



Judy Putnam, Communications Director
770-609-8821 (Direct), jputnam@peachtreecornersga.gov
310 Technology Parkway, Peachtree Corners, GA 30092
www.peachtreecornersga.gov

FOR IMMEDIATE RELEASE

Peachtree Corners Wins Redevelopment Award for Curiosity Lab

PEACHTREE CORNERS, GA, Oct. 29, 2019 – For the second time in just two years, the City of Peachtree Corners was recognized for its redevelopment efforts, this time winning the Metro Atlanta Redevelopment Summit (MARS) award for Curiosity Lab at Peachtree Corners.

The MARS Awards, held annually, recognizes outstanding redevelopment projects in the region. Each year the Atlanta region redevelopment event brings together more than 300 developers, commercial real estate brokers, elected officials, business leaders and community development experts. This year’s event was held Oct. 24, 2019. The summit allows attendees an exclusive look at the region’s current redevelopment projects as well as insight into trends and best practices in the industry.

The city’s Curiosity Lab at Peachtree Corners was selected by a panel of economic developers for its forward-thinking approach in creating a real-world testbed with 5G connectivity and a 1.5-mile autonomous vehicle test track and intelligent mobility incubator. Set in a 500-acre commercial office park, the test track interacts with people and vehicles going about their daily business.

“It’s exciting to see Peachtree Corners, and more specifically Tech Park, win a redevelopment award, its second in just two years,” said Councilmember Alex Wright, who first introduced the idea of developing an autonomous vehicle program. “I believe the creation of Curiosity Lab is a major step forward in the continuation of revitalizing Tech Park, putting it on the tech map not just locally, but nationally and internationally, and more importantly, helping us further realize Paul Duke’s vision of Peachtree Corners - one of the country’s original Live, Work, Play developments centered around a cutting edge Technology Park.”

Partnership Gwinnett, in collaboration with The Council for Quality Growth, presented the winners of the 2019 MARS Awards recognizing redevelopment projects in the region:

- 2019 Neighborhood Redevelopment Award Winner – Curiosity Lab at Peachtree Corners

- 2019 Redevelopment Award Runner-up – Willbrooke Connector, City of Duluth
- 2019 Community Redevelopment Award Winner – Stockyards
- 2019 Community Redevelopment Award Runner-up – Broadstone at Sugar Hill
- 2019 Regional Redevelopment Award Winner – The Mill at Etowah
- 2019 Regional Redevelopment Award Runner-up – Pittsburgh Yards

“We are honored to be recognized for our revitalization efforts in Technology Park Atlanta,” said Mayor Mike Mason. “It is an important area not only for our city but for the entire region as it is the center of over 7,500 jobs and an important driver of economic development.”

Curiosity Lab at Peachtree Corners is a publicly funded living lab designed to provide a real-world test environment to advance next generation intelligent mobility and smart city technology. Additional information is available at www.curiositylabPTC.com

###