Real history is not made by preserving old buildings or freezing the present into an ossified version of the past. Real history is made when each successive generation, subject to their own condition, can write their own story into a place. The stability of the public frame (constitutional order) allows the representation of the present to fluctuate according to its own needs, while assuring continuity between past and future.

Doug Allen, History of Urban Form
50 Years of Lessons Learned
How did the city start?

In the 1950’s, a group of real estate developers began assembling over 12,000 acres in Fayette County to build a planned community. The intent was to build a community primarily to serve the pilots and families of Eastern Airlines.
Imagine…
27,343 dwelling units...
All within a 20-year build-out.
Peachtree City might have looked like this.
Instead…
A buildout population of 40,000
14,230 dwelling units
Peachtree City 2009 - 50 years old

- The City of Peachtree City was chartered on March 9, 1959.
- The city currently encompasses approximately 15,503-acres.
- Our community is bisected by SR 54 and SR 74, both of which provide vital connections to surrounding jurisdictions.
- Sharpsburg and Newnan, both of which are located within Coweta County, are located approximately 10 miles to the west.
- Fayetteville, which is the County seat of Fayette County, is located approximately 10 miles to the east.
- SR 74 North provides an integral connection between Peachtree City and Interstate 85, while SR 74 South connects to SR 85 approximately 3 miles south of Peachtree City.
The city’s “village concept”

The city was planned to be developed into villages, each with its own village retail center, office and commercial space, recreational facilities and elementary schools, all of which were interconnected by open space and a network of multi-use paths.

The city contains the following villages:

- Aberdeen Village (1960’s)
- Braelinn Village (1970’s)
- Glenloch Village (1980’s)
- Kedron Village (1990’s)
- Wilksmoor Village (2000 - present)
- Industrial Park
The city’s multi-use path system

- All of these developments were connect to each other with multi-use paths, including bridges over state highways and tunnels underneath major roads.
- Each new development is required to interconnect with the existing path system.
Alternate transportation

- The current multi-use path system extends over 90 miles.
- The city budgets funds each year to extend, resurface, replace and widen the existing path system.
- City Staff recently completed plotting the entire path system and incorporating this into our GIS system.
- City Staff maintains a Multi-Use Path System Master Plan where new path connections are identified and programmed for implementation.
- City residents and visitors utilize the path system throughout the year for most local trips as opposed to using the automobile, thus reducing vehicular trips on local roads.
Recreation amenities

- Over 100 holes of championship caliber golf within the city limits
- SR 74 baseball and soccer complex
- Meade Field softball and soccer complex
- Kedron Fieldhouse and Aquatics Center
- Kedron multi-purpose rink
- Full-sized BMX racing course.
- Numerous outdoor soccer, softball, and baseball playing fields.
- The Field of Hope offers children with developmental and physical disabilities the opportunity to play youth baseball on a real team, to learn the game and to create lasting friendships. This unique facility is the second of its kind in Georgia and one of only a few nationwide.
- The All Children’s Playground provides disabled youth the opportunity to play with other children.
Recreation amenities

• The Peachtree City Tennis Center includes twelve hard courts, six soft courts and six covered courts. The facility has been the recipient of numerous awards including 2003 USTA Public Facility of the Year.

• The 2,200 seat Frederick Brown Jr. Amphitheater provides outdoor concerts and entertainment throughout the year. Famous for its intimate setting nestled in the pines, the venue has two summer series concert line-ups of top draw performers as well as numerous spotlight concerts that play to capacity crowds.

• Lake Peachtree, Lake Kedron and the future Lake McIntosh provide over 1,100 acres of water for fishing, kayaking, boating and swimming.

• Both the Line Creek Nature Area and the Flat Creek Nature Area provide natural surface trails and boardwalks through expansive green space and into the preserved woods throughout the city.
Open space

The city owns or has control over 4,131.07 acres of dedicated open space throughout the city. Path connections, passive parks as well as active recreational facilities are located within these areas.
Is the village center concept still viable?
Development of Peachtree City around four village centers should and will promote the basic development concepts described in Chapter One. Crucial to this are:

1. Mixed use; and
2. Step-down development.

Mixed-use involves the proximity of various uses in a compatible manner. The village centers should include retail, office and community facilities and be situated at major intersections. The neighborhood activity centers are smaller versions of a village center, and decentralized to convenience, energy conservation and promoting a sense of neighborhood. In both instances, adjacent developable land should be in the form of residential development of sufficient density to support the village center or neighborhood activity center. Further distances should be developed as medium density single-family, providing a transition to outlying areas of large lot, low density single-family development.
The village centers should provide the major convenience retail shopping, local office space, community recreational and educational activities that will be used by residents on a daily basis. The village centers will vary in size of retail activity dependent upon road access and population served.

In terms of community, recreational and educational uses, the concept of multi-use is basic to the planning of the village centers. The multi-use of these facilities will assure a high utilization and provide an opportunity to intensify activity and contact among people. Such multi-use reduces the unnecessary duplication of facilities and, thus frees resources for additional programs or specialized facilities.
1985 Land Use Plan: Village Centers

Appropriate mix of uses at each village center should promote shared use of the following facilities:

- Retail
- Office space
- Community facilities
- High school and/or junior high school
- Early learning and/or adult education
- Religious facilities
- Banking institutions
- Recreational facilities
- Medical clinic
- First aid and/or emergency services
- Shared parking
- Path link to residential area
1985 Land Use Plan: Neighborhood Activity Centers

Appropriate mix of uses at each Neighborhood Activity Center should promote the shared use of the following facilities:

- Convenience store
- Community meeting room
- Early learning, elementary school or adult education
- Recreation
- Post office
- First aid
- Shared parking
- Path link to residential areas
Zoning is a locally enacted law that regulates and controls the use of private property. It divides the jurisdiction into districts, or zones, for different uses and determines which uses are allowed. It regulates lot sizes, building heights, impacts on adjacent land uses, and other specifics.

Land use is a self-explanatory term in that it refers to how the land is generally used – whether that is residential, commercial, industrial, open space, etc. Land use planning is a process for determining how land will be used, both now and in the future.
What is your VISION for Peachtree City?
Have you heard the latest planning buzz words?

Active living by design
Aging in place
Bicycle and pedestrian planning
Context sensitive street design
Crime prevention and safety through community design
Effective public involvement
Greyfield redevelopment
Historic preservation
Infill development
Job-housing balance
Linking school siting to land use planning
Mixed-income housing
Mixed-use development
Overlay districts
Parking management
Retrofitting corridors
Traditional Neighborhood Development (TND)
Transit-oriented development
Green building
What about the latest growth jargon?

- No growth
- Slow growth
- Regional growth
- Smart growth
- Sustainable growth
- Quality growth
- Urban growth
How’s our “planned community” working for YOU?

- Primary developer is no longer developing in Peachtree City
- Initial population estimate of 80,000 will not exceed 40,000 people
- Village retail center concept suffering
- Vacancy rate within retail and commercial areas increasing
- Major employers within industrial park are now out of business
- Vacancy rate within industrial park on the rise
- Many of our older residential areas are in steady decline
- Original Subdivision Covenants and Deed Restrictions are expiring
- Older retail developments in need of upgrades
- Vegetated buffers adjacent to SR 74 South lost as a part of road-widening project
- Infrastructure beginning to deteriorate
- Traffic, traffic, traffic…
What is your VISION for Peachtree City?
Who are all these people and what is their vision?
What is a smart/ quality growth audit?

A comprehensive study to identify local development requirements that should be changed to enable smart/ quality growth development. Involves a comparison of a community's existing development regulations with commonly recognized best practices for smart/ quality growth.

An audit would examine whether:
- Adopted plans and policies encourage and facilitate smart/ quality growth.
- Adopted plans, policies, regulations and budgets are consistent with one another with regard to smart/ quality growth (i.e., internal consistency)
- Implementation measures (development regulations, programs and budgets) are consistent with the adopted plans and policies for smart/ quality growth (i.e., implementation consistency)
What are the benefits of conducting a smart/quality growth audit?

- anticipating growth and planning needs
- long-term comprehensive plan with adequate land supply
- compact development
- protection of natural resources
- infill development
- variety of housing choices
- mixed-use, walkable neighborhoods
- balanced multi-modal transportation
- minimizing costs by maximizing existing infrastructure through coordinated land use/transportation planning
- timely provision and fair funding of new infrastructure
- reasonable, predictable and efficient plan review process
- supporting fiscal policies
- ability to integrate land use, transportation and infrastructure decisions.
Why now?

- Peachtree City is at a critical juncture, as the city continues to reach build-out of existing land
- Limited land left for retail and commercial development as well as residential growth
- Aging residential and retail areas are ripe for redevelopment
- Aging population
- Young families continue to relocate to the city
- Traffic continues to increase, both internally and externally
- Growth continues around our borders
- Aging infrastructure in need of repair
- Declining impact fee revenue
- Empty buildings within industrial park = reduction in tax revenue
What is **OUR** VISION for Peachtree City?
Learning from our past
to plan our future
Comprehensive Plan

What has been completed to date?

- Parcel inventory of each tract of land
- Public forums in each village
- General survey
- Visual Preference Survey
- Community Assessment
- Community Participation Program
- Updates to each zoning district
- Updates to zoning and land use maps
- Full plan update must be adopted by June 30, 2012
Community-based planning initiative

- Plan to be prepared by Staff with the assistance and input from residents and business owners (“Stakeholders”)
- Identify Comprehensive Plan Advisory Committee
- Establish media campaign and web-based comment system
- Continue public forums to solicit input and comments
- Encourage “small area studies” and incorporate into plan recommendations
- Establish overlay districts and uses that would be appropriate (village center, corridor, airport, etc.)
- Include Transportation, Recreation, Public Services, etc. components as a part of the Comprehensive Plan to create a true plan for the future development of the community
- Coordination with surrounding jurisdictions to ensure plans mesh

- Create a plan that is realistic, usable and achievable
• Aberdeen Village
  – Restaurant
  – Bar\Pub
  – Fitness Center
  – Sport Shop
  – Barber
  – Dentist
• Aberdeen Corners
  – Public Services (2)
  – Medical
  – Restaurant
• Willowbend
  – Laundromat
  – Bridal Shop
  – Education (2)
  – Car Rental
  – Barber
  – Public Services (3)
• Westpark Walk
  – Restaurant (4)
  – Bar\Pub
  – Retail Shopping
  – Medical\Fitness\Spa
  – Public Services
• Wisdom Pointe
  – Restaurants (7)
  – Convenience Store
  – Medical\Services

  • Offices (21)
  • Banking (6)
  • Education (2)
  • Religious (3)
  • Medical (5)
  • Recreation (12)
  • Hotel (1)
  • Pharmacy (0)
  • Grocery (0)
## Aberdeen Village

### Land Use Graph

### Table: Land Use, Acreage, and Building SF

<table>
<thead>
<tr>
<th>Village</th>
<th>Land Use</th>
<th>Acreage</th>
<th>Building SF</th>
<th>Lots / units</th>
<th>Greenbelt/ Open Space</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aberdeen</td>
<td>Commercial Office</td>
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<td>571,208.00</td>
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<td>Single Family Cluster</td>
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<td>128.96</td>
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### Tract Table

<table>
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<tr>
<th>Tract</th>
<th>Zoning</th>
<th>Acreage</th>
<th>Building SF</th>
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<tbody>
<tr>
<td>Willow Bend Center</td>
<td>GC</td>
<td>3.10</td>
<td>20,331</td>
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<td>Pittsfield Station</td>
<td>GC</td>
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<td>Westpark Park</td>
<td>GC</td>
<td>5.55</td>
<td>74,540</td>
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<tr>
<td>Carabba’s Westpark retail building</td>
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<td>1.00</td>
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<td>Harry Norman office building</td>
<td>GC</td>
<td>2.27</td>
<td>8,798</td>
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<td>GC</td>
<td>2.01</td>
<td>14,325</td>
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<tr>
<td>Bank of Georgia</td>
<td>GC</td>
<td>2.01</td>
<td>9,900</td>
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<td>Hampton Inn</td>
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<td>29,263</td>
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<td>Westpark Promenade (World Gym)</td>
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<td>39,000</td>
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<tr>
<td>Southern Community Bank</td>
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<td>600 Commerce office building</td>
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<td>15,100</td>
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<tr>
<td>Piedmont Physician’s Group</td>
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<tr>
<td>1200 Commerce office building</td>
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<td>20,519</td>
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<tr>
<td>Midtown office building</td>
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<td>11,090</td>
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<tr>
<td>Peachtree National Bank</td>
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<td>14,480</td>
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<tr>
<td>BP Station</td>
<td>OC</td>
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<td>6,650</td>
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<td>Harrington’s Fine Wines</td>
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<td>0.62</td>
<td>7,450</td>
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<td>Philip’s office building</td>
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<td>0.70</td>
<td>4,700</td>
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<td>Paluxy Medical Office</td>
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<td>4,400</td>
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<tr>
<td>McPherson Tract (undeveloped)</td>
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<td>Aberdeen Village retail center</td>
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<td>35,310</td>
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<td>Bank of America</td>
<td>GC</td>
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<td>Family Dental Office</td>
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<td>5,915</td>
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<td>Wisdom Road convenience store</td>
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<td>4,864</td>
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<td>Fairfield Inn &amp; Suites (undeveloped)</td>
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<td>0</td>
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<tr>
<td>City of PTC (greenbelt)</td>
<td>GC</td>
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<td>0</td>
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<td>Coaster Office Park</td>
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<td>Aberdeen Commons building</td>
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<td>19,694</td>
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<td>Biltmore Building (undeveloped)</td>
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<tr>
<td>Pathway Communities - 4A (undeveloped)</td>
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<td>Hilltop Garden Inn (undeveloped)</td>
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<td>Oldenburg office building</td>
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<td>Royal LePage’s (undeveloped)</td>
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<td>1.21</td>
<td>14,315</td>
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<tr>
<td>Aberdeen Woods Conference Center</td>
<td>GC</td>
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<tr>
<td><strong>Total</strong></td>
<td></td>
<td>94.75</td>
<td>571,208</td>
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</tbody>
</table>
Braelinn Village

- Braelinn Village
  - Restaurant (8)
  - Retail
  - Grocery
  - Medical Supplies
  - Pool Supplies
- Wilshire Pavilion
  - Restaurant (4)
  - Grocery
  - Public Services
  - Retail

- Offices (10)
- Banking (6)
- Education (4)
- Religious (1)
- Medical (3)
- Recreation (8)
- Hotel (0)
- Pharmacy (2)
- Grocery (2)
<table>
<thead>
<tr>
<th>Village</th>
<th>Land Use</th>
<th>Acreage</th>
<th>Building SF</th>
<th>Lots / units</th>
<th>Greenbelt/ Open Space</th>
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<tbody>
<tr>
<td>COMMERCIAL</td>
<td>OFFICE</td>
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<td>COMMUNITY SERVICES</td>
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<td>SINGLE FAMILY LOW</td>
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<td>SINGLE FAMILY MEDIUM</td>
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<td>MULTI FAMILY</td>
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</tbody>
</table>

### Braelinn Village

**Land Use Graph (Acreage)**

- **43%** Commercial
- **13%** Office
- **11%** Open Space
- **6%** Community Services
- **4%** Single Family Low
- **3%** Single Family Medium
- **3%** Single Family Cluster
- **4%** Multi Family

### Tract Details

<table>
<thead>
<tr>
<th>Tract</th>
<th>Zoning</th>
<th>Acreage</th>
<th>Bldg SF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Markov’s Corner</td>
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<td>1.15</td>
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<tr>
<td>Pizza Hut</td>
<td>GC</td>
<td>0.06</td>
<td>2,157</td>
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<tr>
<td>Big 10 Tire</td>
<td>GC</td>
<td>0.70</td>
<td>5,568</td>
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<td>Braelinn Animal Hospital</td>
<td>GC</td>
<td>0.75</td>
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<td>Taco Bell</td>
<td>GC</td>
<td>0.72</td>
<td>1,233</td>
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<tr>
<td>Brass Hopper</td>
<td>GC</td>
<td>0.79</td>
<td>8,560</td>
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<td>Peachtree City Imports</td>
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<td>1.00</td>
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<td>Village Package Store</td>
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<td>Kame Yama (Ginza) Hotel</td>
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<td>Blockbuster retail building</td>
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<td>Atlas Fabrics</td>
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Glenloch Village

- Peachtree Crossing
  - Grocery (Vacant)
  - Restaurant (5)
  - Retail
  - Cleaners
  - Spa
- Peachtree Pointe
  - Restaurant\Bar
  - Retail
  - Karate Studio
- Promenade
  - Restaurant (3)
  - Spa
  - Real Estate Office
  - Retail
- Offices (19)
- Banking (2)
- Education (2)
- Religious (8)
- Medical (7)
- Recreation (3)
- Hotel (1)
- Pharmacy (1)
- Grocery (0)
<table>
<thead>
<tr>
<th>Village</th>
<th>Land Use</th>
<th>Acreage</th>
<th>Building SF</th>
<th>Lots / units</th>
<th>Greenbelt / open space</th>
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![Glenloch Village Land Use Graph (Acreage)]

- **Tract**
- **Zoning**
- **Acreage**
- **Bldg SF**

<table>
<thead>
<tr>
<th>Tract</th>
<th>Zoning</th>
<th>Acreage</th>
<th>Bldg SF</th>
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<tbody>
<tr>
<td>Wyndham Peachtree Conference Center</td>
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<tr>
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<td>GC</td>
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<tr>
<td>BB&amp;T Bank</td>
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<td>1.10</td>
<td>3,878</td>
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<tr>
<td>Chick-fil-A</td>
<td>GC</td>
<td>0.98</td>
<td>4,225</td>
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<td>City of FTC (access drive)</td>
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<tr>
<td>McDonald’s</td>
<td>GC</td>
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<td>Ashley Glen assisted living</td>
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<td>BP Station</td>
<td>GC</td>
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<td>Huddle House retail building</td>
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<td>PTC Internal Medicine</td>
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<td>Robinson Village Store</td>
<td>LUC-9</td>
<td>1.00</td>
<td>4,343</td>
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</table>

**Overall Totals**
- **COMMERCIAL** 56.15
- **Building SF** 474,756.00
Kedron Village

- Kedron Village Phase I
  - Restaurant (6)
  - Grocery
  - Video rental
  - Cleaners
  - Retail
- Kedron Village Phase II
  - Restaurant (5)
  - Medical
  - Retail
  - Offices
  - Pet store
- Lexington Commons
  - Restaurant (3)
  - Liquor Store
  - Pharmacy
  - Bank

- Offices (5)
- Banking (3)
- Education (5)
- Religious (4)
- Medical (4)
- Recreation (8)
- Hotel (1)
- Pharmacy (1)
- Grocery (1)
<table>
<thead>
<tr>
<th>Village</th>
<th>Land Use</th>
<th>Acreage</th>
<th>Building SF</th>
<th>Lots / units</th>
<th>Greenbelt/ Open Space</th>
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### Kedron Village Land Use Graph (Acreage)

- **32%**: COMMERCIAL
- **38%**: OFFICE
- **7%**: INDUSTRIAL
- **1%**: OPEN SPACE
- **4%**: COMMUNITY SERVICES
- **4%**: SINGLE FAMILY LOW
- **1%**: SINGLE FAMILY MEDIUM
- **12%**: SINGLE FAMILY CLUSTER
- **4%**: MULTI FAMILY

### Table of Tracts

<table>
<thead>
<tr>
<th>Tract</th>
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<th>Acreage</th>
<th>Bldg SF</th>
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**Totals** | | | 130.95 | 733,828
Wilksmoor Village

• McIntosh Village
  – Restaurant (9)
  – Medical
  – Home Improvement
  – Retail
  – Barber
  – Bank
• Marketplace
  – Office Supplies
  – Retail
  – Barber
  – Restaurant (6)
  – Nursery
• The Avenue
  – Retail
  – Restaurant (6)
  – Barber
  – Offices
• Park Place
  – Retail
  – Spa
• Offices (7)
• Banking (2)
• Education (0)
• Religious (1)
• Medical (0)
• Recreation (4)
• Hotel (1)
• Pharmacy (1)
• Grocery (1)
<table>
<thead>
<tr>
<th>Village</th>
<th>Land Use</th>
<th>Acreage</th>
<th>Building SF</th>
<th>Lots / units</th>
<th>Greenbelt/ open space</th>
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---

### WILKSMOOR Village Land Use Graph (Acreage)

- **COMMERCIAL**: 19% (130.56 acres)
- **OFFICE**: 1% (122.77 acres)
- **INDUSTRIAL**: 6% (454.67 acres)
- **OPEN SPACE**: 49% (428.63 acres)
- **COMMUNITY SERVICES**: 5% (13.81 acres)
- **SINGLE FAMILY LOW**: 1% (26.10 acres)
- **SINGLE FAMILY MEDIUM**: 1% (428.63 acres)
- **SINGLE FAMILY CLUSTER**: 1% (1,170.77 acres)
- **MULTI FAMILY**: 16% (25.96 acres)

---

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**Totals**

- **Acreage**: 138.56
- **Building SF**: 954,937
Leading us into the next 50 years…

**Awards and accolades:**
- Top 100 “Best Places to Live” – CNN/ Money magazine (2007)
- Georgia’s “Best Affordable Suburb” – BusinessWeek (2009)
- “10 U.S. Communities with Great Ideas” – path system – National Association of Area Agencies on Aging (2007)

**Pending developments:**
- SANY America selected Peachtree City as home to their North American headquarters – construction underway on manufacturing facility/ design competition underway for headquarters site
- NCR selected Peachtree City as the site for their NCR University
- One of two communities being considered for the relocation of Atlanta Christian College
- Completion of SR 54 W/ CSX multi-use path connections
- Completion of Flat Creek multi-use bridge path approaches
- Completion of SR 54 E landscape enhancements (Phase 4)
Urbanism without the urban – re-inventing the city’s village centers

• Professor Richard Dagenhart
• Fall semester – five week assignment
  Are village retail centers still viable?
  Is the concept of the village retail center obsolete?
  Can they be transformed to keep up with the changes in retailing?
  Should there be a new vision for the village retail center and its role in Peachtree City?
• DAPC hired summer intern to assist Planning Department in preparation of fall and spring studios
Braelinn Village retail center

- Originally opened in February of 1989
  - Phase I – Kroger
- Phase II – Kmart
  - Phase III – Upton’s Furniture (never built)
    - Now Braelinn Village Office Park
- 225,872 SF
  - Kroger – 63,986 SF
  - Kmart – 86,479 SF

- Owner
  - A Union Pension Fund

- Management Company
  - Shopping Center Group

- Renovation Contractor
  - Wilkerson Construction
Renovation goals

- **Upscale, stylish – lifestyle center**
  - New bldg façade
  - Faux brick sidewalks
  - Floor to Ceiling glass storefronts
  - Curbside parking
  - Parking Lot reconfiguration
  - New landscaping
  - New Signage

- **Safety during renovation**
  - Estimated 9 month renovation
  - Fencing around the front façade
  - Safety barriers and traffic redirection in Parking lot
  - Starting at Kmart and working towards El Ranchero

- **All stores open**
  - Keeping business disruption to a minimum
  - Installing construction and tenant identification signage
  - Marketing and Promotions throughout construction
  - Delay construction around Kmart & Kroger during Christmas

- **Fill vacant storefronts**
  - Attractive renovation will increase interest in the center
  - Leasing agent currently working to fill vacancies
  - Encouraging joint landlord/tenant marketing efforts
  - Better tenant/landlord/city communication

Braelinn Village
Renovation Project
Braelinn BOA

- **Monthly Meetings**
  - Updating tenants on renovation
  - Getting feedback from tenants on various issues
  - Encouraging joint marketing efforts
  - Encouraging landlord\city\tenant communication
  - Keeping the Press engaged
  - Promote “Find it Fayette” program

- **Formation of a self-sustaining group of tenants**
  - Working with the Fayette County Chamber of Commerce
  - SCORE & ENCORE groups
College Recruitment Efforts

Atlanta Christian College

Clayton State University – Satellite Campus
Griffin Technical College
Peachtree City Code Enforcement & Planning Dept.

- Completed a Retail Vacancy Rate report on **June 4th, 2009**
  - Aberdeen Village: **27% vacant**
    - Total SF = 256,916
    - Vacant SF = 68,957
  - Braelinn Village: **11% vacant**
    - Total SF = 308,353
    - Vacant SF = 32,915
  - Glenloch Village: **49% vacant**
    - Total SF = 82,837
    - Vacant SF = 40,620
  - Kedron Village: **4% vacant**
    - Total SF = 415,257
    - Vacant SF = 16,675
  - Wilksmoor Village: **10% vacant**
    - Total SF = 804,069
    - Vacant SF = 81,030

Peachtree City’s report: **13% vacancy rate**

Out of 1.87 million SF Existing Retail Area, there is 240,197 SF vacant.

Data from internet research & calling landlords
## Industrial Vacancy Rate 2009

### Existing Industrial Grand Total

<table>
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<tr>
<th>Bldg SF</th>
<th>SF vacant</th>
<th>% vacant</th>
<th>Avg Rate</th>
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<tbody>
<tr>
<td>5,235,382</td>
<td>738,261</td>
<td>14.1%</td>
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**473.23 acres** of undeveloped industrial acreage left within the city’s industrial park

Data provided by PTC Planning Dept land use report.
Village identification initiatives

• Recreate/re-image village graphics/identification to create village “identity”
• Develop village signage program to identify gateway into each village
• Develop village way-finding signage program
• Develop street banner program
• Develop Special Events signage program
• Create website to promote local businesses
Develop village identity program
Develop village signage program
Develop way-finding signage program

Economic Development
Braelinn Village

Develop street banner program
BraeLinn Village
Crosstown Drive - potential street banner program
Develop special event signage program
Economic Development

Shop Locally Website

Government | Residents | Business | Visitors | Activities

Quick Links:
- About Peachtree City
- Online Services:
  - Frequent Questions (Q&A)
  - Mayor and City Council
  - Employment/Volunteer
  - Virtual Neighborhoods:
    - PTC Honors Our Troops
    - Historical Archives
      - Press Room
      - Site Map

Print Friendly

Site Search

Code of Ordinances
- City Newsletter
- City Departments

News | Calendar | Home
- Jobs | Bids | Contact Us

7/20/2000
CALAER...
July 30
City Council/Planning Commission Workshop
July 31
Twilight Theater Presents Oliver!
Aug. 1 - Aug. 2
Area Yard Sales

CATEGORY
- Apparel and Shops
- Art Galleries and Shops
- Book Stores
- Dance, Drama, Music and History
- Dry Cleaners and Laundry
- Financial Institutions
- Fitness Centers
- Florists
- Gift & Retail Shops
- Government
- Hair and Nail Salons and Spas
- Hardware
- Meeting and Reception Space
- Miscellaneous Services:
  - Office Supplies and Printing
  - Pet Supplies and Services
- Pharmacies and Medical Supplies
- Photo Services
- Specialty Markets & Groceries
- Restaurants and Pubs
- Travel and Hospitality
- Vehicles \ Golf Carts

Business Resources
- Local Business Organizations
- Business Licenses
- Sign Permit
- Commercial Property Available
- County and State Resources

Chooce from our critically acclaimed restaurants and pubs for a romantic dinner or a casual night out with friends. From American to Vietnamese, Mexican to French, dinner to after-dinner drinks, you'll find something for everyone.

Shopping is just around the corner, in Peachtree City each village has its own charming storefronts where merchants welcome you with one-of-a-kind finds and personalized service.

Discover Peachtree City for yourself - lunchtime or Plan to Stay! We're just minutes south of Atlanta and 15 minutes from the Atlanta Airport. Peachtree City is home to many fine professional and service businesses.

For additional information, please contact the Peachtree City Development Authority or visit peachtree-city.org for a free copy of our Shopping, Dining & Services Guide.

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ECONOMIC DEVELOPMENT

Shop Locally Website

GOVERNMENT | RESIDENTS | BUSINESS | VISITORS | ACTIVITIES

SHOP LOCAL
DINE LOCAL
&
I SHOP IN
PEACHTREE CITY

PEACHTREE CITY
Plan to Stay

Quick Links
About Peachtree City
Online Services
Frequent Questions (FAQ)
Mayor and City Council
Employment/Volunteer
Virtual Neighborhoods
PTC Honors Our Troops
Historical Archives
Press Room
Site Map

CODE OF ORDINANCES
CITY NEWSLETTER
CITY DEPARTMENTS

News | Calendar | Home
Jobs | Bids | Contact Us

Printer Friendly

APPAREL AND SHOES

American Eagle Outfitters
The Avenue Shopping Center
Willismore Village
284 City Circle
404-377-7075
www.ae.com

Bouguimini Shoes & Accessories
Peachtree Crossing Shopping Center
Glenloch Village
100 N Peachtree Pkwy
404-373-8237
www.bouguimini.com

Rue 21
Keaton Village Shopping Center
Keaton Village
1600 N Peachtree Pkwy, Ste 85
404-373-7631
www.rue21.com

Stylish Footwear
Bradburn Village Shopping Center
Bradburn Village
200 Cross town Dr
404-375-2237
www.stylishfootwear.com

Tony's Ties
Aberdeen Village Shopping Center

7/20/2000
CALANDAR...
July 30
City Council/Planning Commission Workshop
July 31
Twilight Theater Presents Oliver!
Aug 1 - Aug 2
Area Yard Sales

CATEGORY
Apparel and Shoes
Art Galleries and Shops
Book Stores
Dance, Drama, Music and History
Dry Cleaners and Laundry
Financial Institutions
Fitness Centers
Florists
Gift & Retail Shops
Government
Hair and Nail Salons and Spas
Hardware
Meeting and Reception Space
Miscellaneous Services
Office Supplies and Printing
Pet Supplies and Services
Pharmacies and Medical Supplies
Photo Services
Specialty Markets & Groceries
Restaurants and Pubs
Travel and Hospitality
Vehicles & Golf Carts

BUSINESS RESOURCES
Local Business Organizations
Business Licenses
Sign Permit
Commercial Property Available
County and State Resources

Peachtree City, Georgia
151 Willowbend Road Peachtree City, GA 30269
P: (770) 487-7657 | Contact Us

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Shop Locally Website

Peachtree City Business Resources

Local Business Organizations
Fayette County Chamber of Commerce
Peachtree City Tourism Association
Brookhaven Village Business Association

City of Peachtree City
Beverage License
Building Codes
Business Licenses
Commercial & Industrial Property Available
Peachtree City Industrial Park
Peachtree City Development Authority
Peachtree City Shopping, Dining & Services Guide
Development Updates
Directions to Peachtree City
Directions to Community Development Division
Signs & Permits
City Council Meetings & Agendas
Planning Commission Meetings & Agendas
Shopping & Dining Guides
Inspections
Parking
Public Safety
Sanitation Pickup
Video Cameras Around Peachtree City

County and State Resources
Fayette County Board of Health
State Department of Revenue
Fayette County Development Authority

ECONOMIC DEVELOPMENT
Shop Locally Website

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Community Development
Planning activities and initiatives
City of Peachtree City

Buffer Ordinance
Planning activities and initiatives

- Updating zoning ordinances for each district, identifying specific uses permitted within each zoning district
- Updated land development ordinances, including:
  - Buffer Ordinance
  - Landscape Ordinance
  - Signage Ordinance
  - Multi-Use Path
  - Design Guidelines
- Updated Development Impact Fee ordinance
- Working on updates to zoning and land use maps
- Developing overlay districts for each village retail area
- LCI Study of SR 54 West Corridor
- Design/implement landscape enhancement program
Buffer Ordinance – arterial highways
City of Peachtree City
Buffer Ordinance - arterial highway
Buffer Ordinance – collector street

City of Peachtree City
Buffer Ordinance – mixed-use development
City of Peachtree City

Landscape – The Avenue Shopping Center
City of Peachtree City
Sign Ordinance – wall signs

REVERSE CHANNEL HALO LETTERS

GOOSENECK LIGHTING

FACEs same color as the returns

NEON

INTERNAL ILLUMINATION
The maximum sign area of any monument sign:

- **Residential:** 24 SF
- **Commercial:** 35 SF
  - Multi-Tenant: 50 SF
- **Industrial:** 35 SF
  - Multi-Tenant: 50 SF
- **Office:** 35 SF

- The maximum height of monument signs shall be no greater than five feet.

- Only one monument sign per platted lot shall be allowed out of the right-of-way within a landscaped island.
City of Peachtree City

Sign Ordinance – retail center sign programs

Upper Level / Main Frontage Signage
Overall Dimensions of 120" W x 32" H
26.6 Sq Ft

Lower Level / Main Frontage Signage
Overall Dimensions of 120" W x 24" H
20 Sq Ft

Tenant Name

Sandblasted wall sign, 1 1/2" 15# HDU (high density urethane);
raised lettering and border; pebble texture background, smooth face
text and border; primed and paint finish. Installation shall be installed
on aluminum bracket only as provided by landlord and shall not
be affixed directly to the brick wall surface.

Raised Border shall be 2" in width
Preface Font Style shall be Times New Roman
Paint Colors: - Flat Finish:
Signage back, sides, front border and text copy shall be Sherwin Williams 4031 (Filament) color match
Background shall be Sherwin Williams 2182 (Briar Patch) color match

1" Square Tubing
Powder Coat Finish

Sandblasted sign Face

Side View of Lower Level/Main Frontage Signage Install

A Sign Group, Inc.
770-486-1806
1108 Highway 54 | West Peachtree D

City of Peachtree City

Sign Ordinance – retail center sign programs
Multi-Use Path Ordinance

City of Peachtree City
Peachtree City’s multi-use path network

- Over 90 miles of interconnected multi-use paths
- Total of 32 multi-use bridges spanning state highways, CSX rail line, lakes and creeks
- 3 proposed multi-use bridges in master plan
- 27 multi-use tunnels throughout city providing connectivity under state highways, major and minor collectors as well as residential streets
- Each development required to provide interconnection to existing path system
- 14,230 residential units in Peachtree City
- Approximately 9,808 registered golf carts
Intent:
To reduce the bulk of the buildings by breaking down the mass into human scale; to offer variety and consistency along the street face.
Massing, Architectural Features

**Intent:**
To reduce the bulk of the buildings by breaking down the mass into human scale; to offer variety and consistency along the street face.

City of Peachtree City
Design Guidelines – Massing, Architectural Features
Prominent Entrance

**Intent:** To ensure visible, attractive, inviting, and efficient entrances to the buildings.
Design Guidelines – Prominent Entrance
Façade Transparency

**Intent:** To create a visual connection between the indoor and outdoor environment in order to make businesses more attractive.
Rear of the Building

**Intent:** To reduce the negative impacts of the backside and service areas.
Screening of Electrical and Mechanical Equipments

**Intent:** To minimize negative visual impacts of service equipment on the businesses and the adjacent areas.

BEFORE

AFTER

**Design Guidelines – Screening equipment**
Material

**Intent:** To enhance the character of the building and the area in order to make the business more attractive to customers.
Elements of master plan

- Integration of multi-use path system
- Provide alternate road system to reduce traffic on SR 54
- Limit vehicular access to SR 54 from outparcels
- Provide inter-parcel access and easements
- Redevelopment of existing properties in corridor
- Develop design guidelines (SR 54 West Overlay District)
- Develop landscaping, site lighting and signage guidelines
- Design and implementation of gateway features
Livable Centers Initiative
GA 54 West Corridor Study
City of Peachtree City

Master Plan

Legend
- Signaled intersection
- Gateway feature
- Access road system
- Multi-use parks system (walking)

City of Peachtree City
SR 54 W Corridor – multi-use path connectivity
Multi-use path/ bridge/ tunnels interconnectivity

City of Peachtree City
City of Peachtree City

Multi-use path/ bridge/ tunnels interconnectivity

Legend
- Existing Path
- Proposed Connections
- Tunnels
- Path Bridge

CSX RR/ SR 54 WEST
SIDEWALK & MULTI-USE PATH CONNECTIONS

CONNECTIONS
Landscape enhancements

- SR 74 South (GATEway grant)

City of Peachtree City

Landscape enhancements – SR 74 South (GATEway grant)
EXISTING CONDITIONS 9/28/09
ANTICIPATED GROWTH AFTER
1 to 2 YEARS

City of Peachtree City
Landscape enhancements – SR 74 South (GATEway grant)
ANTICIPATED GROWTH AFTER
3 to 5 YEARS

City of Peachtree City
Landscape enhancements – SR 74 South (GATEway grant)
David E. Rast, ASLA
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City Planner
City Landscape Architect
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Vice Chairman
tstrickland@historicalconcepts.com