

Needs and Opportunities Addressed

- The ARC’s PLAN 2040 outlines strategies for local government implementation, which aims to sustain metro Atlanta’s livability and prosperity as its population continues to grow.
- Continue to review Service Delivery Strategy.
- Increase involvement at local and regional group meetings.
- Continue to coordinate with county, regional, and state agencies regarding infrastructure, environmental issues, and water management.
- Create a mechanism for county coordination related to all infrastructure and program needs, such as public works, parks and recreation, and community development.

Actions for Implementation

Item	Action	Primary Responsible Party
G5.Y33	Stay involved in regional discussions.	City
G5.Y36	Periodically revisit and update intergovernmental service agreements.	City

Character Areas

CHARACTER AREAS

The Character Area Map geographically organizes the future development that the city desires to achieve by 2036. 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 rezoning decisions. Character areas provide descriptions regarding these planning elements:

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

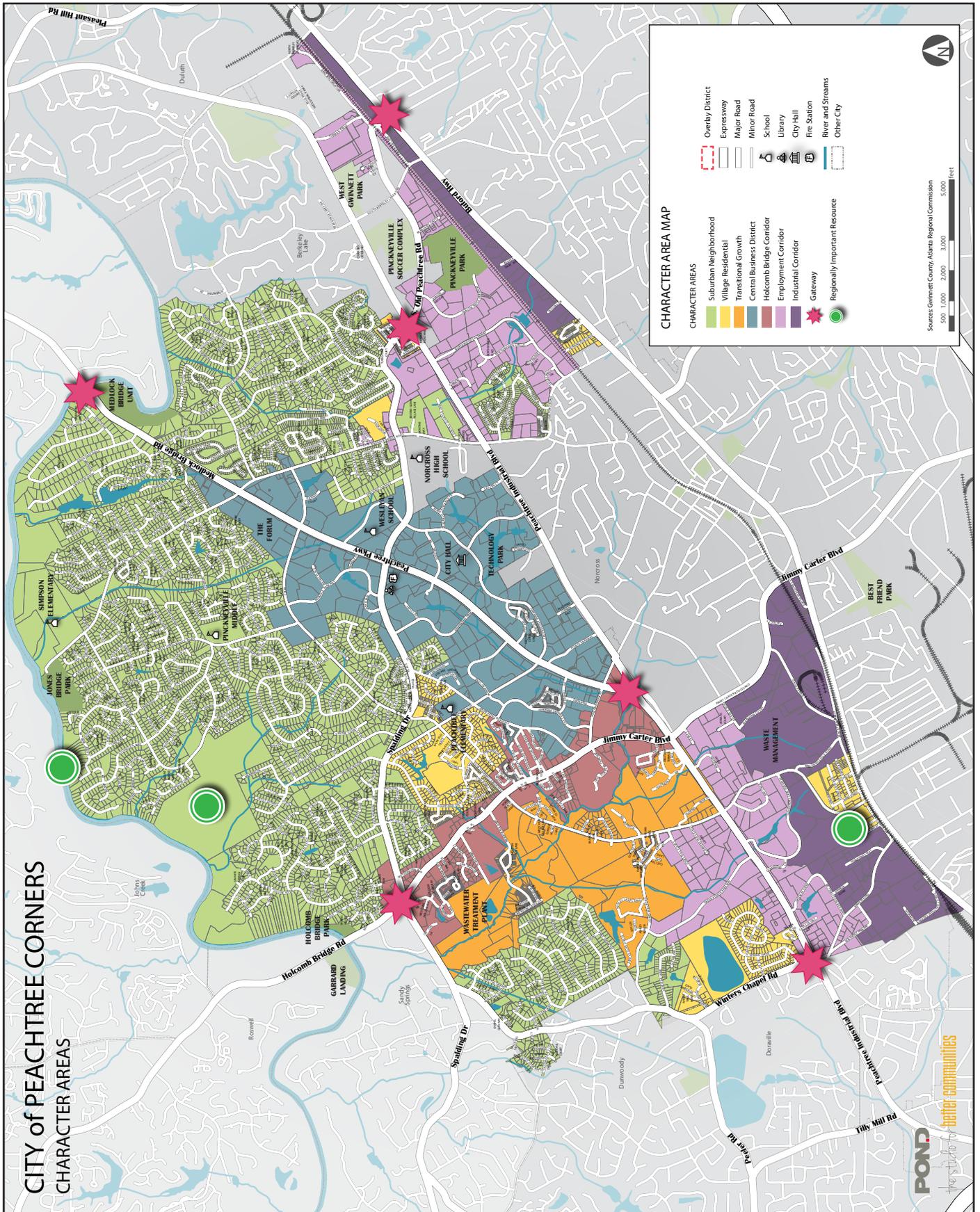
The map, along with the character area narratives, allow development decisions to consider the broader context. Specifically, each character area contains distinct principles related to design and elements like transportation and economics.

The Character Area Map can be found in Figure 2, after descriptions of the desired future development patterns in each character area.

CHARACTER AREAS

A character area is defined as “a specific geographic area that has unique or special characteristics to be preserved or enhanced, or has potential to evolve into a unique area with more intentional guidance of future development through adequate planning and implementation, or requires special attention due to unique development issues.” (Georgia Department of Community Affairs)

Figure 2. 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's major attractions are located in the Central Business District, including The Forum, the future development site across from The Forum, City Hall, and Technology Park. Norcross High School is located just outside the city limits adjacent to the Central Business District; other institutional users here include the Peachtree Corners Public Library, the Wesleyan School, and Peachtree Elementary School.



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

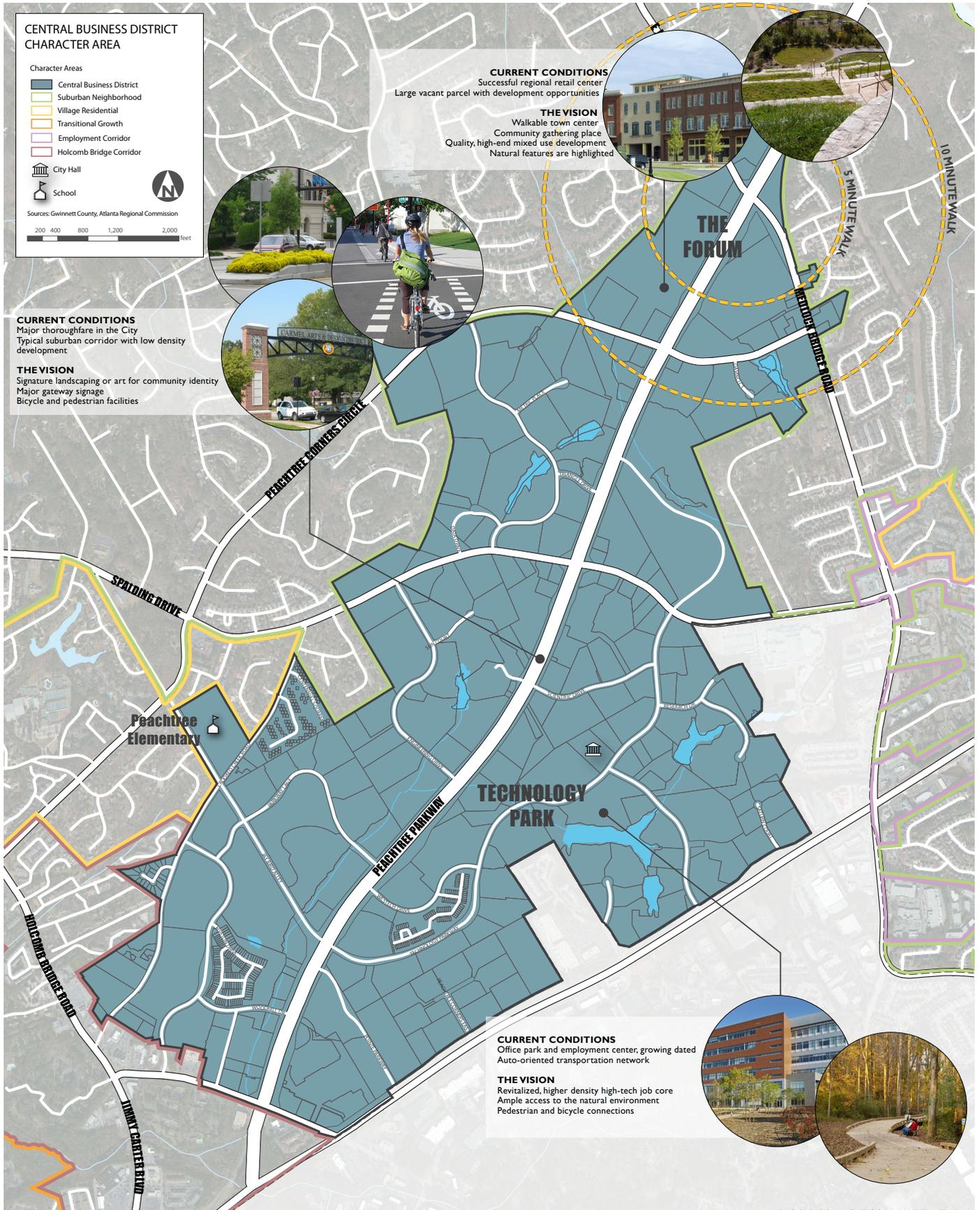
Pedestrian access and open space are crucial to enhance visitors' enjoyment of Peachtree Corners. Internal streets will be pedestrian-oriented, with safe crossings, traffic calming measures, and attractive amenities. The Central Business District will become a destination attracting individuals from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

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.

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 may also be appropriate in Tech Park in the future, with retail uses to serve office workers.

Figure 3. Key Features of the Central Business District



DOWNTOWN DEVELOPMENT AUTHORITY (DDA) PROPERTY FOCUS AREA



Within the Central Business District is an area with particularly significant development potential, which has been identified as a “focus area” within the larger character area. The City of Peachtree Corners and the Downtown Development Authority recently acquired a piece of property strategically located across the street from The Forum, at Peachtree Parkway and Medlock Bridge Road. The roughly 20-acre site presents prime development opportunities and represents a chance for the City to actively control the future of the site. The vision that the Comprehensive Plan has developed will help set the stage for the type of development that the Downtown Development Authority will pursue here.



The vision for the site, which has been developed through the Comprehensive Plan process and preliminary site planning efforts, defines it as a “landmark destination project that serves as a community hub and incorporates a mix of retail, office, residential, and civic spaces” (City of Peachtree Corners). Mixed-use development, with residential or office above retail, is a critical element of the plan and will require flexibility in or revisions to the zoning ordinance. Another key component of the site will be a small greenspace, which can be used for informal gatherings and community events. Parking will be located to the rear of buildings to create a dynamic street presence, and public art or sculptural features and pedestrian amenities will also contribute to the pedestrian realm. In order to achieve the community’s goal of becoming a leader in technology, the site will employ green building strategies and integrated Wi-Fi and other technologies. The DDA site will be a destination for Peachtree Corners residents and visitors from throughout the region that reflects the community’s values and goals.

Numerous constraints and assets make the development of this site an exciting challenge. The site is immediately accessible to The Forum, Tech Park, the Wesleyan School, and Norcross High School, all important destinations for the community. Rolling topography, a dense tree canopy, and a stream provide a beautiful natural setting that a development must navigate; the creek will be incorporated into the project as a public amenity. Transportation issues are also critical; predicted high volumes of pedestrians crossing Peachtree Parkway necessitate some sort of pedestrian crossing facility, whether in the form of crosswalks with countdown timers, intersection treatments, or even a bridge or tunnel. In order to ensure safe vehicular access onto Peachtree Parkway and Medlock Bridge Road, the development site will have to carefully consider where to locate curb cuts and driveways. Existing easements, state and county stream buffers, and build-to regulations define a building envelope. All of these elements work together to define the restrictions the site faces, but also the unique advantages that a future development here will have.

APPROPRIATE USES

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

- Mixed-use
- Office
- Multi-family residential, only as part of a mixed-use development
- Townhouses
- Services, including hospital and medical
- Free standing commercial/retail, but only as minor components and preferably in mixed-use developments, whether vertically or horizontally mixed; includes both neighborhood-serving and destination retail
- Open space

Discouraged uses include:

- Light industry (prohibited)
- Heavy industry (prohibited)
- Single-family detached residential, except as part of a Traditional Neighborhood Development (“TND”)
- Auto-oriented establishments
- Drive-through establishments
- “Big box” retail



Traditional Neighborhood Developments include a variety of housing types and land uses. Single-family residential is typically oriented close to the street on small lots with garages in the back, as shown in the image above.

DEVELOPMENT GUIDELINES

Design Criteria

- 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

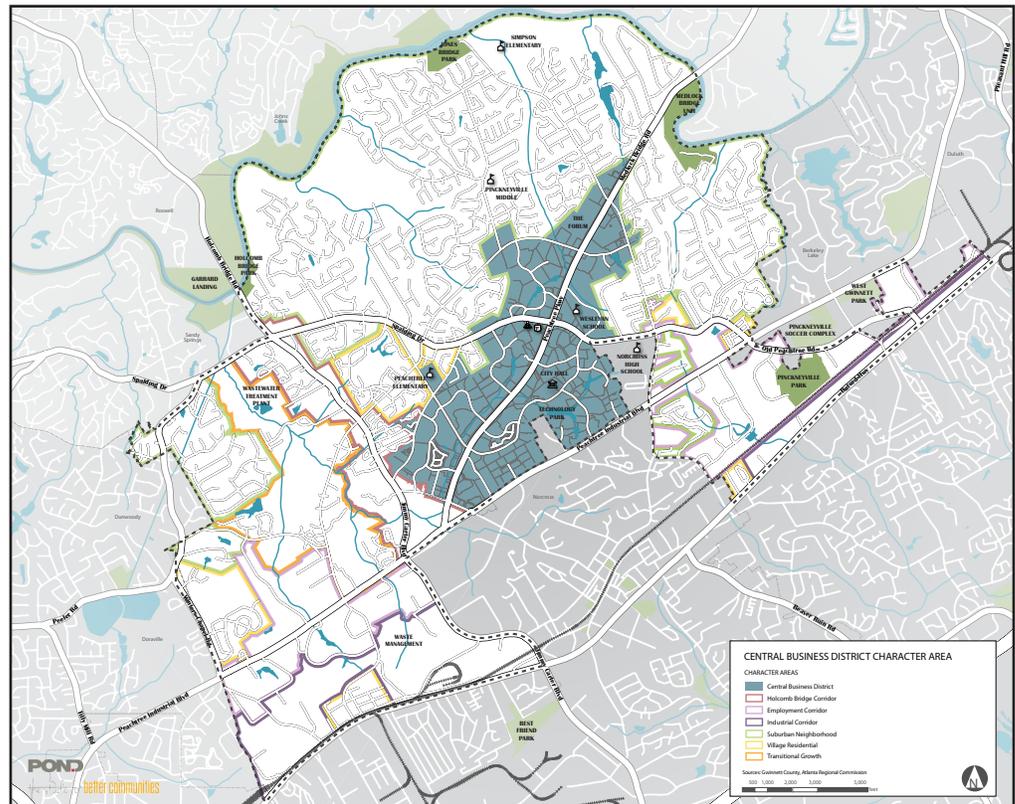
- 6 stories on Peachtree Parkway for mixed-use development
- 10 stories within Tech Park for offices
- 2-4 stories elsewhere



Mobility and Accessibility

- Developments should include 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 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.

Figure 4. Character Area: Central Business District



The Central Business District character area is shown in blue in Figure 4.

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. Figure 5 illustrates the community’s vision for redevelopment on the corridor. Overall, Holcomb Bridge will develop at moderate densities with a variety of land uses. Higher intensity nodes of development are located at key intersections, including the intersections at Spalding Drive, Peachtree Corners Circle, and Jimmy Carter Boulevard. Between these nodes, single uses at lower development intensities will occur, including free-standing office, commercial, multi-family residential, and townhouses. Parking will be located to the side or rear to create a dynamic street presence.

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

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 include:

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

DEVELOPMENT GUIDELINES

Design Criteria

- 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)

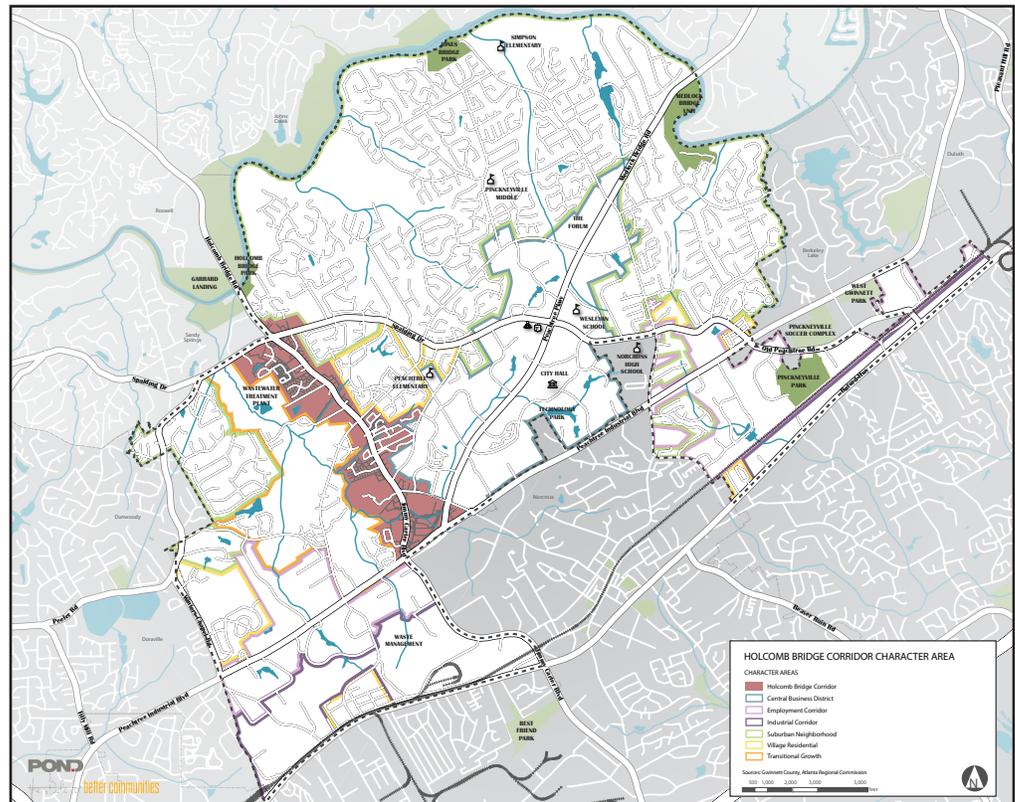


Multi-tenant monument signs, like the one above, can be used to unify aesthetics on the corridor.

Mobility and Accessibility

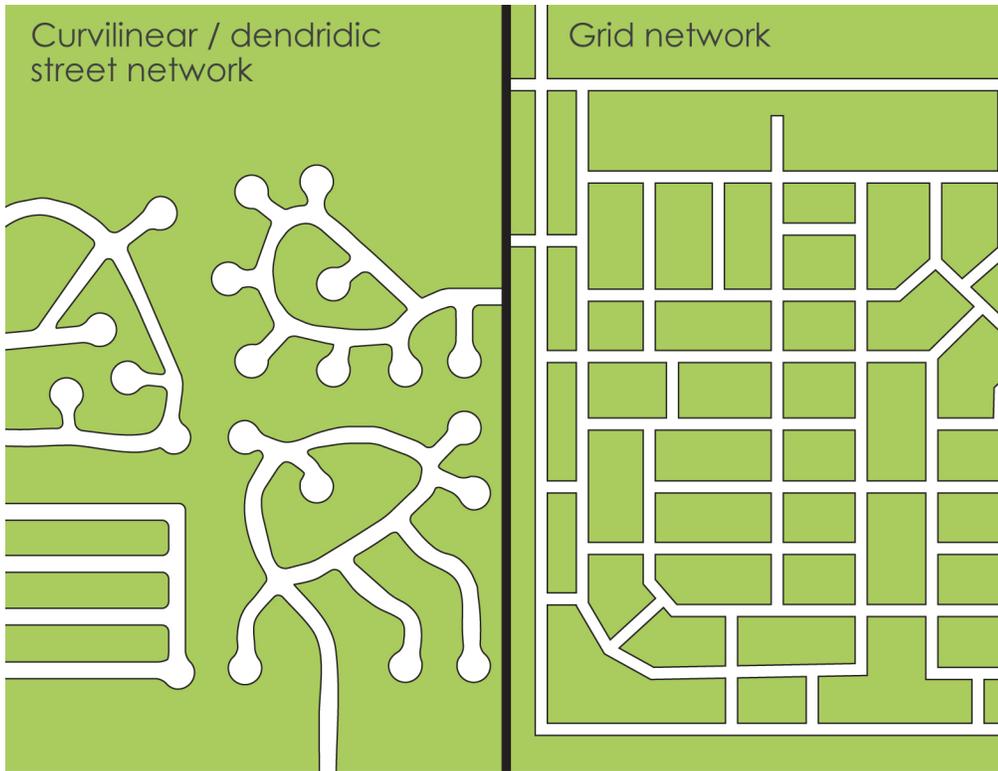
- The sidewalk network will be completed, with sidewalks extending the length of the Holcomb Bridge Corridor and safe places to cross.
- Developments should include internal pedestrian facilities, including sidewalks, safe pedestrian access in parking lots, and safe crossings.
- Parking lots and structures 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.

Figure 6. Character Area: Holcomb Bridge Corridor



The Holcomb Bridge Corridor character area is shown in red in Figure 6.

Figure 7. Street Networks



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

Figure 8. Potential Pedestrian Facilities



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

EMPLOYMENT CORRIDOR

THE VISION



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

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



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

APPROPRIATE USES

- Office
- Light industrial
- Small-scale retail where existing or at major nodes to serve businesses and adjacent residences

Discouraged uses include:

- Heavy industry
- All residential uses

DEVELOPMENT GUIDELINES

Design Criteria

- Uniform high quality signage and other 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 light industrial uses from adjacent residential uses

Height

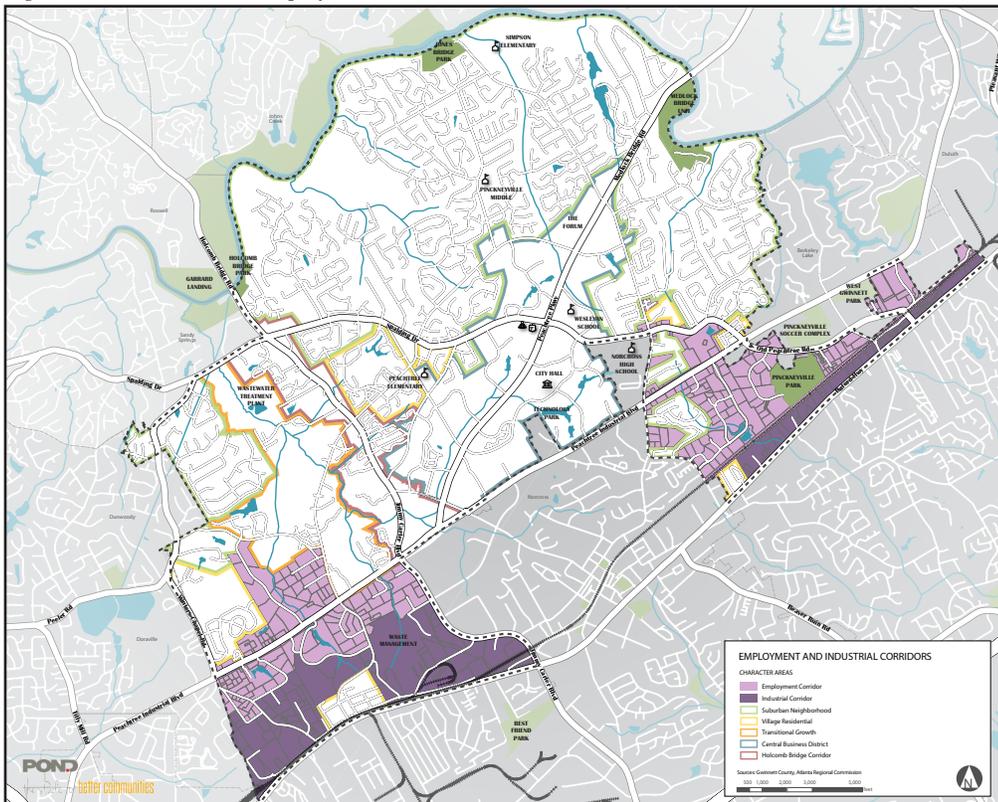
- 1-6 stories

Mobility and Accessibility

- Sidewalks within developments and connecting to major thoroughfares will be provided.
- Facilities to allow safe pedestrian crossings on Peachtree Industrial Parkway are desired 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 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.
- Developers should provide connections to adjacent multi-use trails and greenways, both existing and planned.



Figure 9. Character Area: Employment Corridor



Employment Corridor character areas are shown in light purple in Figure 9.

INDUSTRIAL CORRIDOR

THE VISION



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

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



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



APPROPRIATE USES

- Light industrial
- Heavy industrial
- Commercial/retail

Discouraged uses include:

- All residential uses
- Office
- Mixed-use

DEVELOPMENT GUIDELINES

Design Criteria

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

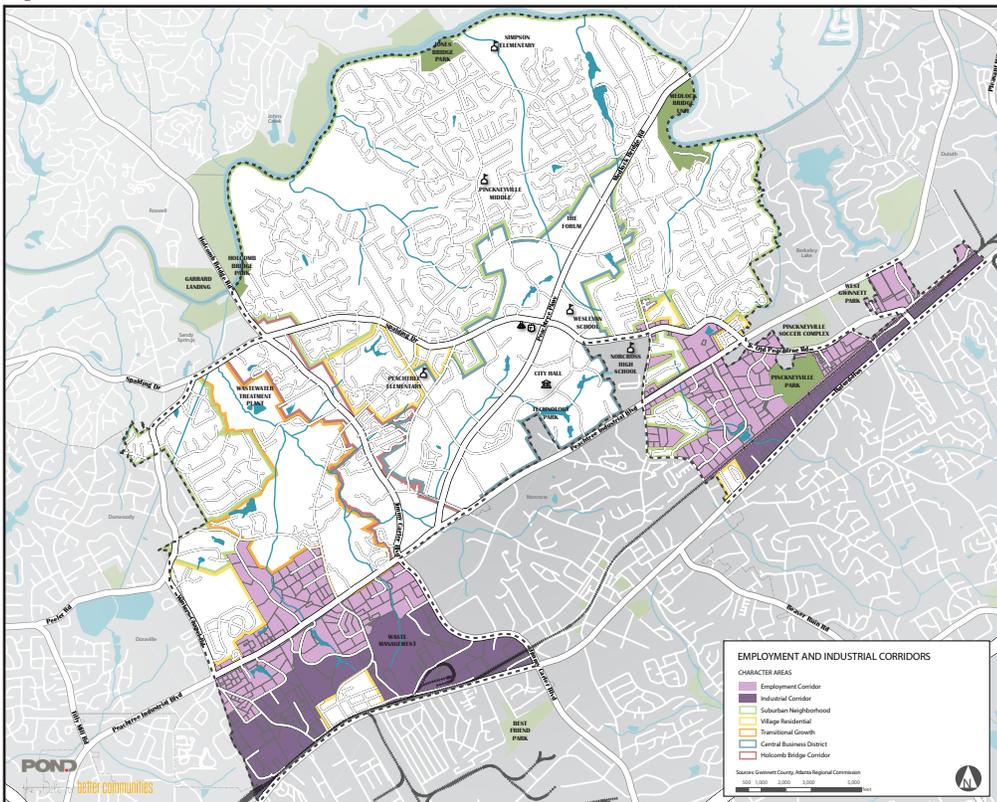
Height

- 1-3 stories

Mobility and Accessibility

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

Figure 10. Character Area: Industrial Corridor



Industrial Corridor character areas are shown in dark purple in Figure 10.

TRANSITIONAL GROWTH

THE VISION



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

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



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



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

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

APPROPRIATE USES

- Townhouses and multi-family residential
- Single-family detached residential on small “cluster” lots
- Open space

- Institutional: churches and schools
- Minimal neighborhood-serving retail (such as “corner stores”)

Discouraged Uses:

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

DEVELOPMENT GUIDELINES

Design Criteria

- New development will incorporate high quality standards and 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
- Opportunity Zone designation may be used to spur redevelopment

Height

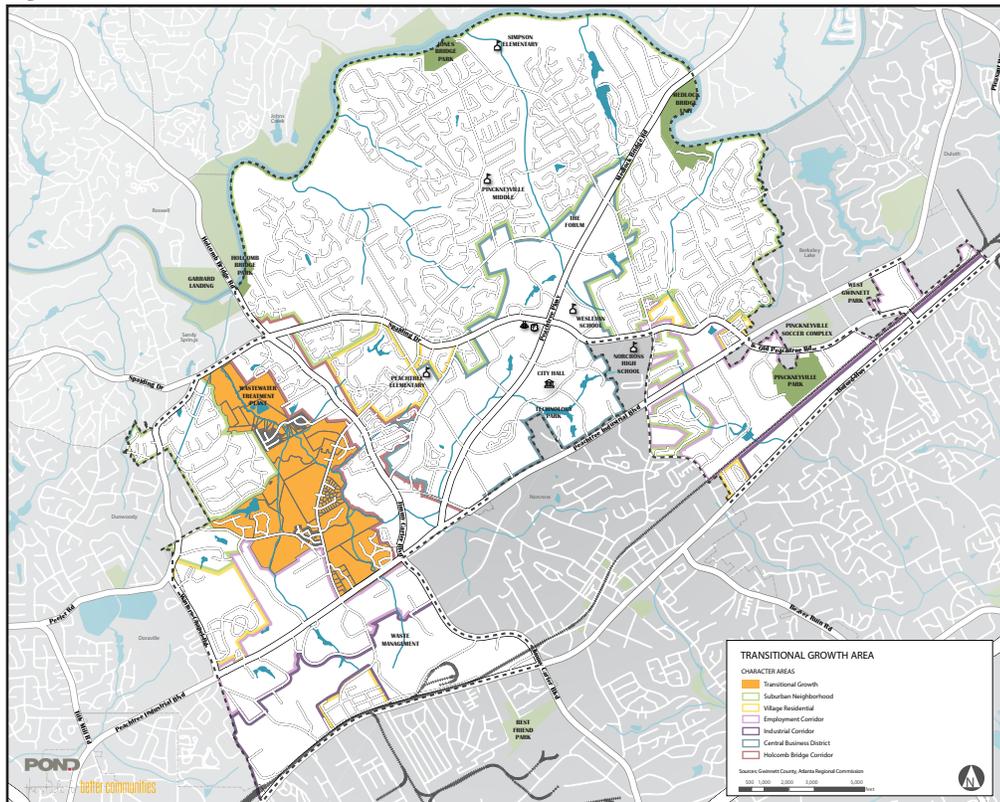
- Moderate-scale development is intended at 2-8 stories

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



Figure 11. Character Area: Transitional Growth



The Transitional Growth area is shown in orange in Figure 11.

SUBURBAN NEIGHBORHOOD



The Suburban Neighborhood character area will continue to foster stable, established housing options for Peachtree Corners families.

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



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

There are some additional existing non-residential uses located within the Suburban Neighborhood, and while none of them currently create conflicts, they will not develop more intensely over time and will be held to a higher standard for approval than non-residential uses located in other character areas. More intense development could negatively impact the surrounding neighborhoods. 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.

APPROPRIATE USES

- Single family detached residential
- Open space
- Institutional: churches and schools
- Minimal neighborhood-serving retail (such as “corner stores”), only at nodes where already existing
- Office, only where already existing

Discouraged Uses:

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

GRANNY FLATS

Over time, accessory dwelling uses, like garage apartments or “granny flats,” may be appropriate in the Suburban Neighborhood. Future development decisions will determine in which situations accessory dwelling units may be appropriate or permitted.

DEVELOPMENT GUIDELINES

Design Criteria

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

Height

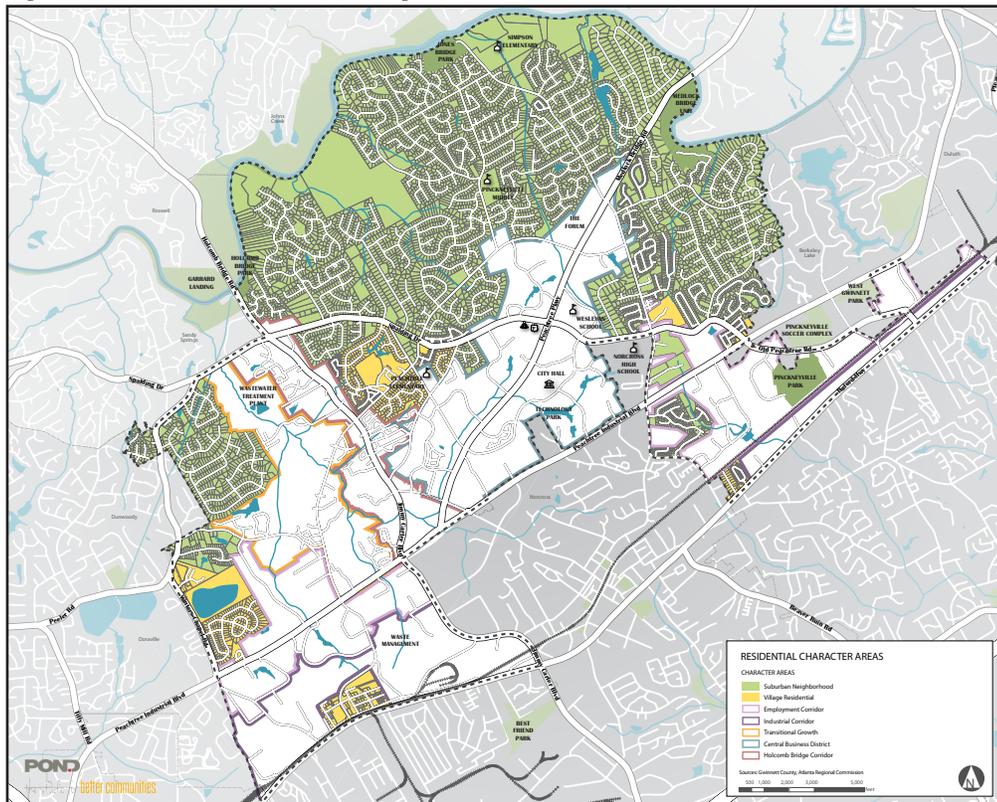
- Low-scale development is intended
- Typical two-story single-family residential homes
- Non-residential may have greater height allowances only where adequately separated from surrounding residential areas with buffers and transitional building heights

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 Forum



Figure 12. Character Area: Suburban Neighborhood



Suburban Neighborhood character areas are shown in light green in Figure 12.

VILLAGE RESIDENTIAL

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 Corner’s only truly historic structure. While some of the homes and lots in this neighborhood are in need of investment, the community values the importance of protecting the neighborhood’s legacy and historic development patterns. It is particularly important to protect this neighborhood from surrounding industrial uses, as some industrial uses have encroached into the neighborhood.

APPROPRIATE USES

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

Discouraged Uses:

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

DEVELOPMENT GUIDELINES

Design Criteria

- 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

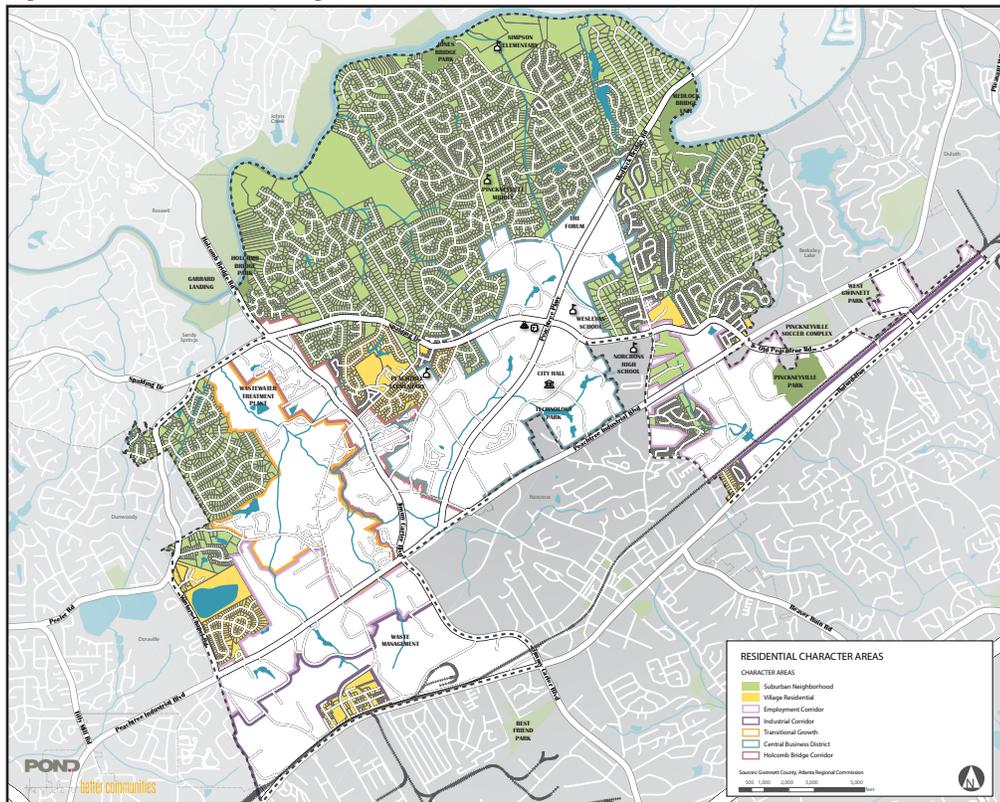
- Moderate-scale development is intended; 2-4 stories

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 Forum



Figure 13. Character Area: Village Residential

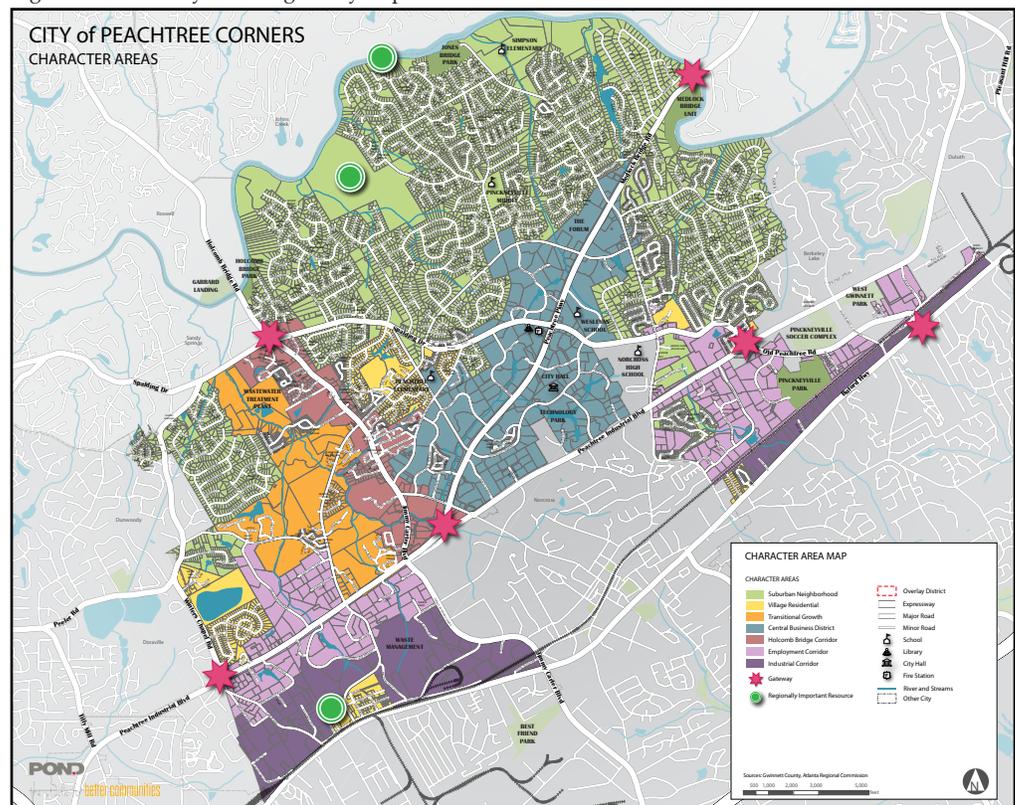


Village Residential character areas are shown in yellow in Figure 13.

GATEWAYS

The purpose of a gateway is to provide a sense of arrival and to establish a distinct sense of place and community identity. The gateways in Peachtree Corners are not distinct character areas; rather, they are important nodes within other character areas that require special attention due to their important locations at major entryways into the City. Gateways are the developed or undeveloped land located at strategic points on major thoroughfares into Peachtree Corners; they serve as an important means of access to the city. Peachtree Corners wishes to focus on the appearance of major gateways with appropriate signage, landscaping, and other beautification measures. As the City works towards building community identity for its residents as well as throughout the region, distinct signage can help people recognize when they are arriving in Peachtree Corners. The Character Area Map shows recommendation gateway locations. However, additional gateways may be appropriate at other locations with high traffic volumes. Smaller welcome signage may also be desired at additional, less-traveled locations; city limits signs should be installed at the boundary of the city, and gateway features are ceremonial and not intended as a substitute for city limit signs.

Figure 14. Gateways and Regionally Important Resources



Gateways and Regionally Important Resources are indicated in Figure 14.

REGIONALLY IMPORTANT RESOURCES

Regionally important resources are areas that require special attention due to their environmental sensitivity, cultural importance, or historical significance. Peachtree Corners has three regionally important resources: the Chattahoochee River and associated stream buffers, the Simpsonwood property, and the Mechanicsville School House. The Chattahoochee River is obviously a critical element of the region's ecosystem, and any development adjacent to the river must take measures to protect it. The Simpsonwood property, which is currently owned by the Methodist Church, is a large (168 acres) tract of largely undeveloped forested land. The community treasures this property and wishes to see it preserved, at least in part, if it ever changes hands. Finally, the Mechanicsville Schoolhouse is the oldest building in the City, built in 1911. It was the last one-room school house to operate in the County, and its historical significance is important to the community.

OVERALL DEVELOPMENT GUIDELINES

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

Neighborhood Compatibility

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

Specific Use Recommendations

Mixed-use development is the desired development type within several character areas, including the Central Business District and Holcomb Bridge Corridor. Mixed-use development has a number of benefits, including more efficient use of public services and infrastructure, reduced traffic demand, reduced parking, and greater tax revenues, not to mention the quality of life benefits that result. However, "mixed-use" may describe a wide variety of development scales and patterns. Detail about the desired development is included below:

- Mixed-use development may contain a mix of office, commercial, and/or residential uses (with the exception of single-family detached residential). As a guideline, "employment uses rather than residential uses should predominate with an allowed range of 35 percent to 70 percent. Sufficient residences should be provided at 20–50 percent of the floor area in residential usage, and adequate

REGULATING DEVELOPMENT

The Comprehensive Plan expresses the community's vision for each character area, but the City's zoning regulation is the law that enacts it. This section assesses the current zoning regulations and make recommendations that will make it easier for the type of development that is desired to happen.

commercial should be provided to satisfy both the neighborhood commercial/service needs of both the workforce and residents and the commercial/service needs of the community/ regional market. Commercial uses can range from 10 percent to 50 percent” (Gwinnett County Unified Development Plan).

- Both horizontal and vertical mixed-use is permitted. In other words, one use may be located above another use in a multi-story building, or different uses may be permitted to be located next to each other in a horizontally mixed-use development (i.e. a corner store within a townhouse development).

REGULATORY FRAMEWORK

In order to implement the desired development described in Chapter 4: Character Areas, the City may wish to evaluate its zoning ordinance and land development regulations. This section provides a brief assessment of the existing zoning conditions that exist on the three major corridors and specifically highlights items that the City might reconsider in order to allow for the envisioned growth to occur.

HOLCOMB BRIDGE CORRIDOR

Current zoning: parcel by parcel, including C-1 and C-2 at Spalding Drive; O-I, RM-8, RM-10, RM-13, R-TH; mostly C-2 and RM at Jimmy Carter Boulevard

- No heights over 40’ are currently permitted; 35’ in C-2 and O-I
- Minimum setback is 50’
- Residential densities: max 13 units per acre

PEACHTREE INDUSTRIAL BOULEVARD

Current zoning: C-2, M-1

- No heights over 40’ are currently permitted; 35’ in C-2 and O-I
- Minimum setback is 50’

PEACHTREE PARKWAY

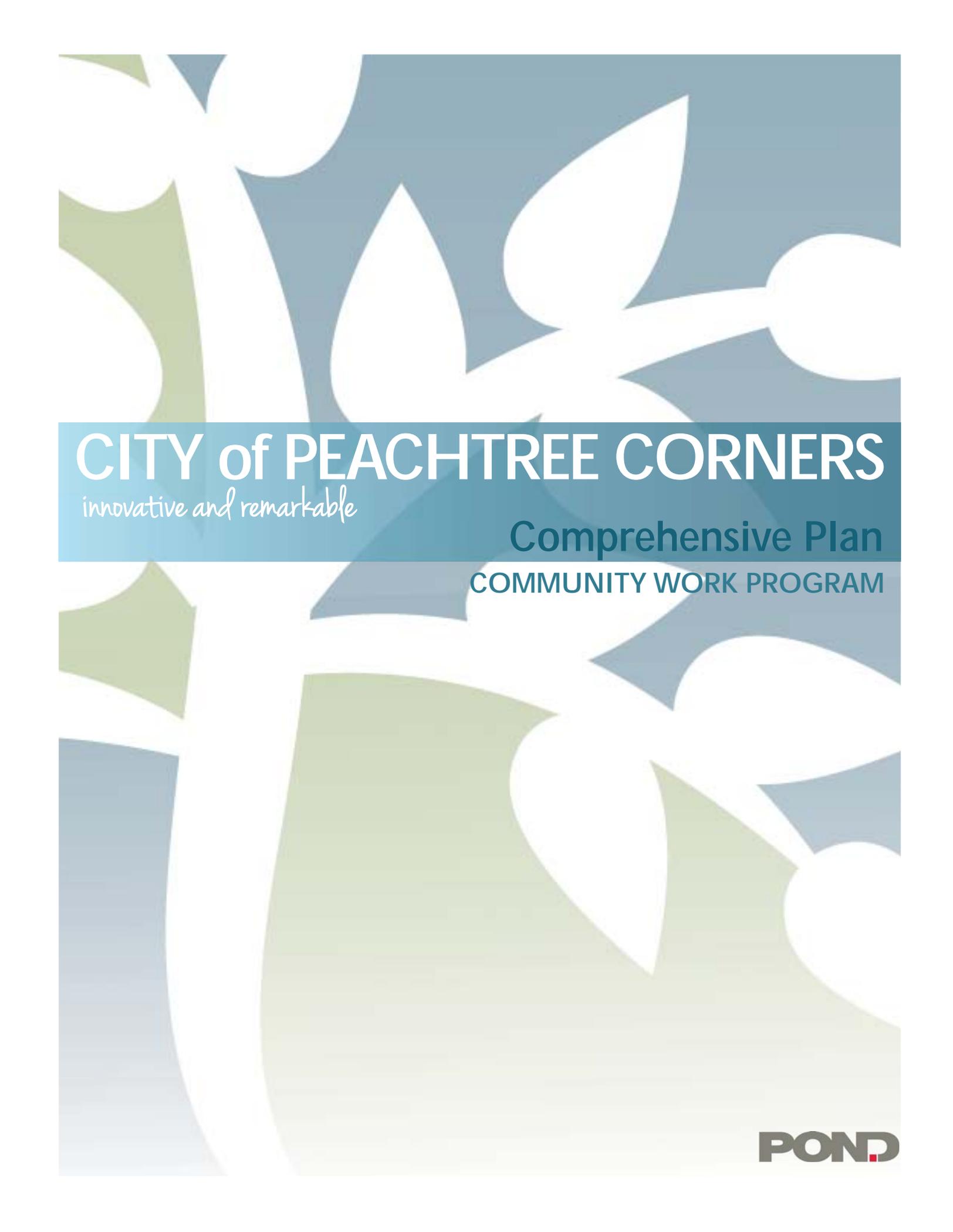
Current zoning: C-2, M-1, O-I

- No heights over 40’ are currently permitted; 35’ in C-2 and O-I
- Minimum setback is 50’

OVERALL RECOMMENDATIONS

While a thorough analysis of how to modify the zoning code to achieve the community vision is still necessary, some areas to consider include:

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

The background of the entire page is a stylized, abstract pattern of overlapping leaf shapes. The leaves are rendered in shades of light blue, olive green, and white, set against a light beige background. The pattern is dense and organic, filling the entire frame.

CITY of PEACHTREE CORNERS

innovative and remarkable

Comprehensive Plan
COMMUNITY WORK PROGRAM

TABLE OF CONTENTS

IMPLEMENTATION STRATEGIES	1
Priority implementation items	2
Atlanta’s PLAN 2040	5
COMMUNITY WORK PROGRAM	7

LIST OF TABLES

Table 1. PLAN 2040 Implementation Items	5
Table 2. Community Work Program Table	8

Implementation Strategies

COMMUNITY WORK PROGRAM

WORKING TOGETHER

Peachtree Corners is a limited services city, only providing three services to its constituents. However, the Comprehensive Plan still includes goals and action items related to services that are provided by Gwinnett County. The Plan will serve as an important tool to help the City make sure its needs are met by the appropriate parties.

The Community Work Program identifies specific implementation activities that the City of Peachtree Corners intends to take during the next five years, or from 2013 to 2018. These actions will address the priority Needs and Opportunities and help achieve portions of the Community Goals. They include studies, projects, ordinances, administrative systems, community improvements or investments, funding or financing arrangements, and any other programs to be undertaken to implement the plan.

The City will consider ways to enhance the work program with benchmarks or evaluation systems to establish accountability and to further maximize the benefit of the work program for strategic planning purposes in the future.

The community work program includes the following information for each action:

- Brief description of the activity;
- Legal authorization for the activity, if applicable;
- Timeframe for initiating and completing the activity;
- Responsible party for implementing the activity;
- Estimated cost (if any) of implementing the activity; and
- Funding source(s), if applicable.

The Peachtree Corners City Council will review the work program as part of the regular council budget process, and staff will prepare a Report of Accomplishments. These steps will make the Comprehensive Plan a living document and a strategic tool for continually achieving community objectives. New years will be added to keep the work program a five-year, working plan to be evaluated on a regular basis.

While the work program designates department and government authorities responsible for completing action items, the elected Peachtree Corners City Council bears ultimate responsibility for the implementation of the adopted Comprehensive Plan.

PRIORITY IMPLEMENTATION ITEMS

The highest priority implementation items are the ones that will most directly achieve the vision and the five overall goals of the Comprehensive Plan. They are:

G4.12: Implement the selected plan for the property across from The Forum.

When developed the property across from The Forum will act as a town center for the City of Peachtree Corners. It will include a gathering place, helping to build community by providing a place for people to socialize. The site's strategic location across from The Forum and on Peachtree Parkway will attract national retail tenants. By protecting some of the natural features on the site, the plan will create additional opportunities for citizens to enjoy the natural environment. The plan will incorporate pedestrian accessible features and a safe crossing on Peachtree Parkway, helping to improve walkability in the area. Finally, on-site wireless access and other high-tech features will help build Peachtree Corners's reputation as a cutting edge, modern city.

G4.3: Create specific redevelopment plan for the Holcomb Bridge Road corridor and then market the plan to the development community.

A redevelopment plan for Holcomb Bridge Corridor will help achieve the overall goals, first by enabling significant redevelopment and development projects. The corridor connects to the west side of the City, so improved access and more attractions will help build community. Unified signage and improve streetscape elements will make for a better experience for drivers, pedestrians, and cyclists. Allowing and promoting mixed use development at key nodes will provide additional housing options.

G1.10: Implement a signage and wayfinding program using the Peachtree Corners logo and identity. *and*

G3.3: Coordinate implementation of a gateway master plan for major entrances to the City for the "Five Gates of Peachtree Corners."

A signage and wayfinding plan will help the City build its identity, both among constituents and regionally. As Peachtree Corners was just incorporated in 2012, some residents are still unaware that they live within the city limits, and signage that uses the Peachtree Corners logo will help create a sense of place. Gateways, signature landscaping, and public art will serve the same purpose and signify to others when they have arrived in the City.

PEACHTREE CORNERS 2033 COMPREHENSIVE PLAN GOALS

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

G2.9: Coordinate with Gwinnett County on the implementation of the Gwinnett County Greenways Master Plan. *and*

G2.10: Coordinate with Gwinnett County on the implementation of the Gwinnett County Parks & Recreation Master Plan.

The City of Peachtree Corners is fortunate to have abundant natural resources: a sparsely developed landscape with many trees and a long stretch of the Chattahoochee River. However, the City is underserved by parks, and residents find it difficult to take full advantage of the Chattahoochee River. Gwinnett County manages the City's parks and open space, and helping to implement the master plans in these areas will help improve access to the City's natural resources. Greenways and open space appeal to both residents and to business owners and employees, who like having the opportunity to enjoy the outdoors while at work. There are many proven economic benefits to having greenspace and greenways in a community.

G5.5: Facilitate communication between Technology Park owners, businesses, Board of Directors, and the City.

Technology Park is an important stakeholder in the City of Peachtree Corners's future. The business park and other surrounding office buildings represent a major economic asset to the City. It is important that the City work with tenants and owners at Tech Park to ensure that their needs are met. The City can explore ways to attract new tenants or help existing business grow, to build on the prior success of Tech Park and solidify Peachtree Corners's status as a technology-friendly City.

G3.8: Work with Gwinnett County to identify sidewalks that are in need of replacement, extension or repair. *and*

G3.7: Require all new developments to connect and/or provide easements to any identified pedestrian linkages as part of development approval.

There are a number of major thoroughfares in the City that do not have sidewalks, particularly around schools. The City can coordinate with the County to identify priority sidewalk areas and pursue construction of new or repaired sidewalks. Additionally, new developments should provide ample pedestrian facilities to improve internal walkability and make it easier to walk to other destinations.

ATLANTA’S PLAN 2040

Like this plan, the Atlanta Regional Commission’s PLAN 2040 is built around five main goals. The plan calls for local governments to take responsibility for implementing the plan. The plan includes two levels of standards for measuring compliance with the plan: Minimum and Excellence. Within the Minimum standards, there are Required standards (which all local governments must complete in full) and Advanced standards (50% of which must be completed by each government). If a community completes enough Advanced standards, each of which has an assigned point value, they may be awarded the PLAN 2040+ Community designation and qualify for special incentives.

Some of the Minimum Required standards call for specific items to be included in the comprehensive plan. This comprehensive plan achieves all such standards, which are outlined in the table below.

ARC’S PLAN 2040 GOALS

- Increase mobility options for people and goods.
- Foster a healthy, educated, well trained, safe, and secure population.
- Promote places to live with easy access to jobs and services.
- Improve energy efficiency while preserving the region’s environment.
- Identify innovative approaches to economic recovery and long-term prosperity.

Table 1. PLAN 2040 Implementation Items

Number	Level	Standard
Increase mobility options for people and goods.		
MIN1.E	Required	Identify future transit station locations in the city or county comprehensive plan based on the station location areas in the ARC Regional Transportation Plan (RTP), where applicable.
Promote places to live with easy access to jobs and services.		
MIN3.B	Required	Identify locally designated historic districts and National Register historic districts in the local comprehensive plan.
MIN3.C	Required	Identify appropriate land uses for areas adjacent to future transit station locations in the city or county comprehensive plan based on the station location areas in the ARC Regional Transportation Plan (RTP), where applicable.
Improve energy efficiency while preserving the region’s environment.		
MIN4.A	Required	Identify Regionally Important Resources (RIR) in the jurisdiction and depict as Areas Requiring Special Attention, Conservation Areas, or similar classification on the Future Development Map in the local Comprehensive Plan.

Source: Atlanta Regional Commission PLAN 2040.

report has been formatted to print double-sided | page intentionally left blank

Community Work Program

Table 2. Community Work Program Table

Comprehensive Plan 2033 City of Peachtree Corners, GA									
COMMUNITY WORK PROGRAM									
Item	Description	Fiscal Year(s)					Estimated Total Cost	Funding Source	Responsible Department or Agency
		2014	2015	2016	2017	2018			
Goal 1: Build and strengthen a unified and family-friendly multicultural community.									
G1.1	Establish a volunteer, 'Traditions Committee' to establish a 'Cultural Master Plan' in order to identify and implement projects that create community identity and help establish community traditions including projects related to special events, the arts, and branding, as well as projects that enrich community life such as efforts that enhance outdoor activities and nightlife.	√					n/a	Staff	City
G1.2	Promote identity programs with local neighborhoods (e.g. street signs with neighborhood names).		√				n/a	Community	UPCCA
G1.3	Investigate incentives for the redevelopment of housing, especially multi-family housing that fall below community standards. Request ARC assistance to identify economically viable redevelopment options.		√				n/a	Staff/ARC	City/ARC-Community Choices Program
G1.4	Set up a "special attention" citizen committee to investigate the potential of necessary services and agency coordination for underserved populations.	√					n/a	Staff	City
G1.5	Draft and adopt specialized design standards within the Overlay District to promote architectural design and appearance appropriate to location.		√				\$30,000	General Fund	City
G1.6	Work with the Gwinnett County Police Department to establish neighborhood watch programs.	√					n/a	Community	UPCCA
G1.7	Prepare a wayfinding master plan study(Phase I) and implement a signage and wayfinding program using the Peachtree Corners logo and identity (Phase II).		√				\$40,000 (Phase I)	General Fund	City
G1.8	Create an Arts & Culture Task Force to pursue opportunities to introduce the performing and visual arts to the community.		√				n/a	Community	City
G1.9	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).			√			\$15,000	Community	City

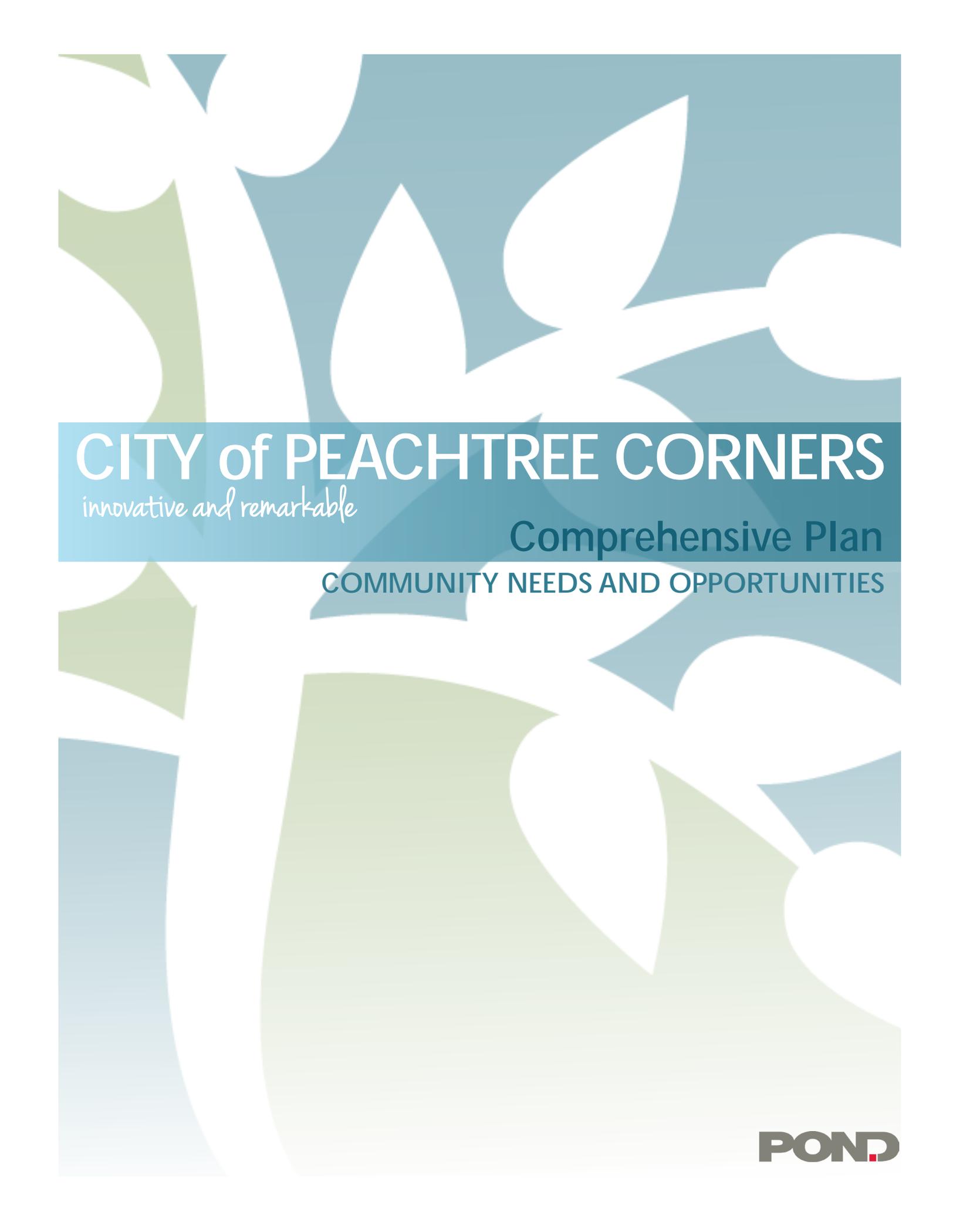
Item	Description	Fiscal Year(s)					Estimated Total Cost	Funding Source	Responsible Department or Agency
		2014	2015	2016	2017	2018			
Goal 2: Maintain a high-quality natural and cultural environment.									
C2.1	Draft recreational and open space standards and incentives for all new development and redevelopment.		√				\$15,000	General Fund	City
C2.2	Develop a map identifying underutilized open space using GIS analysis and coordinate with a map showing greenway development opportunities on private property.	√					n/a	Staff/ARC	City/ARC-Community Choices Program
C2.3	Create an Arts Council to organize events and recruit artists' galleries, theaters, and studios to the City.			√			n/a	n/a	City, City Council
C2.4	Establish a Green Council to recommend best practices for energy efficiency, rainwater harvesting and other environmentally friendly development efforts on public facilities and property and to make recommendations to City Council.		√				n/a	General Fund	City, County
C2.5	Institute a "community planting" day similar to or coordinated with Trees Atlanta "Neighborhoods Program" to work with citizens on tree planting and dedication or Arbor Day celebration.	√	√	√	√	√	~\$250/tree	City, Gwinnett Clean and Beautiful	City, County
C2.6	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.	√					\$15,000	City, Gwinnett Clean and Beautiful	City/Soil Conservation District
C2.7	Explore the interest and costs in establishing a museum or attraction at the Mechanicsville School House.		√				Unk.	Staff	City
C2.8	Modify land development regulations to require that large-scale new development or redevelopment of properties on the Chattahoochee River provide public access to the river and planned greenways.	√					n/a	Staff	City
C2.9	Coordinate with neighboring jurisdictions about the possibility of a jointly-acquired open space.		√				n/a	Staff	City
C2.11	Communicate with Mechanicsville residents about their needs and determine their interest in protecting the historic identity of the neighborhood (Phase I). If desired create overlay district (Phase II).	√		√			n/a (Phase I) \$30,000 (Phase II)	Staff/General Fund/DCA	City/DCA

Item	Description	Fiscal Year(s)					Estimated Total Cost	Funding Source	Responsible Department or Agency
		2014	2015	2016	2017	2018			
Goal 3: Integrate transportation and accessibility into development decisions.									
G3.1	Work with Gwinnett Village CID on implementation projects within Peachtree Corners including Jimmy Carter Boulevard at Buford Highway intersection improvements.	√	√				n/a	Gwinnett Village CID	Gwinnett Village CID
G3.2	Work with Gwinnett Village CID on implementation of sidewalk connection and transit access improvements along Buford Highway from DeKalb County to Jimmy Carter Boulevard.	√	√				n/a	Gwinnett Village CID	Gwinnett Village CID
G3.3	Develop a gateway master plan for major entrances to the City for the "Six Gates of Peachtree Corners"(Phase I). Coordinate implementation (Phase II).		√				\$12,000 (Phase I)	General Fund	City
G3.4	Develop preferred roadway cross-section for Peachtree Parkway, including landscaping and public art. Explore alternatives to widening the road with other interventions like signal timing and extended turn lanes.		√				n/a	Transportation Funds	County
G3.5	Develop preferred roadway cross-section for Holcomb Bridge Road, including landscaping and public art.		√				n/a	Transportation Funds	County
G3.6	Work with developers to create a safe pedestrian crossing from The Forum to the future development site across Peachtree Parkway.	√	√	√			n/a	Transportation Funds, private	City, GDOT
G3.7	Modify zoning to require new developments to connect and/or provide easements to any identified pedestrian linkages as part of development approval.		√				n/a	Staff	City
G3.8	Complete a Safe Routes to School study to pursue funding for pedestrian and bicycle facilities near Peachtree Elementary, Simpson Elementary, and Pinckneyville Middle.			√			\$20,000	General Fund	City
G3.9	Pursue ARC livable centers initiative (LCI) grant (Phase I) to develop a corridor master plan for Holcomb Bridge Road to enhance connectivity and quality of life. Create Corridor Master Plan (Phase II).					√	\$0 (Phase I) \$30,000 (Phase II)	Staff/ARC	City

Item	Description	Fiscal Year(s)				Estimated Total Cost	Funding Source	Responsible Department or Agency
		2014	2015	2016	2017			
Goal 4: Enable redevelopment and capture high-quality new development.								
G4.1	Update zoning ordinance/subdivision regulations to include comprehensive plan recommendations. Investigate rezoning property to more accurately reflect existing uses.		✓			\$100,000	General Fund	City
G4.2	Create specific redevelopment plan for the Holcomb Bridge Road corridor and then market the plan to the development community.			✓		\$80,000	General Fund, Grants	City
G4.3	Complete a redevelopment plan for the Transitional Growth area.			✓		\$50,000	General Fund	City
G4.4	Implement the selected plan for the property across from The Forum.	✓	✓	✓	✓	n/a	Joint DDA/private	Private
Goal 5: Emerge as the most desirable and advantageous community in the Atlanta region.								
C5.1	Develop an incentive program for the redevelopment of aging office parks and buildings.			✓		n/a	Staff	City
C5.2	Investigate the establishment of Opportunity Zones within areas of the City that qualify.		✓			n/a	Staff	City
C5.3	Identify major employers and determine their needs with the goal of enhancing retention efforts.		✓	✓		n/a	Staff	City
C5.4	Coordinate with Partnership Gwinnett to develop marketing materials for the Governor's Lake Parkway area and provide to developers.	✓	✓	✓		n/a	Staff/DDA	City, Partnership Gwinnett
YEARLY ACTION ITEMS: Actions required yearly by City Staff and Community members to maintain excellence								
G1.Y1	Monitor regional and U.S. Census Bureau estimates of the City's population.	✓	✓	✓	✓	n/a	Staff	City
G1.Y2	Maintain data on issuance of housing starts (building permits) for estimates of population and housing.	✓	✓	✓	✓	n/a	Staff	City
G1.Y3	Encourage neighborhood organizations to engage in community-building activities.	✓	✓	✓	✓	n/a	Staff	City
G1.Y4	Maintain a strong relationship with the Gwinnett County Board of Education through Peachtree Corners's local representative.	✓	✓	✓	✓	n/a	Community	Homeowners' Associations, Gwinnett County Board of Education
G1.Y5	Build education coalitions with parents, teachers, and school councils to communicate school needs to Gwinnett County Schools.	✓	✓	✓	✓	n/a	Community	City
G1.Y6	Engage the Gwinnett County Police Department in safety partnerships that strive for crime prevention and community engagement.	✓	✓	✓	✓	n/a	Community	City

Item	Description	Fiscal Year(s)					Estimated Total Cost	Funding Source	Responsible Department or Agency
		2014	2015	2016	2017	2018			
G2.Y7	Coordinate with Gwinnett County on the implementation of the Gwinnett County Greenways Master Plan.	✓	✓	✓	✓	✓	n/a	Staff	City, County
G2.Y8	Coordinate with Gwinnett County on the implementation of the Gwinnett County Parks & Recreation Master Plan.	✓	✓	✓	✓	✓	n/a	Staff	City, County
G3.Y9	Coordinate with Gwinnett County Department of Transportation on project within the City and regarding additional studies and improvements. Specifically proposed changes to Holcomb Bridge Road and Peachtree Parkway.	✓	✓	✓	✓	✓	n/a	Staff	City, County
G3.Y10	Coordinate with Gwinnett Village CID on projects in the City.	✓	✓	✓	✓	✓	n/a	staff	City, County
G3.Y11	Work with Gwinnett County to identify sidewalks that are in need of replacement, extension or repair.	✓	✓	✓	✓	✓	n/a	Staff	City, County
G3.Y12	Investigate the potential for outside funding sources to further develop pedestrian connections and bike facilities.	✓	✓	✓	✓	✓	n/a	Staff	City
G3.Y13	Investigate the potential for state/federal funding for pedestrian/bicycle enhancements on Peachtree Parkway and Peachtree Industrial Boulevard.	✓	✓	✓	✓	✓	n/a	Staff	City
G3.Y14	Utilize findings of ARC's Bike/Ped Task Force to generate new ideas for bike/ped provisions.	✓	✓	✓	✓	✓	n/a	Staff	City
G3.Y15	Coordinate with Gwinnett County to assist where possible to improve access, ingress, and egress to outdated retail centers and upgrade surrounding road networks.	✓	✓	✓	✓	✓	n/a	Staff	City, County
G3.Y16	Work with Gwinnett County to prioritize road resurfacing projects, drainage projects, and sidewalk projects.	✓	✓	✓	✓	✓	n/a	Staff	City, County
G3.Y17	Work with Gwinnett County, GDOT, and the Atlanta Regional Commission to prioritize the need for traffic calming and integrate traffic calming projects.	✓	✓	✓	✓	✓	n/a	Staff	City, County
G4.Y18	Pursue the possibility of developing a Tax Allocation District (TAD) or Community Improvement District (CID) to implement public system improvements in a timely manner.	✓	✓	✓	✓	✓	n/a	Staff	City
G4.Y19	Investigate downtown development grant programs for application in the Central Business District.	✓	✓	✓	✓	✓	n/a	Staff	City
G4.Y20	Pursue county-administered CDBG funds for redevelopment efforts.	✓	✓	✓	✓	✓	n/a	Staff	City
G4.Y21	Work with Partnership Gwinnett on other economic development efforts and resources, such as assistance for small businesses and entrepreneurs.	✓	✓	✓	✓	✓	n/a	Staff	City
G4.Y22	Communicate with businesses via electronic newsletter to keep them informed of developments in the City.		✓	✓	✓	✓	n/a	Staff	City, PCBA
G4.Y23	Encourage revitalization of properties along the Buford Highway corridor.	✓	✓	✓	✓	✓	n/a	GVCID	DDA, Planning Commission
G4.Y24	Protect the industrial area and preserve its viability by discouraging incompatible, adjacent land uses.	✓	✓	✓	✓	✓	n/a	GVCID	DDA, Planning Commission

Item	Description	Fiscal Year(s)					Estimated Total Cost	Funding Source	Responsible Department or Agency
		2014	2015	2016	2017	2018			
G4.Y25	Explore the possibility of using the Downtown Development Authority to initiate redevelopment of multifamily housing in Transitional Growth area.	✓	✓	✓	✓	✓	n/a	DDA	
G4.Y26	Further develop, refine, and implement land use recommendations for character areas.	✓	✓	✓	✓	✓	n/a	City	Staff
G5.Y27	Encourage office parks to provide connections to greenways for employees and visitors.	✓	✓	✓	✓	✓	n/a	Staff	City
G5.Y28	Encourage large-scale new development that incorporates any type of community gathering space or open space to provide Wi-Fi and other technological enhancements.	✓	✓	✓	✓	✓	n/a	Staff	City
G5.Y29	Facilitate communication between Tech Park owners, businesses, Board of Directors, and the City in order to coordinate planning and redevelopment efforts.	✓	✓	✓	✓	✓	n/a	Staff	City
G5.Y30	Identify and pursue businesses that are needed, but not well represented in the City such as movie theaters, grocery stores, specialty restaurants and businesses that enhance night life and recreation.		✓	✓	✓	✓	n/a	Staff	City
G5.Y31	Encourage marketing office properties with natural, outdoor amenities, not just those that are in the building.	✓	✓	✓	✓	✓	n/a	Staff	Private
G5.Y32	Collaborate with Partnership Gwinnett on other office marketing efforts.	✓	✓	✓	✓	✓	n/a	Staff	City, Partnership Gwinnett
G5.Y33	Stay involved in regional discussions.	✓	✓	✓	✓	✓	n/a	Staff	City
G5.Y34	Continue to effectively communicate the development process, and advocate for streamlining where opportunities exist.	✓	✓	✓	✓	✓	n/a	Staff	City
G5.Y35	Monitor the provision of municipal services and their ability to meet the growing population and workforce.	✓	✓	✓	✓	✓	n/a	Staff	City
G5.Y36	Periodically revisit and update intergovernmental service agreements.	✓	✓	✓	✓	✓	n/a	Staff	City
G5.Y37	Facilitate partnerships with the Georgia Hispanic Chamber of Commerce to support local Hispanic businesses and business owners.	✓	✓	✓	✓	✓	n/a	Staff	City
G5.Y38	Work with Gwinnett County to identify where sanitary sewer systems are needed in the City.		✓	✓	✓	✓	n/a	Staff	City



CITY of PEACHTREE CORNERS

innovative and remarkable

Comprehensive Plan

COMMUNITY NEEDS AND OPPORTUNITIES

TABLE OF CONTENTS

SUMMARY	1
INTRODUCTION	21
Prior and recent planning	22
Structure	22
Public participation	24
Review process	24
CONSOLIDATED NEEDS AND OPPORTUNITIES	25
Development and land use	26
Cultural resources and community facilities	26
Consolidated needs and opportunities	28
ANALYSIS OF DATA AND INFORMATION: LAND USE	37
Existing land use inventory	38
Relationship of land use and zoning categories	46
Gwinnett County future development map	50
Future development and redevelopment	52
Summary of land use existing conditions	52
ANALYSIS OF DATA AND INFORMATION: PEOPLE	55
Population: current and forecast	57
Households: current and forecast	60
Age distribution	61
Racial/ethnic composition	62
Educational attainment	64
Income	65
The population and lifelong communities	67
Summary of population existing conditions	67
ANALYSIS OF DATA AND INFORMATION: HOUSING	69
Housing stock inventory	70
Home ownership	74
Home values	77
Renter costs	79
Foreclosures and vacancy rates	82
Jobs-housing balance	82
Future housing needs	82
Special needs housing	84
Summary of housing existing conditions	86

ANALYSIS OF DATA AND INFORMATION: ECONOMIC DEVELOPMENT	89
Existing land use conditions	91
Development trends	92
Economic base inventory	96
Major employers	100
Labor force analysis	101
Programs, resources, and tools	103
Summary of economic development existing conditions	103
ANALYSIS OF DATA AND INFORMATION: TRANSPORTATION	105
Inventory of existing facilities	107
Roadway network	120
Current and anticipated improvement projects	128
Opportunities for transportation and land use connections	131
Summary of transportation existing conditions	132
ANALYSIS OF DATA AND INFORMATION: COMMUNITY FACILITIES AND CULTURAL RESOURCES	135
Public safety facilities	136
Educational resources	136
Cultural resources	138
Recreation and open space	139
Water supply	142
Sewerage and wastewater management	142
Current and projected facility needs	145
Community facilities and lifelong communities	147
Summary of community facility and cultural resource existing conditions	147
ANALYSIS OF DATA AND INFORMATION: NATURAL RESOURCES	149
Environmental planning criteria	150
Summary of natural resource existing conditions	160
ANALYSIS OF DATA AND INFORMATION: INTERGOVERNMENTAL COORDINATION	161
Adjacent local governments	162
School boards	162
Independent special authorities and districts	164
Federal, state, and regional programs	165
Summary of intergovernmental coordination existing conditions	167

LIST OF FIGURES

Figure 1. Comprehensive Plan Process	23
Figure 2. Map: Consolidated Needs & Opportunities	27
Figure 3. Map: Existing Land Use	39
Figure 4. Land Use Breakdown by Acres	40
Figure 5. Zoning Types	46
Figure 6. Map: Zoning	47
Figure 7. Map: Peachtree Corners Overlay District	49
Figure 8. Map: Future Development	51
Figure 9. Current Average Household Income Distribution, 2012	65
Figure 10. Lifelong Community Survey Results: Population	67
Figure 11. Map: Housing Density by Census Block, 2010	71
Figure 12. Distribution of Home Value, Owner-Occupied Homes, 2009	78
Figure 13. Map: Residential Foreclosure Rate by Census Tract, 2012	83
Figure 14. Lifelong Community Survey Results: Housing	84
Figure 15. Current Land Use by Building Square Footage	91
Figure 16. Map: Bridge Locations	109
Figure 17. Proposed Regional Priority Freight Highway Network, Atlanta Regional Commission	110
Figure 18. Map: Regional Truck Routes	111
Figure 19. Map: Transit Facilities	113
Figure 20. Concept 3 Regional Transit Vision	115
Figure 21. Map: Pedestrian Facilities	117
Figure 22. Map: Bicycle Facilities	119
Figure 23. Roadway Functional Classification Diagram	120
Figure 24. Map: Roadway Functional Classification	121
Figure 25. Map: Multilane Roadways	123
Figure 26. Map: Roadway Level of Service, 2010	125
Figure 27. Map: Roadway Level of Service, 2040	127
Figure 28. Map: Previously Planned Transportation Projects	129
Figure 29. Lifelong Community Survey Results: Transportation	132
Figure 30. Map: Annual Average Daily Traffic	133
Figure 31. Map: Community Facilities	137
Figure 32. Gwinnett County Park and Recreation Areas	141
Figure 33. Map: Sewers	143
Figure 34. Gwinnett County Areas of Special Attention	144
Figure 35. Lifelong Community Survey Results: Community Facilities	146
Figure 36. Lifelong Community Survey Results: Community Assets	146
Figure 37. Map: Natural Resources	151
Figure 38. Map: Water Quality Protection	153
Figure 39. Gwinnett County Steep Slopes	154
Figure 40. Map: Elevations	155
Figure 41. Map: Soils	157
Figure 42. Map: Vegetation	159

LIST OF TABLES

Table 1. Existing Land Use by Parcels, Acres, and Percent	38
Table 3. Existing Zoning by Acres and Percent	46
Table 2. Zoning by Acre and Percent	46
Table 4. Gwinnett County Character Areas in Peachtree Corners	50
Table 5. Current and Projected Population, 2017	57
Table 6. Current and Projected Population Using Cohort Model, Conservative Scenario, 1990-2037	58
Table 7. Current and Projected Population Using Cohort Model, Aggressive Scenario, 1990-2037	59
Table 8. Current and Projected Household Size, 2010-2017	60
Table 9. Current and Projected Number of Households, 2010-2017	60
Table 10. Current and Projected Population by Age Distribution, 2012-2017	61
Table 11. Current and Projected Population by Racial Distribution, 2012-2017	63
Table 12. Educational Attainment, 2010	64
Table 13. Current and Projected Average Household Income, 2000-2017	65
Table 14. Current and Projected Households by Income Distribution, 2012-2017	66
Table 15. Housing Types, 2009	72
Table 16. Age of Housing, 2009	73
Table 17. Condition of Housing, 2011	74
Table 18. Housing Vacancy and Tenure, 2010	75
Table 19. Housing Vacancy by Type, 2010	76
Table 20. Median Home Value, All Zip Codes, 2007-2011	77
Table 21. Change in Median Home Values, 2000-2011	78
Table 22. Gross Rent Distribution, 2011	79
Table 23. Cost Burden Limits	80
Table 24. Residential Development Trend Analysis	93
Table 25. Commercial Development Trend Analysis	94
Table 26. Current Market Conditions	95
Table 27. Current Vacant Land Inventory	96
Table 28. Existing Jobs, by Industry Sector (Primary Jobs)	98
Table 29. Employment of Residents, by Industry Sector (Primary Jobs)	98
Table 30. Existing Job Trends, by Industry Sector (Primary Jobs)	99
Table 31. Employment of Resident Trends, by Industry Sector (Primary Jobs)	99
Table 32. Major Employers in Gwinnett County, 2012	100
Table 33. Labor Force Analysis, 2011	101
Table 34. Commuting Patterns of Workers Employed in Peachtree Corners, 2012	102
Table 35. Commuting Patterns of Employed Peachtree Corners Residents, 2012	102
Table 36. Programmed Short-Range Transportation Projects in Peachtree Corners	130
Table 37. Programmed Long-Range Transportation Projects in Peachtree Corners	130
Table 38. Schools that serve Peachtree Corners	136
Table 39. Gwinnett County Departments	163

report has been formatted to print double-sided \ page intentionally left blank

Summary of Community Needs and Opportunities

SUMMARY

The Peachtree Corners 2033 Comprehensive Plan is the City's first comprehensive planning effort since becoming incorporated on July 1, 2012. The Comprehensive Plan serves as a guide for making decisions and setting policies for City officials and staff concerning the future development of the City. It will also serve as a communication tool between the City and Gwinnett County. This effort will provide policies and an implementation program for the 2013-2033 planning period, and it is undertaken per the Rules of the Georgia Department of Community Affairs (DCA), O.C.G.A Chapter 110-12-1, effective January 1, 2013. Like a business plan for a successful company, the Comprehensive Plan looks at real world constraints and provides a "road map" for officials and community members to manage incremental decisions and allocation of resources in the short term that ensure progress toward the City's long-term vision and goals.

The **Community Needs and Opportunities Report** combines objective data with input from the community. It reports and analyzes existing conditions in Peachtree Corners, both quantifiable, objective measures and subjective feedback. The following topic areas are explored in detail: Land Use, People, Housing, Economic Development, Transportation, Community Facilities and Cultural Resources, Natural Resources, and Intergovernmental Coordination. Analysis results were summarized into a consolidated list of Needs and Opportunities in each topic area. After completion of the Community Needs and Opportunities Report, the citizens of Peachtree Corners will work with the project management team to create **Community Goals** and a **Community Work Program**.

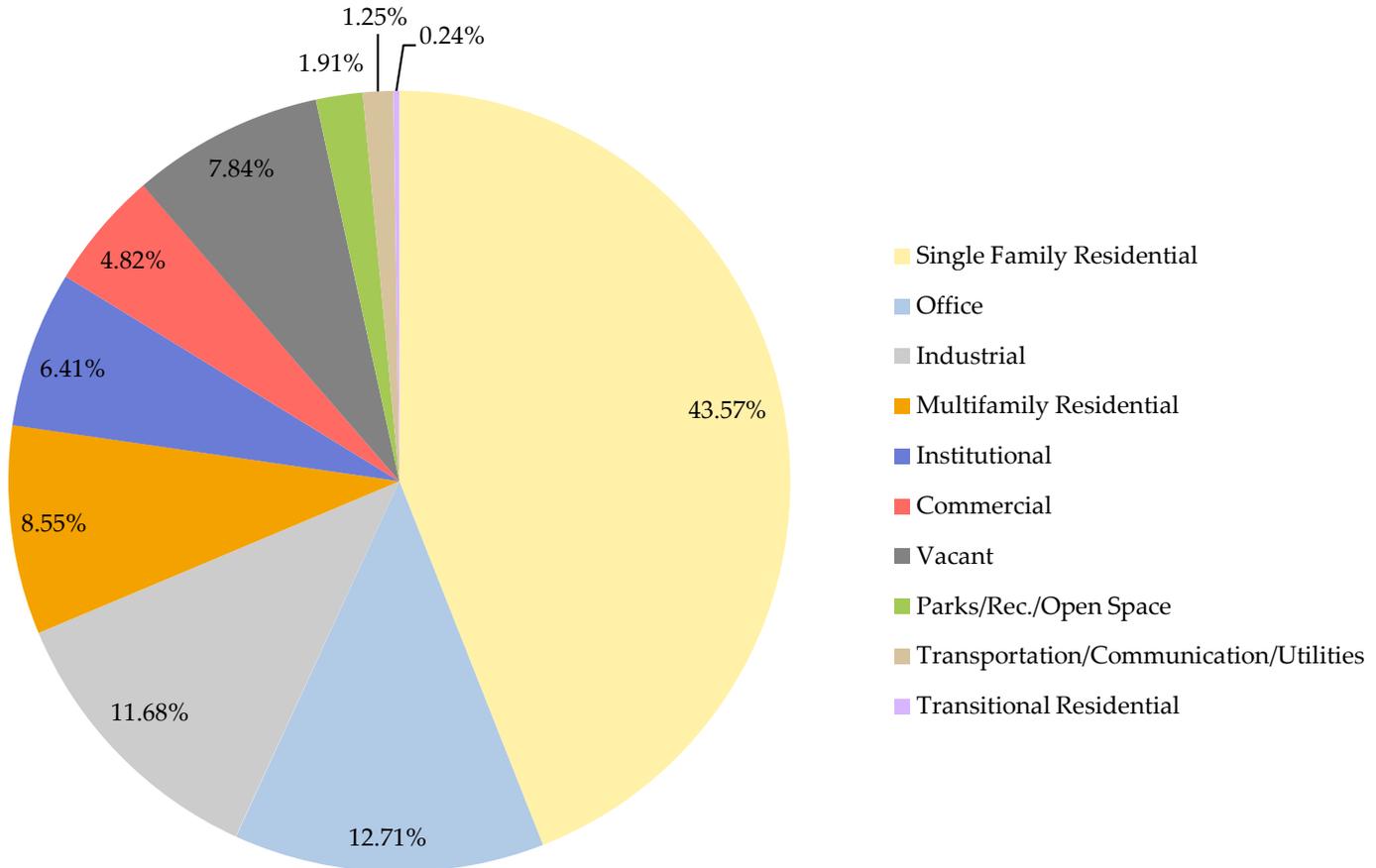
The Summary chapter includes an overview of the findings in each of the eight topic areas listed above.



LAND USE

SUMMARY OF EXISTING CONDITIONS

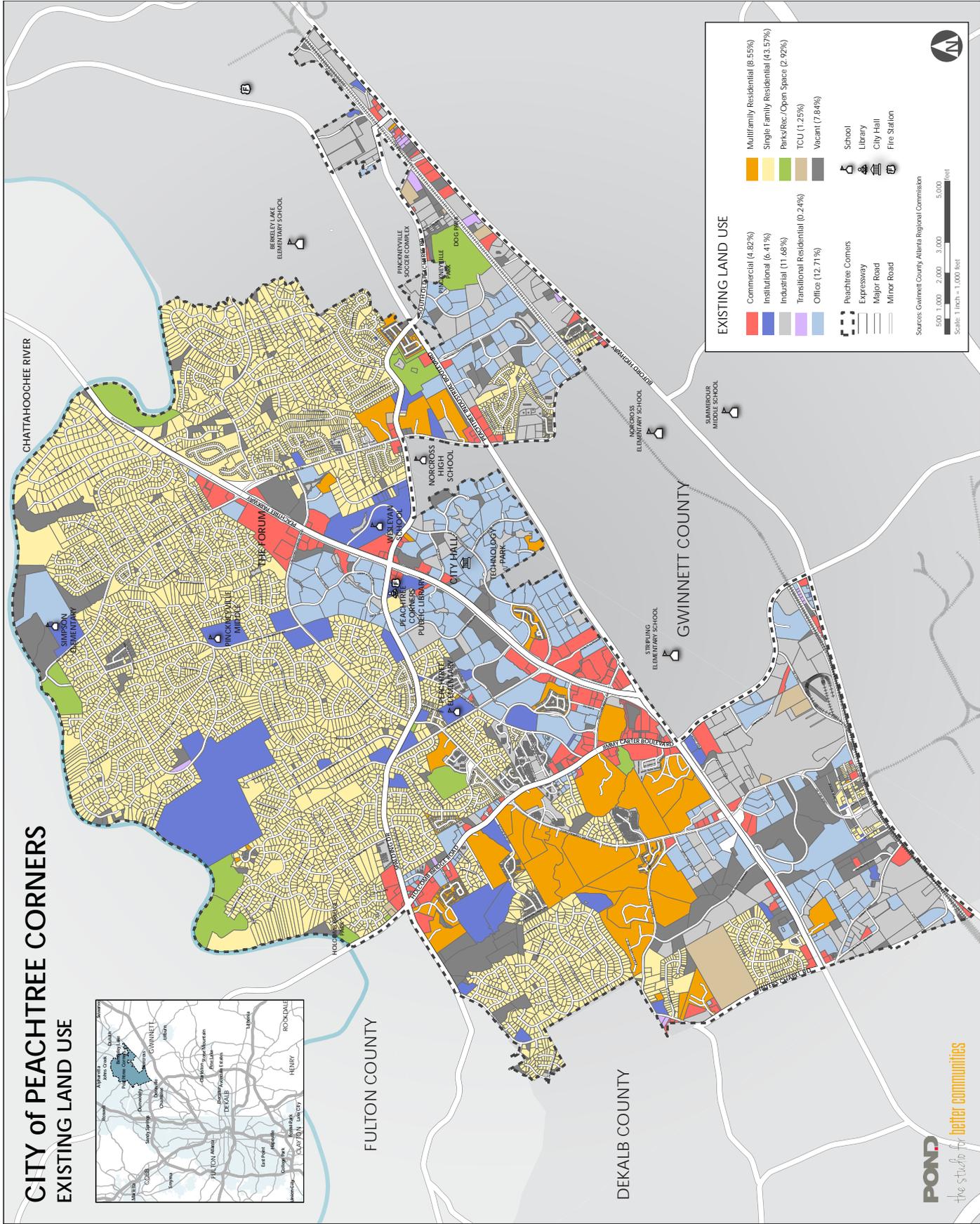
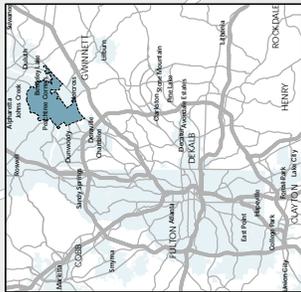
Land Use Breakdown by Acres



Residential uses, especially single family homes, are by far the primary land use in Peachtree Corners, occupying more than half the city's developable land. Overall, the city's development consists mostly of large neighborhoods of single family homes, office and light industrial parks, shopping centers and single use commercial buildings, and apartment complexes.

While residents treasure their suburban neighborhoods, the city lacks opportunities for mixed-use development, park space, public gathering places, and a strategy for managing industrial/residential adjacencies.

CITY OF PEACHTREE CORNERS EXISTING LAND USE



EXISTING LAND USE

■ Commercial (4.82%)	■ Multifamily Residential (8.55%)	■ School
■ Institutional (6.41%)	■ Single Family Residential (43.57%)	■ Library
■ Industrial (11.68%)	■ Parks/Rec./Open Space (2.92%)	■ City Hall
■ Transitional Residential (0.24%)	■ TCU (1.25%)	■ Fire Station
■ Office (12.71%)	■ Vacant (7.84%)	

 Peachtree Corners	 School
 Expressway	 Library
 Major Road	 City Hall
 Minor Road	 Fire Station

Sources: Gwinnett County, Atlanta Regional Commission

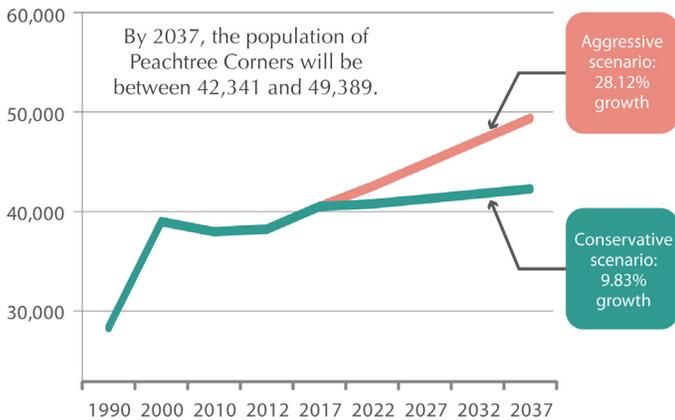
500 1,000 2,000 3,000 5,000
feet

Scale: 1 inch = 1,000 feet

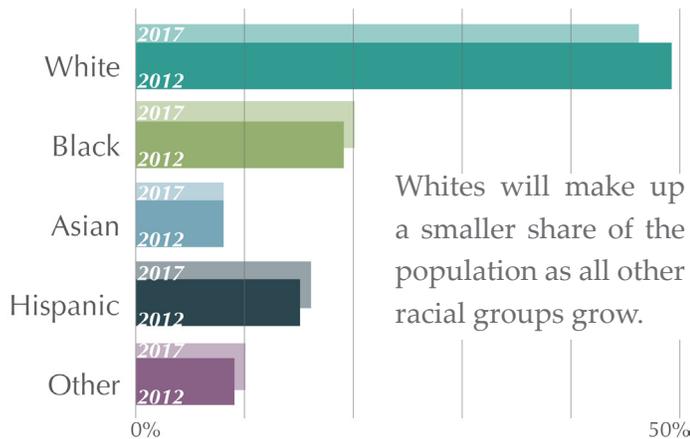
PEOPLE

SUMMARY OF EXISTING CONDITIONS

Population Trends & Projections



Growing Racial Diversity



Income Distribution

One fourth of Peachtree Corners households earn less than \$35,000 a year. Households at this level would find it challenging to own a home. The pie chart at right shows the distribution of households by income.

The poverty rate in Peachtree Corners is 13%.

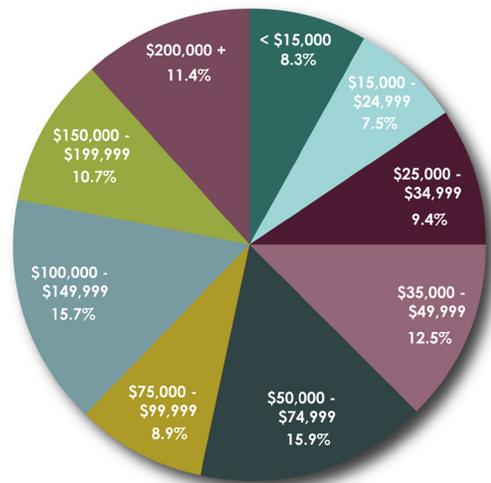
AVERAGE
HOUSEHOLD
INCOME: **\$85,563**

Atlanta's Aging Population

The Atlanta region's population, like the rest of the nation, is aging, as the Baby Boomer generation reaches retirement age. By 2030, one in five Atlanta area residents will be over the age of 65.

The Atlanta Regional Commission's Lifelong Communities initiative promotes the development of places where people can live **throughout their lifetimes**. They provide a full range of options to residents, ensuring a high quality of life for all.

How will the needs of Peachtree Corners residents change over the next twenty years? How will your children's needs change? How will your parents' needs change? The Comprehensive Plan attempts to imagine what the population of Peachtree Corners will be like in 2033 and propose programs and policies that will address its specific needs.



GOVERNMENT

SUMMARY OF EXISTING CONDITIONS

PEACHTREE CORNERS IS THE
LARGEST CITY
IN GWINNETT COUNTY.

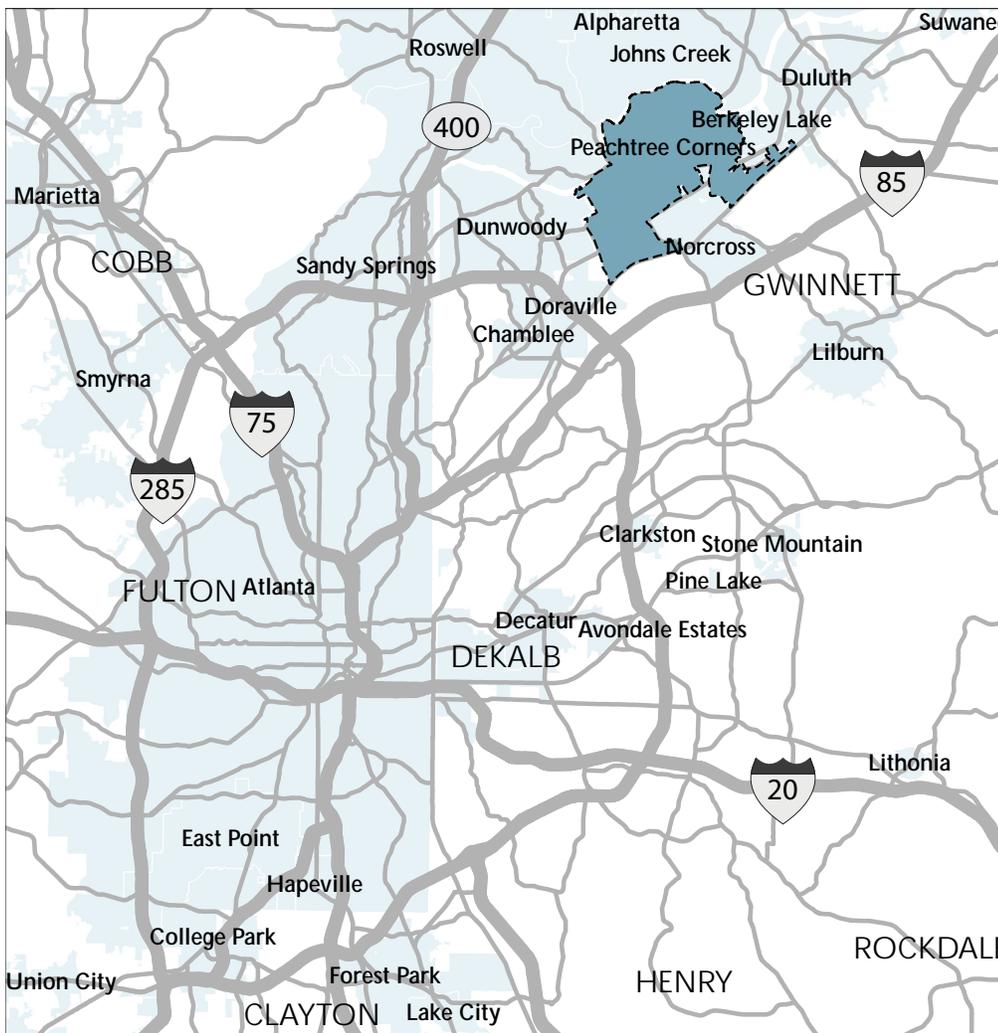
It shares borders with:

Norcross, Berkeley Lake,
Duluth, Johns Creek,
Roswell, Sandy Springs,
Dunwoody, and Doraville.

Your Government

A vote to incorporate the City passed in 2011, and the City held its first election in March 2012. It was officially incorporated on July 1, 2012.

Peachtree Corners is served by a mayor and six City Council members (one from each of three districts and three at-large members).



Opportunities for Coordination:

- Gwinnett County Board of Education
- United Peachtree Corners Civic Association
- Peachtree Corners Business Association
- Gwinnett Village Community Improvement District
- Gwinnett County Chamber of Commerce
- Partnership Gwinnett
- Keep Gwinnett Beautiful
- Atlanta Regional Commission
- Georgia Department of Community Affairs
- Georgia Regional Transportation Authority
- Georgia Department of Transportation
- Georgia Department of Natural Resources
- Metropolitan North Georgia Water Planning District

HOUSING

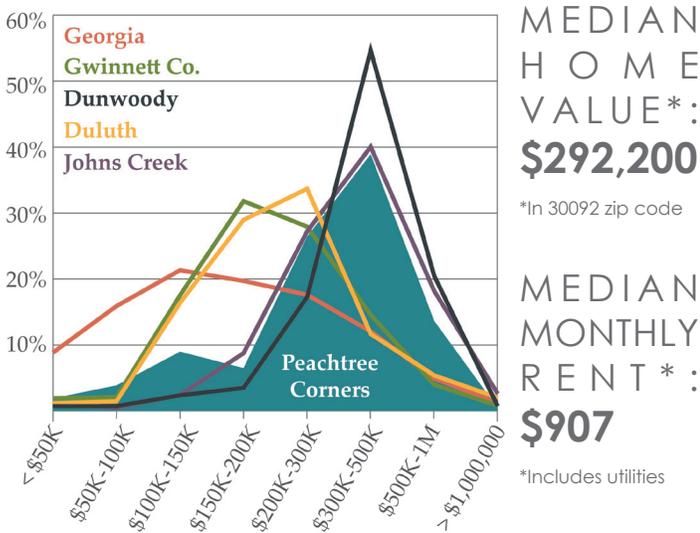
SUMMARY OF EXISTING CONDITIONS

Home Ownership

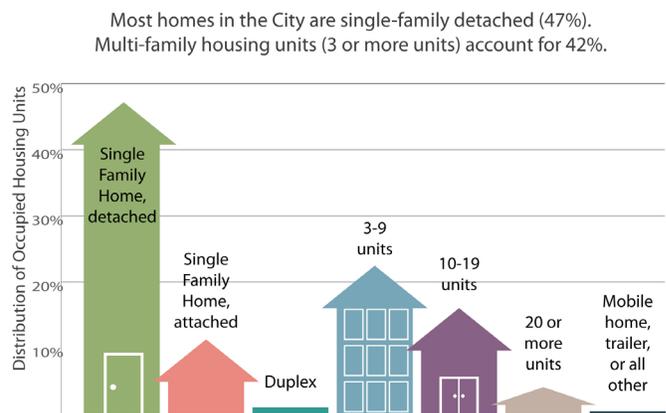
	Peachtree Corners	Gwinnett County	Georgia	Johns Creek	Duluth	Dunwoody	US
Owner-Occupied (2010)	58%	70%	66%	80%	57%	53%	65%
Renter-Occupied (2010)	42%	30%	34%	20%	42%	47%	35%

Nationally, **rental rates have increased**, while home ownership has declined. Home loans remain challenging to obtain, and unemployment rates create uncertainty. In addition, retiring Baby Boomers are opting to downsize, and Millennials are delaying marriage, children, and the purchase of a home into their 30s.

The Cost of Housing



Housing Types



HOUSING COST BURDEN

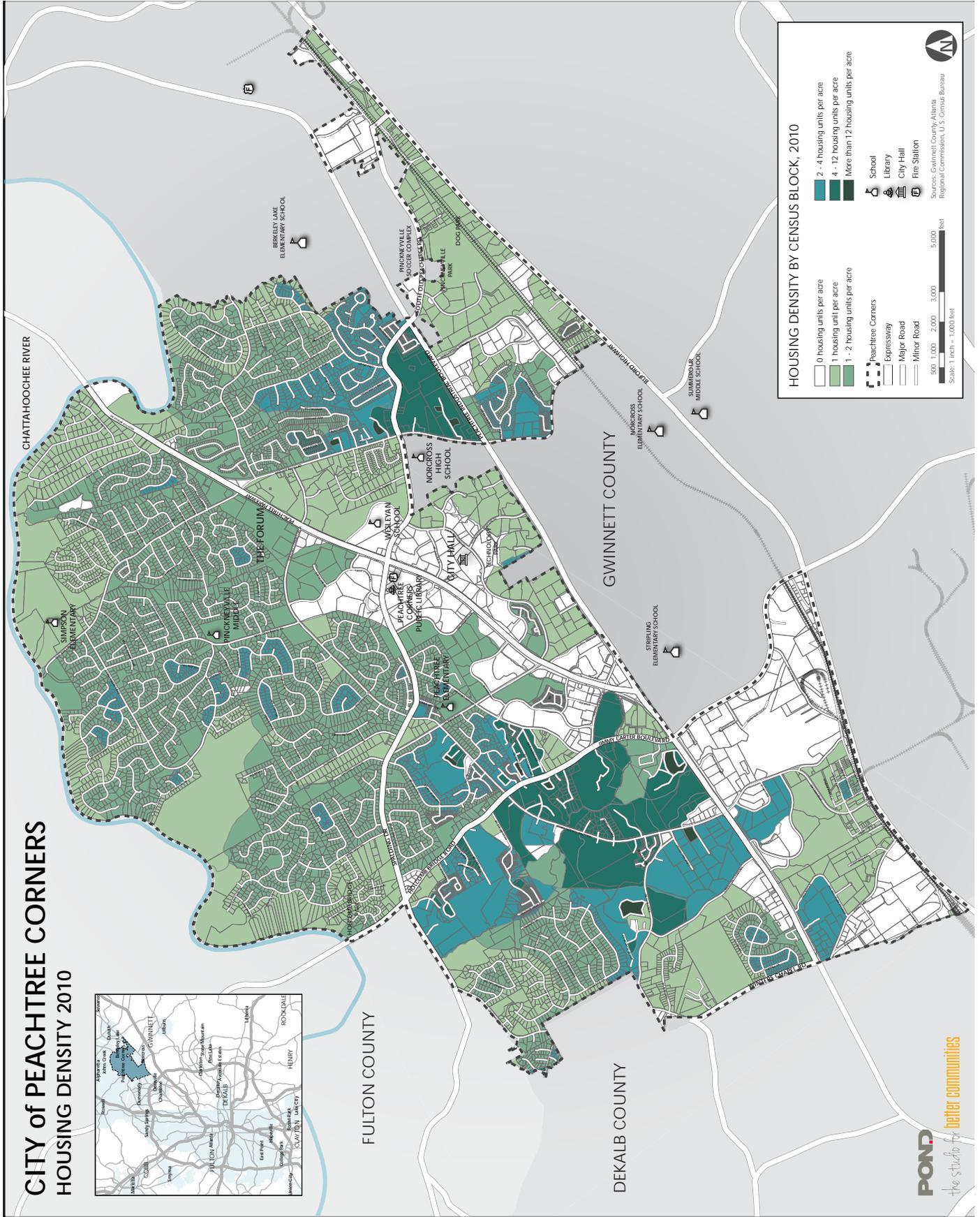
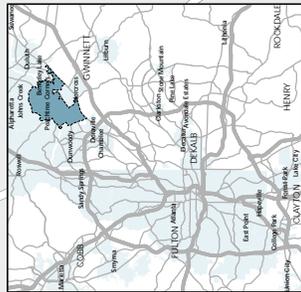
HUD considers any household that pays more than 30% of its monthly income on housing costs to be "cost burdened." That includes all insurance, HOA fees, and utilities. To meet this goal, a household that earns \$35,000 per year should pay no more than \$875 per month on their total housing costs.

WHAT DO THE BABY BOOMERS WANT?

The National Association of Home Builders reports that these features are preferred by baby boomers:

- Home Offices
- Technology
- Wider Doors/Hallways
- Better Lighting
- Bigger Windows
- First-Floor Master Suite
- Low-Maintenance Exteriors
- Flex Space

CITY OF PEACHTREE CORNERS HOUSING DENSITY 2010



HOUSING DENSITY BY CENSUS BLOCK, 2010

- 0 housing units per acre
- 1 housing unit per acre
- 2 - 4 housing units per acre
- 4 - 12 housing units per acre
- More than 12 housing units per acre

Peachtree Corners
 Expressway
 Major Road
 Minor Road

School
 Library
 City Hall
 Fire Station

Scale: 1 inch = 1,000 feet
 500 1,000 2,000 3,000 5,000 feet

Sources: Gwinnett County, Atlanta Regional Commission, U.S. Census Bureau



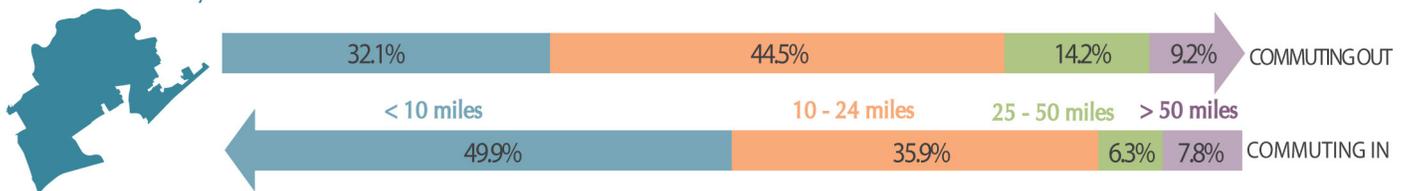
ECONOMY

SUMMARY OF EXISTING CONDITIONS

Largest Industries in Peachtree Corners (by number of jobs)



How far is your commute?



Development Trends

Development has slowed over the last ten years, due to the economic downturn and the lack of substantial amounts of vacant land in the City. Since 2002, developers have built 278 single family homes, 361 townhouses, and no new condos or apartments.

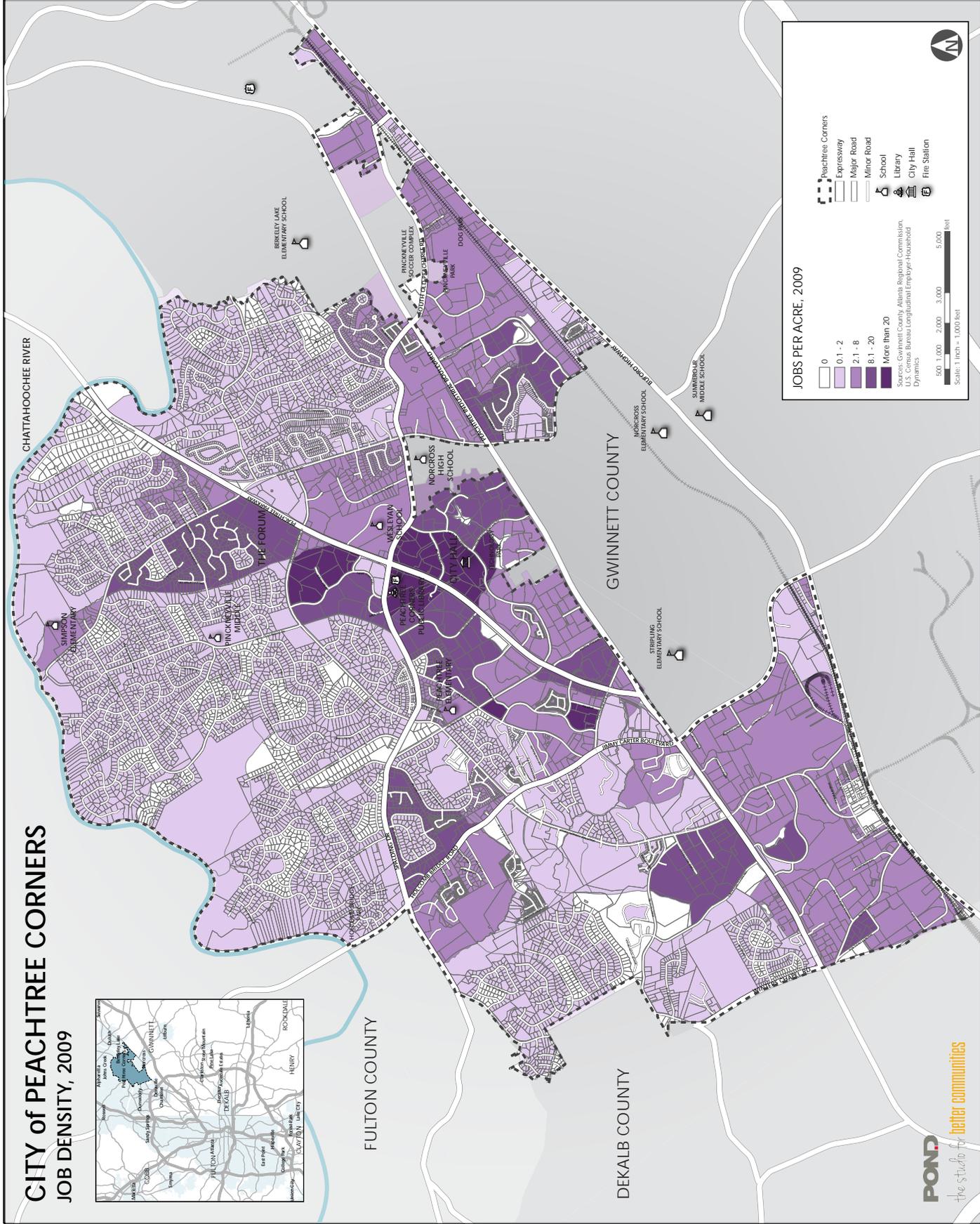
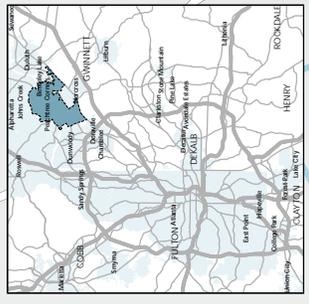
However, **the average value of new development remains high.** New development values are approximately 10-15% above the value of established housing units in Peachtree Corners, representing the **appeal of the community** to new residents and the ability for developers to focus on the **higher-end residential market.**

COMMUTE TRENDS: Peachtree Corners residents are traveling farther than ever before to get to work. More residents have commutes greater than 25 miles, and fewer have commutes of 10 or less than in 2004. This trend is not surprising, as the economic downturn has reduced the number of jobs available, forcing people to look further away.

THERE ARE **35,344** PRIMARY JOBS
IN PEACHTREE CORNERS
& **17,241** EMPLOYED RESIDENTS.
HOWEVER, ONLY **10%** OF THEM
HAVE A JOB THAT IS LOCATED IN THE CITY.*

*SOURCE: 2010 CENSUS

CITY OF PEACHTREE CORNERS JOB DENSITY, 2009



TRANSPORTATION

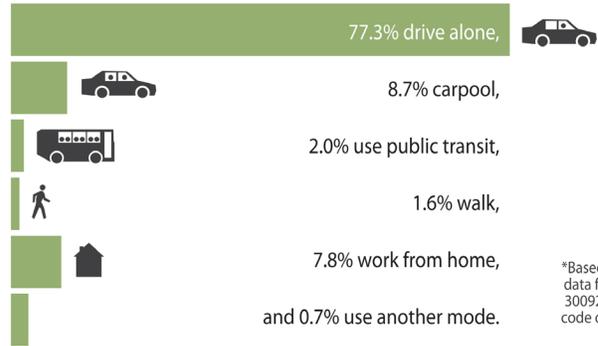
SUMMARY OF EXISTING CONDITIONS

Transportation by the Numbers

- 166 miles of **roads**
- 4 1/2 miles of **multi-use trails**
- 1 Gwinnett County Transit **bus route**
- 6 regional **truck routes**
- 12 **bridges**

Road Warriors

How do you get to work?*



*Based on data from 30092 zip code only.

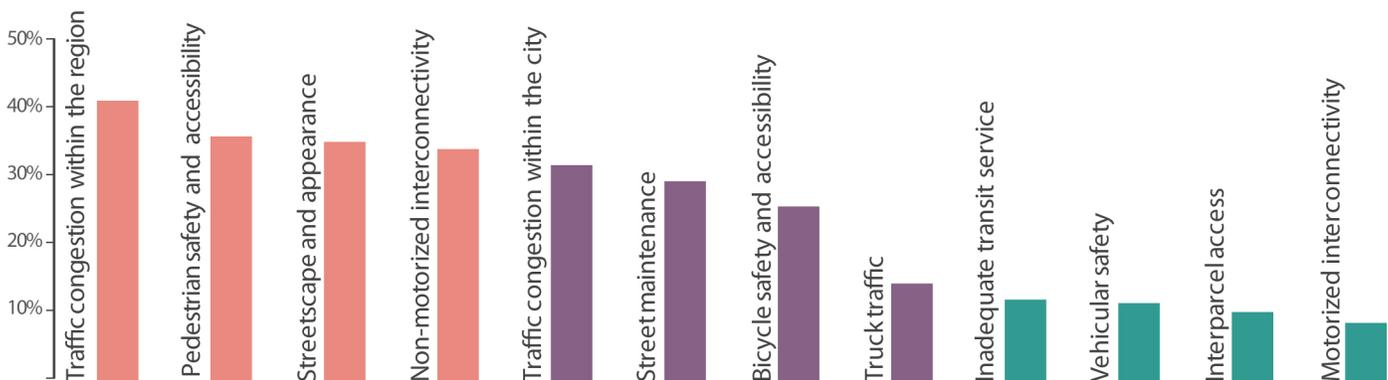
What's in the Works?

The following projects are in the Atlanta Regional Commission's short- and long-term transportation plans.

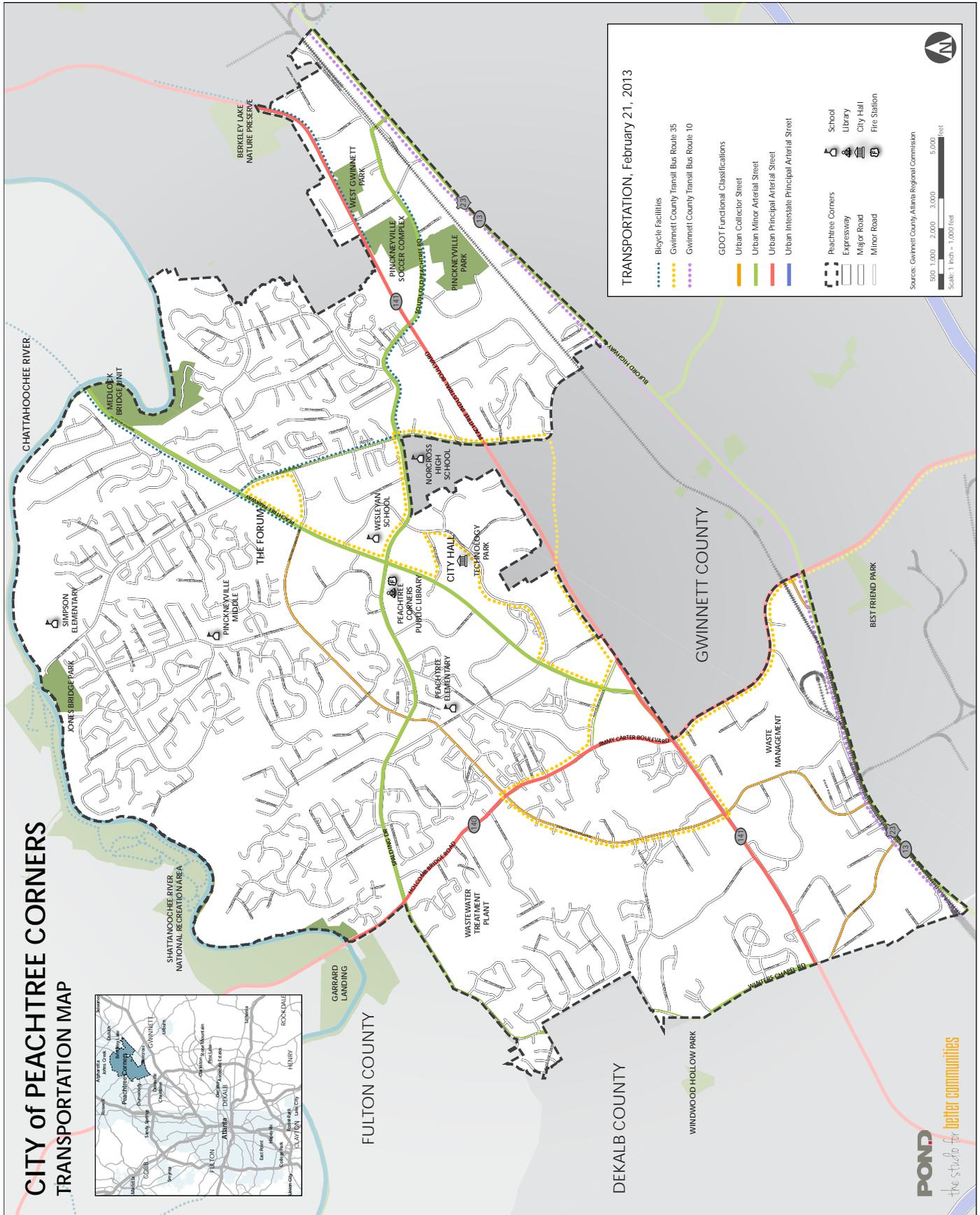
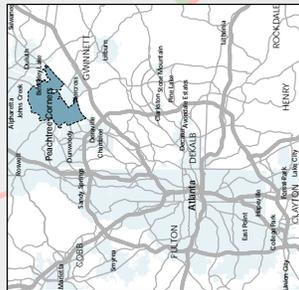
Description	From	To	Date Complete
US 23 / SR 13 (Buford Highway) Pedestrian Mobility Improvements	Simpson Cir	North Berkeley Lake Rd	2020
SR 141 (Peachtree Parkway / Medlock Bridge Road) Widening	Peachtree Industrial Blvd	State Bridge Rd	2030
SR 140 (Jimmy Carter Boulevard) Widening	Buford Hwy	Peachtree Industrial Blvd	2030
I-285 North Corridor High Capacity Rail Service Right-of-Way Acquisition	Perimeter Center	Norcross	2040

Your Transportation Vision

Survey respondents ranked these mobility issues as "of great concern:"



CITY OF PEACHTREE CORNERS TRANSPORTATION MAP



TRANSPORTATION, February 21, 2013

- Bicycle Facilities
 - Gwinnett County Transit Bus Route 35
 - Gwinnett County Transit Bus Route 10
- GDOT Functional Classifications
 - Urban Collector Street
 - Urban Minor Arterial Street
 - Urban Principal Arterial Street
 - Urban Interstate Principal Arterial Street
- Facilities
 - Recharge Corners
 - Expressway
 - Major Road
 - Minor Road
 - School
 - Library
 - City Hall
 - Fire Station

Sources: Gwinnett County, Atlanta Regional Commission
 Scale: 1 inch = 1,000 feet
 500 1,000 2,000 3,000 5,000 feet



COMMUNITY AND CULTURE

SUMMARY OF EXISTING CONDITIONS

What community facilities does Peachtree Corners need?

- | | |
|--------------------------------|--------------------------|
| More parks | City-wide sewers |
| Public gathering spaces | Entertainment venues |
| Public recreational facilities | Arts programs |
| Access to the Chattahoochee | Greenway along the river |
| Historic preservation | A city center |

*list gathered from compiled community survey responses

Recreation and Open Space

Peachtree Corners only has 3.7 acres of park space per 1,000 people, well under the ratio that the National Recreation and Park Association (NRPA) recommends of between 6.25 and 10.5 acres per 1000 people. There is a shortage of pocket or neighborhood parks, and much of the City is underserved by recreational facilities. The City has an opportunity to identify appropriate locations for additional park space that will provide access to open space and natural resources as well as recreational opportunities to its entire population.

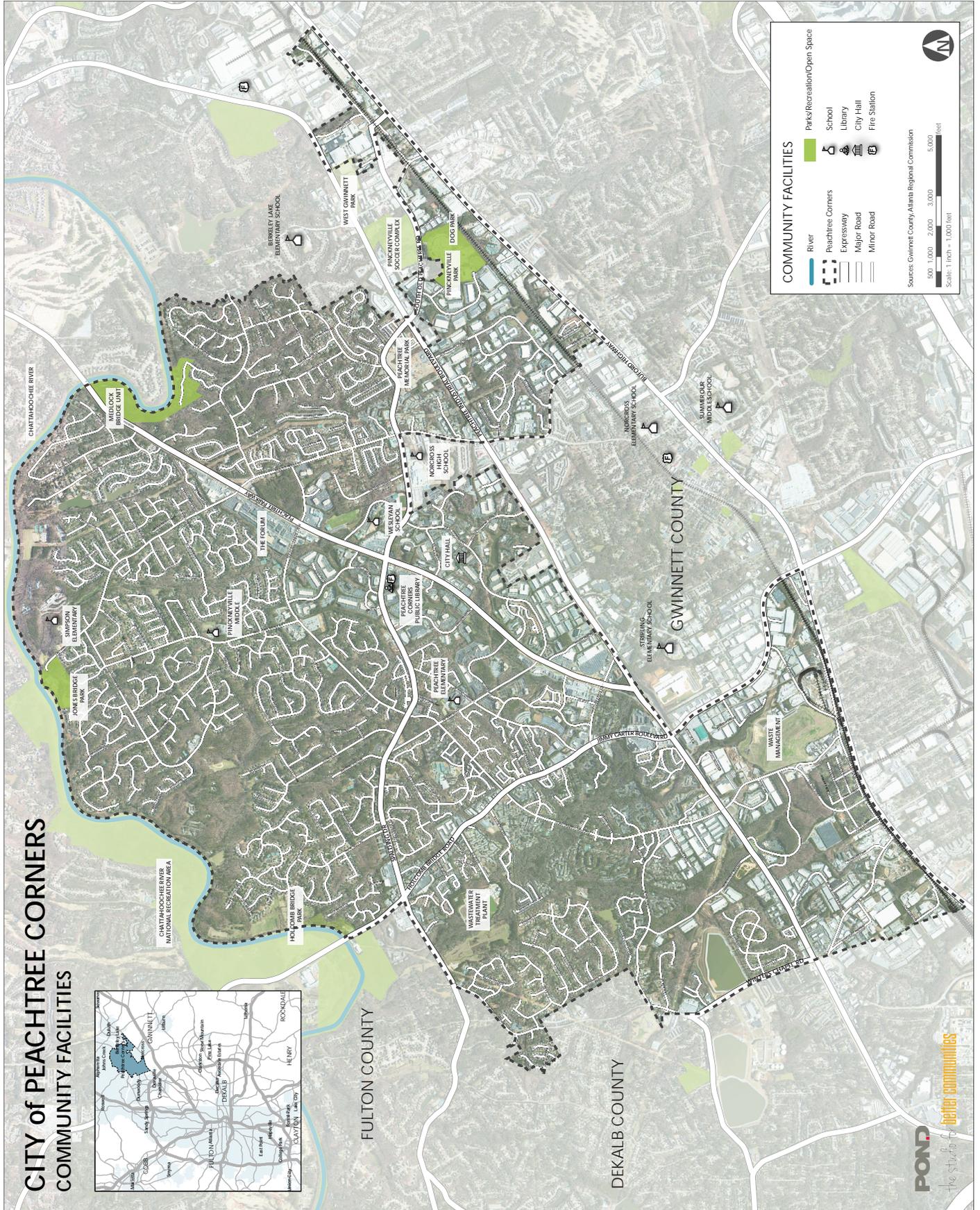
Working with Gwinnett County

Many of the City’s facilities—parks, police, fire, and schools—are provided by Gwinnett County. This plan, a clear articulation of the City’s vision for itself, will help Peachtree Corners work with the County to achieve its goals.

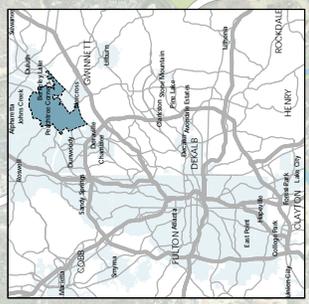
Schools

Name	Cluster	Type	Grades	Address	Website
Berkeley Lake Elementary School	Duluth	Public	K-5	4300 S. Berkeley Lake Road	http://www.gwinnett.k12.ga.us/BerkeleyLakeES/home.html
Cornerstone Christian Academy	N/A	Private	K-8	5295 Triangle Parkway	http://www.cornerstonecougars.org/
Duluth High School	Duluth	Public	9-12	3737 Brock Road	http://www.duluthhigh.org/index.php
Duluth Middle School	Duluth	Public	6-8	3200 Pleasant Hill Road	http://www.gwinnett.k12.ga.us/DuluthMS/home.html
Ivy League Prep	N/A	Charter	6-10	3705 Engineering Drive	http://int.ivypreacademy.org/gwinnett
Norcross Elementary School	Norcross	Public	K-5	150 Hunt Street	http://www.norcrosseschool.org/home.htm
Norcross High School	Norcross	Public	9-12	5300 Spalding Drive	http://www.norcrosshigh.org/home.aspx
Peachtree Elementary School	Norcross	Public	K-5	5995 Crooked Creek Road	http://www.peachtrees.org/
Pinckneyville Middle School	Norcross	Public	K-5	5440 W. Jones Bridge Road	http://pinckneyvillemiddle.org/home.html
Simpson Elementary School	Norcross	Public	K-5	4525 E. Jones Bridge Road	http://www.simpsonsuperstars.org/home.html
Stripling Elementary School	Norcross	Public	K-5	6155 Atlantic Boulevard	http://striplinges.weebly.com/
Summerour Middle School	Norcross	Public	6-8	585 Mitchell Road	http://www.gwinnett.k12.ga.us/SummerourMS/home.html
Wesleyan School	N/A	Private	K-12	5405 Spalding Drive	http://www.wesleyanschool.org/

*schools within Peachtree Corners in gray



CITY OF PEACHTREE CORNERS COMMUNITY FACILITIES



COMMUNITY FACILITIES

- River
- Peachtree Corners
- Expressway
- Major Road
- Minor Road
- Parks/Recreation/Open Space
- School
- Library
- City Hall
- Fire Station

Sources: Gwinnett County, Atlanta Regional Commission
 500 1,000 2,000 3,000 5,000 feet
 Scale: 1 inch = 1,000 feet



NATURAL RESOURCES

SUMMARY OF EXISTING CONDITIONS

Water Supply Protection

Peachtree Corners sits on the Chattahoochee River and has an extensive network of streams. The City is in a water supply watershed and a groundwater recharge area. There are currently protections in place to make sure that as future development occurs, the quality of the water supply is maintained, and the City must ensure that these protections are enforced, continued, and expanded as future development so requires.



Chattahoochee River

The Chattahoochee River is one of Peachtree Corners' biggest natural and recreational resources. The City has the opportunity to plan now for its future accessibility as a community asset and its quality as an important part of the City's ecological systems.

Tree Canopy

Currently, Peachtree Corners' land is over one third covered in vegetation. The City's tree canopy is crucial for stormwater management, reducing heat island effect caused by development and paved surfaces, and the City's beautiful landscape.

Your Vision

More park space

River access

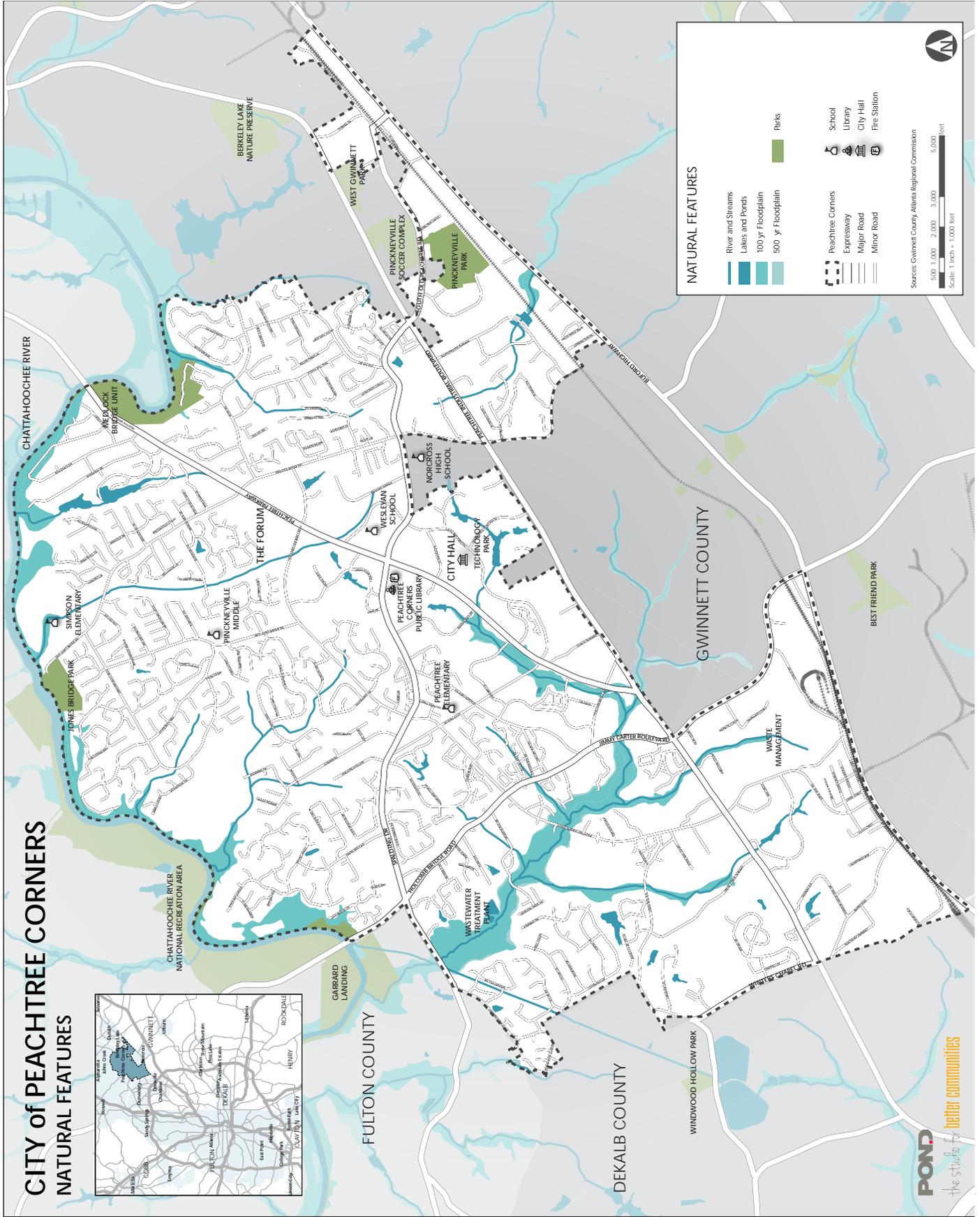
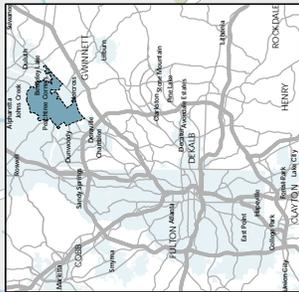
Water supply protection

Low impact development

Wetland protection

Alternative Energy

CITY OF PEACHTREE CORNERS NATURAL FEATURES



NATURAL FEATURES

- River and Streams
- Lakes and Ponds
- 100 yr Floodplain
- 500 yr Floodplain
- Parks
- Peachtree Corners
- Expressway
- Major Road
- Minor Road
- School
- Library
- City Hall
- Fire Station

Sources: Gwinnett County, Atlanta Regional Commission

Scale: 1 inch = 1,000 feet

5,000 1,000 2,000 3,000 5,000 feet

DEVELOPMENT OPPORTUNITIES

SUMMARY OF NEEDS AND OPPORTUNITIES

DEVELOPMENT AND LAND USE

REDEVELOPMENT AREAS

The areas of Peachtree Corners along Buford Highway offer opportunities for redevelopment. These sites receive high visibility, and they are along a busy commercial corridor.

The multifamily developments on Peachtree Corners Circle and Holcomb Bridge Road are also potential redevelopment sites; the buildings are aging, and the City and community might be well served by discussing potential upgrades. In addition, the City should consider upgrades to Holcomb Bridge Road itself to make it safer and more walkable.

DEVELOPMENT SITES

There are several tracts of vacant land in Peachtree Corners that should be considered for development. The vacant parcels along the Chattahoochee offer opportunities for recreation and river access. The vacant parcels along Peachtree Parkway are ideal for commercial infill development. The vacant land on the west of Peachtree Corners should be considered as part of the overall office or industrial plan for the City. And the site across the street from the Forum is ideal for mixed use development, high quality commercial, and development that helps meet the City's need for a downtown and more public gathering places.

INCOMPATIBLE LAND USES

In several places, residential uses are adjacent to industrial ones. Many properties are zoned for manufacturing even though they are developed for office or retail uses. The City should develop a strategy for resolving these conflicts in the future and updating the zoning and future development maps to prevent similar adjacencies.

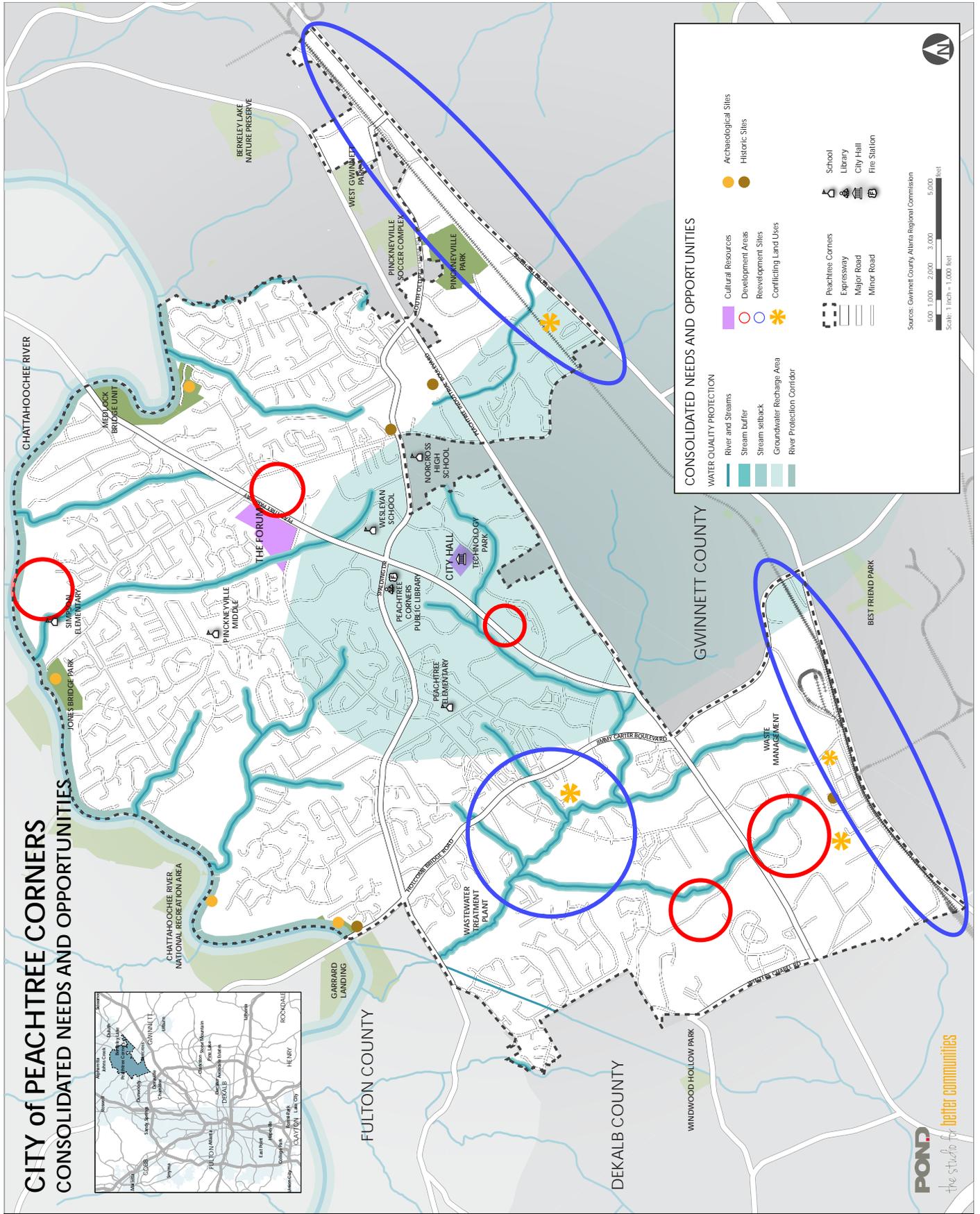
CULTURAL RESOURCES AND COMMUNITY FACILITIES

PLANNED GREENWAY

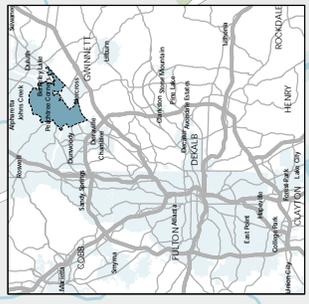
Gwinnett County has plans for a network of greenways that includes one along the length of the Chattahoochee River. The City of Peachtree Corners should work with the County to implement this plan and provide greater access to the river to all members of the community.

HISTORICAL AND ARCHAEOLOGICAL SITES

While Peachtree Corners has several historic sites, only one of them is on the national register. The City should work to designate the others as historic and publicize them as cultural resources. A number of them are on the banks of the Chattahoochee, and these will provide an opportunity to increase use of the river while building awareness of the city's history.



CITY OF PEACHTREE CORNERS CONSOLIDATED NEEDS AND OPPORTUNITIES



CONSOLIDATED NEEDS AND OPPORTUNITIES

WATER QUALITY PROTECTION

- River and Streams
- Stream buffer
- Stream setback
- Groundwater Recharge Area
- River Protection Corridor

Other Symbols:

- Cultural Resources
- Development Areas
- Reevaluation Sites
- Conflicting Land Uses
- Archaeological Sites
- Historic Sites
- Peachtree Corners
- Expressway
- Major Road
- Minor Road
- School
- Library
- City Hall
- Fire Station

Scale: 1 inch = 1,000 feet
 500 1,000 2,000 3,000 5,000 feet

Sources: Gwinnett County, Atlanta Regional Commission

report has been formatted to print double-sided \ page intentionally left blank

Introduction

INTRODUCTION

The Peachtree Corners 2033 Comprehensive Plan is the City's first comprehensive planning effort since becoming incorporated on July 1, 2012. The Comprehensive Plan serves as a guide for making decisions and setting policies for City officials and staff concerning the future development of the City. It will also serve as a communication tool between the City and Gwinnett County. This effort will provide policies and an implementation program for the 2013-2033 planning period, and it is undertaken per the Rules of the Georgia Department of Community Affairs (DCA), O.C.G.A Chapter 110-12-1, effective January 1, 2013. Like a business plan for a successful company, the Comprehensive Plan looks at real world constraints and provides a "road map" for officials and community members to manage incremental decisions and allocation of resources in the short term that ensure progress toward the City's long-term vision and goals.

PRIOR AND RECENT PLANNING

As Peachtree Corners is a new city, this 2033 Comprehensive Plan represents its first long-range planning effort. This comprehensive plan aims to create a vision for the City and draft its first short-term work program. The process also evaluates previous planning efforts by Gwinnett County and the Atlanta Regional Commission, verifies policies associated with them, and builds on their efforts. Recent planning efforts that the Comprehensive Plan incorporates include: the Gwinnett County Unified Plan (2009), the Gwinnett Chamber of Commerce's Partnership Gwinnett 2.0 economic development strategy (2011), and the Atlanta Regional Commission's PLAN 2040 (2011).

STRUCTURE

DCA rules structure the format of the Comprehensive Planning process such that three related components comprise the final plan. Details of these three sections is provided in the Community Goals report, Chapter 1: Introduction.

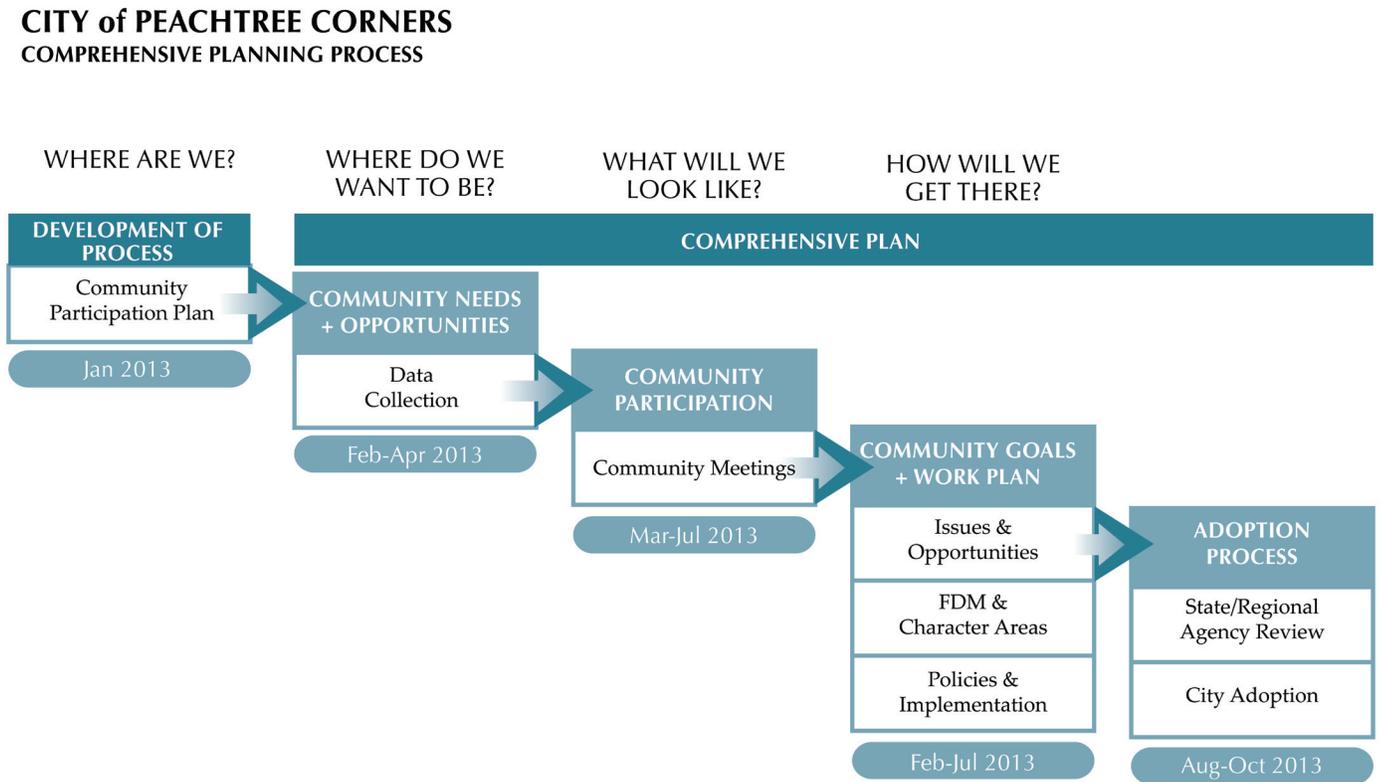
- Community Needs & Opportunities
- Community Goals
- Community Work Program

PUBLIC PARTICIPATION

Throughout the first phase of the Comprehensive Plan process—creating the Needs & Opportunities Report—public involvement played an important role in setting the direction for the plan. Monthly project management and Citizen Advisory Committee meetings, a community meeting, a City Council meeting, and a Planning Commission meeting occurred at various stages. Additionally, an online survey, social media, and print materials were employed to reach out to citizens and seek their feedback. Details about the public participation process can be found in the Public Participation Plan that accompanies this report.

Public participation continued as the Comprehensive Plan process progressed through 2013. Several additional stakeholder and community meetings helped shape the next two pieces of the plan, the Community Goals and the Community Work Program.

Figure 1. Comprehensive Plan Process



report has been formatted to print double-sided | page intentionally left blank

Consolidated Needs & Opportunities

CONSOLIDATED NEEDS & OPPORTUNITIES

DEVELOPMENT AND LAND USE

REDEVELOPMENT AREAS

The areas of Peachtree Corners along Buford Highway offer opportunities for redevelopment. These sites receive high visibility, and they are along a busy commercial corridor.

The multifamily developments on Peachtree Corners Circle and Holcomb Bridge Road are also potential redevelopment sites; the buildings are aging, and the City and community might be well served by discussing potential upgrades. In addition, the City should consider upgrades to Holcomb Bridge Road itself to make it safer and more walkable.

DEVELOPMENT SITES

There are several tracts of vacant land in Peachtree Corners that should be considered for development. The vacant parcels along the Chattahoochee offer opportunities for recreation and river access. The vacant parcels along Peachtree Parkway are ideal for commercial infill development. The vacant land on the west of Peachtree Corners should be considered as part of the overall office or industrial plan for the City. And the site across the street from the Forum is ideal for mixed use development, high quality commercial, and development that helps meet the City's need for a downtown and more public gathering places.

INCOMPATIBLE LAND USES

In several places, residential uses are adjacent to industrial ones. Many properties are zoned for manufacturing even though they are developed for office or retail uses. The City should develop a strategy for resolving these conflicts in the future and updating the zoning and future development maps to prevent similar adjacencies.

CULTURAL RESOURCES AND COMMUNITY FACILITIES

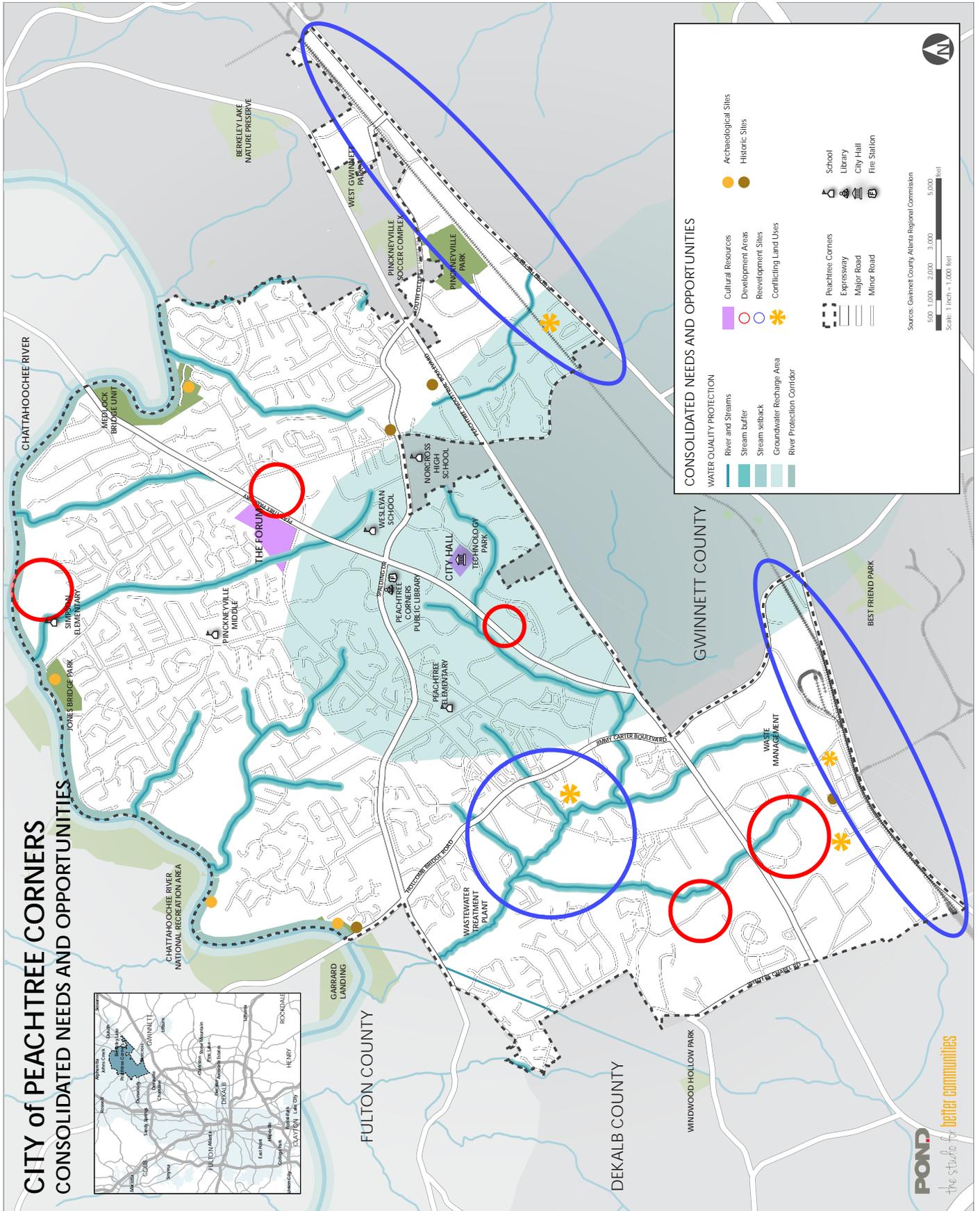
PLANNED GREENWAY

Gwinnett County has plans for a network of greenways that includes one along the length of the Chattahoochee River. The City of Peachtree Corners should work with the County to implement this plan and provide greater access to the river to all members of the community.

HISTORICAL AND ARCHAEOLOGICAL SITES

While Peachtree Corners has several historic sites, only one of them is on the national register. The City should work to designate the others as historic and publicize them as cultural resources. A number of them are on the banks of the Chattahoochee, and these will provide an opportunity to increase use of the river while building awareness of the city's history.

Figure 2. Map: Consolidated Needs & Opportunities



CONSOLIDATED NEEDS AND OPPORTUNITIES

The following are needs and opportunities identified in each area of analysis. They are restated at the end of each section, as well.

LAND USE

Needs

- The **Future Development plan** of Gwinnett County is overly broad and the City will need a more fine-grained one.
- There is **not enough park space**, particularly on the southern side of the city (see Cultural Resources and Community Facilities section).
- There is no downtown or town center. The Forum is the only “destination” in the City, and there are no **civic or public gathering spaces**.
- Arts and cultural facilities, civic and community facilities, and nightlife and entertainment options are inadequate in Peachtree Corners.
- There are few **housing options for older adults** in the City, such as cluster homes or “live/walk/play” communities.
- In certain areas, residential districts are adjacent to **incompatible uses**.

Opportunities

- Transitions between incompatible uses can be enhanced, and the City can develop a strategy for managing **residential/industrial adjacencies** in the future.
- Several locations throughout the City, particularly commercial and industrial areas, are ripe for **redevelopment** or will be within the next few years.
- There are large **vacant parcels** along the Chattahoochee.
- There are **infill opportunities** along Peachtree Parkway.
- There are large vacant parcels on the western side of the City.
- There is an opportunity to develop a **variety of housing types**, including live/work units, condominiums, lofts/flats, townhouses, and small lot detached single-family homes. These housing types can provide options to first-time home buyers or empty nesters.
- The City can encourage accessory dwelling units, or “granny flats” to create additional dwelling units in single-family neighborhoods without changing the urban form. They provide opportunities to **increase diversity in age or**

stage of life in established neighborhoods; they allow grandparents to age in place, close to their grandchildren while maintaining independence; and they create options for renters who do not wish to live in high-density multifamily zoning districts.

- Investing in the community will help maintain its vibrancy for the next several decades. The City can invest in acquiring vacant commercial space and revitalizing aging buildings.
- Several sites within the city provide good opportunities for future public gathering spaces.
- Technology Park can be upgraded with more **advanced infrastructure** to meet current standards.

POPULATION

Needs

- One quarter of households in Peachtree Corners earn less **than \$35,000 per year**.
- Peachtree Corners' **diverse, multi-ethnic community** requires programs and resources for non-native English speakers.
- **Apartment dwellers** are perceived as transient and not invested in the community.
- Options for **aging in place** will need careful planning for the 16% of the population over 65 years old by 2030. The community needs to consider how City infrastructure and transportation can coordinate to assure housing, health care, and access for an aging population
- The population of Peachtree Corners is projected to grow by almost 55% over the next twenty years. The City must address and manage this impending growth.
- 13% of the population lives below the **poverty** threshold.
- The population that is between **15 and 44 years old** is expected to make up a smaller share of the population by 2037. Young adults, or cohorts in the 25-44 year age range, are in their prime "family forming" years; they have children, buy houses, settle down and invest in the community. If this segment of the population makes up less of Peachtree Corners by 2037, demand for housing types may change as well.

Opportunities

- A **highly educated** population means potential for informed constituents for wise decision making, higher incomes, attractive labor force for new business, flexible futures as industry and labor markets shift in the future.
- Increased **racial diversity** brings both opportunity and issues. Non-native speakers experience a need for programs, resources, and services. These needs will vary within different ethnic and racial groups, of course. Opportunities include potentially increased cultural exposure; innovation for business and community life; and community building programs.
- The population of Peachtree Corners is projected to grow by almost 55% over the next twenty years.
- The perception of safety throughout the City is generally high, which particularly appeals to families with children.
- Peachtree Corners can continue to attract young families to the City as current residents age, in order to build a stable and diversified long-term community.
- Gwinnett County's **excellent school system** is an asset that attracts many families with children to the community.

HOUSING

Needs

- Peachtree Corners has a **home ownership rate of 59%**, but based on some feedback at community meetings and in the survey, some citizens desire a higher home ownership rate.
- There are 1,083 **vacant rental units** in the City.
- There are not enough **affordable rental units** to meet the needs of households at various income levels in Peachtree Corners to avoid housing cost burden (paying more than 30% of their monthly income on housing). Inadequate affordable housing makes it challenging for local business to find entry level and low-wage workers, especially since these workers may not have access to a car and must live near their jobs.
- There are many apartments in the City, but there is a need for **higher-end rental apartments** that appeal to young professionals and older adults.
- Some older apartment complexes are **deteriorating**.
- Peachtree Corners has few housing options for **empty-nesters**, like active adult communities with low maintenance lots, high-end condominiums, cluster homes, or "live/walk/play" communities.

Opportunities

- Peachtree Corners has a **range of housing types**, from single-family homes to townhouses and multi-unit housing complexes.
- Rental units are likely to be occupied by families. Some citizens have indicated concern that renters are “transient” and not invested in the community. However, the data indicate that renters—as families—have incentive to invest in the community and remain. There are opportunities to **embrace renters as an important segment** of the Peachtree Corners community and make sure they have opportunities and reason to invest in the community.
- There are **2.43 jobs per household** in Peachtree Corners, but only 10% of employed Peachtree Corners residents work within the city limits. There are opportunities for Peachtree Corners citizens to work closer to where they live.
- Allowing for and promoting **mixed use development** in key locations can create opportunities for individuals to live, work, play, and shop in one place.
- There are many strong **homeowners’ associations** in Peachtree Corners. These groups can be used to promote community development and build a sense of identity.
- Peachtree Corners is a well-established and desirable “bedroom community” with high home values that should be maintained and protected.
- There are opportunities to **redevelop aging multi-family residential apartment complexes** to add value to the community by providing other housing types and newer multi-family units.

ECONOMIC DEVELOPMENT

Needs

- Peachtree Corners **lacks a sense of identity** or a unifying element. Other nearby communities have adopted uniform signage or streetscape standards, installed gateway signage, and promoted a theme in order to create a City identity and sense of place. A strong community identity can spur investment and create a destination that draws consumers from other markets.
- Reinvestment is needed on some commercial and industrial sites, or “**grayfields.**”
- There is **no “downtown” or town center** that functions as an economic, civic, and social destination.
- There is no **mixed-use development** in Peachtree Corners with both residential and retail components.
- There are several **underutilized commercial areas** located on main corridors in the City. 2013 vacancy rates for retail space range from 6.8% to 15.9%.

- Technology Park remains a jobs center, but it is beginning to **age**. Implementing modern, efficient technology and infrastructure can allow Technology Park to compete with other newer jobs centers, like Perimeter, far into the future.
- Growth in metro Atlanta has continued to expand outward, and older inner suburbs are passed over for new, outer suburban locations. Peachtree Corners should not “**go out of style**” but continue to remain an innovative, desirable place to live even as growth in Gwinnett County slows.
- Small business owners have identified a need for small office spaces or “office condos” in Peachtree Corners.

Opportunities

- The **vacant property** on Peachtree Parkway/SR 141 across the street from the Forum presents prime development opportunities.
- Peachtree Corners has **2.43 jobs per household**. A strong jobs-housing balance like this can help reduce travel distances and times by providing options for people to work near their homes.
- Peachtree Corners’ **location in metro Atlanta** offers good access to two interstates and Doraville’s park-and-ride MARTA station.
- **Strategic locations of commercial centers** can capitalize on the high number of vehicles that pass along Peachtree Parkway/SR 141 every day.
- Pursue a **Livable Centers Initiative (LCI)** corridor or town center study to establish a framework for redevelopment and growth; this study can also serve as a development guide to capture a catalyst development project.
- **Office and healthcare sector employment** is replacing the industrial economic base throughout the region. Peachtree Corners has a large amount of office space, making it well suited to capitalize on this trend. The City should identify growing industry sectors and create specific opportunities to target them.

TRANSPORTATION

Needs

- Address mobility for **all types of users**, including pedestrians. There are areas of the City where pedestrian facilities are limited, including from the south to the north parts of the City and in many single-family residential neighborhoods, and transportation improvement plans may focus on these areas.
- Minimize **congestion and traffic**. Major corridors through the City suffer from congestion, including Peachtree Parkway and Peachtree Industrial Boulevard, due to heavy peak period traffic volumes.

- A **lack of wayfinding or gateway signage** contributes to the lack of identity in the City and increases the difficulty of navigating.
- Some parts of the City have **few alternatives** to using a car for travel.
- Both regionally and locally, traffic congestion is a significant concern. Many major roadways in the City already operate at **failing levels of service**, and more are projected to reach failing levels over the next 20 years. As the Atlanta region continues to grow, traffic will also continue to increase.
- There are **no bicycle facilities** in the City aside from the multi-use trails.

Opportunities

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

COMMUNITY FACILITIES AND CULTURAL RESOURCES

Needs

- There is not enough public access to the **Chattahoochee River**.
- There are not enough **public arts venues or programs**.
- The City needs more greenways and other public facilities for **recreation**.
- There are no small, neighborhood pocket parks.
- The City lacks a **signature open space, plaza, or town green** that could help shape a “downtown” Peachtree Corners identity.
- Local protection of historic and archaeological resources is inadequate.
- Old septic systems need to be replaced with **sewers**.

Opportunities

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

NATURAL RESOURCES

Needs

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

Opportunities

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

INTERGOVERNMENTAL COORDINATION

Needs

- Enhance coordination with **Gwinnett County Board of Education** to maintain a strong, well-regarded school system.
- Coordinate with the **Gwinnett Chamber** in implementation of the Partnership Gwinnett Strategy.
- According to Gwinnett County's Unified Development Plan, the **costs** of operating and maintaining public services and providing public safety are rising.

Opportunities

- The ARC's **PLAN 2040** outlines strategies for local government implementation, which aims to sustain metro Atlanta's livability and prosperity as its population continues to grow.
- Continue to review **Service Delivery Strategy**, as the City may choose to take on services from Gwinnett County.
- Increase involvement at **local and regional group meetings**.
- Continue to coordinate with **county, regional, and state agencies** regarding infrastructure, environmental issues, and water management.
- Create a mechanism for **county coordination** related to all infrastructure and program needs, such as public works, parks and recreation, and community development.

Analysis of Data and Information: Land Use

ANALYSIS OF DATA AND INFORMATION: LAND USE

Area: *17.37 square miles* or
11,115 acres
Parcels: *11,222*
Primary land use:
residential
Vacancy: *4.90%*
Employment-based uses:
29.21%

The City of Peachtree Corners began as the frontier farming settlement of Pinckneyville, established in the 1820s. Originally, the town was at a crossroads that stagecoach travelers, both north-south and east-west, would come through. This traffic supported the inn and other commerce in Pinckneyville, and through the early part of the 19th century, the town prospered as an agricultural community. Around 1870, though, the growth of the railroad changed Pinckneyville’s luck. The railroad was built just a few miles east, in Norcross. Norcross, now only a short train ride from Atlanta and a commercial center, grew very quickly while Pinckneyville declined.

Pinckneyville remained a quiet rural community until the 1960s when Paul Duke envisioned a planned community called Peachtree Corners on the Pinckneyville land he had purchased in the 1950s. Duke, the manager of a steel company and a Georgia Tech educated engineer, saw the community as a place where people could live, work, and play. In particular, he hoped to attract Georgia Tech graduates with high tech businesses. Duke’s vision resulted in the balance of land use we still see in Peachtree Corners today: Technology Park is the 500 acre campus of office and light industrial buildings that was intended to house high-tech firms, and the residential neighborhoods northwest of Technology Park still make up nearly half of the city (Randy Wyles, Peachtree Corners Patch and UPCCA).

EXISTING LAND USE INVENTORY

The City of Peachtree Corners (approximately 11,115 acres or 17.37 square miles total) has about 9,106 acres, or 14.23 square miles, of land that is subdivided and developed or available for development. The remaining acres, roughly 2,009, are in use as public right of way. Each parcel of land is associated with a **land use category** that describes its current function. These categories come from the Georgia Department of Community Affairs Standards and Procedures for Local Comprehensive Planning, and their geographic distribution was calculated using mapping and spatial analysis software (ArcGIS). Table 1 shows the land use categories in Peachtree Corners along with how many acres, how many parcels, and what percentage of all the developable acres in the city they occupy. This section discusses each land use type in greater detail.

Table 1. Existing Land Use by Parcels, Acres, and Percent

Land Use Type	Parcels	Total Acres	% (by acre)
Commercial	186	438.91	4.82%
Institutional	56	583.30	6.41%
Industrial	1482	1063.86	11.68%
Transitional Residential	26	22.26	0.24%
Multifamily Residential	133	778.36	8.55%
Office	269	1157.45	12.71%
Parks/Rec./Open Space	17	266.26	2.92%
Single Family Residential	8644	3967.26	43.57%
TCU	10	113.79	1.25%
Vacant	399	714.01	7.84%

Figure 3. Map: Existing Land Use

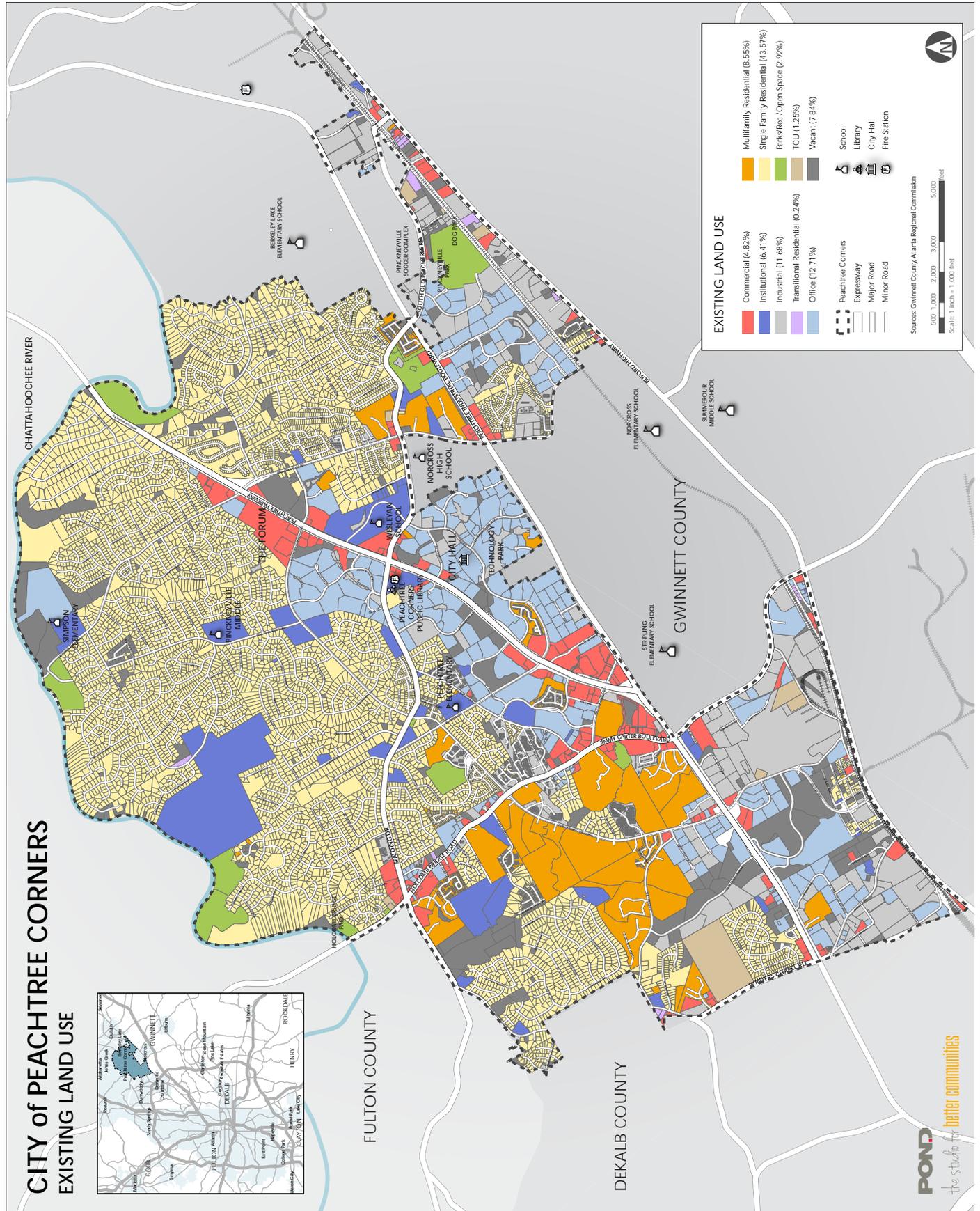
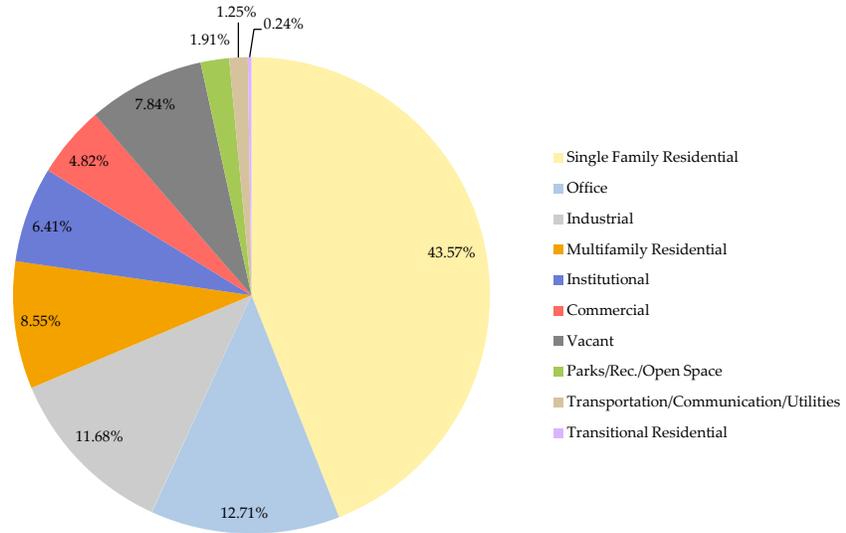


Figure 4. Land Use Breakdown by Acres



RESIDENTIAL

Residential uses occupy over half of Peachtree Corners. In Figure 4 and Table 1, residential land uses are split into two categories: single family residential and multifamily residential. Multifamily residential includes apartments, condominiums, mobile homes, and all the common spaces associated with these types of residences. Single family residential includes both the land use for single family homes and any land managed by an HOA.

While multifamily constitutes 8.55% of the parcel acres in Peachtree Corners, single family parcels are the dominant land use type in Peachtree Corners, occupying 43.57% of the City's developable acres. This percentage is more than three times the amount of land any other use occupies in the City. This designation includes single family detached houses and single family attached home such as duplexes, quadraplexes, and townhomes.

Most of the multifamily residential land in Peachtree Corners is west of Jimmy Carter Boulevard / Holcomb Bridge Road, between Peachtree Industrial Boulevard and Spalding Drive, or east of Medlock Bridge Road north of Peachtree Industrial Boulevard. Apartments occupy the largest portion of multifamily residential acres, roughly three quarters.

Single family homes are by far the dominant land use type in Peachtree Corners. There is over three times as much land in single family residential as there is in any other type of land use. As evident in the Existing Land Use Map, most of these lots have a suburban character. Between Peachtree Parkway, Spalding Drive, and the Chattahoochee River, the residential neighborhoods are characterized by large lots, dead ends and cul-de-sacs, and an absence of non-residential land use types. There are also some older neighborhoods with smaller lots along the southern edge of the City. These neighborhoods have less developed infrastructure and these houses are smaller and more varied than the ones in north of the City. Townhomes and quadraplexes also account for a smaller but significant part of residential land use (see Figure 3, the existing land use map).



Peachtree Corners is predominantly residential. Shown above are several different housing types: single-family detached houses, multi-family apartment buildings, and single-family attached buildings or townhomes.

COMMERCIAL

Commercial land uses include any non-office or non-industrial business uses: Sales, service, entertainment, hotels, banks, and auto service, for instance. In Peachtree Corners, commercial uses only occupy 4.82% of the developable land. Most of these parcels are clustered along Peachtree Parkway and Jimmy Carter Boulevard / Holcomb Bridge Road, where the commercial buildings are primarily in strip malls or in single use buildings. However, one of the largest commercial developments in Peachtree Corners is the Forum, an outdoor shopping mall with a large number of national chain stores on approximately 44 acres.

The Forum is a popular outdoor shopping mall in Peachtree Corners.



Peachtree Corners has many office parks, which were an integral part of the City's original conception as a suburban live/work/play environment.



Most of Peachtree Corners' industrial land is in industrial parks made up of small manufacturing operations and warehouses.

OFFICE

Office accounts for 12.71% of the developable land in Peachtree Corners. This space includes warehouses, low-rise office buildings, and high-rise office buildings. Low-rise office makes up about half of all this land, and most of these offices are arranged in office parks such as those at Technology Park. These campuses are characterized by a lot of greenery, spread out development, and low connectivity. In some cases, institutional uses such as City Hall have moved into space that is still considered under this category.

INSTITUTIONAL

Institutional land use is a broad category, including county services, like fire stations, libraries, water resources, and other vacant land; churches and other religious facilities; recreational facilities (except those that are included in Parks/Open Space/Recreation, see below); and schools.

There are several schools in Peachtree Corners. There are three public schools—Simpson Elementary School, Pinckneyville Middle School, and Peachtree Elementary School—and there is one private school, Wesleyan School. The three public schools are mostly surrounded by residential uses, tucked into neighborhoods. Wesleyan is much larger and is situated near office and commercial uses as well. Although Norcross High School is not in the city itself, it serves Peachtree Corners students and has a large presence across the street from Wesleyan and from a Peachtree Corners neighborhood.

INDUSTRIAL

Industrial land uses have a strong presence in Peachtree Corners. Occupying 11.68 % of developable land in Peachtree Corners, they dominate the southwestern and southeastern parts of the City, particularly along the railroad. There are also some industrial lands further north though, bordering office parks and multifamily housing. These industrial uses vary quite a bit in character. On one hand, there are several light industrial complexes that house warehouses and distribution operations. On the other, there are some heavier industrial operations including a large landfill and several manufacturing facilities.

TRANSITIONAL RESIDENTIAL

There are a handful of transitional residential sites in Peachtree Corners, all at the City's southeastern tip. This designation usually describes a lot that is primarily commercially but might still have a home on it. All of these lots are zoned either light or heavy industrial, and they make up only 0.24% of the developable land in Peachtree Corners.

PARKS/RECREATION/OPEN SPACE

Parks/recreation/open space makes up only 2.92%, 266.26 acres, of the developable land in Peachtree Corners. Included in this figure are Peachtree Memorial Cemetery (33.10 acres) on S. Old Peachtree Road, a large tennis club (21.86 acres), and Pinckneyville Park (58.80 acres), none of which are public parks. However, Peachtree Corners also has several large park areas on the Chattahoochee River; Jones Bridge Park, the Medlock Bridge Unit, and Holcomb Bridge Park make up the majority of the rest of this land use category. These parks are discussed further in Community Facilities and Cultural Resources.

TRANSPORTATION/COMMUNICATION/UTILITIES

The transportation/communication/utilities (TCU) land use category includes utility corridors, power plants, reservoirs, truck terminals, power stations, communications facilities, and other such uses. This land is usually owned by the government or by a public utility. In Peachtree Corners, TCU occupies only 1.25% of the City's developable land. Most of this land is in the reservoir on the western edge of the City, but some of it is used for truck terminals, for telephone equipment storage, for cell towers, and as a power changing station.

VACANT LAND

Vacant land, which includes land that is currently undeveloped but is zoned residential, commercial, and industrial, accounts for 7.48% of the developable land in Peachtree Corners. About a third of this land is zoned for single family residential uses, about one fifth is zoned commercial, and almost half of it is zoned for industrial uses.

There are individual vacant parcels interspersed throughout the city, many in office parks and some in single family residential neighborhoods. However, there are four major clusters of vacant land: On the northern edge of the city, there are several parcels along the Chattahoochee River. Owned by investment or property management companies, they are currently zoned residential and office-institutional. Further west, there is another cluster of parcels south of Spalding Drive zoned residential. Among the industrial uses and office parks on either side of Peachtree Industrial are more vacant parcels that are zoned industrial. Finally, there is the large site across Peachtree Parkway from the Forum. The subject of much recent debate, this site has recently been bought by a developer who plans to develop it as mixed use. Currently, it is zoned RM-13, multifamily.

INCOMPATIBLE LAND USE RELATIONSHIPS

Between Peachtree Industrial Boulevard and Buford Highway are a number of adjacencies between incompatible land uses. Industrial uses are interspersed with residential, most egregiously in the southwest part of Peachtree Corners. There, the landfill and other industrial operations are adjacent to a small residential neighborhood, which gets smells, noise, and truck traffic from them.

In several places, heavy industrial uses are situated very near residential neighborhoods.



RELATIONSHIP OF LAND USE AND ZONING CATEGORIES

EXISTING ZONING

The City’s zoning tells us what uses are legally allowed on each parcel. Assigning zoning categories is one of the primary tools a city uses to shape its development. Table 3 and Figure 6, the current zoning map, provide an inventory of Peachtree Corners’ current zoning. Current **land uses** largely conform to the **zoning** code.

Figure 5. Zoning Types

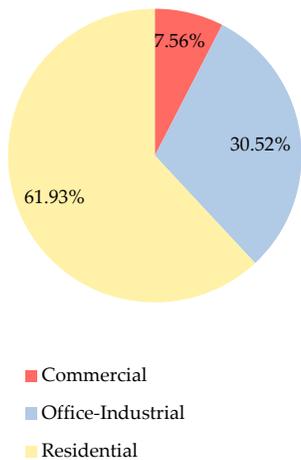


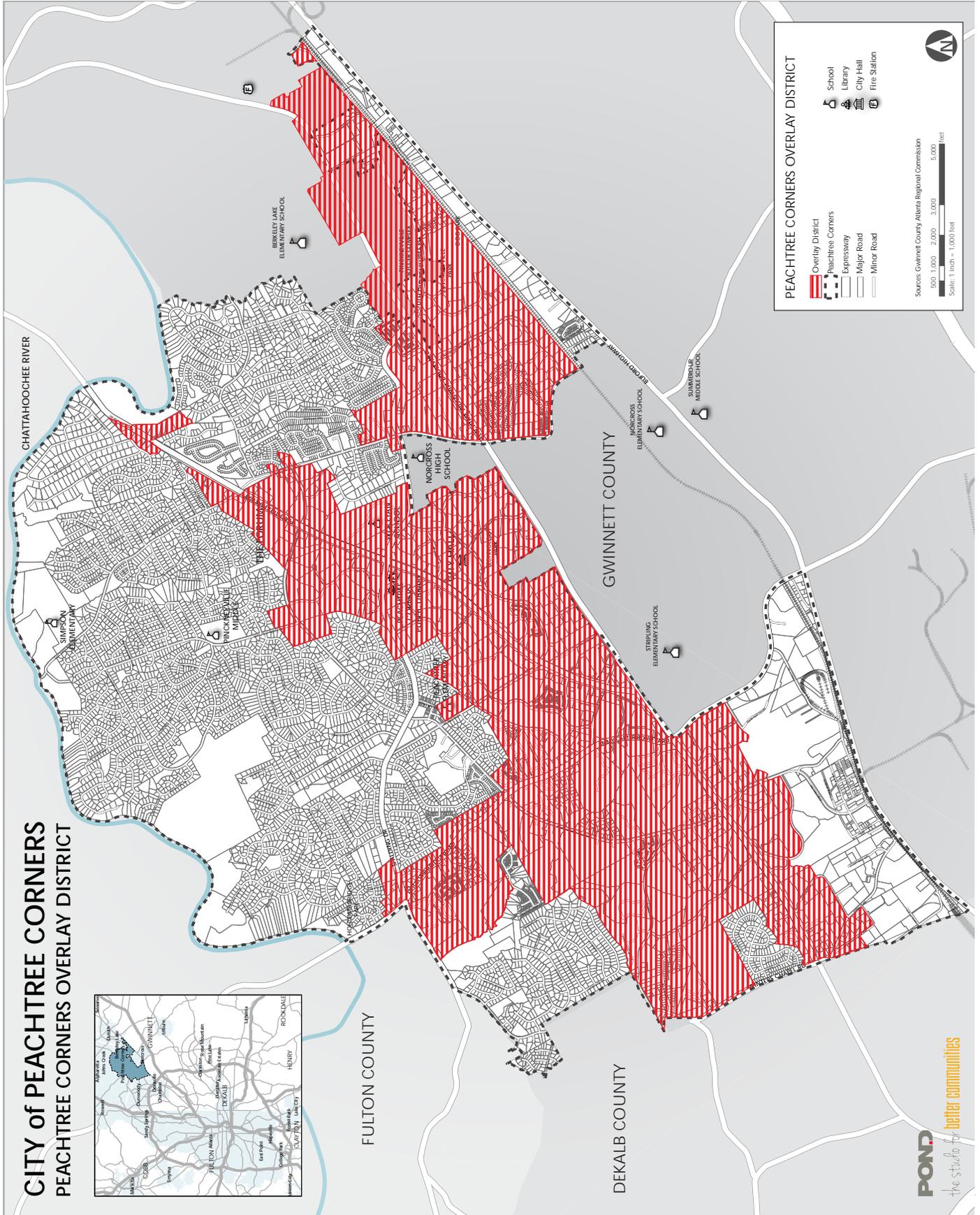
Table 3. Existing Zoning by Acres and Percent

Zoning District	Acres	%
All Commercial	823.22	7.56%
C1 - NBHD Business	41.03	0.38%
C2 - General Business	776.01	7.12%
C3 - Highway Business	6.18	0.06%
All Office-Industrial	3324.10	30.52%
MI - Light Industry	2594.10	23.81%
M2 - Heavy Industry	321.91	2.96%
MH - Mobile Home Park	1.73	0.02%
OBP - Office-Business Park	46.96	0.43%
OI - Office - Institutional	359.40	3.30%
All Residential	6745.99	61.93%
R100 - Single Family Residential	3944.87	36.21%
R100CLU - Single Family Residential	110.41	1.01%
R100CSO - Single Family Residential	75.66	0.69%
R100MOD - Single Family Residential	59.39	0.55%
R60 - Single Family Residential	169.22	1.55%
R65 - Single Family Residential	4.28	0.04%
R75 - Single Family Residential	662.57	6.08%
R75MOD - Single Family Residential	58.32	0.54%
RA200 - Agriculture/Residential	369.80	3.39%
RM - Multi-family Residential	157.14	1.44%
RM10 - Multi-family Residential	312.47	2.87%
RM13 - Multi-family Residential	196.40	1.80%
RM6 - Multi-family Residential Duplex	62.60	0.57%
RM8 - Multi-family Residential	299.10	2.75%
RTH - Single Fam. Res. Townhouse	48.47	0.44%
RZT - Single Family Residential	215.29	1.98%

PEACHTREE CORNERS OVERLAY DISTRICT

There is an overlay district within the city, as shown in Figure 7. The requirements of the overlay district apply to non-residential and attached residential properties. The overlay district is intended to achieve a unified and aesthetically pleasing built environment and to promote walking and public transit within the district. As such, it outlines standards for transportation and infrastructure, landscaping, parking, signage, dumpster screening, and architectural design.

Figure 7. Map: Peachtree Corners Overlay District



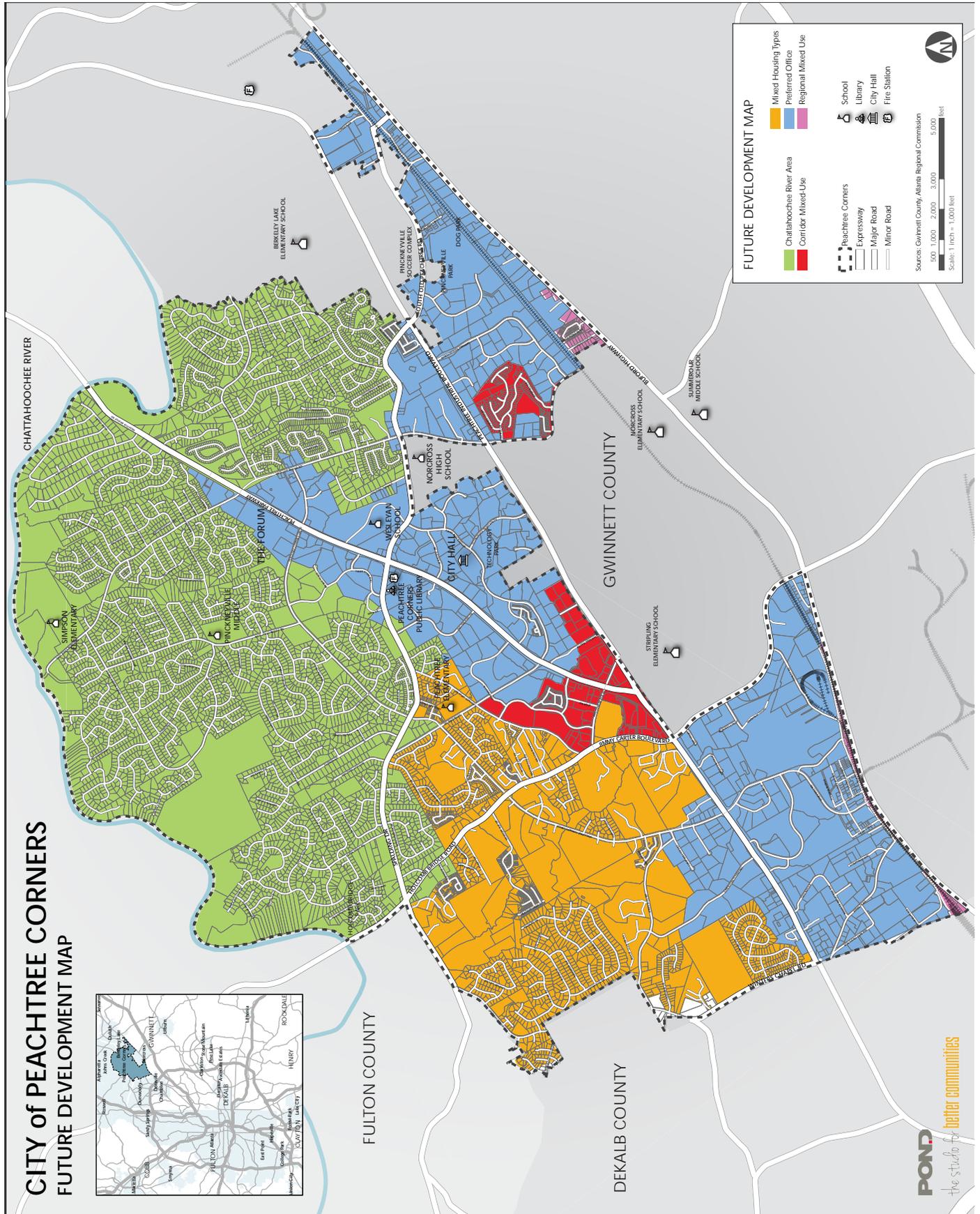
GWINNETT COUNTY FUTURE DEVELOPMENT MAP

The Gwinnett County Unified Development Plan describes character areas for the entire county. These areas are zones that share issues and opportunities and will benefit from the same planning policies and programs. The plan delineates five character areas in Peachtree Corners: regional mixed use, corridor mixed use, preferred office, Chattahoochee River area, and mixed housing (Gwinnett Unified Development Plan). (See Table 4 for encouraged and discouraged uses in these areas, and see the Gwinnett County Unified Development Plan for more complete descriptions.) Much of the future development map agrees with the current zoning of Peachtree Corners. The most notable disagreements are the industrial zoning districts along the south edge of the City. All of the character areas in Peachtree Corners discourage industrial uses, while the current zoning code allows them in roughly a quarter of the City.

Table 4. Gwinnett County Character Areas in Peachtree Corners

Character Area	Encouraged Uses	Discouraged Uses
Regional Mixed Use	Regional mixed-use Office professional Ultra high density residential High density residential Medium density residential	Light and heavy industrial Single family detached residential Estate residential
Corridor Mixed Use	<p style="text-align: center;">At major nodes:</p> Free-standing office professional Free-standing commercial/retail High density residential <p style="text-align: center;">Between nodes:</p> Corridor mixed use development Free-standing office professional Free-standing commercial/retail Townhouse residential Free-standing multi-family buildings	<p style="text-align: center;">At major nodes:</p> Light and heavy industrial Single family residential Townhouse residential <p style="text-align: center;">Between nodes:</p> Light and heavy industrial Single family residential
Preferred Office	Office professional uses Mixed-use development	Large, free standing commercial/retail All forms of industrial All residential, except in mixed-use
Mixed Housing Types	Medium-density single-family housing Townhouses or cluster homes Medium density multi-family housing Neighborhood-serving commercial	Employment uses Non-residential, non-neighborhood uses All mixed-use types Gas stations
Chattahoochee River Area	Estate houses Single family detached Townhouses and cluster homes	All mixed-use types Employment uses Conventional retail centers All industrial uses Multi-family housing Gas stations

Figure 8. Map: Future Development



FUTURE DEVELOPMENT AND REDEVELOPMENT

The site across from the Forum will shape the character of the city significantly. Because of the site's size, location, and prominence, its development will influence what follows.

There is also a Wal-Mart planned just outside the edge of Peachtree Corners, at Peeler Road and Winters Chapel. The planned grocery-focused store is expected to increase traffic, especially on Winters Chapel Road.

SUMMARY OF LAND USE EXISTING CONDITIONS

NEEDS

- The **Future Development plan** of Gwinnett County is overly broad and the City will need a more fine-grained one.
- There is **not enough park space**, particularly on the southern side of the city (see Cultural Resources and Community Facilities section).
- There is no downtown or town center. The Forum is the only “destination” in the City, and there are no **civic or public gathering spaces**.
- Arts and cultural facilities, civic and community facilities, and nightlife and entertainment options are inadequate in Peachtree Corners.
- There are few **housing options for older adults** in the City, such as cluster homes or “live/walk/play” communities.
- In certain areas, residential districts are adjacent to **incompatible uses**.

OPPORTUNITIES

- Transitions between incompatible uses can be enhanced, and the City can develop a strategy for managing **residential/industrial adjacencies** in the future.
- Several locations throughout the City, particularly commercial and industrial areas, are ripe for **redevelopment** or will be within the next few years.
- There are large **vacant parcels** along the Chattahoochee.
- There are **infill opportunities** along Peachtree Parkway.
- There are large vacant parcels on the western side of the City.
- There is an opportunity to develop a **variety of housing types**, including live/work units, condominiums, lofts/flats, townhouses, and small lot detached single-family homes. These housing types can provide options to first-time

home buyers or empty nesters.

- The City can encourage accessory dwelling units, or “granny flats” to create additional dwelling units in single-family neighborhoods without changing the urban form. They provide opportunities to **increase diversity in age or stage of life** in established neighborhoods; they allow grandparents to age in place, close to their grandchildren while maintaining independence; and they create options for renters who do not wish to live in high-density multifamily zoning districts.
- Investing in the community will help maintain its vibrancy for the next several decades. The City can invest in acquiring vacant commercial space and revitalizing aging buildings.
- Several sites within the city provide good opportunities for future public gathering spaces.
- Technology Park can be upgraded with more **advanced infrastructure** to meet current standards.

report has been formatted to print double-sided | page intentionally left blank

Analysis of Data and Information: People

ANALYSIS OF DATA AND INFORMATION: PEOPLE

Population: 38,550

Lost 2.2% of population
since 2000

More racially diverse,
with a rapidly growing
Hispanic population

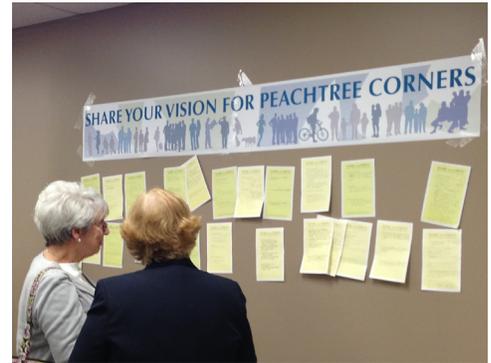
Aging population

Average household income:
\$94,812

13.3% poverty rate

60% of adults have a
college degree

Several data sources are used to collect complete and accurate information about the population of Peachtree Corners. Since Peachtree Corners did not incorporate until 2012, Census data at the City level is not available. Some data must be aggregated from smaller geographic areas, such as zip code boundaries or census tracts. Therefore, sum totals of different statistics may differ slightly based on the source and the collection method. However, these differences are minor, and the data presented here are all statistically accurate.



Peachtree Corners residents and business community members attended community meetings.

POPULATION: CURRENT AND FORECAST

Peachtree Corners officially incorporated on July 1, 2012, and became the largest city in Gwinnett County with a population of 38,550. Just under 5% of the total population of Gwinnett County resides in Peachtree Corners.

The population of Peachtree Corners actually decreased from 2000 to 2010, but only by 2.2% over ten years, as seen in Table 5. Using a cohort population projection model, Peachtree Corners’ population is expected to more than make up for the loss over the next five years, growing 6.3% to 40,594 by 2017. This rate of growth closely aligns with the rate of population growth in the state of Georgia as a whole.

POPULATION FORECASTS

Applying two age cohort population projection models to Peachtree Corners, one conservative and one aggressive, generates a realistic estimate of the future population in the City. According to this projection, the total population of Peachtree Corners in 2037 will be somewhere between 42,341 (9.83% growth) and 49,389 (28.12% growth). In the conservative model, growth rates will be slow after the next five years, with the population growing at about 5.3% between now and 2017, and then 1.1% every 5 years. In the aggressive model, growth rates will remain high at around 5% every 5 years between now and 2037.

Other population projection methods produce a higher forecast population. According to the Atlanta Regional Commission, Gwinnett County’s population is expected to grow by 54.4% from 2010 to 2040. Peachtree Corners’ 2010 population was 38,195, so applying this same projected rate of growth suggests that Peachtree Corners’ 2040 population will be 58,973. The 54.4% growth from 2010 to 2040 equates to a 6.8% increase every 5 years.

The cohort population projection is most likely a more realistic prediction of growth in Peachtree Corners over the next twenty years. Peachtree Corners is mostly developed, while there are still areas in Gwinnett County that are undeveloped. Development is likely to occur in these areas first, as it is generally less expensive for a developer to build on a new “greenfield” site than re-develop or infill existing areas. Therefore, the rate of growth in Peachtree Corners might be slower than the rate of growth in Gwinnett County as a whole. However, it is important to bear in mind that all of these projections are estimates based on the information available today. Population projections can always change as new information is available.

REGIONAL SNAPSHOT

The Atlanta region will add 3 million in population by 2040, bringing the area’s total population to 8.3 million.

This population will be older and more diverse than Atlanta today.

Table 5. Current and Projected Population, 2017

	2000 Population	2010 Population	2012 Estimate	2017 Projection	2000 - 2010 % Change	2010 - 2017 % Change
Peachtree Corners	39,041	38,195	38,550	40,594	-2.2%	6.3%
Gwinnett County	588,448	805,321	816,116	863,835	36.9%	7.3%
Georgia	8,186,453	9,687,653	9,858,142	10,310,934	18.3%	6.4%

Source: DemographicsNOW and RKG Associates, Inc.

Table 6. Current and Projected Population Using Cohort Model, Conservative Scenario, 1990-2037

Age Cohort	Census			Estimate		Projections					2012-2037 Change	
	1990	2000	2010	2012	2017	2022	2027	2032	2037	2037	Change	
Population Counts												
0 - 4	1,936	3,170	3,014	3,041	3,227	3,257	3,288	3,319	3,350	3,350	10.16%	
5 - 9	1,851	2,912	2,952	2,960	3,107	3,145	3,184	3,222	3,261	3,261	10.17%	
10 - 14	1,792	2,569	2,765	2,747	2,925	2,971	3,019	3,066	3,114	3,114	13.36%	
15 - 19	1,660	2,152	2,402	2,310	2,327	2,357	2,388	2,419	2,450	2,450	6.06%	
20 - 24	2,679	2,609	2,145	2,222	2,179	2,170	2,162	2,152	2,142	2,142	-3.60%	
25 - 34	7,294	8,076	5,909	6,112	6,570	6,532	6,493	6,451	6,407	6,407	4.83%	
35 - 44	5,962	7,572	6,020	5,909	6,099	6,059	6,018	5,975	5,929	5,929	0.34%	
45 - 54	3,213	5,647	5,993	5,865	5,709	5,761	5,813	5,865	5,917	5,917	0.89%	
55 - 64	1,413	2,706	4,275	4,507	4,970	5,152	5,336	5,524	5,714	5,714	26.78%	
65 - 74	626	1,076	1,803	1,943	2,452	2,557	2,665	2,774	2,885	2,885	48.48%	
75 - 84	247	504	698	701	774	797	820	844	868	868	23.82%	
85+	43	114	221	233	254	272	281	293	304	304	30.47%	
Total	28,716	39,107	38,197	38,550	40,593	41,030	41,467	41,904	42,341	42,341	9.83%	
Share of Population												
0 - 4	6.74%	8.11%	7.89%	7.89%	7.95%	7.94%	7.93%	7.92%	7.91%	7.91%	0.31%	
5 - 9	6.45%	7.45%	7.73%	7.68%	7.65%	7.67%	7.68%	7.69%	7.70%	7.70%	0.32%	
10 - 14	6.24%	6.57%	7.24%	7.13%	7.21%	7.24%	7.28%	7.32%	7.36%	7.36%	3.22%	
15 - 19	5.78%	5.50%	6.29%	5.99%	5.73%	5.75%	5.76%	5.77%	5.79%	5.79%	-3.43%	
20 - 24	9.33%	6.67%	5.62%	5.76%	5.37%	5.29%	5.21%	5.14%	5.06%	5.06%	-12.19%	
25 - 34	25.40%	20.65%	15.47%	15.85%	16.19%	15.92%	15.66%	15.40%	15.13%	15.13%	-4.54%	
35 - 44	20.76%	19.36%	15.76%	15.33%	15.02%	14.77%	14.51%	14.26%	14.00%	14.00%	-8.64%	
45 - 54	11.19%	14.44%	15.69%	15.21%	14.06%	14.04%	14.02%	14.00%	13.98%	13.98%	-8.14%	
55 - 64	4.92%	6.92%	11.19%	11.69%	12.24%	12.56%	12.87%	13.18%	13.50%	13.50%	15.44%	
65 - 74	2.18%	2.75%	4.72%	5.04%	6.04%	6.23%	6.43%	6.62%	6.81%	6.81%	35.20%	
75 - 84	0.86%	1.29%	1.83%	1.82%	1.91%	1.94%	1.98%	2.02%	2.05%	2.05%	12.85%	
85+	0.15%	0.29%	0.58%	0.60%	0.63%	0.65%	0.67%	0.68%	0.70%	0.70%	16.54%	
Total	100%											

Source: DemographicsNOW and RKG Associates, Inc.

Table 7. Current and Projected Population Using Cohort Model, Aggressive Scenario, 1990-2037

Age Cohort	Census				Estimate		Projections					2012-2037 Change
	1990	2000	2010	2012	2017	2022	2027	2032	2037	Change		
Population Counts												
0 - 4	1,936	3,170	3,014	3,041	3,227	3,420	3,616	3,814	4,014	32.00%		
5 - 9	1,851	2,912	2,952	2,960	3,107	3,294	3,483	3,675	3,868	30.68%		
10 - 14	1,792	2,569	2,765	2,747	2,925	3,098	3,274	3,450	3,629	32.11%		
15 - 19	1,660	2,152	2,402	2,310	2,327	2,452	2,577	2,702	2,827	22.38%		
20 - 24	2,679	2,609	2,145	2,222	2,179	2,234	2,283	2,325	2,361	6.26%		
25 - 34	7,294	8,076	5,909	6,112	6,570	6,779	6,974	7,154	7,319	19.75%		
35 - 44	5,962	7,572	6,020	5,909	6,099	6,338	6,568	6,789	7,000	18.46%		
45 - 54	3,213	5,647	5,993	5,865	5,709	6,063	6,423	6,787	7,156	22.01%		
55 - 64	1,413	2,706	4,275	4,507	4,970	5,355	5,752	6,161	6,582	46.04%		
65 - 74	626	1,076	1,803	1,943	2,452	2,646	2,846	3,052	3,265	68.04%		
75 - 84	247	504	698	701	774	832	892	954	1,018	45.22%		
85+	43	114	221	233	254	281	303	327	350	50.21%		
Total	28,716	39,107	38,197	38,550	40,593	42,792	44,991	47,190	49,389	28.12%		
Share of Population												
0 - 4	6.74%	8.11%	7.89%	7.89%	7.95%	7.99%	8.04%	8.08%	8.13%	3.04%		
5 - 9	6.45%	7.45%	7.73%	7.68%	7.65%	7.70%	7.74%	7.79%	7.83%	2.01%		
10 - 14	6.24%	6.57%	7.24%	7.13%	7.21%	7.24%	7.28%	7.31%	7.35%	3.13%		
15 - 19	5.78%	5.50%	6.29%	5.99%	5.73%	5.73%	5.73%	5.73%	5.73%	-4.45%		
20 - 24	9.33%	6.67%	5.62%	5.76%	5.37%	5.22%	5.07%	4.93%	4.78%	-17.05%		
25 - 34	25.40%	20.65%	15.47%	15.85%	16.19%	15.84%	15.50%	15.16%	14.82%	-6.53%		
35 - 44	20.76%	19.36%	15.76%	15.33%	15.02%	14.81%	14.60%	14.39%	14.17%	-7.52%		
45 - 54	11.19%	14.44%	15.69%	15.21%	14.06%	14.17%	14.28%	14.38%	14.49%	-4.76%		
55 - 64	4.92%	6.92%	11.19%	11.69%	12.24%	12.51%	12.79%	13.06%	13.33%	14.00%		
65 - 74	2.18%	2.75%	4.72%	5.04%	6.04%	6.18%	6.33%	6.47%	6.61%	31.19%		
75 - 84	0.86%	1.29%	1.83%	1.82%	1.91%	1.95%	1.98%	2.02%	2.06%	13.38%		
85+	0.15%	0.29%	0.58%	0.60%	0.63%	0.64%	0.66%	0.68%	0.70%	15.19%		
Total	100%											

Source: DemographicsNOW and RKG Associates, Inc.

HOUSEHOLDS: CURRENT AND FORECAST

HOUSEHOLD SIZE

Table 8 shows historic, current, and projected household size. The average household in Peachtree Corners is close in size to the average household in Georgia, at 2.60 persons per household. However, Gwinnett County's average household has 2.98 persons. In Georgia overall, households have grown smaller since 2010, but both Peachtree Corners and Gwinnett County have seen their households grow slightly larger.

Table 8. Current and Projected Household Size, 2010-2017

	2000 Persons per Household	2010 Persons per Household	2012 Estimate	2017 Projection	2000 - 2010 % Change	2010 - 2017 % Change
Peachtree Corners	2.55	2.62	2.60	2.62	2.7%	0.0%
Gwinnett County	2.88	2.98	2.96	2.99	3.5%	0.3%
Georgia	2.65	2.63	2.64	2.63	-0.8%	0.0%

Source: DemographicsNOW and RKG Associates, Inc.

HOUSEHOLD FORECASTS AND TRENDS

From 2010 to 2017, households in Peachtree Corners are projected to remain approximately the same size (growing slightly from 2.60 to 2.62 persons per household). Households in Georgia and Gwinnett County are also expected to remain the same size.

Nationally, households have grown smaller as well. Married couples with children made up 21% of households in 2010, compared to 24% in 2000. Single-person households are also becoming more common, making up 27% of households today (compared to 25% in 2010 and just 13% in 1960).

Table 9. Current and Projected Number of Households, 2010-2017

	2000 Households	2010 Households	2012 Estimate	2017 Projection	2000 - 2010 % Change	2010 - 2017 % Change
Peachtree Corners	15,259	14,553	14,812	15,481	-4.6%	6.4%
Gwinnett County	202,317	268,519	274,137	287,542	32.7%	7.1%
Georgia	3,006,369	3,585,584	3,642,723	3,828,341	19.3%	6.8%

Source: DemographicsNOW and RKG Associates, Inc.

AGE DISTRIBUTION

The Atlanta region's population is aging. Currently, the Baby Boomer generation (those aged between 45 and 64) is the fastest-growing segment of the population; they comprise about 25% of the region's total population. The 65-and-over age group was the second-fastest growing segment of the population.

Gwinnett County was one of the few jurisdictions in the Atlanta region who added children from 2000 to 2010. In fact, Gwinnett added the most children under the age of five, with that segment's population increasing by over 15,000. In most counties, children made up a smaller share of the population, reflecting the region's aging trends. "Millennials," or those aged 10 to 29, make up the largest share of the population (Atlanta Regional Commission. "Regional Snapshot: The Graying of Atlanta: A Look at the Latest 2010 Census Data." September 2011).

AGE DISTRIBUTION FORECASTS

By 2040, the Atlanta Regional Commission predicts that 20% of the people in the Atlanta region will be older than 65, compared to 8% in 2005. This trend means that there will be fewer workers for every dependent, or non-worker. While in 2005, 63% of the population was between ages 20 and 64 (classified as an independent worker), only 55% of the population will fall into this category in 2040 (Atlanta Regional Commission. "Regional Snapshot: ARC's 20-County Forecasts: What the Future Holds." June 2009).

CONFIDENT, CONNECTED, AND OPEN TO CHANGE

The Millennial generation, usually defined as everyone born between 1981 and 2000, is coming of age today. They are the most ethnically and racially diverse cohort of youth in our nation's history. They are more confident, self-expressive, liberal, upbeat, and receptive to new ideas and ways of living than generations before them.

(Source: Pew Research Center.)

Table 10. Current and Projected Population by Age Distribution, 2012-2017

2012 Population									
	Under 20		20 - 34		35 - 65		Over 64		
	#	%	#	%	#	%	#	%	
Peachtree Corners	11,058	29%	8,334	22%	16,281	42%	2,877	7%	
Gwinnett County	255,096	31%	168,848	21%	333,533	41%	58,639	7%	
Georgia	2,780,991	28%	2,086,424	21%	3,895,590	40%	1,095,137	11%	
Projected Population, 2017									
	Under 20		20 - 34		35 - 65		Over 64		
	#	%	#	%	#	%	#	%	
Peachtree Corners	11,586	30%	8,749	23%	16,778	44%	3,480	9%	
Gwinnett County	269,229	33%	176,669	22%	346,403	42%	71,534	9%	
Georgia	2,882,777	29%	2,140,740	22%	3,989,086	40%	1,298,331	13%	
Projected Change in Population, 2012 to 2017									
	Under 20		20 - 34		35 - 65		Over 64		
	#	%	#	%	#	%	#	%	
Peachtree Corners	5%		5%		3%		21%		
Gwinnett County	6%		5%		4%		22%		
Georgia	4%		3%		2%		19%		

Source: DemographicsNOW and RKG Associates, Inc.

In Peachtree Corners, the two cohort population projection models reveal how age distribution within the population may change over the next 25 years. In both the conservative and aggressive models, those aged 55 and above will make up increasingly greater shares of the population. On the other hand, teens and young adults will make up increasingly smaller proportions of the total population. The cohorts that make up the segment of the population aged 15-44 will all lose in terms of their share of the total population of Peachtree Corners. The 20-24 age cohort will be between 12.2% and 17.1% smaller by 2037. Young adults, or cohorts in the 25-44 year age range, are in their prime “family forming” years; they have children, buy houses, settle down and invest in the community. If this segment of the population makes up less of Peachtree Corners by 2037, demand for housing types may change as well.

RACIAL/ETHNIC COMPOSITION

Like all of Gwinnett County and the Atlanta region, Peachtree Corners is very racially diverse. Whites make up just under half (49%) of the population in Peachtree Corners. The next largest racial group is Blacks, comprising 19%. Hispanics make up 15% of the population, Asians 8%, and other races 9%. Gwinnett County is more diverse, with larger shares of the minority racial groups and a smaller white population. Compared to the rest of Georgia, though, Peachtree Corners has a more racially diverse population, with larger Asian, Hispanic, and other racial group populations and smaller White and Black populations. Table 11 shows the distribution of the population by race in Peachtree Corners, Gwinnett County, and Georgia.

RACIAL/ETHNIC COMPOSITION FORECASTS

According to the Atlanta Regional Commission’s PLAN 2040, there will no longer be a majority racial or ethnic group in the Atlanta region by as early as 2015. The Hispanic share of the population is predicted to more than double from 9% today to 20% by 2040. Whites and blacks will make up approximately equal shares of the region’s population: around 36% each (Atlanta Regional Commission. “Regional Snapshot: ARC’s 20-County Forecasts: What the Future Holds.” June 2009).

Racial and ethnic population trends are related. The 2010 Census revealed that in the Atlanta region, younger age cohorts are trending to be more racially diverse. In the youngest age cohort (children under 10) and in the 30-44 age cohort, Hispanics are growing fastest, followed by Blacks. In the 10-29 and 45-64 age cohorts, Blacks were the fastest-growing, and then Hispanics. In the 65 and older age cohort, Whites had the largest increase, then Blacks, Asians, Hispanics, and all others (in that order). Gwinnett County added the most Asians in all age groups, “demonstrating clearly that Gwinnett (along with adjacent areas in north Fulton) is the epicenter for Asian life and culture in the 20-county region” (Atlanta Regional Commission. “Exploring Census 2010 Data: Race and Age Trends.” October 2011).

REGIONAL SNAPSHOT

The Atlanta region is growing more diverse, with many counties becoming “majority-minority.” Younger cohorts are trending non-white, with the majority of Hispanic growth concentrated in the youngest age cohorts. The outer counties are adding whites in all age groups, while urban counties are losing their young white populations.

(Source: Atlanta Regional Commission, October 2011.)

In Peachtree Corners, like in the Atlanta region, the population is expected to grow more diverse. Whites will no longer make up the majority by as early as 2017. While in Georgia the Hispanic population is the fastest-growing ethnic group, Blacks will be the fastest-growing population group in Peachtree Corners and in Gwinnett over the next 5 years, growing at 17%. Blacks will comprise 20% of the population in Peachtree Corners in 2017, and Hispanics will add 14.2% to make up 16% of the total population. The Asian population will grow by 7.6%.

Table 11. Current and Projected Population by Racial Distribution, 2012-2017

2012 Population										
	White		Black		Asian		Other		Hispanic	
	#	%	#	%	#	%	#	%	#	%
Peachtree Corners	22,312	49%	8,433	19%	3,625	8%	4,179	9%	6,921	15%
Gwinnett County	424,683	43%	200,834	20%	85,778	9%	104,821	11%	169,607	17%
Georgia	5,841,998	54%	3,012,899	28%	327,198	3%	676,047	6%	910,948	8%
Projected Population, 2017										
	White		Black		Asian		Other		Hispanic	
	#	%	#	%	#	%	#	%	#	%
Peachtree Corners	22,069	46%	9,868	20%	3,899	8%	4,759	10%	7,901	16%
Gwinnett County	413,103	38%	267,250	24%	91,285	8%	122,197	11%	198,246	18%
Georgia	5,924,704	52%	3,211,905	28%	371,174	3%	803,151	7%	1,093,630	10%
Projected Change in Population, 2012 to 2017										
	White		Black		Asian		Other		Hispanic	
	#	%	#	%	#	%	#	%	#	%
Peachtree Corners	-1.1%		17.0%		7.6%		13.9%		14.2%	
Gwinnett County	-2.7%		33.1%		6.4%		16.6%		16.9%	
Georgia	1.4%		6.6%		13.4%		18.8%		20.1%	

Source: DemographicsNOW and RKG Associates, Inc.

EDUCATIONAL ATTAINMENT

Peachtree Corners has high educational attainment compared to the state and county. Almost 60% of the population has at least a college degree (41% have just a college degree, and an additional 18.9% have a post-college degree). Only 7.7% of the population aged 25 and above has no high school diploma, compared to 12.1% in Gwinnett County and 15.6% of the state.

Peachtree Corners slightly lags behind Johns Creek and Dunwoody in educational attainment. More people in Johns Creek and Dunwoody have at least college degree than in Peachtree Corners: almost 70%. Johns Creek, Duluth, and Dunwoody each have fewer people with no high school diploma (3.5%, 6.6%, and 5.5%, respectively) than Peachtree Corners.

Table 12. Educational Attainment, 2010

2010 Persons Over 25 Years-Old, Highest Level of Education Attained					
	No HS Diploma	High School Graduate	Some College, No Degree	College Degree	Post Graduate Degree
Peachtree Corners	2,230	4,056	5,331	11,879	5,478
Gwinnett County	64,704	122,992	108,554	179,676	58,826
Georgia	1,013,178	1,948,420	1,253,483	1,623,683	655,970
	No HS Diploma	High School Graduate	Some College, No Degree	College Degree	Post Graduate Degree
Peachtree Corners	7.7%	14.0%	18.4%	41.0%	18.9%
Gwinnett County	12.1%	23.0%	20.3%	33.6%	11.0%
Georgia	15.6%	30.0%	19.3%	25.0%	10.1%

Source: DemographicsNOW and RKG Associates, Inc.

2010 Persons Over 25 Years-Old, Highest Level of Education Attained					
	No HS Diploma	High School Graduate	Some College, No Degree	College Degree	Post Graduate Degree
Johns Creek	1,711	5,231	7,724	23,124	11,098
Duluth	1,134	4,020	3,041	6,769	2,216
Dunwoody	1,745	3,396	4,411	14,280	7,902
	No HS Diploma	High School Graduate	Some College, No Degree	College Degree	Post Graduate Degree
Johns Creek	3.5%	10.7%	15.8%	47.3%	22.7%
Duluth	6.6%	23.4%	17.7%	39.4%	12.9%
Dunwoody	5.5%	10.7%	13.9%	45.0%	24.9%

Source: American Community Survey (2011 3-year estimates), table S1501

INCOME

Average household income in 2010 in Peachtree Corners was \$94,812. This was higher than Gwinnett County’s (\$78,626) or Georgia’s (\$63,008). Since 2000, household income has grown 10.8%.

INCOME FORECASTS

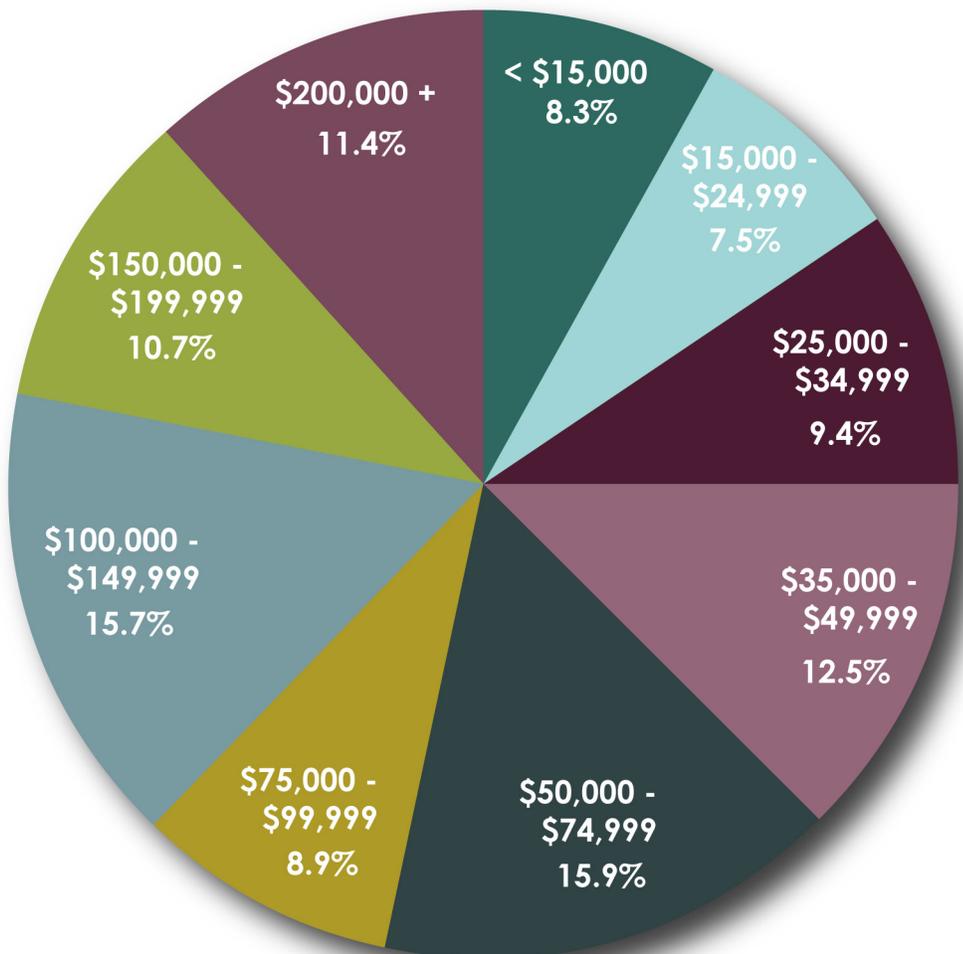
Household income is expected to rise by almost 16% over the next five years in Peachtree Corners, slightly faster than in the county or the state. From 2010 to 2017, this equates to a 2.27% annual increase.

Table 13. Current and Projected Average Household Income, 2000-2017

	2000 Average	2010 Estimate	2017 Projection	2000 - 2010 % Change	2010 - 2017 % Change
Peachtree Corners	\$ 85,563	\$ 94,812	\$ 109,880	10.8%	15.9%
Gwinnett County	\$ 71,800	\$ 78,626	\$ 90,326	9.5%	14.9%
Georgia	\$ 56,612	\$ 63,008	\$ 72,445	11.3%	15.0%

Source: DemographicsNOW and RKG Associates, Inc.

Figure 9. Current Average Household Income Distribution, 2012



Source: ESRI

INCOME DISTRIBUTION

In Peachtree Corners, over one third of households (38%) are very affluent, earning more than \$100,000 per year. However, 25% earn less than \$35,000, making housing affordability and home ownership challenging.

Over the next 5 years, income levels in Peachtree Corners are expected to rise, and income distribution will change as well. Households earning less than \$35,000 per year will only comprise 20% of the population, compared to 25% today. Those earning between \$35,000 and \$50,000 will also make up smaller shares of the population. The largest increase will be seen in households earning between \$50,000 and \$100,000 per year, which will grow by 20% and comprise 28% of the population in 2017. Over 41% of households will earn more than \$100,000 per year. These patterns will also be seen in Gwinnett County and in Georgia, with fewer households earning less than \$50,000 and more earning more than \$50,000.

Table 14. Current and Projected Households by Income Distribution, 2012-2017

2012 Households by Average Household Income								
	<\$35k		\$35k to \$50k		\$50k to \$100k		>\$100k	
	#	%	#	%	#	%	#	%
Peachtree Corners	3,732	25%	1,852	13%	3,669	25%	5,560	38%
Gwinnett County	66,767	24%	36,555	13%	97,075	35%	73,740	27%
Georgia	1,375,420	38%	537,207	15%	1,074,297	29%	655,767	18%
Projected Households, 2017								
	<\$35k		\$35k to \$50k		\$50k to \$100k		>\$100k	
	#	%	#	%	#	%	#	%
Peachtree Corners	3,111	20%	1,630	11%	4,389	28%	6,351	41%
Gwinnett County	52,545	18%	30,030	10%	115,300	40%	89,667	31%
Georgia	1,201,485	31%	499,921	13%	1,309,914	34%	816,989	21%
Projected Change in Households, 2012 to 2017								
	<\$35k		\$35k to \$50k		\$50k to \$100k		>\$100k	
	#	%	#	%	#	%	#	%
Peachtree Corners	-17%		-12%		20%		14%	
Gwinnett County	-21%		-18%		19%		22%	
Georgia	-13%		-7%		22%		25%	

Source: DemographicsNOW and RKG Associates, Inc.

THE POPULATION AND LIFELONG COMMUNITIES

Lifelong Communities are places where individuals can live throughout their lifetimes; they provide a full range of options to residents, insuring a high quality of life for all. The design of a community can have an impact on whether or not there are opportunities for people to get together in a variety of social settings. Peachtree Corners residents were asked to rate their community’s assets that contribute to lifelong livability, and the results are shown in Figure 10.

Survey respondents felt that the access to religious facilities in Peachtree Corners is excellent or good. There are also good front yard gardens/porches/stoops, volunteer opportunities, and places to gather, like parks and coffee shops. However, the majority of surveyed individuals feel that a town center or “Main Street” experience is inadequate.

Figure 10. Lifelong Community Survey Results: Population



SUMMARY OF POPULATION EXISTING CONDITIONS

NEEDS

- One quarter of households in Peachtree Corners earn less than \$35,000 per year.
- Peachtree Corners’ diverse, multi-ethnic community requires programs and resources for non-native English speakers.
- Apartment dwellers are perceived as transient and not invested in the community.
- Options for aging in place will need careful planning for the 16% of the population over 65 years old by 2030. The community needs to consider how City infrastructure and transportation can coordinate to assure housing, health care, and access for an aging population
- The population of Peachtree Corners is projected to grow by almost 55% over the next twenty years. The City must address and manage this impending growth.

- 13% of the population lives below the **poverty** threshold.
- The population that is between **15 and 44 years old** is expected to make up a smaller share of the population by 2037. Young adults, or cohorts in the 25-44 year age range, are in their prime “family forming” years; they have children, buy houses, settle down and invest in the community. If this segment of the population makes up less of Peachtree Corners by 2037, demand for housing types may change as well.

OPPORTUNITIES

- A **highly educated** population means potential for informed constituents for wise decision making, higher incomes, attractive labor force for new business, flexible futures as industry and labor markets shift in the future.
- Increased **racial diversity** brings both opportunity and issues. Non-native speakers experience a need for programs, resources, and services. These needs will vary within different ethnic and racial groups, of course. Opportunities include potentially increased cultural exposure; innovation for business and community life; and community building programs.
- The population of Peachtree Corners is projected to grow by almost 55% over the next twenty years.
- The perception of safety throughout the City is generally high, which particularly appeals to families with children.
- Peachtree Corners can continue to attract young families to the City as current residents age, in order to build a stable and diversified long-term community.
- Gwinnett County’s **excellent school system** is an asset that attracts many families with children to the community.

Analysis of Data and Information: Housing

ANALYSIS OF DATA AND INFORMATION: HOUSING

Households: 14,498
Home ownership rate: 59%
Median home value:
\$292,900
Median monthly renter costs:
\$907
Housing vacancy rate:
10.4%
Jobs/housing balance: 2.96
Avg. home built in 1986

The United States Census Bureau's American Community Survey (ACS) collects highly detailed information about communities, populations, and households on an annual basis. This frequency allows policy-makers to quickly identify and respond to emerging needs in their communities. The Peachtree Corners housing statistics in this section of the report are based on the ACS estimate from 2005 to 2009. 2000 and 2010 Census counts are also available.

HOUSING STOCK INVENTORY

According to the 2010 Census, there are 16,167 housing units in the City of Peachtree Corners. All other housing statistics reported in this chapter are based on the 2005-2009 ACS, which estimates that there are a total of 16,715 housing units in the City.

As shown in the adjacent map, there are residential units located throughout much of the City of Peachtree Corners, except in industrial- and office-heavy parts of Peachtree Parkway, Peachtree Industrial Boulevard, and Jimmy Carter Boulevard.

TYPE OF HOUSING

Single-family detached homes are the most predominant housing type, comprising about 46.6% of the housing stock. Peachtree Corners has a wider variety of housing types than Gwinnett County or the state of Georgia as a whole. There are many townhouse-type units in the City, with over 10% of the housing stock comprised of single-family attached homes (compared to 5.6% in the County and 3.5% in the state). There are fewer duplexes, mobile homes, and large housing complexes (with 20 units or more) in Peachtree Corners. Around 37% of the housing units in Peachtree Corners are in buildings with 3 to 19 units, compared to about 13% in both the County and the state. These may include both apartment complexes and condominiums.

Peachtree Corners' housing type composition is also more diverse than comparable cities. Peachtree Corners has fewer single-family detached houses than Johns Creek, Duluth, or Dunwoody. Peachtree Corners has the most single-family attached homes, and Duluth and Dunwoody have more large multi-unit complexes (over 20 units). Peachtree Corners is most like Duluth in terms of housing type composition.

Population characteristics in the United States are changing, and with it the demand for different housing types. Households without children and single-person households are growing, and households with children are shrinking as a proportion

Table 15. Housing Types, 2009

Housing Type	Peachtree Corners		Gwinnett County		Georgia	
	Units	%	Units	%	Units	%
All housing units	16,715	100.0%	279,851	100.0%	3,944,621	100.0%
Single units (detached)	7,791	46.6%	202,686	72.4%	2,604,547	66.0%
Single units (attached)	1,819	10.9%	15,725	5.6%	138,573	3.5%
Duplex	97	0.6%	3,522	1.3%	95,152	2.4%
3 to 9 units	3,603	21.6%	16,077	5.7%	334,066	8.5%
10 to 19 units	2,607	15.6%	21,644	7.7%	190,511	4.8%
20 or more units	736	4.4%	15,321	5.5%	187,073	4.7%
Mobile home or trailer	60	0.4%	4,854	1.7%	393,447	10.0%
All other	-	0.0%	22	0.0%	1,252	0.0%

Year Built	Johns Creek		Duluth		Dunwoody	
	Units	%	Units	%	Units	%
All housing units	19,567	100.0%	11,074	100.0%	21,162	100.0%
Single units (detached)	15,653	80.0%	5,469	49.4%	10,390	49.1%
Single units (attached)	1,592	8.1%	951	8.6%	972	4.6%
Duplex	-	0.0%	197	1.8%	-	0.0%
3 to 9 units	552	2.8%	1,494	13.5%	2,516	11.9%
10 to 19 units	1,054	5.4%	1,905	17.2%	2,920	13.8%
20 or more units	656	3.4%	1,044	9.4%	4,280	20.2%
Mobile home or trailer	60	0.3%	14	0.1%	84	0.4%
All other	-	0.0%	-	0.0%	-	0.0%

Source: ESRI, ACS Housing Summary (2005-2009)

of all household types. By 2030, it is estimated that 71% of households will not have children (compared to 55% in 1970 and 67% in 2000) (Arthur C. Nelson, Metropolitan Research Center, University of Utah. Atlanta Regional Commission Housing Forum: “This is Not Your Parents’ Housing Market.”). Additionally, the crash of the housing market, difficulty securing financing, high unemployment, and lower real incomes make home ownership challenging for many individuals and families. As the Baby Boomers age out of their peak housing period (the late 1990s to the late 2000s), large-lot single family housing construction is slowing, and more seniors are selling their homes than buying new ones. All in all, housing preferences are changing and will continue to change over the next twenty years, with a greater preference for smaller units and a reduced preference for home ownership among the “Millennial” generation, or those currently in their 20s and early 30s.

AGE OF HOUSING

More homes (45.2%) in Peachtree Corners were built in the 1980s than any other decade. Another 22.3% were built in the 1990s, and 9.5% were built between 2000 and today. However, few homes in Peachtree Corners date from earlier than 1970; only 5.6% of the housing units are more than approximately 40 years old. The average housing unit in Peachtree Corners was built in 1986. Overall, housing units in Peachtree Corners are slightly older than in all of Gwinnett County (where the average home was built in 1991), as development expanded outward away from the urban core and Gwinnett’s outer suburbs developed later. However, the average house in all of Georgia was built in 1981. Comparing Peachtree Corners to other nearby cities, its housing units are newer than Dunwoody’s, but older than Duluth and Johns Creek. The next twenty years in Peachtree Corners will likely bring a wave of single-family residential reconstruction, as houses from the 1960s and 1970s are rebuilt.

NATIONAL SNAPSHOT

The Baby Boomer generation, the largest in the U.S., is either retired or quickly nearing retirement. The National Association of Home Builders reports that the following features are preferred by baby boomers:

- Home Offices
- Technology
- Wider Doors/Hallways
- Better Lighting
- Bigger Windows
- First-Floor Master Suite
- Low-Maintenance Exteriors
- Flex Space

Table 16. Age of Housing, 2009

Year Built	Peachtree Corners	Gwinnett County	Georgia	Johns Creek	Duluth	Dunwoody
All housing units	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Built 2000 or later	9.5%	27.6%	17.8%	18.3%	20.8%	17.5%
Built 1990 to 1999	22.3%	29.7%	21.6%	51.3%	39.8%	19.9%
Built 1980 to 1989	45.2%	25.2%	18.6%	27.1%	27.2%	18.2%
Built 1970 to 1979	17.4%	12.1%	15.5%	2.6%	6.5%	26.0%
Built 1960 to 1969	2.8%	2.9%	10.2%	0.4%	3.0%	16.0%
Built 1950 to 1959	2.1%	1.3%	7.4%	0.1%	1.4%	1.9%
Built 1940 to 1949	0.2%	0.6%	3.5%	0.0%	0.8%	0.1%
Built 1939 or earlier	0.5%	0.6%	5.5%	0.2%	0.5%	0.3%

Source: ACS Housing Summary (2005-2009), ACS Housing Summary (2006-2010) (Dunwoody)

CONDITION OF HOUSING

The ACS gathers information on housing condition, including whether a home has complete kitchen and/or plumbing facilities. Due to the age of housing in Peachtree Corners and its urbanized nature, poor housing condition does not present a significant issue for the City to address. However, a few housing units still exist that lack plumbing and a kitchen.

Table 17. Condition of Housing, 2011

Condition	Peachtree Corners [1]	Gwinnett County	Georgia	Johns Creek	Duluth	Dunwoody
Lacking complete plumbing	0.5%	0.4%	0.5%	0.3%	0.0%	1.1%
Lacking complete kitchen	0.6%	0.6%	0.7%	0.3%	0.2%	1.8%
No telephone available	5.4%	3.0%	4.1%	1.6%	4.2%	3.2%

Source: ACS Housing Summary (2007-2011)

[1] Median home value for the entire City is not available. Median home value is shown for 30092 zip code, which encompasses most of the City limits.

HOME OWNERSHIP

The 2010 Census reports general housing occupancy characteristics. Of the 16,176 housing units in Peachtree Corners in 2010, 14,498 (about 90%) were occupied. 57.7% of the occupied households were occupied by an owner and 42.3% were occupied by a renter. Fewer homes in Peachtree Corners are owner-occupied than in Gwinnett County (70.4%) or Georgia (65.7%). Johns Creek has an extraordinarily high home ownership rate, at 79.6%, but both Duluth and Dunwoody have lower home ownership rates (57% and 42.8%, respectively). The average home ownership rate in the United States in 2010 was 65.1%.

The home ownership rate in Peachtree Corners is currently 58%, higher than the 52% observed in 2000. Home ownership rates likely peaked in 2007 or 2008 and have declined since then, so the current home ownership rate most likely reflects some results of the housing market collapse.

Nationwide, rental rates are increasing, while home ownership has declined. It remains challenging to secure a home loan, even for solid borrowers. Many home owners who were forced out of their homes in foreclosures are choosing to rent instead of buy again. Uncertainty in the employment outlook also discourages some from investing in a home. Finally, demographic trends indicate a growing rental market; Baby Boomers are choosing to downsize, often to a rental, and the “Millennial” generation born in the 1980s and 1990s is delaying marriage, children, and the purchase of a home. In sum, Peachtree Corners’ current home ownership rate may reflect a trend that the entire Atlanta metro region is moving toward. The ideal of a high home ownership rate is not necessarily a barometer of stability in a community any longer.

Notably, the average household sizes for renters and owners in Peachtree Corners are very close; renter households are, on average, about 97% the size of owner-occupied households, at 2.57 people per household vs. 2.66 people per household. Peachtree Corners has few non-family households with two people or more, which indicates that many rental households are occupied by families, not young people with roommates.

Table 18. Housing Vacancy and Tenure, 2010

Status & Tenure	Peachtree Corners		Gwinnett County		Georgia	
	Units	%	Units	%	Units	%
All housing units	16,176	100.0%	291,547	100.0%	4,088,801	100.0%
Occupied	14,498	89.6%	268,519	92.1%	3,585,584	87.7%
Owner	8,370	57.7%	189,167	70.4%	2,354,402	65.7%
Average household size	2.66		3.02		2.67	
Renter	6,128	42.3%	79,352	29.6%	1,231,182	34.3%
Average household size	2.57		2.89		2.56	
Vacant	1,678	10.4%	23,028	7.9%	503,217	12.3%

Status & Tenure	Johns Creek		Duluth		Dunwoody	
	Units	%	Units	%	Units	%
All housing units	27,744	100.0%	11,313	100.0%	21,671	100.0%
Occupied	26,266	94.7%	10,555	93.3%	19,944	92.0%
Owner	20,914	79.6%	6,021	57.0%	10,532	52.8%
Average household size	3.00		2.54		2.57	
Renter	5,352	20.4%	4,534	43.0%	9,412	47.2%
Average household size	2.61		2.49		2.02	
Vacant	1,478	5.3%	758	6.7%	1,727	8.0%

Source: Census 2010

The housing vacancy rate in Peachtree Corners is higher than Gwinnett County's but lower than the state of Georgia: 10.4%, versus 7.9% in Gwinnett and 12.3% in the state. A vacancy rate of approximately 5% to 8% is considered to be healthy, allowing time for real estate transactions to take place. Considering the recent real estate market downturn, Peachtree Corners' vacancy rate is still not high in comparison to the rest of the state. However, it is higher than the comparable cities of Johns Creek, Duluth, and Dunwoody. Like Dunwoody (but not Johns Creek or Duluth), Peachtree Corners has over 1,000 housing units listed for rent, by far the most significant factor in the vacancy rate. On the other hand, very few housing units are currently for sale—just 215, or about 1.3% of the total number of housing units in the City.

Table 19. Housing Vacancy by Type, 2010

Status & Tenure	Peachtree Corners		Gwinnett County		Georgia	
	Units	%	Units	%	Units	%
Vacant	1,678	10.4%	23,028	7.9%	503,217	12.3%
For rent	1,083	64.5%	9,574	41.6%	174,416	34.7%
Rented, not occupied	34	2.0%	326	1.4%	6,792	1.3%
For sale	215	12.8%	6,397	27.8%	83,852	16.7%
Sold, not occupied	25	1.5%	677	2.9%	13,118	2.6%
For seasonal use	57	3.4%	972	4.2%	81,511	16.2%
Other vacant	264	15.7%	5,082	22.1%	143,528	28.5%

Status & Tenure	Johns Creek		Duluth		Dunwoody	
	Units	%	Units	%	Units	%
Vacant	1,478	5.3%	758	6.7%	1,727	8.0%
For rent	507	34.3%	380	50.1%	1,116	64.6%
Rented, not occupied	32	2.2%	15	2.0%	38	2.2%
For sale	448	30.3%	180	23.7%	250	14.5%
Sold, not occupied	76	5.1%	14	1.8%	20	1.2%
For seasonal use	179	12.1%	41	5.4%	165	9.6%
Other vacant	236	16.0%	128	16.9%	138	8.0%

Source: Census 2010

HOME VALUES

The median home value in the 30092 zip code, which encompasses most of Peachtree Corners, is approximately \$292,200. The median home value for the entire City is not available, so the median home value in the 30092 zip code is used in its place. The 30092 zip code comprises almost the entire City of Peachtree Corners and is the best data available for median home value. Median home values for all zip codes located within the city limits are shown at right; however, these values are the median home values for owner-occupied homes in the entire zip code area, not just the area located in Peachtree Corners.

The median home value in Peachtree Corners is significantly higher than that in Duluth, Gwinnett County, and the state of Georgia. It is lower than the home value in Johns Creek and Dunwoody, which has the highest median home value of the comparable locations at \$376,600. Home values since 2010 have grown in Peachtree Corners at approximately the same rate as they have in the county and in Johns Creek, faster than in Duluth, but slower than in Georgia or Dunwoody.

FUTURE PROJECTIONS

Nationally, home prices are expected to slowly rise through 2013. (Source: Fiserv Case-Shiller, CNN <http://cgi.money.cnn.com/tools/homepricedata/>). Some sources predict that Atlanta’s home prices have hit bottom and are beginning to recover. In the Atlanta metropolitan region, home prices were expected to rise approximately 1.7% from the second quarter of 2012 to the second quarter of 2013. This growth was predicted to speed up in 2013, with home prices increasing by 3% from the second quarter of 2013 to the second quarter of 2014.

However, other sources see Atlanta’s home prices continuing to fall at least through the middle of 2013. It appears that the greatest losses have already occurred, and if the housing market has not yet hit bottom, houses will not lose much more in value before it does.

Figure 12 shows the distribution of home values in Peachtree Corners and the comparable areas. The area underneath the curve represents the percentage of homes that fall into the associated range of values. From this diagram, it is clear that home values in Peachtree Corners are generally higher than in Georgia, Gwinnett County, and Duluth. On the other hand, Dunwoody has very few homes that are valued at less than \$200,000. The distribution of home values in Peachtree Corners closely resembles that of Johns Creek, but Peachtree Corners has a greater share of homes in the \$100,000 to \$149,999 range. These homes might be starter homes to young singles or families; they might also present good options for empty nesters ready to downsize and lower their housing costs.

Table 20. Median Home Value, All Zip Codes, 2007-2011

Zip Code	Median Value
30092	\$292,900
30096	\$189,900
30360	\$251,500
30071	\$151,400
30097	\$372,900

Source: American Community Survey 2007-2011

Figure 12. Distribution of Home Value, Owner-Occupied Homes, 2009

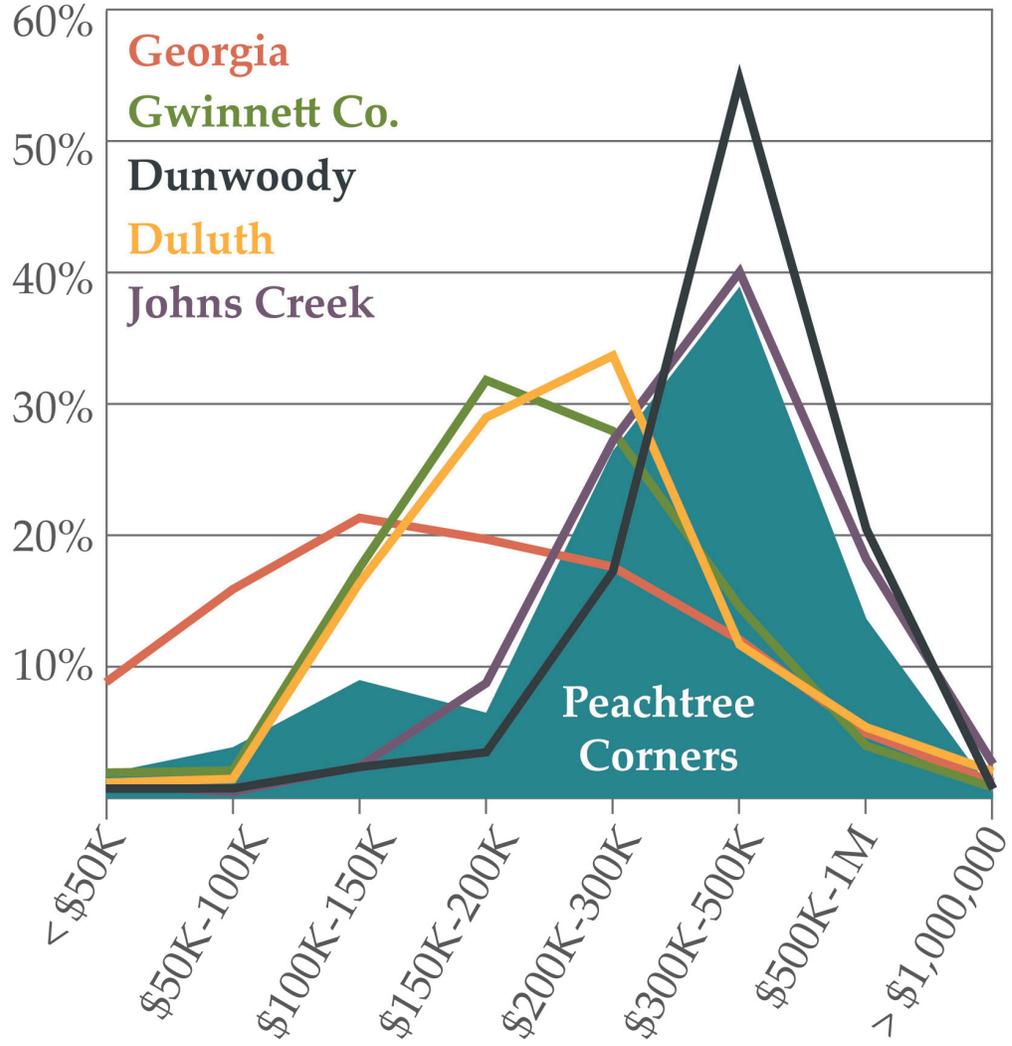


Table 21. Change in Median Home Values, 2000-2011

	2000	2011 ^[1]	Change
Peachtree Corners	\$218,276	\$292,900	34%
Gwinnett County	\$142,100	\$190,100	34%
Georgia	\$111,200	\$160,200	44%
Johns Creek	\$250,675	\$340,300	36%
Duluth	\$152,400	\$191,000	25%
Dunwoody	\$264,945	\$376,600	42%

Source: American Community Survey 2007-2011; Dunwoody Comprehensive Plan; Johns Creek Comprehensive Plan

RENTER COSTS

Gross rent is the contract rent (or rent asked) plus estimated average monthly utility costs, if paid for by the renter. This statistic is intended to eliminate differences in rents that result from different utilities being included in the rent asked. Where this chapter refers to rent, it refers to gross rent unless otherwise noted.

Rent in Peachtree Corners is affordable compared to the rest of Gwinnett County and the comparable cities. In the entire state, the median monthly gross rent is \$835, while in Peachtree Corners it is \$907. However, there are still many rental units in Peachtree Corners that are more costly; almost 75% rent from \$750 to \$1,499 per month. Of all comparable locations, Peachtree Corners has the fewest high-end rentals available, with only 2.4% of total rental units charging \$1,500 or more. In Johns Creek, on the other hand, almost a quarter of rental units fall into this category. Johns Creek, Duluth, and Dunwoody all have none or extremely few rental units that cost under \$500 per month.

Nationally, as the cost of buying a home has fallen, the cost of renting has risen. However, Atlanta's housing market lags the national market, and just as the housing market has not yet bottomed out, the rental market may have more room for revenue growth before reaching a peak. Cost aside, the demand for rental apartments will change, as more millennials and seniors seek high-quality rentals.

Table 22. Gross Rent Distribution, 2011

Gross Rent	Peachtree Corners [1]		Gwinnett County		Georgia	
	Units	%	Units	%	Units	%
Total paying rent	5,892	100.0%	74,492	100.0%	1,084,745	100.0%
Less than \$200	10	0.2%	139	0.2%	20,267	1.9%
\$200 to \$299	55	0.9%	305	0.4%	34,319	3.2%
\$300 to \$499	17	0.3%	827	1.1%	98,606	9.1%
\$500 to \$749	1,304	22.1%	10,646	14.3%	274,156	25.3%
\$750 to \$999	2,428	41.2%	27,596	37.0%	324,706	29.9%
\$1,000 to \$1,499	1,937	32.9%	27,565	37.0%	267,414	24.7%
\$1,500 or more	141	2.4%	7,414	10.0%	65,277	6.0%

Source: ACS Housing Summary (2007-2011)

[1] Median Rent for the entire City is not available. Median Rent is shown for 30092 zip code, which encompasses most of the City limits.

Gross Rent	Johns Creek		Duluth		Dunwoody	
	Units	%	Units	%	Units	%
Total paying rent	4,084	100.0%	4,379	100.0%	8,078	100.0%
Less than \$200	-	0.0%	-	0.0%	-	0.0%
\$200 to \$299	-	0.0%	-	0.0%	-	0.0%
\$300 to \$499	-	0.0%	15	0.3%	11	0.1%
\$500 to \$749	34	0.8%	473	10.8%	265	3.3%
\$750 to \$999	1,063	26.0%	1,559	35.6%	1,959	24.3%
\$1,000 to \$1,499	2,032	49.8%	2,006	45.8%	4,538	56.2%
\$1,500 or more	955	23.4%	326	7.4%	1,305	16.2%

Source: ACS Housing Summary (2007-2011)

Rents of \$875 would comprise one third of the household income a household that earned \$35,000 per year (after taxes). One fourth of the 14,498 households in Peachtree Corners earn no more than \$35,000 per year. That means that there should be at least 3,625 housing units that cost no more than \$875 per month (including utilities and all other renter or owner costs) in order to avoid a housing cost and availability mismatch.

HOUSING AFFORDABILITY

The U.S. Department of Housing and Urban Development (HUD) considers any household that pays more than 30% of its monthly income on housing costs to be “cost burdened.” A household that pays more than 50% of its monthly income on housing costs is considered to be severely cost burdened. For renters, housing costs include rent and utilities (electric, gas, water, sewer, and trash). For homeowners, housing costs include “PITI” payments (principal, interest, taxes, and insurance), utilities, maintenance costs, and homeowners’ association fees.

Table 23 shows the maximum total monthly housing costs for a household at varying income levels must pay to avoid experiencing cost burden (or severe cost burden). Also included are the number of households in the 30092 zip code (from the 2007-2011 American Community Survey five-year estimates) that earn less than the corresponding annual income, but more than the prior level. For example, there are 424 households that earn between \$10,000 and \$14,999 a year, so they must pay less than \$375 per month on their total housing costs to avoid being cost burdened. An individual earning the current state minimum wage of \$5.15 and working full time earns \$10,712 a year and would fall into this income category. Utility costs can be as high as \$200 or more per month, especially in the summer months when the cost of electricity is high; if it is assumed that monthly utilities cost approximately \$200, this same household can only afford to pay \$175 for its rent or mortgage payment, along with any other housing costs. However, Table 22 shows that only 82 rental housing units in 30092 rent for less than \$499 per year.

Table 23. Cost Burden Limits

Annual Income	# HHs Earning Equal to or Less Than [1]	Max Monthly Housing Cost to Avoid Cost Burden < 30% Income	Max Monthly Housing Cost to Avoid Severe Cost Burden < 50% Income
Median			
\$55,783	6,298	\$1,395	\$2,324
\$10,000	591	\$250	\$417
\$15,000	424	\$375	\$625
\$25,000	1,321	\$625	\$1,042
\$35,000	1,480	\$875	\$1,458
\$50,000	1,701	\$1,250	\$2,083
\$75,000	2,240	\$1,875	\$3,125
\$100,000	934	\$2,500	\$4,167
\$150,000	1,754	\$3,750	\$6,250
\$200,000	1,164	\$5,000	\$8,333
>\$200,000	987	\$5,000	\$8,333

Opposite page: A variety of housing types and styles is represented in Peachtree Corners.

Source: American Community Survey (2007-2011) Selected Economic Characteristics

[1] Number of households by income level data is not available for the entire city. Data is shown for 30092 zip code, which encompasses most of the City limits.



FORECLOSURES AND VACANCY RATES

Foreclosures are beginning to slow; nationally, new foreclosures were at a six-year low in January 2013. However, foreclosures still plague the U.S. housing market and are especially problematic in Georgia, which had more new foreclosure filings than most states in January 2013. One in every 513 homes in Georgia had a foreclosure filing, compared to one in 869 nationally. However, in the 30092 zip code, only 1 in 595 housing units received a foreclosure filing that month. With 3.51% of housing units in foreclosure sometime in 2012, the Atlanta metro area had the 7th highest foreclosure rate of any metropolitan area nationally in 2012. The highest national foreclosure rate last year was seen in Stockton, California, where 3.98% (approximately 1 in 25) housing units had a foreclosure filing during the year (Realtytrac: <http://www.realtytrac.com/trendcenter/trend.html>). Figure 13 illustrates the rate of foreclosure in the City of Peachtree Corners in foreclosures per square mile. Foreclosures are most prevalent in the area southwest of Holcomb Bridge Road.

JOBS-HOUSING BALANCE

The US Census Bureau's Center for Economic Studies provides data on Longitudinal Employer-Household Dynamics. This data includes information on commute patterns and other jobs-housing balance measures.

The jobs-housing ratio in Peachtree Corners is extraordinarily high. With 35,344 primary jobs and 14,498 households (in the 2010 Census), the jobs-housing ratio is calculated to be 2.43. This means that for every household, there are 2.43 jobs in the City. 1.5 is typically thought to be a favorable jobs-housing ratio, according to the American Planning Association's Report Number 516, because it means that every household can have an average of 1.5 income-earning workers. Some households may only have one worker, and some have two. However, this number can vary depending on how many workers there are per household. Peachtree Corners has long been an employment center, and it has grown into both an employment center and highly desirable place to live.

However, an analysis of the inflow and outflow of primary jobs (each worker's highest-paying job, if he or she has more than one job) in 2010 shows that 10% of Peachtree Corners residents who are in the work force work within the city limits. With 2.43 jobs for every household in the City, the opportunity exists for more residents of Peachtree Corners to work where they live, if there is a match between the types of skills that Peachtree Corners residents have and the jobs that are available.

FUTURE HOUSING NEEDS

As Peachtree Corners' population grows, so too will its number of households and housing units. The average household size is projected to increase from 2.60 to 2.62 by 2017. If household size remains steady, there will be approximately 16,161 to 18,851 households in Peachtree Corners by 2037. Assuming a healthy 5% housing vacancy rate, these households will require up to 19,843 housing units. Currently, there are 16,176 housing units in the City.

Although there are 2.43 jobs for every household in Peachtree Corners, only 10% of workers who live in Peachtree Corners are actually employed within the City limits.

SPECIAL NEEDS HOUSING

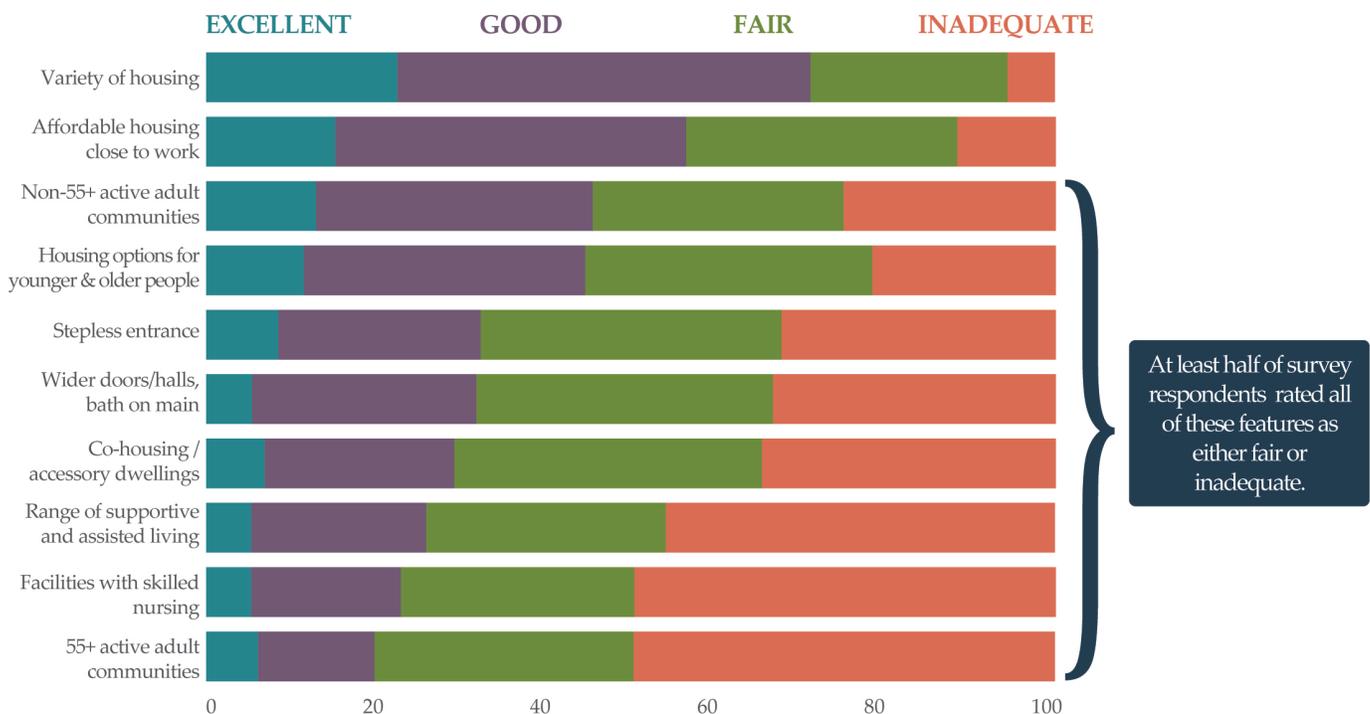
Special needs housing supports the needs of residents who are elderly; homeless; victims of domestic violence; migrant farm workers; persons with mental, physical, or developmental disabilities; persons with HIV/AIDS; and persons recovering from substance abuse. The Gwinnett County Unified Development Plan’s Community Assessment Technical Addendum (January 2007) reports on the size of the special needs populations and their housing needs; this information is summarized below.

ELDERLY

The Atlanta Regional Commission’s Lifelong Communities (LLC) Initiative strives to support cities and neighborhoods that provide places where individuals can live throughout their lifetimes, with a full range of options and a high quality of life. A key part of this initiative is creating opportunities for aging in place. “Aging in place emphasizes progressive adaptations to the home environment so that older adults can stay in their homes and communities. Cities and counties avoid the high costs associated with overly intensive care, and older adults can continue to contribute to the social, civic, and economic life of the community.”

The Comprehensive Plan Community Survey used the LLC’s survey tool to ask citizens to rank Peachtree Corners’ options for aging in place. The results of this survey question are shown in the following graphic. None of Peachtree Corners’ Lifelong Community housing characteristics were ranked as “excellent,” and several were rated mostly as inadequate, including a range of supportive and assisted living, facilities with skilled nursing, and 55+ active adult living communities. However, survey respondents rated the variety of housing options, affordable housing close to work, and non-55+ active living communities as mostly “good.”

Figure 14. Lifelong Community Survey Results: Housing



The Atlanta Regional Commission's Lifelong Communities website has an interactive mapping tool that shows the locations of various service providers. Additional services can be found in the Atlanta Regional Commission's "Age-Wise Connection" database.

HOMELESS

According to the Gwinnett County Unified Development Plan, there are approximately 8,600 homeless individuals in Gwinnett County. They are mostly families, usually headed by a single parent, most commonly a female. The Gwinnett County Continuum of Care network responds to the needs of all homeless subpopulations.

VICTIMS OF DOMESTIC VIOLENCE

Victims of domestic violence may experience emergency housing needs and are at risk of becoming homeless to escape abuse. As the largest nonprofit domestic violence organization in Georgia, the Partnership Against Domestic Violence (PADV) works to end partner violence and empower its survivors in Fulton County and Gwinnett County. It runs two 24-hour emergency shelters, a crisis line, parenting services, children and youth programs, supportive housing services, and legal advocacy. More information can be found at PADV's website, <http://padv.org>.

PERSONS WITH DISABILITIES

The 2011 American Community Survey provides an estimate of population with sensory, cognitive, physical, self-care, and independent living disabilities. This data is only available at the county level. There are 60,349 people in Gwinnett County with some kind of disability, or 7.4% of the population. Assuming that the percentage of people with disabilities is the same, approximately 2,888 individuals in Peachtree Corners have a disability.

PERSONS WITH HIV/AIDS

Under current national statistics, approximately 1 in every 250 people in the United States has HIV. Applying this same statistic, the estimated number of HIV-positive persons in Peachtree Corners is approximately 156.

AID Gwinnett, Inc. (AGI) is a service organization for individuals with AIDS/HIV and their families and friends. They provide a range of services, such as counseling, transportation, medical services, and housing to patients using funds from the HUD Housing Opportunities for Persons with AIDS (HOPWA) Program.

PERSONS RECOVERING FROM SUBSTANCE ABUSE

Individuals with chemical dependencies often struggle to maintain permanent, safe housing. They are also at higher risk of becoming homeless. The Gwinnett/Rockdale/Newton (GRN) Community Service Board provides comprehensive mental health and substance abuse services to Gwinnett County residents. They offer an array of housing services, from group homes to supportive independent living. According to the 2010 U.S. Census, there are no individuals who are currently residing in group homes or institutions within the City.

SUMMARY OF HOUSING EXISTING CONDITIONS

NEEDS

- Peachtree Corners has a **home ownership rate of 59%**, but based on some feedback at community meetings and in the survey, some citizens desire a higher home ownership rate.
- There are 1,083 **vacant rental units** in the City.
- There are not enough **affordable rental units** to meet the needs of households at various income levels in Peachtree Corners to avoid housing cost burden (paying more than 30% of their monthly income on housing). Inadequate affordable housing makes it challenging for local business to find entry level and low-wage workers, especially since these workers may not have access to a car and must live near their jobs.
- There are many apartments in the City, but there is a need for **higher-end rental apartments** that appeal to young professionals and older adults.
- Some older apartment complexes are **deteriorating**.
- Peachtree Corners has few housing options for **empty-nesters**, like active adult communities with low maintenance lots, high-end condominiums, cluster homes, or “live/walk/play” communities.

OPPORTUNITIES

- Peachtree Corners has a **range of housing types**, from single-family homes to townhouses and multi-unit housing complexes.
- Rental units are likely to be occupied by families. Some citizens have indicated concern that renters are “transient” and not invested in the community. However, the data indicate that renters—as families—have incentive to invest in the community and remain. There are opportunities to **embrace renters as an important segment** of the Peachtree Corners community and make sure they have opportunities and reason to invest in the community.
- There are **2.43 jobs per household** in Peachtree Corners, but only 10% of employed Peachtree Corners residents work within the city limits. There are opportunities for Peachtree Corners citizens to work closer to where they live.
- Allowing for and promoting **mixed use development** in key locations can create opportunities for individuals to live, work, play, and shop in one place.
- There are many strong **homeowners’ associations** in Peachtree Corners. These groups can be used to promote community development and build a sense of identity.

- Peachtree Corners is a well-established and desirable “bedroom community” with high home values that should be maintained and protected.
- There are opportunities to **redevelop aging multi-family residential apartment complexes** to add value to the community by providing other housing types and newer multi-family units.

report has been formatted to print double-sided | page intentionally left blank

Analysis of Data and Information: Economic Development

ANALYSIS OF DATA AND INFORMATION: ECONOMIC DEVELOPMENT

Jobs: 35,344

Labor force participation
rate: 75.3%

Unemployment rate: 9.1%

Largest employment sector
by jobs: Retail (5,733 jobs)

Largest employment sector
by residents' employment:
Professional, Technical, &
Scientific (2,036 workers)

This chapter provides an inventory and assessment of Peachtree Corners' economic base, employment by sector, major employers, labor force, commuter trends, economic resources, access to work, and economic trends on a regional and local level. The aim is to identify opportunities and needs to address related to the economic health of the City.

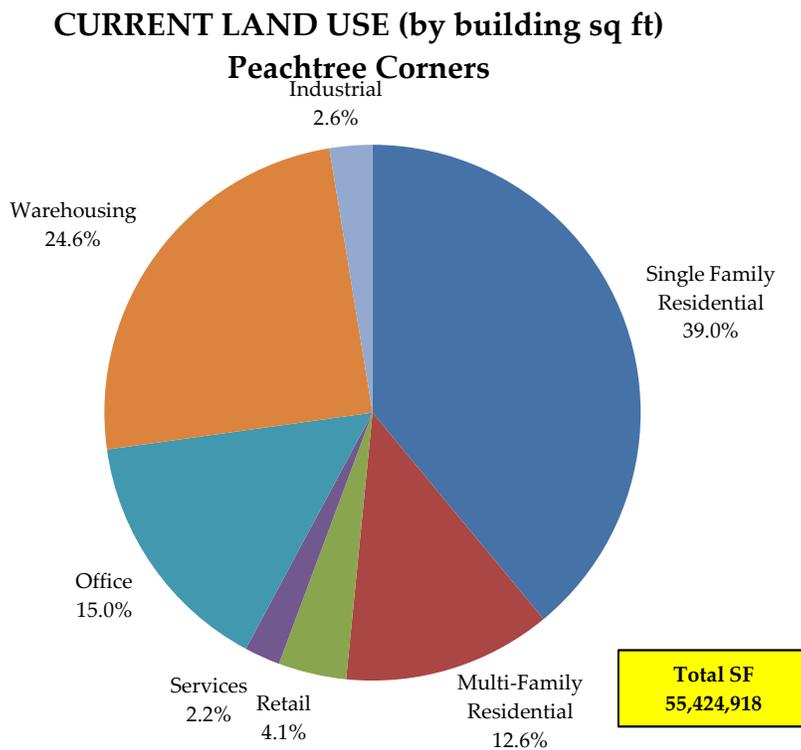
The City of Peachtree Corners' economic climate is influenced by a series of factors unique to Gwinnett County. Located at the westernmost portion of Gwinnett, the City is centrally located to the City of Atlanta, the northern portion of Fulton County and the I-85 corridor within Gwinnett. The confluence of markets has shaped the growth of the Peachtree Industrial Boulevard corridor, and subsequently Peachtree Corners. For example, Peachtree Corners has a nearly 50/50 balance of residential to non-residential development (in terms of building square footage). Within the commercial marketplace, the office and warehousing constitute nearly 84% of the building space. From a residential perspective, multi-family housing units (condominiums, apartments, and quadplexes) account for nearly 25% of all building space (Figure 15). Simply put, the unique setting of Peachtree Corners has prompted a healthy mix of uses within the City.

EXISTING LAND USE CONDITIONS

The City of Peachtree Corners more closely represents an urban community than it does a traditional suburban market. Current land use within the City is almost evenly split between residential and non-residential uses (51.6%-49.4%). This level of activity is desirable from a fiscal health perspective, as non-residential uses typically generate greater revenues than the cost of services consumed. Of the approximately 55.4 million square feet of taxable building space, slightly more than 21.6 million is for single-family residential use (detached houses and townhouses). Warehousing accounts for the second largest total at more than 13.6 million square feet.

The diversity of land uses within Peachtree Corners goes beyond the residential/nonresidential levels. Within the residential market, nearly 25% of the developed space is in multi-family units (quadplexes, apartments, and condominiums), with the vast majority being traditional rental properties. Additionally, retail and services make up less than 13% of the City's non-residential development. Suburban markets typically have more than 50% of non-residential development in the retail and services category.

Figure 15. Current Land Use by Building Square Footage



DEVELOPMENT TRENDS

Development has occurred at a slow pace since 2002. Only 7.5% of the traditional ownership homes (single family, townhouse, and condominium) and 6.2% of the non-residential development (by square footage) were built in the last decade.

The economic downturn of 2007-2008 and the lack of substantial vacant land in Peachtree Corners have limited the amount of residential development. Only 639 of the City more than 8,500 traditional ownership units (SF detached, townhouse, and condominium) were built since 2002 (Table 24). No new apartment units were built during this time period. Despite the disproportionate number of SF detached housing units, more than 56% of the traditional ownership development activity was for townhouse units. Furthermore, development density of these units (floor-area-ratio) has been higher as well. These findings are consistent with a more urban community, as land prices require a greater number of units per acre to maintain consistency with the market's willingness to pay. Development trends indicate that the average value of new development (on a per square foot value basis) is 10% to 15% above the average value for more established housing units, reflecting the relative attractiveness of the community and the ability for developers to focus on the high-end of the regional market.

Similar to residential trends, development of non-residential uses has been limited since 2002 as a result of economic and physical obstacles. Less than 1.7 million square feet of non-residential development occurred during this period, representing a 6.2% increase. Retail uses (876,777 square feet) and warehousing (500,474 square feet) accounted for much of this activity (Table 25). Expansion of the retail base is consistent with the development equilibrium within Peachtree Corners, while growth in the warehousing market reflects the impact of having land available that is zoned for such development. This is particularly an issue within North Fulton and Western Gwinnett County. Also similar to residential development is the higher values and development densities of new construction. The increasing costs of land and construction have forced developers to be more efficient with the declining amount of developable acreage.

Table 24. Residential Development Trend Analysis

Land Use Description	Parcel Count	Total Acres	Total Building Square Feet	Total Land Value	Total Building Value	Total Value	Average Land Value Per Acre	Average Building Value Per SF	Floor Area Ratio
PRE-2003 DEVELOPMENT									
Single Family Residential	7,195	3,338.8	18,991,084	\$509,676,900	\$1,703,932,600	\$2,213,609,500	\$144,024	\$89.72	0.12
Townhouse	629	68.9	919,844	\$24,051,700	\$61,366,500	\$85,418,200	\$349,183	\$66.71	0.31
Condominium	80	4.0	151,951	\$3,650,600	\$11,674,200	\$15,324,800	\$912,650	\$76.83	0.87
Quadplex	95	51.4	441,108	\$6,460,000	\$18,488,600	\$24,948,600	\$125,632	\$41.91	0.20
Apartment	24	661.2	6,338,759	\$110,218,500	\$190,253,700	\$300,472,200	\$166,697	\$30.01	0.22
Mixed-Use Development	26	21.5	35,359	\$3,213,800	\$1,010,100	\$4,223,900	\$149,624	\$28.57	0.04
2003 - 2012 DEVELOPMENT									
Single Family Residential	278	65.8	928,362	\$20,336,560	\$93,953,954	\$114,290,514	\$309,282	\$101.20	0.32
Townhouse	361	16.4	773,627	\$16,597,000	\$57,937,200	\$74,534,200	\$1,010,718	\$74.89	1.08
Condominium	0	0.0	0	\$0	\$0	\$0	\$0	\$0.00	0.00
Quadplex	0	0.0	0	\$0	\$0	\$0	\$0	\$0.00	0.00
Apartment	0	0.0	0	\$0	\$0	\$0	\$0	\$0.00	0.00
Mixed-Use Development	0	0.0	0	\$0	\$0	\$0	\$0	\$0.00	0.00
TOTAL DEVELOPMENT									
Single Family Residential	7,473	3,604.6	19,919,446	\$530,013,460	\$1,797,886,554	\$2,327,900,014	\$147,039	\$90.26	0.13
Townhouse	990	85.3	1,693,471	\$40,648,700	\$119,303,700	\$159,952,400	\$476,533	\$70.45	0.46
Condominium	80	4.0	151,951	\$3,650,600	\$11,674,200	\$15,324,800	\$912,650	\$76.83	0.87
Quadplex	95	51.4	441,108	\$6,460,000	\$18,488,600	\$24,948,600	\$125,632	\$41.91	0.20
Apartment	24	661.2	6,338,759	\$110,218,500	\$190,253,700	\$300,472,200	\$166,697	\$30.01	0.22
Mixed-Use Development	26	21.5	35,359	\$3,213,800	\$1,010,100	\$4,223,900	\$149,624	\$28.57	0.04
2003 - 2012 GROWTH AS A PERCENTAGE OF TOTAL									
Single Family Residential	3.7%	1.8%	4.7%	3.8%	5.2%	4.9%			
Townhouse	36.5%	19.3%	45.7%	40.8%	48.6%	46.6%			
Condominium	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%			
Quadplex	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%			
Apartment	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%			
Mixed-Use Development	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%			

Source: Gwinnett County and RKG Associates, Inc. 2013

Table 25. Commercial Development Trend Analysis

Land Use Description	Parcel Count	Total Acres	Total Building Square Feet	Total Land Value	Total Building Value	Total Value	Average Land Value Per Acre	Average Building Value Per SF	Floor Area Ratio
PRE-2003 DEVELOPMENT									
Hotel/Motel	12	49.12	733,952	\$17,091,000	\$53,368,200	\$70,459,200	\$347,944	\$72.71	0.34
Restaurant	28	29.72	126,181	\$12,436,100	\$11,516,500	\$23,952,600	\$418,442	\$91.27	0.10
Automotive	24	31.11	125,123	\$7,312,400	\$4,578,100	\$11,890,500	\$235,050	\$36.59	0.09
Regional Shopping Venue	3	21.30	222,760	\$11,520,700	\$8,515,600	\$20,036,300	\$540,878	\$38.23	0.24
Community Retail Venue	16	78.09	697,457	\$32,704,000	\$41,372,800	\$74,076,800	\$418,799	\$59.32	0.21
Stand-Alone Retail	25	40.48	232,779	\$12,552,190	\$18,674,070	\$31,226,260	\$310,084	\$80.22	0.13
Bank	13	22.45	160,022	\$7,847,300	\$13,561,600	\$21,408,900	\$349,546	\$84.75	0.16
Medical Offices	4	4.02	22,859	\$1,347,700	\$2,346,200	\$3,693,900	\$335,549	\$102.64	0.13
General Office	159	678.08	8,023,362	\$144,924,900	\$541,789,987	\$686,714,887	\$213,728	\$67.53	0.27
Personal Services	18	68.21	294,366	\$9,109,900	\$14,419,600	\$23,529,500	\$133,557	\$48.99	0.10
Warehouse	212	928.05	13,150,413	\$138,719,690	\$322,906,200	\$461,625,890	\$149,474	\$24.55	0.33
Industrial	20	132.24	1,373,779	\$13,181,800	\$27,115,600	\$40,297,400	\$99,681	\$19.74	0.24
2003 - 2012 DEVELOPMENT									
Hotel/Motel	0	0.00	0	\$0	\$0	\$0	\$0	\$0.00	0.00
Restaurant	1	0.84	5,416	\$585,400	\$792,700	\$1,378,100	\$696,905	\$146.36	0.15
Automotive	4	7.93	21,423	\$2,430,100	\$1,584,200	\$4,014,300	\$306,444	\$73.95	0.06
Regional Shopping Venue	4	66.49	740,940	\$37,782,900	\$90,958,000	\$128,740,900	\$568,249	\$122.76	0.26
Community Retail Venue	3	5.99	38,264	\$2,369,600	\$2,000,800	\$4,370,400	\$395,593	\$52.29	0.15
Stand-Alone Retail	6	10.88	70,734	\$4,871,100	\$5,910,100	\$10,781,200	\$447,711	\$83.55	0.15
Bank	1	1.42	6,938	\$1,237,100	\$1,267,600	\$2,504,700	\$871,197	\$182.70	0.11
Medical Offices	1	2.96	39,572	\$1,341,000	\$4,494,900	\$5,835,900	\$453,041	\$113.59	0.31
General Office	6	15.42	203,584	\$4,269,400	\$19,133,300	\$23,402,700	\$276,874	\$93.98	0.30
Personal Services	0	0.00	0	\$0	\$0	\$0	\$0	\$0.00	0.00
Warehouse	10	64.62	500,474	\$6,522,900	\$18,979,800	\$25,502,700	\$100,942	\$37.92	0.18
Industrial	2	6.61	54,426	\$528,000	\$1,485,272	\$2,013,272	\$79,879	\$27.29	0.19
TOTAL DEVELOPMENT									
Hotel/Motel	12	49.12	733,952	\$17,091,000	\$53,368,200	\$70,459,200	\$347,944	\$72.71	0.34
Restaurant	29	30.56	131,597	\$13,021,500	\$12,309,200	\$25,330,700	\$426,096	\$93.54	0.10
Automotive	28	39.04	146,546	\$9,742,500	\$6,162,300	\$15,904,800	\$249,552	\$42.05	0.09
Regional Shopping Venue	7	87.79	963,700	\$49,303,600	\$99,473,600	\$148,777,200	\$561,608	\$103.22	0.25
Community Retail Venue	19	84.08	735,721	\$35,073,600	\$43,373,600	\$78,447,200	\$417,146	\$58.95	0.20
Stand-Alone Retail	31	51.36	303,513	\$17,423,290	\$24,584,170	\$42,007,460	\$339,239	\$81.00	0.14
Bank	14	23.87	166,960	\$9,084,400	\$14,829,200	\$23,913,600	\$380,578	\$88.82	0.16
Medical Offices	5	6.98	62,431	\$2,688,700	\$6,841,100	\$9,529,800	\$385,201	\$109.58	0.21
General Office	165	693.50	8,226,946	\$149,194,300	\$560,923,287	\$710,117,587	\$215,132	\$68.18	0.27
Personal Services	18	68.21	294,366	\$9,109,900	\$14,419,600	\$23,529,500	\$133,557	\$48.99	0.10
Warehouse	222	992.67	13,650,887	\$145,242,590	\$341,886,000	\$487,128,590	\$146,315	\$25.04	0.32
Industrial	22	138.85	1,428,205	\$13,709,800	\$28,600,872	\$42,310,672	\$98,738	\$20.03	0.24
2003 - 2012 GROWTH AS A PERCENTAGE OF TOTAL									
Hotel/Motel	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Restaurant	3.4%	2.7%	4.1%	4.5%	6.4%	5.4%	5.4%	5.4%	0.10
Automotive	14.3%	20.3%	14.6%	24.9%	25.7%	25.2%	25.2%	25.2%	0.09
Regional Shopping Venue	57.1%	75.7%	76.9%	76.6%	91.4%	86.5%	86.5%	86.5%	0.24
Community Retail Venue	15.8%	7.1%	5.2%	6.8%	4.6%	5.6%	5.6%	5.6%	0.21
Stand-Alone Retail	19.4%	21.2%	23.3%	28.0%	24.0%	25.7%	25.7%	25.7%	0.13
Bank	7.1%	5.9%	4.2%	13.6%	8.5%	10.5%	10.5%	10.5%	0.16
Medical Offices	20.0%	42.4%	63.4%	49.9%	65.7%	61.2%	61.2%	61.2%	0.27
General Office	3.6%	2.2%	2.5%	2.9%	3.4%	3.3%	3.3%	3.3%	0.27
Personal Services	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.10
Warehouse	4.5%	6.5%	3.7%	4.5%	5.6%	5.2%	5.2%	5.2%	0.33
Industrial	9.1%	4.8%	3.8%	3.9%	5.2%	4.8%	4.8%	4.8%	0.24

Source: Gwinnett County and RKG Associates, Inc.

MARKET PERFORMANCE

Market performance data is collected by Costar, a real estate private data vendor, for businesses in Gwinnett County. This analysis focuses on the three zip codes that make up and surround Peachtree Corners (city-specific information was not made available). The data indicate the current commercial and industrial real estate market are soft, carrying higher than typical vacancy levels. Historic data indicate that the North Atlanta markets typically carry a 10% to 15% vacancy in non-residential space. Only the retail and industrial market are operating at or near typical market equilibrium. Vacancies in the office and flex markets are substantially higher, reaching as high as 35.9% (flex space in 30093) and 33.6% for office space in 30071 (Table 26). Vacancy rates in the 30092 zip code, which is completely within the city limits, are lower in the flex space and retail markets, at 17.8% and 6.8% respectively. While higher than typical regional equilibrium levels, the current performance of these zip codes is consistent with other North Atlanta markets, where vacancy rates are 50% to 200% higher than normal. As already noted, the economic downturn is the primary cause for this change. In terms of economic impacts to Peachtree Corners, the necessary recovery phase within these two market segments that will occur over the next 3-10 years will reduce the potential for the construction of new rental space. However, economic activity within the retail and industrial sectors will likely expand in the short term as opportunities present themselves. Given the size and availability of vacant parcels, this growth likely will be in small to medium-sized developments. In the case of retail development, opportunities will exist for additional mixed use developments as well.

Current office vacancies are as high as 35.9% in some Peachtree Corners markets. Typical non-residential vacancies are around 10 to 15%. However, current vacancy rates are consistent with national trends.

Table 26. Current Market Conditions

Zip Code [1]	Rentable			Direct Available Space	Direct Vacancy Rate	Sublet Available Space	Sublet Availability Rate	Direct Rent Rate			Sublet Rent Rate [2]		
	Building Count	Building Area (RBA)	Total Available Space (SF)					Min	Avg	Max	Min	Avg	Max
INDUSTRIAL													
30071	460	26,874,528	3,636,794	3,350,729	12.5%	286,065	1.1%	\$1.00	\$5.35	\$12.00	\$2.75	\$4.33	\$8.50
30092	51	2,555,230	358,558	356,771	14.0%	1,787	0.1%	\$3.75	\$4.65	\$6.50	\$12.00	\$12.00	\$12.00
30093	180	9,760,207	1,555,692	1,440,892	14.8%	114,800	1.2%	\$3.25	\$4.68	\$6.95	\$4.52	\$4.64	\$4.75
FLEX SPACE													
30071	160	4,061,163	937,540	925,940	22.8%	11,600	0.3%	\$4.00	\$7.10	\$10.50			
30092	40	1,507,340	285,728	269,030	17.8%	16,698	1.1%	\$4.73	\$8.19	\$17.00			
30093	101	3,453,858	1,283,628	1,240,158	35.9%	43,470	1.3%	N/A	N/A	N/A			
OFFICE													
30071	214	2,646,815	912,615	888,975	33.6%	23,640	0.9%	\$5.00	\$10.89	\$17.68	\$10.00	\$10.00	\$10.00
30092	230	7,530,234	2,257,855	2,153,186	28.6%	149,270	2.0%	\$8.00	\$13.61	\$25.07	\$8.00	\$12.31	\$18.00
30093	116	1,722,006	548,752	542,992	31.5%	5,760	0.3%	\$6.50	\$10.81	\$16.00	\$6.50	\$6.50	\$6.50
RETAIL													
30071	228	2,490,397	398,576	396,704	15.9%	2,122	0.1%	\$3.46	\$12.89	\$18.00			
30092	134	2,460,743	169,133	167,933	6.8%	1,200	0.0%	\$8.00	\$14.36	\$25.00			
30093	184	2,986,860	280,662	280,662	9.4%	0	0.0%	\$7.00	\$14.24	\$30.00			

Source: CoStar and RKG Associates, Inc. 2013

DEVELOPMENT POTENTIAL

Peachtree Corners predominantly is built out. Only 651.8 acres zoned for residential, commercial, or industrial use, or approximately 8.9% of the total, remain undeveloped. Of this total, industrially-zoned land accounts for nearly 50% of the total (Table 27). Residential vacant land totals slightly less than 223 acres. Over the past ten years, more than 265 acres were consumed for residential, commercial, and industrial development, reflecting less than 25 years of land reserves in the City. This finding indicates that redevelopment efforts likely will have a more prominent role in future activity within the City.

In terms of land value, land zoned for commercial use carry the highest values (on average) within the City, typically because of the prime locations along the major transportation thoroughfares. However, the size of lot has an influence on value, as smaller parcels typically have experienced some form of land development to make them more “development ready.” Residential lot values (under 1 acre) average slightly below \$170,000 per acre, which will influence the market potential for future low density development (i.e. single family detached housing). Simply put, future development of this housing will likely have to either focus on higher density housing (as experienced over the past ten-year period) or be at the top of the market to accommodate the land costs.

Table 27. Current Vacant Land Inventory

Land Use Description	Parcel		Average Land Value	
	Count	Total Acres	Total Land Value	Per Acre
RESIDENTIAL				
Under 1 Acre	134	35.6	\$6,030,500	\$169,348
1 to 10 Acres	35	107.7	\$2,768,980	\$25,705
Over 10 Acres	4	79.6	\$2,126,000	\$26,700
TOTAL	173	222.9	\$10,925,480	\$49,000
COMMERCIAL				
Under 1 Acre	26	10.2	\$2,306,200	\$226,320
1 to 10 Acres	18	54.9	\$8,914,700	\$162,466
Over 10 Acres	3	58.3	\$2,619,300	\$44,967
TOTAL	47	123.3	\$13,840,200	\$112,230
INDUSTRIAL				
Under 1 Acre	26	12.4	\$878,800	\$70,814
1 to 10 Acres	48	162.7	\$10,745,600	\$66,030
Over 10 Acres	7	130.4	\$7,403,000	\$56,771
TOTAL	81	305.5	\$19,027,400	\$62,270

Source: Gwinnett County and RKG Associates, Inc. 2013

ECONOMIC BASE INVENTORY

The economic base typically refers to the types of industries that provide employment and pay taxes within a community. More technically, the economic base is the jobs and income earned when the goods and services that the community produces are sold to external markets (outside the City). Different industries have a different effect on the economic base. While Retail industries generate tax revenues, for example, they tend to circulate economic wealth internal to a market area, where manufacturing and export services draw dollars from outside the market area and generate wealth.

Cities and counties aim to expand their economic base to provide greater quality of life for those who live within their boundaries. The number of jobs an employer generates is important, but so is the type of job created. Different industries will have lower or higher salaries and wages associated with them. Finally, trends in future employment opportunities will determine the demand for training and education.

ECONOMIC BASE ANALYSIS

Peachtree Corners is a net importer of labor. In 2010, the City housed 35,344 primary jobs and 17,241 employed residents (Table 28 and Table 29). A primary job is defined as the single job with the highest pay for a specific individual that meets the definition of beginning-of-quarter employment, by definition each worker holds only one primary job. This finding is consistent with the land use and development trend analysis, where nearly half of the existing taxable building square footage is dedicated to non-residential uses. As an industry 'rule of thumb', the split considered to be balanced is 70% residential and 30% non-residential. The City is part of a larger employment center within West Gwinnett/North Fulton County. There are more than 202,500 primary jobs in the 7-mile area surrounding Peachtree Corners and only 149,200 employed residents. In contrast, Gwinnett County as a whole (which includes Peachtree Corners) is a net exporter of labor, with almost 298,000 resident workers and only 280,600 primary jobs.



35,344 people work in Peachtree Corners.

Professional and personal service jobs cumulatively accounted for almost 66% of the City's total primary employment base. However, retail trade jobs constituted the largest single sector at 5,733 jobs (16.2%). Service-based jobs make a comparatively smaller share of the region and Gwinnett County as a whole (58.3% and 58.0% respectively). However, the larger study areas have substantially more transportation & warehousing (13.7% and 14.1% respectively) than Peachtree Corners (5.5%)

Despite the disparity of primary jobs to residents within Peachtree Corners, the breakdown of labor to jobs is similar. Approximately 66% of all employed residents work in service-based industry sectors. The professional, technical & scientific sector employed the largest share of City residents (11.8%), followed by transportation & warehousing (11.4%). The breakdown of employed residents by industry for the regional study area and the County as a whole is more similar to the City than the existing job assessment. This finding is not surprising, jobs tend to cluster as a result of development patterns and residents locate based on a larger range of factors. To this end, distribution of workers is less influenced by cluster development.

In terms of employment trends, the City experienced a net decline in primary employment of almost 10% from 2004 to 2010 (Table 30). This loss is consistent with regional and national trends, resulting from the recent economic downturn. Losses were greatest (on a net basis) in administrative & support service and professional, technical & scientific jobs. The more traditional "trade" sectors of manufacturing, transportation & warehousing, and wholesale trade sectors experienced substantial net and percentage losses during this time period, indicating the diversity of employment in Peachtree Corners is diminishing within production-based industries.

The number of employed City residents decreased by nearly 1,500 people despite the modest increase in net population during the 2000s (see the demographic section for

more detail). As with job levels, this decrease most likely is an effect of the economic downturn of 2007-2008. Residents that worked in production-based industry sectors were impacted more severely, as the wholesale trade and manufacturing sectors accounted for more than 33% of the total job loss. Residents working in the finance & insurance sector experienced the largest net decline in employment, with 363 fewer City residents working in this sector from 2004 (Table 31).

Table 28. Existing Jobs, by Industry Sector (Primary Jobs)

Sector	Peachtree Corners		7-Mile Peachtree Corners Area (Less City)		Gwinnett County	
	Count	Share	Count	Share	Count	Share
	Agriculture, Forestry & Fishing	13	0.0%	29	0.0%	211
Mining	2	0.0%	10	0.0%	23	0.0%
Construction	70	0.2%	561	0.3%	346	0.1%
Manufacturing	1,403	4.0%	8,424	4.2%	15,396	5.5%
Wholesale Trade	2,735	7.7%	10,760	5.3%	21,662	7.7%
Retail Trade	5,733	16.2%	21,965	10.8%	29,438	10.5%
Transportation & Warehousing	1,952	5.5%	27,658	13.7%	39,600	14.1%
Utilities	684	1.9%	5,597	2.8%	5,032	1.8%
Information	3,691	10.4%	8,693	4.3%	9,286	3.3%
Finance & Insurance	2,704	7.7%	11,055	5.5%	14,162	5.0%
Real Estate Rental & Leasing	906	2.6%	4,221	2.1%	4,836	1.7%
Professional, Technical & Scientific	5,055	14.3%	22,528	11.1%	23,845	8.5%
Management of Companies	1,615	4.6%	5,454	2.7%	6,765	2.4%
Administrative & Support Services	3,878	11.0%	21,786	10.8%	25,905	9.2%
Educational Services	994	2.8%	10,415	5.1%	25,778	9.2%
Health Care & Social Assistance	1,416	4.0%	12,230	6.0%	22,537	8.0%
Arts, Entertainment & Recreation	165	0.5%	2,212	1.1%	2,214	0.8%
Accommodation & Food Services	1,610	4.6%	14,420	7.1%	20,155	7.2%
Other Services	621	1.8%	5,137	2.5%	7,258	2.6%
Public Administration	97	0.3%	9,381	4.6%	6,168	2.2%
TOTAL	35,344		202,544		280,621	

Table 29. Employment of Residents, by Industry Sector (Primary Jobs)

Sector	Peachtree Corners		7-Mile Peachtree Corners Area (Less City)		Gwinnett County	
	Count	Share	Count	Share	Count	Share
	Agriculture, Forestry & Fishing	14	0.1%	122	0.1%	302
Mining	5	0.0%	53	0.0%	120	0.0%
Construction	61	0.4%	467	0.3%	952	0.3%
Manufacturing	525	3.0%	4,683	3.1%	12,415	4.2%
Wholesale Trade	903	5.2%	8,194	5.5%	19,776	6.6%
Retail Trade	1,230	7.1%	11,154	7.5%	23,432	7.9%
Transportation & Warehousing	1,960	11.4%	15,896	10.7%	36,126	12.1%
Utilities	492	2.9%	5,143	3.4%	9,975	3.3%
Information	1,129	6.5%	8,520	5.7%	12,835	4.3%
Finance & Insurance	1,084	6.3%	9,363	6.3%	15,146	5.1%
Real Estate Rental & Leasing	398	2.3%	3,295	2.2%	5,341	1.8%
Professional, Technical & Scientific	2,036	11.8%	17,165	11.5%	25,367	8.5%
Management of Companies	457	2.7%	3,888	2.6%	6,265	2.1%
Administrative & Support Services	1,593	9.2%	13,082	8.8%	24,536	8.2%
Educational Services	1,260	7.3%	10,330	6.9%	27,270	9.2%
Health Care & Social Assistance	1,583	9.2%	14,221	9.5%	30,804	10.3%
Arts, Entertainment & Recreation	167	1.0%	1,970	1.3%	3,210	1.1%
Accommodation & Food Services	1,421	8.2%	13,011	8.7%	24,925	8.4%
Other Services	435	2.5%	4,100	2.7%	7,795	2.6%
Public Administration	488	2.8%	4,557	3.1%	11,383	3.8%
TOTAL	17,241		149,218		297,987	

Source: U.S. Census and RKG Associates, Inc. 2013

ECONOMIC BASE TRENDS

As the metro region's population grows over the next thirty years, so too will the employment base. Gwinnett will add approximately 220,000 jobs, a 76% increase from 2010. In Gwinnett County, approximately 26.5% of jobs are in the five highest-paying sectors: Professional/Scientific/Technical; Information; Finance; Wholesale Trade; and Management of Companies. While the highest-paying sectors may change by 2040, the same share of jobs (about 27%) will be in these five sectors (Atlanta Regional Commission. "Regional Snapshot: ARC's County and Small-Area Forecasts: What the Future Holds in the Atlanta Region." February 2011).

Table 30. Existing Job Trends, by Industry Sector (Primary Jobs)

Sector	2004		2010		Change	
	Count	Share	Count	Share	Net	Percent
Agriculture, Forestry & Fishing	1	0.0%	13	0.0%	12	1200.0%
Mining	63	0.2%	2	0.0%	(61)	-96.8%
Construction	45	0.1%	70	0.2%	25	55.6%
Manufacturing	1,625	4.2%	1,403	4.0%	(222)	-13.7%
Wholesale Trade	3,598	9.2%	2,735	7.7%	(863)	-24.0%
Retail Trade	6,353	16.3%	5,733	16.2%	(620)	-9.8%
Transportation & Warehousing	2,780	7.1%	1,952	5.5%	(828)	-29.8%
Utilities	598	1.5%	684	1.9%	86	14.4%
Information	1,996	5.1%	3,691	10.4%	1,695	84.9%
Finance & Insurance	2,530	6.5%	2,704	7.7%	174	6.9%
Real Estate Rental & Leasing	1,220	3.1%	906	2.6%	(314)	-25.7%
Professional, Technical & Scientific	6,164	15.8%	5,055	14.3%	(1,109)	-18.0%
Management of Companies	984	2.5%	1,615	4.6%	631	64.1%
Administrative & Support Services	6,066	15.5%	3,878	11.0%	(2,188)	-36.1%
Educational Services	1,222	3.1%	994	2.8%	(228)	-18.7%
Health Care & Social Assistance	1,039	2.7%	1,416	4.0%	377	36.3%
Arts, Entertainment & Recreation	161	0.4%	165	0.5%	4	2.5%
Accommodation & Food Services	1,904	4.9%	1,610	4.6%	(294)	-15.4%
Other Services	718	1.8%	621	1.8%	(97)	-13.5%
Public Administration	0	0.0%	97	0.3%	97	N/A
TOTAL	39,067		35,344		(3,723)	-9.5%

Table 31. Employment of Resident Trends, by Industry Sector (Primary Jobs)

Sector	2004		2010		Change	
	Count	Share	Count	Share	Net	Percent
Agriculture, Forestry & Fishing	14	0.1%	14	0.1%	0	0.0%
Mining	17	0.1%	5	0.0%	(12)	-70.6%
Construction	86	0.5%	61	0.4%	(25)	-29.1%
Manufacturing	784	4.2%	525	3.0%	(259)	-33.0%
Wholesale Trade	1,239	6.6%	903	5.2%	(336)	-27.1%
Retail Trade	1,553	8.3%	1,230	7.1%	(323)	-20.8%
Transportation & Warehousing	1,984	10.6%	1,960	11.4%	(24)	-1.2%
Utilities	460	2.5%	492	2.9%	32	7.0%
Information	1,266	6.8%	1,129	6.5%	(137)	-10.8%
Finance & Insurance	1,447	7.7%	1,084	6.3%	(363)	-25.1%
Real Estate Rental & Leasing	466	2.5%	398	2.3%	(68)	-14.6%
Professional, Technical & Scientific	2,024	10.8%	2,036	11.8%	12	0.6%
Management of Companies	552	2.9%	457	2.7%	(95)	-17.2%
Administrative & Support Services	1,900	10.1%	1,593	9.2%	(307)	-16.2%
Educational Services	1,224	6.5%	1,260	7.3%	36	2.9%
Health Care & Social Assistance	1,350	7.2%	1,583	9.2%	233	17.3%
Arts, Entertainment & Recreation	196	1.0%	167	1.0%	(29)	-14.8%
Accommodation & Food Services	1,317	7.0%	1,421	8.2%	104	7.9%
Other Services	539	2.9%	435	2.5%	(104)	-19.3%
Public Administration	318	1.7%	488	2.8%	170	53.5%
TOTAL	18,736		17,241		(1,495)	-7.98%

MAJOR EMPLOYERS

The largest employers in Gwinnett County are concentrated in government and retail industry sectors. Four of the largest employers, including the two largest employers, are government bodies. Gwinnett County and Gwinnett schools employ more than 24,700 persons, or equivalent to nearly 8% of the primary employment in the County. Walmart, Publix, and Kroger each rank in the top eight of County employment totals. The Gwinnett Health Care System is the largest non-public employer in the County. Cisco and Fiserv are the only non-retail, private enterprises that rank in the top ten employers (based on employee count) in the County.

In contrast to the County, the largest employers in Peachtree Corners predominantly are private, non-retail businesses. This finding is consistent with the large concentration of office development within the City. Simply put, retailers tend to employ large numbers of people over greater land areas (i.e. all the Walmart stores in Gwinnett County cumulatively) and government operations oftentimes are concentrated in specific areas (which is not Peachtree Corners). That said, the scale of large employers in Peachtree Corners is consistent with a small community. Many of the region's largest employers are located near or within Interstate 285.

Table 32. Major Employers in Gwinnett County, 2012

Employer	Employees
Gwinnett County Public School System	19,914
Gwinnett County Government	4,801
Gwinnett Health Care System	3,688
Walmart	*2,700
Publix	**2,522
State of Georgia	2,362
Kroger	**2,288
United States Postal Service	2,022
Cisco	1,739
Fiserv	1,700

Source: Gwinnett County, 2012

* - 2011 Employment Figures

** - Full-time equivalents (FTE)

LABOR FORCE ANALYSIS

The Atlanta region will add 1.6 million jobs by 2040, bringing the total number of jobs in the region to 4.5 million. However, the labor force as a share of the total population will decrease. Labor force participation rate is the percent of the working-age population who is actually in the workforce. It peaked at 74% in 2000 and is expected to fall to 62% by 2040 (Atlanta Regional Commission. "Regional Snapshot: ARC's 20-County Forecasts: What the Future Holds." June 2009).

Despite the loss of employment within Peachtree Corners, it remains ahead of County employment rate levels. According to the American Community Survey database, the 2011 unemployment rate in Peachtree Corners (9.1%) was over two percentage points below Gwinnett County as a whole (11.4%). Local Area Unemployment Statistics (LAUS) are not available for Peachtree Corners. Gwinnett County's current unemployment rate (January 2013) is 7.6% (Bureau of Labor Statistics). Working-age residents of Peachtree Corners also have a higher rate of participation in the labor force. More than 75% of City residents over 26-years old are actively working or seeking work. This total reflects a 5% higher participation rate than the County as a whole despite the County having a lower percentage of its population over 65-years old (Table 33).

Table 33. Labor Force Analysis, 2011

	Peachtree Corners*	Gwinnett County
Population 16 years and over	23,975	612,211
In labor force	18,043	429,543
Civilian labor force	18,027	429,453
Employed	16,379	380,532
Unemployed	1,648	48,921
Armed Forces	16	90
Not in labor force	5,932	182,668
Participation Rate	75.3%	70.2%
Unemployment Rate	9.1%	11.4%

Source: U.S. Census and RKG Associates, Inc. 2013

* - Reflects data for 30092 Zip Code

In terms of labor force commuting patterns, workers of jobs in Peachtree Corners and residents of the City that work are traveling further for their job than in recent past. According to the U.S. Census, only 32% of all people that work in Peachtree Corners commute less than 10 miles to their job. This reflects a decline from 35% in 2004 (Table 34). Conversely, 23.4% travel more than 25 miles to Peachtree Corners to work, up from 22.2% in 2004. Trends for residents of Peachtree Corners are similar, with more employed residents traveling 25 or more miles in 2010 (14.1%) than they did six years earlier (8.5%) and fewer traveling less than 10 miles (49.9% in 2010 and 55.6% in 2004). The share of City residents traveling 10-25 miles for work has remained steady during this study period despite the net change in working residents (Table 35). This finding is not surprising, as the economic downturn has reduced the net available jobs nationwide, forcing people to look for work further from their homes than they typically would. While this trend likely will reverse slightly as economic activity increases and jobs backfill vacated space in Peachtree Corners, the projected increase in population locally and regionally will continue to pressure jobseekers to be more aggressive into the foreseeable future.

Table 34. Commuting Patterns of Workers Employed in Peachtree Corners, 2012

	2004		2007		2010	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	39,067		41,260		35,344	
Less than 10 miles	13,661	35.0%	13,832	33.5%	11,363	32.1%
10 to 24 miles	16,757	42.9%	18,352	44.5%	15,714	44.5%
25 to 50 miles	5,412	13.9%	5,705	13.8%	5,014	14.2%
Greater than 50 miles	3,237	8.3%	3,371	8.2%	3,253	9.2%

Source: U.S. Census and RKG Associates, Inc. 2013

Table 35. Commuting Patterns of Employed Peachtree Corners Residents, 2012

	2004		2007		2010	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	18,736		18,371		17,241	
Less than 10 miles	10,426	55.6%	9,579	52.1%	8,609	49.9%
10 to 24 miles	6,712	35.8%	6,682	36.4%	6,185	35.9%
25 to 50 miles	925	4.9%	1,059	5.8%	1,094	6.3%
Greater than 50 miles	673	3.6%	1,051	5.7%	1,353	7.8%

Source: U.S. Census and RKG Associates, Inc. 2013

PROGRAMS, RESOURCES, AND TOOLS

PARTNERSHIP GWINNETT

Gwinnett County recently completed Partnership Gwinnett 2.0, an economic development strategy that builds on the original Partnership Gwinnett plan. The plan is a public-private effort led by the Gwinnett Chamber of Commerce that unites public, private, non-profit, and institutional stakeholders in creating a coordinated and unified development plan. Partnership Gwinnett 2.0 updates the plan with the post-recession market realities.

SUMMARY OF ECONOMIC DEVELOPMENT EXISTING CONDITIONS

NEEDS

- Peachtree Corners **lacks a sense of identity** or a unifying element. Other nearby communities have adopted uniform signage or streetscape standards, installed gateway signage, and promoted a theme in order to create a City identity and sense of place. A strong community identity can spur investment and create a destination that draws consumers from other markets.
- Reinvestment is needed on some commercial and industrial sites, or **“grayfields.”**
- There is **no “downtown” or town center** that functions as an economic, civic, and social destination.
- There is no **mixed-use development** in Peachtree Corners with both residential and retail components.
- There are several **underutilized commercial areas** located on main corridors in the City. 2013 vacancy rates for retail space range from 6.8% to 15.9%.
- Technology Park remains a jobs center, but it is beginning to **age**. Implementing modern, efficient technology and infrastructure can allow Technology Park to compete with other newer jobs centers, like Perimeter, far into the future.
- Growth in metro Atlanta has continued to expand outward, and older inner suburbs are passed over for new, outer suburban locations. Peachtree Corners should not **“go out of style”** but continue to remain an innovative, desirable place to live even as growth in Gwinnett County slows.
- Small business owners have identified a need for small office spaces or **“office condos”** in Peachtree Corners.

OPPORTUNITIES

- The **vacant property** on Peachtree Parkway/SR 141 across the street from the Forum presents prime development opportunities.
- Peachtree Corners had **2.43 jobs per household** in 2010. A strong jobs-housing balance like this can help reduce travel distances and times by providing options for people to work near their homes.
- Peachtree Corners' **location in metro Atlanta** offers good access to two interstates and Doraville's park-and-ride MARTA station.
- **Strategic locations of commercial centers** can capitalize on the high number of vehicles that pass along Peachtree Parkway/SR 141 every day.
- Pursue a **Livable Centers Initiative (LCI)** corridor or town center study to establish a framework for redevelopment and growth; this study can also serve as a development guide to capture a catalyst development project.
- **Office and healthcare sector employment** is replacing the industrial economic base throughout the region. Peachtree Corners has a large amount of office space, making it well suited to capitalize on this trend. The City should identify growing industry sectors and create specific opportunities to target them.

Analysis of Data and Information: Transportation

ANALYSIS OF DATA AND INFORMATION: TRANSPORTATION

166 miles of roads
2 Gwinnett County Transit bus routes
7 miles from nearest MARTA station
30 minutes to Hartsfield-Jackson Atlanta International Airport
2 miles to I-285

The following components of the local transportation system have been evaluated in terms of existing conditions and potential improvements throughout the planning process:

- Roads & Bridges
- Railroads, Trucking, Port Facilities, and Airports
- Public Transportation
- Non-Motorized Transportation
- Transportation and Land Use Connections

The City of Peachtree Corners is well served by regional air, rail, and vehicular transportation facilities. I-85 and I-285 are both located close to the City. The Metropolitan Atlanta Rapid Transit Authority's (MARTA) northwest line stops at Doraville, less than 2 miles away from the Peachtree Corners city limits. Hartsfield-Jackson Atlanta International Airport, located 30 miles southeast of Peachtree Corners, provides superior domestic and international access. All of these assets contribute to Peachtree Corners' status as a highly desirable place to live and to locate a business.

INVENTORY OF EXISTING FACILITIES

ROADS

There are approximately 166 miles of roadway in the City limits. The City has strong regional roadway access, with I-285 and I-85 located nearby (about 1 and 2 miles from the City limits, respectively). Two of the major transportation corridors in the northeast Atlanta region, Peachtree Industrial Boulevard and Buford Highway, pass through Peachtree Corners and provide connectivity south through DeKalb County and north through Gwinnett County. Several other key surface roads provide connections through the City and to destinations outside the City limits.

Grids typically provide very good connectivity, but the street network in the central part of Peachtree Corners does not follow a grid network. Like most of suburban metro Atlanta, the local street network is made up mainly of neighborhood streets. These neighborhood streets frequently do not connect to adjacent neighborhoods or other developments and include a significant number of cul-de-sacs. Neighborhoods are accessed via individual entrance points, and neighborhood streets are not integrated with the rest of the street network. This can impede connectivity, especially for local traffic during peak travel times.

Peachtree Industrial Boulevard/SR 141 (southwest of Peachtree Parkway) is a limited access roadway. Limiting access to this roadway allows large amounts of traffic to travel safely at high speeds. However, access limitations also limit the locations where these roadways can be crossed by vehicular traffic as well as by cyclists and pedestrians. The road has little impact on internal connectivity within the City, but the main impact is to connectivity to the area surrounding the City.

The Chattahoochee River forms the northern boundary of the City, which naturally impedes connectivity. However, there are two bridges across the river: one on Medlock Bridge and one on Holcomb Bridge Road.

BRIDGES

There are 12 bridges in the City of Peachtree Corners. The locations of these bridges are shown in Figure 16. Bridge maintenance is a shared responsibility among the Gwinnett County Department of Transportation, the Department of Water Resources, and the Georgia Department of Transportation. The Federal Highway Administration (FHWA) also sets aside funding for bridge maintenance.

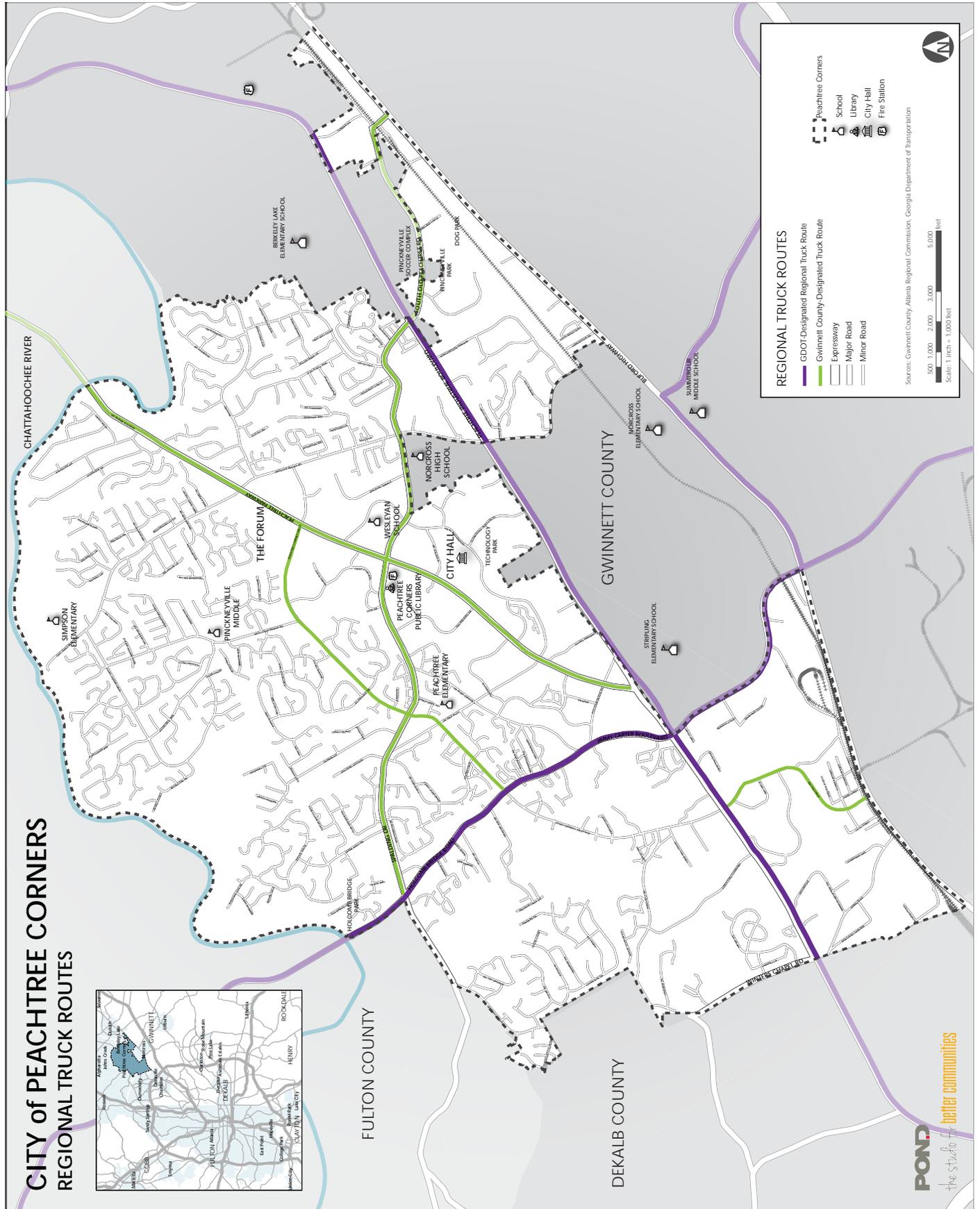
A bridge's condition is evaluated by using a sufficiency rating. The sufficiency is determined in part by the bridge inspector who arrives at a rating based on a number of variables, which is then analyzed by a software system that generates a sufficiency rating for each bridge structure. The sufficiency rating ranges from zero (worst condition) to 100 (great condition). Bridges with a sufficiency rating of 50 or less are in need of replacement, and bridges with a rating greater than 50 are in satisfactory condition.

The Georgia Department of Transportation (GDOT) inspects all bridges and bridge culverts in the state. No bridges in Peachtree Corners received unsatisfactory ratings in the assessment included in the Gwinnett County Unified Plan's Community Assessment Technical Addendum from January 2007.

Jones Bridge, now closed, was built in the early 20th century to link Milton County (now part of Fulton County) with Gwinnett County. The ruins are located in Jones Bridge Park.



Figure 18. Map: Regional Truck Routes



PUBLIC TRANSPORTATION

Gwinnett County is served by the Gwinnett County Transit System (GCT). GCT was founded in 2000 to provide express, local, and paratransit services for the people of Gwinnett County. Express bus service operates Monday through Friday and includes six routes using the High Occupancy/Toll (HOT) lanes on I-85. Park-and-ride lots at I-985, Sugarloaf Mills (Discover Mills), and Indian Trail have been built or upgraded to provide free and convenient parking for bus riders. Local bus service operates five routes Monday through Friday and Route 10 on Saturday connecting neighborhoods and businesses to Gwinnett County's many cultural, shopping, and educational opportunities. Paratransit service for qualifying persons with disabilities operates in conjunction with the local bus service.

Peachtree Corners is served by two Gwinnett County Transit bus routes, Route 10 and Route 35. Route 35 (Peachtree Corners to Norcross to Doraville Station) provides service to Best Friend Park, Peachtree Corners Library, Norcross High School, and the Forum. Route 10 (Sugarloaf Mills to Gwinnett Place to Doraville Station) stops at destinations including Gwinnett Place Mall, Sugarloaf Mills Mall, locations for Gwinnett County transit ticket and pass sales, Norcross Library, and the GIVE Center West.

The Georgia Regional Transit System (GRTA)'s Xpress bus service also serves Gwinnett County. Route 408 has a park-and-ride location at Christ the King Church in Peachtree Corners and travels between Johns Creek and the Doraville MARTA station. The nearest park-and-ride locations to Peachtree Corners for service into midtown and downtown Atlanta include Sugarloaf Mills, Indian Trails, and Doraville MARTA.

While MARTA does not serve Gwinnett County, the Doraville MARTA station is located about 7 miles from the center of Peachtree Corners and provides service to Buckhead, Midtown, Downtown Atlanta, and Hartsfield-Jackson Atlanta International Airport. In operation since 1972, MARTA provides transportation for approximately 500,000 passenger boardings each weekday. There are 1,070 daily and long-term parking spaces at this station, providing access to commuters who park at the station and ride MARTA to their destination. This station provides an alternative mode of transportation to commuters who may wish to avoid congested interstate highways.

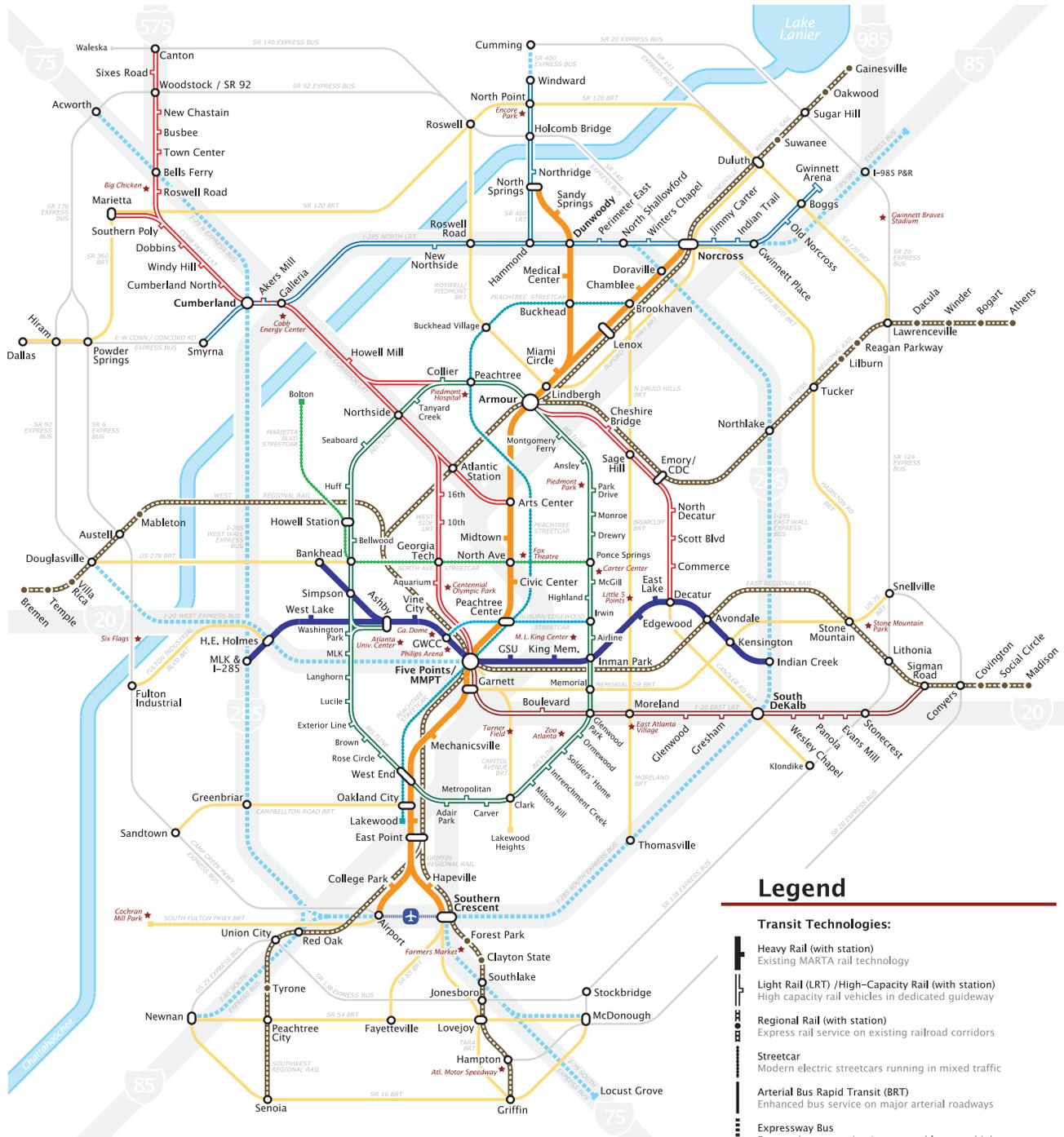
The Transit Planning Board (TPB) was a joint venture between MARTA, the Atlanta Regional Commission (ARC), and the Georgia Regional Transportation Authority (GRTA). It was primarily focused on the creation of a regional transit plan and identifying new regional sources of funds to implement and operate the system. In August 2008 the TPB approved Concept 3 as their Regional Vision for Transit in Atlanta. Concept 3 has since been approved by MARTA, ARC, and GRTA. The Regional Transit Committee (RTC) was established as a policy committee of the Atlanta Regional Commission in January 2010, to focus on issues of regional transit planning, funding and governance. The RTC builds upon the work of its predecessors, the Transit Planning Board (TPB) and the Transit Implementation Board (TIB).

Concept 3, shown in Figure 20, is Metro Atlanta's official long-range transit vision. Although no specific funding has been attached to the plan, it is the basis for future planning, funding, and implementation of transit in the Metro Atlanta area. Many of the projects in the project list for the Transportation Investment Act T-SPLOST, a 1% sales tax to fund regional transportation improvement projects that was rejected in a referendum vote in July 2010, included transit connections included in Concept 3. As the figure shows, Concept 3's vision is for transit to provide connectivity throughout most of Metro Atlanta. Improvements that would affect Peachtree Corners include the proposed I-285 North light rail with stops at Winters Chapel and Jimmy Carter. A transit hub is envisioned in nearby Norcross, with connections to the I-285 North light rail, Gainesville regional rail, bus rapid transit on SR 120 and Jimmy Carter Boulevard, and MARTA heavy rail via an extension of the existing track from Doraville.

Figure 20. Concept 3 Regional Transit Vision

Concept 3

The Atlanta Region's Long-Range Transit Vision



Legend

Transit Technologies:

- Heavy Rail (with station)
Existing MARTA rail technology
- Light Rail (LRT) / High-Capacity Rail (with station)
High capacity rail vehicles in dedicated guideway
- Regional Rail (with station)
Express rail service on existing railroad corridors
- Streetcar
Modern electric streetcars running in mixed traffic
- Arterial Bus Rapid Transit (BRT)
Enhanced bus service on major arterial roadways
- Expressway Bus
Express buses running in managed lanes on highways
- Arterial Express Bus
Cross-regional express bus service on major arterials
- Transfer Station

Network depicted as modeled by the Atlanta Regional Commission, August 2008

Map is not to scale



Transit Implementation Board
WORKING TOGETHER – CONNECTING OUR REGION

PEDESTRIAN FACILITIES

Sidewalk coverage varies throughout the City. As shown in Figure 21, sidewalks exist on at least one side of the road on Spalding Drive, Holcomb Bridge Road, Peachtree Corners Circle, and Peachtree Parkway. Peachtree Industrial Boulevard southwest of Peachtree Parkway moves a large volume of vehicular traffic but does not provide pedestrian facilities. This road also acts as a barrier to pedestrians, restricting pedestrian crossing points to very specific locations. The only pedestrian crossing point from I-285 to Holcomb Bridge Road on SR 141, a distance of 7.4 miles, is at Jones Mill Road.

Sidewalks are lacking in many of the single-family residential neighborhoods that make up a significant portion of Peachtree Corners. Even in neighborhoods close to Simpson Elementary, Pinckneyville Middle School, Peachtree Elementary, and Norcross High School—where children could easily walk to school—there are no sidewalks.

The Gwinnett County Unified Plan's Comprehensive Transportation Plan (2007) identifies areas where pedestrian and bicycle facility investment should be considered over the next 20 years, rather than specific projects themselves. These areas include mixed use development and residential sites with densities above certain thresholds, especially those supported by transit infrastructure that allows the use of alternative modes. Additionally, areas served by local bus routes could benefit from improved pedestrian facilities. Major potential transit trip generators in the County include the Buford Highway corridor and apartment complexes; trip attractors include Gwinnett Place Mall, Gwinnett County Government Center in Lawrenceville, the Buford Highway corridor, and industrial areas. Town centers are also key areas where improved sidewalk facilities could be beneficial.



Pinckneyville Park includes a wide multi-use trail.

BICYCLE FACILITIES

In 2007, the ARC *Atlanta Region Bicycle Transportation and Pedestrian Walkways Plan* was completed. This is an update to a previous plan that was completed in 2002. This study focused on a selected study network of regionally significant routes across the 18-county Atlanta Region and rated them based on their level of service, or LOS, raking them from A to F. Peachtree Industrial Boulevard between Peachtree Parkway and Medlock Bridge Road was rated as LOS A. Jimmy Carter Boulevard/Holcomb Bridge Road from Peachtree Industrial Boulevard to Spalding Drive was rated LOS D. As this was an 18-County regional study, recommendations were limited where existing development, ROW, and other constraints impacted roadways.

Figure 22 shows existing bicycle facilities in the study area. As indicated, the only designated bicycle facilities in Peachtree Corners are multi-use trails on Peachtree Parkway, Medlock Bridge Road, and Spalding Drive/South Old Peachtree Road. These multi-use trails provide bike connectivity to Pinckneyville Park, Norcross High School, the Forum, and the Chattahoochee River Medlock Bridge Road Area. Multi-use trails can be used by cyclists of all skill and confidence levels, as they are separated from the roadway and designated for use by cyclists and pedestrians only.

Gwinnett County is currently in the process of updating its Greenways Master Plan, which will identify high-priority greenway corridors. Greenways usually include multi-use trails, which allow for both transportation and recreation.



The multi-use trail on Peachtree Parkway/SR 141 provides access for pedestrians and cyclists.

ROADWAY NETWORK

JURISDICTION

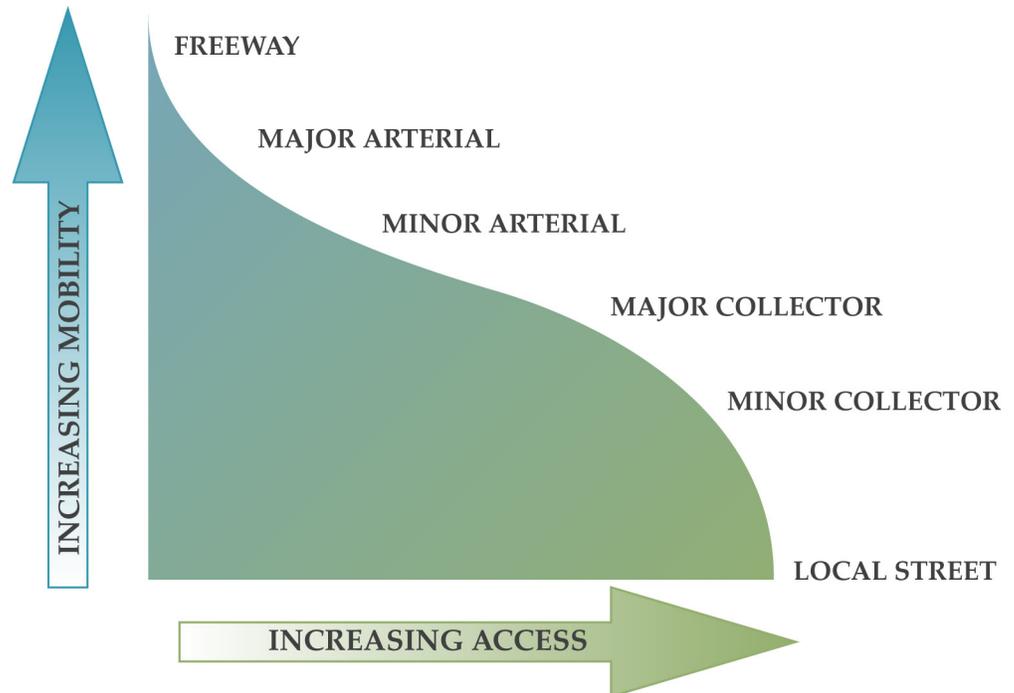
Ten miles of roadway in Peachtree Corners are served by the Georgia Department of Transportation (GDOT), consisting of Holcomb Bridge Road/Jimmy Carter Boulevard/SR 140 and Peachtree Industrial Boulevard/Peachtree Parkway/SR 141. The remaining roadways are serviced by Gwinnett County.

FUNCTIONAL CLASSIFICATION

Roadways in Peachtree Corners are assigned a classification based on the roadway's function, accessibility, and mobility. On one end of the spectrum are expressways or interstates, which provide the greatest mobility but the least accessibility. In other words, they have a high capacity for traffic but only connect major destinations. On the other end are local roads, which provide the greatest accessibility but the least mobility; these roads handle fewer cars at lower speed limits, but they connect people from their homes to the roadway network and other destinations. Characteristics about each roadway by functional class are described below, and the functional classification of the Peachtree Corners roadway system is shown in Figure 24.

- Urban interstate principal arterial/urban freeway and expressways provide the greatest mobility because they permit high-speed movement and access is generally limited to intersections with the network at defined interchanges. There are no urban interstate principal arterials in the City, but I-85 and I-285 both pass close by. Peachtree Industrial Boulevard/SR 141 and Peachtree Parkway south of Holcomb Bridge are classified as urban freeway/expressway.

Figure 23. Roadway Functional Classification Diagram

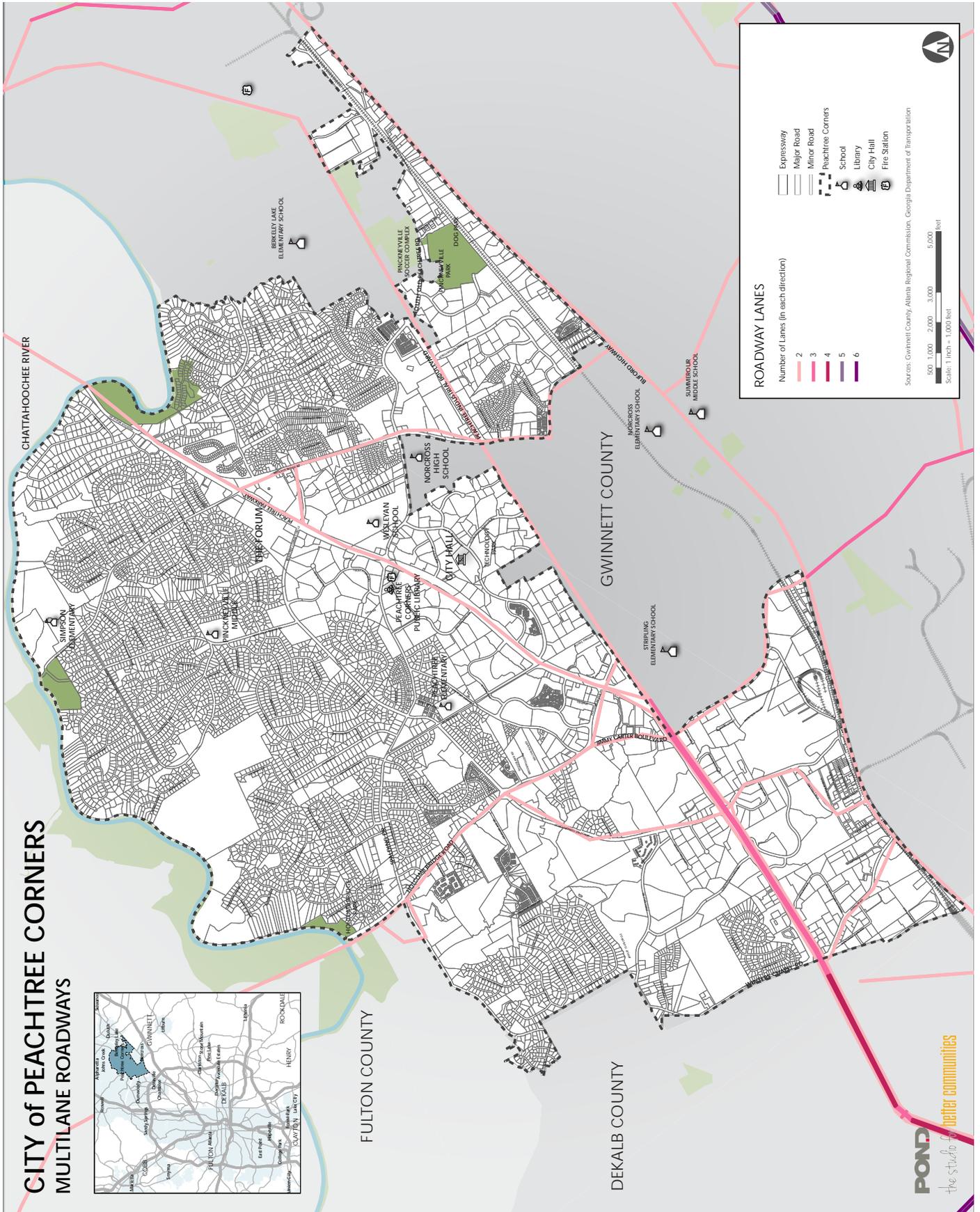


- Urban principal arterial and urban minor arterial streets serve as the backbone of the surface roadway network and typically connect major activity centers. Arterials carry large volumes of traffic at moderate speeds. One principal arterial, Holcomb Bridge Road/Jimmy Carter Boulevard, is oriented roughly north-south at the western part of the City. This roadway connects Peachtree Corners with Fulton County to the north and I-85 to the south. Another principal arterial is Peachtree Industrial Boulevard, which travels roughly east-west and connects Peachtree Corners to Berkeley Lake and Duluth.
- Urban minor arterials within the City provide more local access than principal arterials while still connecting major activity centers. Peachtree Parkway/SR 141 is an urban minor arterial that traverses the heart of the city northeast to southwest. It passes the Forum and Technology Park. Other urban minor arterials include the following roadways:
 - Holcomb Bridge Road east of Jimmy Carter Boulevard
 - Spalding Drive
 - Medlock Bridge Road
 - Winters Chapel Road
 - Buford Highway
 - South Old Peachtree Road
- Urban collector streets connect activity centers and residential areas. Their purpose is to collect traffic from streets in residential and commercial areas and distribute it to the arterial system. Collector streets carry traffic at low to moderate speeds. The urban collector roadways in Peachtree Corners (Amwiler Road, Peachtree Corners Circle, and South Peachtree Street) pass through the City, providing connectivity within the City, to the surrounding area, and to arterials in and near the City.
- Urban local streets offer the greatest access but the least mobility. Local streets feed the collector system from low volume residential and commercial areas at low speeds. Local streets are often found in subdivisions. All roadways in the City that are not freeways, arterials, or collectors are local streets.

NUMBER OF LANES

The “Multilane Roadways” map (Figure 25) shows the number of lanes of the roadways in the City. The roadways with more than two lanes include freeways, arterials, and collectors. Most of these roadways pass along the edges of the City. The only roadway with more than two lanes in either direction is Peachtree Industrial Boulevard/SR 141 southwest of Peachtree Parkway. The limited number of multilane roadways in the City prevents significant amounts of external commuter traffic from passing through

Figure 25. Map: Multilane Roadways



the heart of the City while providing connectivity to regional destinations and the regional transportation network. The two-lane, local roadway network then provides good connectivity throughout most of the City.

LEVEL OF SERVICE

The level of the roadway system's performance is based on each facility's type, location, time of day, and other characteristics. Each roadway in the Peachtree Corners network has a theoretical capacity, which depends on its functional classification and other characteristics. When traffic is flowing freely, capacity constraints are not apparent. However, as traffic volume increases, capacity is restricted, which results in congestion.

Roadway level of service is calculated based on daily roadway traffic volumes divided by roadway capacity. The volume to capacity ratio (V/C) indicates the level of service (LOS) that can be expected on each roadway. Volume to capacity ratios of less than 1 indicate that a road is operating at less than capacity and can handle additional traffic volume. A ratio of 1 means that the road has reached its capacity. When the volume to capacity ratio is greater than 1, the roadway is over capacity, resulting in an unacceptable LOS.

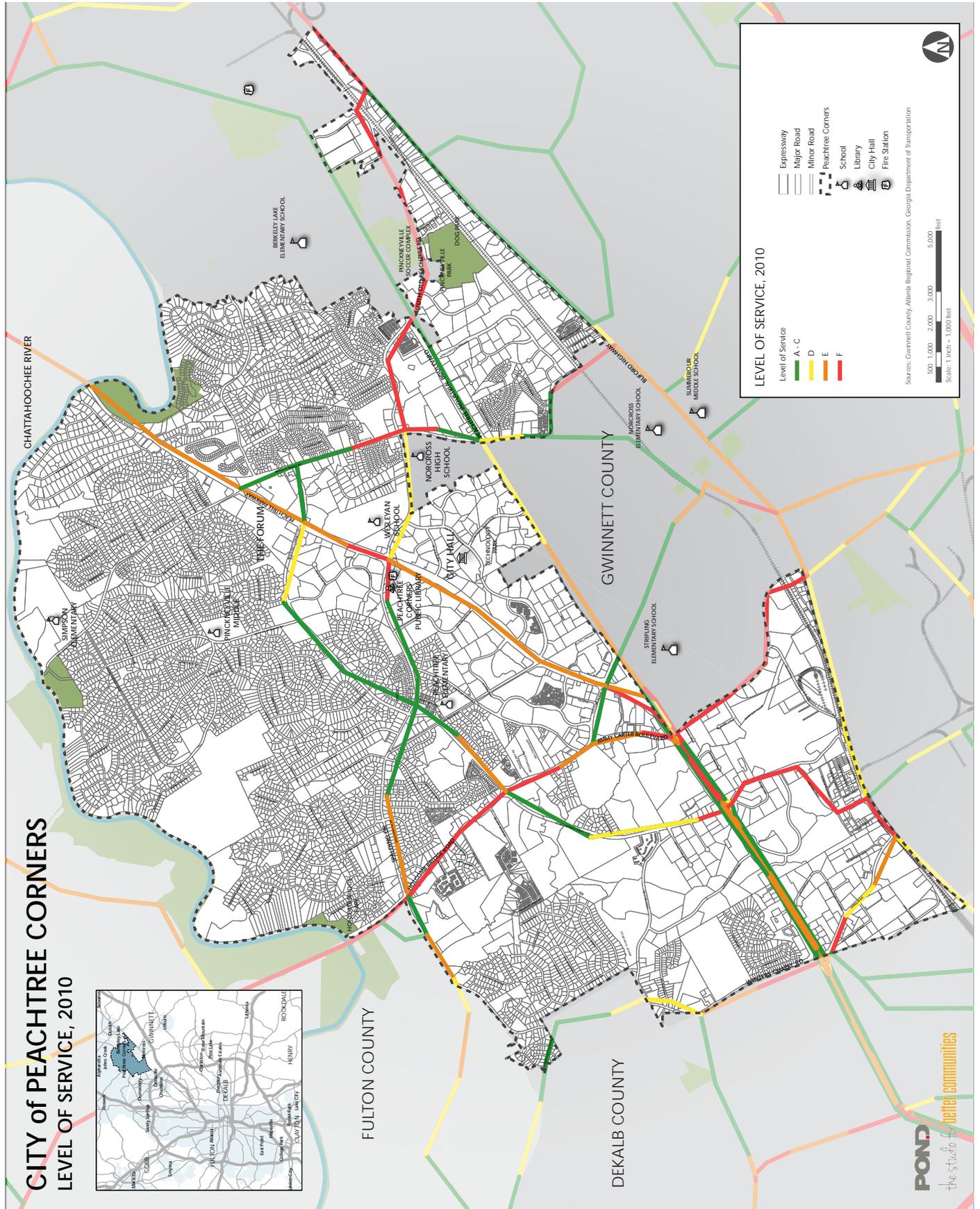
The 2000 Highway Capacity Manual provides the following LOS guidelines:

- LOS A, B, and C indicate conditions where traffic can move relatively freely (V/C is less than or equal to 0.7).
- LOS D describes vehicle speed beginning to decline slightly due to increasing flows. Speed and freedom of movement are severely restricted (V/C is between 0.701 and 0.85).
- LOS E describes conditions where traffic volumes are at or close to capacity, resulting in serious delays (V/C is between 0.851 and 1.00).
- LOS F describes breakdown in vehicular flow. This condition exists when the flow rate exceeds roadway capacity. LOS F describes traffic downstream from a bottleneck or breakdown (V/C is greater than 1.00).

Surprisingly, LOS A is not typically the goal for roadway design. If all roadways operated at LOS A all the time, they would have to be designed for free-flowing traffic even at the highest volume times. Roadways would have to be huge, with dozens of lanes, to handle rush hour traffic and only a few cars at non-peak hours. Some level of congestion is expected in order to provide a balance between roadway width (and the associated infrastructure and land costs) and capacity management. LOS C is a target for urban or some suburban roadways. LOS D and E are targets for urbanized areas, where some congestion is to be expected and accepted and where roadway widths are limited.

Figure 26 shows the 2010 LOS in Peachtree Corners. The main routes through the City— Peachtree Industrial Boulevard/Peachtree Parkway/SR 141 and Holcomb Bridge Road/Jimmy Carter Boulevard/SR 140 —operate at LOS E or F. This means that there is often very restricted traffic flow at peak hours, with bottleneck situations or stopped

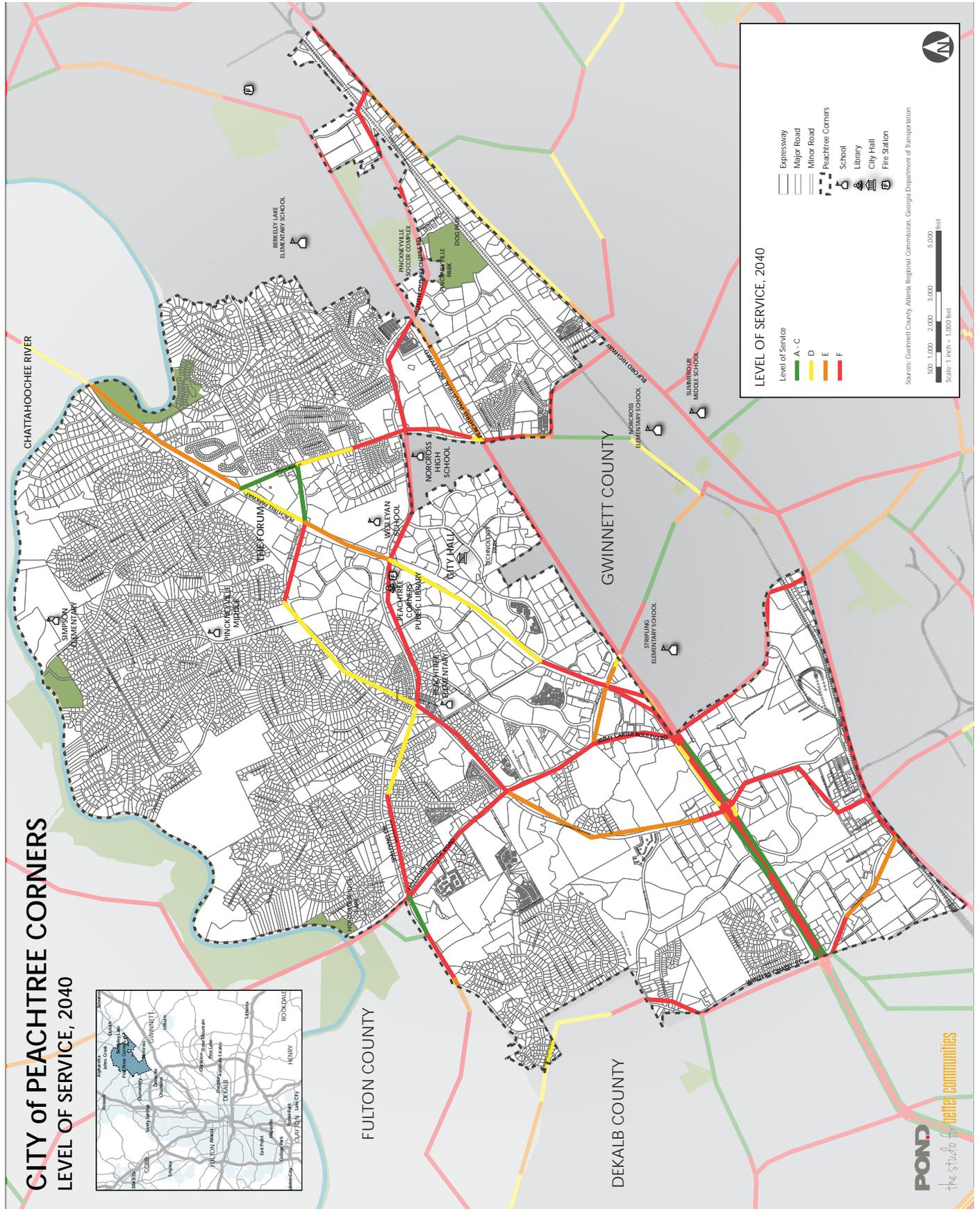
Figure 26. Map: Roadway Level of Service, 2010



traffic. However, some of the major collectors, including Spalding Drive and Peachtree Corners Circle, operate at LOS A-C or LOS D in areas. Congestion is worst in the areas surrounding and connecting to Technology Park.

Another map, Figure 27, shows the year 2040 projected daily vehicular LOS from the ARC Regional Transportation Plan (RTP) PLAN 2040's travel demand model for roadways in Peachtree Corners. As shown, more roadways in 2040 are projected to suffer from worsening traffic congestion. Only very small portions of collector roadways are still operating at LOS A-C. Key points of access into and out of the City, such as Peachtree Industrial Boulevard/Peachtree Parkway/SR 141 and Holcomb Bridge Road/Jimmy Carter Boulevard/SR 140 will be choke points of congested traffic.

Figure 27. Map: Roadway Level of Service, 2040



CURRENT AND ANTICIPATED IMPROVEMENT PROJECTS

County and regional transportation plans include one pedestrian improvement project (to be completed within the next five years) and three roadway widening projects that will be completed in the long range future (2030-2040).

Projected level-of-service models like the one discussed in the previous section are important regional transportation planning tools. By anticipating what traffic volumes will be in the future, transportation planners can make improvements to the transportation network in advance to prevent or delay level of service failures. Improvements to the transportation network may include roadway capacity improvements, like widening, but also measures to encourage drivers to take alternate routes or use alternate modes of transportation. The ARC's Regional Transportation Plan includes a variety of these project types.

ATLANTA REGIONAL COMMISSION RTP / PLAN 2040

The ARC's Regional Transportation Plan (RTP) is a long-range plan that includes a mix of projects including roadways, bridges, bicycle/pedestrian infrastructure, transit services, and more. By federal law, the RTP is required to cover a minimum planning horizon of 20 years and must be updated every four years in areas that do not meet federal air quality standards. The PLAN 2040 is the currently adopted plan for the Metro Atlanta area.

The ARC's RTP is used to create a short-term work program with programmed funding sources known as the Transportation Improvement Program (TIP). The TIP is developed using the highest priority transportation projects from the RTP and must be financially balanced. The current TIP is for FY 2012-2017 and includes a total of \$7.6 billion of projects. Programmed projects from the current TIP and planned projects from the current RTP are shown in Figure 28. Details about each project are listed in Tables 36 and 37.

The tables show that one project in the City of Peachtree Corners is included in the current TIP: pedestrian mobility improvements on Buford Highway from Simpson Circle to North Berkeley Lake Road. Four other short-term projects are located close to Peachtree Corners. These include pedestrian improvements on Kimball Bridge Road (ARC ID# FN-AR-BP076B); an auxiliary lane on I-85 northbound (GW-381); medians on Buford Highway from Jimmy Carter Boulevard to Beaver Ruin Road (GW-357); Pleasant Hill Road Advanced Traffic Management Systems (GW-326); and bicycle and pedestrian improvements on Beaver Ruin Road near Norcross High School (GW-382). These projects are all marked on Figure 28.

The ARC RTP includes a number of long-range projects in the City. Longer-range projects are included in the financially-constrained 30-year transportation plan, meaning project costs and revenue streams are balanced. Three long-range transportation projects fall in Peachtree Corners, including widening projects on Peachtree Parkway/Medlock Bridge Road and Jimmy Carter and right-of-way acquisition for high capacity rail service. Details about these projects are included in Table 37. Another long-range transportation project located near the City is GW-271B, which will address roadway capacity on Pleasant Hill Road. These projects are also shown on Figure 28.

Table 36. Programmed Short-Range Transportation Projects in Peachtree Corners

ARC ID	Date Complete	Project Type	Project Description	From	To
GW-383	2020	Last Mile Connectivity / Pedestrian Facility	US 23 / SR 13 (Buford Highway) Pedestrian Mobility Improvements	Simpson Cir.	N. Berkeley Lake Rd.

Source: ARC PLAN 2040 2012-2017 Transportation Improvement Program (TIP)

Table 37. Programmed Long-Range Transportation Projects in Peachtree Corners

ARC ID	Date Complete	Project Type	Project Description	From	To
GW-374	2040	Roadway / General Purpose Capacity	SR 141 (Peachtree Parkway/ Medlock Bridge Road) Widening	Peachtree Industrial Blvd.	State Bridge Rd.
GW-371	2030	Roadway / General Purpose Capacity	SR 140 (Jimmy Carter Boulevard) Widening	SR 13 (Buford Highway)	SR 141 (Peachtree Industrial Blvd.)
AR-410A	2030	Transit / Rail Capital	I-285 North Corridor High Capacity Rail Service: Protective Right-of-Way Acquisition	Perimeter Center	Norcross

Source: ARC PLAN 2040 Regional Transportation Plan

OPPORTUNITIES FOR TRANSPORTATION AND LAND USE CONNECTIONS

Land use, including its scale and development patterns, can influence the transportation network with how much demand it places on facilities with limited capacity.

AREAS WITH SIGNIFICANT TRAFFIC CONGESTION

Traffic congestion is a significant problem in the Metro Atlanta area. Congestion is a result of both the existing transportation infrastructure and the existing land use in an area. Existing development generates trips which travel on the area's transportation network, primarily on roadways. As development intensifies, more trips are made, increasing the demand on the transportation network.

Mobile pollutant emissions from traffic are a major contributor to common air pollutants in north Georgia. These include ozone and particulate matter. The National Environmental Protection Agency (NEPA) has set standards for air quality that have not been met for several years in the Atlanta Region. In order to maintain eligibility for federal transportation funds, the ARC, as the Metropolitan Planning Organization (MPO) for the Metro Atlanta area, must create a Regional Transportation Plan (RTP) and demonstrate that it will lead to conformity with air quality standards. This is accomplished through pollution modeling based on output from the regional travel demand model. Thus, linkage of transportation needs and improvement recommendations to the ARC travel demand model is critical to maintaining air quality conformity.

As noted in a prior section, the main routes through the City— Peachtree Industrial Boulevard/Peachtree Parkway/SR 141 and Holcomb Bridge Road/Jimmy Carter Boulevard/SR 140—operate at inadequate levels of service. Figure 30 shows average annual daily traffic counts (AADT) collected from traffic collection devices. Level of service is worst in the areas surrounding and connecting to the office areas in Technology Park, where over 72,000 vehicles pass every day. Poor level of service also exists on Peachtree Parkway surrounding the commercial land use areas in the Forum.

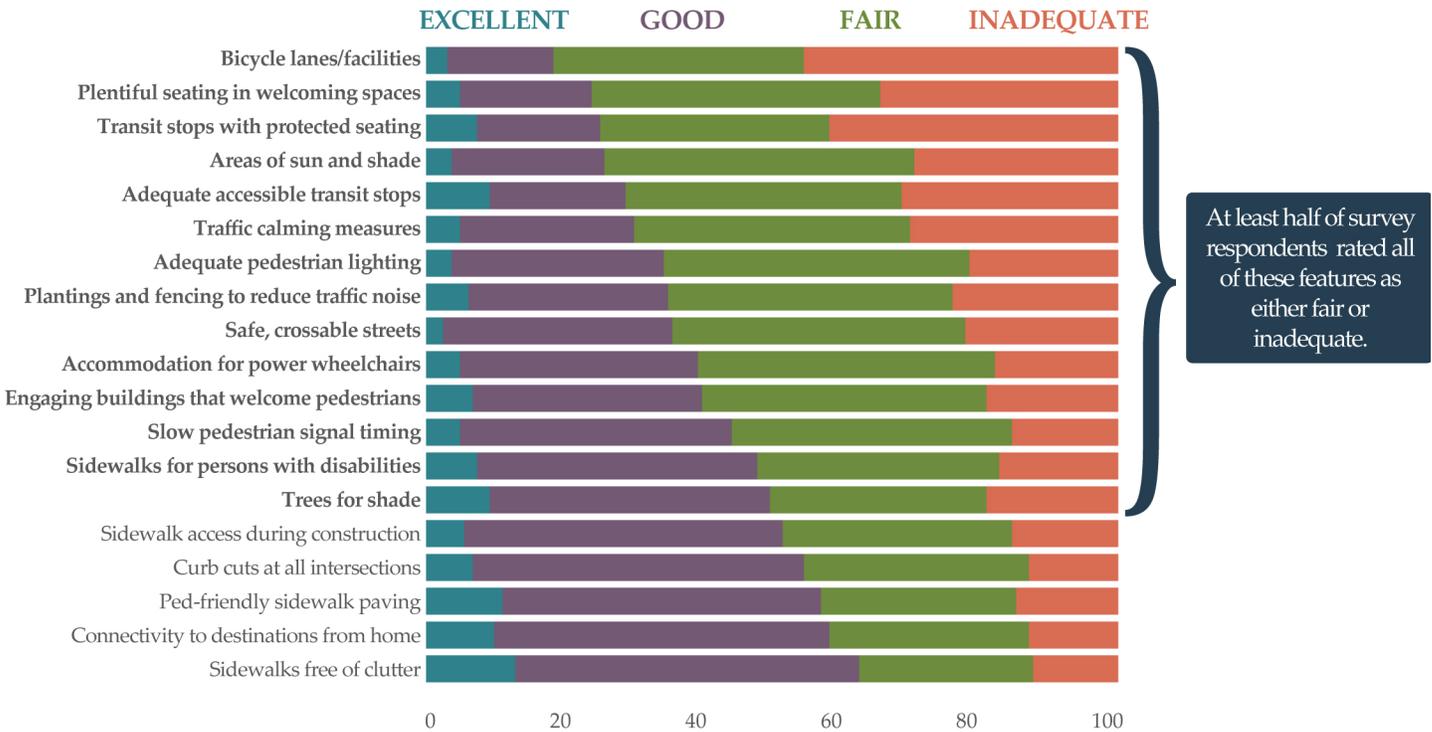
Since Peachtree Corners is largely built out, few large new developments are projected to take place in the future. However, mixed use development planned for the large vacant parcel across from the Forum on Peachtree Parkway will impact the transportation network. Additional bicycle and pedestrian connections can provide alternatives to automobile travel in this already congested area. In addition, mixed use development can reduce the number of automobile trips by locating various types of land uses in one development.

TRANSPORTATION AND LIFELONG COMMUNITIES

Lifelong Communities are places where individuals can live throughout their lifetimes; they provide a full range of options to residents, insuring a high quality of life for all. Lifelong Communities provide ways for people to travel safely and conveniently. Mobility and accessibility mean that it is easy to get around, regardless of age or ability. Peachtree Corners residents were asked to rate their community's assets that contribute to lifelong livability, and the results are shown in Figure 29.

None of the elements were ranked as “excellent” by most survey respondents. Sidewalks, and the features that make them accessible to pedestrians of all ages and abilities, were usually rated as “good.” However, opportunities for safe cycling and all-weather transit stops are seen as “inadequate.”

Figure 29. Lifelong Community Survey Results: Transportation



SUMMARY OF TRANSPORTATION EXISTING CONDITIONS

NEEDS

- Address mobility for **all types of users**, including pedestrians. There are areas of the City where pedestrian facilities are limited, including from the south to the north parts of the City and in many single-family residential neighborhoods, and transportation improvement plans may focus on these areas.
- Minimize **congestion and traffic**. Major corridors through the City suffer from congestion, including Peachtree Parkway and Peachtree Industrial Boulevard, due to heavy peak period traffic volumes.
- A **lack of wayfinding or gateway signage** contributes to the lack of identity in the City and increases the difficulty of navigating.
- Some parts of the City have **few alternatives** to using a car for travel.

- Both regionally and locally, traffic congestion is a significant concern. Many major roadways in the City already operate at **failing levels of service**, and more are projected to reach failing levels over the next 20 years. As the Atlanta region continues to grow, traffic will also continue to increase.
- There are **no bicycle facilities** in the City aside from the multi-use trails.

OPPORTUNITIES

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

Analysis of Data and Information: Community Facilities and Cultural Resources

ANALYSIS OF DATA AND INFORMATION: COMMUNITY FACILITIES & CULTURAL RESOURCES

4 schools within Peachtree Corners

1 historic site on the national register

6.8 acres of park per 1000 people

People want *more* access to the Chattahoochee River

No *public gathering spaces*

PUBLIC SAFETY FACILITIES

FIRE DEPARTMENT

Peachtree Corners is served by Gwinnett County’s fire department. There is one fire station within Peachtree Corners and two just outside the City (See Figure 31).

POLICE DEPARTMENT

Peachtree Corners is also served by Gwinnett County police. The city is in the Gwinnett County Police Department’s West Precinct.

HEALTH SERVICES

While there are no emergency medical centers within Peachtree Corners, there are several nearby, including the Gwinnett Medical Center in Duluth, St. Joseph’s Hospital, Emory John’s Creek Hospital, and Northside Hospital in Sandy Springs, and a number of smaller urgent care and specialized facilities.

EDUCATIONAL RESOURCES

SCHOOLS

There are several schools within Peachtree Corners, which is served by the Gwinnett County Board of Education. The western side and center of Peachtree Corners are in the Norcross Schools cluster, which includes Norcross Elementary, Norcross High, Peachtree Elementary, Pinckneyville Middle, Simpson Elementary, Stripling Elementary, and Summerour Middle. The eastern side of Peachtree Corners is in the Duluth Schools cluster, which includes Berkeley Lake Elementary, Duluth High, and Duluth Middle. The Wesleyan School and Cornerstone Christian Academy are private schools that are located in Peachtree Corners. Additionally, there is a charter school for girls, Ivy League Prep.

Table 38. Schools that serve Peachtree Corners

Name	Cluster	Type	Grades	Address	Website
Berkeley Lake Elementary School	Duluth	Public	K-5	4300 S. Berkeley Lake Road	http://www.gwinnett.k12.ga.us/BerkeleyLakeES/home.html
Cornerstone Christian Academy	N/A	Private	K-8	5295 Triangle Parkway	http://www.cornerstonecougars.org/
Duluth High School	Duluth	Public	9-12	3737 Brock Road	http://www.duluthhigh.org/index.php
Duluth Middle School	Duluth	Public	6-8	3200 Pleasant Hill Road	http://www.gwinnett.k12.ga.us/DuluthMS/home.html
Ivy League Prep	N/A	Charter	6-10	3705 Engineering Drive	http://int.ivyprepacademy.org/gwinnett
Norcross Elementary School	Norcross	Public	K-5	150 Hunt Street	http://www.norcrosselementaryschool.org/home.htm
Norcross High School	Norcross	Public	9-12	5300 Spalding Drive	http://www.norcrosshigh.org/home.aspx
Peachtree Elementary School	Norcross	Public	K-5	5995 Crooked Creek Road	http://www.peachtreecorner.org/
Pinckneyville Middle School	Norcross	Public	K-5	5440 W. Jones Bridge Road	http://pinckneyvillemiddle.org/home.html
Simpson Elementary School	Norcross	Public	K-5	4525 E. Jones Bridge Road	http://www.simpsonsuperstars.org/home.html
Stripling Elementary School	Norcross	Public	K-5	6155 Atlantic Boulevard	http://striplinges.weebly.com/
Summerour Middle School	Norcross	Public	6-8	585 Mitchell Road	http://www.gwinnett.k12.ga.us/SummerourMS/home.html
Wesleyan School	N/A	Private	K-12	5405 Spalding Drive	http://www.wesleyanschool.org/

*schools within Peachtree Corners in gray

LIBRARY

The Gwinnett County Public Library system has one branch in Peachtree Corners, the Peachtree Corners Public Library.

CULTURAL RESOURCES

THE ARTS

Big Cinemas Peachtree Theater is an eight screen movie theater on Peachtree Parkway, inside Market Place shopping center. Other than the cinema, there are a couple of small, private studios for children to learn music and dance but no larger or public arts venues in the city.

ARCHAEOLOGICAL SITES AND HISTORIC RESOURCES

There are several archaeological sites within Peachtree Corners. They are all on the northern edge of the City, along the Chattahoochee River. The Mechanicsville School is the only site within Peachtree Corners that is listed on the National Register of Historic Places.

In addition to the Mechanicsville School, there are several sites that are not on the register but have been documented by the FindIt! Historic Resources Survey Partnership (Gwinnett Unified Development Plan). One of these is the steel bridge at Jones Bridge Park. The bridge was opened in 1904, but during World War II a group of people posing as government worker dismantled and removed half of the bridge to sell for scrap. The remaining half still stands in the river to this day.



The Mechanicsville School, a one-room schoolhouse built in 1911.

RECREATION AND OPEN SPACE

The main recreational facility in Peachtree Corners is the Pinckneyville Park, which is in the southeast portion of the City, and the Pinckneyville soccer complex, which is just outside the City's borders. Pinckneyville Park straddles the city limits, but the complex includes a roller hockey rink, a free skate area, a seven-field baseball/softball complex, a dog park, and a 2.4 mile multipurpose trail.

Other than Pinckneyville Park, there are three accessible park areas along the Chattahoochee: Holcomb Bridge Park, Jones Bridge Park, and Medlock Bridge. These parks offer trails and river access. Still, the southern part of the City has no open space parks, and the City as a whole lacks small neighborhood parks or recreational facilities.



Historic Jones Bridge



One of Peachtree Corners' few public recreational facilities for children, the playground at Jones Bridge Park.

According to the Gwinnett Unified Plan, the County as a whole is underserved by parks. In Peachtree Corners, too, park access is limited. The National Recreation and Park Association (NRPA) recommends between 6.25 and 10.5 acres of park per 1,000 people. At approximately 229 acres of park land and an estimated population of 39,027, Peachtree Corners has about 6.8 acres of park per 1,000 people. This figure meets NRPA recommendations, but many of these acres are not public, and the entire community does not have equal access to them. Much of the city is still lacking in parks and park access.

The Chattahoochee is a huge potential resource that is currently only moderately accessible. However, the entire length of the river through Peachtree Corners is part of Gwinnett County's planned greenway, as shown in the County's Parks and Recreation Areas map, Figure 32.



The Chattahoochee River



River access at Medlock Bridge Park

WATER SUPPLY

Gwinnett County's Department of Water Resources manages the county's drinking water, stormwater, and wastewater. The county's water source is Lake Lanier.

SEWERAGE AND WASTEWATER MANAGEMENT

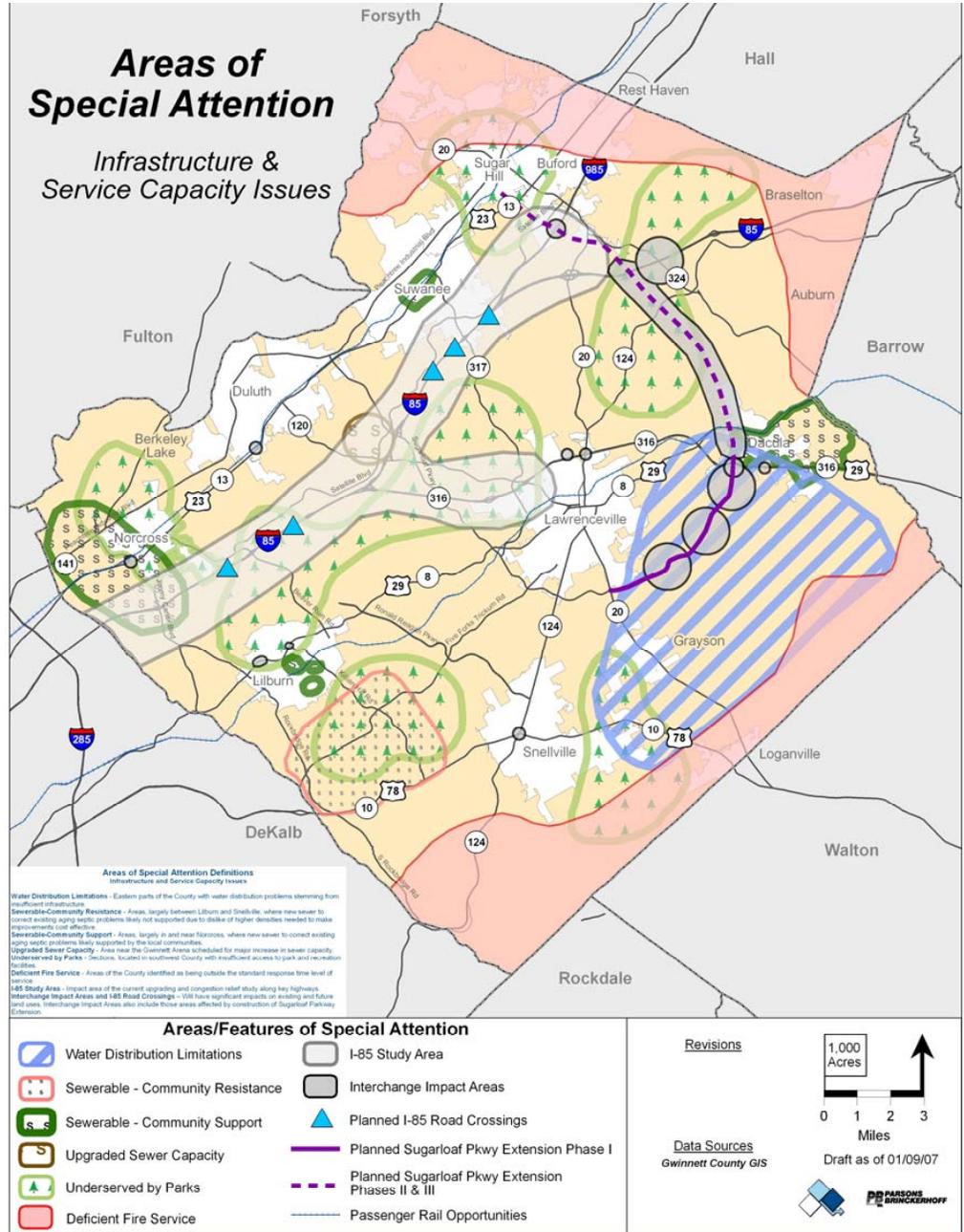
SEWERAGE SYSTEM

There is a large part of Peachtree Corners that is currently unsewered and served by aging septic systems. In Figure 33, see the sewer lines—both gravity sewers and forced mains—that serve Peachtree Corners. There are several neighborhoods that are not sewerred, including parcels at the southwest, the northeast, and the northwest of the City. The Gwinnett Unified Development Plan identified a section of the Peachtree Corners community that was supportive of installing sewers and transitioning from septic systems (see Figure 34). Installing sewers will require the City to work with Gwinnett County's Department of Water Resources.

WASTEWATER TREATMENT

Gwinnett provides wastewater treatment for Peachtree Corners at its Water Reclamation Facilities. One of these facilities is in Peachtree Corners, on the city's western side.

Figure 34. Gwinnett County Areas of Special Attention



CURRENT AND PROJECT FACILITY NEEDS

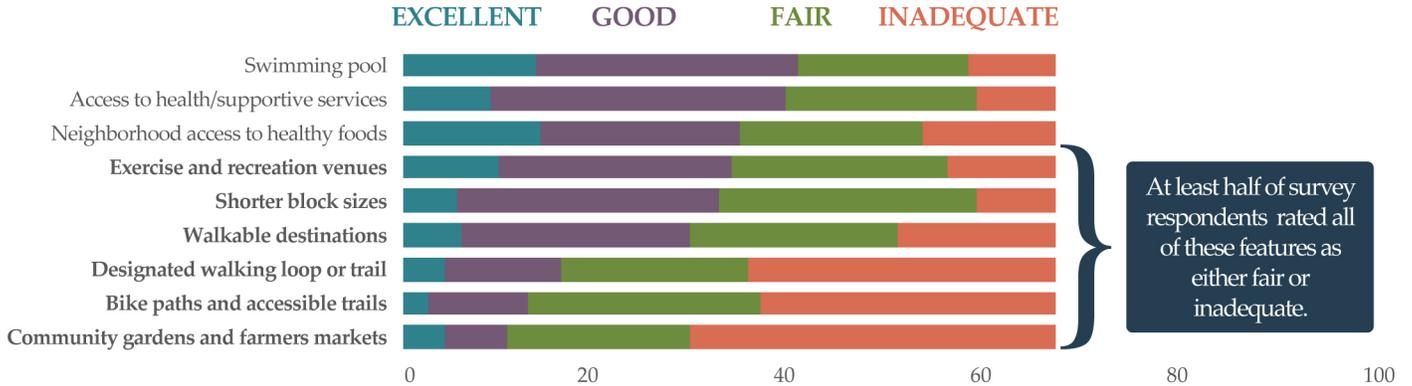
Most of the facilities of Peachtree Corners are provided by Gwinnett County. The City's vision for its future development can help it advocate for its needs with the County, and it can help direct the County in providing and improving facilities where the Peachtree Corners community feels they are most needed. The septic-to-sewer conversions and the Chattahoochee River greenway are two County plans for which the City should advocate. In addition, the City should continue to work with the County to maintain the quality of police, fire, health, and education systems.

Within the City, residents lack arts facilities and programs, public recreational opportunities, and public gathering spaces. These facilities are already deficient, and as the City's population grows, they will become even more so.

Figure 35. Lifelong Community Survey Results: Community Facilities



Figure 36. Lifelong Community Survey Results: Community Assets



COMMUNITY FACILITIES AND LIFELONG COMMUNITIES

Lifelong Communities are places where individuals can live throughout their lifetimes; they provide a full range of options to residents, ensuring a high quality of life for all. As the Atlanta region's population is aging, needs for older adults will influence land use and development patterns over the next several decades. Getting healthy and staying healthy is essential to maintaining a high quality of life. The design of a community should provide basic and preventative healthcare and encourage physical activity. Lifelong Communities allow people to access a full range of services, from shopping and banking to internet service and places of worship.

Peachtree Corners residents were asked to rate their community's facilities that contribute to lifelong livability, and the results are shown in Figure 35. None of the elements related to community facilities were ranked as "excellent" by most survey respondents. Most survey respondents felt that Peachtree Corners has good access to health and supportive services, swimming pools, exercise and recreation venues, and walkable destinations. The availability of a designated walking loop or trail, bike paths, and community gardens or farmers market is perceived as inadequate.

They were also asked to rate their community's assets that contribute to lifelong livability, and the results are shown in Figure 36. The survey respondents did not rate the availability of any of these services as "excellent." They consider most others to be "good." Several ranked as just "fair": entertainment, lifelong learning and educational opportunities, and senior wellness facilities. None of the services were considered to be inadequate.

SUMMARY OF COMMUNITY FACILITY AND CULTURAL RESOURCE EXISTING CONDITIONS

NEEDS

- There is not enough public access to the **Chattahoochee River**.
- There are not enough **public arts venues or programs**.
- The City needs more greenways and other public facilities for **recreation**.
- There are no small, neighborhood pocket parks.
- The City lacks a **signature open space, plaza, or town green** that could help shape a "downtown" Peachtree Corners identity.
- Local protection of historic and archaeological resources is inadequate.
- Old septic systems need to be replaced with **sewers**.

OPPORTUNITIES

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

Analysis of Data and Information: Natural Resources

ANALYSIS OF DATA AND INFORMATION: NATURAL RESOURCES

ENVIRONMENTAL PLANNING CRITERIA

Peachtree Corners is rich in natural resources, thanks in part to Gwinnett County's strong water protection regulations. The tree canopy and the river are two things that Peachtree Corners residents value and that give the community a special character. Future development should capitalize on and preserve these resources as well as the city's streams, rolling terrain, and rich soils.

WATER RESOURCES

Gwinnett County has adopted Part V of the Georgia Planning Act, the environmental planning criteria developed by the Department of Natural Resources (DNR). These standards include requirements governing development in water supply watersheds, groundwater recharge areas, and river corridors (DNR Rules for Environmental Planning Criteria). As shown in Figure 37, Peachtree Corners has all of these features, so parts of the City's development will be subject to these requirements.

STREAM BUFFERS AND SETBACKS

A water supply watershed, as defined by the Georgia Department of Natural Resources, is land in a drainage basin upstream of governmentally owned public drinking water supply intake. Peachtree Corners has land in two large (greater than 100 square miles) water supply watersheds as defined by the DNR. The Georgia Department of Community Affairs has special requirements for cities on water supply watersheds. Their criteria, which include buffers around streams and maximum densities of pervious surfaces, are intended to allow cities to develop within these watersheds while maintaining a supply of water clean enough that it can be treated to drinkable standards. The city may exempt existing land uses and mining activities from provisions of water supply protection plans, and it may exempt utilities and agriculture from the stream buffer and setback requirements of these plans under certain conditions. Land within 7 miles of the reservoir must maintain a 100' stream buffer around all perennial streams, and no impervious surfaces, septic tank, or septic drainfield may be constructed within 150' of a perennial stream bank. Because one of the water supply watersheds feeds the Quarles Water Treatment Plant, which draws water from the Chattahoochee, these requirements apply to a large portion of the city. In addition, new facilities that handle hazardous materials must do so on impermeable surfaces with spill and leak collection systems that comply with DNR requirements.

In addition, Gwinnett County's stream buffer ordinance, which restricts development with a 50' buffer and setbacks for an additional 25', applies to all the perennial streams in Peachtree Corners.

See Figure 38 for a map of these buffers and setbacks.

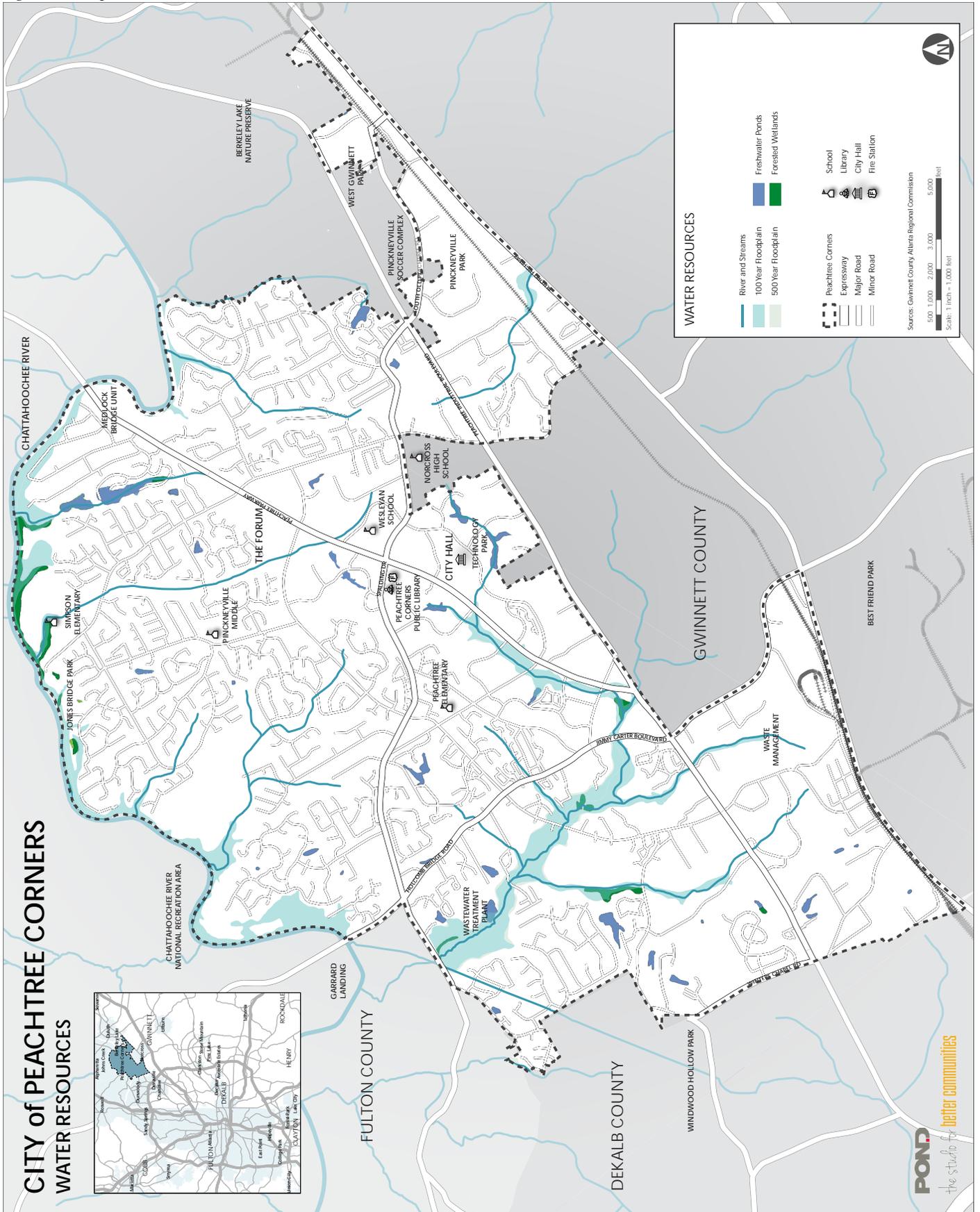
Chattahoochee River
Protection Corridor

Vegetated land cover:
3,430 acres

Freshwater **ponds: 26**

Acres of land within a 100-
year **floodplain: 632**

Figure 37. Map: Natural Resources



GROUNDWATER RECHARGE AREA

A large portion of Peachtree Corners is within a groundwater recharge area. In the Piedmont region of Georgia, most groundwater is stored in overlying soils, particularly those with thicker soils such as the one outlined in Figure 38. To protect our groundwater from pollution, DNR has implemented regulations regarding landfills, hazardous waste disposal, chemical storage, agricultural waste, septic tanks and drain fields, wastewater irrigation and spreading, permanent storm infiltration basins, and new wastewater treatment basins.

Communities seeking to promote water supply protection measures could seek low impact development and other techniques for increasing on-site infiltration of stormwater within groundwater recharge areas.

CHATTAHOOCHEE RIVER CORRIDOR

The Chattahoochee River defines the City's northern boundary. The Metropolitan River Protection Act (MRPA), a state law passed in 1973, instituted a 2000-foot protection corridor along both sides of the Chattahoochee River. Any land disturbance within this corridor must comply with the Chattahoochee Corridor Plan, which includes limits on land use and impervious surfaces. It also establishes a 50' buffer and a 150' impervious setback from the river bank.

WETLANDS

As seen in Figure 38, Peachtree Corners has several different types of wetlands. According to DNR rules, local governments must consider wetlands in their planning decisions, mapping and identifying them in land use plans. DNR outlines a number of considerations that must be addressed and the minimum types of wetlands that the city must identify. And under federal policy, development should not alter or degrade wetlands without showing that there will be no adverse impacts or net loss of wetlands.

FLOODPLAINS

632 acres in Peachtree Corners are within the 100 year floodplain, which means that the probability of an annual flood in these areas is 1%. Most of these areas are either along the Chattahoochee River or along streams in the southwestern part of Peachtree Corners (see Figure 38). Within these floodplains, construction may not alter the area's flood characteristics or create hazardous velocities of water. Development in the floodplains is restricted to public parks, agriculture, dams, bridges, parking areas, public utility facilities, and outdoor storage (Gwinnett Unified Development Plan).

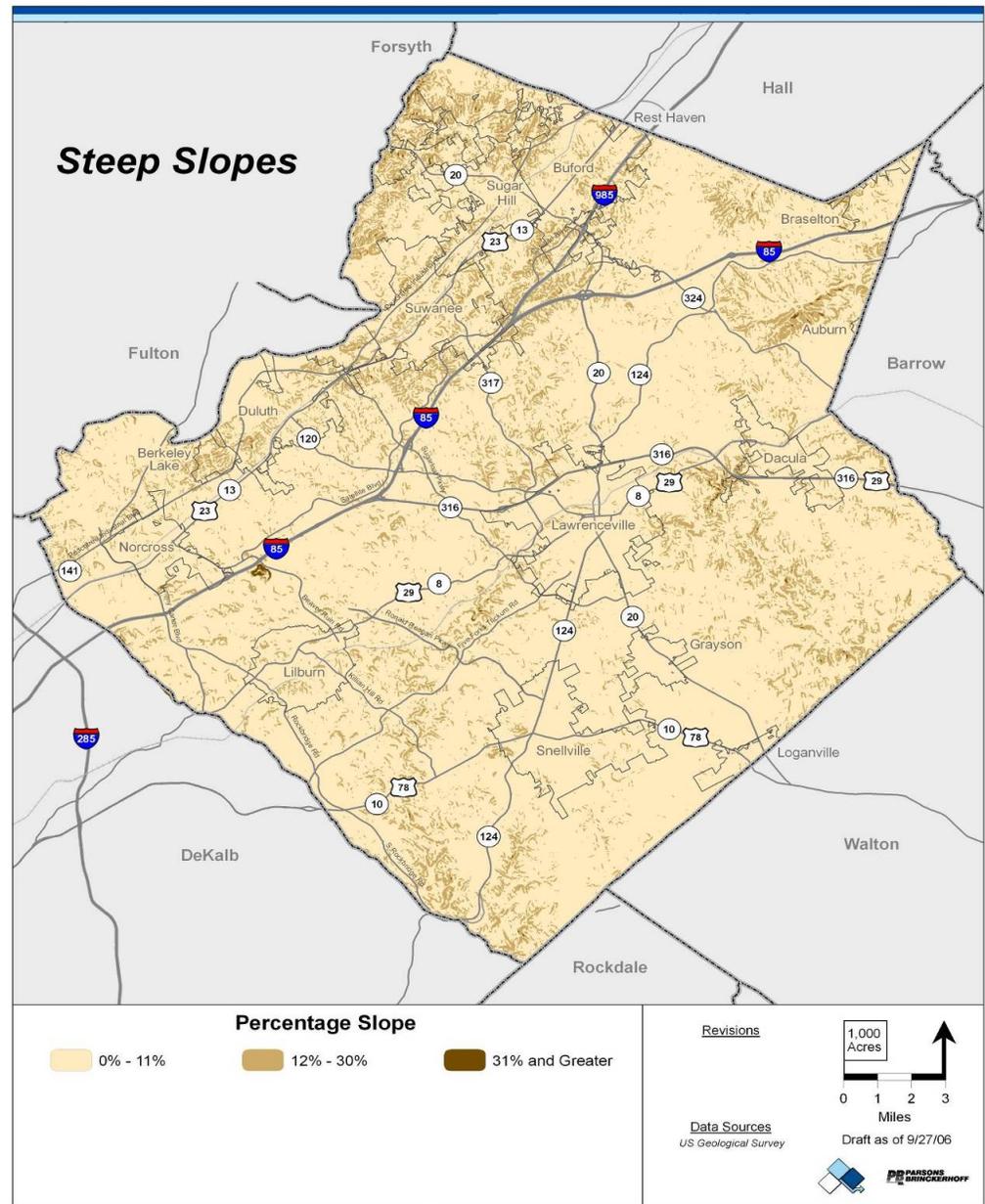
TERRAIN

TOPOGRAHY AND STEEP SLOPES

Peachtree Corners is characterized by gently rolling hills, for the most part. The city's elevation ranges from approximately 872 feet above sea level, at the river, to 1,142 feet above sea level (see Figure 40).

As shown in Figure 39, there are no slopes over 30% in Peachtree Corners, but there are some areas where the topography is steeper than a 12% slope, especially close to the Chattahoochee River. Gwinnett County restricts development on slopes greater than 12%, and site grading for cut and fill has a maximum slope of 2:1 (Gwinnett Unified Development Plan). These regulations protect ground from erosion and streams from excess sedimentation.

Figure 39. Gwinnett County Steep Slopes



SOILS

See Figure 41 for the National Resources Conservation Service soil survey of Peachtree Corners. The primary soil type in Peachtree Corners is Madison. It, and many others found in Peachtree Corners, are found both on land cultivated with a wide range of crops and in pine forests. They are also suitable for construction and land development.



The neighborhoods of Peachtree Corners have an extensive, beautiful tree canopy that contributes to the City's character, reduces the heat island effect, and reduces stormwater runoff.



LAND COVER

Peachtree Corners has a large amount of tree cover and vegetated ground. Figure 42 shows the amount of vegetation land cover as determined through remote sensing techniques. Peachtree Corners has roughly 3,430 acres of vegetated cover, which is over one third of the land in the City. A lot of this vegetation is concentrated around the Chattahoochee River and the City's streams. The City's residential and vacant parcels also highly vegetated. Further south and in the more commercial and industrial parts of Peachtree Corners, more of the land cover is paved or otherwise impervious. While stream and wetland protection limit development, the natural environment exists as a great asset to the City, supporting a beautiful, healthy community.

SUMMARY OF NATURAL RESOURCE EXISTING CONDITIONS

NEEDS

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

OPPORTUNITIES

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

Analysis of Data and Information: Intergovernmental Coordination

ANALYSIS OF DATA AND INFORMATION: INTERGOVERNMENTAL COORDINATION

This chapter provides an inventory of existing intergovernmental coordination mechanisms and agreements with other local governments and governmental entities.

The City of Peachtree Corners is the largest of 16 cities located in Gwinnett County, Georgia, including Auburn, Berkeley Lake, Braselton, Buford, Dacula, Duluth, Grayson, Lawrenceville, Lilburn, Loganville, Norcross, Rest Haven, Snellville, Sugar Hill, and Suwanee. A vote to incorporate the City passed in 2011, and the City held its first election in March 2012 before its official incorporation on July 1, 2012. A part-time mayor and six city council members (one from each of three districts and three at-large) represent the City's constituents. The city manager is responsible for daily city operations.

ADJACENT LOCAL GOVERNMENTS

The City is located in northwest Gwinnett County. It is bordered by Norcross to the south; Berkeley Lake and Duluth to the east; Johns Creek, Roswell, and Sandy Springs across the Fulton County border to the north; and Dunwoody and Doraville on the west side across the DeKalb County border.

Gwinnett County serves a special role, as they continue to provide many services to Peachtree Corners residents, and coordination between the City and County is especially important. The Peachtree Corners charter states that it will provide the following three services to its constituents: planning and zoning, code enforcement, and solid waste disposal. Currently, Gwinnett County is still providing solid waste disposal services to the City. All other services are provided by Gwinnett County. This agreement is governed by the Service Delivery Strategy.

Table 39 outlines the responsibilities of each department in Gwinnett County that serves Peachtree Corners. While the County does provide many of the following services, it is important that the City continue to communicate its needs related to each of these services to the County.

SCHOOL BOARDS

The City of Peachtree Corners' school system is governed by the Gwinnett County Board of Education, since Peachtree Corners does not have its own governing school board. The Gwinnett County Board of Education is led by five members elected by district that serve four-year terms. Peachtree Corners falls within District 3. The Community Facilities & Cultural Resources section of this report includes an inventory of schools and a map of their locations.

Table 39. Gwinnett County Departments

Service	Department
Board of Commissioners	Elected officials representing the 4 districts in the County. The County Administrator serves as Chief Executive Assistant to Board of Commissioners; oversees County departments; includes County Clerk and other administrative support.
Community Services	Includes Health and Human Services (Senior Services and Human Services Centers); Parks and Recreation (plan for, operate, and maintain parks and greenways; host recreation classes, summer camps, special events, and athletic leagues); Extension Service Division (extension of UGA's College of Agricultural and Environmental Services and Family and Consumer Sciences; 4-H Youth and Development; soil sampling, water testing, and master gardening program); Environmental and Heritage Center; Public Library; and Voter Registration and Elections (operate elections, report results, manage voter registration.).
Corrections	Promote public safety, operate correctional facilities.
County Clerk	Maintain records of Board of Commissioners.
Courts	Superior, state, magistrate, probate, juvenile, and recorder's court in Lawrenceville.
District Attorney	Trials, criminal investigations, and victim-witness unit.
Economic Development	Attract new businesses, provide expansion incentives for existing firms, add jobs, increase wages, optimize tax digest balance, diversify industries, increase income for Gwinnett residents, encourage revitalization. Administer Opportunity Zones, tax incentives, Community Improvement Districts, and Tax Allocation Districts.
Elections	Operate elections, report results, manage voter registration.
Financial Services	Accounting, Purchasing, Service Division, Budgets, Grants, Strategic Business Development, Tax Assessors, and Treasury.
Fire & Emergency Services	Business services, community risk reduction, and operations.
Human Resources	Recruitment of employees, manage benefits and compensation, maintain employee records.
Information Technology Services	Enterprise Application support, Land Information Solutions, Geographic Information Systems (GIS).
Law	Includes Property Division, Risk Division, and representation for the Board of Commissioners.
Parks & Recreation	Plan for, operate, and maintain parks and greenways. Host recreation classes, summer camps, special events, and athletic leagues.
Police	Operates uniformed police force, criminal investigations, and 911 for the entire county. Operate animal shelter.
Sheriff	Administrative services, civil, court security, field operations, jail, and support services.
Solicitor	Prosecutes all misdemeanor crimes.
Solid Waste & Recycling	Solid waste and recycling collection and disposal.
Support Services	Facilities (building) management, fleet management, capital projects, and real property management.
Tax Commissioner	Collects property and motor vehicle tax.
Transportation	Gwinnett County Transit, Comprehensive Transportation Plan, Operations and Maintenance, Traffic Engineering and Planning, Gwinnett County Airport Briscoe Field.
Water Resources	Provides drinking water, operates infrastructure, stormwater management, Lanier Community Garden, and water conservation resources.

INDEPENDENT SPECIAL AUTHORITIES AND DISTRICTS

UNITED PEACHTREE CORNERS CIVIC ASSOCIATION

The United Peachtree Corners Civic Association (UPCCA) is “a nonprofit, nonpartisan organization representing the interests of residents, subdivisions, businesses, and other stakeholders in matters involving and/or affecting Peachtree Corners.” They are engaged in a variety of activities that support the quality of life in the City. The UPCCA was established in 1993 in response to concerns about development in the then-unincorporated Peachtree Corners area. Currently, the UPCCA maintains medians along Peachtree Parkway and recently installed a gateway sign at Peachtree Industrial Boulevard. The organization was also involved in leading the campaign to incorporate the City. More information on the UPCCA, including how to join, can be found at <http://www.upcca.org/index.html>.

PEACHTREE CORNERS BUSINESS ASSOCIATION

The Peachtree Corners Business Association (PCBA) is a business networking association for the City of Peachtree Corners. Large and small businesses are included, representing a range of industries. One of the PCBA’s roles is to address city, county, and state government issues that affect Peachtree Corners businesses. See <http://peachtreecornersba.com/> to stay up-to-date on PCBA happenings.

GWINNETT VILLAGE COMMUNITY IMPROVEMENT DISTRICT

The Gwinnett Village Community Improvement District (GVCID) was established in 2006 and serves as the gateway between the City of Atlanta and Gwinnett County. A Community Improvement District (CID) is a self-taxing district that raises funds from a millage assessment on real property owned by CID members. It allows a community of businesses, with its own Board of Directors and staff, to augment local government services and specify how the funds it generates can be used.

The organization works to increase commercial values in the district by promoting redevelopment, driving infrastructure investments aimed at increasing mobility, enhancing public safety, and creating a roadside landscape that is pleasing to residents and business owners. The Gwinnett Village Community Improvement District boundary intersects the southern boundary of Peachtree Corners on Buford Highway.

GWINNETT COUNTY CHAMBER OF COMMERCE

The Gwinnett County Chamber of Commerce markets Gwinnett County to the world as the premier location in Metro Atlanta and Georgia for growing and operating a business. The Chamber assists with site selection, public relations and marketing, assistance for employees and their families moving to the county, and state and local incentives. The Chamber has worked to make Gwinnett the leader in job growth in the Atlanta metro region for the past five years. See <http://new.gwinnetteeconomicdevelopment.com/> for more.

In addition, the Gwinnett Chamber has created Partnership Gwinnett, a public-private community and economic development initiative with the mission of bringing new jobs and investment to the county. It has worked since 2006 to “attract and retain jobs, cultivate capital investment, support education institutions, foster workforce development, and contribute to the exceptional quality of life found in Gwinnett.” Its Partnership Gwinnett 2.0 Strategy builds on prior implementation plans to continue supporting economic growth and a high quality of life. Visit <http://www.partnershipgwinnett.com/> to read the strategy.

FEDERAL, STATE, AND REGIONAL PROGRAMS

ATLANTA REGIONAL COMMISSION

The Atlanta Regional Commission (ARC) is the regional planning and intergovernmental coordination agency for the 10-county metropolitan Atlanta area including Cherokee, Clayton, Cobb, DeKalb, Douglas, Fayette, Fulton, Gwinnett, Henry and Rockdale Counties, and the City of Atlanta. Its mission is to demonstrate professional and forward-looking leadership to ensure sustainable growth and competitive advantage by focusing and balancing environmental responsibility, economic growth, and social needs. The City of Peachtree Corners will coordinate with the ARC on comprehensive planning and transportation initiatives.

In addition, the City of Peachtree Corners may pursue funding from the ARC under its Livable Centers Initiative (LCI) program. Local governments and nonprofits can apply to receive grants to use in preparing LCI plans that will enhance existing or emerging centers and corridors. These projects should focus on encouraging connectivity, a mix of uses, and housing development in activity centers. Since the program’s inception in 2000, the ARC has approved almost \$18 million in funding through 2017. Peachtree Corners has not yet sought LCI funding, but nearby LCI studies that have been completed include the Duluth Town Center, Norcross Town Center, Norcross Activity Center, Jimmy Carter Corridor, Indian Trail-Lilburn Corridor, and Gwinnett Place Activity Center.

GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS

The Georgia Department of Community Affairs (DCA) was created in 1977 to serve as an advocate for local governments. In 1996, the Georgia Housing and financing Authority was merged with the DCA. Today, DCA serves as the state’s lead agency in housing finance and development; publishes building codes to be adopted by local governments; provides comprehensive planning, technical, and research assistance to local governments; and serves as the lead agency for the state’s solid waste reduction efforts. DCA reviews all local comprehensive plans and solid waste plans for compliance with Georgia’s minimum standards.

GEORGIA REGIONAL TRANSPORTATION AUTHORITY

The Georgia Regional Transportation Authority (GRTA) was created in 1999 by the Georgia General Assembly under Title 50, Article 32, by the Georgia Regional Transportation Authority Act (Senate Bill 57). The authority's mission is to combat air pollution, traffic congestion, and poor development patterns in the Atlanta region. GRTA has authority over any county that is a U.S. Environmental Protection Agency-designated nonattainment area under the U.S. Clean Air Act amendments of 1990. Currently, 20 counties in the Atlanta metropolitan region fall under GRTA's jurisdiction (http://documents.atlantaregional.com/transportation/tp_2012UPWP_Amended_082012.pdf).

GRTA must review any Development of Regional Impact (DRI) that falls within its jurisdictional area. A DRI is a large-scale development that will likely have an impact beyond its immediate vicinity. The 1989 Georgia Planning Act authorizes the DCA to establish procedures for intergovernmental review of large-scale projects. GRTA's oversight of DRIs is intended to improve communication between adjacent governments and to assess potential impacts of large developments to prevent conflicts.

GRTA also operates the Xpress commuter bus service, which takes commuters to and from major employment centers in Downtown, Midtown, Buckhead, and Perimeter Center. See Chapter 8: "Analysis of Data & Information: Transportation" for more details on the Xpress bus routes that serve Peachtree Corners.

GEORGIA DEPARTMENT OF TRANSPORTATION

The Georgia Department of Transportation (GDOT) was created in 1972 by former Governor Jimmy Carter. Its mission is to "provide a safe, seamless, and sustainable transportation system that supports Georgia's economy and is sensitive to its citizens and environment." GDOT's largest responsibility is the planning, construction, and maintenance of the state's roads and bridges; the Department also plans and funds other modes of transportation, including air, water, and rail. Any transportation project funded with federal dollars is undertaken through GDOT. Within Peachtree Corners, streetscape improvement projects on state highways must be approved by GDOT.

GEORGIA DEPARTMENT OF NATURAL RESOURCES

The Georgia Department of Natural Resources (DNR) was created by Governor Jimmy Carter in 1972 under the Executive Reorganization Act. Several existing state agencies were reorganized to form the Georgia DNR. The DNR's mission is to "sustain, enhance, protect, and conserve Georgia's natural, historic, and cultural resources for present and future generations, while recognizing the importance of promoting the development of commerce and industry that utilize sound environmental practices." The "natural, historic, and cultural resources" protected by the DNR include "the state's air, soil, and water; all game species of animals, birds, and fish; all non-game species of animals, birds, and fish; all plants, whether common, endangered, or protected; and every cultural, historic, or recreational resource within the state."

One of the DNR's many responsibilities is developing and implementing plans that guide the management and protection of Georgia's resources. Local governments should refer to the DNR's plans and regulations in their own planning processes. State-wide natural resources strategic plans, historic preservation plans, wildlife plans, water management plans, and outdoor recreation plans could all be relevant to Peachtree Corners. The DNR also provides technical assistance to municipalities dealing with water conservation, environmental protection, wildlife preservation, parks and recreation planning, and historic preservation.

METROPOLITAN NORTH GEORGIA WATER PLANNING DISTRICT

The Metropolitan North Georgia Water Planning District was established in 2001 for the purpose of establishing policy, creating plans, and promoting intergovernmental coordination for all water-related issues in the district. The goal of the district is to develop comprehensive regional water resources plans that protect water quality and water supply in and downstream of the region, protect recreational values of the waters in and downstream of the region, and minimize potential adverse impacts of development on waters in and downstream of the region. The planning district also facilitates multi-jurisdictional water-related projects and enhances access to funding for water-related projects among local governments in the district area. The district develops regional and watershed-specific plans for stormwater management, wastewater treatment, water supply, water conservation, and the general protection of water quality. The planning district comprises all local governments within a 16-county area.

SUMMARY OF INTERGOVERNMENTAL COORDINATION EXISTING CONDITIONS

NEEDS

- Enhance coordination with **Gwinnett County Board of Education** to maintain a strong, well-regarded school system.
- Coordinate with the **Gwinnett Chamber** in implementation of the Partnership Gwinnett Strategy.
- According to Gwinnett County's Unified Development Plan, the **costs** of operating and maintaining public services and providing public safety are rising.

OPPORTUNITIES

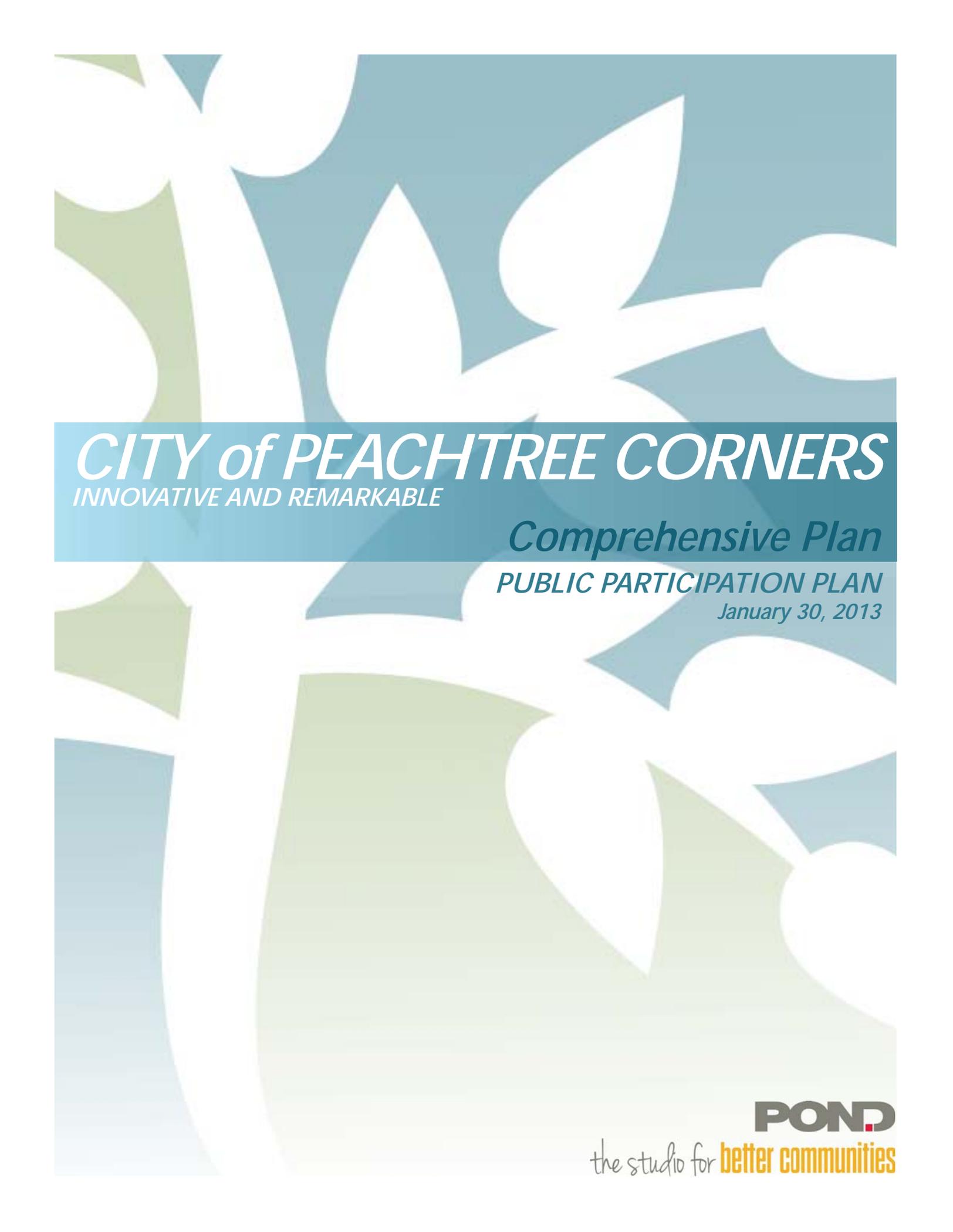
- The ARC's **PLAN 2040** outlines strategies for local government implementation, which aims to sustain metro Atlanta's livability and prosperity as its population continues to grow.
- Continue to review **Service Delivery Strategy**, as the City may choose to take on services from Gwinnett County.

- Increase involvement at **local and regional group meetings**.
- Continue to coordinate with **county, regional, and state agencies** regarding infrastructure, environmental issues, and water management.
- Create a mechanism for **county coordination** related to all infrastructure and program needs, such as public works, parks and recreation, and community development.

report has been formatted to print double-sided | page intentionally left blank

POND
the studio for **better communities**

Appendix A: Public Participation Plan



CITY of PEACHTREE CORNERS
INNOVATIVE AND REMARKABLE

Comprehensive Plan
PUBLIC PARTICIPATION PLAN
January 30, 2013



PUBLIC PARTICIPATION PLAN

INTRODUCTION

During 2013, the City of Peachtree Corners will write its first Comprehensive Plan. Wide reaching, representative community involvement is needed to make the project a success. This is why a Community Participation Plan is created. The Community Participation Plan explains the overall planning process and presents the plan for engaging citizens, business members and other stakeholders with varying interests and perspectives.

The Comprehensive Plan considers the 20-year horizon and provides a fact-based resource that tracks implementation of community-based policies. An overall plan addressing a city's future must answer a fundamental question "**What do we really want our city to become?**" This question has no single, simple solution, but many complex answers, which evolve over time. A successful plan will help leaders narrow the complexity into a concise vision with action items that hold elected officials accountable. As a new city, Peachtree Corners has the unique privilege of being able to define its vision for the first time. The 2033 Comprehensive Plan will set the stage for development, growth, and investment in the City.

Through various community activities, the City will develop its vision and **Community Goals**. The Community Goals lay out a road map for the community's future, identifying a direction and generating pride and enthusiasm. After the goals are identified, the consultant team will use more public input to draft a list of **Community Needs and Opportunities**. The Needs and Opportunities report combines data and observations with community members' own assessments of issues and opportunities to create a list of needs that the plan should address. Finally, the consultant team will produce a **Community Work Program**. The Community Work Program will identify short- and long- term actions to achieve the common vision and goals and frame policy commitments to build a successful City of Peachtree Corners over the next twenty years. Creating a great city takes decades of planning and investing, and the Comprehensive Plan will direct development decisions that influence the City's future.

PURPOSE

In summary, the Comprehensive Plan includes the Community Needs & Goals, Community Vision, and Community Work Plan. The purpose of this document, the **Public Participation Plan**, is to ensure that the final Comprehensive Plan reflects the full range of community values and desires, by involving a diverse spectrum of stakeholders in development of the Community Work Program. Broad-based participation supports the plan through its implementation, since many members of the community are involved in the plan's development, feel a sense of ownership over it, and are committed to seeing it through. The methods for which the public will be engaged are outlined below in the Public Participation Plan, which includes:



- Structure of Participation Process;
- Identification of Stakeholders;
- Identification of Participation Techniques; and
- Schedule for Completion of the Community Work Program.

STRUCTURE OF PARTICIPATION PROCESS

PROJECT MANAGEMENT TEAM

The City's Department of Community Development and the contracted Consultant lead a Project Management Team. The Project Management team proposes recommendations for the Comprehensive Plan based on community input. The City Council and Mayor hold ultimate responsibility and authority to approve and direct the implementation of the Comprehensive Plan documents, and, as the body that must deliberate budget constraints and competing priorities, may modify the recommendations that they receive.

CITIZEN ADVISORY COMMITTEE

A Citizen Advisory Committee will also help guide the Comprehensive Plan by serving as the project's primary sounding board for initial concepts and providing representation from various communities in Peachtree Corners. They are tasked with reviewing consultant documentation and providing feedback, guidance, and recommendations based on the community's input and the City's vision. The Committee will also review synthesized community input and proposed recommendations that will make up the final plan. The role of the Citizen Advisory Committee members may include:

- Representing a neighborhood, organization, or business community throughout the process;
- Attending Citizen Advisory Committee meetings, of which there will be 4-7 between January and July, to review and comment on materials prepared by the consultant team;
- Attending scheduled public meetings, if possible;
- Recommending language for the City of Peachtree Corners based on community meeting results;
- Distributing all information pertinent to the process to the larger community and respective neighbors/organization members/etc.;
- Assisting in determining appropriate solutions to include in the Community Work Program, which will allow the plan to be implemented while meeting the community's goals;
- Offering innovative strategies and tools that may be explored during this effort.

Each meeting of the Citizen Advisory Committee will include an informational piece and interactive exercises. The Committee will also review presentation materials for upcoming community meetings, which are scheduled one week after the Citizen Advisory Committee meetings; the consultant team can make adjustments to community meeting presentation materials if necessary based on the Citizen Advisory Committee input. The City Council will approve the list of members invited to join the Citizen Advisory Committee.



IDENTIFICATION OF STAKEHOLDERS

Each person who lives, works or serves in Peachtree Corners has a stake in its success and plans for the future. To effectively manage a broad range of viewpoints, it will be effective to rely on existing networks and stakeholder groups. As part of targeted public outreach efforts, the Comprehensive Plan effort will engage existing networks including community organizations, businesses, service providers and small groups to serve as a source of input, information and recommendations. These groups will also be asked to distribute meeting notices, posters, and agendas to broader groups; they will also be tapped to provide feedback on how to improve the outreach process and shape the content of meetings and presentations so that they meet a variety of needs. Other stakeholders may be invited to join the Citizen Advisory Committee or give interviews to the Project Management Team.

A preliminary list of stakeholders is included below. To ensure broad representation, the City will update this list with additional stakeholders identified through the Citizen Advisory Committee, City Council, and community members. The final list of stakeholders will be included in the final Comprehensive Plan.

- City Council members
- Planning Commission
- Local schools (public and private)
- Norcross High School Foundation for Excellence
- Peachtree Corners Business Association
- United Peachtree Corners Civic Association
- Religious institutions
- Civic leaders
- Minority group leaders
- Major employers
- Major land owners
- Service providers, such as:
 - Asian American Resource Center
 - PeachCare Community Centers
 - Norcross Human Services Center
 - Right from the Start Medicaid
 - Ninth District Opportunity, Inc.
 - Norcross Health Center
 - Norcross Senior Center
 - View Point Health
 - Hispanic Community Support Center
 - Latin American Association



PARTICIPATION TECHNIQUES

The Planning Team will conduct three community meetings, as well as stakeholder interviews covering planning elements consisting of land use, transportation, design controls, natural and cultural resources, housing, economic development and visioning. In addition to the above referenced community meetings, an Open House will be held. City officials plan to conduct three public hearings and three planning commission meetings.

The City of Peachtree Corners will engage the community using a variety of techniques, depending upon the purpose of achieving community involvement. The following section identifies different techniques and organizes them by purpose.

Website/Media: The Project Management Team has created a project-specific website: <http://peachtreecornersplan.blogspot.com/>. The website will be updated on a regular basis throughout the public participation process. Citizens can access community meeting schedules, agendas, minutes, and links to other important information on the site. The website will also host copies of draft documents for public review as they become available. The City will include information about upcoming meetings and a link to the project website on its own website, <http://cityofpeachtreecornersga.com/>.

Lobby Displays: Maps and information will be posted at City Hall.

Printed/E-mail Bulletins: Information on upcoming meetings will be distributed at key times during the study. The consultant team will produce a flyer advertising each public meeting and provide it to the City for physical or digital distribution. A flyer advertising each meeting will be posted on the door of City Hall.

Media/Press Releases: The City will contact local newspaper(s) to advertise meetings and/or status of the plan to the community. The Atlanta-Journal Constitution, Gwinnett Daily Post (the legal organ of Gwinnett County), and Peachtree Corners Patch will receive press releases and announcements.

Mailing Lists: The City will ask members of the Citizen Advisory Committee and other stakeholders to use existing email distribution lists to publicize meetings and other key events. This resource will keep the public informed of proposed meetings, changes to dates and schedules, and public review periods for draft documents. Emails will be distributed before public meetings. Exact content and timing of these distributions will be determined with further coordination with the City.

Community Meetings: Four community events are planned for the Comprehensive Plan:

- **Community Meeting #1:** February 21, 2013, 7:00-8:30 pm.
 - This meeting will be held at City Hall.
 - The purpose of this meeting will be to inform the public about the Comprehensive Plan, capture the community's vision for the future, and gain an understanding of existing



issues and opportunities in the City. The meeting will be a presentation with an opportunity for participants to share their thoughts about issues and opportunities with the group or on comment cards.

- **Community Meeting #2A:** April 24, 2013, time TBD (daytime)
 - This meeting will be held at a location to be determined. It may be held at a location outside of City Hall, such as Norcross High School, to reach a wider audience.
 - Community Meeting #2 will be a design workshop, where participants can define the vision for different character areas in the City. The consultant team will present a summary of the issues and opportunities that have been identified and explain how character areas are used in long-range planning and development regulations. The remainder of the meeting will be spent in small break-out groups with interactive, hands-on designing and visioning exercises.
 - There will be two identical sessions of Community Meeting #2, held at two different times and location to reach a wide audience.
- **Community Meeting #2B:** April 25, 2013, time TBD (evening)
 - This meeting will be held at a location to be determined. It may be held at a location outside of City Hall, such as the YMCA, to reach a wider audience.
 - Community Meeting #2 will be a design workshop, where participants can define the vision for different character areas in the City. The consultant team will present a summary of the issues and opportunities that have been identified and explain how character areas are used in long-range planning and development regulations. The remainder of the meeting will be spent in small break-out groups with interactive, hands-on designing and visioning exercises.
 - There will be two identical sessions of Community Meeting #2, held at two different times and location to reach a wide audience.
- **Community Meeting #3:** July 25, 2013, 5:00 – 8:00 pm
 - This meeting will be held at City Hall in an Open House format, so attendees can stop by as they please and stay for as long as they wish any time within the three-hour time frame.
 - At the Open House, the project team will present the final set of activities in the Community Work Program. The public will be asked to rank and prioritize projects. The public's preferred projects will help inform the final list of recommendations that will be adopted as part of the plan.

Select Interviews: Select stakeholders and City Staff will be interviewed in order to gain more detailed information on certain topics, such as housing, economic development and local industry, population diversity, growth and needs, etc. In addition, the consulting team will interview each City Council member individually.



Survey: Certain topics may require additional input to clarify the results of community meetings. A survey may be prepared. The results will be analyzed, a report submitted, and the information will be incorporated into the report.

City Council Meetings and Work Sessions: The consulting team and City Staff will attend meetings and work sessions with the City Council during the Comprehensive Planning process. The City Council holds official meetings on the first and third Tuesdays of every month. Agenda items are due by Tuesday of the prior week, and agenda packets are distributed by the Friday prior to the meeting.

- City Council Meeting #1: February 5, 2013, 7:00 pm
 - At the February 5th City Council meeting, the consultant team will officially kick off the Comprehensive Plan. This first hearing is required by the Georgia Department of Community Affairs (DCA) and is intended to brief the community on the process to be used to develop the plan, present opportunities for public participation in development of the plan, and to obtain input on the proposed planning process.
- City Council Meeting #2: April 16, 2013, 7:00 pm
 - At the April 16th City Council meeting, the consultant team will present a brief summary of the Community Vision and Community Needs and Goals. The team will also announce Community Meeting 2, which will take place on April 24th and April 25th. This meeting may be accomplished in a joint session with the Planning Commission.
- City Council Meeting #3: August 6, 2013: 7:00 pm
 - At the August 6th City Council meeting, the consultant team will present the draft of the final comprehensive plan. This public hearing is required by the DCA and must be held once the plan has been drafted and made available for public review, but prior to its transmittal to the Regional Commission for review. The purpose of this hearing is to brief the community on the contents of the plan, provide an opportunity for residents to make final suggestions, additions or revisions, and notify the community of when the plan will be submitted to the Regional Commission for review. Once public comments have been addressed, the plan must be transmitted to the Regional Commission with a cover letter signed by mayor.

Planning Commission Meetings and Work Sessions: The project management team will also work closely with the planning commission in developing the Comprehensive Plan. The planning commission meets on the second Tuesday of every month.

- February 12, 2013: At the February 12 planning commission meeting, the consultant team will seek feedback on the vision and goals for the City. This meeting will also give the planning commission members an opportunity to share issues, needs, and opportunities they have identified in the City.
- April 16, 2013: In April, the consultant team will present a brief summary of the Community Vision and Community Needs and Goals that have been developed after several months of public input. This may be accomplished with a joint session between the planning commission and the city council on April 16th.



- July 9, 2013: At the July planning commission meeting, the consultant team will present a summary of the community work plan that has been developed. The work plan will include a list of activities that the City may choose to pursue in order to achieve the goals and objectives identified in the plan.

SCHEDULE

REVIEW PROCESS

In Georgia, the DCA determines the rules and regulations local governments must follow when preparing the Comprehensive Plan. Upon completion, Peachtree Corners must transmit the comprehensive plan to the Atlanta Regional Commission (ARC) for review. The transmittal must include the community's certification that it has considered both the Regional Water Plan and the Rules for Environmental Planning Criteria. Once received, the ARC will immediately forward the plan to the DCA for review. DCA conducts a report of findings and recommendation, and ARC issues the local government a final report that includes DCA's comments.

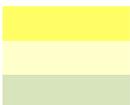
COMPREHENSIVE PLAN SCHEDULE OF ACTIVITIES

The City has prepared the attached schedule for community meetings, workshops, events and public hearings. While several target dates remain to be finalized, the City will adhere to this schedule and post it in local media outlets, along with periodic updates as dates and venues are determined. The schedule was reviewed by the city's Community Development Department and aims to provide for numerous opportunities for public involvement, in a variety of locations with different formats.



Peachtree Corners 2033 Comp Plan - Proposed Meeting Schedule (Revised: 02/06/2013)

January 2013		Start	Finish	Location
9-Jan-13	Project Management Team Meeting: Kick Off	11:30 AM	1:00 PM	City Hall
14-Jan-13	Study Area Tour - Self Guided	9:30 AM	1:00 PM	Study Area
16-Jan-13	Market Meeting	2:30 PM	3:30 PM	City Hall
30-Jan-13	Citizen Advisory Committee Meeting #1, Kick Off (Process/Visions/Goals)	11:30 AM	1:00 PM	City Hall
February 2013				
5-Feb-13	Community Announcement: Project Kick Off (Council Mtg/Public Hearing)	7:00 PM	8:30 PM	City Hall
5-Feb-13	Community Survey Opens, Closes on March 31	2/5/2013	3/31/2013	On Line
12-Feb-13	Planning Commission Meeting: Vision & Goals, Issues & Opportunities	7:00 PM	8:30 PM	City Hall
13-Feb-13	Project Management Team Meeting	10:00 AM	11:30 AM	City Hall
13-Feb-13	Citizen Advisory Committee Meeting #2	11:30 AM	1:00 PM	City Hall
13-Feb-13	Stakeholder Interviews; begin 2/13/2013 - 3/31/2013	2/13/2013	3/31/2013	Citywide
21-Feb-13	Community Meeting #1: Vision & Goals, Issues & Opportunities	7:00 PM	8:30 PM	City Hall
March 2013				
13-Mar-13	Project Management Team Meeting	10:00 AM	11:30 AM	City Hall
13-Mar-13	Citizen Advisory Committee Meeting #3 (If needed)	11:30 AM	1:00 PM	City Hall
April 2013				
2-Apr-13	Business Owner Roundtable: Vision & Goals, Issues & Opportunities	TBD	TBD	TBD
16-Apr-13	Planning Commission Meeting: Summary of Findings [joint session?]	7:00 PM	8:30 PM	City Hall
16-Apr-13	Council Mtg: Summary of Findings (announce Comm Mtg 2) [joint session?]	7:00 PM	8:30 PM	City Hall
17-Apr-13	Project Management Team Meeting	10:00 AM	11:30 AM	City Hall
17-Apr-13	Citizen Advisory Committee Meeting #4	11:30 AM	1:00 PM	City Hall
24-Apr-13	Community Meeting #2: Character Area Visioning Workshop	Day	Day	TBD - Norcross High?
25-Apr-13	Community Meeting #2: Character Area Visioning Workshop	Evening	Evening	TBD - City Hall/YMCA?
May 2013				
8-May-13	Project Management Team Meeting	10:00 AM	11:30 AM	City Hall
8-May-13	Citizen Advisory Committee Meeting #5 (If needed)	11:30 AM	1:00 PM	City Hall
June 2013				
12-Jun-13	Project Management Team Meeting	10:00 AM	11:30 AM	City Hall
12-Jun-13	Citizen Advisory Committee Meeting #6 (If needed)	11:30 AM	1:00 PM	City Hall
July 2013				
9-Jul-13	Planning Commission Meeting: Summary of Community Work Plan	7:00 PM	8:30 PM	City Hall
10-Jul-13	Project Management Team Meeting	10:00 AM	11:30 AM	City Hall
10-Jul-13	Citizen Advisory Committee Meeting #7	11:30 AM	1:00 PM	City Hall
25-Jul-13	Community Meeting 3: Open House	5:00 PM	8:00 PM	TBD - City Hall?
August 2013				
6-Aug-13	City Council Meeting: Transmittal to ARC/DCA w/ Resolution	7:00 PM	8:30 PM	City Hall
September 2013				
11-Sep-13	Project Management Team Meeting (If needed)	10:00 AM	11:30 AM	City Hall
October 2013				
15-Oct-13	City Council Meeting: Adoption Hearing	7:00 PM	8:30 PM	City Hall
21-Oct-13	Transmit Final Copy to ARC DCA	TBD	TBD	ARC Conference Room



- Citizen Advisory Committee Meeting
- Potential Citizen Advisory Committee Meeting
- Other meetings that Citizen Advisory Committee members are encouraged to attend

Appendix B: Participation Documentation

Meeting Summary

Project Management Team:

Diana Wheeler	diana.wheeler@cityofpeachtreecorners.com	Community Development Director
Michelle Alexander	alexanderm@pondco.com	Principal-in-Charge
Joel Reed	reedj@pondco.com	Project Manager
Allie Looft	loofta@pondco.com	Urban Designer
Aria Finkelstein	finkelsteina@pondco.com	Urban Designer

Present:

Aaron Lupuloff
Debbie Dykes
Floyd Williams, III
Gray Terry
Jack Shulin
Lorri Christopher
Mike McLaughlin
Pat Bruschini
Robert Forro
Scott Hilton
Wayne Knox

AGENDA

- Welcome, Introductions & Meeting Purpose
- Visioning and Goals: What is your own vision of what Peachtree Corners will be in 20 years?
 What will a successful Comprehensive Plan look like?
- Project Binders
 1. Invitation Letter: Your Role as a Committee Member
 2. Committee Members
 3. Project Schedule and Key Committee Dates
 4. Project Methodology
 5. Background Information: What is a Comprehensive Plan?
 6. Georgia Department of Community Affairs Comprehensive Planning Requirements (*for reference*)
- Orientation: Land Use and Zoning
- Citizen Advisory Committee Discussion: *Needs and Opportunities*
- Open Discussion/ Q&A

DISCUSSION ITEMS

[Note: The summary follows the agenda, and items that departed from the agenda are marked in brackets.]

- Welcome, Introductions & Meeting Purpose
 - Diana stressed the historical importance of this comp plan, developing a vision of Peachtree Corners as a special place, and carrying the momentum of incorporation forward into the comprehensive planning process.
 - Michelle and Joel introduced the planning team members and their roles.
 - Joel goes over the comprehensive plan process (see binder materials)
 - CAC members are a broad representation of the community
 - This is the first comp plan under the new DCA rules
- Visioning and Goals and Public Participation Plan:
 - What is your own vision of what Peachtree Corners will be in 20 years?
 - What will a successful Comprehensive Plan look like?
 - DCA rules include public participation and community involvement
 - We are working in service of the elected officials. Ultimately, they have to decide whether the plan meets their constituents' needs, and they can turn down our recommendation or give the final thumbs up. They have to serve everyone in the community.
 - Stakeholders: We need to tap into networks. CAC's roles and responsibilities include reaching out to people and getting them involved.
 - The Comprehensive Plan is both a document and a process
 - Document: required adoption schedule means we need a draft by August
 - Process: building community, having a community-wide conversation
 - [Minority groups, working class families, and apartment-dwellers are not represented on the CAC. If the CAC feels the committee diversity needs to be increased, they should communicate their concerns to their city council. There are also other opportunities for reaching out to the entire community – stakeholder interviews and community meetings at various locations.]
 - The plan is an opportunity to create policies for the things Peachtree Corners can control and to present a unified vision to the parties that control things the city does not, such as a vision for parks improvements to Gwinnett County.
 - Vision:
 - Work, live, play: Work – economic viability, businesses need to be able to locate here; live – housing, variety of homes and apartments and different price ranges; play – parks, county has to work with us to upgrade them.
 - Family friendly: parks, recreational facilities, knowing people in your community, quality school system.
 - Newness: everything is aging now, but facilities need to be continually improved, state of the art rather than decaying.

- The most attractive place to live and work in Georgia, if not the Southeast. We need to bring all these things together into a brand.
 - Technology Park: bring back the tech aspect of the vision; free wifi in the city.
 - Greenway: a young, fit city.
 - Maintain home values, including apartments.
 - Perception of safety needs to be maintained.
 - Smart growth: family friendly does not mean no apartments. The city needs to grow in a way that complements what is already here.
 - Vibrance: in 20 years, will the Forum lose some of its anchors like we've seen in other places?
 - "Great schools build great communities.": Norcross High is very diverse, but it doesn't have the same issues as other schools with increased diversity. If the school system stays goo, businesses will want to move into Tech Park.
 - City identity.
 - Mixed uses across from the Forum (like Smyrna Village)
 - Jobs – an employment center
 - Community center—an assembly space
 - Bike lanes other than a multi-use path. Get people out of their cars.
 - Lifelong communities: How do empty nesters get out of the big houses and stay in the community to age in place?
- Project Milestones: Adoption by October 31, 2013
 - CAC meetings: Wednesday at lunch is a good time for everyone.
 - Aaron is getting lunch next time. Thanks Aaron!
 - 4 community meetings
 - Draft complete by beginning of August to be on target for DCA review
 - Project Binders
 - Orientation: Land Use and Zoning
 - Citizen Advisory Committee Discussion: *Needs and Opportunities*
 - Open Discussion/ Q&A
 - [lecture series: can we bring in specialists to educate the community about different components of planning?]

NEXT STEPS

- Allie will send out a meeting summary and the public participation plan for review.
- The next Citizen Advisory Committee Meeting is **February 13, 2013 11:30 am**.
- Please visit and share the project website: **peachtreecornersplan.blogspot.com**.
- Look for an email with a link to the **community survey** next week.

This summary constitutes the author's understanding of the items discussed and conclusions reached. If there are any errors or omissions, please notify this author in writing.

END OF SUMMARY

Community Meeting #1 Summary
January 21, 2013
Peachtree Corners City Hall, 7:00 – 8:30 pm

The first community meeting for the Peachtree Corners 2033 Comprehensive Plan was held on Thursday, February 21st, at 7:00 p.m. at Peachtree Corners City Hall (147 Technology Parkway). Approximately eighty citizens attended the meeting. Attendees completed a mapping exercise and a visioning exercise as they arrived. Mayor Mike Mason began the meeting by introducing the project and the Pond consulting team. Michelle Alexander (Pond) presented a summary of the Comprehensive Planning process, approach, and schedule. She also led a discussion about what people wanted the Comprehensive Plan to accomplish. Allie Looft (Pond) then summarized some of the existing conditions and demographic information. Finally, Joel Reed led a discussion about perceived needs and opportunities.

Agenda

- Welcome and Introductions
- Project Overview: What is a Comprehensive Plan?
 - Discussion: What will the plan accomplish?
- Existing Conditions & Trends
- Discussion: City Needs & Opportunities

Map Exercise Notes

- Citizens from all residential areas across Peachtree Corners attended the meeting.
- Most meeting attendees work outside of Peachtree Corners, but a few indicated that they work in the City.
- The Forum is by far the most popular, well-liked place in the City. The second most well-liked place is the Chattahoochee River area.

Visioning Exercise

- 36 vision cards were completed (including several that had been completed by the Citizen Advisory Committee in advance). The input from the Vision cards, the Needs & Opportunities discussion, and other sources will be compiled into a Vision statement. The draft Vision Statement will be posted online when it is complete and reviewed at Community Meeting 2. A final Vision Statement will be produced with the Community Goals report.

Group Discussion

- What will a successful comprehensive plan accomplish?
 - Proposes fiscally responsible solutions.
 - Generates a sense of ownership from the community.
 - Creates an organized and comprehensive development plan.
 - Protects and enhances the high quality of life.
 - Promotes a “live, work, and play” environment.
 - Focuses on the three services that the City was intended to provide: planning and zoning, code enforcement, and trash.

- Identifies and capitalizes on our competitive advantages.
- What needs do you identify in the City?
 - **Transportation**
 - Minimize congestion and traffic.
 - Address mobility for all types of users, including pedestrians.
 - **Land Use/Development/Urban Design**
 - Enhance transitions between zoning districts and land uses.
 - **Natural & Cultural Resources**
 - Acknowledge and protect limited natural resources, including water and land.
 - **Community Facilities**
 - Explore ways to use alternate energy sources.
 - **Intergovernmental Coordination**
 - **Population & Housing**
 - Address and manage the impending population growth.
 - **Economic Development**
 - Implement modern, efficient technology and infrastructure to compete with other job centers like Perimeter.
- What opportunities exist?
 - **Transportation**
 - Implement a walkable network so that people can get around without a car.
 - Determine how to enhance the Peachtree Parkway corridor.
 - **Land Use/Development/Urban Design**
 - Revitalize aging buildings and reinvest in vacant commercial space.
 - Invest in the community to maintain it.
 - **Natural & Cultural Resources**
 - Take advantage of the Chattahoochee River.
 - **Community Facilities**
 - Explore a community gathering place, which helps bring a community together. Are the existing spaces (Jones Bridge Park, Norcross HS) meeting needs?
 - Make sure there are adequate facilities for people to maintain an active lifestyle.
 - **Intergovernmental Coordination**
 - Keep the school system strong, as it is one of our greatest assets.
 - **Population & Housing**
 - Peachtree Corners is a well-established, desirable “bedroom community.”
 - Maintain high home values for *all* home owners.
 - Tap into diversity to offer more; identify what different groups can offer.
 - **Economic Development**
 - Attract new businesses by creating specific opportunities to target them.
 - Take advantage of our physical location in the Atlanta region.
 - Remain a preferred community; don’t let the City “go out of style” and get passed over as growth continues to move outward.

Next Steps

- Please stay tuned for details about Community Meeting #2. There will be two identical sessions, most likely held on Wednesday April 24th and Thursday April 25th. Exact time and location is to be determined.



- Stay up to date on meeting dates and the plan's progress by visiting the project website: peachtreecornersplan.blogspot.com. There, you can access the handouts and presentation from tonight's meeting.
- Please tell your friends and neighbors to complete the Peachtree Corners Comp Plan Community Survey (by March 31st) at <https://www.surveymonkey.com/s/PeachtreeCornersCompPlan>.

This summary constitutes the author's understanding of the items discussed and conclusions reached. If there are any errors or omissions, please notify this author in writing.

END OF SUMMARY



PLANNING COMMISSION MEETING

FEBRUARY 12, 2013

Meeting Summary

Joel Reed discussed the purpose of the Comprehensive Plan and our upcoming events. Allie Looft reviewed key demographic trends with the Commission. The Commission then discussed their vision and needs/opportunities they identify in Peachtree Corners.

- Housing – will we rezone large lot neighborhoods to permit smaller lots someday?
- Need to appeal to Millennial generation for long-term economic viability
- Peachtree Corners Circle – deteriorated apartments
- Generate demand for high-quality apartment renters
- The river is a huge asset, but recreation is private and exclusive
 - Hispanic communities enjoy outdoor recreation, especially at the river
- Vision for inclusion through natural resources and a town center
- More public spaces and opportunities for social interaction will create economic development opportunities

Citizens Advisory Committee Meeting 2
February 13, 2013

Meeting Summary

Project Management Team Present:

Diana Wheeler	diana.wheeler@cityofpeachtreecorners.com	Community Development Director
Joel Reed	reedj@pondco.com	Project Manager
Allie Looft	loofta@pondco.com	Urban Designer

Committee Present:

Aaron Lupuloff	Joe Sawyer	Robert Forro
Debbie Dykes	Judi Quigley	Scott Hilton
Floyd Williams, III	Lorri Christopher	Wayne Knox
Gray Terry	Matt Houser	
Jack Shulin	Mike McLaughlin	

AGENDA

- Community Meeting 1
- Vision Discussion & Exercise
- Preliminary Results: Data Analysis
- Needs & Opportunities Discussion

DISCUSSION ITEMS

- Welcome, Introductions & Meeting Purpose
 - Joel began the meeting and thanked Aaron for providing lunch. The new members (Judi Quigley and Joe Sawyer) introduced themselves.
 - Joel reviewed the meeting packets and pointed out two schedule changes (the April Committee meeting was moved to April 17th, and the Business Roundtable was scheduled for April 2nd from 12:00 to 1:30 pm at Peachtree Corners Baptist Church). The Committee decided not to hold the tentative March meeting and opted to meet next in April instead.
- Vision Discussion & Exercise
 - Joel asked the Committee to fill out the Vision Cards provided during the meeting.
- Community Meeting 1
 - Joel reviewed the agenda for Community Meeting 1 and asked for help with outreach efforts. Several stakeholder names were shared.
 - The team also discussed potential locations for Community Meeting 2 and settled on Landmark Church and Norcross High School. Aaron and Joe will contact leaders at each location to reserve the space.

- Allie presented a summary of key demographic data, including the population and growth trends, racial distribution, age distribution, housing statistics, and jobs.
- Needs & Opportunities Discussion
 - The team discussed the statistics and other identified needs and opportunities. Notes from this discussion are included below.
 - If Peachtree Corner's population is expected to grow, we have to decide how we will prepare for and manage it. Growth is a good thing.
 - Apartments are a problem when renters are not invested in the community. SFR is good for tax revenue, but so are apartments, and providing services to apartments is less costly to the City. Crime was also identified as a problem in apartments. But are they the highest and best use of the land? If people are invested, yes.
 - Segregating land uses contributes to the problem, and allowing accessory dwelling units/granny flats would let renters live in single-family neighborhoods instead of warehousing them. They are not currently permitted.
 - Living with diversity has helped the students at Norcross High School deal with it well. The key is to get people involved and invested in the community.
 - Lifecycle housing options are important for an aging population. Cluster homes for 55+ active adults (with recreation and social facilities) are appealing. Older householders are often more invested. Live/work/play becomes live/walk/play. Other older adults want to stay in their family-oriented neighborhoods – it's all about having options. Make sure there are affordable options.
 - Maintenance is often a major problem with apartments. Residents are in "survival mode." Can we hold the landlords accountable without pricing out tenants? Apartment dwellers feel like they lack representation, like they're "on the outside looking in," re: government and public spaces like the Forum. Need opportunities for social interaction and civic engagement.
 - Connectivity can also bridge diverse communities and neighborhoods.
 - Parks and greenspace have been shown to reduce crime.

NEXT STEPS

- Allie will send out a meeting summary.
- Citizen Advisory Committee members are invited to attend Community Meeting 1 on February 21st at City Hall from 7:00 to 8:30, but it is not required. Please distribute the meeting notice and flyer to your networks.
- Please visit and share the project website: peachtreecornersplan.blogspot.com.
- Continue to distribute the **community survey** through the end of March: <https://www.surveymonkey.com/s/PeachtreeCornersCompPlan>.
- The next Citizen Advisory Committee Meeting is **April 17th, 2013 11:30 am**.

This summary constitutes the author's understanding of the items discussed and conclusions reached. If there are any errors or omissions, please notify this author in writing.

END OF SUMMARY

Business Roundtable Summary

April 2, 2013

Peachtree Corners Baptist Church, 12:00 – 1:30 pm

The business roundtable meeting for the Peachtree Corners 2033 Comprehensive Plan was held on Thursday, February 21st, at 12:00 p.m. at Peachtree Corners Baptist Church (4480 Peachtree Corners Circle). The meeting was sponsored by the Peachtree Corners Business Association. Approximately sixty individuals attended the meeting. Community Development Director Diana Wheeler began the meeting by introducing the project and the Pond consulting team. Michelle Alexander (Pond) presented a summary of the Comprehensive Planning process, approach, and schedule. She also led a discussion about what the business community wanted the Comprehensive Plan to accomplish. Kellie Brownlow (Partnership Gwinnett) then explained the purpose and history of Partnership Gwinnett and shared some of the resources that are available to businesses in Peachtree Corners. Finally, Michelle Alexander led a discussion about perceived needs and opportunities.

Agenda

- Welcome and Introductions
- Project Overview: What is a Comprehensive Plan?
 - Discussion: What will the plan accomplish?
- Partnership Gwinnett
- Discussion: City Needs & Opportunities

Group Discussion

- What will a successful comprehensive plan accomplish?
 - Keep commercial property values high throughout the entire City.
 - Establish a reputation for the hospitality industry.
 - Manage traffic and parking to ensure adequate parking for customers and employees.
- What needs do you identify in the City?
 - **Transportation**
 - Long commutes are a problem
 - Implement signal timing to help with congestion
 - **Land Use/Development/Urban Design**
 - Business condos or small spaces for 1-2 employees
 - Preserve property value through stable and predictable zoning & land development
 - Incentivize redevelopment instead of Greenfield development
 - Quality aesthetics
 - Need *identity*: wifi, greenways, arts center, “green,” farmers’ market, theater, downtown Suwanee-type space, large greenspace, places for people to interact and gather
 - **Natural & Cultural Resources**
 - **Community Facilities**
 - Maintain school system’s strong reputation
 - Become a “green city” – it will appeal to businesses
 - **Intergovernmental Coordination**

- **Population & Housing**
 - Hard to find people with the right skill set and salary range: entry level earning \$40-\$60K
 - Keep an open mind about apartments. They can attract the “young and restless” generation (i.e. millennials) that need a reason to move here; we need to create the lifestyle for them. Big projects (like the Beltline) can work.
 - Explore the idea of company-sponsored lower income housing
- **Economic Development**
 - Improve Holcomb Bridge road area and southern parts of city
 - Peachtree Corners should be *first* in Gwinnett, technology, the region, etc. Set the tone for the future by becoming more forward-thinking. Use business development strategies to recruit.
 - Reinvest in Tech Park – need small company spaces, redevelop aging buildings
 - Work with Georgia tech to create internships and jobs

This summary constitutes the author’s understanding of the items discussed and conclusions reached. If there are any errors or omissions, please notify this author in writing.

END OF SUMMARY

Group 1

Sidewalk Analysis- Tech Park

SW from P'Tree Elementary to business along Ptree Pkwy

Traffic on Winters Chapel

HBR> PIB or PTree Corners Circle> PIB

4 Lanes vs. 2 lanes on Winters Chapel

Preserve

☒ Leasability of Tech Park

- Attractive feature for hi-tech firms
- Mixed use
- Consider change in density

Passive Recreation along river	Change
☒ Upgrade Jones Bridge parks> Change Walking trails to connect parks Big Creek Greenway	☒ HBR Corridor -apartments aging
	☒ Amwiler
	☒ Peachtree Corners Circle from PIB
	☒ Possible TAD for this area
	☒ Jones Mill Rd – GPS issue (outside church) is not the same as JMR off PIB
	☒ Rename Street (Mechanicsville Rd?)

Group 2

Chattahoochee River

Potential for Inhill cluster homes

Preferred Office

-Currently allows M-1 Zoning which is not appropriate for area:

Focus Area

Simpsonwood

- ☑ Future use greenspace for passive Recreation
- ☑ Connect to Chattahoochee River Trail

Group 3

Michelle Table

<ul style="list-style-type: none"> • Area "A" in focus area- high crime, neighbors experiencing robberies • New Bike Path 	<p>X if talk about growth concern is traffic - cut-through Winters Chapel</p>
	<p>1). turning lanes would help out a lot</p>
	<p>2). Winters Chapel Spalding Winters Bridge Don't widen because that invites even more people thru our subdivisions</p>
	<p>3). Issue is Tilly Mill and Peachtree Industrial</p>
	<p>4). Re-open Jones Mill (map is wrong; not thru does not x the river</p>
	<p>5). Spalding & Winters Chapel needs a left turning lane *Create- parks at the Water treatment plant</p>
	<p>6). Change park area -redevelop</p>
	<p>7). Holcomb Bridge: Needs frontage Roads Need to fix vacancies</p>
	<p>8). Only LA fitness-needs to fix; lots of turn-over EYE SORE</p>
	<p>9). Fix problem- you get stuck in that turn Only longer turning so you can go right To 285 (PIB)</p> <ul style="list-style-type: none"> • Winters Chapel: lots of bike riders; need to have road separated for the bikes • West Side lacks parks and pools. Need natural center like Pinckneyville has • City Center how about x from forum need park, amphitheater, gathering space • But need to figure out connectivity across PIB and keep architectural theme • Suwanee, Smyrna, Duluth • At our activity center high, high, high

	quality / TH for seniors flats
In 20 years Peachtree Corners is a city	<p>10). -Commercial @ Peeler & Winters Chapel S/redevelop...low scale mx-use Where you have commercial at Bottom and condos/flats on top- Where Wal-Mart front w/ 3 story even If apartments</p> <ul style="list-style-type: none"> • Attractive <ul style="list-style-type: none"> Like Duluth's Streetscape/Landscape • Safe • Prospective/ healthy business • Modern but maintain community values • Attractive to business& family • Live/Work/Play <ul style="list-style-type: none"> -Sidewalks -footpaths -Quality restaurants

X if talk about growth concern is traffic

-cut-through Winters Chapel

- 1) turning lanes would help out a lot

2). Don't widen because that invites even more people thru our subdivisions

3) Issue is Tilly Mill and Peachtree Industrial

4). Re-open jones mill

(map is wrong; not thru does not x the river)

5).Spalding & Winters Chapel needs a turning left lane, or a right merging lane

Group 8

Keep/Save

- Senior housing development
- Cemeteries
- Maintain property values
- traffic control- no increase in volume
- additional high school
- Connection Peachtree Parkway –Forum to Piedmont Bank

Add: -Bike path along river

-Walking paths

-Mixed use developments (live work play –millionaire)

-Hospital rehab

-Bike path along river

5/14/2013

Peachtree Corners Planning Commission Meeting with Zoning Board of Appeals Members

1). River Opportunity....efforts to preserve vs. asset to allow recreation

a. Landtrust for the properties along the river

b. Easements: stream buffers and powerline

2). Yet: asset is concentrated in District #1

How to relate an investment there to needs in Southern area re: HBR (Holcomb Bridge Road)

3). Tech Park is a link between north Chattahoochee area and HBR

-e.g. greater density (sq. ft.)

- uses – mix of uses and housing

- check Tech Park covenants

-partnerships

4). Tech Park : Over designed roads

Big opportunity road diet/ row for bike & ped path

a). good for paths – employees

b). Lake used! / access to public

c). jt ownership potential w/County/ City

d). “park and bike” option

5). Jones Bridge Park  No paths overuse

6). Hispanic community an actual active park + soccer not just fields (mixed) events use; pavilion,

Playground, park

7). Inventory of “open-space” (private_____p.2 ?)

8). Bicycle Loop/Circuit

Big Need: especially distance (make long distance rides possible here)

9). Connect the parks – bike route we need

10). If Chatl areas allowed density only if amenity or conservation Tools in place active or passive to be ready for when an applicant comes

11). Housing → granny flats – Ped Bridge

- Ingle across to Berkley Lake (Bush road)

→ “Evolutionary lots”

→ Carriage House – as a consideration regarding what ADDS VALUE

Especially given change in housing demand

-Place to Live, Work, Play, Learn

My house is home vs. My community is my home

“My” City- Social network

*Not a place along the way, not the “tweener”

- Civic groups
- School , worhip
- People create

Vibrant . We have great assets (school, etc)

- Arts
- Park
- Restaurant



(for all these have to leave our city)

Quality Of Life

(This Map is my home)

Citizens Advisory Committee Meeting 4
June 12, 2013

Meeting Summary

Project Management Team Present:

Diana Wheeler	diana.wheeler@cityofpeachtreecorners.com	Community Development Director
Michelle Alexander	alexanderm@pondco.com	Project Manager
Allie Looft	loofta@pondco.com	Urban Designer

Committee Present:

Debbie Dykes	Lorri Christopher	Scott Hilton
Gray Terry	Lynette Howard	Wayne Knox
Joe Sawyer	Matt Houser	
Judi Quigley	Robert Forro	

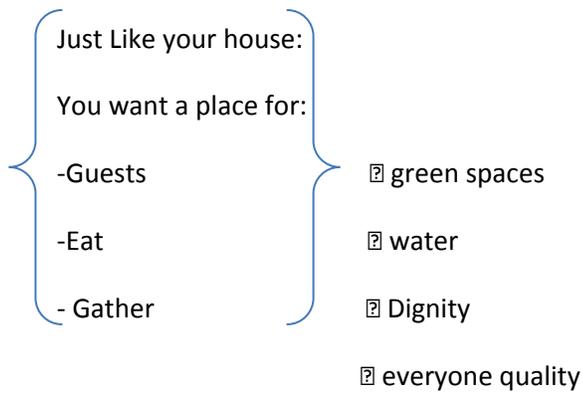
AGENDA

- Welcome and Project Status
- Review Draft Character Area Map
- Review Draft Consolidated Results Map
- Next Steps

DISCUSSION ITEMS

- Welcome and Project Status
 - Michelle updated the group on the project status, specifically discussing the planning commission meeting, community meeting 2, and Peachtree Corners Festival.
 - Michelle proposed moving the next meeting from Wednesday July 10th to July 24th from 11:30-1:00 pm. All members attending confirmed that this date would work.
- Review Draft Character Area & Consolidated Results Map: Comments
 - Industry is so important, and the city should work with (or create) industrial associations to help identify needs. Make sure zoning supports/protects ability to sustain/promote industry.
 - To address land use in the draft Mixed Housing Character Area, inventory apartments to categorize condition and market viability..
 - Look at occupancy, rental rates, demographics, product type (quantity and viability of 2 master-bedroom units) and crime statistics.
 - Assess whether zoning enables/promotes marketable unit types
 - Focus on corridors; Holcomb Bridge is highest priority – needs unifying design elements but also need to accommodate constraints (no room for signage, varying ROW, etc); master plan for each corridor.
 - Unifying elements for whole city needed.

- Retail needs to be high quality.
- Discussed overlay success and best next steps for design standards specific areas (like nodes/corridors) and outside existing overlay boundary.
- Consider overall economic health: cost of government services to nonresidential versus residential; ensure healthy mix in tax base to support quality of life and sustain quality, controlled growth.
- Tech Park: incentivize redevelopment by allowing more height. Partner with controllers of Tech Park and business leaders in preparing economic goals so that future zoning enables needs and helps maximize potentials for growth (make sure policy works for them; avoid unintended consequences developing land use policy).
- Identify retail corridors and activity center nodes as distinct character areas.
- Discussed passive and active park needs; Gwinnett County is seeking funding for land for passive parks on the Chattahoochee
- Pursue educational uses, like a Gwinnett Tech satellite campus or education “incubator”
- Next Steps
 - Attend next Citizen Advisory Committee meeting, July 24th, 11:30 am -1:00 pm
 - Promote (see attached flyer – please distribute!!) and attend Community Meeting 3: Open House (July 25th, 5-8 pm)



- Marriage sites/family celebrations w/dignity
 - Property X
 - Forum (if there could only be ONE)
 - o Community, gathering space in & outdoor
 - o Like Suwanee, Duluth
 - o Park/public open space –water feature
 - o Amphitheatre – place for the Arts
 - o Like Old Fourth Ward Park
 - Storm water
 - Gathering
 - o Aging in place living units
 - o Flats/condos
 - o Boutique/Local Restaurants-----Not fast food or national chains
 - o Place to linger “al fresco”!
 - o Norcross downtown feel but set in green space
- Create Character “sense of place”

Citizens Advisory Committee Meeting 5
July 24, 2013

Meeting Summary

Project Management Team Present:

Diana Wheeler	diana.wheeler@cityofpeachtreecorners.com	Community Development Director
Michelle Alexander	alexanderm@pondco.com	Principal-in-Charge
Allie Looft	loofta@pondco.com	Urban Designer

Committee Present:

Chuck Warbington	Joseph Sawyer	Lynette Howard	Robert Forro
Floyd Williams	Judi Quigley	Mike McLaughlin	Scott Hilton
Jack Shulin	Lorri Christopher	Pat Bruschini	Wayne Knox

AGENDA

- Welcome and Project Status
- Review Community Vision and Goals
- Review Draft Character Areas and Focus Areas
- Policy Prioritization Exercise

DISCUSSION ITEMS

- Welcome, Introductions & Meeting Purpose
 - Michelle began the meeting and thanked Diana for leading the project and the core team members for participating throughout the process.
 - Michelle reminded everyone to attend the Open House on Thursday, July 25th, from 5-8 pm.
- Review Community Vision and Goals
 - The group discussed potential revisions to the vision statement.
 - Education is so important to this community, so the fourth line item should include the word “learn.”
 - The group also discussed potential revisions to the five goals.
 - “Celebrate the city’s natural and cultural environment.”
 - Change “celebrate” to “enhance and manage” to portray the importance of preserving the natural environment.
 - Make sure to include action items related to the arts.
 - “Build a unified and family-friendly community.”
 - Incorporate multi-culturalism into this goal.
 - Include action items for involving minority businesses into the community and encouraging people to patronize them, like pictographic icons.

- The Transitional Growth area really wants to be made a part of the community.
- “Emerge as the most competitive, advantageous, and desirable city in Gwinnett.”
 - The group did not like the word “competitive” and preferred words like “successful,” “leader,” “innovative,” and “remarkable.”
 - It is important that this goal reflect the successful business environment and the competitive advantages that Peachtree Corners has.
 - The group also suggested that the goal should think bigger and aim to becoming a global leader in business and technology.
- Character Areas
 - Michelle briefly discussed the different character areas and some of the vision for them.
 - The group discussed the importance of being clear when talking about redevelopment. It’s important that we *celebrate* the rich cultural environment instead of trying to assimilate all other cultures. However, the group also shared that the Transitional Growth area really wants to be made a part of the community. They want their neighborhoods to change for the better.
 - Incorporate policies that address safety and code enforcement.
- Policy Prioritization
 - The group reviewed the policy areas that will be prioritized with community feedback at the Open House and evaluated whether they were appropriate.
 - “Complete Streets” is too jargon-y, so it should be changed to “streets for all users”
 - “Denser development” should be changed to say “smart tradeoffs to incentivize redevelopment”

NEXT STEPS

- Allie will send out a meeting summary.
- Please visit and share the project website: peachtreecornersplan.blogspot.com.

This summary constitutes the author’s understanding of the items discussed and conclusions reached. If there are any errors or omissions, please notify this author in writing.

END OF SUMMARY

Open House Summary

July 25, 2013

Peachtree Corners City Hall, 5:00 – 8:00 pm

The fourth community meeting for the Peachtree Corners 2033 Comprehensive Plan was held on Thursday, July 25th, from 5:00 to 8:00 p.m. at Peachtree Corners City Hall (147 Technology Parkway). Approximately seventy citizens attended the meeting. The purpose of the meeting was to present the draft plan, make sure the vision and goals in the plan accurately reflect what the community has shared so far, and prioritize policy items to inform the City in completing its Work Program. Attendees visited four stations that described the purpose of comprehensive planning, the vision and goals developed so far, the policy areas considered for action items, and the draft character areas. Participants completed an interactive exercise where they were asked to vote for the policy areas they believe are most important; they also received a comment card with questions about each station that they could fill out and leave with the team. Community Development Director Diana Wheeler, Joel Reed (project manager at Pond), Allie Looft (urban planner at Pond), Aria Finkelstein (urban planner at Pond), and Niwana Ray (urban planner at Pond) were on hand to answer questions and guide visitors through the stations.

Agenda

- Station 1: Comprehensive Planning 101
- Station 2: Vision and Goals
- Station 3: Choose Your Priority Policies for Achieving the 5 Goals
- Station 4: Character Areas

Choose Your Priority Policies for Achieving the 5 Goals

Meeting attendees had four stickers to distribute to the policies they feel are most important for the City to focus on. The policies were scored as follows:

Better walkability - 11	Multifamily redevelopment - 2
Greenspace and greenways - 10	Racial/ethnic diversity - 2
Re-energize Tech Park - 10	Workforce housing - 2
Town Center - 9	Community-building and identity - 1
Traffic and congestion - 9	Corridor aesthetics and gateways - 1
Bike facilities - 7	Education - 1
Commercial redevelopment - 7	Energy efficiency - 1
Housing options - 7	Rivers and streams - 1
Mixed use development - 7	Transit options - 1
Aging and Millennial populations - 5	Tree canopy - 1
Performing and visual arts - 4	Historic and cultural resources - 0
Single-family neighborhoods - 4	Income disparity - 0
Smart growth incentives - 4	Neighborhood identity - 0
Work with local/regional governments - 4	Secondary education facilities - 0
Parks - 3	Specialized workforce for new economy - 0
Access management and road safety - 2	Young families - 0
Cost-effective, timely government services - 2	

Next Steps

- Stay up to date on meeting dates and the plan's progress by visiting the project website: peachtreecornersplan.blogspot.com. There, you can access the handouts and maps from tonight's meeting.
- Please support the plan's adoption by attending the August 20th transmittal hearing at City Hall, 7:00 pm.

This summary constitutes the author's understanding of the items discussed and conclusions reached. If there are any errors or omissions, please notify this author in writing.

END OF SUMMARY

Appendix C: Community Survey Results

1. What should be the highest priorities in creating a comprehensive plan for the future of Peachtree Corners? (choose up to 3)

		Response Percent	Response Count
Improve pedestrian environments and walkability		34.8%	115
Improve mobility for cyclists		11.5%	38
Improve vehicular connectivity		9.7%	32
Develop a town center		36.7%	121
Create and enhance open space		26.1%	86
Encourage mixed development		15.8%	52
Promote sustainable (i.e. environmentally friendly) building and site practices		15.8%	52
Provide a range of housing options for families in all stages of life		17.0%	56
Improve economic viability		44.5%	147
Develop a distinct identity through aesthetics and appearance		35.8%	118
Increase shopping and/or dining options		17.3%	57
Increase entertainment, arts, and cultural offerings		20.6%	68
	Other (please specify)		59
answered question			330
skipped question			15

2. What is your primary hope/desire for the future of Peachtree Corners?

Response
Count

285

answered question 285

skipped question 60

3. What is your primary concern for the future of Peachtree Corners?

Response
Count

286

answered question 286

skipped question 59

4. When people come to visit you in Peachtree Corners, where do you take them?

Response
Count

291

answered question 291

skipped question 54

5. What would you most like to change about Peachtree Corners?

Response
Count

265

answered question 265

skipped question 80

6. What would you miss the most about Peachtree Corners if it was no longer available or if you left?

**Response
Count**

251

answered question

251

skipped question

94

7. What current mobility issues within Peachtree Corners concern you the most?

	Great concern	Average concern	Little concern	No concern	Rating Count
Traffic congestion within the region	39.2% (124)	44.3% (140)	11.4% (36)	5.1% (16)	316
Traffic congestion within the city	30.4% (97)	46.1% (147)	16.9% (54)	6.6% (21)	319
Vehicular safety	11.0% (34)	48.4% (149)	30.8% (95)	9.7% (30)	308
Pedestrian safety and accessibility	34.4% (109)	42.3% (134)	14.8% (47)	8.5% (27)	317
Bicycle safety and accessibility	25.6% (80)	39.3% (123)	23.3% (73)	11.8% (37)	313
Interparcel access between properties (internal connection between adjacent properties, usually between parking lots)	8.8% (27)	32.1% (99)	37.7% (116)	21.4% (66)	308
Truck traffic	14.4% (45)	36.5% (114)	39.4% (123)	9.6% (30)	312
Inadequate transit service	13.6% (43)	26.9% (85)	30.7% (97)	28.8% (91)	316
Non-motorized interconnectivity (i.e. trails or sidewalks from neighborhoods to other neighborhoods, parks, schools, etc.)	31.4% (99)	39.4% (124)	21.3% (67)	7.9% (25)	315
Motorized interconnectivity (vehicular roadways)	9.3% (29)	37.0% (115)	40.8% (127)	12.9% (40)	311
Streetscape and appearance (trees, lighting, benches)	37.3% (119)	42.3% (135)	13.8% (44)	6.6% (21)	319
Street maintenance	32.0% (97)	47.5% (144)	15.2% (46)	5.3% (16)	303
			Other (please specify)		32
			answered question		325
			skipped question		20

8. Please distribute 20 points among the following open space types, providing more points to those open space types that you believe are the most important to maintaining a high quality of life in Peachtree Corners. Think of this question as if you have \$20 to spend on creating parks and open space—where would you spend it? If you do not believe there should be any additional open space in Peachtree Corners, please skip to the next question.

	Response Average	Response Total	Response Count
PLAZA/SQUARE/COMMONS: Outdoor spaces where people gather informally, relax, and interact.	6.64	1,673	252
PASSIVE PARKS: Lands that provide opportunities for unstructured outdoor recreation and education, such as walking, relaxing, play grounds, and community gardens.	5.89	1,536	261
ACTIVE PARKS: Lands that provide opportunities for structured outdoor recreation, such as courts and sports fields.	3.57	765	214
GREENWAYS: Corridors of green space that link open lands and buffer sensitive areas, such as streams. They often include trails for recreation or for connecting to destinations.	6.31	1,666	264
	answered question		282
	skipped question		63

9. Do you know of any area(s) in Peachtree Corners where you would like to see a future community open space? If so, where?

**Response
Count**

161

answered question

161

skipped question

184

10. Where is the “center” or “heart” of Peachtree Corners, or where should it be? Think about a main crossroads, a hub of civic activity, key retail destinations, or the heart of the City (whether or not it is currently developed to its fullest extent). If you do not feel that there should be a “center” in Peachtree Corners, please indicate so.

**Response
Count**

272

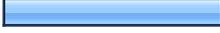
answered question

272

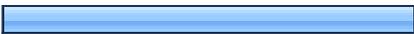
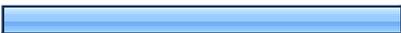
skipped question

73

11. What functions would you like the “center” of your city to serve? (choose as many answers as you like)

		Response Percent	Response Count
Boutique retail		58.0%	166
Large, national retailers		10.5%	30
Restaurants and dining		83.2%	238
Housing		19.6%	56
Offices		32.5%	93
Civic institutions (City Hall, etc.)		54.2%	155
Cultural destinations (museums, arts galleries, etc.)		52.8%	151
Entertainment venue		60.8%	174
Open space		63.6%	182
	Other (please specify)		45
answered question			286
skipped question			59

12. What elements would help shape a “downtown” Peachtree Corners identity? (Select as many as you like.)

		Response Percent	Response Count
Signage/wayfinding		45.1%	132
Landscaping		71.0%	208
Architectural style		62.1%	182
Streetscaping/lights/banners		60.1%	176
Destinations		34.8%	102
Open space/plaza/town green		78.2%	229
		answered question	293
		skipped question	52

13. How do you relate to Peachtree Corners? (Choose all that are applicable.)

		Response Percent	Response Count
I live in Peachtree Corners.		96.8%	304
I visit friends or colleagues here.		22.3%	70
I work in Peachtree Corners.		25.5%	80
I shop or use retail services in Peachtree Corners.		86.6%	272
I visit restaurants and go out to eat here.		84.4%	265
I use Peachtree Corners' civic/community facilities (schools, City Hall, etc.)		30.3%	95
I own property here.		79.9%	251
I enjoy arts and cultural opportunities here, like festivals and other special events.		33.8%	106
		answered question	314
		skipped question	31

14. Do you feel that the following activities/land uses are adequately provided in Peachtree Corners?

	Not enough	The right amount	Too much	No opinion/I don't know	Rating Count
Retail services/shopping	23.4% (72)	66.2% (204)	7.8% (24)	2.6% (8)	308
Housing variety/types	18.7% (57)	55.1% (168)	20.0% (61)	6.2% (19)	305
Restaurants/dining	46.8% (145)	49.0% (152)	2.9% (9)	1.3% (4)	310
Nightlife/entertainment	48.4% (148)	40.2% (123)	1.6% (5)	9.8% (30)	306
Employment/jobs	37.9% (114)	41.2% (124)	0.7% (2)	20.3% (61)	301
Arts/cultural facilities	67.8% (208)	19.2% (59)	1.0% (3)	12.1% (37)	307
Civic/community facilities	46.5% (138)	34.7% (103)	4.0% (12)	14.8% (44)	297
Parks and open spaces	68.3% (209)	27.5% (84)	1.0% (3)	3.3% (10)	306
Recreational facilities	39.7% (120)	53.0% (160)	1.0% (3)	6.3% (19)	302
answered question					312
skipped question					33

15. What housing types are appropriate for Peachtree Corners, assuming that they are designed and constructed with high quality materials and standards?

	Appropriate	Not appropriate	No opinion/I don't know	Rating Count
Live/work units (retail on the ground floor with living space above, 2-3 stories)	69.8% (213)	22.3% (68)	7.9% (24)	305
Detached single-family home	97.7% (302)	1.3% (4)	1.0% (3)	309
Townhome/attached single family home	79.3% (241)	17.1% (52)	3.6% (11)	304
Condominium	59.3% (179)	34.1% (103)	6.6% (20)	302
Loft/flat (an upper story, large, adaptable open living space within a building)	62.2% (186)	27.8% (83)	10.0% (30)	299
Duplex, triplex, fourplex	16.7% (50)	73.9% (221)	9.4% (28)	299
Apartment complex	20.9% (63)	72.5% (219)	6.6% (20)	302
answered question				314
skipped question				31

16. Lifelong Communities provide ways for people to travel safely and conveniently. Mobility and accessibility mean that it is easy and safe for you to get around your community, regardless of age or ability. Please rank Peachtree Corners' assets from excellent to inadequate.

	Excellent	Good	Fair	Inadequate	Rating Count
Adequate pedestrian lighting	4.2% (12)	32.6% (93)	43.5% (124)	19.6% (56)	285
Pedestrian signal timing (i.e. crosswalk lights) that accommodates slower speeds	5.0% (14)	38.7% (109)	39.4% (111)	17.0% (48)	282
Safe, crossable streets	3.2% (9)	32.3% (92)	40.7% (116)	23.9% (68)	285
Bicycle lanes or safe opportunities for bicycling	2.9% (8)	17.1% (48)	35.7% (100)	44.3% (124)	280
Curb cuts (ramps) at all intersections	6.6% (18)	46.2% (126)	35.5% (97)	11.7% (32)	273
Sidewalks free of clutter in pedestrian spaces	11.5% (32)	47.8% (133)	27.3% (76)	13.3% (37)	278
Friendliness of sidewalks for persons with disabilities and/or limited vision	6.9% (19)	37.9% (105)	36.8% (102)	18.4% (51)	277
Pedestrian-friendly sidewalk paving	9.2% (26)	46.5% (131)	28.4% (80)	16.0% (45)	282
Sidewalk access maintained during construction	5.8% (15)	45.1% (116)	33.5% (86)	15.6% (40)	257
Trees for shade	8.5% (24)	39.4% (111)	31.9% (90)	20.2% (57)	282
Plantings and fencing positioned to reduce traffic noise	5.5% (15)	29.3% (80)	42.9% (117)	22.3% (61)	273
Engaging building frontages that welcome pedestrians	5.1% (14)	32.2% (88)	42.5% (116)	20.1% (55)	273
Accommodation for the use of power wheelchairs	5.1% (13)	33.3% (85)	45.1% (115)	16.5% (42)	255
Connectivity to primary destinations from my home	9.5% (26)	51.5% (141)	26.6% (73)	12.4% (34)	274

Plentiful seating accommodations in welcoming spaces	4.2% (11)	22.3% (59)	39.4% (104)	34.1% (90)	264
Areas of sun and shade considered in the street design	3.8% (10)	25.4% (67)	41.7% (110)	29.2% (77)	264
Transit stops with protected seating from harsh weather	7.1% (19)	19.0% (51)	32.5% (87)	41.4% (111)	268
Adequate location of accessible transit stops	9.2% (24)	21.5% (56)	36.9% (96)	32.3% (84)	260
Traffic calming measures where appropriate	4.9% (13)	24.1% (64)	41.4% (110)	29.7% (79)	266
answered question					287
skipped question					58

17. Lifelong Communities feature homes that range from low to high mortgage and rental costs. That allows people to move into larger or smaller homes depending on their needs without having to move out of their communities. “Visitable housing” means that homes provide access to people in wheelchairs and walkers; this includes having at least one stepless entry, wide halls and doorways, and a full or half bath on the main floor. Please rank Peachtree Corners’ assets from excellent to inadequate.

	Excellent	Good	Fair	Inadequate	Rating Count
Variety of housing (homes, apartments, condos, etc.)	23.0% (61)	44.2% (117)	26.4% (70)	6.4% (17)	265
Visitable housing: stepless entrance	8.2% (20)	29.5% (72)	35.7% (87)	26.6% (65)	244
Visitable housing: wider doors/halls and bath on main floor	6.7% (16)	28.0% (67)	37.2% (89)	28.0% (67)	239
Affordable housing close to work	13.6% (35)	44.7% (115)	31.5% (81)	10.1% (26)	257
Range of supportive and assisted living	4.5% (11)	23.2% (57)	30.1% (74)	42.3% (104)	246
Facilities with skilled nursing	4.1% (10)	17.6% (43)	29.4% (72)	49.0% (120)	245
Opportunities for co-housing or accessory dwellings (“granny flats” or garage apartments)	5.0% (12)	22.0% (53)	35.3% (85)	37.8% (91)	241
Housing options for younger and older people	9.3% (24)	33.2% (86)	34.4% (89)	23.2% (60)	259
55+ active adult living communities	4.8% (12)	14.9% (37)	29.8% (74)	50.4% (125)	248
Non-55+ active living communities	11.0% (27)	33.5% (82)	29.0% (71)	26.5% (65)	245
			answered question		271
			skipped question		74

18. Getting healthy and staying healthy is essential to maintaining a high quality of life. The design of a community should provide basic and preventative healthcare and encourage physical activity. Please rank Peachtree Corners' assets from excellent to inadequate.

	Excellent	Good	Fair	Inadequate	Rating Count
Shorter block sizes (short streets)	7.8% (20)	39.6% (101)	39.2% (100)	13.3% (34)	255
Walkable destinations	8.7% (24)	31.9% (88)	34.4% (95)	25.0% (69)	276
Designated walking loop or trail	6.9% (19)	17.4% (48)	30.1% (83)	45.7% (126)	276
Bike paths and accessible trails	4.4% (12)	15.8% (43)	33.5% (91)	46.3% (126)	272
Exercise and recreation venues	12.4% (34)	35.3% (97)	35.6% (98)	16.7% (46)	275
Swimming pool	18.0% (48)	40.6% (108)	27.4% (73)	13.9% (37)	266
Convenient access to health and supportive services	11.3% (30)	43.2% (115)	34.2% (91)	11.3% (30)	266
Community gardens and farmers markets	5.1% (14)	9.2% (25)	29.7% (81)	56.0% (153)	273
Neighborhood access to healthy foods	16.2% (44)	34.7% (94)	28.0% (76)	21.0% (57)	271
			answered question		279
			skipped question		66

19. The design of a community can have an impact on whether or not there are opportunities for people to get together in a variety of social settings. Please rank Peachtree Corners' assets from excellent to inadequate.

	Excellent	Good	Fair	Inadequate	Rating Count
Front yard gardens, porches, and stoops	13.7% (37)	44.6% (121)	29.2% (79)	12.5% (34)	271
Community rooms and spaces	5.6% (15)	28.1% (75)	41.2% (110)	25.1% (67)	267
Volunteer opportunities	18.8% (49)	41.8% (109)	33.3% (87)	6.1% (16)	261
Active and passive open space (parks, playgrounds, etc.)	9.0% (24)	34.1% (91)	36.7% (98)	20.2% (54)	267
Community celebrations, festivals, and activities	7.2% (19)	30.2% (80)	44.2% (117)	18.5% (49)	265
Places to gather, such as parks, coffee shops, etc.	10.4% (28)	39.8% (107)	29.7% (80)	20.1% (54)	269
Town center and/or Main Street experiences	4.6% (12)	16.7% (44)	22.8% (60)	55.9% (147)	263
Religious facilities	36.1% (96)	48.9% (130)	12.0% (32)	3.0% (8)	266
answered question					274
skipped question					71

20. Lifelong Communities allow people to access a full range of services, from shopping and banking to internet service and places of worship. Please rank Peachtree Corners' assets from excellent to inadequate.

	Excellent	Good	Fair	Inadequate	Rating Count
Community bulletin boards	6.6% (17)	31.0% (80)	37.6% (97)	24.8% (64)	258
Communication via the internet or email	23.0% (62)	44.4% (120)	21.9% (59)	10.7% (29)	270
Directional/wayfinding signage	7.2% (19)	38.9% (103)	39.6% (105)	14.3% (38)	265
Grocery stores	24.9% (68)	51.6% (141)	17.6% (48)	5.9% (16)	273
Restaurants	23.1% (63)	50.2% (137)	20.9% (57)	5.9% (16)	273
Shopping	30.1% (82)	57.7% (157)	9.9% (27)	2.2% (6)	272
Schools	35.4% (96)	45.4% (123)	12.9% (35)	6.3% (17)	271
Parks	15.2% (41)	39.8% (107)	32.7% (88)	12.3% (33)	269
Entertainment	3.0% (8)	24.6% (66)	51.5% (138)	20.9% (56)	268
Lifelong learning and educational opportunities	6.1% (16)	23.9% (63)	45.5% (120)	24.6% (65)	264
Doctors' offices or urgent care facilities	9.7% (26)	46.5% (125)	31.2% (84)	12.6% (34)	269
Hospitals	4.8% (13)	27.3% (74)	37.3% (101)	30.6% (83)	271
Religious facilities	38.2% (102)	50.2% (134)	9.7% (26)	1.9% (5)	267
Senior wellness facilities	6.7% (17)	23.7% (60)	40.7% (103)	28.9% (73)	253
Recreation/sports facilities	10.9% (29)	49.6% (132)	26.7% (71)	12.8% (34)	266
			answered question		275
			skipped question		70

21. Which of the following best describes your household (optional)?

		Response Percent	Response Count
Single, no children		6.0%	18
Single with one or more children living at home		4.0%	12
Couple, no children		17.4%	52
Couple with one or more children living at home		42.8%	128
Empty nester (children no longer at home)		28.8%	86
Other		1.0%	3
answered question			299
skipped question			46

22. Please indicate your age, based on the range below (optional).

		Response Percent	Response Count
Under 18		0.3%	1
18-24		0.0%	0
25-34		4.7%	14
35-44		18.5%	55
45-54		28.6%	85
55-64		32.0%	95
65 and over		15.8%	47
answered question			297
skipped question			48

23. Please indicate your race below (optional).

		Response Percent	Response Count
African-American/Black		2.1%	6
Caucasian/White		90.7%	254
Asian/Pacific Islander		2.5%	7
Native American		0.7%	2
Hispanic or Latino		1.4%	4
Other		2.5%	7
answered question			280
skipped question			65

24. Please indicate your gender (optional).

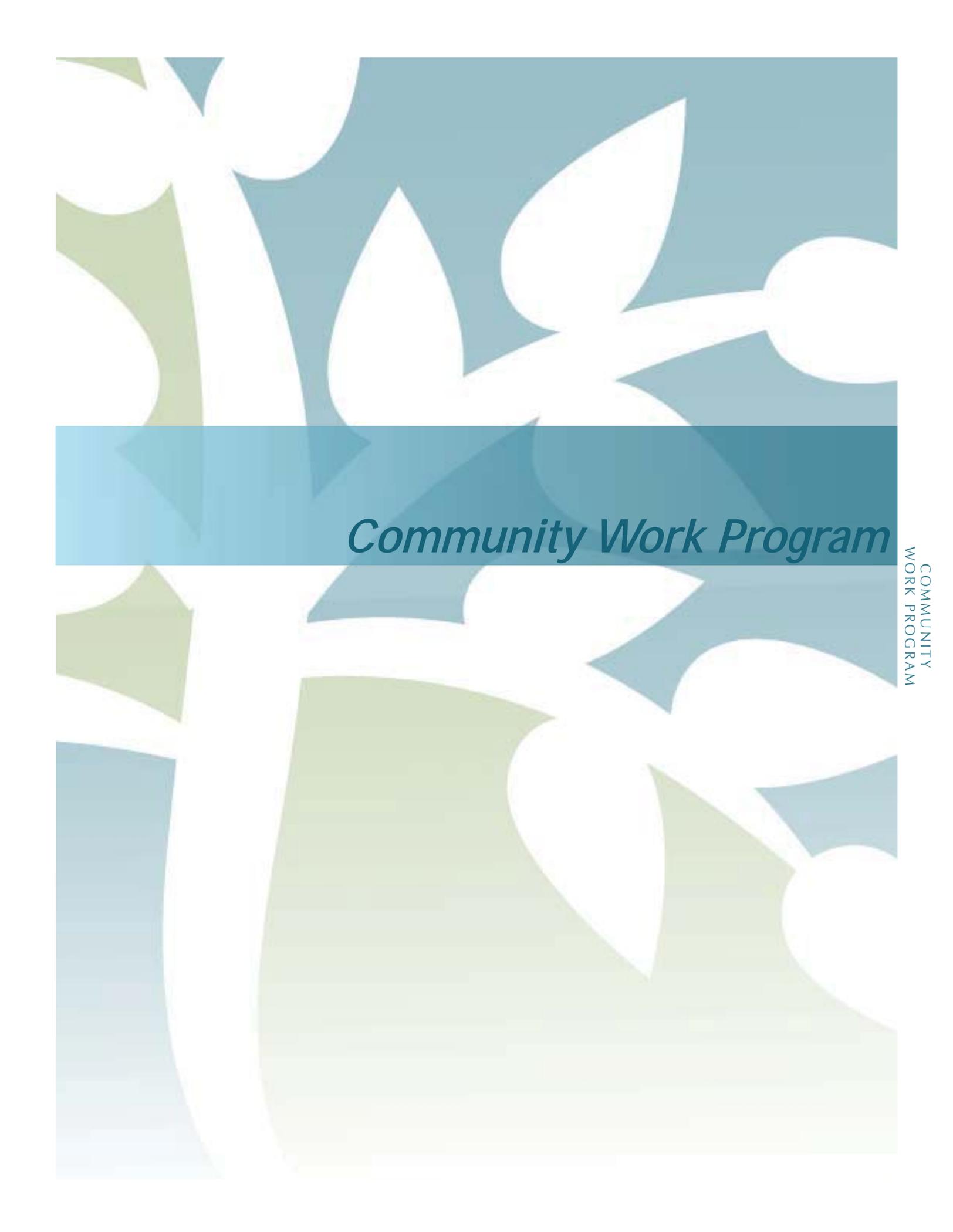
		Response Percent	Response Count
Male		48.4%	135
Female		51.6%	144
answered question			279
skipped question			66

25. Do you have any additional comments or questions concerning the Peachtree Corners Comprehensive Plan?

	Response Count
	112
answered question	112
skipped question	233

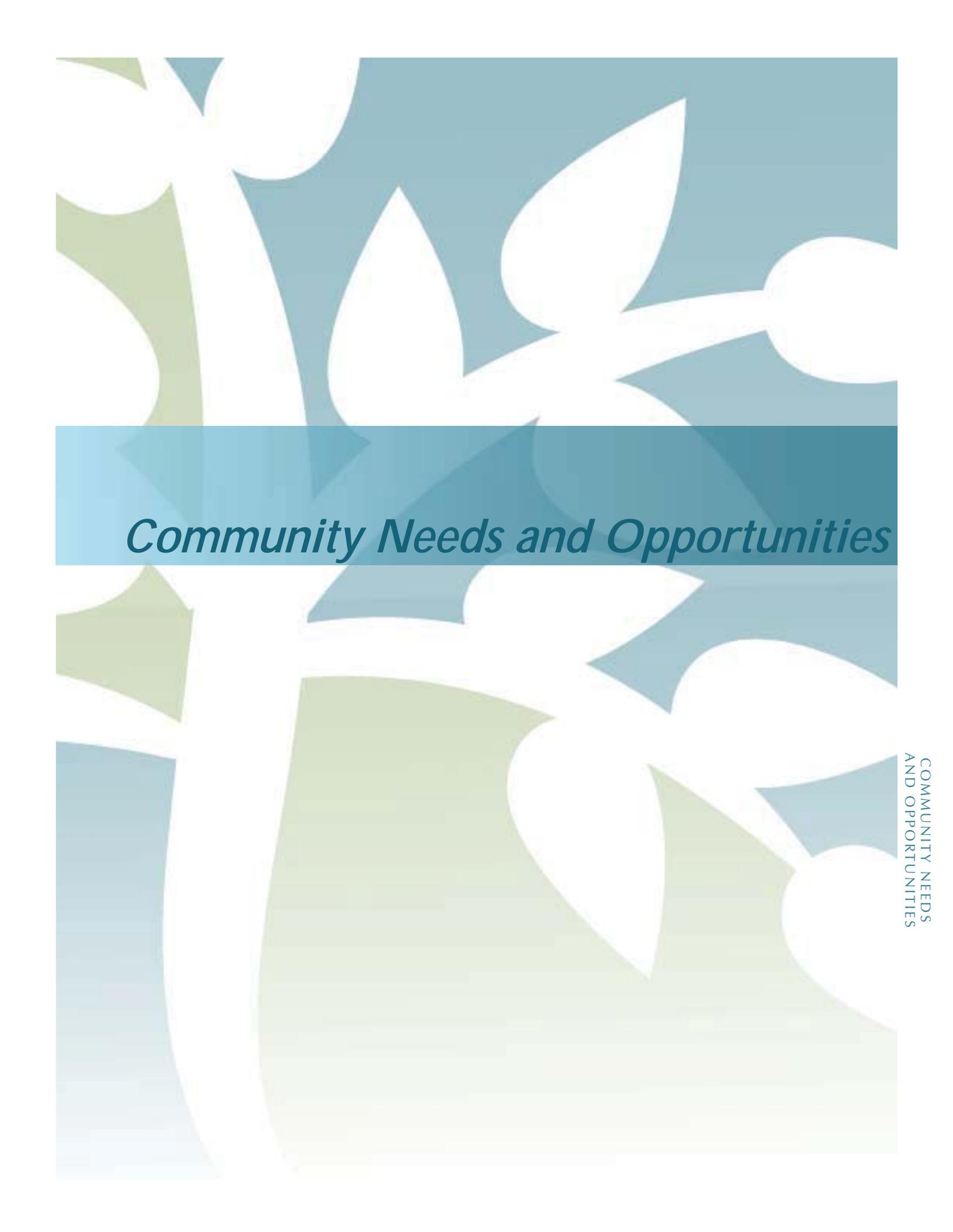
Executive Summary

Community Goals

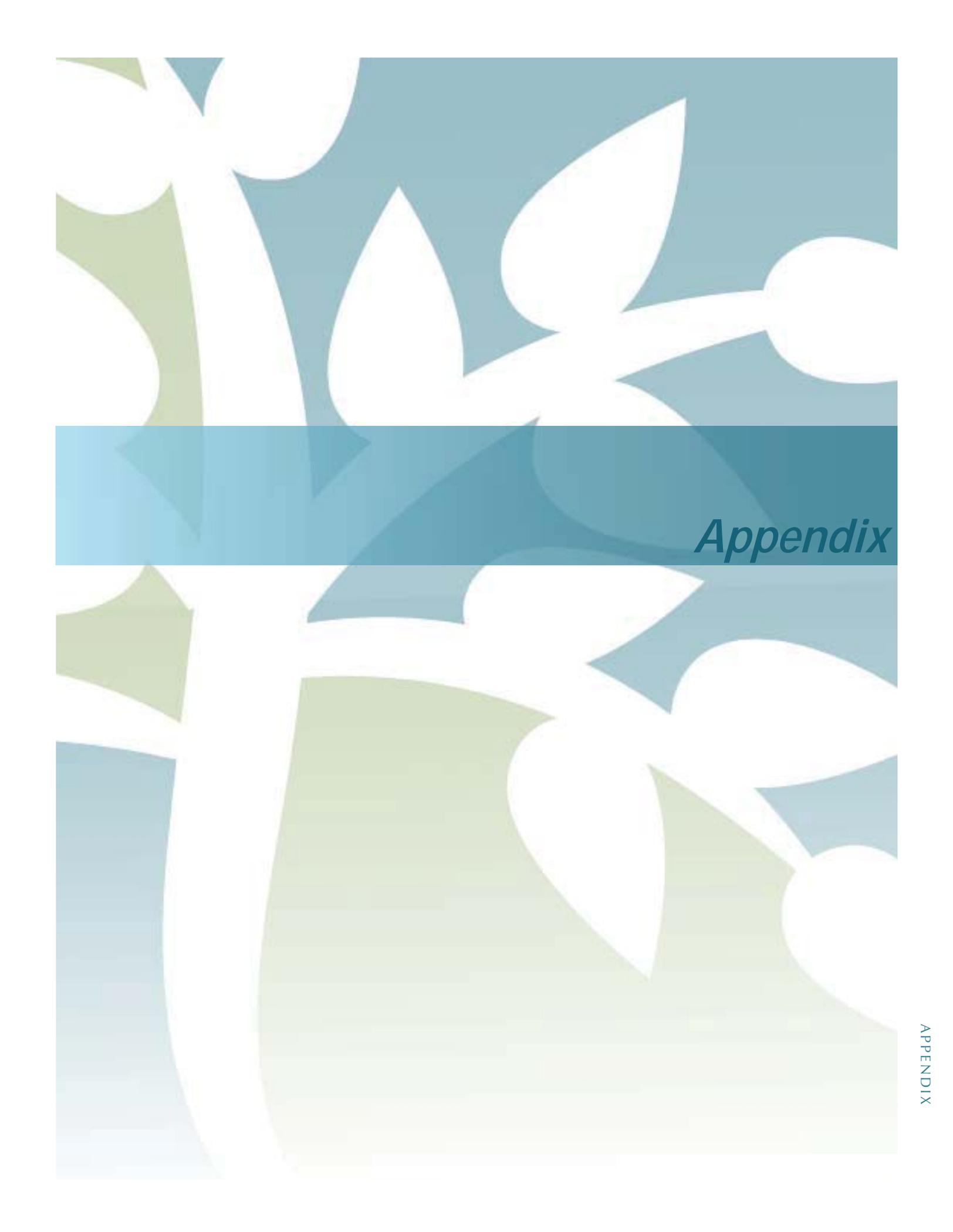


Community Work Program

COMMUNITY
WORK PROGRAM

The background features a complex pattern of overlapping, organic shapes in shades of blue and green. The shapes are stylized and resemble leaves or petals, creating a sense of movement and growth. A horizontal band of a darker blue color runs across the middle of the page, serving as a backdrop for the title.

Community Needs and Opportunities



Appendix