



City of Peachtree Corners **INNOVATION HUB** MASTER PLAN

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The City of Peachtree Corners Innovation Master Plan was commissioned by the City of Peachtree Corners in December 2016. The assignment was performed by lead Consultant MXD Development Strategists, in collaboration with CallisonRTKL.

The assignment was performed between January 2017 and July 2017.

The purpose of this assignment was to explore general economic activity and real estate market conditions to identify a positioning strategy to revitalize the city's inner core. The objective is to identify economic and business opportunities that can be leveraged to build upon the City of Peachtree Corners (PTC) economic engine.

The figures presented in this report are based on an evaluation of the general condition of the economy in the regional market, and neither take into account, nor make provisions for the effect of any sharp rise or decline in local or general economic conditions.

The lead consultant does not warrant that any estimates contained within the study will be achieved, but that they have been prepared conscientiously on the basis of information obtained during the course of this study.

Reference material used for this report was derived from the project team, as well as from the public and private sectors and government publications. This information was supplemented by the multi-disciplined experience of the Team in the Planning and Development of similar projects.

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PTC INNOVATION HUB MASTER PLAN

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WHAT WE HEARD

The “Eco-System of Innovation” is the recognition of converging objectives and priorities for the City Peachtree Corners Innovation Hub Master

**TRANSPORTATION
 ENABLES ECONOMY**

A key issue for both attracting a competitive workforce and residents to the City of Peachtree Corners is improved accessibility, mobility and transport.

**COORDINATE WITH
 OTHER SUBURBAN
 MARKETS**

Seeking opportunities to compete for similar goals such as improved transportation infrastructure can be more effectively pursued when lobbying is coordinated.

**COMPETE THRU
 THE “COOL”**

Cool has to be organic, and a bottom-up approach. Providing opportunity for art, technology, celebration and entrepreneurship to occur in close quarters is critical.

ONE UNIQUE BRAND

The City of Peachtree Corners is uniquely positioned to leverage the intersection of its high degree of technology within a natural setting: “PTC - Naturally Innovative”.

**COMMUNITY OF
 ACADEMIC
 ACHIEVEMENT**

Given its great firms, schools and proactive government, there are many opportunities to foster a culture of academic achievement.

**LET THE DENSITY
 HAPPEN**

Allowing a range of densities in the City enhances development feasibility and provides options to land owners looking at options for redevelopment or infill development.

**RETAIN & FOSTER
 TALENT**

As workforce mobility increases, the need to retain talent will be just as important as talent development and attraction.

**PROMOTE OUR
 WHOLE STORY**

A comprehensive narrative of what the City has to offer, is essential to building community and competing.

HOUSE THE TALENT

Affordable, and diverse housing that it integrated into a pattern of mixed-use development with proximity to amenities will be a significant priority in attracting and retaining talent of all ages, skill levels and industries.



INTEGRATED APPROACH TO ECONOMIC DEVELOPMENT AND URBAN PLANNING

The “Eco-System of Innovation” is the recognition of converging objectives and priorities for the City of Peachtree Corners Innovation Hub Master Plan. Building on the Economic, Market and Planning Analysis, the Eco-System visually categorizes strategic recommendations into land use & transportation (Suburban reDevelopment, Economic Development (Innovation Clusters) or Amenities and Community Development (“Wildcards”) initiatives. As illustrated in the matrix diagram below, a range of Catalyst Projects are recommended for each planning area based on this categorization.



	GOODWILL MIXED USE REDEVELOPMENT		INNOVATION HUB SHUTTLE		CO-WORKING SPACE		CORPORATE SPONSORED AMENITY PACKAGES
	PUBLIC STRUCTURED PARKING		COMMUNITY, HOTEL & RETAIL WALKWAY CONNECTOR		COLLABORATIVE DESIGN CENTER (DUDOC)		LIFE LONG LEARNING CAMPUS
	GRADE SEPARATED EAST-WEST CROSSING		JOINT EDUCATION & SHARED CONFERENCE CENTER		SMART CITIES R&D AND DEMONSTRATION PROJECT TEST SITE		SMART SCREENS & WAY FINDING DEMONSTRATION PROJECT
	WIFI HOTSPOTS & FIBRE OPTIC NETWORK		BUSINESS WELCOME CENTER & FULL SCALE CITY MODEL		FITNESS TRAIL PARCOURSE		NEIGHBORHOOD BREW HOUSE & INDOOR REC
	CULINARY INCUBATOR & CAFE TERRACE		MIXED USE HOTEL & ENTERTAINMENT VILLAGE WITH FOOD HALL		MURAL FESTIVAL		DAILY FOOD TRUCK HUB & SUMMER FARMERS MARKET

SUBURBAN reDEVELOPMENT

Repositioning PTC to become a more connected and attractive place to live through the identification of redevelopment areas, opportunities for repurposing, infill and enhancing mobility.

INNOVATION CLUSTERS

Fostering innovation and creativity through the engagement of education, R&D, Commercialization, and opportunity for the integration of “Smart City” infrastructure.

“WILDCARDS”

The “fun stuff”, and big picture ideas that position PTC as a great place to live, work and play.



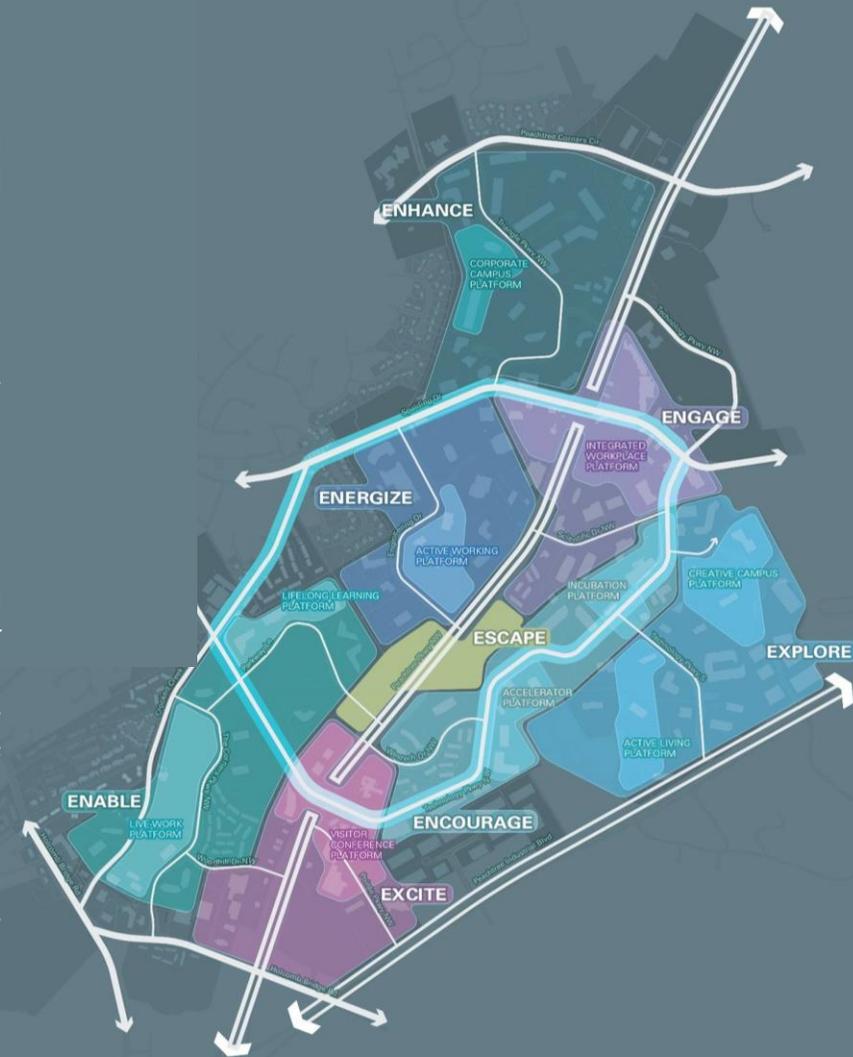
DISTRICT LEVEL STRATEGIES (MARKET POSITIONING & COMMUNITY IMPACT)

With an overall conceptual planning framework in place, and with a number of potential catalyst project concepts established, the district level strategies begin to mesh together these key recommendations into a framework of Development and Design.

Each district has both directions related development strategy and design strategy. The development districts each have a recommended market positioning and community function as a means of accomplishing the goals and objectives of the Innovation Hub Master Plan and in response to the market dynamics of the Atlanta Metro.

The Development Strategy provides recommendations on whether an agglomeration of sites is better suited to Redevelopment, Repurposing or Infill. Furthermore, the Development Strategy, indicates the suitable location for potential Catalyst Projects as well as Development Mechanisms for Real Estate that may have application as part of triggering development or exploring opportunities for partnership.

The Design Strategy provides recommendations on the optimal conceptual layout of land use, transportation and Development Typologies. The co-location of land uses, and the introduction of new-to-market Development Typologies are integral in ensuring that site specific development and economic proposals work in tandem for the betterment of the entire community.





MASTER PLAN CONCEPTS & LAND USE PLAN POTENTIAL CONCEPTUAL FRAMEWORKS

To further illustrate and visualize the potential development districts conceptual frameworks are provided as a foundation for discussion and refinement. These are shown for key Development Nodes in the northern and southern gateway of the Innovation Hub area. Overall urban design, site plans, massing and street sections are shown as potential directions for future development.



BLOCK SUMMARY YIELD

Land Use	GDP
Residential Condos	191.0k (100 Units)
Neighborhood Retail	27.0k
Neighborhood Office	45.0k
F&B	15.0k
Hotel	45.0k
Total Parking Spaces Provided:	205

BLOCK SUMMARY YIELD

Land Use	GDP
Tech Office	102.0k
Community	8.7k
Total Parking Spaces Provided:	425

BLOCK SUMMARY YIELD

Land Use	GDP
Creative Office	175.0k
Neighborhood Office	15.0k
F&B	10.7k
Total Parking Spaces Provided:	213

BLOCK SUMMARY YIELD

Land Use	GDP
Office Condo	105.0k
Office Condo	145.0k
Community	45.0k
Total Parking Spaces Provided:	1214

- Residential Condos
- Apartment Flats
- Neighborhood Retail
- F&B
- Hotel
- Office Condo
- Tech Office
- Creative Office
- Community
- Parking
- Existing



BLOCK SUMMARY YIELD

Land Use	GDP
Apartment Flats	100.2k
Total Parking Spaces Provided:	260

BLOCK SUMMARY YIELD

Land Use	GDP
Apartment Flats	142.2k
Neighborhood Office	20.5k
Total Parking Spaces Provided:	353k

BLOCK SUMMARY YIELD

Land Use	GDP
Apartment Flats	185.0k
Total Parking Spaces Provided:	260

BLOCK SUMMARY YIELD

Land Use	GDP
Tech Office	205.0k
Total Parking Spaces Provided:	88



BLOCK SUMMARY YIELD

Land Use	GDP
Apartment Flats	255.0k
Neighborhood Office	25.7k
Office	27.0k
Total Parking Spaces Provided:	347

BLOCK SUMMARY YIELD

Land Use	GDP
Community	165.7k
Total Parking Spaces Provided:	0

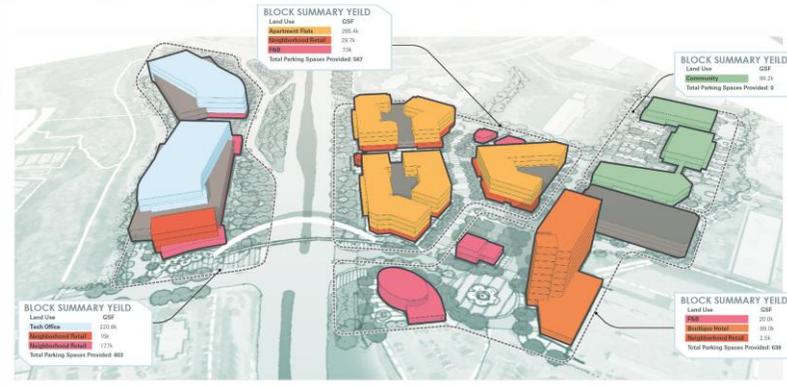
BLOCK SUMMARY YIELD

Land Use	GDP
Tech Office	220.0k
Neighborhood Office	15.0k
Neighborhood Retail	177.0k
Total Parking Spaces Provided:	800

BLOCK SUMMARY YIELD

Land Use	GDP
Community	165.7k
Total Parking Spaces Provided:	0

- Residential Condos
- Apartment Flats
- Neighborhood Retail
- F&B
- Hotel
- Office Condo
- Tech Office
- Creative Office
- Community
- Parking





INNOVATION HUB

A place of Natural Innovation

VISION STATEMENTS

- **The PTC Innovation Hub will become a place of Natural Innovation.** Located in the scenic environment of the City of Peachtree Corners, the Innovation Hub will become **a new energetic, mixed-use urban destination** bringing together technology, inspiration, business, talents and capital **in the pursuit of creativity, connectivity and collaboration.**
- **Quality living and innovative working spaces , where nature and urban places meet to create uniqueness, curiosity and innovation.**
- **North Atlanta's leading environment of entrepreneurship, creativity, curiosity and investment.**
- A new focal point for enterprising start-ups and established businesses create, collaborate and **complementing the innovation ecosystem in the region of Atlanta**



An **ENTERPISING HUB**, where

- Inspirations spark ideas that are put into practice;
- Starts-ups communicate with business giants; and
- Businesses collaborate with each other.

An **ENGAGING COMMUNITY**, where

- Nature coexists with vibrant urban places;
- 5 minutes away from every café corner; and
- Co-working spaces mix with quality living environment

An **ENERGETIC PLACE**, where

- Shopping, dining and entertaining experiences are steps from doorstep;
- Appealing parks, greenways and recreational areas are provided for activities; and
- Live events and festivals are programmed year-round.





PTC INNOVATION HUB

A place of Natural Innovation

MISSION STATEMENT & CORE VALUES

The PTC Innovation Hub Steering Committee: Providing leadership and an integrated approach to Economic Growth, Community Enhancement and Real Estate Development through investment, collaboration and imagination.

INVENTIVE



OPEN TO NEW IDEAS

INTERACTIVE



INDUSTRY, GOV'T, ACADEMIA & COLLABORATION.

INSIGHTFUL



REFLECTS ON ACHIEVEMENTS AND LOSSES

IMPACTFUL



WISE IN MIND, YOUNG AT HEART

INVIGORATING



EMBRACE DISRUPTION

INVOLVED



CULTURE OF EXCELLENCE



IMPLEMENTATION & BRANDING POTENTIAL VISUALIZATIONS

As part of the positioning and overall branding direction for the PTC Innovation Hub, the following visualization emphasize the juxtaposition of contrasting and sometimes complimentary elements that are unique to PTC.

BACKGROUND

- The following visualizations are for illustrative purposes only and do not reflect images, pictures, etc., that are fully authorized for reproduction or use.
- The images, taglines and phrases are meant to hint or highlight some of the existing features or potential initiatives that the City of Peachtree Corners offers or is undertaking.
- Each visualization is meant to contain a phrase (e.g. "natural innovation) images that show the contrast of the each of the words (nature vs. technology) and a brief sentence meant to spark interest in the reader.
- It should be noted that as part of a wider more extensive branding effort, these potential visualizations would be refined, however, the current iterations provide a foundation for discussion.





IMPLEMENTATION & BRANDING INITIAL BRANDING DIRECTIONS

The following matrix provides a conceptual strategic branding guidance for the development of Innovation Hub in the next long time period. The tools and recommendations are summarized into seven categories.

VISIONING	PROGRAMMING	VISUAL IDENTITY	WAYFINDING & PLACEMAKING	DIGITAL MEDIA	ORGANIZATION & FUNDING
Recommendations	Recommendations	Recommendations	Recommendations	Recommendations	Recommendations
<ul style="list-style-type: none"> • Adopt a clear and strong vision that provides an overall goal that makes the hub a home for innovation, collaboration and lifestyle quality. • Select key words that define the core values of the steering committee and the wider spirit of economic growth in the business community. • Establish a mission statement with market position, target audiences, and a roadmap to clearly define the future path. • Create a series of evocative slogans or mottos to express the values and spirit of the PTC Innovation hub. 	<ul style="list-style-type: none"> • Introduce a series of innovation-focused programs. These could be different types of events, co-working spaces, labs, education centers, meeting/exhibition spaces. • Integrate diverse lifestyle programs within the hub to strengthen the relationship between the businesses of the hub and the residents of the community. • Program versatile year-round events and community festivals to raise the popularity of the area, such as, innovation talks hackathons, networking, job fairs, farmers market, live concerts, holiday/cultural festivals, and outdoor movies, etc. 	<ul style="list-style-type: none"> • Create a Logo which can tell the story and identities of the Hub using abstract elements • Select a color theme. Have the color palate share certain elements with the City's color theme and but still tell its own story and indicate uniqueness, innovation and lifestyle. • Create a graphic identity suite to include logo, color, typography, language, pattern, etc. The identity must stem from the overall Development Strategy and framework of the Master Plan. • Uses the graphic suite to create billboards, social media, Websites and Mobile design, signage/wayfinding, in order to create a graphic identity throughout the project. 	<ul style="list-style-type: none"> • Redesign the Hub's gateway signage with enhanced landscape/public art to inform visitors of the Hub's primary entry points. • Place wayfinding directory signage at essential information intersections/kiosks to navigate visitors and occupants to the destinations on-site. • Create a indoor signage and wayfinding system; each district/destination within the hub should use the Hub's identical graphic palette but also show their own characters. • Encourage high quality, imaginative, and innovative design in wayfinding system and place making to make spaces fun and engaging. 	<ul style="list-style-type: none"> • Advertise the Innovation Hub on the City's website in the preliminary phase to raise the public awareness of the new reinvention of Technology Park Atlanta. • Launch a website exclusively for the Hub to communicate the vision, values, roadmap, features, programs and to involve members and collect input. • Utilize various social media for storytelling and broadcasting every updates/events happening within the Hub 	<ul style="list-style-type: none"> • Seek a public-private partnership (the City with the tenants) to support the Hub's development and operation • Create working groups based on expertise to operate the Hub's redevelopment and future management of the PTC Innovation Hub; including initiating strategic plan, marketing, event programming, cleaning and security, etc. • Introduce diverse initiatives to fund and support new ideas and start-ups through grants, incentives, flexible leasing terms, and financing loans, etc.
Precedents	Precedents	Precedents	Precedents	Precedents	Precedents
<ul style="list-style-type: none"> • Here East London, UK • MPID, Australia 	<ul style="list-style-type: none"> • The Campus At Playa Vista, US • Tech Square Atlanta, US • Here East London, UK • MPID, Australia 	<ul style="list-style-type: none"> • HEAR EAST LONDON, UK • MPID, AUSTRALIA 	<ul style="list-style-type: none"> • HEAR EAST LONDON, UK • THE CAMPUS AT PLAYA VISTA, US 	<ul style="list-style-type: none"> • TECH SQUARE ATLANTA, US • HERE EAST LONDON, UK • MPID, AUSTRALIA, US 	<ul style="list-style-type: none"> • MPID, AUSTRALIA



ZONING PROPOSAL

Alternative No. 1: Apply Existing Mixed Use & Residential Zoning

• Proposed Application:

- Rely on opportunity provided by existing zoning provisions to support redevelopment.
- Apply existing Mixed Use and Residential Districts to redevelopment sites.
- Undertake rezoning in response to developer application.

• Advantages:

- Administrative staff and community familiar with existing provisions.
- Only requires changes to Zoning Map as needed.
- Minimizes administrative costs to City.

• Disadvantages:

- Piecemeal rezoning may reinforce haphazard development pattern.
- Does not address shortcomings in existing development standards.
- Existing zoning provisions insufficient to achieve envisioned Activity Nodes.

Alternative No. 2: Create New Mixed Use Zoning District for Activity Nodes

• Proposed Application:

- Create additional Mixed Use District that accommodates more intense development.
- Consider inclusion of “form-based” provisions.
- Apply new Mixed Use District to identified Activity Nodes.

• Advantages:

- Proactive approach that focuses implementation efforts where most needed.
- Establishes use and form-based standards appropriate to Activity Nodes.
- Form-based provisions will more adequately address desired architectural character.
- Outreach will generally focus on key stakeholders within Activity Nodes.

• Disadvantages:

- Does not address areas located outside of identified Activity Nodes.
- Some cost associated with zoning revision, adoption, and administration.



ZONING PROPOSAL

Alternative No. 3: Comprehensive Rezoning (“Form-Based” Coding”) of Entire Analysis Site

• Proposed Application:

- Draft comprehensive “form-based” (or hybrid) code for entire Study Area.
- Apply “form-based” (or hybrid) coding to Study Area.

• Advantages:

- Proactive approach that implements proposed vision for entire Study Area.
- Establishes more appropriate use and form-based standards throughout Study Area.
- Form-based provisions will more adequately address desired architectural character.

• Disadvantages:

- Entails significant costs associated with comprehensive code preparation.
- Requires substantial community outreach to introduce and “sell” new approach.
- Need to familiarize administrative staff and community with new code requirements.

Relation to LCI Recommendations

• LCI Action Plan includes the following Economic Development Initiatives:

- D3: Modify Central Business District Zoning to accommodate millennial housing.
- D4: Develop overlay standards specific to Central Business District.

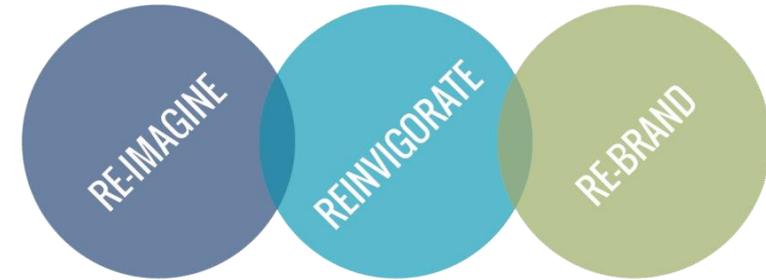
• Proposed Alternatives 2 and 3 are generally consistent with the LCI’s recommendations:

- Both alternatives support development of mixed-use activity nodes through updated zoning standards.
- Both alternatives support development of housing within mixed-use context.



1.0 PROJECT OBJECTIVES

The Innovation Hub Master Plan aims to “Re-Imagine”, “Re-Invigorate” and “Re-Brand” the City of Peachtree Corners as Atlanta’s destination for creativity, technology, and unique fun lifestyle.



Following the City of Peachtree Corners incorporation in 2012, the City has worked with citizens, businesses, schools and other organizations to envision and build a prosperous future that is inclusive and responsive to the needs of its many stakeholders. The City of Peachtree Corners Master Plan (PTC Innovation Hub Master Plan), builds on the numerous plans, frameworks and momentum to accomplish key objectives related to:

Land Use: Provide the optimal conceptual framework for land use and transportation within the Innovation Hub area that is sensitive to the concerns of residents and businesses, and works to incorporate the needs of those new to the City.

Amenities: Identify key amenities that act to create “remarkable spaces” which are connected and accessible to residents throughout the Innovation Hub area.

Infrastructure: Explore opportunities for infrastructure that acts to enable, foster and retain companies and creators that are integral to the growth of innovation in the City of Peachtree Corners.

Marketing: Document “Best in Class” approaches to branding of other leading edge “Innovation Hubs”,

Economic Development: Explore opportunities for potential “Catalytic” projects that aim to enhance the overall Economic Positioning of the City of Peachtree Corners.



Innovation Hub Master Plan Outline

The following is a general outline that provides a brief description of the Innovation Hub Master Plan.

PHASE 1 – FEASIBILITY STUDY:

Establishing a shared vision that is shaped by the community & business owners, “target end-users”, and other stakeholders is key to the success of any master plan. This phase will focus on thoroughly analyzing the study area, economic development potential, real estate market potential, and policy and regulatory context. Phase 1 will develop an overall framework of critical project constraints, best practices and future development opportunities. Most importantly, this phase will establish a foundation for development of the master plan in subsequent phases which will help to ensure the long term success of the Innovation Hub.

- **Assessment of Existing Conditions**
- **Best Practices/Case Studies**
- **Economic Cluster Analysis**
- **Market Analysis & Positioning**

PHASE 2 – MASTER PLAN CONCEPTS & LAND USE PLAN:

The purpose of this phase is to take the information assembled in the Feasibility Study to formulate overall project recommendations within a framework of land use planning, transportation connectivity patterns and redevelopment strategies. Building on the thorough understanding of project objectives, existing conditions, and best practices identified in Phase 1, the recommendations of Phase 2 will be developed to Address Traffic Issues, Facilitate Housing Choice, Refresh & Redevelop, Amenitize & Connect and Create Remarkable Spaces within the study area.

The tasks in this stage are:

- **Strategic Goals and Objectives**
- **Land Use Framework & Real Estate Development Vision**
- **Transportation, Open Space and Landscape**
- **Master Plan Development**

PHASE 3 – IMPLEMENTATION & BRANDING

During this task, the master plan team will prepare the Final Concept Master Plan for the Innovation Hub, incorporating feedback received from stakeholders, city staff, and the sub-committee throughout the planning process. The master plan team will employ innovative planning principles and strategies used for award-winning work around the world. The master plan will be refined accordingly and developed to a point where it will lay the groundwork for action and implementation.

The master plan team will focus on multiple design aspects and criteria, including:

- **Development Strategy and Implementation**
- **Marketing and Branding**



1.1 ASSESSMENT OF EXISTING CONDITIONS

The Innovation Hub Master Plan builds on the previous plans, studies and processes in order to better inform the overall strategy moving forward.

The analysis consists of the following components:

Summary of Livable Centers Initiative (LCI) Strategic Objectives to provide a foundation for understanding the City of Peachtree Corners current economic, market and community context and the goals, hopes and desires that were identified in the LCI process.

Review of relevant Land Use & Transportation Plans to provide a general review of general Land Use Patterns, Site Features, Transportation Connectivity, Gateways and Key Views, as well as the general Capacity of the Area and a SWOT Analysis.

Provide a summary of key Strengths, Weaknesses, Opportunities and Threats (SWOT) in order to better inform the objectives of the City of Peachtree Corners Innovation Hub Master Plan.

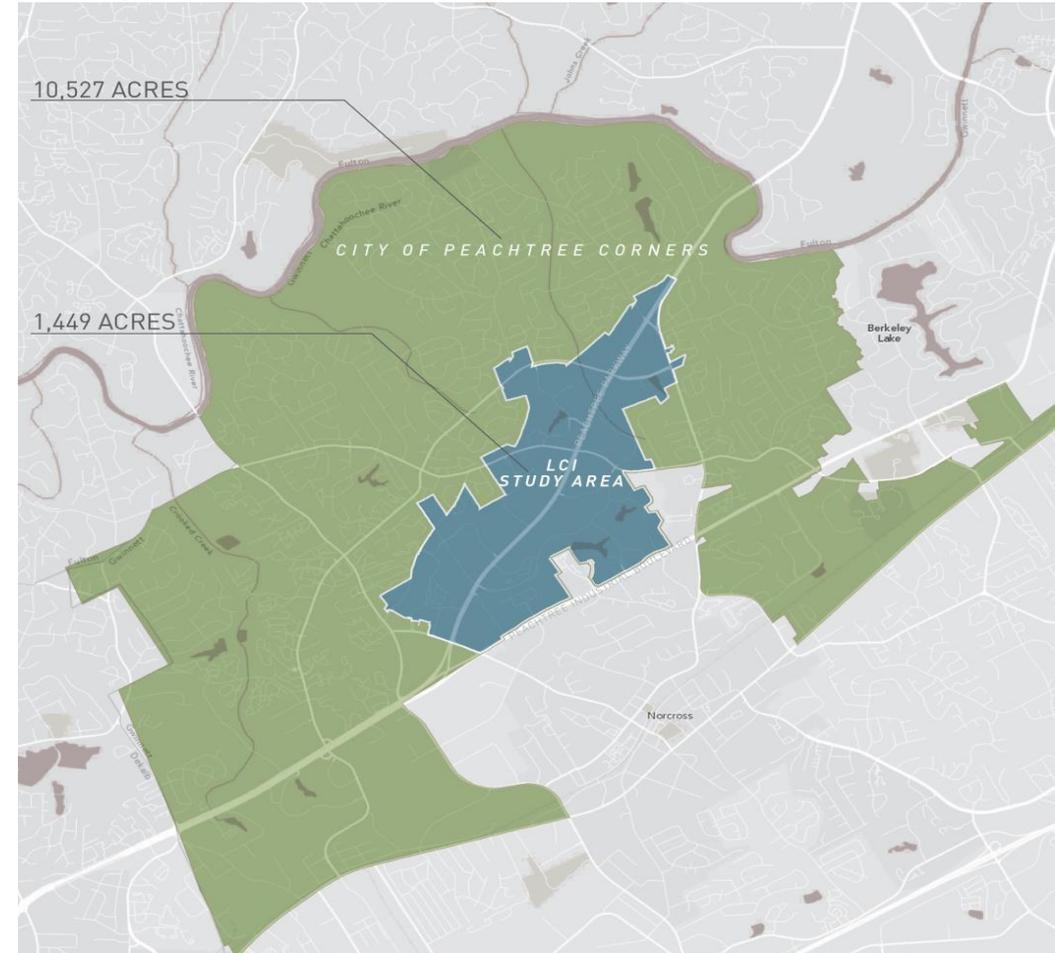
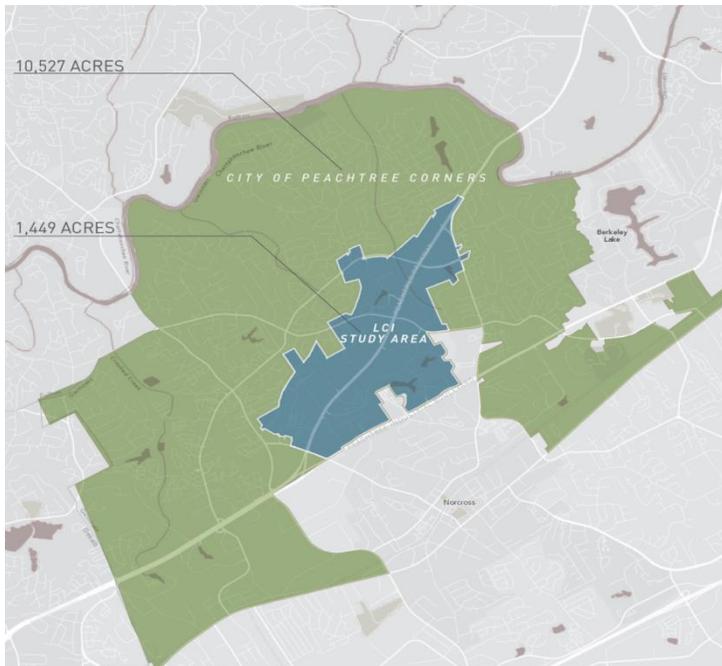




FIGURE 1.1- LCI STUDY AREA



SOURCE: City of Peachtree Corners LCI Study

Livable Centers Initiative (LCI)

As part of the planning efforts of the recently incorporated City of the Peachtree Corners and the Atlanta Regional Commission, the City of Peachtree Corners Livable Centers Initiative (LCI) was conducted in 2015.

The LCI process was an extensive community-wide planning effort with a particular focus on the inner core of the City of Peachtree Corners as illustrated in the Figure 1.1.

As part of the process three (3) Planning Themes and five (5) key Strategies were identified through a process of Land Use Analysis, Transportation, Public Engagement, Online Surveys and Market Analysis. The themes and strategies as well as their relation to the Innovation Hub process are described on the following page.



Livable Centers Initiative (LCI) Strategic Objectives

The LCI Planning Themes were borne out of the collective input that came as a result of Public Engagement, Online Surveys, and numerous individual and group meetings. The following themes were identified:

- **Land Use & Development:**

- More walkable places
- Redevelopment of Existing Sites
- Upscale Residential attached Housing
- Office Areas suitable for Redevelopment
- Higher Densities suitable within Office Areas
- More Housing Choice
- High Demand for Open Space & Bicycle Infrastructure
- Preservation of Undeveloped Land

- **Land Use & Development:**

- Congestion along Peachtree Parkway with focus crossing and accessing it.
- Impact of Development on Traffic
- Ability to make small trips without full-service transit

- **City Branding & Place making:**

- City's physical nature as part of its identity
- The development of Town Center and Town Green as a true City core.

These Planning Themes help to inform the overall goals of the Innovation Hub Master Plan, particularly those related to Land Use, Transportation and Amenities. The following page highlights the key Strategies that are meant to aid in the implementation of the Planning Themes.



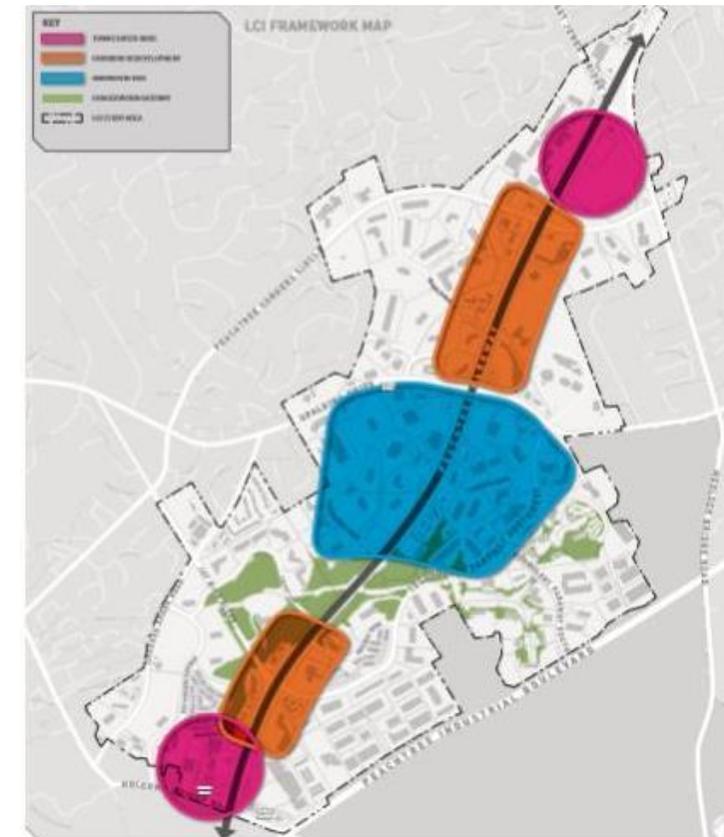


The broad Planning Framework established in the LCI is underscored by Five (5) Strategies. These Strategies are later followed by key action items that are phased over time within the LCI area. While the LCI provides significant detail on each of the strategies they can be summarized generally as shown below:

- **Address Traffic Issues:**
 - Focusing on Peachtree Parkway
- **Facilitate More Housing Choices:**
 - For “aging in place” and young workforce
- **Refresh & Redevelop:**
 - Target older retail and office stock
- **Amenitize & Connect:**
 - Develop a trail system and system of open spaces
- **Create Remarkable Spaces:**
 - Establishing a new “center” for the city

The Planning Themes and Strategies identified and established in the LCI provide a foundation for the Innovation Hub Master Plan by which the focus is the continuation of Visioning and Strategy meant to foster, retain and attract creativity and innovation. It is important to note that the Innovation Hub Master Plan benefits from the foundation of information, consensus and analysis of the LCI. The following pages highlight key elements of the analysis that identified potential Development Opportunities; Community Framework; Pedestrian Connectivity; and Housing Development Pattern.

FIGURE 1.2- LCI STUDY AREA DISTRICTS

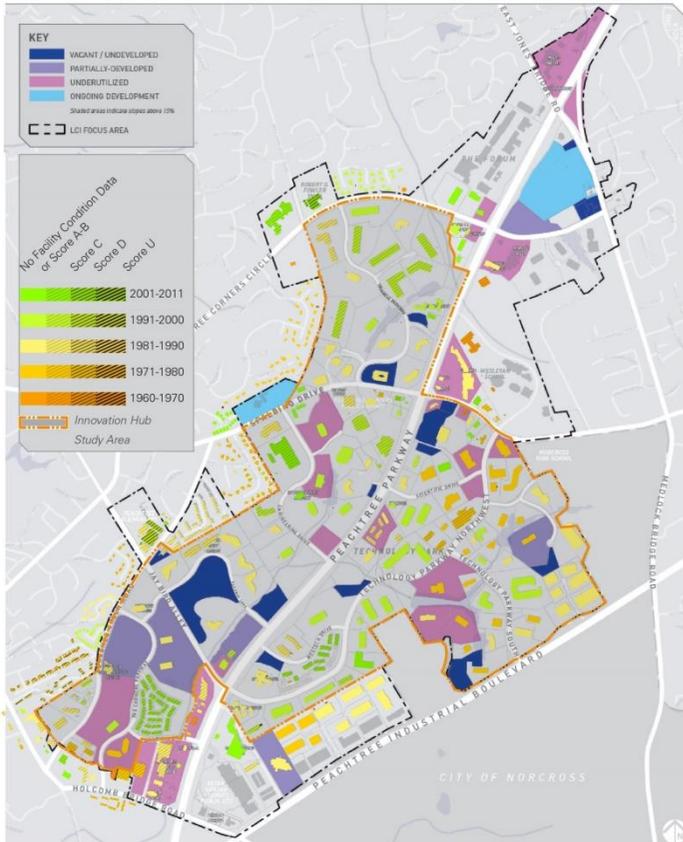


SOURCE: City of Peachtree Corners LCI Study

The Innovation Hub Master Plan builds on the previous plans, studies and processes in order to better inform the overall strategy moving forward.



DEVELOPMENT OPPORTUNITIES



The LCI planning process identified **key parcels** with developments that could better serve the Peachtree Corners community. In combination with City building grade designations, it can help frame a **long-term vision for growth**. **Groupings of parcels** most viable for redevelopment will provide a setting for the most **efficiently transformative and impactful** projects proposals.

Challenges:

- LCI Analysis needs to be **updated and compared** to building quality/typology
- Largest groups of viable parcels are located **outside of the Innovation Hub**
- Most challenging buildings **clustered near viable parcels**

COMMUNITY FRAMEWORK



The LCI planning process boldly proposed a framework that segments the main spine of this community into **clearly-defined roles**. The heart of this framework is the "Innovation Hub." The "Goodwill Parcel" highlighted in the LCI is most **adjacent and walkable to the core of the Innovation Hub** below Spalding Dr. This suggests improvements for a pair of **internal gateways**.

Challenges:

- City gateway projects will **not directly improve the convenience** in the core.
- The hotel cluster is the **de-facto southern gateway**.
- These potential internal gateways are separated by more than one mile.

PROJECT DEVELOPMENT PRIORITIES

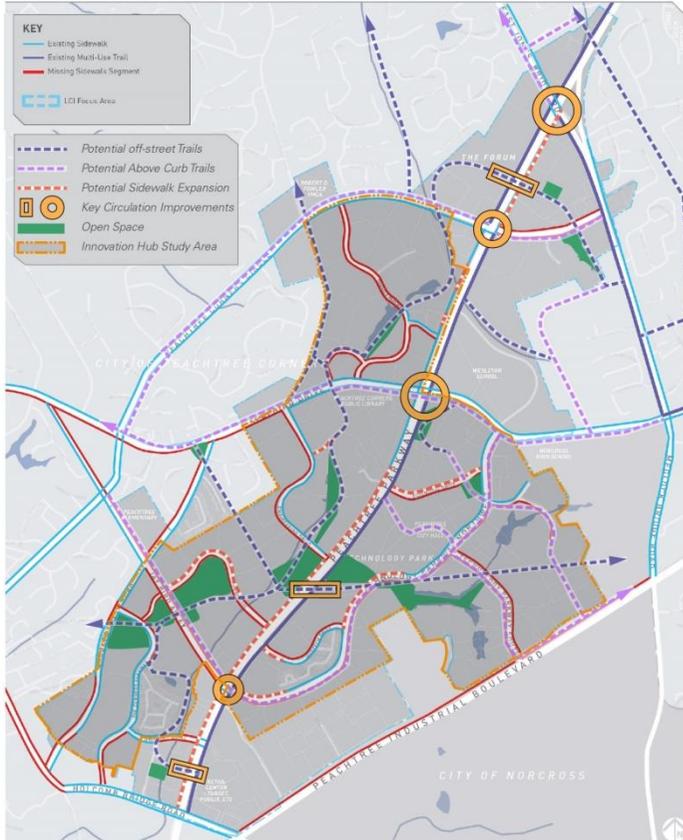
- 1) Update a stakeholder-vetted **redevelopment priority map**
- 2) Pick key **internal gateway parcels** adjacent to the Innovation Hub
- 3) Encircle **contiguous site parcel groupings** that include outdated buildings

PROJECT FRAMEWORK PRIORITIES

- 1) Envision a **northern Innovation Hub gateway** at the Goodwill Parcel
- 2) Position a **southern Hotel / Conference gateway**
- 3) Define a development or open space **strategy to link those sites**



PEDESTRIAN CONNECTIVITY



Innovation is driven by **collaborative interaction** and the exchange of ideas. This happens most fluidly in a campus environ – a setting that supports **informal person-to-person interactions on foot**. A community that relies on the car is socially restrictive and does not support the **desirable lifestyle** of a current creative class; to that end, Peachtree Corners must support **multiple forms of pedestrian travel**.

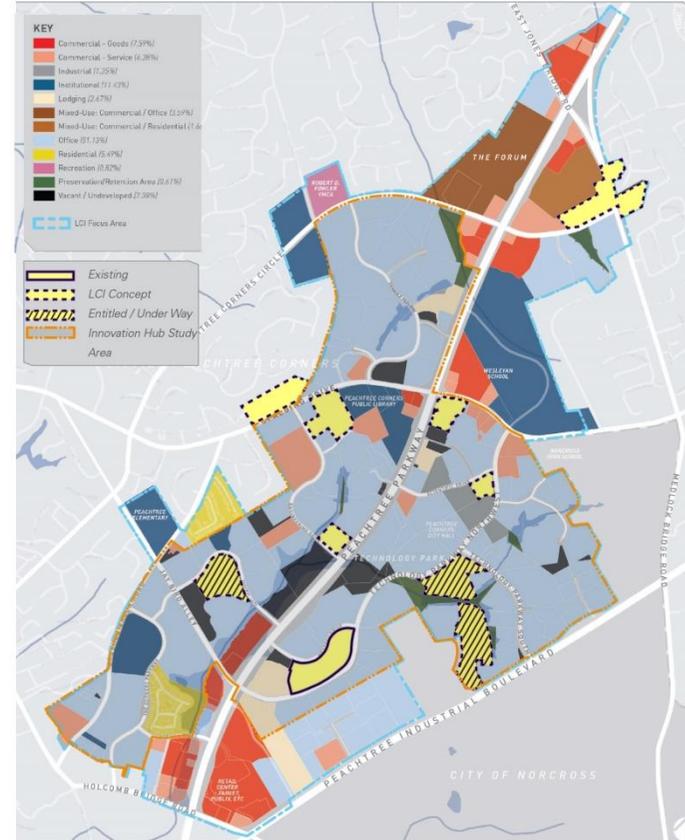
Challenges:

- Sidewalks along streets are **minimal** and do not support outdoor pedestrian culture
- Few or **no opportunities for a campus** among buildings
- Hierarchy in proposed pedestrian network **does not emphasis mode connections**

PROJECT CONNECTIVITY PRIORITIES

- 1) Choose priority corridors to emphasize **pedestrian-oriented streets**
- 2) Identify opportunities implement **campus settings** between buildings
- 3) Locate and build up transit-oriented **multi-modal touchpoints**

HOUSING DEVELOPMENT PATTERN



A fully-productive community enables a range of people **contributing to the economy at a number of levels**; entrepreneurs, nimble pioneers, and recent graduates all need **affordable, flexible, and convenient** housing options. A truly innovative culture, moreover, is going to be supported by an **interconnected community of neighborhoods**.

Challenges:

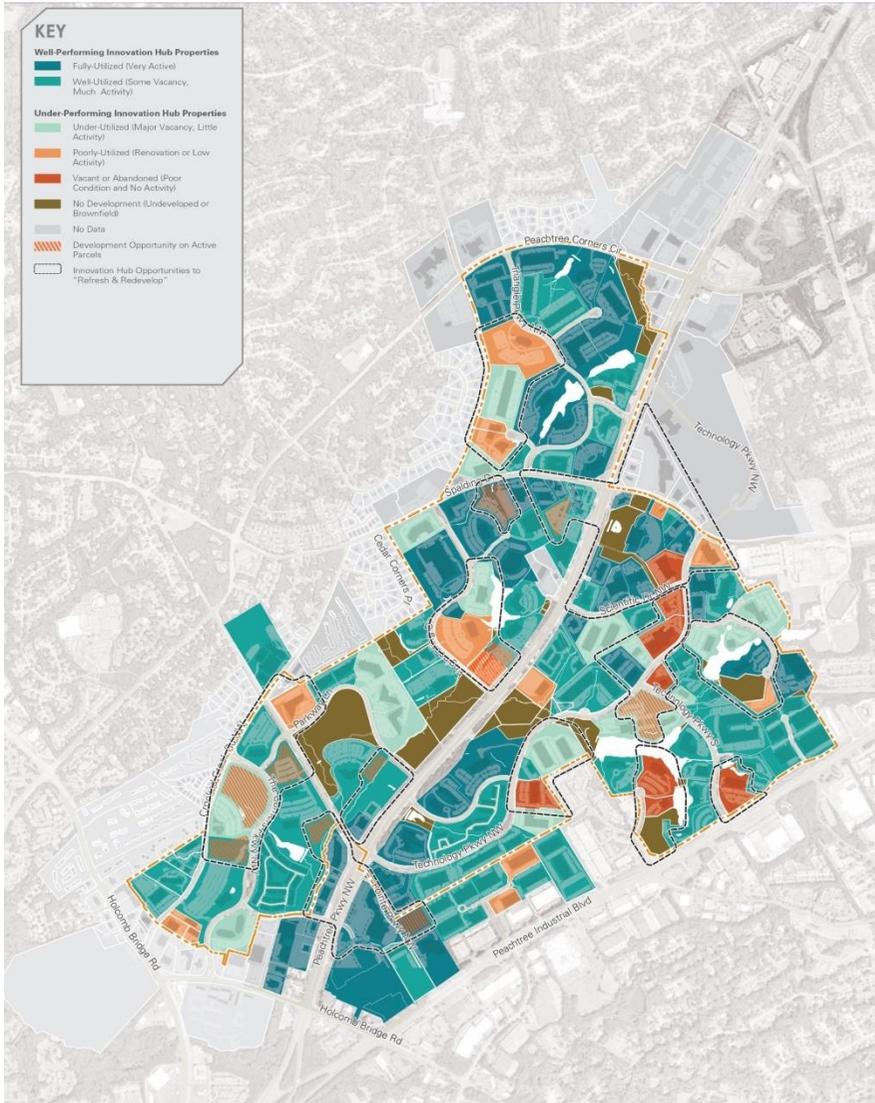
- Housing projects **not connected to conveniences or transit** (car dependent)
- Unplanned pattern lends **no cohesive sense of shared place** among tranches.
- **Only row houses and flats** are current starts developing

PROJECT HOUSING PRIORITIES

- 1) Co-locate key housing developments **near transit and/or amenities**
- 2) Commit to a neighborhood development **pattern legible to residents**
- 3) Position relevant **new types and adaptive reuse** housing proposals



FIGURE 1.3 - DEVELOPMENT CAPACITY ESTIMATE



Review of Land Use & Transportation Pattern

A detailed study of the Land Use & Transportation pattern was undertaken. The below images are snapshots of the “field research” documenting the general conditions of buildings along with vacancies, major companies and clustering of industry sectors. **Figure 1.3**, represents a “hard-soft analysis” which gives a general indication of sites and areas that are “Well Performing Innovation Hub Properties” or “Under Performing Innovation Hub Properties”. The “hard-soft” analysis is underscored by further Geographic Information Systems (GIS) analysis whereby, land value per acre and land value as percentage of property value.,





FEASIBILITY STUDY EXISTING DEVELOPMENT TYPES

FIGURE 1.4 - EXISTING DEVELOPMENT TYPES



Residential

Townhomes/Row Houses

3 to 4-bedroom residential units featuring finished basement, parking garage on the ground floor and spacious living spaces above. Typically 2-3 stories in height and 2.5k-3k sf per unit.



Lodging

Multi-story Hotel

200-250 rooms. 6-10 stories in height and 150k-160k sf in building size. Complete with courtyard, pools, flexible meeting spaces, and shuttle service.



Multi-story Motel

150 rooms. 6 stories in height and 85k sf in building size. Complete with indoor pools, fitness center, and shuttle service.



Extended Stay Suites

90+ rooms, 1-3 story in height, 35-50k in building size. Complete with courtyard, swimming pool and sport courts.



Office

Class A Multi-story

Large office complex usually for single or multiple tenants complete with plenty of surface parking spaces. Typically 4-5 stories in height, 20-25k per floor plate, 100' x 200-250' Wide, 4.0 parking spaces per 1000 sf.



Class B Multi-story

Large office complex usually for singular or multiple tenants complete with plenty of surface parking spaces. Typically 2-3 stories in height, 30-40k per floor plate, 120' x 250-300' Wide, 4.0 parking spaces per 1000 sf.



Class B Single-story

Large office complex usually for singular or multiple tenant complete with plenty of surface parking spaces. 1 story in height, typically 80k per floor plate, 120-125' Deep x 300-600' Wide, 4.0 parking spaces per 1000 sf.



Office Condos

Small professional office developed in clusters complete with commons and plenty of surface parking spaces. Typically 1-2 stories in height, 50-60' Deep x 100'-150' Wide, 5k-9k sf per floor plate.



Retail/Mixed Use

Office - Retail Mixed-Use

Mixed-use development with small professional offices above shops complete with plenty of surface parking lots. Typically 3-4 stories in height, 90' x 200-300' wide, 18-30k per floor plate.



Strip Retail

Mid- to large-sized neighborhood-oriented retail and restaurant amenities along major transportation corridor. Typically 1-2 stories in height, 15k-60k sf or above in building size, complete with plenty of surface parking lots.



Pad Retail

Small neighborhood-oriented retail and restaurant amenities, typically one story in height and 4-6k sf in building size.



Light Industrial

Flex Industrial - R/D

Large standard manufacturing plant, warehouse or R&D office. Typically 1 story in height, 150-200' deep x 300'-400' wide, 40k-80k sf in building size. Complete with ample surface parking spots.



Clean Tech Manufacturing

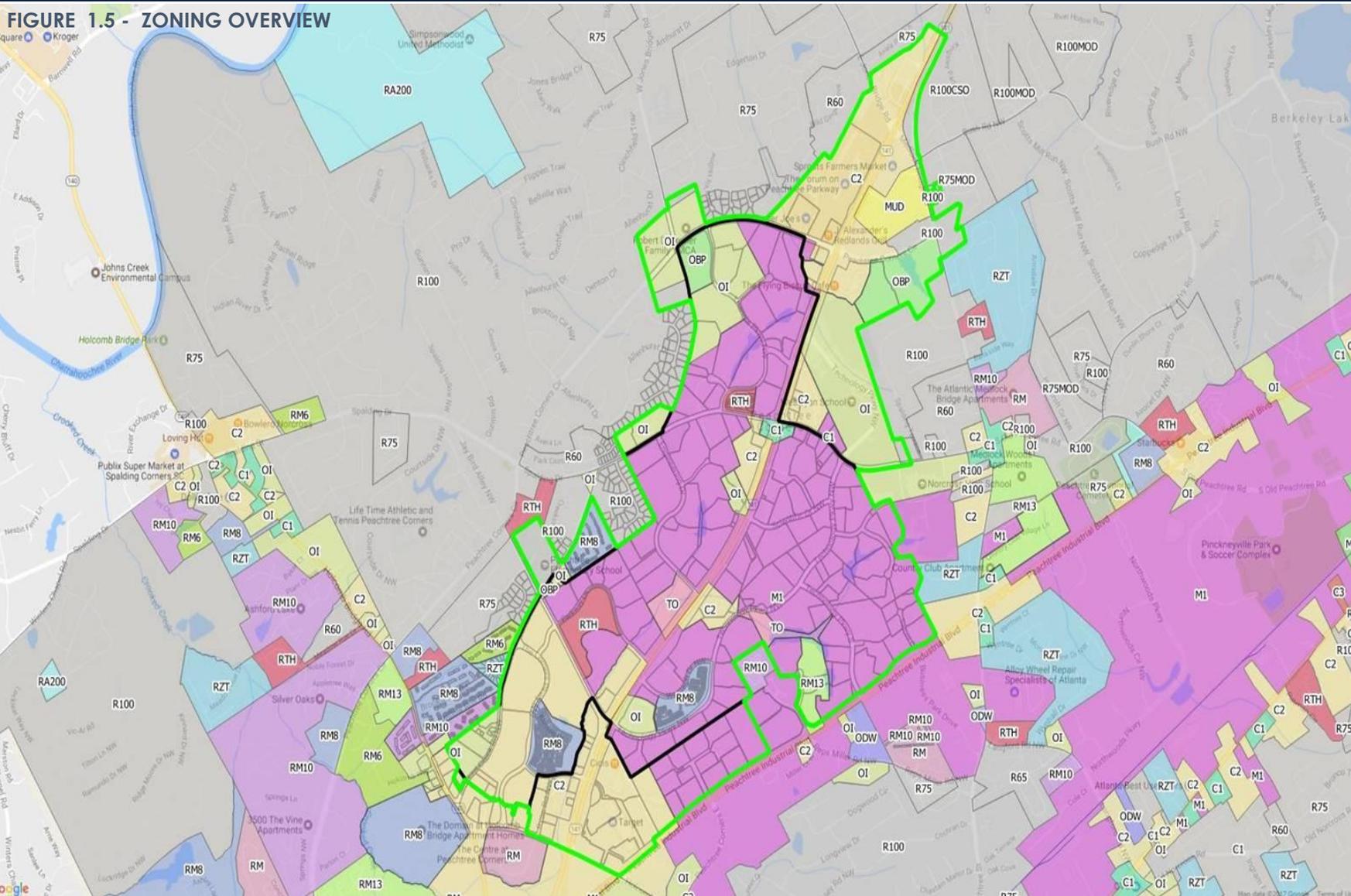
Large manufacturing plant designed for specialized industry. Typically 1 story in height and various in building size depending on industrial feature. 3 parking spaces per 1,000 sf.





FEASIBILITY STUDY LCI & INNOVATION HUB ZONING

FIGURE 1.5 - ZONING OVERVIEW

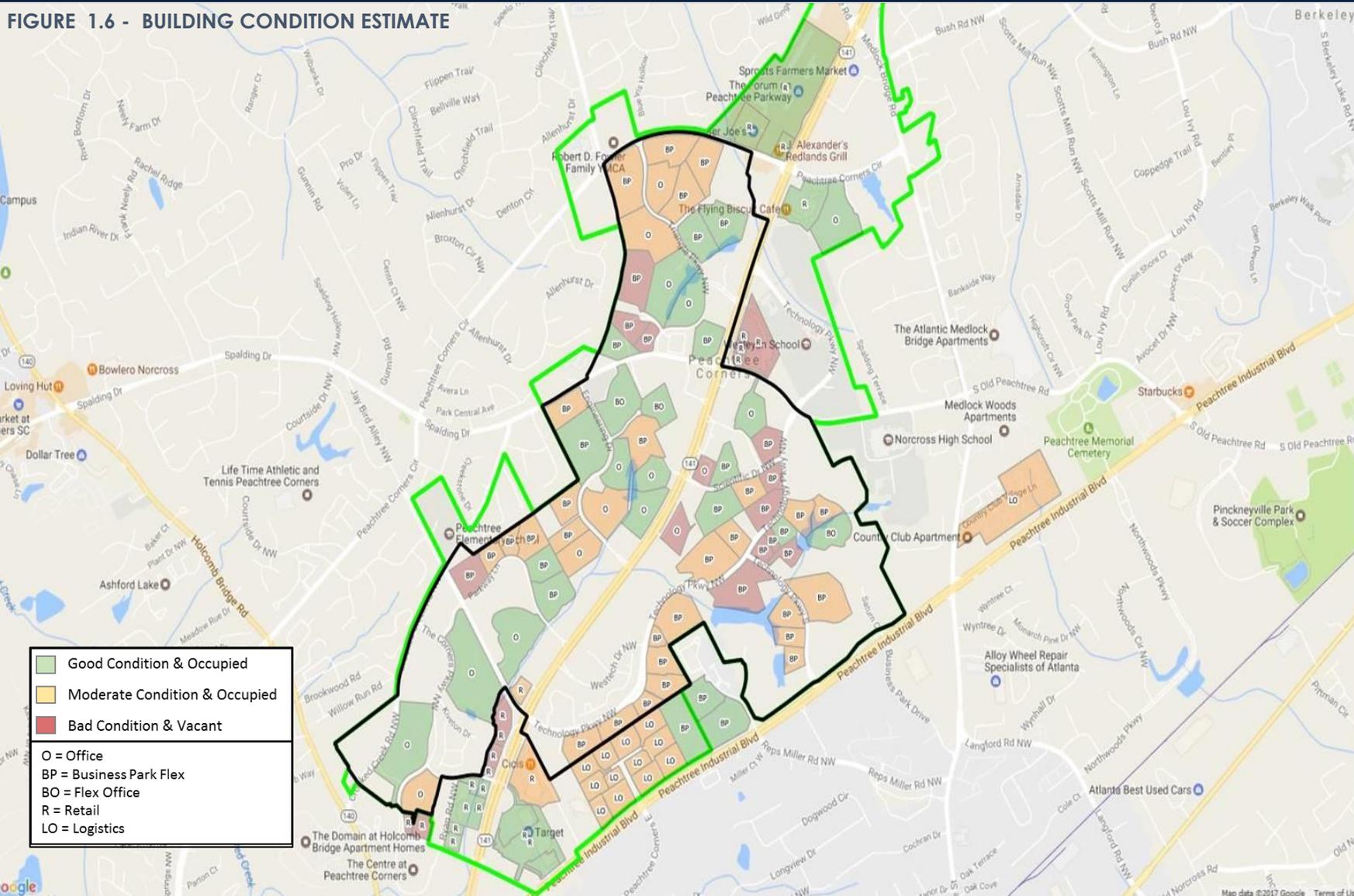


A zoning analysis of the City of Peachtree Corners forms part of a latter section in this document, however, it is important to note that the vast majority of development sites within the area are zoned as M-1 allowing for primarily Industrial use. It should also be noted that the zoning code does not have a maximum allowable density but does place restrictions on the types of uses that may be permitted in certain areas.



FEASIBILITY STUDY BUILDING CONDITION & OCCUPANCY

FIGURE 1.6 - BUILDING CONDITION ESTIMATE

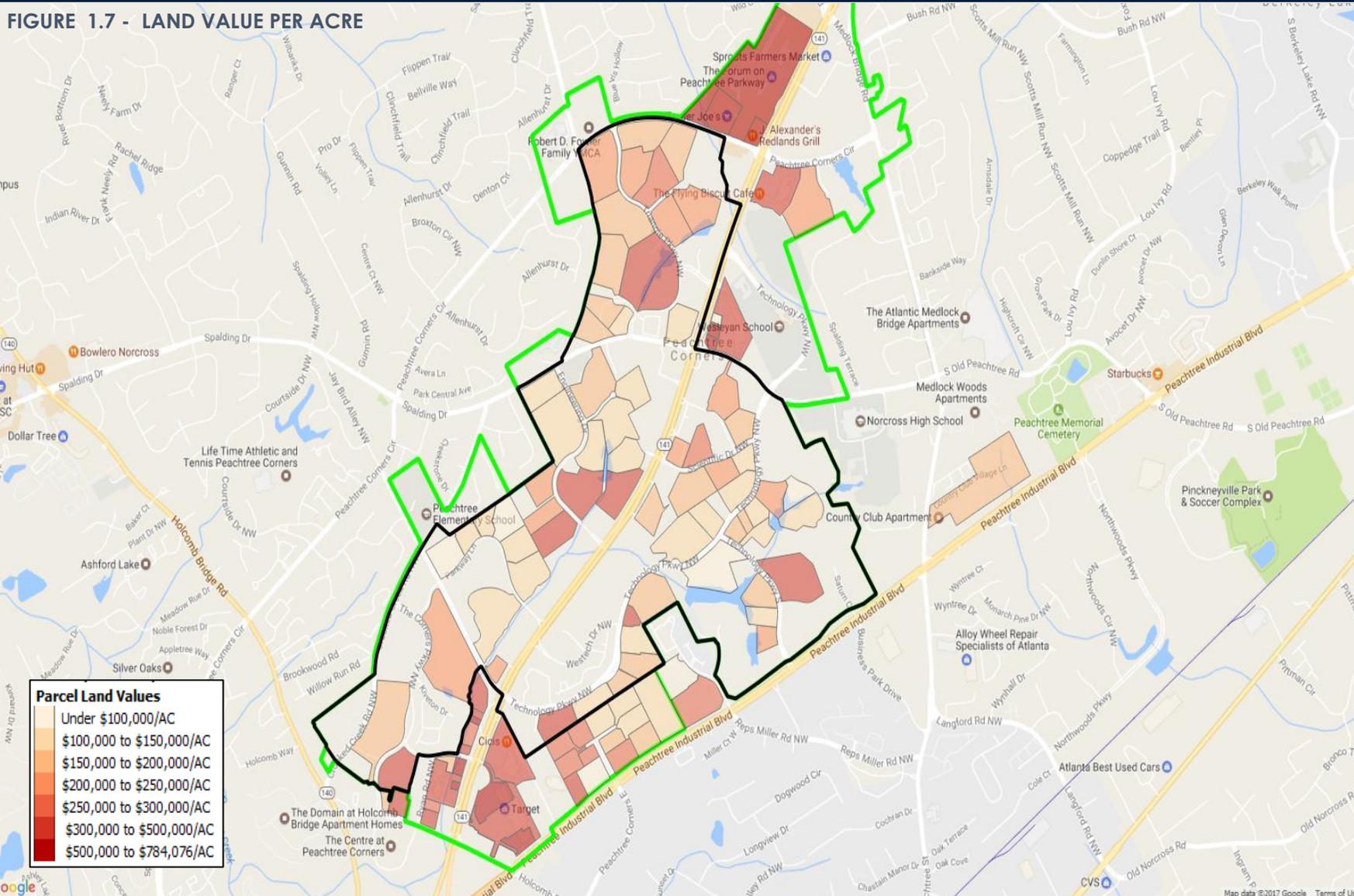


As part of the documentation of the inventory within the City of Peachtree Corners, this map highlights the general condition and noted visible vacancy of buildings with the Innovation Hub and wider LCI area.



FEASIBILITY STUDY LAND VALUE PER ACRE

FIGURE 1.7 - LAND VALUE PER ACRE

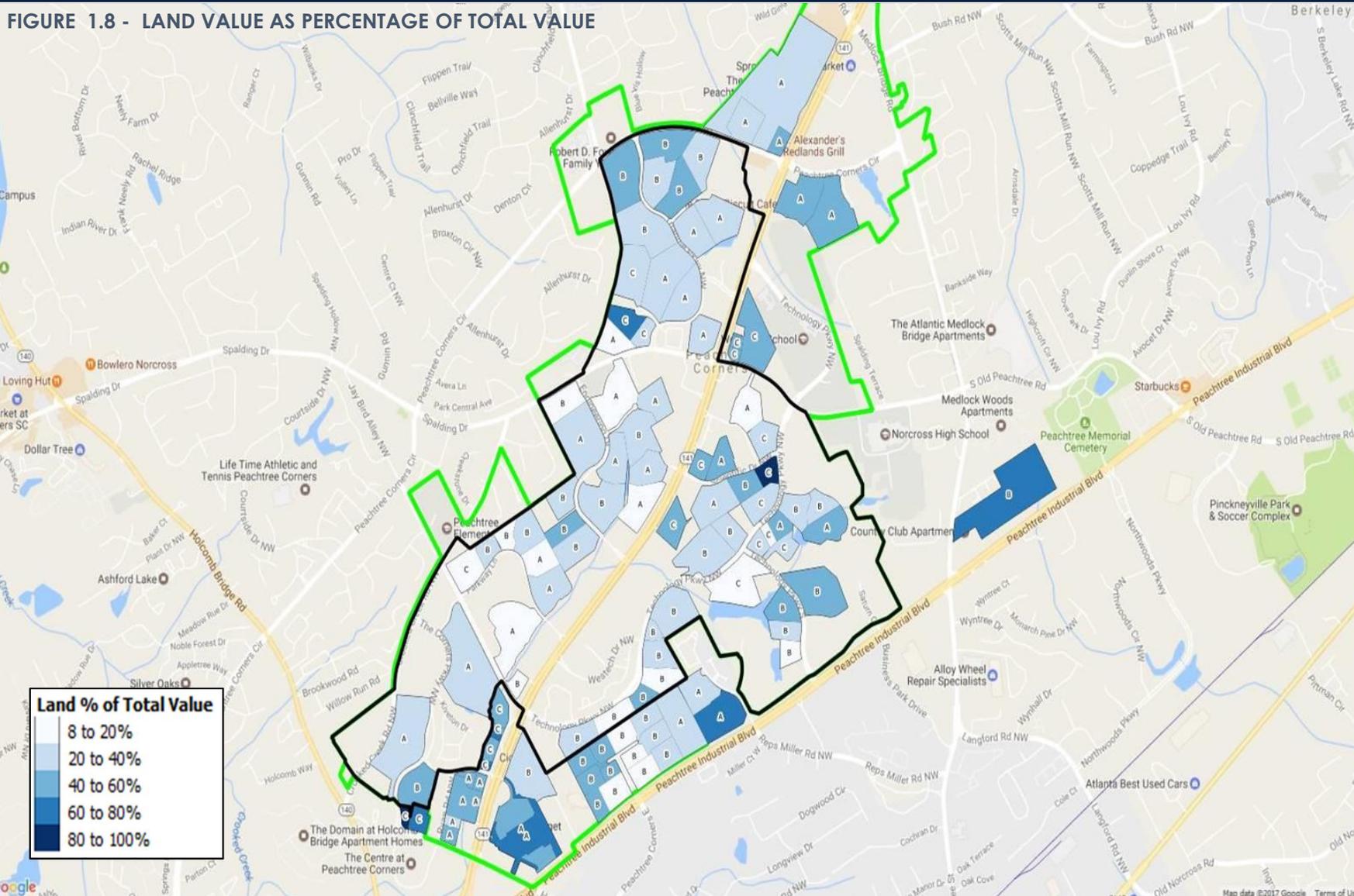


Land Value Per Acre provides an indication of the general performance of development sites within the Innovation Hub. It also provides a foundation for determining sites that may be suitable for intensification as part of the Innovation Hub Master Plan process.



FEASIBILITY STUDY LAND VALUE AS PERCENTAGE OF VALUE

FIGURE 1.8 - LAND VALUE AS PERCENTAGE OF TOTAL VALUE



Generally, a site's total assessed value is comprised of building value plus land value.

This map illustrates where land value makes up a higher percentage of a given site's total value (dark blue), compared to sites where most of the value is derived from the building improvement (white).

Where a site derives most of its value from the land, the building value is a smaller percentage of the total value.

Building on the previous analysis this illustration assists in identifying areas with sites that may have potential for redeveloping into higher and better uses. Where sites derive most of their value from the land, there is preliminary indication that the building may need to be updated in order to be market competitive, or may have reached its useful life and be a fit for potential redevelopment, infill or repurposing.



PTC Innovation Hub S.W.O.T Analysis

The S.W.O.T analysis is a summary of key findings related to Stakeholder Engagement, Field Research, Plan Review and examining the Best Practices of Innovation Hubs. It assists in prioritizing key actions and particular focus areas.

TABLE 1.1 - PTC SWOT ANALYSIS

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Community focus on intensification rather than greenfield development. • PTC closer to a MARTA than Alpharetta and John's Creek. • Strong presence of existing companies and clusters. • The Forum Shopping Center. • Many Natural Areas. • Young municipality with active council, citizens and DDA. • Employment Importer. 	<ul style="list-style-type: none"> • Peachtree Parkway is a barrier. • Not Pedestrian Friendly. • Topography may impact development costs. • Not close to MARTA, • Empty and obsolete buildings. • Lacks Residential Variety. • Missing Millennial Population.
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Creation of a Corporate Retreat Center. • Mixed Use Food Hall. • Wireless Connectivity & Broadband Network. • Communal Learning Center. 	<ul style="list-style-type: none"> • Low Supply of Labor and High Construction Costs, • High Parking Requirements for Development, • Preference and shift to more walkable and connected Developments, Neighborhoods, and Cities. • Smaller companies and Start-Ups moving to other regions.



1.2 BEST PRACTICES/CASE STUDIES

The “Eco-System of Innovation” is the recognition of converging objectives and priorities for the City of Peachtree Corners Innovation Hub Master Plan. The diagram below highlights some of the key components driving success for the three (3) major themes and are explored in the Best Practices and Case Studies.

SUBURBAN REDEVELOPMENT



Repositioning PTC to become a more connected and attractive place to live through the identification of redevelopment areas, opportunities for repurposing, infill and enhancing mobility.

INNOVATION CLUSTERS

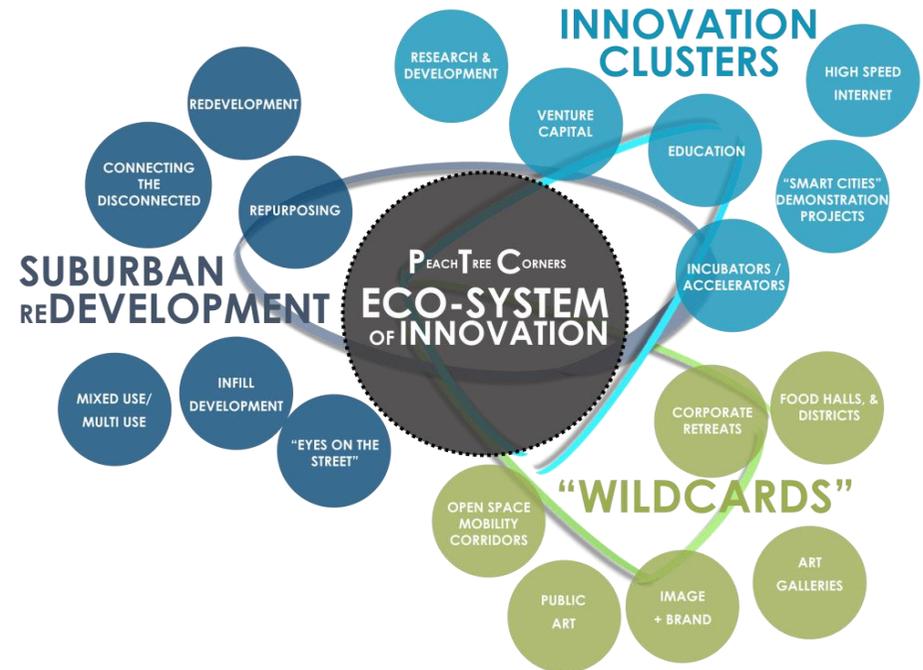


Fostering innovation and creativity through the engagement of education, R&D, Commercialization, and opportunity for the integration of “Smart City” infrastructure.

“WILDCARDS”



The “fun stuff”, and big picture ideas that position PTC as a great place to live, work and play.





Best Practices and Case Studies

Achieving the optimal positioning for the PTC Innovation Hub is partly informed by looking to Best Practices of other regions, innovation hubs and development agencies. The primary objectives of the assignment require an integrated approach to Economic Development and Urban Planning. As introduced previously, the “Eco-System of Innovation” attempts to formalize this approach in a cohesive manner to easily communicate how the recommendations are related to “real world examples” and also illustrate conceptually how they could be located throughout the PTC Innovation Hub area.

- **Suburban Redevelopment:**

- Case Studies that focus on improvements to the physical realm that may involve either land use or transportation initiatives that may have lessons for the PTC Innovation Hub Master. These initiatives vary but generally relate to Redevelopment, Repurposing, Infill, Development Typologies or Transportation Initiatives.

- **Innovation Clusters:**

- Innovation is dynamic and manifested through technology, art and education, and entrepreneurship. The Case Studies highlight areas that have established a track record in innovation, and attempts to glean key lessons that may have application in the PTC context.

- **“Wildcards”:**

- These Case Studies look at leading efforts in city building that are inclusive, build community and are responsive to a wide audience of citizens. Providing amenity, and the fun factor, “Wildcards look at the lighter but extremely important side of fostering innovation.





FEASIBILITY STUDY BEST PRACTICES - WESBROOK VILLAGE

CONTEXT

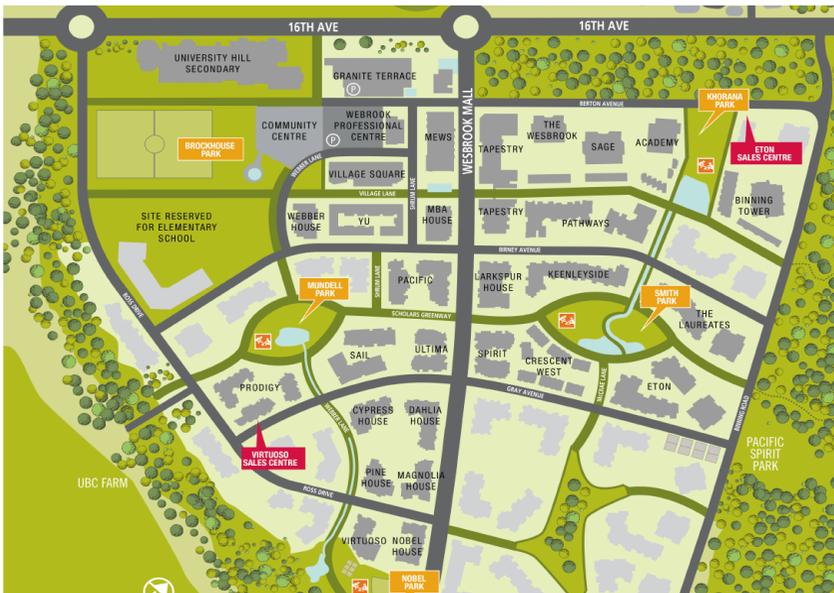


SUBURBAN CAMPUS ATTRACTING URBAN DEVELOPMENT

TIMELINE



VISION, CONCEPT & PLANS



CREATING AN URBAN VILLAGE IN A NATURAL SETTING

Situated amongst ocean views and conservation land, the University of British Columbia has transitioned from a remote suburban campus to a vibrant community of education, housing, business, and recreation. UBC's transformation has been driven in large part by public private partnership, infill development and enhanced mobility.



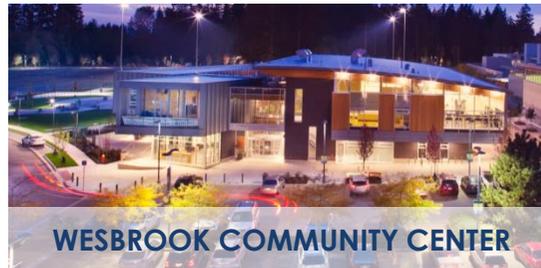
**MIXED-USE
RETAIL & RENTAL**



**LONG-TERM LEASE
& SENIORS HOUSING**



**UNIVERSITY HILL
SECONDARY SCHOOL**



WESBROOK COMMUNITY CENTER

Wesbrook Village is the latest project in UBC Properties Trust's portfolio.

Proceeds from all properties are estimated to provide \$2 billion in Endowment Funding over the next 20 years.

STRATEGIC ACTIONS AND OUTCOMES

- 1) Establishment of the UBC Properties Trust as development vehicle.
- 2) Initially offered favorable terms to generate local developer interest.
- 3) Concentrated uses to attract residents and build recognition of area.



FEASIBILITY STUDY BEST PRACTICES - BAKERY SQUARE

REPURPOSED & REIMAGINED



REPURPOSING & REINVIGORATING TO ADD VALUE

Bakery Square is a mixed-use development and vibrant community hub that repurposed a historic Nabisco factory in Pittsburgh's East End and revitalized an area by redeveloping adjacent land to accommodate office, retail, hotel, and residential uses.

LONG-TERM VISION



TIMELINE:

- 1998 Nabisco Factory Closes
- 1999 Regional Industrial Development Corporation (RIDC) purchases building
- 2006 City of Pittsburgh declares site blighted
- 2007 RIDC receives \$1M Dept. of Environmental Protection grant for remediation
- 2007 Walnut Capital purchases building from RIDC and begins construction
- 2010 First tenant (Marriot Hotel) opens with Google joining by year end

TENANTS

Google
GOOGLE OPERATIONS

VA
ADVANCED WHEELCHAIR & PROSTHETIC TESTING

UPMC Enterprises
COMMERCIALIZATION OF HEALTHCARE IT

University of Pittsburgh
PROSTHETIC & ORTHOTICS RESEARCH

Carnegie Mellon University
SOFTWARE ENGINEERING

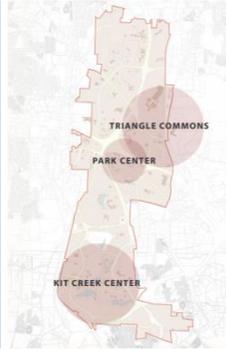
AUTODESK.
BUILDING MODELLING & SOFTWARE

STRATEGIC ACTIONS AND OUTCOMES

- 1) Established Development Corporation (RIDC) to purchase sites.
- 2) Zoning worked in tandem with vision to hasten development.
- 3) Recruited similar public & private entities that benefit from clustering.



EXISTING CONDITIONS & CONTEXT



RE-INVIGORATING A SUBURBAN RESEARCH PARK

Research Triangle Park (RTP) is a suburban research park that is in the process of introducing urban amenities to the existing park like setting of RTP by way of the 100-acre “Park Center” mixed-use development. Park Center will include housing, retail, art venues, and public spaces and will become the new heart of RTP.

PARK CENTER VISION



RTP OF TODAY

- Suburban Research Park
- Auto-oriented with sprawling layout
- Minimal Amenities
- No Residential



THE REALIZATION OF PARK CENTER

New Zoning District approved for “a development pattern and mix of uses at intensities not typical for development in RTP or other areas within County zone jurisdiction”



RTP FOUNDATION HQ

STRATEGIC ACTIONS AND OUTCOMES

- 1) Established the new RTP vision as a primary first step in remaining competitive with development of a mixed-use community a priority.
- 2) Multiple funding partners including County, Service District (Tax), and RTP Foundation (Development Corporation).



RTP OF TOMORROW

Weaving urban amenities and a mix of uses into a park like setting to create the new heart of RTP



FEASIBILITY STUDY BEST PRACTICES - PARK PLACE IRVINE

CONTEXT



CREATING A MODERN MIXED-USE CAMPUS WORKPLACE

In the "OC" Irvine Business Complex, this campus has been fostered by Winthrop, Maguire, and LBA as master developers. Since Fluor's 1999 departure, a mix of retail, condo, apartment, large amenity, healthcare, and hotel uses have been introduced. The project breaks the 1.5M sf office centerpiece into a multi-tenant complex with shared atrium market eateries.

TIMELINE



TENANTS



- Professional & Corporate Services
- Information & Technology Solutions
- Finance & Insurance
- Health Sciences & Services
- Mixed-Use: Housing + Retail Types

VISION CONCEPT & PLANS



STRATEGIC ACTIONS AND OUTCOMES

- 1) **Planned juxtaposition** of 7+ development types w/ pedestrian landscapes as connective fabric.
- 2) **Amenity-driven** with quality food/catering/health/wellness on-site.
- 3) **Shared-parking** strategy that includes validated public spaces.



FOOD: RE-USE AS GOURMET MARKET/EATERY

The Anaheim Packing House is a 42k ft² gourmet food hall in California. This communal reuse is event-driven with 2 ac. park and mezzanine installation.



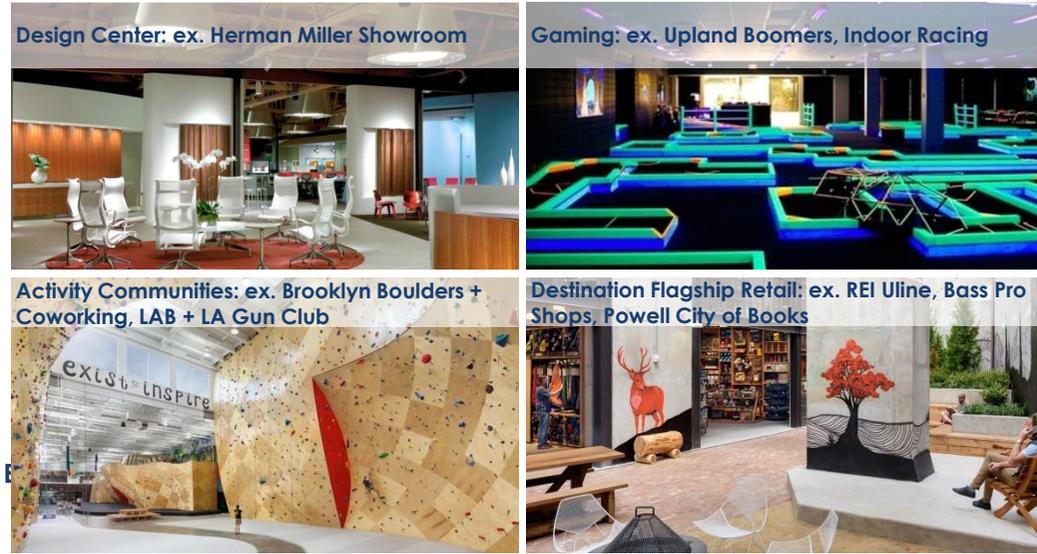
Benefits:

- Amenity for Surrounding Offices and Homes
- Features Local Business
- Social Impact

The Jurassic Center

FUN: DESTINATION RETAIL AND ENTERTAINMENT

Adaptive reuse of office, big-box retail anchors, and light-industrial can attract new patronage to monofunctional districts and invigorate local brand.



Design Center: ex. Herman Miller Showroom

Gaming: ex. Upland Boomers, Indoor Racing

Activity Communities: ex. Brooklyn Boulders + Coworking, LAB + LA Gun Club

Destination Flagship Retail: ex. REI Uline, Bass Pro Shops, Powell City of Books

STRATEGIC ACTIONS AND OUTCOMES

- 1) **Intensive Variety** of dining and performance viewing spaces that allow a varied experience over a long loiter time
- 2) **High-quality** gourmet offerings that are independent stand-outs and start-ups
- 3) **Buzz-Driven** local music and live performance acts inside and out, with holiday seasons; 4-5 events per week

STRATEGIC ACTIONS AND OUTCOMES

- 1) **Culturally Relevant** concepts tap into local motivations to enhance urban loyalty and draw specific talent
- 2) **Related or Unrelated** to local business clusters, these can be lenses that broaden or focus the creative ecosystem
- 3) **Positive Dissonance** with neighboring uses lends vibrancy and notoriety that changes the reputation of the district



FEASIBILITY STUDY BEST PRACTICES - NEW MEDIA GALLERY

CONTEXT & COMPONENTS



Convention & Event Space as a Catalyst for Revitalization in a suburban context.



- 18,000 sq. ft. Convention & Event Space:**
- Configurable Event Space
 - Technology Focused Art Gallery
 - 361 seat - Multi-Use theatre
 - Banquet Area



MEDIA ART GALLERY & TECH EXHIBIT



COMBINING ARTS, CULTURE + TECHNOLOGY

Technology, History, Culture and Commerce all collide in this one-of-a-kind venue that has been a primary catalyst for the revitalization of this suburban downtown. The Anvil Centre integrates a boutique conference center with studio space, a multi-use performing arts theatre, community art spaces, and a technology focused new media gallery.



STRATEGIC ACTIONS AND OUTCOMES

- 1) As part of a revitalization the centre acts as a catalyst for attracting businesses, residents, and artists and visitors.
- 2) Centre is co-located in proximity to other revitalization efforts to build up recognition of the area and compete with the downtown.



GENERATING INNOVATION & CREATING TECH HUBS

Carnegie Mellon University has been at the forefront of Autonomous Vehicle Technology, having filed more than 140 invention disclosures in the over 30 years that it has been developing the technology. CMU's expertise has allowed it to partner with companies such as GM and Uber to conduct R&D and has allowed Pittsburg to establish itself as a tech hub.

Since 2000, GM has contributed with over \$16 million to establish the IT & Autonomous Driving Collaborative Research Labs at CMU.

Uber was lured by CMU's engineering capacity and opened its Advanced Technologies Center in Pittsburgh in 2015.

Uber launched in 2016 a self-driving pilot program in Pittsburgh with Volvo, a \$300 million project

STRATEGIC ACTIONS AND OUTCOMES

- 1) City of Pittsburgh had limited restrictions, provided space for testing, and pursued development in partnership between academia & gov't.
- 2) Pittsburgh & CMU have become the model for AV Technology R&D also attracting companies such as Intel & Google.
- 3) CMU's success in tech has aided in diversifying Pittsburgh's economy.



CURRENT CONTEXT



Smart Cities & Technology Enabled Community

Pena Station Next exemplifies a change in the way we build our cities. Pena Station is envisioned to be a community where the "Internet of Things" and City Infrastructure converge to provide better traffic management, energy conservation and an enhanced quality of life. Home to Panasonic's North America Enterprise Solutions HQ, the project will be an early adopter of Smart Cities in the U.S and feature Renewable Energy & Smart Grid to power homes; Sensors for better traffic management and autonomous vehicle transport.

LONG-TERM VISION



The City of Denver was selected out of 22 finalists to be the location of Panasonic's Smart City.



Pena Station Next Partners:

- Panasonic Enterprise Solutions
- City of Denver,
- Denver International Airport
- LC Fulenwider



Autonomous Vehicles will shuttle residents to the RTD Transport.

STRATEGIC ACTIONS AND OUTCOMES

- 1) City, Airport and Developer partnership, along with the appropriate incentive package created investment attraction.
- 2) Cities can integrate innovation into their practices in order to attract innovative companies.



With thousands of acres of trails, open space and wildlife observation immediately adjacent to Pena Station, health and wellness is a cornerstone of the project. Plans are being developed to construct a collection of HEALTH AND WELLNESS FACILITIES to meet the demands of today's health conscious generations and to incorporate wellness into every component of the project.



The City of Denver has gained world-wide recognition for one of the most ambitious, public funded mass transportation systems in the country. The latest component of which is TRAIN SERVICE FROM DIA TO DOWNTOWN DENVER, with Pena Station designated as the first station from DIA. The entire city of Denver is a short train ride away, the entire world is 4 minutes away.



Pena Station is one of the most progressive communities in the country with not only PRODUCING ITS OWN CLEAN ENERGY but also storing that energy and moving toward a completely independent and abundant power grid. All while maintaining an aesthetic and design ethos that is second to none.



Pena Station integrates state-of-the-art community management technologies with an urban infill, transit supported location at the doorstep to one of the world's most dynamic global travel hubs, inspiring views of the Rocky Mountains and one of largest URBAN WILDLIFE CONSERVATION PARKS remind us we are in the west, but it's a New West.



Panasonic selected Pena Station for their North American Enterprise Solutions headquarters because of the commitment Pena Station Next is making to "SMART CITIES" TECHNOLOGY and sustainable energy systems. Immediate proximity to DIA enables them to bring the world to their doorstep. The entire development is tech-enabled allowing for visual and control technology to allow any user in the space to enjoy TECHNOLOGY ASSISTED LIVING.



Immersed in a new and growing community, Pena Station is centrally located to the existing community attributes including DIA, the 1300-room, world-class GAYLORD ROBBES CONVENTION HOTEL, multiple hotel and dining providers on Tower Road and the new Hyatt Place being constructed on site. WEDGELEAF ACADEMY is one of the highest rated high schools in the state and a wide variety of housing product is readily available at every price point.





The Heart of Atlanta’s Tech Scene

In 2003 Georgia Tech began creating a new district adjacent to its main campus to foster tech start-ups and accelerate research commercialization. An award-winning success story, Tech Square now encompasses 13 acres, 1.4M SF, has attracted \$2.8 billion in investment, and is home to Atlanta’s highest concentration of tech start-ups, corporate innovation centers, and research labs.

Georgia Tech Foundation continues to invest with the 2016 purchase of the historic 290,000 SF Biltmore building and a partnership with Portman to build a \$375M, 750,000 SF office building data center called “Coda”. A new tech precinct called Technology Enterprise Park is also being planned.

Established Tenants



Start-Ups



DEVELOPMENT STRATEGY

The Georgia Tech University Financing Foundation invested \$180M to do the initial “heavy lifting”, spearheading land assembly, construction of a pedestrian overpass across I-85 to the main campus and creation of catalytic anchors & amenities:

- Scheller College of Business
- Georgia Tech Hotel & Conference Center
- Student Housing & Amenities
- Trolley Bus Connection to Main Campus
- Free public Wi-Fi across Tech Square

STRATEGIC ACTIONS AND OUTCOMES

- 1) University assembled land, built initial buildings, and offered property on fee-simple or ground lease to spur private sector investment.
- 2) Compelling vision of a vibrant urban neighborhood with restaurants and retail, student housing, and the “Garage” and “Sandbox” flexible programmed spaces that bring students and private sector together.



1.3 ECONOMIC CLUSTER ANALYSIS

The City of Peachtree Corners' plays an important role in the economy of the Atlanta region. A number of Clusters & Sub-Clusters exist in the area often leading the region in terms of the concentration.

The following section provides an overview of the current dynamics and key attributes of a range of economic clusters in the City of Peachtree Corners and the wider Atlanta region. Of particular importance are economic assets or insights that can be potentially leveraged in the PTC Innovation Hub Master Plan area. The economic clusters reviewed form a platform for discussion and are meant to facilitate an integral component of the Innovation Hub Vision and overall positioning.

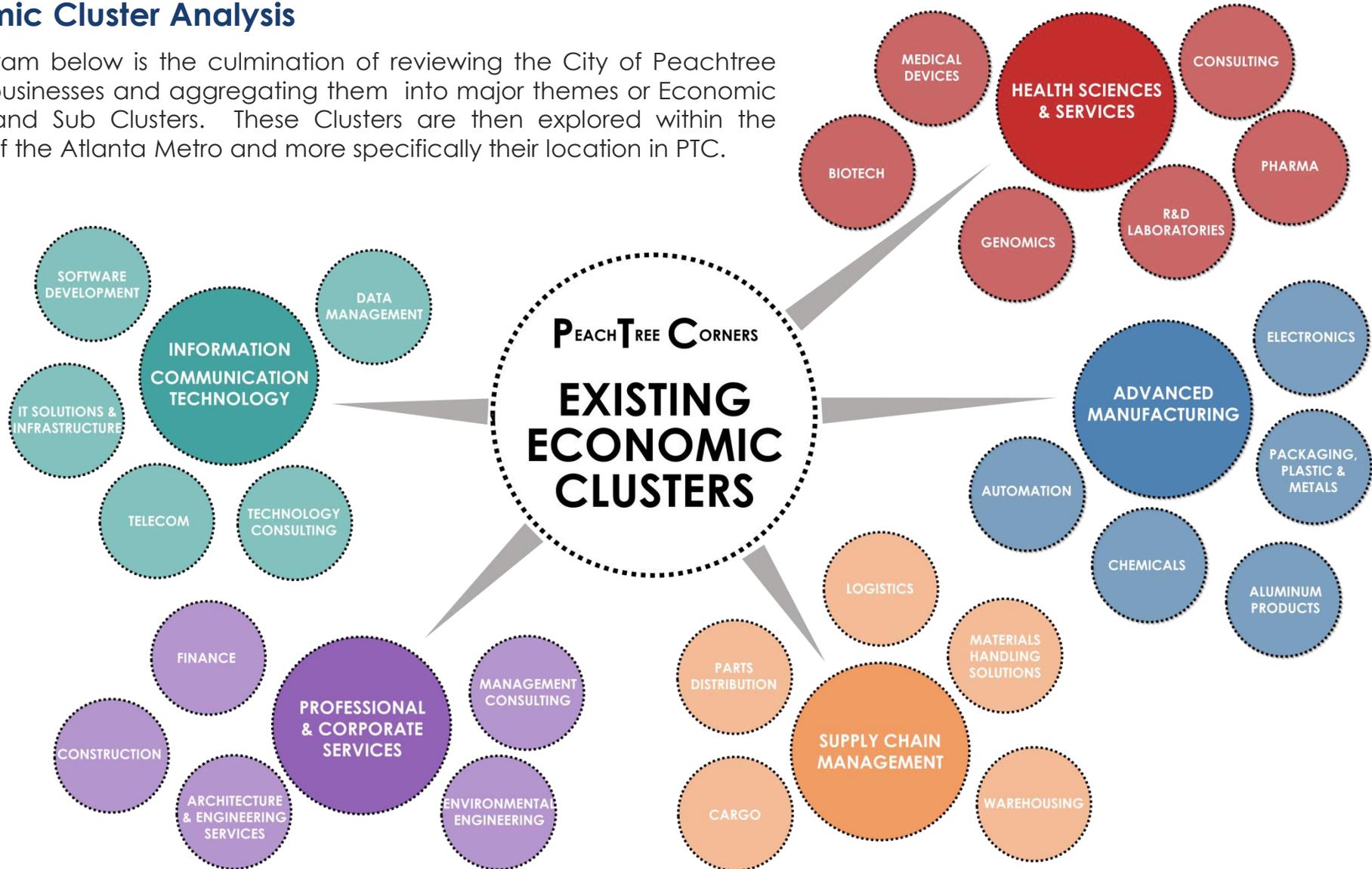
Economic Overview and Geographic Clustering of Concentrated Sectors: The locational preferences of businesses can be impacted by a number of factors such as the presence of similar companies, development typology, proximity to workforce or start-ups. The Economic Cluster Analysis provides both an indication of the physical presence of where certain sectors are located and the amenities, infrastructure and connections around them as well as the general dynamics driving the industry that may be relevant to the PTC Innovation Hub.

Innovation Indicators Project Summary and Key Points: As part of the region's approach to fostering innovation, the Metropolitan Atlanta Chamber's Innovation Indicators Project, assesses the state of innovation in Metro Atlanta. Building on this assessment the Economic Cluster Analysis explores opportunities to build on, improve or strengthen innovation in the PTC area.



Economic Cluster Analysis

The diagram below is the culmination of reviewing the City of Peachtree Corners businesses and aggregating them into major themes or Economic Clusters and Sub Clusters. These Clusters are then explored within the context of the Atlanta Metro and more specifically their location in PTC.





Advanced Manufacturing

While Atlanta's Manufacturing Industry is varied, the Metro region has had an overall lower rate of decline related to employment than the national average. Costs related to the manufacturing process are competitive, however, those companies competing through innovation are increasingly profitable and bolstering the Advanced Manufacturing sector in Atlanta. In contrast companies whose competitive positioning generally relates to labor cost reductions are facing difficulty.

Industry Overview:

- Lower decline in Atlanta MSA compared to national average.
- Innovative or Tech focused Companies found to be more profitable than those competing strictly on price.
- Only 30% of companies conducted in-house R&D while only 20% utilized public loans or grants and only 20% used tax state and federal credits
- Georgia Quick Start – Significant role in Workforce Development
- Advanced Manufacturing increasing - “waste reduction ERP, CAD, and preventive-predictive maintenance technology” - 2012 Georgia Manufacturing Survey





FEASIBILITY STUDY ADVANCED MANUFACTURING

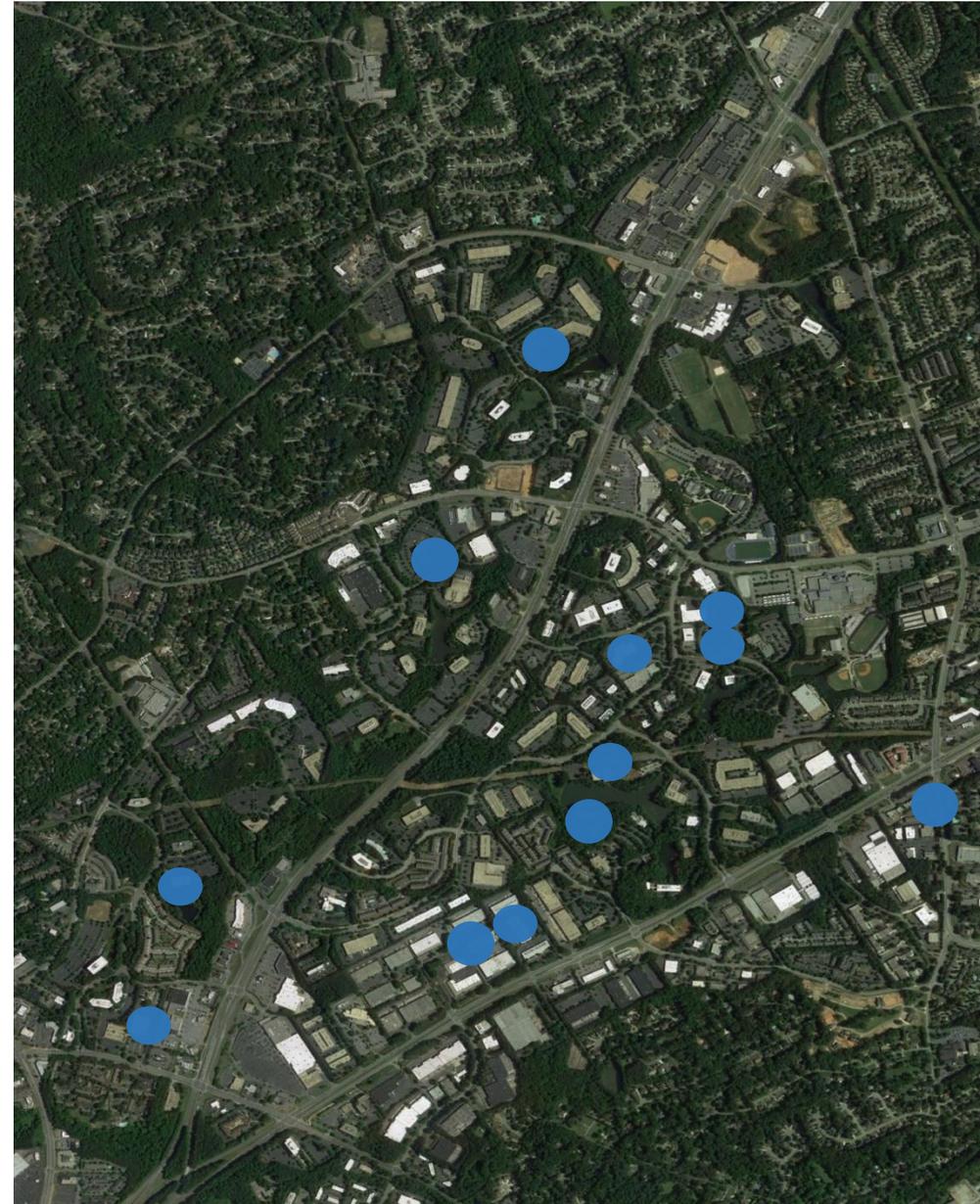
A diversified range of advanced manufacturing companies are located in Peachtree Corners, from chemicals manufacturing and packaging to automation technology.

PTC COMPANIES & CURRENT SUB CLUSTERS*:



OTHER COMPANIES :

- **DAP AMERICA** - SEWING AND HEAT-SEALING PROCESS MACHINES
- **HIGHCHEM AMERICA** – INDUSTRIAL CHEMICALS
- **KAWNEER NORTH AMERICA** - ARCHITECTURAL ALUMINUM PRODUCTS
- **NANOLUMENS** – DIGITAL LED DISPLAYS
- **PERSPECTIVE MANUFACTURING** – PLASTIC & METAL COMPONENTS
- **HALOCARBON** – CHEMICALS





Health Sciences & Services

Health Sciences & Services is a significant and growing sector in the Atlanta region. The Atlanta region is home to the Center for Disease Control, the world's largest Health IT firm and a number of companies in the Bio Sciences Industry. The potential for facilitating growth as part of Atlanta's Life Sciences Cluster in the PTC Innovation Hub area may be a result of fostering collaborative relationships with industry leaders to provide education in the PTC area.

Industry Overview:

- **Home to the Center for Disease Control**
 - The CDC is leading authority in the management of and control of disease and plays an integral role in getting firms on vaccine schedule.
- **Nation's Health IT Capital**
 - 200 Companies & \$4bn in Annual Revenue
 - Estimated 15,000 – 16,000 Jobs
 - Home to World's Largest Health IT – McKesson Tech
 - Health IT - 40% growth rate
- **BioScience**
 - 200 Companies & \$23bn in Annual Revenue
 - 100,000 jobs
 - Home to Morehouse & Emory School of Medicine
 - Ranked #2 Nationally in Biomedical Engineering
 - Largest Vaccine Center in World – Emory Vaccine Center





FEASIBILITY STUDY HEALTH SCIENCES & SERVICES

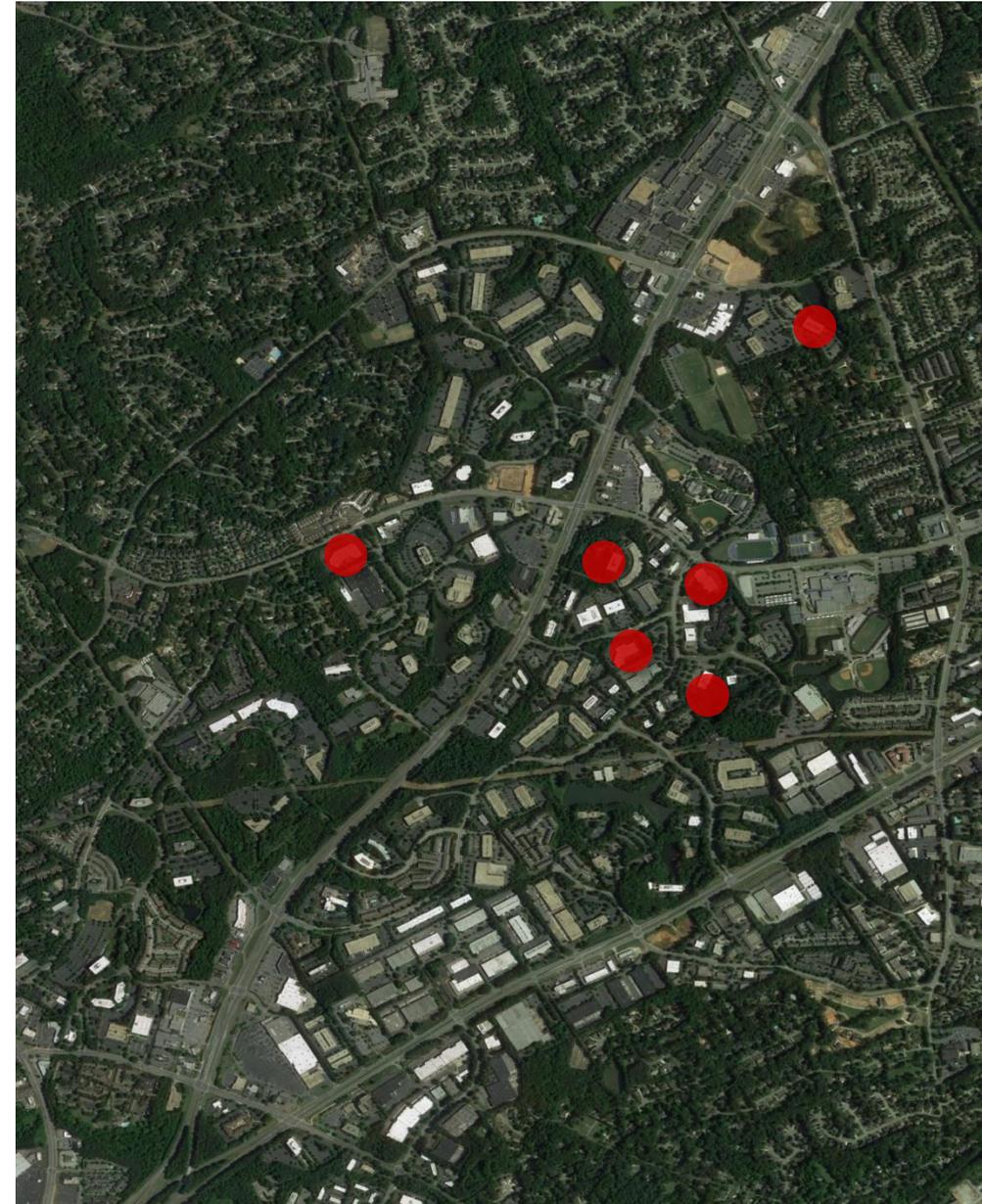
The strong presence of life sciences companies in Georgia is motivated by its business-friendly climate and the presence of recognized R&D programs at higher education institutions and business incubators.

PTC COMPANIES & CURRENT SUB CLUSTERS*:



OTHER COMPANIES :

- **ENCOMPASS** - OUTSOURCING/CONSULTING TO INDUSTRY COMPANIES
- **4P THERAPEUTICS** – R&D FOR NEW TRANSDERMAL PRODUCTS
- **PATHCON LABORATORIES** – LEGIONELLA SOLUTIONS
- **AKESOgen** – GENOMICS & BIOREPOSITORY SERVICES
- **MÖLNLYCKE HEALTH CARE** – MANUFACTURER OF SURGICAL PRODUCTS





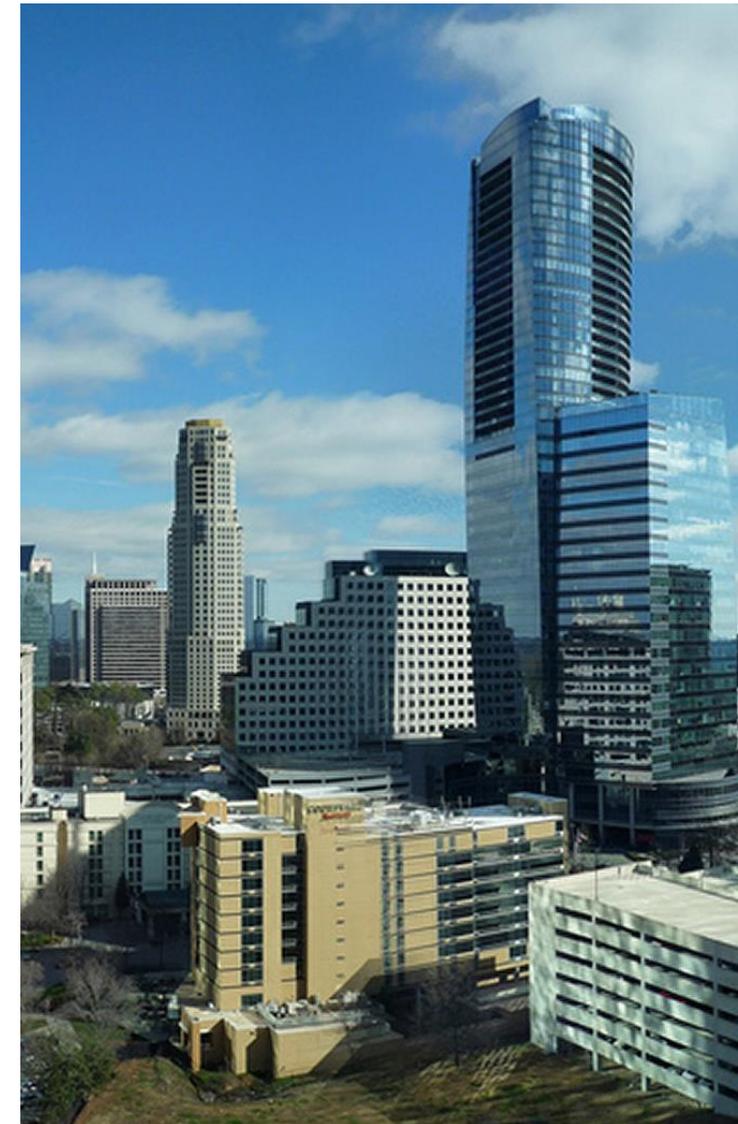
Professional & Corporate Services

The availability of talent, access to customers and markets through the world's busiest airport and as well as a business-friendly atmosphere has resulted in Atlanta having the 3rd highest concentration of Fortune 500 headquarters in the U.S.

As a hub for Corporate Office, Perimeter Center, Buckhead and Marietta form a major Economic Cluster within the Atlanta region.

Industry Overview:

- Home to 12 Fortune 500 HQ
- Highly Skilled Affordable Management Professionals – Avg. Wage only 3.6% higher than National.
- Served by large Corporate, Customer & Administrative Support Operations
- Estimated 7% - 8% employed in Support Sector in region vs. 6% - 7% nationally.
- Mitigate business risk with Georgia's AAA bond rating.
- Access the intellectual resources of Georgia's 35 public colleges and universities via the Intellectual Capital Partnership Program (ICAPP).
- Expedite the commercialization of innovations with the Georgia Centers of Innovation.
- Significantly lower tax burden.





FEASIBILITY STUDY PROFESSIONAL & CORPORATE SERVICES

City of Peachtree Corners
INNOVATION HUB
MASTER PLAN

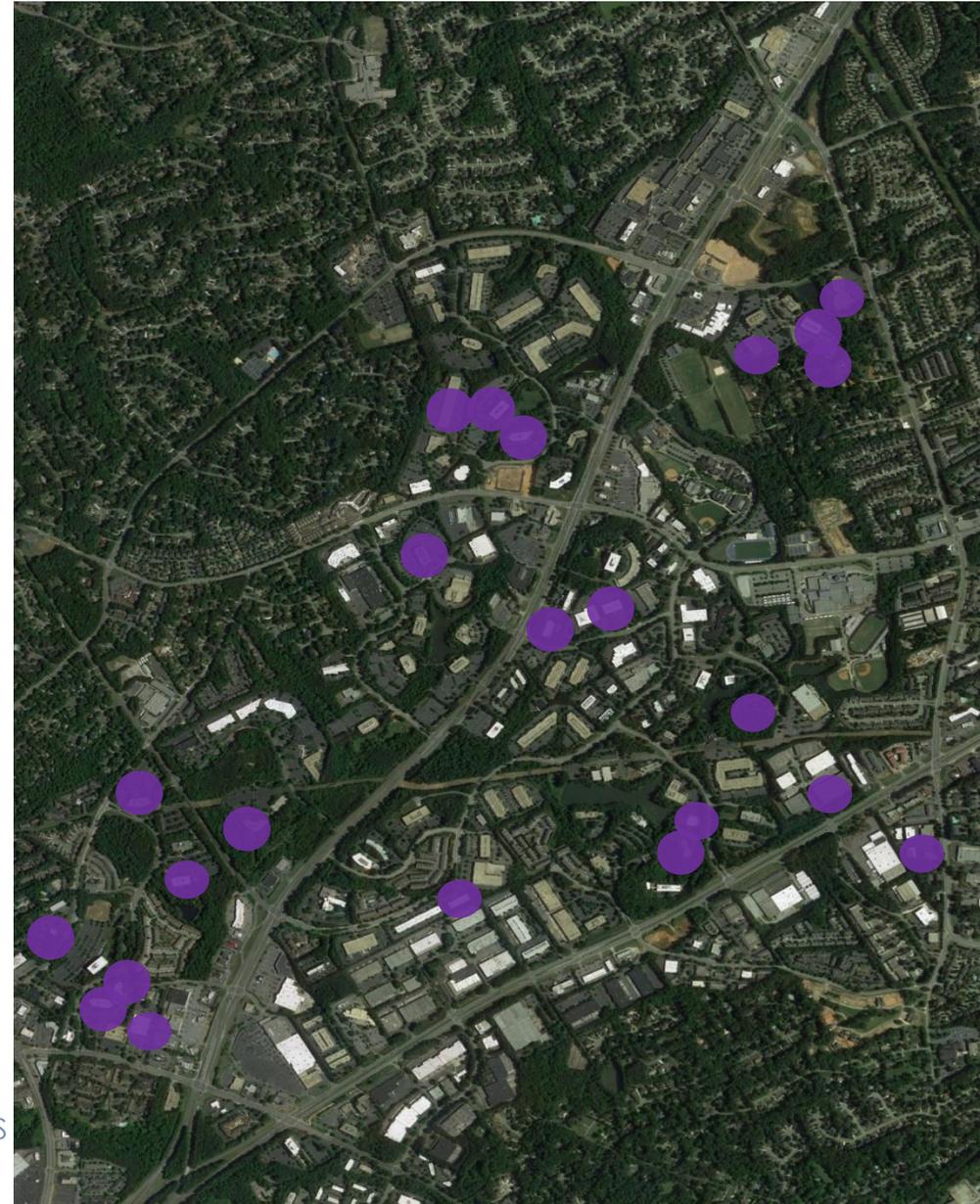
The availability of a skilled workforce combined with the quality of life in Peachtree Corners have created an important cluster of engineering, construction and corporate services companies.

PTC COMPANIES & CURRENT SUB CLUSTERS*:

- INSIGHT SOURCING GROUP**
Management Consulting
- CBA SPORTS**
Construction of Athletic Surfacing & Floor Systems
- ANTEA GROUP**
Engineering & Environmental Consulting
- HITACHI ZOSEN**
Energy from Waste Construction, Engineering & Procurement
- FLEETCOR TECHNOLOGIES**
Fuel Cards & Workforce Payment Products & Services
- HOGAN CONSTRUCTION**
Commercial Construction Services

OTHER COMPANIES:

- **POND & COMPANY** - ARCHITECTURAL AND ENGINEERING CONSULTING
- **LEICA GEOSYSTEMS** - SURVEYING AND GEOGRAPHICAL MEASUREMENT
- **KHD HUMBOLDT WEDAG** – CEMENT PLANT AND EQUIPMENT SUPPLIERS
- **CREDIGY FINANCIAL** – CONSUMER FINANCE INVESTMENT
- **CONWAY** - DOMESTIC & CROSSBORDER CORPORATE INVESTMENT SERVICES
- **TOSHIBA BUSINESS SOLUTIONS** – COMMUNICATIONS MANAGEMENT





Supply Chain Management

Changing supply-chain dynamics, lack of modern Real Estate facilities, and congestion have resulted in increased development locating in greenfield areas.

With the world's busiest airport and the fastest growing port in the U.S., opportunities to leverage logistics connectivity with modern inventory handling will position the region for growth.

Industry Overview:

- HJAIA – 1.5 M SF of Cargo Handling Space
- 144 Public & Private Airports
- Largest Intermodal Facility – East Coast
- 5.9 MT of freight moved by road weekly
- 1.6 Million SF of Temperature-Controlled Warehousing in Kennesaw – NW of DT ATL.
- Port of Savannah - Fastest Growing Container Port, 4th Largest in U.S.
- 11,000 Logistics Providers in GA.
- 142,000 Logistics Jobs in GA.
- \$16 bn in Annual Revenue
- Center of Innovation for Logistics
- 2,000 Logistics Providers in Metro Atlanta
- 39,000 Jobs in Metro Atlanta

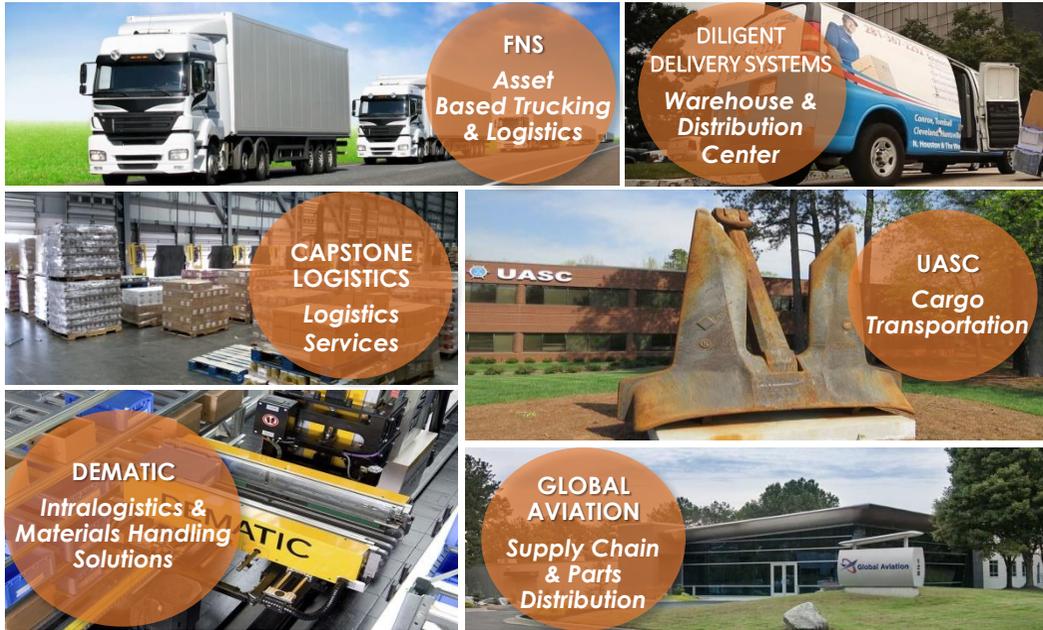




FEASIBILITY STUDY SUPPLY CHAIN MANAGEMENT

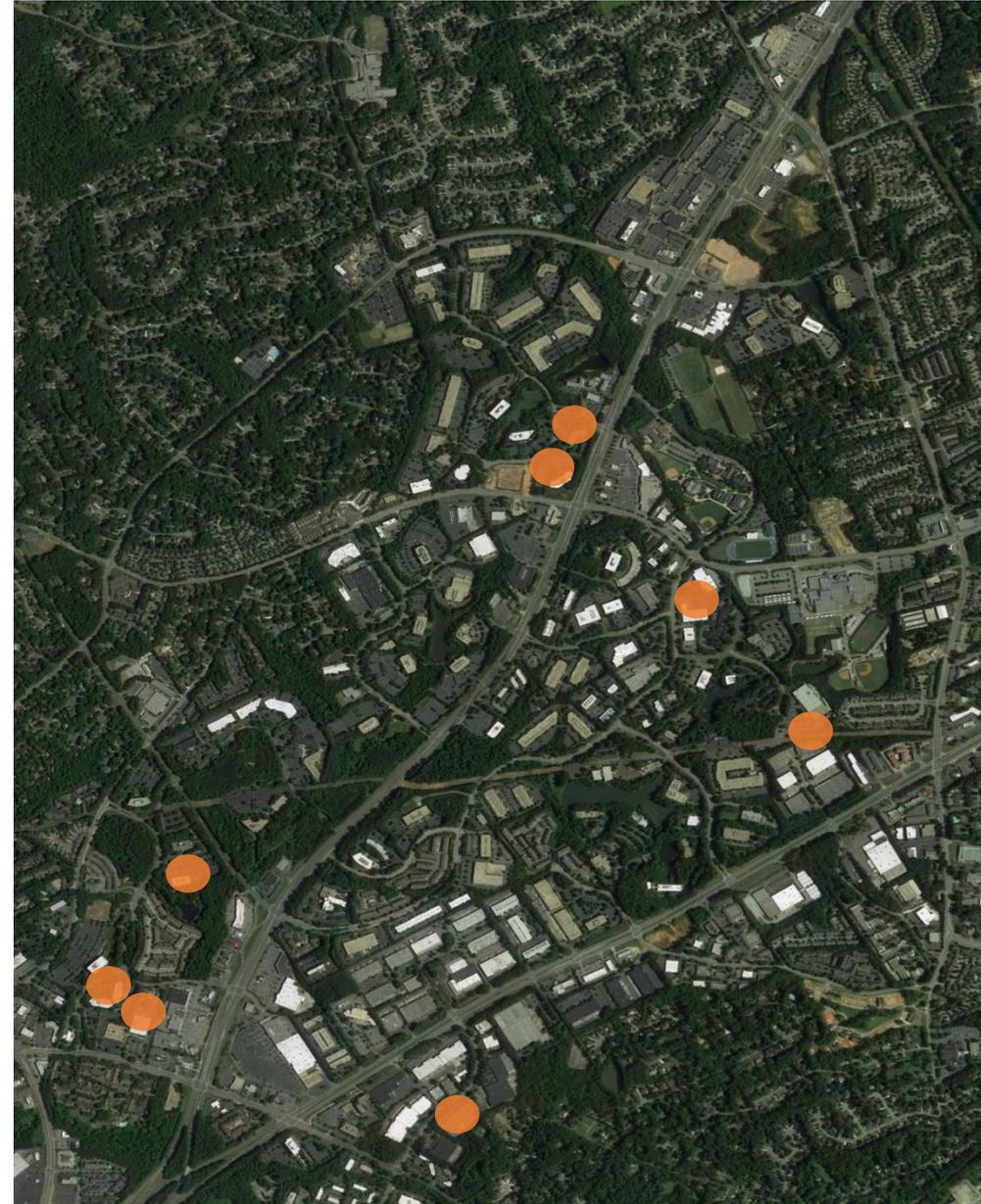
Peachtree Corners offers a strategic location for Supply Chain companies due to the strength of the state's ports, access to skilled workforce, robust logistics infrastructure and proximity to ATL.

PTC COMPANIES & CURRENT SUB CLUSTERS*:



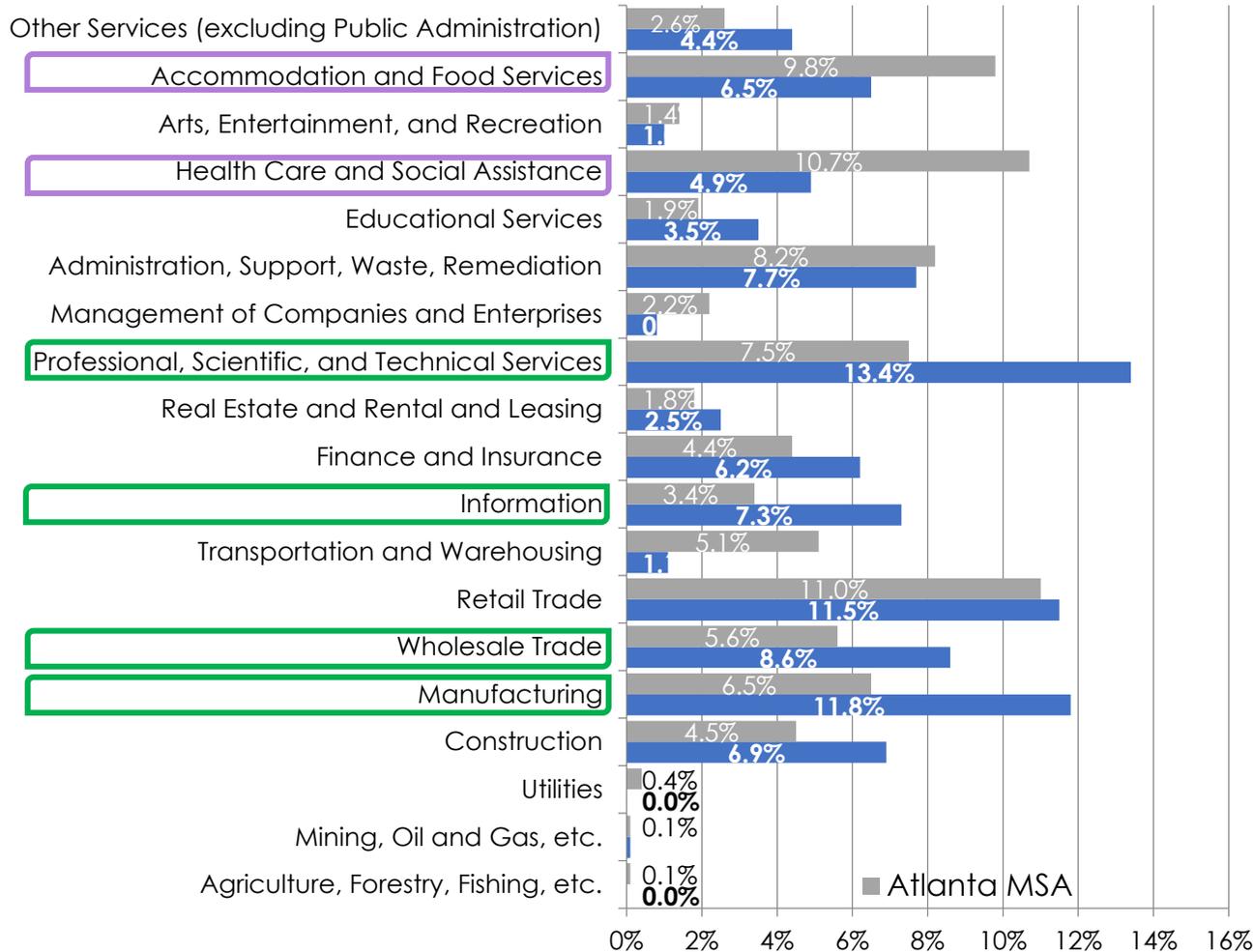
OTHER COMPANIES:

- **DCO DISTRIBUTION** – DISTRIBUTION OF COMMUNICATIONS PRODUCTS & EQUIPMENT
- **SKYCITY LOGISTICS GROUP** – LOGISTICS SERVICES





INDUSTRY CONCENTRATIONS – ATLANTA METRO & CITY OF PEACHTREE CORNERS



PTC INDUSTRY LEADERSHIP

Professional Services
(MSA 7.5% vs. PTC 13.4)

Manufacturing
(MSA 6.5% vs. PTC 11.8)

Wholesale Trade
(MSA 5.6% vs. PTC 8.6%)

Information
(MSA 3.4% vs. PTC 7.3%)

PTC INDUSTRY OPPORTUNITIES

Healthcare & Social Services
(MSA 10.7% vs. PTC 4.9%)

Accommodation
& Food Services
(MSA 9.8% vs. PTC 6.5%)

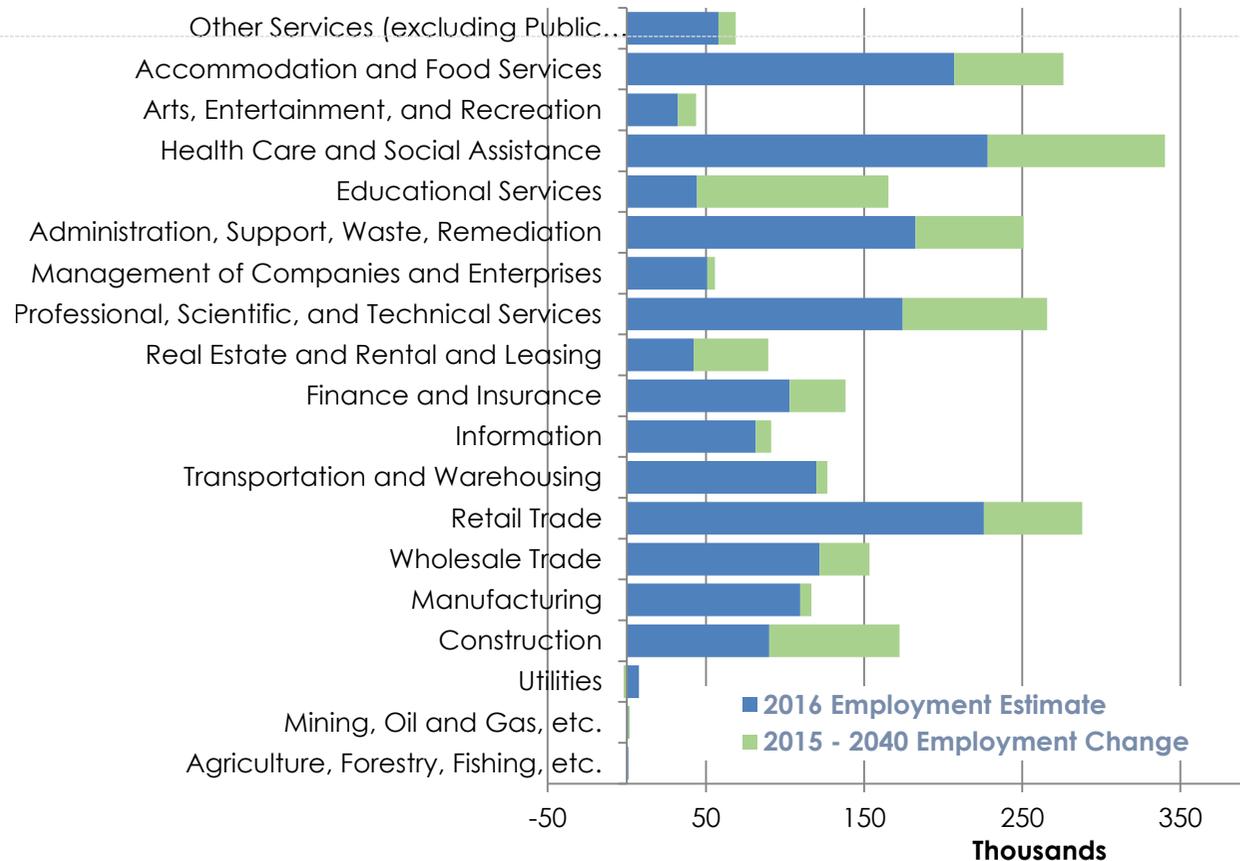
FIGURE 1.9 - INDUSTRY CONCENTRATION COMPARISON



GROWING INDUSTRIES, EXPANDING OPPORTUNITIES

The location of the Atlanta Metro growing industries is varied and likely to be contingent upon counties, cities and neighborhoods anticipating growth with the appropriate building typologies appropriate to various sectors.

FIGURE 1.10 - 10 COUNTY EMPLOYMENT GROWTH ESTIMATE



LARGEST SECTORS & GROWTH INDUSTRIES

Retail Trade
62,000 Additional Jobs
2015 to 2040

Professional Services
91,000 Additional Jobs
2015 to 2040

Educational Services
120,000 Additional Jobs
2015 to 2040

Healthcare
112,000 Additional Jobs
2015 to 2040



LEVERAGING GEORGIA'S ECONOMIC FOUNDATION

In general, the number of Atlanta residents with higher education has increased but still lags behind other regions targeting innovation. However, the growth of STEM related degrees as percentage of total degrees obtained has increased. This signifies the regions commitment to innovation-driven economic development.

FIGURE 1.11- ADULT EDUCATION EDUCATIONAL ATTAINMENT LEVELS

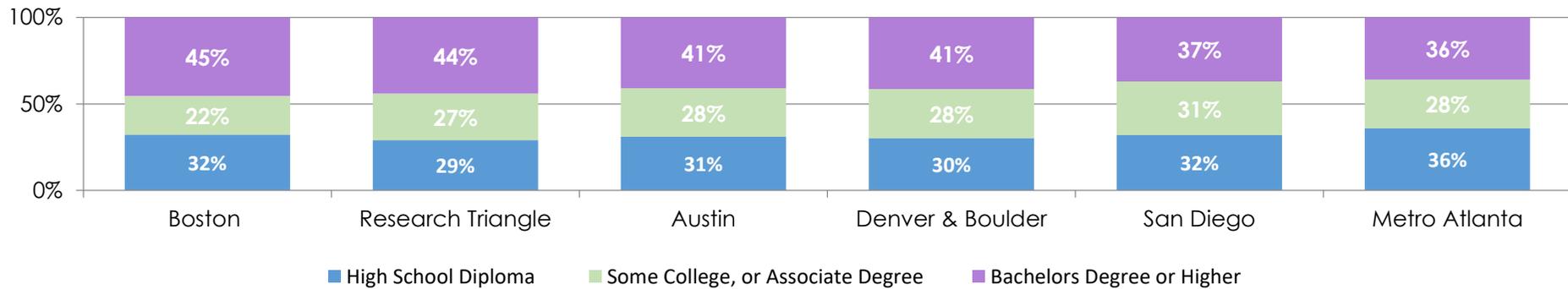
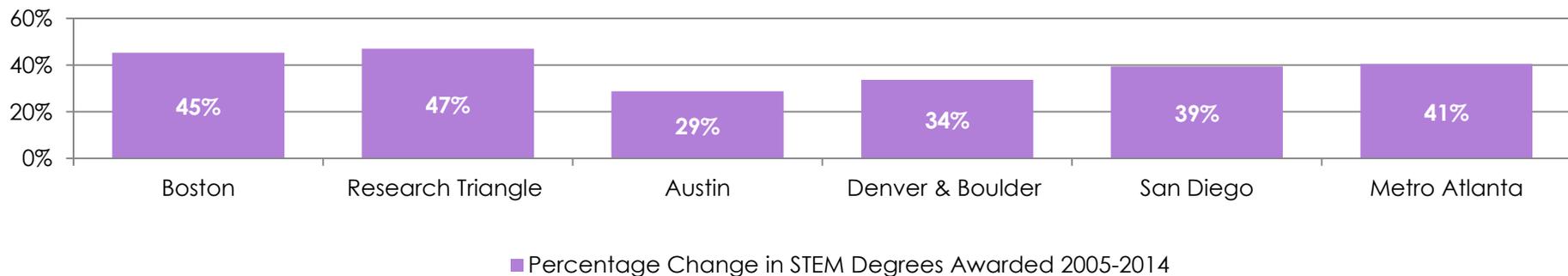


FIGURE 1.12 - PERCENTAGE CHANGE IN STEM RELATED DEGREE ATTAINMENT





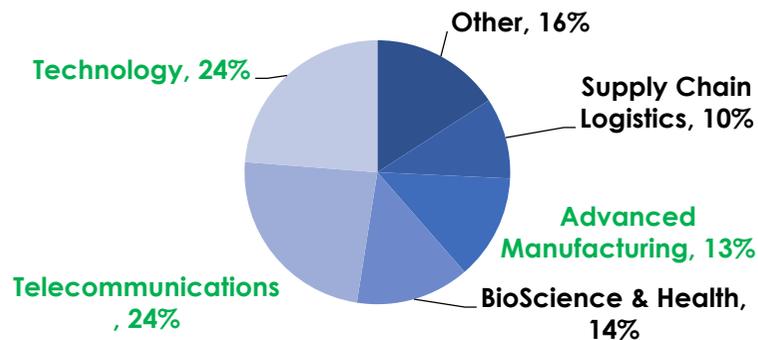
LEVERAGING GEORGIA'S ECONOMIC FOUNDATION

Atlanta's collaborative environment and expertise drives patent performance and innovation. In addition, the region's Start-Ups have competitive efficiency in spending R&D funding which could be increased at a Federal level.

PATENT PERFORMANCE & CONCENTRATIONS



FIGURE 1.13 - METRO ATLANTA PATENT CONCENTRATIONS



SOURCE: Metro Atlanta Innovation Indicators Project

FIGURE 1.14- R&D EXPENDITURE PER START-UP & CURRENT FUNDING

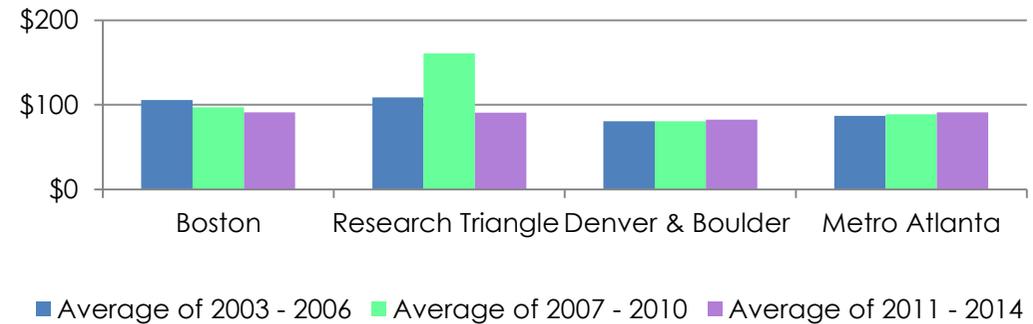
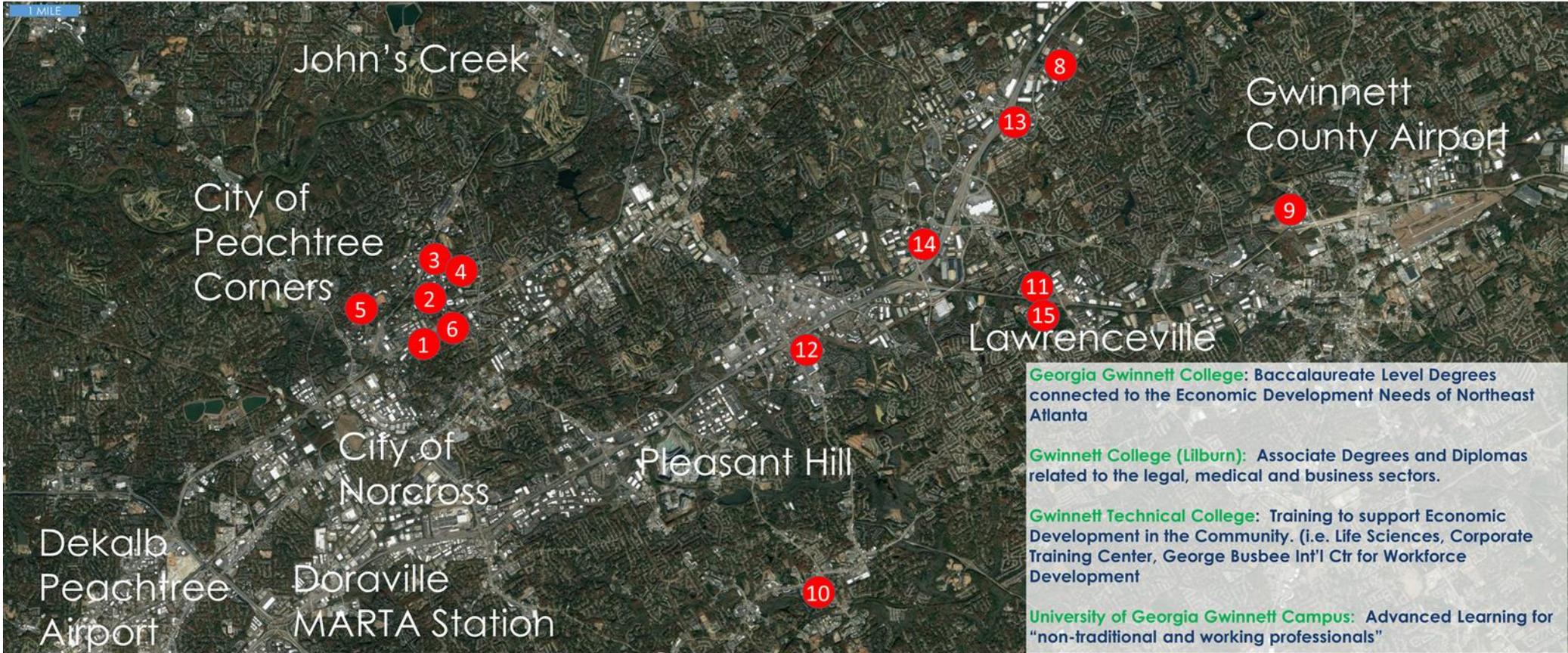


TABLE 1.2 - R&D FUNDING ALLOCATION

	Federal	State & Local	Institution Funds	Business	Non-Profit
Boston	60.34%	0.69%	17.24%	7.59%	9.66%
Research Triangle	54.49%	5.33%	19.63%	13.62%	5.61%
Austin	57.84%	3.24%	29.19%	4.86%	3.78%
Denver & Boulder	62.87%	3.59%	14.97%	5.99%	6.59%
San Diego	73.86%	2.27%	7.95%	7.95%	6.82%
Metro Atlanta	56.45%	3.23%	20.97%	11.29%	6.45%
Average	60.98%	3.06%	18.33%	8.55%	6.48%



FEASIBILITY STUDY EDUCATIONAL INSTITUTES & SKILLS TRAINING



Georgia Gwinnett College: Baccalaureate Level Degrees connected to the Economic Development Needs of Northeast Atlanta

Gwinnett College (Lilburn): Associate Degrees and Diplomas related to the legal, medical and business sectors.

Gwinnett Technical College: Training to support Economic Development in the Community. (i.e. Life Sciences, Corporate Training Center, George Busbee Int'l Ctr for Workforce Development)

University of Georgia Gwinnett Campus: Advanced Learning for "non-traditional and working professionals"

- | | | | |
|----------------------------------|---|-------------------------------|---|
| 1 Norcross Area STEM High School | 5 Ashworth College | 9 Georgia Gwinnett College | 13 University of Georgia Gwinnett Campus |
| 2 Prototype Prime Incubator | 6 Brenau University's Evening and Weekend College | 10 Gwinnett College – Lilburn | 14 University of Phoenix Gwinnett Learning Center |
| 3 Wesleyan School | 7 DeVry University Duluth Center | 11 Gwinnett Technical College | 14 Gwinnett School of Mathematics, Science and Technology |
| 4 Norcross High School | 8 Georgia Campus – Philadelphia College of Osteopathic Medicine | 12 Saint Leo University | |



COMPETITIVE POSITIONING

ALPHARETTA, JOHNS CREEK & CENTRAL PERIMETER

- 600+ tech companies in Alpharetta
- Alpharetta is not fully built out
- Alpharetta is pursuing industrial growth
- Technology Park Johns Creek needs redevelopment

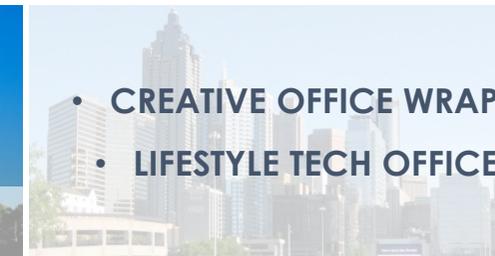
MARIETTA & CUMBERLAND GALLERIA

- Cumberland is the region's 5th largest business district
- Marietta is mostly built-out and needs redevelopment and overall revitalization

BUCKHEAD, MIDTOWN & DOWNTOWN

- Home to many corporate HQs & regional offices

DEVELOPMENT TYPOLOGIES & INVENTORY





COMPETITIVE POSITIONING

DEVELOPMENT TYPOLOGIES & INVENTORY

ALPHARETTA, JOHNS CREEK & CENTRAL PERIMETER

- Central Perimeter has 10,875,532 sq. ft. of retail space and a 5.5% vacancy rate
- Alpharetta has 8.5M sq. ft. of retail space
- Johns Creek has 655,000 sq. ft. of retail space



MARIETTA & CUMBERLAND GALLERIA

- Marietta has 9,344,834 sq. ft. of retail space and a 6.2% vacancy rate
- Cumberland has approximately 3 million sq. ft. of retail space



BUCKHEAD, MIDTOWN & DOWNTOWN

- Buckhead is the biggest market with 13,103,013 sq. ft. of retail space and the lowest vacancy rate at 3.9%
- Central Atlanta has 13,013,169 sq. ft. of retail space and a 7% vacancy rate





COMPETITIVE POSITIONING

DEVELOPMENT TYPOLOGIES & INVENTORY

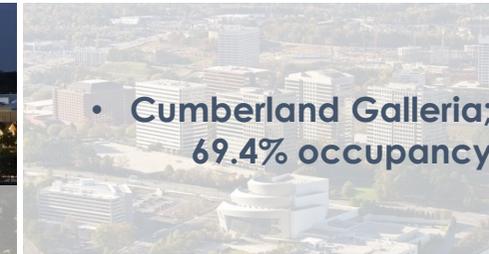
ALPHARETTA, JOHNS CREEK & CENTRAL PERIMETER

- Hotel at Avalon (Alpharetta) will have 325 rooms and conference facilities with 30,000 sq. ft. of meeting space
- Perimeter Center occupancy rates are one of the highest in the metro area



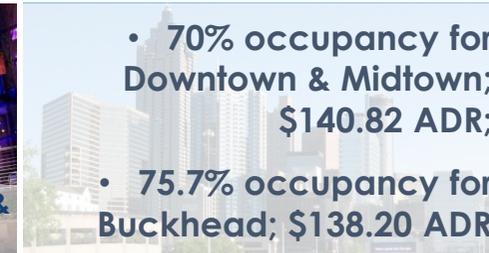
MARIETTA & CUMBERLAND GALLERIA

- Cumberland Galleria has some of ATL metro's biggest growth in revenue per available room
- Close proximity to business market makes it a hotspot for lodging



BUCKHEAD, MIDTOWN & DOWNTOWN

- Downtown has around 11% of total hotel rooms
- Buckhead has the biggest revenue per available room in the metro area





COMPETITIVE POSITIONING

ALPHARETTA, JOHNS CREEK & CENTRAL PERIMETER

- Sandy Springs had 100% of permits for all multifamily structures in 2016 in this area
- Johns Creek had the most permits for single family units (277), followed by Alpharetta (259)



MARIETTA & CUMBERLAND GALLERIA

- Significant housing permits in Marietta for single-family structures
- SunTrust Park was the starting point for the boom of office and residential buildings in Cumberland Galleria



BUCKHEAD, MIDTOWN & DOWNTOWN

- 89% of all 2016 residential housing permits in Atlanta – of a total of 8,031 – were for units of multifamily structures





COMPETITIVE OVERVIEW & POSITIONING

PEACHTREE COMPETITIVE POSITIONING

COMPETITIVE POSITIONING

DEVELOPMENT TYPOLOGIES & INVENTORY

OFFICE

- Respond to growing population wanting to live close to work
- Provide large and intermediate floor plans for tenants need to expand
- Proximity to multi-use transportation



- Co-Working Spaces
- Office & Housing Share Amenities
- Proximity to other modes of commuting

RETAIL

- Localized and unique retail offerings
- Entrepreneurial vendors
- Just a 5 minute walk from a café corner.



- Small-scale shops with focus on Food & Beverage
- Boutique Shops & Showroom Retail

HOTEL

- Shared conference facilities and events place
- Provide hotel offering unique to suburban markets.



- Suburban Boutique Hotel with Mixed Use Development and Entertainment

HOUSING

- Amenitize housing with localized retail offering
- Apartment in designated areas
- Live and work spaces for entrepreneurs



- Infill opportunities for apartments in proximity to multi-modal nodes
- Town homes, and Live Work



Building Performance of Redevelopment Areas

With some of the highest vacancy rates in the Atlanta Metro it important that the City of Peachtree Corners aims to concentrate its strategic efforts related to development. The Figure . provides an additional layer of analysis related to the performance of building stock in the City and the potential for redevelopment where a cluster of buildings are located adjacent to each other and are under performing. While the locations on the map are approximate the map does provide some indication of performance trends and in turn inform areas that could be redeveloped as an agglomeration of sites.

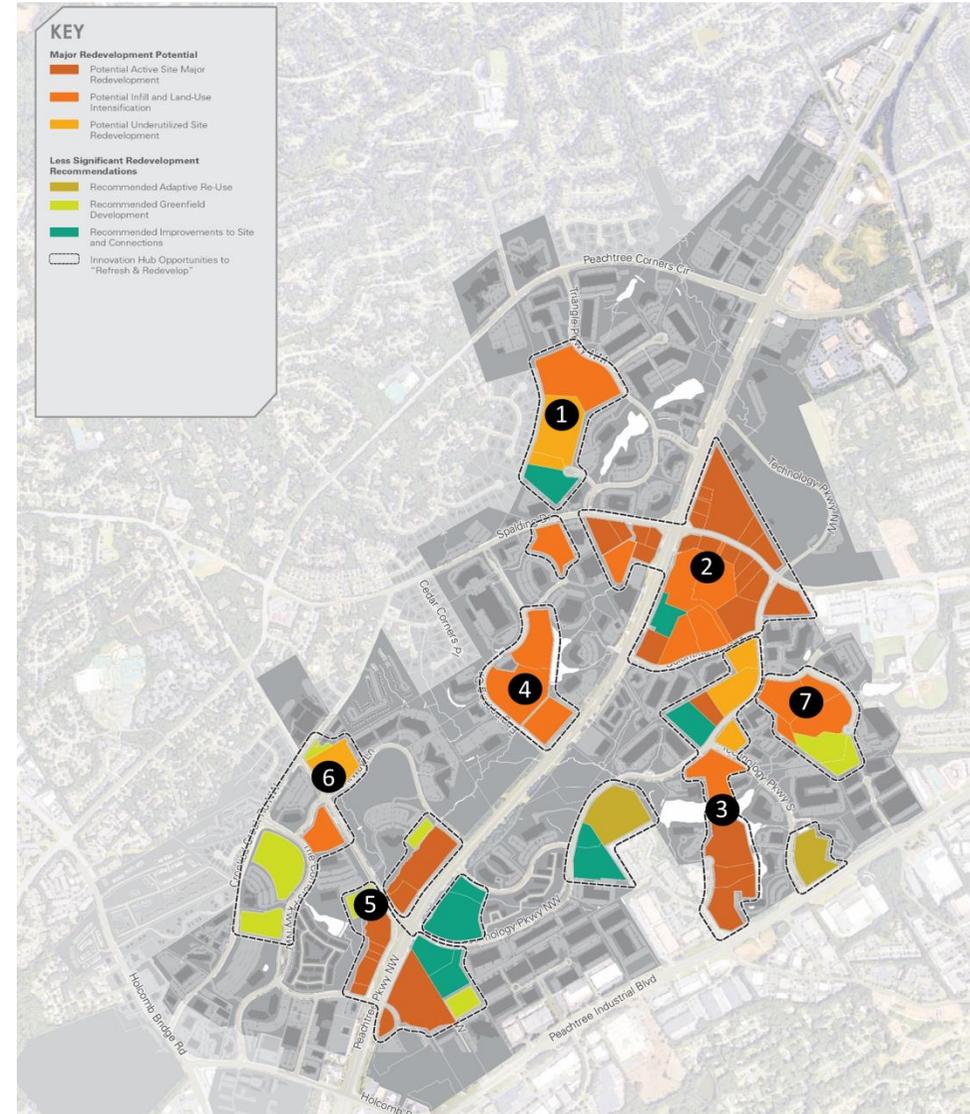
City of Peachtree Corners Estimated Lease Rates:

CLASS A: \$15 PSF - \$21 PSF

CLASS B: \$10 PSF - \$12 PSF

1	 \$21 SF/YEAR*	 \$12.50 SF/YEAR*
2	 \$12 SF/YEAR*	 \$15.50 SF/YEAR*

FIGURE 1.15 - BUILDING PERFORMANCE ESTIMATE OVERVIEW





COMPETITIVE OVERVIEW & POSITIONING PTC OFFICE REAL ESTATE COMPARABLES

LOCATIONS ARE APPROXIMATE

3



4



5



6



7



SOURCES: LoopNet

KEY

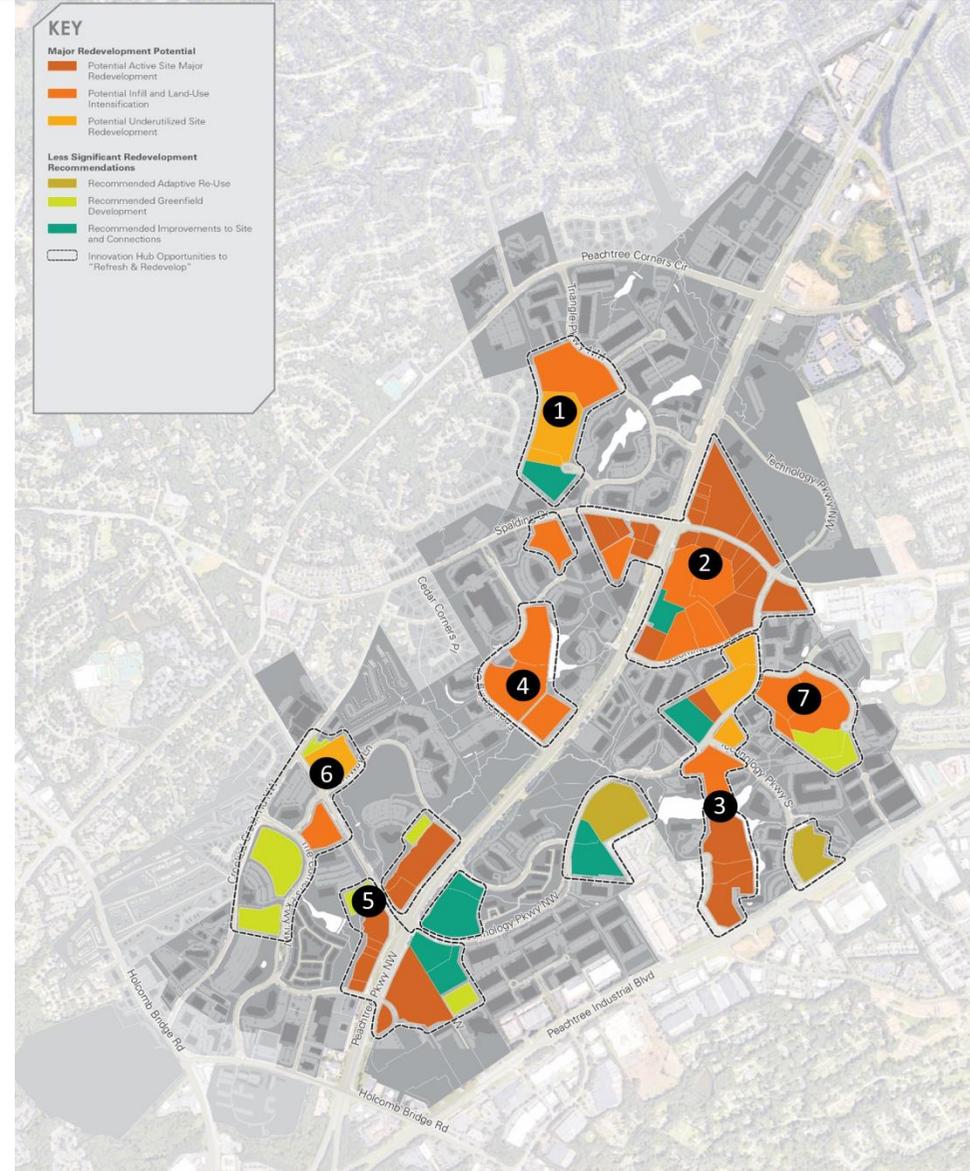
Major Redevelopment Potential

- Potential Active Site Major Redevelopment
- Potential Infill and Land-Use Intensification
- Potential Underutilized Site Redevelopment

Less Significant Redevelopment Recommendations

- Recommended Adaptive Re-Use
- Recommended Greenfield Development
- Recommended Improvements to Site and Connections

Innovation Hub Opportunities to "Refresh & Redevelop"





LARGE OFFICE | AMENITIZED POST-INDUSTRIAL

Large footprint professional services campus with greater exclusivity; dressy-casual setting **repurposes largely vacant industrial and class B office parks** with a landscape based rebrand – activating interstitial areas with landscape amenity.

Key Characteristics

- **Development Features:** Renovated light industrial, logistics or class B office asset with mezzanine and lobby spaces.
- **Amenity Highlights:** Food truck curbs, shared campus bikes, some limited F+B, outdoor game areas.
- **Site Features:** Bold colors and wayfinding in rebrand, outdoor collaboration gardens, covered central event space.



Typical Metrics

- **Site Size:** 5 – 10 AC, 40% Coverage
- **Height:** 1 to 2 Stories x >2 Buildings
- **Plate:** 500' x 120', 50k – 70k
- **Tenant Spaces:** 35k – 100k
- **Yield:** 100k – 300k
- **Parking Ratio:** 5.0 per 1000

Target Users: Large Single and Multi-Tenant, Professional and Tech Services, Large Well-Established Firms, Regional Offices



MIXED-USE | MULTI-TENANT ARTIST COLONY

A mixed-use, art-based live/work community featuring authentic urban lofts and boutique shops and business spaces onsite designed to attract urban dwellers. Provides with a **community area** featuring space for exercise and fitness and a large courtyard for residents.

Key Characteristics

- **Development Features:** For-sale live/work units with a mix of floorplans and authentic loft features such as cement floors, cement columns and exposed ductwork.
- **Amenity Highlights:** Onsite commercial spaces, fitness center, community room.
- **Site Features:** Walking neighborhood, adjacent to Atlanta Beltline. Complete with ample outdoor spaces and expansive central courtyard.

Typical Metrics

- **Site Size:** 5 – 10 AC, 45% Coverage
- **Height:** 1 to 3 Stories
- **Plate:** 500' x 200', 80k – 150k
- **Tenant Spaces:** 4k – 8k
- **Yield:** 200k – 300k
- **Parking Ratio:** 1.0 per 1000

Target Users: Multiple-Tenants, Professionals, Local F+B and Service Amenity Businesses





LARGE OFFICE | LIFESTYLE TECH OFFICE

Lifestyle driven vertical campus which internalizes features **to attract talent on the basis of workplace amenity**; large connected floorplates alternate with gardens, meeting areas, open space, exercise and dining facilities.

Key Characteristics

- **Development Features:** Class-A office with large connected floorplates geared toward collaborative tech and services firms.
- **Amenity Highlights:** Upper level boardwalk connecting conveniences, business services, F+B
- **Site Features:** Highly planned outdoor work space with programming support for social, wellness, fitness, and special events



Typical Metrics

- **Site Size:** 5 – 10 AC, 50% Coverage
- **Height:** 5 to 10 Stories x 2 Buildings
- **Plate:** 275' x 125', 50k – 70k (Connected)
- **Tenant Spaces:** 50k – 240k
- **Yield:** 500k – 750k
- **Parking Ratio:** 5.0 per 1000

Target Users: Large Singular-Tenants, Professional and Tech Services, Mid-Sized Established Firms, Regional HQs



LARGE OFFICE | CASUAL CREATIVE CAMPUS

Intentionally casual campus establishes an **urban muralism** that situates **amenities and collective workspaces together in a 'summer camp' environment**. Akin to a scaled-up co-working space with generous outdoor work space appealing to creatives.

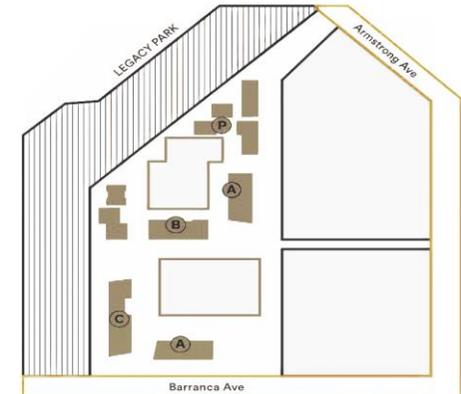
Key Characteristics

- **Development Features:** Class-A office with large multi-tenant floorplates open to shared amenities below.
- **Amenity Highlights:** Indoor and outdoor shared work spaces, 'mess hall market', and campus of small amenity outbuildings.
- **Site Features:** Native plant gardens and tree bisques, peppered with decks, bonfire rings, and walking trails, all under wife.

Typical Metrics

- **Site Size:** 15 – 35 AC, 30% Coverage
- **Height:** 3 to 5 Stories x 4 to 6 Buildings
- **Plate:** 230' x 80', 20k – 25k
- **Tenant Spaces:** 5k – 100k
- **Yield:** 750k – 1M
- **Parking Ratio:** 5.0 per 1000

Target Users: Multiple-Tenants, Professional and R+D Services, Mid-Sized and Startup Firms, Local F+B and Amenity Start-ups





MIXED-USE | CREATIVE OFFICE WRAP

Creative office that serves both **transit-oriented and park-once strategies**; supporting an **active street environment** while able to make large parking magazines disappear into the built fabric.

Key Characteristics

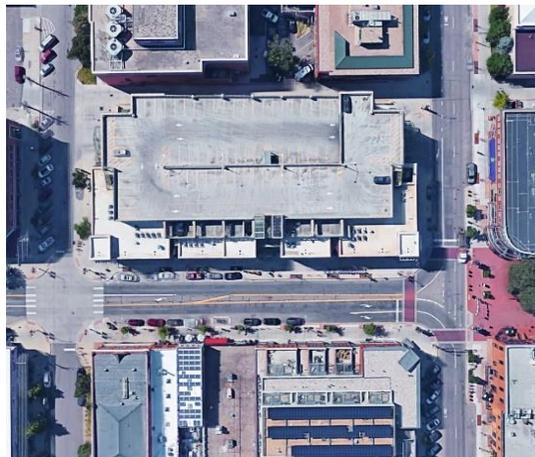
- **Development Features:** Multi-tenant creative office over retail around a shared parking structure.
- **Amenity Highlights:** Amenities for office workers are typically rooftop given that ground floor is public retail frontage.
- **Site Features:** Rich and walkable pedestrian streetscape environment with facilities for transit, cyclists and restaurant seating.



Typical Metrics

- **Site Size:** 1 – 4 AC, 100% Coverage
- **Height:** 2 to 5 Stories x 3 or 4 Sides
- **Plate:** 200' x 55', 5k – 20k
- **Tenant Spaces:** 1k – 20k
- **Yield:** 45k – 90k
- **Parking Ratio:** 3.0 and (5.0 retail) per 1000

Target Users: Service and Creative Professionals, Small and Mid-sized Established Firms, Some Medical and Service Professionals



MIXED-USE | LIVE/WORK TOWNHOMES

Residential community in the **style of classic row housing**, featuring **boutique professional and creative service/craft businesses** with dedicated storefronts, signage, and integrated **ground floor workspace**; separate resident and visitor approaches

Key Characteristics

- **Development Features:** 1 and 2 bedroom residential units, luxury or quality finishes, storefront glass doors on workspaces.
- **Amenity Highlights:** Double height living spaces with roll-top front openings, minimal common areas or facilities.
- **Site Features:** Broad sidewalk/parkways and short term parking band in front, efficient drive aisles in back.

Typical Metrics

- **Site Size:** 3 – 10 AC, 40% Coverage
- **Height:** 3 to 4 Stories x 4 to 20 Clusters
- **Plate:** 50' x 15-19' Wide, 1k – 1.5k
- **Tenant Spaces:** 1.5k – 3k
- **Yield:** 60k – 300k (~20 DU/Ac)
- **Parking Ratio:** 2 per DU + 1 per workspace

Target Users: Small Start-ups and Creative Professionals, Some artisans, perfect for single proprietors in tech and artistic services





OFFICE COMPLEX | LARGE TECH OFFICE CLUSTER

Class A office complex buildings sit on **one large parking podium** with **terraced landscape** feature and **green roof** component.

Key Characteristics

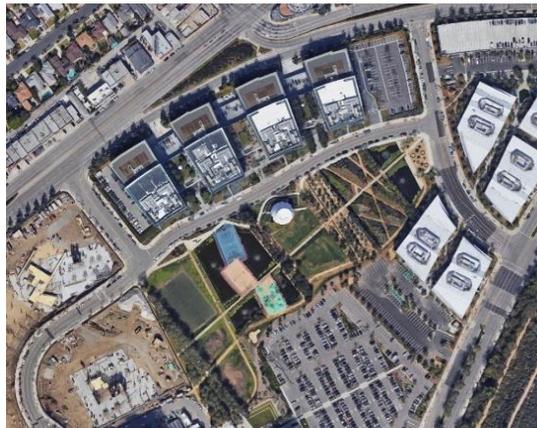
- **Development Features:** Class A office complex sits on one parking podium within a compact urban site.
- **Amenity Highlights:** 2-level garage that contains 944 parking spaces.
- **Site Features:** Green roof and patio on the Fourth floor, private landscaped terraces on the Second floor; adjacent to a 9-ac award-winning designed park.



Typical Metrics

- **Site Size:** 6.5AC, 60% Coverage
- **Height:** 4 Stories x 4 Buildings
- **Plate:** 240' x 135' Wide, 32.4k
- **Tenant Spaces:** 2.6k – 30k
- **Yield:** 325k
- **Parking Ratio:** 3.0 per 1000

Target Users: Tech Giant Regional Branch, Large Tech and Social Media Companies, Institutional Creative/Innovation Center



OFFICE COMPLEX | TECH HQ CAMPUS PARK

Tech giants' headquarter campus park featuring **central open space component** that contains large amount of outdoor rooms, athlete field, and service amenities for promoting healthy lifestyle, communications and collaborations.

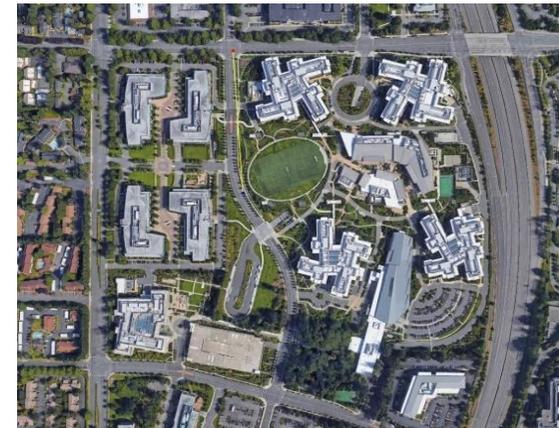
Key Characteristics

- **Development Features:** Tech office campus with spacious open spaces around the individual office complex.
- **Amenity Highlights:** One parking structure underneath several individual office buildings; athlete field; service amenities; bicycle station.
- **Site Features:** An elevated central green space and various commons penetrate the whole site, providing outdoor rooms for interaction and communication.

Typical Metrics

- **Site Size:** 50-70 AC, 40-50% Coverage
- **Height:** 4-5 Stories x 4-5 Buildings
- **Plate:** 120' x 400-650' Wide, 48k-80k
- **Tenant Spaces:** 180k – 320k
- **Yield:** 1.1 M – 2 M
- **Parking Ratio:** 4.0 per 1000

Target Users: Tech Giant Headquarters, Other Large / Mid-sized Tech and Media Firms



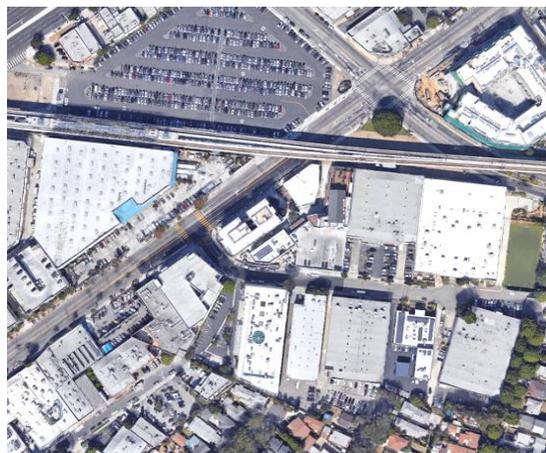


SMALL OFFICE | START-UP COMPLEX

Compact, mixed-use development featuring **transit-oriented and bike/pedestrian friendly environment, attractively designed building façade and flexible leasing-term**; creating an ideal habitat for start-ups and small creative offices.

Key Characteristics

- **Development Features:** Compact mixed-use development infilled on a previous compact car lot.
- **Amenity Highlights:** Lifestyle destination with shops and F&B establishments facing internal passage at street-level, also with event plaza and bike storage on site.
- **Site Features:** Central common green for resting and communication; stylish furniture and wayfinding; pop-up art installations.
- **Site Features:** Shared Co-Working Space and Start-Up Interaction.



Typical Metrics

- **Site Size:** 2 AC, 85% Coverage
- **Height:** 4 Stories x 1 Cluster
- **Plate:** 75' x 150' Wide, 11k
- **Tenant Spaces:** 11.2k for office, 3 – 6k for retail
- **Yield:** 130k (80k office + 50k retail)
- **Parking Ratio:** 3.0 and (5.0 retail) per 1000

Target Users: Small Start-ups and Creative Professionals, Fashion / Lifestyle Retailers, Food & Beverage Establishments, Fitness Amenity



2.0 PTC INNOVATION HUB GOALS & OBJECTIVES

Moving the PTC Innovation Hub forward will be a direct result of local champions, collaboration and a shared vision. In addition to the previous studies, best practices and general market positioning.

Working in collaboration with the Innovation Hub Steering Committee, key themes were identified which are highlighted on the following page. These key themes in turn inform the overall land use framework and real estate development vision later illustrated in the Master Plan. The following section is brief and meant to highlight overlapping themes related to the opportunities and challenges identified within the stakeholder process for this assignment.



WHAT WE HEARD

The “Eco-System of Innovation” is the recognition of converging objectives and priorities for the City Peachtree Corners Innovation Hub Master

TRANSPORTATION ENABLES ECONOMY

A key issue for both attracting a competitive workforce and residents to the City of Peachtree Corners is improved accessibility, mobility and transport.

ONE UNIQUE BRAND

The City of Peachtree Corners is uniquely positioned to leverage the intersection of its high degree of technology within a natural setting: “PTC - Naturally Innovative”.

RETAIN & FOSTER TALENT

As workforce mobility increases, the need to retain talent will be just as important as talent development and attraction.

COORDINATE WITH OTHER SUBURBAN MARKETS

Seeking opportunities to compete for similar goals such as improved transportation infrastructure can be more effectively pursued when lobbying is coordinated.

COMMUNITY OF ACADEMIC ACHIEVEMENT

Given its great firms, schools and proactive government, there are many opportunities to foster a culture of academic achievement.

PROMOTE OUR WHOLE STORY

A comprehensive narrative of what the City has to offer, is essential to building community and competing.

COMPETE THRU THE “COOL”

Cool has to be organic, and a bottom-up approach. Providing opportunity for art, technology, celebration and entrepreneurship to occur in close quarters is critical.

LET THE DENSITY HAPPEN

Allowing a range of densities in the City enhances development feasibility and provides options to land owners looking at options for redevelopment or infill development.

HOUSE THE TALENT

Affordable, and diverse housing that it integrated into a pattern of mixed-use development with proximity to amenities will be a significant priority in attracting and retaining talent of all ages, skill levels and industries.



1. PRIORITIZE A **CONTINUOUS ROUTE** THAT LINKS ALL HUB AREAS

One of the key challenges facing the PTC Innovation Hub is the east-west crossing of Peachtree Parkway. Building on the efforts of the City's ongoing Comprehensive Transportation Plan and the Multi-Use Trail, a key priority for the PTC Innovation Hub is to connect the many separate and isolated "islands of activity" that are located within the study area.

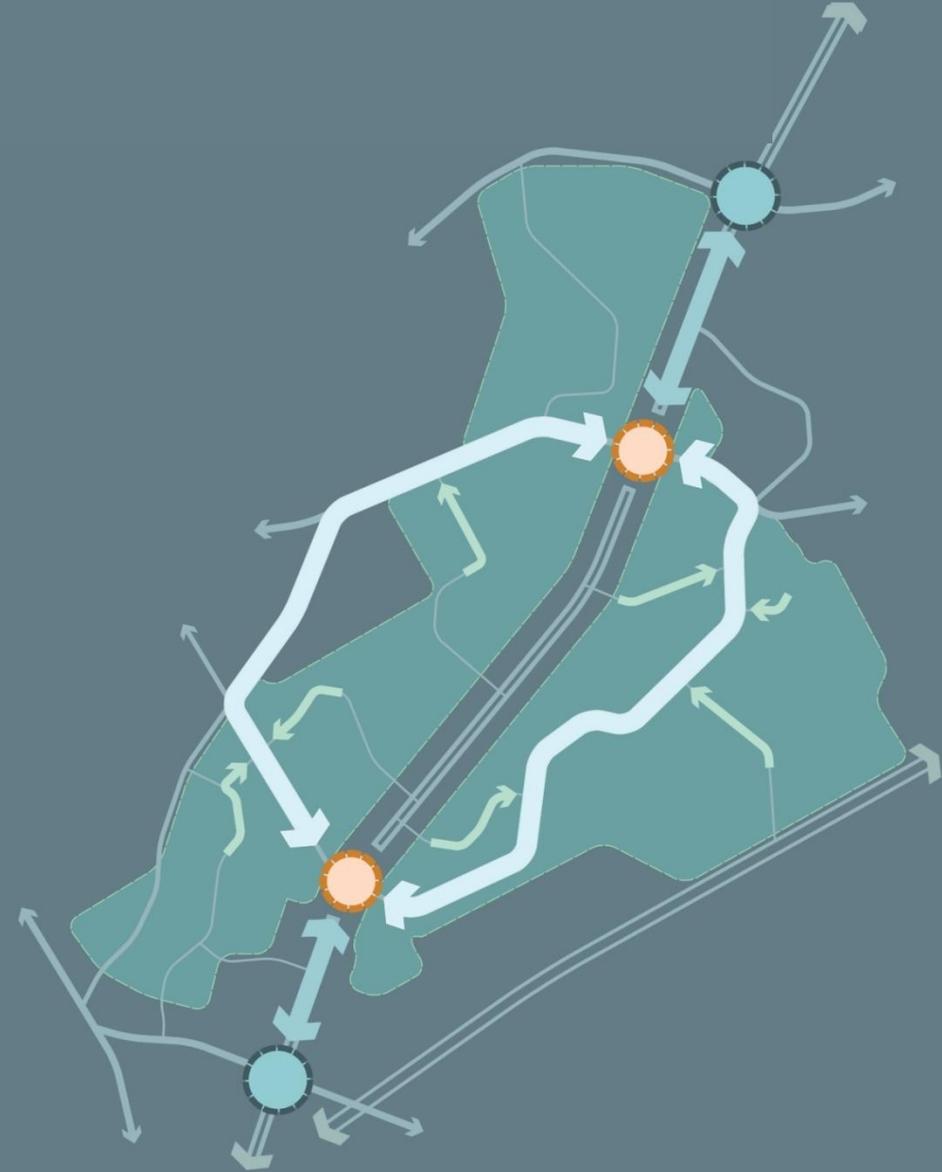
The Innovation Hub would embellish the proposed Multi-Use Trail and the efforts of the Comprehensive Plan with a continuous route linking all the major hub areas where development would be focused in the future.





2. PROVIDE **MULTI-MODAL TRANSPORTATION BETWEEN GATEWAYS**

The second objective of the Innovation Hub would be increasing multi-modal transportation options between the major gateways in the north and south. As illustrated in the diagram, internal streets would feed into the major continuous route and aid in improving internal connectivity.





3. PROPOSE A **SERIES OF CONNECTED FEATURES** AROUND THE HUB

Working in alignment with the identified areas of suburban redevelopment and the continues route, a series of nodes would form at key points along this route. These would form nodal points where development could occur at particular sites and move outwards as demand and recognition grows.



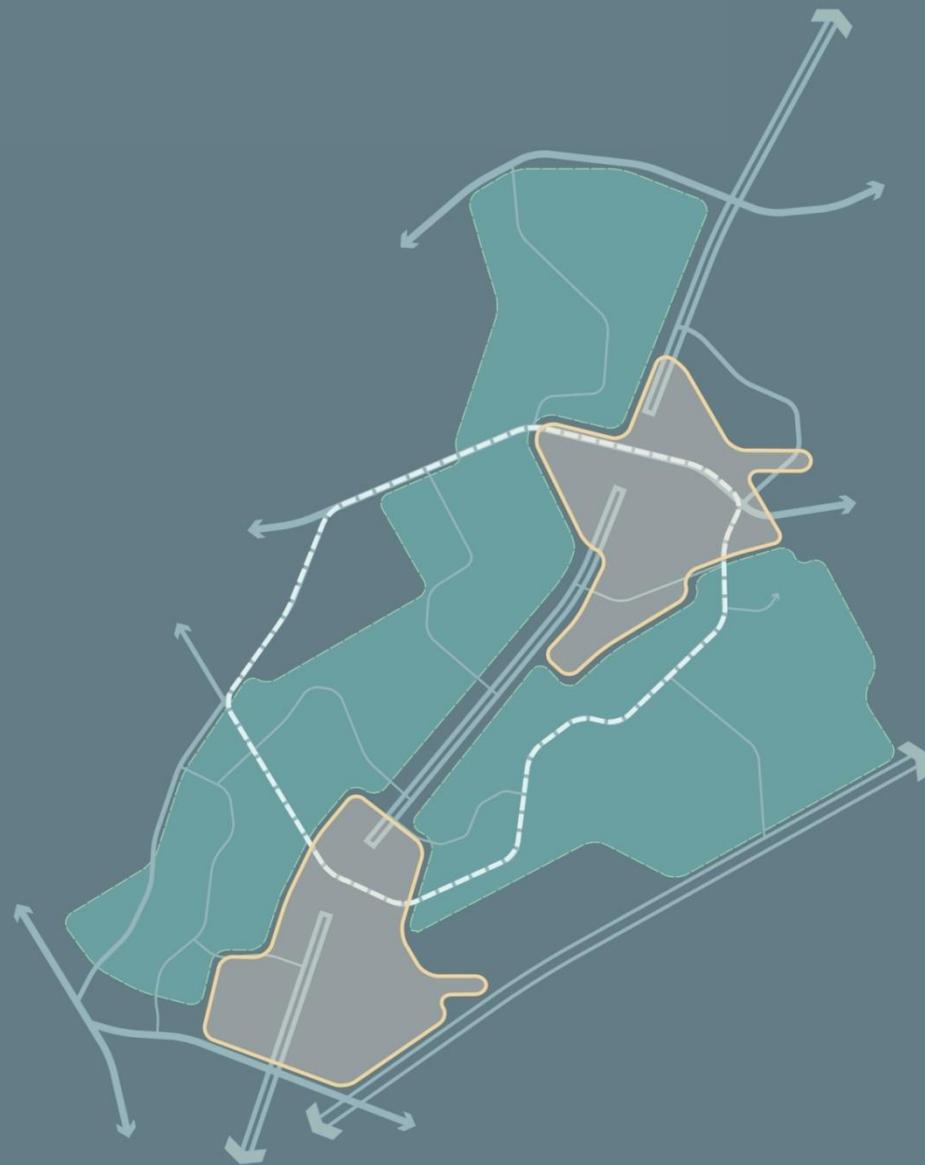


4. PROMOTE **GATEWAYS** AS COMMON GROUND AMONG MAJOR HUB AREAS

Gateway areas are extremely important in communicating to visitors, residents and businesses that they are entering a City with its own unique cultural context, lifestyle, business environment, history and aspirations. The gateways of the City of Peachtree Corners are tasked with this mandate.

The gateways of the Innovation Hub specifically act as common ground for fostering innovation-related economic development, real estate investment and community building.

Capitalizing on where there are multiple redevelopment opportunities, the gateways of the Innovation Hub are also defined by economic positioning, and a conceptual framework for land use and transportation that provide opportunities for connecting to new housing development via green pathways.





5. PREPARE THE **NETWORK OF TRAILS** **AND PARKS TO BENEFIT ALL AREAS**

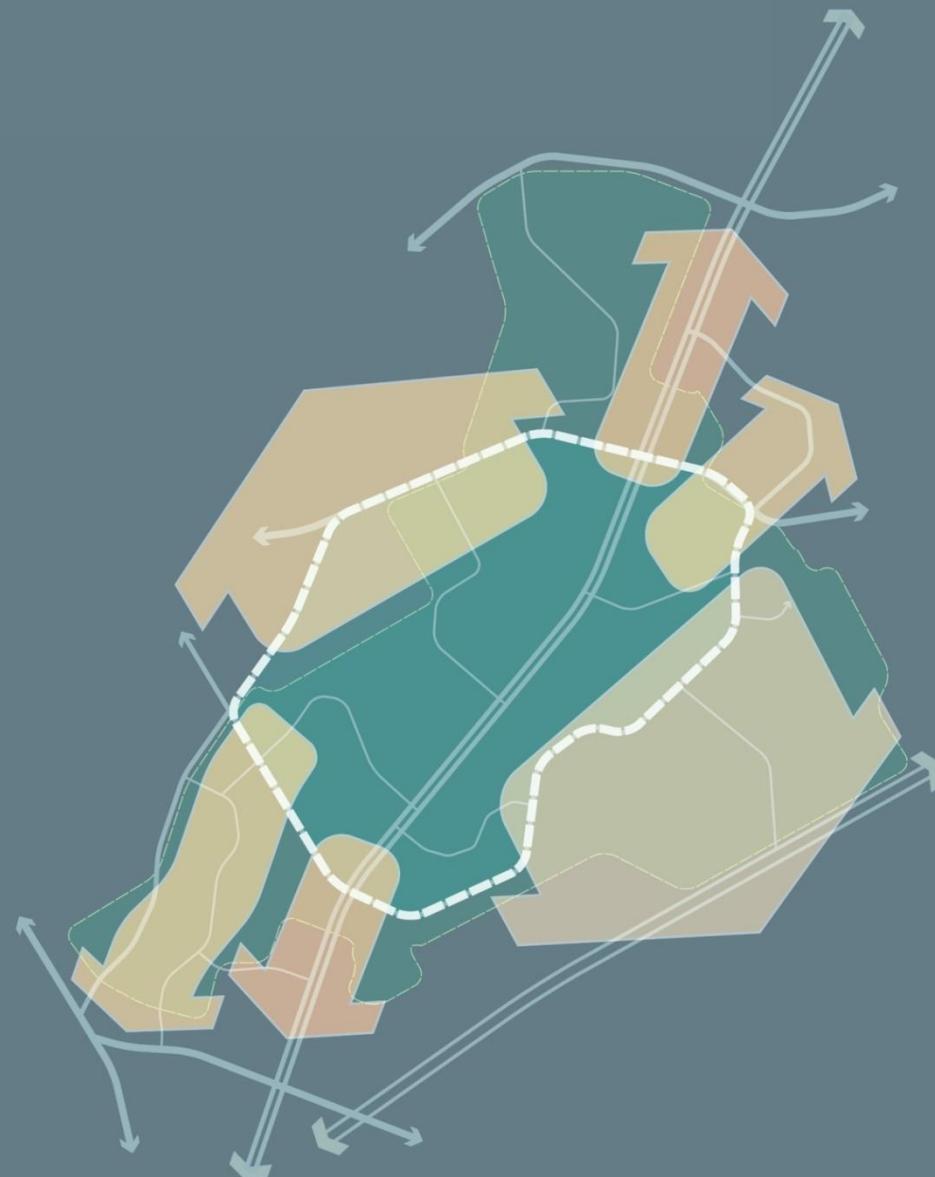
the Network of Trails and Parks of the Innovation Hub aim to embellish the proposed Multi-Use Trail System by linking the nodes, and proposed redevelopment areas via green pathways. Furthermore, the parks and greenspace aim to provide open space within proximity to each major redevelopment area.





6. POSITION **COMMUNITY** **APPROPRIATE USES AT THE** **INNOVATION HUB EDGE**

Given the continuous route, and the nodes of development that occur along the route, a key priority is to ensure that the interface of uses along the edges are appropriate and community sensitive. Building on the Community Engagement efforts of the LCI, the recommended Connection Frameworks, Development Frameworks and Master Plan Framework which follow all are informed by this priority and the ones described before.



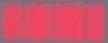


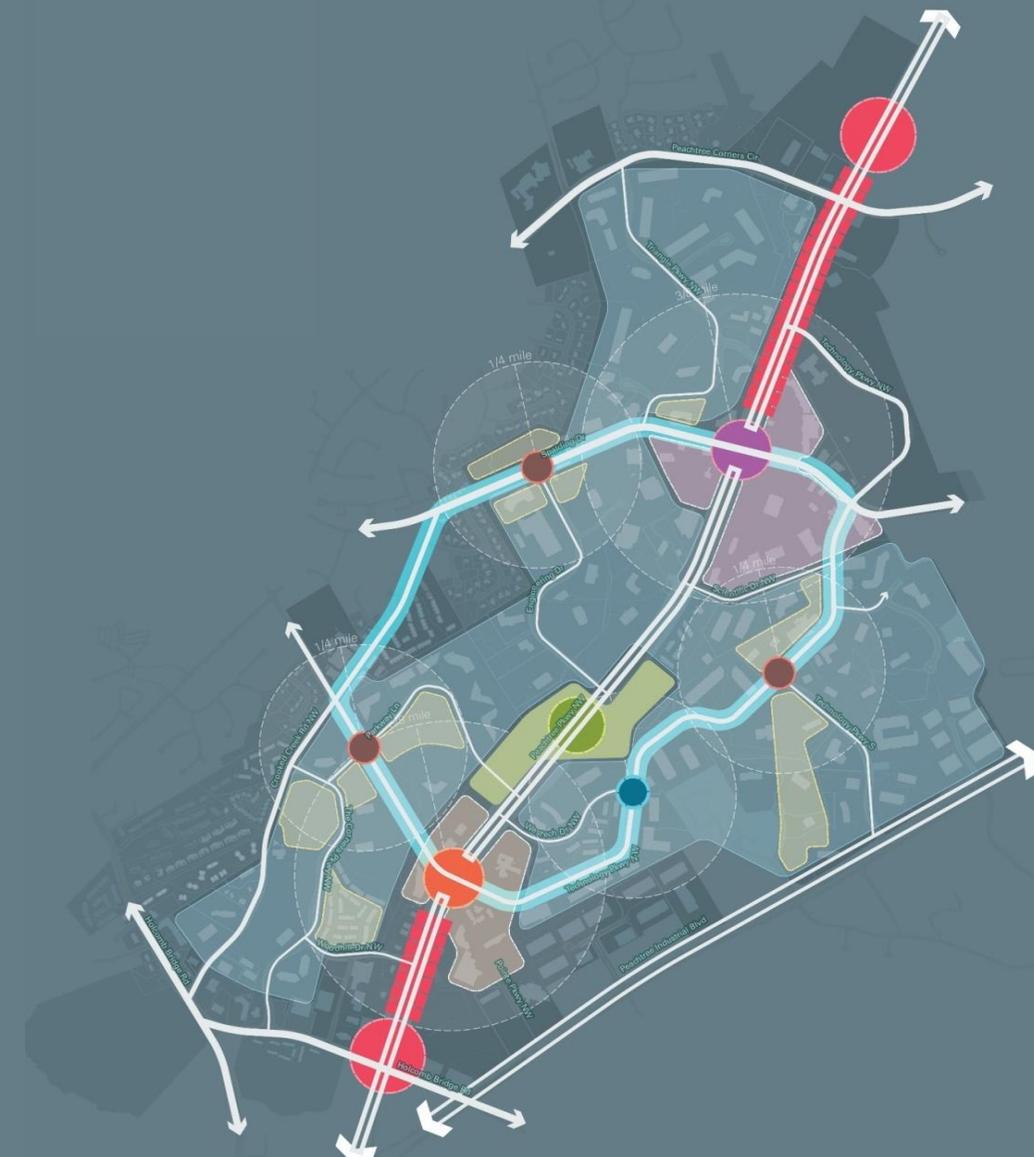
MASTER PLAN CONCEPTS & LAND USE PLAN CONNECTION FRAMEWORKS





MASTER PLAN CONCEPTS & LAND USE PLAN DEVELOPMENT FRAMEWORKS

-  Town Center Node (LCI)
-  Corridor Redevelopment (LCI)
-  Integrated Workplace Node (IHMP)
-  Visitor + Conference Node (IHMP)
-  Community Recreation Node (IHMP)
-  Neighborhood Development Node (IHMP)
-  Innovation Hub Multi-Modal Ring
-  5 Minute & 10 Minute Walking Radii





MASTER PLAN CONCEPTS & LAND USE PLAN DEVELOPMENT FRAMEWORKS

Excite: Visitor, Retail and Entertainment Focus Area

- Boutique Shops + Restaurant Row**
 - Mural Festival**
 - Joint Conference Center**
 - Wholesale Trade Mart**
 - Digital Community Showcase**
- Infrastructure Improvements:**
- +Pedestrian Hotel Connector
 - +Wifi Hot Spot
 - +Dorville MARTA Connection
 - +High-Profile Public Plaza
 - +Parkway Pedestrian Bridge
 - +Wayfinding Demonstration Project

Encourage: Business Incubation and Startup Focus Area

- Co-Working Expansion Space**
 - Business Welcome Center**
 - Disruption-Fest/Hackathon**
 - Bikery**
 - Smart Cities Test Bed**
- Infrastructure Improvements:**
- +Pedestrian Hotel Connector
 - +Trail Parcourse Facilities
 - +Wifi Hot Spot

Explore: Creative Campus Environment Focus Area

- Collaborative Design Center**
 - Joint Additive Manufacturing Center**
- Infrastructure Improvements:**
- +Wifi Hot Spot

Engage: Mixed-Use Workplace Campus Focus Area

- Gourmet Incubator/Food Hall**
 - Precision Medicine Clinic**
- Infrastructure Improvements:**
- +Pedestrian Hotel Connector
 - +Express Lanes Parkway Underpass
 - +Wifi Hot Spot
 - +Dorville MARTA Connection

Enable: Community Living and Working Environment Focus Area

- Indoor Athletics Use**
 - Performing Arts + Sculpture Park**
 - Food Truck Fair**
 - Bikery-Brewery**
 - Elder Residential College**
- Infrastructure Improvements:**
- +Wifi Hot Spot
 - +Public Structured Parking

Energize: Workplace Enhancement Focus Area

- Co-Working Expansion Space II**
 - Corporate Campus Amenity Package**
- Infrastructure Improvements:**
- +Wifi Hot Spot

Enhance: Business and Company Retention Focus Area

- Joint Digital Forensics Teaching Lab**
- Infrastructure Improvements:**
- +Wifi Hot Spot
 - +Public Structured Parking

Escape: Open Space Preservation Focus Area

- Environmental Nature Center**



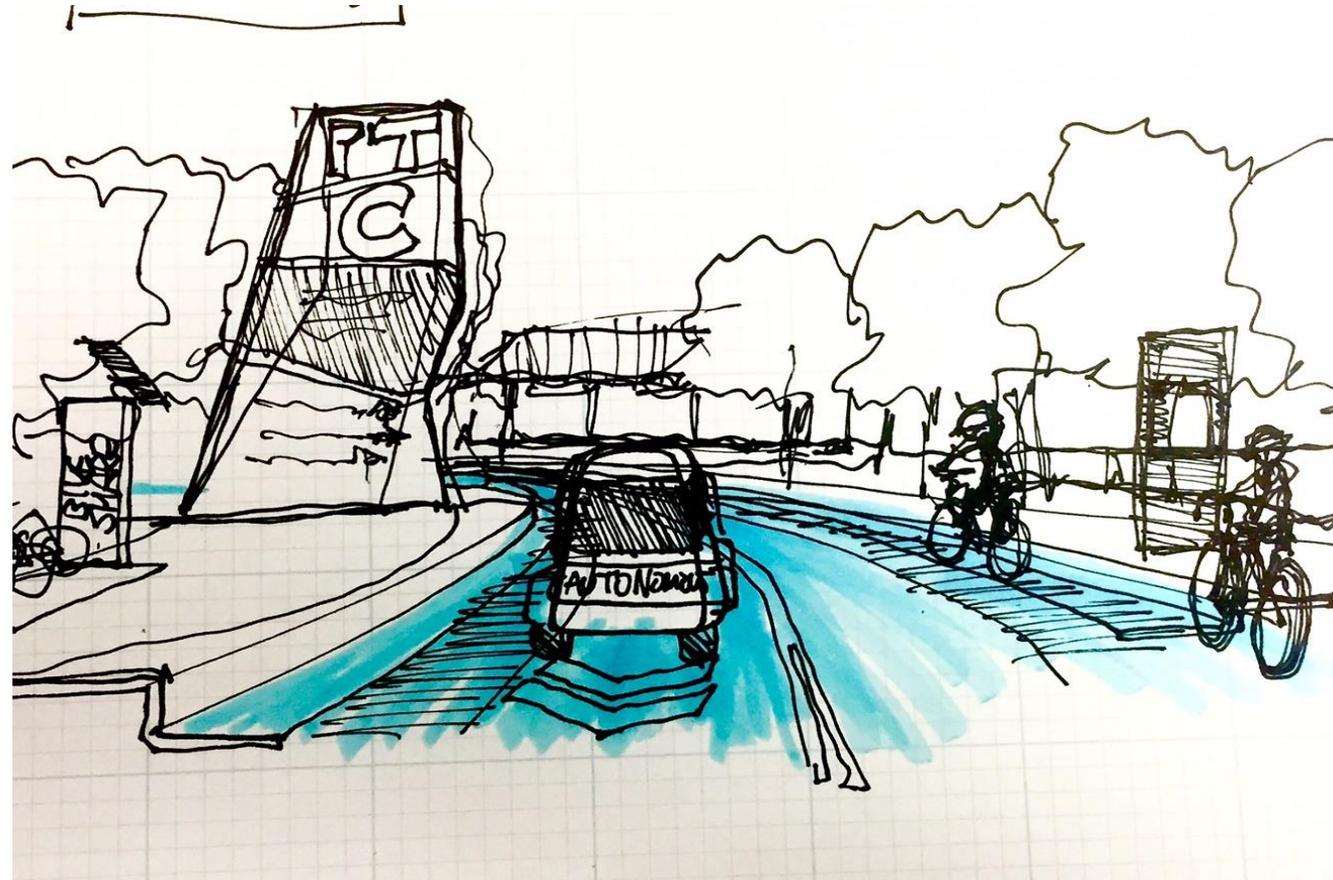


3.0

MASTER PLAN FRAMEWORK

The Master Plan Framework coalesces the various elements of the background into a cohesive strategy of Economic Development and Urban Planning

The Master Plan Framework builds on the previous objectives related to the physical framework and embellishes it with potential catalyst projects, and more detailed conceptual planning. The following section highlights general planning areas along with potential Catalyst Projects related to the Eco-System of Innovation and finally related to both Development Strategy and Design Strategy.



Catalyst Projects

Reflecting on the previous iterations of background analysis and review including: stakeholder engagement, best practices and case studies, economic cluster analysis market analysis, physical constraints and opportunities analysis, a number of catalyst project concepts are discussed in the next section.

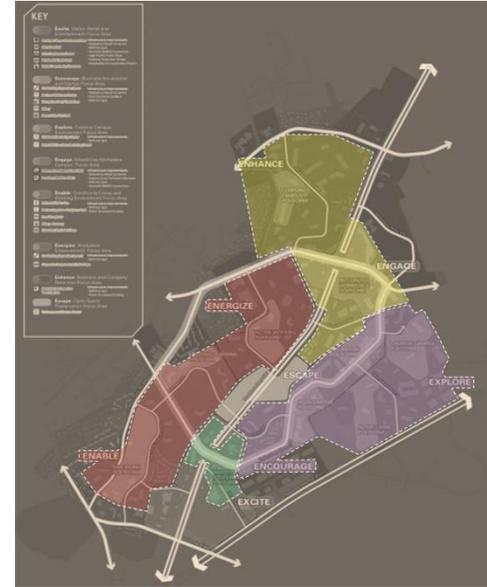
The Catalyst Project Concepts are informed by the background analysis; however, it should be noted that further vetting of these potential projects should occur at later stages after initial consensus of the prioritized initiatives has taken place.

The following section provides general descriptions of potential projects that aim to incorporate elements of the Eco-System of Innovation into a Master Plan Framework. For example, catalyst projects that generally recommend certain types Land Uses, Real Estate Projects or Transportation improvements are those most closely related to Suburban Redevelopment. Economic Development initiatives that aim to foster job creation, and the free flow of knowledge and information are likely those elements that relate to Innovation Clusters.

“Wildcard” Catalyst Projects are primarily focused on amenities, entertainment and community. While it is recognized that these categories do overlap, the “Eco-System of Innovation” provides a good framework for tracing the original project objectives from being strictly conceptual to real-life opportunities located within given areas to build upon each other and bring out change for the residents, businesses and future generations of the City of Peachtree Corners.

As illustrated in **Figure - 3.1** there are four (4) planning areas (PTC North, PTC South, PTC East and PTC West). Catalyst Projects concepts are recommended for each of the planning areas.

FIGURE 3.1 - PTC INNOVATION HUB PLANNING AREAS



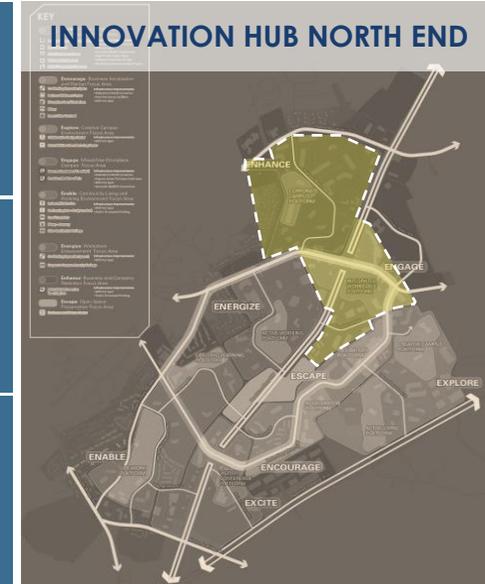


MASTER PLAN CONCEPTS & LAND USE PLAN NORTH END – ENHANCE & ENGAGE:

POTENTIAL CATALYST PROJECTS

DEVELOPMENT PLATFORMS: FULL SERVICE, COLLABORATION & CONVENIENCE

	<p>GOODWILL MIXED USE REDEVELOPMENT</p>	<ul style="list-style-type: none"> • Potential Redevelopment of the “Goodwill Site” into a Mixed-Use Hub reincorporating Goodwill’s operations into a node that also includes restaurants, rental housing, civic-use and creative office. • Incorporation of the Innovation Shuttle, Bike Path into a Multi-Modal area co-mingling people from all walks of life.
	<p>PUBLIC STRUCTURED PARKING</p>	<ul style="list-style-type: none"> • Shared Structured parking facility in proximity to Innovation Hub Shuttle Service, Multi-Use Trail and Designated future Bike Path. • Allows PTC residents, workers and visitors to “park and walk, bike or hike” to a concentration of amenities while distributing cost of structure.
	<p>GRADE SEPARATED EAST-WEST CROSSING</p>	<ul style="list-style-type: none"> • Grade Separation intersection to improve traffic flow travelling throughout Peachtree Corners. • Integrated Innovation Hub Shuttle Stop to allow for effective east-west connectivity.
	<p>WIFI HOTSPOTS & FIBRE OPTIC NETWORK</p>	<ul style="list-style-type: none"> • City partnership providing fibre optic network infrastructure to increase average broadband speeds as a means of retention, expansion and attraction of industry. • Select free WIFI Hot Spots in public spaces including plazas and major Innovation Hub Shuttle Stops.
	<p>CULINARY INCUBATOR & CAFÉ TERRACE</p>	<ul style="list-style-type: none"> • Builds on the burgeoning culinary scene of the Atlanta Metro, and the role of food & beverage in attracting both millennials and “perennials”. • Fostering Culinary Innovation, Creative and Entrepreneurship through provision of affordable space and a businesses audience.





POTENTIAL CATALYST PROJECTS

DEVELOPMENT PLATFORMS: VISITOR ENTERTAINMENT & CONVENIENCE

	<p>INNOVATION HUB SHUTTLE</p>	<ul style="list-style-type: none"> Autonomous Circulator Shuttle effectively linking the existing separate nodes of development into an Innovation Hub. Potential first phase running North-South with second phase circling the Hub Area.
	<p>COMMUNITY, HOTEL & RETAIL WALKWAY CONNECTOR</p>	<ul style="list-style-type: none"> Pedestrian mobility infrastructure connecting the strong concentration of Hotels and Visitors to the concentration of Retail & Shopping along Peachtree Parkway. Additional pedestrian link from new Twin Lakes Development into a Hotel & Entertainment Village .
	<p>JOINT EDUCATION & SHARED CONFERENCE CENTER</p>	<ul style="list-style-type: none"> Multiple Educational Providers providing embedded education, training facilities and international education in partnership with local educational and industry leaders. Shared conference facilities for surrounding hotels to further entice demand for hotels.
	<p>BUSINESS WELCOME CENTER & FULL SCALE CITY MODEL</p>	<ul style="list-style-type: none"> Welcome Center would actively engage visitors, illustrating the current priorities, objectives and projects of the City. Located amongst a program of mixed-use and entertainment, and would also inform residents on the achievements of the City.
	<p>MIXED USE HOTEL & ENTERTAINMENT VILLAGE WITH FOOD HALL</p>	<ul style="list-style-type: none"> Leveraging the strong concentration of hotels to build a village of restaurants, small-scale shops and public space for both business travellers and the growing population of the south side. Providing a localized walkable village that is in proximity to hotel guests, and compliments the existing retail inventory over time.

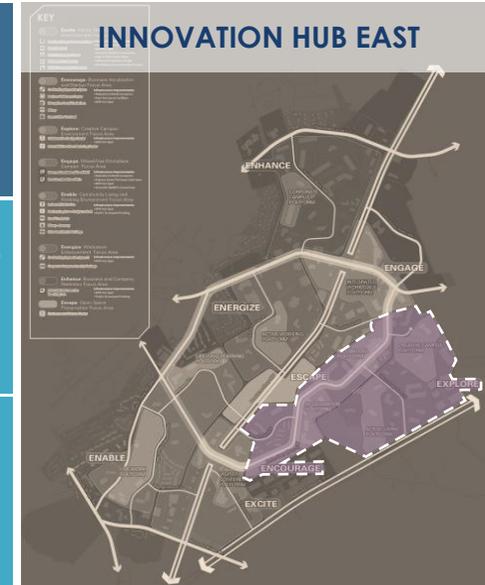




POTENTIAL CATALYST PROJECTS

DEVELOPMENT PLATFORMS: INCUBATION, ACTIVE LIVING, CREATIVE RETREAT & ESTABLISHMENT

	<p>CO-WORKING SPACE</p>	<ul style="list-style-type: none"> Building on the strength of Prototype Prime and the growing demand for Co-Working space in the Metro Area, these spaces could come from the repurposing of existing vacant space to accommodate growing companies looking for affordable space.
	<p>COLLABORATIVE DESIGN CENTER (DUDOC)</p>	<ul style="list-style-type: none"> A platform for companies focused on the application of consumer-driven Green Technology, Sustainability & Innovation to enter the U.S. market. Extensive expertise in Repurposing & Developing existing office space as well as introducing companies to new markets.
	<p>SMART CITIES R&D AND DEMONSTRATION PROJECT TEST SITE</p>	<ul style="list-style-type: none"> In keeping with innovation, the Smart Cities R&D and Demonstration Project Test Site would function as a leader in exploring public sector application of Smart Cities technologies such as Autonomous Vehicles, Renewable Power & Closed ring Infrastructure.
	<p>FITNESS TRAIL PARCOURSE</p>	<ul style="list-style-type: none"> Embellishing the proposed Multi-Use Trail with fitness related equipment suitable outdoor weather, with use from everything from Bootcamp type events or everyday exercise. Functioning as a community gathering hub the Parcourse is family friendly and attracts a wide audience.
	<p>MURAL FESTIVAL</p>	<ul style="list-style-type: none"> Community Building event to foster interaction amongst PTC's residents, businesses as well as those from outside the area who are artists, entrepreneurs, and creatives. Designated buildings are volunteered by business owners within the area which could be potentially incentivized through P3s.





POTENTIAL CATALYST PROJECTS

DEVELOPMENT PLATFORMS: ACTIVE WORKING & LIFE-LONG LEARNING

	<p>CORPORATE SPONSORED AMENITY PACKAGES</p>	<ul style="list-style-type: none"> • Opportunities to infill in and connect in unique ways such as re-imagining retention areas with floating steps leading to a shared communal area for daytime workers sharing lunch, conversation or and outdoor area for meetings.
	<p>LIFE LONG LEARNING CAMPUS</p>	<ul style="list-style-type: none"> • Center of education for PTC citizens with a focus on those who may be semi-retired and are looking to both learn new skills and teach young entrepreneurs.
	<p>SMART SCREENS & WAY FINDING DEMONSTRATION PROJECT</p>	<ul style="list-style-type: none"> • PTC branded and interactive art displays, advertisement & wayfinding will act to inform visitors of Peachtree Corners history, business environment, "how to get around and industry leaders.
	<p>NEIGHBORHOOD BREW HOUSE & INDOOR REC</p>	<ul style="list-style-type: none"> • Local Brewery with small-scale pub that provides residents of the east a neighborhood destination and "third place" as well as provides opportunities for creating jobs and promotion for the City – "PTC Brewing".
	<p>DAILY FOOD TRUCK HUB & SUMMER FARMERS MARKET</p>	<ul style="list-style-type: none"> • Designated area for "food-preneurs" to provide a much needed "amenity" to the growing workforce of the west end. • Running Monday to Friday, the "Hub" can also be a major City Event celebrating Georgia's unique and ever burgeoning culinary scene.





District Level Strategies

With the goals and objectives of the overall conceptual planning framework established, and the potential Catalyst Project Concepts explored, the District Level Strategies begin to mesh together key recommendations into a framework of Development and Design.

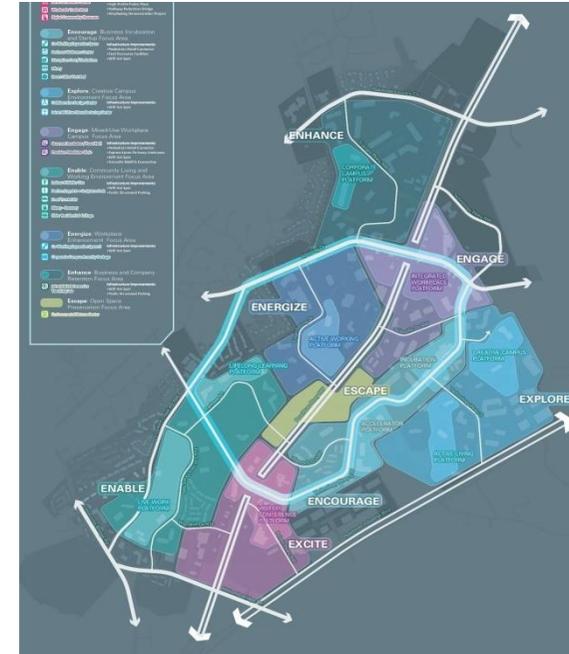
Within each larger Planning area there are smaller districts and even smaller platforms. These districts, and the platforms within them, each have a market positioning and community function as a means of accomplishing the goals and objectives of the Innovation Hub Master Plan. Each District Level Strategy contains with it a general Development Strategy and Design Strategy.

The Development Strategy provides recommendations on whether an agglomeration of sites is better suited to Redevelopment, Repurposing or Infill. Furthermore, the Development Strategy, indicates the suitable location for potential Catalyst Projects as well as Development Mechanisms for Real Estate that may have application as part of triggering development or exploring opportunities for partnership.

The Design Strategy provides recommendations on the optimal conceptual layout of land use, transportation and Development Typologies. The co-location of land uses, connecting nature of transportation and introduction of new-to-market Development Typologies are integral in ensuring that site specific development and economic proposal work in tandem and as a whole for the betterment of the entire community.

Reflecting on the Goals and Objectives:

- Prioritize a continuous route that links all Hub Areas
- Provide Multi-Modal Transportation Between Gateways
- Propose a series of connected features around the Hub
- Promote Gateways as Common Ground Among all Major Hub Areas
- Prepare the Network of Trails and Parks to Benefit all Areas
- Position Community Appropriate Uses at the Innovation Hub Edge





PTC NORTH | ENHANCE DISTRICT

COMPETITIVE POSITIONING: GENERATE EXCITEMENT IN LOCALS AND VISITORS AROUND PTC INNOVATION HUB INITIATIVES & INVESTMENT OPPORTUNITIES.

Retention of flagship companies and attracting new ones often borrows from the same strategies used to “energize” the office market nearby; but with an eye toward as-needed improvements that support multi-building tenancy. The “Enhance” aims to ensure large established national and international firms feel confident and comfortable locating major R/D and employee clusters in Peachtree Corners. Secured environments, accessible amenities, on-point supportive services, and public realm and urban brand upgrades are some of the elements that enhance locational loyalty in the Innovation Hub.



STRATEGIC GOALS

Land Use: Retain existing flagship companies through incentives for renovation and connections to local retail amenities.

Transportation: Reach northern Innovation Hub district with alternative transportation modes connecting to the main innovation ring road and southern visitor and conference platform.

Environment: Renovate landscapes around key flagship campuses to improve their presentation and coherent appearance.

POTENTIAL CATALYSTS & DEVELOPMENT PROJECTS

COWORKING SPACE:

- Long-Term affordable space for start-ups that have moved past their initial phase.

CREATIVE OFFICE INFILL:

- Intensifies area with new office inventory and allows for retail clusters interfacing with neighborhood.

AUTONOMOUS TESTING GROUND:

- Provides opportunity for increased Housing Choice through Mixed-Use Development.

JOINT DIGITAL FORENSICS TEACHING LAB:

- Provides opportunity for increased Housing Choice through Mixed-Use Development.

NEIGHBORHOOD CAFÉ:

- Provides access to “third place” for local residents to unwind between work and home.



PTC NORTH | ENHANCE DISTRICT





PTC NORTH | ENHANCE DISTRICT



KEY

- Community Resource Recommendations**
 - Education Facility or Program Recommended
 - Housing Development Opportunity
 - Housing Planned / Under-Construction
- Wayfinding + Identity Recommendations**
 - Major Innovation Hub Gateway Signage
 - Secondary Innovation Hub Gateway Signage
 - Innovation Hub Directional Sign
 - Multi-Media Showcase Opportunity
- Open Space Recommendations**
 - Community Showcase Environment
 - Retail-Mixed Use Pathway In-Detail
 - Business Park Pathway In-Detail
 - Publicly-Accessible Open Space
- Transportation Recommendations**
 - Multi-Modal Streetscape w/ Dedicated Lanes
 - Multi-Modal Streetscape w/ Shared Lanes
 - Shared Parking Structure
 - Innovation Hub Shared-Use Vehicle Station
 - Innovation Hub Bikeshare or Bike Station
- Development Recommendation**
 - Infill or Development Recommendation
 - Re-Use Recommendation
- Innovation Hub Framework Elements**
 - Innovation Hub Multi-Modal Loop
 - Innovation Hub Platform
 - Economic Advancement Areas



PTC NORTH | ENGAGE DISTRICT

COMPETITIVE POSITIONING: *ENGAGE WITH SUPPORTIVE SERVICES AND COLLABORATORS IN A CAMPUS ENVIRONMENT.*

An eminently renowned and productive workplace begins with a full spectrum of support services, daily conveniences, and high-end amenities accessible in one place. The goal here is to develop a cohesive, walkable campus where large, mid-sized, and large established professional services companies feel engaged in a full-service community.

Executive and signature amenities, group catering, campus valet, mixed-use integration, and consistent branding and landscapes support a district level class-A aura.



STRATEGIC GOALS

Land Use: Integrate infill development for a wide range of development types together in a workplace campus that incorporates or connects a mix of uses, services, and amenities.

Transportation: Absorb vehicles in a park-once strategy to preserve an internal pedestrian campus environment.

Environment: Offer a variety of hard and soft landscapes that support events and working in a comfortable, digitally connected, outdoor campus setting.

POTENTIAL CATALYSTS & DEVELOPMENT PROJECTS

GOODWILL MIXED USE REDEVELOPMENT:

- Increased housing choice through Mixed-Use Development.

GRADE SEPARATED EAST-WEST CROSSING:

- Improves east-west connectivity and north-south traffic flow.

PUBLIC STRUCTURED PARKING:

- “Releases” surface parking for infill; shares costs and aligns with AV Ring Stops.

WIRED CAMPUS:

- Enhanced Internet Speeds to attract and retain firms. With a focus on embellishing the existing medical cluster present in the area.

CULINARY INCUBATOR & CAFÉ TERRACE:

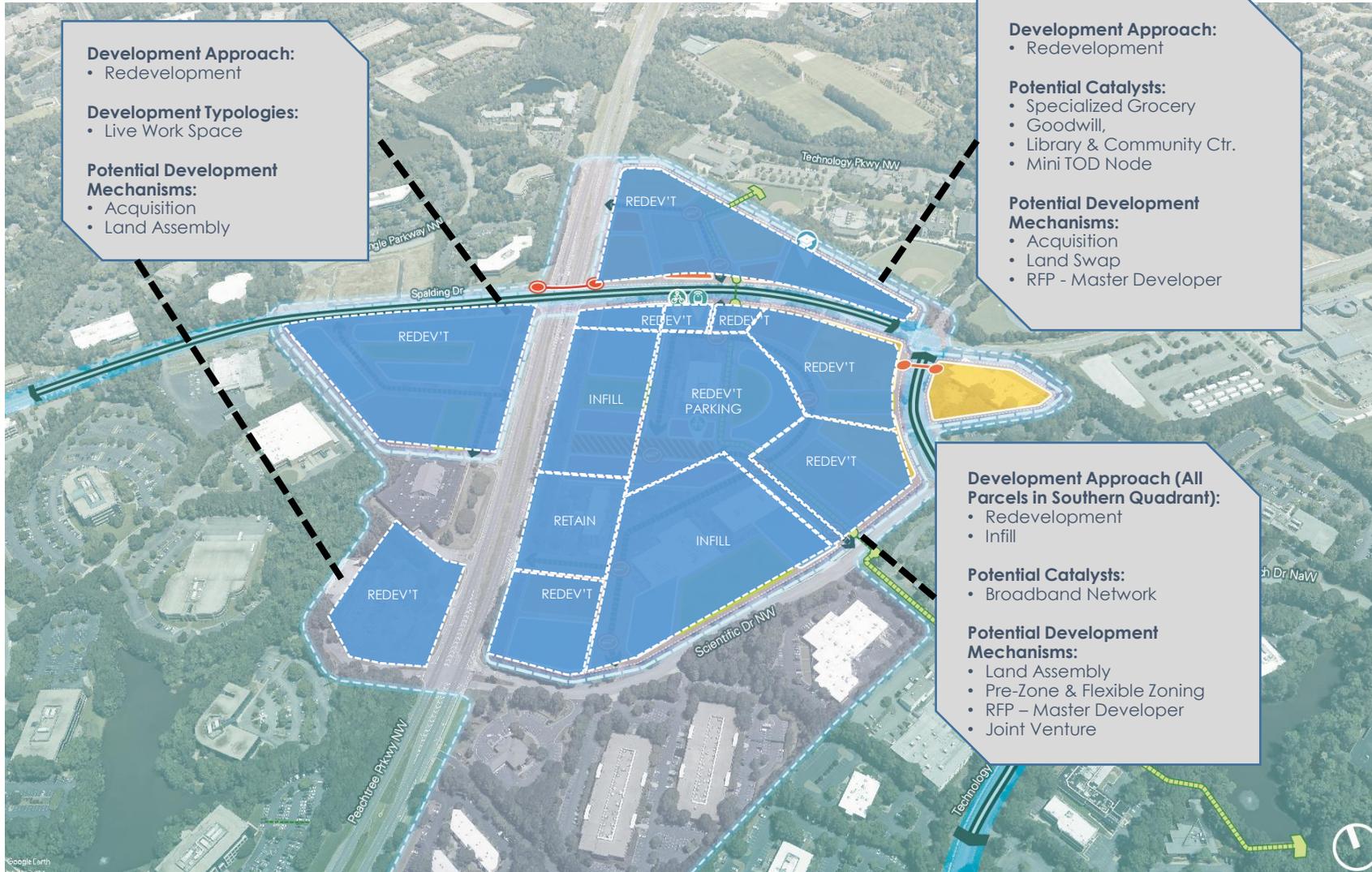
- Works in tandem with a population of day-time workers to provide food choice.
- Provides opportunity to expand in other areas of the City via food truck.

SPECIALIZED GROCERY:

- Responds to future infill development of housing and day-time workers.

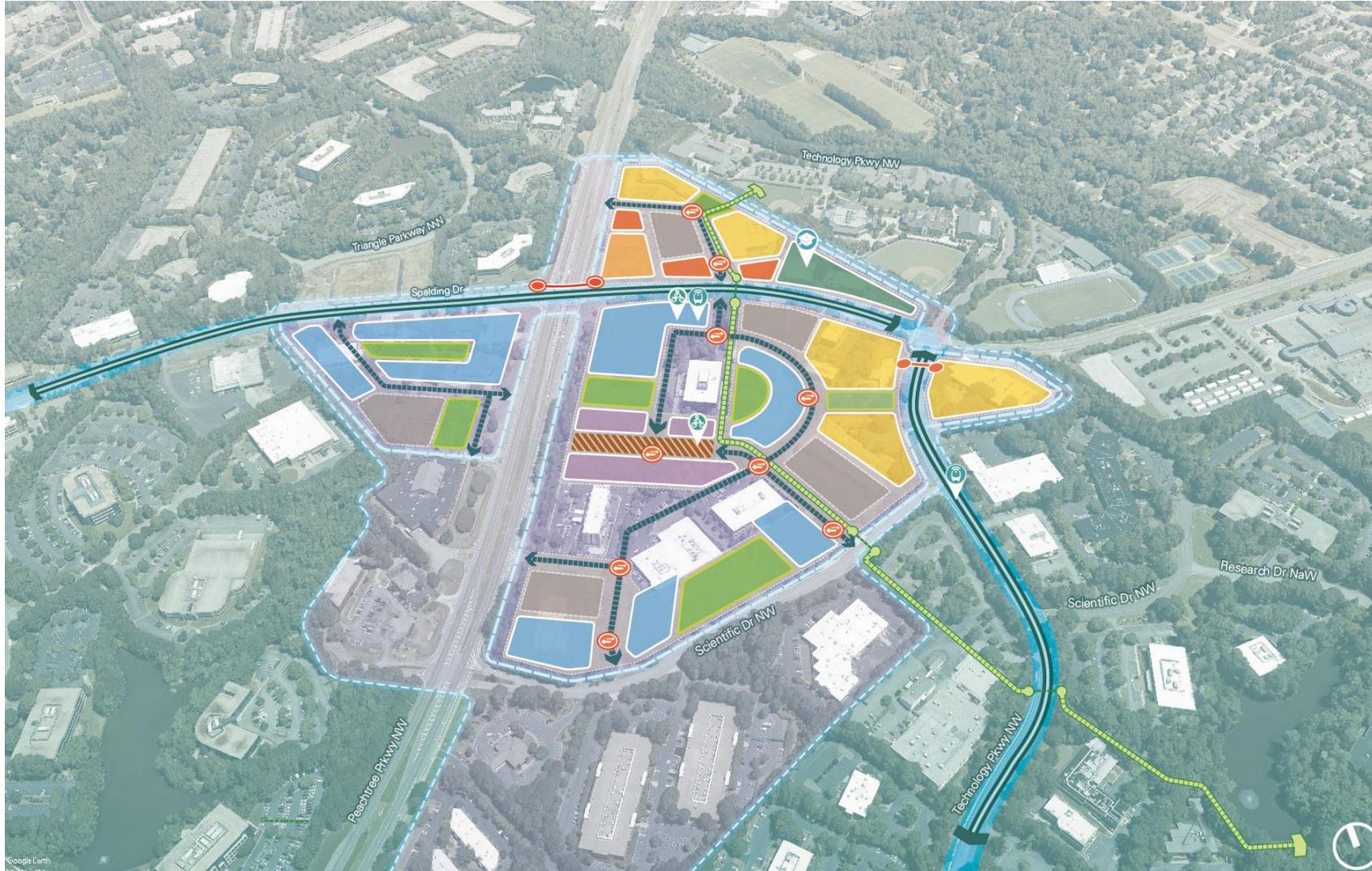


PTC NORTH | ENGAGE DISTRICT





PTC NORTH | ENGAGE DISTRICT



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 - Multi-Modal Streetscape w/ Shared Lanes
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PTC SOUTH | EXCITE DISTRICT

COMPETITIVE POSITIONING: GENERATE EXCITEMENT IN LOCALS AND VISITORS AROUND PTC INNOVATION HUB INITIATIVES & INVESTMENT OPPORTUNITIES.

A vibrant and memorable experience that brings visitors and locals together in retail, hotel, and entertainment complex is key to welcoming bright minds and investors to the Innovation Hub. The key is to excite them about local opportunity and to communicate cultural, economic, social, and environmental currency in a single location.

Supporting visitor comfort and interest with walkability, the strongest brand delivery, a full spread of conveniences, and appropriate entertainment opportunities.



STRATEGIC GOALS

Land Use: Introduce a regionally unique shopping and entertainment center connected to additional hotels and conference facilities.

Transportation: Establish clear pedestrian links between hotels and a retail and entertainment project.

Environment: Emphasize a recognizable and renowned public setting useful for conference functions and small scale entertainment.

POTENTIAL CATALYSTS & DEVELOPMENT PROJECTS

SOUTH SIDE CONNECTOR & HOTEL STEPS:

- Embellishes Multi-Use Trail by connecting multiple paths in major development nodes encouraging less reliance on cars.

JOINT EDUCATION & SHARED CONFERENCE CENTER:

- Increase number of visitors to area by providing conference facilities.
- Allows innovation to grow as a result of collaboration amongst educational providers.

BUSINESS WELCOME CENTER & FULL SCALE CITY MODEL:

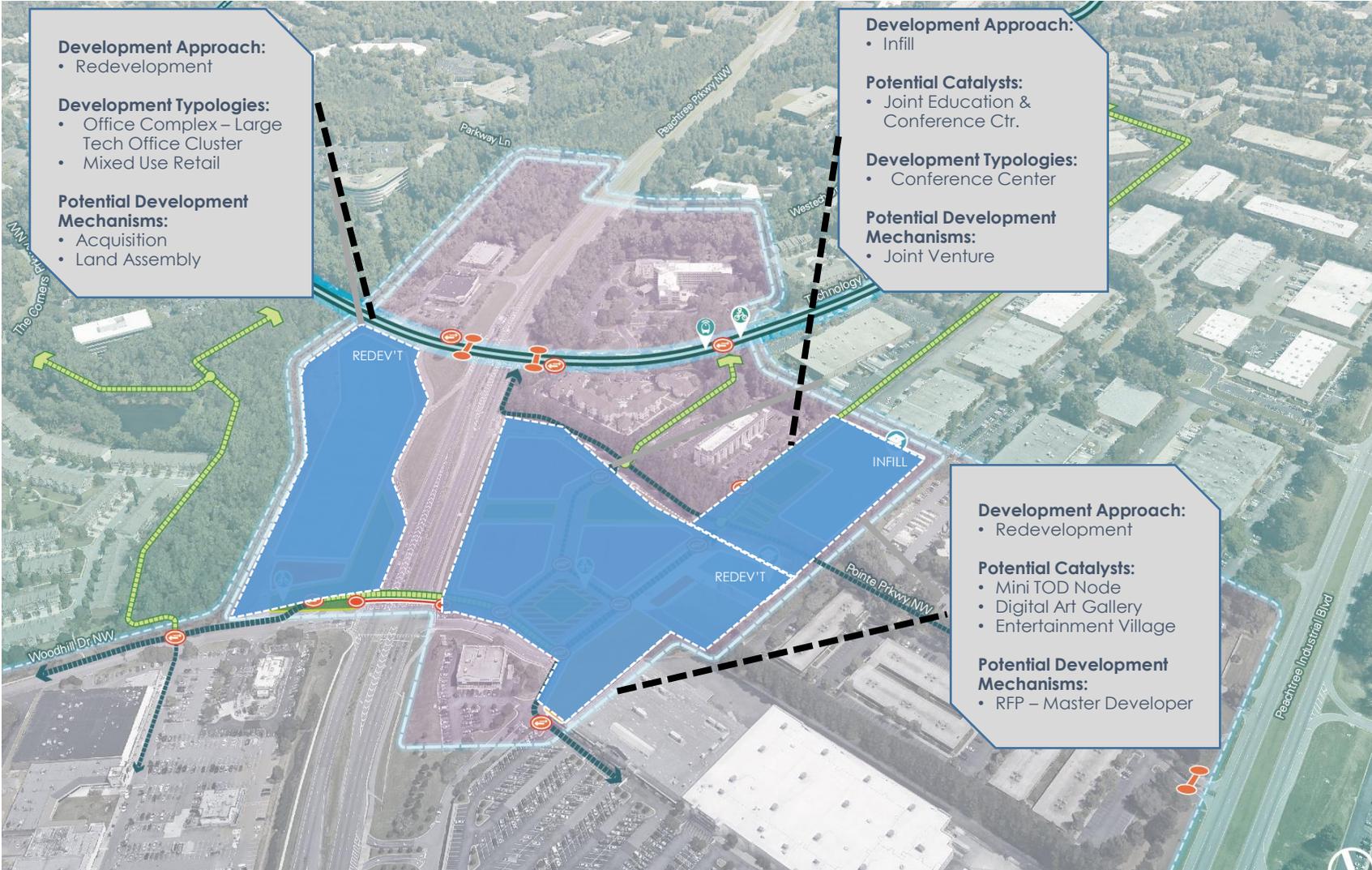
- Provides opportunity to showcase PTC Innovation Hub Initiatives to visitors and locals .

ENTERTAINMENT VILLAGE & FOOD HALL:

- Works in tandem with long term redevelopment of commercial node to provide more housing choice.



PTC SOUTH | EXCITE DISTRICT





PTC SOUTH | EXCITE DISTRICT



KEY

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- Innovation Hub Framework Elements**
 - Innovation Hub Multi-Modal Loop
 - Innovation Hub Platform
 - Economic Advancement Areas



PTC EAST | EXPLORE DISTRICT

COMPETITIVE POSITIONING: EXPLORE NEW OUTLOOKS AND WAYS OF WORKING IN THE CREATIVE ECONOMY.

A cutting-edge creative workplace setting where millennials and perennials can explore and develop deeper knowledge in their sectors can take advantage of the dense urban forests and retention ponds of the old Tech Park. Developing a unique ecologically conscientious setting with renovations and new office types that support flexible hours, workplaces, and lifestyles will attract the kind of mid-sized professional groups that work best in these new dynamic ways. Open floorplate development, boutique amenities shared in a “summer-camp” retreat setting, and use of woodland areas for outdoor collaboration space will be strong differentiators in the North Atlanta office market.



STRATEGIC GOALS

Land Use: Test out speculative renovation and infill development among an as-needed field of amenity pavilions to assemble a casual creative campus.

Transportation: Use a web of parcourses, trails, and decks to connect offices and housing to the waterfronts of both suburban lakes.

Environment: Activate the suburban lakefronts and preserve existing tree canopy to establish an activity-based “ruralism” to be shared by residents and workers.

POTENTIAL CATALYSTS & DEVELOPMENT PROJECTS

COWORKING SPACE:

- Long-Term affordable space for start-ups that have moved past their initial phase.

COLLABORATIVE DESIGN CENTER (DUDOC):

- Provides design creatives secluded area within an integrated campus.

FITNESS PARCOURSE & JUICE BAR:

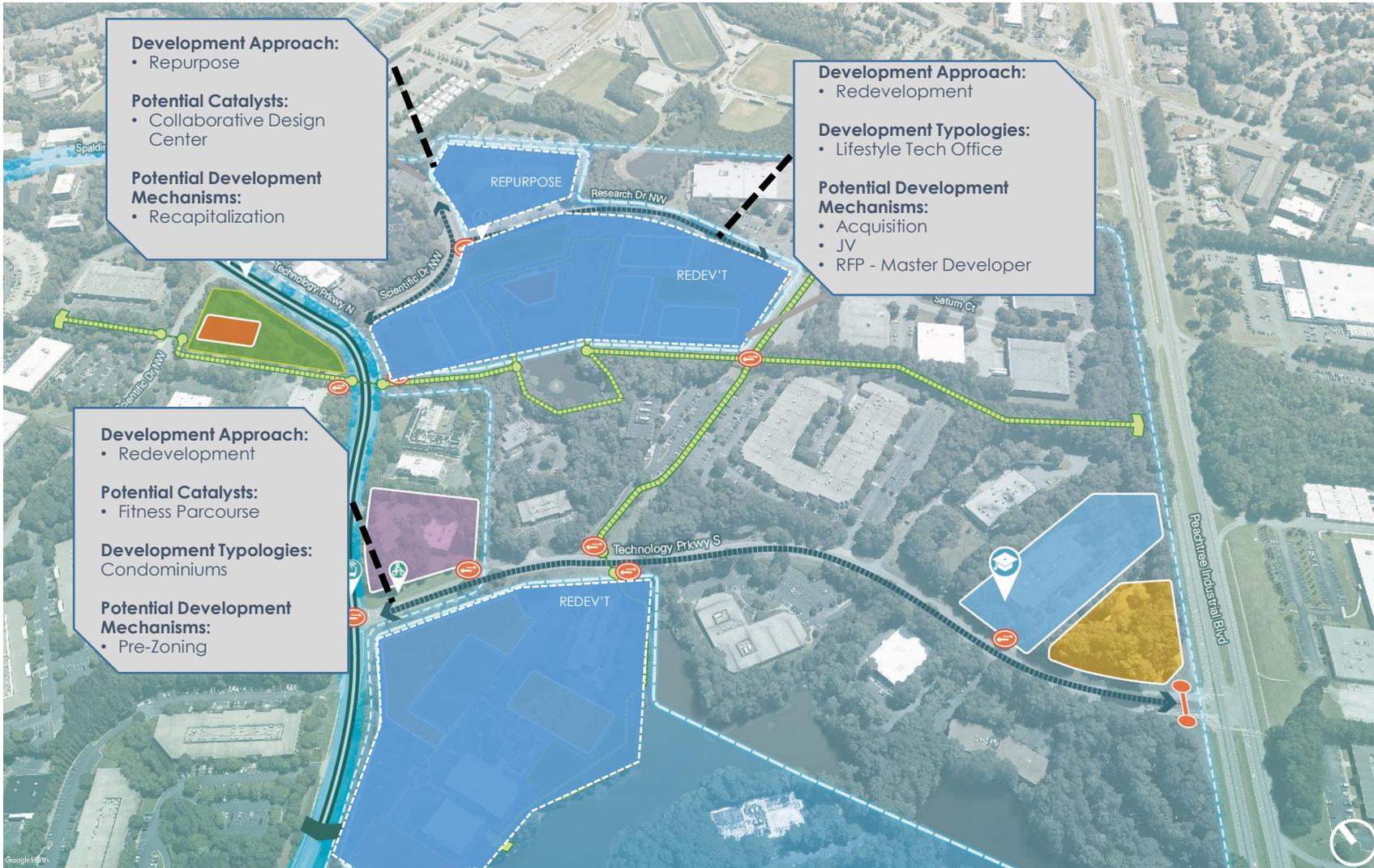
- Indoor/Outdoor oasis amongst the Multi-Use Trail that is localized retail responding to visitors and residents.

BIKERY & BIKE RENTAL:

- Bike Rental facility in “Green Node” and with proximity to Start-Ups, Prototype Prime and those who may use a car less frequently based on housing choice.



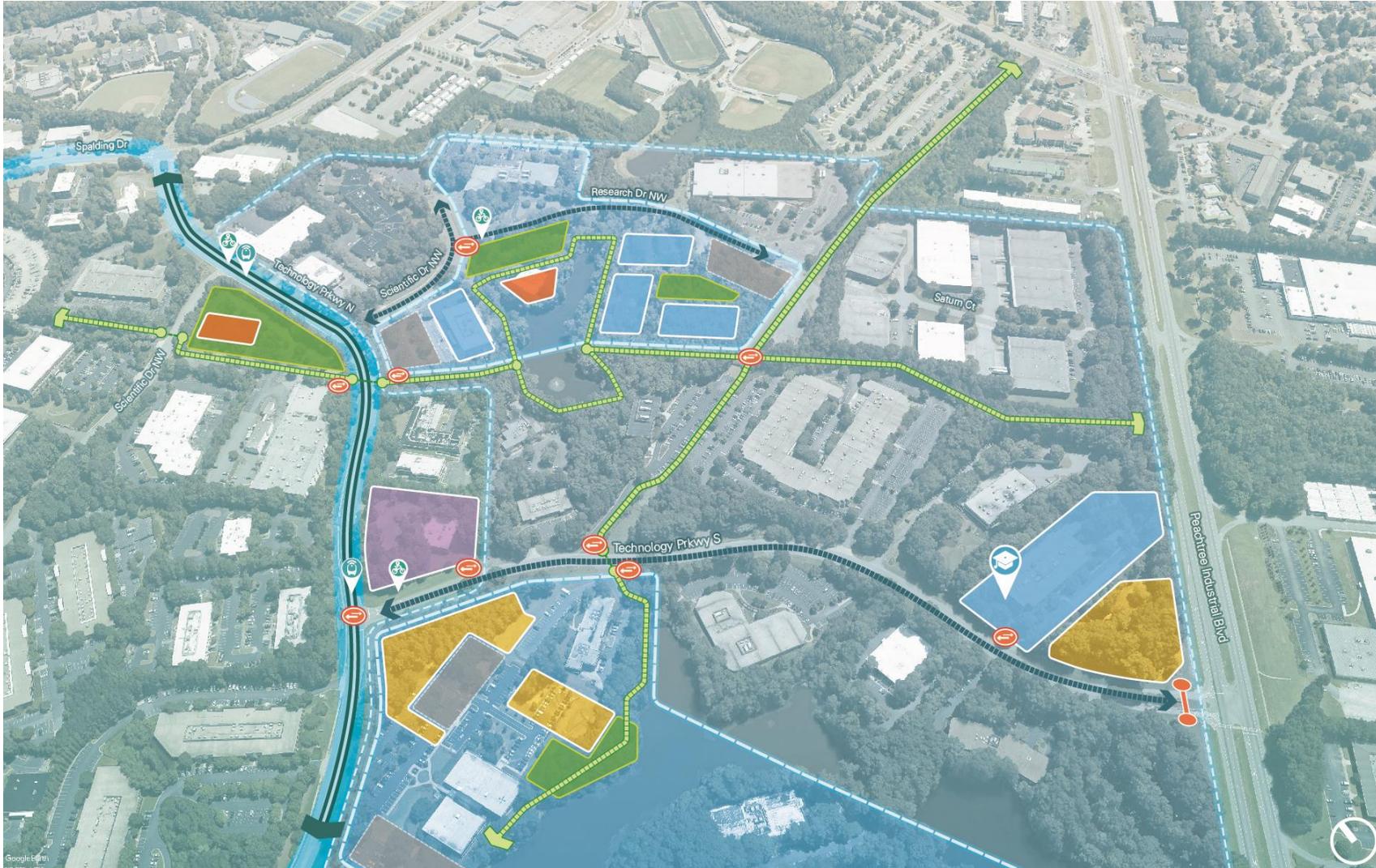
PTC NORTH | ENHANCE DISTRICT





MASTER PLAN CONCEPTS & LAND USE PLAN DESIGN STRATEGY

PTC EAST | EXPLORE DISTRICT

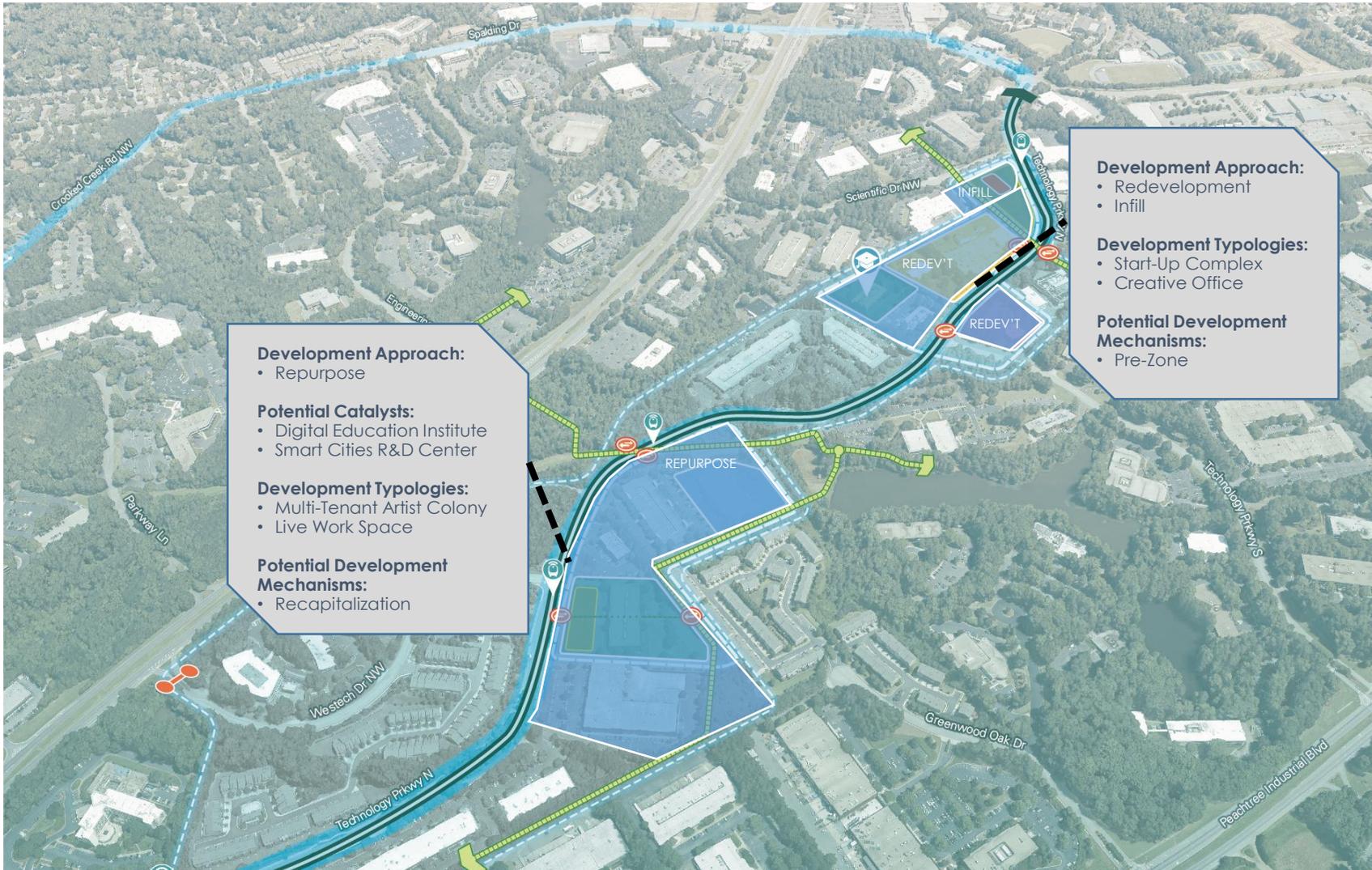


KEY

- Community Resource Recommendations**
 - Education Facility or Program Recommended
 - Housing Development Opportunity
 - Housing Planned / Under-Construction
- Wayfinding + Identity Recommendations**
 - Major Innovation Hub Gateway Signage
 - Secondary Innovation Hub Gateway Signage
 - Innovation Hub Directional Sign
 - Multi-Media Showcase Opportunity
- Open Space Recommendations**
 - Community Showcase Environment
 - Retail-Mixed Use Pathway In-Detail
 - Business Park Pathway In-Detail
 - Publicly-Accessible Open Space
- Transportation Recommendations**
 - Multi-Modal Streetscape w/ Dedicated Lanes
 - Multi-Modal Streetscape w/ Shared Lanes
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PTC NORTH | ENHANCE DISTRICT





PTC NORTH | ENHANCE DISTRICT



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PTC WEST | ENERGIZE DISTRICT

COMPETITIVE POSITIONING: *ENERGIZE WORKPLACES AND LOCAL BRAND FOR A MORE ACTIVE AND DISCERNING LABOR MARKET.*

Cutting edge workplaces that cater to high-energy active, healthy, and connected lifestyles respond to the changing nature of work / life balance and integration. Employers large and small want to follow workers' increasing discernment in choosing ways to exercise more, stay connected through social media, to eat better, and to work smarter. Energizing the reputation and notoriety for existing office products north of Peachtree Parkway may mean amenity upgrades, infill growth, and building renovations that target those companies seeking to locate where their employees will want to spend their day



STRATEGIC GOALS

Land Use: Propose infill development, renovation, and capital enhancement on-site to advance office products to 21st century real estate competitiveness and scale.

Transportation: Connect internally to the lakefront and externally to nearby retail amenities.

Environment: Amenities the open spaces along the lakefront and between buildings, especially at internal intersections and trail junctions.

POTENTIAL CATALYSTS & DEVELOPMENT PROJECTS

MIXED USE HOUSING:

- Increases housing choice in proximity to Innovation Ring for access to alternative transport.

PUBLIC STRUCTURED PARKING:

- "Releases" surface parking for infill; shares costs and aligns with AV ring Stops.

LIFE LONG LEARNING MIXED USE CAMPUS:

- Center for semi-retired to act as mentors for young entrepreneurs or alternatively, to learn new skills located in proximity to existing seniors housing.

BUSINESS PARK PATHWAY:

- Energizes the area through amenity effectively linking residents and business through a trail and provides both side of the retention with seating areas.

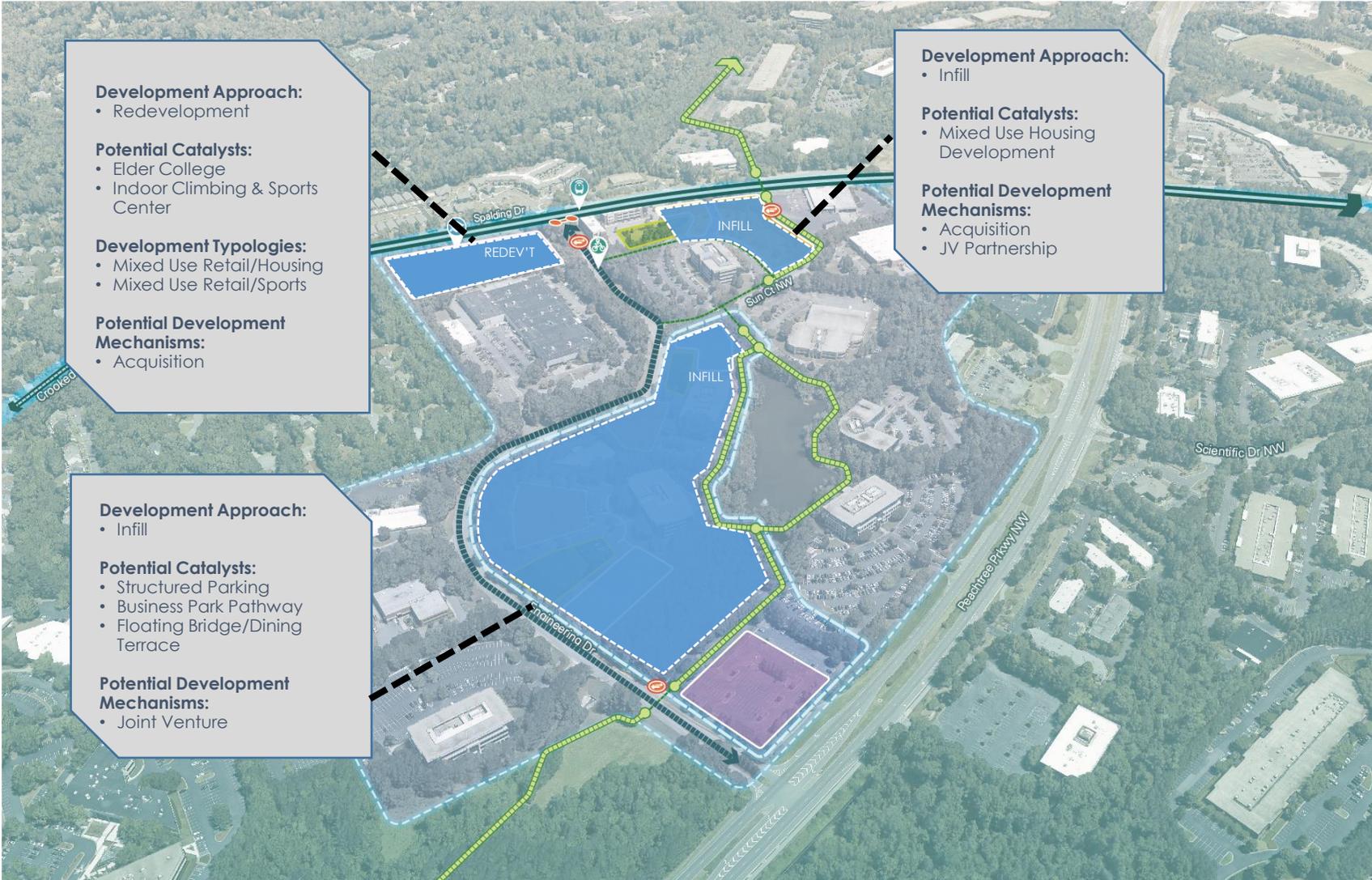
FLOATING BRIDGE AND DINING TERRACE:

- Floating steps leading to a small picnic area for day-time workers, the growing residential population moving to the area or people passing through.



MASTER PLAN CONCEPTS & LAND USE PLAN DEVELOPMENT STRATEGY

PTC WEST | ENERGIZE DISTRICT





PTC WEST | ENERGIZE DISTRICT



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PTC WEST | ENABLE DISTRICT

COMPETITIVE POSITIONING: *ENABLE LOCAL ENTREPRENEURS TO PARTICIPATE IN THE CITYWIDE ECONOMIC PICTURE.*

A community driven by the entrepreneurship and resilience of local citizens can further enable them with a safe environment to highlight their talent and practice their ingenuity. Building upon the community spirit of the Peachtree Corners Festival and a sense of local ownership where neighborhoods fall adjacent to major employment centers, a district can be established which co-locates additional large-scale employment, affordable, right-sized, well positioned live-work opportunities, small scale commercial upgrades, and affords space for additional shows and events that promote what Peachtree Corners has to offer.



STRATEGIC GOALS

Land Use: Include live-work and learning institutions that service a resident population on infill sites on large under-utilized parking and undeveloped site areas

Transportation: Protect a closable portion of streetscape to accommodate live-work, senior living, and urban festival activities accessible to current residents.

Environment: Install signage and outdoor infrastructure to support community events and wayfinding to any live-work development

POTENTIAL CATALYSTS & DEVELOPMENT PROJECTS

PUBLIC STRUCTURED PARKING:

- “Releases” surface parking for infill; shares costs and aligns with AV Ring Stops.

CREATIVE OFFICE INFILL:

- Intensifies area with new office inventory and allows for retail clusters interfacing with neighborhood.

MIXED USE HOUSING:

- Increases housing choice in proximity to Innovation Ring for access .

WIRED CAMPUS:

- Enhanced Internet Speeds to attract and retain firms. With a focus on embellishing the existing professional cluster present in the area.

MANUFACTURING COMMERCIALIZATION CENTER:

- Assists established companies move through the steps of R&D to commercialization in PTC and the Atlanta region.

FOOD TRUCK HUB:

- Acts as focal point for residents, businesses and business travelers' to the area.

MULTI-MEDIA SHOWCASE & WAYFINING PROJECT

- Provides opportunity for PTC companies to showcase their latest projects and innovations and to communicate innovation's role in the PTC economy.



PTC WEST | ENABLE DISTRICT



Development Approach:
• Infill

Potential Catalysts:
• Public Structured Parking
• Creative Office Infill
• Wired Campus

Potential Development Mechanisms:
• JV Partnership

Development Approach:
• Redevelopment
• Infill

Potential Catalysts:
• Food Truck Hub

Potential Development Mechanisms:
• Acquisition
• Joint Venture

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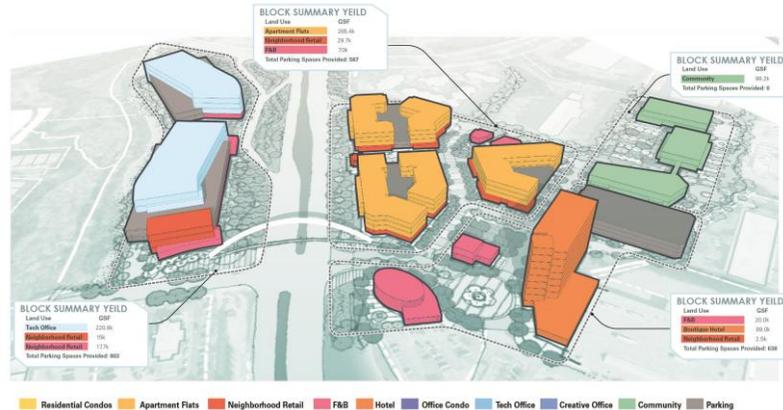
MASTER PLAN CONCEPTS & LAND USE PLAN POTENTIAL CONCEPTUAL FRAMEWORKS

To further illustrate and visualize the potential development districts the following pages provide conceptual frameworks as a foundation for discussion and refinement. Overall urban design, site plans, massing and street sections are shown as potential directions for future development.

PTC NORTH | ENGAGE DISTRICT



PTC SOUTH | EXCITE DISTRICT

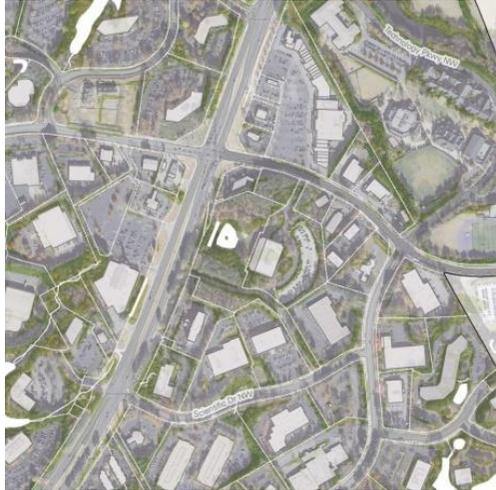




MASTER PLAN CONCEPTS & LAND USE PLAN POTENTIAL CONCEPTUAL FRAMEWORKS

City of Peachtree Corners
INNOVATION HUB
MASTER PLAN

PTC NORTH | ENGAGE DISTRICT



BLOCK SUMMARY YEILD

Land Use	GSF
Residential Condos	191.8k (160 Units)
Boutique Hotel	127.8k
Neighborhood Retail	85.2k
F&B	15.0k
Community	86.6k
Total Parking Spaces Provided: 935	

BLOCK SUMMARY YEILD

Land Use	GSF
Tech Office	863.3k
Community	6.7k
Total Parking Spaces Provided: 425	

BLOCK SUMMARY YEILD

Land Use	GSF
Creative Office	170.0k
Business Hotel	85.2k
F&B	103.1k
Total Parking Spaces Provided: 213	

BLOCK SUMMARY YEILD

Land Use	GSF
F&B	20.0k
Office Condo	186.2k
Community	60.0k
Total Parking Spaces Provided: 1214	

BLOCK SUMMARY YEILD

Land Use	GSF
Apartment Flats	190.2k
Total Parking Spaces Provided: 366	

BLOCK SUMMARY YEILD

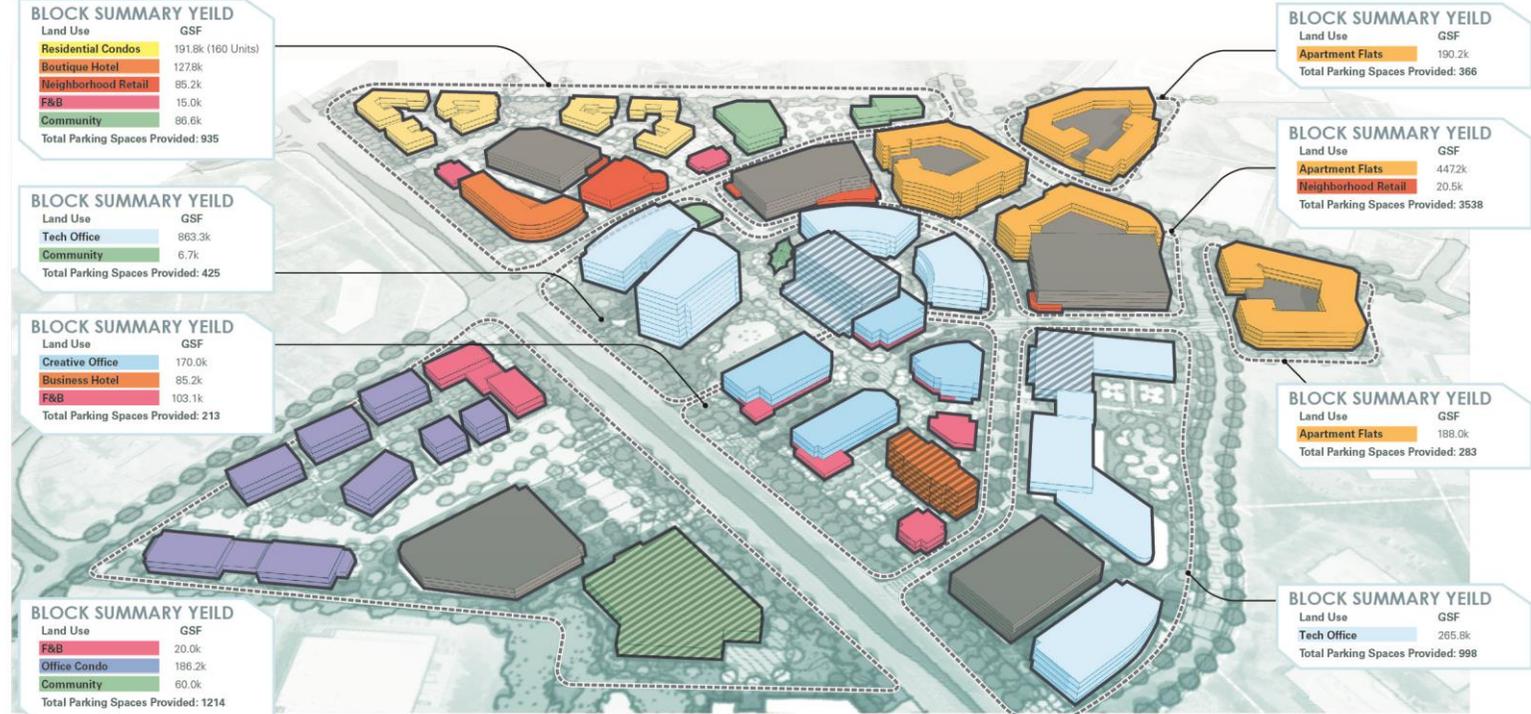
Land Use	GSF
Apartment Flats	447.2k
Neighborhood Retail	20.5k
Total Parking Spaces Provided: 3538	

BLOCK SUMMARY YEILD

Land Use	GSF
Apartment Flats	188.0k
Total Parking Spaces Provided: 283	

BLOCK SUMMARY YEILD

Land Use	GSF
Tech Office	265.8k
Total Parking Spaces Provided: 998	



- Residential Condos
- Apartment Flats
- Neighborhood Retail
- F&B
- Hotel
- Office Condo
- Tech Office
- Creative Office
- Community
- Parking
- Existing



MASTER PLAN CONCEPTS & LAND USE PLAN POTENTIAL CONCEPTUAL FRAMEWORKS

City of Peachtree Corners
INNOVATION HUB
MASTER PLAN

PTC NORTH | ENGAGE DISTRICT



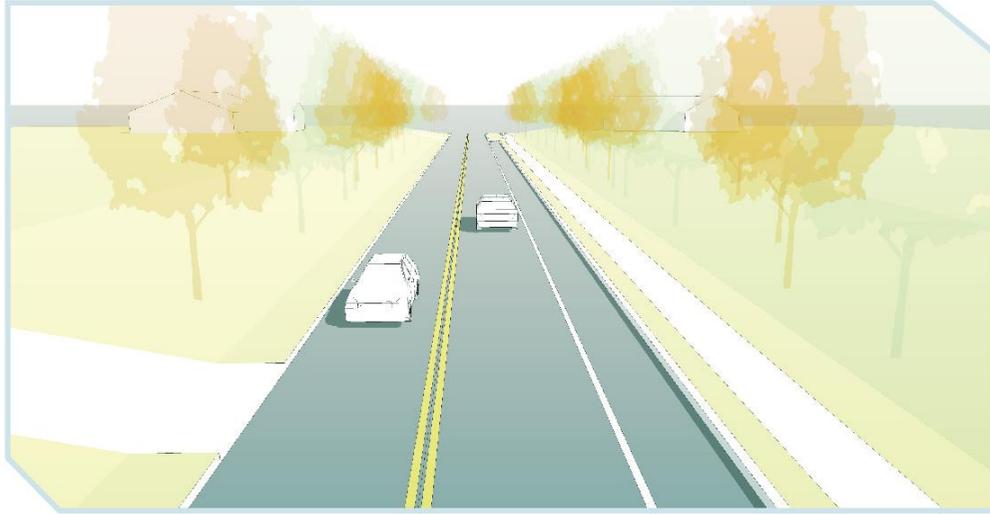
■ Residential Condos
 ■ Apartment Flats
 ■ Neighborhood Retail
 ■ F&B
 ■ Hotel
 ■ Office Condo
 ■ Tech Office
 ■ Creative Office
 ■ Community
 ■ Parking



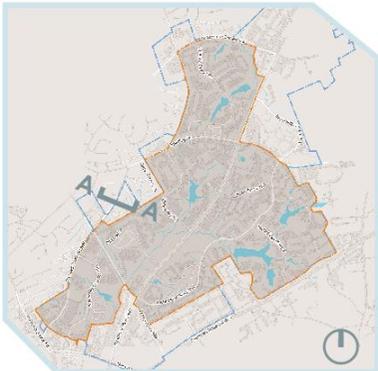
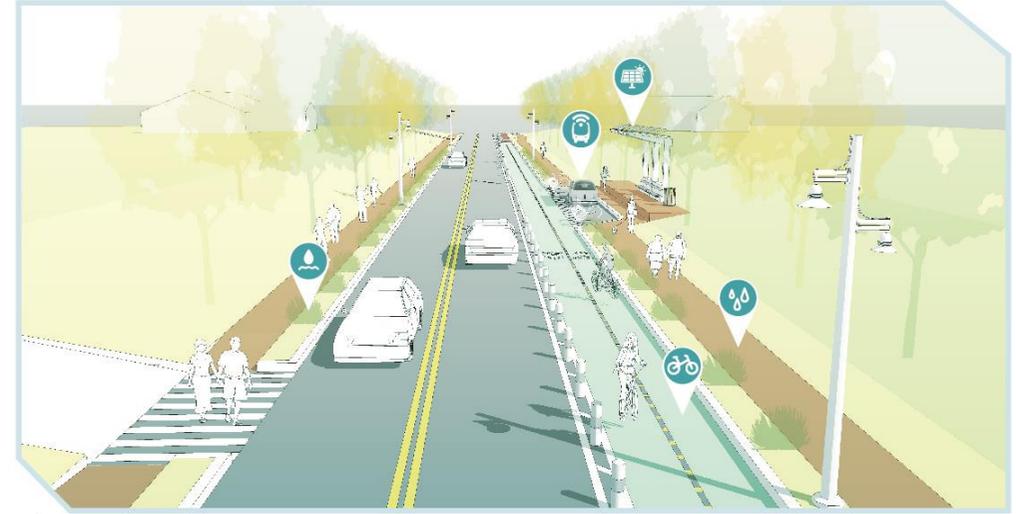
MASTER PLAN CONCEPTS & LAND USE PLAN COMPLETE STREET INTEGRATION

SECTION A-A | CROOKED CREEK RD NW

BEFORE



AFTER



KEY MAP



EXISTING



Bioswales (Water Catchments)



Autonomous Vehicles



On-site PVs



Permeable Paving



Designated Bicycle Lane

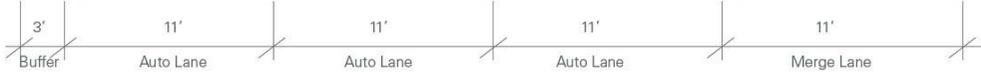
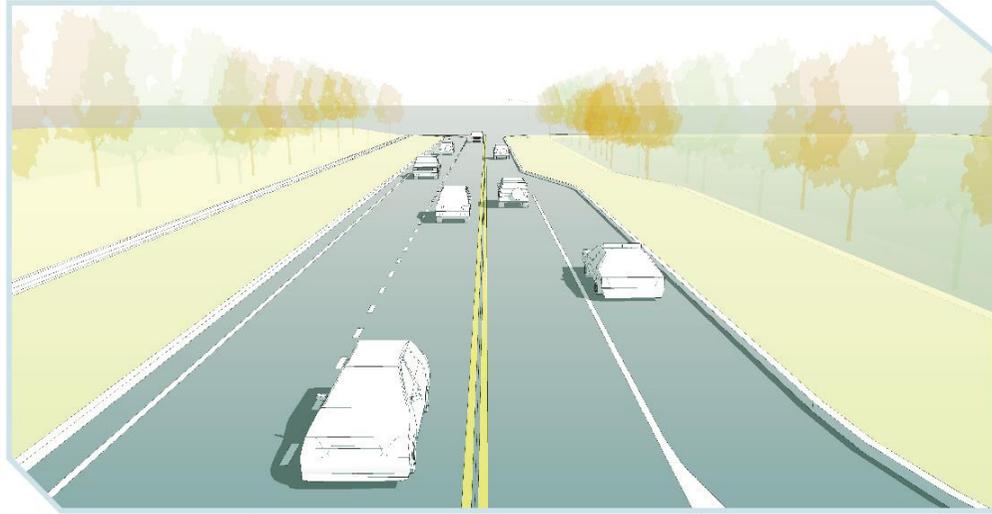


MASTER PLAN CONCEPTS & LAND USE PLAN

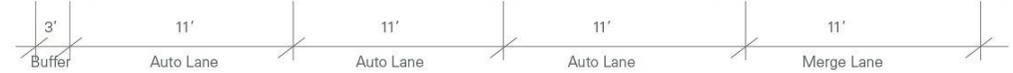
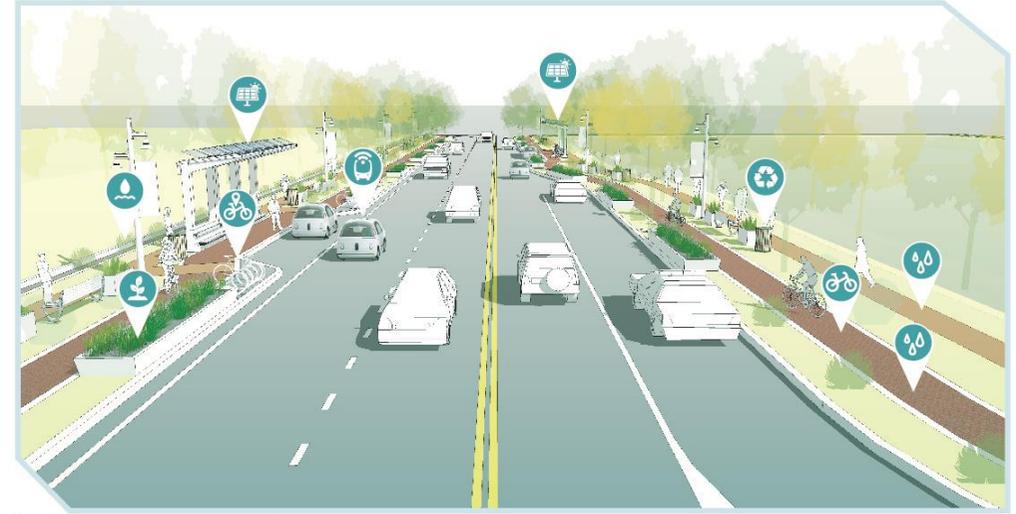
COMPLETE STREET INTEGRATION

SECTION B-B | JAY BIRD ALLEY NW

BEFORE



AFTER



KEY MAP



EXISTING



Bioswales (Water Catchments)



Autonomous Vehicles



On-site PVs



Waste Management Program



Permeable Paving



Designated Bicycle Lane



Shared Bicycle



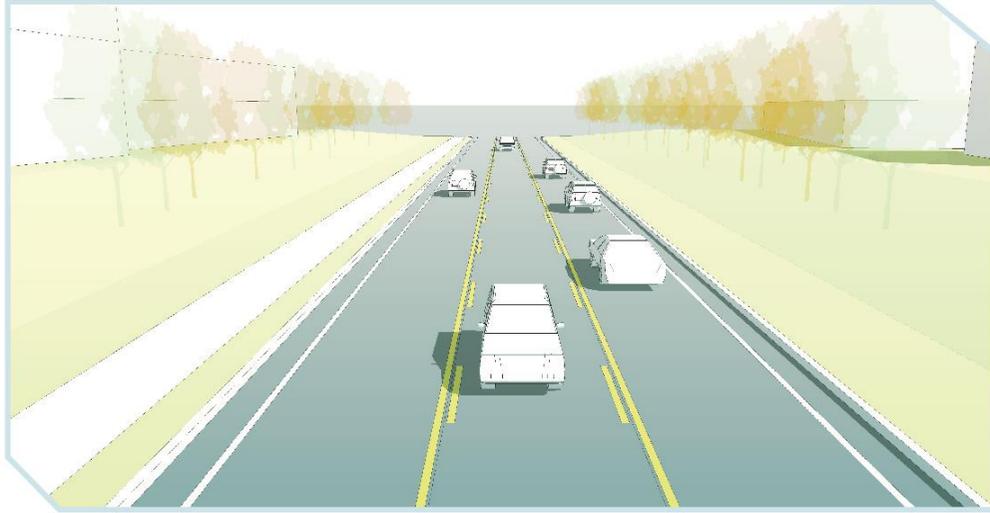
Native Plant



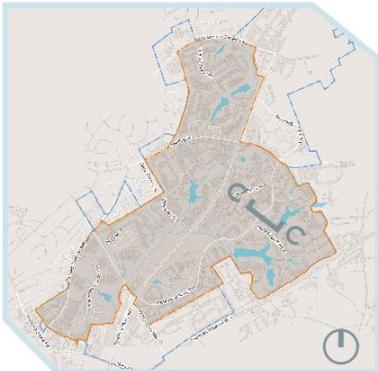
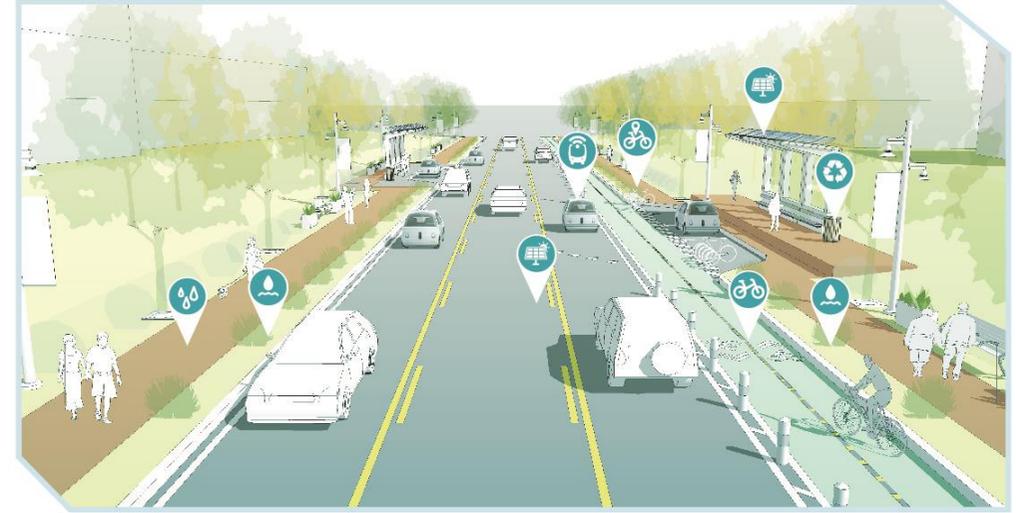
MASTER PLAN CONCEPTS & LAND USE PLAN COMPLETE STREET INTEGRATION

SECTION C-C | TECHNOLOGY PARKWAY NW

BEFORE



AFTER



KEY MAP



EXISTING



Bioswales (Water Catchments)



Autonomous Vehicles



On-site PVs



Waste Management Program



Permeable Paving



Designated Bicycle Lane



Shared Bicycle



MASTER PLAN CONCEPTS & LAND USE PLAN COMPLETE STREET INTEGRATION

City of Peachtree Corners
INNOVATION HUB
MASTER PLAN

ALTERNATIVE MOBILITY IN PEACHTREE CORNERS



ENHANCED INNOVATION HUB TRAIL AT TECHNOLOGY PARKWAY NW



4.0 IMPLEMENTATION AND BRANDING

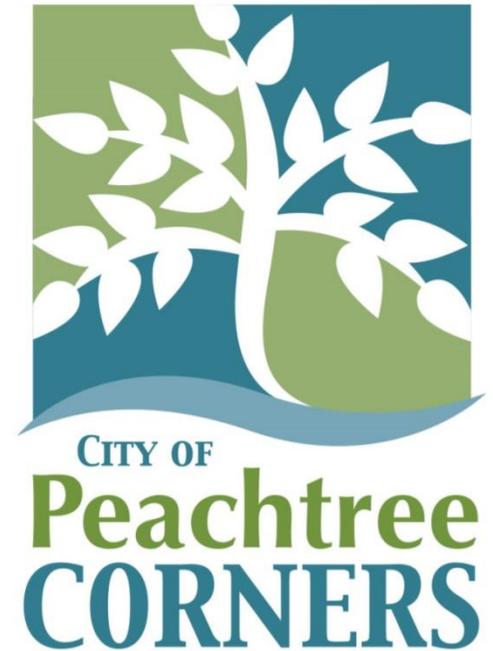
The success of the recommendations and strategies of the PTC Innovation Hub Master Plan are informed by the responsibilities related to implementation and branding. The following section provides a foundation for Branding Directions and Implementation.

This section provides an overview of prioritization areas related to conceptual land use and transportation frameworks, identifying particular development districts that should be targeted for redevelopment, repurposing or infill in the near-term or long-term. Furthermore, it begins to breakdown the framework for establishing the PTC Innovation Hub Brand, its accompanying elements and next steps in the process.

The purpose and objective of the “Re-Branding Strategy” is to provide a foundation of information and platform of discussion which will inform a broader Marketing & Branding effort as well as next steps.

The “Re-Branding” strategy for the PTC Innovation Hub Master Plan begins with Background Analysis identifying Target Audiences, SWOT Analysis and Auditing existing Marketing Materials, Best Practices in Branding of established Innovation Hubs. Next, the Brand DNA explores a series of components that comprise the current thoughts on the PTC brand as determined by the Stakeholders.

Lastly, Communication Style, Taglines, Communication Platforms, Programming, Brand Graphic Identify and Wayfinding recommendations are made.



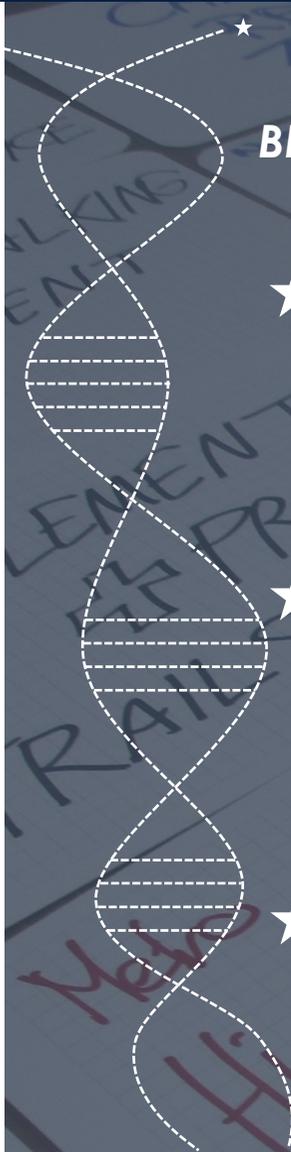


BUILDING THE BRAND

In the competitive realm of city building, not only does a brand distinguish one city from the next, but it reminds those directly working on the task of city building of a shared origin, purpose and vision. Put another way, Brand DNA helps to understand where you came from, where you are going and how you intend to get there.

While there are a range of items that make up a Brand the key components that are integral and relevant to the Innovation Hub Master Plan include a **Backstory, Core Values, and Positioning.**

As part of the Innovation Hub Master Plan, the Implementation and Branding section provides an initial platform to explore these key components which will begin to conceptualize the PTC Innovation Hub Brand. The exploration of the components follow the general process in defining a brand and form a foundation for undertaking a dedicated comprehensive Marketing & Branding Strategy as a continuation of the master planning effort.



BRAND DNA MAJOR COMPONENTS

★ BACKSTORY

Shared history and origins of the PTC Innovation Hub starting with the development of Tech park to the present objectives of the Master Plan.

★ MISSION, VISION & CORE VALUES

The role of the Innovation Hub, the Steering Committee as well as the Vision for the Hub and the guiding ethics that guide the development of the Hub.

★ POSITIONING

Target Markets, and the PTC value proposition for residents, entrepreneurs, partners, employers, investors and funders.



PTC INNOVATION HUB – THE BACKSTORY

The Backstory or origins of the PTC Innovation Hub evolve from the development Peachtree Corners itself, however, it is extremely important to note that the PTC Innovation Hub forms a new chapter in the overall narrative. While the Backstory of Peachtree Corners begins with Paul Duke, Georgia Tech and the area’s role incubating Tech firms, the new chapter revolves around the incorporation of the city, the creation of a dedicated PTC Innovation Hub, and the volunteers of the Innovation Hub Steering Committee.

The new chapter reflects the consensus and convergence of Industry Leaders, Civic Planning and Community Development to respond to new challenges and opportunities.

Most importantly, the members that make up the Innovation Hub Steering Committee reflect expertise related to Real Estate Development, Education, Incubation of Start-Ups and STEM. It is recognized that in order to be effective, the Innovation Hub Steering Committee must consider establishing working groups that correspond to the key recommendations that result from this process and the iteration of its core values.



**BRAND DNA
MAJOR
COMPONENTS**

★ **BACKSTORY**

- Multiple chapters starting with Tech Park transitioning to City Incorporation, and formation of PTC Steering Committee.



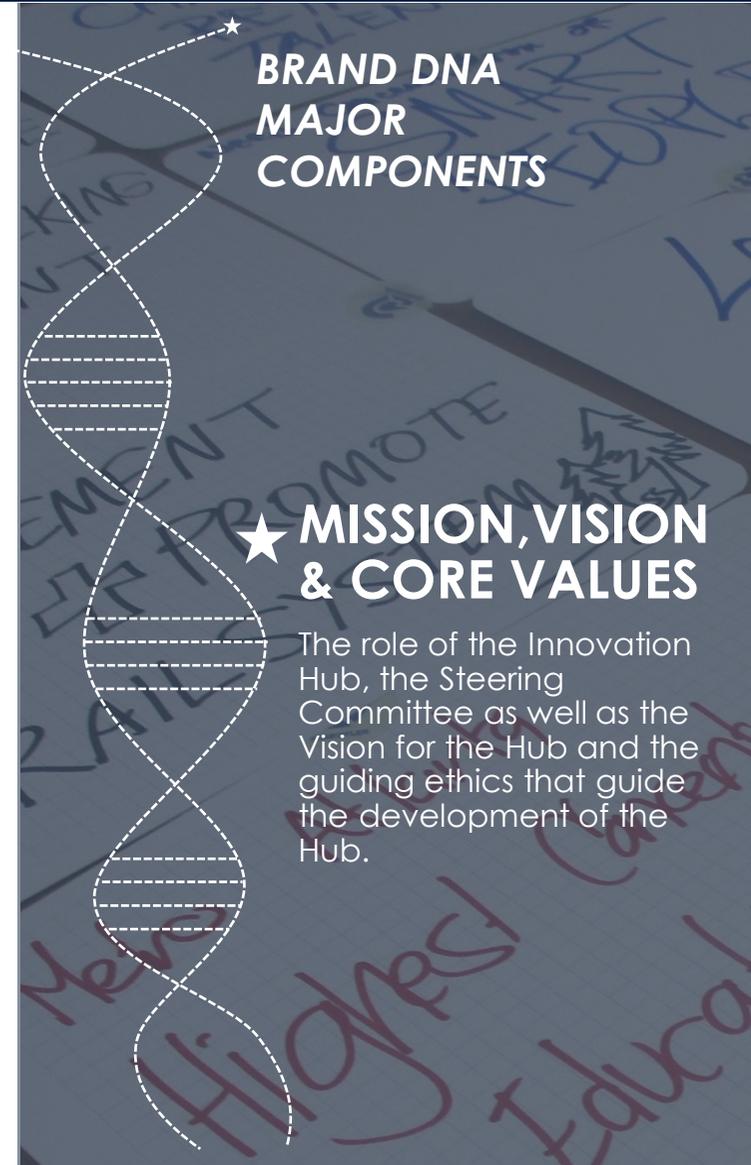
PTC INNOVATION HUB – MISSION, VISION AND CORE VALUES

The purpose of the PTC Innovation Hub is directly informed by the Mission of the Steering Committee. The Mission State is simply the purpose of the organization. While the ultimate Mission Statement of the Steering Committee will be a result of further discussion, the composition of the members provides an indication of its primary components. As mentioned above, the Steering Committee is made up of local experts with a range of background and responsibilities. It should be noted though, that there are three (3) major focus areas that describe the group which include: Innovation-Related Economic Development; Real Estate Development & Community Development. **Providing leadership and an integrated approach to Economic Growth, Community Enhancement and Real Estate Development through investment, collaboration and imagination.** In determining a Mission Statement that inspires while succinctly providing indication of the group's core mandate, these focus areas are an essential foundation.

Vision Statement and Aspiration: North Atlanta's leading environment of entrepreneurship, creativity, curiosity and investment.

Defining core values requires debate, time, and consensus. While Vision and Aspiration provide a guiding framework for moving forward, Core Values explore how to move forward and how an organization operates. **Core Values lead to action that furthers the Vision,**

- **Inventive:** Open To New ideas
- **Interactive:** Collaboration between Industry, Government, Academia, R&D.
- **Insightful:** Reflects on achievements and losses
- **Impactful:** Wise mind, Young heart
- **Invigorating:** Embrace Disruption
- **Involved:** Culture of Excellence





POSITIONING: TODAY'S AUDIENCE

As illustrated below there are slightly less Millennials in the LCI study area with a higher percentage of Boomers, Gen X, and Digitals (**Figure 4.1**). Also, shown below is a higher rate of households without children (**Figure 4.2**). In summary, Boomers find PTC appealing, Gen X are delaying or having fewer children and Millennials are not making it back to the area to live. Present opportunities exist to retain Boomers with entrepreneurial expertise, connect Gen X residents to community and economic opportunity and attract lifestyle and tech savvy Millennials.

FIGURE 4.1 - POPULATION BY AGE, 2014

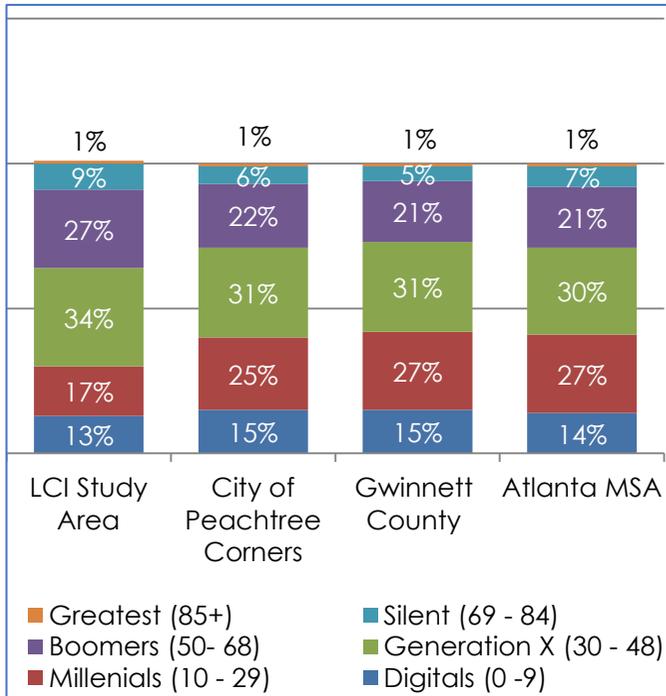
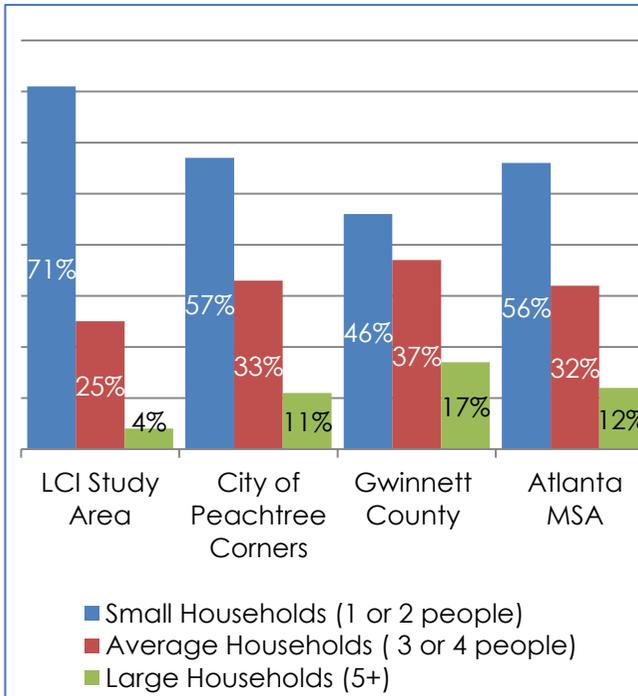


FIGURE 4.2 - HOUSEHOLD CHARACTERISTICS, 2014



BRAND DNA MAJOR COMPONENTS

★ POSITIONING

Target Markets, and the PTC value proposition for residents, entrepreneurs, partners, employers, investors and funders.

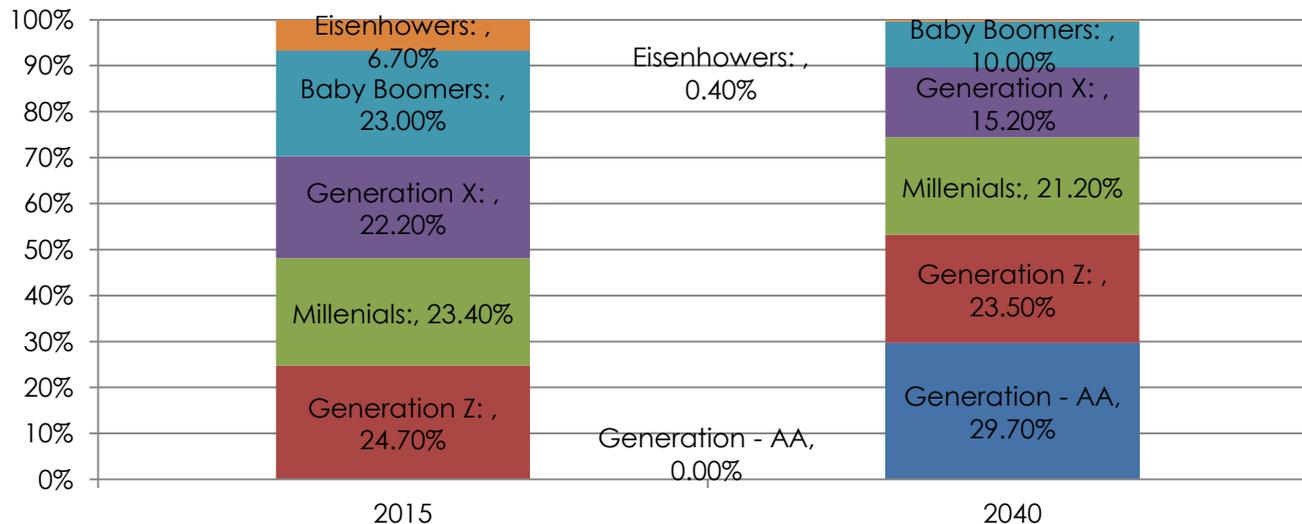


POSITIONING: TOMORROW'S OPPORTUNITY

Generations are generally named after events and shared experiences that inform a collective memory and outlook on life (Figure 4.3). While these events and experiences are unpredictable, moving from 2015 to 2040 as the Boomer Generation and Generation X age, the rate of technologic change, automation, decentralization, and acceptance of technology will likely increase. It is also likely that the importance of society's connection to the environment will increase and our desire to be in nature while also being technologically connected will be a common theme amongst all generations.

Other trends emerging today may play a significant factor in speaking with tomorrow's audience, including: entrepreneurialism, global connectivity, decentralization and urban pioneers. Understanding the preferences of the various generations and how particular elements of the PTC Innovation Hub meet those will be a continual aspect of implementation.

FIGURE 4.3 METRO ATLANTA POPULATION BY AGE/GENERATIONS



SOURCE: City of Peachtree Corners LCI Study

**BRAND DNA
MAJOR
COMPONENTS**

★ POSITIONING

Target Markets, and the PTC value proposition for residents, entrepreneurs, partners, employers, investors and funders.



WHAT IS PTC's BRAND?

Technology Park was a visionary development that helped to incubate Atlanta's STEM related growth industries and has evolved into the a strong and safe community with proximity to the inner core of the Metro and the outlying Suburbs. Through the years as other areas in the region have emerged as places for business, it is useful to assess core opportunities, challenges and the perception of the PTC brand.

STRENGTHS

- A Economic Driver of Gwinnett County.
- Synonymous with Established Technology Firms.
- Prototype Prime and connections to ATDC.
- Business, Academia and Gov't Cooperation.
- Low Costs & Safety
- Good Schools
- Scenic natural environment
- Adjacent wealthy neighborhoods



Talents & makers at Georgia Tech



Chattahoochee River

OPPORTUNITIES

- "Shape your new home, Shape PTC"
- Frontier, Entrepreneurism,
- Master Plan process can spark a foundation for branding directions that is unique to PTC and steering committee.
- Highlight the availability of Nature and Innovation in proximity as unique positioning.
- Highlight connection across spaces, amenities, people.

WEAKNESSES

- The name - "Technology Park Atlanta" is not easily distinguished from other tech parks.
- Gateways not legible and needs new design solutions
- Lack of wayfinding and signage system: visitors easily get lost in the park
- Need strategic branding and marketing approaches, such as PTC Innovation Hub including:
 - logo,
 - vision/mission statement, slogan/mottos,
 - identical graphic collateral,
 - events programming,
 - storytelling through various social channels.



Illegible gateway of Tech Park



Street level Directional Signage

THREATS

- Expanding and nearby tech hub – Georgia Tech Square Atlanta.
- Johns Creek Technology Park have initiated a new program for branding and marketing



IMPLEMENTATION & BRANDING BRANDING PRECEDENTS

PROGRAMS DRIVEN | TECH SQUARE, ATLANTA, US

Located in Midtown Atlanta, Tech Square ATL has the highest density of startups, corporate innovators, academic researchers, and students in the entire southeastern U.S., **creating an innovation ecosystem connecting innovation to businesses through an iterative process.**

KEY CHARACTERISTICS

- Innovation district adjacent to Georgia Tech connecting, gov't, academia and business.
- Active in revitalization of downtown.
- 1.4 million-square-foot bike-friendly, urban mixed-use development.
- Encompasses education, research, hospitality, office, retail and residential areas.
- A innovation ecosystem that connects intellectual capital with the innovative business community at Atlanta's Midtown.



Tech Square Gateway Building



Co-working Space: The Garage



Food Festival at Tech Square



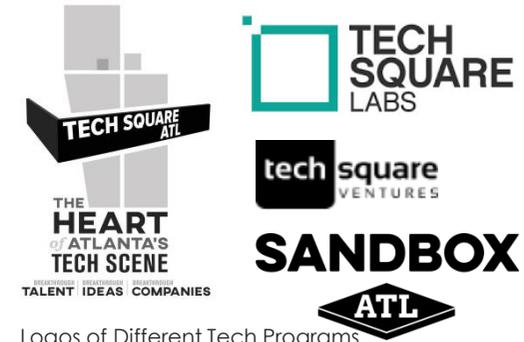
Chihuly Glass Art Piece

VISION & PROGRAMMING

- Name brand - "Tech Square Atlanta"
- Branding slogan: "Technology Square and Beyond," "The Heart of Atlanta's Tech Scene"
- Introduces a series of tech programs that create a diverse innovation and collaboration platform.
- "Sandbox" entity coordinates events/festivals, art pieces to integral to sense of community.

BRAND GRAPHIC IDENTITY

- Each tech program – co-working space, tech-oriented financial firm, or social media firm has its own logo
- All these logos share abstract "square" elements and dark grey/black color theme; which expresses a sense of integrity and correlation within one location



Logos of Different Tech Programs

PLACEMAKING & WAYFINDING

- Gateway buildings strengthen the entry.
- A sculpture art piece as the main gateway signage inspired from the word "square"
- Provides clear directional and parking signage;
- Bright yellow and navy color of wayfinding system coincides with Georgia Tech's as a part of the University.



The Gateway and Directional Signage extend feeling of Georgia Tech Campus.

SOCIAL PLATFORMS:

- Directly advertises on the schools' website
- Uses social media, i.e., Podcast, Facebook, Instagram, Twitter, etc. for storytelling to marketing talents, ideas and companies.



Tech Square on GA Tech Website:
<http://www.gatech.edu/innovation-ecosystem/tech-square>



ACROSS PLATFORM | HERE EAST, LONDON, UK

A creative technology hub brings together business, tech, media, education and data in the pursuit of innovation. **“Here East” primary objectives are attracting and inspiring the talents and makers of tomorrow** through education, art, creativity and innovation.

KEY CHARACTERISTICS

- A 1.2 million SF infill project on London’s 2012 Olympic Park
- A home for modern makers, bringing together talent from the world of small creative entrepreneurial start-ups and the large-scale established companies.



“HereEast” evolved from London Olympic Site

VISION & PROGRAMMING

- Name brand - “HereEast ” is bold, flexible and expressive
- Establishes a shared vision: “London’s home for making.”
- Creates branding slogan and mottos: “Make it till you’ve made it” to express identical values and spirits.
- Integrates various urban spaces – flexible co-working spaces, lifestyle components (retail/dining/entertainment), event spaces and open spaces all together
- Hosts versatile events: an indoor or outdoor event, an innovation talk, a pop-up market or a night of networking



Large-scale, flexible co-working



Outdoor Dining



Theater & Events



Open Space

BRAND GRAPHIC IDENTITY

- Abstract logo - a bold dynamic sans-serif letter “H” conveys spirit of collaboration and exchange of ideas.
- Vibrant color theme - turquoise, bright orange, grey, black and white reinforces communication of tech & contemporary urban space.
- Creates a brand identity suite, including logo, typography, language, etc.
- Applies the marketing theme everywhere even to district facilities – shuttles, electric vehicle charging stations



HereEast Logo



Collateral Materials in One Spectrum

PLACEMAKING & WAYFINDING

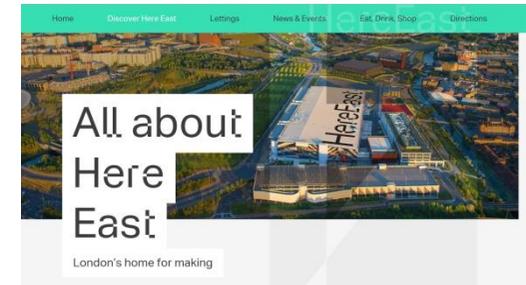
- Outdoor signage design shows impressive physicality, emphasized by black panels and illuminated edges
- Indoor wayfinding system uses abstract electronic circuit icons/diagrams to express a cool, advent-guard tech message



Outdoor and Indoor Wayfinding Signage

SOCIAL PLATFORMS

- Website for marketing, backstory, different programs, leasable spaces, moved-in firms/clients, etc.



HereEast Website:
<http://www.gatech.edu/innovation-ecosystem/tech-square>



LIFESTYLE DRIVEN | THE CAMPUS AT PLAYA VISTA, US

An emerging “**lifestyle destination**” on the Westside of Los Angeles, home to a **mixed-use urban community** where a innovation campus, open space, recreation, entertainment, shopping and dining all come together.

KEY CHARACTERISTICS

- An emerging tech hub housing tech giants and start-ups nestled in a fun and engaging urban community with parks, retail and creative offices mixed together.
- Residential and retail components as key catalysts developed in the early phase which triggered a new tech campus developing.
- Also home to the emerging tech companies surrounding the community – extending the borders of Silicon Beach.



Class A Office in the Campus at Playa Vista



Innovative Campus & Residential + Outdoor Dining

VISION & PROGRAMMING

- Campus's vision integrates spirit of former landowner's original concept and today's emphasis of technology, media and other creative fields.
- Seen as an “iconic” community that focuses on providing quality living, work spaces and open spaces that co-locate pathways to retail, or community uses.
- Vibrant community events/festivals: outdoor movies, concerts, food festivals.



Live Concert in Park adjacent to the Campus

BRAND GRAPHIC IDENTITY

- Creates a logo for the whole community.
- Uses turquoise, tangerine, grullo and light grey as the color theme on the website.
- Uses graphic typography and abstract wave pattern to express sense adjacency to the scenic beach and natural environment.



Graphic Suite Expresses a High-Quality of Live/Work Near the Beach

PLACEMAKING & WAYFINDING

- Modern sculpture art piece as the Campus gateway signage
- Bright lollipop color, eye-catching designs, giant planters, signage & interesting furniture (Gehry cubes)
- Blurs the division between work and play



Campus Gateway Signage



Bright Color and Oversized Letter Signage Creates A Fun Work Place

SOCIAL PLATFORMS:

- Marketing the Campus directly on the Community's website
- Uses other social channels, i.e., Facebook, Instagram, Twitter, YouTube etc. for marketing the new firms and innovations, patents, in the area.



The Campus as One Component on the Community Website



ORGANIZATION-LED | MPID, SYDNEY, AUSTRALIA

Macquarie Park Innovation District (MPID), **an industry-led initiative** sought to improve the physical and economic assets that underpin innovation, as well as develop an events program that brings park members and the community together.

KEY CHARACTERISTICS

- One of the fast-growing innovation districts in Australia.
- Founded by the Macquarie University and 6 tech firms within the district
- Exploration and enhancement of the potential of existing Park.



The Macquarie Park Innovation District

VISION & PROGRAMMING

- Name brand - "Macquarie Park Innovation District, MPID"
- Establish a vision statement "A globally recognized ecosystem creating innovative solutions benefiting the local and international community" with four fundamentals: Collaborate, Create, Connect, Community
- Create slogans/mottos: "Globally connected, Locally Smart;" "Making extraordinary ideas come together for tomorrow;" "Anything is possible"
- A series revolutionary programs to upgrade existing facilities, introduce new MPID members, and provide more convenient services (i.e., a driverless shuttle)



MPID Members



MPID Slogans



MPID Hackathon

BRAND GRAPHIC IDENTITY

- Uses two bright colors (pink & cyan) with white and black as an identical color theme
- Introduces a brand identity suite, including logo, typography, language, color, etc.
- Uses abstract element on the district Logo design – a series of arrows converging to form a star as a symbol of the collaborative innovation
- Applies the graphic suite to all the marketable items including collateral, signage, Web Mobile Apps, T-shirt, social media, etc.



Graphic Suites

PLACEMAKING & WAYFINDING

- The icon and color theme will be used on the districts' wayfinding system.



Use the Icon and Color Themes on the District's Signage

SOCIAL PLATFORM

- Launches a website to communicate the vision, values, roadmap, features, facts to involve new members



MPID Website



INNOVATION HUB

A place of Natural Innovation

VISION STATEMENTS

- **The PTC Innovation Hub will become a place of Natural Innovation.** Located in the scenic environment of the City of Peachtree Corners, the Innovation Hub will become **a new energetic, mixed-use urban destination** bringing together technology, inspiration, business, talents and capital **in the pursuit of creativity, connectivity and collaboration.**
- **Quality living and innovative working spaces , where nature and urban places meet to create uniqueness, curiosity and innovation.**
- **North Atlanta's leading environment of entrepreneurship, creativity, curiosity and investment.**
- A new focal point for enterprising start-ups and established businesses create, collaborate and **complementing the innovation ecosystem in the region of Atlanta**



An ENTERPISING HUB, where

- Inspirations spark ideas that are put into practice;
- Starts-ups communicate with business giants; and
- Businesses collaborate with each other.

An ENGAGING COMMUNITY, where

- Nature coexists with vibrant urban places;
- 5 minutes away from every café corner; and
- Co-working spaces mix with quality living environment

An ENERGETIC PLACE, where

- Shopping, dining and entertaining experiences are steps from doorstep;
- Appealing parks, greenways and recreational areas are provided for activities; and
- Live events and festivals are programmed year-round.





PTC INNOVATION HUB

A place of Natural Innovation

MISSION STATEMENT & CORE VALUES

The PTC Innovation Hub Steering Committee: Providing leadership and an integrated approach to Economic Growth, Community Enhancement and Real Estate Development through investment, collaboration and imagination.

INVENTIVE



OPEN TO NEW IDEAS

INTERACTIVE



INDUSTRY, GOV'T, ACADEMIA & COLLABORATION.

INSIGHTFUL



REFLECTS ON ACHIEVEMENTS AND LOSSES

IMPACTFUL



WISE IN MIND, YOUNG AT HEART

INVIGORATING



EMBRACE DISRUPTION

INVOLVED



CULTURE OF EXCELLENCE



WHAT IS A BRAND DIFFERENTIATES PRODUCT, PLACE, SERVICE FROM COMPETITORS

BRAND EQUITY THE VALUE OF PUBLIC'S BRAND'S AWARENESS, POSITIVE PERCEPTION,
AND LOYALTY

BRAND POSITIONING PTC'S BENEFITS COMBINED WITH IT'S COMPETITIVE ADVANTAGE

CORE IMAGES IMAGES THAT COMMUNICATE POSITIVE BRAND ATTRIBUTES

CORE MESSAGES KEY MESSAGES COMMUNICATED TO THE PUBLIC

CORE PERSONALITY HUMAN CHARACTERISTICS ASSOCIATED WITH THE BRAND

TARGET AUDIENCES THE PREFERENCES OF THE INVESTORS, VISITORS, RESIDENTS, INVESTORS
AND MEDIA



NAMING PRINCIPLES

- DIFFERENTIATE FROM COMPETITORS
- BE BRIEF: 4 SYLLABLES OR LESS
- BE DISTINCTIVE AND APPROPRIATE – BUT NOT GENERIC
- BE EASY TO SPELL AND RECALL
- BE SATISFYING TO PRONOUNCE
- ARE LEGALLY DEFENSIBLE (AVAILABLE FOR TRADEWORK)
- REFLECT THE VISION AND SCALE OF THE DEVELOPMENT
- BE MEANINGFUL, EVOCATIVE AND CAPTURE AND CHARACTER OF THE ENVIRONMENT
- BE EXTENDIBLE INTO TO A COMPREHENSIVE NAMING SYSTEM (FOR SUB-DISTRICTS, STREETS, ETC.)
- THE .COM MUST NOT BE IN USE BY A POTENTIALLY COMPETING, CONFUSING OR OFFENSIVE SITE.



The following diagrams illustrate the current relationship between each example Best Practice in branding, and its surrounding entities – e.g. (universities/communities/cities) and how the brands of each either relate to each other or do not.

PRECEDENTS

Tech Square Atlanta, US

- Relies on Georgia Tech's Master Brand and identity but shows own uniqueness.
- Does not directly relate to City of Atlanta branding.



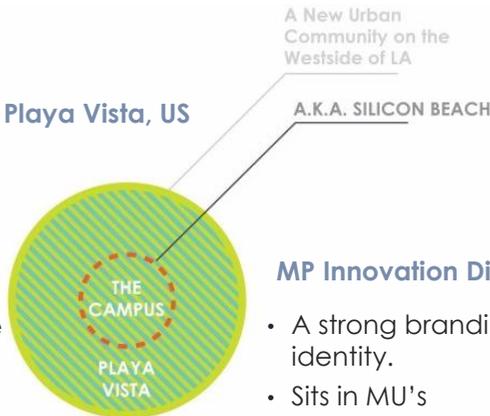
HereEast London, UK

- Tech City UK forms master brand
- Derives from the City's strong vision.
- A powerful branding identity.



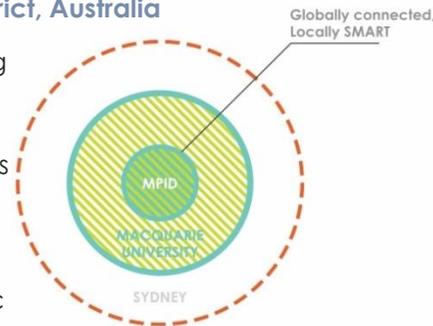
The Campus at Playa Vista, US

- Does not have its own specific branding identity.
- Integrates the branding of the wider Playa Vista community and the Silicon Beach campus.



MP Innovation District, Australia

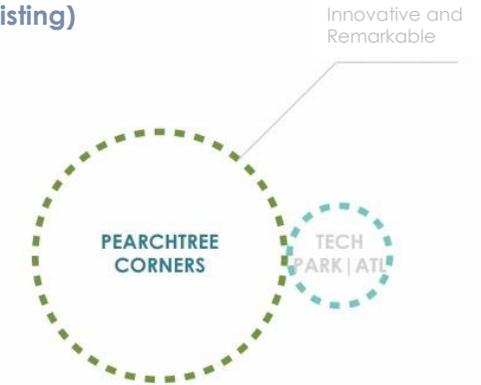
- A strong branding identity.
- Sits in MU's context but shows its own uniqueness.
- The City does not have any specific strategies yet.



TECNOLOGY PARK VS INNOVATION HUB

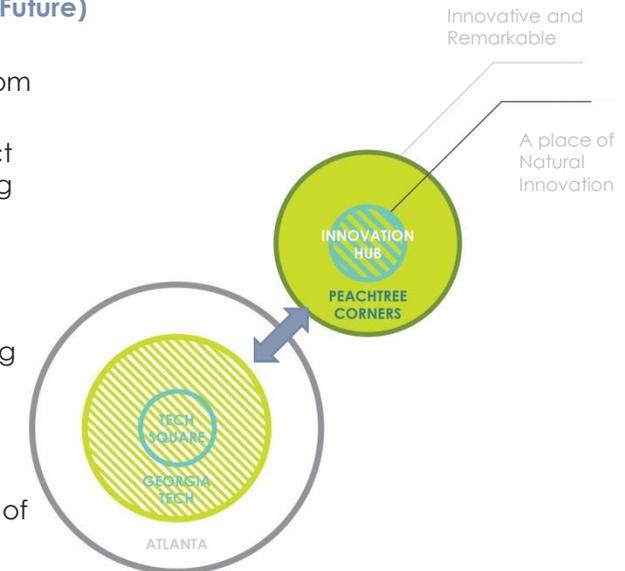
Technology Park Atlanta (Existing)

- Technology Park Atlanta is dominant Brand.
- Tech Park Atlanta brand is somewhat separate from City's Brand.
- City's Wayfinding, Signage and Directional signs have interesting yet similar names.



PTC Innovation Hub (Future)

- A strong, unique identity different from its competitors.
- Brand should reflect city's natural setting while emphasizing development directions.
- Shared conference/training center offers opportunity to leverage G Tech and fit within wider Atlanta Innovation of Eco-System.





BRANDING COLOR PALETTE

ALTERNATIVE 1: ENERGETIC, PLAYFUL & LIVELY

LIME GREEN
R=203 G=219 B=42
C=25 M=0 Y=100 K=0

TURQUOISE
R=102 G=199 B=194
C=57 M=0 Y=28 K=0

BRIGHT ORANGE
R=241 G=90 B=34
C=0 M=80 Y=100 K=0

NATURAL BROWN
R=120 G=101 B=96
C=50 M=55 Y=55 K=20

LIGHT GREY
R=214 G=214 B=214
C=15 M=11 Y=12 K=0

DARK WARM GREY
R=38 G=38 B=38
C=71 M=65 Y=64 K=69

WHITE
R=255 G=255 B=255
C=0 M=0 Y=0 K=0

PRIMARY COLORS
bright lime green
vibrant turquoise

ACCENT COLOR
bright orange

BACKGROUND COLORS
warm brown, greys & neutral white

Primary Colors

- Fresh lime green and turquoise indicate a more energetic and fun setting and a creative and collaboration environment; and also
- Expresses a sense of calming and natural effects highlight the area's natural asset

Accent Colors

- Bright orange contrast against lime green and turquoise emphasizes a communication of technology and a contemporary urban space

Background Colors

- Balance the high saturate colors with warm brown, greys, and white makes for a crisp and professional, but very welcoming palette

ALTERNATIVE 2: MORDEN, SHARP AND STRIKING

TURQUOISE
R=102 G=199 B=194
C=57 M=0 Y=28 K=0

CYAN
R=0 G=174 B=239
C=100 M=0 Y=0 K=0

PINK
R=236 G=0 B=140
C=0 M=100 Y=0 K=0

NATURAL COOL GREY
R=120 G=101 B=96
C=50 M=55 Y=55 K=20

DARK GREY
R=40 G=40 B=40
C=71 M=65 Y=64 K=68

WHITE
R=255 G=255 B=255
C=0 M=0 Y=0 K=0

LIGHT GREY
R=214 G=214 B=214
C=15 M=11 Y=12 K=0

PRIMARY COLORS
vibrant turquoise
bright cyan

ACCENT COLOR
magenta/bright pink

BACKGROUND COLORS
greys & neutral white

- Fresh turquoise and bright cyan express communication, ideas, and having self awareness; which indicating a combination of innovation and collaboration
- Bright pink contrast against turquoise and cyan highly attract attention and emphasizes a combination of modernism, technology and quality lifestyle
- Balance the high saturate colors with greys and white maintains a fun and vibrant vibe without sacrificing the stunning visual effect



IMPLEMENTATION & BRANDING POTENTIAL VISUALIZATIONS

As part of the positioning and overall branding direction for the PTC Innovation Hub, the following visualization emphasize the juxtaposition of contrasting and sometimes complimentary elements that are unique to PTC.

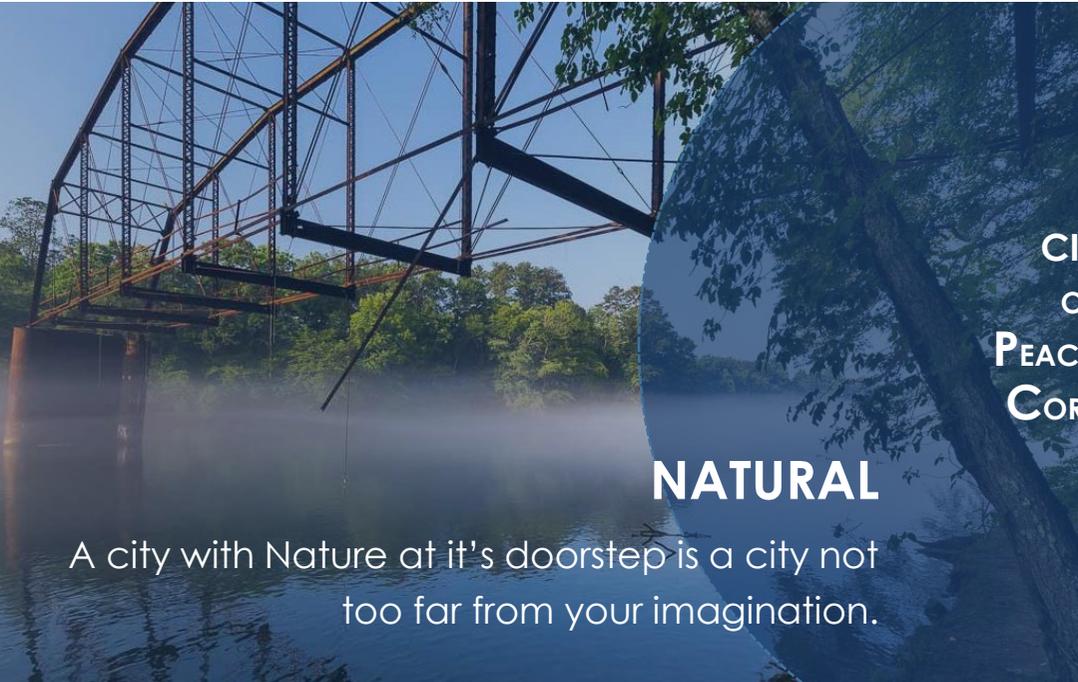
BACKGROUND

- The following visualizations are for illustrative purposes only and do not reflect images, pictures, etc., that are fully authorized for reproduction or use.
- The images, taglines and phrases are meant to hint or highlight some of the existing features or potential initiatives that the City of Peachtree Corners offers or is undertaking.
- Each visualization is meant to contain a phrase (e.g. "natural innovation) images that show the contrast of the each of the words (nature vs. technology) and a brief sentence meant to spark interest in the reader.
- It should be noted that as part of a wider more extensive branding effort, these potential visualizations would be refined, however, the current iterations provide a foundation for discussion.





IMPLEMENTATION & BRANDING BRAND DNA – POTENTIAL VISUALIZATIONS



NATURAL

A city with Nature at it's doorstep is a city not too far from your imagination.

CITY
OF
PEACHTREE
CORNERS

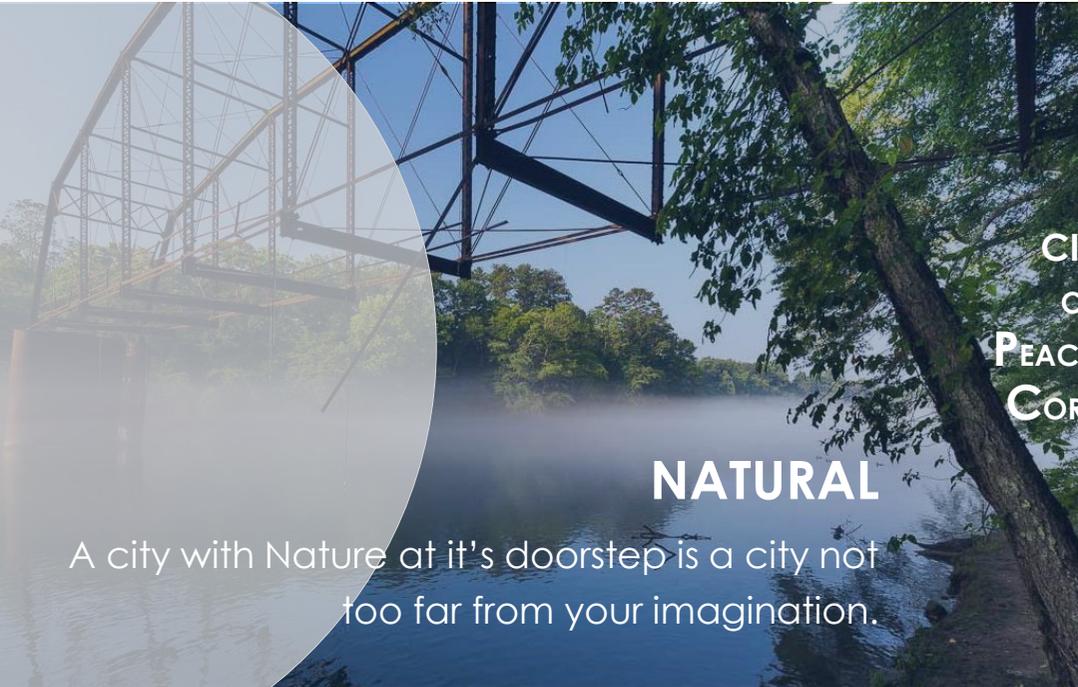


INNOVATION

Innovation is in our DNA, and so is a automatic drive to connect ideas, people and places.



IMPLEMENTATION & BRANDING BRAND DNA – POTENTIAL VISUALIZATIONS



CITY
OF
PEACHTREE
CORNERS

NATURAL

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INNOVATION

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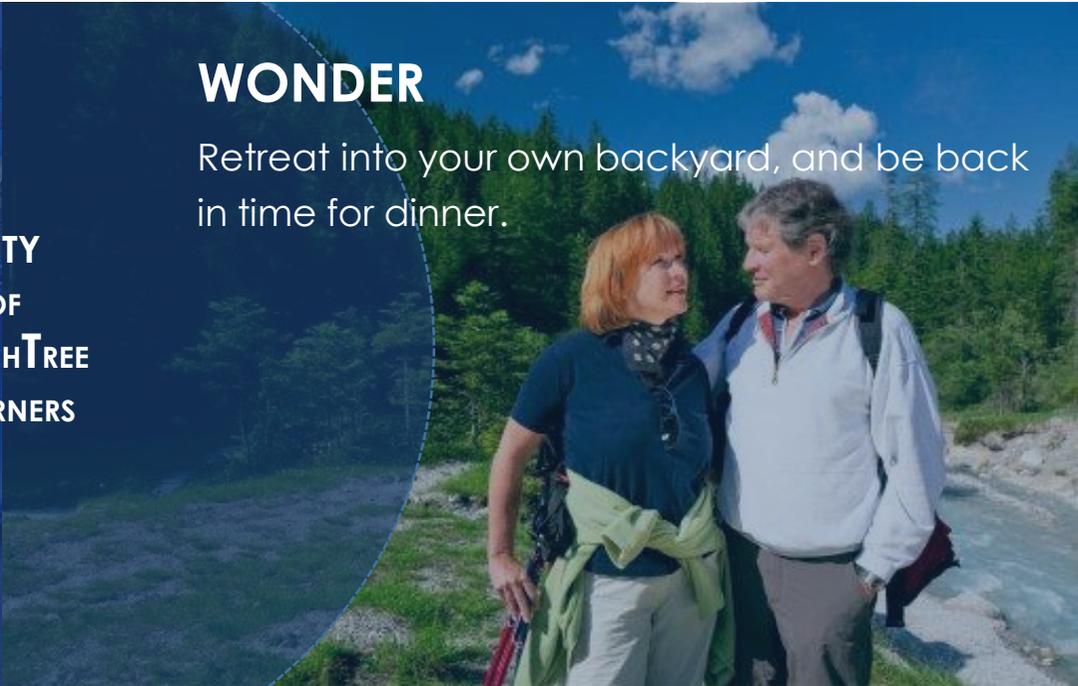
IMPLEMENTATION & BRANDING BRAND DNA – POTENTIAL VISUALIZATIONS



WIRED

Welcome to the home of innovation, where faster means further.

CITY
OF
PEACHTREE
CORNERS



WONDER

Retreat into your own backyard, and be back in time for dinner.



IMPLEMENTATION & BRANDING BRAND DNA – POTENTIAL VISUALIZATIONS



WIRED

Welcome to the home of innovation, where faster means further.

CITY
OF
PEACHTREE
CORNERS

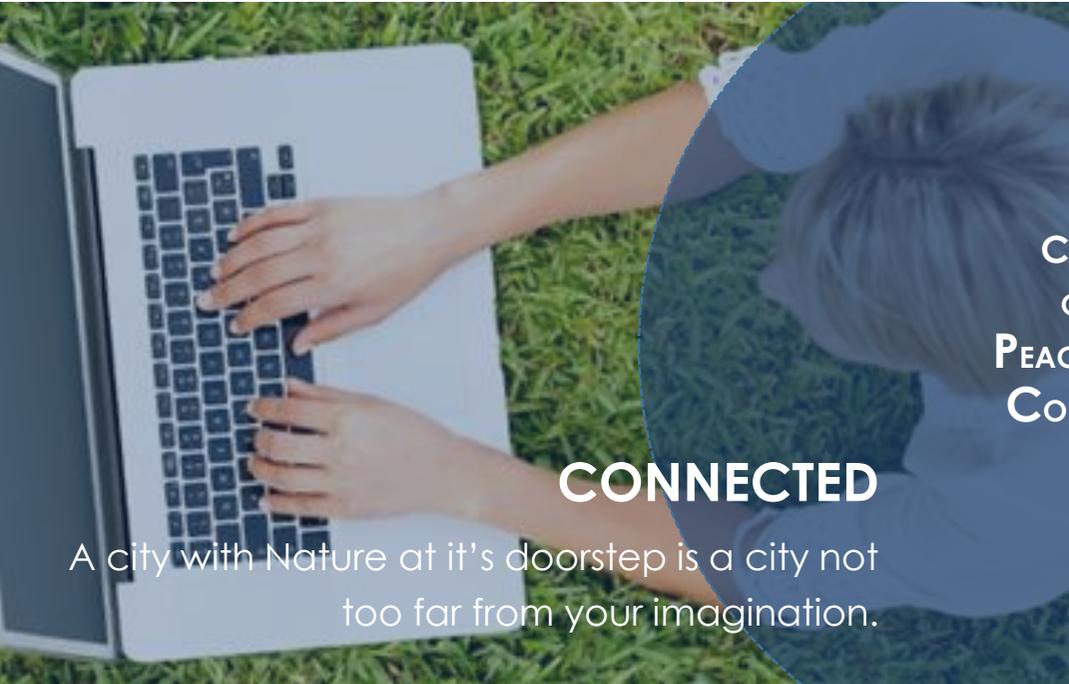


WONDER

Retreat into your own backyard, and be back in time for dinner.



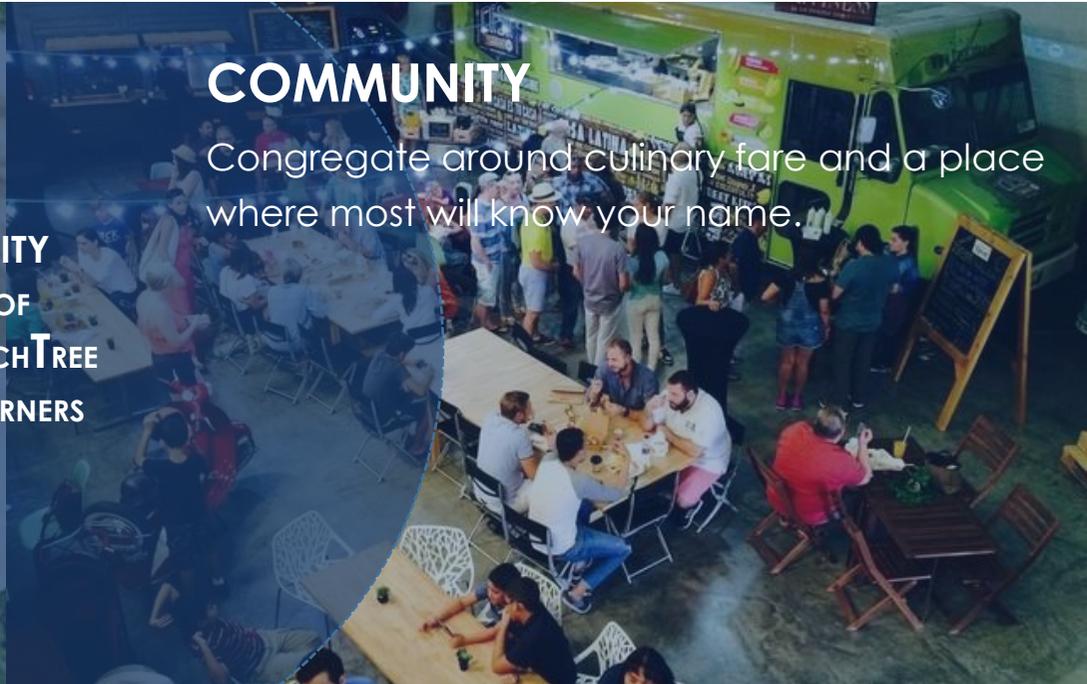
IMPLEMENTATION & BRANDING BRAND DNA – POTENTIAL VISUALIZATIONS



CONNECTED

A city with Nature at it's doorstep is a city not too far from your imagination.

CITY
OF
PEACHTREE
CORNERS



COMMUNITY

Congregate around culinary fare and a place where most will know your name.



IMPLEMENTATION & BRANDING BRAND DNA – POTENTIAL VISUALIZATIONS



CONNECTED

Browse, Tweet, Swipe Right or Chat indoors, or if your adventurous, anywhere.



COMMUNITY

Congregate around culinary fare and a place where most will know your name.

CITY
OF
PEACHTREE
CORNERS



IMPLEMENTATION & BRANDING POTENTIAL VISUALIZATIONS

Placemaking is an integral component to the success of the PTC Innovation Hub. The following images provide inspiration for a more integrated and cohesive urban design framework within the Hub area.

BACKGROUND

- It is important to continue to build a library of images that illustrate the look and character of a more connected PTC Innovation Hub area.
- Building on the success of the Forum, the development of the Town Center and the implementation of the Multi-Use Trail, the PTC Innovation Hub must continue to advance the balanced transformation of the inner core of the City of Peachtree Corners, in order to compete with other North Atlanta suburbs.





CONNECTED SITES

BIKE SHARE STATION

READY TO RIDE?

DOWNLOAD THE FREE ZAGSTER APP
OR VISIT ZAGSTER.COM/LBA-PP



HOW IT WORKS

- 1 CHOOSE YOUR BIKE**
ENTER THE BIKE'S NUMBER INTO
THE APP TO GET YOUR CODE.
- 2 UNLOCK**
ENTER YOUR CODE INTO THE LOCK
BOX TO ACCESS THE U-LOCK KEY.
- 3 RIDE**
PLACE THE U-LOCK INTO ITS HOLSTER
& ENJOY YOUR RIDE!
- 4 RETURN & LOCK**
LOCK YOUR BIKE TO A ZAGSTER
STATION, END YOUR RIDE IN THE
APP & CLOSE THE LOCKBOX FIRMLY.

NEED HELP? CALL ZAGSTER
AT 282.999.3924
OR VISIT ZAGSTER.COM/SUPPORT

PARK
PLACE



An aerial photograph of a community workshop. Numerous people are seated at long white tables arranged in a grid. They are engaged in various activities, including looking at documents, talking, and working on a large-scale project on a table. The tables are decorated with yellow circular markers. The workshop is set in an outdoor or semi-outdoor space with green carpeting, wooden planters, and hanging dried plant decorations. The overall atmosphere is collaborative and creative.

CONNECTED AMENITIES



CONNECTED WORKSPACES



A photograph of a modern, multi-story building courtyard. The courtyard is paved with light-colored stone tiles and features several yellow and black rectangular markers on the ground. People are walking and standing in the courtyard, and there are trees and greenery. The text 'CONNECTED PEOPLE' is overlaid in large white letters.

CONNECTED PEOPLE



TARGET AUDIENCE & CHARACTERISTICS

The existing and targeted audiences that should be attracted and retained as part of the future of the PTC Innovation Hub.

CORE MESSAGES

What attracts these audiences and what attributes does PTC have.

STYLE

Communication Style
(Serious, Funny, Whimsical)

PLATFORMS

Media Platforms and channels of advertising



EMPTY NESTERS/BOOMERS:

- Large Spend on dining out
- May be underserved by current PTC culinary and entertainment offering
- Familiar with aspirant brands

- Quality of life and proximity to nature.
- Low tax community
- Tight knit Community
- Active Gov't Administration

- Serious style of communication
- PTC as a retreat and calm from storm of daily life

- Traditional News Outlets,
- Word of Mouth
- Television
- Radio



YOUNG COUPLES & FAMILIES:

- Young professionals seeking affordability to start a family
- Drawn to areas with similar demographics.
- Daycare, Schools, Walkability

- Assist residential and commercial developers in there efforts to reach out to potential customers
- Emphasize schools, nature, and safety.

- Positioning exclaims the urban suburb
- Schools, churches, small business friendly.
- Nature in the City

- Online News
- Word of Mouth
- Radio
- Youtube/Podcasts



PERRENIAL ENTREPRENEURS:

- "Forever young" entrepreneurs
- Transitioning into a new career of self employment, investment and mentorship.

- Low business cost
- Low Crime
- Academia/Gov't Support
- Sense of adventure
- Young and old working together

- Communication style and taglines/ phrases that emphasize pragmatism.

- Atlanta Metro Chamber
- Radio
- Facebook
- MARTA



TARGET AUDIENCE & CHARACTERISTICS

The existing and targeted audiences that should be attracted and retained as part of the future of the PTC Innovation Hub.

CORE MESSAGES

What attracts these audiences and what attributes does PTC have.

STYLE

Communication Style
(Serious, Funny, Whimsical)

PLATFORM

Media Platforms and channels of advertising



CONVENTION DELEGATES/BUSINESS TRAVEL:

- Stays 2/3 nights & back each year
- HH Income of \$80K - \$120K
- Seeks Fine Dining to Impress Clients
- Requires Safe Environment

- Affordable Accommodation
- Proximity to Downtown Core
- Access to recreational activities.

- Serious communication style
- Emphasis on accommodating business preferences

- Engage at Airport
- MARTA
- Tourists Pamphlets



MILLENNIALS, ARTISANS & CREATIVES:

- Likes company of similar demographic.
- Want opportunity to shape environment.
- Seeks walkability and amenities.

- Affordable space and enhanced communication
- Internal Connectivity
- Tech infused Community Development

- Create sense of curiosity
- A line of communication that plays like snippets of a movie

- Podcasts (Local and National)
- Sponsor STEM related events
- Partner with local PTC companies



TECH SAVVY & MID-SIZED FIRMS:

- Prototype Prime led
- Graduates, and young entrepreneurs.
- Require amenity and colocation of tech and city development.

- Connections to capital
- Affordable space
- Success stories
- Room to grow

- Sense of adventure
- Young and old working together
- Affordable space

- Podcasts (Local and National)
- Sponsor STEM related events
- Partner with local PTC companies



IMPLEMENTATION & BRANDING

INITIAL BRANDING DIRECTIONS

The following matrix provides a conceptual strategic branding guidance for the development of Innovation Hub in the next long time period. The tools and recommendations are summarized into seven categories.

VISIONING	PROGRAMMING	VISUAL IDENTITY	WAYFINDING & PLACEMAKING	DIGITAL MEDIA	ORGANIZATION & FUNDING
Recommendations	Recommendations	Recommendations	Recommendations	Recommendations	Recommendations
<ul style="list-style-type: none"> • Adopt a clear and strong vision that provides an overall goal that makes the hub a home for innovation, collaboration and lifestyle quality. • Select key words that define the core values of the steering committee and the wider spirit of economic growth in the business community. • Establish a mission statement with market position, target audiences, and a roadmap to clearly define the future path. • Create a series of evocative slogans or mottos to express the values and spirit of the PTC Innovation hub. 	<ul style="list-style-type: none"> • Introduce a series of innovation-focused programs. These could be different types of events, co-working spaces, labs, education centers, meeting/exhibition spaces. • Integrate diverse lifestyle programs within the hub to strengthen the relationship between the businesses of the hub and the residents of the community. • Program versatile year-round events and community festivals to raise the popularity of the area, such as, innovation talks hackathons, networking, job fairs, farmers market, live concerts, holiday/cultural festivals, and outdoor movies, etc. 	<ul style="list-style-type: none"> • Create a Logo which can tell the story and identities of the Hub using abstract elements • Select a color theme. Have the color palate share certain elements with the City's color theme and but still tell its own story and indicate uniqueness, innovation and lifestyle. • Create a graphic identity suite to include logo, color, typography, language, pattern, etc. The identity must stem from the overall Development Strategy and framework of the Master Plan. • Uses the graphic suite to create billboards, social media, Websites and Mobile design, signage/wayfinding, in order to create a graphic identity throughout the project. 	<ul style="list-style-type: none"> • Redesign the Hub's gateway signage with enhanced landscape/public art to inform visitors of the Hub's primary entry points. • Place wayfinding directory signage at essential information intersections/kiosks to navigate visitors and occupants to the destinations on-site. • Create a indoor signage and wayfinding system; each district/destination within the hub should use the Hub's identical graphic palette but also show their own characters. • Encourage high quality, imaginative, and innovative design in wayfinding system and place making to make spaces fun and engaging. 	<ul style="list-style-type: none"> • Advertise the Innovation Hub on the City's website in the preliminary phase to raise the public awareness of the new reinvention of Technology Park Atlanta. • Launch a website exclusively for the Hub to communicate the vision, values, roadmap, features, programs and to involve members and collect input. • Utilize various social media for storytelling and broadcasting every updates/events happening within the Hub 	<ul style="list-style-type: none"> • Seek a public-private partnership (the City with the tenants) to support the Hub's development and operation • Create working groups based on expertise to operate the Hub's redevelopment and future management of the PTC Innovation Hub; including initiating strategic plan, marketing, event programming, cleaning and security, etc. • Introduce diverse initiatives to fund and support new ideas and start-ups through grants, incentives, flexible leasing terms, and financing loans, etc.
Precedents	Precedents	Precedents	Precedents	Precedents	Precedents
<ul style="list-style-type: none"> • Here East London, UK • MPID, Australia 	<ul style="list-style-type: none"> • The Campus At Playa Vista, US • Tech Square Atlanta, US • Here East London, UK • MPID, Australia 	<ul style="list-style-type: none"> • HEAR EAST LONDON, UK • MPID, AUSTRALIA 	<ul style="list-style-type: none"> • HEAR EAST LONDON, UK • THE CAMPUS AT PLAYA VISTA, US 	<ul style="list-style-type: none"> • TECH SQUARE ATLANTA, US • HERE EAST LONDON, UK • MPID, AUSTRALIA, US 	<ul style="list-style-type: none"> • MPID, AUSTRALIA



EXISTING ZONING CONTEXT

Study Area Zoning

1. Most of Study Area is classified as M-1 (Light Industry) District, with significant acreage classified as C-2 (General Business) District or O-I (Office-Institutional) District.
2. Proposed Southern Activity Node includes C-2, M-1, and O-I Districts.
3. Proposed Northern Activity Node is mostly classified as C-2 and M-1 Districts.

Mixed Use Zoning

4. Zoning Ordinance provides for MUO (Mixed Use Overlay) District requiring approved Concept Plan; described as appropriate along major thoroughfares.
5. Zoning Ordinance provides for MUD (Mixed Use) District within “Major Activity Center” (as designated by Gwinnett County Comprehensive Plan) and requiring access to major thoroughfare; requires approved Concept Plan.
6. MUO and MUD Districts are not currently applied within Study Area.

Multi-Family Residential Zoning

7. Zoning Ordinance includes RM-13 (Multi-family Residence) District allowing maximum density of 13 dwellings per acre.
8. Zoning Ordinance provides for HRR (High-Rise Residential District) within “Major Activity Center” (as designated by Gwinnett County Comprehensive Plan) and requiring access to major thoroughfare; requires approved Concept Plan; there is no density limit and allows up to 40 percent of gross square footage for accessory non-residential use.
9. HRR District is not currently applied within Study Area.



ZONING ANALYSIS SUMMARY

C-2, M-1 & O-I Districts

1. C-2, M-1, and O-I Districts do not accommodate residential use as recommended for proposed Activity Nodes and other key redevelopment sites located throughout the Study Area.
2. M-1 and O-I Districts do not accommodate a suitably robust mixture of retail and entertainment uses as recommended for proposed Activity Nodes; for example, M-1 zoning standards generally inhibit smaller-scale retail use, and O-I zoning generally limits retail and service establishments to accessory uses.
3. M-1 and C-2 Districts accommodate uses that should be restricted within proposed Activity Nodes, particularly those uses that are incompatible with pedestrian orientation.
4. Development standards for M-1, C-2, and O-I Districts are generally not supportive of pedestrian-oriented mixed-use development.

MUD & MUO Districts

1. MUD and MUO Districts permit residential densities to maximum of 32 dwelling units per acre, which may be insufficient to respond to housing demand and create critical mass associated with successful Activity Nodes.
2. MUD and MUO District includes provisions for on-street parking and shared parking reduction, supportive of pedestrian oriented mixed-use development.

Multi-family Residential Districts

1. Density limits and development standards applicable to Multi-family Residential Districts (RM-6, RM-8, RM-10, and RM-13) may limit redevelopment opportunities and inhibit pedestrian orientation, if applied to proposed Activity Nodes or other key redevelopment sites.
2. Density provisions applicable to HRR District are supportive of redevelopment objectives for Study Area; however, non-residential restrictions may inhibit development of suitably vibrant mix of uses within Activity Nodes and inhibit proper response to market conditions.



ZONING PROPOSAL

Alternative No. 1: Apply Existing Mixed Use & Residential Zoning

• Proposed Application:

- Rely on opportunity provided by existing zoning provisions to support redevelopment.
- Apply existing Mixed Use and Residential Districts to redevelopment sites.
- Undertake rezoning in response to developer application.

• Advantages:

- Administrative staff and community familiar with existing provisions.
- Only requires changes to Zoning Map as needed.
- Minimizes administrative costs to City.

• Disadvantages:

- Piecemeal rezoning may reinforce haphazard development pattern.
- Does not address shortcomings in existing development standards.
- Existing zoning provisions insufficient to achieve envisioned Activity Nodes.

Alternative No. 2: Create New Mixed Use Zoning District for Activity Nodes

• Proposed Application:

- Create additional Mixed Use District that accommodates more intense development.
- Consider inclusion of “form-based” provisions.
- Apply new Mixed Use District to identified Activity Nodes.

• Advantages:

- Proactive approach that focuses implementation efforts where most needed.
- Establishes use and form-based standards appropriate to Activity Nodes.
- Form-based provisions will more adequately address desired architectural character.
- Outreach will generally focus on key stakeholders within Activity Nodes.

• Disadvantages:

- Does not address areas located outside of identified Activity Nodes.
- Some cost associated with zoning revision, adoption, and administration.



ZONING PROPOSAL

Alternative No. 3: Comprehensive Rezoning (“Form-Based” Coding”) of Entire Analysis Site

• Proposed Application:

- Draft comprehensive “form-based” (or hybrid) code for entire Study Area.
- Apply “form-based” (or hybrid) coding to Study Area.

• Advantages:

- Proactive approach that implements proposed vision for entire Study Area.
- Establishes more appropriate use and form-based standards throughout Study Area.
- Form-based provisions will more adequately address desired architectural character.

• Disadvantages:

- Entails significant costs associated with comprehensive code preparation.
- Requires substantial community outreach to introduce and “sell” new approach.
- Need to familiarize administrative staff and community with new code requirements.

Relation to LCI Recommendations

• LCI Action Plan includes the following Economic Development Initiatives:

- D3: Modify Central Business District Zoning to accommodate millennial housing.
- D4: Develop overlay standards specific to Central Business District.

• Proposed Alternatives 2 and 3 are generally consistent with the LCI’s recommendations:

- Both alternatives support development of mixed-use activity nodes through updated zoning standards.
- Both alternatives support development of housing within mixed-use context.