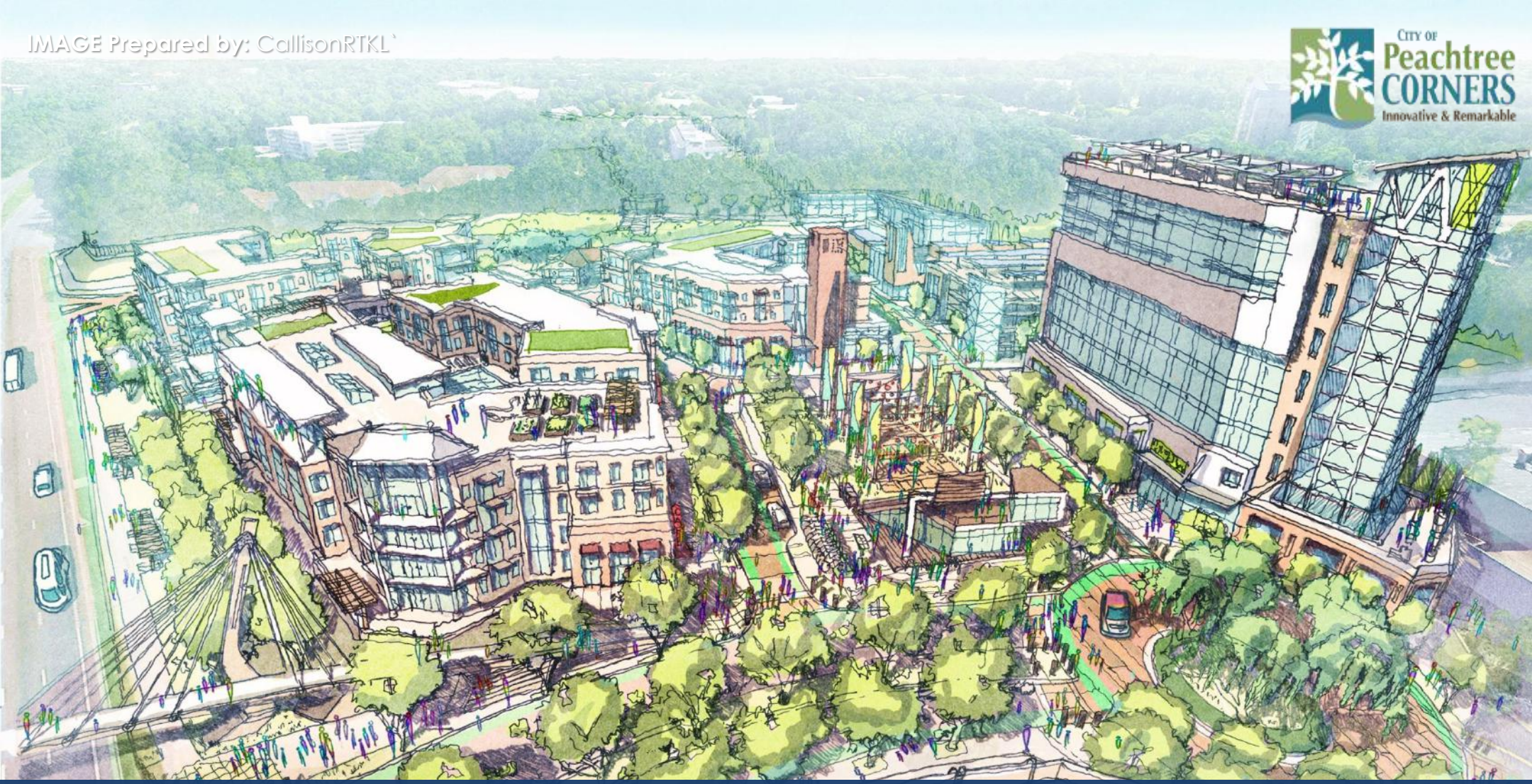


IMAGE Prepared by: CallisonRTKL

City of Peachtree CORNERS
Innovative & Remarkable

JULY 2017

Prepared by:

MXD Development Strategists

CallisonRTKL

City of Peachtree Corners
INNOVATION HUB
MASTER PLAN

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

The assignment was performed between January 2017 and July 2017.

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

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

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

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

As is customary in an assignment of this type, neither our names nor the material submitted may be included in a prospectus, or part of any printed material, or used in offerings or representations in connection with the sale of securities or participation interest to the public, without the expressed written permission of MXD Development Strategists Ltd.

WHAT WE HEARD

TRANSPORTATION ENABLES ECONOMY

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

ONE UNIQUE BRAND

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

RETAIN & FOSTER TALENT

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

COORDINATE WITH OTHER SUBURBAN MARKETS

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

COMMUNITY OF ACADEMIC ACHIEVEMENT

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

PROMOTE OUR WHOLE STORY

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

COMPETE THRU THE "COOL"

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

LET THE DENSITY HAPPEN

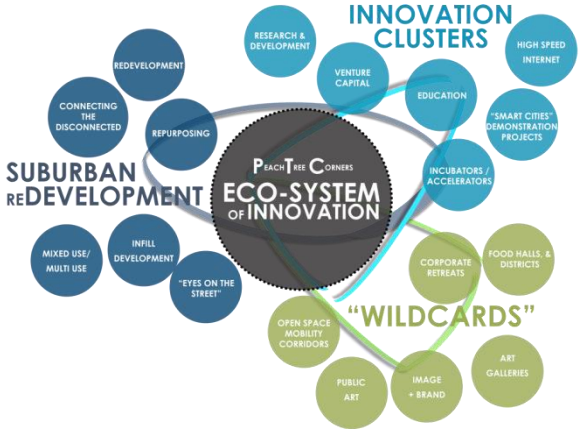
Allowing a range of densities in the City enhances development feasibility and provides options to land owners looking at options for redevelopment or infill development.

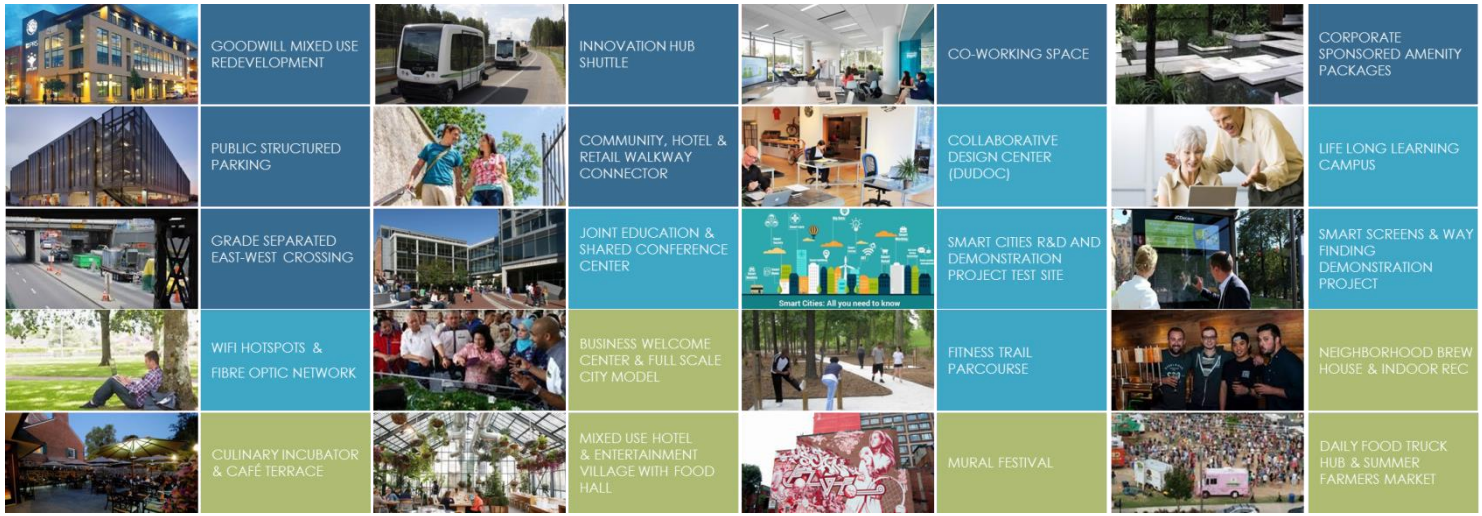
HOUSE THE TALENT

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

INTEGRATED APPROACH TO ECONOMIC DEVELOPMENT AND URBAN PLANNING

The "Eco-System of Innovation" is the recognition of converging objectives and builds on Economic, Market and Planning Analysis. the Eco-System categorizes strategic recommendations into land use & transportation (Suburban REDevelopment; Economic Development (Innovation Clusters); or Amenities and Community Development ("Wildcards") initiatives. As illustrated in the matrix diagram below, a range of Catalyst Projects are recommended for each planning area based on this categorization.





SUBURBAN REDEVELOPMENT

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

INNOVATION CLUSTERS

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

"WILDCARDS"

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

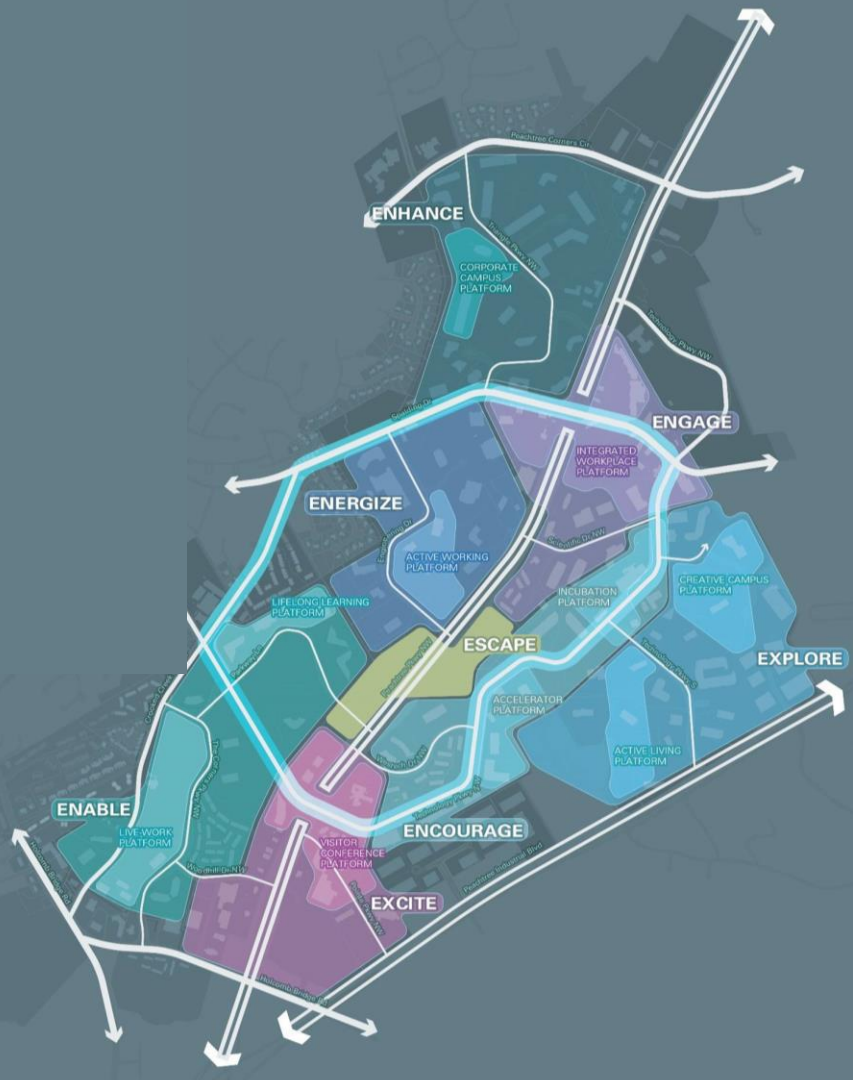
DISTRICT LEVEL STRATEGIES (MARKET POSITIONING)

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

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

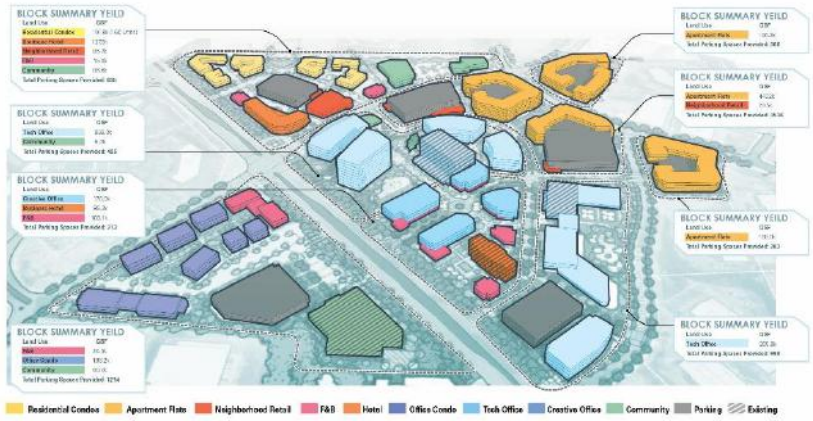
The Development Strategy provides recommendations on whether an agglomeration of sites is better suited to Redevelopment, Repurposing or Infill. Furthermore, the Development Strategy, indicates the suitable location for potential Catalyst Projects and potential Development Mechanisms for Real Estate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

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

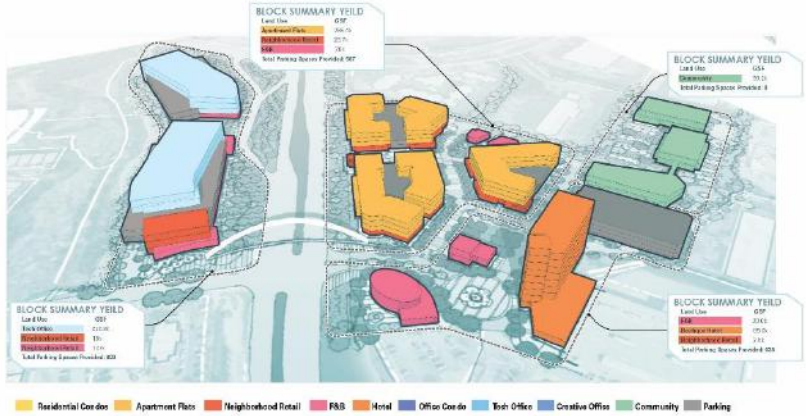


To further illustrate and visualize the potential development districts conceptual frameworks are provided as a foundation for discussion and refinement. These are shown for key Development Nodes in the northern and southern gateway of the Innovation Hub area. Overall urban design, site plans, massing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

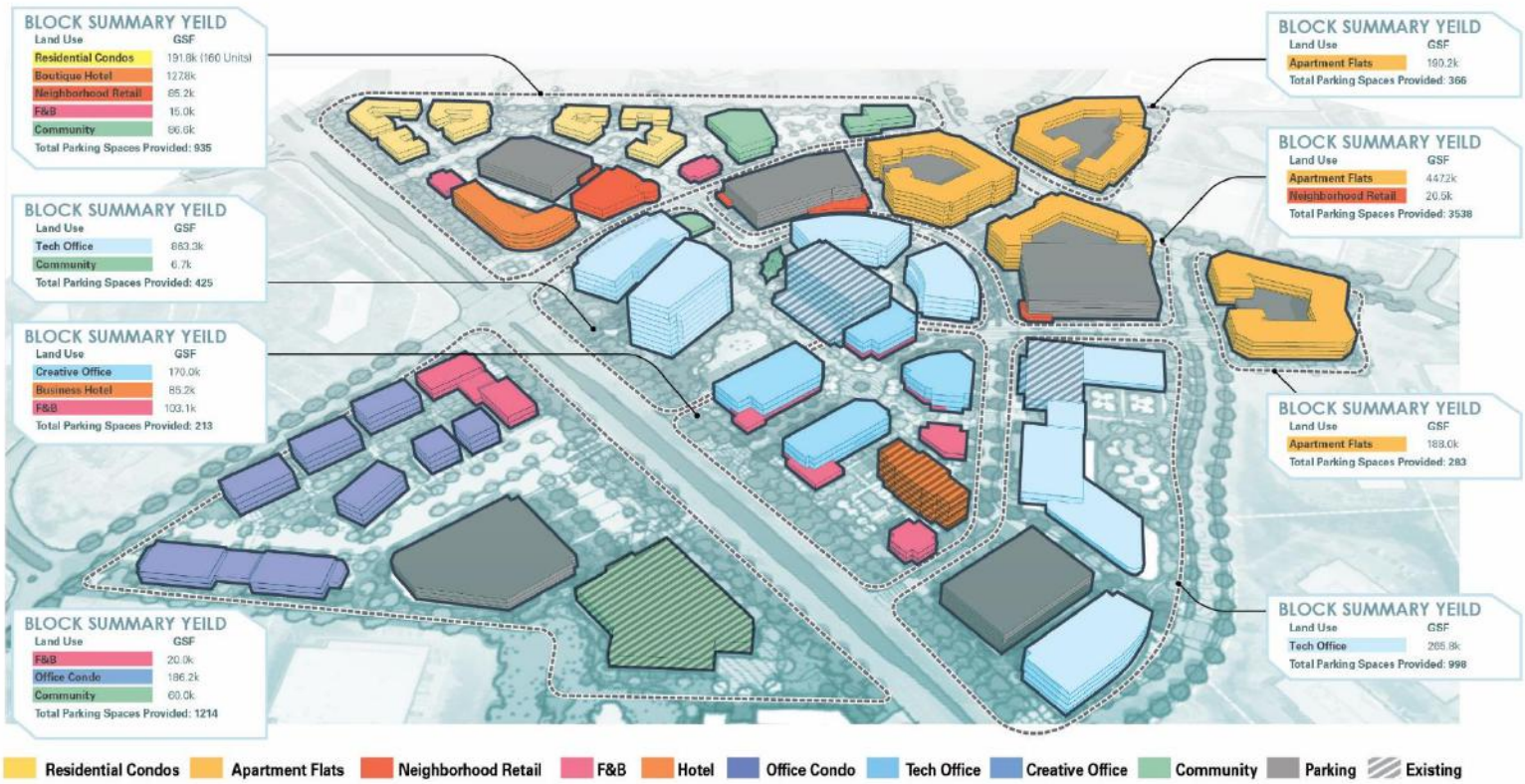
PTC NORTH | ENGAGE DISTRICT



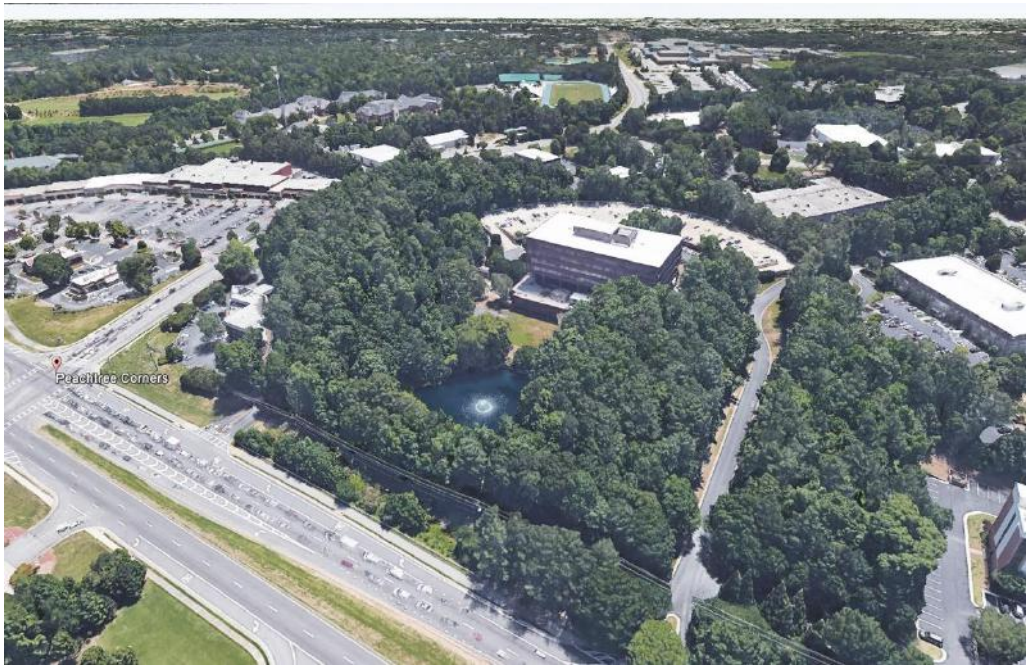
PTC SOUTH | EXCITE DISTRICT



PTC NORTH | ENGAGE DISTRICT



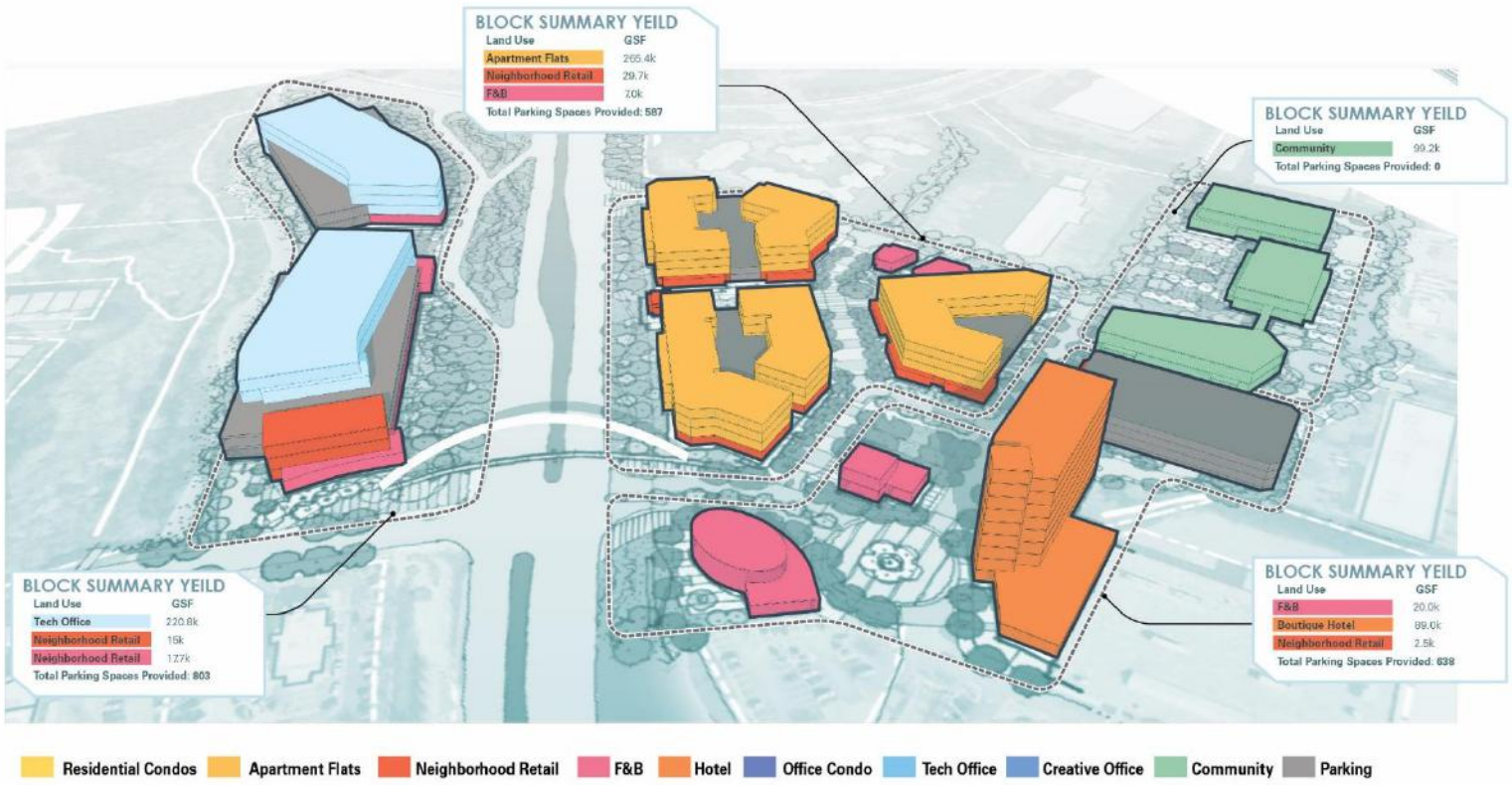
PTC NORTH | ENGAGE DISTRICT



EXISTING CONDITION:
SPALDING & PEACHTREE PKWY
LOOKING NORTHEAST

CONCEPT & VISION:
PTC NORTH ENGAGE DISTRICT

PTC SOUTH | EXCITE DISTRICT



PTC SOUTH | EXCITE DISTRICT

EXISTING CONDITION:
WOODHILL DRIVE & PEACHTREE PKWY
LOOKING NORTHEAST

CONCEPT & VISION:
PTC SOUTH - EXCITE DISTRICT

PTC INNOVATION HUB

A place of Natural Innovation

VISION STATEMENTS

- **North Atlanta's leading environment for entrepreneurship, creativity, curiosity and investment.**

- **A place of Natural Innovation** located in the scenic environment of the City of Peachtree Corners, the Innovation Hub is an **energetic, mixed-use destination** bringing together technology, talent and capital **in the pursuit of creativity, connectivity and collaboration.**

- A new focal point for enterprising start-ups and established businesses to collaborate, and create, **emboldening and complementing the innovation ecosystem of the Atlanta metro.**

PILLARS

An ENTERPISING HUB, where

- Inspiration sparks ideas that are put into practice;
- Starts-ups communicate with business giants; and
- Businesses collaborate with each other

An ENGAGING COMMUNITY, where

- Nature coexists with vibrant urban places
- You're a 5 minute walk from a café corner
- Co-working spaces mix with quality living environment

An ENERGETIC PLACE, where

- Shopping, dining and entertaining experiences are together
- Appealing parks, greenways and recreational areas are provided
  Live events and festivals are programmed year-round

PTC INNOVATION HUB

A place of Natural Innovation

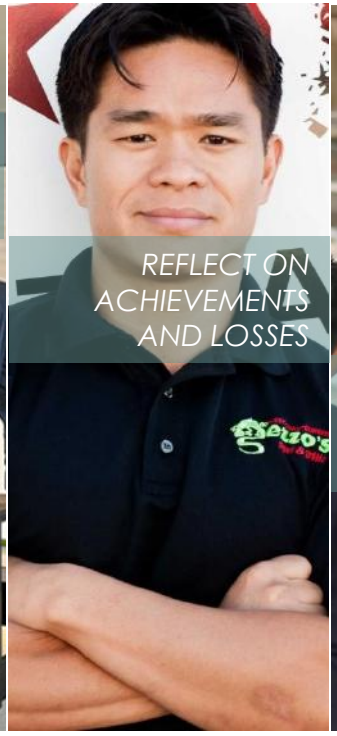
MISSION STATEMENT & CORE VALUES

The PTC Innovation Hub Steering Committee: Provide leadership and an integrated approach to achieving the Economic Development, Community Enhancement and Real Estate Development goals of the PTC Innovation Hub.

INVENTIVE

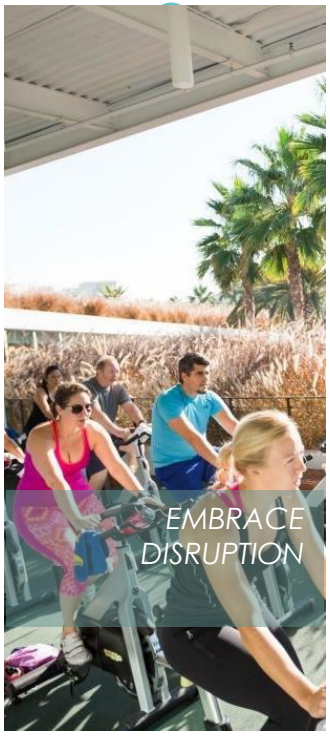
INTERACTIVE

INSIGHTFUL



IMPACTFUL

INVIGORATING

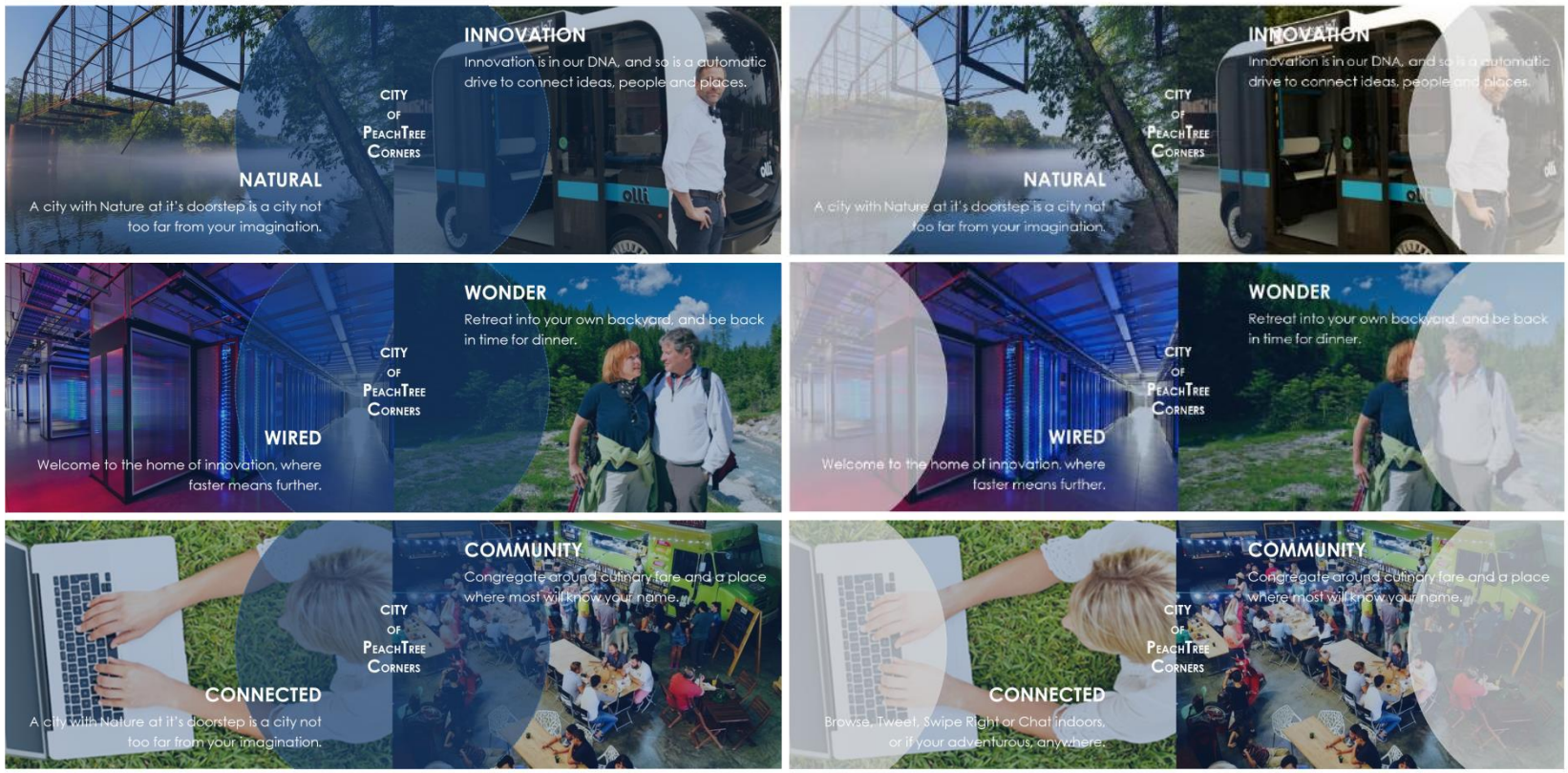


INVOLVED

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

BACKGROUND

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



EXECUTIVE SUMMARY
INITIAL BRANDING DIRECTIONS

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

VISIONING

Recommendations

- **Adopt a clear and strong vision** that provides an overall goal that makes the hub a home of innovation, collaboration and lifestyle quality.
- **Select key words that define the core values of the DDA, Steering Committee** and the wider spirit of economic growth in the business community.
- **Establish a mission statement with market position, target audiences, and a roadmap** to clearly define the future path.
- **Create a series of evocative slogans or mottos** to express the values and spirit of the PTC Innovation hub.

Precedents

- HERE EAST LONDON, UK
- MPID, AUSTRALIA

PROGRAMMING

Recommendations

- **Introduce a series of innovation-focused programs.** These could be different types of events, co-working spaces, labs, education centers, meeting/exhibition spaces.
- **Integrate diverse lifestyle programs within the hub** to strengthen the relationship between the businesses of the hub and the residents of the community.
- **Program versatile year-round events and community festivals to raise the popularity of the area**, such as, innovation talks hackathons, networking, job fairs, farmers market, live concerts, holiday/cultural festivals, and outdoor movies, etc.

Precedents

- THE CAMPUS AT PLAYA VISTA, US
- TECH SQUARE ATLANTA, US
- HERE EAST LONDON, UK
- MPID, AUSTRALIA

VISUAL IDENTITY

Recommendations

- **Create a Logo** which can tell the story and identities of the Hub using abstract elements
- **Select a color theme.** Have the color palate share certain elements with the City's color theme and but still tell its own story and indicate uniqueness, innovation and lifestyle.
- **Create a graphic identity suite** to include logo, color, typography, language, pattern, etc. The identity must stem from the overall Development Strategy and framework of the Master Plan.
- **Uses the graphic suite** to create billboards, social media, Websites and Mobile design, signage/wayfinding, in order to create a graphic identity throughout the project.

Precedents

- HEAR EAST LONDON, UK
- MPID, AUSTRALIA

WAYFINDING & PLACEMAKING

Recommendations

- **Redesign the Hub's gateway signage** with enhanced landscape/public art to inform visitors of the Hub's primary entry points.
- **Place wayfinding directory signage at essential information intersections/kiosks** to navigate visitors and occupants to the destinations on-site.
- **Create a indoor signage and wayfinding system;** each district/destination within the hub should use the Hub's identical graphic palette but also show their own characters.
- **Encourage high quality, imaginative, and innovative design** in wayfinding system and place making to make spaces fun and engaging.

Precedents

- HEAR EAST LONDON, UK
- THE CAMPUS AT PLAYA VISTA, US

DIGITAL MEDIA

Recommendations

- **Advertise the Innovation Hub on the City's website in the preliminary phase** to raise the public awareness of the new reinvention of Technology Park Atlanta.
- **Launch a website exclusively for the Hub** to communicate the vision, values, roadmap, features, programs and to involve members and collect input.
- **Utilize various social media for storytelling and broadcasting every updates/events happening within the Hub**

Precedents

- TECH SQUARE ATLANTA, US
- HERE EAST LONDON, UK
- MPID, AUSTRALIA, US

ORGANIZATION & FUNDING

Recommendations

- **Seek a public-private partnership (the City with the tenants)** to support the Hub's development and operation
- **Create working groups based on expertise** to operate the Hub's redevelopment and future management of the PTC Innovation Hub; including initiating strategic plan, marketing, event programming, cleaning and security, etc.
- **Introduce diverse initiates to fund and support new ideas and start-ups** through grants, incentives, flexible leasing terms, and financing loans, etc.

Precedents

- MPID, AUSTRALIA

ZONING PROPOSAL

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

- **Proposed Application:**
  - *Rely on opportunity provided by existing zoning provisions to support redevelopment.*
  - *Apply existing Mixed Use and Residential Districts to redevelopment sites.*
  - *Undertake rezoning in response to developer application.*
- **Advantages:**
  - *Administrative staff and community familiar with existing provisions.*
  - *Only requires changes to Zoning Map as needed.*
  - *Minimizes administrative costs to City.*
- **Disadvantages:**
  - *Piecemeal rezoning may create an inconsistent development pattern.*
  - *Does not address limitations of existing development standards.*
  - *Existing zoning provisions insufficient to achieve envisioned Activity Nodes.*

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

- **Proposed Application:**
  - *Create additional Mixed Use District that accommodates more intense development.*
  - *Consider inclusion of "form-based" provisions.*
  - *Apply new Mixed Use District to identified Activity Nodes.*
- **Advantages:**
  - *Proactive approach that focuses implementation efforts where most needed.*
  - *Establishes use and form-based standards appropriate to Activity Nodes.*
  - *Form-based provisions will more adequately address desired architectural character.*
  - *Outreach will generally focus on key stakeholders within Activity Nodes.*
- **Disadvantages:**
  - *Does not address areas located outside of identified Activity Nodes.*
  - *Some cost associated with zoning revision, adoption, and administration.*

ZONING PROPOSAL

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

- **Proposed Application:**
  - *Draft comprehensive "form-based" (or hybrid) code for entire Study Area.*
  - *Apply "form-based" (or hybrid) coding to Study Area.*

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

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

Relation to LCI Recommendations

- **LCI Action Plan includes the following Economic Development Initiatives:**
  - *D3: Modify Central Business District Zoning to accommodate millennial housing.*
  - *D4: Develop overlay standards specific to Central Business District.*
- **Proposed Alternatives 2 and 3 are generally consistent with the LCI's recommendations:**
  - *Both alternatives support development of mixed-use activity nodes through updated zoning standards.*
  - *Both alternatives support development of housing within mixed-use context.*

The City of Peachtree Corners Innovation Hub Master Plan attempts to provide a framework for achieving a number overlapping objectives related to land use and transportation, innovation-driven economic development and community enhancement. While the Master Plan is meant to "re-imagine, re-invigorate and rebrand" the Innovation Hub, it is important to note that a successful transformation must retain the community assets, culture and uniqueness that exists today while also embracing the opportunities for a more innovative driven future.

The implementation of the recommendations in the Master Plan will require the ongoing support of both formal and informal community "champions" that foster broad base support and continually elaborate how the recommendations aim to achieve and move towards the longer-term vision for the area.

While it is likely that refinement and further study of some of the aspects of the PTC Innovation Hub Master Plan will occur, there are 10 key "Next Steps" that inform moving the overall strategy forward which are shown below:

PTC INNOVATION HUB MASTER PLAN NEXT STEPS

1. **Conduct a detailed site planning of Good Will/Spalding Redevelopment Site.**
2. **Prepare Real Estate Financial Feasibility Analysis with focus on North and South Redevelopment Nodes.**
3. **Work with Transportation Department to assess and implement the Innovation Ring Route and Development Node Rights-of-Way.**
4. **Engage with strategic development partners for potential catalyst projects (Property Owners, TUFF & Georgia Tech).**
5. **Collaborate with Events Programming Specialist including Sandbox.**
6. **Interact with Georgia Tech, ATDC & Prototype Prime to support growing start-ups with affordable space and co-located amenities.**
7. **Engage with potential Creative Office Redevelopment partners such as Dutch Urban Design Center (DUDOC).**
8. **Prepare full Marketing & Branding Program building on the Branding Directions.**
9. **Develop Re-Capitalization Fund for Renovations, Shared Amenities & Events.**
10. **Explore Innovative Development Mechanisms including Property Trusts and Foundations.**

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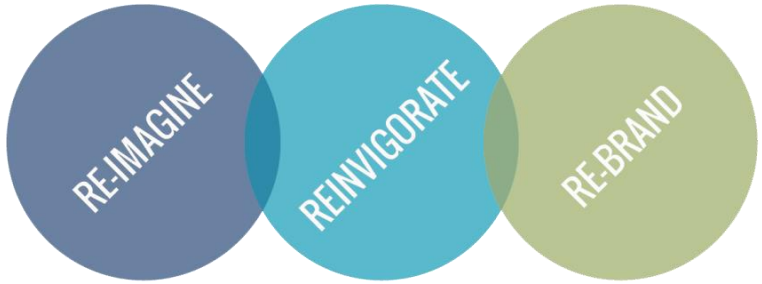
1.0
PROJECT OBJECTIVES



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

Following the City of Peachtree Corners incorporation in 2012, the City has worked with citizens, businesses, schools and other jurisdictions to envision and actively build a prosperous future that is inclusive and responsive to the needs of it's many stakeholders.

The City of Peachtree Corners Master Plan (PTC Innovation Hub Master Plan), builds on the momentum, previous plans and frameworks to accomplish key objectives related to:

- **Land Use:** Provide a transformative conceptual framework for land use and transportation within the Innovation Hub area that is sensitive to the concerns of existing businesses and residents, and works to incorporate the needs of those new to the City.
- **Amenities:** Identify key amenities that act to create "remarkable spaces" which are connected and accessible to residents throughout the Innovation Hub area.
- **Infrastructure:** Explore opportunities for infrastructure that act to enable, foster and retain companies and the creators that are integral to the growth of innovation in the City of Peachtree Corners.
- **Marketing:** Document "Best in Class" approaches to the branding directions of other leading edge "Innovation Hubs",
- **Economic Development:** Explore opportunities for potential "Catalytic" projects that aim to enhance the overall Economic Positioning of the City of Peachtree Corners.

Innovation Hub Master Plan Outline

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

PHASE 1 – FEASIBILITY STUDY:

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

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

PHASE 2 – MASTER PLAN CONCEPTS & LAND USE PLAN:

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

The tasks in this stage are:

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

PHASE 3 – IMPLEMENTATION & BRANDING

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

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

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

1.1
ASSESSMENT OF EXISTING CONDITIONS

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

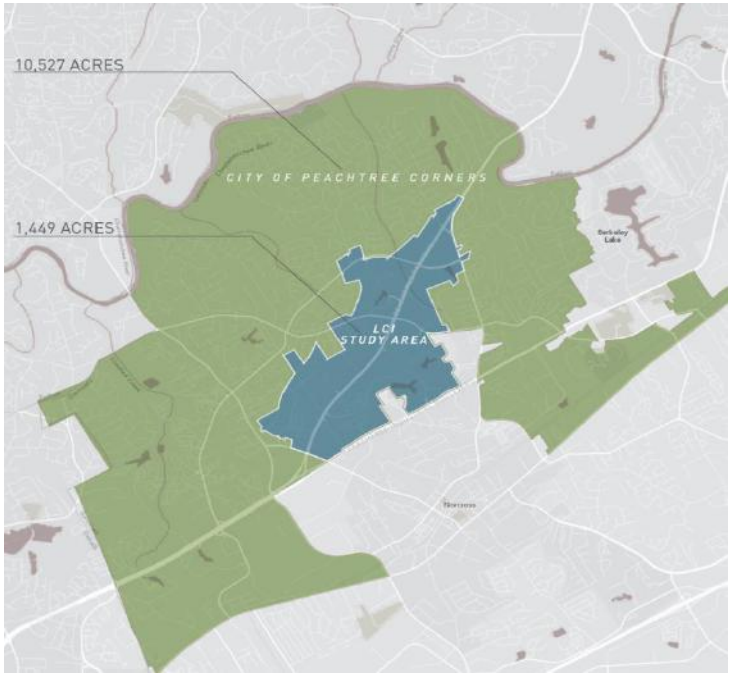
The analysis consists of the following components:

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

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

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

FIGURE 1.1- LCI STUDY AREA



SOURCE: City of Peachtree Corners LCI Study

Livable Centers Initiative (LCI)

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

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

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

Livable Centers Initiative (LCI) Strategic Objectives

The LCI Planning Themes were borne out of the collective input that came as a result of public engagement, online surveys, as well as numerous individual and group meetings. The following themes were identified:

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

- **Transportation & Mobility:**
  - Congestion along Peachtree Parkway and difficulty crossing and accessing it.
  - Concern around the Impact of Development on Traffic
  - Foster the ability to make small trips without full-service transit

- **City Branding & Place making:**
  - City's physical nature is part of its identity
  - The development of Town Center and Town Green as a true City core.

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

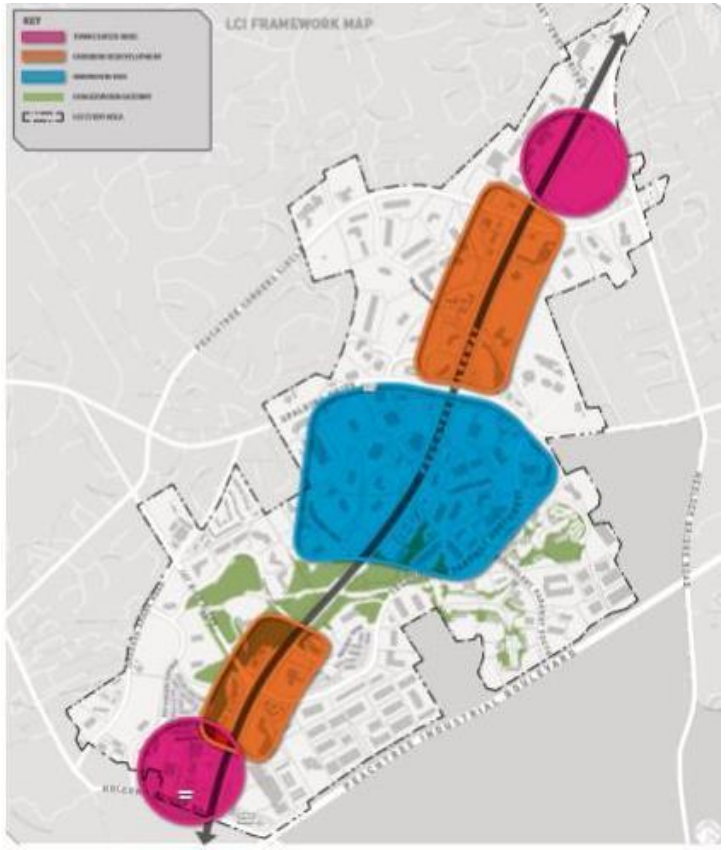
The broad planning framework established in the LCI is underscored by Five (5) strategies. These strategies are later followed by key action items that are phased over time within the LCI area. While the LCI provides significant detail on each of the strategies they can be summarized generally as shown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

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

The Planning Themes & Strategies identified in the LCI study provide a foundation for the Innovation Hub Master Plan by which the focus is the continuation of visioning and a overall strategy meant to foster, retain and attract creativity and innovation.

It is important to note that the Innovation Hub Master Plan benefits from the foundation of information, analysis and consensus of the LCI. The following pages highlight key elements of the LCI that identified Development Opportunities; Community Framework; Pedestrian Connectivity; and Housing Development Pattern.

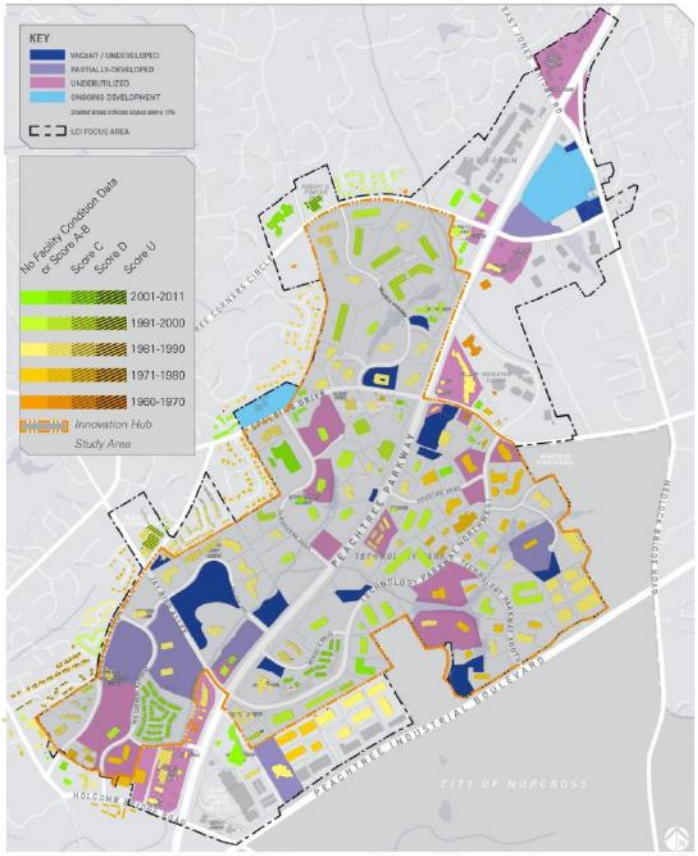
FIGURE 1.2- LCI STUDY AREA DISTRICTS



SOURCE: City of Peachtree Corners LCI Study

The Innovation Hub Master Plan builds on previous plans and studies in order to ensure it coincides with the goals of other initiatives..

DEVELOPMENT OPPORTUNITIES

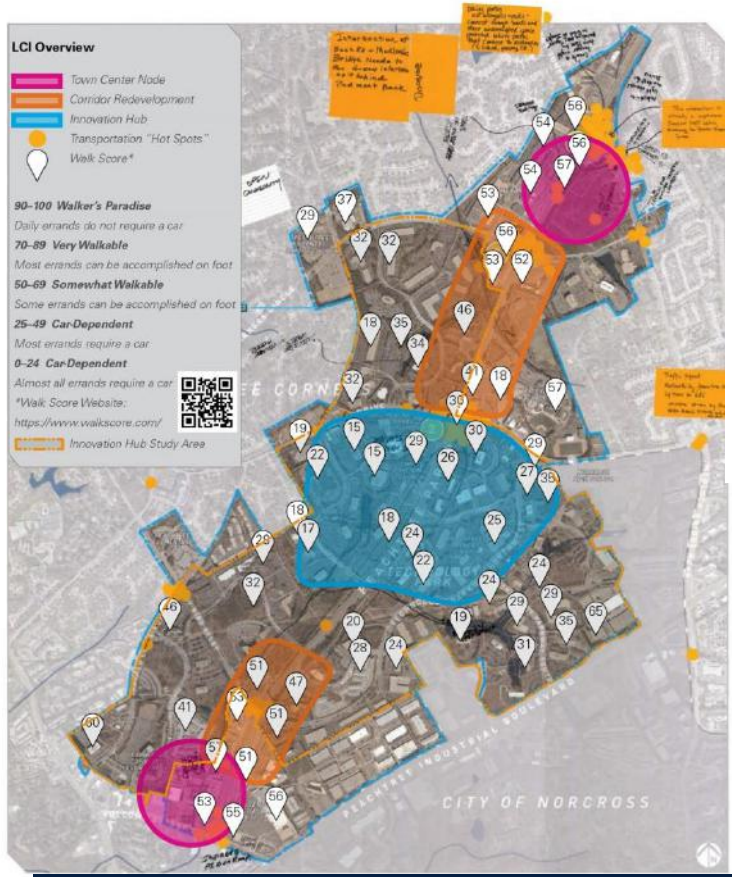


The **LCI planning process** identified **key parcels** with developments that could better serve the Peachtree Corners community. In combination with City building grade designations, it can help frame a **long-term vision for growth**. **Groupings of parcels** most viable for redevelopment will provide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

Challenges:

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

COMMUNITY FRAMEWORK



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

Challenges:

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

PROJECT DEVELOPMENT PRIORITIES

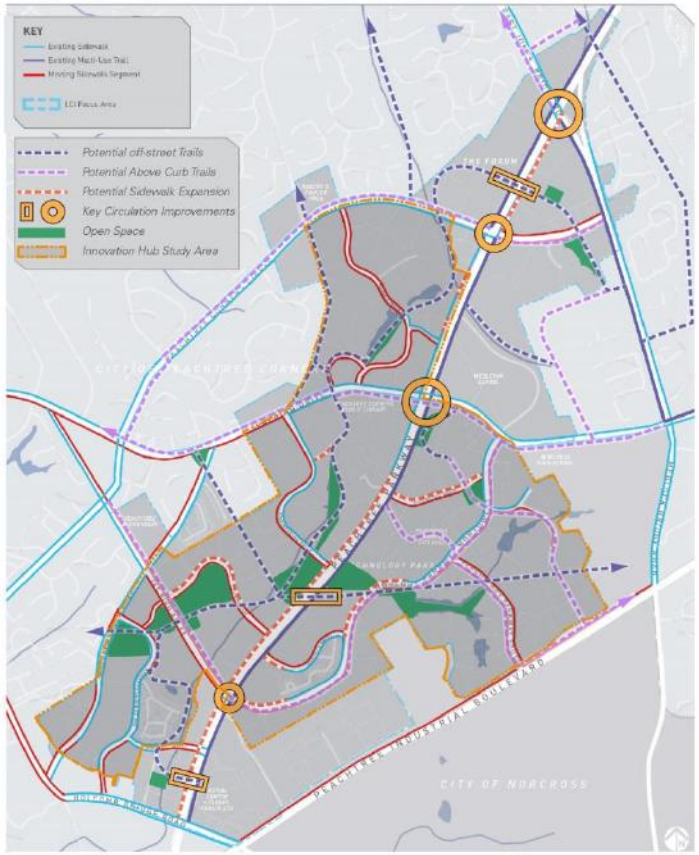
1) ***Update a stakeholder-vetted redevelopment priority map***
2) ***Pick key internal gateway parcels adjacent to the Innovation Hub***
3) ***Encircle contiguous site parcel groupings that include outdated buildings***

PROJECT FRAMEWORK PRIORITIES

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

SOURCE: City of Peachtree Corners LCI Study

PEDESTRIAN CONNECTIVITY

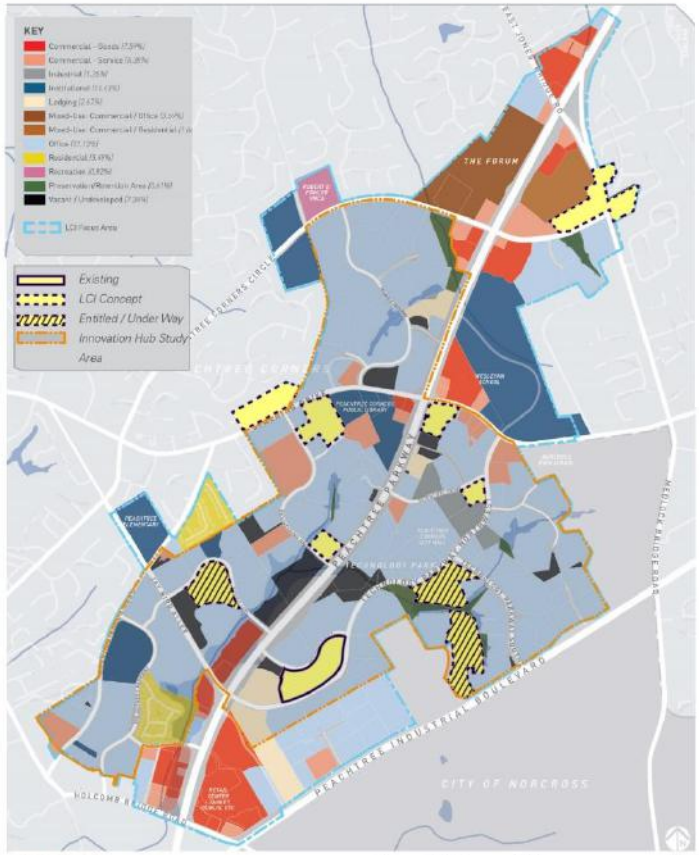


Innovation is driven by **collaboration, interaction** and the exchange of ideas. This happens most fluidly in a campus environ – a setting that supports **informal person-to-person interactions on foot**. A community that relies on the car is socially restrictive and does not support the **desirable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

Challenges:

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

HOUSING DEVELOPMENT PATTERN



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

Challenges:

- Housing **not connected to conveniences or transit** (car dependent)
- Unplanned pattern lacks **cohesive sense of shared place** among traunches.
- **Row houses and flats** are currently being developed, however, more typologies should be included.

PROJECT CONNECTIVITY PRIORITIES

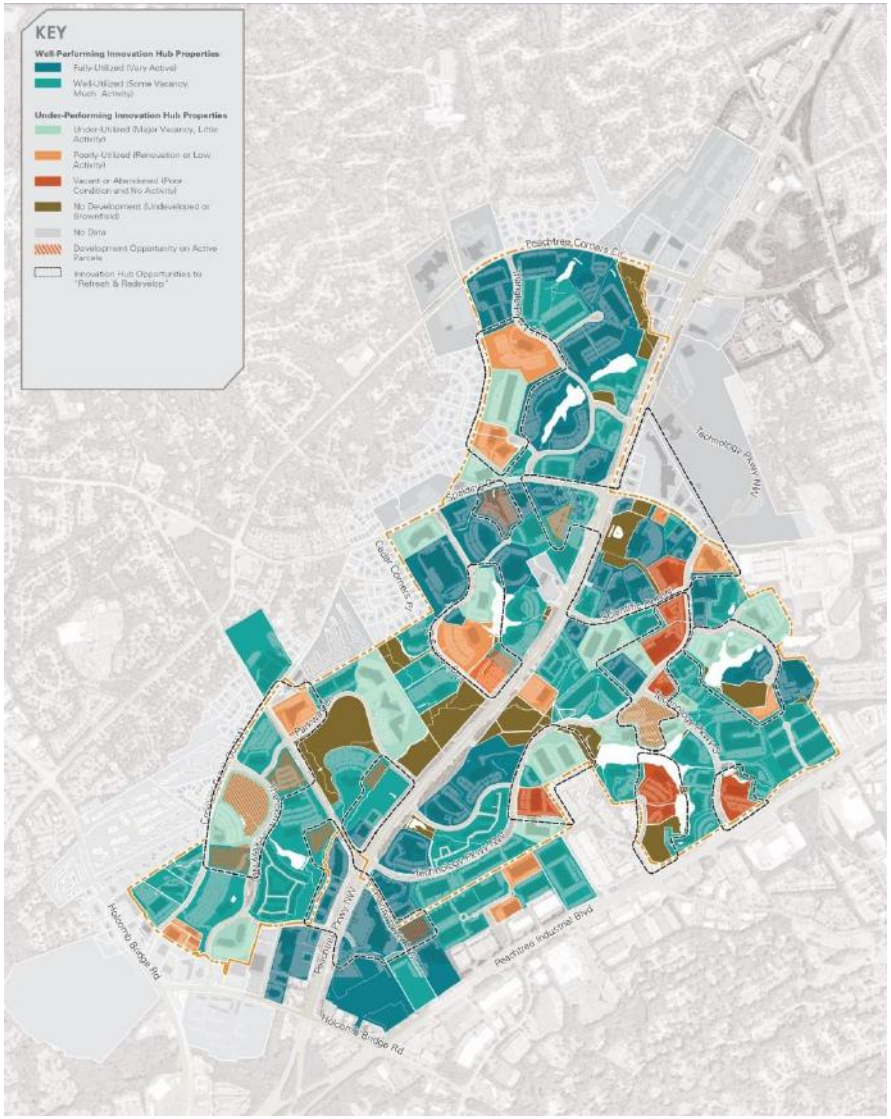
1) *Choose priority corridors to emphasize pedestrian-oriented streets*
2) *Identify opportunities implement campus settings between buildings*
3) *Locate and build up transit-oriented multi-modal touchpoints*

PROJECT HOUSING PRIORITIES

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

SOURCE: City of Peachtree Corners LCI Study

FIGURE 1.3 - DEVELOPMENT CAPACITY ESTIMATE



Review of Land Use & Transportation Pattern

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

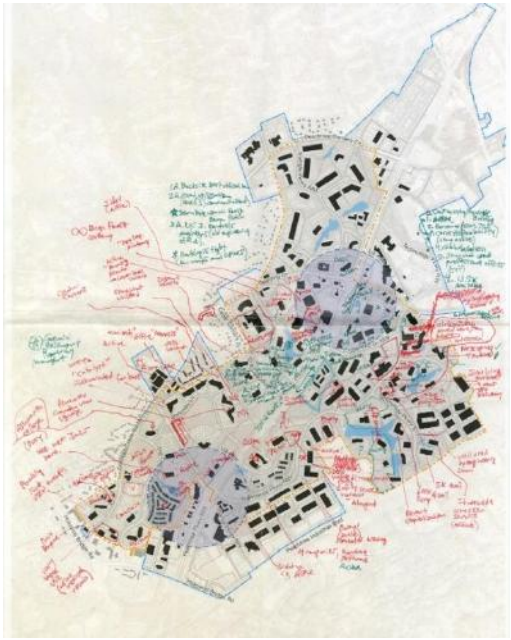


FIGURE 1.4 - EXISTING DEVELOPMENT TYPES

Residential

Townhomes/Row Houses

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

Lodging

Multi-story Hotel

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

Multi-story Motel

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

Extended Stay Suites

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

Office

Class A Multi-story

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

Class B Multi-story

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

Class B Single-story

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

Retail/Mixed Use

Office – Retail Mixed-Use

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

Strip Retail

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

Pad Retail

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

Light Industrial

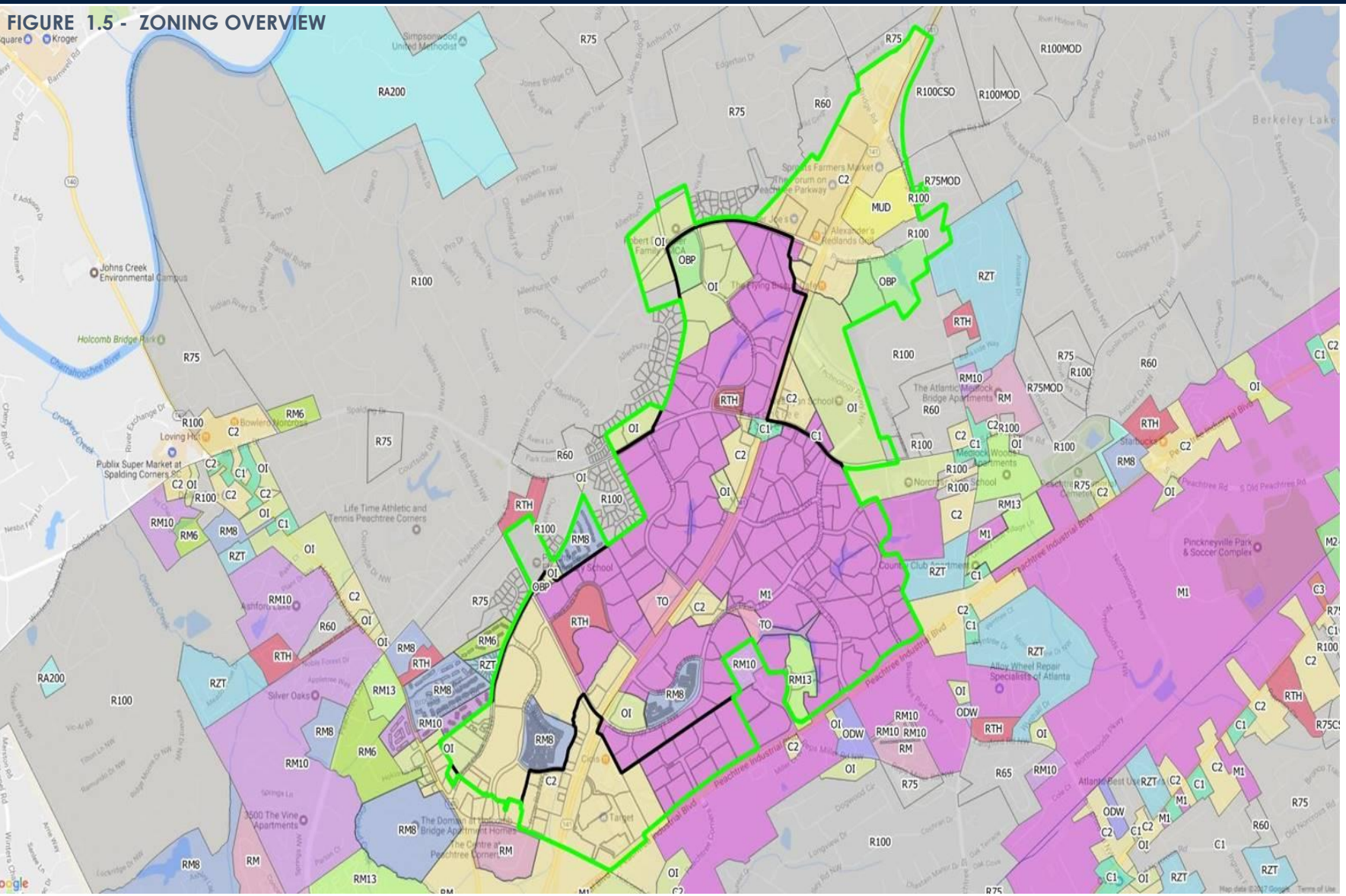
Flex Industrial – R/D

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

Clean Tech Manufacturing

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

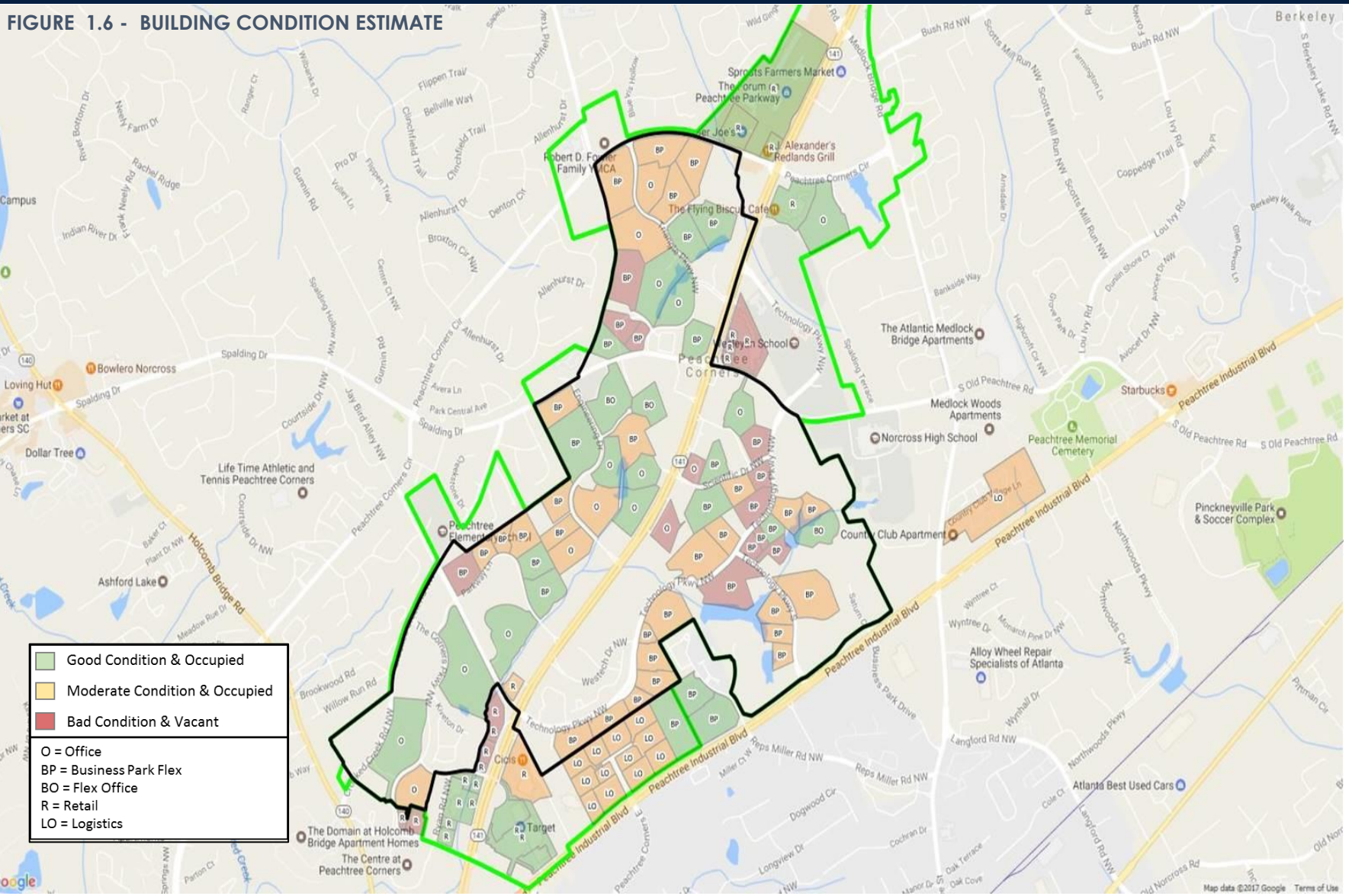
FIGURE 1.5 - ZONING OVERVIEW



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

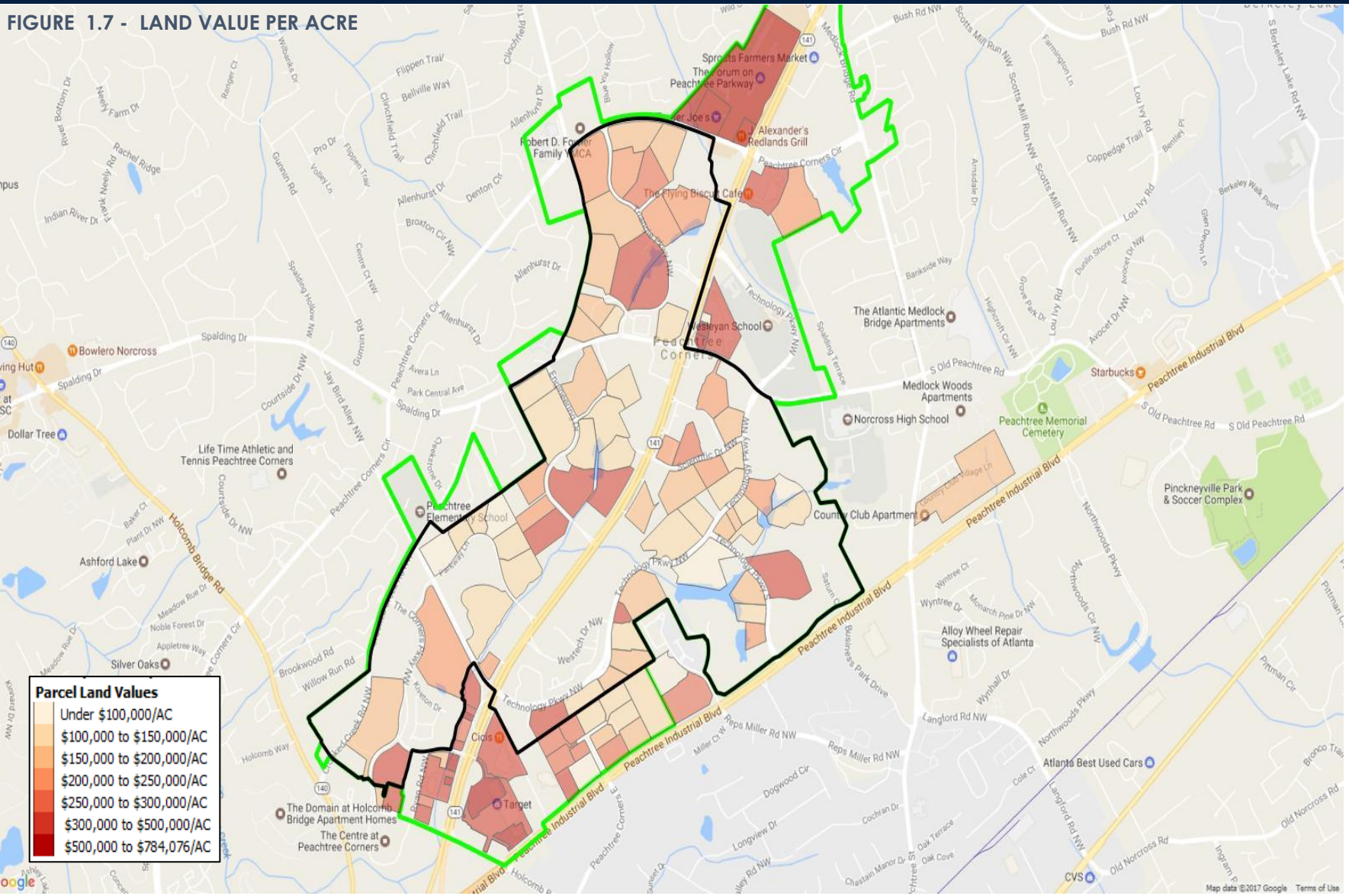
SOURCE: City of Peachtree Corners

FIGURE 1.6 - BUILDING CONDITION ESTIMATE



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

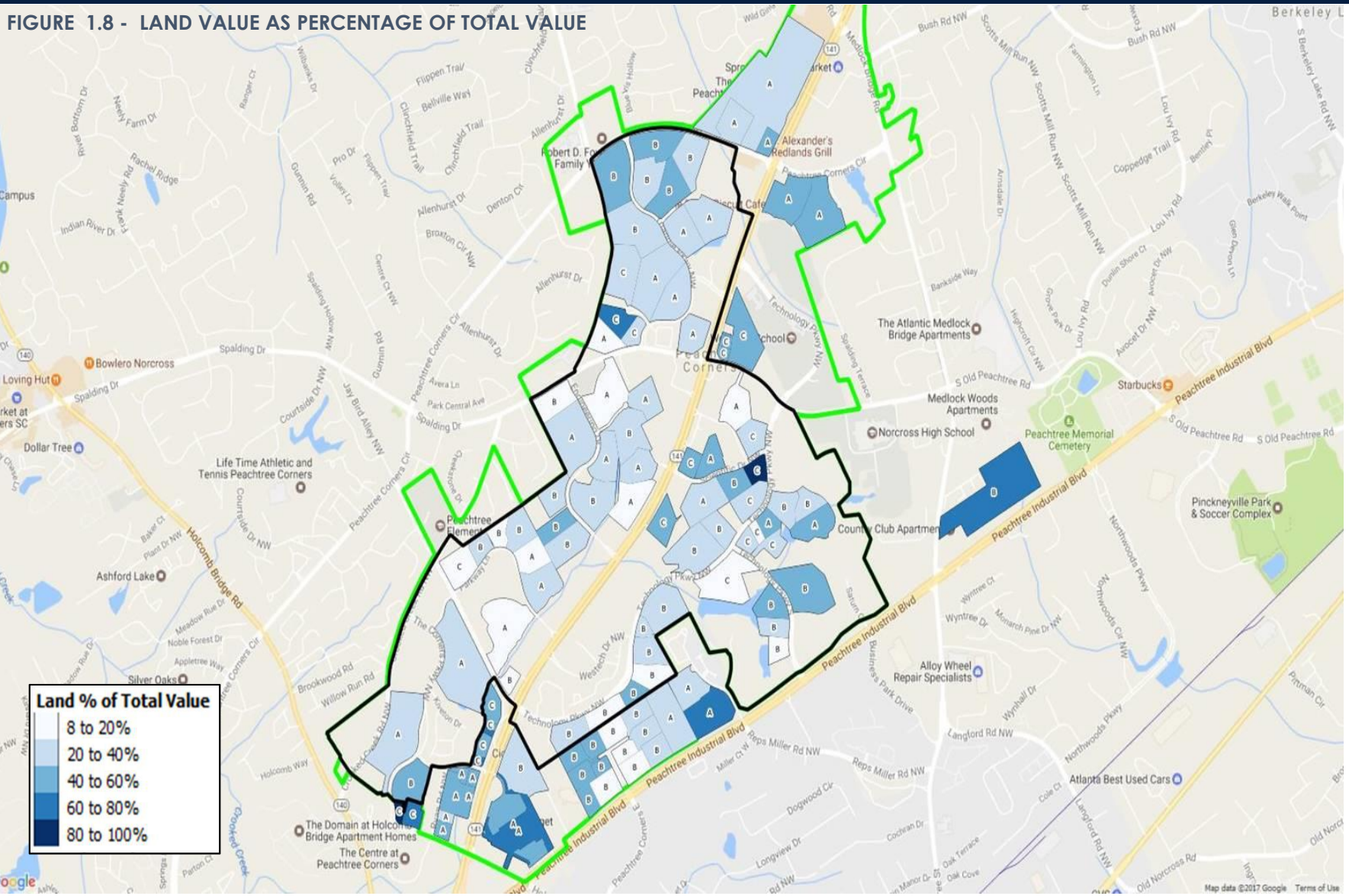
FIGURE 1.7 - LAND VALUE PER ACRE



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

SOURCE: Gwinnett County Tax Assessment

FIGURE 1.8 - LAND VALUE AS PERCENTAGE OF TOTAL VALUE



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

This map illustrates where land value makes up a higher percentage of a given site's total value (dark blue), compared to sites where most of the value is derived from the building improvement itself and not the land (white).

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

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

SOURCE: Gwinnett County Tax Assessment

PTC Innovation Hub S.W.O.T Analysis

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

TABLE 1.1 - PTC SWOT ANALYSIS

STRENGTHS	*WEAKNESSES*
• Community support for intensification rather than greenfield development. • PTC is in closer proximity to a MARTA station when compared to other northern suburbs. • Strong presence of existing companies and clusters. • The Forum Shopping Center and upcoming Town Center. • Many natural areas that act as amenities for locals and visitors. • Young municipality with active council, citizens and DDA. • PTC has more jobs coming into the area - Employment Importer.	• Peachtree Parkway is a physical barrier for east-west connectivity. • Currently, many areas are not pedestrian friendly. • Topography may impact development costs. • Lack of transportation options linking PTC to downtown Atlanta. • Empty and obsolete buildings. • Lacks residential variety. • Missing millennial population and workforce.
OPPORTUNITIES	*THREATS*
• Leverage the implementation of the Multi-Use Trail. • Creation of a Corporate Retreat Center. • Mixed Use Food Hall and Entertainment Village. • Wireless Connectivity & Broadband Network. • Communal Learning Center.	• Low Supply of labor and high construction costs, • High parking requirements for development, • Preference and shift to more walkable and connected developments, neighborhoods, and cities. • Smaller companies and start-ups moving to other regions.

1.2
BEST PRACTICES/CASE STUDIES

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

SUBURBAN REDEVELOPMENT

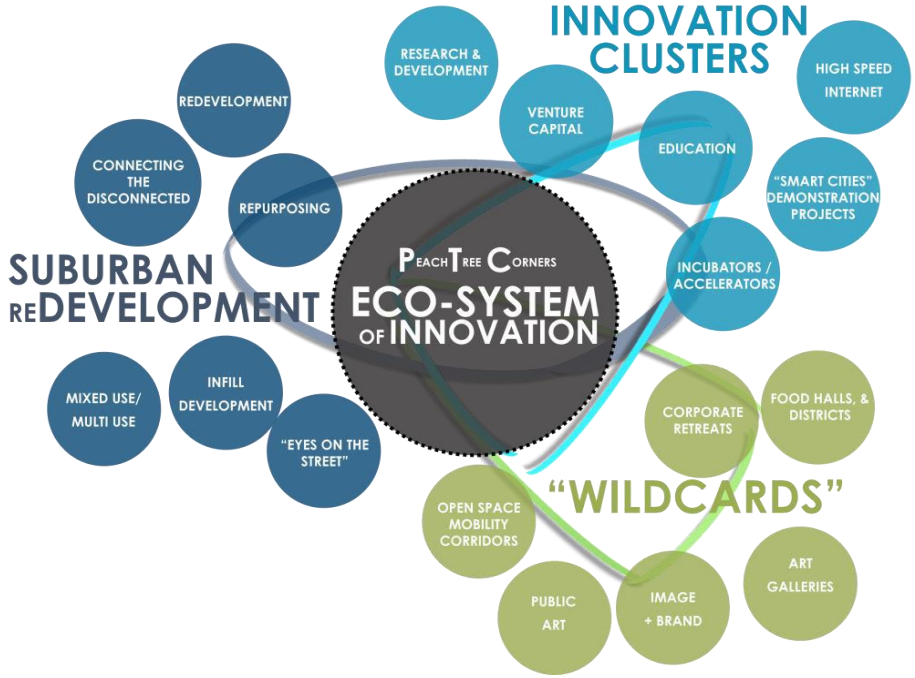
Repositioning to become a more connected and attractive place to live through the identification of redevelopment areas, opportunities for repurposing, infill and enhancing mobility.

INNOVATION CLUSTERS

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

"WILDCARDS"

The "fun stuff", and big picture ideas that position areas as a great places to live, work and play.



Best Practices and Case Studies

Achieving the optimal positioning for the PTC Innovation Hub is partly informed by looking to Best Practices of other regions, innovation hubs and Development Agencies. The primary objectives of the assignment require an integrated approach to Economic Development and Urban Planning. As introduced previously, the "Eco-System of Innovation" attempts to formalize this integrated approach in order to easily communicate how the recommendations are related to "real world examples" of best practices.

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

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

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

CONTEXT

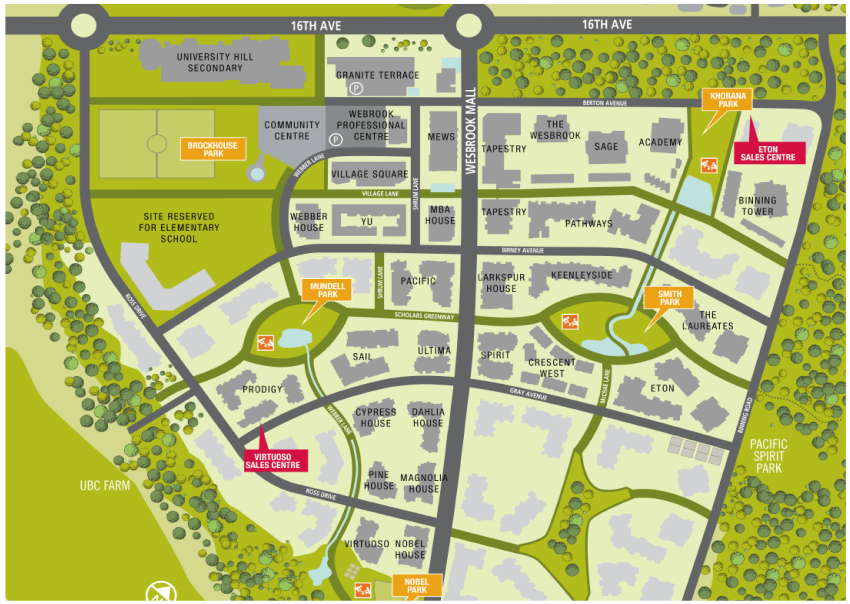
SUBURBAN CAMPUS ATTRACTING URBAN DEVELOPMENT

TIMELINE

2003

2016

VISION, CONCEPT & PLANS



CREATING AN URBAN VILLAGE IN A NATURAL SETTING

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

MIXED-USE RETAIL & RENTAL

LONG-TERM LEASE & SENIORS HOUSING

UNIVERSITY HILL SECONDARY SCHOOL

WESBROOK COMMUNITY CENTER

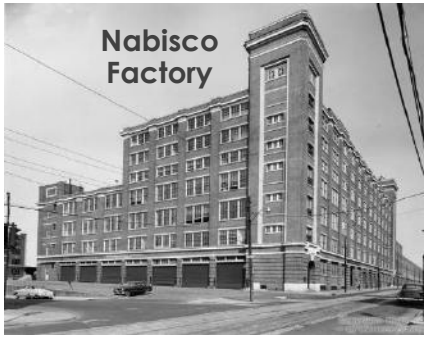
Wesbrook Village is the latest project in UBC Properties Trust's portfolio.

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

STRATEGIC ACTIONS AND OUTCOMES

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

REPURPOSED & REIMAGINED



LONG-TERM VISION

TENANTS

Google
GOOGLE OPERATIONS

UPMC Enterprises
COMMERICALIZATION OF HEALTHCARE IT

Carnegie Mellon University
SOFTWARE ENGINEERING

ADVANCED WHEELCHAIR & PROSTHETIC TESTING

University of Pittsburgh
PROSTHETIC & ORTHOTICS RESEARCH

AUTODESK.
BUILDING MODELLING & SOFTWARE

REPURPOSING & REINVIGORATING TO ADD VALUE

Bakery Square is a mixed-use development and vibrant community hub that began with a repurposing of a historic Nabisco factory in Pittsburgh's East End. This acted as a catalyst for revitalization for the area with adjacent lands redeveloping to accommodate office, retail, hotel, and residential uses.

TIMELINE:

1998 Nabisco Factory Closes

1999 Regional Industrial Development Corporation (RIDC) purchases building

2006 City of Pittsburgh declares site blighted

2007 RIDC receives $1M Dept. of Environmental Protection grant for remediation

2007 Walnut Capital purchases building from RIDC and begins construction

2010 First tenant (Marriott Hotel) opens with Google joining by year end

STRATEGIC ACTIONS AND OUTCOMES

1) Established Development Corporation (RIDC) to purchase sites.

2) Zoning worked in tandem with vision to hasten development.

3) Recruited similar public & private entities that benefit from clustering.

EXISTING CONDITIONS & CONTEXT

RTP OF TODAY

- Suburban office park
- Auto-oriented
- Sprawling layout
- Minimal amenities
- No Residential

PARK CENTER VISION

RTP OF TOMORROW

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

RE-INVIGORATING A SUBURBAN RESEARCH PARK

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

RTP FOUNDATION HQ

THE REALIZATION OF PARK CENTER

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

STRATEGIC ACTIONS AND OUTCOMES

1) Established the new overall RTP vision as a first step to be competitive with the development of a mixed-use community node a major priority.

2) Multiple funding partners including County, Service District (Tax), and RTP Foundation (Development Corporation).

CONTEXT

CONNECTED LIFESTYLE-DRIVEN SUBURBAN CAMPUS

TIMELINE

1994

2017

TENANTS

ABM · HireRight · Western Digital · Ingram Micro · houzz · StateFarm · kareo · Hyundai Capital · NAVER · TRAVELERS

VISION CONCEPT & PLANS

Office: 2.5M
Retail: 125k
Condos: 228
Apt Homes: 981
Apt Flats: 520
Hotel Keys: 175

CREATING A MODERN MIXED-USE CAMPUS WORKPLACE

The Irvine Business Complex, has been championed by Winthrop, Maguire, and LBA as master developers. Since Fluor's 1999 departure, a mix of retail, condo, apartment, amenity, healthcare, and hotels make up the project. The project breaks the 1.5 million sf office centerpiece into a multi-tenant complex with shared market eateries.

$31.20
Office / Ft²

3.8
Spaces/1000 Ft²

15%
2009 Vacancy

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

STRATEGIC ACTIONS AND OUTCOMES

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

FOOD: RE-USE AS GOURMET MARKET/EATERY

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

Benefits:

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

STRATEGIC ACTIONS AND OUTCOMES

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

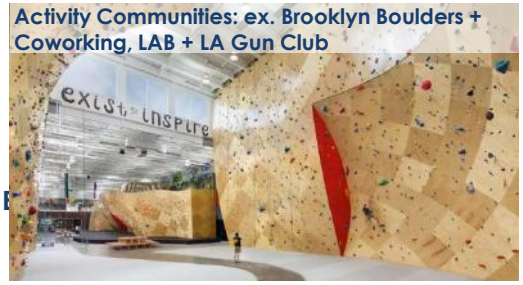
FUN: DESTINATION RETAIL AND ENTERTAINMENT

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

Design Center: ex. Herman Miller Showroom

Gaming: ex. Upland Boomers, Indoor Racing

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



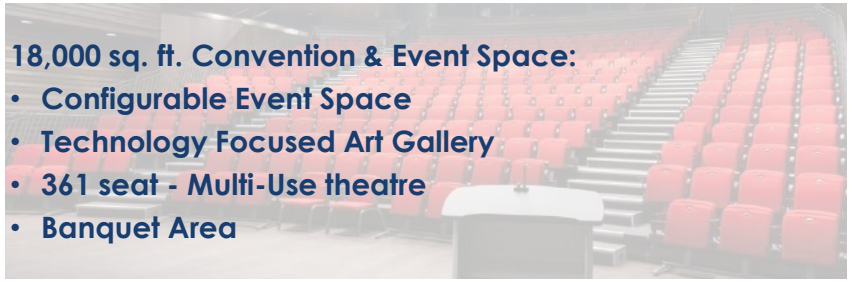
Destination Flagship Retail: ex. REI Uline, Bass Pro Shops, Powell City of Books

STRATEGIC ACTIONS AND OUTCOMES

1) *Culturally Relevant* concepts that tap into local sentiment, increase locational loyalty and attract creatives and talent
2) *Related or Unrelated* to local business clusters, these can be lenses that broaden or focus the creative ecosystem
3) *Positive Dissonance* with neighboring uses lends contrast and vibrancy that creates a distinct district identity

CONTEXT & COMPONENTS

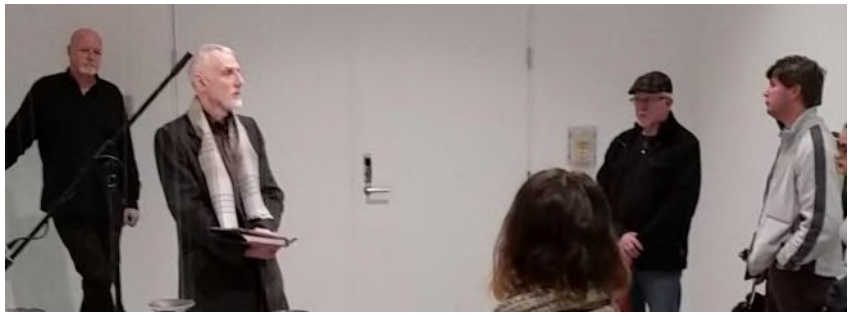
Convention & Event Space as a catalyst for revitalization in a suburban context.



18,000 sq. ft. Convention & Event Space:

- Configurable Event Space
- Technology Focused Art Gallery
- 361 seat - Multi-Use theatre
- Banquet Area

MEDIA ART GALLERY & TECH EXHIBIT



COMBINING ARTS, CULTURE + TECHNOLOGY

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

STRATEGIC ACTIONS AND OUTCOMES

1) As part of a wider revitalization strategy the centre acts as a catalyst for attracting businesses, residents, artists and visitors.

2) The centre is co-located in proximity to other revitalization projects to concentrate efforts and build up recognition of the area

UNIVERSITY-INDUSTRY COLLABORATION EDUCATION LEADING INNOVATION

GENERATING INNOVATION & CREATING TECH HUBS

Carnegie Mellon University (CMU) continues to drive Autonomous Vehicle Technology to new lengths, with more than 140 invention disclosures over past 30 years. CMU's focus and expertise in AV Technology has allowed it to partner with major companies such as General Motors and Uber to continue R&D, and position Pittsburg as a tech hub.

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

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

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

STRATEGIC ACTIONS AND OUTCOMES

1) **City of Pittsburgh limited restrictions related to AV Testing, provided space, and pursued development in partnership academia & business.**

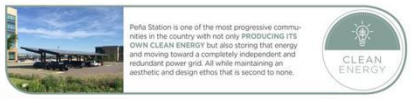
2) **Pittsburgh & CMU have become the model for AV Technology R&D also attracting companies such as Intel & Google.**

3) **CMU's success in tech has aided in diversifying Pittsburgh's economy.**

CURRENT CONTEXT

LONG-TERM VISION

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



Smart Cities & Technology Enabled Community

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

Pena Station Next Partners:

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

Autonomous Vehicles will shuttle residents to the RTD Transport Stn.

STRATEGIC ACTIONS AND OUTCOMES

1) City, Airport and Developer partnership, along with the appropriate incentive package created investment attraction.

2) Cities can integrate innovation into their practices in order to attract innovative companies.

VIBRANT TECHNOLOGY DISTRICT

DEVELOPMENT STRATEGY

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

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

The Heart of Atlanta's Tech Scene

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

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

Established Tenants

atdc Georgia Tech · Panasonic · Coca-Cola · The Home Depot Technology Center · Georgia Power A Southern Company · AT&T Foundry Where Ideas are Made

Start-Ups

SafelyStay · pindrop security · GROUNDFLOOR · POINTIVO · rented. · Alii · synapp.io · PARTPIC · Converge · sideqik · vehcon · Florence Healthcare · UserIQ · MONSIEUR · Greenlight Insights

STRATEGIC ACTIONS AND OUTCOMES

1) **University assembled land, built initial buildings, and offered property on fee-simple or ground lease to spur private sector investment.**

2) **Compelling vision of a vibrant urban neighborhood with restaurants and retail, student housing, and the "Garage" and "Sandbox" flexible programmed spaces that bring students and private sector together.**

FedEx Institute of Technology

Memphis, TN

MODERN ARCHITECTURE

VERSATILE MEETING SPACE

ORIGIN STORY

- Founded in 2003 with $5M donation from FedEx.
- FedEx invited other private sector partners to invest and help shape the curriculum and research goals.

Catalyst for Interdisciplinary Research & Innovation

Integrated with the University of Memphis, the 95,000 SF FedEx Institute of Technology is a platform for public-private collaboration and research on emerging technologies, including Intelligent Systems, Drones, Cyber Security, Bio-Logistics, 3D Manufacturing & Precision Medicine.

The Institute hosts the University's Graduate School and houses its patent and intellectual property portfolio, creating a unique nexus for research collaboration, technology transfer, licensing, commercialization & spin-off incubation.

FedEx Institute Innovation Research Clusters:

- Institute for Intelligent Systems
- Mobile Sensor Data2Knowledge
- Big Logistics & Analytics
- Smart Cities

Partnerships with Industry

FedEx, Methodist Healthcare, International Paper, AutoZone, YX Genomics, smith&nephew, CN

STRATEGIC ACTIONS AND OUTCOMES

1) Creates a focused, nationally-significant hub for the rapid commercialization of research in emerging and high-growth areas.

2) Versatile meeting spaces used for corporate training, academic conferences, and technology-enhanced public consultation events.

MaRS Discovery District Toronto, ON

BLENDING OLD & NEW

ESTABLISHING THE BRAND

ORIGIN STORY

- MaRS Discovery District in Toronto conceived in 2000 as a platform for commercializing public research.
- A non-profit charitable trust foundation, it was created by Dr. John Evans and 13 partners, including the Provincial Government, which gifted a heritage former hospital building and $7.5M in start up capital.

Creating Successful Global Businesses from Canadian Science, Technology & Social Research and Innovation

The MaRS (Medical and Related Science) Discovery District in downtown Toronto is the world's largest urban medical innovation hub focused on the commercialization of public research. MaRS encompasses more than 1.6M SF of research labs, office, and rapid prototyping workshops in three buildings, including the 800,000 SF, 20-storey Phase 2 tower completed in 2016 with $380M in Provincial loan guarantees. More than 6,500 jobs have been created and $1B raised by MaRS-affiliated businesses in the last decade. Areas of focus by MaRS affiliates have expanded to include Fintech, Renewable Energy, Clean Water, and Web Development.

Established Tenants

University of Toronto, Siemens, PayPal, facebook, CIBC, Johnson & Johnson Innovation JLABS

Start-Ups

REALTECH INC., StartupNorth, synaptive, XOR LABS TORONTO, ARCTERN VENTURES, morgansolar, THINK DIRTY., zucara, Overbond, LEAGUE

STRATEGIC ACTIONS AND OUTCOMES

1) Established a clear mandate and partnerships with universities, government, industry, and the venture capital world.
2) Consulted heavily with existing tenants and industry prior to design and construction of subsequent phases to ensure buildings met their varied needs for laboratories, ventilation, versatility, and size.

1.3
ECONOMIC CLUSTER ANALYSIS

The City of Peachtree Corners plays an important role in the economy of the Atlanta region. A number of clusters & sub-clusters exist in the area. In some cases, the City of Peachtree Corners often leads the region in certain economic sectors while still having opportunities to grow.

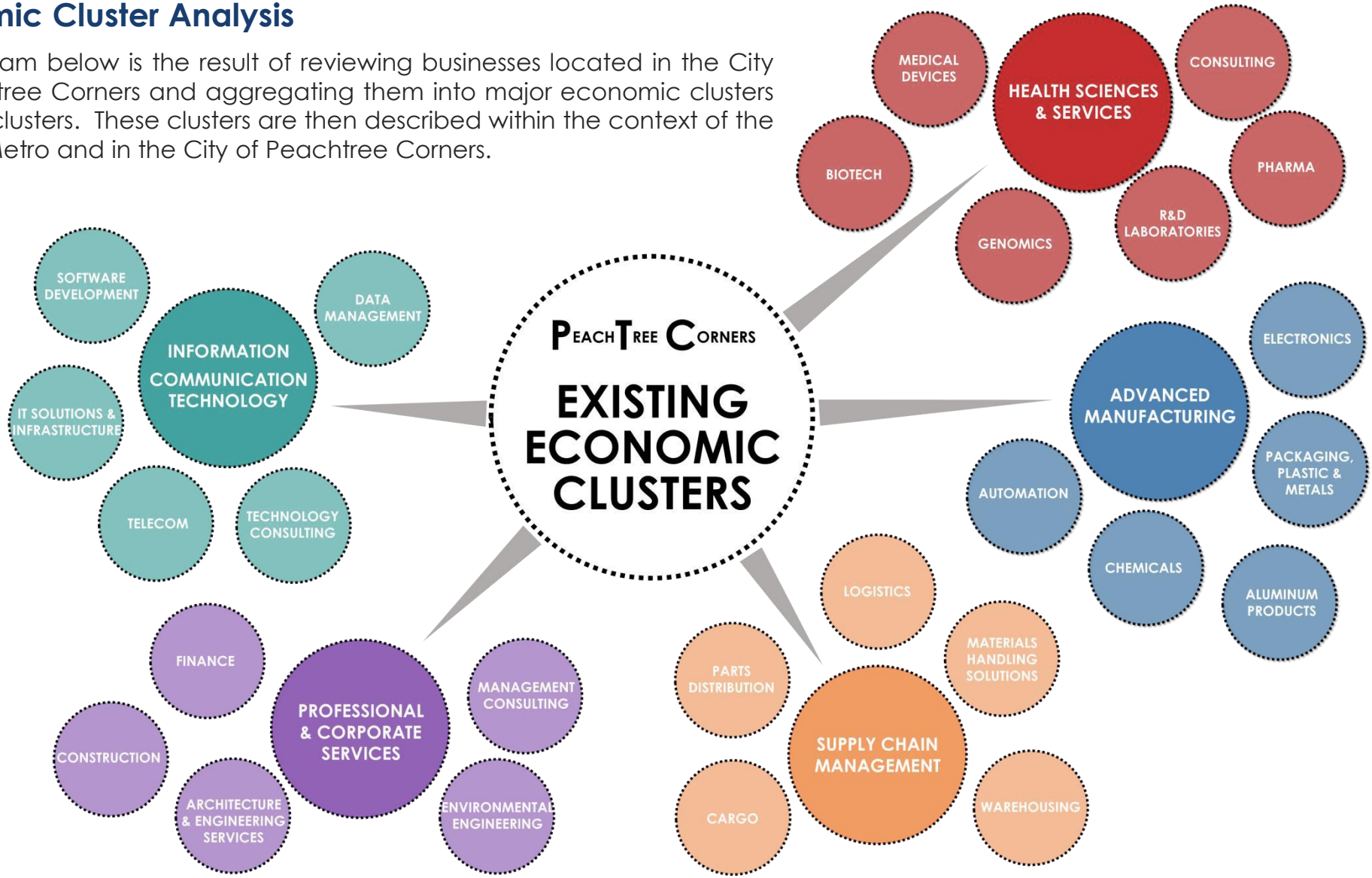
The following section provides an overview of current dynamics and key attributes related to a range of economic clusters in the City of Peachtree Corners and the wider Atlanta region. The economic clusters that are reviewed form a platform for discussion that is meant to inform the overall Innovation Hub vison and economic positioning. Of particular importance are opportunities that arise as a result of the overlap of local and regional strengths in both the present and future context.

Economic Overview and Geographic Clustering of Sectors: The locational preferences of businesses can be impacted by a number of factors such as the presence of similar companies, available or required development (building) typology, proximity to workforce or proximity to start-up companies. The Economic Cluster Analysis provides an indication of the physical presence of certain sectors; the amenities, infrastructure and connections around them; as well as the general dynamics driving the industry.

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

Economic Cluster Analysis

The diagram below is the result of reviewing businesses located in the City of Peachtree Corners and aggregating them into major economic clusters and sub clusters. These clusters are then described within the context of the Atlanta Metro and in the City of Peachtree Corners.



Advanced Manufacturing

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

Industry Overview:

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

FEASIBILITY STUDY
ADVANCED MANUFACTURING

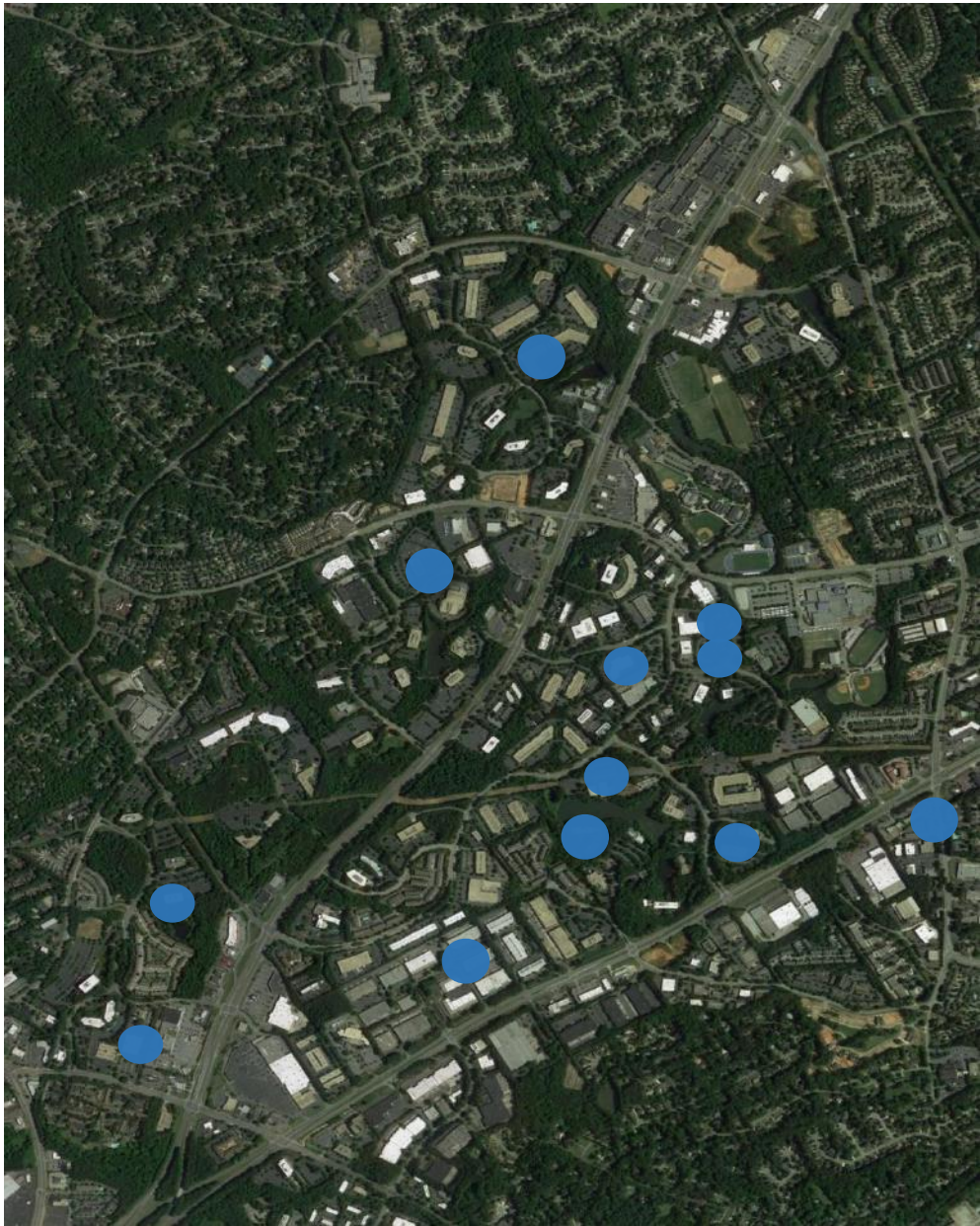
City of Peachtree Corners
INNOVATION HUB
MASTER PLAN

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

PTC COMPANIES & CURRENT SUB CLUSTERS*:

OTHER COMPANIES :

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



Health Sciences & Services

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

Industry Overview:

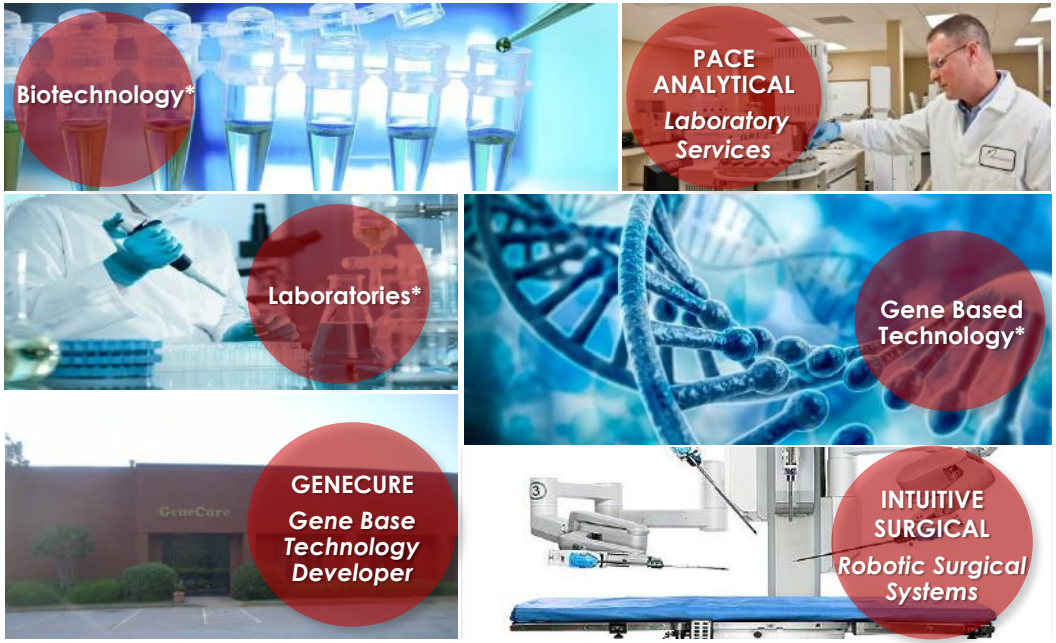
- **Home to the Center for Disease Control**
  - The CDC is leading authority in the management and control of disease, and plays an integral role in getting firms on the vaccine schedule.
- **Nation's Health IT Capital**
  - 200 Companies & $4bn in Annual Revenue
  - Estimated 15,000 – 16,000 Jobs
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

FEASIBILITY STUDY
HEALTH SCIENCES & SERVICES

City of Peachtree Corners
INNOVATION HUB
MASTER PLAN

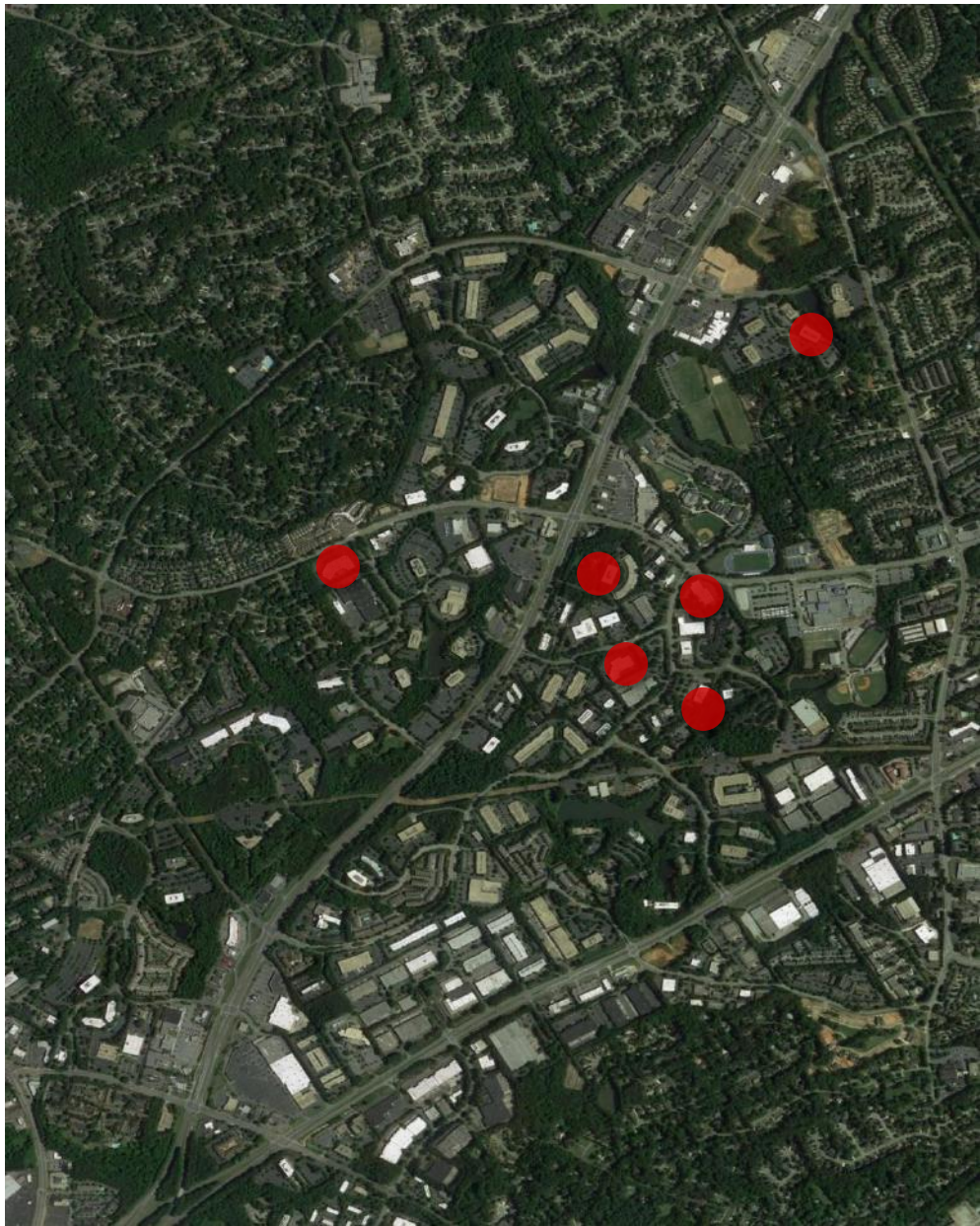
The strong presence of life sciences companies in Georgia is motivated by its business-friendly climate and the presence of recognized R&D programs at higher education institutions and business incubators.

PTC COMPANIES & CURRENT SUB CLUSTERS*:



OTHER COMPANIES :

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



Professional & Corporate Services

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

As a hub for corporate office regional and headquarters, Perimeter Center, Buckhead and Marietta form major economic clusters within the Atlanta region.

Industry Overview:

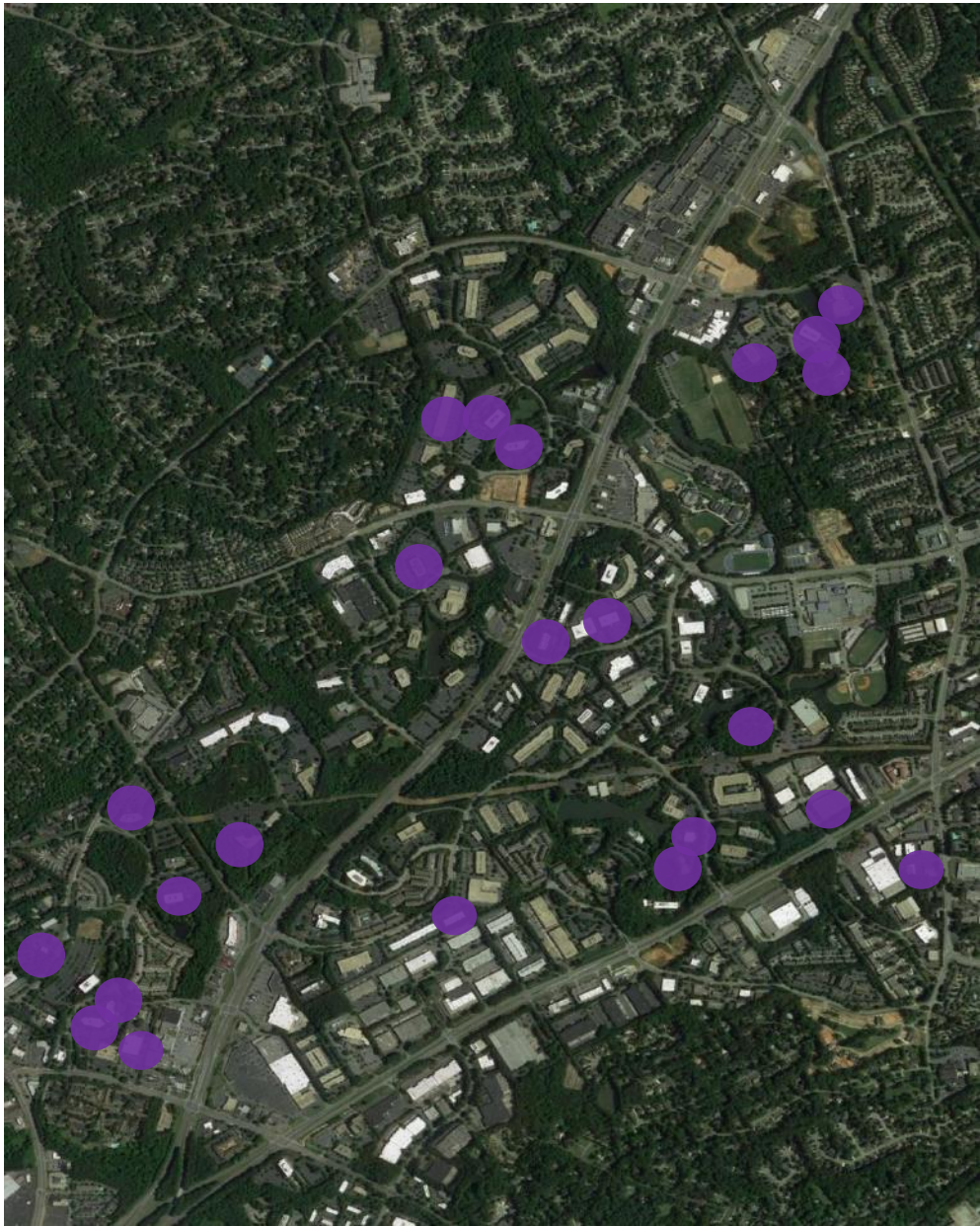
- Home to 12 Fortune 500 HQ
- Highly Skilled Affordable Management Professionals – Avg. Wage only 3.6% higher than National.
- Served by large Corporate, Customer & Administrative Support Operations
- Estimated 7% - 8% employed in Support Sector in region vs. 6% - 7% nationally.
- Mitigate business risk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

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

PTC COMPANIES & CURRENT SUB CLUSTERS*:

OTHER COMPANIES:

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



Supply Chain Management

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

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

Industry Overview:

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

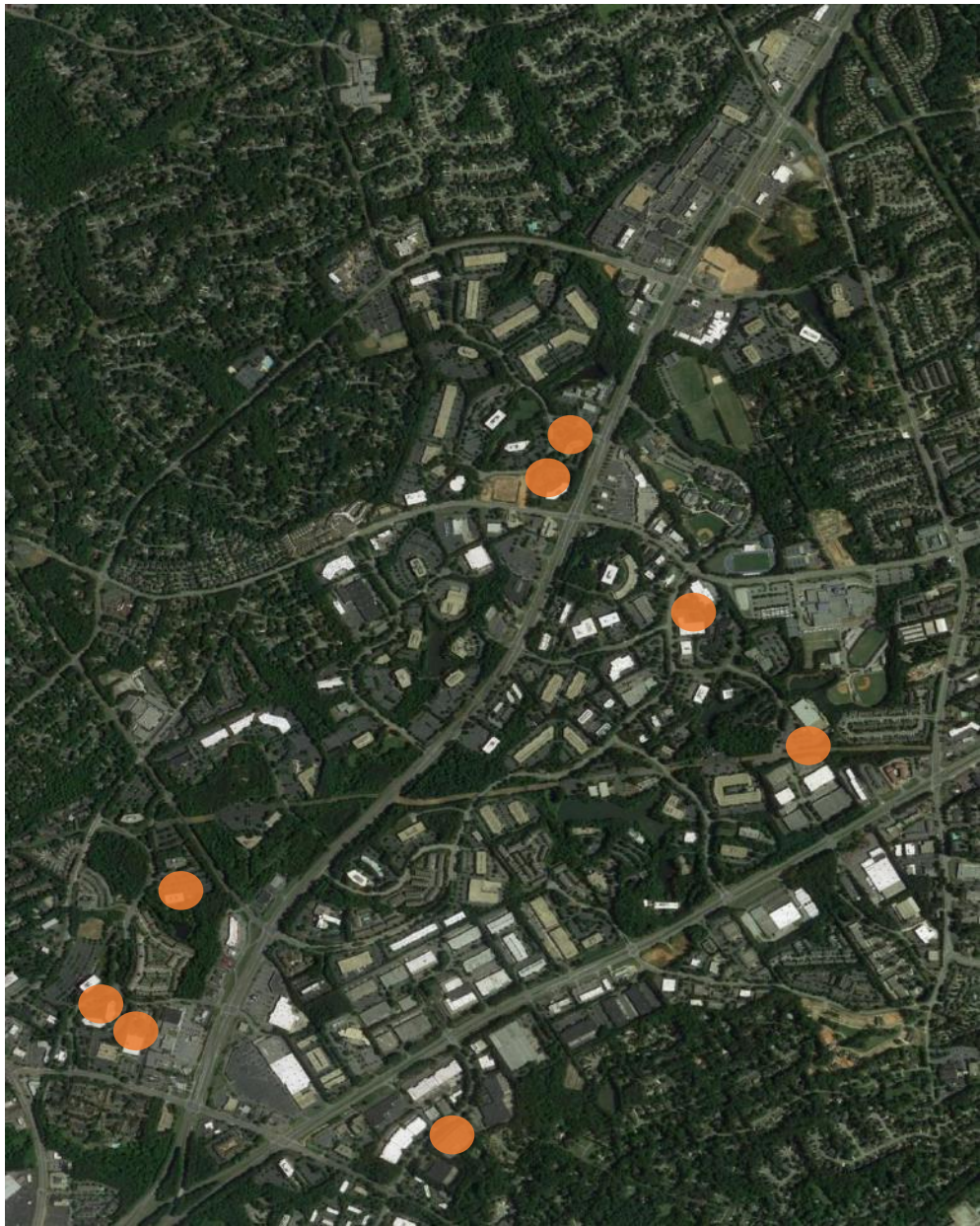
FEASIBILITY STUDY
SUPPLY CHAIN MANAGEMENT

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

PTC COMPANIES & CURRENT SUB CLUSTERS*:

OTHER COMPANIES:

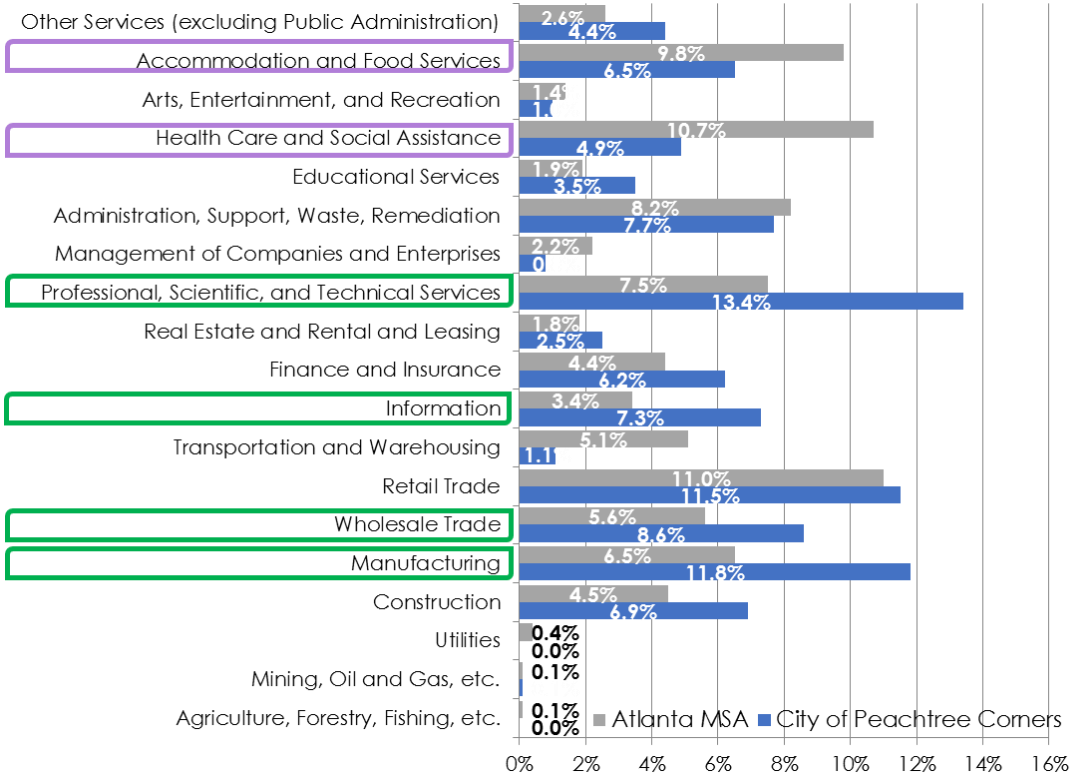
- **DCO DISTRIBUTION** – DISTRIBUTION OF COMMUNICATIONS PRODUCTS & EQUIPMENT
- **SKYCITY LOGISTICS GROUP** – LOGISTICS SERVICES



PTC'S ECONOMIC SECTOR ADVANTAGE

The City of Peachtree Corners has a number of sectors that have higher than average rates of concentration (as a percentage of the economy) when compared to the Metro area. These sectors generally relate to higher wage, and higher economic impact jobs that are significant foundation for fostering innovation.

FIGURE 1.9 - INDUSTRY CONCENTRATION COMPARISON



SOURCE: https://explorer.gdol.ga.gov/gsipub/index.asp?docid=387

PTC INDUSTRY LEADERSHIP

Professional Services
(MSA 7.5% vs. PTC 13.4)

Manufacturing
(MSA 6.5% vs. PTC 11.8)

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

Information
(MSA 3.4% vs. PTC 7.3%)

PTC INDUSTRY OPPORTUNITIES

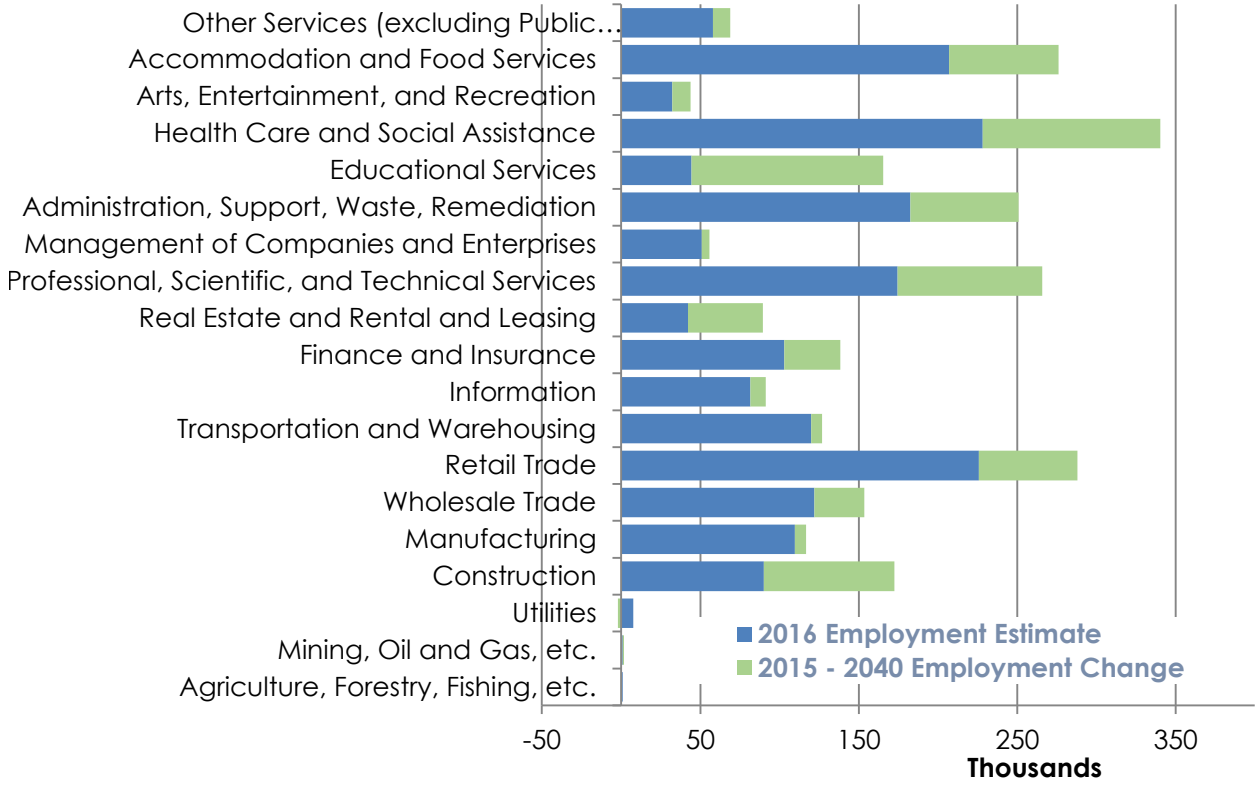
Healthcare & Social Services
(MSA 10.7% vs. PTC 4.9%)

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

GROWING INDUSTRIES, EXPANDING OPPORTUNITIES

Attracting the largest/fastest growing industries of Retail Trade, Professional Services, Educational Services will be the result of a number of factors. Small business retail offerings; complete communities (work, live, play); attracting educational faculty and co-locating healthcare with housing that allows for aging in place; are all factors that provide a competitive city.

FIGURE 1.10 - 10 COUNTY EMPLOYMENT GROWTH ESTIMATE



LARGEST SECTORS & GROWTH INDUSTRIES

Retail Trade
62,000 Additional Jobs
2015 to 2040

Professional Services
91,000 Additional Jobs
2015 to 2040

Educational Services
120,000 Additional Jobs
2015 to 2040

Healthcare
112,000 Additional Jobs
2015 to 2040

SOURCE: Georgia Department of Labor, Atlanta Regional Plan

LEVERAGING GEORGIA'S ECONOMIC FOUNDATION

The number of Atlanta residents that have post-secondary education has increased but still lags behind other regions that are also targeting innovation related economic development. By contrast, the percentage of STEM related degrees that are obtained in the metro has also increased signifying the regions commitment to fostering innovation through education.

FIGURE 1.11- ADULT EDUCATIONAL ATTAINMENT LEVELS

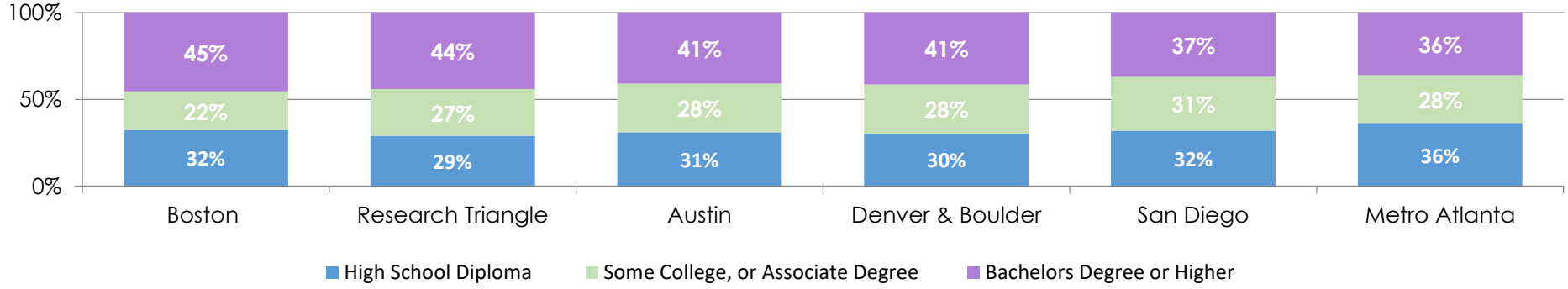
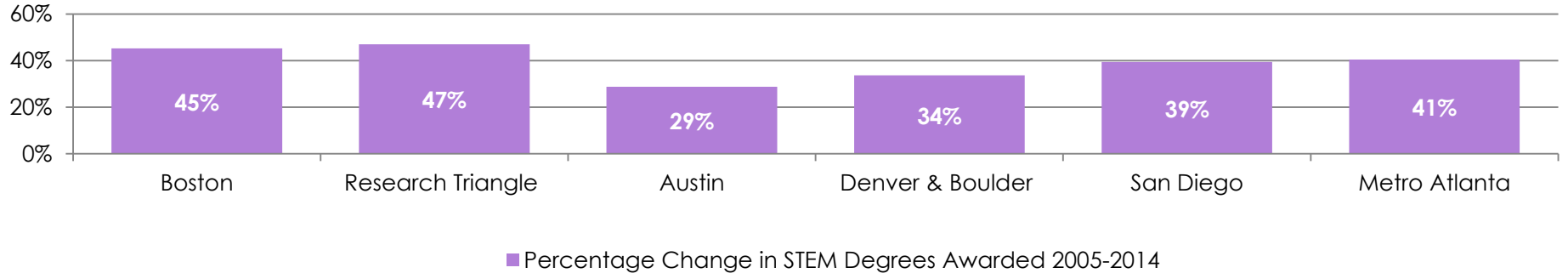


FIGURE 1.12 - PERCENTAGE CHANGE IN STEM RELATED DEGREE ATTAINMENT



SOURCE: Metro Atlanta Innovation Indicators Project

LEVERAGING GEORGIA'S ECONOMIC FOUNDATION

Atlanta Metro's post-secondary collaborative environment drives patent performance and the region's start-ups have demonstrated efficiency in spending R&D funding. These competitive attributes could be leveraged to increase federal R&D funding and further collaboration.

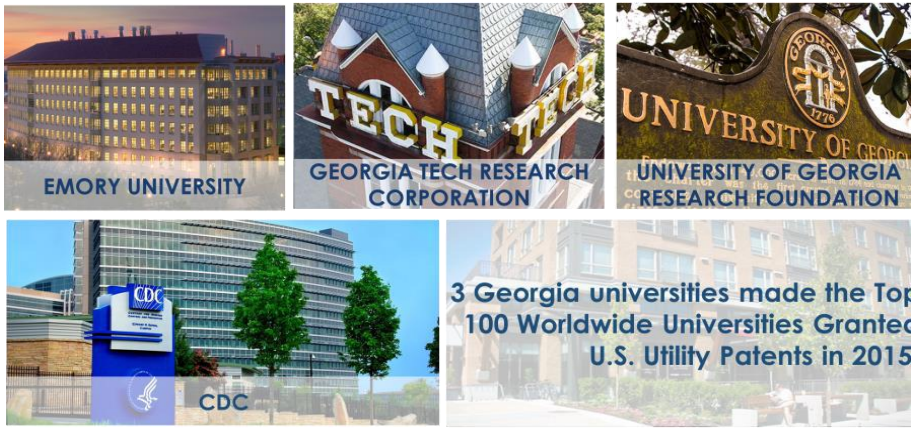
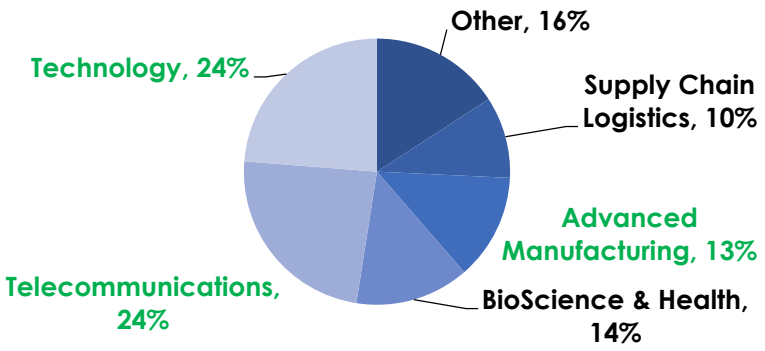


FIGURE 1.13 - METRO ATLANTA PATENT CONCENTRATIONS



SOURCE: Metro Atlanta Innovation Indicators Project

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

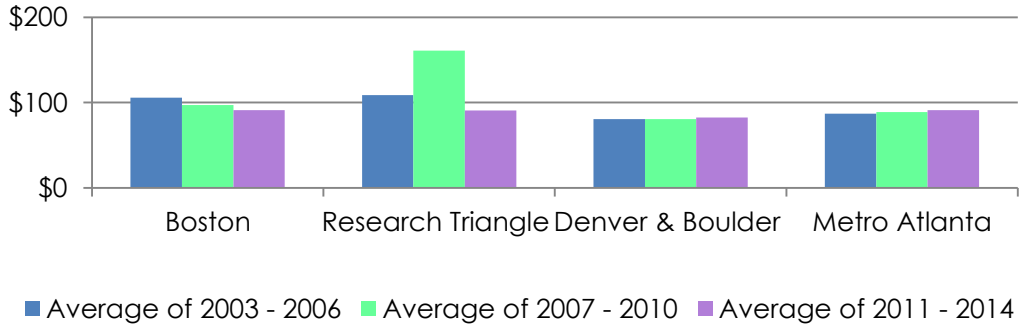
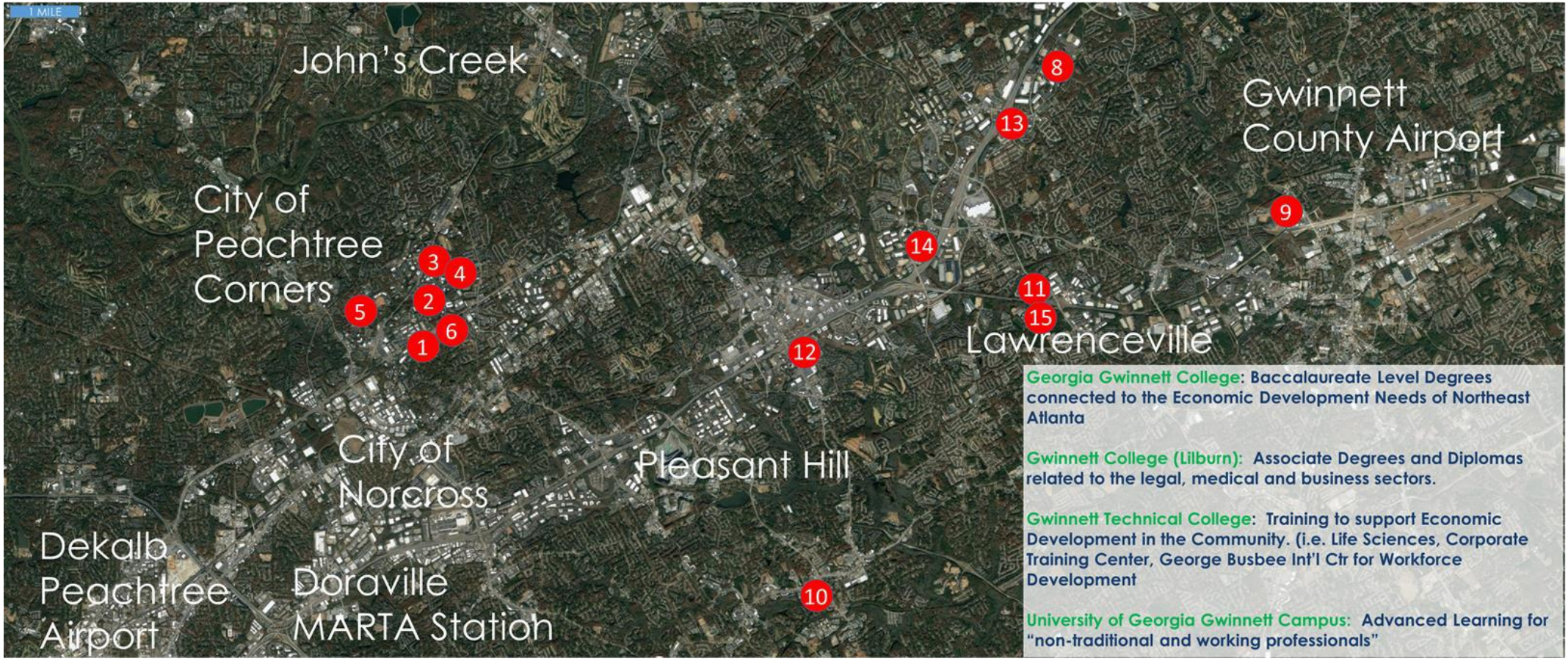


TABLE 1.2 - R&D FUNDING ALLOCATION

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



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

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

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

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

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

COMPETITIVE POSITIONING

ALPHARETTA, JOHNS CREEK & CENTRAL PERIMETER

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

MARIETTA & CUMBERLAND GALLERIA

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

BUCKHEAD, MIDTOWN & DOWNTOWN

- Home to many corporate HQs & regional offices
- Densely built with multiple transportation modes.
- Clustered in proximity to Post-Secondary Education

DEVELOPMENT TYPOLOGIES & INVENTORY

PALISADES OFFICE PARK (CENTRAL PERIMETER)

STATE FARM OPERATIONS CENTER (JOHNS CREEK)

- LARGE TECH OFFICE CLUSTER
- LIVE-WORK TOWNHOMES

ATLANTA GALLERIA OFFICE PARK

MARIETTA PARKWAY CENTER

- LIFESTYLE TECH OFFICE

NORTHCREEK OFFICE PARK (BUCKHEAD)

BANK OF AMERICA PLAZA (MIDTOWN)

- CREATIVE OFFICE WRAP
- LIFESTYLE TECH OFFICE

SOURCES: CBRE MARKETVIEW, COLLIERS INTERNATIONAL RESEARCH & FORECAST REPORT, JONES LANG LASALLE OFFICE INSIGHT

COMPETITIVE POSITIONING

ALPHARETTA, JOHNS CREEK & CENTRAL PERIMETER

- Central Perimeter has over 10 M sq. ft. of retail space and a 5.5% vacancy rate
- Alpharetta has 8.5M sq. ft. of retail space
- Johns Creek has 655 K sq. ft. of retail space

MARIETTA & CUMBERLAND GALLERIA

- Marietta has 9.3 M sq. ft. of retail space and a 6.2% vacancy rate
- Cumberland has approximately 3.0 M sq. ft. of retail space

BUCKHEAD, MIDTOWN & DOWNTOWN

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

DEVELOPMENT TYPOLOGIES & INVENTORY

PERIMETER MALL

AVALON (ALPHARETTA)

- UPSCALE RETAILERS
- LARGE FORMAT ENCLOSED MALL
- OUTLETS

CUMBERLAND MALL

THE AVENUE EAST COBB (MARIETTA)

- ENCLOSED MALL
- COMMUNITY CENTER RETAIL

THE SHOPS BUCKHEAD ATLANTA

ATLANTIC STATION

- LUXURY RETAIL
- ENCLOSED MALL

SOURCES: COLLIERS INTERNATIONAL RESEARCH & FORECAST REPORT, CUSHMAN & WAKEFIELD RETAIL SNAP SHOT

COMPETITIVE POSITIONING

ALPHARETTA, JOHNS CREEK & CENTRAL PERIMETER

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

MARIETTA & CUMBERLAND GALLERIA

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

BUCKHEAD, MIDTOWN & DOWNTOWN

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

DEVELOPMENT TYPOLOGIES & INVENTORY

THE HOTEL AT AVALON (UNDER CONSTRUCTION)

THE WESTIN CENTRAL PERIMETER

- 73.6% OCCUPANCY IN CENTRAL PERIMETER;

HILTON MARIETTA HOTEL & CONFERENCE CENTER

SHERATON SUITES CUMBERLAND GALLERIA

- CUMBERLAND GALLERIA; 69.4% OCCUPANCY

FOUR SEASONS HOTEL ATLANTA (MIDTOWN)

MARRIOTT BUCKHEAD HOTEL & CONFERENCE CENTER

- 70% OCCUPANCY FOR DOWNTOWN & MIDTOWN; $140.82 ADR;
- 75.7% OCCUPANCY FOR BUCKHEAD; $138.20 ADR

SOURCES: CBRE SOUTHEAST US REAL ESTATE MARKET OUTLOOK

COMPETITIVE OVERVIEW & POSITIONING
HOUSING MARKET Metro Atlanta

COMPETITIVE POSITIONING

ALPHARETTA, JOHNS CREEK & CENTRAL PERIMETER

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

MARIETTA & CUMBERLAND GALLERIA

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

BUCKHEAD, MIDTOWN & DOWNTOWN

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

DEVELOPMENT TYPOLOGIES & INVENTORY

CRESCENT PERIMETER IN CENTRAL PERIMETER

BELLMOORE PARK IN JOHNS CREEK

- TARGETING APARTMENTS AND CONDO CONSTRUCTION

PROPOSED APARTMENTS IN CUMBERLAND GALLERIA

ROCKFORD COMMONS (MARIETTA)

- CONDO CONSTRUCTION IN PROXIMITY TO RETAIL AND TOD

THE SUTTON (BUCKHEAD)

YOO IN THE PARK (MIDTOWN)

- LUXURY APARTMENTS AND CONDO CONSTRUCTION WITH SINGLE FAMILY ON OUTSKIRTS

SOURCES: COLLIERS INTERNATIONAL RESEARCH & FORECAST REPORT, CUSHMAN & WAKEFIELD MULTIFAMILY SNAP SHOT

PEACHTREE COMPETITIVE POSITIONING

COMPETITIVE POSITIONING

OFFICE

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

RETAIL

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

HOTEL

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

HOUSING

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

DEVELOPMENT TYPOLOGIES & INVENTORY

AMENITIZED POST-INDUSTRIAL

MULTI-TENANT ARTIST COLONY

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

AMAZON

SHOWROOM RETAIL

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

ALOFT HOTELS

ANDAZ HOTELS

- Suburban Boutique Hotel with Mixed Use Development and Entertainment

LIVE-WORK

CONDOS

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

Building Performance of Redevelopment Areas

With some of the highest vacancy rates in the Atlanta Metro it is important that the City of Peachtree Corners aims to concentrate its strategic efforts related to development. Figure 1.15 provides an additional layer of analysis related to the performance of building stock in the City and the potential for redevelopment where a cluster of buildings are located adjacent to each other or are under performing. While the locations on the map are approximate the map does provide indication of performance trends and areas that could be redeveloped as an agglomeration of sites.

City of Peachtree Corners Estimated Lease Rates:

CLASS A: $15 PSF - $21 PSF

CLASS B: $10 PSF - $12 PSF

1

$21 SF/YEAR*

$12.50 SF/YEAR*

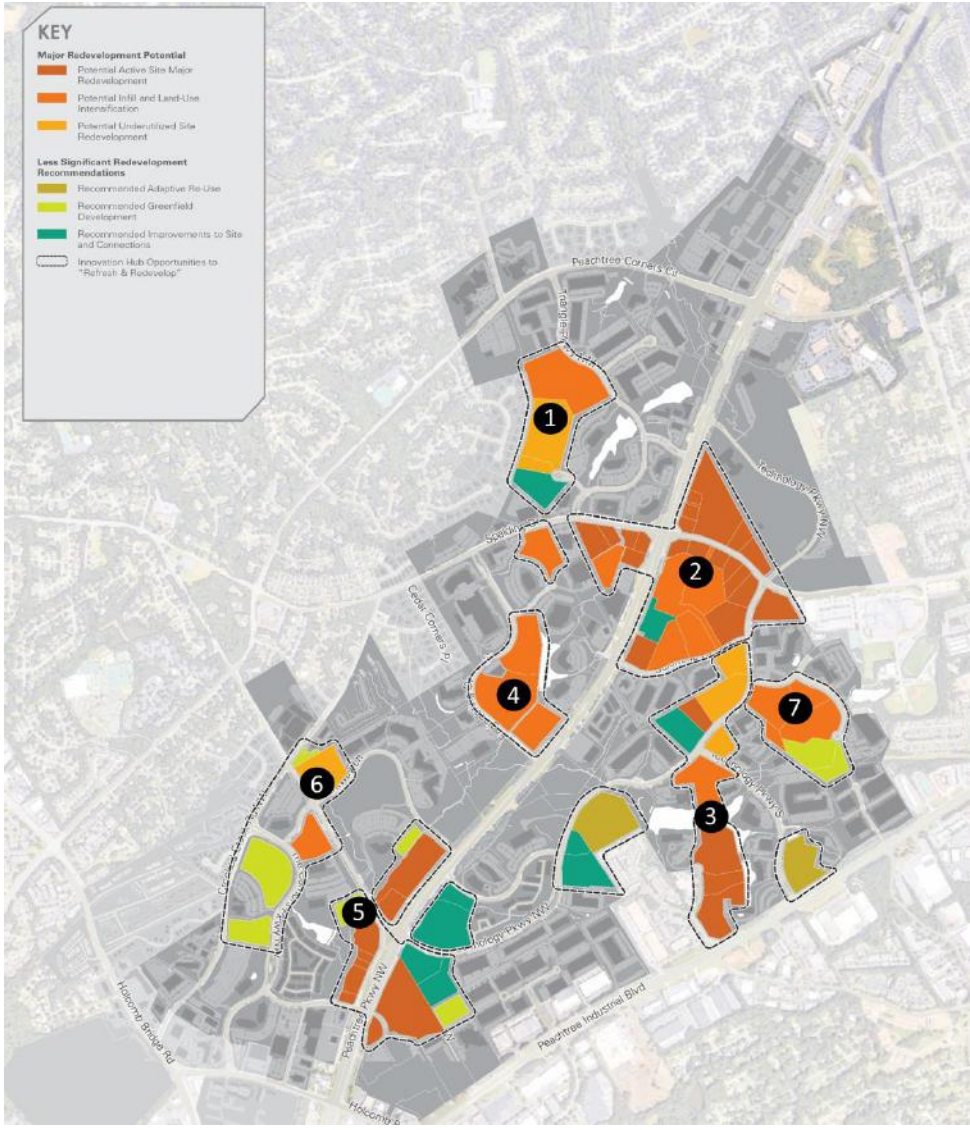
2

$12 SF/YEAR*

$15.50 SF/YEAR*

SOURCES: LoopNet

FIGURE 1.15 - BUILDING PERFORMANCE ESTIMATE OVERVIEW



COMPETITIVE OVERVIEW & POSITIONING
PTC OFFICE REAL ESTATE COMPARABLES

LOCATIONS ARE APPROXIMATE

3

$21 SF/YEAR*

$17 SF/YEAR*

4

$18 SF/YEAR*

$12-16 SF/YEAR*

5

$18 SF/YEAR*

$21.50 SF/YEAR*

6

$21.50 SF/YEAR*

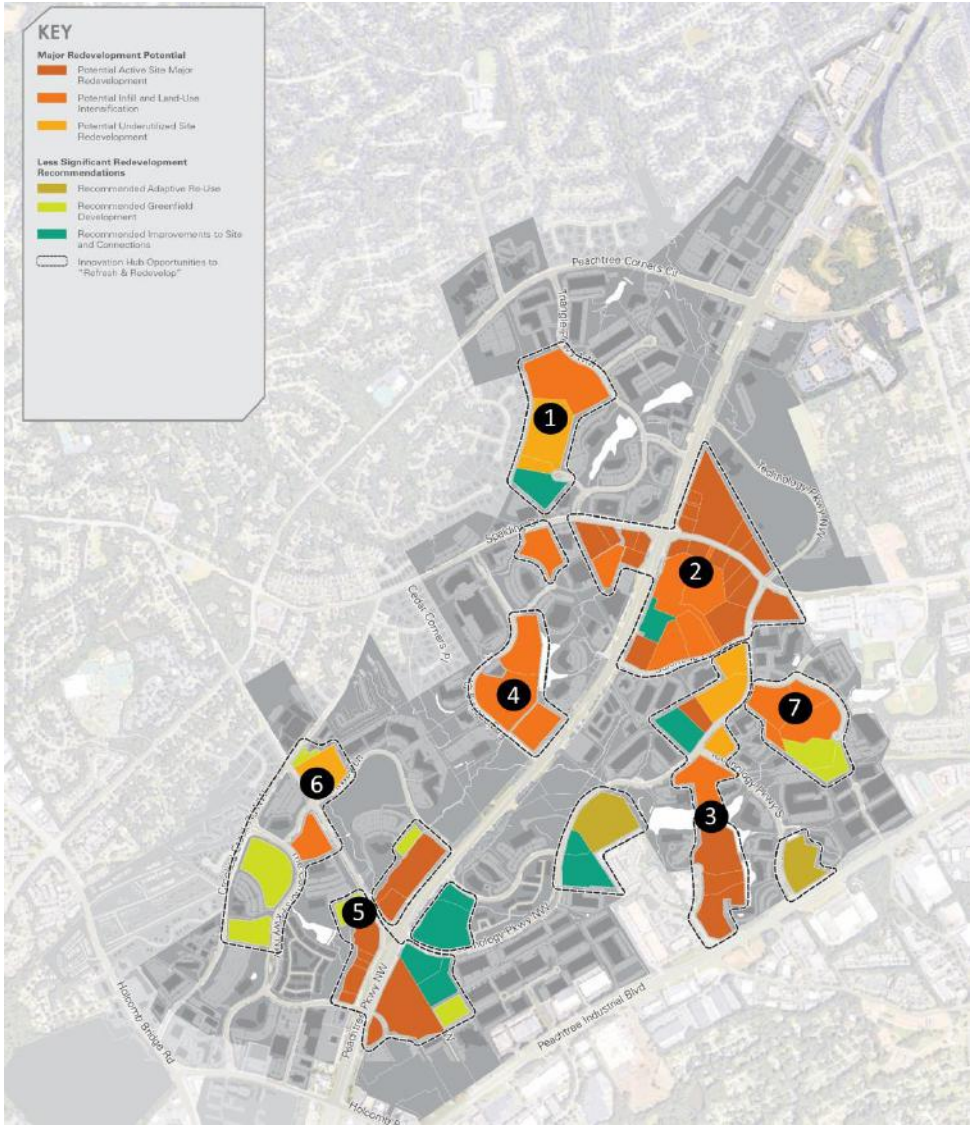
$11.50-16.99 SF/YEAR*

7

$8.57 SF/YEAR*

SOURCES: LoopNet

FIGURE 1.15 - BUILDING PERFORMANCE ESTIMATE OVERVIEW



LARGE OFFICE | AMENITIZED POST-INDUSTRIAL

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

Key Characteristics

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

Typical Metrics

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

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

MIXED-USE | MULTI-TENANT ARTIST COLONY

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

Key Characteristics

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

Typical Metrics

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

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

LARGE OFFICE | LIFESTYLE TECH OFFICE

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

Key Characteristics

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

Typical Metrics

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

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

LARGE OFFICE | CASUAL CREATIVE CAMPUS

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

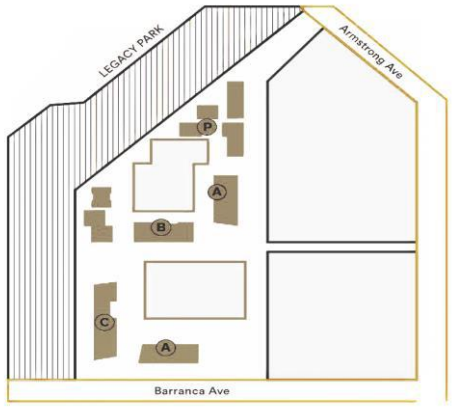
Key Characteristics

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

Typical Metrics

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

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



MIXED-USE | CREATIVE OFFICE WRAP

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

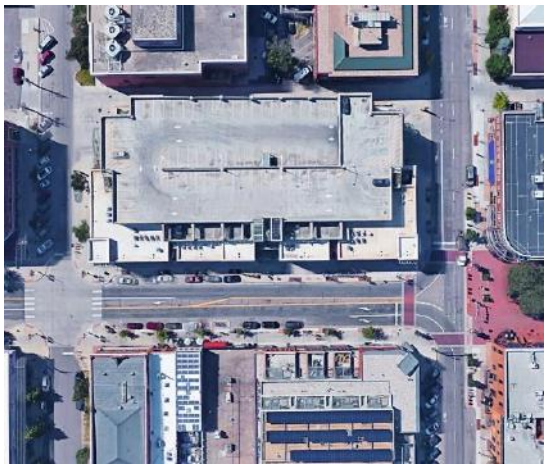
Key Characteristics

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

Typical Metrics

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

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



MIXED-USE | LIVE/WORK TOWNHOMES

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

Key Characteristics

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

Typical Metrics

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

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

OFFICE COMPLEX | LARGE TECH OFFICE CLUSTER

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

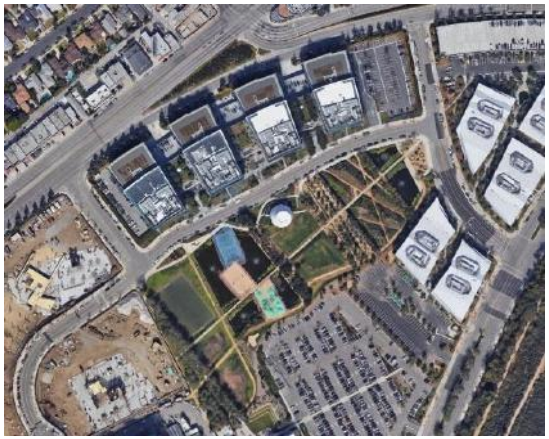
Key Characteristics

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

Typical Metrics

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

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



OFFICE COMPLEX | TECH HQ CAMPUS PARK

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

Key Characteristics

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

Typical Metrics

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

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

SMALL OFFICE | START-UP COMPLEX

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

Key Characteristics

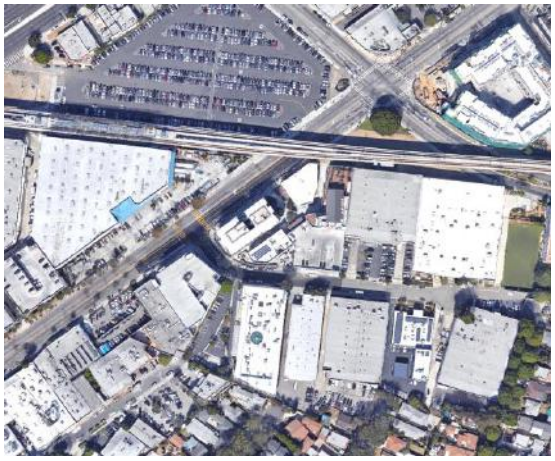
- **Development Features:** Compact mixed-use development infilled on a previous compact car lot.
- **Amenity Highlights:** Lifestyle destination with shops and F&B establishments facing internal passage at street-level, also with event plaza and bike storage on site.
- **Site Features:** Central common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

- **Site Features:** Shared Co-Working Space and Start-Up Interaction.

Typical Metrics

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

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



2.0
PTC INNOVATION HUB GOALS & OBJECTIVES

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

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

WHAT WE HEARD

TRANSPORTATION ENABLES ECONOMY

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

ONE UNIQUE BRAND

The City of Peachtree Corners is uniquely positioned to leverage the intersection of its high degree of technology within a natural setting (e.g. "PTC - Naturally Innovative").

RETAIN & FOSTER TALENT

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

COORDINATE WITH OTHER SUBURBAN MARKETS

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

COMMUNITY OF ACADEMIC ACHIEVEMENT

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

PROMOTE OUR WHOLE STORY

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

COMPETE THRU THE "COOL"

Cool has to be organic, and a bottom-up approach. Providing opportunity for new citizens to shape the city through art, technology, celebration and entrepreneurship is critical.

LET THE DENSITY HAPPEN

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

HOUSE THE TALENT

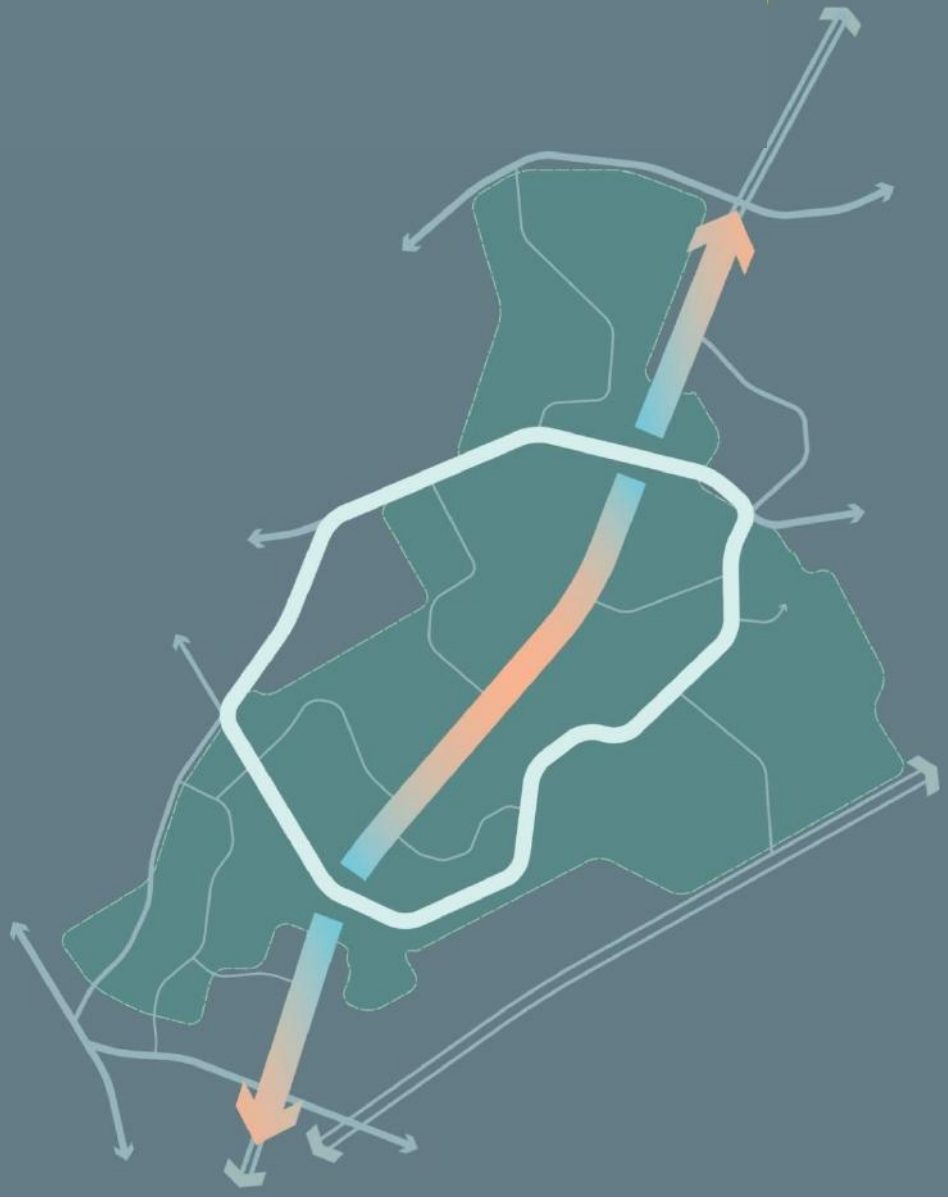
Affordable, and diverse housing that is co-located in proximity to amenities will be key to attracting and retaining talent of all ages, skill levels and industries.

1. PRIORITIZE A CONTINUOUS ROUTE THAT LINKS ALL HUB AREAS

A challenge facing the **PTC Innovation Hub is the east-west crossing of Peachtree Parkway**.

Building on City's efforts of the **Comprehensive Transportation Plan** and **Multi-Use Trai**l, a key priority for the PTC Innovation Hub is to **connect the separate and isolated "Islands of Activity"**.

The PTC Innovation Hub strategy introduces a **continuous "Innovation Ring Route" linking these activity areas** where development should be focused.

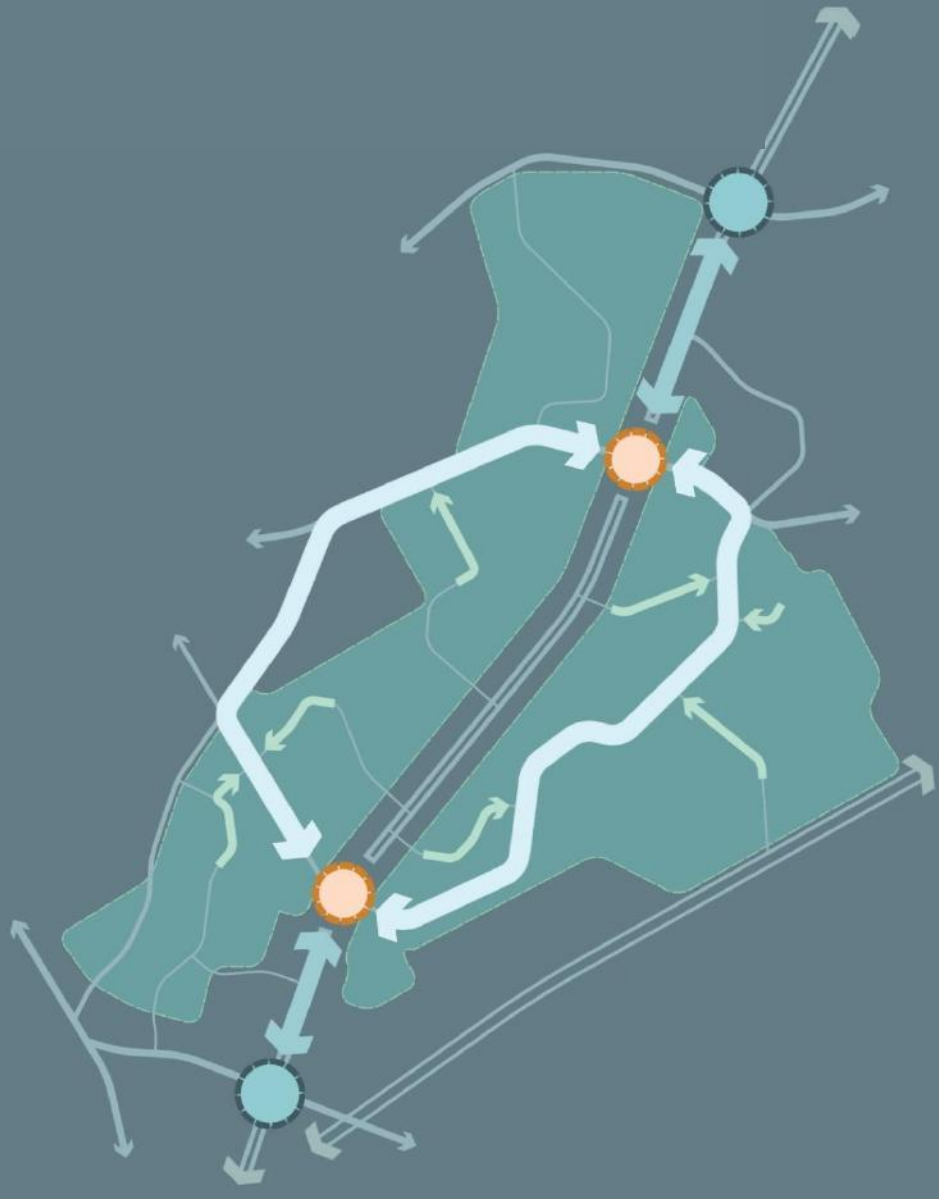


2. PROVIDE MULTI-MODAL TRANSPORTATION BETWEEN GATEWAYS

A second objective of the **Innovation Hub** is to **increase multi-modal transportation options** between the major Gateways in the north and south.

Internal streets feed into the major continuous **"Innovation Ring Route"** improving internal connectivity.

The **Innovation Ring Route** would become a galvanizing multi-use route **lined with alternative mobility including potential for Autonomous Vehicles (AV's), wayfinding signage, lighting and public art** as well as **wireless connectivity**.



3. PROPOSE A SERIES OF CONNECTED FEATURES AROUND THE HUB

Series of Activity Nodes should be strategically placed at **key intersections and potential redevelopment areas** along the continuous **Innovation Ring Route**.

These **Nodes** would become **staging areas for development/redevelopment** which would emanate outwards as demand warrants.

The policy of **"A five-minutes walk to every Corner Café"** should be embraced.

4. PROMOTE GATEWAYS AS COMMON GROUND AMONG MAJOR HUB AREAS

PTC's Gateways are important to communicate you are entering the City of Peachtree Corners, which has a distinct **entrepreneurial history, evolution, lifestyle and aspirations**.

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

These Gateways form important staging areas for capitalizing on PTC's redevelopment opportunities and to **announce the Innovation Hub**.

Gateways, together with the **Economic Positioning and Conceptual Land Use and Transportation Framework**, present opportunities for **connecting to new housing development via green pathways**.

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

The Innovation Hub Trails and Parks Network builds on the **LCI Multi-Use Trail System** by l**inking the Nodes and redevelopment areas via green pathways**.

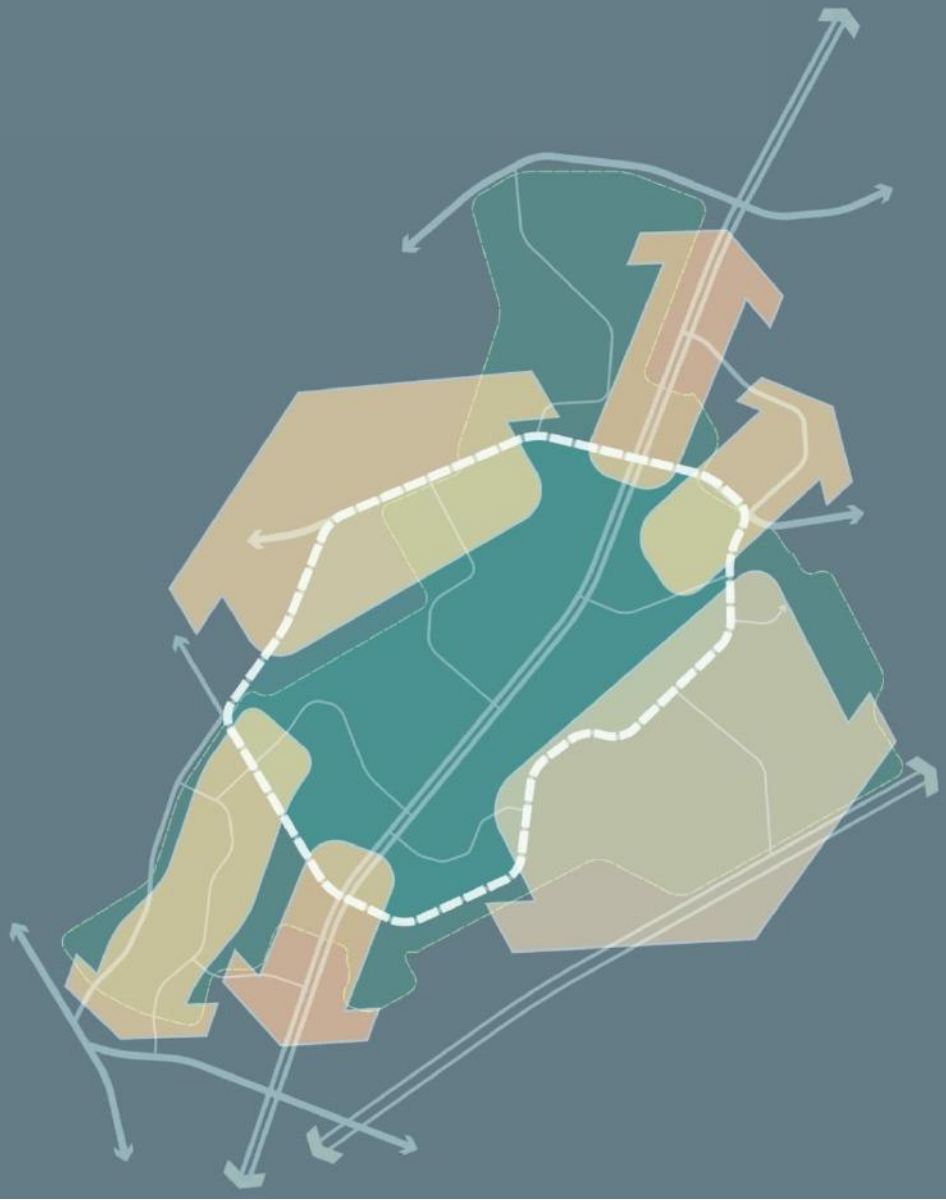
Parks and Greenspace provide open space touching each major redevelopment area.

This Connective Green Pathway Recreation Network is critical for providing alternative mobility, in conjunction with the **Innovation Ring Route** and roadways.

6. POSITION COMMUNITY APPROPRIATE USES AT THE INNOVATION HUB EDGE

In addition to the identification of key development nodes along the Innovation Hub Ring Route, **community appropriate uses along the hub's edge inform the overall planning effort.**

The following section provides more detail on the potential uses that would be located along the edge of the hub area.



MASTER PLAN CONCEPTS & LAND USE PLAN
DEVELOPMENT FRAMEWORKS

The below development framework below illustrates the major development nodes in the Innovation Hub area and the general positioning of each node. This development framework is further detailed on the following page.

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

MASTER PLAN CONCEPTS & LAND USE PLAN
DEVELOPMENT FRAMEWORKS

Excite: Visitor, Retail and Entertainment Focus Area

- Boutique Shops +Restaurant Row
- Mural Festival
- Joint Conference Center
- Wholesale Trade Mart
- Digital Community Showcase

Infrastructure Improvements:
+Pedestrian Hotel Connector
+Wifi Hot Spot
+Doraville MARTA Connection
+High-Profile Public Plaza
+Parkway Pedestrian Bridge
+Wayfinding Demonstration Project

Encourage: Business Incubcation and Startup Focus Area

- Co-Working Expansion Space
- Business Welcome Center
- Disruption-Fest / Hackathon
- Bikery
- Smart Cities Test Bed

Infrastructure Improvements:
+Pedestrian Hotel Connector
+Trail Parcourse Facilities
+Wifi Hot Spot

Explore: Creative Campus Environment Focus Area

- Collaborative Design Center
- Joint Additive Manufacturing Center

Infrastructure Improvements:
+Wifi Hot Spot

Engage: Mixed-Use Workplace Campus Focus Area

- Gourmet Incubator / Food Hall
- Precision Medicine Clinic

Infrastructure Improvements:
+Pedestrian Hotel Connector
+Express Lanes Parkway Underpass
+Wifi Hot Spot
+Doraville MARTA Connection

Energize: Workplace Enhancement Focus Area

- Co-Working Expansion Space II
- Corporate Campus Amenity Package

Infrastructure Improvements:
+Wifi Hot Spot

Enhance: Business and Company Retention Focus Area

- Joint Digital Forensics Teaching Lab

Infrastructure Improvements:
+Wifi Hot Spot
+Public Structured Parking

Escape: Open Space Preservation Focus Area

- Environmental Nature Center

Enable: Community Living and Working Environment Focus Area

- Indoor Athletics Use
- Performing Arts + Sculpture Park
- Food Truck Fair
- Bikery - Brewery
- Elder Residential College

Infrastructure Improvements:
+Wifi Hot Spot
+Public Structured Parking

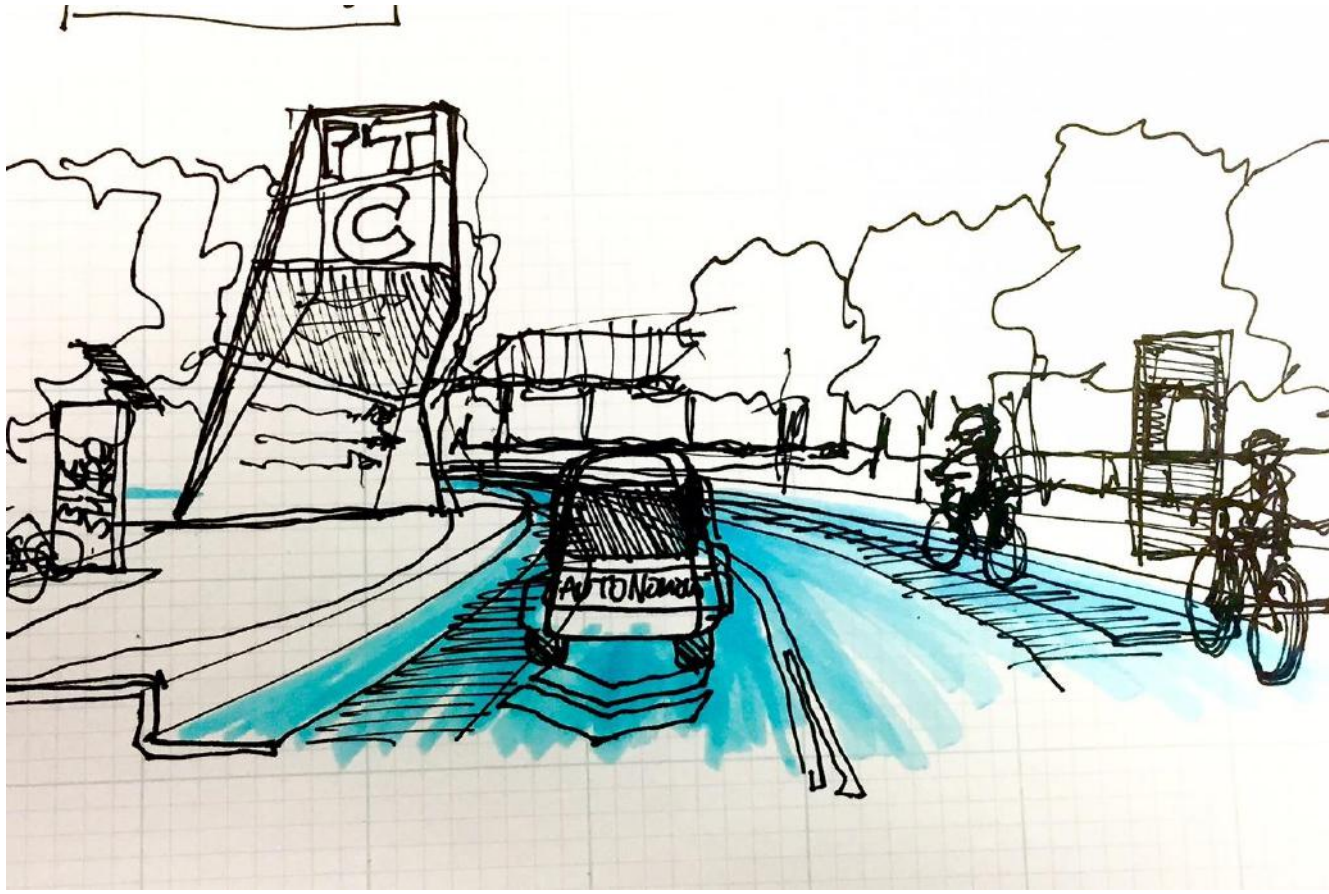
The diagram above illustrates the overall economic conceptual framework for the PTC Innovation Hub and its key development districts. Each development district has a function within the hub area, as well as potential catalyst projects and infrastructure improvement recommendations to trigger investment. Each of the development districts is described in more detail in the following Master Plan & Land Use Concepts section.

3.0
MASTER PLAN FRAMEWORK

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

The Master Plan Framework provides more detail for the recommended Development Districts, Catalytic Projects and potential Infrastructure Improvements.

The section begins with a description of the catalyst projects and a general planning area where each could be located, then provides a description of the development districts within the planning areas.



Catalyst Projects

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

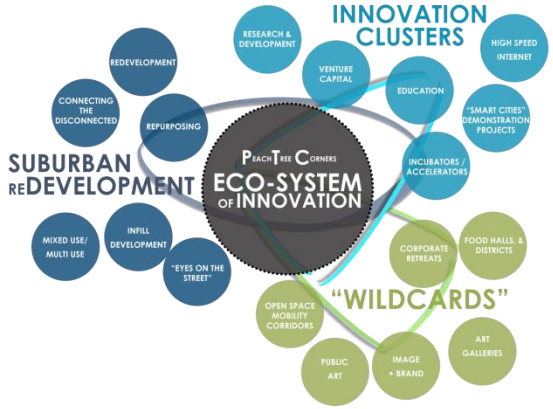
The Catalyst Project Concepts are informed by the background analysis; however, it should be noted that further vetting of these potential projects should occur at later stages after initial consensus of the prioritized initiatives has taken place by the City of Peachtree Corners Staff and Council.

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

While it is recognized that these categories do overlap, the "Eco-System of Innovation" provides a good framework for tracing the original objectives from being conceptual in nature to proposed real-life projects that are located within given development districts. The location of the Catalyst projects are co-located strategically to build upon each other and to generate real change for the residents, businesses and the future generations of the City of Peachtree Corners.

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

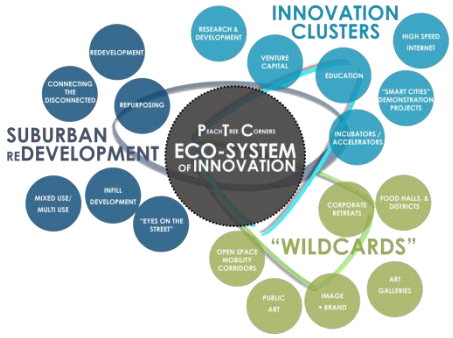
FIGURE 3.1 - PTC INNOVATION HUB PLANNING AREAS



POTENTIAL CATALYST PROJECTS

DEVELOPMENT PLATFORMS: FULL SERVICE, COLLABORATION & CONVENIENCE

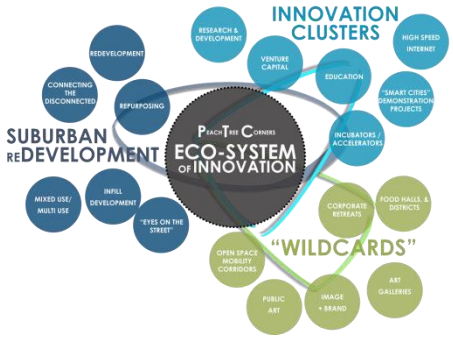
	GOODWILL MIXED USE REDEVELOPMENT	• Potential Redevelopment of the "Goodwill Site" into a Mixed-Use Hub reincorporating Goodwill's operations into a node that also includes restaurants, rental housing, civic-use and creative office. • Incorporation of the Innovation Shuttle, Bike Path into a Multi-Modal area co-mingling people from all walks of life.
	PUBLIC STRUCTURED PARKING	• Shared structured parking facility in proximity to Innovation Hub Shuttle Service, Multi-Use Trail and Designated future Bike Path. • Allows PTC residents, workers and visitors to "park and walk, bike or hike" to a concentration of amenities while distributing cost of structure amongst multiple buildings.
	GRADE SEPARATED EAST-WEST CROSSING	• Grade separation intersection to improve traffic flow travelling throughout Peachtree Corners. • Integrated Innovation Hub Shuttle Stop to allow for effective east-west connectivity.
	WIFI HOTSPOTS & FIBRE OPTIC NETWORK	• City partnership providing fibre optic network infrastructure to increase average broadband speeds as a means of retention, expansion and attraction of industry. • Select free WIFI Hot Spots in public spaces including plazas and major Innovation Hub Shuttle Stops.
	CULINARY INCUBATOR & CAFÉ TERRACE	• Builds on the burgeoning culinary scene of the Metro, and the role of food & beverage in attracting both millennials and "perennials". • Affordable space for culinary entrepreneurs and community gathering space for residents.



POTENTIAL CATALYST PROJECTS

DEVELOPMENT PLATFORMS: VISITOR ENTERTAINMENT & CONVENIENCE

	INNOVATION HUB SHUTTLE	• Autonomous Circulator Shuttle effectively linking the existing separate nodes of development into an Innovation Hub. • Potential first phase circling the Hub Area with second phase running North-South .
	HOTEL TO RETAIL PEDESTRIAN PATH	• Pedestrian mobility infrastructure connecting the strong concentration of hotels and visitors to the concentration of retail & shopping along Peachtree Parkway. • Additional pedestrian link from new Twin Lakes Development into a Hotel & Entertainment Village.
	JOINT EDUCATION & SHARED CONFERENCE CENTER	• Multiple Educational Providers providing embedded education, training facilities and international education in partnership with local educational and industry leaders. • Shared conference facilities for surrounding hotels to further entice demand for hotels.
	BUSINESS WELCOME CENTER, FULL SCALE CITY MODEL & DIGITAL ART GALLERY	• Welcome Center would actively engage visitors, illustrating the current priorities, objectives and projects of the City. • Digital Art Gallery highlighting the increasing convergence of Art & Technology with artist-in-residence opportunities linked to a showcase area close to visitors and locals.
	MIXED USE HOTEL & ENTERTAINMENT VILLAGE WITH FOOD HALL	• Leveraging the strong concentration of hotels to build a village of restaurants, small-scale shops and public space for both business travellers and the growing population of the south side. • Providing a localized walkable village that is in proximity to hotel guests, and compliments the existing retail inventory over time.



POTENTIAL CATALYST PROJECTS

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

	CO-WORKING SPACE	• Building on the strength of Prototype Prime and the growing demand for Co-Working space in the Metro Area, these spaces could come from the repurposing of existing vacant space to accommodate growing companies looking for affordable space.
	COLLABORATIVE DESIGN CENTER (DUDOC)	• A platform for companies focused on the application of consumer-driven Green Technology, Sustainability & Innovation to enter the U.S. market. • Extensive expertise in Repurposing & Developing existing office space as well as introducing companies to new markets.
	SMART CITIES R&D AND DEMONSTRATION PROJECT TEST SITE	• In keeping with innovation, the Smart Cities R&D and Demonstration Project Test Site would function as a leader in exploring public sector application of Smart Cities technologies such as Autonomous Vehicles, Renewable Power & Closed ring Infrastructure.
	FITNESS TRAIL PARCOURSE	• Embellishing the proposed Multi-Use Trail with fitness related equipment that is durable to outdoor weather, with users ranging from Bootcamp type events to everyday exercise. • Functioning as a community gathering hub the Parcourse is family friendly and attracts a wide audience.
	MURAL FESTIVAL	• Community Building event to foster interaction amongst PTC's residents, businesses as well as those from outside the area who are artists, entrepreneurs, and creatives. • Designated buildings are volunteered by business owners within the area which could be potentially incentivized through P3s.

POTENTIAL CATALYST PROJECTS

DEVELOPMENT PLATFORMS: ACTIVE WORKING & LIFE-LONG LEARNING

	CORPORATE SPONSORED AMENITY PACKAGES	• Opportunities to infill and connect in unique ways such as re-imagining retention areas with floating steps leading to a shared communal area for daytime workers sharing lunch, conversation or meetings.
	LIFE LONG LEARNING CAMPUS	• Center of education for PTC citizens with a focus on those who may be semi-retired and looked to learn new skills and teach young entrepreneurs. • Builds a culture of intergenerational entrepreneurship.
	SMART SCREENS & WAY FINDING DEMONSTRATION PROJECT	• PTC branded and interactive art, advertisements & wayfinding displays will inform visitors and locals of Peachtree Corners history, business environment, and how to get around.
	NEIGHBORHOOD BREW HOUSE & INDOOR REC	• Local brewery with small-scale pub that provides residents of the east a neighborhood destination and "third place" as well as provides opportunities for creating jobs and promotion for the City – "PTC Brewing".
	DAILY FOOD TRUCK HUB & SUMMER FARMERS MARKET	• Designated area for "food-preneurs" to provide a much needed "amenity" to the growing workforce of the west end. • Running Monday to Friday, the "Hub" can also be a major City Event celebrating Georgia's unique and ever burgeoning culinary scene.

District Level Strategies

With the goals and objectives of the overall conceptual planning framework established (Prioritize a Continuous Route, Provide Multi-Modal Transportation between Gateways, etc.), and the potential Catalyst Project Concepts explored, the District Level Strategies begin to mesh together both these key recommendations into a framework of Development and Design.

Within each larger Planning area there are Development Districts. These districts each have a unique market positioning and community function as a means of accomplishing the goals and objectives of the Innovation Hub Master Plan. Each district contains a general Development Strategy and Design Strategy.

The Development Strategy provides recommendations on whether an agglomeration of sites is better suited to Redevelopment, Repurposing or Infill. Furthermore, the Development Strategy, indicates the suitable location for potential Catalyst Projects within the Districts and potential Development Mechanisms that may trigger development or partnership.

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

PTC SOUTH | EXCITE DISTRICT

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

Building on an existing cluster of hotels and retail in area, the "Excite" District is a vibrant and memorable experience that brings visitors and locals together in a residential, retail, hotel, and entertainment complex. This district excites and attracts bright minds and would connect PTC's Twin Lakes to the new City Hall, a potential Joint Education & Conference Center and ultimately the Mixed Use Hotel & Entertainment Village project. Communicating the vision and potential role of the city, county, or region with key land owners is underscored by the integral first step of assessing potential partnership models and the programming of catalyst projects.

STRATEGIC GOALS

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

Transportation: Establish clear pedestrian links between hotels and the retail and entertainment project. Also establish clear pedestrian links between Twin Lakes development and the retail and entertainment project.

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

POTENTIAL CATALYSTS & DEVELOPMENT PROJECTS

HOTEL TO RETAIL WALKWAY:
- Embellishes Multi-Use Trail by connecting multiple paths in major development nodes encouraging less reliance on cars.

HOTEL & ENTERTAINMENT VILLAGE REDEVELOPMENT:
- Redevelopment of the current separated hotel and retail developments into a walkable Residential, Retail, Hotel & Entertainment Village.

JOINT EDUCATION & SHARED CONFERENCE CENTER:
- Increase number of visitors to area by providing conference facilities.
- Allows innovation to grow as a result of collaboration amongst educational providers.

PTC LIGHTING & WAYFINDING:
- PTC branded and interactive art, advertisements & wayfinding displays

BUSINESS WELCOME CENTER & FULL SCALE CITY MODEL:
- Provides opportunity to showcase PTC Innovation Hub Initiatives to visitors and locals .

DIGITAL ART GALLERY:
- Digital Art Gallery highlighting the increasing convergence of Art & Technology with artist-in-residence opportunities linked to a showcase area close to visitors and locals.

PTC SOUTH | EXCITE DISTRICT

KEY

Community Resource Recommendations
- Education Facility or Program Recommended
- Housing Development Opportunity
- Housing Planned / Under-Construction

Wayfinding + Identity Recommendations
- Major Innovation Hub Gateway Signage
- Secondary Innovation Hub Gateway Signage
- Innovation Hub Directional Sign
- Multi-Media Showcase Opportunity

Open Space Recommendations
- Community Showcase Environment
- Retail-Mixed Use Pathway In-Detail
- Business Park Pathway In-Detail
- Publicly-Accessible Open Space

Transportation Recommendations
- Multi-Modal Streetscape w/ Dedicated Lanes
- Multi-Modal Streetscape w/ Shared Lanes
- Shared Parking Structure
- Innovation Hub Shared-Use Vehicle Station
- Innovation Hub Bikeshare or Bike Station

Development Recommendation
- Infill or Development Recommendation
- Re-Use Recommendation

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

PTC SOUTH | EXCITE DISTRICT

Development Approach:
- Redevelopment

Development Typologies:
- Office Complex – Large Tech Office Cluster
- Mixed Use Retail

Potential Development Mechanisms:
- Acquisition
- Land Assembly

Development Approach:
- Infill

Potential Catalysts:
- Joint Education & Conference Ctr.

Development Typologies:
- Conference Center

Potential Development Mechanisms:
- Joint Venture

Development Approach:
- Redevelopment

Potential Catalysts:
- Digital Art Gallery
- Entertainment Village

Potential Development Mechanisms:
- RFP – Master Developer

PTC SOUTH | EXCITE DISTRICT

PTC SOUTH | EXCITE DISTRICT

EXISTING CONDITION:
WOODHILL DRIVE & PEACHTREE PKWY
LOOKING NORTHEAST

CONCEPT & VISION:
PTC SOUTH - EXCITE DISTRICT

PTC NORTH | ENGAGE DISTRICT

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

A productive workplace is directly influenced by the availability of support services, daily conveniences, and high-end amenities all within one place. Specialized grocery, group catering, campus valet, high speed internet, and a consistent branding & landscape scheme work together to support a district level class-A aura. The "Engage" District is envisioned to provide a cohesive, walkable campus where large and mid-sized companies, students, and locals interact through concerted efforts undertaken by the City to bring each group together.

STRATEGIC GOALS

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

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

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

POTENTIAL CATALYSTS & DEVELOPMENT PROJECTS

GOODWILL MIXED USE REDEVELOPMENT:
- Increased housing choice through Mixed-Use Development.

GRADE SEPARATED EAST-WEST CROSSING:
- Improves east-west connectivity and north-south traffic flow.

PUBLIC STRUCTURED PARKING:
- "Releases" surface parking for infill; shares costs and aligns with AV Ring Stops.

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

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

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

PTC NORTH | ENGAGE DISTRICT

KEY

Community Resource Recommendations
- Education Facility or Program Recommended
- Housing Development Opportunity
- Housing Planned / Under-Construction

Wayfinding + Identity Recommendations
- Major Innovation Hub Gateway Signage
- Secondary Innovation Hub Gateway Signage
- Innovation Hub Directional Sign
- Multi-Media Showcase Opportunity

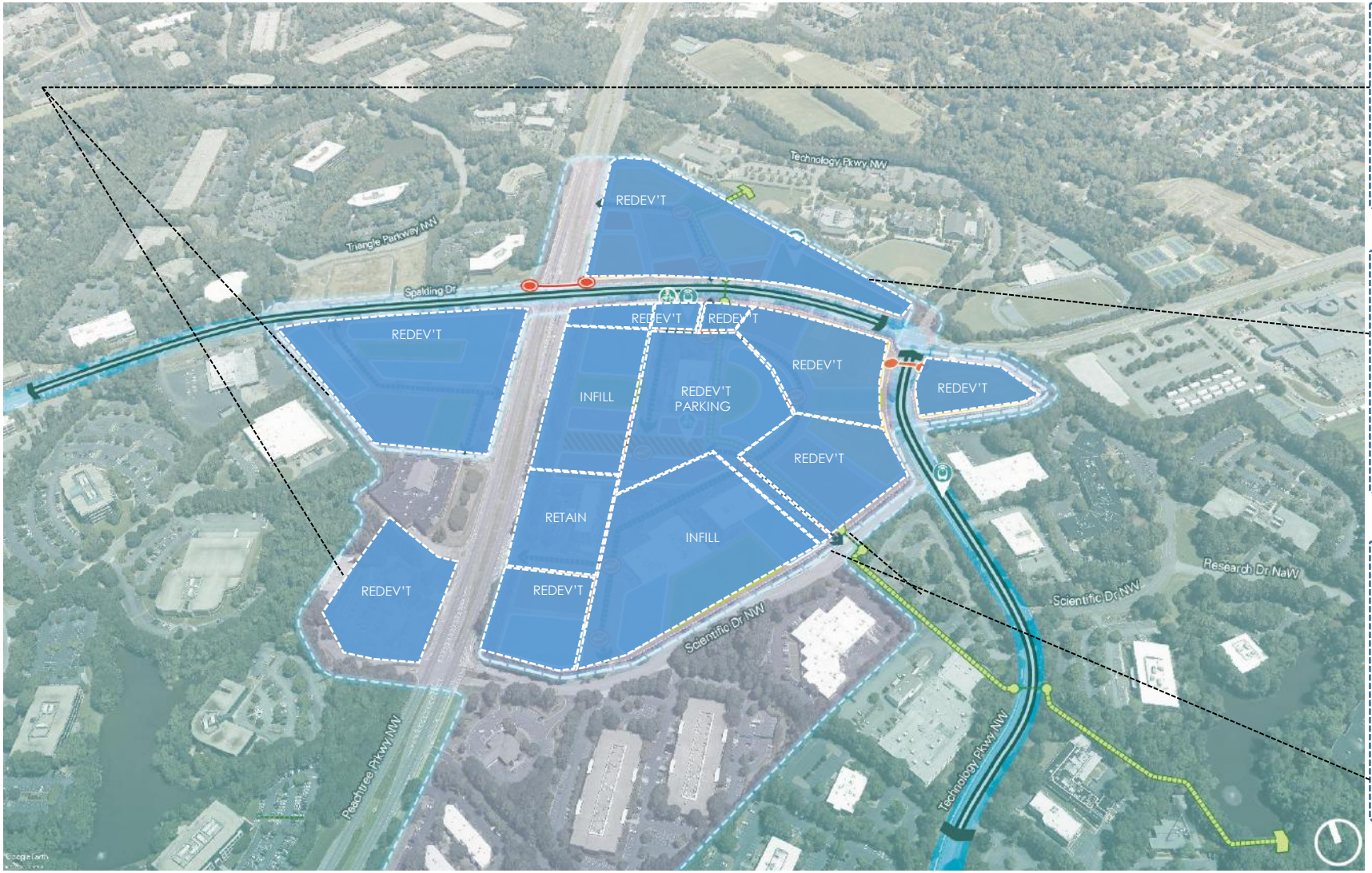
Open Space Recommendations
- Community Showcase Environment
- Retail-Mixed Use Pathway In-Detail
- Business Park Pathway In-Detail
- Publicly-Accessible Open Space

Transportation Recommendations
- Multi-Modal Streetscape w/ Dedicated Lanes
- Multi-Modal Streetscape w/ Shared Lanes
- Shared Parking Structure
- Innovation Hub Shared-Use Vehicle Station
- Innovation Hub Bikeshare or Bike Station

Development Recommendation
- Infill or Development Recommendation
- Re-Use Recommendation

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

PTC NORTH | ENGAGE DISTRICT



Development Approach:
- Redevelopment

Development Typologies:
- Live Work Space

Potential Development Mechanisms:
- Acquisition
- Land Assembly

Development Approach:
- Redevelopment

Potential Catalysts:
- Specialized Grocery
- Library & Community Ctr.

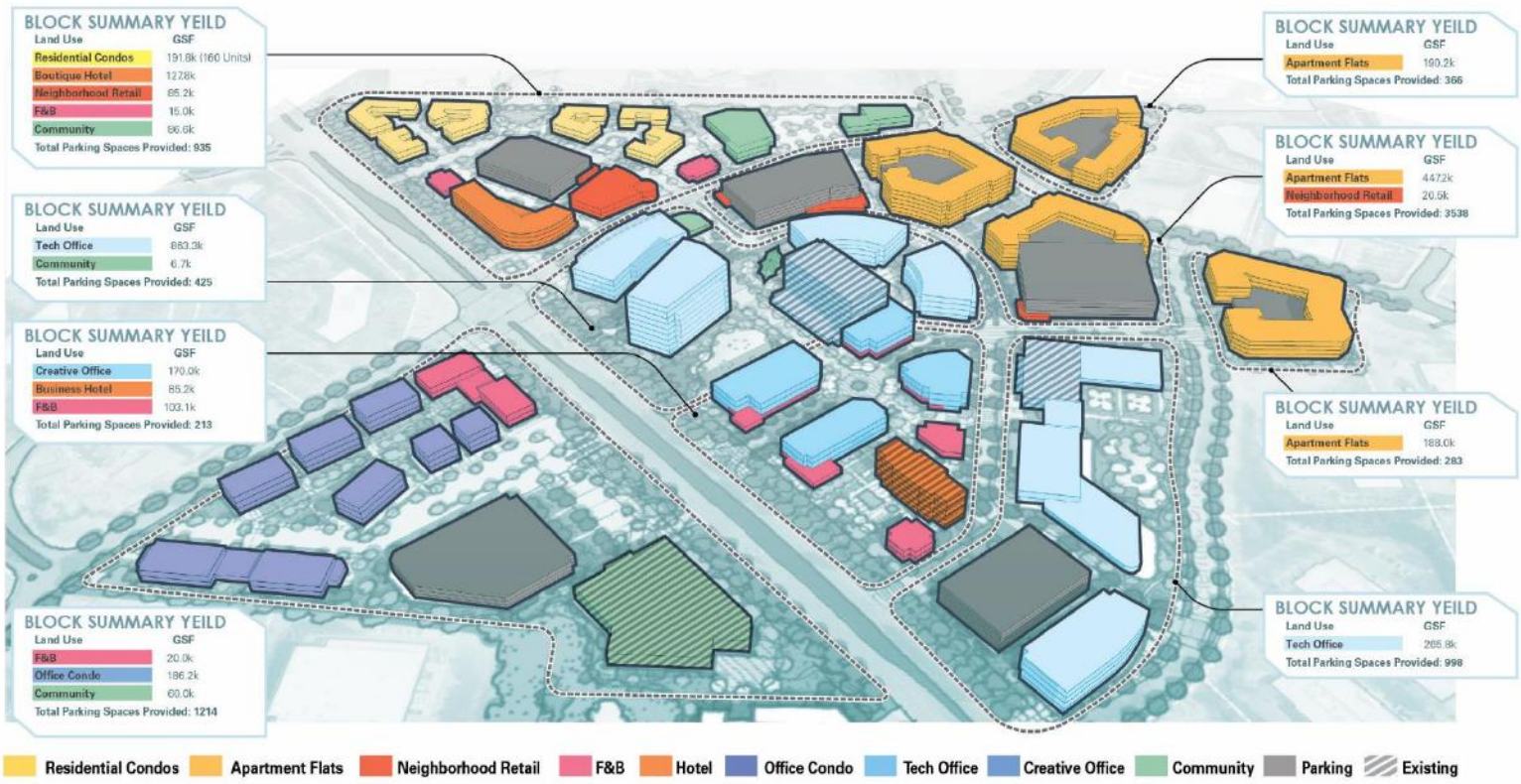
Potential Development Mechanisms:
- Land Swap
- RFP - Master Developer

Development Approach (All Parcels in S. Quadrant):
- Redevelopment
- Infill

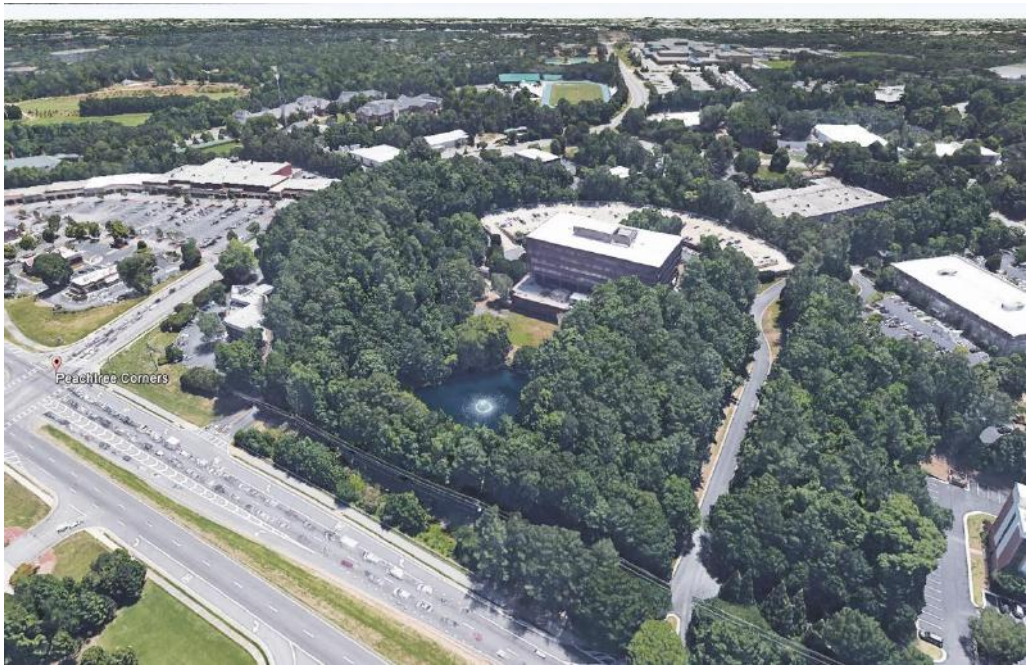
Potential Catalysts:
- Fibre Network & Wired Campus
- Structured Parking

Potential Development Mechanisms:
- Land Assembly
- Pre-Zone & Flexible Zoning
- RFP – Master Developer

PTC NORTH | ENGAGE DISTRICT



PTC NORTH | ENGAGE DISTRICT



EXISTING CONDITION:
SPALDING & PEACHTREE PKWY
LOOKING NORTHEAST

CONCEPT & VISION:
PTC NORTH ENGAGE DISTRICT

PTC NORTH | ENHANCE DISTRICT

COMPETITIVE POSITIONING: *ENHANCE THE ATTRACTIVENESS AND RATE OF RETENTION FOR MAJOR OFFICE PROPERTIES.*

Building on recapitalization projects occurring and existing flagship companies located in the area the "Enhance" District provides communal amenity improvements aimed at strengthening and retaining companies in the area. The "Enhance" aims to ensure large established national and international firms feel confident and comfortable locating major R&D and employee clusters in Peachtree Corners. Secured environments, accessible amenities, on-point supportive services, and public realm and urban brand upgrades are some of the elements that enhance locational loyalty in the Innovation Hub.

STRATEGIC GOALS

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

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

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

POTENTIAL CATALYSTS & DEVELOPMENT PROJECTS

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

CREATIVE OFFICE INFILL:
- Intensifies area with new office inventory and allows for retail clusters interfacing with neighborhood.

AUTONOMOUS TESTING GROUND:
- Provides opportunity for increased Housing Choice through Mixed-Use Development.

JOINT DIGITAL FORENSICS TEACHING LAB:
- Provides opportunity for increased Housing Choice through Mixed-Use Development.

NEIGHBORHOOD CAFÉ:
- Provides access to "third place" for local residents to unwind between work and home.

ENHANCED TRAIL & PATHWAY:
- Building on the proposed Multi-Use Trail, this path would connect the "Enhance" District to the Forum, Town Center and

NEIGHBORHOOD CAFÉ:
- Provides access to "third place" for local residents to

PTC NORTH | ENHANCE DISTRICT

KEY

Community Resource Recommendations
- Education Facility or Program Recommended
- Housing Development Opportunity
- Housing Planned / Under-Construction

Wayfinding + Identity Recommendations
- Major Innovation Hub Gateway Signage
- Secondary Innovation Hub Gateway Signage
- Innovation Hub Directional Sign
- Multi-Media Showcase Opportunity

Open Space Recommendations
- Community Showcase Environment
- Retail-Mixed Use Pathway In-Detail
- Business Park Pathway In-Detail
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Transportation Recommendations
- Multi-Modal Streetscape w/ Dedicated Lanes
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- Shared Parking Structure
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- Innovation Hub Bikeshare or Bike Station

Development Recommendation
- Infill or Development Recommendation
- Re-Use Recommendation

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

PTC NORTH | ENHANCE DISTRICT

Development Approach:
- Redevelopment

Potential Catalysts:
- Digital Forensics Teaching Lab

Development Typologies:
- Life Style Tech

Potential Development Mechanisms:
- JV w/ existing land owner
- Acquisition by PTC and JV with 3RD party

Development Approach:
- Repurpose & Recapitalization

Potential Development Mechanisms:
- Recapitalization Fund

PTC EAST | EXPLORE DISTRICT

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

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

STRATEGIC GOALS

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

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

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

POTENTIAL CATALYSTS & DEVELOPMENT PROJECTS

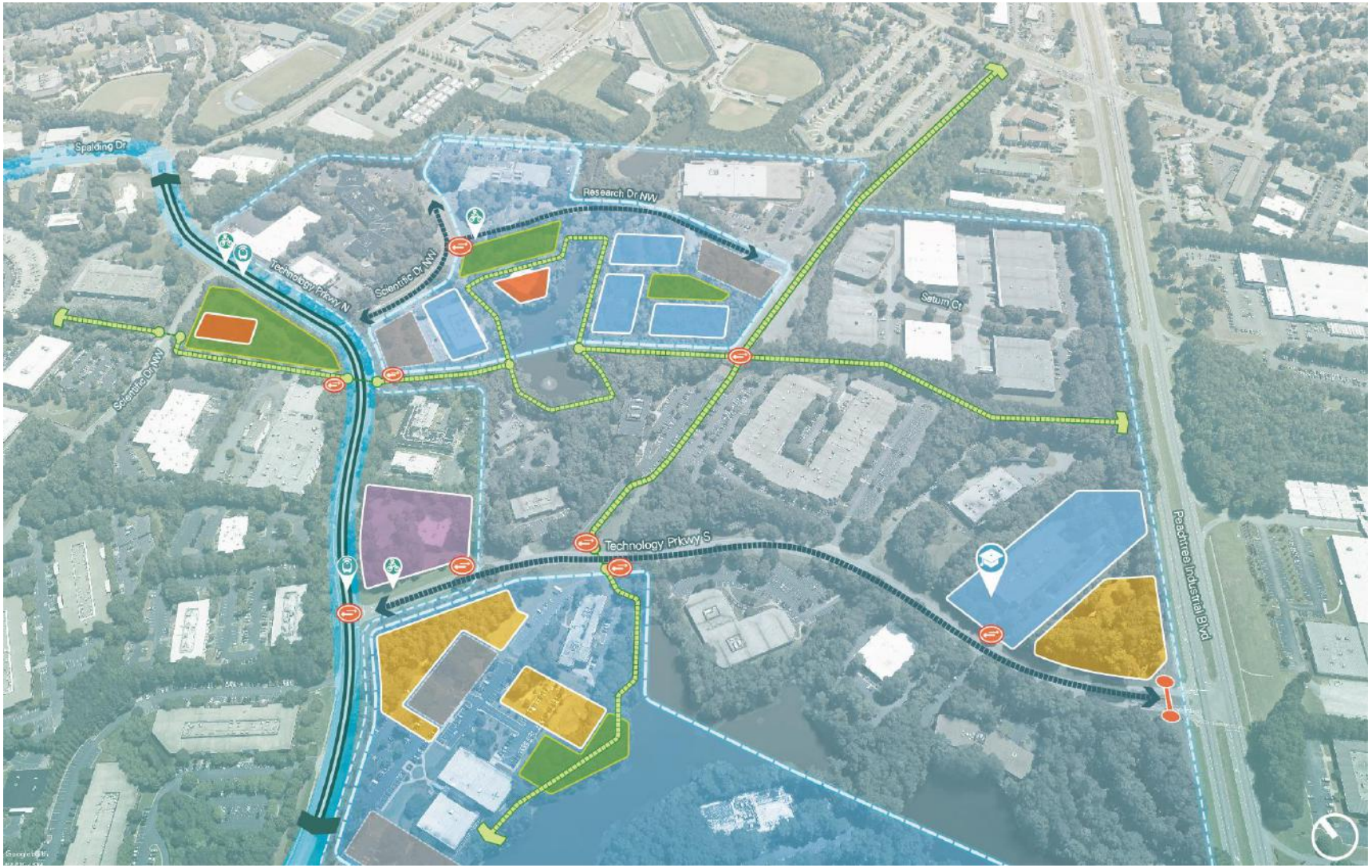
COWORKING SPACE:
- Long-Term affordable space for start-ups that have moved past their initial phase.

COLLABORATIVE DESIGN CENTER (DUDOC):
- Provides design creatives secluded area within an integrated campus.

FITNESS PARCOURSE & JUICE BAR:
- Indoor/Outdoor oasis amongst the Multi-Use Trail that is localized retail responding to visitors and residents.

BIKERY & BIKE RENTAL:
- Bike Rental facility in "Green Node" and with proximity to Start-Ups, Prototype Prime and those who may use a car less frequently based on housing choice.

PTC EAST | EXPLORE DISTRICT



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- Innovation Hub Multi-Modal Loop
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- Economic Advancement Areas

PTC EAST | EXPLORE DISTRICT

Development Approach:
- Repurpose

Potential Catalysts:
- Collaborative Design Center

Potential Development Mechanisms:
- Recapitalization

Development Approach:
- Redevelopment

Development Typologies:
- Lifestyle Tech Office

Potential Development Mechanisms:
- Acquisition
- JV
- RFP - Master Developer

Development Approach:
- Redevelopment

Potential Catalysts:
- Fitness Parcourse

Development Typologies:
Condominiums

Potential Development Mechanisms:
- Pre-Zoning

PTC EAST | ENCOURAGE DISTRICT

COMPETITIVE POSITIONING: *ENCOURAGE ENTREPRENEURS TO TRY AND SUCCEED AS NASCENT STARTUP BUSINESSES.*

The "Encourage" District is an area of creation and incubation with resources that help to facilitate successful start-ups of all kinds, within a socially and physically integrated neighborhood. Building on the presence of Prototype Prime, the "Encourage" District co-locates activity related to the development of arts, technology and community. With a focus on the real-life application of R&D occurring in the PTC Innovation Hub, this area would provide opportunities to "test" new technologies related to Smart Cities, Building and Renewable Technologies as well as Public Art, and the Digital Arts.

STRATEGIC GOALS

Land Use: Provide a range of small low-cost workspace options for start-up companies in reach of business incubator and discovery park projects.

Transportation: Ensure the clearest connections to alternative transportation modes to accommodate the high number of visitors and collaborative work approach.

Environment: Locate small collaboration spaces outdoors and within site of the Innovation Ring right-of-way with the most prevalent wayfinding installations in the Hub

POTENTIAL CATALYSTS & DEVELOPMENT PROJECTS

MULTI-TENANT ARTIST COLONY:
- Builds the area up as a cluster for artists looking for access to education, transit, and housing choice.

REPURPOSED OFFICE TO LIVE WORK SPACE:
- Reinvents area as working hub for entrepreneurs from a variety industries and realms of expertise.

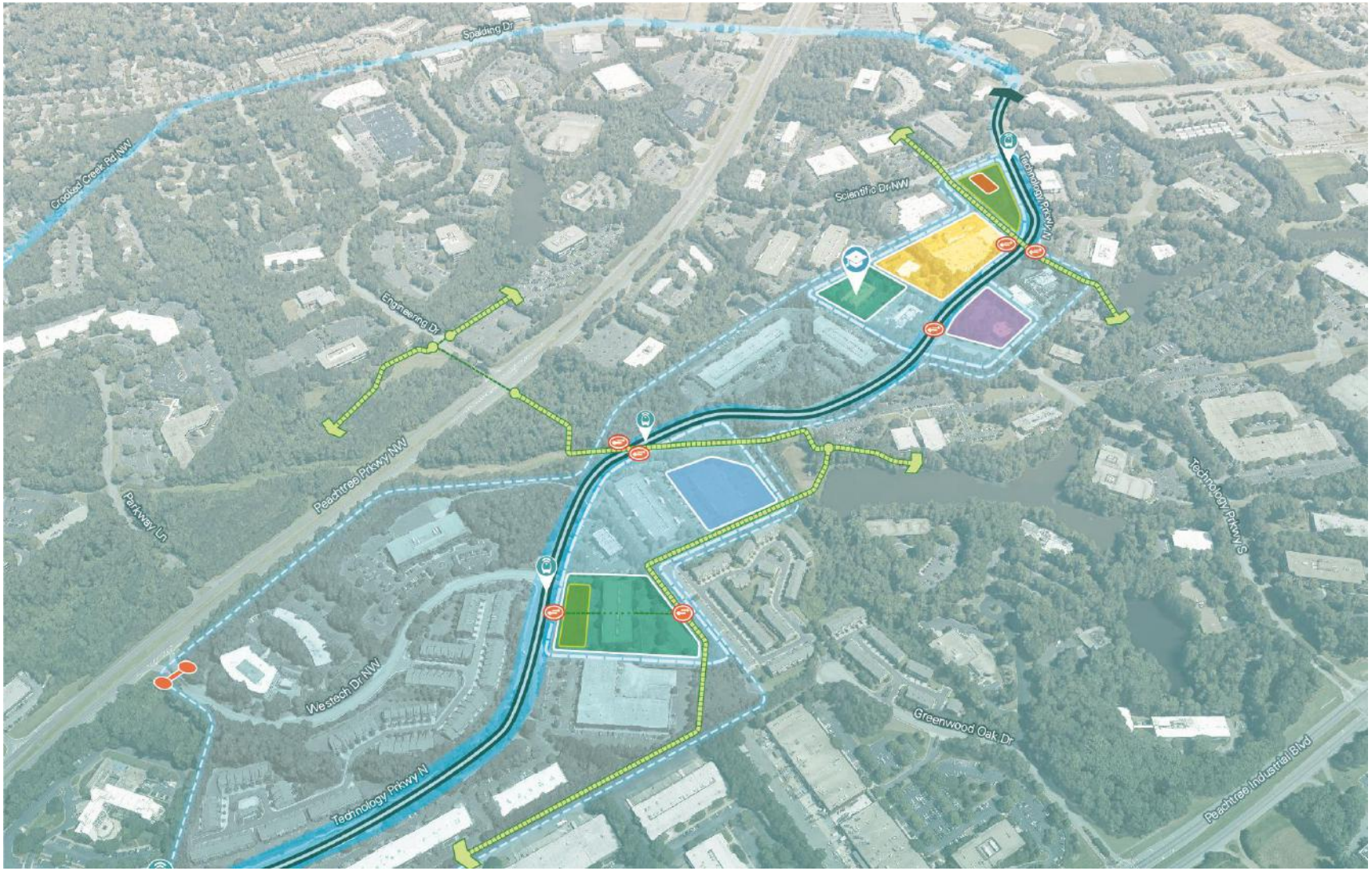
DIGITAL ARTS EDUCATION:
- Leverages the growing demand for professionals in Atlanta skilled in media related expertise.

SMART CITIES R&D AND DEMONSTRATION PROJECT TEST SITE:
- Builds on presence of Prototype Prime for potential collaborative research and focus areas.

MURAL FESTIVAL:
- Builds community, and allows artists living in the area to participate in shaping what the city looks like.

S.T.E.M FESTIVAL:
- Opportunity for companies to compete with one another to create friendly competitions and build-up a sense of familiarity with one's business neighbor, high school student or visitor.

PTC EAST | ENCOURAGE



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- Innovation Hub Multi-Modal Loop
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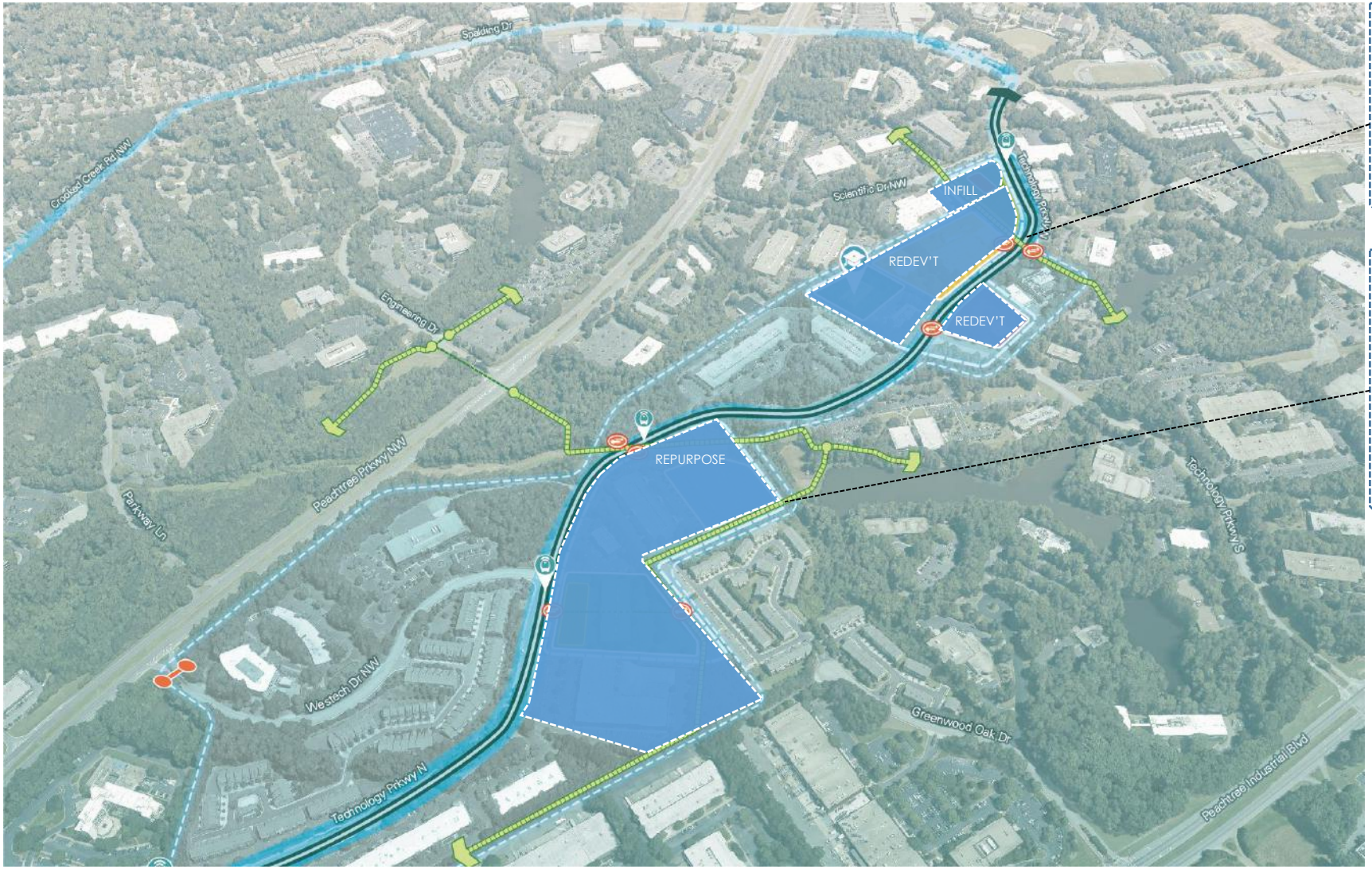
PTC EAST | ENCOURAGE



Development Approach:
- Redevelopment
- Infill

Development Typologies:
- Start-Up Complex
- Creative Office

Potential Development Mechanisms:
- Pre-Zone

Development Approach:
- Repurpose

Potential Catalysts:
- Digital Education Institute
- Smart Cities R&D Center

Development Typologies:
- Multi-Tenant Artist Colony
- Live Work Space

Potential Development Mechanisms:
- Recapitalization

PTC WEST | ENERGIZE DISTRICT

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

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

STRATEGIC GOALS

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

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

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

POTENTIAL CATALYSTS & DEVELOPMENT PROJECTS

MIXED USE HOUSING:
- Increases housing choice in proximity to Innovation Ring for access to alternative transport.

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

LIFE LONG LEARNING MIXED USE CAMPUS:
- Center for semi-retired to act as mentors for young entrepreneurs or alternatively, to learn new skills located in proximity to existing seniors housing.

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

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

PTC WEST | ENERGIZE DISTRICT

PTC WEST | ENERGIZE DISTRICT

Development Approach:
- Infill

Potential Catalysts:
- Mixed Use Housing Development

Potential Development Mechanisms:
- Acquisition
- JV Partnership

Development Approach:
- Redevelopment

Potential Catalysts:
- Elder College
- Indoor Climbing & Sports Center

Development Typologies:
- Mixed Use Retail/Housing
- Mixed Use Retail/Sports

Potential Development Mechanisms:
- Acquisition

Development Approach:
- Infill

Potential Catalysts:
- Structured Parking
- Business Park Pathway
- Floating Bridge/Dining Terrace

Potential Development Mechanisms:
- Joint Venture

PTC WEST | ENABLE DISTRICT

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

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

STRATEGIC GOALS

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

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

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

POTENTIAL CATALYSTS & DEVELOPMENT PROJECTS

PUBLIC STRUCTURED PARKING:
- "Releases" surface parking for infill; shares costs and aligns with AV Ring Stops.

CREATIVE OFFICE INFILL:
- Intensifies area with new office inventory and allows for retail clusters interfacing with neighborhood.

MIXED USE HOUSING:
- Increases housing choice in proximity to Innovation Ring for access .

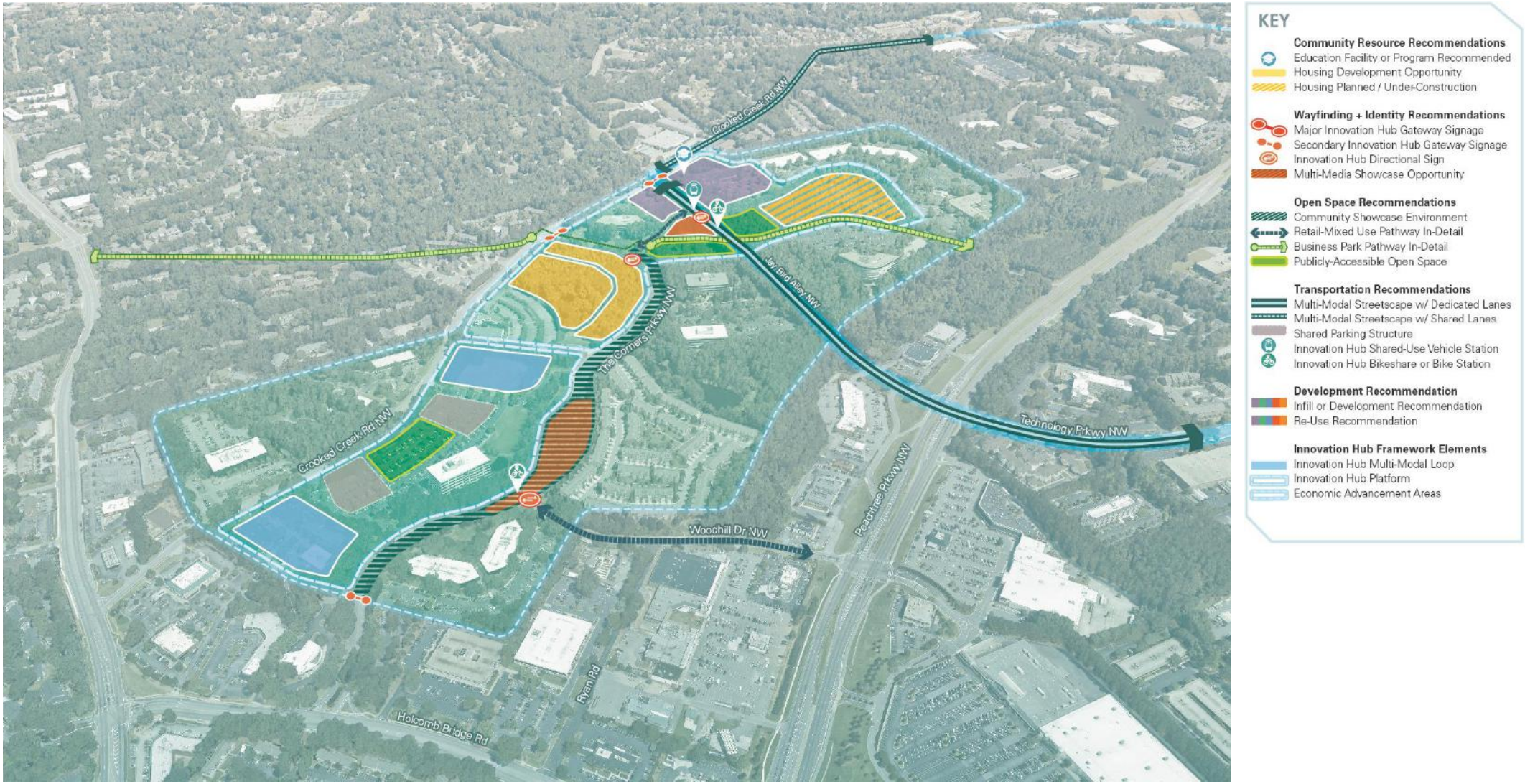
WIRED CAMPUS:
- Enhanced Internet Speeds to attract and retain firms. With a focus on embellishing the existing professional cluster present in the area.

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

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

MULTI-MEDIA SHOWCASE & WAYFINIDNG PROJECT
- Provides opportunity for PTC companies to showcase their latest projects and innovations and to communicate innovation's role in the PTC economy.

PTC WEST | ENABLE DISTRICT



PTC WEST | ENABLE DISTRICT

Development Approach:
- Redevelopment
- Infill

Potential Catalysts:
- Food Truck Hub

Potential Development Mechanisms:
- Acquisition
- Joint Venture

Development Approach:
- Infill

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

Potential Development Mechanisms:
- JV Partnership

ENHANCED INNOVATION HUB TRAIL AT TECHNOLGY PARKWAY NW

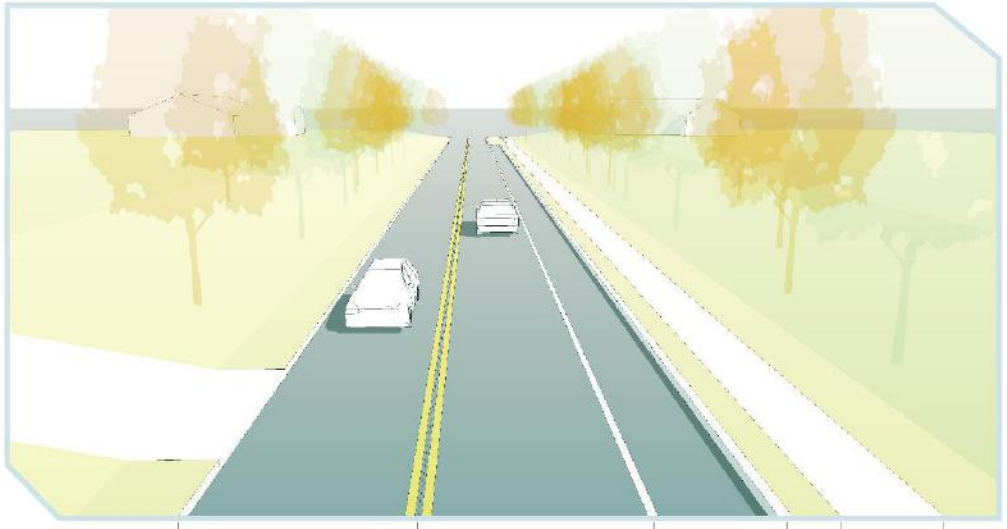
AFTER - ENHANCED INNOVATION HUB TRAIL AT TECHNOLGY PARKWAY NW

BEFORE – TECNOLOGY PKWY NW
MULTI-MODAL TRAIL

As the City of Peachtree Corners aims to foster innovation, attract a talented workforce and undertake a comprehensive rebranding, it is integral that its mobility and transportation infrastructure work in tandem with its economic growth objectives. The following images provide visual recommendations of how of potential catalyst project components related to transportation and mobility can work together to enhance certain areas while providing alternatives to future development related traffic. As the city has recently completed a comprehensive transportation master plan these images are illustrative in nature and meant only to provide additional input moving forward.

SECTION A-A | CROOKED CREEK RD NW

BEFORE



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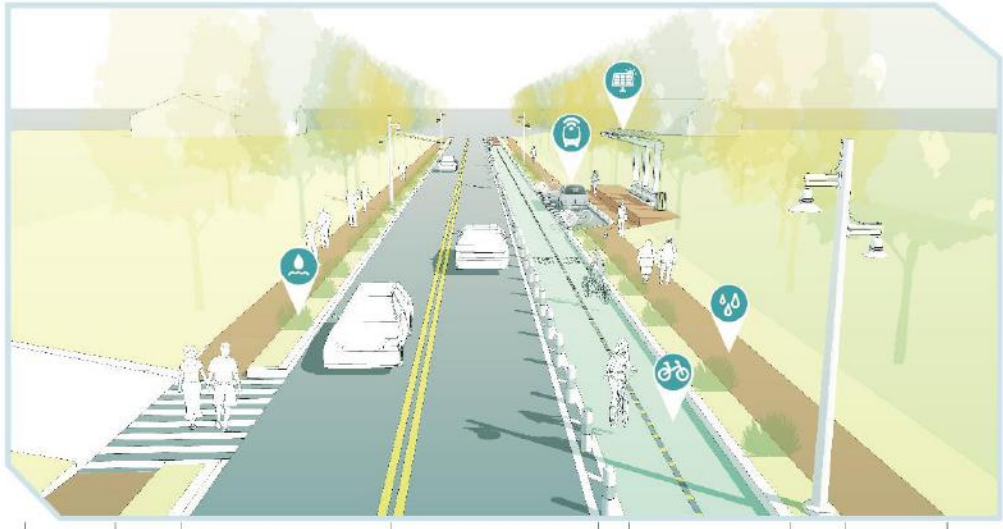


KEY MAP

EXISTING

Bioswales (Water Catchments)

Autonomous Vehicles

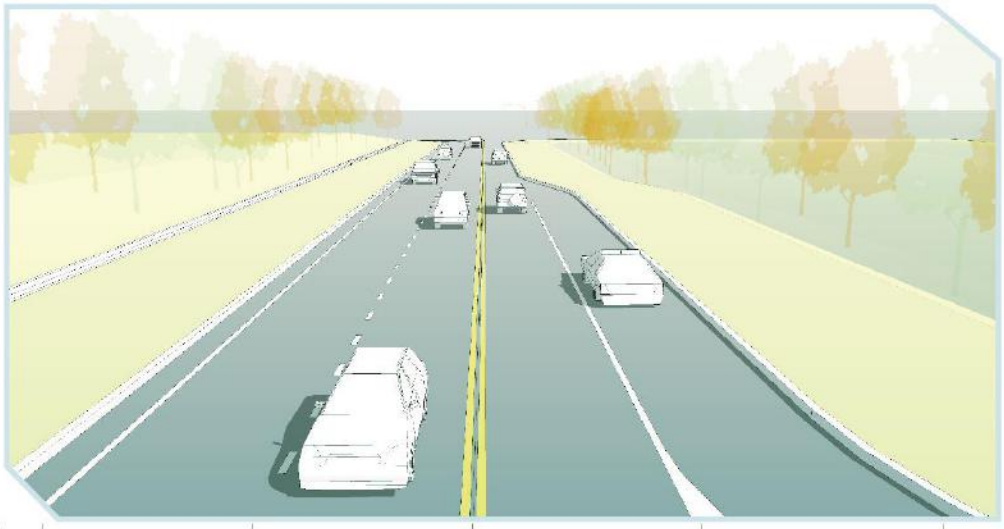
On-site PVs

Permeable Paving

Designated Bicycle Lane

SECTION B-B | JAY BIRD ALLEY NW

BEFORE



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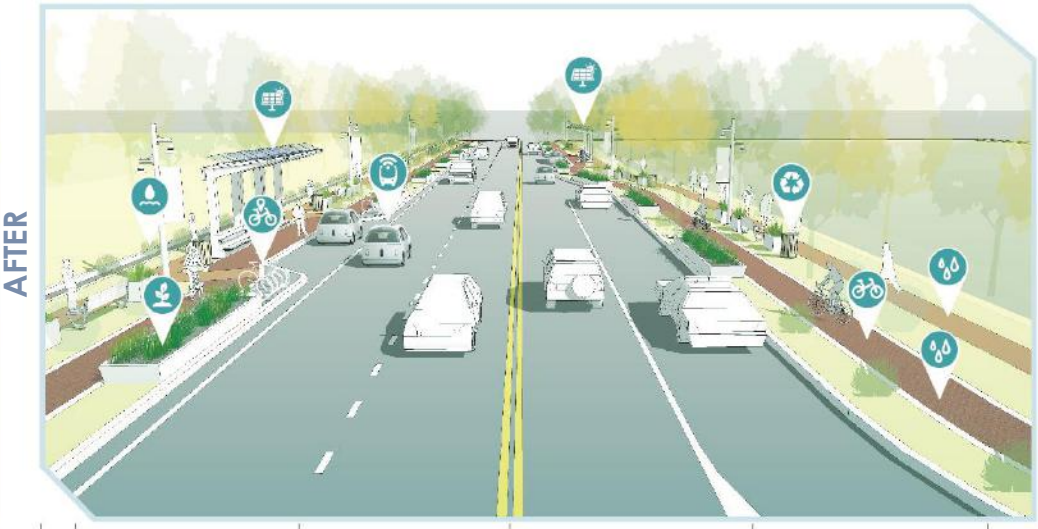


KEY MAP

EXISTING

Bioswales (Water Catchments)

Autonomous Vehicles

On-site PVs

Waste Management Program

Permeable Paving

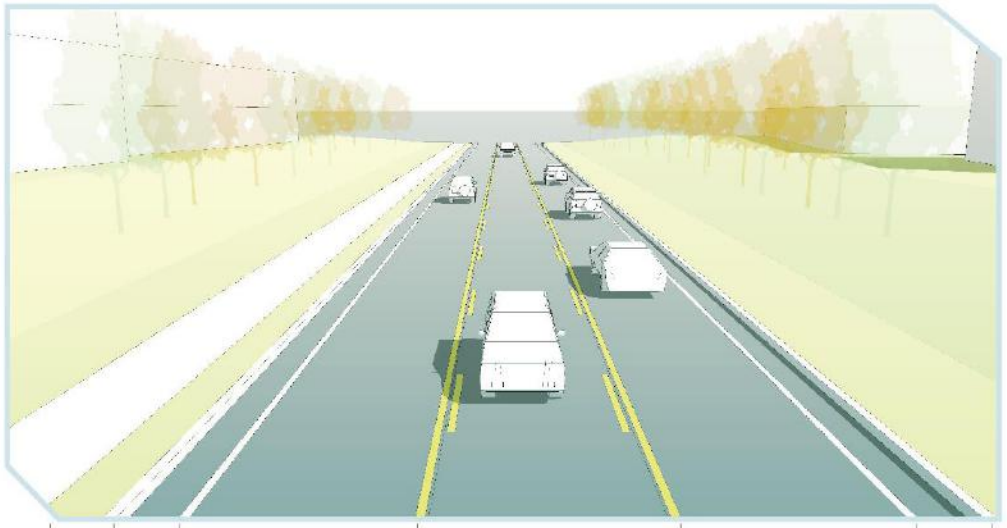
Designated Bicycle Lane

Shared Bicycle

Native Plant

SECTION C-C | TECHNOLOGY PARKWAY NW

BEFORE



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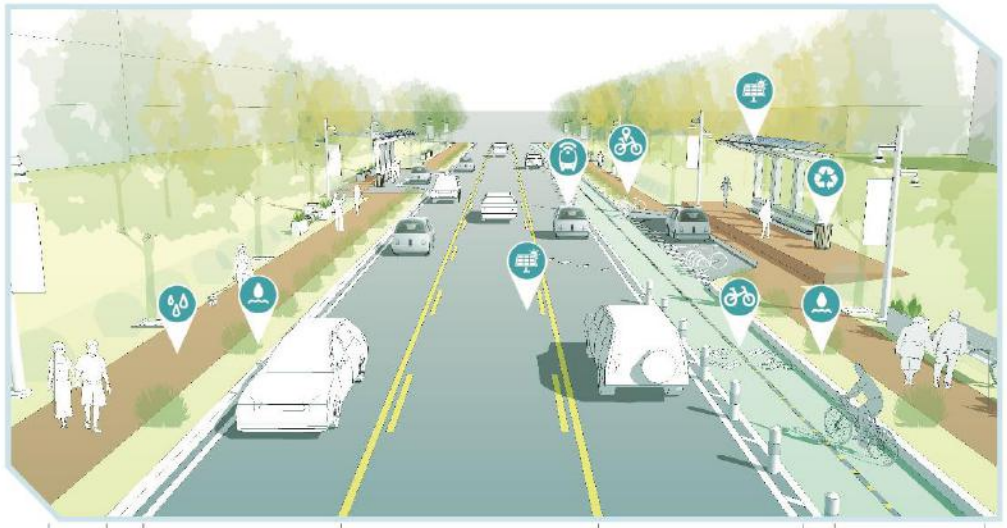


KEY MAP

EXISTING

Bioswales (Water Catchments)

Autonomous Vehicles

On-site PVs

Waste Management Program

Permeable Paving

Designated Bicycle Lane

Shared Bicycle

4.0
IMPLEMENTATION AND BRANDING

The PTC Innovation Hub Master Plan has multiple recommendations that are informed by the overall strategy. The following section provides a framework of Implementation and a foundation for Branding Directions meant to move the overall strategy forward.

This section begins with an exploration of the various components that are necessary to create a unique brand that is in informed by the recommended strategies of the master plan. The "Re-Branding Strategy" provides a platform to guide a future comprehensive Marketing & Branding campaign. The "Re-Branding" strategy for the PTC Innovation Hub Master Plan begins with an overview of the key components that inform "Brand DNA" and is followed by a SWOT Analysis; Audit of existing Marketing Materials; and Best Practices. Recommendations related to Potential Visualizations, Vision and Mission Statements, Core Values, Place Making and Hub Character, Target Audiences are then made.

Implementation recommendations related to integrating new and competitive development typologies are explored in the zoning analysis and proposal section. Lastly, this section prioritizes the recommendations of the Innovation Hub Master Plan into a summary of key next steps. These next steps are concise and meant to provide direction for moving the goals and objectives of the Innovation Hub Master Plan forward.

BUILDING THE BRAND

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

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

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

BRAND DNA MAJOR COMPONENTS

★ BACKSTORY

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

★ MISSION, VISION & CORE VALUES

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

★ POSITIONING

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

PTC INNOVATION HUB – THE BACKSTORY

The backstory or origins of the PTC Innovation Hub evolve from the development Peachtree Corners itself, however, it is extremely important to note that the PTC Innovation Hub Master Plan forms a new chapter in the overall narrative. While the backstory of Peachtree Corners begins with Paul Duke, and the area's role incubating Tech firms, the new chapter revolves around the incorporation of the city, the creation of a dedicated PTC Innovation Hub, the volunteers of the Innovation Hub Steering Committee, and the implementation role of the Downtown Development Authority. The new chapter reflects the consensus and convergence of Industry Leaders, as well as Civic Planning and Community Development to respond to new challenges and opportunities.

Most importantly, the members that make up the Innovation Hub Steering Committee reflect expertise related to Real Estate Development, Education, Incubation of Start-Ups and the growth of STEM related employment. It is recognized that in order to be effective, the Innovation Hub Steering Committee may continue to play an advisory role in the future of the PTC Innovation Hub. The Steering Committee is made up of local experts with a range of backgrounds and responsibilities. It should be noted that there are three (3) major focus areas that describe the group which include: Education & Innovation-Related Economic Development; Real Estate Development & Community Development.

BRAND DNA MAJOR COMPONENTS

★ **BACKSTORY**

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

PTC INNOVATION HUB – MISSION, VISION AND CORE VALUES

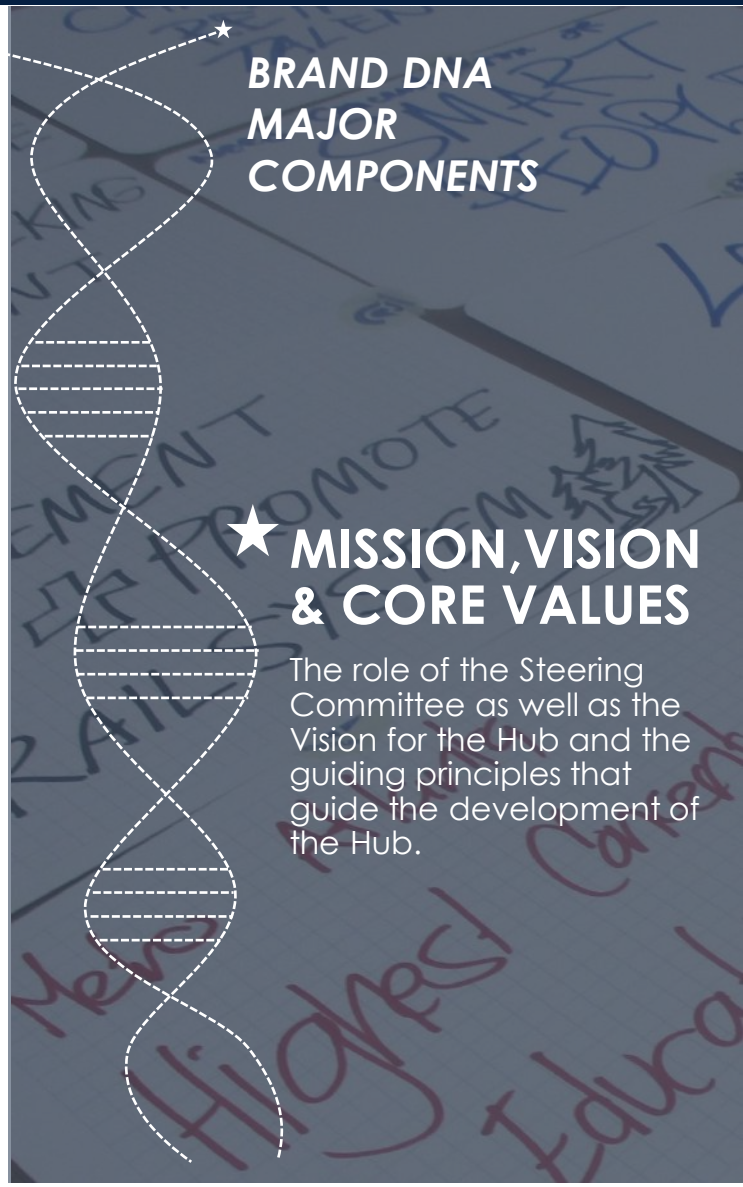
The primary purpose of the Steering Committee is to provide insight and direction as part of the creation of the PTC Innovation Hub Master Plan and the associated Vision, Mission, and Core Values needed to move it forward.

Mission Statement: Moving beyond the completion of the Master Plan, there may be potential that the expertise and insight of the Steering Committee members working in partnership with the Downtown Development Authority, will inform **provide leadership and an integrated approach to achieving the Economic Development, Community Enhancement and Real Estate Development goals of the PTC Innovation Hub.**

Vision: The key themes of the Stakeholder Engagement provide an indication of an overall **Vision and Aspiration** for the PTC Innovation Hub to be seen as **North Atlanta's leading environment for entrepreneurship, creativity, curiosity and investment.**

Core values: The general culture and principles that inform how the vision of the PTC Innovation Hub Master Plan is achieved are related to Core Values. Core Value themes that come out of the stakeholder engagement included being:

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



POSITIONING: TODAY'S AUDIENCE

A significant number of small households, more "Boomers" and less "Millennials" underscore the demographic composition of City of Peachtree Corners. It will be important to ensure that any Branding strategy speaks both to Today's and Tomorrow's target audience. By providing a branding message for Today's audience a strong and informal "word of mouth" strategy is employed.

Branding messages emphasizing the opportunity to be life long learners or to help foster entrepreneurial expertise in younger people aim to retain the strong "Boomer" population. The availability of good jobs, restaurants and schools are community assets appealing to a discerning Generation X population that desires these assets in a walkable, accessible neighborhood.

FIGURE 4.1 - POPULATION BY AGE, 2014

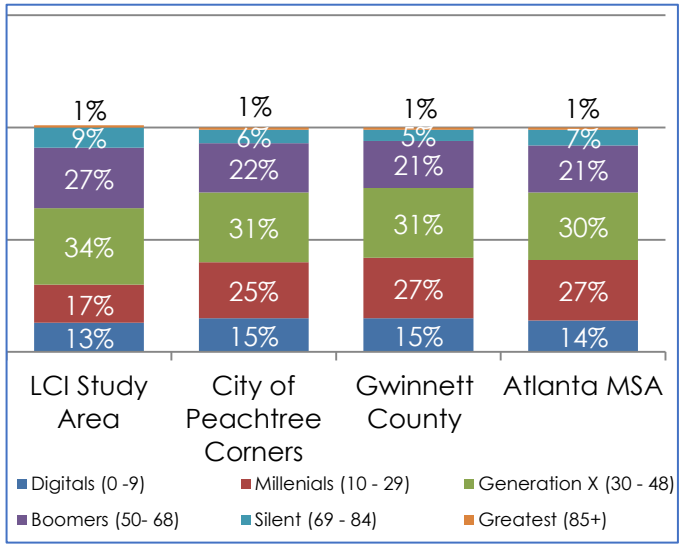
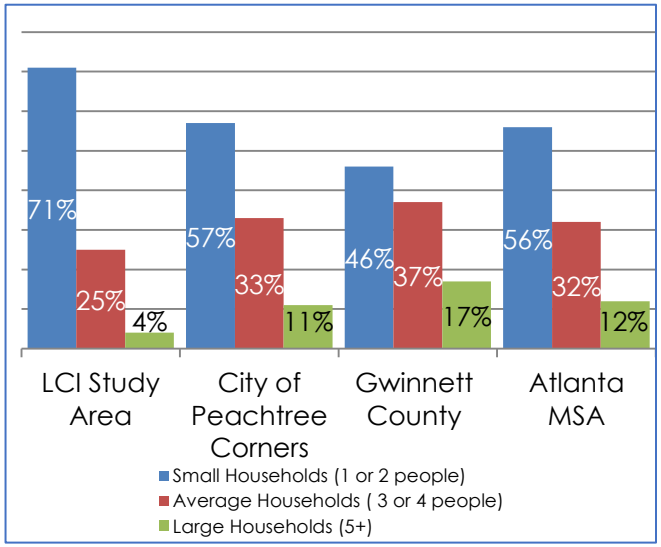


FIGURE 4.2 - HOUSEHOLD CHARACTERISTICS, 2014



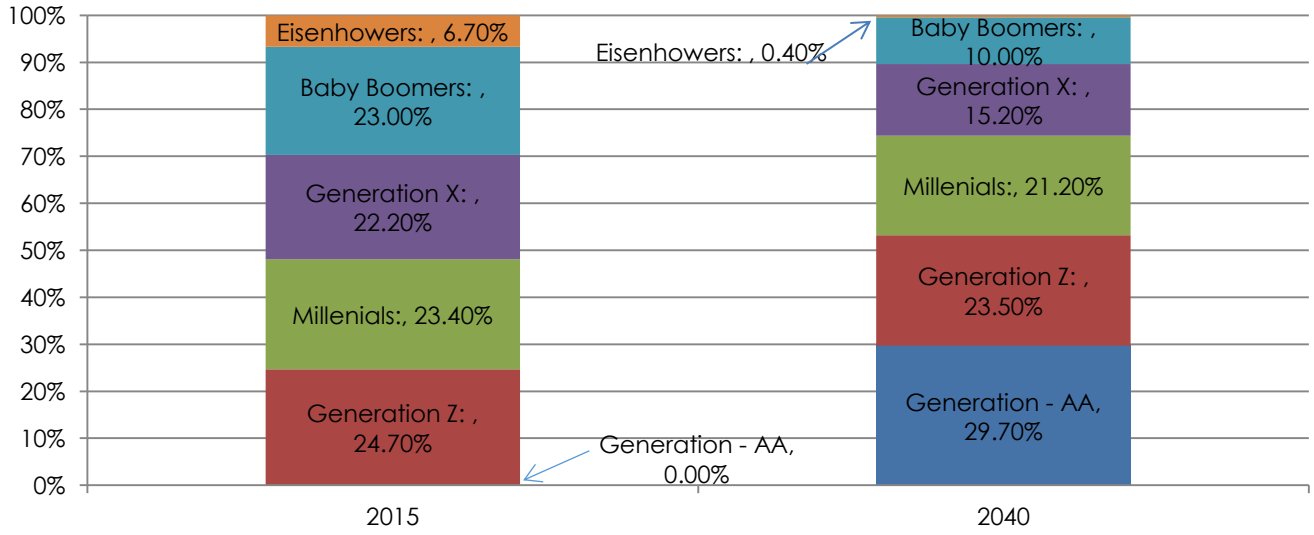
SOURCE: City of Peachtree Corners LCI Study

POSITIONING: TOMORROW'S OPPORTUNITY

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

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

FIGURE 4.3 METRO ATLANTA POPULATION BY AGE/GENERATIONS



SOURCE: City of Peachtree Corners LCI Study

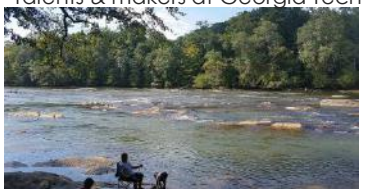
WHAT IS PTC's BRAND?

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

STRENGTHS

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

Talents & makers at Georgia Tech



Chattahoochee River

OPPORTUNITIES

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

WEAKNESSES

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

Illegible gateway of Tech Park

Street level Directional Signage

THREATS

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

PROGRAMS DRIVEN | TECH SQUARE, ATLANTA, US

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

KEY CHARACTERISTICS

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

VISION & PROGRAMMING

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

Tech Square Gateway Building

Co-working Space: The Garage

Food Festival at Tech Square

Chihuly Glass Art Piece

BRAND GRAPHIC IDENTITY

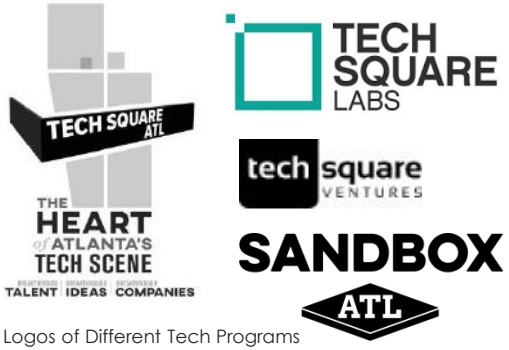
- Each tech program – co-working space, tech-oriented financial firm, or social media firm has its own logo
- All these logos share abstract "square" elements and dark grey/black color theme; which expresses a sense of integrity and correlation within one location

PLACEMAKING & WAYFINDING

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

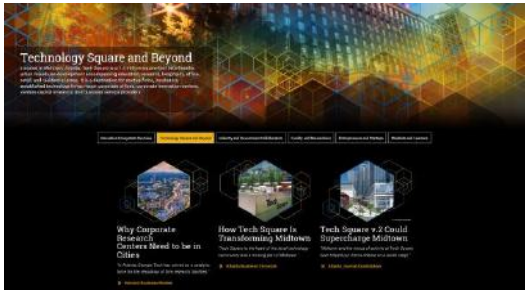
SOCIAL PLATFORMS:

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



Logos of Different Tech Programs

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



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

ACROSS PLATFORM | HERE EAST, LONDON, UK

A creative technology hub that brings together business, media, education and data in the pursuit of innovation. **Primary objectives for "Here East" are attracting and inspiring the talents and makers of tomorrow** through education, art, creativity and innovation.

KEY CHARACTERISTICS

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

VISION & PROGRAMMING

- Name brand - "HereEast " is bold, flexible and expressive
- Establishes a shared vision: "London's home for making."
- Creates branding slogan and mottos: "Make it till you've made it" to express values and shared spirit
- Integrates various urban spaces – flexible co-working spaces, lifestyle components (retail/dining/entertainment), event spaces and open spaces together
- Hosts versatile events: Innovation talks, Pop-up markets or a night of networking

"HereEast" evolved from London Olympic Site

Large-scale, flexible co-working space

Outdoor Dining

Theater & Events

Open Space

BRAND GRAPHIC IDENTITY

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

PLACEMAKING & WAYFINDING

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

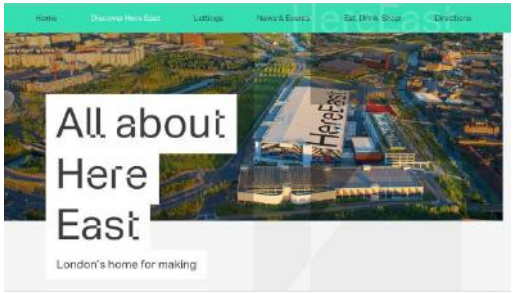
SOCIAL PLATFORMS

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

HereEast Logo

Collateral Materials in One Spectrum

Outdoor and Indoor Wayfinding Signage



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

LIFESTYLE DRIVEN | THE CAMPUS AT PLAYA VISTA, US

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

KEY CHARACTERISTICS

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

VISION & PROGRAMMING

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

Class A Office in the Campus at Playa Vista

Innovative Campus & Residential + Outdoor Dining

Live Concert in Park adjacent to the Campus

BRAND GRAPHIC IDENTITY

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

PLACEMAKING & WAYFINDING

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

SOCIAL PLATFORMS:

- Uses other social channels, i.e., Facebook, Instagram, Twitter, YouTube etc. for marketing the new firms and innovations, patents, in the area.

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

Campus Gateway Signage

Bright Color and Oversized Letter Signage Creates A Fun Work Place

The Campus as One Component on the Community Website

ORGANIZATION-LED | MPID, SYDNEY, AUSTRALIA

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

KEY CHARACTERISTICS

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

The Macquarie Park Innovation District

VISION & PROGRAMMING

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

MPID Members

MPID Slogans

MPID Hackathon

BRAND GRAPHIC IDENTITY

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

Graphic Suites

PLACEMAKING & WAYFINDING

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

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

SOCIAL PLATFORM

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

MPID Website

PTC INNOVATION HUB

A place of Natural Innovation

VISION STATEMENTS

- **North Atlanta's leading environment for entrepreneurship, creativity, curiosity and investment.**

- **A place of Natural Innovation** located in the scenic environment of the City of Peachtree Corners, the Innovation Hub is an **energetic, mixed-use destination** bringing together technology, talent and capital **in the pursuit of creativity, connectivity and collaboration.**

- A new focal point for enterprising start-ups and established businesses to collaborate, and create, **emboldening and complementing the innovation ecosystem of the Atlanta metro.**

PILLARS

An ENTERPISING HUB, where

- Inspiration sparks ideas that are put into practice;
- Starts-ups communicate with business giants; and
- Businesses collaborate with each other

An ENGAGING COMMUNITY, where

- Nature coexists with vibrant urban places
- You're a 5 minute walk from a café corner
- Co-working spaces mix with quality living environment

An ENERGETIC PLACE, where

- Shopping, dining and entertaining experiences are together
- Appealing parks, greenways and recreational areas are provided
  Live events and festivals are programmed year-round

PTC INNOVATION HUB

A place of Natural Innovation

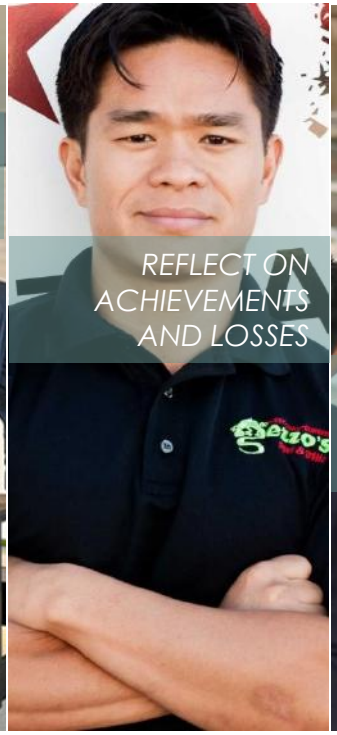
MISSION STATEMENT & CORE VALUES

The PTC Innovation Hub Steering Committee: Provide leadership and an integrated approach to achieving the Economic Development, Community Enhancement and Real Estate Development goals of the PTC Innovation Hub.

INVENTIVE

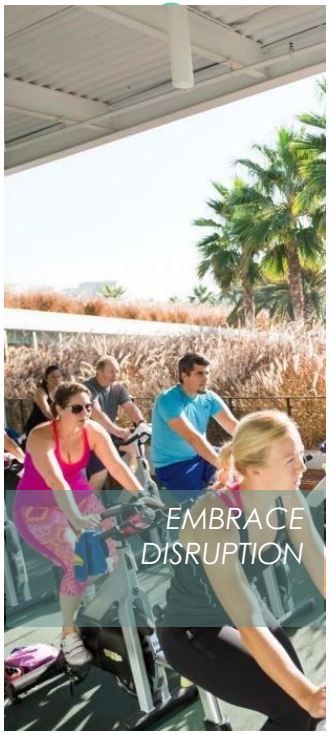
INTERACTIVE

INSIGHTFUL



IMPACTFUL

INVIGORATING



INVOLVED

PTC INNOVATION HUB

A place of Natural Innovation

WHAT IS A BRAND	DIFFERENTIATES PRODUCT, PLACE, SERVICE FROM COMPETITORS
BRAND EQUITY	THE VALUE OF PUBLIC'S BRAND'S AWARENESS, POSITIVE PERCEPTION, AND LOYALTY
BRAND POSITIONING	PTC'S BENEFITS COMBINED WITH IT'S COMPETITIVE ADVANTAGE
CORE IMAGES	IMAGES THAT COMMUNICATE POSITIVE BRAND ATTRIBUTES
CORE MESSAGES	KEY MESSAGES COMMUNICATED TO THE PUBLIC
CORE PERSONALITY	HUMAN CHARACTERISTICS ASSOCIATED WITH THE BRAND
TARGET AUDIENCES	THE PREFERENCES OF THE INVESTORS, VISITORS, RESIDENTS, INVESTORS AND MEDIA

PTC INNOVATION HUB

A place of Natural Innovation

BRANDING NAMING PRINCIPLES

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

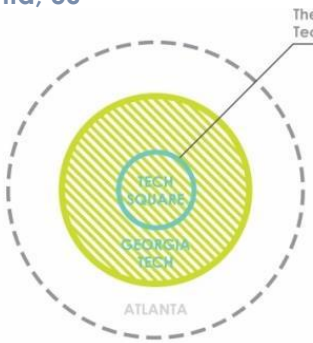
IMPLEMENTATION & BRANDING
PTC BRAND ANALYSIS

The following diagrams illustrate the current relationship between each best practice example in branding, and its surrounding entities.

PRECEDENTS

Tech Square Atlanta, US

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

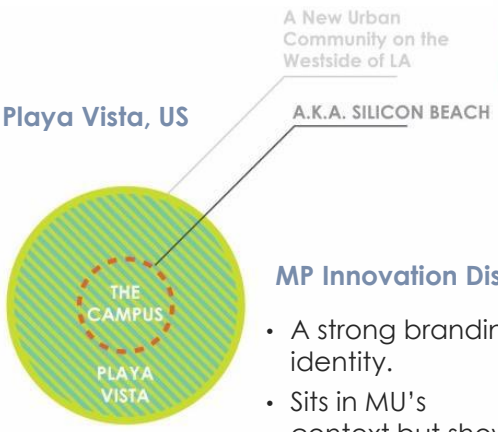


HereEast London, UK

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

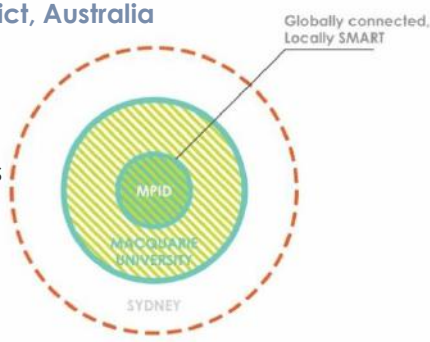
The Campus at Playa Vista, US

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



MP Innovation District, Australia

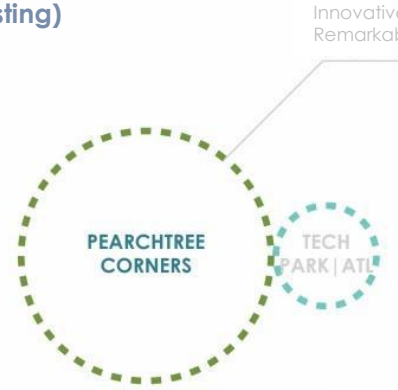
- A strong branding identity.
- Sits in MU's context but shows its own uniqueness.
- The City does not have any specific strategies yet.



TECNOLOGY PARK VS INNOVATION HUB

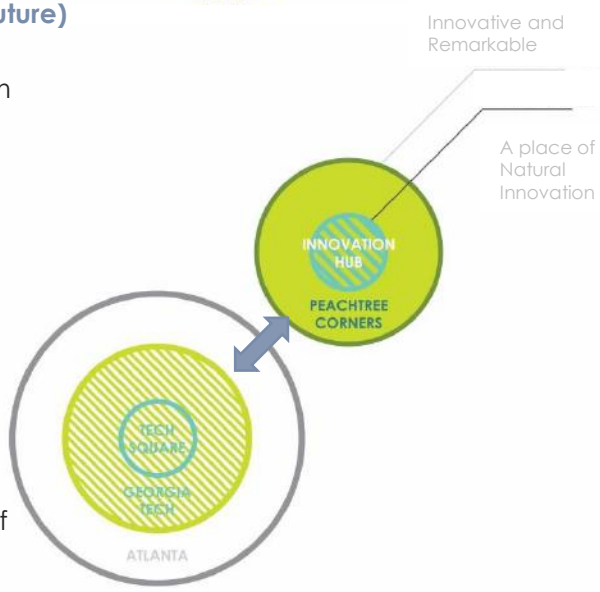
Technology Park Atlanta (Existing)

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



PTC Innovation Hub (Future)

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



BRANDING COLOR PALETTE

ALTERNATIVE 1: ENERGETIC, PLAYFUL & LIVELY

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

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

PRIMARY COLORS
bright lime green
vibrant turquoise

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

ACCENT COLOR
bright orange

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

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

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

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

BACKGROUND COLORS
warm brown, greys & neutral white

Primary Colors

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

Accent Colors

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

Background Colors

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

ALTERNATIVE 2: MODERN, SHARP AND STRIKING

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

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

PRIMARY COLORS
vibrant turquoise
bright cyan

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

ACCENT COLOR
magenta/bright pink

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

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

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

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

BACKGROUND COLORS
greys & neutral white

Primary Colors

- Fresh turquoise and bright cyan express communication, ideas, and having self awareness; which indicating a combination of innovation and collaboration

Accent Colors

- Bright pink contrast against turquoise and cyan highly attract attention and emphasizes a combination of modernism, technology and quality lifestyle

Background Colors

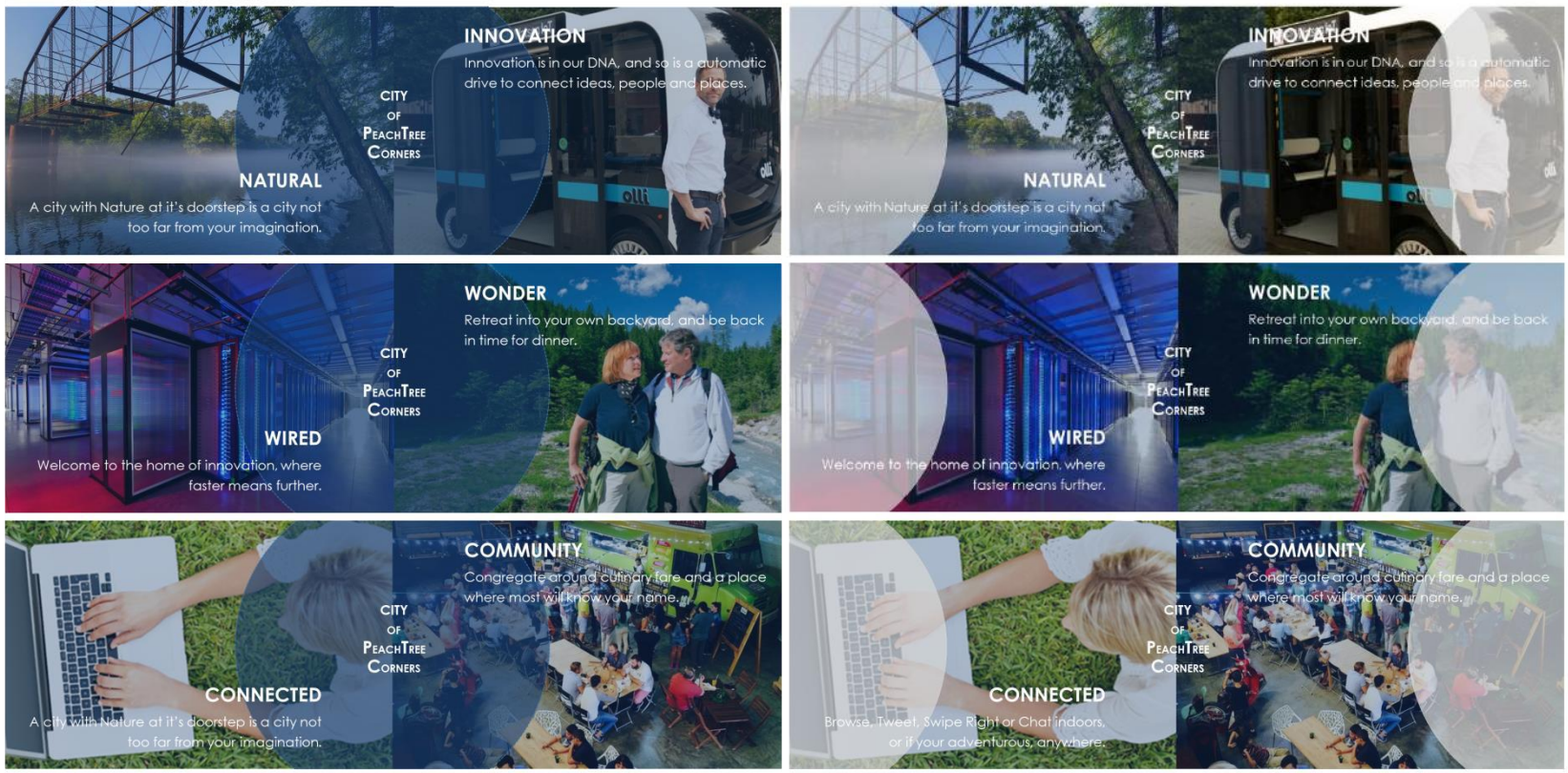
- Balance the high saturate colors with greys and white maintains a fun and vibrant vibe without sacrificing the stunning visual effect

IMPLEMENTATION & BRANDING
POTENTIAL VISUALIZATIONS

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

BACKGROUND

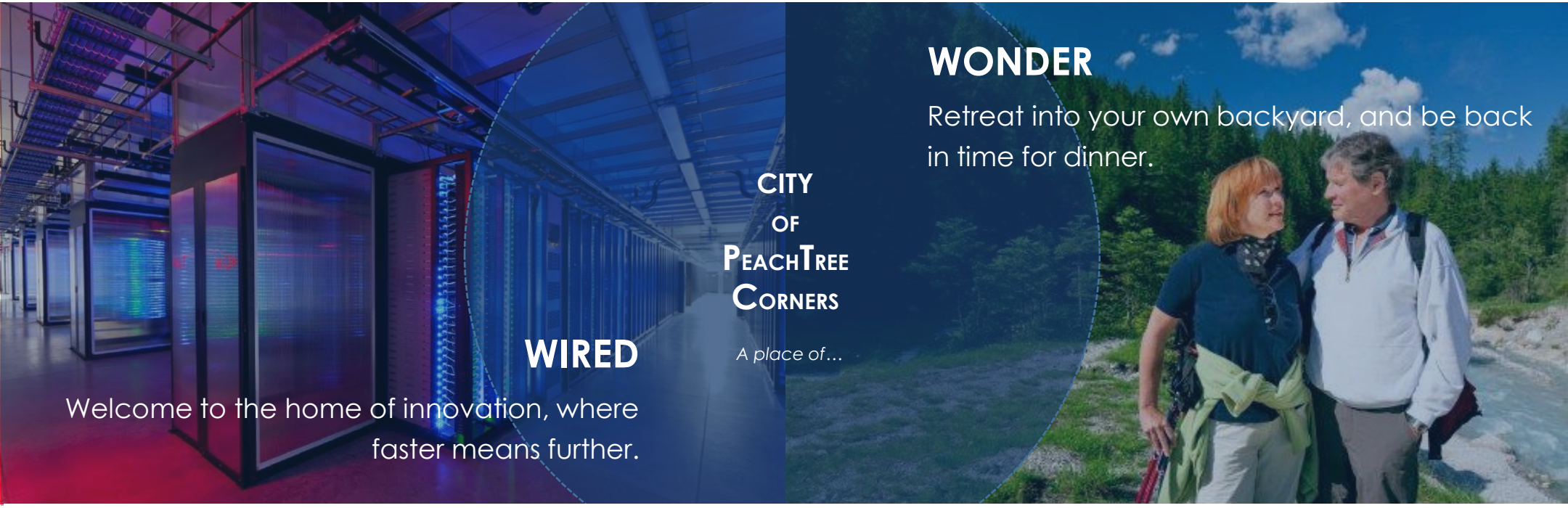
- The following visualizations are for illustrative purposes only and do not reflect images, pictures, etc., that are fully authorized for reproduction or use.
- The images, taglines and phrases are meant to hint or highlight some of the existing features or potential initiatives that the City of Peachtree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



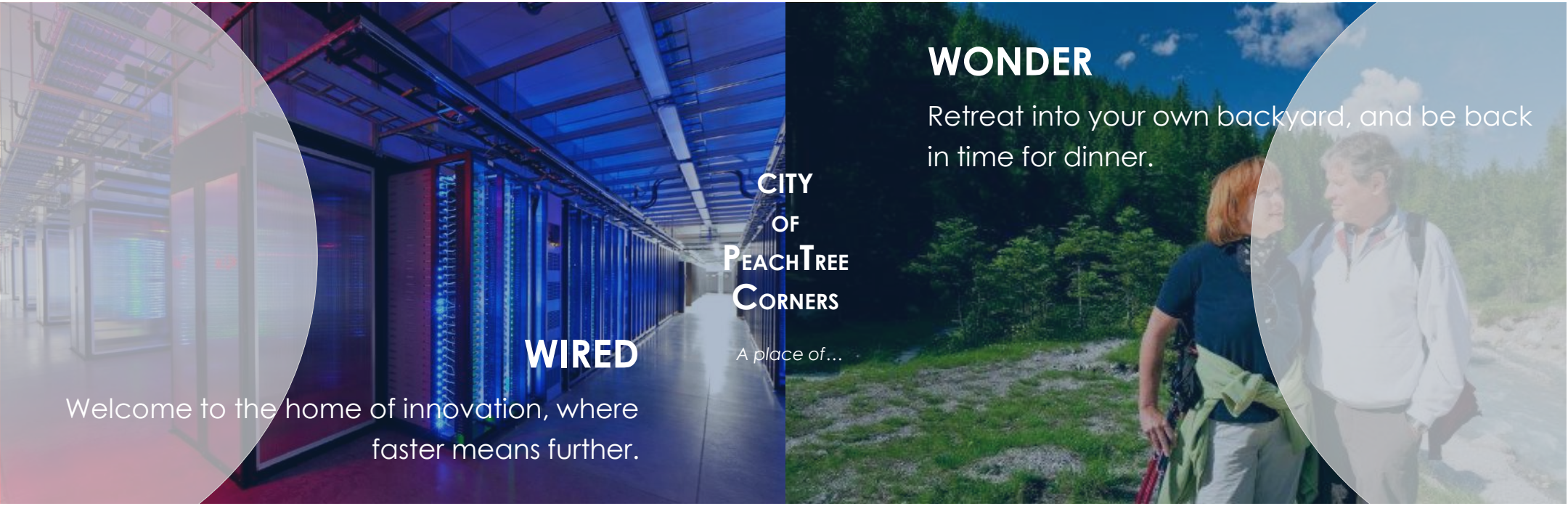
BRAND DNA – POTENTIAL VISUALIZATIONS

NATURAL
A city with nature at it's doorstep is a city not too far from your imagination.
CITY OF PEACHTREE CORNERS
A place of...
INNOVATION
Innovation is in our DNA, and so is a drive to connect ideas, people and places.

BRAND DNA – POTENTIAL VISUALIZATIONS

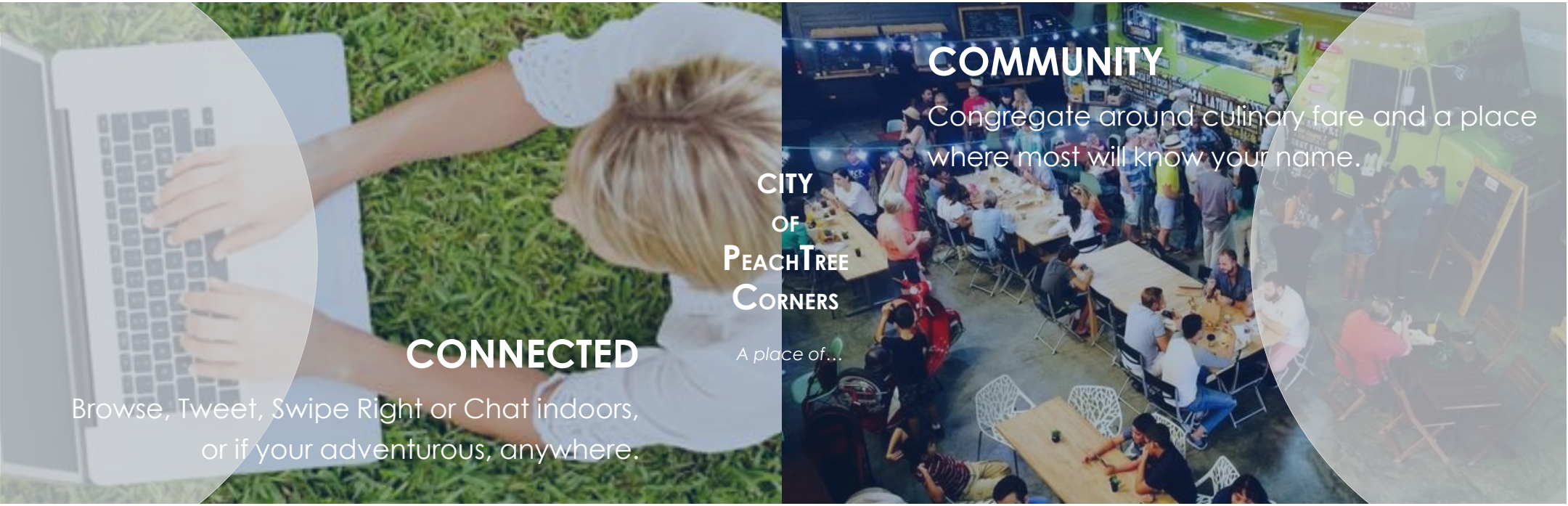


BRAND DNA – POTENTIAL VISUALIZATIONS



BRAND DNA – POTENTIAL VISUALIZATIONS

BRAND DNA – POTENTIAL VISUALIZATIONS

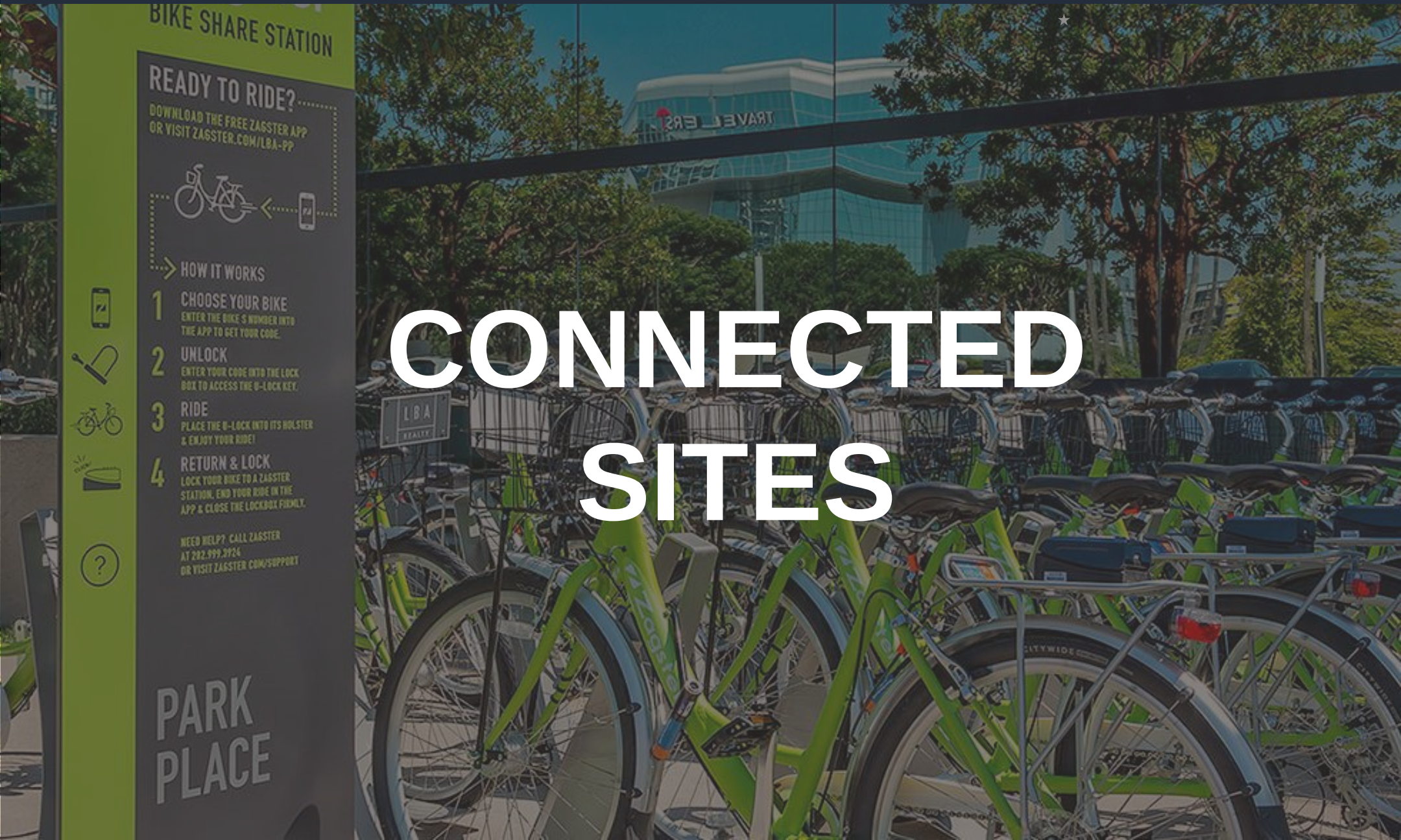


IMPLEMENTATION & BRANDING
POTENTIAL VISUALIZATIONS

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

BACKGROUND

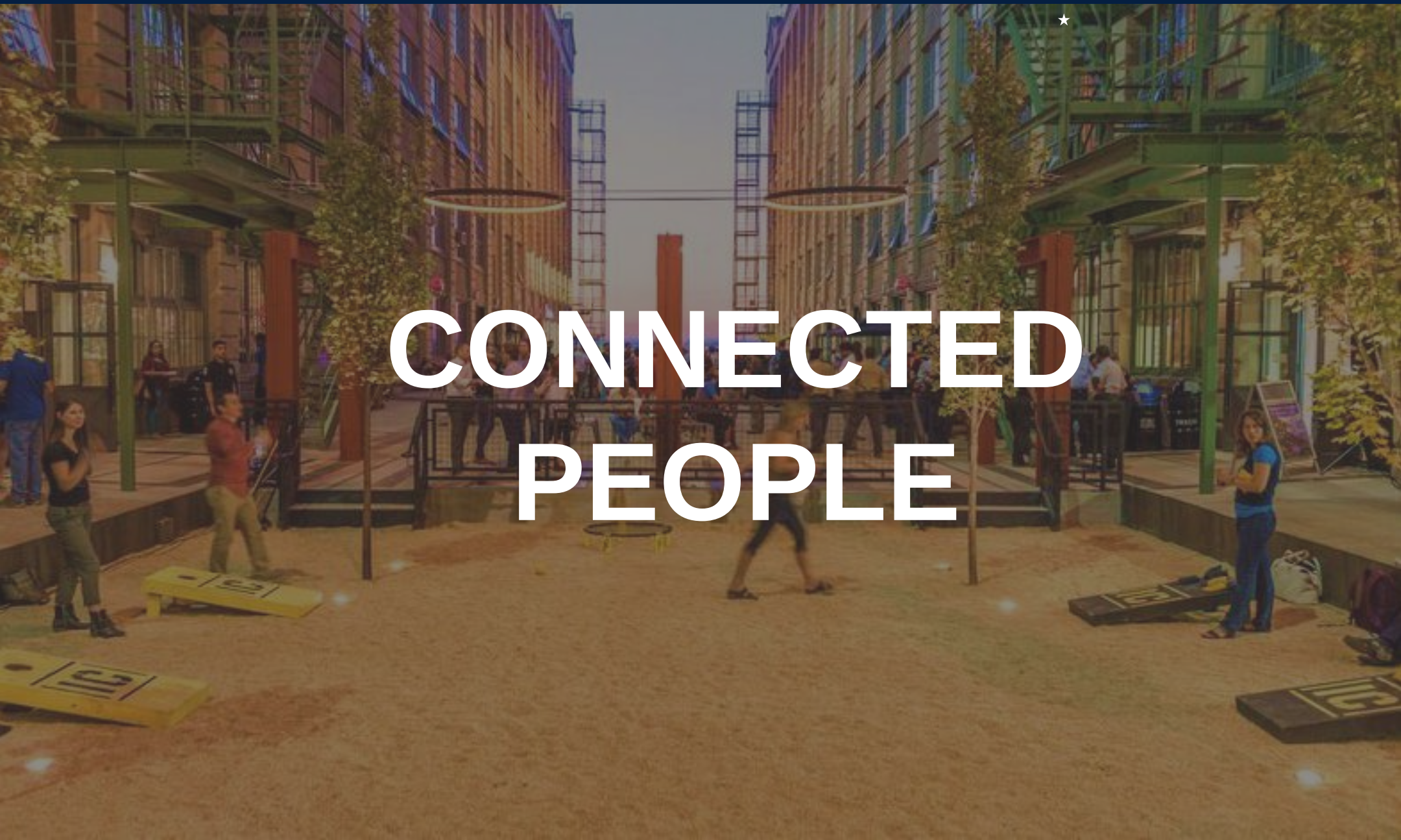
- It is important to continue to build a library of images that illustrate the look and character of a more connected PTC Innovation Hub area.
- Building on the success of the Forum, the development of the Town Center and the implementation of the Multi-Use Trail, the PTC Innovation Hub must continue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



CONNECTED SITES

CONNECTED AMENTIES

CONNECTED WORKSPACES


CONNECTED
PEOPLE

TARGET AUDIENCE & CHARACTERISTICS The existing and targeted audiences that should be attracted and retained as part of the future of the PTC Innovation Hub.	CORE MESSAGES What attracts these audiences and what attributes does PTC have.	STYLE Communication Style (Serious, Funny, Whimsical)	PLATFORMS Media Platforms and channels of advertising
 EMPTY NESTERS/BOOMERS: • Larger spend on dining out • May be underserved by current PTC culinary and entertainment offering • Familiar with aspirational brands	• Quality of life and proximity to nature. • Low tax community • Tight knit Community • Active Gov't Administration	• Serious style of communication • PTC as a retreat and a place of "calm" from "storm" of daily life	• Traditional News Outlets, • Word of Mouth • Television • Radio
 YOUNG COUPLES & FAMILIES: • Young professionals seeking affordability to start a family • Drawn to areas with similar demographics. • Daycare, Schools, Walkability	• Assist residential and commercial developers in there efforts to reach out to potential customers • Emphasize schools, nature, and safety.	• Positioning exclaims the urban suburb • Schools, churches, small business friendly. • Nature in the City	• Online News • Word of Mouth • Radio • Youtube/Podcasts
 PERRENIAL ENTREPRENEURS: • "Forever young" entrepreneurs • Transitioning into a new career of self employment, investment and mentorship.	• Low business cost • Low Crime • Academia/Gov't Support • Sense of adventure • New and Seasoned experts working together	• Pragmatic and focused on PTC business culture being unique.	• Atlanta Metro Chamber • Radio • Facebook • MARTA

IMPLEMENTATION & BRANDING
TARGET AUDIENCES

TARGET AUDIENCE & CHARACTERISTICS The existing and targeted audiences that should be attracted and retained as part of the future of the PTC Innovation Hub.	CORE MESSAGES What attracts these audiences and what attributes does PTC have.	STYLE Communication Style (Serious, Funny, Whimsical)	PLATFORM Media Platforms and channels of advertising
CONVENTION DELEGATES/BUSINESS TRAVEL: • Stays 2/3 nights & back each quarter • Seeks Fine Dining to Impress Clients • Requires Safe Environment	• Affordable Accommodation • Proximity to Downtown Core • Access to recreational activities.	• Serious communication style • Emphasis on accommodating business preferences	• Engage at Airport • MARTA • Tourists Pamphlets
MILLENIALS, ARTISANS & CREATIVES: • Likes company of similar demographic. • Want opportunity to shape environment. • Seeks walkability and amenities.	• Affordable space and enhanced communication • Internal Connectivity • Tech infused Community Development	• Create sense of curiosity • A line of communication that plays like snippets of a movie	• Podcasts (Local and National) • Sponsor STEM related events • Partner with local PTC companies
TECH SAVVY & MID-SIZED FIRMS: • Prototype Prime led • Graduates, and young entrepreneurs. • Require amenity and colocation of tech and city development.	• Connections to capital • Affordable space • Success stories • Room to grow	• Sense of adventure • Young and old working together • Affordable space	• Podcasts (Local and National) • Sponsor STEM related events • Partner with local PTC companies

IMPLEMENTATION & BRANDING
INITIAL BRANDING DIRECTIONS

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

VISIONING

Recommendations

- **Adopt a clear and strong vision** that provides an overall goal that makes the hub a home of innovation, collaboration and lifestyle quality.
- **Select key words that define the core values of the DDA, Steering Committee** and the wider spirit of economic growth in the business community.
- **Establish a mission statement with market position, target audiences, and a roadmap** to clearly define the future path.
- **Create a series of evocative slogans or mottos** to express the values and spirit of the PTC Innovation hub.

Precedents

- HERE EAST LONDON, UK
- MPID, AUSTRALIA

PROGRAMMING

Recommendations

- **Introduce a series of innovation-focused programs.** These could be different types of events, co-working spaces, labs, education centers, meeting/exhibition spaces.
- **Integrate diverse lifestyle programs within the hub** to strengthen the relationship between the businesses of the hub and the residents of the community.
- **Program versatile year-round events and community festivals to raise the popularity of the area**, such as, innovation talks hackathons, networking, job fairs, farmers market, live concerts, holiday/cultural festivals, and outdoor movies, etc.

Precedents

- THE CAMPUS AT PLAYA VISTA, US
- TECH SQUARE ATLANTA, US
- HERE EAST LONDON, UK
- MPID, AUSTRALIA

VISUAL IDENTITY

Recommendations

- **Create a Logo** which can tell the story and identities of the Hub using abstract elements
- **Select a color theme.** Have the color palate share certain elements with the City's color theme and but still tell its own story and indicate uniqueness, innovation and lifestyle.
- **Create a graphic identity suite** to include logo, color, typography, language, pattern, etc. The identity must stem from the overall Development Strategy and framework of the Master Plan.
- **Uses the graphic suite** to create billboards, social media, Websites and Mobile design, signage/wayfinding, in order to create a graphic identity throughout the project.

Precedents

- HEAR EAST LONDON, UK
- MPID, AUSTRALIA

WAYFINDING & PLACEMAKING

Recommendations

- **Redesign the Hub's gateway signage** with enhanced landscape/public art to inform visitors of the Hub's primary entry points.
- **Place wayfinding directory signage at essential information intersections/kiosks** to navigate visitors and occupants to the destinations on-site.
- **Create a indoor signage and wayfinding system;** each district/destination within the hub should use the Hub's identical graphic palette but also show their own characters.
- **Encourage high quality, imaginative, and innovative design** in wayfinding system and place making to make spaces fun and engaging.

Precedents

- HEAR EAST LONDON, UK
- THE CAMPUS AT PLAYA VISTA, US

DIGITAL MEDIA

Recommendations

- **Advertise the Innovation Hub on the City's website in the preliminary phase** to raise the public awareness of the new reinvention of Technology Park Atlanta.
- **Launch a website exclusively for the Hub** to communicate the vision, values, roadmap, features, programs and to involve members and collect input.
- **Utilize various social media for storytelling and broadcasting every updates/events happening within the Hub**

Precedents

- TECH SQUARE ATLANTA, US
- HERE EAST LONDON, UK
- MPID, AUSTRALIA, US

ORGANIZATION & FUNDING

Recommendations

- **Seek a public-private partnership (the City with the tenants)** to support the Hub's development and operation
- **Create working groups based on expertise** to operate the Hub's redevelopment and future management of the PTC Innovation Hub; including initiating strategic plan, marketing, event programming, cleaning and security, etc.
- **Introduce diverse initiates to fund and support new ideas and start-ups** through grants, incentives, flexible leasing terms, and financing loans, etc.

Precedents

- MPID, AUSTRALIA

As part of facilitating Suburban Redevelopment in the PTC Innovation Hub area, a number of development typologies as well as land use and transportation recommendations are suggested. The following section provides further recommendations related to zoning that should be considered as part of moving the PTC Innovation Hub Master Plan forward. In addition, "concepts for smart growth" provide an estimate of the carrying capacity of some of the development districts and how various uses could be co-located within the development districts.

EXISTING ZONING CONTEXT

Study Area Zoning

1. Most of Study Area is classified as M-1 (Light Industry) District, with significant acreage classified as C-2 (General Business) District or O-I (Office-Institutional) District.

2. Proposed Southern Activity Node includes C-2, M-1, and O-I Districts.

3. Proposed Northern Activity Node is mostly classified as C-2 and M-1 Districts.

Mixed Use Zoning

4. Zoning Ordinance provides for MUO (Mixed Use Overlay) District requiring approved Concept Plan; described as appropriate along major thoroughfares.

5. Zoning Ordinance provides for MUD (Mixed Use) District within "Major Activity Center" (as designated by Gwinnett County Comprehensive Plan) and requiring access to major thoroughfare; requires approved Concept Plan.

6. MUO and MUD Districts are not currently applied within Study Area.

Multi-Family Residential Zoning

7. Zoning Ordinance includes RM-13 (Multi-family Residence) District allowing maximum density of 13 dwellings per acre.

8. Zoning Ordinance provides for HRR (High-Rise Residential District) within "Major Activity Center" (as designated by Gwinnett County Comprehensive Plan) and requiring access to major thoroughfare; requires approved Concept Plan; there is no density limit and allows up to 40 percent of gross square footage for accessory non-residential use.

9. HRR District is not currently applied within Study Area.

ZONING ANALYSIS SUMMARY

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

1. C-2, M-1, and O-I Districts do not accommodate residential use as recommended for proposed Activity Nodes and other key redevelopment sites located throughout the Study Area.

2. M-1 and O-I Districts do not accommodate a suitably robust mixture of retail and entertainment uses as recommended for proposed Activity Nodes; for example, M-1 zoning standards generally inhibit smaller-scale retail use, and O-I zoning generally limits retail and service establishments to accessory uses.

3. M-1 and C-2 Districts accommodate uses that should be restricted within proposed Activity Nodes, particularly those uses that are incompatible with pedestrian orientation.

4. Development standards for M-1, C-2, and O-I Districts are generally not supportive of pedestrian-oriented mixed-use development.

MUD & MUO Districts

1. MUD and MUO Districts permit residential densities to maximum of 32 dwelling units per acre, which may be insufficient to respond to housing demand and create critical mass associated with successful Activity Nodes.

2. MUD and MUO District includes provisions for on-street parking and shared parking reduction, supportive of pedestrian oriented mixed-use development.

Multi-family Residential Districts

1. Density limits and development standards applicable to Multi-family Residential Districts (RM-6, RM-8, RM-10, and RM-13) may limit redevelopment opportunities and inhibit pedestrian orientation, if applied to proposed Activity Nodes or other key redevelopment sites.

2. Density provisions applicable to HRR District are supportive of redevelopment objectives for Study Area; however, non-residential restrictions may inhibit development of suitably vibrant mix of uses within Activity Nodes and inhibit proper response to market conditions.

ZONING PROPOSAL

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

- **Proposed Application:**
  - *Rely on opportunity provided by existing zoning provisions to support redevelopment.*
  - *Apply existing Mixed Use and Residential Districts to redevelopment sites.*
  - *Undertake rezoning in response to developer application.*
- **Advantages:**
  - *Administrative staff and community familiar with existing provisions.*
  - *Only requires changes to Zoning Map as needed.*
  - *Minimizes administrative costs to City.*
- **Disadvantages:**
  - *Piecemeal rezoning may create an inconsistent development pattern.*
  - *Does not address limitations of existing development standards.*
  - *Existing zoning provisions insufficient to achieve envisioned Activity Nodes.*

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

- **Proposed Application:**
  - *Create additional Mixed Use District that accommodates more intense development.*
  - *Consider inclusion of "form-based" provisions.*
  - *Apply new Mixed Use District to identified Activity Nodes.*
- **Advantages:**
  - *Proactive approach that focuses implementation efforts where most needed.*
  - *Establishes use and form-based standards appropriate to Activity Nodes.*
  - *Form-based provisions will more adequately address desired architectural character.*
  - *Outreach will generally focus on key stakeholders within Activity Nodes.*
- **Disadvantages:**
  - *Does not address areas located outside of identified Activity Nodes.*
  - *Some cost associated with zoning revision, adoption, and administration.*

ZONING PROPOSAL

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

- **Proposed Application:**
  - *Draft comprehensive "form-based" (or hybrid) code for entire Study Area.*
  - *Apply "form-based" (or hybrid) coding to Study Area.*

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

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

Relation to LCI Recommendations

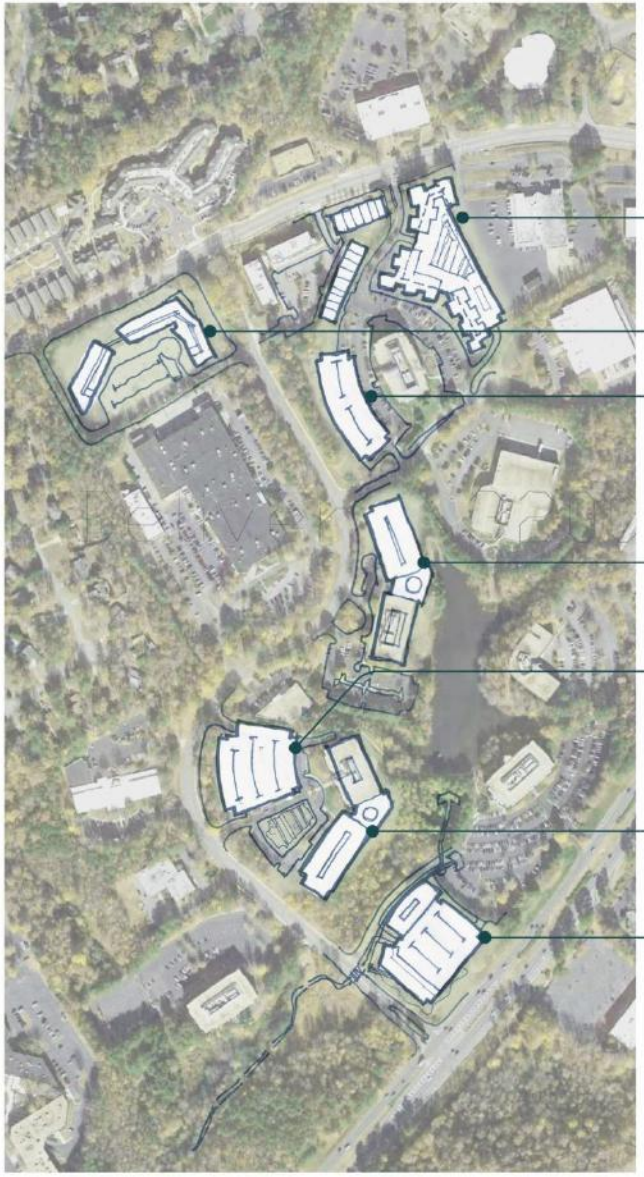
- **LCI Action Plan includes the following Economic Development Initiatives:**
  - *D3: Modify Central Business District Zoning to accommodate millennial housing.*
  - *D4: Develop overlay standards specific to Central Business District.*
- **Proposed Alternatives 2 and 3 are generally consistent with the LCI's recommendations:**
  - *Both alternatives support development of mixed-use activity nodes through updated zoning standards.*
  - *Both alternatives support development of housing within mixed-use context.*

IMPLEMENTATION & BRANDING
CONCEPTS FOR LONG-TERM SMART GROWTH

City of Peachtree Corners
INNOVATION HUB
MASTER PLAN

These proposals are conceptual in nature and intended to illustrate how the City can encourage **development types** that **implement** the ideas put forth for **each district.**

PTC WEST | ENERGIZE DISTRICT



SENIOR FLAT APARTMENTS 207K GSF
SENIOR TOWNHOMES 18 DU, 21K GSF
356 SPACE EMBEDDED GARAGE (2 LEVELS)

SENIOR LIVING-LEARNING FLATS 142K GSF
"ELDER COLLEGE" SENIOR LEARNING 47K GSF
NOTE: EXPANSION ON EXISTING OFFICE

356 SPACE GARAGE (3 LEVELS)

LIFESTYLE TECH OFFICE (EXPANSION) 168K GSF

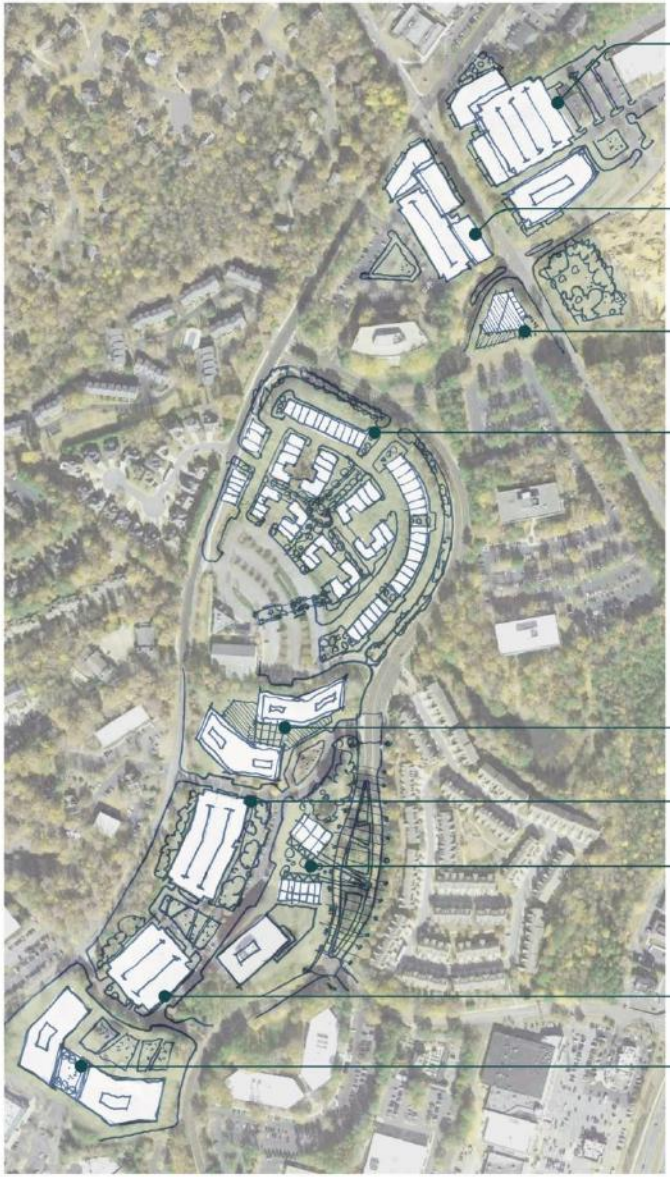
1057 SPACE GARAGE (6 LEVELS)

LIFESTYLE TECH OFFICE (EXPANSION) 182K GSF

CREATIVE OFFICE WRAP 56K GSF
F+B & TRAILSIDE BREWPUB 28K GSF
277 SPACE EMBEDDED GARAGE (2 LEVELS)

1" = 200'
0 50 100 200 400 ft

PTC WEST | ENABLE DISTRICT



CREATIVE OFFICE WRAP 131K GSF
NEIGHBORHOOD RETAIL 65K GSF
517 SPACE EMBEDDED GARAGE (3 LEVELS)

CREATIVE OFFICE WRAP 70K GSF
NEIGHBORHOOD RETAIL 35K GSF
294 SPACE EMBEDDED GARAGE (3 LEVELS)

TRAILSIDE "BIKERY" (BAKERY + BIKES) 15K GSF

LIVE-WORK TOWNHOMES 134 DU, 315K GSF

LARGE TECH OFFICE CLUSTER 230K GSF

980 SPACE GARAGE (6 LEVELS)

ON-CAMPUS FOOD-HALL 10K GSF

820 SPACE GARAGE (6 LEVELS)

LIFESTYLE TECH OFFICE 300K GSF

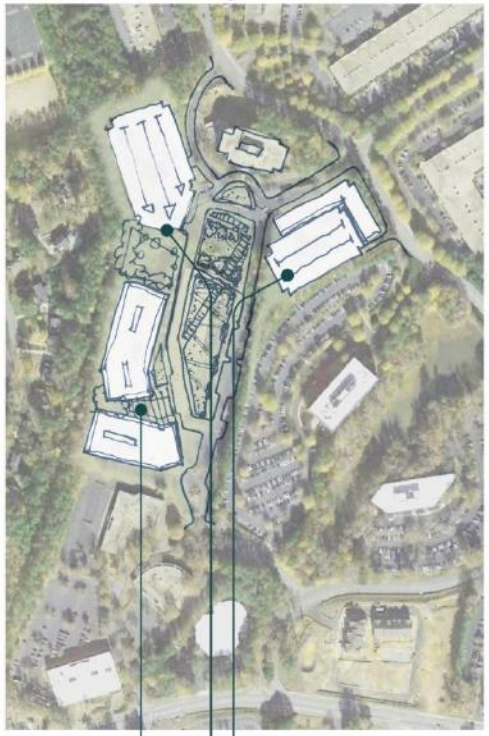
1" = 200'
0 50 100 200 400 ft

IMPLEMENTATION & BRANDING
CONCEPTS FOR LONG-TERM SMART GROWTH

City of Peachtree Corners
INNOVATION HUB
MASTER PLAN

These proposals are conceptual in nature and intended to illustrate how the City can encourage **development types** that **implement** the ideas put forth for **each district.**

PTC NORTH | ENHANCE DISTRICT

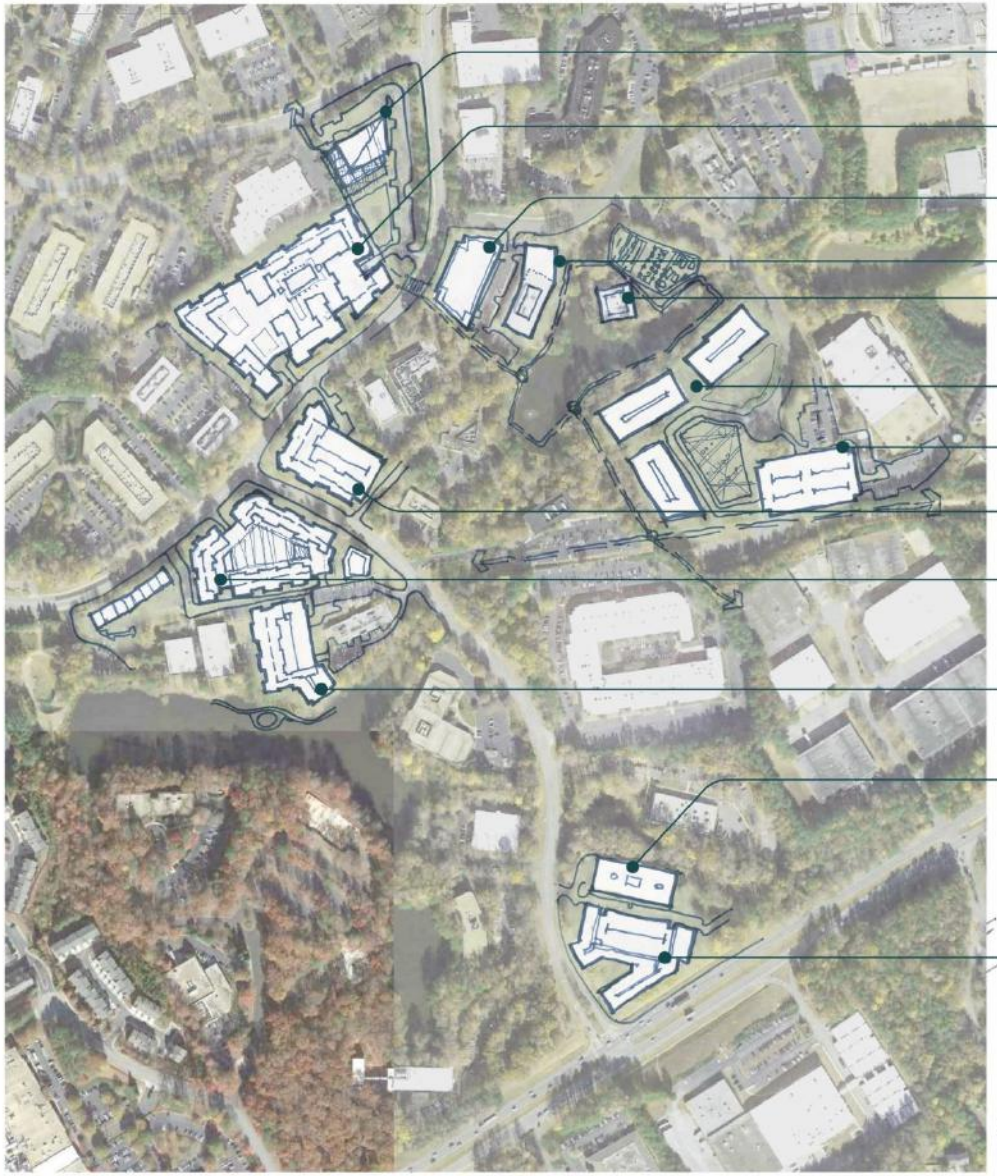


CREATIVE OFFICE WRAP 78K GSF
NEIGHBORHOOD RETAIL 26K GSF
609 SPACE EMBEDDED GARAGE (4 LEVELS)

930 SPACE GARAGE (4 LEVELS)

LIFESTYLE TECH OFFICE 400K GSF

PTC EAST | ENCOURAGE + EXPLORE DISTRICTS



LOCAL GOURMET HILLTOP FOOD HALL 20K GSF

FLAT APARTMENTS 488K GSF
1100 SPACE EMBEDDED GARAGE (2 LEVELS)

364 SPACE GARAGE (3 LEVELS)

LIFESTYLE TECH OFFICE (EXPANSION) 168K GSF

SHARED CONFERENCE SPACE 15K GSF

CASUAL CREATIVE CAMPUS 396K GSF

532 SPACE GARAGE (3 LEVELS)

FLAT APARTMENTS 137K GSF
NEIGHBORHOOD RETAIL 21.8K GSF
235 SPACE EMBEDDED GARAGE (3 LEVELS)

FLAT APARTMENT 198K GSF
TOWNHOMES 16 DU, 38K GSF
405 SPACE EMBEDDED GARAGE (2 LEVELS)

FLAT APARTMENTS 130K GSF
171 SPACE EMBEDDED GARAGE (2 LEVELS)

RENOVATION & REUSE AS CYBER SECURITY INSTITUTE

FLAT SUITES (STUDENT ORIENTED) 196K GSF
433 SPACE EMBEDDED GARAGE (5 LEVELS)

The City of Peachtree Corners Innovation Hub Master Plan attempts to provide a framework for achieving a number overlapping objectives related to land use and transportation, innovation-driven economic development and community enhancement. While the Master Plan is meant to "re-imagine, re-invigorate and rebrand" the Innovation Hub, it is important to note that a successful transformation must retain the community assets, culture and uniqueness that exists today while also embracing the opportunities for a more innovative driven future.

The implementation of the recommendations in the Master Plan will require the ongoing support of both formal and informal community "champions" that foster broad base support and continually elaborate how the recommendations aim to achieve and move towards the longer-term vision for the area.

While it is likely that refinement and further study of some of the aspects of the PTC Innovation Hub Master Plan will occur, there are 10 key "Next Steps" that inform moving the overall strategy forward which are shown below:

PTC INNOVATION HUB MASTER PLAN NEXT STEPS

1. **Conduct a detailed site planning of Good Will/Spalding Redevelopment Site.**
2. **Prepare Real Estate Financial Feasibility Analysis with focus on North and South Redevelopment Nodes.**
3. **Work with Transportation Department to assess and implement the Innovation Ring Route and Development Node Rights-of-Way.**
4. **Engage with strategic development partners for potential catalyst projects (Property Owners, TUFF & Georgia Tech).**
5. **Collaborate with Events Programming Specialist including Sandbox.**
6. **Interact with Georgia Tech, ATDC & Prototype Prime to support growing start-ups with affordable space and co-located amenities.**
7. **Engage with potential Creative Office Redevelopment partners such as Dutch Urban Design Center (DUDOC).**
8. **Prepare full Marketing & Branding Program building on the Branding Directions.**
9. **Develop Re-Capitalization Fund for Renovations, Shared Amenities & Events.**
10. **Explore Innovative Development Mechanisms including Property Trusts and Foundations.**