

Century Center

Character and Vision

Century Center is comprised of low-rise and high-rise office and low-density commercial. The vision for this area is to become a high-density, walkable, mixed-use gateway node for the City that serves as a primary destination along the Peachtree Creek Greenway.

Future Land Use and Development Character

Land uses recommended for this area include high density residential, commercial retail, office, and mixed-use. Higher intensity development should be located in the central or southern areas of the character area, and there should be appropriate land use transitions to surrounding single family development.

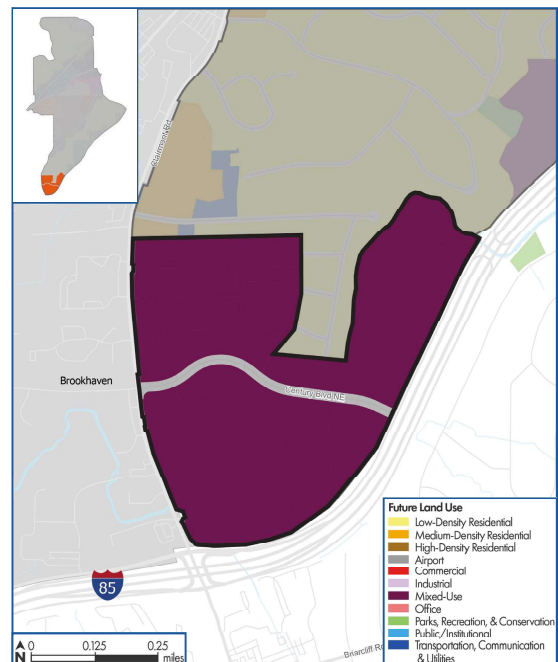
- **Future Land Uses:** Commercial, Mixed-Use, Office
- Additional land use guidance is provided in the small area plan on the following page
- Appropriate zoning for this area can be found in the Zoning Quick Reference Guide on page 141

Policies and Implementation Measures

- Introduce retail and civic spaces to foster community gathering opportunities and programming
- Conduct additional analysis and construct the portion of Peachtree Creek Greenway within Century Center
- Leverage the construction of the Peachtree Creek Greenway and identify connectivity opportunities to destinations throughout the area
- Promote infill development and redevelopment to include higher intensity mixed-use and residential.
- Create a gateway at the Clairmont Road/I-85 intersection to welcome visitors to the City
- Explore the creation of a redevelopment authority or similar tool to fund improvements and incentivize infill and redevelopment
- Conduct a redevelopment study to identify infill and redevelopment scenarios, improvements, and funding
- Leverage proximity to Children's Healthcare of Atlanta nearby campus



Century Center - Future Land Use



Short-Term Strategy

In the short term, the vision for the Century Center area is to reuse underutilized parking and redevelop vacant and obsolete buildings and introduce new residential, as well as a mix of uses to create a village center and green with retail opportunities adjacent, and establish this area as the southern gateway node to the City and a primary destination along the planned Peachtree Creek Greenway. This approach aims to quickly activate the area, attract residents and visitors, and lay the foundation for future growth and development.

Townhomes



- Conduct feasibility study for Peachtree Creek Greenway
- Explore innovative funding sources
- Explore creation of a redevelopment authority

In the long term, building on initial vision and investments, the goal is to introduce higher-intensity residential and mixed-use, create a walkable "15-minute City" with robust pedestrian and bicycle facilities, and add additional retail and greenspaces to accompany the higher density. Additional public investment and public-private partnerships will be needed to realize the full potential of the area, aiming to create a vibrant and sustainable community that offers a range of amenities and opportunities for residents and visitors alike. By taking both short- and long-term actions, the Peachtree Creek area can transform into a thriving destination that meets the needs and desires of the community. Once the area is built out and the Peachtree Creek Greenway is constructed, Century Center could serve as the key destination along the greenway and provide a trail-side and creekside development not found elsewhere in Metro Atlanta.

Mixed Use Town Center



- Construct Peachtree Creek Greenway
- Build new parks and greenspace
- Utilize public-private partnerships to support development