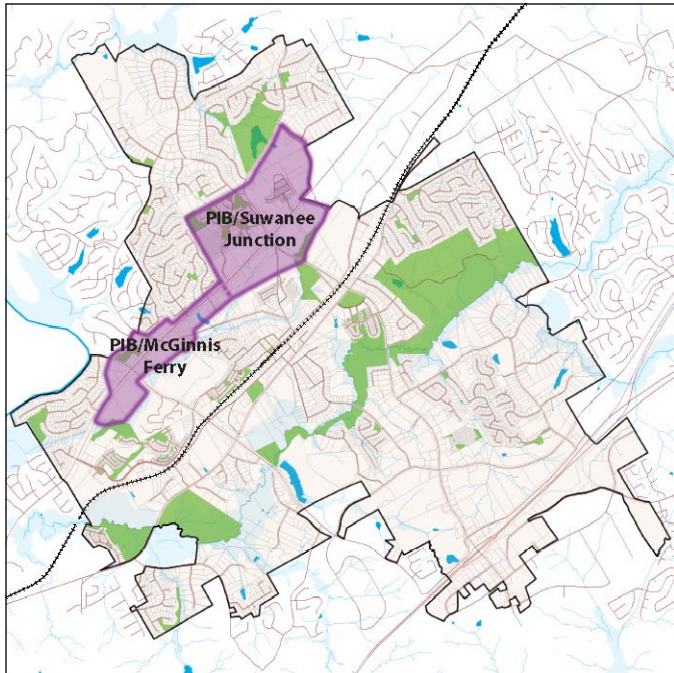


3.2 PIB Corridor Character Area



The Peachtree Industrial Boulevard Character Area takes in the corridor from the entrance of the Chattahoochee Point subdivision on the west, to Tench Road on the east. The area is relatively narrow with an approximate depth of one to two parcels, but widens to follow a power easement roughly parallel with Eva Kennedy Drive to the south. On the east, the character area expands further to encompass the entire extent of the Suwanee Junction draft character area so delineated in the Joint Community Assessment. Suwanee Junction occupies both sides of the PIB / Suwanee Dam Road intersection, and is defined by the recently-built mixed-use development of Village Grove. Overall the corridor contains functioning auto-oriented

commercial uses concentrated mostly at or near the intersection with McGinnis Ferry, with a second more limited clustering of commercial at Suwanee Dam Road. Village Grove and its surroundings resemble the new residential portion of Town Center in lot sizes and street networks, with limited commercial concentrated along Suwanee Dam Road.

Vision for Peachtree Industrial Boulevard

Peachtree Industrial Boulevard should remain the location of choice for relatively intensive community-supportive retail that would allow larger-footprint buildings than allowed in most other parts of the city, with the notable exception of Suwanee Gateway. The corridor should also diversify to some degree in the future with additional office and residential uses, with residential development concentrated on parcels behind those with PIB frontage in the manner of Village Grove. The PIB right-of-way should be enhanced with streetscaping and tree plantings, as well as safety improvements to encourage more pedestrian use and connections with adjacent neighborhoods. Overall, the vision for PIB is that of a landscaped multimodal parkway that is a retail spine of Suwanee, with new or redeveloped retail frontage patterned after architecturally-rich retail developments. The PIB / McGinnis Ferry intersection (Character Area 2a) should be surrounded and intensified by this type of development in the future; while the PIB / Suwanee



Intersection of Peachtree Industrial Boulevard and Lawrenceville-Suwanee/Suwanee Dam Road. Old Town lies towards the top right and Village Grove is towards the bottom of the image.

Dam Road intersection (Character Area 2b) is larger in size and should incorporate intensified retail on the PIB frontage parcels and TND neighborhoods like Village Grove on adjacent land.

Typical Existing Development Character

Current development patterns along PIB are typical for a regional arterial. Most, if not all development is auto-oriented, with individual curb cuts serving each retail use. Larger chain-store-based strip commercial centers are clustered around the McGinnis Ferry and Suwanee Dam Road intersections, with a Publix-anchored retail node at McGinnis Ferry and a Kroger-anchored retail node at Suwanee Dam Road. Several smaller strip commercial uses populate much of the balance of the corridor, some newly-built and others older and more outdated.



View looking west along Peachtree Industrial Boulevard with Lawrenceville-Suwanee Road intersecting into it. Village Grove lies towards the bottom right of the image.

The corridor also contains some vacant land, with the largest concentration – about 48 acres - in the southwest corner of the PIB / Suwanee Dam intersection. Flanking the corridor on the north are older suburban neighborhoods, while Old Town dominates the south.

Future Development

Future development along PIB should continue and reinforce the pattern of suburban retail nodes at major intersections, but diversify the retail mix and maintain or raise the standard of design. Existing surface parking lots that are currently underutilized or have excess capacity should be considered for redevelopment to intensify their retail sites, especially the Kroger lot at Lawrenceville-Suwanee Road. New projects or redeveloped parcels should seek to have smaller, more dispersed parking; landscaped pedestrian walkways with intermittent plazas and pocket parks; areas of multilevel mixed-use; and buildings with quality materials and architectural detailing. Every attempt should be made to promote parcel interconnectivity, both pedestrian and automotive, along the entire corridor, whether as part of new construction, or retrofitted to existing development. The corridor frontage between the nodes at the two major intersections

should contain future development that targets office mixed-use with limited retail, in a two- to three-story format. New residential areas behind the commercial frontage should have a diversity of housing type as appropriate to the adjacent context, including small-lot single-family detached homes, townhouses, and small multifamily buildings. Finally, the PIB right-of-way should be enhanced as a pedestrian-friendly multimodal parkway, with additional intersections advancing north-south connections installed as feasible.

LAND USE AREAS AND DEVELOPABLE QUANTITIES IN 2030:

Land Use	Existing Acres	Acres in 2030
Single Family	171	120
Multi-Family	0	3
MU Village	0	70
MU Center	0	66
Comm/Retail	95	164
Office	19	45
Industrial	20	0
Institutional	43	43
Parks/Recreation	34	34
Utilities	0	12
Vacant	176	0

Development	New Growth	Total Quantities
Residential	349 units	1,494 units
Comm/Retail	991,410 sf	2,027,738 sf
Office	766,667 sf	866,111 sf
Institutional		43 acres
Parks/Recreation		34 acres
Utilities	12 acres	12 acres

Table 3.2-a⁵

⁵ Calculation of developable quantities:

- Residential: Low density = 4 units per acre; Medium density = 8 units per acre
Multi-family = 15 units per acre
- Commercial/Retail: Stand alone = 0.25 FAR
Within mixed-use developments: Medium density = 8,000 sf per acre
- Office: Low density = 5,000 sf per acre; Medium density = 10,000 sf per acre; High density = 20,000 sf per acre
- Industrial = 0.5 FAR
- Mixed-Use Village: 2/3 of total area = residential and 1/3 of total area = commercial/retail
- Mixed-Use Centers: 1/3 of total area = residential and 2/3 of total area = office and commercial/retail

Implementation Measures

Goals	Implementation Measures
Land Use	<ul style="list-style-type: none"> • Maintain the corridor as predominantly commercial to support the surrounding residential areas • Direct more intensive commercial uses into the nodal areas surrounding the McGinnis Ferry and Suwanee Dam Road intersections • Promote commercial mixed-use (office / retail) on both sides of the corridor near the Suwanee Dam Road intersection to better complement the growth of Town Center and transition into existing residential areas consistent with traditional neighborhood designs • Work toward development of the large vacant tract south of the Suwanee Dam Road intersection as mixed-use
Housing	<ul style="list-style-type: none"> • Advocate adding single-family attached or higher density Single Family Detached (SFD) housing as part of the future development of the vacant parcel at Suwanee Dam Road, especially to transition to the residential neighborhoods of Old Town
Community Facilities	<ul style="list-style-type: none"> • Create a new multiuse trail paralleling the corridor along the power easement
Transportation	<ul style="list-style-type: none"> • Study the possibility of creating a new local street network with low vehicular speeds and traffic calming measures around the PIB / Suwanee Dam intersection to improve connectivity between Stonecyper Road and Tench Road • Study the possibility of adding signalized intersections around the Suwanee Dam commercial node to facilitate safer and more frequent pedestrian crossings. • Look for opportunities to link PIB to Eva Kennedy Road with new or extended streets • Promote interparcel connections between adjacent commercial uses along the corridor
Natural and Historic Resources	<ul style="list-style-type: none"> • Maintain as much of the existing tree cover as practical • Stream buffer should be honored where ever possible
Economic Development	<ul style="list-style-type: none"> • Recruit more diverse retail uses that include a wider range of goods and services and a mixture of national and local retailers

Target Area Plan

The target area plan for the PIB Corridor focuses on expanding land uses at the Suwanee Dam Road intersection and improving connections to Old Town as well as to Village Grove and other areas to the north. The plan proposes development of the last large tract of vacant land along PIB in the intersection's southeast corner, as well as redeveloping a portion of the Kroger parking lot and the adjacent parcels to the north. A wide power easement running parallel to PIB constrains development, but provides a logical separation between large-footprint retail and mixed-use commercial along the PIB frontage and medium-density residential



View looking east along Peachtree Industrial Boulevard with Village Grove on the left and Old Town on the right.

(single-family attached, with the possibility of multifamily) behind. A new circumferential street terminates Stonecypher Road and provides access to PIB and Suwanee Dam Road at new signalized intersections. The street continues across Suwanee Dam Road and connects to the Three Bridges development at a third signalized intersection at PIB, with a spur reaching farther north to Tench Road. Future commercial uses between PIB and the power easement should be designed to include smaller, dispersed parking; landscaped pedestrian walkways with small plazas connecting architecturally-enriched retail buildings; and areas of multilevel mixed-use. New residential areas should act as a transition between the commercial frontage and the more sensitive landscape of Old Town.

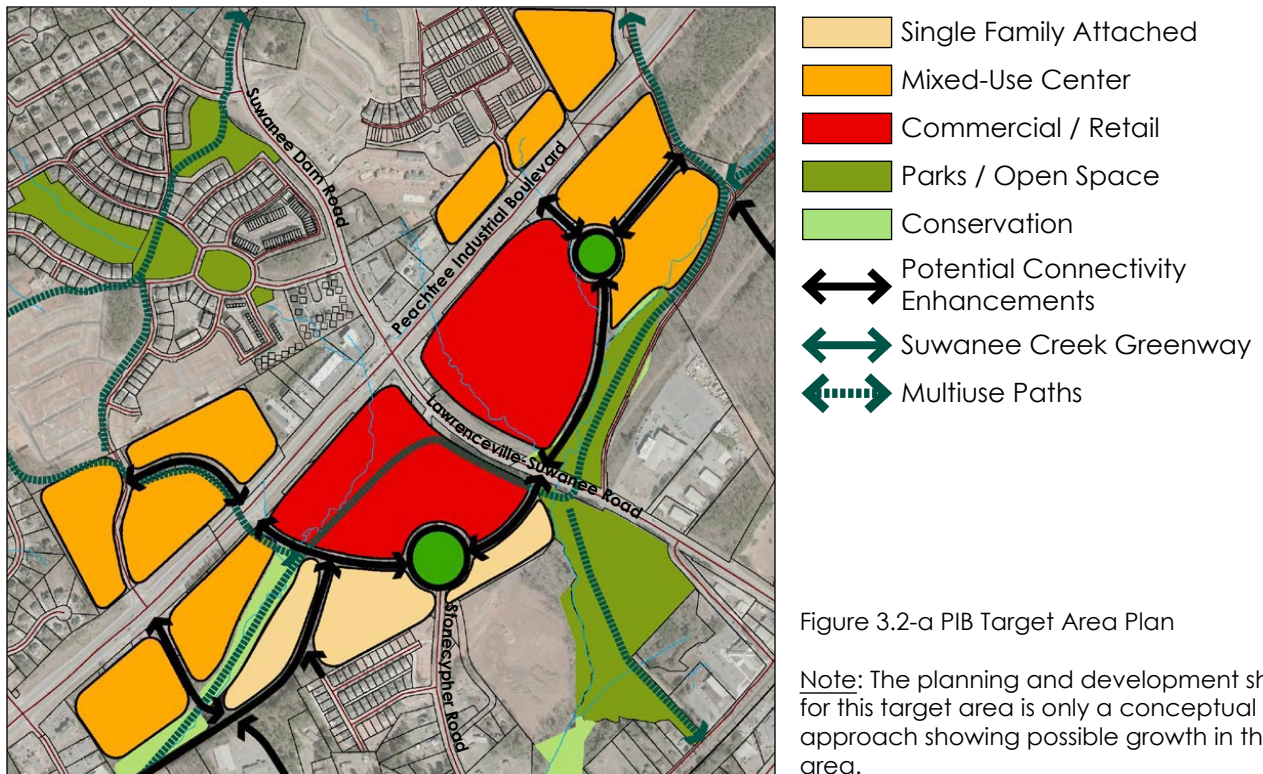


Figure 3.2-a PIB Target Area Plan

Note: The planning and development shown for this target area is only a conceptual approach showing possible growth in the area.



View from Old Town towards the intersection of Peachtree Industrial Boulevard and Lawrenceville-Suwanee Road



View looking east along Peachtree Industrial Boulevard with Village Grove on the left and Old Town towards the right of the image