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FOR IMMEDIATE RELEASE

City Leaders Announce Plans to Maximize Technology Park

The well-known office park to become an innovation hub

PEACHTREE CORNERS, GA, Nov. 30, 2016 – Since its inception in the 1970s, Technology Park Atlanta has been attracting technology-based businesses to its Peachtree Corners campus. The office park, envisioned by Paul Duke and considered the founder of Peachtree Corners, continues to draw top engineers and innovators from around the country.

Duke's plan was to attract engineering firms to Georgia to keep Georgia Tech engineers in the state who were leaving after graduation because there were few engineering jobs in Georgia. Today high-tech companies with innovative ideas continue locating into the 500-acre office park.

"Paul Duke's idea to attract technology-driven businesses was a ground-breaking notion and has been one of the driving forces in the city's economic development," said Mayor Mike Mason.

And now the city is looking to further enhance the well-known office park by developing a master plan to transform it into an innovation hub. The plan will incorporate research institutions, entrepreneurial training and mentors, professional networks as well as add or enhance walkability, public spaces and mixed land use.

"Innovation is not accomplished in isolation but through collaboration and cooperation," said Wayne Hodges, Vice President Emeritus, Georgia Tech and a consultant for the city. "The completion of the master plan will provide a roadmap for creating a true innovation hub that will make Peachtree Corners an economic development model for others to emulate."

The city's multi-use trail system, which is part of the plans for the innovation hub, is already in the development stages. Additionally, Prototype Prime, the recently opened startup incubator, is also part of the vision for the city's future innovation hub.

The city has awarded a contract to MXD Development Strategists to develop strategies for identifying and planning for innovation amenities, rebranding and promoting the area as an innovation hub.

“Keeping our city vibrant and attractive is an economic strategy that will pay off for Peachtree Corners’ residents and the business community by stimulating economic development and increasing property values,” said Diana Wheeler, the city’s community development director.

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