



PEACHTREE CORNERS LIVABLE CENTER INITIATIVE

FEBRUARY 2015

Prepared for the City of Peachtree Corners
By Lord Aeck Sargent
with Bleakly Advisory Group and Stantec Consulting



LORD
AECK
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ACKNOWLEDGEMENTS

The City of Peachtree Corners would like to thank the many residents, property owners, business owners, and other stakeholders for their enthusiasm, creativity and ideas.

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BACKGROUND & INTRODUCTION

Introduction

Paul Duke's Peachtree Corners

In the late 1960s, businessman Paul Duke pitched the idea of a planned community to be constructed in the area that was once known as Pinckneyville. Using ideas that were well before their time, Duke envisioned Peachtree Corners as a place where people could live, work, and play within the same area to reduce the need for long commutes. In 1967, Duke initiated the planning of Technology Park - Atlanta, a campus of low-rise buildings that would house low-pollution, high technology industries to employ, among others, engineering graduates from Georgia Tech. In the 1970s a land developer named Jim Cowart continued the implementation of Duke's vision by developing the area's first neighborhoods targeted towards corporate executives. These initial investments led to additional growth and interest in Peachtree Corners through the 1980s and 1990s during which mixture of retail developments, schools, and open spaces were established. By the late 1990s several movements to incorporate the area as its own City were attempted. In July 2012, Peachtree Corners formally became Gwinnett County's 16th and largest city. Peachtree Corners is now marching forward and expanding upon Paul Duke's vision by creating a true live, work, play and stay environment.

City-wide Planning History

Soon after incorporation as a city, Peachtree Corners completed its first comprehensive plan (2013) to chart a course for growth for the next 20 years. Along with identifying overall goals, the plan also geographically organized the city into "character areas" consisting of recommendations for future economic growth, development patterns, and community-desired characteristics. Among these character areas is the City's Central Business District (CBD), a 1,450 acre area flanking the Peachtree Parkway corridor. Recognizing the area's strong commercial, retail and office presence, the plan recommended that the CBD be leveraged as an opportunity to establish a defined "Downtown" and heart for the new City. The impetus for this LCI study comes directly from the Comprehensive Plan as the first major planning step to ensure the continuing maturation of the City of Peachtree Corners.

The Peachtree Corners 2033 Comprehensive Plan Reports can be found on the City's website. www.peachtreecornersga.gov

Given the area's infancy as a city, there are few other metro- or County-wide planning efforts specifically targeted toward the city limits. However, it is worth noting that in 2009 Gwinnett

County approved its 2033 Unified Plan (combination of a comprehensive plan and a consolidated growth plan). This plan elicited participation from all Gwinnett County cities in order to strategize around development and economic growth. Aside from county-wide economic and transportation planning policies, the Peachtree Corners area was not a primary focus of the plan and therefore little detail was provided for what now is the Peachtree Corners Central Business District.

A copy of the Gwinnett County 2033 Unified Plan can be found on the County's website. www.gwinnettcounty.com

Creating a Vision for the Central Business District

Given both the CBD's massive size and the role it plays as the economic heart of the City, the 2030 Comprehensive Plan's recommendation for further study was determined to be of paramount importance to properly define a vision and identity for the City's economic hub. In 2014, the city applied for and was awarded a Livable Centers Initiative (LCI) grant through the Atlanta Regional Commission to conduct a planning study for its "center" and defining the necessary steps to achieve it. The City retained a consultant team led by Lord Aeck Sargent - an Atlanta-based Urban Design and Architecture firm - supplemented by market analysts Bleakly Advisory Group and transportation planners Stantec Consulting.

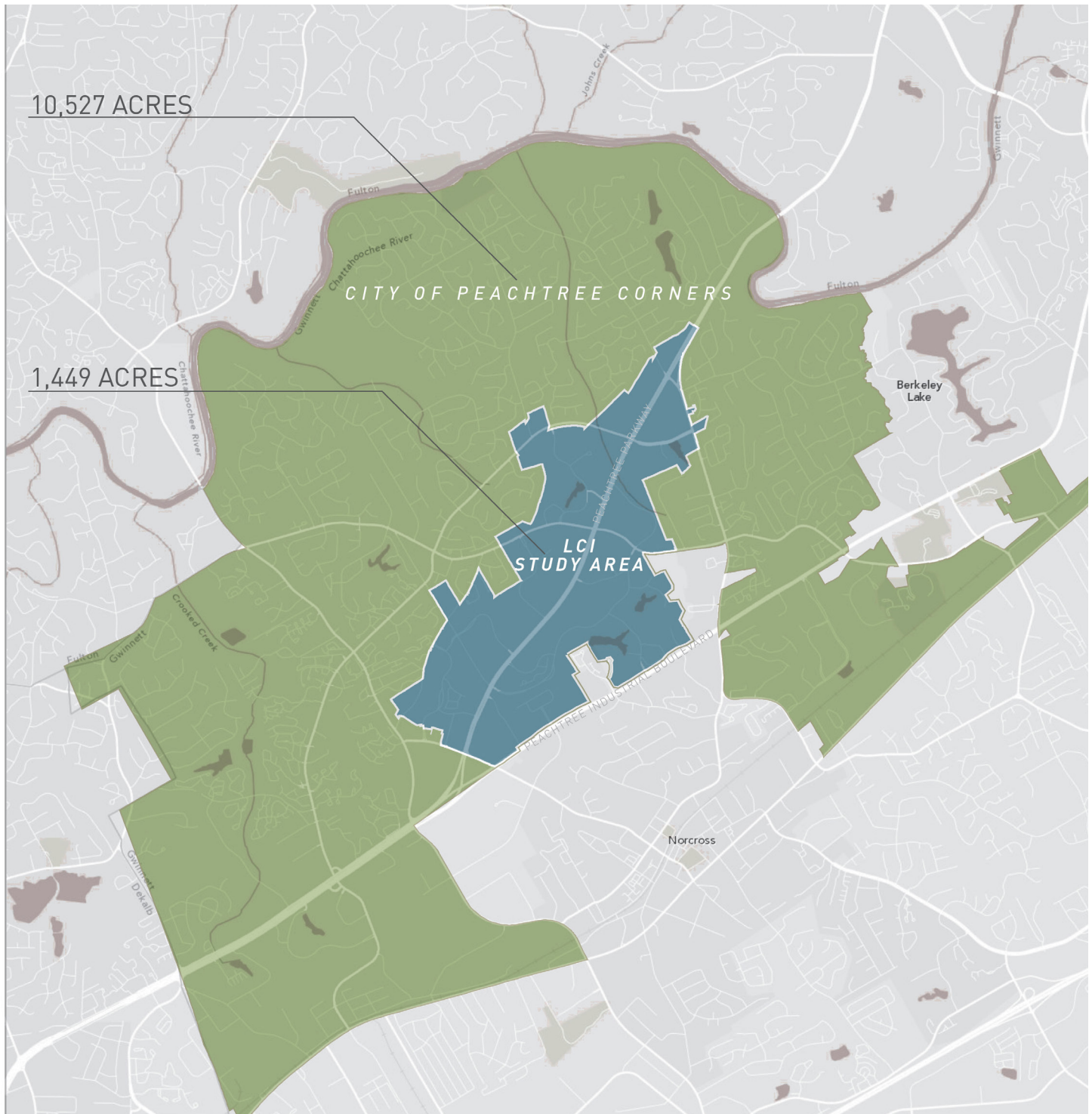


LCI Area Context

As displayed in the map below, the LCI “study area” generally consists of land east of Holcomb Bridge road, west of Medlock Bridge Road, north of Peachtree Industrial Boulevard, and south of Peachtree Corners Circle. It is bisected by the City’s main thoroughfare, Peachtree Parkway, for a distance of almost 3 miles. At roughly 15% of the City’s total land area, the Central Business District consists of about 1,450 acres of located in the

central-southern portion of the City. The LCI area is surrounded by a strong base of single-family residential neighborhoods to the north and a large portion of the City’s multi-family housing to the southwest. Directly to the south, the LCI area shares a boundary with the City of Norcross in an area largely comprised of office and industrial parks.

LCI AREA CONTEXT MAP

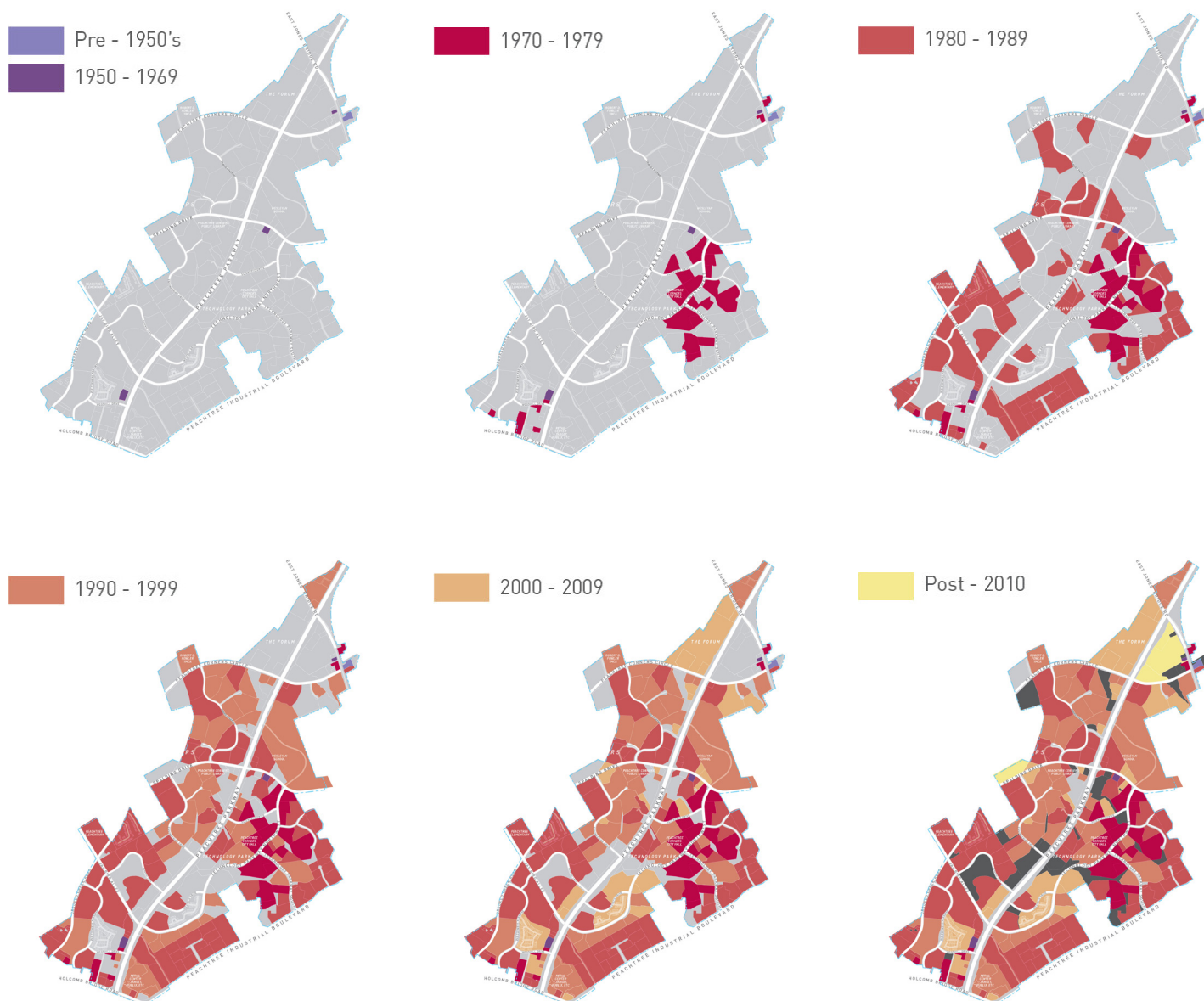


LCI Area History

Prior to 1970, the LCI area was largely rural and undeveloped due in part to development attention focused to the south in already-established Norcross. As evident by the diagrams below, the majority of the area's built environment occurred in the 1980s and 1990s. Technology Park was developed as the initial component of this vision followed by a series of single-family neighborhoods targeted towards an increased housing demand. As the popularity of Paul Duke's live/work model grew it brought about a high concentration of office development in the 1980's and early 1990's, creating one of the most robust office hubs in the Metropolitan Atlanta area at the time.

The last two decades have seen the remaining developable land along Peachtree Parkway infilled with retail and commercial uses to meet the market demand of surrounding residential and office subdivisions in the area. While some earlier developments consisted of more conventional strip development, the recent establishment of The Forum has created a precedent for more walkable and pedestrian-friendly developments. Given its unique qualities in relation to the area, The Forum has quickly become the City's de-facto Town Center with many residents claiming to shop and eat there at least once a week.

EVOLUTION OF THE LCI AREA'S BUILT ENVIRONMENT



The Genesis of a New City Center

The economic strength and spending power of the City has brought about more demand for higher-end retail developments such as The Forum. Based on Comprehensive Plan recommendations and leadership group discussions, the City purchased over 20 acres of undeveloped land across Peachtree Parkway from The Forum as an anticipated site for a future “Town Center.” Once under their ownership control, the City released an Request for Proposals (RFP) for developers that would work to meet the desire for a more community-oriented space. As of early 2015, the first phase of the plan has already been developed with a firm plan in place for retail shops, restaurants, a movie theater, for-sale town homes, and a signature 2-acre green space. As perhaps the City’s first true “mixed-use” project, an overarching goal of this LCI study was to leverage and build-upon this important asset of the new City.

CONCEPTUAL SITE PLAN OF FUTURE TOWN CENTER (BY OTHERS)



Town Center rendering courtesy of Fuqua Development Group and The City of Peachtree Corners.

LCI AREA MAP



0	1/4 MILE	1/2 MILE	1 MILE
	5-7 min	10-15 min	20-25 min
	2-3 min	4-6 min	8-12 min
		1-2 min	2-4 min



Existing Development Character

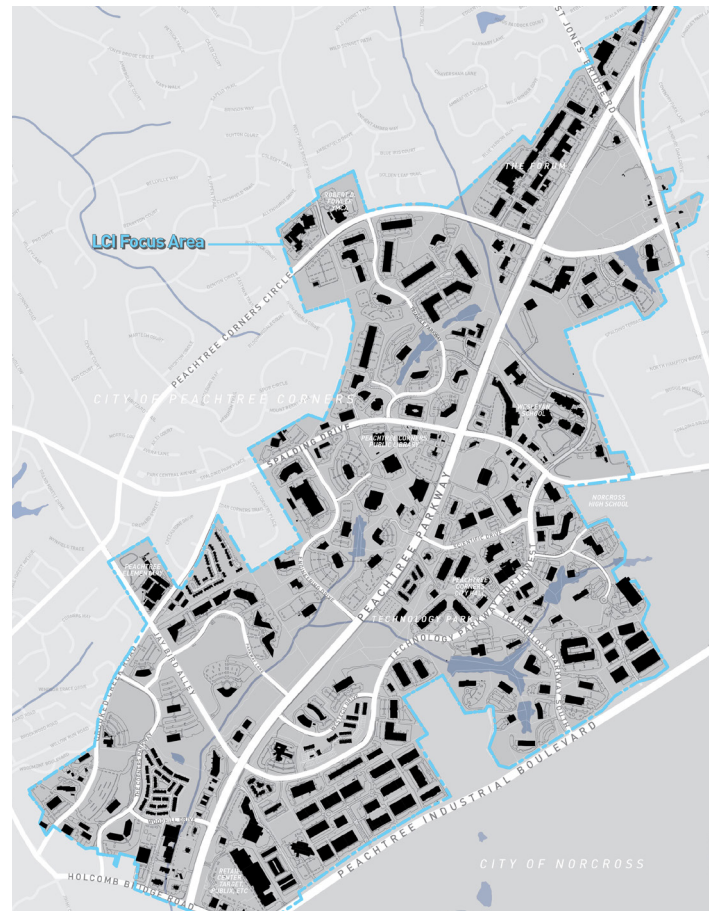
The suburban growth that occurred throughout the LCI area from the 1970s through the 1990s established it as an auto-oriented environment. Large building setbacks, wide buffers, a lack of inter-parcel connectivity, and massive “block” sizes create a homogenous suburban character for the area. This is further emphasized by the large curb-to-curb width of Peachtree Parkway, which bisects the area. As the primary passage through the Central Business District, Peachtree Parkway currently has little relationship to adjacent development and operates largely as a throughway. The corridor’s many travel lanes, wide center median, and lack of pedestrian facilities create the perception of a highway through rather than a main street of the City. The overall built environment inhibits any feeling of the area as the “center” of a City.

The area’s massive amount of office parks are predominated by mostly two to four story buildings with large surface parking lots. Many office areas are “hidden” behind dense tree cover and large parcels of undeveloped land. These large office campuses sit at the core of the LCI area and are connected to arterial roadways such as Peachtree Parkway via winding roads where one’s sense of direction tends to get easily lost. While visually pleasant, these meandering roadways work against an overall feeling of being in a “place.”

Vehicular “gateways” along the north and south ends of the LCI area embody two different time periods of commercial development. Older development at the south end near Holcomb Bridge Road consists of traditional low-density strip commercial surrounded by surface parking. As evidenced by the figure ground diagram to the upper-right, this built form is quite different from the more compact development found at the north end near East Jones Bridge Road (at The Forum). The latter has quickly become perhaps the most popular destination for City’s residents and visitors by offering a wide variety of shopping and dining options within a more pedestrian friendly setting.

Although an abundance of commercial and office development exist within the LCI area, significant portions of undeveloped natural land can also be found also scattered throughout the area. Scenic water features exist throughout Technology Park, for example, but are mostly hidden from view. Although many of these areas are not publicly-accessible for recreation, they represent untapped assets that could help create a better sense of place if amenitized.

FIGURE GROUND DIAGRAM



The Forum - Office / Retail Mixed-Use Area



Typical office development within the study area



Recent development adjacent to future Town Center



Existing strip development at southern end of study area



The many hidden water features within the study area are untapped natural assets



Large building setbacks along Peachtree Parkway limit street presence



A typical office park entrance not conducive to pedestrian activity



Many roads through office parks lack sidewalks



The typical Peachtree Parkway section acts more as a highway than a main street



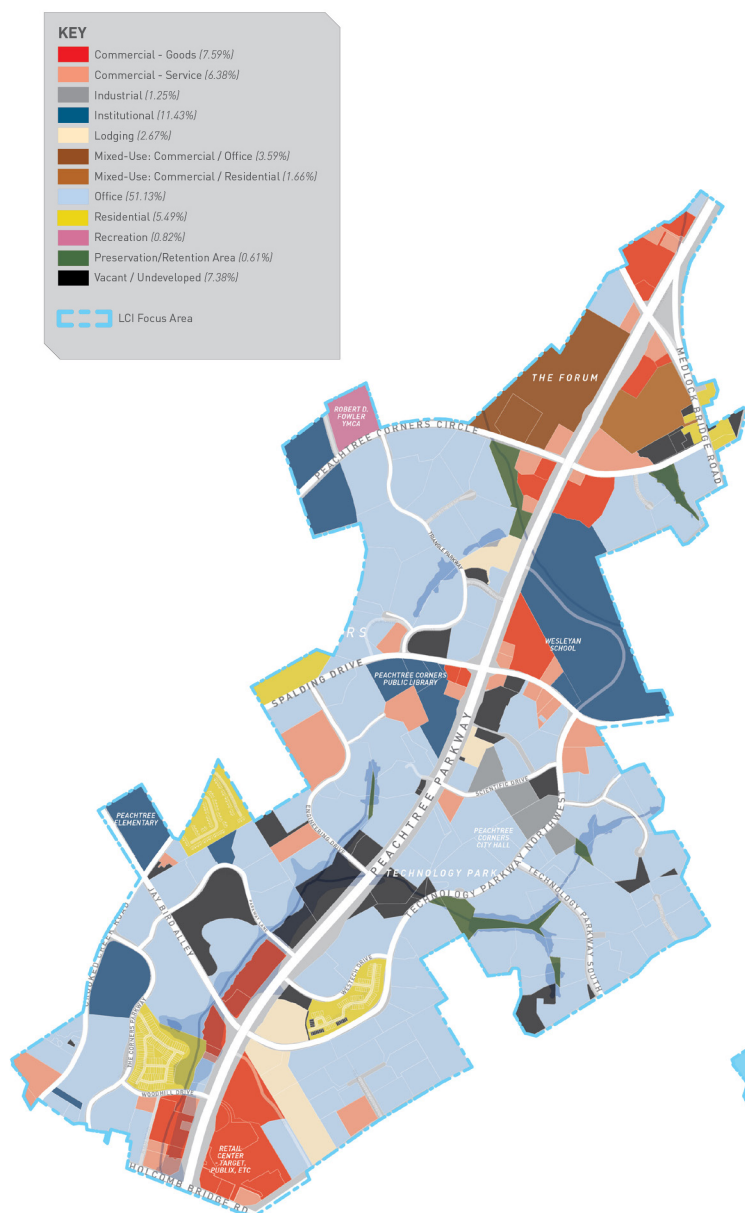
Much of the existing LCI area housing is internalized and does not face the street

Land Use & Zoning

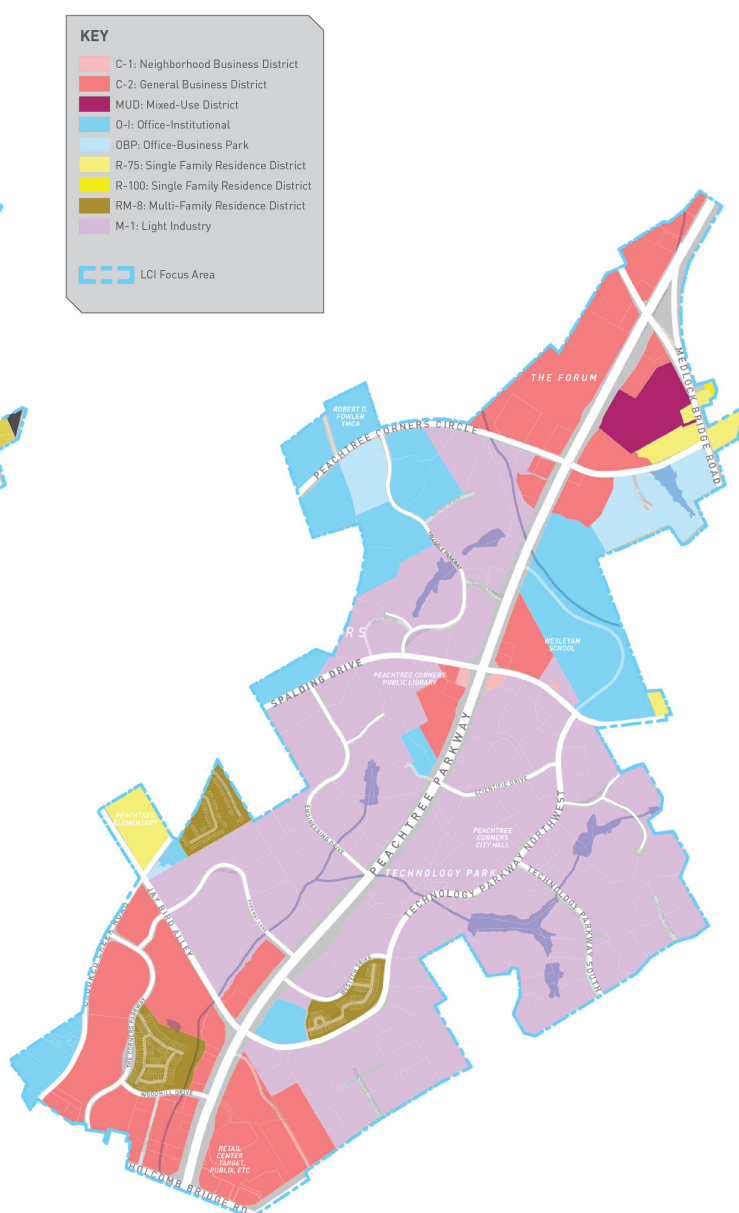
As previously stated, office uses comprise approximately 51% of the land area and are clustered mainly within the central portion of the LCI study area. Commercial (services/goods) is the second most prevalent land use. Though smaller in number, institutional uses such as private schools and churches take up about 11% of the land. Most notably, the Wesleyan School occupies a very large property including a “privatized” extension of Technology Parkway. The abundance of office space limits activity in most of the study area to weekdays only whereas the commercial cores to the north and south activate the area on the weekends. Although residential uses within the LCI area are limited, a few townhome communities do exist. However, these homes are negatively affected by limited access to goods and services in close proximity.

It is worth noting that most of the LCI area (mainly where office parks are found) is currently zoned for Light Industrial (M-1). Zoning requirements for this category require larger parcels, deeper setbacks, and restrict most other land uses that may be appropriate for the CBD. While this has not had an impact on office development, these light industry zoning requirements have most likely stunted interest in smaller retail, commercial, or residential developments within the area due to the amount of special permits and/or variances required to meet zoning restrictions.

EXISTING LAND USE



EXISTING ZONING



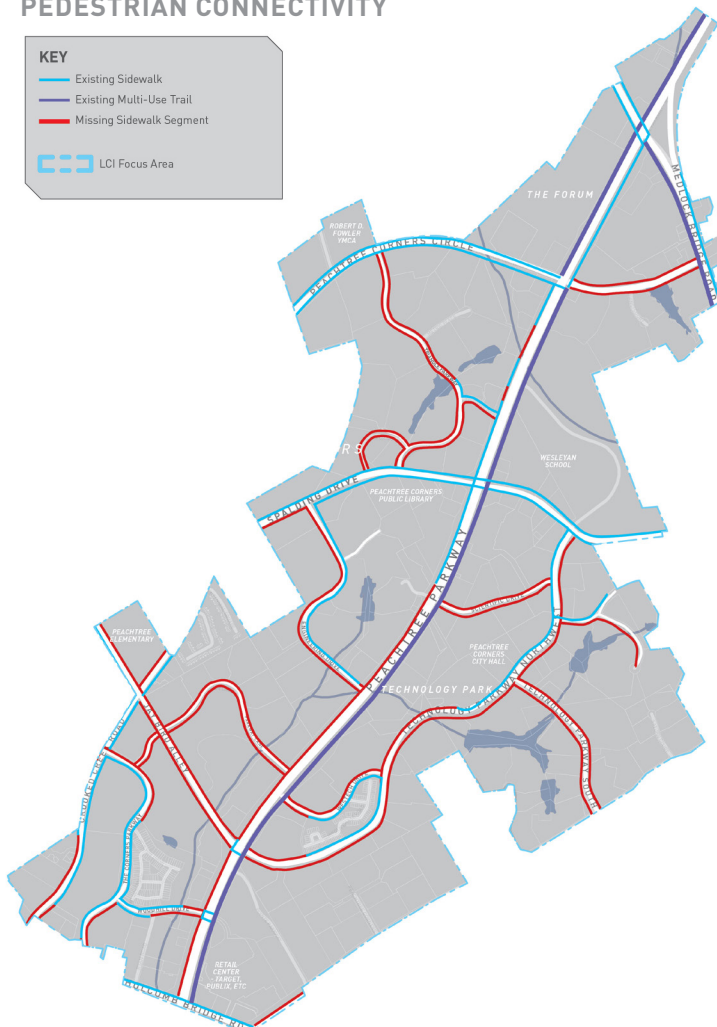
Pedestrian Connectivity

While some of the LCI area includes existing sidewalks and/or trails, they are often fragmented making ease of access difficult for those on foot or bike. Large building setbacks combined with surface parking lots create sizeable distances between sidewalks and building entrances - most of which do not have dedicated pedestrian paths from the street. Additionally, the majority of roadways within office areas also do not include sidewalks. Given these conditions, overall pedestrian activity is currently extremely limited and needs to be addressed if the area is to remain economically sustainable and market-competitive.

Topography & Natural Features

Out of the 1450 acres that make up the LCI area, approximately 55% (800 acres) is impermeable (including buildings, roads and parking lots). Half of this impermeable area consists of surface parking lots. In fact, the amount of available surface parking seems to exceed retail parking demand overall. Of the ±650 acres of permeable land, approximately half consists of undeveloped "natural" areas, many of which are undevelopable due to topographical constraints (many contain slopes above 15-20% and are natural drainage basins). This tends to deter interest in development as it would require more extensive land disturbance compared to other, flatter parcels. As the city continues to grow, it should encourage redevelopment within underutilized areas such as surface parking lots and "greyfield" (previously-developed) sites land rather than developing forested "greenfield" parcels.

PEDESTRIAN CONNECTIVITY



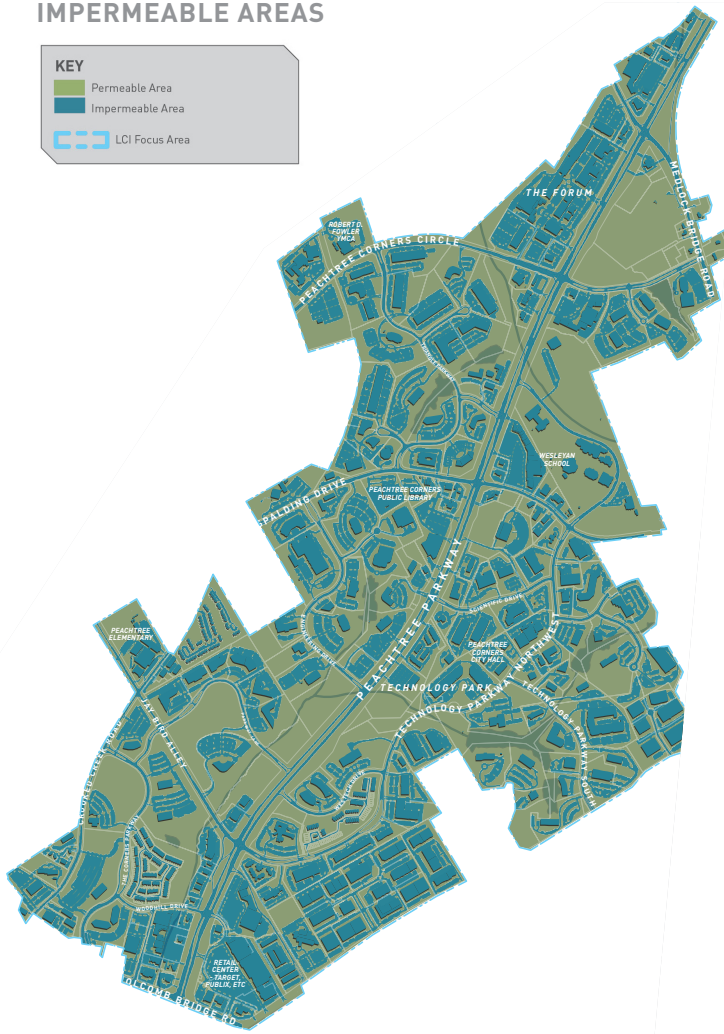
Pedestrian crossing distances across Peachtree Parkway are typically very long, creating real and perceived safety concerns.



Existing PATH Bike and Pedestrian Trail on Peachtree Parkway. Though a great asset, it currently suffers from a lack of vertical buffers from high speed vehicular lanes.

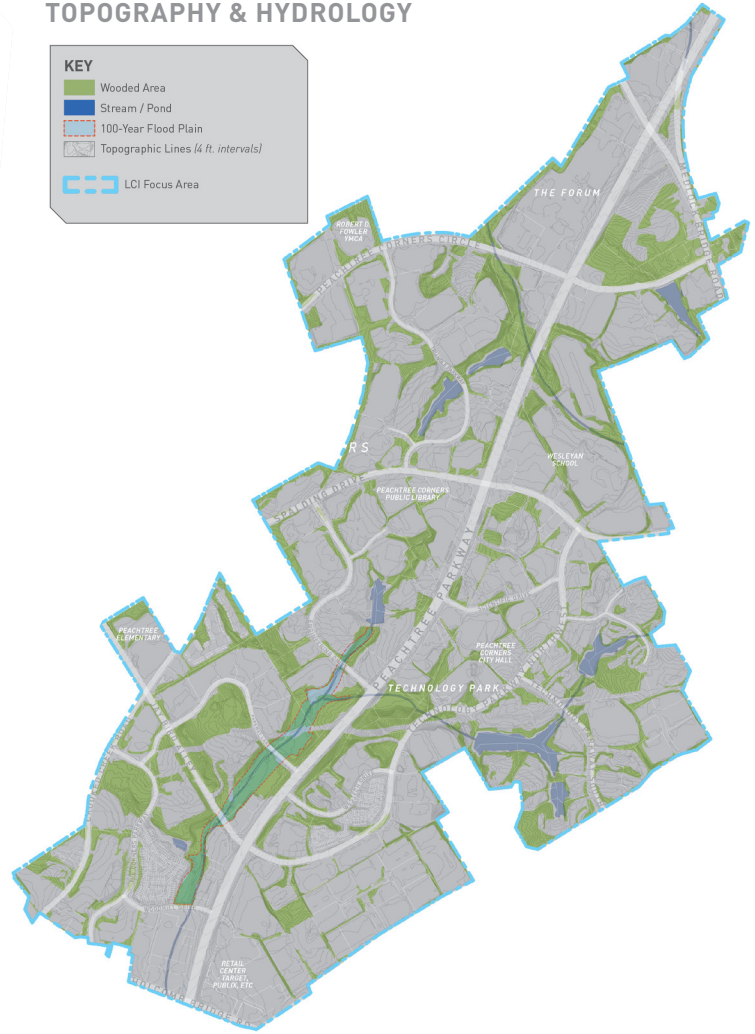
IMPERMEABLE AREAS

KEY
 Permeable Area
 Impermeable Area
 LCI Focus Area



TOPOGRAPHY & HYDROLOGY

KEY
 Wooded Area
 Stream / Pond
 100-Year Flood Plain
 Topographic Lines (4 ft. intervals)
 LCI Focus Area



Present Trends & Conditions



Technology Park Lake- a hidden gem

Traffic & Roadway Operations

Unlike a typical gridded city, the street system within the CBD follows a dendritic pattern that feeds vehicular circulation onto just a few major roads. This style of roadway network tends to create major traffic issues during peak hours and requires very well-engineered roadway operations to function efficiently.

While the following summary only provides a general overview of major traffic conditions, a more detailed report can be found within the Appendix.

Existing Traffic

As the main thoroughfare for the CBD and the City, Peachtree Parkway (State Road 141) and its intersecting streets were the focus of the LCI traffic study. At about 45,000 cars daily, the Peachtree Parkway corridor sees very high traffic volumes due to its role as the primary connector between the interstate highways, the City of Peachtree Corners, and neighboring cities. Despite their large width and size, the traffic study determined that all four major intersections within the LCI area are experiencing operational deficiencies during the AM and PM peak hours. This is largely due to the extremely high volumes of traffic and signal operations that favor through-movements on Peachtree Parkway (eg., as opposed to cross movements). It is important to note that, even with high volumes of traffic and peak time deficiencies, the Peachtree Parkway corridor within the LCI area has experienced vehicular accidents at a less than average rate for Urban Minor Arterial roadways throughout the rest of the state.

Transit

Although transit service within the LCI area is currently limited, a few routes do exist. Local bus service is provided by Route 35 of the Gwinnett County Transit system, which serves destinations throughout the LCI area including The Forum, Technology Park, and City Hall as well as a connection to the MARTA Doraville Station. The effectiveness of this route is

impacted by its limited frequency and the extensive distance users must travel to reach their destinations once they exit the bus. Commuters in the area are also serviced by the Georgia Regional Transportation Authority (GRTA) Xpress Route 408 which shuttles users from the MARTA Doraville Station to one stop in Peachtree Corners and continues to neighboring cities such as Johns Creek.

Current Transportation Projects Underway

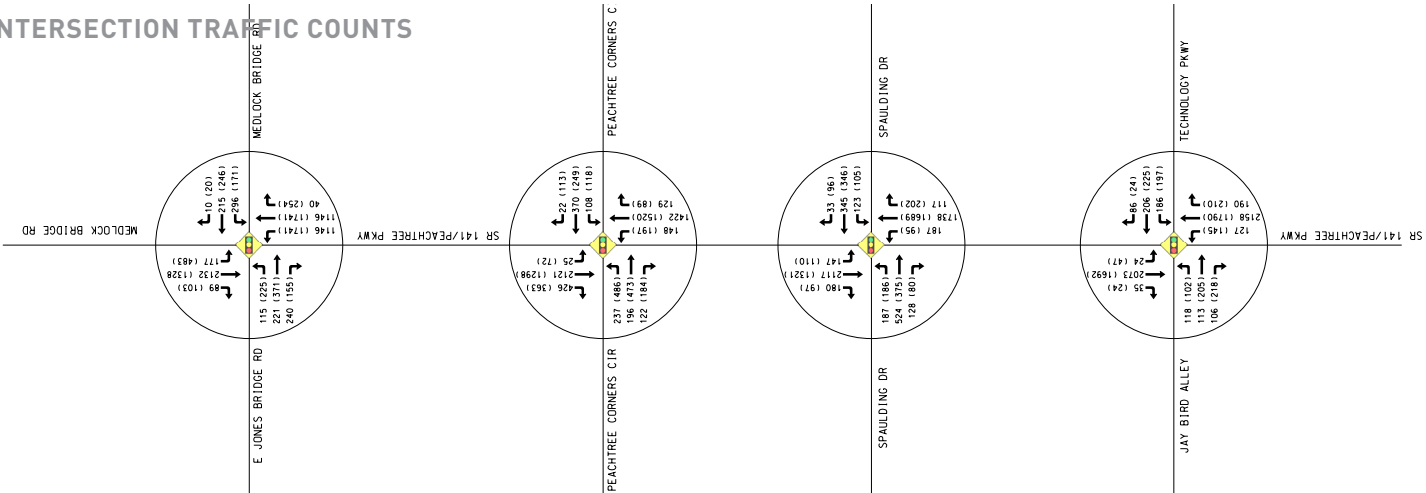
A few projects are in the works to improve traffic conditions within or near the LCI area. In 2012, funding was approved for two improvements directly affecting the Central Business District. The first project will expand and improve the Peachtree Parkway and Peachtree Industrial Boulevard merge at the southern end of the LCI area, which should help alleviate the “bottleneck” condition that occurs during peak traffic hours. The second project will extend the left turn lanes along Peachtree Parkway at its intersection with Spaulding Drive. While funding for both of these projects are in place, construction has not yet been approved. Adjacent to the study area, an ARC transportation plan to expand Peachtree Industrial Boulevard from Medlock Bridge Road to State Bridge Road is also currently in an “conceptual” status (but not yet funded).

INTERSECTION LEVEL OF SERVICE

ID	Intersection	Peak Hour	
		AM	PM
1	Jay Bird Alley/Technology Pkwy	E	D
2	Spaulding Dr	F	E
3	Peachtree Corners Cir	F	D
4	E. Jones Bridge Rd/Medlock Bridge Rd	F	E

Operating conditions at intersections are evaluated in terms of Levels of Service (LOS). LOS A through D are generally considered to be adequate peak hour operations. LOS E and F are generally considered inadequate conditions.

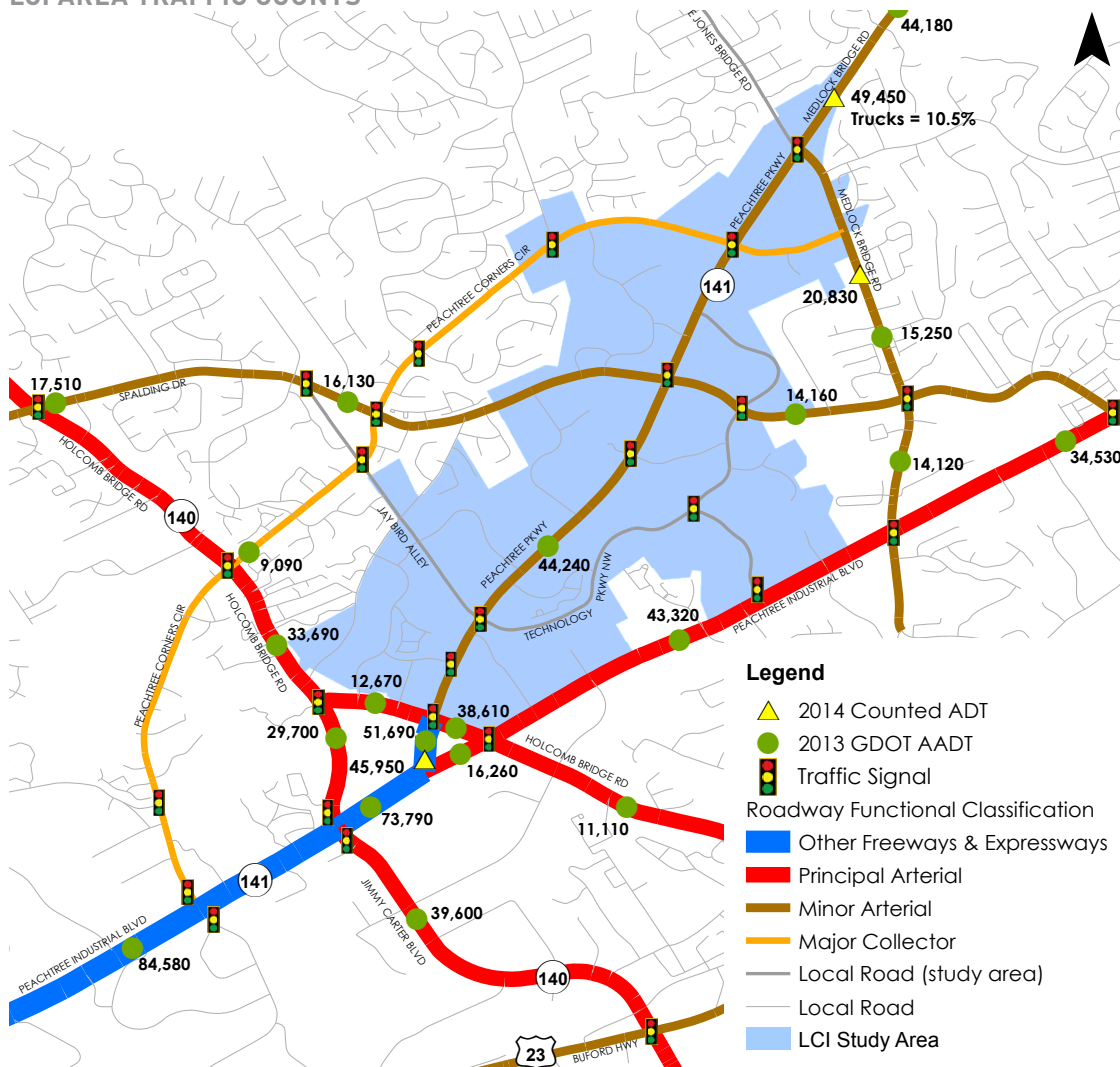
INTERSECTION TRAFFIC COUNTS





Access to the LCI area and Peachtree Corners becomes quite difficult during peak hours.

LCI AREA TRAFFIC COUNTS

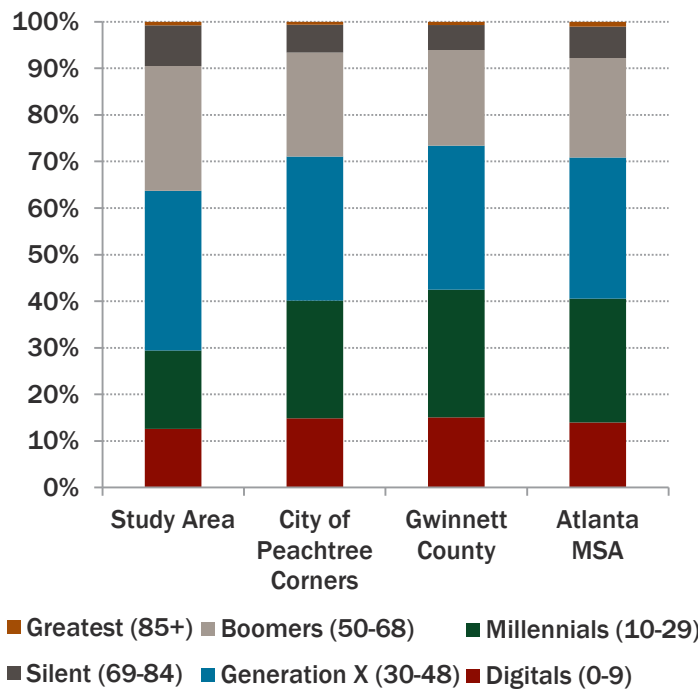


Demographic Snapshot

Due to the LCI's role as an office hub and commercial center, its residential base is quite small. The LCI area itself only contains 880 residents, comprising just 2.3% of Peachtree Corners' city-wide population. However, the average household income within the LCI area is significantly higher than the city as a whole (which is already slightly above the regional average). 77% of LCI area residences include households without children - a much higher rate than the City average of 61%. Overall, both the LCI area and the overall City is made up of a greater proportion of white households than the county and region (60%). Blacks, Asians, and Latino/Hispanics make up 20%, 8%, and 18% of the city-wide population, respectively. Household age characteristics for both the City and the LCI area are on par with the regional average. However, households in the LCI area represent an older population and lack millennial (ages 10-29) representation - one of the larger groups in today's workforce.

Despite the limited supply of housing stock within the LCI area, its population has grown at an annual rate of 3% since 2000, compared to 2% for the Atlanta region and almost static growth for the City as a whole during the same time period. With several townhome developments underway, population within the LCI area will likely continue to grow in upcoming years.

POPULATION BY AGE, 2014

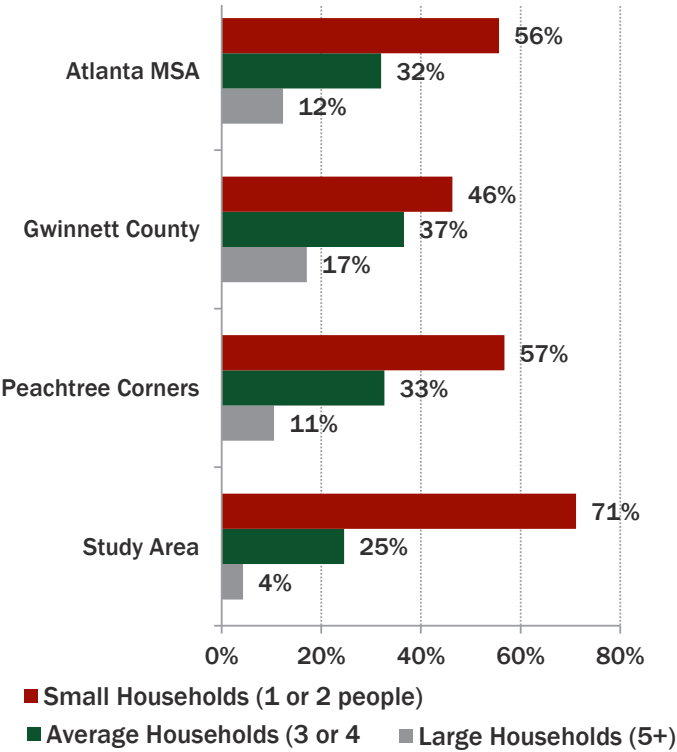


Market Characteristics

Existing Housing

Existing residential within the study area is composed mostly of owner-occupied town homes (which are slightly older than the regional average). These town homes represent a unique market niche since the City overall is almost split evenly between single family and multi-family residential options, a pattern influenced by the Technology Park development model (eg., providing housing options for workers and executives alike). This split in housing type is an outlying condition to housing availability within City. The single-family homes within the City are predominantly owner-occupied by a strong base of middle to upper-middle class residents. The City's multi-family housing sits largely on the other side of the residential spectrum and consists of relatively low rents due to the age and condition of aging apartment complexes. There are nearly 9,000 apartments within the city limits with an average built year of 1981. This creates very affordable housing but leads to a concentration of low-income renters. This housing mix has created gaps for two important groups in the housing market: young-professionals - e.g., those seeking a more upscale urban flat rental format - and empty-nesters or retirees who are looking to downsize from a large-lot single family home to something that requires less maintenance and allows for a more walkable, connected lifestyle.

HOUSEHOLD SIZE, 2014



Existing Office

While there are over 14,969 employees in the LCI area (representing nearly 40% of all jobs in Peachtree Corners) only 17 of those employees live within the LCI area. The largest portion of LCI area employees commute from the City of Atlanta, Johns Creek, and Roswell. Technology Park makes up most of the employment base for the LCI area with over 7,000 employees and 500 companies spread across 3.8 million square feet of office space. The most prevalent job types are management and administration (on par with the above average income and education of employees).

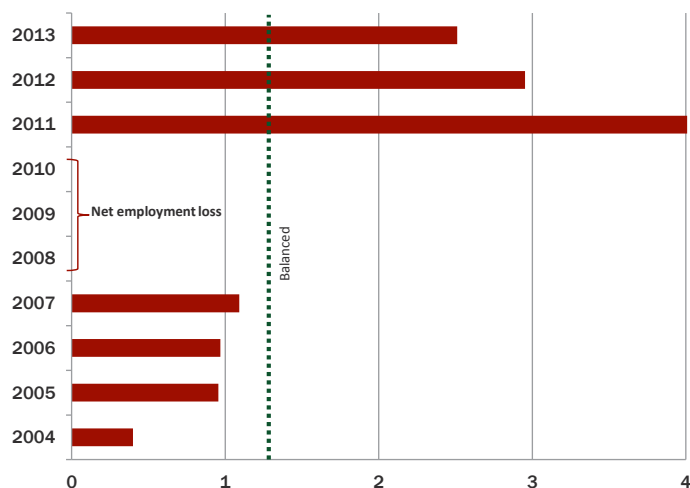
As corporate and overall office environments have changed, reconfigured and expanded throughout the region, the LCI area has seen an overall decline in its position as one of the premier office hubs in the metro area and has begun to lose market share. Office occupancy is at 77%, which is 4% lower than Gwinnett County and 8% lower than the Atlanta metro region. Although rents are \$2 per square foot lower than the Atlanta region, those within the LCI area are generally higher than the rest of Gwinnett County. While seemingly a positive trend, these rents may be unsustainable as the available office product is now showing its age and for many companies is less suitable than other new products in the Atlanta market. Furthermore, given that the largest share of the upcoming workforce will be of the “Millennial” generation, decision makers have shifted their attention to finding office space with attributes such as

access to transit, easy access to quality rental housing, and walkable access to hotels, retail and entertainment. Many of the strategies outlined later in this LCI document address these negative trends in order to ensure Peachtree Corners’ future economic competitiveness within the region.

Existing Retail

Retail within the LCI area is performing well. The LCI area alone comprises almost 2.2% of all Gwinnett county retail space. Peachtree Parkway’s role as a major connector to surrounding areas attracts many national retailers due to high traffic volumes and daytime activity. Despite the fact that retail occupancy is 10% lower in the LCI than the region, rents are \$3 per square foot higher than the region as a whole. This speaks to the quality of retail offerings, the strength of market demand and spending power within and near the LCI area. Retail areas such as The Forum and a soon-to-be Town Center contain higher end retail shops and offer a more pedestrian-oriented environment. In addition, nearly all of the major intersections within the LCI area are clustered around major retail nodes. While these are auto-centric suburban developments, they help establish a diverse combination of food, goods and services. It is important to note that the area suffers from a lack of locally-established and owned retail shops and restaurants (a sector growing in popularity and helping drive demand in other locations in the region).

ATLANTA REGIONAL HOUSING SUPPLY/DEMAND



MARKET TRENDS

Based on recent discussions with Gwinnett area office brokers and developers, OFFICE TENANTS in the market today are looking for a changing bundle of amenities in their location decisions. The most competitive locations offer the following:

- ability for their younger employees (millennials and Gen X) to **LIVE** and **WORK** in the same area
- ability to be in a **WALKABLE ENVIRONMENT** with ready access to restaurants, retail and amenities
- ability to commute to their jobs via **MASS TRANSIT**
- presence of a vibrant, exciting place to work that is part of a **MIXED USE ENVIRONMENT**
- access to walking/biking trails and other elements of an **ACTIVE LIFESTYLE**



LCI PROCESS, PUBLIC ENGAGEMENT, & PLANNING THEMES

Planning Process

The planning process was organized around three phases of work as follows:

Phase 1: Inventory & Assessment

The initial phase included a thorough inventory and assessment of existing conditions (as summarized previously in this report) as well as an identification of issues and opportunities throughout the LCI Area. The Planning Team engaged the public at the annual Peachtree Corners' Festival and conducted a series of one-on-one stakeholder interviews as a first step to promote a candid, open forum for information sharing and visioning (see Public Engagement for more details). This step was followed by a thorough analysis of development patterns, physical conditions, market trends, demographic profile, and transportation/circulation systems. This information was used to understand and reveal some of the underlying issues and - in many cases - hidden opportunities within the LCI area.

Phase 2: Outreach & Concepts

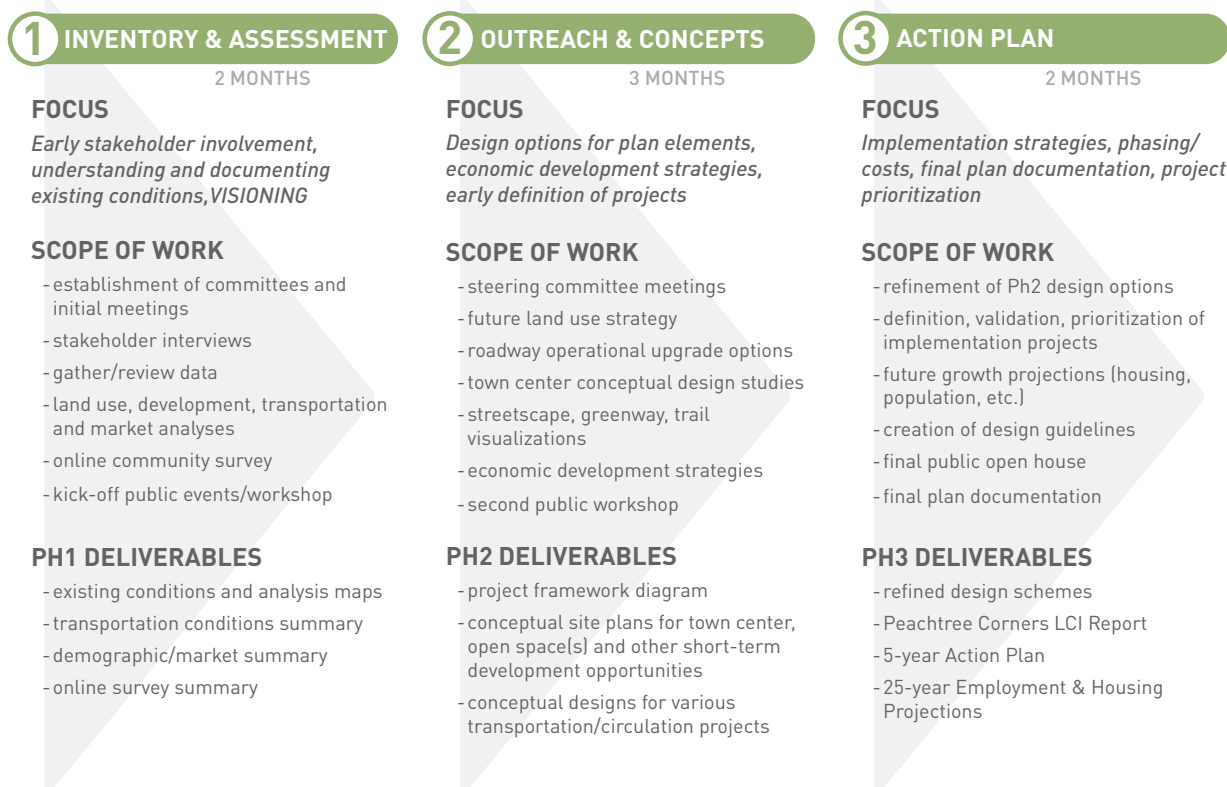
With a baseline of data and initial public input gathered in the first phase, the next part of the process focused on creating overall planning and urban design concepts and validating those concepts with local stakeholders and the general public. This included an interactive public workshop (one of many) and an online survey in which participants were asked to weigh-in on different areas of concern, development styles,

transportation issues, and big picture ideas. The results from these activities led directly into a preliminary set of recommended projects for the LCI area. The planning team also created physical framework plans and architectural character renderings to help illustrate the public's vision for the future of Central Business District.

Phase 3: Action Plan

Along with a final public workshop held to solicit input on the final framework plans and planning strategies, the final phase focused on outlining the necessary steps towards quality growth in the LCI area. This so-called "Action Plan" provides recommendations for specific transportation projects, policies and regulatory changes needed to further the future vision. Projects are organized into short-term (5-year) and long term (5+ year) initiatives. In conjunction with this plan, a project review meeting between The City of Peachtree Corners, The Planning Team and the Atlanta Regional Commission occurred in order to ensure project feasibility, build partnerships, and identify short term funding opportunities. The process concluded with a series of final presentations to various community and stakeholder groups including the City's Downtown Development Authority, Planning Commission, the Peachtree Corners Civic Association and the Peachtree Corners Business Association. The final plan was adopted by City Council and serves as part of their future growth policy for the district.

PLANNING PROCESS



Leadership & Stakeholder groups

Steering Committee

As part of the public outreach process a Steering Committee (comprised of the City of Peachtree Corners Downtown Development Authority members) was put in place in order to act as a “sounding board” for the LCI plan. Many Steering Committee meetings were held throughout the planning process where local input and guidance was provided on emerging themes and concepts presented by the planning team. The group was a key component in the vetting of potential projects, strategies and overall plan vision. Towards the conclusion of the planning effort, the Committee was key in helping to better-define and prioritize the short-term projects outlined in the Action Plan.

Stakeholder Meetings

Parallel to the Steering Committee meetings, the planning team also met in person with a wide variety of LCI stakeholders as a way to inform interested parties and to obtain as many opinions as possible. Additional phone and in-person interviews were later conducted with many stakeholders including members of the Planning Commission, City Council, and the Downtown Development Authority. These interviews allowed participants to express their individual views in candid formats as elected officials and residents of the Peachtree Corners. Additional meetings were held with private-sector stakeholders such as Technology Park executives and several commercial real estate brokers working throughout the area. These meetings were of paramount importance given the LCI area’s role as both the City’s central business district and its dominant economic driver. These sessions allowed representatives of the commercial real estate community to provide critical perspective on the viability and competitiveness of Peachtree Corners within the Gwinnett and Atlanta markets. This was essential information in developing the LCI’s recommendations in regards to economic growth and development.

Public Events

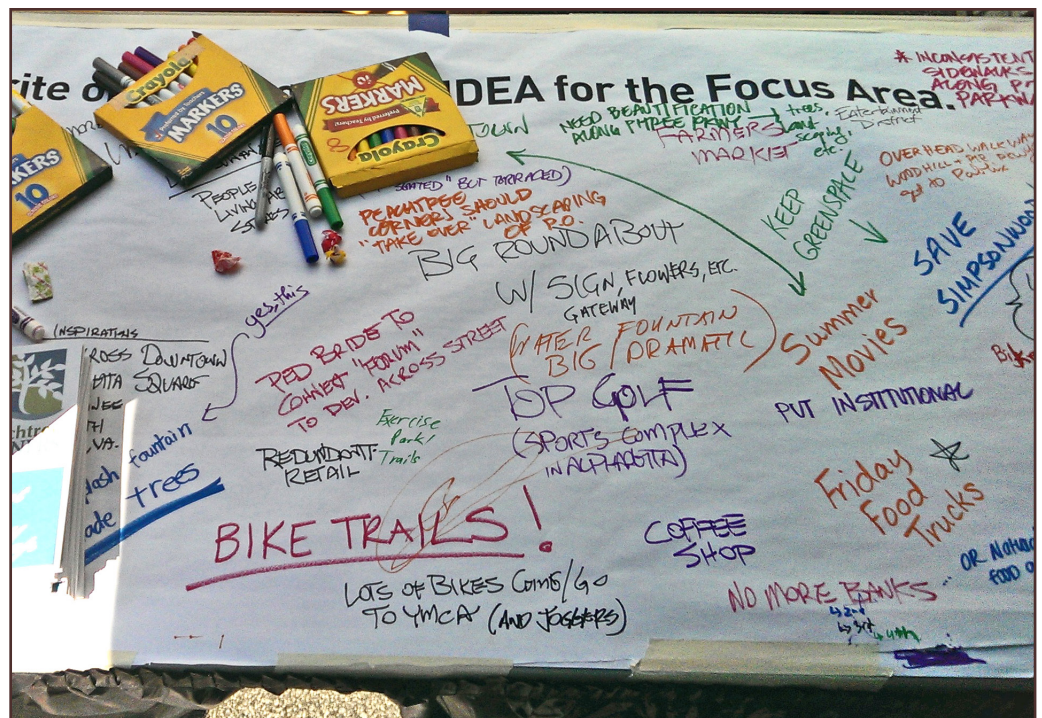
Three interactive public workshops were held so that residents, business owners, property owners, city officials, and other interested parties could learn about the LCI program and express their ideas and concerns related to the Central Business District. Each event varied in format and was tailored specifically to the current phase of the planning process. The following is a brief description of each workshop and its results.

Further details for each event are included within the Appendix.

Peachtree Corners’ Festival LCI Booth

As the initial public kick-off event, the planning team took part in the annual Peachtree Corners’ Festival on June 14th & 15th, 2014 by co-hosting a public input booth in conjunction with the City. The booth focused on gathering input regarding the Peachtree Corners LCI Area, reaching several hundred city stakeholders. Materials presented included a map of the LCI area and an interactive table exercise that asked participants key questions such as “What do you love about Peachtree Corners?” and “What is your big idea for Peachtree Corners?” The activities were a very effective way for people to provide insight as to what they believe are the City’s strongest assets and biggest challenges.

Participants logged feedback through various notes, drawings, and informal conversations with the planning team. On the positive side, many participants expressed love for the City’s existing parks, schools, and access to regional destinations.



Peachtree Corners Festival LCI Booth

On the negative side, there were recurring suggestions for improvements and additional amenities focused largely on walkability and expanding bicycle facilities to connect the City's many destinations. Along those lines, many residents seemed eager to establish a city "center" like those in nearby cities such as Suwanee and Duluth where the community could gather for events, shopping and dining in a pedestrian-oriented environment. The exercises also revealed some community preferences on types of housing, retail and transportation systems.



Attendance for Workshop #2 displayed the Community's strong public involvement

Public Workshop #2

On September 8th, 2014, the LCI planning team and City held the second public engagement event as an interactive planning event at City Hall. Over 70 participants attended the open house which consisted of a small introductory presentation, a display of the existing conditions analysis, and three interactive planning stations. The opening presentation gave a brief history of the Atlanta Regional Commission's LCI program, the current progress and process of the Peachtree Corners LCI, and the results of the preliminary market study for the LCI area. Following the presentation, participants were asked to take part in three planning stations to provide feedback on transportation, development opportunities, and issue prioritization for the LCI area.

Station A: Transportation Hot Spots- Utilizing an oversized map of the study area, participants were asked to place up to three dots and/or any supplementary notes on any area of the map where they deemed transportation, bicycle or pedestrian improvements to be necessary. The most prevalent responses focused around improvements at major Peachtree Parkway intersections due to high traffic volumes and associated delays. A commonly expressed issue was the inability to cross over Peachtree Parkway in a timely manner (both pedestrian and

vehicular). Concerns were also raised by many participants about accessibility and traffic issues created by the impending development across from The Forum - specifically pedestrian access from surrounding residential areas. Like the results from the Peachtree Corners Festival, many voiced a need for a more robust off-street bicycle and trail network.

Station B: Development Opportunities- As a part of the existing conditions analysis, the planning team surveyed and assessed certain parcels within the LCI area that could serve as potential opportunities for new development or redevelopment. A large map of this analysis was used as a base for participants to place up to three dots and/or any supplementary notes on the map in order to validate the planning team's suggested locations or to add other potential opportunities. Participants were encouraged to identify potential locations for commercial, residential, mixed-use and open space development within the LCI area. The results displayed a strong support for infill and redevelopment rather than large-scale new development in "greenfield" (undeveloped) areas. Existing aging commercial and office parcels were targeted as redevelopment opportunities while other parcels were noted as open space opportunities. Older, potentially outdated, strip developments were the most commonly preferred locations for redevelopment. Many comments indicated a desire to offer a wider demographic of housing and commercial types within these areas and maintaining the remaining undeveloped areas as natural amenities.

Station C: LCI Area Issues Prioritization- The final planning station consisted of a board listing a series of opportunities and issues brought to light during the Peachtree Corners Festival and during the planning team's inventory and assessment. This board was separated into three categories: City Branding & Place Making, Land Use & Development, and Transportation



Residents discussing development opportunities at Workshop #2

& Circulation. Participants were once again asked to place three dots on the board in order to prioritize issues within the LCI area. Extra space was left for participants to add issues they thought were important. This exercise revealed Land Use & Development as the major priority for participants (116 of the 208 dots fell within that category). Aligning with the results from Station B, redeveloping aging strip malls within the LCI area was the primary issue, followed by the need to address current gaps in the housing market. Most notably, two of the three most prioritized issues within the Transportation & Circulation category focused on increasing pedestrian & bicycle infrastructure - a common theme as part of the public events.

Final Public Workshop

On November 20th, 2014, the LCI planning team and the City hosted the final public engagement event as an interactive planning open-house at City Hall. Similar to Workshop #2, an opening presentation was utilized to provide a brief summary of the results from the previous open house and to present the key strategies, concepts and overall vision resulting from a synthesis of the planning process thus far. This final session focused on obtaining feedback from the public on these strategies. Stations were created for each strategy including: Address Traffic Issues, Facilitate Housing Choices, Refresh / Redevelop, Amenitize & Connect, and Create Remarkable Spaces.

These five key strategies (outlined later in this document) are the foundation for the recommendations of this study. As part of the interactive portion of the workshop, participants were asked to provide feedback on any or all of the strategies, discuss specific ideas for amenities for a potential Central Business District trail network, and brainstorm ways of connecting the future Town Center with the Forum. The feedback and comments from the public showed strong support for the proposed strategies to improve and grow the LCI area. Ideas for a pedestrian bridge showed interested in making the bridge an “inhabitable, remarkable space” for people to interact with rather than simply creating a walkway between points ‘a’ and ‘b’. Nearly all participants supported the idea of an enhanced trail network within the CBD and suggested ideas such as parks, scenic bridges, wildlife, fishing, and play fields as supplemental amenities within the network.



Bridge Visioning during the final public workshop

Online Community Survey

As part of Phase Two of the study, an interactive online community survey was conducted in order to engage a broader audience, including those that could not attend the public workshops. This 15-minute survey was broken down into two parts. Part One was a written survey consisting of 21 multiple-choice and short answer questions specifically about the LCI study area. Topics ranged from daily habits in the CBD to specific questions about future development, existing development, and perceptions of the current condition of the LCI area. Part Two was a visual survey where participants were asked to rate the appropriateness of 30 images focused around development, transportation, and open space styles and types. The survey was made available on the City's website for about 8 weeks and was offered in both english and spanish. In addition, the survey site was linked to the City's facebook page

and within the City's monthly e-mail blast. Participation was extremely high due (about 650 respondents) to the survey's wide distribution.

It is important to note that the survey was not intended to be the scientific and definitive answer to all planning issues. When taken in combination with the public events, stakeholder interviews and the Planning Team's professional expertise, the online survey was a powerful tool that helped shape the vision and recommendations presented later in this plan. A brief summary of some key results is provided on the following pages.

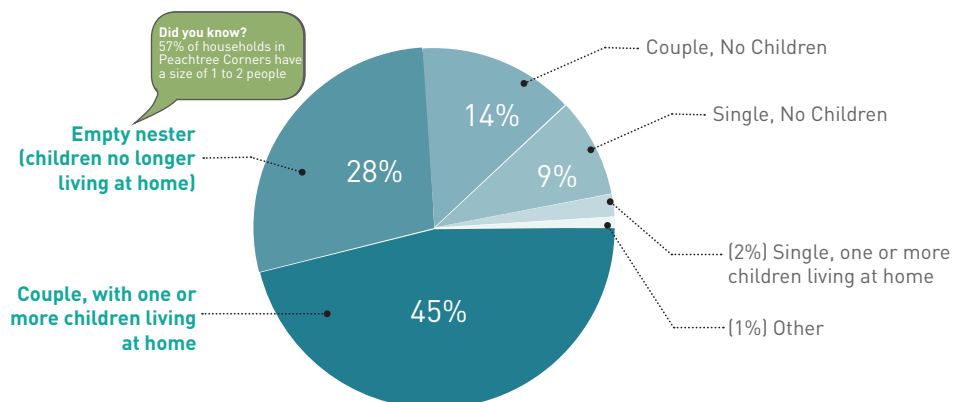
A more detailed summary of the overall results can be found within the Appendix.

ONLINE SURVEY RESPONDENT PROFILE

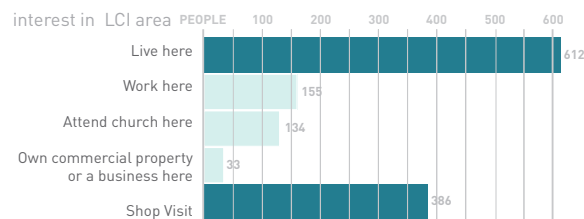
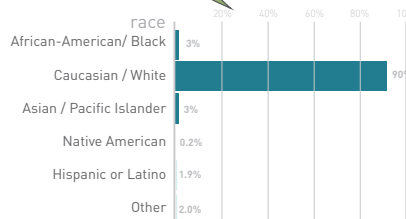
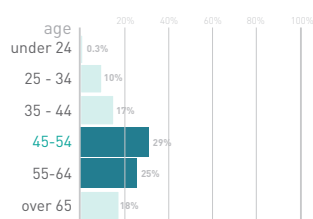
Participants...



Household Type...

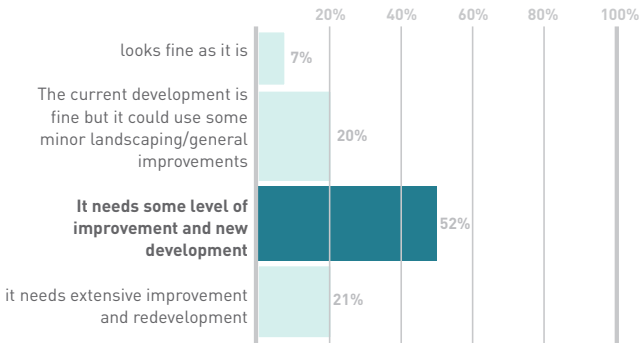


Demographics...

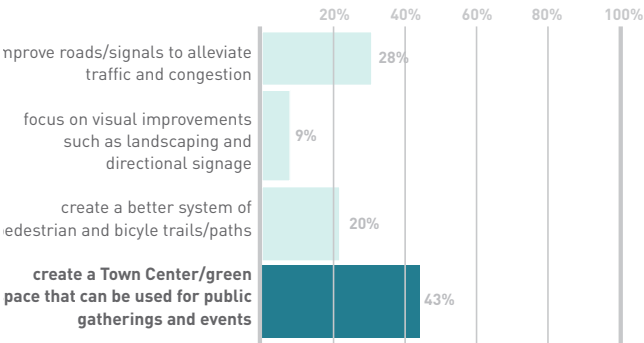


SURVEY RESPONSE HIGHLIGHTS

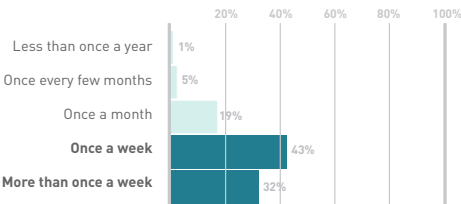
What is your perception of the overall look and character of the LCI study area?



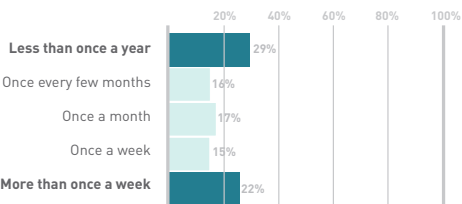
Recognizing that funds are limited, which item would you prioritize over the next five years within the Peachtree Corners LCI Study Area?



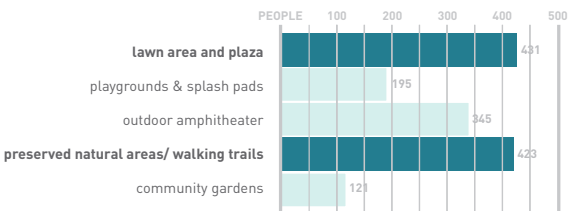
How often they visit the Forum Shopping Area...



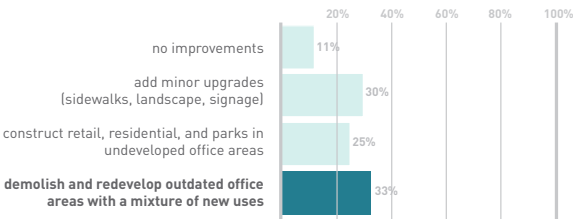
How often they visit the YMCA and/or Public Library in Peachtree Corners...



What type of Public Amenities are the most important to include in a potential Town Center?
Up to 3 answers possible

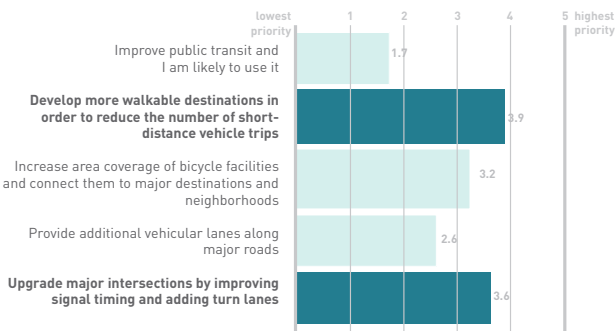


What improvements would you make to Technology Park (Office Areas)?



How would you prioritize the solutions below to address vehicular traffic issues within the LCI study area?

1 (lowest priority)- 5 (highest priority)



How would you prioritize the solutions below to address pedestrian circulation issues within the LCI study area?

1 (lowest priority)- 7 (highest priority)

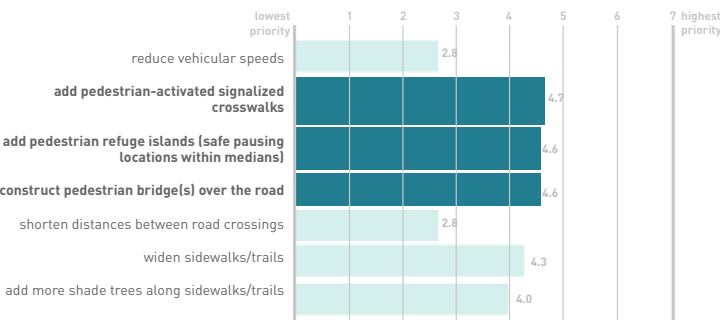


IMAGE SURVEY RANKINGS

VERY APPROPRIATE	3.6  3.4  3.3  3.1  3.1  3.0  3.0  3.0 
APPROPRIATE	2.9  2.8  2.7  2.7  2.7  2.7  2.6  2.6  2.5  2.5 
SOMEWHAT APPROPRIATE	2.4  2.4  2.3  2.3  2.2  2.1 
NOT APPROPRIATE	2.0  1.9  1.9  1.8  1.8  1.7  1.6  1.4 

Planning Themes

Collectively, responses gathered from the first two public events, online survey, and the stakeholder and steering committee meetings revealed several points of consensus and potential strategies to be explored. The resulting “Planning Themes” are described as follows:

Land Use & Development:

Across the board, participants seemed interested in finding opportunities to develop more walkable places by targeting sites to redevelop rather than constructing on undeveloped land. The aging stock of strip commercial developments along Peachtree Parkway garnered the most attention for redevelopment into more pedestrian oriented commercial developments. Housing, however, was one of the more contested topics related to land use. The City’s current prevalence of aging below-market rental stock has created a stigma against ALL for-rent housing despite a strong market demand for more upscale attached residential housing. Technology Park and surrounding office areas were seen as strong candidates for redevelopment and infill due to a large amount of underutilized land. Many recognized the potential to introduce other uses such as retail and residential as a way to improve the area’s competitive edge in the regional office sector. Given Technology Park’s connectivity to multiple main roads and its isolation from single-family neighborhoods, the idea of integrating rental housing and higher densities within these office areas received positive feedback from most LCI participants. Among the older demographic of participants there was also a consensus to establish more housing choices for seniors. Many of these residents are now empty-nesters and looking to relocate to homes that require less maintenance and upkeep than conventional single-family home.



Highest ranking development image from Online Survey

As noted in the synopsis of the public engagement events, the development of open spaces and off-street bicycle infrastructure also received positive public support. Like many places in the U.S., networks where people can exercise, interact, and commute without the use of an automobile are one of the most demanded public amenities. Given the City’s current auto-oriented development patterns (yet small amount of “family-safe” bicycle paths and trails) the demand for these amenities is extremely high. Along those lines, most of the comments regarding the remaining undeveloped land within the LCI focused on preservation of those areas as potential recreation and open space uses. While the City has a fair amount of existing recreational and open space, those areas tend to be scattered throughout the City and typically absent from the Central Business District. The support for residential infill with the LCI area suggests that participants also recognize the future need for dedicated public open space.



Off-street Bicycle Facilities received very high marks

Transportation and Circulation:

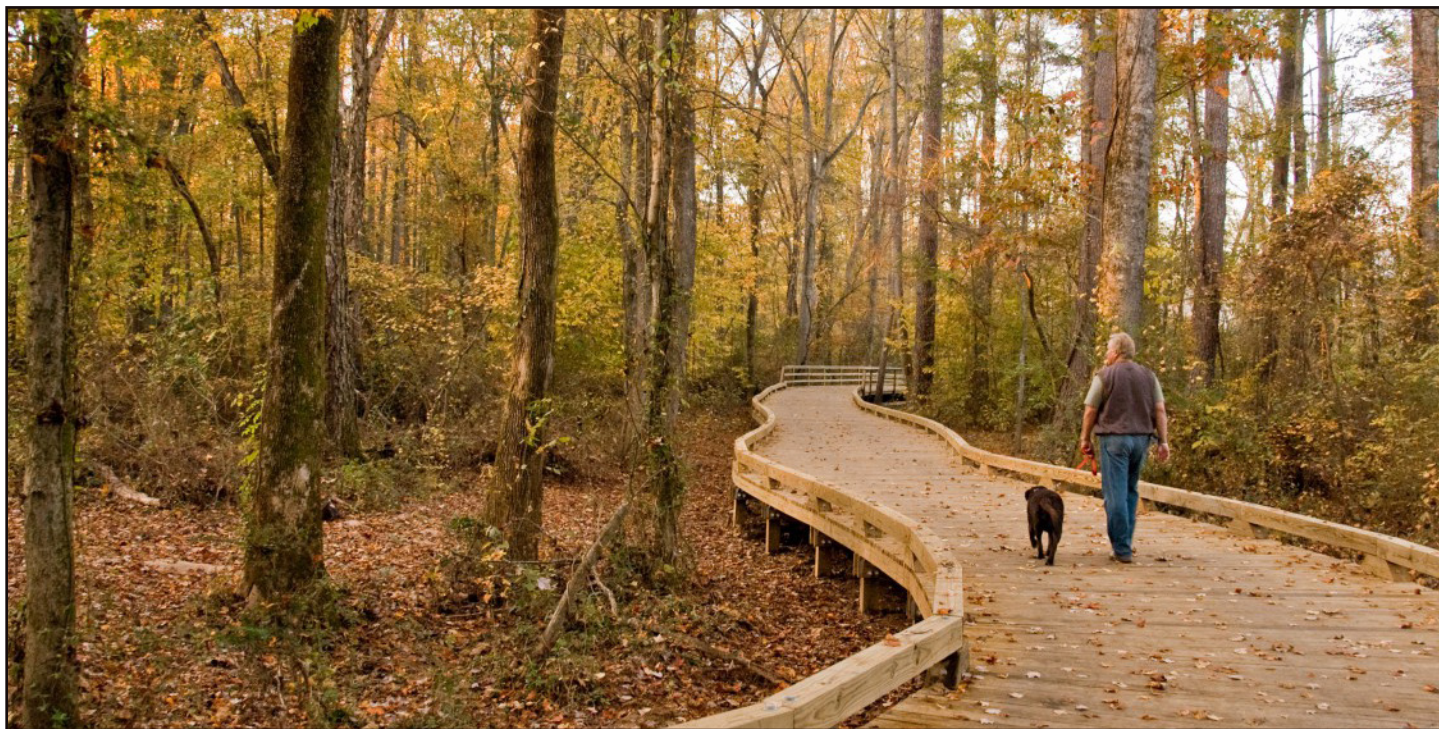
Among all user groups, transportation and circulation issues were one of the most commonly discussed LCI topics. The predominant focus seemed to be Peachtree Parkway’s high volumes of congestion during peak hours. Residents and visitors alike seemed to concur that traffic issues were less about “passing through” Peachtree Parkway and more about accessing and crossing it. As the only way to traverse the east and west sides of the City, this issue was at the forefront of resident’s concerns. While solutions to congestion issues may be reducing vehicular trips through alternate modes of travel,

most feedback focused on short-distance vehicular trips. Public transit, however, did not prove to be a short-term solution for most stakeholders. In addition to the existing vehicular traffic, many voiced a concern on future developments and their impact on traffic. Specifically in regards to the future Town Center, many noted need to address intersections connecting the many entrances along Peachtree Parkway and Medlock Bridge Road.

City Branding & Placemaking:

Initially one of the presumed focal points of this study, remarks on city branding and placemaking revealed some notable points of consensus around the City's identity. Many event participants associated architectural development style and physical character as emblematic of a City's identity. In terms of the LCI area, most viewed the Forum as a good representation

of their community and the current symbolic heart of the city. Thus, the development of a true Town Center and Town Green was preferred over developing gateway signage and emblems as a form of identification. The gravitational pull of the Forum and upcoming Town Center has started to establish a true City core and as such there is strong support to develop a physical connection between the two developments on either side of Peachtree Parkway. Construction of a pedestrian bridge was a popular discussion topic related to connecting points on either side of the wide, high-speed corridor. The idea of such a "bridge" was multi-faceted - in order to be successful, it would need to provide not only a safe passage between developments, but also contain a "remarkable space" in and of itself while creating an iconic gateway along the City's main corridor.



The public engagement showed a very strong desire to develop a network of pedestrian trails



VISION & KEY STRATEGIES

LCI AREA - PHYSICAL FRAMEWORK

As we look at other Central Business Districts around the Metro Atlanta Region, some include historic courthouses and squares while others have created new Town Centers where none existed before. Peachtree Corners' Central Business District, however, sits in contrast with many of its peers not only due to a lack of historic downtown, but also based on its massive size. One way to understand such a multi-faceted area is to break it down into smaller subareas. The LCI Framework Diagram below illustrates how the various physical components of this large Central Business District can be categorized in order to strategize for future growth.



Multiple Town “Centers”

Such a large central business district suggests a need for multiple “centers” that serve different purposes. The Town Center to the north has already begun to develop as a retail and entertainment focused area combining the success of the Forum with the forthcoming Town Center (including a new green space, grocery store, boutique retail, and a movie-theater). New residential units to be developed adjacent to the town green along with surrounding single family neighborhoods will help to further activate this node. The aging retail at the northwest corner of Peachtree Parkway & Holcomb Bridge Road was also identified as a potential second town center node that may include different densities, land uses, housing components, and activities than its northern counterpart. The site’s excellent visibility, proximity to existing office and residential developments, and large size make it a prime candidate for a walkable mixed-use development with a residential urban village character.

Technology Park as a Future Innovation Hub

“For the Past 50 years, the landscape of innovation has been dominated by suburban corridors of spatially isolated corporate campuses, accessible only by car with little emphasis on quality of life or on integrating work, housing, and recreation. A new complementary and more urban model is now emerging, giving rise to what many are calling ‘innovation districts’ ”

The excerpt from the Brookings Institute above typifies the current state of Technology Park and the potential it has to become the Peachtree Corners’ Innovation Hub. Given Technology Park’s history and intent, the emerging trend of innovation districts presents itself as a natural transition for the future life of this aging office area. The existing infrastructure and land uses along with a large amount of underutilized/undeveloped land suggest tremendous opportunities for establishing a robust tech industry community where employees can live and collaborate in a dynamic mixed-use environment. As office tenant preferences continue to shift, this type of investment could help redefine and reestablish Peachtree Corners as a major regional technology and innovation hub.

Corridor Redevelopment:

Retail areas along the corridor have a more symbiotic relationship with Peachtree Parkway than most other development types. As buildings typically constructed for a 20-year lifespan, aging strip retail within the CBD does not reflect the future vision and goals for the City. Subsequently, as these outdated strip mall areas begin to redevelop, emphasis should be placed on the form and aesthetics of new developments.

Design guidelines should be put in place in order to ensure appropriate architectural character, quality site planning, signage, material, building type, and other attributes that reflect well on the City. This will create a greater sense of place that will encourage drivers to go TO rather than simply THROUGH Peachtree Corners.

Conservation Gateway

Although mostly imperceptible to passing motorists, the LCI area includes a unique “ribbon” of natural land located within the southern half of the district. Consisting of rolling topography, dense tree canopies and a handful of “hidden” water features, this “conservation gateway” spreads east to west along the center of the LCI area and acts like a buffer between the north and south side of the CBD. Due to steep grades and limited development potential, this area is likely to exist as such in perpetuity with the potential to become the centerpiece of a future network of pedestrian paths and trails.

Five Key LCI Strategies

Based on the culmination of public input, precedent studies, and professional expertise, the planning team articulated five key strategies needed to achieve the City’s future vision. These strategies focus around implementation projects, future planning, and policy changes that will help realize the ideas and concepts for the future Downtown Peachtree Corners. The following five strategies were distilled from stakeholder consensus points, Steering Committee discussions and the planning team’s investigation of the area.

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

Address Traffic Issues

As perhaps of the most widely agreed upon issue related to the LCI area, it is imperative for the City to take the lead on improvements - both small and large - to the district's main "spine" of Peachtree Parkway. While there are larger scale transportation issues that require further study (addressed in the Action Plan & Projects section), the projects outlined here represent shorter-term operational, safety and signage improvement opportunities.

PROJECT OPPORTUNITY: SIGNAL RETIMING AND PEDESTRIAN REFUGE

Peachtree Corners Cir at Peachtree Pkwy:

- Retime signal for adequate pedestrian crossing.
- Install pedestrian crossing refuge at the median on Peachtree Pkwy NB and SB legs.



PROJECT OPPORTUNITY: ALIGN FORUM / INGLES DRIVEWAYS

East Jones Bridge Rd at Medlock Bridge Rd:
Retime signal for adequate pedestrian crossing and coordination with signals along Peachtree Pkwy corridor.

East Jones Bridge Rd at the Forum/Ingles Development:
Realign the Forum Dwy such that inter-parcel access is smoother and conflict points are reduced.

- Queuing from Peachtree Pkwy limits site distance and visibility
- Requires cooperation and/or funding from private property owners.



PROJECT OPPORTUNITY: SAFE PEDESTRIAN CONNECTION BETWEEN THE FORUM AND FUTURE TOWN CENTER

Alternates for access across Peachtree Pkwy:

- Install pedestrian bridge / overhead green space
- Install roundabout
- Install possible vehicle and/or pedestrian underpass



PROJECT OPPORTUNITY: SPALDING DRIVE @ P'TREE PKWY - LEFT TURN LANES EXTENSION

Spalding Dr at Peachtree Pkwy:
• Extend the Eastbound left-turn lanes
Limited by other driveways on Spalding Dr



PROJECT OPPORTUNITY: LEFT TURN GUIDES - WOODHILL DRIVE ONTO P'TREE PKWY

Woodhill Dr at Peachtree Pkwy:
• Alternate: Install "puppy tracks" to guide drivers when making the EB left turn onto Peachtree Pkwy



PROJECT OPPORTUNITY: ADVANCED WARNING SIGNAGE ON NORTHBOUND P'TREE PKWY APPROACHING HOLCOMB BRIDGE ROAD

Peachtree Pkwy (NB) immediately after PIB Split:

- 70% of crashes in the last four years have been rear ends
- Advanced warning signage of signal of Peachtree Pkwy at Holcomb Bridge Rd on SR 141 NB



PROJECT OPPORTUNITY: DIRECTIONAL SIGNAGE ON SB P'TREE PKWY APPROACHING SR 141 / SR 140 SPLIT

Merging on SR 141 & SR 140:

- Install signage for SR 141 and SR 140 on Peachtree Pkwy SB between Woodhill Dr and Holcomb Bridge Rd
- Advocate for long-term widening of SR 141 south of Holcomb Bridge Rd
- Study adding SB right turn land at Holcomb Bridge Rd



PROJECT OPPORTUNITY: SIGNAGE FOR ALTERNATE ROUTES TO P'TREE PARKWAY

Spalding Dr at Peachtree Pkwy:

- Signage for alternate routes to Peachtree Pkwy
 - Potentially use Peachtree Corners Cir as an alternate route for local drivers
 - Study management of the future the use of Technology Pkwy upon full occupancy
- Congestion and excessive queuing will be pushed further north/south if extremity improvements are not made

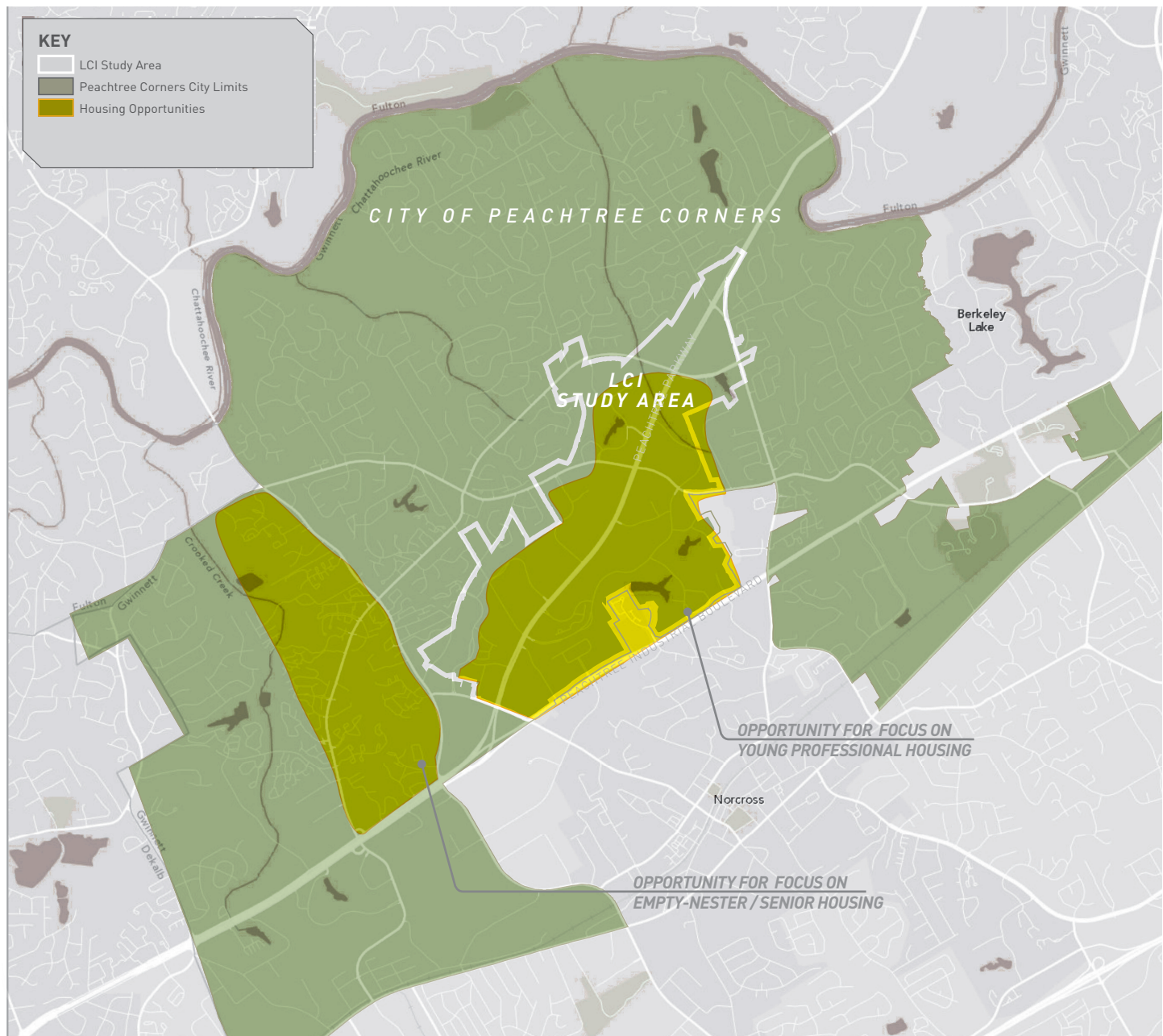


Facilitate Housing Choices

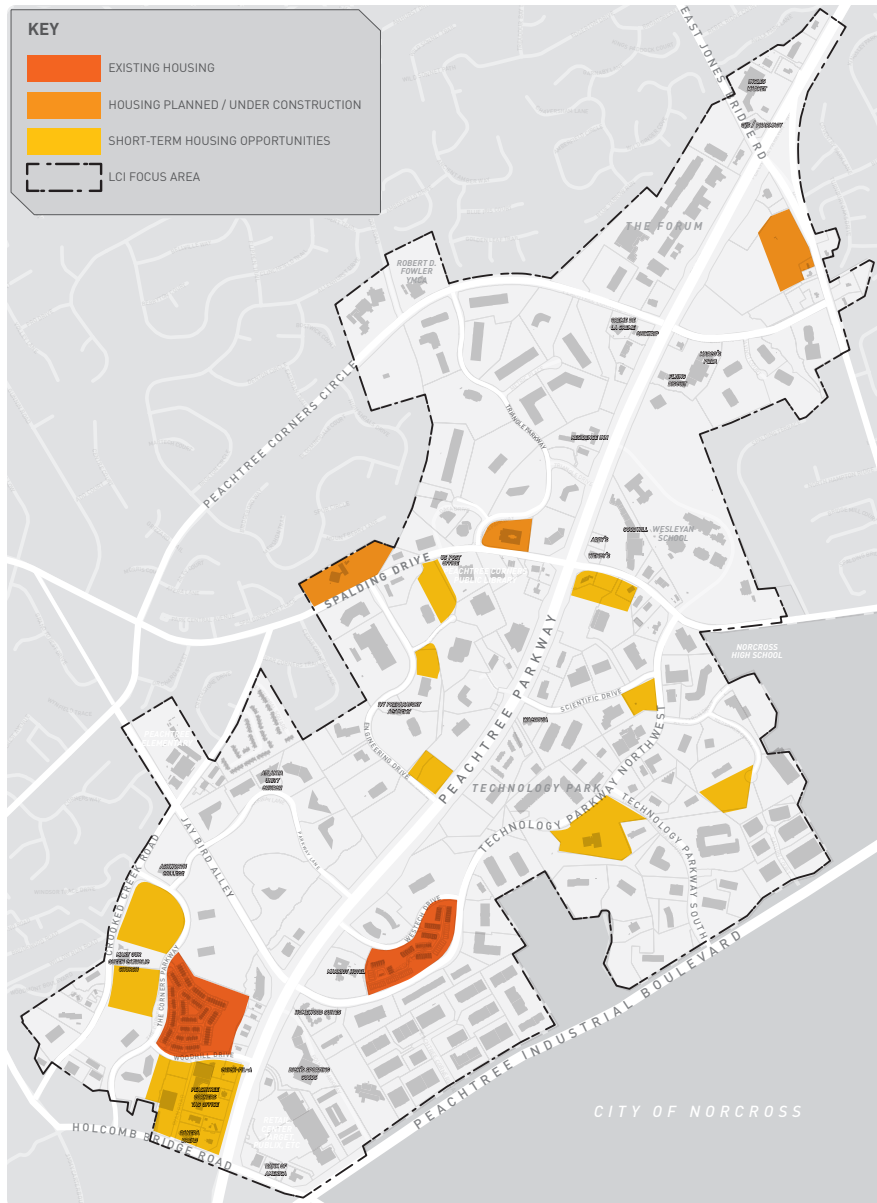
The LCI market study revealed that the City's concentration of single family homes and below-market-rate rental housing have created a sizable market gap currently in high demand. As noted earlier, LCI stakeholder interviews with former/current Technology Park stakeholders revealed an overwhelming corporate demand for a variety of housing types for a younger workforce. Given these conditions, the City should make it a major priority to facilitate the development of a wider range of housing types, including senior residences and, most importantly, younger workforce housing. This is especially true of the Technology Park area as if it is to transform into an

Innovation District offering walkable, mixed-use development for the soon-to-be-dominant "Millennial" generation (ages 10-29). Similarly, there are areas within the LCI where the market demand for empty-nesters and retirees can be met (an opportunity that is already being taken advantage of by developers). The opportunity to meet housing market demands should be approached as a City-wide strategy. However, the first steps of this strategy within the LCI should focus on making adequate changes to the area's current zoning to make it possible to develop market-viable uses "by right" without need for rezonings or variances. Concurrently, revisions should be made to development requirements to allow for more condensed horizontal and vertical mixed-use developments that help promote walkability.

CITY-WIDE POTENTIAL TARGETS FOR INFILL OF HOUSING MARKET DEMAND



HOUSING IN LCI AREA: EXISTING, PLANNED & POTENTIAL AREAS



NATIONAL TRENDS ON HOUSING

54% of Americans prefer three or more community attributes associated with compact development

71% view home ownership as a good investment

70% place a high value on walkability when choosing a new community

61% would accept a smaller home in exchange for a shorter commute

POSSIBLE HOUSING TYPES TO CONSIDER

MILLENNIALS (10-29)

- rental units in mixed-use settings
- accessory apartments (granny flats)
- moderately-priced town homes
- moderately-priced existing single-family homes

GENERATION X (30-48)

- trade-up single-family, 25% walkable urban places

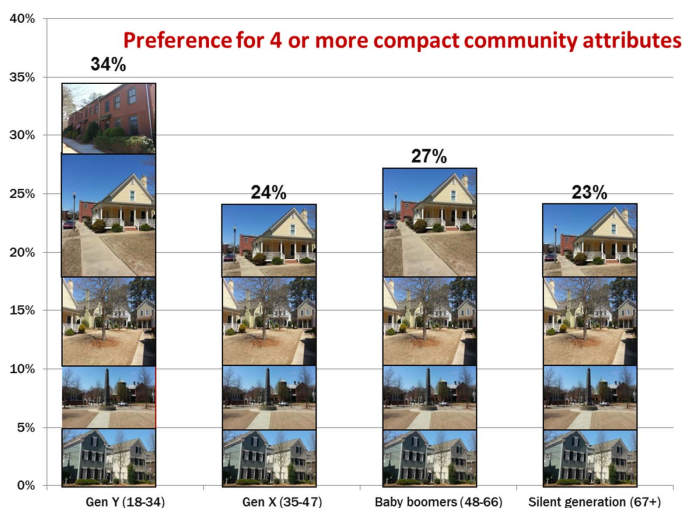
EMPTY NESTERS / BABY BOOMERS (50-69)

- condominium flats
- rental units in mixed-use settings
- town homes / cluster homes
- small-lot single-family

SILENT GENERATION / BABY BOOMERS (69+)

- active adult communities / developments
- adults-only rental / independent living facilities
- retirement centers

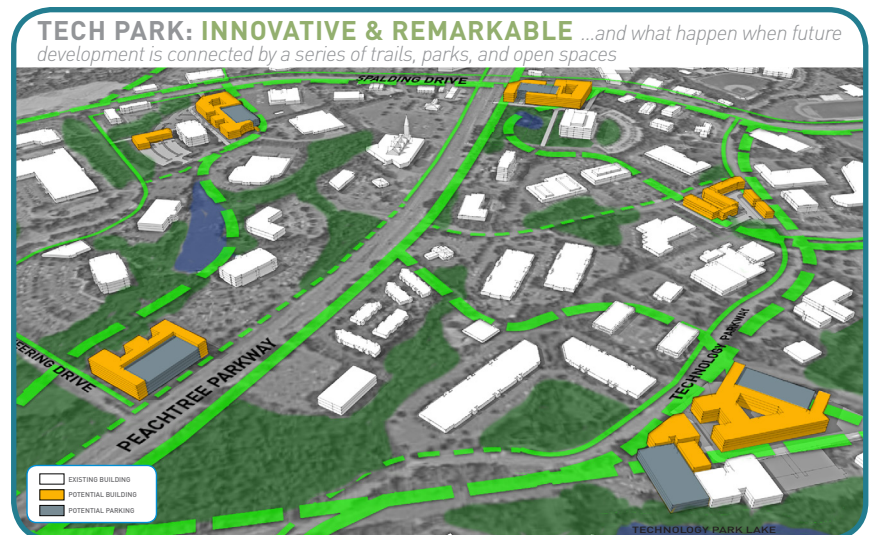
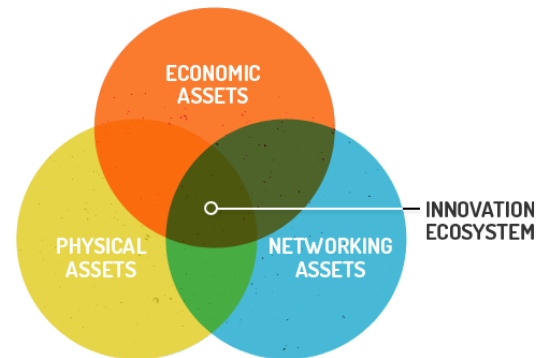
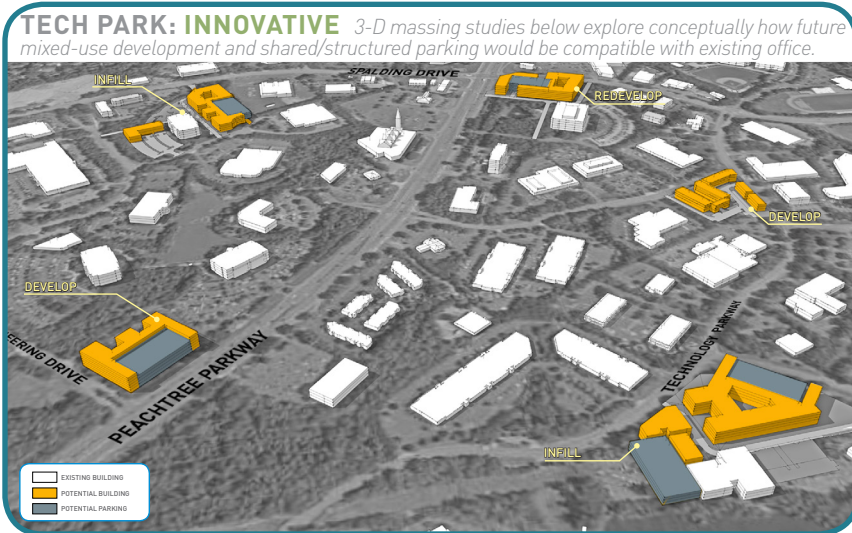
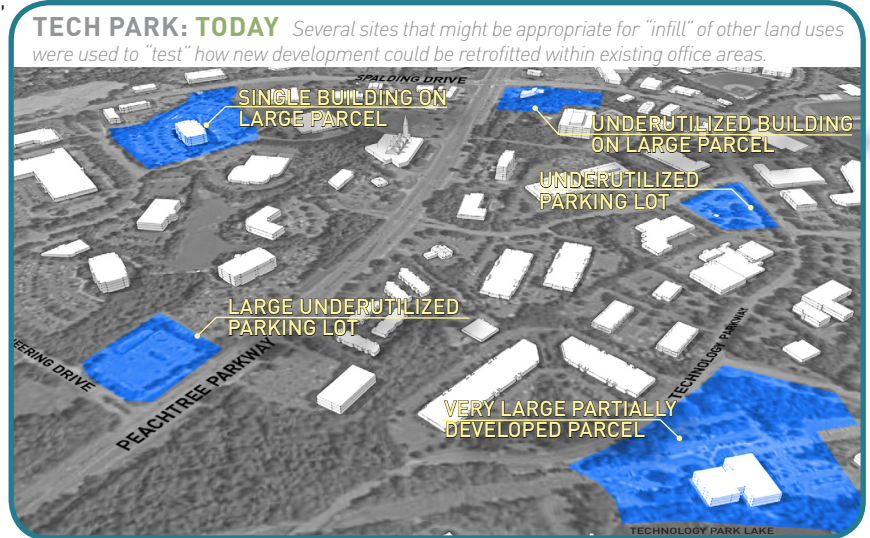
GENERATION PREFERENCES FOR COMPACT COMMUNITIES



Refresh & Redevelop

As illustrated in the LCI Framework, Technology Park already includes many of the fundamental components needed to transform into an innovation district. As explained by the Brookings Institution, Innovation Districts are “geographic areas where leading-edge anchor institutions and companies cluster and connect with start-ups, business incubators, and accelerators. They are also physically compact, transit-accessible, technically-wired and offer mixed-use housing, office, and retail.” Technology Park has carried this vision since it was first established. However, in order to maintain its market-competitiveness, retain existing tenants and attract new ones, its physical form must transform and respond to demands for housing, transportation alternatives and amenities. Tech Park’s current physical layout includes tremendous opportunities to infill and redevelop the area’s aging office stock into a walkable and mixed-use technology hub. The overall built environment

within is generally underutilized and over- parked. However, as conceptualized in the examples below, much of the area is viable for future infill housing and retail as well as the ability introduce new streets that would improve connectivity and walkability. The potential for a system of off-street trails and open spaces within the LCI area outlined in the next section is an additional component needed in order to transform the area into a world-class innovation hub.



REVITALIZED INNOVATION HUB: CONCEPTUAL VIEW SHOWING INTEGRATION OF RESIDENTIAL WITHIN TECHNOLOGY PARK

EXISTING OFFICE CAMPUS WITHIN TECH PARK



POTENTIAL REDEVELOPMENT OPPORTUNITY WITH THE ADDITION OF YOUNG PROFESSIONAL HOUSING



NOTE: NOT AN ACTUAL DEVELOPMENT PROPOSAL - FOR VISIONING PURPOSES ONLY

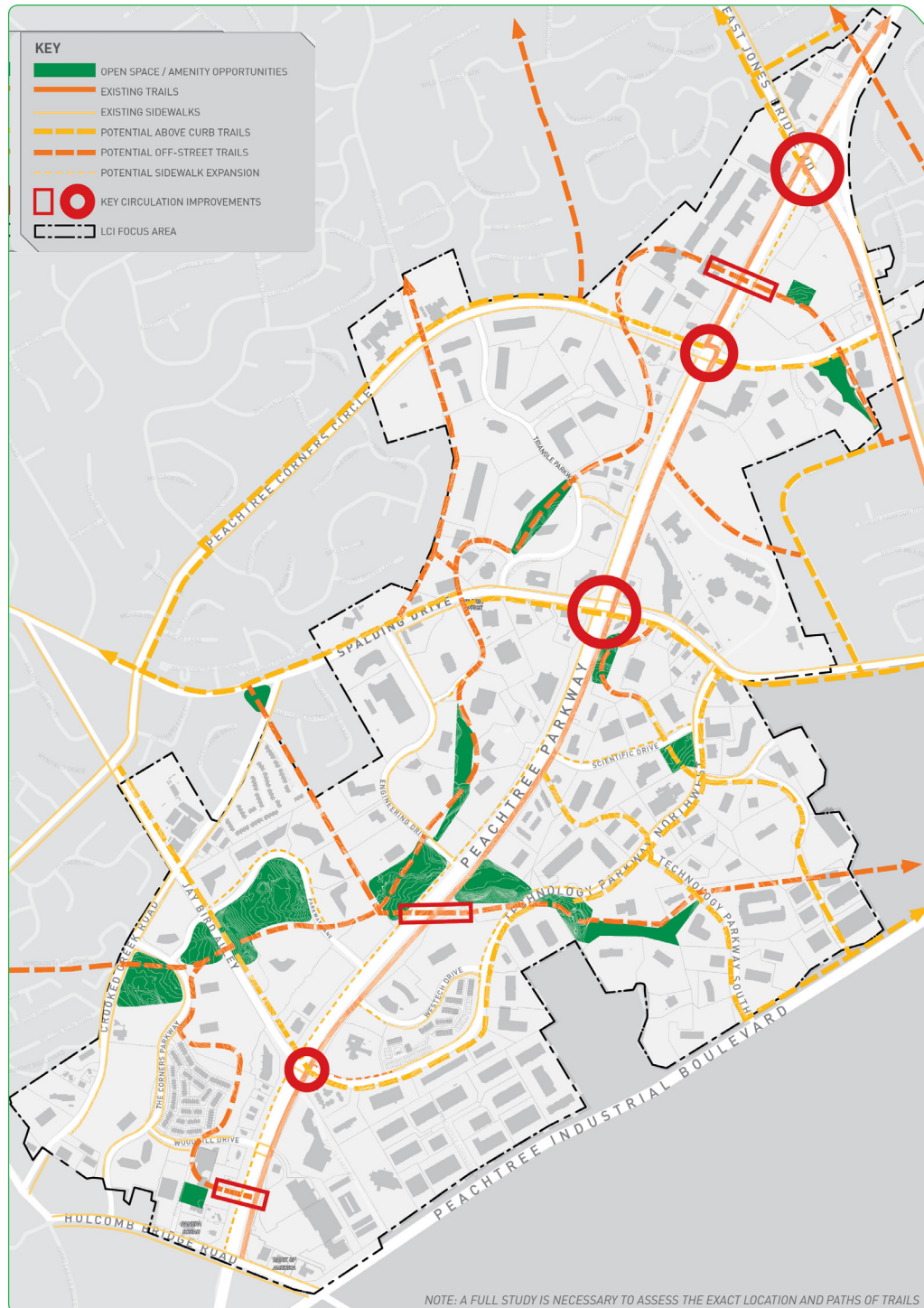
Amenitize & Connect

The LCI area includes a wide array of undeveloped spaces and pristine water features. While these potential assets are for the most part “hidden” from public view they present tremendous opportunities for amenitization as part of a highly connected system of walking and biking trails. The planning team investigated the topographical conditions of the area in order to develop a conceptual trail network focusing on connecting residential neighborhoods to job centers and retail destinations

to these natural amenities. This potential network would connect existing trails, future trails, and even sidewalks as part of an integrated network of pedestrian/bicycle paths. These scenic areas are perfect candidates to establish dedicated open spaces along the trail network and also hold the potential to become small nodes where walkable mixed-use development can cluster.

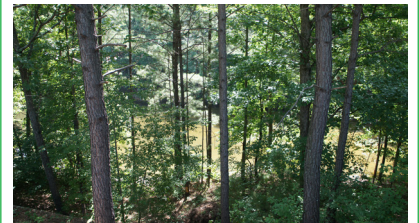
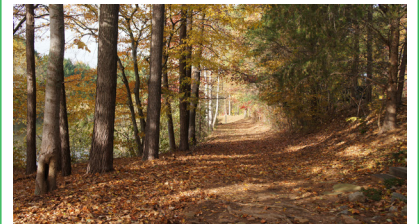
It is important to note that this trail network is an initial assessment of the potential location of trails and paths. A more detailed analysis is required to determine the exact location of trails and feasibility of construction.

LCI TRAIL & OPEN SPACE FRAMEWORK



UNTAPPED OPPORTUNITIES:

Did you know all of the images below are located within the LCI area?
These spaces can be more visible, accessible, and usable for all to enjoy!



ALTERNATIVE MOBILITY IN PEACHTREE CORNERS: POTENTIAL VIEW OF INNOVATION HUB TRAIL AT CROSSING OF TECHNOLOGY PARKWAY EXISTING GAS LINE EASEMENT OPEN SPACE IN TECH PARK



POTENTIAL TRAIL SYSTEM DEVELOPMENT WITHIN GAS LINE EASEMENT



NOTE: NOT AN ACTUAL DEVELOPMENT PROPOSAL - FOR VISIONING PURPOSES ONLY

Create Remarkable Spaces

As identified by the LCI public processes and various stakeholder discussions, many residents of Peachtree Corners believe that the City's brand is a reflection of the spaces provided for the community to gather and interact. This is already quite evident given the steps the City has taken to ensure the development of a high quality green space within the forthcoming Town Center. However, the size of the CBD can accommodate a wide variety of different "remarkable" spaces. These areas can work as a whole to help portray Peachtree Corners as a City that takes pride in the quality, accessibility, and uniqueness of its public spaces. These spaces will be an extension of those currently found along the Chattahoochee river, within established neighborhoods and near existing schools and places of worship. Opportunities for these spaces exist within the proposed Southern Town Center, throughout the Innovation Hub, and via potential pedestrian crossings along Peachtree Parkway.



A GATEWAY BEACON: VISION CONCEPTS FOR TOWN CENTER “SOUTH” NODE

As noted earlier, the large aging commercial center located at the northwest corner of Peachtree Parkway and Holcomb Bridge Road is an ideal location for a catalytic town center project in the near future. It might serve a different purpose than its northern counterpart (across from the Forum), potentially including higher densities, different types of retail, and/or a green space that is larger and programmatically different than others throughout the district. It's location at the primary southern gateway of the district is ideal as a new “face” of the city center.

POTENTIAL: Examples of potential mixed-use infill and signature green space at the Town Center South Node



EXISTING



EXISTING



POTENTIAL

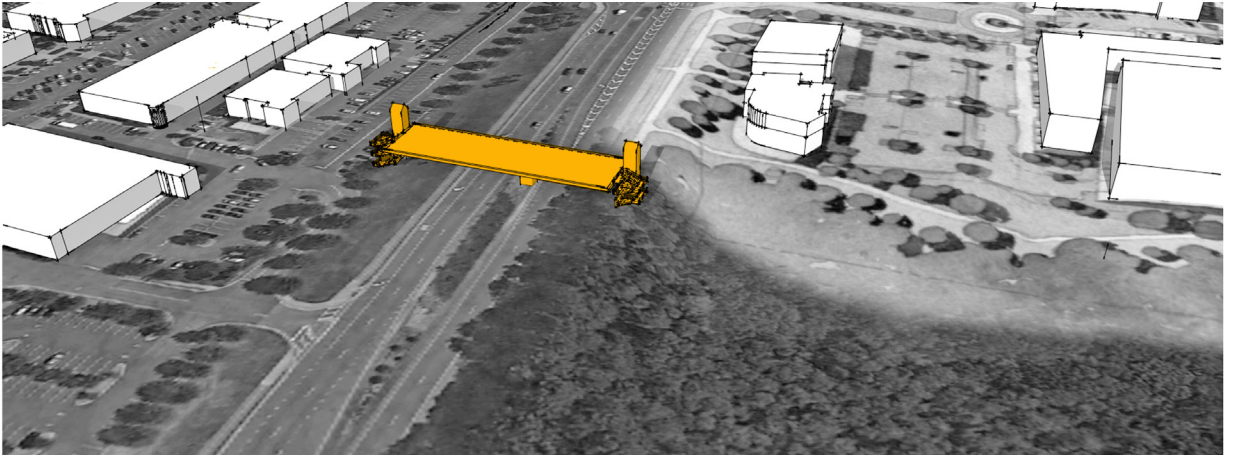


NOTE: THIS IS NOT A DEVELOPMENT PROPOSAL AND IS MEANT FOR VISIONING PURPOSES ONLY

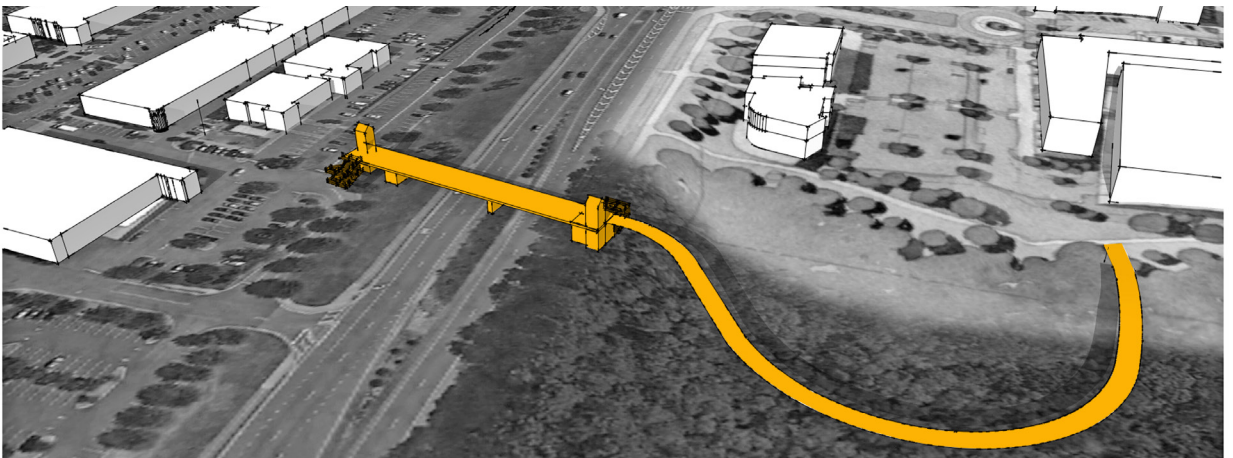
MORE THAN JUST A BRIDGE: CONNECTING KEY DESTINATIONS THROUGH A UNIQUE EXPERIENCE IN AND OF ITSELF

Given Peachtree Parkway's dual role as both a major vehicular thoroughfare AND the City's de facto "main street", it is imperative to create safe pedestrian crossings across this corridor without significantly hindering its ability to accommodate vehicular flow. The City's push for more walkable, human-scaled development is exemplified by the community's strong support for grade-separated pedestrian/bicycle connections over Peachtree Parkway (i.e. pedestrian bridges). They are seen as beneficial investments to link places such as the Forum to the future Town Center by foot and as unique, impactful gateway icons for those traveling by car. But they should be more than simply bridges; they should include habitable spaces where people can meet their neighbors, view the city, and interact. The concepts below are examples of how such a connection can begin to engage the points it connects as well as establish its own draw as an interactive, unique, and potentially bike-accessible elevated park.

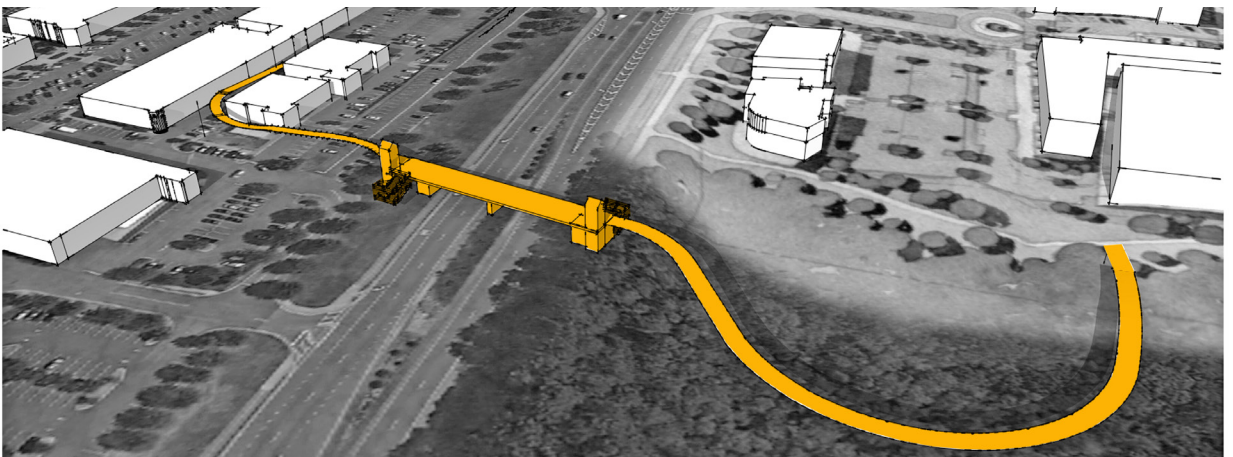
OPTION A



OPTION B



OPTION C



EXISTING



POTENTIAL



NOTE: THIS IS NOT A DEVELOPMENT PROPOSAL AND IS MEANT FOR VISIONING PURPOSES ONLY

PRECEDENTS AND INSPIRATION





The Action Plan spreadsheet at the end of this final report section organizes the potential projects previously described into short-term (0-5 years) and long-term (5-10 years). This project list includes a wide variety of projects affecting the LCI area that could potentially be implemented through a variety of funding sources (not limited to, but including LCI funding). Rough costs for each project have been estimated with engineering, right-of-way (ROW), construction and total costs indicated as separate line items. Engineering costs are generally assumed to be 10-15% of the estimated construction cost of each project. Right of way (ROW) areas are estimated based on conceptual plans herein; associated ROW costs are based on an average per-acre estimate of comparable land and similar projects. Construction costs are based on 2014 costs only and will vary based on the design of a project and the time at which it is designed and/or bid. It should be noted that these are “planning-level” cost estimates and are intended to be used for budgetary purposes only. More detailed cost estimates should be generated and updated as implementation of individual projects is pursued.

The project prioritization included in this Action Plan was developed through public input events, discussions with the LCI Steering Committee and coordination with City and ARC staff.

Short-Term LCI Project Opportunities

Given the competitive nature and limited availability of LCI funding, it is rare for an LCI community to be awarded funding for more than one to two projects within a five-year period. Therefore, it is recommended that the City of Peachtree Corners continue to narrow down the short-term Action Plan list before applying for LCI funding. Based on conversations with ARC staff, city stakeholders and the planning team’s LCI experience, the following projects are the most likely to be competitive for LCI funding in the short-term.

Peachtree Parkway Pedestrian Bridges: Conceptual Design and Engineering Study - Given Peachtree Parkway’s dual role as both a major vehicular thoroughfare AND the City’s de facto “main street”, it is imperative to create safe pedestrian crossings across this corridor without significantly hindering its ability to accommodate vehicular flow. The general public, city leaders and area stakeholders expressed overwhelming support for the implementation of grade-separated pedestrian/bicycle connections over Peachtree Parkway in three key locations:

- Connection between The Forum and the forthcoming Town Center (near Peachtree Corners Circle intersection)
- Connection between Target Shopping Center and Potential Future Mixed-Use Development (near Holcomb Bridge Road Intersection)
- Connection between two segments of potential future multi-use trail through Innovation District (proposed along existing gas easement)

Given existing topographical and engineering challenges at these locations, a more detailed conceptual design and preliminary engineering study is needed in order to more fully explore the design, construction and costs associated with these projects. As key pedestrian connections and city gateway opportunities, having a more detailed design and feasibility study will increase these projects’ competitiveness for potential federal construction funding.

Innovation District Multi-Use Trail: Phase One Implementation

– As noted in detail within the Key Projects section herein, a new dedicated pedestrian and bicycle trail is proposed along the existing gas easement line running east-west through Technology Park. This potential Phase One of the project would extend roughly between Peachtree Parkway on the west (where it would connect to the existing Peachtree Parkway PATH trail) and Medlock Bridge on the east (potentially connecting to an extended Medlock Bridge Trail in the future). This project is a key connection between adjacent residential areas within the City and job centers within the Central Business District.

Portions of this trail alignment do include challenging topography while will need to be investigated further as part of preliminary engineering. However, it is anticipated that the right-of-way “phase” of such a project is likely to be less complicated likely than a typical LCI capital improvement project due to the limited number of property owners along the easement corridor.

If possible, it is recommended that the City self-fund preliminary design and engineering of the trail in order to increase the project’s competitiveness for outside funding and shorten the potential implementation timeline. As a key amenity and selling point within a transformed Innovation District (future Technology Park), the urgency of building these types of alternative mobility improvements cannot be overstated.

LCI UPDATES & LONG-TERM LCI PROJECT RECOMMENDATIONS

A requirement of all LCI communities is that they update the plan every 5 years to report on progress of projects and identify new needs or opportunities within the LCI area. Therefore, the City of Peachtree Corners will need to do a “minor” LCI plan update by 2020 and a subsequent “major” LCI plan update by 2025. The 5-year (2020) plan update provide the opportunity to better-define and conceptualize the longer-term potential LCI projects noted in the Action Plan spreadsheet, described briefly as follows.

Innovation District Multi-Use Trail: Phase Two Implementation

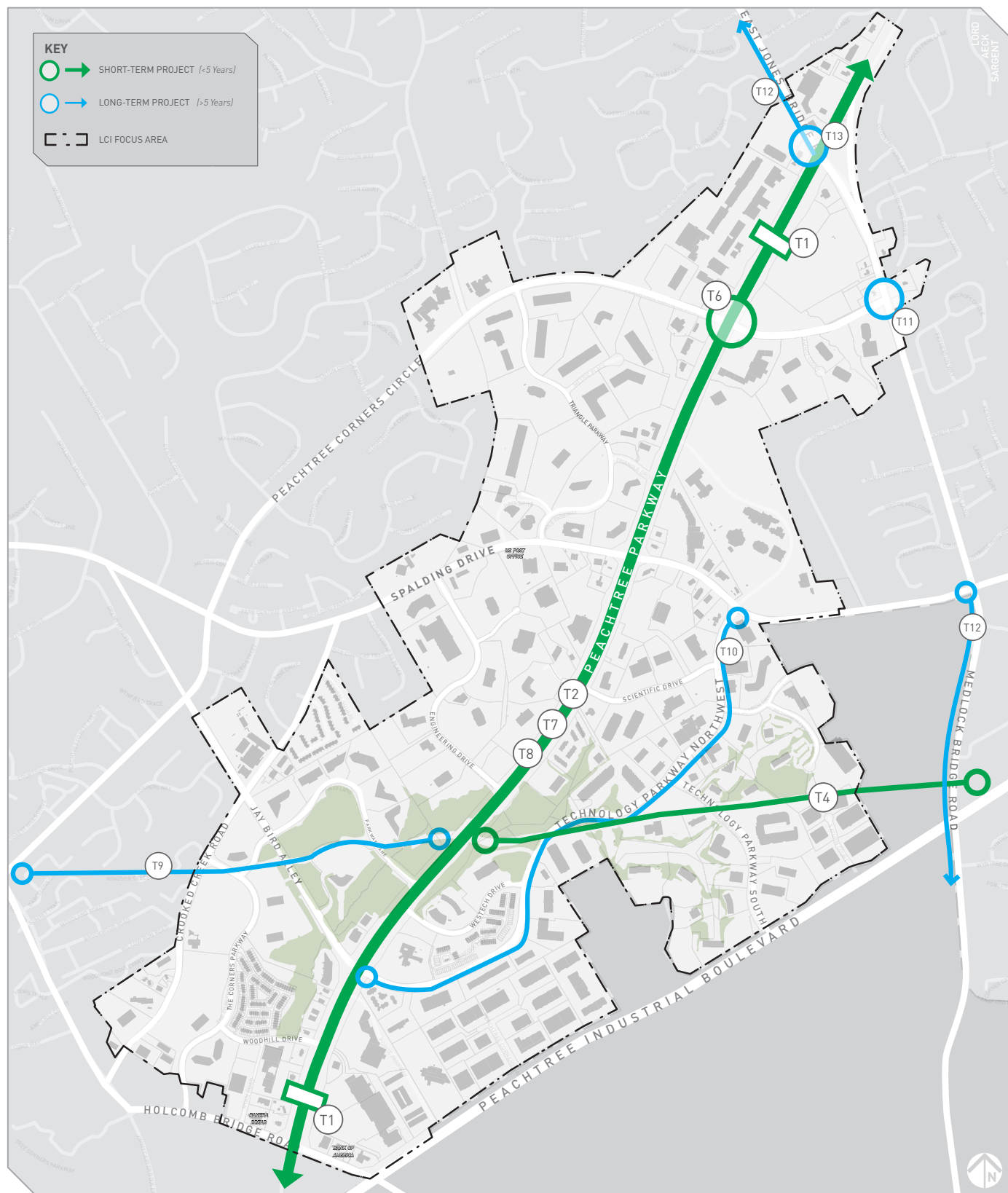
– As the western extension of the Phase One trail (noted in Short-term Funding Opportunities), this multi-use is also proposed along the existing gas easement line running east-west through Technology Park. This subsequent phase is anticipated to extend between Holcomb Bridge Road to the west and Peachtree Parkway to the east. Forthcoming planning endeavors such as the Peachtree Parkway Pedestrian Bridges and the Holcomb Bridge Corridor Studies should include further definition of this trail segment’s alignment, potential costs and eligibility for long-term outside funding.

Medlock Bridge and E. Jones Bridge Roads: Trail Extensions

– The existing pedestrian/bicycle path along the west side of E. Jones Bridge Road is an important component of a burgeoning trail system within the City’s Central Business District. Although this trail currently connects directly with the Peachtree Parkway PATH Trail, it does not extend southward past Spalding Drive or northward past Peachtree Parkway. A southern extension of this path along Medlock Bridge to Peachtree Industrial Boulevard would create a key connection to the future Innovation District trail system. More importantly, a northern extension of this path along E. Jones Bridge Road (approx. two miles) would connect the future Town Center with dozens of neighborhoods as well as Jones Bridge Park at the Chattahoochee River.

The City of Peachtree Corners is encouraged to explore funding opportunities for these trail extension projects through organizations such as the PATH Foundation and the Trust for Public Land. Potential partnerships with Gwinnett County Parks & Recreation should also be pursued.

TRANSPORTATION PROJECTS MAP



	1/4 MILE	1/2 MILE	1 MILE
Walking	5-7 min	10-15 min	20-22 min
Bicycling	1-2 min	3-5 min	6-10 min
Driving		1-2 min	2-4 min

Action Plan

Current Transportation Projects Underway related to the LCI Area

PR #	Description	Type of Improvement	Engineer Year	Engineer Costs	ROW Year	ROW Costs	Const. Year	Const. Costs	Total Proj. Costs	Responsible Party	Funding Source	Local Source & Match Amount		Addl Comments
exist	Ptree Pkwy (SR141) at PIB - Operational Improvements	Operational	2015	\$0	N/A	\$0	2017	\$0	\$2,000,000	City / County	City / County	City SPLOST	\$ 380,000	Add southbound lane on Ptree Pkwy from HB Road onto the "controlled access" portion of S.R. 141 and create an additional lane on PI Blvd SB to Winters Chapel
exist	City Gateways and Wayfinding Signage	Wayfinding	2014	\$20,000	N/A	N/A	2015	\$150,000	\$170,000	City	City	City SPLOST	\$ -	
exist	Buford Hwy at Jimmy Carter Blvd - Operational Improvements (Design/ROW Phase)	Operational	2015	County	2016	GDOT	2017	TBD	TBD	City / County / GDOT	City / County / GDOT	City SPLOST	\$ 1,000,000	Funding is for design and right-of-way only. Georgia Department of Transportation will fund 100 percent of the construction with federal dollars if the cities and county will pay for the design and right-of-way.
exist	Spalding Drive - widening from Winters Chapel Road to Holcomb Bridge Road	Operational	2016	\$90,000	2016	TBD	2017	TBD	\$1,800,000	County/City	County/City	City SPLOST	\$ 138,650	
exist	Winters Chapel Road - traffic analysis	Operational	2015	\$25,000	N/A	N/A	N/A	N/A	\$125,000	City	City	City	\$ 25,000	
exist	Holcomb Bridge Rd. at Jimmy Carter Blvd - Intersection Improvements	Intersection & Ped. Safety Improvements	2015	\$70,000	N/A	\$0	2016	\$600,000	\$670,000	City	City	City SPLOST	\$ 195,000	Work would improve the angle and narrow lanes for operational and safety. Approximately \$600,000 is allocated for this project.

Short-Term New Transportation Projects (0-5 Years)

PR #	Description	Type of Improvement	Engineer Year	Engineer Costs	ROW Year	ROW Costs	Const. Year	Const. Costs	Total Proj. Costs	Responsible Party	Funding Source	Local Source & Match Amount		Addl Comments
T1	Peachtree Parkway Pedestrian Bridges	Concept Development Study	2016	\$120,000	N/A	N/A	N/A	N/A	\$120,000	City	LCI	City	\$ 24,000	Conceptual design and preliminary engineering study for potential pedestrian bridges at three key locations along Peachtree Pkwy: 1) Linking The Forum to New Town Center, 2) linking Target Retail Center to Potential Future Development at HB Road, 3) Linking two future trail segments proposed along the gas easement line. Scope of study needs to include constructability assessment, GDOT coordination, environmental impact assessment.
T2	State Route 141 - Corridor Study (Joint project with Johns Creek)	Operational	2015	\$350,000	N/A	\$0	TBD	TBD	\$350,000	City	LCI/SPLOST	City	\$ 70,000	Joint project with ARC & Johns Creek to analyze improvement needs for traffic operations on the SR 141 Corridor from its boundaries from Johns Creek south to I-285
T3	Comprehensive City-wide Transporation Plan	Planning Study	2016	\$300,000	N/A	NA	N/A	NA	\$300,000	City	LCI or SPLOST	City	\$ 60,000	Overall Transportation Plan for the City. Would include component that would better-define trail network within Central Business District (LCI Area)
T4	Innovation District Multi-use Trail (Phase 1) along gas easement from Ptree Pkwy to Medlock Bridge	Pedestrian, Bicycle	2016	\$180,000	2017	\$100,000	2020	\$1,200,000	\$1,480,000	City	LCI or SPLOST	City	\$ 296,000	new trail along gas easement within Innovation District. Includes grading, asphalt trail, lighting and signage
T5	MARTA Shuttle Route between Doraville Rail Station and PTC Central Business District	Supplemental Study	2017	\$100,000	NA	\$0	N/A	N/A	\$100,000	City and/or County	LCI	TBD	\$ 20,000	supplemental study to better-define bus route, stations, headways, fleet capacity, and operational budget for future shuttle service from PTC to Doraville MARTA station
T6	Peachtree Corners Cir @ Peachtree Pkwy -intersection upgrades	Pedestrian / vehicular safety	2017	\$25,000	N/A	\$0	2018	\$75,000	\$100,000	City and/or County	TBD	TBD	\$ 20,000	install ped. crossing refuge(s), raised right turn islands, retime signal for adequate ped. crossing timing
T7	Peachtree Pkwy - signage upgrades	Vehicular Safety, Wayfinding	2017	\$75,000	2019	\$40,000	2019	\$350,000	\$465,000	City, County and/or GDOT	TBD	City	\$ -	A) OVERHEAD SIGNAGE in advance of SR 141 and SR 140 split on Ptree Pkwy SB between Woodhill Dr. and H B Rd., install advanced warning signage of signal of Peachtree Pkwy at Holcomb Bridge Rd on SR 141 NB; B) ALTERNATE ROUTES SIGNAGE - potentially use Ptree Corners Cir and Tech Pkwy
T8	Peachtree Parkway - median upgrades	Vehicular / Ped. Safety	2015	\$90,000	N/A	\$0	2016	\$600,000	\$690,000	City	City	N/A	\$ -	

Short-Term Transportation Projects Total \$3,605,000

Action Plan

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

PR #	Description	Type of Improvement	Engineer Year	Engineer Costs	ROW Year	ROW Costs	Const. Year	Const. Costs	Total Proj. Costs	Responsible Party	Funding Source	Local Source & Match Amount		Addl Comments	
T9	Innovation District Multi-use Trail (Phase 2) along gas easement from Holcomb Bridge Rd. to Ptree Parkway	Pedestrian, Bicycle	2019	\$300,000	2020	\$100,000	2022	\$2,000,000	\$2,400,000	City	TBD	City	\$ 480,000	includes potential pedestrian bridge over Ptree Pkwy streetscape, pedestrian, bicycle, landscaping along de facto "main street" of Innovation Hub. Would include filling-in gaps in sidewalks where none exist, planted medians, mid-block pedestrian crossings, bike signage	
T10	Technology Parkway from Ptree Pkwy to Spalding Drive	Operational, Pedestrian, Bicycle	2020	\$240,000	2022	\$60,000	2024	\$1,600,000	\$1,900,000	City	TBD	City	\$ 38,000		
T11	Peachtree Corners Cir @ Medlock Bridge Road - roundabout	Operational	2016	\$300,000	N/A	\$100,000	2018	\$2,000,000	\$2,400,000	City and/or County	TBD	TBD	\$ 480,000	extend trail system from PT pkwy at Medlock Bridge up to Jones Bridge Park	
T12	Medlock Bridge / E. Jones Bridge Trail Extensions (north between Ptree Pkwy and Jones Bridge Park, south between Spalding Drive and PIB)	Pedestrian, Bicycle	2021	\$240,000	2023	\$100,000	2025	\$1,600,000	\$1,940,000	City and/or PATH	City, County and/or PATH	City	\$ 38,800		
T13	Forum/Ingles Driveway Realignment across East Jones Bridge Rd.	Operational, Vehicular Safety	2019	\$40,000	N/A	\$20,000	2021	\$180,000	\$240,000	City and/or private	TBD	N/A	\$ -		
Long-Term Transportation Projects Total									\$8,880,000						
ALL TOTALS				\$2,360,000		\$520,000		\$9,605,000	\$12,485,000						

Economic Development Initiatives

PR #	Description/Action	Cost	Priority	Resp. Party	Funding Source
D1	Implement the selected plan for the property across from the Forum	N/A	High	DDA, City	N/A
D2	Develop an incentive program for redevelopment and amenitization of aging office areas	N/A	High	DDA, City, Tech Park	TBD
D3	Modify Central Business District Zoning to accommodate millenial housing	N/A	High	City	N/A
D4	Develop overlay standards specific to Central Business District	N/A	Medium	City	TBD
D5	Create Community Improvement District (self-taxing)	N/A	Medium	DDA, City	TBD