GOLF CART HOSTILE
IMPERVIOUS SURFACES
AUTO-CENTRICITY
GAP ANALYSIS

- Grocery Stores
- Specialty Food Stores
MARKET ANALYSIS
PARK ACTIVITIES
LAND OWNERSHIP
FLEXIBILITY, CONNECTIVITY, CHARACTER & CHARM
CONDITIONS:
• Approximately 65 acres
• 225,872 sf of retail
• Kroger and Kmart anchor stores
• Currently undergoing storefront facelift
• Situated on top of a ridge
• Surrounded by undevelopable wetland and greenspace

ISSUES:
• 1,249 surface parking spaces (346 excess spaces)
• High impervious surface draining into surrounding wetlands
• Retail suffers from poor visibility
• Golf cart connections – enter into “back” of buildings
GOALS:

• Front greenspace amenities
• Connect greenspace with central green avenue
• Re-establish block structure to accommodate various uses
• Assert public right-of-ways to create a hierarchy of streets and sidewalks
• Maintain and develop additional buffers
GREENWAY FRONTAGE STREET 1

GREENWAY FRONTAGE STREET 2
GREEN AVENUE

TYPICAL STREET
POTENTIAL 2
POTENTIAL 3
POTENTIAL 4
Site Stats:
- **Area:** +/- 11 acres (475,661 square feet)
- **Total Retail Square Footage:** 56,343sf
- **Parking:** 312 spaces
- **Parking Ratio:** 5.5 space/1,000sf of retail space

Site Issues:
- Competition from unchecked growth of nearby retail
- Lack of visual identity/visibility
- Lack of physical connections to surrounding community
- Antiquated buildings and poor site layout

We understand the critical problem with Aberdeen village center is a lack of presence & purpose for the community
Base, Existing Conditions

**Move 1**, Subdivision of land into public and private parcels

**Move 2**, Increase opportunities for future connections to the site by establishing a framework of right of ways

**Move 3**, Design storm water run-off into an amenity feature

**Move 4**, Plant tree buffers to visually separate village center from adjacent roads

**Move 5**, Establish connections from adjacent parcels to Aberdeen Parkway
Site Improvements:

ROW Dimensions:
- One Way Road: 40’
- Road: 60’
- Median Road: 100’

Private Parcel Dimensions:
- P1: 1.3ac (350’ x 150’)
- P2: 1.7ac (295’ x 240’)
- P3: 1.3ac (295’ x 200’)
Total: 4.3ac

Public Parcel Dimensions:
- P1: 0.9ac
- P2: 1.0ac
- P3: 1.2ac
- P4: 1.3ac
Total: 4.4ac
SCHEME 1: CORPORATE HEADQUARTERS

SCALE: 1” = 150’
ABERDEEN VILLAGE CENTER
PEACHTREE CITY

SCHEME 1: CORPORATE HEADQUARTERS

View towards northwest
SCHEME 2: SINGLE-FAMILY DETACHED HOUSES

View towards northwest
SCHEME 3: ROW HOUSES/MULTI-FAMILY/RETAIL

View towards northwest
Site Issues:
- 30 acres of non-permeable surfaces
- Heat island
- Poor pedestrian environment
- Lack of connectivity for carts
- Lack of flexibility for future use of site

Site Stats:
- Approximately 2,000 parking spots required at 1/250sf
- +/- 70 acres
- +/- 511,019 square feet of building space
Preliminary Exercises:

Parking Orchards

Village Green

Parking Demand Study

How do we make a parking lot more comfortable? How can we make the design more environmentally Responsible?

How do we reformat the framework of the village so that an actual village might occur? Can we make a framework that will help growth in the future?

How can we work with the existing parking demands so that changes that are made now will not restrict future growth?
Site Improvements:

- Pedestrian connectivity
- Cart connectivity
- Easements and right of ways put into place that will foster future growth and uses.
- Addition public space and green buffers introduced
- Street network defined
R-O-W & EASEMENT

WALKWAY NETWORK

CARTPATH NETWORK

- Main Connections, 60' in width.
- Secondary Connections, 50' in width.
- Alley Connections, 34' in width.
- Easement for potential connections.

- Walkways, 10' width typical
- Potential Connections

- Designated cart path network