

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

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:

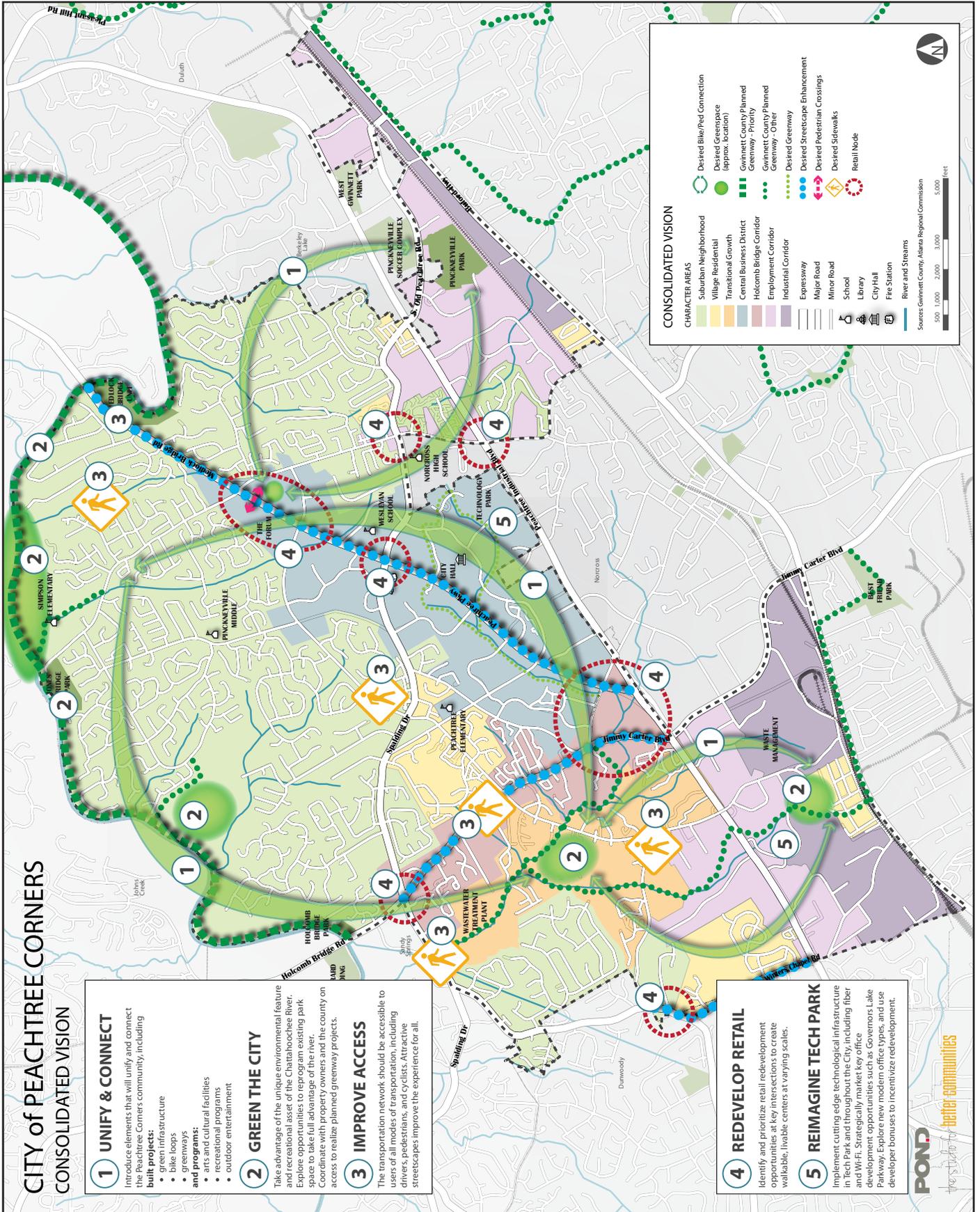
Our Community Vision is to advance Peachtree Corners as a Premier City by:

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



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

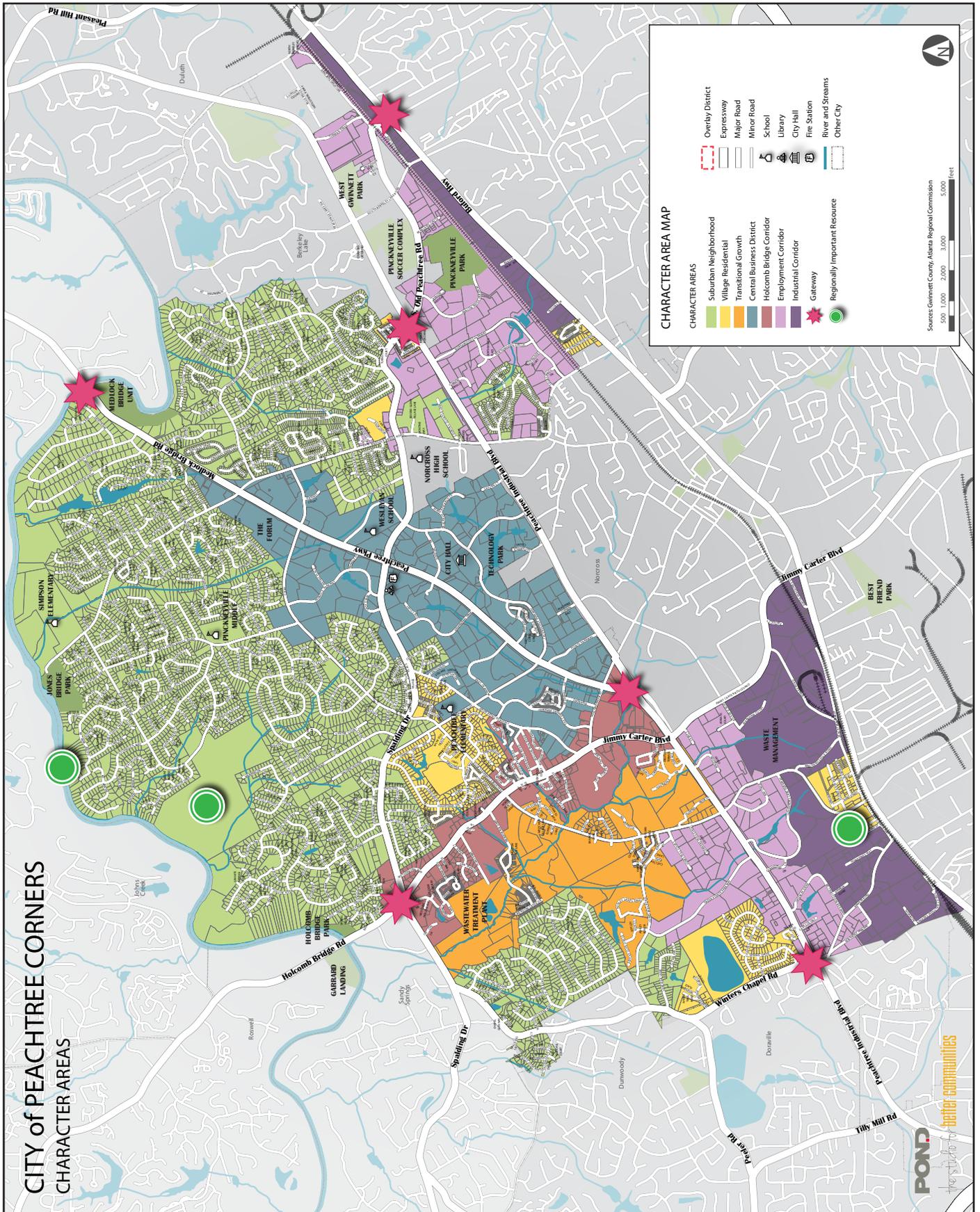
The map, along with the character area narratives, allow development decisions to consider the broader context. Specifically, each character area contains distinct principles related to design and elements like transportation and economics.

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.

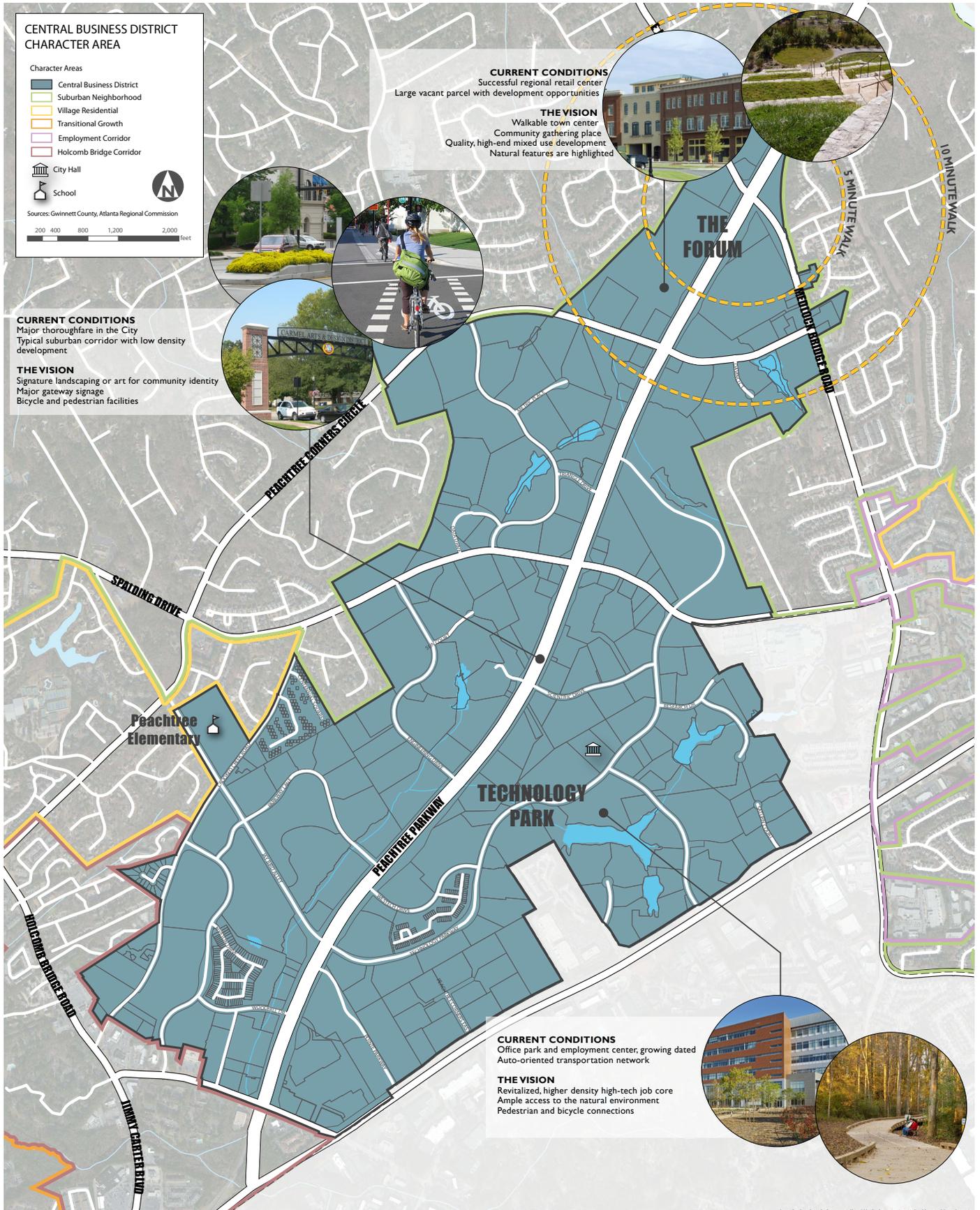
Pedestrian access and open space are crucial to enhance visitors' enjoyment of Peachtree Corners. Internal streets will be pedestrian-oriented, with safe crossings, traffic calming measures, and attractive amenities. The Central Business District will become a destination attracting individuals from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

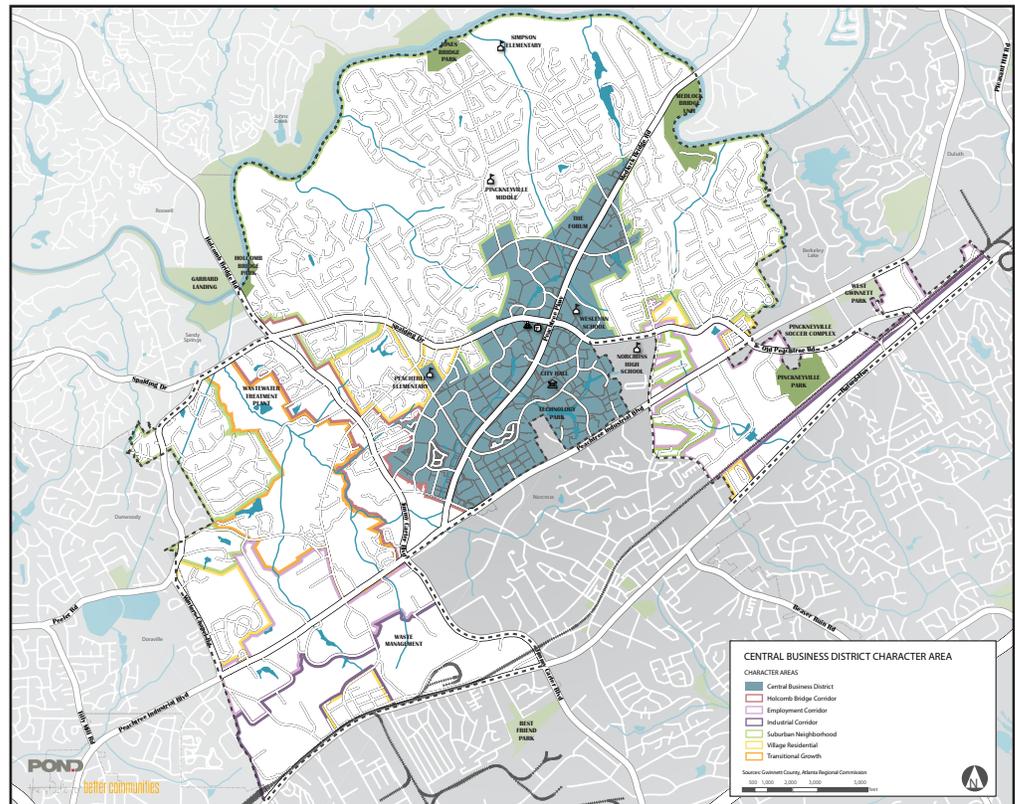
- 6 stories on Peachtree Parkway for mixed-use development
- 10 stories within Tech Park for offices
- 2-4 stories elsewhere



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)

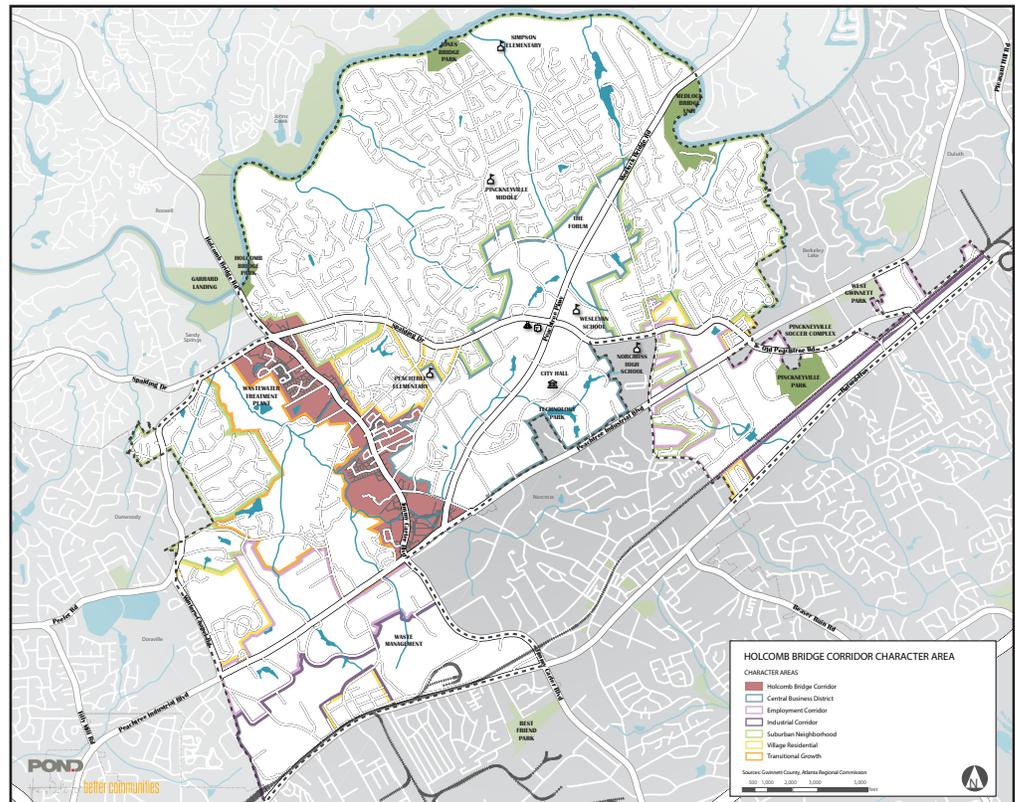


Multi-tenant monument signs, like the one above, can be used to unify aesthetics on the corridor.

Mobility and Accessibility

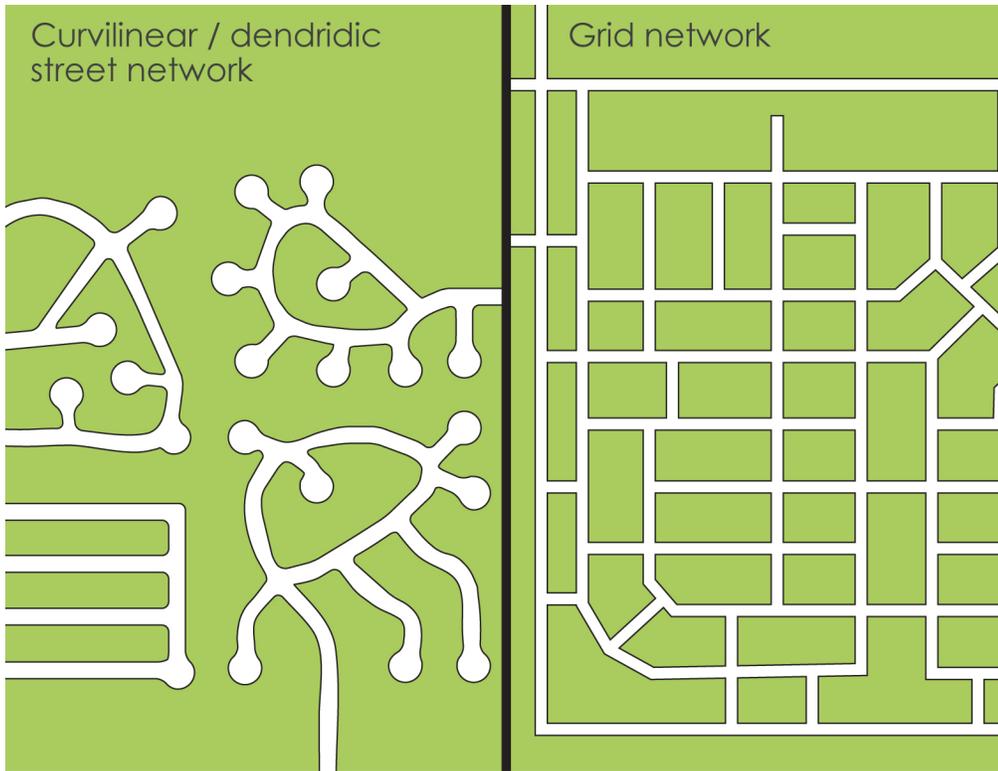
- The sidewalk network will be completed, with sidewalks extending the length of the Holcomb Bridge Corridor and safe places to cross.
- Developments should include internal pedestrian facilities, including sidewalks, safe pedestrian access in parking lots, and safe crossings.
- Parking lots and structures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

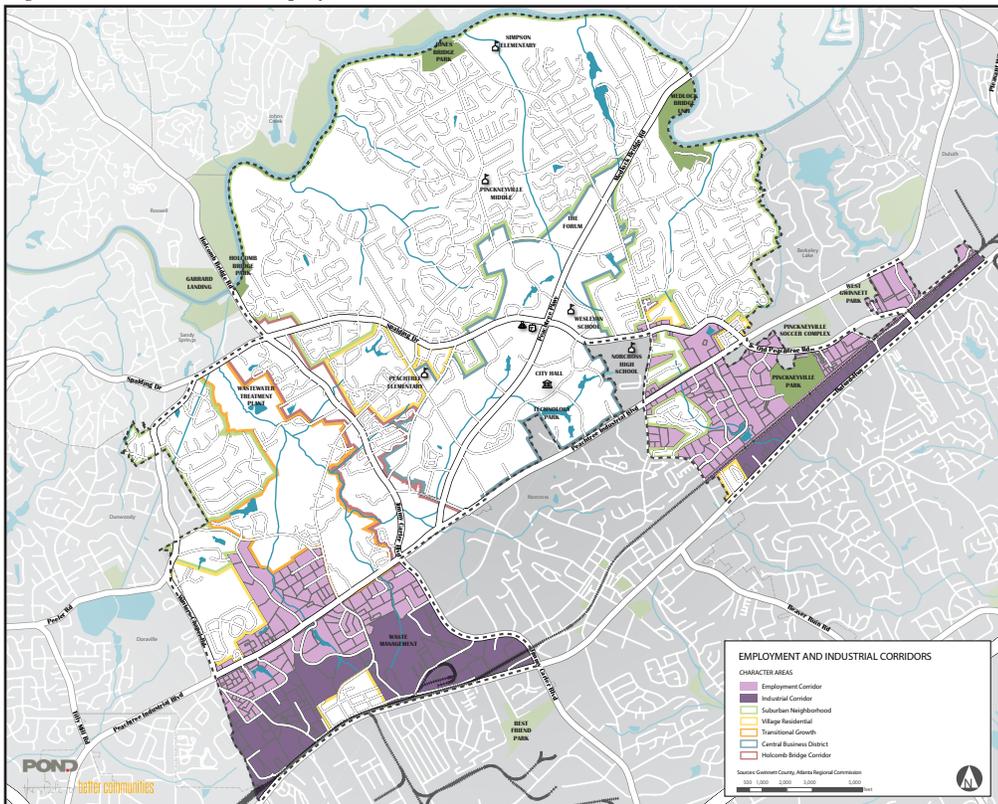
- 1-6 stories

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

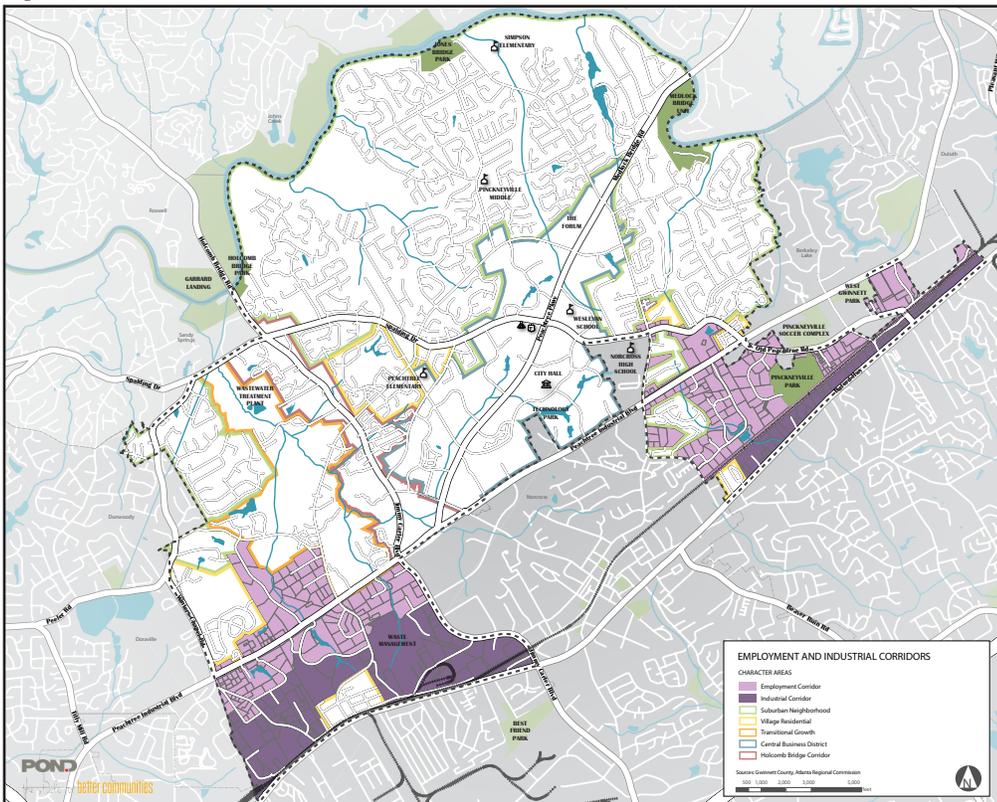
Height

- 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

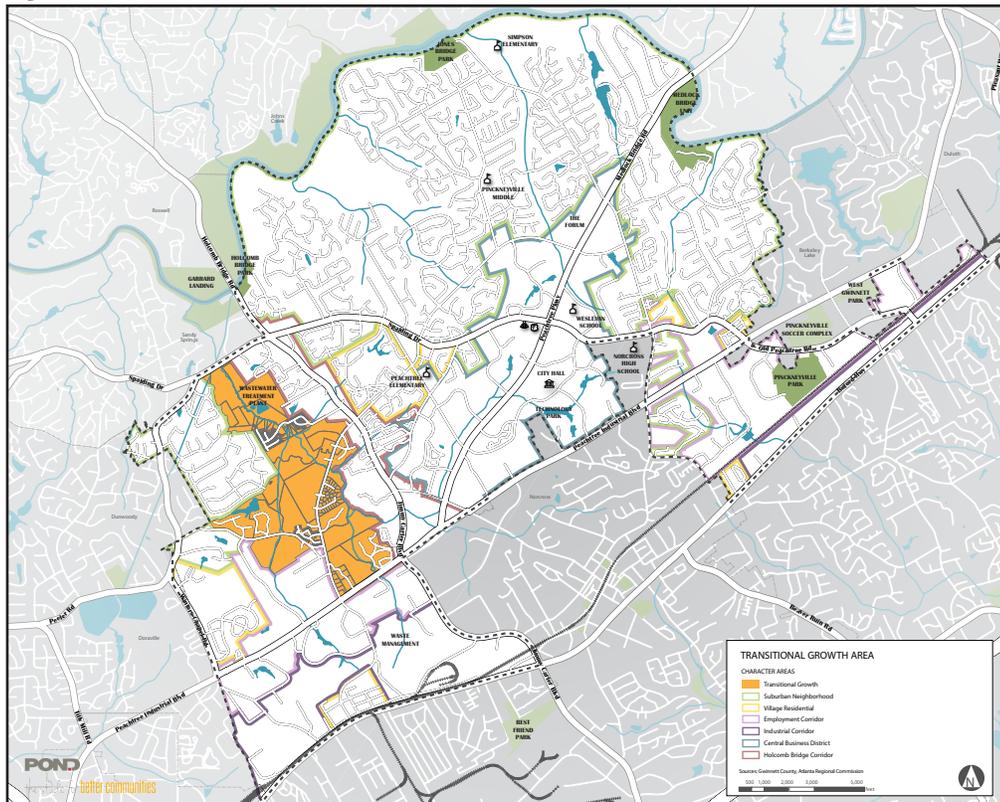
- Moderate-scale development is intended at 2-8 stories

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

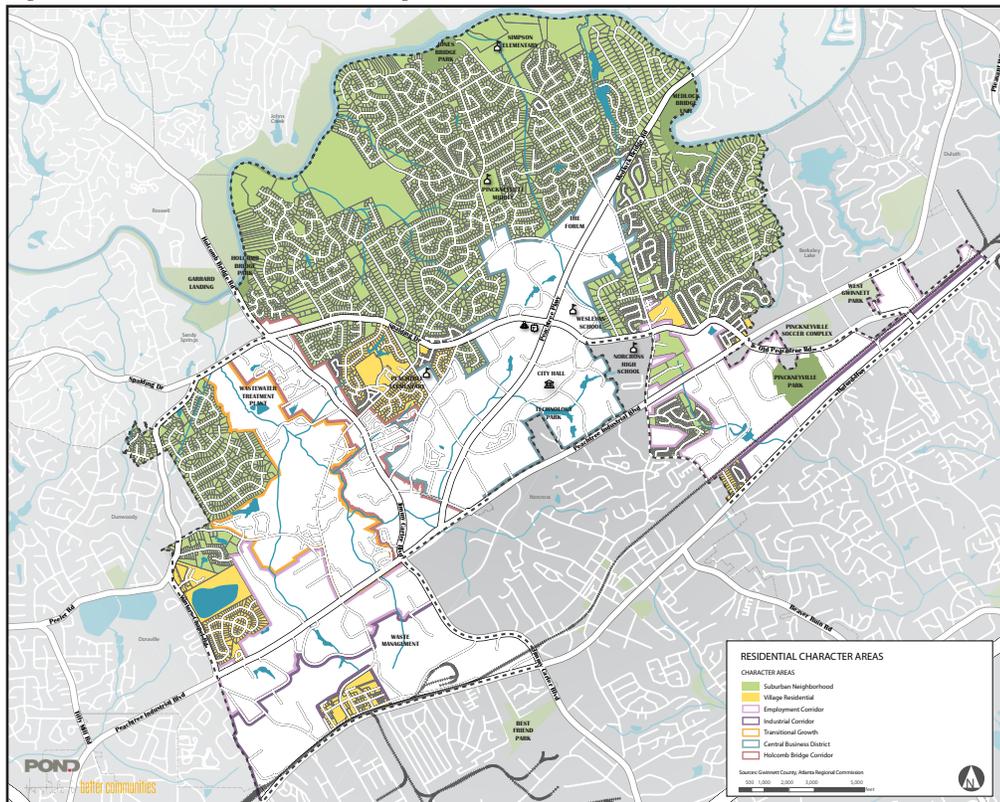
- Low-scale development is intended
- Typical two-story single-family residential homes
- Non-residential may have greater height allowances only where adequately separated from surrounding residential areas with buffers and transitional building heights

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

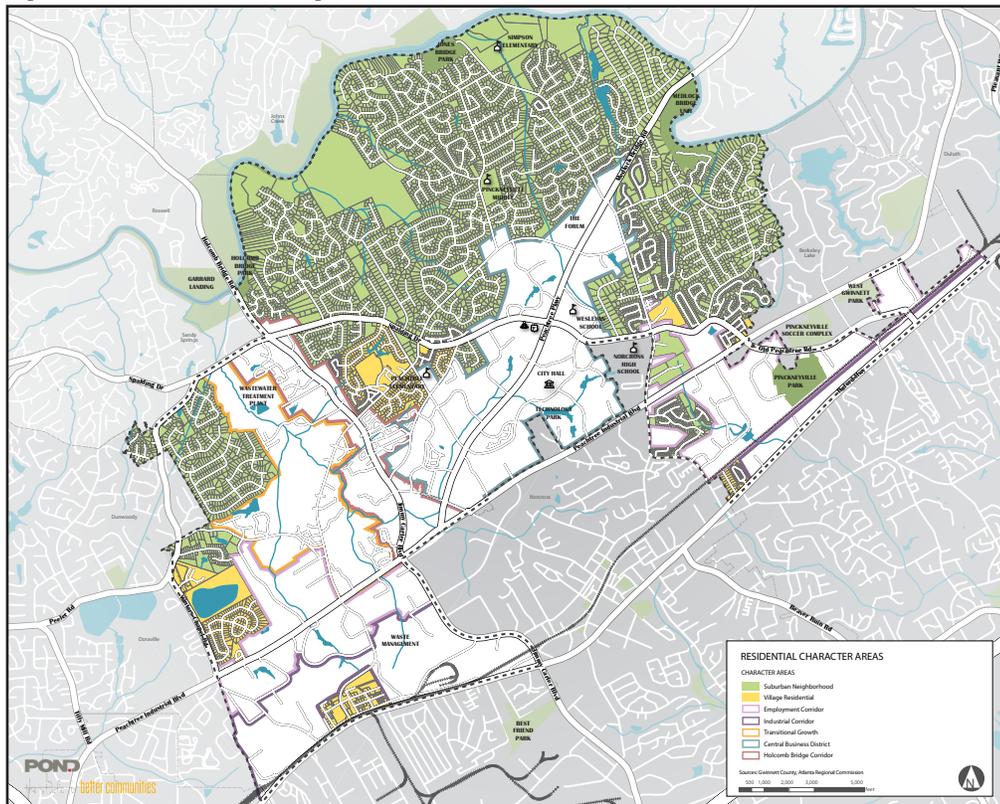
- Moderate-scale development is intended; 2-4 stories

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

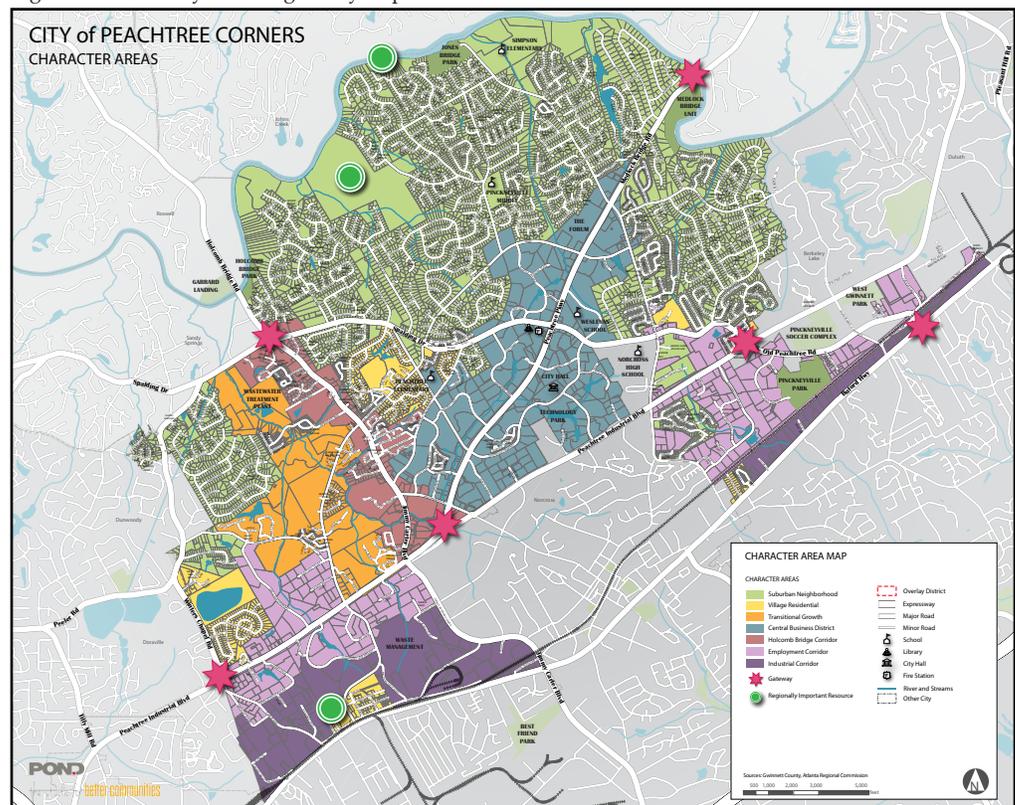


Village Residential character areas are shown in yellow in Figure 13.

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.