



# ACKNOWLEDGEMENTS

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

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# BACKGROUND & INTRODUCTION

## Introduction

### ***Implementing the City's Vision***

Soon after incorporation as a city, Peachtree Corners completed its first comprehensive plan (2013) to chart a course for its growth over the next 20 years. Along with identifying overall goals, the plan also geographically organized the city into "character areas" consisting of recommendations for future economic growth, development patterns, and community-desired characteristics. The Holcomb Bridge Corridor and Transitional Growth character areas were both recognized as regions where investment is necessary to help catalyze a stronger connection to the City and establish a better sense of place. Given their geographic proximity and development history, the Holcomb Bridge Corridor and part of the Transitional Growth character areas have been combined for this study in order to explore a more comprehensive vision.

*The Peachtree Corners 2033 Comprehensive Plan Reports can be found on the City's website. [www.peachtreecornersga.gov](http://www.peachtreecornersga.gov)*

### ***City-wide Planning History***

Since completing its Comprehensive Plan in 2013, the City has undertaken several more detailed studies to realize the plan's vision. In 2014, the city applied for and was awarded a Livable Centers Initiative (LCI) grant through the Atlanta Regional Commission to conduct a planning study for the City's Central Business District, adjacent to the Holcomb Bridge Corridor (The Town Center LCI Plan). On the heels of that study, the City retained a consultant team for this corridor led by Lord Aeck Sargent - an Atlanta-based Urban Design and Architecture firm - supplemented by market analysts Bleakly Advisory Group and transportation planners Stantec Consulting.

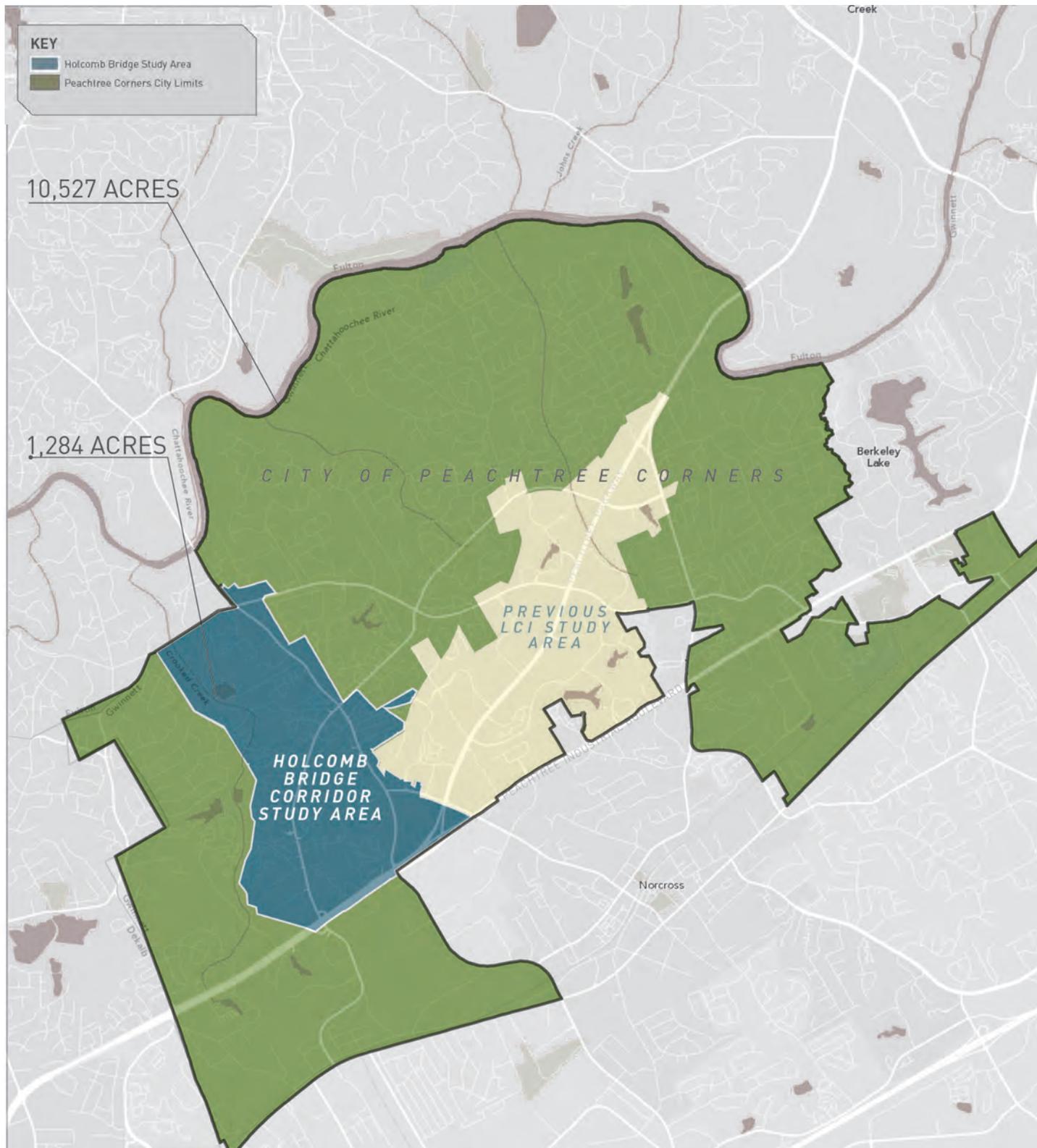
Given the City's infancy, there are limited other metro- or County-wide planning efforts specifically targeted within the city limits. However, it is worth noting that in 2009 Gwinnett County approved the 2033 Unified Plan (combination of a comprehensive plan and a consolidated growth plan). Aside from county-wide economic and transportation planning policies, the Peachtree Corners area was not a primary focus of the plan and therefore little detail was provided for what is now the Holcomb Bridge Corridor. In 2014, the County did update its Open Space & Greenway Master Plan in which two potential trails were identified within the study area. More details on these trails are provided within the Planning Strategies portion of this report.

*The Peachtree Corners LCI Report can be found on the City's website. [www.peachtreecornersga.gov](http://www.peachtreecornersga.gov)*

## Study Area Context

At roughly 12% of the City's total land area, the Holcomb Bridge Study Area encompasses about 1,224 acres of land located within the western portion of the City. As displayed

on the map below, the Holcomb Bridge "corridor" generally consists of land east of Crooked Creek, south of Spalding Road, north of Peachtree Industrial Boulevard and Holcomb Bridge Road. The area borders both the City's primary single-family residential core and the Central Business District and shares a boundary with the City of Sandy Springs to the north and the City of Norcross to the south.



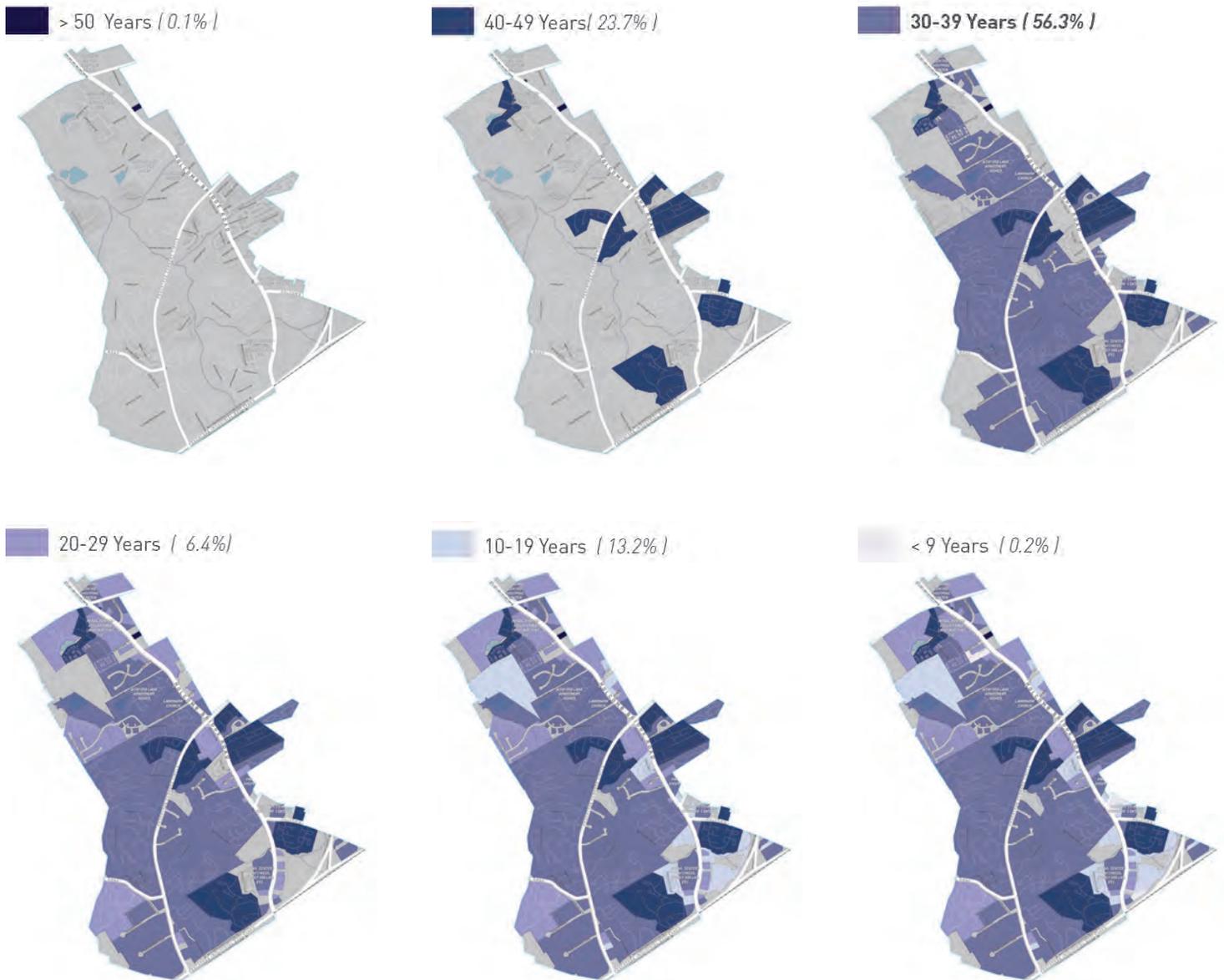
## Study Area History

As detailed in the adjacent LCI study (2014), the realization of Paul Duke’s vision for Technology Park brought about a wide range of development demand that catalyzed rapid growth in surrounding areas. Development patterns within Holcomb Bridge study area are a direct result of that demand and, as such, grew swiftly during throughout 1970’s and 80’s. As a primary corridor for what was then the City of Norcross and unincorporated Gwinnett County, Holcomb Bridge Road was a prominent commercial corridor full of restaurants, shops, and small offices. These businesses were supported by both the growing single-family base to the east and concentration of multi-family housing along Peachtree Corners Circle which catered to the “non-executive” employment sector of Technology Park. While the area benefited from a strong

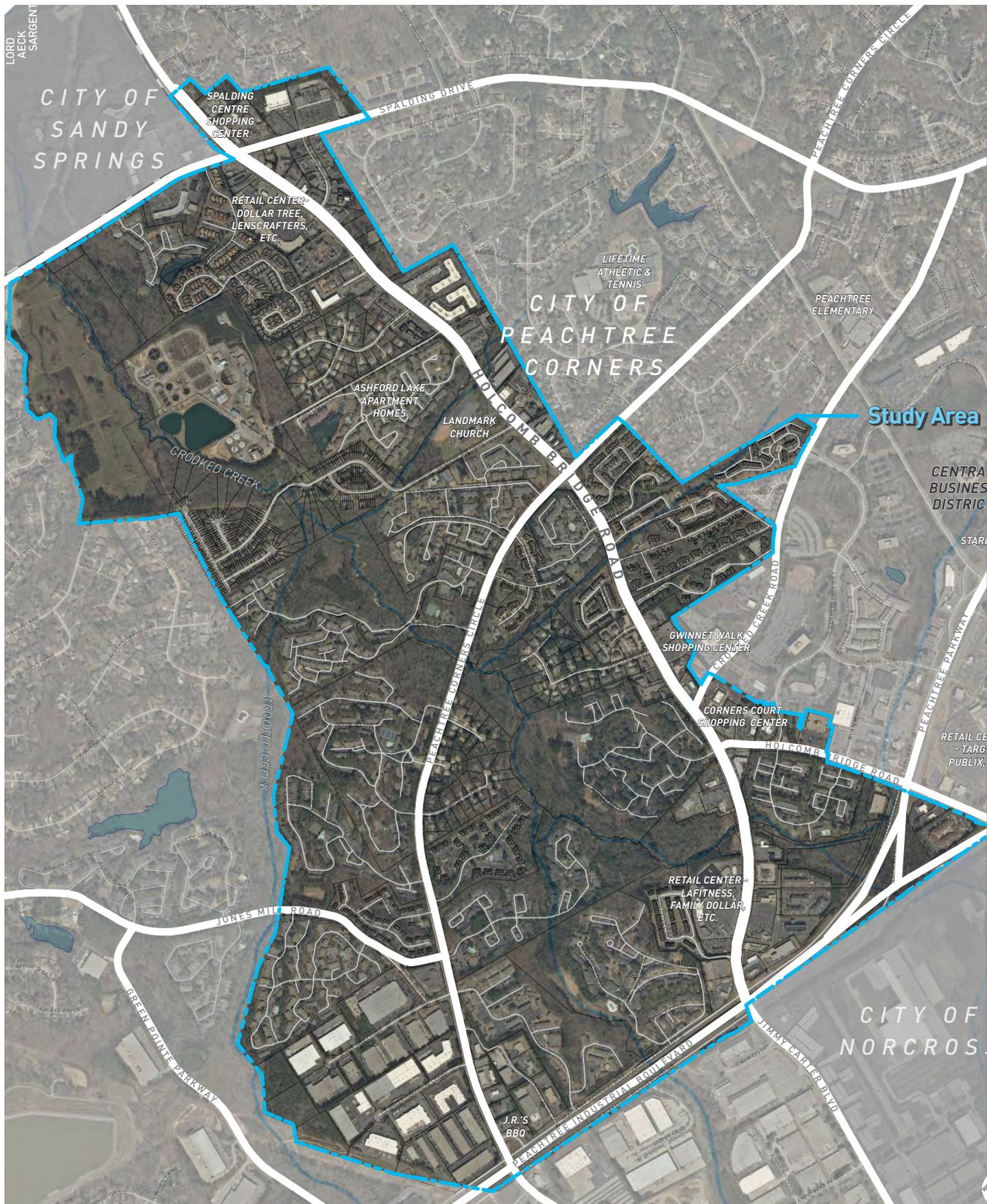
economy during this period, subsequent growth to the north of the City along with the expansion of Peachtree Industrial Boulevard gradually shifted development focus further east away from the Holcomb Bridge area. These events marked a paradigm shift for Holcomb Bridge as many businesses lost proximity to the market sector they once attracted.

Given that most of the area’s developable land was built up by the early 1990’s, the area has seen minimal growth over the last 10-15 years. As the City of Peachtree Corners gains popularity and many of the existing developments in the area exceed their life expectancy, development interest in this area will likely increase and create opportunities for new investment within this portion of the City.

### EVOLUTION OF THE AREA’S BUILT ENVIRONMENT



STUDY AREA MAP



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

# PRESENT TRENDS & CONDITIONS

## Existing Development Character

The character of the area is defined by its two major corridors, the Holcomb Bridge Corridor and Peachtree Corners Circle Corridor, both reflecting the typical auto-centric development patterns of the 1970's and 80's. Both corridors are dominated by expansive 4-5 lane roadways that minimize the ability for pedestrian activity and maximize the notion that this is an area to drive through rather than to. This subsequently creates a physical environment with large building setbacks, wide buffers, a lack of interparcel connectivity, and massive "block" sizes that result in a homogenous suburban character. Holcomb Bridge Road is dotted with a variety of strip commercial developments that vary in size and style but, from an aesthetic and human scale perspective, all lack the sense of appeal that most new developments provide today. While the office sector in Peachtree Corners is dominated by Technology Park, Holcomb Bridge Road is also lined with 70 class B & C office buildings that, surprisingly, address the street more than any other use along the road. In contrast, likely due to the nature of the existing roadway and zoning requirements, the residential development along Holcomb Bridge Road is setback a good distance from the street and in many instances is enclosed behind a dense landscape buffer that further adds to the separation between public right-of-way and development.

The study area's secondary corridor, Peachtree Corners Circle, is almost entirely lined by a dense vegetated screen as a result of the predominantly residential uses along it. Similar to Holcomb Bridge Road, the nature of Peachtree Corners Circle encourages most residential development to be established as its own enclave with no relationship to its surroundings. The result of this is a roadway with no real character except that of a highway. This paradigm is also found at the major intersections within the study area. Despite their roles as major gateways to the City, the intersections along Holcomb Bridge at Spalding Drive and Jimmy Carter Boulevard do not act as thresholds into the City. Overall, the Holcomb Bridge area is predominantly a reflection of what once was and now struggles to evoke an appealing identity. That said, the age of existing development and changing economics do provide an opportunity and incentive for new development. In addition, if carefully planned the dense vegetation can be used as an asset to define a modern "urbanized landscape" character that harkens to the rural past but is less enclaved and more connected.



Typical Section of Holcomb Bridge Road



Typical strip shopping center along the corridor



The Colonial Gas easement offers potential trail opportunities



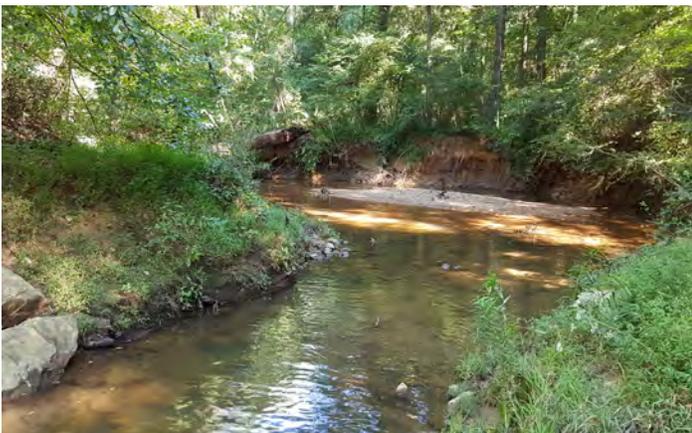
One of many townhome styles found within the study area



Typical big box retail within the study area



Aging underutilized office parcel



Crooked Creek: A hidden gem



There are many undesirable pedestrian conditions found within the area

# Land Use & Zoning

Given that most residential parcels within the study area are typically very deep and set back from the street, it is difficult to discern that approximately 66% of land within the study area (mostly concentrated along Peachtree Corners Circle) is currently residential. Within that, nearly 47% is rental housing consisting of two to four story apartments and quadruplexes. The other 19% of residential use is devoted to for-sale housing units and is almost entirely owner-occupied (around ±1200 property owners living in their townhomes and duplexes). It is worth noting that the study area includes 10 different residential zoning categories despite a homogeneity of residential typologies. The lack of new residential development in the area may suggest that existing zoning is not adequate or is not sufficiently flexible to encourage attention from developers. Vastly lower in land area than residential use, commercial uses include approximately 9% of the study area and are mostly concentrated near major intersections along the northern and southern extents of Holcomb Bridge Road. These uses largely include goods (shops and retail) but are predominantly franchise establishments geared toward transient users

(commuters) rather than neighborhood users (area residents). Similarly, restaurants found along the corridor are majority fast-food and buffet eateries with limited options for sit-down, fast-casual, or fine dining options.

While office uses are low by percentage to other land use, they have a noteworthy presence along Holcomb Bridge Road. Concentrated between Peachtree Corners Circle and Spalding Drive, a smattering of one and two story Class B office buildings line the street, within comparatively small parcels. One of the most prominent observations of the area's land use is an absence of formalized parks and open space. Given this is the most dense residential portion of the City, the lack of open space in the area is a major issue to be addressed. Several acres of undeveloped land exist throughout the study area. While some of these areas may serve as potential development sites, many are located in areas within challenged topography and/or in a flood plain. It is evident that these locations would be difficult to develop and could be considered prime opportunities for public green space.

## EXISTING ZONING



## EXISTING LAND USE



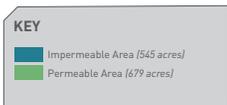
## Topography & Natural Features

Like many other areas in Peachtree Corners, this Holcomb Bridge study area contains a vast amount of vegetated land. Less than half of the land is impermeable (roads, buildings, pavement), leaving almost 600 acres of green, undeveloped areas. While much of consists of required vegetated buffers between developments, the largest portion of this green area includes land flanking Crooked Creek. This “hidden” creek bisects the entire study area including small tributaries where flood plain and topographic conditions make development of buildings difficult or unlikely. Most developments that back up to the Creek have sizable buffers from its center line. Due to this, the creek and the flanking land goes largely unnoticed. This untapped asset could be used as a tool to leverage the demand for trails and green space - not just for study area residents but for the City as a whole.

## Pedestrian Connectivity

Largely due to the development patterns of its time, the pedestrian amenities within the study area is not very well established. The sidewalk network lacks crucial connections predominantly along Holcomb Bridge Road where sizeable gaps are present on the west side of the street and very few sidewalks can be found on the east side. The distance between crosswalks and width of almost all streets makes traversing from one side to the other extremely difficult and, in many scenarios, dangerous. Given the commercial nature of Holcomb Bridge Road, the need for sidewalks on both sides of the street is important for those that use public transit or travel by foot. Another factor affecting pedestrian connectivity is the distance and lack of physical connections to the street from most developments on both Holcomb Bridge Road and Peachtree Corners Circle. Many of the residential developments require a 10-15 minute walk just to reach the main corridors. These conditions make it quite evident that this is an issue to be addressed in order to elevate this area to today’s walkability standards.

### IMPERMEABLE AREAS



### PEDESTRIAN CONNECTIVITY



# Transportation

## Traffic & Roadway Operations

Unlike a conventional gridded city, the existing roadways within the study area feed vehicular circulation onto just a few major roads. This pattern tends to create major traffic issues during peak hours and requires very well-engineered roadway operations to function efficiently. The following summary only provides a general overview of major traffic conditions. A more detailed report can be found within the Appendix.

Holcomb Bridge Road and Peachtree Corners Circle are similar in regards to their roadway capacity and physical widths. However, the difference in location and length places them in very different functional categories. Holcomb Bridge Road is part of Georgia State Route 140 which extends nearly 78.6 miles into Northwest Georgia. As a key regional transportation route, the portion of Holcomb Bridge Road within the study area carries between 30,000 and 40,000 vehicles per day. Peachtree Corners Circle, on the other hand, extends approximately 4 miles and serves more local destinations placing less vehicular demand for volume, specially within the study area. Given the makeup of this fixed network, the results from this study's traffic analysis are not surprising. High volumes within the area's main arterials creates the need for longer "green" timing for through movements along Holcomb Bridge Road, Jimmy Carter Boulevard, and Peachtree Industrial Boulevard. As such, four of six studied intersections are experiencing operational

deficiencies. While many of these intersections could benefit from the addition of dedicated right turn lanes and/or better left turn phasing, most of these intersections are already spatially constricted and cannot expand any farther. Concurrently, the target destinations and demand along Holcomb Bridge Road extend beyond the limits of the study area, the city, and the county. Without conducting an analysis of this larger picture, the ability to integrate significant improvements within the study area is very limited.

Although Peachtree Corners Circle has a similar cross-section to Holcomb Bridge Road, it carries less than 1/3 of the traffic volume. Therefore, Peachtree Corners Circle is "overcapacity" which offers opportunities for more inclusive streetscape design rather than roadway design.

## Transit

While public transit is not a highly utilized asset within the City, the southern portion of the study area, including Peachtree Corners Circle, has a comparatively higher rate of bus transit use. This is in part due to the socioeconomic conditions in this area of the City. Gwinnett County Transit Authority's route 30 serves the Peachtree Corners Circle corridor and circulates through Technology Park, the Forum, the City of Norcross, the City of Doraville, and the Doraville MARTA Transit Station. While the route includes many destinations, the 60 minute headways and a few early morning 30 minute headways leave much to be desired to be a true mode of alternative transportation.

### INTERSECTION LEVEL OF SERVICE

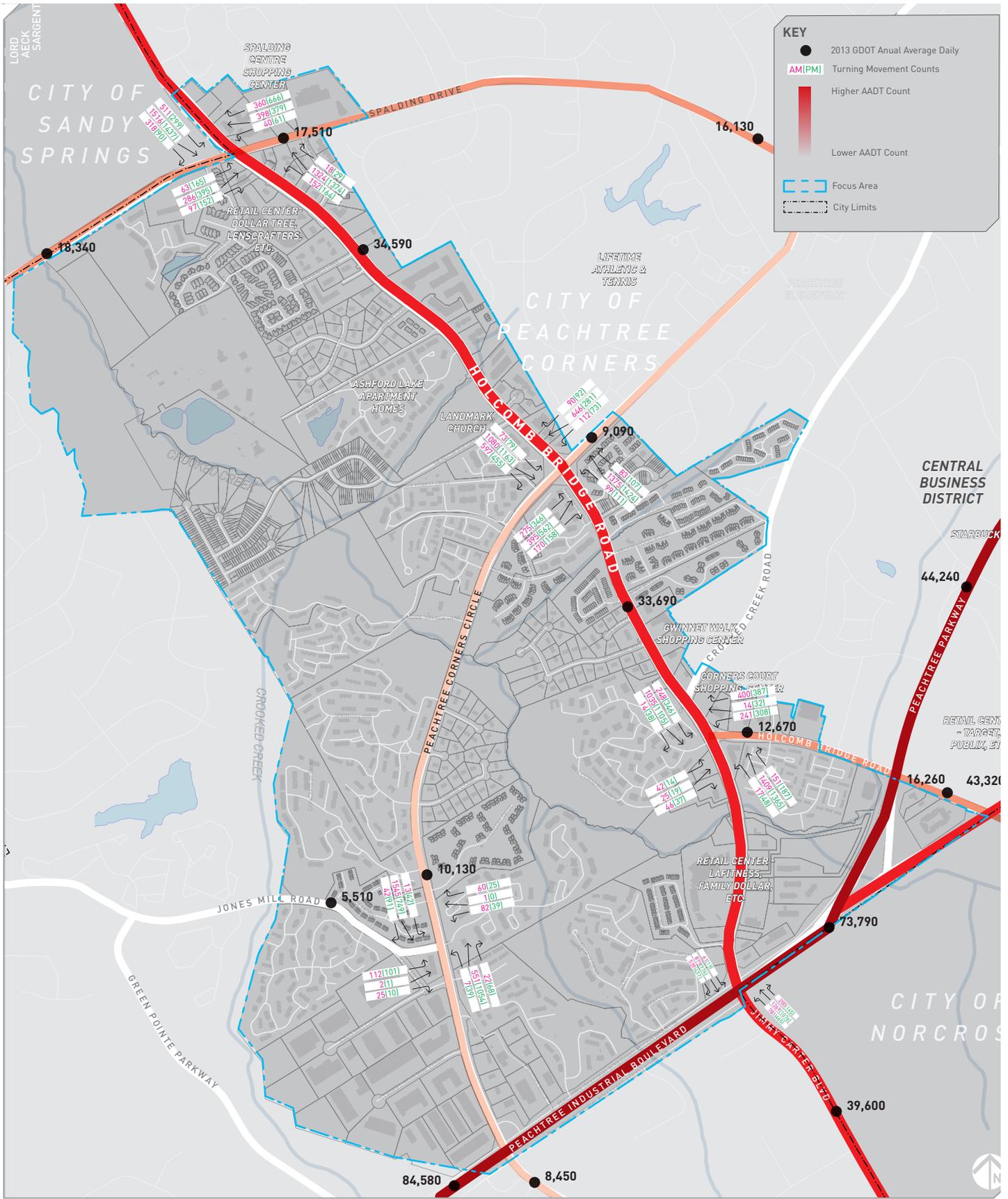
Intersection	Peak Hour	
	AM	PM
<i>Peachtree Corners Cir. @ Jones Mill Rd.</i>	A	A
<i>P.I.B *- SB @ Peachtree Corners Cir.</i>	C	B
<i>P.I.B *- NB @ Peachtree Corners Cir.</i>	B	B
<i>P.I.B *- NB @ Jimmy Carter Blvd.</i>	E	E
<i>Holcomb Bridge Rd. @ Jimmy Carter Blvd.</i>	D	D
<i>Holcomb Bridge Rd. @ Peachtree Crns. Cir.</i>	F	E
<i>Holcomb Bridge Rd @ Spalding Dr.</i>	F	D

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

### TRANSIT ROUTES



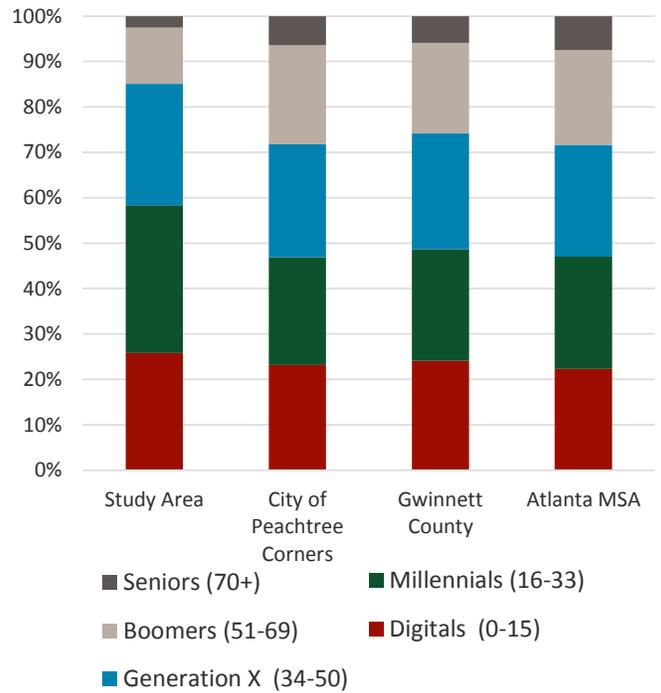
# DAILY TRAFFIC VOLUMES & PEAK TURNING MOVEMENTS



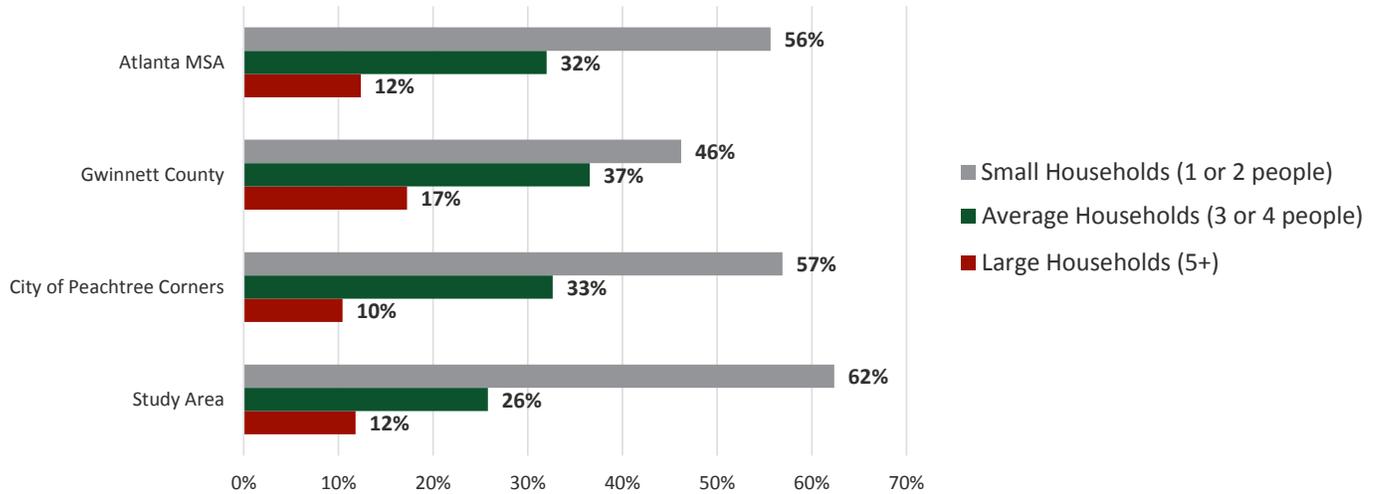
## Demographic Snapshot

The Holcomb Bridge study area currently includes 10,532 residents representing 27% of the City of Peachtree Corners population. However, the lack of new development within the study area has led to slower growth than both Gwinnett County and the region with a projected growth of only 300 residents over the next 5 years. Existing housing is comprised of mostly 1-2 person households (62%) with an average household income of \$36,673 (much lower than the City's average household income at \$62,040). 49% of households in the study area earn less than \$35,000 annually. It is important to note that this area is key to the City's overall diversity. In general, residents in the study area tend to be young, racially diverse, and live in rental apartments. Most households do not have children and the area has the highest concentration of Millennials. A full demographic report can be found within the Appendix.

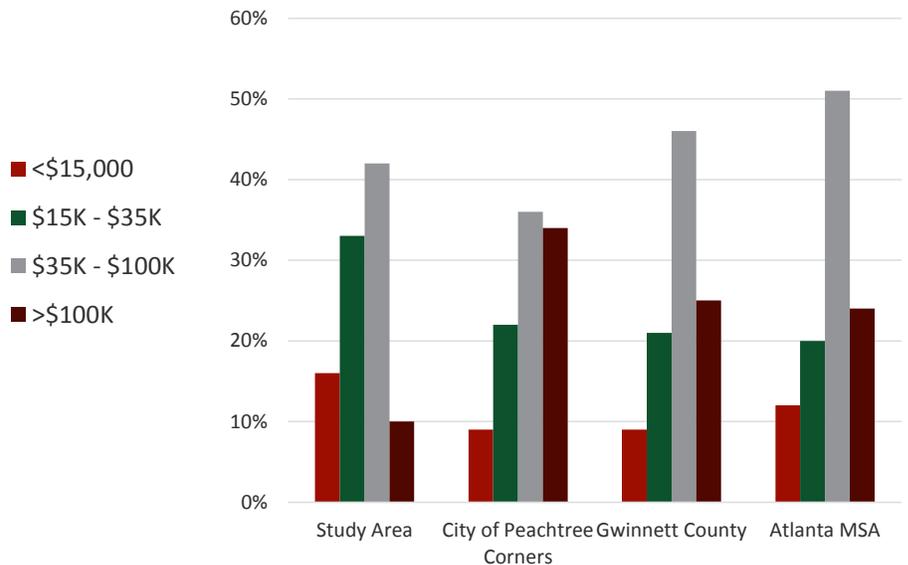
### POPULATION BY AGE, 2015



### HOUSEHOLD SIZE, 2015



### INCOME BY HOUSEHOLDS, 2015



## Market Characteristics

As part of this study, a market analysis was conducted to assess the current and future economic outlooks of the study area in comparison to the rest of the City and Atlanta Region. The following is a brief summary of the three major markets found within the study area. The full market study can be found within the Appendix of this report.

### Existing Housing

Quite different than the rest of the City, the existing residential stock within the study area consists largely of multi-family housing (85% of the housing stock) reflecting a high proportion of renter-occupied households (84%). The nearly 1,200 Owner-occupied housing units are predominantly made up of townhomes and small percentage of single-family homes. Home values tend to be well below City and County averages. A factor contributing to this may be the age of most developments combined with the lack of growth in recent years. On average nearly half of study area housing was built before 1980 (only about 9% built since 2000). New home sales have been modest since 2009 with an average of 55 homes sold within and around the study area. However, since 2009, over half of home sales consisted of Townhomes - a promising outlook for owner-occupied units citywide. The other half of the housing market consists of over 4,500 rental apartment units that, despite public perception, are performing quite well from an economic perspective. Between 2010-2015, occupancy increased from 89% to 96% (two percent higher than the regional average) and average rents have increased from \$705 in 2010 to \$886 in 2015. Given these economic trends, incentivizing the redevelopment of select residential areas will require a more strategic approach and collaboration between public and private sectors.

### Existing Office

Largely overshadowed by the concentration of office space in the Technology Park, the study area office market consists of 70 office buildings. These Class B & C office spaces are performing well below the county and region. Despite the region's improving economy, current occupancy is at 72% (down from 82% in 2010) and rents average around \$11 per square foot (only 76% of the Peachtree Corners submarket average). The viability of the office market is also hindered by the 20+ year age of the existing stock. More importantly, many of these units were designed at a time when it was necessary for small businesses to maintain a storefront or small office. With today's market allowing business owners to more easily operate from home, this type of office space is much less viable in today's suburban office market. While this presents opportunities for redevelopment, these commercial parcels are typically very small.

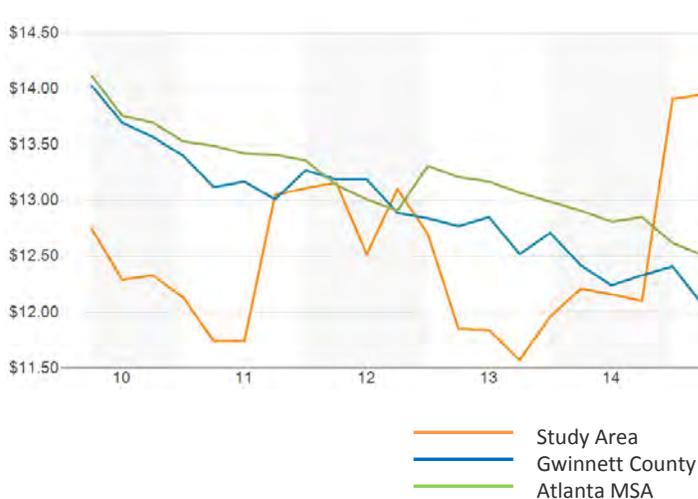
### Existing Retail

On the surface, the retail market within the study area can be perceived as underperforming and in some instances failing. Given the age of existing retail development, the physical style of development found along Holcomb Bridge Road, and the prevalence of "down-market" tenants (i.e fast food, Family Dollar, Ace Hardware, and other franchise operations) it is easy to assume that the retail along the corridor is not successful compared to other parts of the City. However, since 2013 the study area's retail market has improved significantly in terms of rent and occupancy. The study area now averages \$13.95 per square foot (16% higher than Gwinnett County and 11% higher than Metro Atlanta). Concurrently, retail occupancy increased significantly from 86% in 2012 to 94% in 2015. Despite the aging appearance of much of the retail, the combination of above-average rents and high occupancy rates creates a difficult environment for redevelopment from a financial standpoint. Like the much of the rental housing in the area, unique approaches must be taken to catalyze change to the area's retail appearance.

**RETAIL OCCUPANCY BY YEAR**



**AVERAGE ASKING RENT PER SQ. FT BY YEAR**



# PROCESS, PUBLIC ENGAGEMENT & PLANNING THEMES

## Planning Process & Methodology

This plan was made possible through a communal effort from the City, a team of consultants, and a Steering Committee (consisting of the City's Planning Commission), and a series of robust public engagement tools. The planning process itself included three distinct phases of work as follows:

### **Phase 1: Inventory & Assessment**

The initial phase of work included a thorough assessment of existing conditions (as summarized previously in this report). The Planning Team engaged the public at the annual Peachtree Corners' Festival (June 2014) and conducted a series of one-on-one stakeholder interviews as a first step to promote a candid, open forum for information sharing and visioning. This step was followed by a detailed analysis of land use and development patterns, assessment of physical conditions, a compilation of market conditions and demographic trends, and an analysis of transportation and circulation systems. This information was used to understand and reveal some of the underlying issues and hidden opportunities within the area. Phase I concluded with an online survey in which participants were asked to weigh in on different areas of concern, development styles, transportation issues, open space needs, and big picture ideas.

### **Phase 2: Outreach & Concepts**

Utilizing a synthesis of the data and input gathered in the initial phase, the second phase focused on creating overall planning and urban design concepts and then vetting ideas with local stakeholders and the general public. The results from these activities helped refine the overall set of strategies, both physical and regulatory, that were used to create a vision to guide future interventions within the public and private realm of the study area. In conjunction with goals and objectives, the development team focused on creating illustrative plans and character renderings to help convey the community's vision.

### **Phase 3: Action Plan**

Along with a final public workshop held to acquire input on prioritization for potential capital improvements and feedback on planning strategies for redevelopment, the last phase of this project focused on outlining the necessary steps to achieve change. This final phase provides recommendations for specific projects, policies, and regulatory changes. This includes a short-term 5-year action plan detailing projects and initiatives as well as longer-term suggestions for achieving the vision. The plan concluded with a final presentation to the City's Planning Commission along with final adoption by City Council.



## Leadership & Stakeholder groups

### Steering Committee

As part of the public outreach process a Steering Committee comprised of the City of Peachtree Corners Planning Commission provided input as the plan evolved. Four Steering Committee meetings were held throughout the planning process. The Committee utilized this time to provide local input and guidance on the emerging themes and concepts presented by the planning team. This group was a key component in shaping the projects, framework, and vision plans. Towards the conclusion of the planning effort, the Committee was key in helping to better-define and prioritize the short-term projects suggested in this plan.

### Stakeholder Meetings

Parallel to the Steering Committee meetings, the planning group also met with several stakeholders as a way to inform interested parties and to obtain as many opinions as possible. The planning team made multiple presentations to the City Council (04/21/15, 08/18/15, 10/20/15). To obtain additional input, individual phone and in-person interviews were conducted with many stakeholders including members of the Planning Commission, City Council, residents and private citizens. These interviews allowed participants to express their individual views in candid formats as elected officials and residents of the City of Peachtree Corners. Additionally, meetings were held with private sector stakeholders such as property owners within the study area and interested developers. These sessions gave the planning team and City tremendous insight as to the current and future state of development within the Holcomb Bridge Corridor. This was essential information in developing the plan's recommendations in regards to economic growth and development.

# Online Community Survey

As part of Phase I & II of this plan, a dynamic and highly interactive online community survey was conducted in order to engage a broader audience, including those that could not attend the public workshops. This 15-minute survey was broken down into two parts. Part I: the visual survey, asked participants to rate the appropriateness of 28 photographs that focused on development, transportation, and open space styles and types. Part II: the written survey, consisted of 21 multiple-choice and short answer questions specifically about the study area. Topics ranged from general thoughts about the area to specific questions about future development, existing development, open space, and perceptions of the current condition of the Holcomb Bridge Study Area. Working with City staff, the survey was made available on the City's website for a

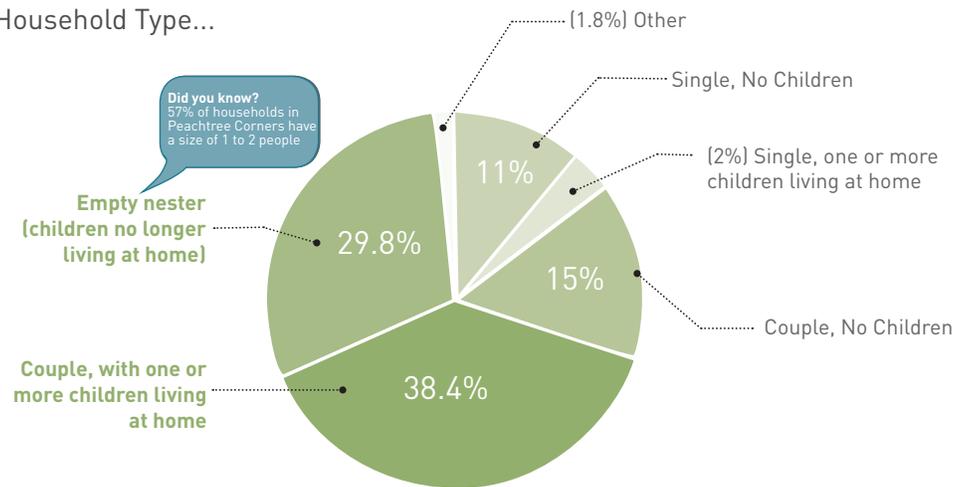
total of 8 weeks and was offered in both english and spanish. In addition, the survey site was linked to the City's Facebook page and within the City's monthly e-mail blast. Participation was extremely high due to the wide range of access points and resulted in over 950 respondents. Overall, the results showed strong consensus on some subjects and diverging opinions in others. It is important to note that the survey was not intended to be the scientific and definitive answer to all planning issues. However, when taken in combination with the public events, stakeholder interviews and the Planning Team's professional expertise, the online survey is a powerful tool that helped shape the vision and recommendations presented later in this plan. A brief summary of some key results is provided on the following pages. A detailed summary of the overall results can be found within the Appendix.

## COMMUNITY SURVEY SUMMARY

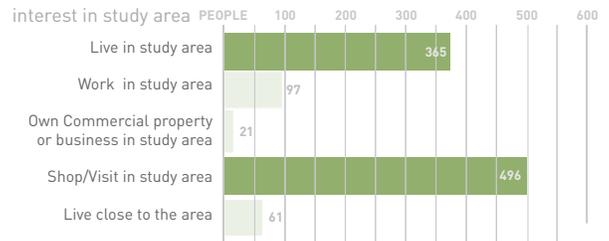
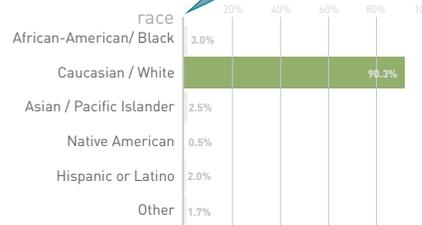
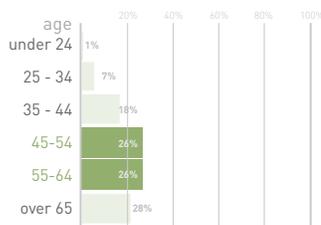
### Participants...



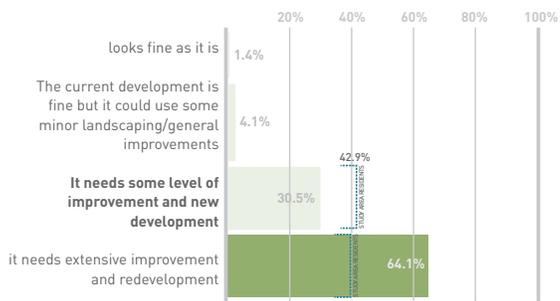
### Household Type...



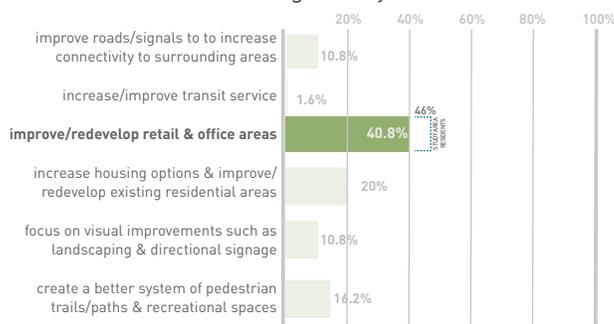
### Demographics...



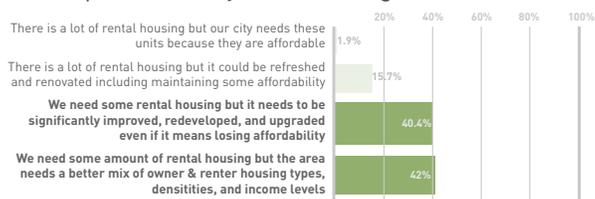
### What if your perception of the overall look and character of the Study Area?



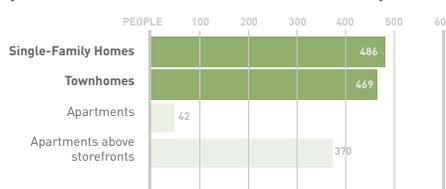
### Recognizing that resources are limited, which item would you prioritize over the next five years within the Holcomb Bridge Study Area?



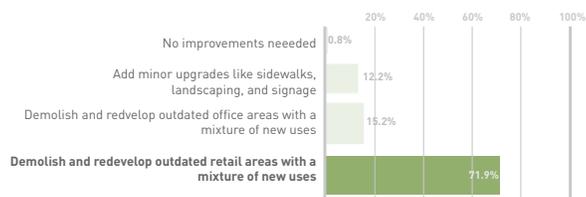
### What is your overall impression of the type and make up of the study area housing?



### What types of new residential development would you most like to see with the Study Area?

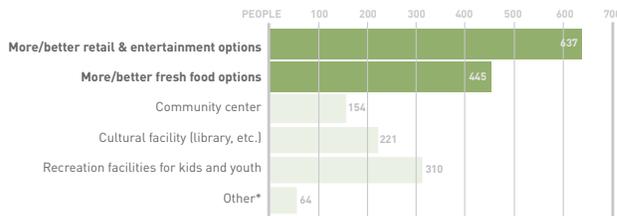


### What improvements would you make to retail and office areas in the Holcomb Bridge Corridor?



### What type of future uses are the most important to include in the Study Area?

Up to 3 answers possible

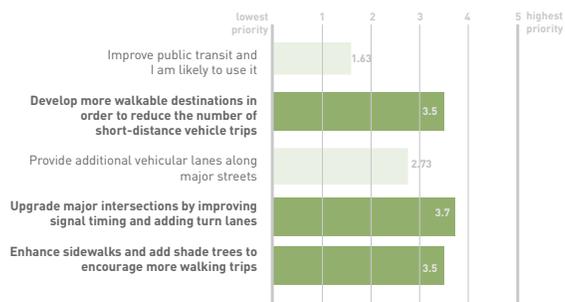


\* Common Responses: Senior Center, Parks/Open Space, Better Office Space

### Transportation & Circulation...

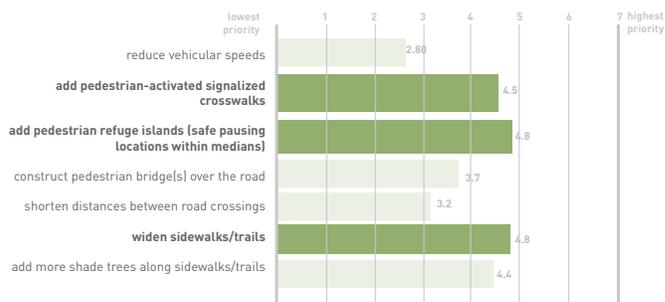
#### How would you prioritize the solutions below to address vehicular traffic issues within the Study Area?

1 (lowest priority)- 5 (highest priority)



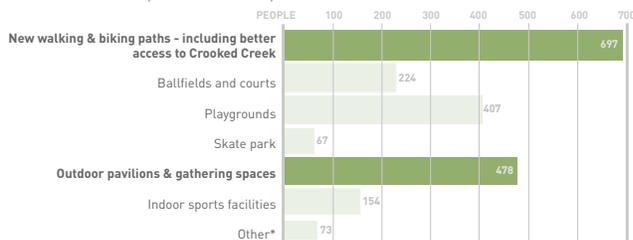
#### How would you prioritize the solutions below to make Holcomb Bridge Road & Peachtree Corners Circle more pedestrian friendly?

1 (lowest priority)- 7 (highest priority)



### Open Space & Recreation...

#### What type of future recreation and open space improvements are most needed within the Study Area? Up to 4 answers possible



\* Common Responses: Dog Park, Amphitheater

# COMMUNITY SURVEY HIGHLIGHTS

## IMAGE SURVEY RANKINGS

The data below is a summary of the responses from the Online Community Survey. This information is just one of many tools utilized by the planning team during the public input process to gauge a "general" public sentiment. However, it is important to note that this data may not reflect all views within the community.

The data below is a summary of the responses to the Community Online Image Survey. Respondents were asked to rank the following images from from Not Appropriate (1) to Very Appropriate (4). The following is based on the average ranking for each image.

VERY APPROPRIATE	
APPROPRIATE	
SOMEWHAT APPROPRIATE	
NOT APPROPRIATE	

## Public events

Three interactive public forums were held as venues for residents, business owners, property owners, city officials, and other interested parties to learn about the City's initiatives and, more importantly, to express their ideas and concerns and to help mold the vision for the future of their Holcomb Bridge Study area. Each event varied in format and was tailored specifically to the current phase in the planning process. The following is a brief description of each workshop and its results. Further details on the feedback for each event are included within the Appendix.

### ***Peachtree Corners' Festival Booth***

As the initial public kick-off event, the planning team took part in the annual Peachtree Corners' Festival on June 13th & 14th, 2015 by co-hosting a booth with the City that was focused on the introduction of the Holcomb Bridge Corridor Study. As one of the most popular city events, the booth reached a wide variety of residents and visitors of Peachtree Corners and was an opportunity to introduce residents and area stakeholders to the project and encourage their participation in the online community survey.

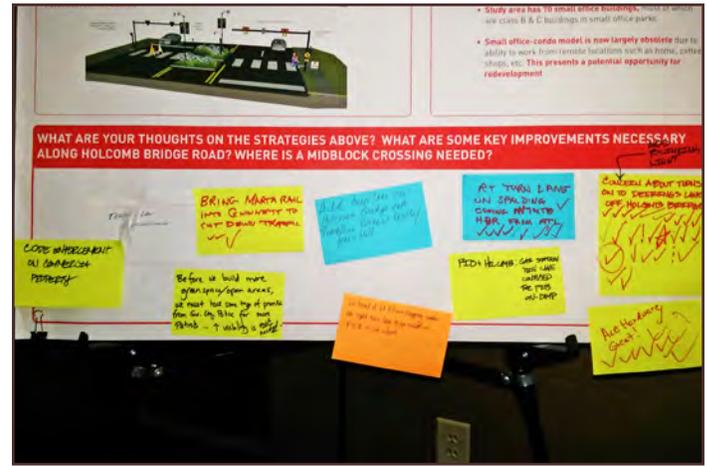
Given the festival's size, popularity and good weather, the team was able to discuss the project and collect feedback from several hundred people. Participants had the opportunity to write or draw ideas on a study area map as well as large "idea banners" on display at the booth. Subsequently, the relaxed informal atmosphere also encouraged people to provide input on some of the missing features or items of concern for their City and the Holcomb Bridge area. Overall, both transportation and open space were the two most discussed topics over the course of the two-day festival. In regards to Transportation, the feedback mainly focused the lack of pedestrian/cyclist connectivity and vehicular circulation. Conversations about open space & recreation were overwhelmingly about the need for parks, bike paths/trails, and a community gathering space within the study area given the current absence of any open space. Notably, conversations about development focused on the lack of retail options and the need to address the aging "strip retail" along Holcomb Bridge Road. Many voiced the desire for more mixed-use/ walkable development as well as a preference to see the aging apartment stock transition to other new uses.



## Public Workshop #2

On August 20th, 2015, the planning team and City held the second public engagement event as an interactive planning open-house at Brunswick's Bowling Alley & Pub, located within the study area. Over 100 participants attended the open house which consisted of a small introductory presentation, a display of the existing conditions analysis and online survey results, and four interactive planning stations. The opening presentation gave a quick overview of the process and progress of the study. Following the presentation, participants were asked to take part in four planning stations to provide feedback through conversation and notes on the components of the initial framework for the study including: Holcomb Bridge Road Improvements, Peachtree Corners Circle Improvements, the study area Housing core, and potential open space along Crooked Creek.

**Improve the Holcomb Bridge Experience** - This exercise asked participants to weigh in on the planning team's potential strategies for improving the physical experience along the Holcomb Bridge Corridor including sidewalk, gateway, and crossing improvements. Along with that, people were asked their opinions on the current development along Holcomb Bridge and ways to revitalize it. Overall, feedback was focused on the existing vehicular and pedestrian conflicts within the study area- specifically Deerings Lane and the several intersections along Holcomb Bridge Road. Beyond that, feedback and conversations gave insight as to the perception of residents about the development along Holcomb Bridge road,



the need to include more forms of transportation to the area (such as MARTA rail) in order to alleviate traffic congestion for both the corridor and the City, and an overall need to address code enforcement and improve the aesthetics along the corridor.

**Modernize the Housing Core** - As one of the most impactful topics in the plan, this station was created to be both informative and a venue for comments on the current state of housing within the study area. Based on feedback from the Peachtree Corners Festival and the Online Survey indicating a very high desire to reduce or eliminate the amount of rental housing within the area, the planning team found it to be of paramount importance to inform the public on the study area's housing situation and the difficulties of redevelopment within the existing market conditions. Based on these conditions, a few key strategies that could assist in "modernizing" the housing core were proposed and included as part of the station board in

order to obtain feedback from the public. This layout produced slightly different results than the previous public engagements in regards to the variety of opinions. Most were in support of incentivizing redevelopment by allowing mixed-use redevelopment or utilizing open space as a catalyst for it. However, opinions on the existing rental housing stock were still split between those that believed it should be reduced and those that thought it was important to maintain affordability within the City. Overall, the need to address housing was a key issue for all participants.



*Reimagine Peachtree Corners Circle* - Based on the existing physical overcapacity of Peachtree Corners Circle (eg, the roadway is designed to carry more vehicles than is needed), participants were asked to weigh in on three options for potential streetscape improvements along the corridor. As seen in the image to the (left right, blah), this included an option that focused purely on aesthetics and two options that re-configured the street section to be more pedestrian focused through elements such as multi-use trails, HAWK signal crossings, and sidewalk improvements. Results for this exercise showed a strong desire to improve the face of the corridor in general. However, the very high interest in multi-use trails within the City resulted in a lot of support (verbal and written) for Concept B which removes the existing central median and shifts the curb on one side of the street in order to allow for a nicely buffered and robust off-street paved trail. There were also requests for more bus shelters and, like mentioned in the previous exercise, a desire for better code enforcement and upkeep in the area.

*Create Remarkable Spaces* - Given its absence within the study area, public open space was one of the most consistent request among participants of the online survey and the Peachtree Corners' Festival. As one of the key pieces of the Holcomb Bridge Area framework, Crooked Creek offers tremendous opportunities for a trail system and a linear park along it. Given this possibility, participants were asked to comment on the open space strategies proposed by the planning team and what type of open space they desired along a potential linear park. The results from this station received the most consensus of all with the majority of participants supporting the activation of Crooked Creek as a greenway and potential linear park. Responses for potential programming varied from Dog Parks and Recreational Centers to Edible Gardens and Disc Golf. Most participants expressed the desire to connect these elements by a trail or greenway



## Final Public Workshop

On October 27th, 2015, the planning team and City held the final public engagement event as an interactive planning open-house at City Hall. Similar to the previous workshop, an opening presentation was utilized to provide a brief summary of the planning effort and to present the key strategies, concepts and the overall framework resulting from a synthesis of the planning process thus far. This final session contained two interactive stations focused on the prioritization of desired capital and open space projects that were a result of the public input sessions, stakeholder outreach, and planning team assessment. Supplementary to that were two informational stations focused on the final big picture strategies for incentivizing redevelopment of some of the housing stock as well as transportation strategies and larger picture vehicular circulation issues.

The first of the prioritization stations focused on six potential capital projects including two segments of pedestrian improvements for Holcomb Bridge Road, two segments of the Crooked Creek Multi-use Trail, the Peachtree Corners Circle Multi-use Path, and an extension of the Technology Park trail (from LCI study). Costs for each project were estimated, ranging from \$1.5 million to \$2.5 million. Participants were given \$3 million in “Peachtree Corners Cash” and asked to prioritize one or two projects given their limited funds. While there was support for all projects, the most “votes” were for the Holcomb Bridge Road pedestrian improvements (Segment One), Crooked Creek Trail (Segment One) and the Peachtree Corners Circle Multi-use Path.

The second prioritization exercise contained an illustrative bird’s eye view of the potential Crooked Creek Trail with conceptual interpretations of some of the programmatic elements that could be part of a potential Peachtree Corners Linear Park along the trail. Based on some of the most popular responses from previous public input, elements included were a dog park, a recreation center & trail hub park, a disc golf course, and a series of athletic fields. Since all cannot be built at once, participants were asked to place a pin on their most desired amenity or to suggest their own. Out of 28 participants 14 selected the trail hub park and recreation center followed by 7 pins for the Peachtree Corners Dog Park. The recreational fields venue received 4 votes and disc golf received 3.

Overall, participants were eager to activate Crooked Creek with these kinds of uses. Many also voiced that the recreational center should also serve as a nature center given the importance of the creek and the large amount of wildlife along it. Of note, there was one suggestion to place a sports venue outside of the study area and leave the proposed area as passive recreation in order to protect the wildlife within that area that tends to many birds as well as deer.



## Consensus Highlights & Planning Themes

The responses gathered from the first two public events, online survey, and the stakeholder and steering committee meetings revealed consensus among various points and led to potential strategies for addressing consensual opportunities and constraints. The resulting “Planning Themes” are described as follows:

### ***Open Space & Recreation***

The need and desire for open space in this area was one of the most popular subjects across all forms of public outreach. There was a definite understanding that publicly-accessible green space was a must for this portion of the City given the lack of it in the City’s most densely populated area. While there was much interest in passive and active open spaces, multi-use trails and paths received the most attention, especially as residents saw the potential along Crooked Creek. Concurrently, the demand for a community gathering space such as a recreational center or larger park was viewed as a necessity for current residents of the area and as a good economic investment to attract future residential development.

### ***Development***

Existing development patterns within the study area were also a much discussed topic during public outreach. There were many conversations about what the Holcomb Bridge Corridor “used to be” when there was a wider selection of dine-in restaurants, better retail options, and overall vibrancy to the corridor. Given its current state, there was consensus on a need to revitalize existing aging commercial parcels along Holcomb Bridge Road in order to give this area of Peachtree Corners a better identity. Many who live within the study area or closer to this side of the

City desire to have the same quality restaurant and retail types that are found on the “other side” of the City in locations such as the Forum. Similarly, the concept of mixed-use walkable development was well received by most participants.

Given the prevalence of aging rental housing within the study area, there was a common perception among participants that the nature of this housing is the cause for the area’s appearance. While many voiced desire to eliminate this type of housing, there were some that understood and supported the need for affordable housing within the City. As the study progressed, it was evident that many understood the redevelopment of aging housing should be incremental and should focus on diversifying the housing types. The general consensus on development within the study area focused on the need for a “face lift”

### ***Transportation***

Conversations on transportation and vehicular circulation revolved around both place-specific issues and broader visions for the area’s circulation. Vehicular circulation was the a major concern throughout the outreach process. Nearly all intersections along Holcomb Bridge Road were seen as an issue along with smaller nodes such as Deerings Lane and some commercial development driveways where accessing Holcomb Bridge Road was described as a circulation and safety issue. In general, demand for improvements was focused on roadway operations. However, there were many conversations and comments from those who seek better transit and alternative transportation options as a way to alleviate traffic. Many saw the potential trail system as an integral and important component given its connection to the Technology Park Trail System.

# PLANNING STRATEGIES

## Planning Strategies

The study area's fixed elements (i.e. street framework and natural features) combined with its current economics create a difficult scenario for implementation of traditional growth strategies. As such the following planning strategies are focused on both place-specific physical interventions as well as broader regulatory strategies. While each strategy could take a life of its own, a holistic approach is necessary to achieve a paradigm shift in how this area, specifically its housing, is viewed. A brief overview is listed below with a more detailed description of each strategy on the pages that follow.

### Diversify the Housing Core

- Utilize development incentives to "close the gap" financially
- Set up a positive regulatory environment
- Increase momentum with key public infrastructure projects
- Look for project opportunities that will help tip the scale

### Improve the Holcomb Bridge Experience

- Upgrade overall aesthetics
- Add pedestrian crossings
- Address traffic issues at problematic intersections
- Find long-term opportunities for connectivity to other areas
- Encourage Redevelopment of retail/office

### Reimagine Peachtree Corners Circle

- Rethink space in central median between intersections
- Improve aesthetics- landscaping, trees, lights
- Upgrade transit amenities, connect bicycles to larger network
- Create a better pedestrian environment

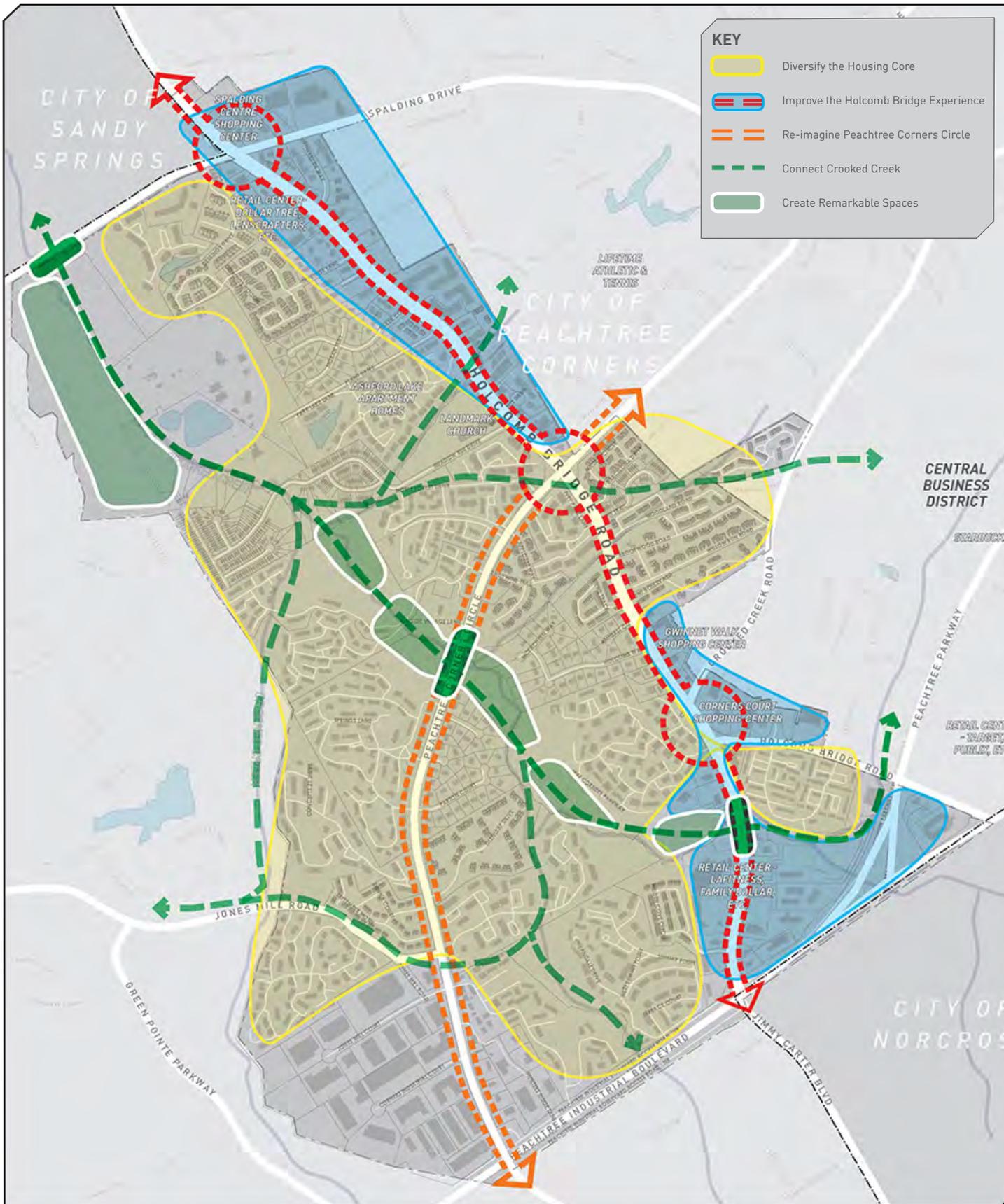
### Connect Crooked Creek

- Create a trail network along creek & Colonial gas easement
- Establish a longer-term trail network through trail spurs
- Encourage restoration and interest in Crooked Creek by establishing a community driven program
- Address larger city and regional connections (such as Sandy Springs Park)

### Create Remarkable Spaces

- Develop a park system along Crooked Creek Trail
- Create a diverse set of focal points /program areas along creek
- Look for opportunities to create gathering spaces & trail hubs

PLANNING STRATEGIES FRAMEWORK

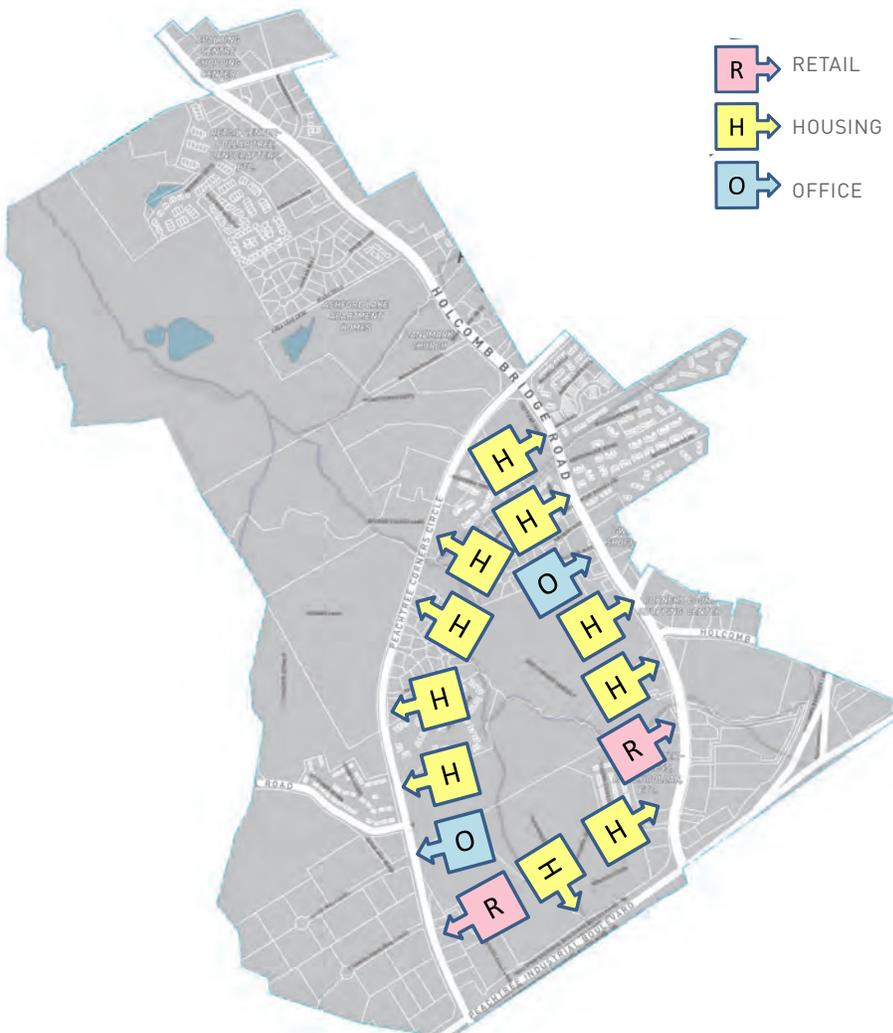


# DIVERSIFY THE HOUSING CORE

## Incentivizing Change

While all the strategies for improving the Holcomb Bridge study area are key to its future growth, a fundamental shift in the way housing is perceived from a market and social perspective will have the most impact in charting a new future. Diversifying the housing stock within the study area will not only increase the demographic diversity but can also help increase the demand for a wider range of commercial uses and therefore encourage the redevelopment of existing commercial. While there are certain challenges to redeveloping housing in the current market, the following observations and recommendations are focused on ways that the City and its partners can help encourage the housing diversity desired within the corridor. These strategies can also be translated to the aging commercial stock within the study area. A more detailed report on real estate development and implementation can be found within the appendix of this document.

## SNAPSHOT OF EXISTING FRAGMENTED PARCEL LAYOUT



## Challenges

The analysis of the real estate market conditions of the Holcomb Bridge Road corridor suggests:

- While the larger market area is thriving, the Holcomb Bridge Corridor market area has shown very little growth over the past twenty years. The economic growth and prosperity that is evident all around neighboring communities has not fully penetrated the Holcomb Bridge Corridor.
- While the local real estate market is not thriving, it is doing reasonably well with relatively low housing vacancies and few signs of blight or abandonment.
- The area is dominated by rental apartment communities and retail centers all built during the 1970's and 1980's, many of which are reaching the end of their functional life-spans at the same time.
- Most parcels lack road connectivity that would encourage momentum to spread laterally from early catalyst projects.

- Most parcels are large and internalized limiting opportunities for small and medium-scale investors.

## Opportunities

Over the next ten years, many of these properties will have the opportunity to transition or redevelop based on their advancing age. The City of Peachtree Corners can influence how and when these properties transition.

By using a variety of regulatory and financial tools, the City can stimulate redevelopment of properties in targeted areas by helping property owners and development partners to overcome structural and financial challenges. This will stimulate the development of projects which contribute to the City's long-term redevelopment vision and plan, ultimately improving the corridor's economic health and quality-of-life.

The City can use its resources to stimulate several "catalyst" projects in targeted areas, including redevelopment, infrastructure and public amenities. These investments will ultimately stimulate other private investment and redevelopment in the corridor.

### How can the City encourage redevelopment?

A typical owner of an aging property will generally not commit to redevelopment unless a financial analysis shows that the redevelopment will be financially feasible to them, their investors and their lenders.

If the City has an interest in encouraging redevelopment in certain areas, there are a variety of tools available to help developers “close the gap” to make projects financially feasible, and thus worth the risk of redeveloping the property.

These tools generally help to reduce three key factors: **Cost, Time, Risk**

## REDEVELOPMENT TOOL KIT

*A successful redevelopment strategy often combines the following redevelopment tools*

### **Set Up a Positive Regulatory Environment**

- Zoning & Land-use, enable mixed-use development
- Expedited Permitting
- Tax Credit Programs
- Opportunity Zones
- Site marketing & partner outreach

### **Offer Financing Support**

- Tax Allocation Districts
- Municipal Bonds
- Involve Downtown Development Authority

### **Support Key Capital Projects & Site Preparation**

- Roads & Bridges
- Stormwater & Sewer
- Environmental Mitigation (Crooked Creek)
- Parks, Plazas, Greenways & Trails
- Other supportive projects & deals

### **Do the Hard Work Ahead of Time**

- Buy & Assemble small parcels into larger, more marketable parcels
- Buy aging or contaminated sites & clean them up

### **Mitigate Risk**

- Place public uses on or near site (such as public venues, museums, or public offices)
- Enhance the Public Realm (See recommendations in subsequent strategies)

### **Direct subsidy**

- Help a development partner “write down” land cost
- Purchase key redevelopment sites

# REDEVELOPMENT SCENARIOS

## How would the redevelopment of a typical apartment property work? What can the City do?

In today's suburban apartment development markets, developers typically can afford to spend an average of \$16,000 per unit for land acquisition and clearance in a market with average rents of \$900 - \$1,100/mo.

The following examples explore how the redevelopment of a typical aging apartment community within the study area may occur under different financial scenarios.

### Example Property

Size: 20 Acres	
Land Cost:	\$12.1 Million
Allowable Units per Acre:	13
Total Units:	211
Average Rent:	\$800/month
Demolition Cost:	\$5,000/unit

### Developing under existing conditions.....

Units Per Acre:	13
Total Units:	260
Subsidy:	No
How much could a developer typical afford:	\$04.1 Million

The developer would only be willing to spend up to \$4.2 million on the land, far below the \$12.1 million site cost.

**As a result, a developer would not proceed with this project.**

### Allowing higher densities.....

<b>Units Per Acre:</b>	<b>26</b>
Total Units:	520
Subsidy:	No
How much could a developer typical afford:	\$08.3 Million

Despite the increased allowable density, the developer could still not cover the land cost at this density.

**As a result, a developer would not proceed with this project.**

<b>Units Per Acre:</b>	<b>40</b>
Total Units:	800
Subsidy:	No
How much could a developer typical afford:	\$12.1 Million

If the parcel were to be redeveloped at this density, the developer would be willing to pay the land cost.

**As a result, this project becomes economically feasible.**

### Allowing higher densities with a subsidy.....

<b>Units Per Acre:</b>	<b>32</b>
Total Units:	640
<b>Subsidy:</b>	<b>\$ 2.0 Million</b>
How much could a developer typical afford:	\$10.2 Million

City assistance with acquisition and/or development costs helps keep densities down but the project affordable.

**As a result, this project becomes economically feasible.**

### Higher density & rents within a mixed use environment.....

<b>Units Per Acre:</b>	<b>32 (20% higher rent)</b>
Total Units:	640
Subsidy:	No
How much could a developer typical afford:	\$12.8 Million

Redeveloping within a mixed-use environment could allow for increased rents which increases the amount a developer could afford per unit in site costs.

**As a result, this project becomes economically feasible.**

# CREATING A NEW HOUSING STANDARD

## VIEW OF POTENTIAL OPPORTUNITIES FOR HOUSING REDEVELOPMENT & PUBLIC AMENITIES

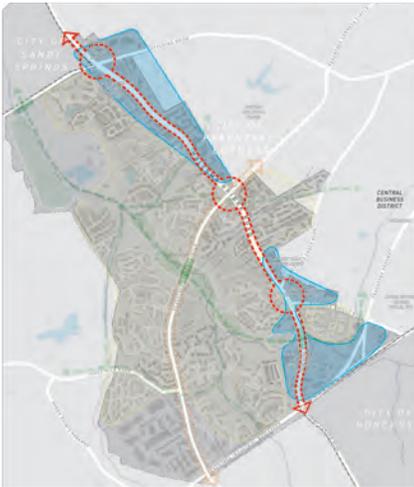
EXISTING UNDERUTILIZED SPACE AT INTERSECTION OF HOLCOMB BRIDGE RD. & PEACHTREE CORNERS CIR.



POTENTIAL EXAMPLE OF PUBLIC AMENITY AS A DRIVING FACTOR TO NEW ABUTTING PRIVATE DEVELOPMENT



# IMPROVE THE HOLCOMB BRIDGE BRIDGE EXPERIENCE



As one of the more commonly discussed topics throughout the process, the need to improve the appearance of Holcomb Bridge Road is imperative to growth of the study area as whole. As it currently stands, the corridor functions as an arterial State road extending far

beyond the study area and responding to much larger county and regional connections and traffic generators. While there are some operational improvements the City could implement to alleviate traffic (listed in the Vision Plan & Projects section), fundamental changes to vehicular congestion within just the study area are limited given that traffic is not locally generated. An inter-jurisdictional effort is needed to address the broader traffic and circulation issues of Holcomb Bridge Road.

However, there are opportunities that can help slowly change the “face” of this corridor and ultimately its actual composition in order to promote a pedestrian environment and subsequently more pedestrian-scaled development.

## EXISTING TYPICAL SECTION ALONG HOLCOMB BRIDGE ROAD



## POTENTIAL PEDESTRIAN CROSSING IMPROVEMENTS



## Address the Public Realm

The perception that Holcomb Bridge Road is not a pedestrian friendly area is a direct result of its current make-up. This first strategy focuses on the tangible initiatives that the City can use to improve the pedestrian environment and overall appearance of the corridor in order to change how it is viewed.

- **Fill the Gaps:** Address unpaved, missing, or broken sidewalks along Holcomb Bridge Road.
- **Install adequate crossings:** Install H.A.W.K signals (displayed below) to ensure safe crossings no more than a half-mile from each other.
- **Improve aesthetics:** implement a streetscape standard by improving streetlights, introducing pedestrian lighting, banners, and street trees where possible.

## Change the Development Standard

The subsequent strategy to improving the Holcomb Bridge experience falls in line with the strategies previously discussed in Diversify the Housing Core. Given the current relatively strong commercial economic market, change to the existing built environment will require external influences such as an increased demand for commercial diversity from a changing housing market or public incentives for redevelopment.

However, as the City moves towards encouraging redevelopment it should work closely with interested parties to ensure a more form-based approach to new development that will help establish a new consistent “urban village” image along the corridor, a more connected and comfortable pedestrian environment, and reduced vehicular demand on Holcomb Bridge Road through inter-parcel connectivity and access management enhancements. Opportunities for initial catalyst redevelopments most likely lie at intersections given their higher visibility, infrastructure that can support higher density, and ability to concentrate limited public resources. The following illustrations are examples of how combining small infill development along the corridor is key to ensuring a consistent vision along Holcomb Bridge Road that is less “suburban arterial” and more “pedestrian mixed-use village.”

# CHANGING THE FACE OF THE CORRIDOR

## CONCEPTUAL VIEW OF POTENTIAL SMALL INFILL OPPORTUNITIES ALONG HOLCOMB BRIDGE ROAD

EXISTING OUT PARCEL DEVELOPMENT REMOVED FROM STREET



POTENTIAL INFILL EXAMPLE PROMOTING A BETTER STREET PRESENCE



NOTE: CONCEPT ONLY. FURTHER STUDY REQUIRED.

# RE-IMAGINE PEACHTREE CORNERS CIRCLE



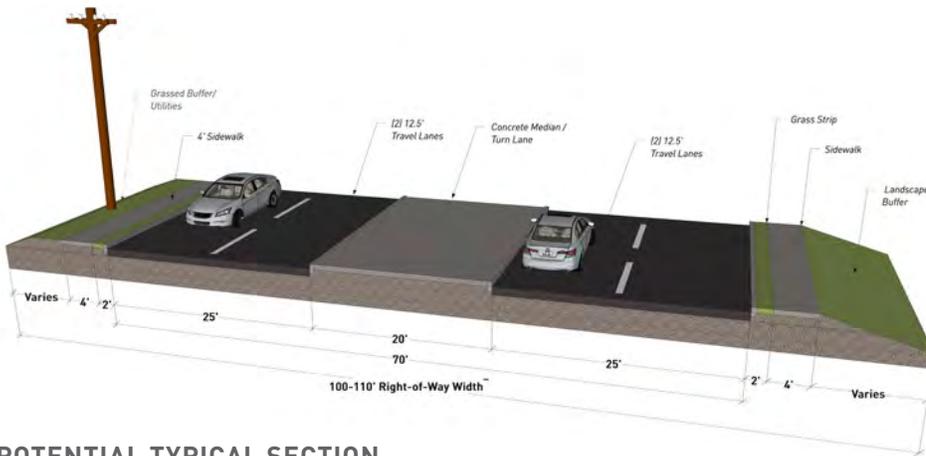
Peachtree Corners Circle is currently designed to function like Holcomb Bridge Road but, given its length and location, only carries approximately one-third of the vehicular traffic. As the City moves to create more desirable “people places”, there are excellent opportunities to fundamentally

change Peachtree Corners Circle to fit its actual role as a multi-modal residential corridor. The planning team studied three options that were ultimately vetted with the general public and steering committee members. Each of the concepts (found in the appendix) have varying levels of intervention with one

focusing only on beautification of the central median and the other two illustrating what the removal of the underutilized central median / turn lane (between Jones Mill Road and Holcomb Bridge) could allow. Through the public input process it was determined that the option illustrated below was the most desired streetscape intervention. This potential approach is beneficial in that it maintains the same level of capacity for vehicular volume along the corridor and “frees” almost 20’ of space that is utilized to improve aesthetics, enhance the pedestrian experience and grow the amount of protected bicycle infrastructure within the City (one of the most desired amenities from the public engagement phase). Additionally, a bicycle path along this street establishes a direct connection to the future Technology Park Phase 2 trail and would create a trail hub with the potential Crooked Creek Trail (described later).

Not only does the undertaking of this project help increase the vibrancy of the pedestrian realm but is also a crucial component to the larger strategy of promoting reinvestment through capital projects. Changing the perception of Peachtree Corners Circle from a “road” to a “street” can not only help incentivize development but it could also encourage the creation of a more connected approach to site planning rather than the isolated developments currently found along the corridor.

## EXISTING TYPICAL SECTION



- Severely underutilized space along 20’ wide concrete median
- Over a mile between pedestrian crossings
- Lane widths and overall composition of roadway encourages higher than posted speeds

## POTENTIAL TYPICAL SECTION



- Central median removed and travel lanes reduced to safer widths (not removed closer to intersections)
- Curb on east side of street shifted to create a large 12’ multi-use trail with a robust planted buffer
- Expanded sidewalk on west side of street
- Ample room for cyclist and streetscape furniture improvements (i.e. enhanced bus shelters, benches, lighting, decorative banners)
- Potential H.A.W.K signal crossing at bridge over Crooked Creek

NOTE: CONCEPT ONLY. FURTHER STUDY REQUIRED.

# TRANSFORMING A ROAD INTO A PEOPLE STREET

## CONCEPTUAL VIEWS OF POTENTIAL PEDESTRIAN IMPROVEMENTS TO PEACHTREE CORNERS

EXISTING TYPICAL SECTION OF PEACHTREE CORNERS CIRCLE



POTENTIAL OPPORTUNITY TO ESTABLISH A PEDESTRIAN ORIENTED STREET



NOTE: CONCEPT ONLY. FURTHER STUDY REQUIRED.

# CONNECT CROOKED CREEK

The Holcomb Bridge study area lacks open-space in a part of the City that contains more than 20% of its population. As such, the need to provide amenities is paramount to future growth and investment in the area. Concurrently, open space and multi-use trails were the most popular requests from residents and stakeholders during the public outreach process.

Evidenced by the fact that the term “Crooked Creek” is most often associated Crooked Creek Road, this hidden natural asset within the study area presents great opportunities to address the area’s need for open space. A rough study of its alignment and topography revealed that its potential as an amenity and its subsequent protection could be leveraged through the implementation of a creek trail system. The map below is a preliminary analysis of the potential paths of the Crooked

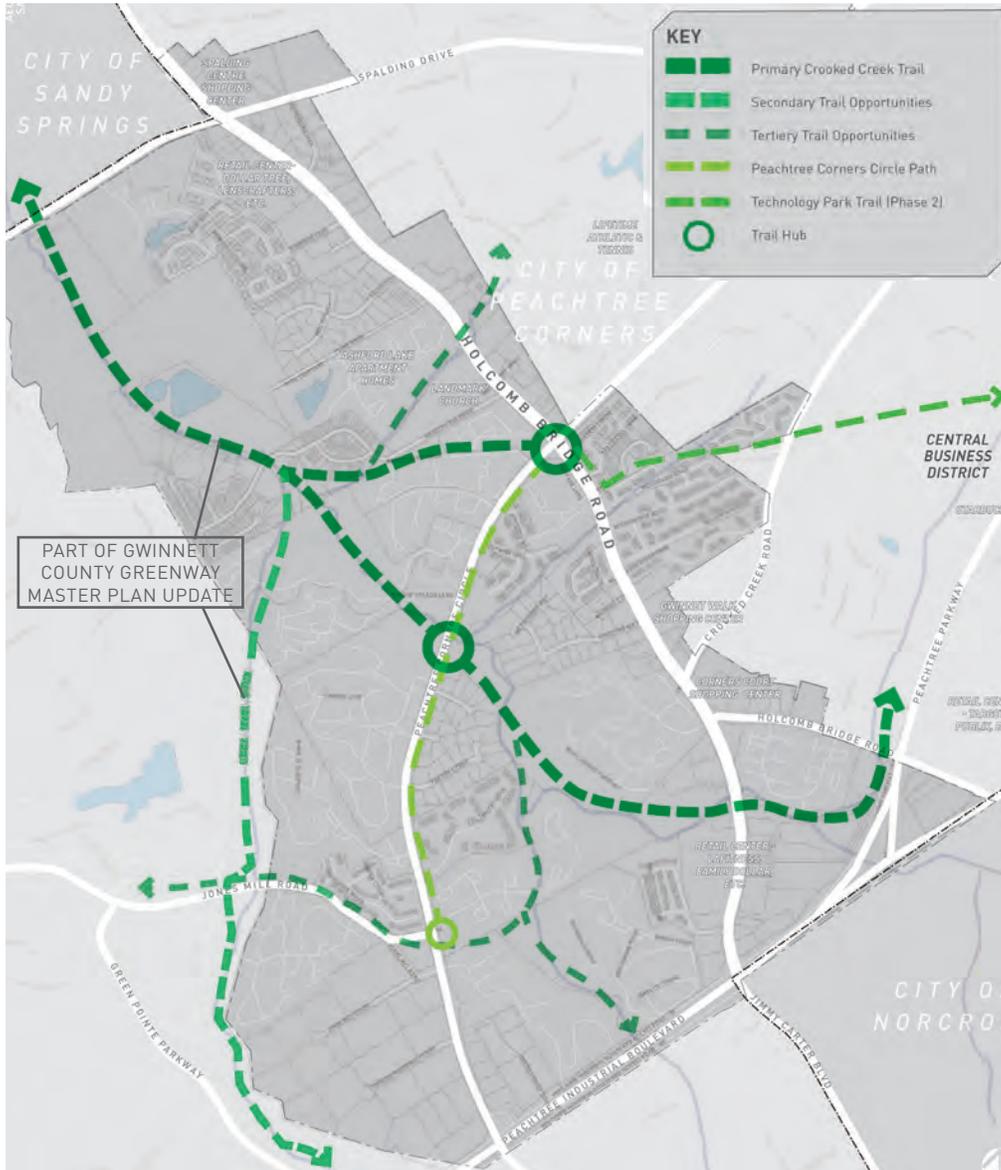
Creek trail system. While the specific alignment of the trail network should be determined based on further study, this initial exploration suggests that the trail network can utilize the existing creek, tributaries, and gas/sewer easements as routes within an interconnected trail network. Most of these paths are flat and/or wide enough to sustain a network of paved and boardwalk trails.

It is important to note that the suggestion of a trail through this area has also been recommended at the county level. Crooked Creek was identified as a location for a trail with medium to high feasibility as part of the *2014 Gwinnett County Open Space & Greenways Master Plan Update*. While not a priority trail in this update, its designation as a potential trail should be the impetus for the City of Peachtree Corners to approach and coordinate with the County for its re-prioritization as being a pivotal project for the City and an opportunity connecting a larger network. This includes connections to the future Technology Park trails along the Colonial gas easement to the east (currently in design), connections to the Chattahoochee river to the north and the future County system to the south.

On-going public support will be key to maintaining momentum for the development of this vision over time. Of note, during this planning process a grass-roots approach was initiated through the creation of the Friends of Crooked Creek group. It will be important for the City to support and bolster the growth of these groups.

Overall, the ability to preserve and improve the natural beauty in the area while simultaneously providing a much needed public amenity is a tremendous opportunity to continue to expand the City’s push for innovative and remarkable spaces.

## HOLCOMB BRIDGE AREA TRAIL FRAMEWORK



# LEVERAGING THE CITY'S NATURAL ASSETS

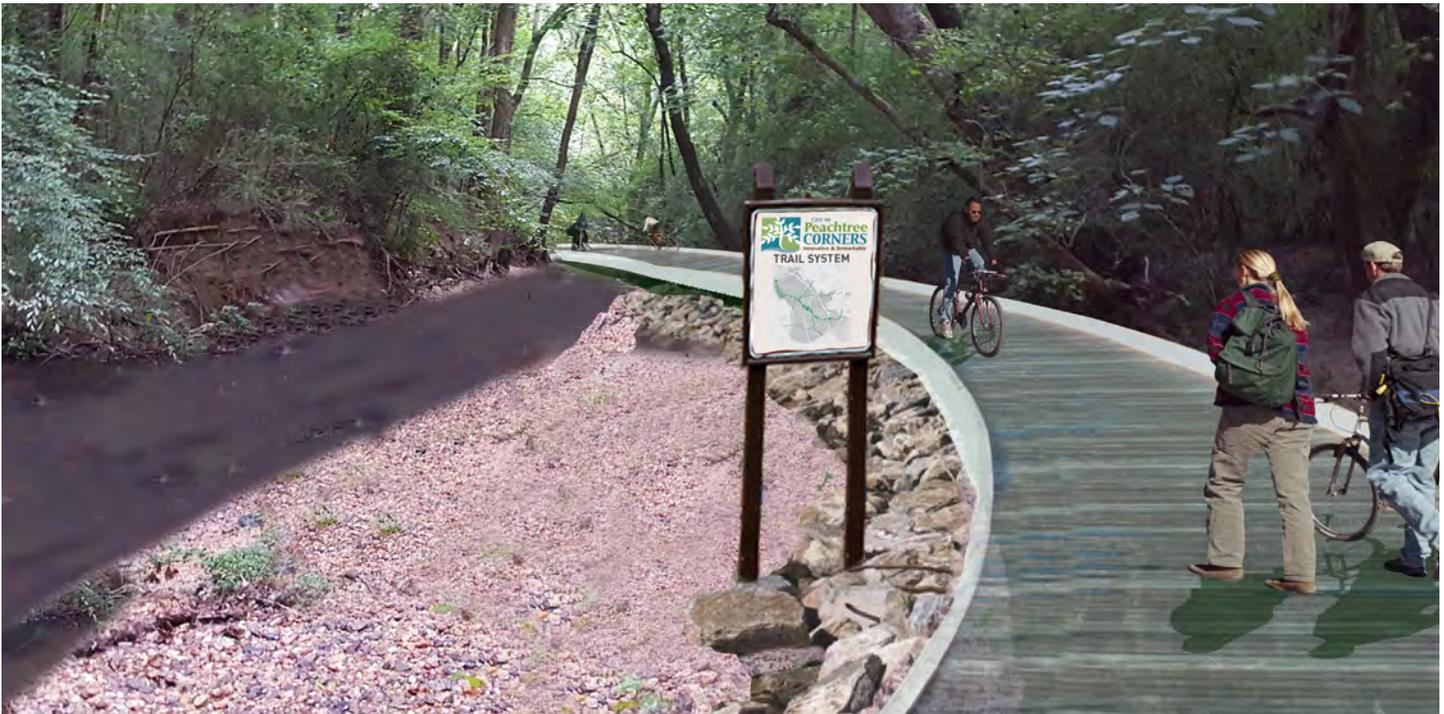
## CONCEPTUAL VIEW OF POTENTIAL TRAIL ALONG CROOKED CREEK

EXISTING CONDITION OF CROOKED CREEK

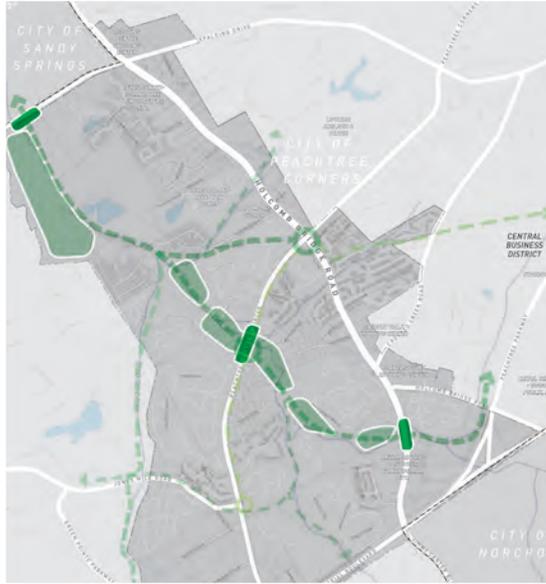


PHOTOGRAPH CREDIT: ROBERT HOWARD

POTENTIAL BOARDWALK / PAVED TRAIL ALONG REVITALIZED CROOKED CREEK



# CREATE REMARKABLE SPACES



In conjunction with the Crooked Creek Trail system, the flat areas around the creek have great potential to be transformed into a series of linked parks that would not only provide much needed public open and gathering spaces for the immediately surrounding residential community but would also establish a city and region-wide destination given the unique qualities of the area. From a social equity standpoint, it cannot be stressed enough the impact this type would have on the residents within this portion of the City.

While the creation of this Peachtree Corners Linear Park will require its own undertaking and further study, great support for its creation was voiced throughout the planning process. This was largely due to the recognition by most about the lack of open space in the area and the overwhelming need for community gathering spaces within City in general. This open dialogue led to conversations and exercises about some of the potential programmatic elements that could be developed within the linear park. The most popular amenities included items such as a dog park, a disc golf course, a public athletic facility, and a community/nature center. While these amenities may take different forms once a more detailed plan is established and incorporated into a larger city-wide open space vision, the creation of a community/nature center did rank as the top priority during the later stages of public outreach. These results were consistent with bigger picture open space questions asked of participants throughout the planning process. Furthermore, the potential location of this kind of facility within the study area would create great synergy as the focal point of the linear park, a hub for the intersection of the Crooked Creek trail and Peachtree Corners Path, and as the central location for outdoor learning within the City given the concentration of flora & fauna around Crooked Creek. As the City explores the potential for this kind of facility, it should also look to include elements that activate both the Creek and street level, indoor and outdoor seating areas, playgrounds, and other leisure outdoor components in order to maximize the amount of activities provided in the linear park. If done well the park could become a truly remarkable destination.

## HIGHEST RANKED IMAGES FROM COMMUNITY SURVEY



# PEACHTREE CORNERS LINEAR PARK along Crooked Creek

MOST POPULAR RESPONSES FOR POTENTIAL PARK FEATURES.....

## TRAIL HUB PARK & REC. CENTER



THE INTERSECTION OF THE POTENTIAL TRAILS ALONG PEACHTREE CORNERS CIRCLE AND CROOKED CREEK CREATES A GREAT LOCATION TO ADDRESS THE NEED FOR A COMMUNITY HUB / OPEN SPACE FOR THIS AREA OF THE CITY. THERE ARE OPPORTUNITIES FOR ELEMENTS SUCH AS A REC CENTER, PLAYGROUNDS, PICNIC PAVILIONS, ETC.



## CROOKED CREEK DOG PARK



A GREAT RESOURCE FOR GETTING TO KNOW YOUR NEIGHBORS AND KEEPING CANINES HEALTHY! DOG PARKS ARE FAIRLY EASY TO BUILD AND MAINTAIN. THIS AREA PROVIDES A GREAT OPPORTUNITY FOR A TRAILHEAD AND A DOG PARK. HOWEVER, A DOG PARK CAN ALSO BE PART OF OTHER OPEN SPACES.



## DISC GOLF COURSE



THE GROWING POPULARITY OF DISC GOLF PRESENTS A UNIQUE OPPORTUNITY TO INSTALL A LOW-COST, LOW-IMPACT, HIGH-USE OPEN SPACE. NOTABLY, THE ATLANTA REGION LACKS "TOURNAMENT QUALITY" DISC GOLF COURSES WHICH COULD CREATE A REGIONAL DRAW



## MULTI-USE ATHLETIC FACILITY



THE AREA COULD ALLOW FOR A PUBLICLY ACCESSIBLE FACILITY WITH MULTIPLE BALL FIELDS AND COURTS WITH THE OPPORTUNITY TO HOLD LARGER ATHLETIC COMPETITIONS AND EVENTS



# CAPITAL PROJECTS & ACTION PLAN



The Action Plan spreadsheet at the end of this chapter organizes potential projects into short-term (0-5 years) and long-term (5-10 years). This project list includes a wide variety of projects affecting the study area that could potentially be implemented through a variety of funding sources. Rough costs for each project have been estimated with engineering, right-of-way (ROW), construction and total costs indicated as separate line items. Engineering costs are generally assumed to be 15-20% of the estimated construction cost of each project. Right of way (ROW) areas are estimated based on conceptual plans herein; associated ROW costs are based on an average per-acre estimate of comparable land and similar projects. Construction costs are based on 2015 costs only and will vary based on the design of a project and the time at which it is designed and/or bid. It should be noted that these are “planning-level” cost estimates and are intended to be used for budgetary purposes only. More detailed cost estimates should be generated and updated as implementation of individual projects is pursued.

The suggested prioritization of projects is based on a variety of factors including funding sources currently available, each project’s competitiveness for potential future funding sources, project constructability, potential implementation organizations, site/property constraints, past consultant experience with similar projects, “ranking” exercises from public planning workshops, discussions with the project Steering Committee and input from City staff.

## Short-Term Project Opportunities

Described as follows, several capital improvement projects have strong potential to be implemented within the next five years.

***Crooked Creek Trail, Segment One (Project T1)*** – Ranked as one of the most popular capital projects during the final Holcomb Bridge public workshop, this 1.2-mile-long trail segment would connect the study area’s core neighborhood at Peachtree Corners Circle (to the south) with the City of Sandy Springs’ forthcoming Crooked Creek Park at Spalding Drive (to the north). This new trail would not only serve as a key piece of a larger trail network, but would allow accessibility to Crooked Creek itself - a hidden natural feature abutting many multifamily parcels within the study area. Creating greenspace and amenities within this underserved part of the City will help to catalyze improvements and redevelopment along aging residential properties.



*Crooked Creek is a very scenic natural feature hidden within the most densely-populated area of the City. If it could be amenitized as a formal trail and system of linear parks, it would have a transformative impact on property values and quality of life in area neighborhoods.*





*Peachtree Corners Circle is overcapacity, allowing opportunities for additional bicycle, pedestrian and transit amenities. (Photo taken during morning "peak hour")*



### ***Peachtree Corners Circle Multi-Use Path (Project T2)*** -

Although Peachtree Corners Circle includes the same number of travel lanes as Holcomb Bridge Road, it only carries about 1/3 the amount of vehicles per day as Holcomb Bridge. The street is "over capacity", exhibiting excessive vehicular speeding and a severe lack of overall pedestrian safety. No pedestrian crossing exists for over a mile. Today Peachtree Corners Circle acts as a high-speed vehicular thoroughfare despite being the de facto "main street" of the City's most densely-populated neighborhood where pedestrian activity and transit use is prevalent.

This 1.1-mile long project would re-imagine Peachtree Corners Circle between Holcomb Bridge Road and Jones Mill Court as a dynamic multi-modal corridor with improved bus transit amenities, a wide bicycle/pedestrian path, new safety lighting and mid-block pedestrian crossings. The project proposes to concentrate capital investment along the east side of Peachtree Corners Circle (with minor upgrades along the west side), removing the median and adding a signature multi-use path. New "mid-block" pedestrian beacons would also be added so that transit and future trail users can more conveniently and safely cross the street.

***Holcomb Bridge Road Pedestrian Improvements, Segment One (Project T3)*** - As mentioned earlier in this report, Holcomb Bridge Road is challenged by major traffic issues that are generated from far outside the City of Peachtree Corners. These regional transportation issues are larger than any local project or study alone can reasonably solve. The City should therefore pursue efforts to address these problems in collaboration with neighboring cities and counties in order to create longer-term solutions.

There are, however, more incremental improvements to Holcomb Bridge Road that can be made in the short-term that can help catalyze housing improvements, new retail tenants, increase pedestrian accessibility and improve overall aesthetics of the corridor. Public workshop participants voiced more concern about this segment of Holcomb Bridge (between Spalding Drive and Peachtree Corners Circle) than arguably any other portion of the study area.

This project includes adding and connecting missing sidewalks along this segment of Holcomb Bridge, adding shade trees, pedestrian lighting and a "mid-block" HAWK pedestrian signal.

### ***Deerings Lane Safety and Connectivity Study (Project T4)***

- The Deerings Lane neighborhood currently includes one single entry/exit point along a portion of Holcomb Bridge Road with poor visibility, lack of signage/signal(s) and exhibiting high vehicular speeds. Throughout this process the planning team heard a significant amount of stakeholder concerns related to crash rates and vehicular safety at this location. In response, City staff has discussed the issue with various County and State transportation departments and is investigating the feasibility of shorter-term improvements such as deceleration lane(s) and an advance warning signal(s) / signage.

However, these traffic-related upgrades would only address a small part of the problem. A larger issue is that the physical layout of Deerings Lane lacks street connectivity to neighboring parcels, streets and destinations. Creating additional entry/exit point(s) for the neighborhood would take some pressure off Holcomb Bridge Road and allow for safer, easier and more direct vehicular (and pedestrian) connections. Several

opportunities seem to exist on nearby parcels for new connections. For instance, a more direct connection could be made between Deerings Lane and Wetherburn Way via the office parcel between them. If a mutually-beneficial agreement could be made with the adjacent property owner the issue could be more easily addressed. This recommended supplemental study would seek to explore such alternatives to improving safety and overall connectivity for this portion of the study area.

## Long-Term Project Recommendations

A series of projects emerged out of the planning study that are key components of the overall vision, yet are likely longer-term efforts due to more complicated constraints, phasing/timing considerations and/or funding challenges. Future plans and projects should take the following into account since their impacts on the neighborhood's long-term sustainability are substantial.

**Technology Park Trail Extension (Project T6)** – As of late 2015, the City is currently overseeing schematic design for the first phase of the technology park trail. As a recommended top project from the recent LCI Study, the 1.2-mile-long first phase of the trail will run predominantly within the Colonial Gas easement between Medlock Bridge Road (to the east) and Peachtree Parkway (to the west), where it will connect with the existing PATH trail along the east side of Peachtree Parkway.

As outlined in this study, the Holcomb Bridge area includes a portion of the planned second phase of the Technology Park trail – a 1.1-mile-long segment running between Peachtree Parkway (to the east, connecting with Phase One) to the intersection of Holcomb Bridge Road and Peachtree Corners Circle. The project will also study the feasibility of a grade-separated bridge or tunnel at Peachtree Parkway in order to connect directly with the Phase One trail.

**Spur Trail and Corner Park (Project T7)** – The Colonial Gas easement continues west of the Holcomb Bridge/ Peachtree Corners Circle intersection, restricting vertical construction/development along portions of private land parcels. Several multifamily residential areas to the west of the intersection are likely to redevelop over the next decade, suggesting that this “spur trail” could be incorporated as part of a future development plan, connecting the future Crooked Creek trail to the Technology Park trail. The western corner of the Holcomb Bridge/ Peachtree Corners Circle intersection also includes a sizeable portion of public right-of-way that has great potential for a highly visible corner park/plaza. This potential public amenity should be pursued in tandem with private

redevelopment efforts as they move forward on nearby lands.

**Holcomb Bridge Road/Jimmy Carter Blvd Pedestrian Improvements, Segment Two (Project T9)** – As an extension of project T3, this longer-term project along Holcomb Bridge Road/Jimmy Carter Blvd includes the 1.1-mile-long segment between Peachtree Corners Circle and Peachtree Industrial Boulevard. Similar to Segment One, this project includes incremental improvements to Holcomb Bridge Road that can help catalyze housing improvements, new retail tenants, increase pedestrian accessibility and improve overall aesthetics of the corridor. Specific improvements include the addition of missing sidewalks, adding shade trees, pedestrian lighting and “mid-block” HAWK pedestrian signal(s). (NOTE: This project will also need to incorporate the findings/design for improvements to the Holcomb Bridge Road/Jimmy Carter Boulevard intersection, a City/County SPLIT project currently underway).

**Crooked Creek Trail, Segment Two (Project T10)** – This 1.2-mile-long trail segment would extend the Phase One trail (Project T1) to the south, where it would connect to a trailhead near the Holcomb Bridge Road/Peachtree Parkway intersection. The trail will serve as a key piece of the citywide trail while allowing access to the Crooked Creek itself - a scenic, yet hidden natural feature abutting many multifamily parcels. Creating greenspace and amenities within this underserved part of the City will help to catalyze improvements and redevelopment along aging residential properties. This project is likely longer-term due to various land parcel, topographical and physical constraints that exist along it.

## Intersection Improvements

**Spalding Drive at Holcomb Bridge Road (Project T5)** -

**-Peachtree Corners Circle at  
Peachtree Industrial Boulevard (Project T10)** -

**-Jimmy Carter Boulevard at  
Peachtree Industrial Boulevard (Project T11)** -

While many of the underlying vehicular circulation issues require a study beyond the scope of the Holcomb Bridge study area, operational improvements to the intersections listed above can help ameliorate some deficiencies. Specific details for each intersection are listed within the Action Plan project list but in general the functionality and safety of these intersections can be increased by improving signal timing, adding crosswalks, lengthening or adding turn lanes, and addressing access management.

**ACTION PLAN - Holcomb Bridge Corridor Study**  
 Prepared for The City of Peachtree Corners by Lord Aeck Sargent  
 updated 12.18.15

**Current Transportation Projects Underway related to the Study Area**

PR #	Description	Type of Improvement	Engineer Year	Engineer Costs	ROW Year	ROW Costs	Const. Year	Const. Costs	Total Proj. Costs	Responsible Party	Funding Source	Local Source & Match Amount	Add Comments
exist	Ptree Pkwy (SR141) at PIB - Operational Improvements	Operational	2015	\$0	N/A	\$0	2017	\$0	\$2,000,000	City / County	City / County	City SPLOST \$ 380,000	Add southbound lane on Ptree Pkwy from HB Road onto the "controlled access" portion of S.R. 141 and create an additional lane on PI Blvd SB to Winters Chapel
exist	City Gateways and Wayfinding Signage (Particularly at Holcomb Bridge/Spalding Intersection)	Wayfinding	2015	\$20,000	N/A	N/A	2015	\$150,000	\$170,000	City	City	City SPLOST \$ -	Design and implementation of gateway signage/icons for two locations along Ptree Pkwy
exist	Buford Hwy at Jimmy Carter Blvd - Operational Improvements (Design/ROW Phase)	Operational	2015	County	2016	GDOT	2017	TBD	TBD	City / County / GDOT	City / County / GDOT	City SPLOST \$ 1,000,000	Funding is for design and right-of-way only. Georgia Department of Transportation will fund 100 percent of the construction with federal dollars if the cities and county will pay for the design and right-of-way.
exist	Spalding Drive - widening from Winters Chapel Road to Holcomb Bridge Road	Operational	2016	\$90,000	2016	TBD	2017	TBD	\$1,800,000	County/City	County/City	City SPLOST \$ 138,650	
exist	Holcomb Bridge Rd. at Jimmy Carter Blvd - Intersection Improvements	Intersection & Ped. Safety Improvements	2015	\$70,000	N/A	\$0	2016	\$600,000	\$670,000	City	City	City SPLOST \$ 195,000	Improve the angle and narrow lanes for operational and safety. Approximately \$600,000 is allocated for this project.
exist	Jimmy Carter Boulevard - Sidewalks and Signal Upgrade	Intersection & Ped. Safety Improvements	2015	\$0	N/A	\$0	2016	\$0	\$0	County	County	\$ -	New sidewalks along west side of Jimmy Carter Blvd and Holcomb Bridge Road between L.A. Fitness access point and Crooked Creek Road. Minor signal upgrade at Jimmy Carter Blvd at the L.A. Fitness main access point.

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

PR #	Description	Type of Improvement	Engineer Year	Engineer Costs	ROW Year	ROW Costs	Const. Year	Const. Costs	Total Proj. Costs	Responsible Party	Funding Source	Local Source & Match Amount	Add Comments
T1	Crooked Creek Multi-Use Trail - SEGMENT 1 (from Spalding Dr to Peachtree Corners Cir)	Pedestrian, Bicycle	2016	\$316,000	2017	\$100,000	2019	\$1,580,000	\$1,996,000	City, County	City / County	City SPLOST \$ -	Phase One of Crooked Creek Trail connecting future Sandy Springs Park to Peachtree Corners Circle
T2	Peachtree Corners Circle Multi-Use Path (from Holcomb Bridge Rd to Jones Mill Ct)	Pedestrian, Bicycle, Vehicular	2017	\$312,000	2018	\$0	2020	\$1,560,000	\$1,872,000	City	City / ARC	City SPLOST or LCI \$ 374,400	Pedestrian, Bicycle and Transit improvements along PTC Circle between HB Road and Jones Mill Ct. Includes removal of wide center median, shifting travel lanes, major improvements to install multi-use path on east side of street. Includes one HAWK mid-block crossing and intersection improvements at HB/PTC such as phasing and timing upgrades
T3	Holcomb Bridge Road Pedestrian Improvements - SEGMENT 1 (from Spalding Dr to Peachtree Corners Cir)	Pedestrian, Vehicular, Intersections	2018	\$298,000	2019	\$40,000	2020	\$1,490,000	\$1,828,000	City	TBD	TBD \$ -	Fill-in sidewalk gaps along HB Road, installation of HAWK signal, trees and lighting.
T4	Deerings Lane - Safety and Connectivity Study	Supplemental Study	2016	\$30,000	N/A	N/A	N/A	N/A	\$30,000	City	City	City \$ -	Traffic and connectivity study to investigate potential inter-parcel connectivity between neighborhood and adjacent streets/connections. Most notably the office parcel north of Deerings Lane and potential to connect directly to Wetherburn Way traffic signal.
T5	Spalding Dr at Holcomb Bridge Rd - Intersection Improvements	Intersection & Ped. Safety Improvements	2018	\$100,000	N/A	\$0	2016	\$550,000	\$650,000	City / County / GDOT	City / County / GDOT	City SPLOST \$ 130,000	Signal updates (including phasing & timing improvements); Installation of right turn lanes on the NB, SB, & EB approaches; Extending the left turns lanes, especially the NB & SB approaches; and Access management improvements especially at the Hand Car Wash on the SE corner and at the Shell Gas
Short-Term Transportation Projects Total									\$5,726,000				

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

PR #	Description	Type of Improvement	Engineer Year	Engineer Costs	ROW Year	ROW Costs	Const. Year	Const. Costs	Total Proj. Costs	Responsible Party	Funding Source	Local Source & Match Amount	Add Comments
T6	Technology Park Trail Extension - (extension from LCI - Peachtree Pkwy to Holcomb Bridge Rd)	Pedestrian, Bicycle	2018	\$440,000	2019	\$30,000	2022	\$2,200,000	\$2,670,000	City	City / County	City SPLOST \$ -	Extension of LCI Phase One trail along gas easement. Includes potential bridge or tunnel over/under PT Pkwy.
T7	Spur Trail and Corner Park (trail connecting T2 and T5 to T1)	Pedestrian, Bicycle, Open Space	2019	\$200,000	2020	\$40,000	2023	\$1,000,000	\$1,240,000	City, Private Developer	TBD	TBD \$ -	"Spur Trail" connecting through private parcels along gas easement. Would connect HB/PTC Circle intersection to Phase One Crooked Creek Trail.
T8	Holcomb Bridge Road / Jimmy Carter Pedestrian Improvements - SEGMENT 2 (from Peachtree Corners Cir to Peachtree Ind Blvd)	Pedestrian, Vehicular, Intersections	2020	\$388,000	2022	\$40,000	2025	\$1,940,000	\$2,368,000	TBD	TBD	TBD \$ -	Second phase of "incremental" HB improvements such as additional sidewalks, installation of HAWK signal(s), trees and lighting. Will need to integrate with already-funded improvements at HB Road/Jimmy Carter Blvd Intersection.
T9	Crooked Creek Multi-Use Trail - SEGMENT 2 (from Peachtree Corners Cir to Peachtree Pkwy)	Pedestrian, Bicycle	2020	\$368,000	2022	\$100,000	2025	\$1,840,000	\$2,308,000	TBD	TBD	TBD \$ -	Second Phase of Crooked Creek Trail, including two potential underpasses (under PTC Circle and under JC Blvd).
T10	Peachtree Corners Cir at Peachtree Industrial Blvd - Intersection Improvements	Intersection & Ped. Safety Improvements	2020	\$150,000	N/A	\$0	2016	\$800,000	\$950,000	City / County / GDOT	City / County / GDOT	City SPLOST \$ 190,000	Note that the estimate was higher because this is technically two signalized intersections; Signal updates (pedestrian ramps & crosswalks, phasing & timing improvements); Coordination with Peachtree Corners Cir at Jones Mill Rd signal
T11	Jimmy Carter Blvd at Peachtree Industrial Blvd - Intersection Improvements	Intersection & Ped. Safety Improvements	2020	\$250,000	N/A	\$0	2016	\$1,200,000	\$1,450,000	City / County / GDOT	City / County / GDOT	City SPLOST \$ 290,000	Note that the estimate should actually increase to about \$5-7 million. While technically this is two signalized intersections, this may need more of a long-term, large scale improvement. This intersection is a good candidate for a feasibility study for alternative & innovative interchange improvements such as
Long-Term Transportation Projects Total									\$10,986,000				

**Other New Projects & Initiatives**

PR #	Description/Action	Cost	Priority	Resp. Party	Funding Source
P1	Create incentives to promote the development of new multifamily housing on existing multifamily-zoned property	N/A	High	City/DDA	N/A
P2	Create incentives to promote the contribution of private property into the Crooked Creek Trail system	N/A	High	City/DDA	N/A
P3	Create incentives to promote the redevelopment of larger-scale shopping centers into mixed-use developments	N/A	High	City/DDA	N/A
P3	Update zoning districts in study area in order to allow for housing diversity "by right"	N/A	High	City/DDA	N/A
P4	Linear Park System	TBD	Medium	TBD	TBD
P5	Integrate pocket parks at strategic locations (such as the southwest corner of Holcomb Bridge Road and Peachtree Corners Circle)	TBD	Medium	TBD	TBD