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FOR IMMEDIATE RELEASE

Creating Central Business District Next Step for Peachtree Corners

City launching comprehensive study to develop a walkable, connected downtown core and create a community identity

PEACHTREE CORNERS, GA, April 17, 2014 – The City of Peachtree Corners is about to embark on one of its most exciting phases in the young life as a city – a comprehensive study to formulate a plan to guide the city in the development of a central business district and town center.

Through a Livable Centers Initiative (LCI) grant awarded in January, the city, together with its consultants, will embark on a study that focuses on creating a well-planned central business district as part of the effort to create a focal point and city hub.

“Creating a well-planned central business district is one of the steps in the creation of Peachtree Corners community identity,” said Mayor Mike Mason. “The study will focus on the area of Peachtree Parkway between Medlock Bridge and Holcomb Bridge roads and will be used as a roadmap for the development of the area.”

The City Council announced at its April 15, 2014 meeting that the architecture and planning firm of Lord Aeck Sargent, has been awarded the consulting contract to assist with the study. The design firm, which has six offices nationally including one in Atlanta, was recommended by the Downtown Development Authority. The DDA had made its recommendation after studying five firms that had responded to the city’s RFP.

“We are tremendously grateful and excited to have been selected for this planning effort,” said Matt Cherry, an associate with Lord Aeck Sargent. “This public visioning process is a key step towards creating a unique place that both celebrates Peachtree Corners new cityhood and embodies its already-strong sense of civic pride.”

Through a series of community meetings, online surveys, mail and social media, residents and business owners and operators will have the chance to provide input into the study with the ultimate goal of developing a concept plan the city will use as a guide. The city expects to launch the study by June, 2014.

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[About the City of Peachtree Corners](#)

Gwinnett County's newest and largest city, Peachtree Corners was founded July 1, 2012 and is located along the shores of the Chattahoochee River in the southwest corner of the county. The city is home to some 38,500 residents and over 2,300 businesses.

[About Lord Aeck Sargent](#)

An architecture and design firm, Lord Aeck Sargent's services range from master planning and programming to design. The company's portfolio includes planning education and conference facilities and downtown and neighborhood plans.