

05/17/2023

Request for Qualifications



**THE TYRONE DOWNTOWN
DEVELOPMENT AUTHORITY
RFQ - 935 SENOIA ROAD**

RFQ Number: DDA-2023-001

ADVERTISED: 05/17/2023
DUE: 06/17/2023 @ 11:00AM

Contents

Contents.....2

Advertisement for Bids.....3

Introduction.....4

 Schedule.....4

 Communications.....4

 Q&A.....4

Scope of Work.....5

Project Criteria.....5

Evaluation & Response to Criteria.....6

Proposal Format.....7

Terms & Conditions.....8-9

 Acceptance, Negotiations, Equal Opportunity, Ownership.....8

 Compliance, Withdrawals, Indemnification.....8-9

 Firm Qualifications, Termination for Cause, Termination for Convenience.....9

 Certification of Submittal.....10

Exhibits.....11-14

 Attachment A: Site Details.....11

 Attachment B: Town Center Overlay.....12

 Attachment C: Envision Tyrone Town Center Plan.....13

 Attachment D: Town of Tyrone 2022 Comprehensive Plan.....14

Advertisement for Submissions

Owner: *Town of Tyrone*

Project Name: *DDA Fire Station Redevelopment*

RFQ Number: DDA-2023-001

Project Location: *935 Senoia Road, Tyrone, GA 30290*

Description of Project/Services: *To execute the LCI program in the Study Area through the completion of the work tasks listed in the Request for Proposal.*

Bid/Submittal Due Date: 06/17/2023 11:00am

Approximate Cost: \$100,000

PROJECT DOCUMENTS MAY BE OBTAINED FROM: <http://tyrone.org/links/bid-items/>

- All public notices, addenda, and other documents shall be posted at: <http://tyrone.org/links/bid-items/>
- All communication shall be in writing to the Town's Purchasing Agent listed below. Preferred method of communication is email.

DDA Agent: Phillip Trocquet

Title: Assistant Town Manager

Address: 950 Senoia Road, Tyrone GA 30290

Email: ptrocquet@tyrone.org

Phone: (770) 487-4038

Pre-submittal Conference: _____

Submittal Due Date: 06/17/2023 **Time:** 11:00am

Location: Tyrone Town Hall, 950 Senoia Road

Project Number: DDA-2023-001

Submittal Delivery Address (Mail & Delivery):

Tyrone Downtown Development Authority
Attn: Phillip Trocquet
950 Senoia Road
Suite A
Tyrone, GA 30290

Approved By: _____
(Town Manager)

Date: _____

Introduction

The Town of Tyrone Downtown Development Authority (DDA) invites interested parties to submit their qualifications to become a tenant and development partner (the partner) for the redevelopment of 935 Senoia Road, a roughly 1.1 acre site containing a 5,000 square foot fire station constructed in the 1980's (Please see attached Exhibit A for site details). Qualifications should demonstrate an ability to deliver the development in a timely, professional, collaborative, and comprehensive manner.

The proposed project scope consists in the redevelopment of the property into a restaurant use that will bring vitality to the downtown area. This project would consist in a public-private partnership; the Tyrone DDA would solicit low-interest loans from sources exclusive to economic development entities to assist with design and development while the partner assumes responsibility for the operation of the business and business-related equipment after completion. General building maintenance will be the responsibility of the DDA as typical in a standard lease agreement.

SCHEDULE

RFQ Advertised	05/17/2023
Question Submission Deadline	05/31/2023
Addenda Deadline	06/10/2023
RFQ Submission Deadline	06/17/2023 @ 11:00am
Notification of Short-list	07/07/2023
Applicant Interviews	07/19/2023
Notification of Intent to Select	07/24/2023
DDA Approval Meeting	08/14/2023
Execute Contract & Begin Project	09/11/2023

STAFF COMMUNICATION: From the issue date of the solicitation document, until the partner is selected, and until the selection is made public, applicants are not permitted to communicate with Town staff or DDA



LCI Public Input Sketch

officials except through the purchasing agent named in this document. A violation of this provision may result in the rejection of any application or proposal of the offender by the DDA. All questions concerning this RFP must be submitted via email or in writing to the Town's Purchasing Agent, Phillip Trocquet:

Phillip Trocquet, Assistant Town Manager

Town of Tyrone
881 Senoia Road
Tyrone, GA 30290
Direct: (770) 881-8322
Email: ptrocquet@tyrone.org

Questions must be received by the date established in the RFQ schedule. Answers will be issued by the Town in the form of an addendum and sent to all responding applicants as well as posted to the Town's website: <http://tyrone.org/links/bid-items/> no later than the date established in the RFP schedule. **Applicants must ensure they have all applicable addenda prior to submittal.**

Scope of Work

The Tyrone DDA, through this solicitation, wishes to affiliate with a qualified business owner that can move the proposed project towards fruition. The proposed redevelopment will be constructed on DDA-owned property in Downtown Tyrone and generally meet the following criteria.

1. The general design/aesthetic of the building should incorporate architectural elements consistent with the Town of Tyrone's Downtown Overlay. Preexisting bay doors shall be replaced with glass-rollup doors to better achieve this aesthetic.
2. Utilizing the Town's 'Envision Tyrone' downtown master plan, the site shall incorporate elements that address the street and provide connectivity to Shamrock Park in the rear.
3. The DDA's preference is to have adequate outdoor spaces (e.g. courtyard, terrace, deck(s), etc.) with scenic views to Shamrock Park in the rear and that provide public space livening the street fronting Senoia Road.
4. The DDA will own the land and building and lease the site to the development partner through a reciprocally approved lease agreement.
5. On-site parking may be included, but will not be required, as the Town is currently working on parking expansion projects nearby. Up-front parking shall be avoided except as considered by the DDA board for ADA purposes.
6. Preference for extensive natural light throughout the building.



Project Criteria

The Tyrone Downtown Development Authority is seeking a tenant/development partner who meets the following criteria for the establishment of a successful restaurant:

- **Experience:** the partner must have at least 5 years of experience in the restaurant industry, with a proven track record of success in the operation of an established restaurant. Startup locations or first locations will not be accepted for this project. Partner shall also demonstrate an ability to execute this project in markets similar to Tyrone.
- **Financial Stability:** the partner must have the financial stability and capacity to operate the restaurant for a minimum of 5 years and provide at least a \$100,000 contribution towards redevelopment.
- **Concept:** the partner must have a creative and innovative restaurant concept that will address the project understanding and attract patrons to the Downtown area. For the purposes of this RFQ, the concept submission should be made in written form with supporting images that addresses compatibility with the Town's overlay requirements, the 'Envision Tyrone' Masterplan, The Town's Comprehensive Plan and the surrounding area (Exhibits B-D). A fully engineered, rendered, and architectural design will be made in collaboration with the DDA after RFQ selection. This design should leverage the full range of site opportunities and provide a product that maximizes capacity of the site.
- **Project Methodology:** the partner must demonstrate an ability to publish a strategy that will effectively promote the restaurant and contribute to the revitalization of the downtown area.
- **Community Involvement:** the partner should be committed to the local Tyrone community through involvement and engagement in local events and activities and support community initiatives.

Evaluation & Response to Criteria

EVALUATION SUMMARY & SELECTION CRITERIA: The selection team will review all proposals submitted. After reviewing the proposals, the team may, at its discretion, invite to interview and demonstrate performance at Tyrone Town Hall short-listed proposers whose proposals appear to best meet the requirements set forth in the RFQ. Selection will be based on the qualifications of the applicant and the quality of the proposal. The DDA reserves the right to call references provided in the submittal and to require phone or personal interviews with applicants requiring additional evaluation. The following criteria will be used for evaluation:

FACTOR	WEIGHT
Experience	30%
Concept	25%
Financial Stability	25%
Project Methodology	10%
Community Involvement	5%
Other	5%



Proposal Format

A. PACKAGING OF PROPOSAL: Clearly label the outside of the shipping package/envelope as follows:

- Legal Name of Applicant submitting the proposal
- Name of primary point of contact for the firm
- RFP Number: RFP # DDA-2023-001
- Due: Date and time established in the RFP schedule or as amended by addendum

B. SUBMISSION REQUIREMENTS: The offeror shall deliver one original (marked), five (5) additional copies, and one flash drive containing an electronic PDF copy to the Purchasing Agent no later than the date set in the RFP schedule:

Town of Tyrone
Attn: Phillip Trocquet, DDA Agent
950 Senoia Road
Tyrone, GA 30290
ptrocquet@tyrone.org

In order to limit the cost incurred by responding to this solicitation, proposers are encouraged to be brief. Thick submittals with background and general marketing material are not desired. Instead, emphasis should be placed on responding to the evaluation criteria, understanding the project requirements and the project goals.

- Proposals should be prepared in a clear and concise manner. They shall be submitted on no more than 25, one-sided, 1" margin 8½" x 11" pages in no smaller than 11-point Times New Roman font, clearly organized.
- The Title page should identify the project; the name of the applicant, name of the applicant's primary contact, address, telephone number, and email address.
- The Table of Contents shall contain the sections and page numbers for the items listed below.
- Sections should be organized in tabbed sections as outlined by the evaluation criteria & clearly identified in a table of contents; said tabs may be consolidated.
- Forms shall be in their own appendix section.
- The appendix section shall be no more than 8 pages.

Tabs, table of contents, cover, appendix, and required forms will not be counted towards the 25-page limit.

C. RESPONSIBILITY: The Tyrone Downtown Development Authority is not responsible for the proper or timely delivery of submittals. Failure to meet the deadline for receipt of submittals will result in rejection of the submittal. Submittals received after the deadline will not be considered whether delayed in transit or for any other cause whatsoever. Each applicant is solely responsible for the accuracy and completeness of its submittal.

D. COSTS TO PREPARE RESPONSES: The Tyrone DDA assumes no responsibility or obligation to the respondents and will make no payment for any costs associated with the preparation or submission of proposals.

E. QUESTIONS ABOUT THE PROJECT: Questions shall be in writing to the DDA's Agent, Phillip Trocquet, preferably in email format. Questions must be submitted at least 10 calendar days prior to the submittal date and time. Responses to information will be via addenda posted on the Town's website at <http://tyrone.org/links/bid-items/>. It is the firm's responsibility to visit the website frequently to ensure they have the most up-to-date information.

Terms & Conditions

A. ACCEPTANCE OF PROPOSALS: The Tyrone DDA reserves the following rights and options:

- To reject any and/or all submittals or portions of submittals.
- To short-list up to 5 applicants
- To reject a subconsultant
- To re-advertise if deemed necessary
- To interview candidates prior to making a selection
- To issue subsequent requests for qualifications or requests for proposals
- To not negotiate or contract for the services

To approve, disapprove, modify or cancel any of the scope of work to be undertaken.

C. EQUAL OPPORTUNITY: This will be an equal opportunity project; no person or business entity shall on the grounds of race, color, national origin, sex, age, or handicap/disability, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity conducted by the Town of Tyrone.

D. OWNERSHIP: The ownership of all data, materials, and documentation prepared for and submitted to the DDA in response to this request for proposal shall belong exclusively to the Tyrone DDA and will be considered a record prepared and maintained or received in the course of operations of a public office or agency and subject to public inspection in accordance with the Georgia Open Records Act, Official Code of Georgia Annotated, Section 50-18-70, et. seq., unless otherwise provided by law.

E. COMPLIANCE WITH LAWS: In connections with the furnishings of supplies or performance of work under the contract, the offeror agrees to comply with the Fair Labor Standards Act, Equal Opportunity Employment Act Georgia Security and Immigration Compliance Act, and all other applicable Federal and State laws, regulations, and executive orders to the extent that the same may be applicable and further agrees to insert the foregoing provision in all subcontractors awarded hereunder.

F. WITHDRAWALS: A submitted proposal may be withdrawn prior to the due date by a written request to the purchasing agent. No proposals may be withdrawn after the scheduled date and time to receive the proposal listed in the RFQ schedule or as amended by addendum.

G. INDEMNIFICATION: The applicant shall save and hold harmless, pay on behalf of, protect, defend, indemnify the Tyrone DDA, assure entire responsibility and liability for losses, expenses, demands and claims in connection with or arising out of any injury, or alleged injury (including death) to any person, or damage, or alleged damage, to property of the Tyrone DDA or others sustained or alleged to have been sustained in connection with or to have arisen out of or resulting from the performance or the intended performance of any work/service, outlined or resulting from this agreement, by the Firm of their employees, including losses, expenses or damages sustained by the Tyrone DDA or DDA Officials, including the Chairman and Board Members and employees of the DDA from any and all such losses, expenses, damages, demands and claims. The applicant further agrees to defend any suit or action brought against the Tyrone DDA officials based on any such alleged injury or damage and to pay all damages, cost and expenses in connection therewith or resulting there from. As an integral part of this agreement, the applicant agrees to purchase and maintain, during the life of this contract, contractual liability insurance in the amounts required in the general liability section Insurance Requirements. The obligations of the applicant pursuant to this paragraph shall not be limited in any way by any limitation in the amount or type of proceeds, damages, compensation, or benefits payable under any policy of insurance or self-insurance maintained by or for the use and benefit of the applicant.

Terms & Conditions Cont.

H. APPLICANT QUALIFICATIONS: A proposal will be considered only from those firms who are regularly established in services described in the scope of work and who are financially responsible and have the necessary equipment and facilities required by this proposal to provide said services and to meet the standards as stipulated in these documents. The Tyrone DDA may request information substantiating the above requirements. Failure to provide such information may result in the proposal being considered non-responsive. It is understood that the right is reserved by the Tyrone DDA to thoroughly inspect and investigate the establishment, facilities, equipment, business reputation, and other general qualifications of any applicant; and to reject any bid irrespective of bid prices, if it shall be administratively determined that any or all of the qualifications cannot be met.

I. TERMINATION OF AWARD FOR CAUSE: If, through any cause, the successful Proposer should fail to fulfill in a timely and proper manner its obligations or if the successful Proposer knowingly violates any of the covenants, agreements or stipulations of the award, the Tyrone DDA shall thereupon have the right to terminate the award by giving written notice to the successful Proposer of such termination and specifying the effective date of termination. In that event, all finished or unfinished services, reports or other materials prepared by the successful Proposer shall, at the option of the Tyrone DDA, become its property, and the successful Proposer shall be entitled to receive just, equitable compensation for any satisfactory work completed, prepared documents or materials as furnished. Notwithstanding the above, the successful Proposer shall not be relieved of liability to the Tyrone DDA for damage sustained by the DDA by virtue of breach of the award by the successful Proposer and the Tyrone DDA may withhold any payments to the successful vendor for the purpose of set off until such time as the exact amount of damages due the Tyrone DDA from the successful Proposer is determined.

J. TERMINATION OF AWARD FOR CONVENIENCE: The Tyrone DDA may terminate the award at any time by giving written notice to the successful vendor of such termination and specifying the effective date thereof, at least thirty (30) working days before the effective date of such termination. In that event, all finished or unfinished services, reports, material(s) prepared or furnished by the successful Proposer under the award shall, at the option of the Tyrone DDA, become its property. If the award is terminated by the Tyrone DDA as provided herein, the successful vendor will be paid an amount which bears the same ratio to the total compensation as the services actually performed or material furnished bear to the total services/materials the successful Proposer covered by the award, less payments of compensation previously made. If the award is terminated due to the fault of the successful Proposer, termination of award for cause, relative to termination shall apply.



Attachment A

Certification of RFQ Submittal

The undersigned declares that she or he is an authorized agent of the company or firm listed as the primary applicant; has carefully examined all the documents contained in this Request for Qualifications (RFQ) solicitation for the project; and certifies to the best of her/his knowledge that this Proposal fully complies with the requirements of the RFQ and all addenda and clarifications issued in regard to the RFQ.

The undersigned also hereby certifies that no person acting for or employed by the Tyrone Downtown Development Authority is directly or indirectly interested in this Proposal or any subsequent proposal, or in any contract which may be made under it, or in expected profits to arise therefrom; that the undersigned Offeror has not influenced or attempted to influence any other person or corporation to file a proposal or any subsequent proposal or any other person or corporation; and that this submission is made in good faith without collusion or connection with any other person or corporation applying for the same work under a different proposal.

The undersigned states that she or he has the necessary licenses, certifications, and professional credentials necessary to practice their respective professions within the State of Georgia under O.C.G.A

Acknowledgement of Addenda. By Signing below, the interested Offerors acknowledges receipt of the following addenda to this RFQ:

Addenda No. and Date (if any)_____

SIGNED UNDER THE PENALTY OF PERJURY:

Signature:_____

(Signature of Authorized Agent)

Print Name:_____

Title:_____

Firm Name:_____

Date:_____

Project Number:_____

Project Name:_____

Subscribed and Sworn before me
this_____ day of
_____, 2020.

Notary Public

My Commission Expires:_____

EXHIBIT A

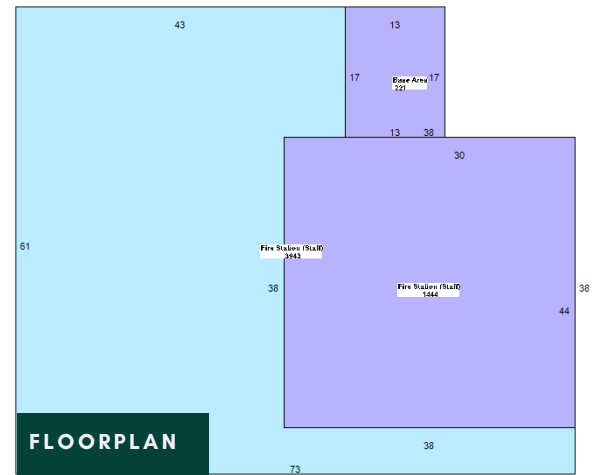
Site Details



SITE VIEW - 1.1 ACRES



FRONT FACADE - FACING SENOIA RD.



FLOORPLAN

935 Senoia Road served as the Town's main fire station for many years before eventually being vacated by Fayette County in 2012. Fronting Tyrone's Main Street, Senoia Road, the old fire station sees over 5,700 cars per day as well as increased pedestrian traffic as a result of it's central downtown location adjacent to Shamrock Park and across from Town Hall and Veterans Park.

With an open floor plan associated with the bay areas, large old office/kitchen area, and in tact old living quarters on the upper floor/mezzanine level, this property is targeted for an open concept restaurant that can productively utilize the space to its highest advantage.

PARCEL #: 0738 107

ADDRESS: 935 Senoia Road

UTILITIES: Water, Sewer,
Gas, Power

ZONING: C-1 Commercial

FLOOR AREA: ~5,300 s.f.

SITE ACREAGE: 1.1 Acres

EXHIBIT B

Town Center Overlay



- (a) *Purpose and intent.* The following guidelines are established to maintain high quality and sustainable development; to promote a consistent and traditional architectural identity; to promote the economic success of the downtown core of the town; and to provide guidance on the establishment of an active village atmosphere in the Town of Tyrone Town Center. The objectives include:
- (1) To encourage a variety of attractive and innovative building designs which combine the best of contemporary and traditional design;
 - (2) To emphasize the compatibility of building form, scale, massing, and materials such that new structures will improve the aesthetics of street and built environments;
 - (3) To encourage safe, pedestrian-friendly streetscapes that preserve the efficient use of road frontages while encouraging consistency in design and placement of buildings that address the roadway and foster pedestrian activity and liveliness;
 - (4) To assist builders and developers in the preparation of acceptable building designs; and
 - (5) To provide increased vehicular and pedestrian access through a grid of streets that maximizes connections with extensions of existing streets.
- (b) *Application of guidelines.* These guidelines shall apply to all new development occurring in the town center and in-town residential future land use character areas as defined on the town's most recently adopted future development map.
- (c) *Facade requirements.*
- (1) Building materials. For principal structures, allowable building materials (not including trim/accent) along the front and side facades are limited to the following:
 - a. Brick (preferred);
 - b. Brick veneer;
 - c. Stone;
 - d. Natural wood and/or cement-based wood siding such as hardiplank.
 - (2) There shall be no more than two building materials used (not including trim/accent materials).
 - (3) Colors. Colors for the building materials shall be limited to earth tones, nonreflective pastels, and/or neutral tones. The accent and trim must consist of a contrasting color.
 - (4) Entrances.
 - a. Covered main entry features help promote safe, socially-interactive and pedestrian-friendly streets by providing outdoor amenity areas which allow for views along the street and by providing a linkage between the public and private realm. In addition to providing shelter, covered main entry features located closer to the street can help to diminish the impact of the garage within the streetscape.
 - b. Covered main entry features are required and may include one of the following:
 1. Front porches;
 2. Porticos;
 3. Verandas; or
 4. Recessed entries.
 - c. The following design criteria for covered main entry features shall apply:
 1. Covered front porch and/or veranda sizes should be maximized wherever possible. A minimum depth of five feet is required;
 2. Porch column styles and widths should be consistent with the character of the house;
 3. An exposed beam/frieze is required at the top of the support columns on the underside of the soffit; and
 4. Entrances shall be oriented to the street. A building entrance may be located to the side of the building when a direct pedestrian walkway is provided between the building entrance and the street right-of-way.
 - (5) Fenestration.
 - a. Windows shall be used at regular intervals to divide any facade that fronts a public right-of-way.

- b. The building shall have a consistent spacing of similar shaped windows with trim on all building stories.
- c. Large ground floor windows are encouraged, where feasible.
- d. All windows shall have window trim consisting of a head, jam and sill.

(d) *Building and site requirements.*

(1) Massing.

- a. Horizontal massing shall not exceed a height/width ratio of 1:3 without substantial variation that includes a change in height and/or projecting/recessing element. These changes shall relate to entrances, integral structure or interior organization, not merely as a cosmetic effect.
- b. No wall that faces a street shall have an uninterrupted length exceeding 20 feet without at least two of the following: change in plane; change in texture or masonry pattern; and windows, or an equivalent element that subdivides the wall.

(2) Roof material and pitch.

- a. Roofs shall be limited to architectural dimensional grade asphalt shingles, roofing membrane systems (flat roofs only), natural slate, natural terra cotta, natural wood shake, copper or factory finished sheet metal or similar material that is in harmony with surrounding buildings. Dark roofing materials are preferred.
- b. A flat roof pitched to the rear of the building shall be concealed by a parapet wall. Non-residential development assuming residential forms may also use gabled, hipped, or pyramidal roofs, as is appropriate to the majority of the surrounding buildings.
- c. Parapets must wrap around the corner of a building for a minimum of one bay to ensure continuity of the streetscape. The parapet shall be constructed of the same material as the exterior wall.
- d. The pitch of a roof shall not exceed the average wall height of the building.
- e. Rooftop-mounted equipment should be physically screened from the road and/or sidewalk. Screening shall meet the following specifications:
 - 1. Shall be at a height that is as high or higher than the rooftop equipment being screened;
 - 2. Have evenly distributed openings or perforations not exceeding 50 percent of the surface area;
 - 3. Should be mounted behind major rooftop elements such as stair or elevator penthouses, parapets, or architectural projections;
 - 4. Shall be provided in a manner that is architecturally integral to the overall appearance of the building.
 - 5. The number of vents and flues shall be incorporated into the architectural features or painted to blend with the roofing material.

(3) Loading docks and dumpsters shall be entirely screened from view of any public open space or sidewalk area, with a dumpster pad enclosure. Dumpster pad enclosure is required, constructed of the same materials, and matching the architecture of the principal structure. Doors and gates shall be opaque and must remain closed while not in use. Chain-link is not an acceptable material.

(4) Exterior storage screening.

- a. Exterior storage shall be screened with a minimum six foot opaque screening fence or wall, and shall not be visible from the right-of-way or adjacent properties.
- b. Screening may be masonry, metal, polyvinyl, wood, or a combination thereof; however, chain link fences are prohibited for required screening.
- c. If exterior storage is located entirely behind the building and is not visible from the right-of-way or adjacent property, then no screening is required.
- d. Exterior storage requirements shall not apply to seasonal displays or advertisement of goods placed out only during business hours.

(g) *Downtown commercial development regulations.* The purpose of these development regulations is to supersede those found in the town's C-1 (downtown commercial) zoning classification in order to encourage more flexibility in developing walkable, village-style buildings within the town center district.

- (1) Minimum building lot area: 7,000 square foot
- (2) Maximum building footprint size: 30,000 square foot
- (3) Front setback: 15 foot maximum.
- (4) Side setback: 5 foot minimum.
- (5) Rear setback: 30 foot minimum.
- (6) Maximum building height: 40 foot not to exceed three stories.
- (7) Impervious surface maximum: 80 percent.

(Revised January 24, 2013; Ord. No. 2022-03, § 1, 4-7-2022)

EXHIBIT C

Envision Tyrone Town Center Plan



ENVISION TYRONE

A Town Center Plan for Tyrone

NOVEMBER 2021



ENVISION TYRONE

A Town Center Plan for Tyrone

NOVEMBER 2021

The opinions, findings, and conclusions in this publications are those of the author(s) and not necessarily of the Department of Transportation, State of Georgia, or the Federal Highway Administration.

Prepared in cooperation with the Department of Transportation, Federal Highway Administration, and the Atlanta Regional Commission.



ACKNOWLEDGEMENTS

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Eric Dial			
Mayor			
Linda Howard			
Post 1			
Melissa Hill			
Post 2			
Billy Campbell			
Post 3			
Gloria Furr			
Mayor Pro Tem			
Core Team			
Matt Griffin			
Wil James			
Ernie Johnson			
Lisa Lytle			
Paul Lytle			
Jenny Mount			
Kevin Mount			
Adam She			
Lexy She			
Jill Stacks			
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Todd Weinreb			
Town of Tyrone			
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Town Manager			
Phillip Trocquet			
Town Planner & Town Center Project Manager			
Scott Langford			
Public Works Director and Town Engineer			
Rebecca Brock			
Parks and Recreation Department Manager			
Planning Team			
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Pond	Blue Cypress Consulting	BAE Urban Economics	
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Sydney Thompson			
Pond			
Chris Barnum			
Pond			

CONTENTS

Introduction	8
What is the Town Center Plan?	8
The Vision	11
The Region	12
Study Area	14
Tyrone Today	14
The Planning Process	26
Public Engagement	28
Planning Principles	38
Town Center Plan	40
Improved Mobility	44
Open Space Network	62
Development & Preservation	70
From Vision to Reality	90
Market Analysis Overview	92
Implementation Strategies	104
Policy & Programming	118
Action Plan	126
Appendix	132
Action Plan Notes	134
Market and Economic Feasibility Study	142

01. Introduction



INTRODUCTION

WHAT IS THE TOWN CENTER PLAN?

The Tyrone Town Center Plan is a framework to guide the Town, its residents, business community, and property owners as the community navigates the challenges of sustainable growth. Simply put, it is a community-based master plan for downtown Tyrone.

Whereas the 2017 Comprehensive Plan set the planning framework for the overall community of Tyrone, this study focuses on the downtown area along Senoia Road and has four distinct goals:

- 1 Define a distinct brand and vision for downtown Tyrone that distinguishes it from other communities.
- 2 Engage with the Core Team, landowners, business community, and the public to generate success.
- 3 Create a future development plan that allows for flexibility, while inspiring new ideas.
- 4 Align zoning regulations and new architectural guidelines to encourage the desired form of growth and consistency throughout downtown.

THE LCI PROCESS

The Livable Centers Initiative (LCI) is a grant program through the Atlanta Regional Commission that promotes walkability, healthy lifestyles, access to jobs, and increased mobility options in local jurisdictions. Funded with federal transportation dollars, the LCI program aims to reduce vehicle miles traveled and to improve air quality. In order to achieve these goals, LCI projects focus on the following:

- Encourage a diversity of housing, employment, commercial, shopping and recreation land uses at the local and regional center level accessible by people of all ages, abilities and income levels;
- Provide access to a range of travel modes including transit, roadways, walking and biking and increase roadway connectivity to provide optimal access to all uses within the study area;
- Foster public-private partnerships and sustained community support through an outreach process that promotes the involvement of all stakeholders, including those historically underserved or underrepresented;
- Encourage mixed-income residential neighborhoods, employment, shopping, and recreation options.



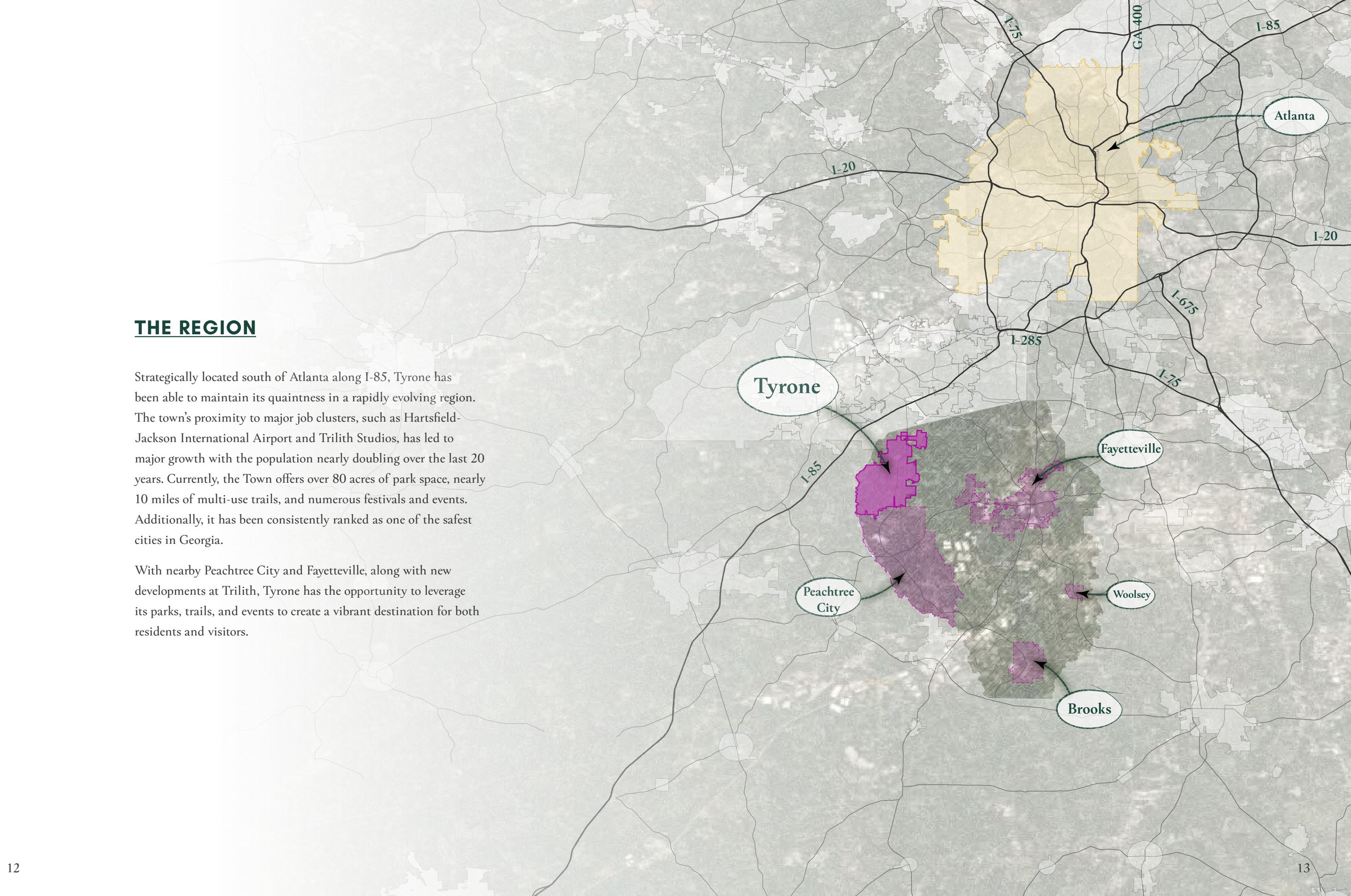
THE VISION

Tyrone is a thriving community that has successfully preserved its small-town charm. With Shamrock Park as its civic core, the downtown has blossomed into a business-friendly community attracting locally-supported businesses, great food, and places to shop. A multi-use trail network links the downtown with surrounding neighborhoods, a blend of older homes and new developments. With a town center that has gained a greater sense of place, Tyrone offers its visitors and residents walkability and vibrancy within a village-style setting, highlighting the town's commitment to character and community.

THE REGION

Strategically located south of Atlanta along I-85, Tyrone has been able to maintain its quaintness in a rapidly evolving region. The town's proximity to major job clusters, such as Hartsfield-Jackson International Airport and Trilith Studios, has led to major growth with the population nearly doubling over the last 20 years. Currently, the Town offers over 80 acres of park space, nearly 10 miles of multi-use trails, and numerous festivals and events. Additionally, it has been consistently ranked as one of the safest cities in Georgia.

With nearby Peachtree City and Fayetteville, along with new developments at Trilith, Tyrone has the opportunity to leverage its parks, trails, and events to create a vibrant destination for both residents and visitors.



STUDY AREA

A little over 1,000 acres, the study area encompasses the downtown core of Tyrone, along with adjacent residential and vacant properties. It is also bisected by a rail line, which is reflected in existing development patterns occurring mainly to the west along Senoia Road.

Serving as the main commercial corridor in downtown Tyrone, Senoia Road acts as a center of gravity for commerce, recreation, and civic uses. The new Town Hall, the Tyrone Depot, and numerous small businesses all call Senoia Road home, while it serves as a linkage between Shamrock Park, the Fabon Brown Park, and Dorothea Redwine Park.

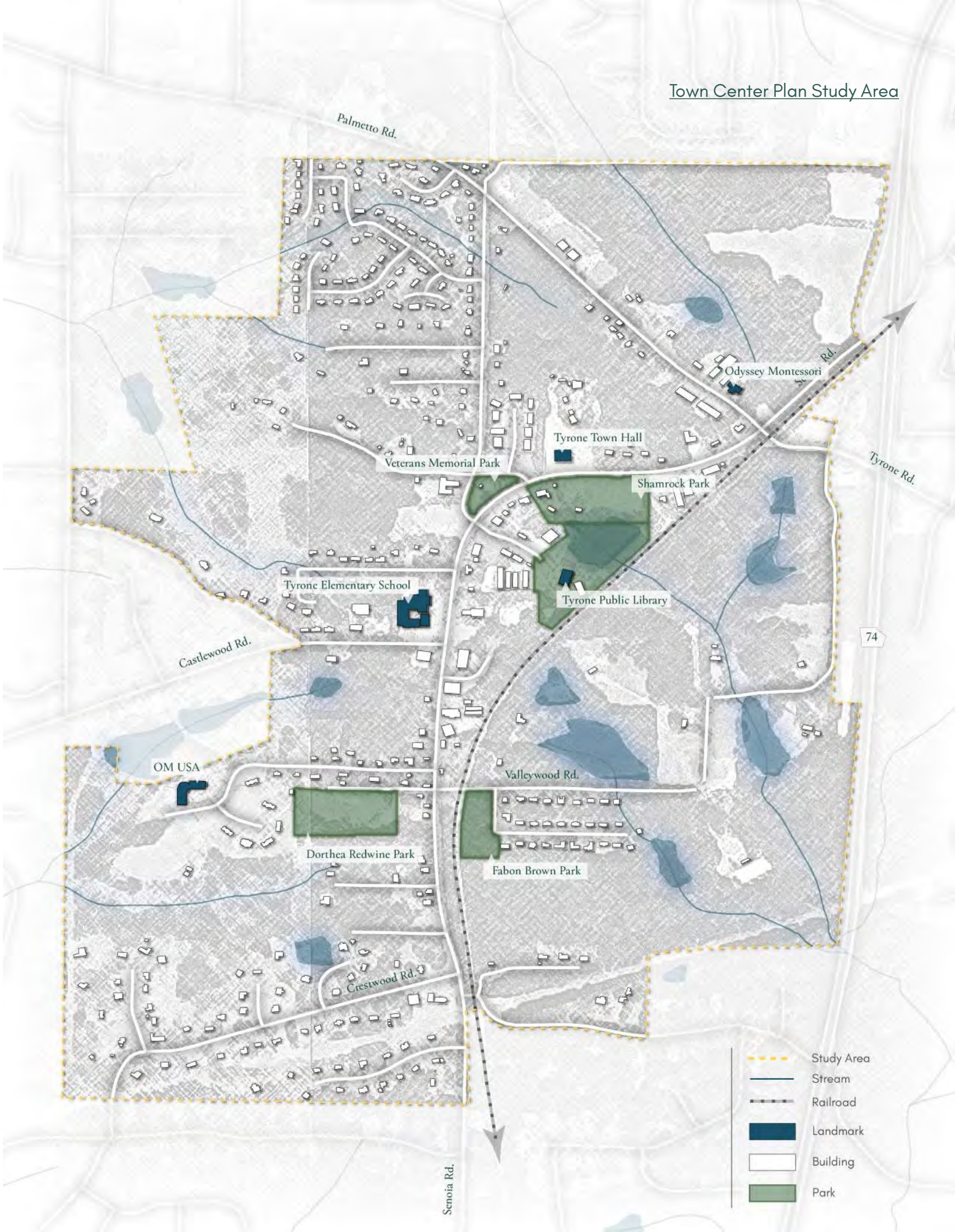
Surrounding the downtown core are smaller clusters of single-family residential developments with no multifamily units. These clusters are generally dendritic and terminate into cul-de-sacs, which funnels traffic onto Senoia Road from the west. Given the large amounts of undeveloped land in the study area, there are opportunities to increase connections between the residential clusters and the downtown core. The two primary areas for infill development are on the eastern side of the rail line and north of Palmetto Road.

TYRONE TODAY

After studying the existing conditions of Tyrone and engaging with the public, common themes emerged that informed the planning process. These themes tell the story of Tyrone today and are as follows:

- **Tyrone’s historical development requires a tailored approach to its long-term preservation and development.**
- **Shamrock Park is a defining landmark and an anchor for downtown Tyrone.**
- **New infrastructure and updated zoning have positioned Tyrone for long-term viability.**
- **Redeveloping Town-owned property supported by a formal development entity will help strengthen the business environment in Tyrone.**

Town Center Plan Study Area



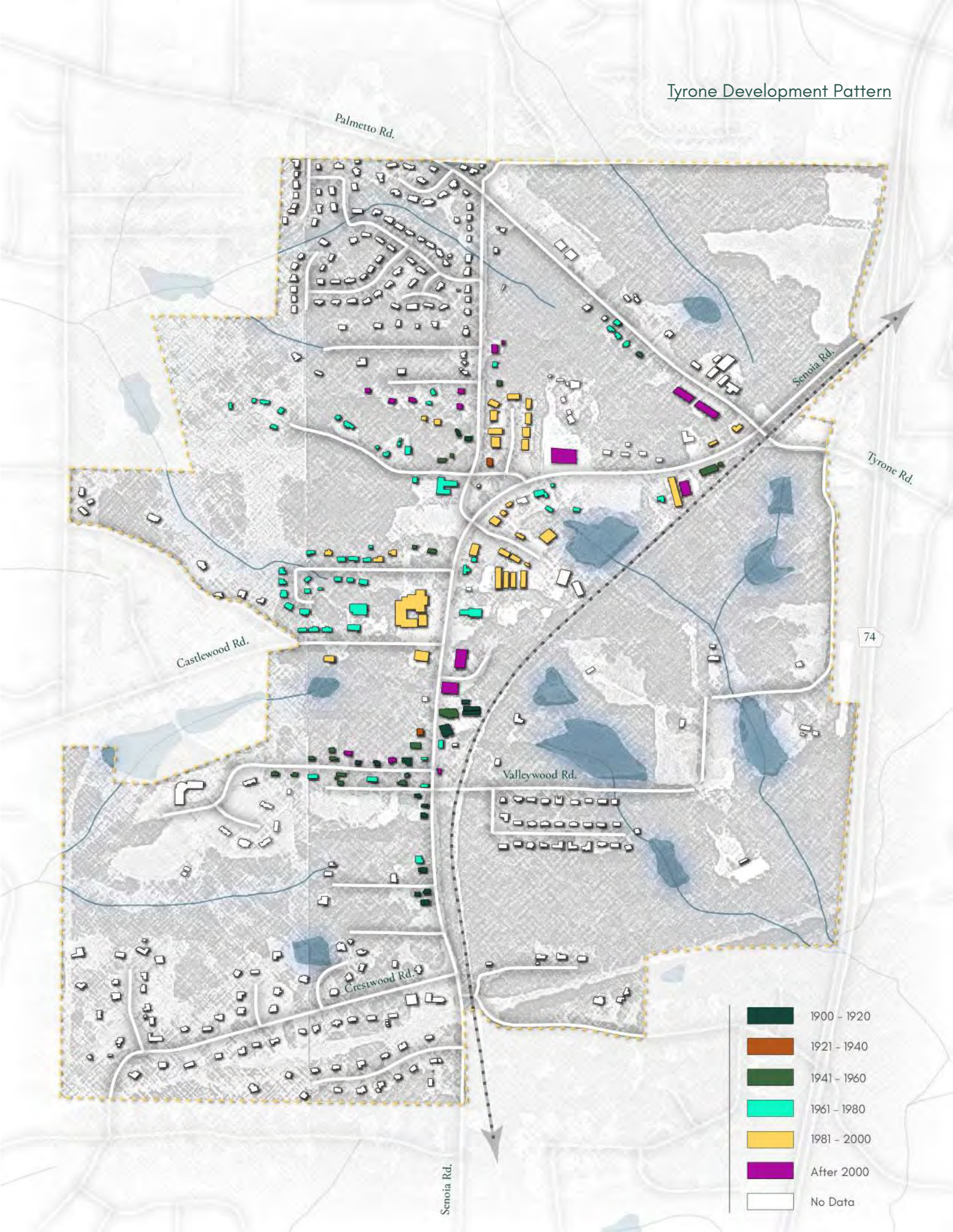
Tyrone’s historical development requires a tailored approach to its long-term preservation and development.

Similar to many communities in Georgia, Tyrone’s origins are linked to the railroad. As a small hamlet that remained relatively unchanged for years, Tyrone is witness to the increasing popularity of south metro Atlanta and Fayette County. Much of Tyrone’s growth in recent years has occurred near State Road 74 and on the fringes of the Town Center (Downtown). This has created a donut-like effect around the historic core of Tyrone, and warrants a more in-depth analysis of the existing built form within the study area. North of Palmetto and east of the railroad tracks have remained mostly undeveloped within the Town Center area with a retail district centered along Senoia Road and Commerce Drive.

The northern part of Senoia Road is representative of strip commercial land uses front loaded with parking reminiscent of mid-twentieth century development patterns. Key landmarks including a former elementary school, Tyrone Museum, new town hall, Shamrock Park, and the Memorial Park form a civic core in the central section of the Town. The town hall is the newest structure and communicates a potential design aesthetic for new development. The southern part of Senoia Road contains more historic architecture linked to the Town’s earlier development. Lack of a local historic district and other protections may threaten these properties in the future resulting in a further loss of historic fabric.

Commerce Drive is a distinctive commercial strip that connects the Tyrone Public Library and Recreation Center with Senoia Road. Multiple developments occurred along this corridor in the 1960s distinguished by the stone veneer buildings that dot the landscape. Today, these buildings have multiple tenants with potential for new uses.

Tyrone has no current distinctive Town Center, with the life and vibrancy of the community positioned around Shamrock Park. The lack of a consistent architectural style and linear development pattern, creates flexibility in how Tyrone would like to see the building and urban form develop in the future. Despite the variety of building styles, the one consistency is that it maintains its village-style feel. This is strengthened by the nodes of activity along Senoia Road and Commerce Drive. Future development should respond sensitively to these nodes and strive to maintain the village-style feel.

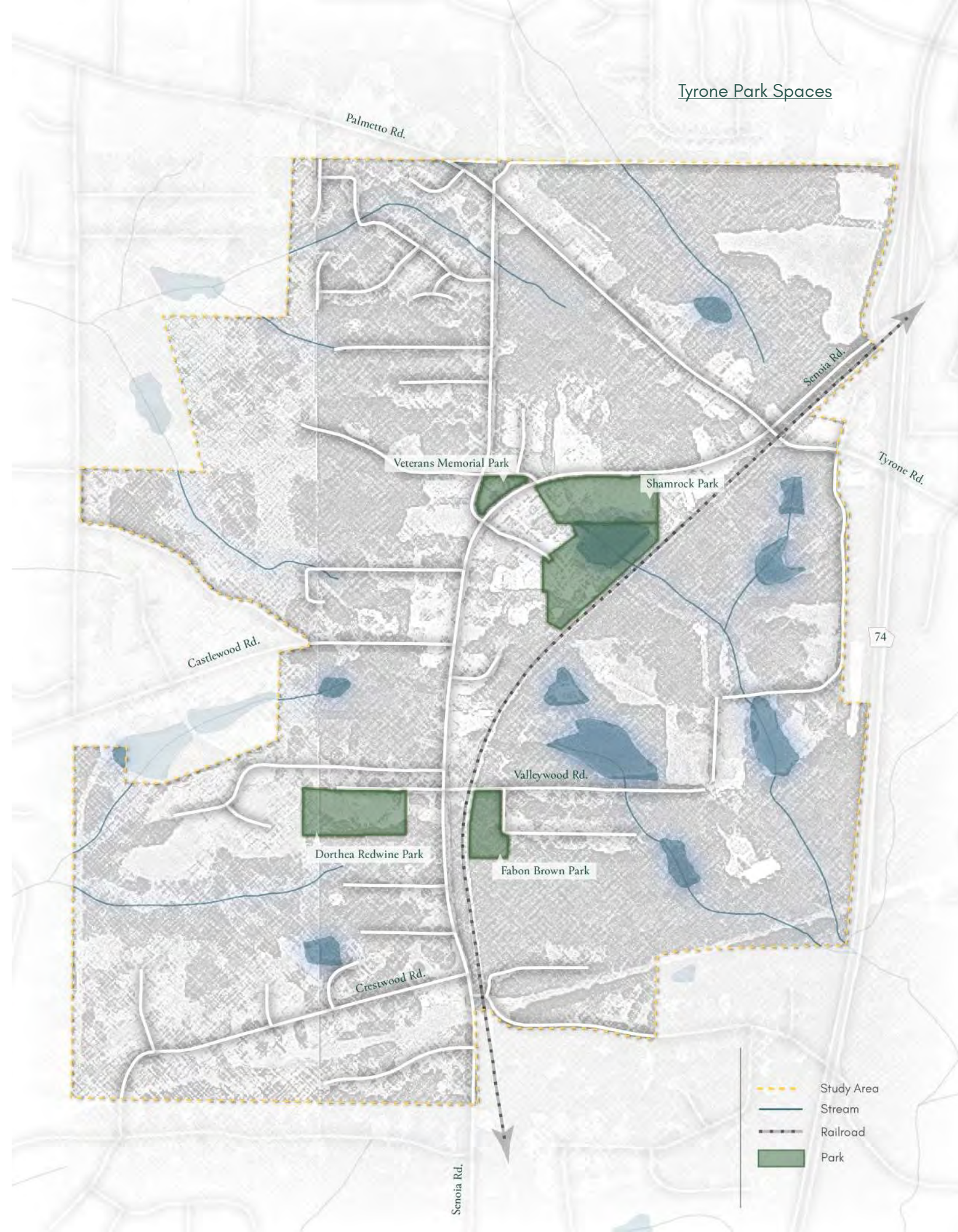


Shamrock Park is a defining landmark and anchor for downtown Tyrone.

Shamrock Park, the centralized greenspace and pond across from Town Hall, is unquestionably Tyrone's heart and most notable Town Center asset. It serves as an eye-catching gateway into the Town Center, an important recreational hub, a community gathering space, and a source of pride for the community. Perhaps most importantly, Shamrock Park creates a sense of place and establishes the unique small town feel that sets Tyrone apart from other communities in the Metro Atlanta area.

Shamrock Park provides an open space relief that many communities strive for in their downtowns. The openness and serenity of the space offers a flexible opportunity for the Town to preserve the area's character while facilitating private investment. The park's walking path and pond coupled with its proximity to nearby Town assets, including the Recreation Center, the Town Library, and Town Hall as well as nearby Veterans Memorial Park lends itself as a centerpiece to the Town as it continues to expand as a village. The popularity of Shamrock Market, the culminating outreach event in the town center planning process (see page 28), as well as the popular Founders Day Festival, demonstrates the desire to continue activating the space through programmed activities.

As an anchor to the Town Center, it also sets the tone for surrounding development and expectations of nearby public and private investment. Because it backs up to several commercial properties, it provides an opportunity for nearby uses to interface with this beautiful, green backyard through outdoor dining or open space, rear facing windows, and connections to the park – giving residents and visitors a relief from the built environment and a connection to nature, one of Tyrone's defining characteristics. The park is a model for open space preservation, pedestrian connectivity, family gathering, and beautification that the community desires to see furthered on other sites as new private and public investment occurs in the core area.



New infrastructure and updated zoning have positioned Tyrone for long-term viability.

Sewer Infrastructure

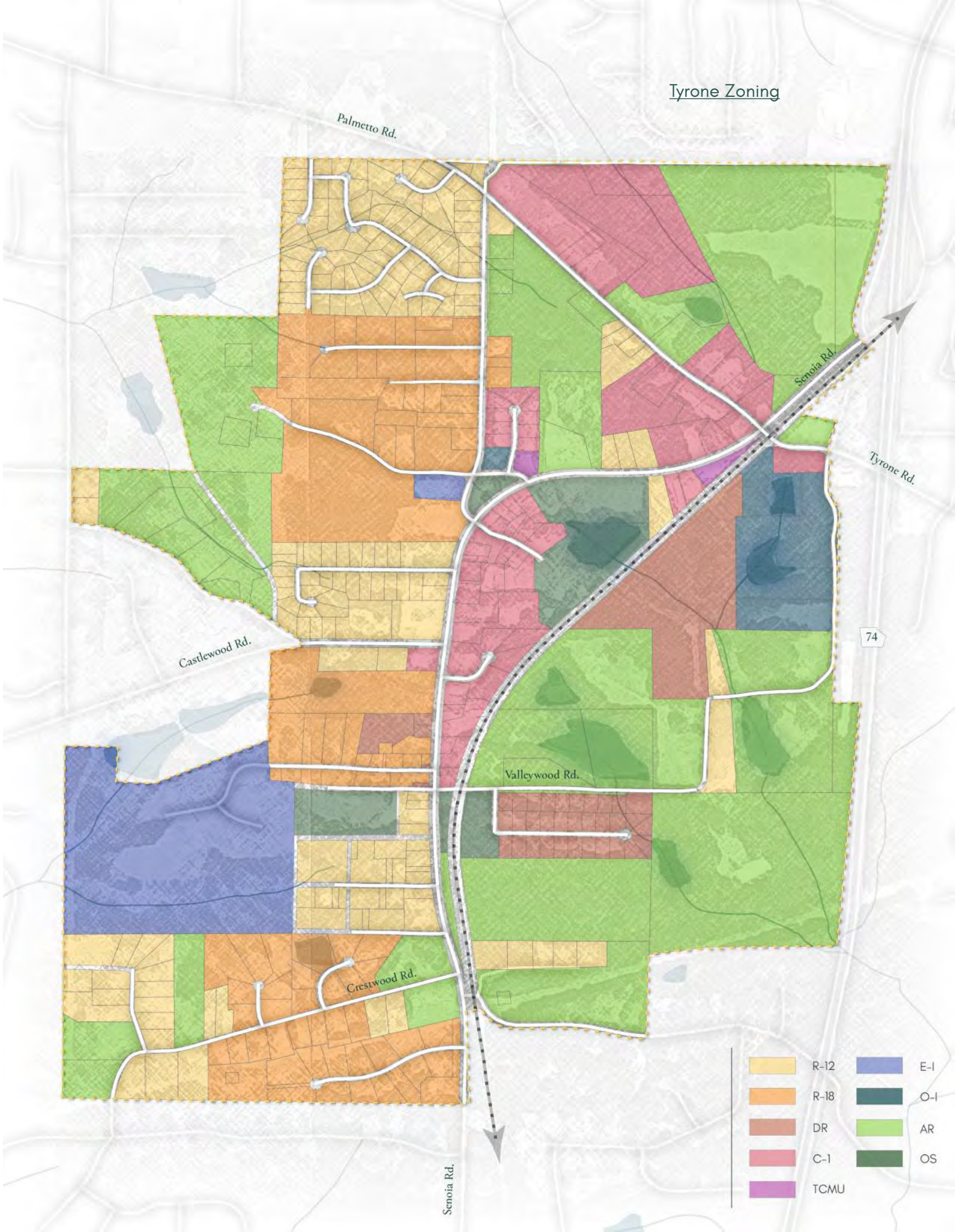
In the past, Tyrone’s limited sewer infrastructure has curbed private investment, resulted in the closure of Tyrone Elementary, restricted expansion of some businesses, and limited new investment in the Town Center. This has largely limited Tyrone’s investment to repurposing the area’s old building stock and minor investments.

In February 2020, the Town initiated a multi-phase expansion to its sewer infrastructure. Service expansion started just south of the Southampton subdivision at Spencer Lane and continued south adjacent to Arrowood Road, connecting along Commerce Drive to the Recreation Center. Additional sewer service lines will be installed along Senoia Road from Castlewood Road to the Gunnin Graphics site. This investment will unlock a series of opportunities, such as the re-opening of Tyrone Elementary, which may attract young families back to Town and offer opportunities for more investment and desirable development in the Town Center. The new sewer infrastructure also makes private connections to sewer much easier in several areas of the Town Center, particularly the northern to mid areas of the Downtown.

Zoning and Code Updates

The Tyrone Town Center Zoning Assessment, completed in June 2019 and carried out in coordination with the Atlanta Regional Commission, led to targeted zoning ordinance recommendations “to create a regulatory environment that allows the flexibility to bring about the community’s vision for the area”. The effort proposed changes to the Community Mixed Use District (separating the Town Center from other areas where mixed use may be applied), Planned Unit Development Districts, Traditional Residential District, and Town Center Architectural Overlay

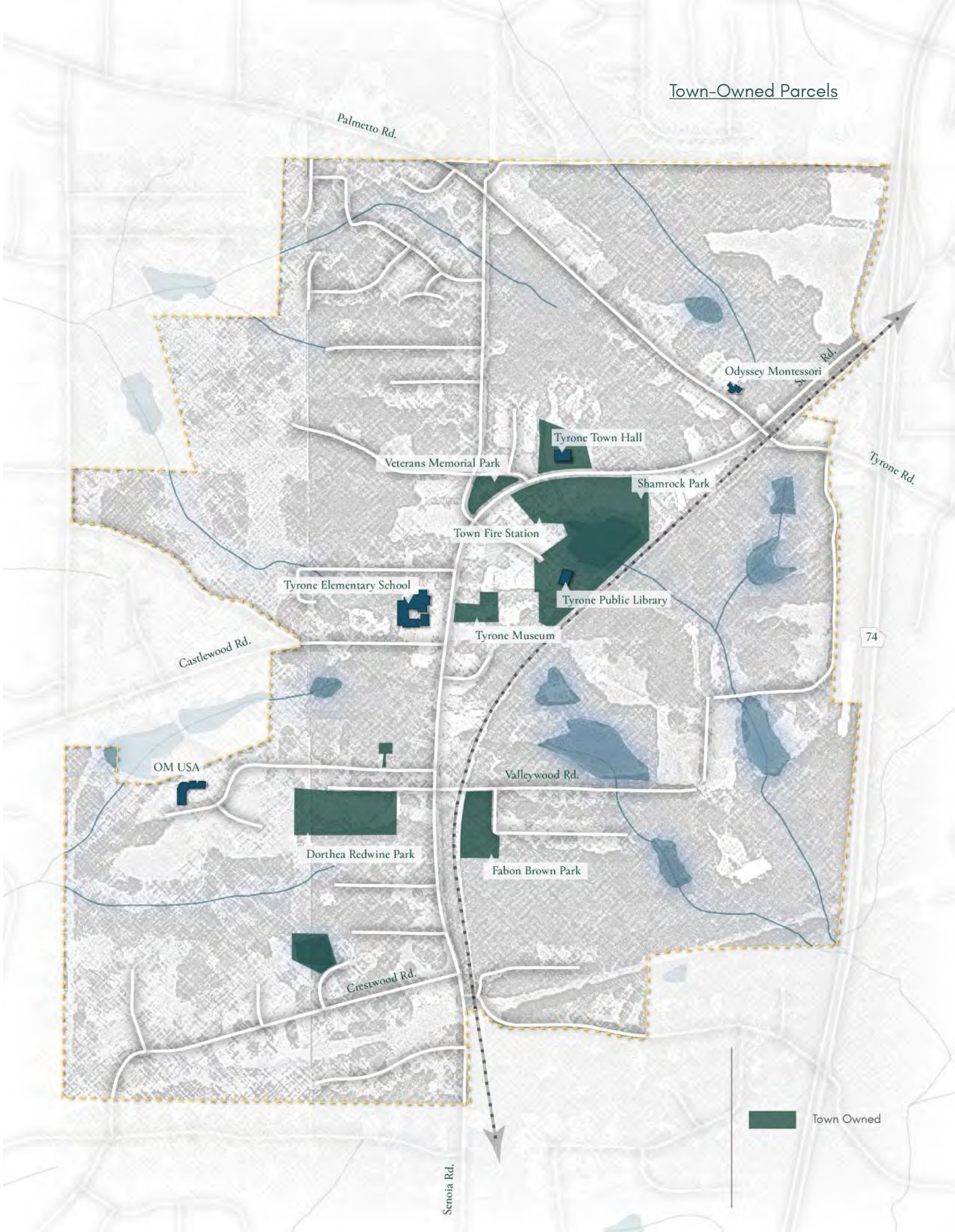
Coming out of the process, Tyrone adopted the Town Center Mixed Use District in September 2019. The mixed-use zoning district approval marks the Town’s awareness of the need for new zoning that allows for a mix of uses and a step toward village style development that allows for a more flexible mix of uses. The district allows for a maximum residential density of four units per acre and allows for greater flexibility in lot coverage and setbacks and also not allowing development styles that would take away from a village setting, such as drive through uses.



Redeveloping town-owned property supported by a formal development entity will help strengthen the business environment in Tyrone.

One of Tyrone’s greatest assets is its publicly-owned land within the study area. Shamrock Park, the former town hall, the former fire station, the current public works facility and former police station, and two other smaller neighborhood parks are wonderful assets that can be utilized to further strengthen Tyrone’s sense of place and future quality development. A review of Shamrock Park suggests multiple elements could be reoriented or shifted to better serve the public. This includes expansion towards the former public safety offices to respond to the increased need for parking and safe park access. The fire station and former town hall represent catalytic sites that can expand retail and commercial opportunities in downtown Tyrone. Both facilities could be left intact (including the current town museum) and with minor modifications these sites could be income producing properties for the Town.

Public-private investment and generating economic value with town-owned properties falls under the umbrella of an economic development entity. A development authority could work closely with the Town to redevelop publicly-owned properties and reinvest in open space amenities and infrastructure to further support development. Prior to the beginning of this Town Center Plan, Town administration began the process of establishing this authority. Through engagement with stakeholders, the Town Center Plan identified additional residents and business owners who were interested in serving on the board of the authority. Establishing this development authority will help Tyrone improve the business environment and can support future infrastructure needs.



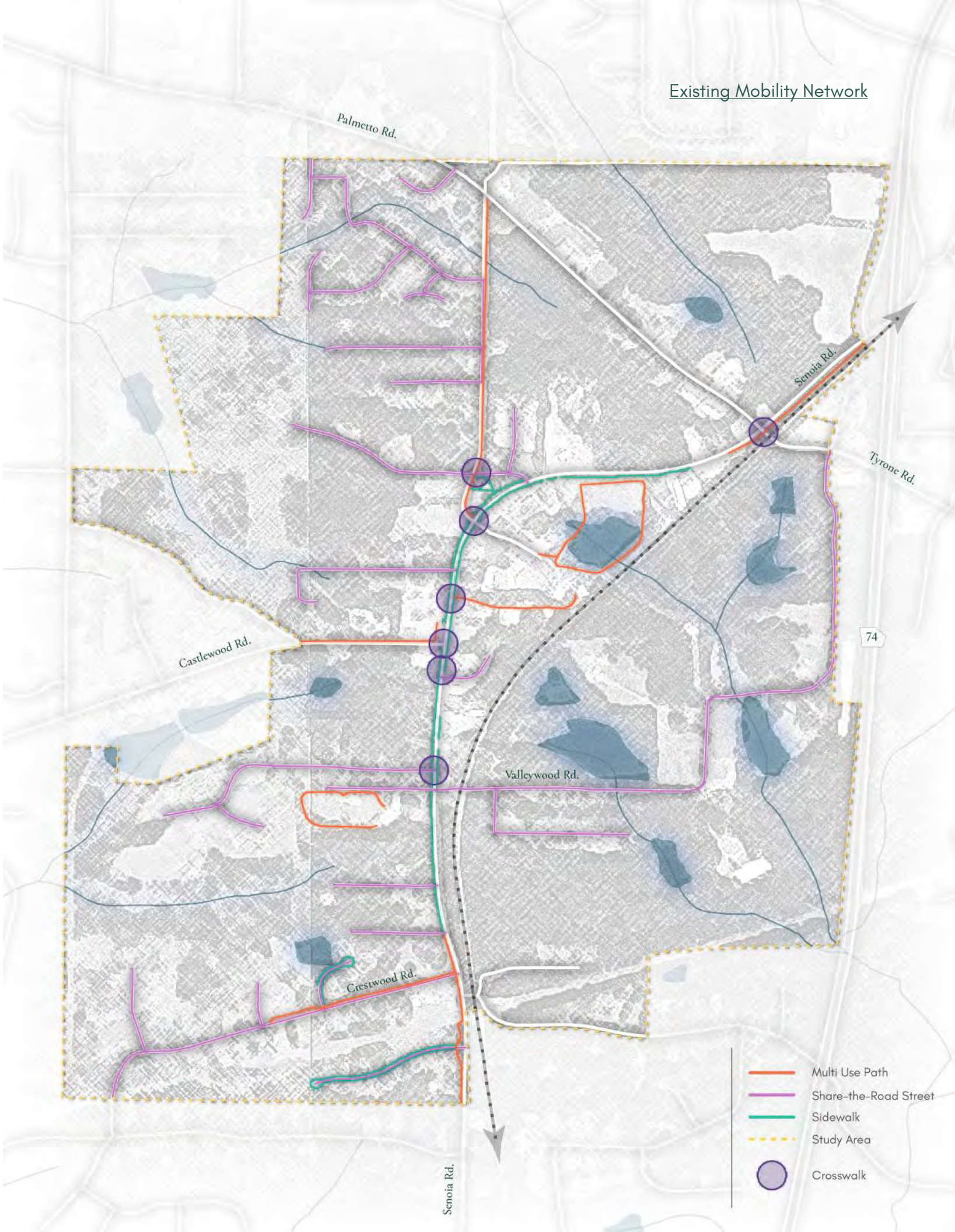
The core of Tyrone requires improved mobility options that consider golf carts, pedestrians, and bicyclists.

Tyrone’s mobility patterns include vehicles, golf carts, walking, and bicycling. Tyrone’s roadway and bike network can be classified into residential roadways (which may or may not offer trails or sidewalks), commercial roads (which generally offer at a minimum sidewalks), and sidepath/greenways (most multi-use trails are sidepaths adjacent to roadways). Separated from State Road 74, the roads within Tyrone’s Town Center area generally meet operational needs. The exception is the Senoia Road/Palmetto Road/Railroad intersection. This area represents a long-term safety and operational challenge and warrants further study. Tyrone has an active walking, cycling, and golf cart culture, however the infrastructure needed to accommodate these uses does not exist causing a mobility desert in the core of the community.

Tyrone was an active participant of the 2018 Fayette County Transportation and Master Path Plans. The plan identified several important connections that impact the Town Center area. These include regional connections to Peachtree City to the south (something that was echoed by many residents during the Town Center Plan process), connections through downtown, and utilizing existing easements near Crestwood Road for greenway access. The plan also established greenway and sidepath standards that the Town Center Plan will incorporate into the final vision. Based on residents’ input, the 2019 plan, and examination of current mobility patterns, several themes arise:

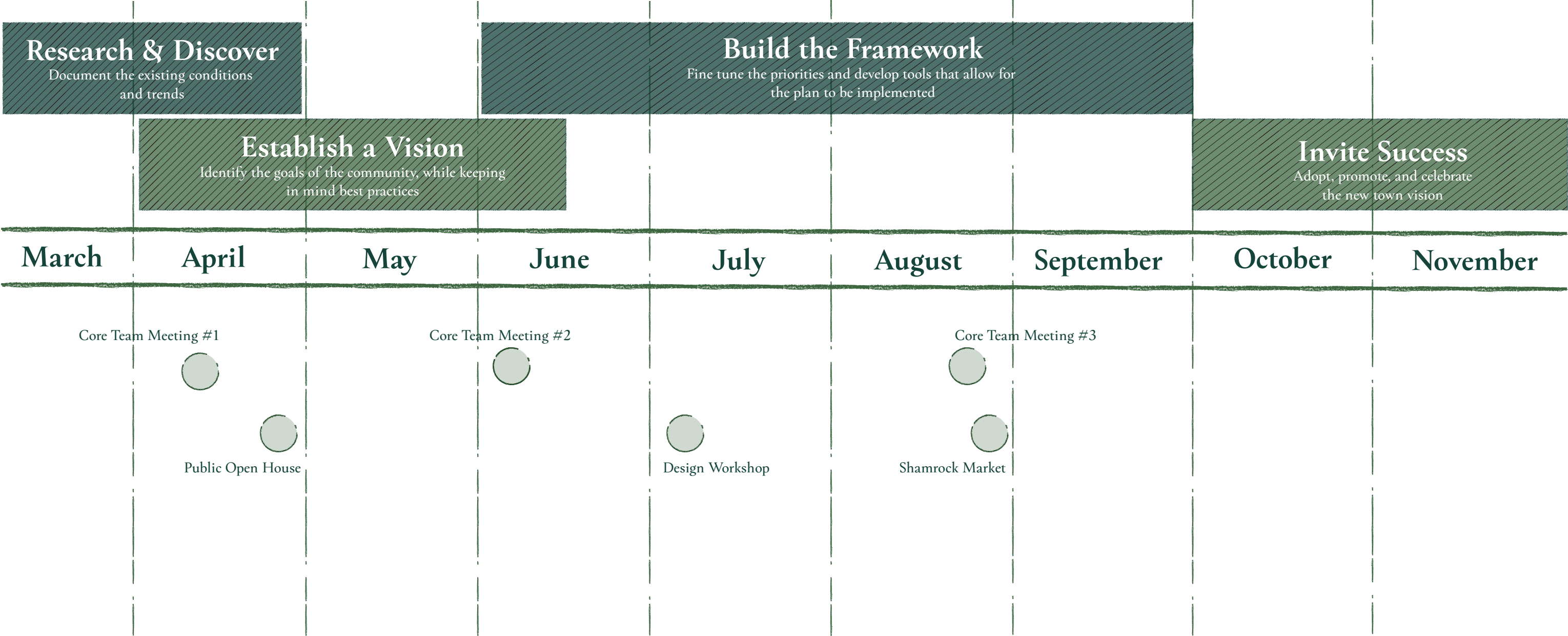
- There is a need to bridge the north-south gap using Senoia Road as a key spine.
- There are localized connections that can create secondary links to downtown.
- Linking to nearby residential neighborhoods outside the study area is an identified need and warrants further study.
- Introducing crosswalks and safe connections will help improve the walkability of downtown.

Existing Mobility Network



THE PLANNING PROCESS

Development of the town center plan occurred over a nine-month period beginning in March 2021 and concluding in November 2021. The Planning Team and Town staff developed creative ways to engage the public and continue advancing the project towards completion. The four-step planning process was augmented with multiple engagement activities, discussed in greater detail on the following pages.



PUBLIC ENGAGEMENT

Goals

The goal of the Tyrone Town Center Plan public involvement process was to allow for significant public input both in-person and online. Since the project occurred during the COVID-19 pandemic, providing the public with safe opportunities for engagement was key.

The Planning Team aimed to make sure the public felt heard and that their feedback was clearly woven into the final recommendations.

Core Team, Stakeholders, & General Public

Core Team

The Core Team was comprised of individuals with close ties to the study area who are invested in the future growth and development of the Town; it included eight Stakeholders and six members of the project management team. The Core Team provided guidance and feedback to ideas prior to bringing them to the general public throughout the life of the project.

Stakeholders

Stakeholders were identified as property and business owners with a key interest in the Tyrone Town Center Plan. Once identified, stakeholders were contacted via email and/or phone to schedule a Stakeholder Interview with a member(s) of the Planning Team. Seventeen Stakeholders participated in a Stakeholder Interview, providing the Planning Team with valuable feedback and information.

General Public

The general public also played a key role in this project. In addition to the three in-person public events that were hosted (and open to the general public), a Social Pinpoint site was created to serve as an online project hub. On the site community members could complete a survey and leave their feedback via an interactive mapping tool. They were also able to sign up for project updates which were sent via email.

Measurable Metrics

Throughout the project there were three public events, giving community members opportunities to provide feedback and share their thoughts. With those three events combined, 200 people attended and heard about the Tyrone Town Center Plan. Forty of those community members chose to provide written feedback in the form of comment cards. Comment cards were then scanned and used as a reference for the Planning Team.

The project website, hosted on Social Pinpoint, provided an online space for people to participate in the plan, offering an online mapping tool and online survey. 70 people completed the survey and 17 people participated in the mapping tool. The site had 798 unique visitors and 2,506 link clicks over the duration of the project.

Impact on Final Plan

The public input and feedback had a significant impact on the project in its entirety. The public’s comments and feedback throughout the duration of the project allowed the Planning Team to better understand the vision and goals community members had for their town and incorporate those priorities in the plan vision and recommendations.



Stakeholders

Interviews

Twenty-one stakeholders were initially identified for interviews and seventeen participated in an interview. The interviews were held virtually in March and April 2021 via Zoom. During the interviews, members of the Planning Team talked with business owners, property owners, and Town Council members about their vision for Tyrone and their goals for the Town Center Plan. Some of the interviews were group interviews, composed of multiple business and property owners grouped by their location/property type.

In the interviews, questions were tailored based on the interviewee. For example, a different set of questions was used for Town Council members, residents of historic homes, and property owners. Questions included the following:

- 1. What makes the Tyrone Town Center area stand apart?
- 2. What is the Town Center’s number one challenge?
- 3. What public investments, initiatives, or policies you would like to see changed or implemented in the Town Center area?

The answers to these questions played a valuable role in shaping the initial focus of Town Center concepts, Core Team discussions, and subsequent community input activities.



Core Team

The Core Team was comprised of eight Stakeholders and six members of the project management team. The committee met three times (both virtually and in a hybrid setting) throughout the duration of the project.

- **Meeting 1** focused on introducing both the project team and the purpose of the planning effort, establishing the role of the Core Team, and the initial market study findings. The meeting also included a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis, in which the Core Team was asked to provide feedback. The meeting concluded with a request of Core Team members to participate in and advertise the upcoming public input events.
- **Meeting 2** included a debrief of the Community Planning Workshop that was held on June 7 and 8, a summary of best practices from aspirational communities, and a presentation of community design case studies. The meeting concluded with an open discussion with questions about congestion, branding, and next steps.
- **Meeting 3** was a presentation of the study findings and recommendations prior to presenting them to the public and including them in the final report. The agenda included a project recap, existing conditions overview, the Town Vision, a mobility and streetscape plan, an open space plan, a development plan, catalytic sites, zoning recommendations, and a summary of next steps.

This committee, composed of project team members and members of the community, created a leadership group for the project that helped champion the process and raise awareness of the planning process among fellow community members. Additionally, this allowed for the project team to directly vet ideas and initial approaches prior to bringing those concepts and recommendations to the public.



Public Meetings

April Public Meeting

The initial public meeting took place in Shamrock Park on Friday, April 30th from 5 to 7pm, inviting community members to come share their initial thoughts and feedback as part of the plan kick-off. The event included activity boards, where community members could participate in questions such as “which areas of Tyrone would you like to preserve?” and “in which areas of Tyrone do you see potential for improvements?”. This information was then used to the propel the plan forward, starting conversations about the vision that the community has for the Tyrone Town Center area. A popsicle cart was on site to provide a sweet treat to community members.

The event resulted in participation from over 100 community members, with over half choosing to sign up to receive project updates via email.



Community Planning Workshop

In June the project team hosted a two-day workshop at the Tyrone Recreation Department building on June 7th and 8th. The project team worked on-site for both days, and hosted participation times on each day. From noon to 5pm, the public could stop by for a drop-in open house to observe the planning team at work, chat one-on-one, and provide input. From 5pm to 6pm, the Planning Team hosted debrief sessions for community members to hear highlights, progress from the day’s activities, and provide input. During both days, the planning team focused on how to best accomplish Town Center priorities, including: Shamrock Park improvements; Catalytic sites – Properties that will shape the Town Center’s future; Movement – How can we better connect via paths, sidewalks, and roads; Beautification and aesthetics; and more.

During this workshop, the community was able to hear about the feedback the Planning Team received during the April Public Meeting and how they are incorporating that into the Plan. Between the two days, the Planning Team spoke with over two dozen community members.



Shamrock Market

The final project public meeting took place on Friday, August 27th from 6 to 9pm at Shamrock Park, hosting over a dozen vendors and over 1,000 community members. Vendors included local artisans and food vendors, and a band provided live music during the event.

The Planning Team set up boards with recommendations for the community members to review and provide feedback on. There were comment cards available for people to submit comments and the Planning Team was available to provide clarification and answer any questions.

The event resulted in over 100 participants reviewing the boards and a handful of people submitting comment cards with their feedback.



Online Map Input Tool

To reach as many community members as possible, an online website and engagement page, hosted via Social Pinpoint, was created to represent the project – as highlighted under Communications. On the webpage, an interactive map input tool was utilized to allow for online visitors to contribute to the project.

Communications

An orchestrated public communications program was conducted throughout the life of the planning process with the goals of raising awareness about the project in the Tyrone community and encouraging participation of community members in the process. The communications program included development of a project logo and branding, project website, Town Hall-based project gallery, project sheet, press release, and targeted use of social media and messaging via a project updates list.

Project Website

At the start of the project, the Planning Team created a project website to serve as a central information hub for the project as well as a starting point for online engagement. The project website was hosted on Social Pinpoint, a customizable website platform that specializes in online engagement. Throughout the project, the website was updated with information regarding upcoming activities and events, as well as ways

to get involved online (see online map input tool above). The website also had a location for people to sign-up to receive project updates.

The Town’s website connected directly to the project website. Throughout the project, the Town website regularly featured the Town Center Project on its home page to build excitement about and transparency in the planning process.

Town Hall Gallery

Main Board

A coroplast board was created at the beginning of the project and resided in Town Hall for the duration of the project. This board helped communicate key project information, including a map of the study area, goals, and a project timeline. It also included a rotating display to feature current and upcoming information about the planning process.

Feature Flyers

Five separate flyers were created as part throughout the duration of the project to highlight upcoming events and to recap previous activities. These flyers were printed and showcased in Tyrone Town Hall, as a part of the main board, and in other locations throughout the Tyrone town center area for community members to review and see what is happening next.



New Development Sites



Placemaking Opportunities



Transportation Improvements



Preservation Areas

Social Media

Social media was used throughout the project to announce upcoming events to the public. Graphics, including save the dates, digital flyers, and image collages were created, and shared on Tyrone’s social media platforms. This type of social meadia advertising was also utilized for most posts.

Project Sheet

A project information sheet was created during the project start up to help educate the community members about the project process and outline ways they could provide their input. A project map and plan overview were included, along with a project timeline. The project sheet also included a QR code that linked to the project website and contact information for the Town Planner.

Press Release

A press release was drafted and shared a week prior to the April 30th event at Shamrock Park. This press release outlined the purpose and importance of the event, and invited area residents, businesses, property owners and others interested in Tyrone’s future are encouraged to attend.

Project Updates List

Community members could sign up to receive email-based project updates, at the project. One email was sent prior to the Shamrock Market, serving as a reminder of the event, and encouraging recipients to attend.

Town Email Updates

The Town regularly promoted the Town Center Plan activities and milestones in its regular email updates. Community members can sign up for Town-wide email updates at the Town of Tyrone website.



PLANNING PRINCIPLES

Weaving together what was heard from the public, stakeholders, and elected officials, the principles for how the vision would be crafted emerged. These planning principles guide the policy, program, and project recommendations found throughout this document. The four principles are as follows:

Mobility

Expand mobility options within the town center to include additional trail connections, golfcart path, and improved parking options.

Sense of Place

Enhance Tyrone's sense of place by preserving the community's small town character and improving its overall aesthetic.

Activation

Activate Shamrock Park to create a dynamic open space that is well maintained and programmed, representing the heart of Tyrone.

Attraction

Attract more businesses to serve the local community and create a vibrant town center.



02. Town Center Vision

TOWN CENTER PLAN

The Town Center Plan envisions what downtown Tyrone could become within a five to ten year time frame. By taking into account the feedback heard from stakeholders, elected officials, and community members, the master plan focuses on themes looking at improving mobility, creating and activating open spaces, and sustainable development and preservation.

Improving mobility throughout the Town Center includes trail connections, expanded Golf cart paths, and better parking options. These interventions are focused on and around Senoia Road, through improving the streetscape and making new connections for greenways and trails.

The activation of open spaces revolves around various improvements to Shamrock Park, the creation of new neighborhood spaces that serve as gathering places, and preserving nature for future generations to enjoy.

Development and preservation look at methods that the town can use to attract businesses and developers, creating a more vibrant on the ground experience for downtown Tyrone. Catalytic sites serve as the springboard for development through providing immediate opportunities for developers. The adaptive reuse of existing buildings helps lower overall costs, activate space, and help retain Tyrone’s sense of place. Lastly, edge development occurs just off of Senoia Road, helping infill spaces between the existing road network.

Improved Mobility

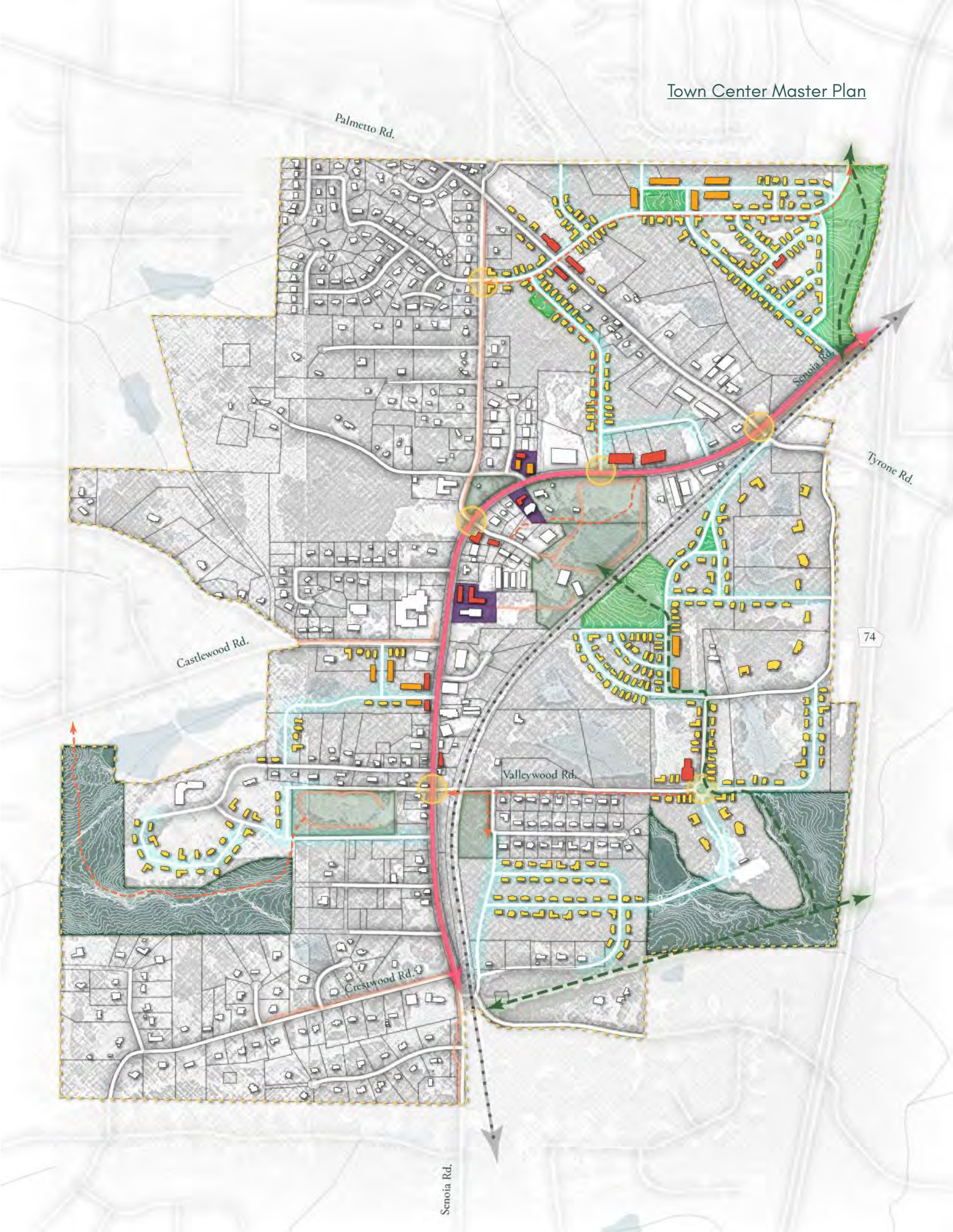
- Senoia Streetscape
- Greenways & Trails
- Streetscape Enhancements

Open Space

- Improving Shamrock
- Neighborhood Spaces
- Preserving Nature

Development & Preservation

- Catalyst Sites
- Adaptive Reuse
- Edge Development
- Infill Development



IMPROVED MOBILITY

Downtown Tyrone is defined by hierarchy of roadway networks with Senoia Road serving as central spine. Secondary commercial roads like Commerce Drive and multiple residential streets funnel to Senoia with greenways touching the periphery of downtown. The town center plan helps codify design criteria for these networks to create consistency for future investments. This typology serves as a starting point for mobility improvements that is supported by past studies.

With these future improvements considered, the town center plan calls for several major improvements that can improve the long-term mobility of downtown. First is Senoia Road, which operates as the main corridor for traffic and commercial development. While designed to handle higher volumes of vehicles from the surrounding residential neighborhoods, increasing connectivity throughout the town would help foster new development and create an environment for a better pedestrian experience. Transitioning Senoia Road to a complete street will offer multiple options for travel (car, bike, walk, golf cart), and it will create opportunities for strategically placed improvements and reconnecting the surrounding neighborhoods with a new generation of paths and trails.

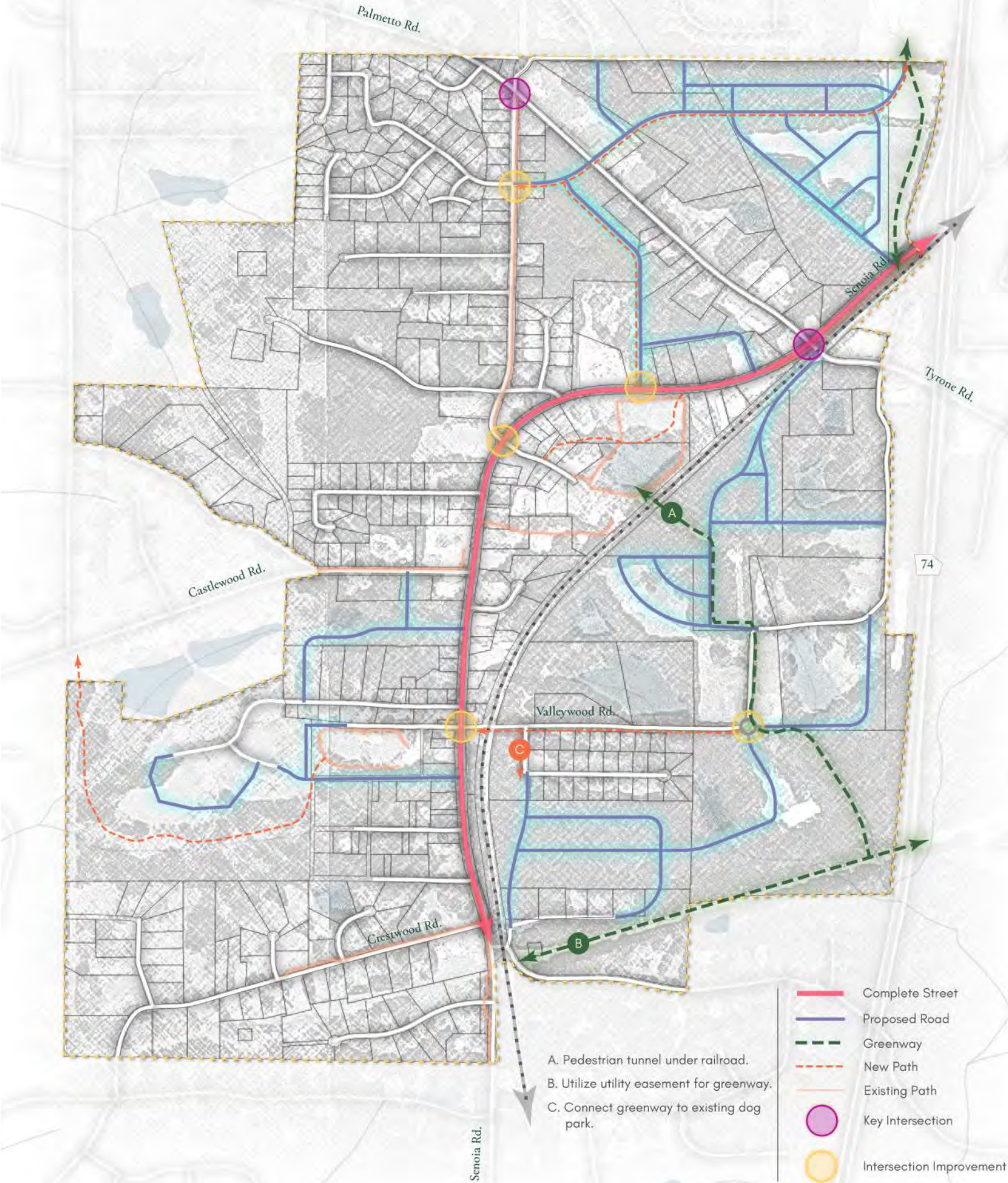
Connectivity does not only come in the form of new roads. Improving intersections, expanding path systems, and linking trails encourages alternative forms of

transit, while introducing new accessibility to areas previously only reachable by car. This includes:

- A multi-use trail connection between Senoia Road and South Hampton Village
- A multi-use trail connection between Commerce Drive and Shamrock Park which helps complete a larger internal loop.
- A multi-use tunnel under the CSX railroad line just north of the current recreation center along the sewer easement that would provide direct access between the downtown core and residential properties east of the railroad.
- Expanded multi-use trails east of the CSX railroad line associated with any proposed new development.
- Soft surface nature trails on the Om property off Castlewood Road.

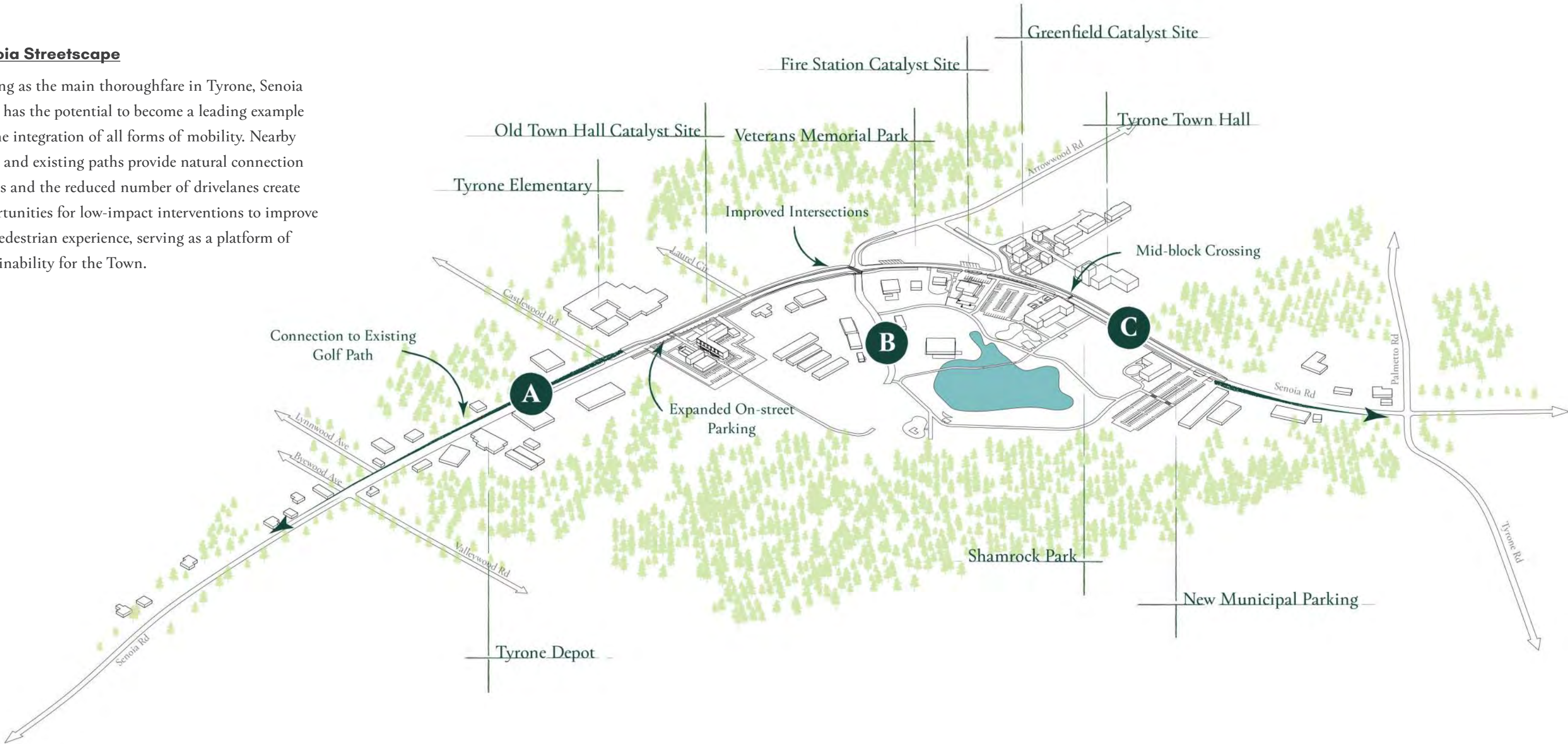
Looking beyond the study area there are multiple trail connections that could further improve access to downtown. Linking neighborhoods east of Highway 74 via a multi-use trail connection was popular among residents during public engagement.

The Mobility Plan



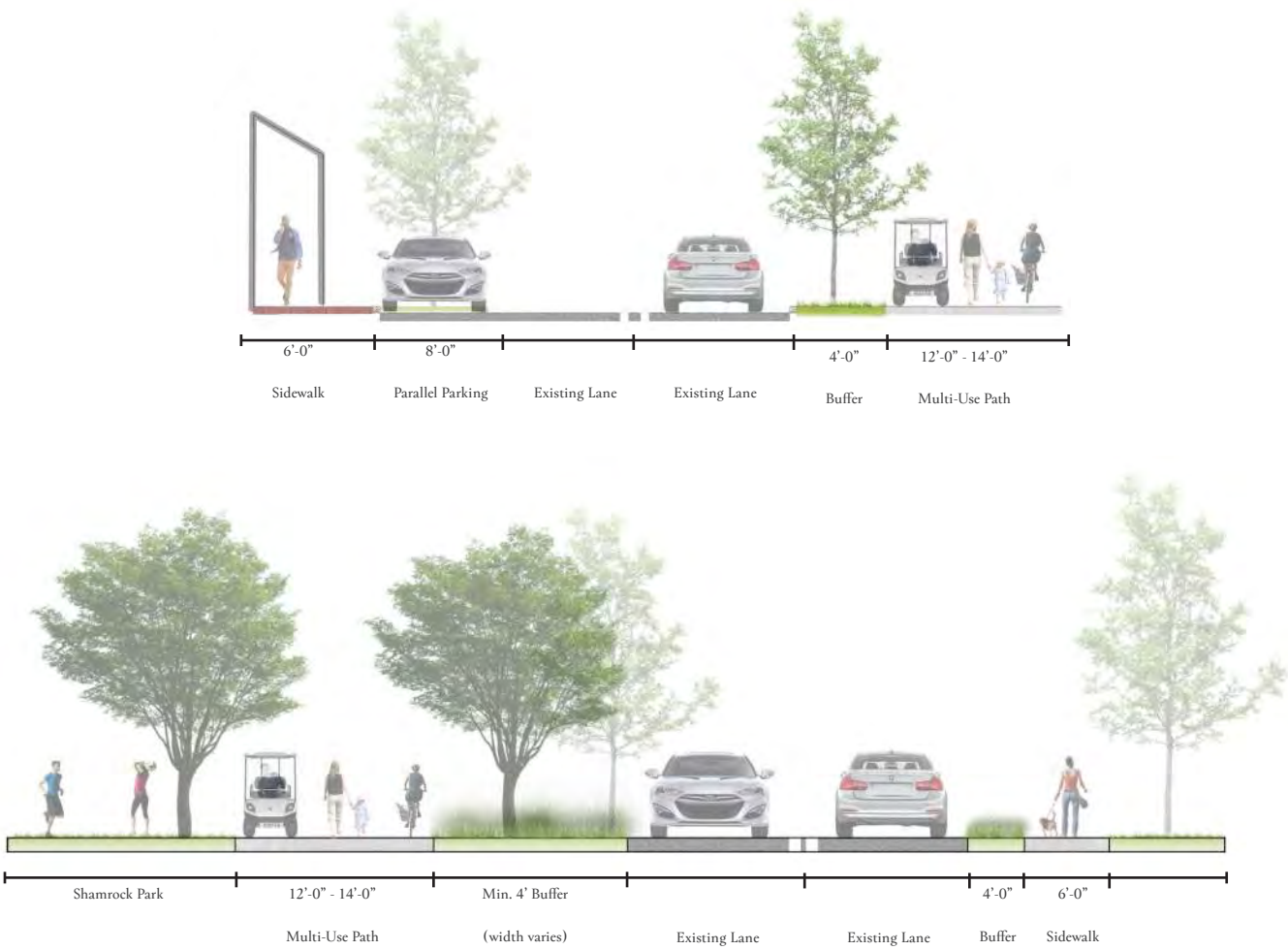
Senoia Streetscape

Serving as the main thoroughfare in Tyrone, Senoia Road has the potential to become a leading example for the integration of all forms of mobility. Nearby parks and existing paths provide natural connection points and the reduced number of driveways create opportunities for low-impact interventions to improve the pedestrian experience, serving as a platform of sustainability for the Town.



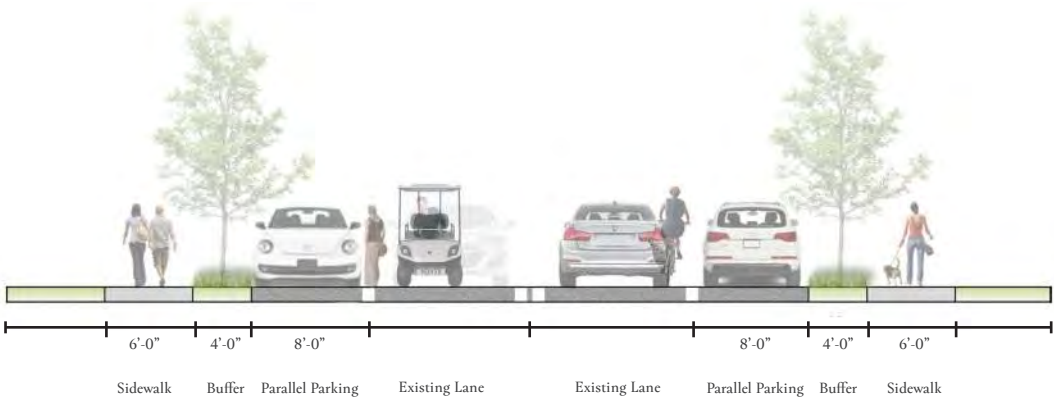
Senoia Road Streetscape Enhancements

With only two drivelines, Senoia Road has immense opportunity to reorient itself as a complete street. Adding on-street parking creates a buffer between car and the sidewalk, while expanding the existing multi-use path allows for more space between golf carts and pedestrians.



Commerce Drive Streetscape Enhancements

Commerce Drive provides a key linkage to businesses off of Senoia Road and the rear of Shamrock Park. Redesigning this right-of-way would provide a more pleasant experience for pedestrians walking from Senoia Road to the Tyrone Public Library.



SENOIA ROAD NEAR RED DOOR CONSIGNMENT



Multi-use path

Senoia Road

On-street parking

Enhanced pedestrian realm

Native plantings

Existing parking

Red Door Consignment

SENOIA ROAD NEAR RED DOOR CONSIGNMENT PERSPECTIVE



Expanded multi-use path

New tree canopy

On-street lighting

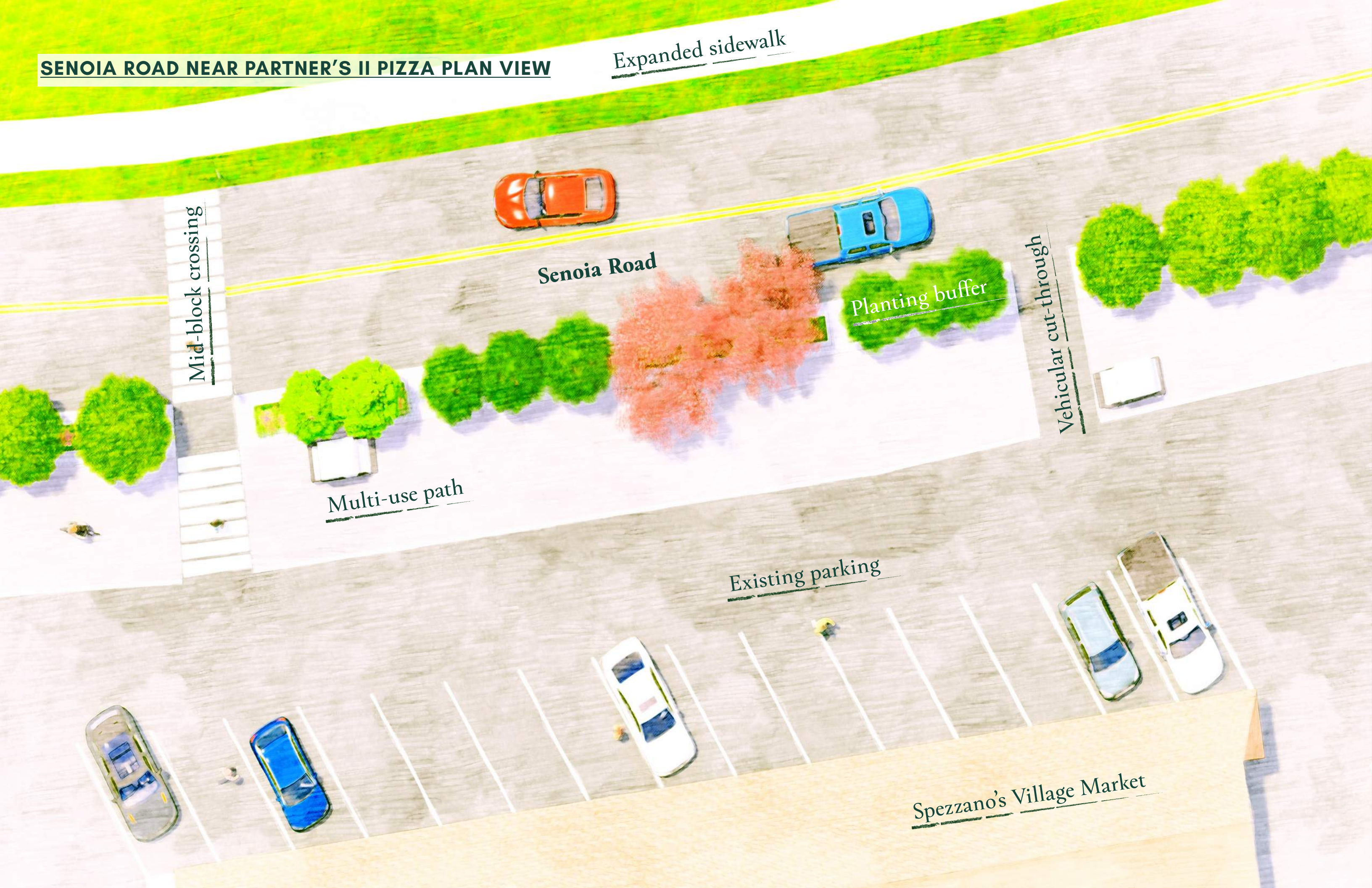
Expanded sidewalk

On-street parking

Native plantings

SENOIA ROAD NEAR PARTNER'S II PIZZA PLAN VIEW

Expanded sidewalk



Mid-block crossing

Senoia Road

Planting buffer

Vehicular cut-through

Multi-use path

Existing parking

Spezzano's Village Market

SENOIA ROAD NEAR PARTNER'S II PIZZA PERSPECTIVE



Expanded tree canopy

Vegetated buffer

On-street parking

Expanded multi-use path

Improved pedestrian safety enhancements

COMMERCE DRIVE LOOKING INTO SHAMROCK PARK



Enhanced street lighting

Native plantings

On-street parking

New pedestrian crossings

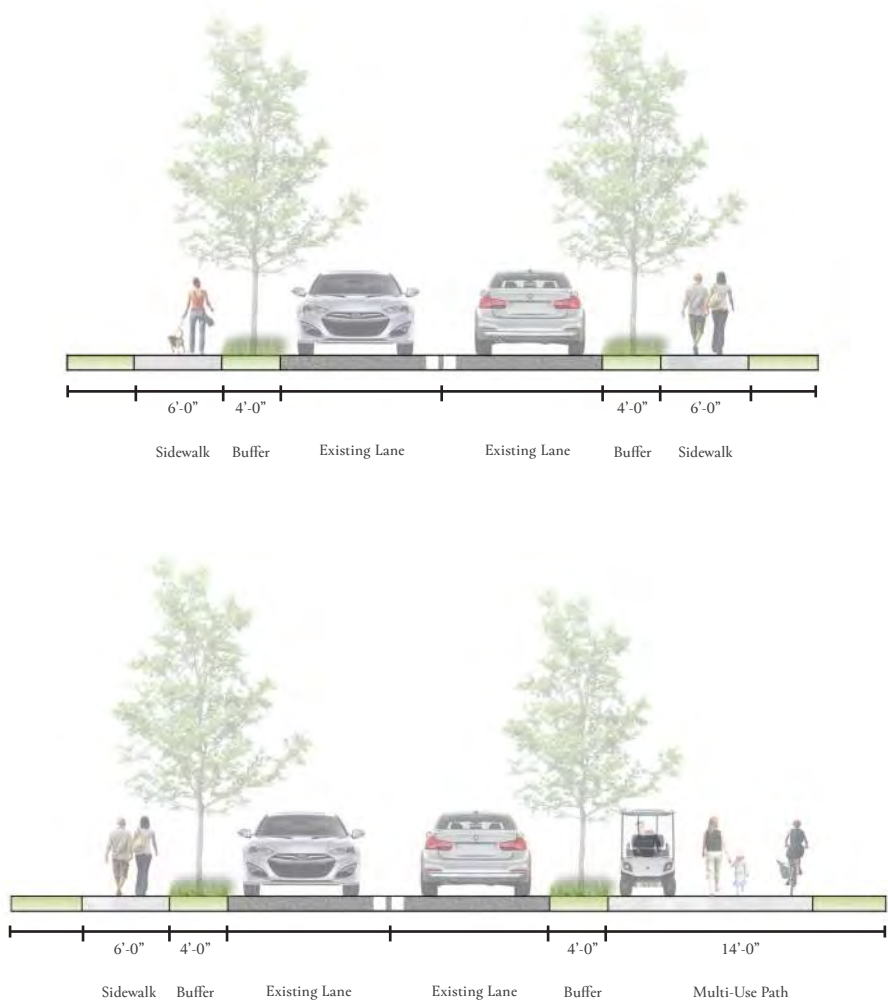
Shamrock Park

Expanded golfcart path

Residential Streets

Currently, sidewalks are sporadically placed throughout the residential neighborhoods. By having more consistent placement, along with a buffer providing street trees, pedestrian movement would be encouraged, while also mitigating the feeling of isolation due to the extreme front yard setbacks. Certain residential streets such as Castlewood Road have existing and/or proposed multi-use/golf cart paths.

Where possible, the multi-use path should be expanded, provided there is enough right-of-way.



Greenways

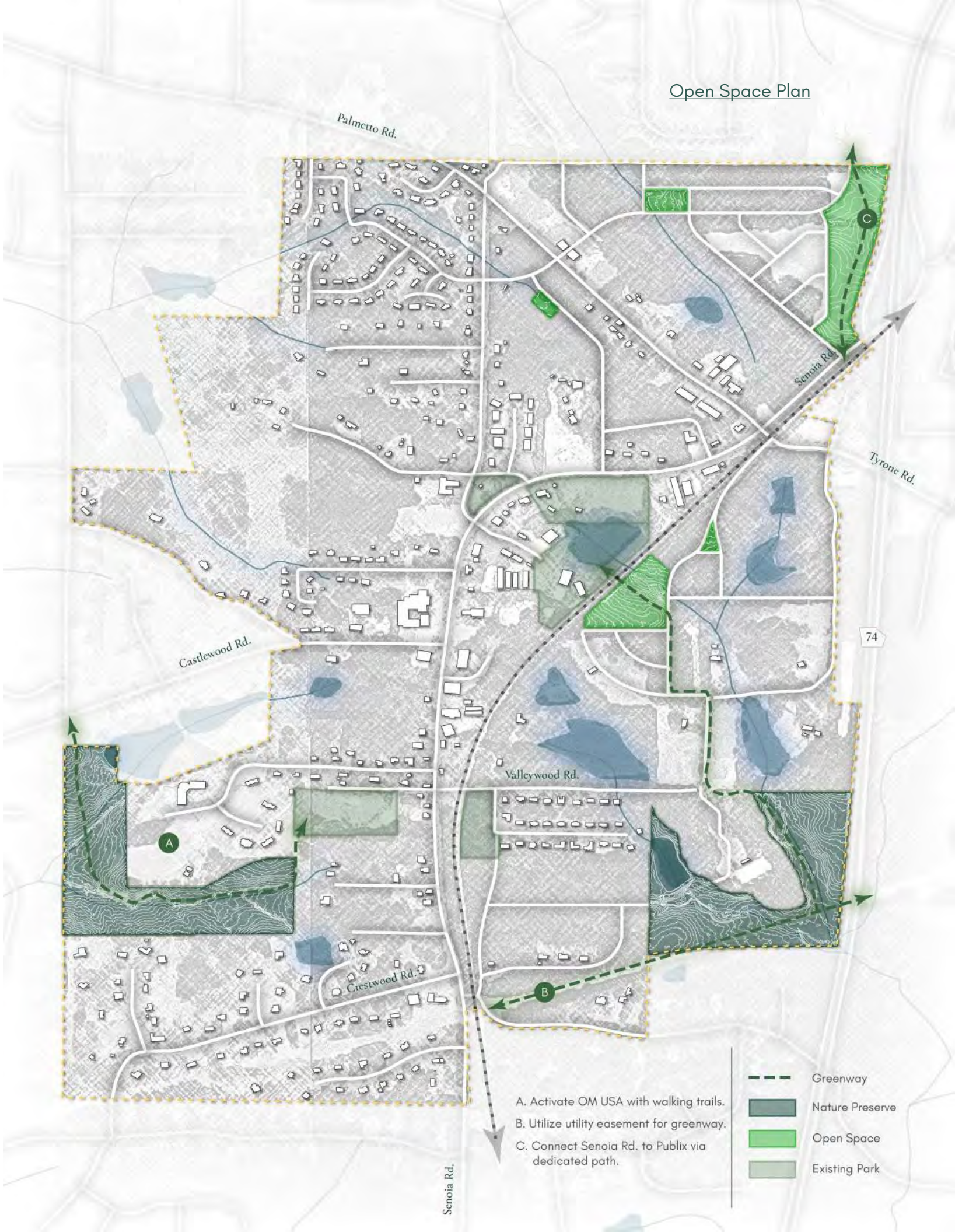
Greenways provide linkages through nature preserves and utility easements. The multi-use path provides increased connectivity for pedestrians, bicyclists, and golf cart users, allowing them to avoid roads with high vehicular traffic.



OPEN SPACE NETWORK

Downtown Tyrone is blessed with a significant amount of open space. Shamrock Park, Veterans Memorial Park, Dorothea Redwine Park, and Fabon Brown Park provide residents with a variety of recreational options. Shamrock sees the greatest use and serves as the Town’s central gathering space. There are opportunities to increase connectivity between different open spaces and introduce park space as future development is realized. The following are key opportunities:

- Improve Shamrock Park to plan for increased popularity and better use of existing public assets.
- Encourage new passive park space/nature preserve at the Om campus to the west of downtown and areas within floodplain east of the railroad.
- Introduce smaller neighborhood parks as part of new development.
- Continue to preserve and maintain Tyrone’s existing parks.
- Link these open spaces through an expanded network for greenways and sidepaths (see Mobility Plan).



Improving Shamrock

Shamrock is Tyrone’s central greenspace and is well used by residents. Currently Shamrock is a mix of active and passive uses with Town-owned facilities along Senoia Road and the recreation/community center sitting south and east of the pond. Making desired changes to Shamrock will be a multi-phase, multi-year effort. The adjacent concept plan represents one configuration, but a more thorough master plan is warranted to develop a phased approach with budgeted costs. Recommended improvements include:

- Introduce new parking to service both Shamrock Park and downtown businesses.
- Replacing the current parking spaces with a new recreation center and office space that can be leased out to appropriate businesses.
- Relocating certain uses offsite or elsewhere in Shamrock.
- Introducing a permanent stage for events and rentals.
- Adding a new permanent farmers market pavilion on the north end of the park.
- Introducing additional parking on the north end of the park.
- Upgrading the playground and other amenities.

- Improving connectivity with a multi-use trail to Commerce Drive (see Mobility Plan).

The site plan shown on the next page communicates the improvements listed above. The Town should continue master planning the site and working closely with Public Works and the Recreation Department to ensure the needs of staff and users are met. Another key component of Shamrock Park’s long term vitality is improved programming in the space. Done appropriately it would generate additional revenue for the Town that could be reinvested in the park.

SHAMROCK PARK MASTER PLAN



14' Multi-use path, typ

Basketball court

Relocated recreation center

Brentwood Drive

Senoia Road

On-street parking

Veteran's Memorial Park

Fire Station
Catalytic Site

Municipal parking

Patio

Shamrock Park

Stage

Restrooms

Older childrens' playground

Young childrens' playground

Existing pavilion

Open-air farmer's market

Municipal parking

U.S. Post Office

New trail connection

New trail connection

Restaurant with patio addition

14' Multi-use path, typ

CSX Railroad

Commerce Drive

Canoeing center and beach

Library

Community garden and pergola

Existing recreation center

Tunnel linked multi-use path under rail line

Neighborhood Spaces

A key component of creating a strong community is getting to know one’s neighbor. This can be done by creating spaces within a neighborhood for residents to gather and relax after work or during the day, without traveling to the larger public spaces along Senoia Road. These spaces can be sized according to the neighborhood, ranging from central greenspaces to pocket parks. These can be introduced as new development comes online so that the park spaces are appropriate for the expanded residential population.

An important strategy to making these neighborhood spaces work is to have as many houses front the area as possible. This concept of “eyes on the street” keeps community members grounded in the wellbeing of the place they live, increasing safety and creating a friendly atmosphere for residents and visitors alike. Additionally, having buildings facing the spaces can help instill a sense of pride the community space, helping with maintenance and keeping the area clean.



Nature Preserve

Tyrone has large amount of land that has been untouched from development. However, as the town grows and new places are created, these natural areas will be disturbed. To maintain a robust ecosystem, nature preservation zones should be established. Doubling as community assets and wildlife habitat, these zones will be minimally disturbed, only with the addition of walking paths for residents to enjoy.

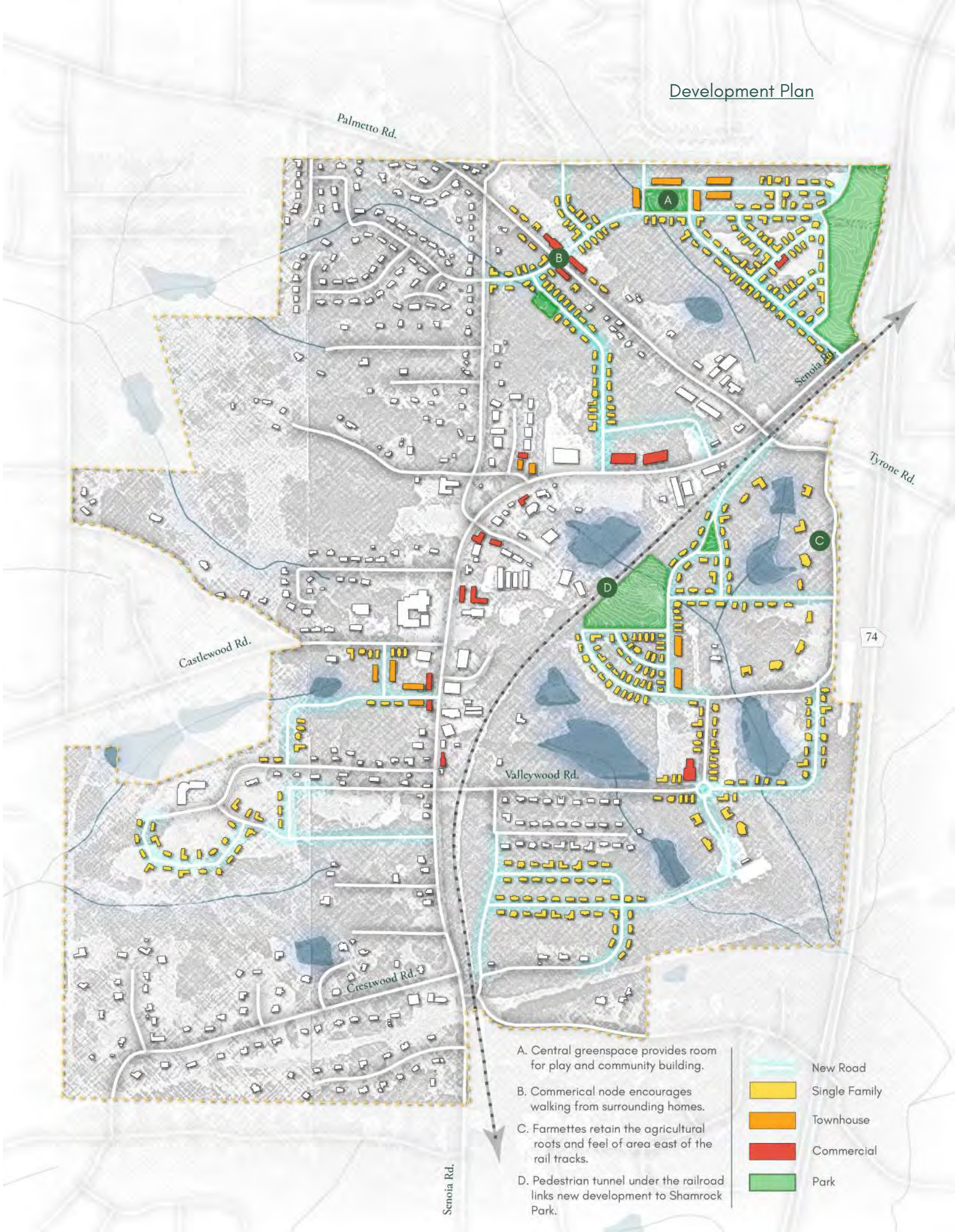
The preservation zones should be identified as areas where development is difficult, due to topography, natural elements such a creeks and streams, or utility easements. These difficulties can be transformed into public amenities for recreation and mobility connections. In addition, studies have shown the conservation of natural areas enhances property values, attracts jobs, and promotes a sense of local community.



DEVELOPMENT & PRESERVATION

The town center of Tyrone contains numerous opportunities for new development, the preservation of open space, and the adaptive reuse of existing buildings. Keeping the character of Tyrone in mind, infill development around the Town core and Senoia Road should be reflective of the existing scale today. As new construction radiates outwards into the surrounding open spaces, clustering of single-family homes centered around community nodes, such as greenspaces, give a feeling of increased density, while staying true to the quaintness and small-town feel that Tyrone enjoys. New commercial development located within the clusters should be focused on intersections, taking advantage of areas with more visibility, terminating vistas, and traffic management.

Within the town core, Senoia Road is home to a number of older building, some which have architectural significance and some that don't. In the short term, these structures could be retrofitted to provide more applicable uses to the current residents. This would be a cheap and effective way to breathe life back into some of the spaces in downtown, namely the Old Town Hall and the fire station next to Shamrock Park.



Edge Development

Given the large amount of undeveloped land in and around the Town Center, Tyrone has great potential for seeing new developments. The two main tracts that could support large-scale projects are located north of Palmetto Road, along SR-74, and north of Valleywood Road backing up to the rail tracks.

In addition to these large spaces, a number of smaller sites along Senoia Road provide the opportunity to create infill commercial, reinforcing the town core and creating a more vibrant downtown Tyrone.

The images to the right showcase various examples of what new development should seek to emulate. Keeping in line with current zoning regulations, buildings should not be taller than 40 ft, or three stories, along Senoia Road. This allows focus to remain at street level, where local businesses are located.

By offering gentle density in and around downtown Tyrone, the quaint character of the Town can be maintained. The targeting of infill sites and larger areas already bounded by roads provides a sustainable model for growth without losing its charm.

Commercial Development Examples



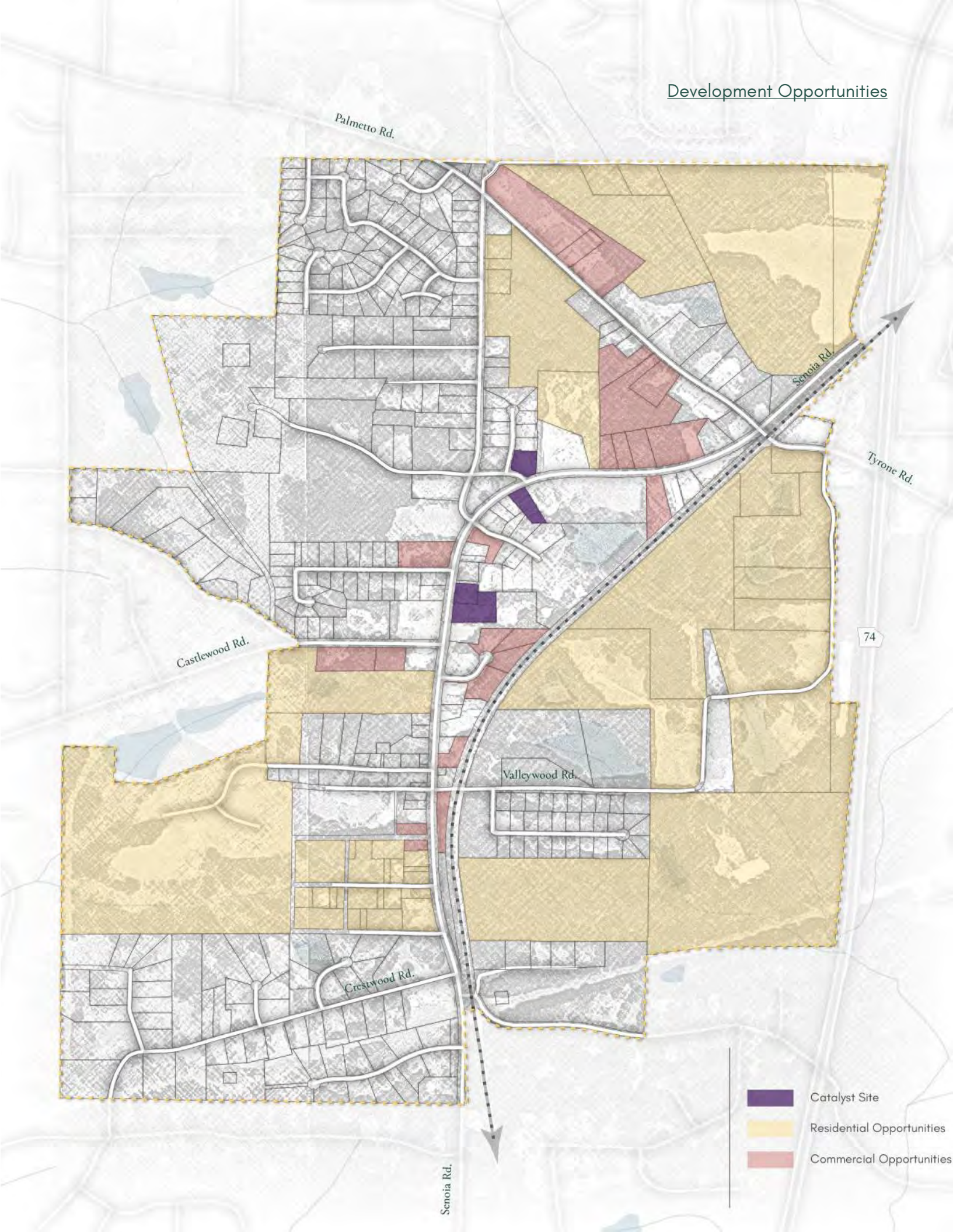
Residential Development Examples



Greenspace Features Examples

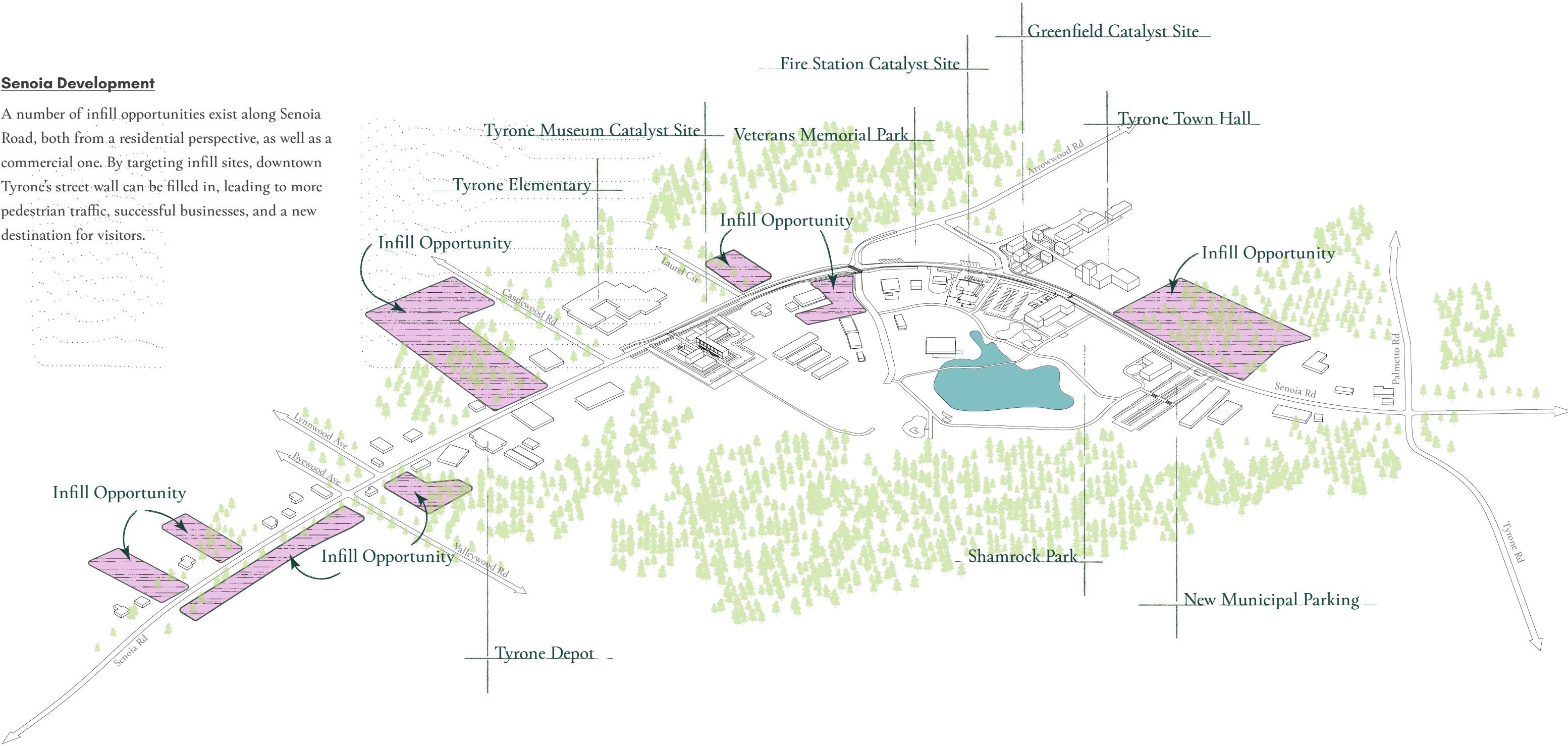


Development Opportunities



Senoia Development

A number of infill opportunities exist along Senoia Road, both from a residential perspective, as well as a commercial one. By targeting infill sites, downtown Tyrone's street wall can be filled in, leading to more pedestrian traffic, successful businesses, and a new destination for visitors.



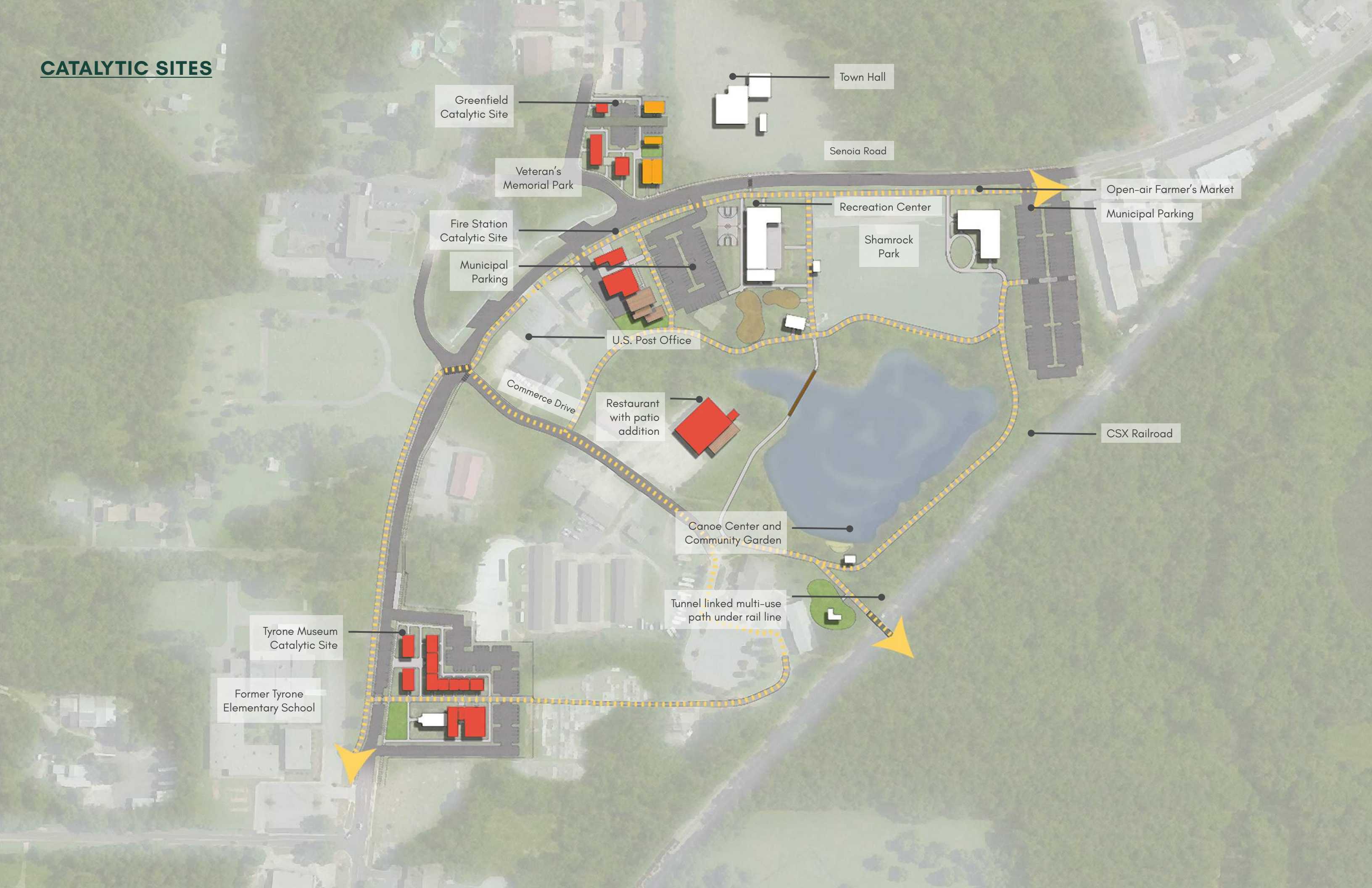
Catalytic Sites

Catalytic sites are opportunities that aim to stimulate complementary development on surrounding sites, creating an even more cohesive downtown. These projects can be undertaken by private developers, public entities, or public-private partnerships. These catalytic sites emerged from stakeholder consultation and the planning process to date. It is important to note, however, that the designs are NOT a final representation of what will be developed. These designs convey an idea of what could potentially occur on the sites. Despite the conceptual nature of the designs on the catalytic sites, each was evaluated with a high-level market analysis. The full market analysis that was performed can be found in the appendix.

The first of the sites is the location of the Tyrone Museum. This concept looks at preservation and infill as a way to redevelop the site. The second site is the fire station off of Senoia Road. The concept explores how the building could be retrofitted to offer a variety of new programming. The third catalytic site is dubbed the Greenfield Site and sits adjacent to the Town Hall to the west. The concept centered around infill connecting the Town Hall to business park, and providing a frame to the Veterans Memorial Park.



CATALYTIC SITES



Greenfield
Catalytic Site

Veteran's
Memorial Park

Fire Station
Catalytic Site

Municipal
Parking

U.S. Post Office

Commerce Drive

Restaurant
with patio
addition

Canoe Center and
Community Garden

Tunnel linked multi-use
path under rail line

Tyrone Museum
Catalytic Site

Former Tyrone
Elementary School

Town Hall

Senoia Road

Recreation Center

Shamrock
Park

Open-air Farmer's Market

Municipal Parking

CSX Railroad

Tyrone Museum Site

Located right off of Senoia Road, the Tyrone Museum catalytic site presents an opportunity for preservation of a historic building, while bringing new development to the site to augment the downtown core. This blend is supported through complimentary programming between the preserved space and the new.

The site provides a new dedicated access from Senoia Road to the cemetery to the east, through an expansion of the multi-use path and a new mid-block crossing. This enhancement connects the site to the wider mobility improvements detailed throughout the plan. On-street parking along the western side of the site provides a new buffer to help create a more pedestrian friendly environment.

The new infill development provides 3 mixed-use buildings with retail on the ground floor and mixed-use studios up above. Not rising above 2 stories, the new buildings keep the museum as the focal point. This is reinforced by the relocation of all the parking to the rear of the buildings and a new plaza leading to the museum.

Three Key Takeaways

- 1. **Adaptive reuse of the Tyrone Museum provides 7,760 square feet of office**
- 2. **New infill development provides 21,300 square feet of retail space**
- 3. **While currently infeasible, as Tyrone implements other economic development policies, the feasibility will improve**



FIRE STATION SITE

Fire Station Site

The town-owned fire station off of Senoia Road offers an immediate opportunity retrofit an existing building to better serve the needs of the community. This proposal is designed over 2 phases to show how the building can be transformed today and what the site could become in the future.

In the short term, the fire station could be retrofitted to house a restaurant with patio space out front, have its truck bays divided into individual stalls for small businesses, or host popup events. Given the large amount of asphalt in the front, new connection points to the adjacent restaurants and Shamrock Park can be easily created. The existing rear parking could be converted into a deck that overlooks Shamrock Park via a new lawn.

Looking to the future, the fire station site can handle an additional building between the public right-of-way and existing building, moving the setback much closer to the street. This would create plaza space in between the two buildings that would serve as the pedestrian connection from the proposed Shamrock Park municipal parking to the restaurants to the west. Further increasing the mobility connectivity, new Golf cart paths are proposed along the eastern side and rear of the site.

Three Key Takeaways

- 1. **Site could be used immediately for Town events or small businesses**
- 2. **Phase I is feasible, Phase II is marginally infeasible, though there are potentials for ground lease scenarios due to Town ownership**
- 3. **Success of Phase I could lower the capitalization rate or allow for increased rents, making Phase II feasible**



FIRE STATION PHASE I CONCEPTUAL RENDERING

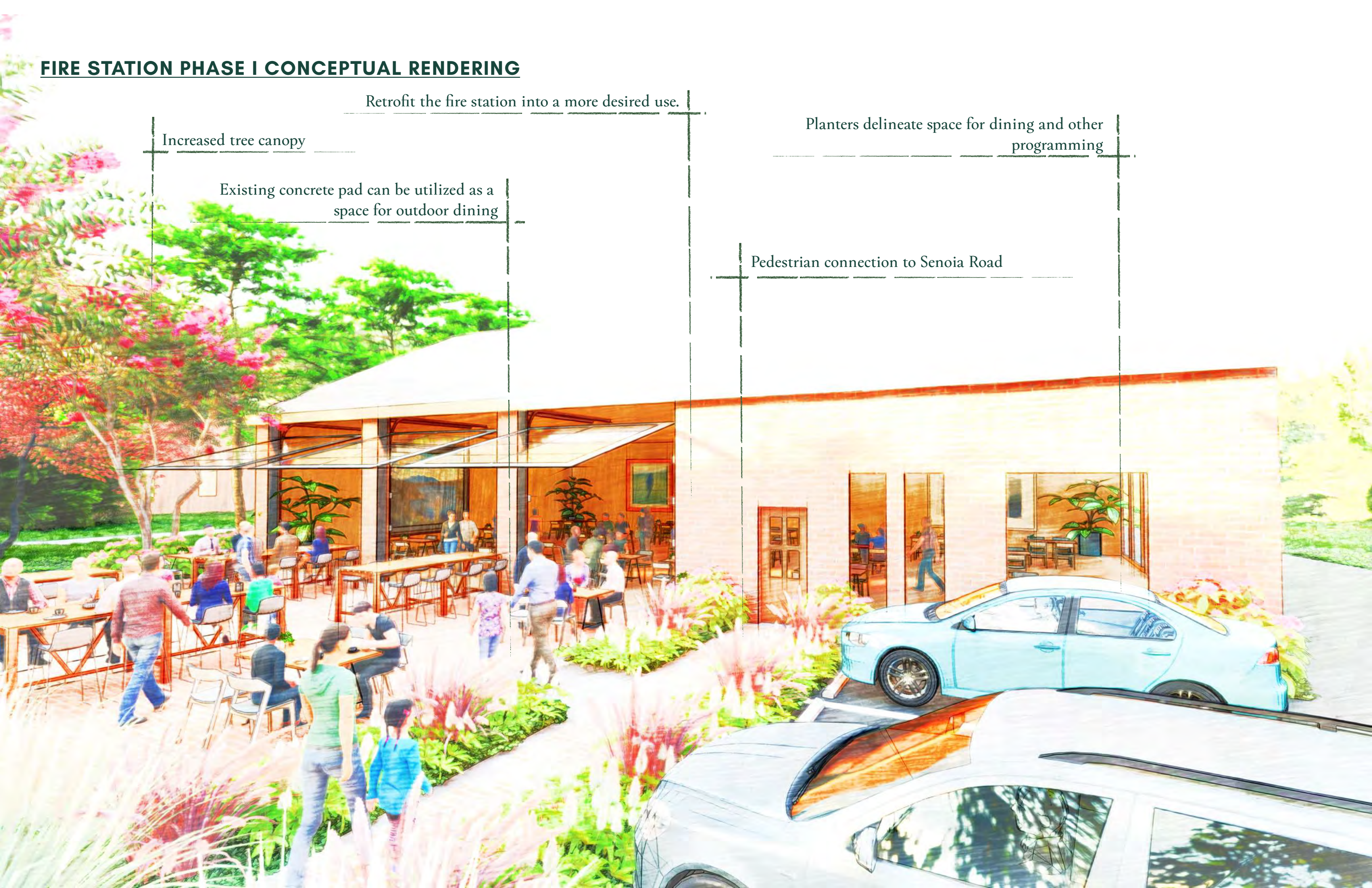
Retrofit the fire station into a more desired use.

Increased tree canopy

Existing concrete pad can be utilized as a space for outdoor dining

Planters delineate space for dining and other programming

Pedestrian connection to Senoia Road



FIRE STATION PHASE II CONCEPTUAL RENDERING



Expanded multi-use path provides ample room for pedestrian, golfcarts, and bicyclists

Increased tree canopy

Planters delineate space for dining and other programming

Enhanced buffers better separate the sidewalk for the road, increasing safety

Native plantings

New mixed-use building

Retrofitted fire station

Greenfield Site

Located next to the new Town Hall, the Greenfield site represents a key infill opportunity for the downtown core. It serves as the link between the office park along Howell Road and the civic uses along Senoia Road.

New development on the southern edge of the site helps frame the Veterans Memorial Park to the south. Two mixed-use buildings and attached single-family provide an extension of the street wall, creating a more vibrant, experiential right-of-way. Pedestrian paths provide access to the fronts of the buildings from the parking in the rear. The northern part of the site is able to hold additional residential and a small mixed-use building. Bisecting the site is a new connection from Howell Road to the new Town Hall parking lot.



Three Key Takeaways

- 1. **Feasible under current market conditions**
- 2. **Only site that proposes both mixed-use commercial with single-family attached.**
- 3. **Each townhouse would provide tuck-under parking, which maximizes development space**



03. From Vision to Reality



FROM VISION TO REALITY

In order to move the Town Center vision forward, certain actionable steps must be taken. This chapter lays the groundwork for how to see this vision become reality and split into three parts. First, the market analysis provides the necessary background information on real estate characteristics identified in Tyrone. Second, implementation strategies are introduced focusing on both the town center core, as well as the individual catalytic sites. Last, the current zoning regulations are examined for strengths and weaknesses, and recommendations are made. The culmination of these sections results in a framework that can be used to revitalize Tyrone's town center into a new center of gravity for the Town and region.

MARKET ANALYSIS OVERVIEW

This market study provides an analysis of background trends and real estate conditions for the Town of Tyrone in order to assess potential market support for a range of uses that are possible in the Town Center District (Downtown) as part of the Livable Communities Initiative (LCI) study. This market study will help the Town understand the extent to which its vision for the downtown can be fulfilled and provide parameters for the range of future possibilities. The full market study can be found in Appendix I.

Although the Town Center District has been identified as the Study Area within the Town, initial analysis of the data at the Study Area level did not reveal any significant differences between the Study Area and Tyrone; there is nothing demographically or economically unique about the Study Area as of 2020 that would affect planning for the future of the Town Center. By evaluating the existing conditions and trends in the Town overall, this report can present the maximum development potential of the Study Area.



Demographic and Economic Conditions

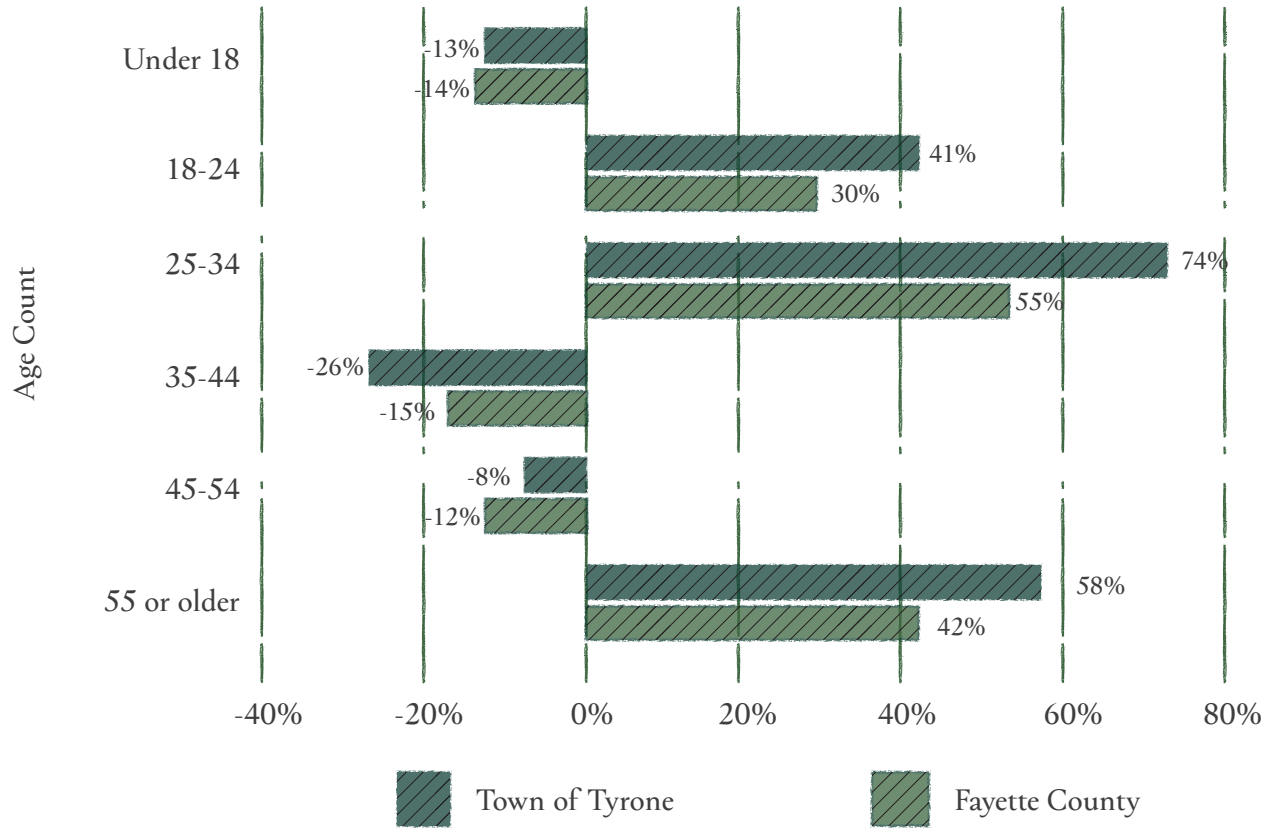
Population and Households

The population and household growth rate in Tyrone were comparable to, but slightly lagged, the growth in the Atlanta Region overall. Both Tyrone and the region far outpaced growth in Fayette County during the same period. In addition, at 2.92, Tyrone has the largest average household size of the three geographies.



Age Distribution

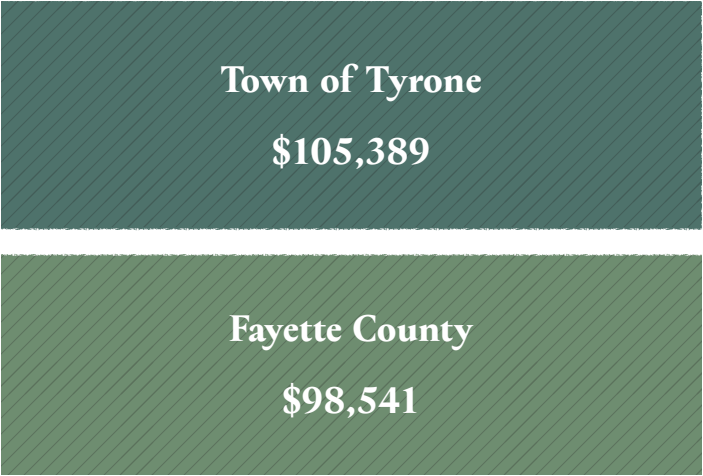
Not only do both Tyrone and Fayette County have a similar share of the population in each age cohort, there were also similar changes in each cohort between 2010 and 2020. This includes large increases in the population aged 55 years or older and from 18 through 34 years old and declines in the population under 18 years and from 35 through 44 years. Although historically lagging in the share of the younger residents, Tyrone and Fayette County are catching up to the regional average.



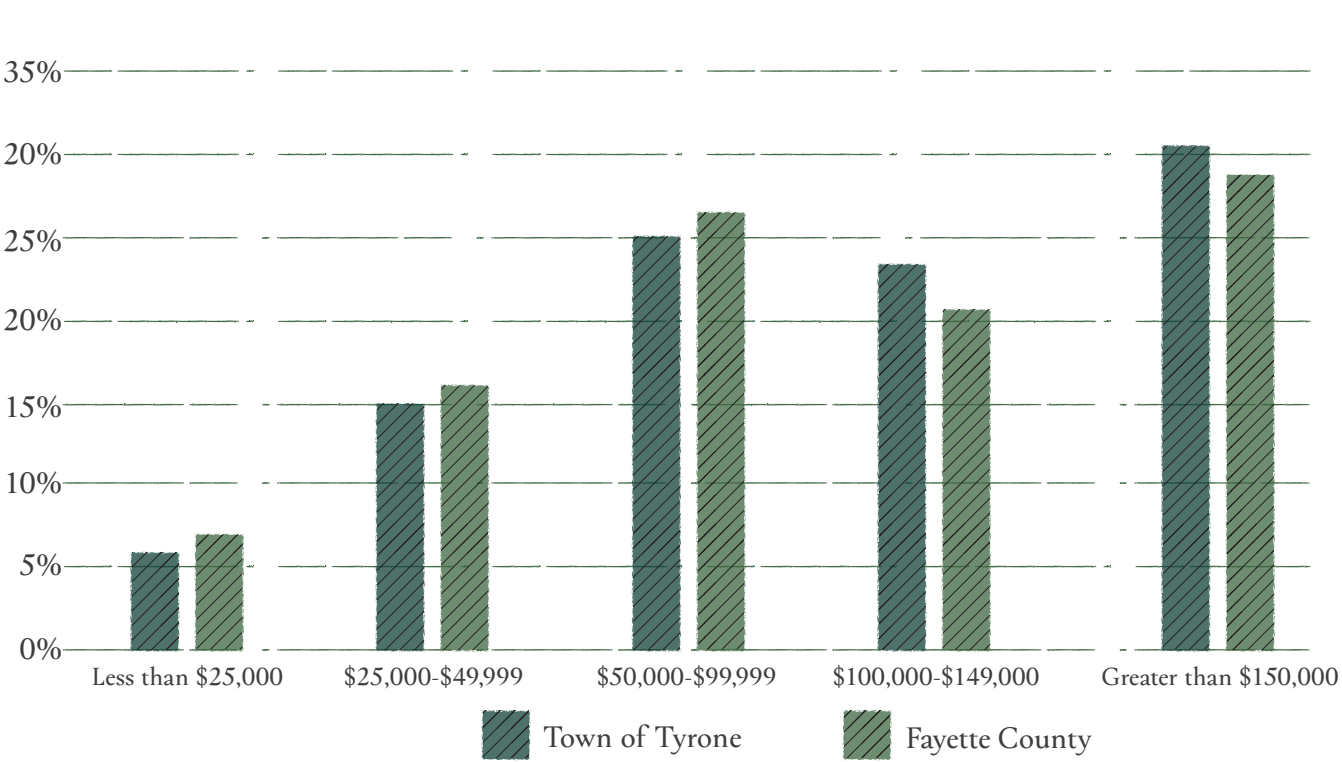
Income Distribution

Tyrone’s median household income is approximately \$7,000 higher than the County’s and \$35,000 higher than the Atlanta Metro. Moreover, Tyrone recorded the highest per capita income of all the geographies. As Table 5 reports, the majority of households in Tyrone earned more than \$100,000 annually (nearly 54 percent), whereas only 49.4 percent of Fayette County households and 34.5 percent of Atlanta Metro households earned within this income range.

Median Household Income



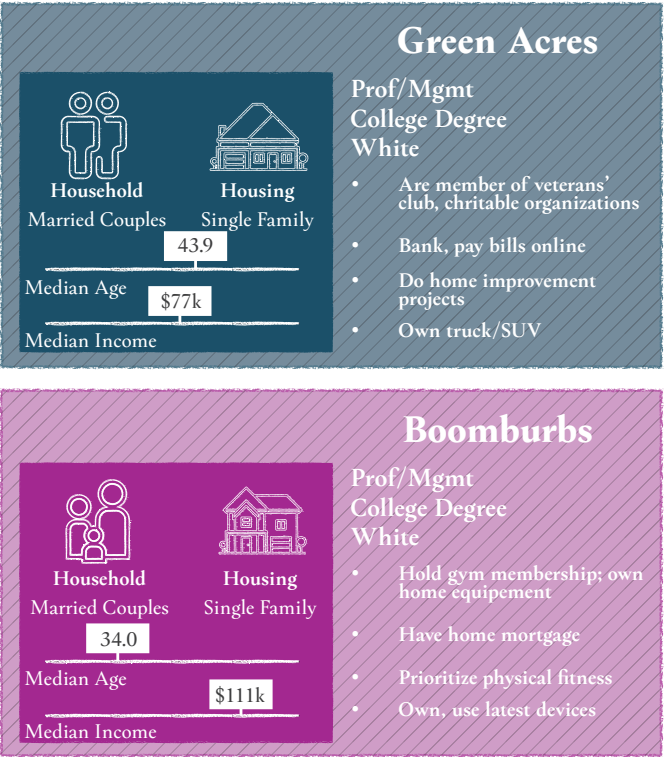
Household Income Distribution



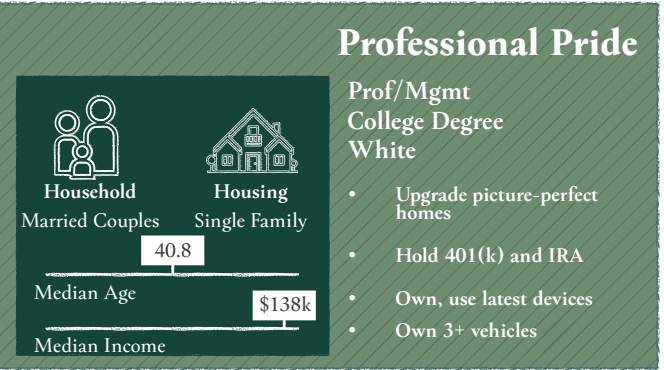
Psychographic Analysis and Tapestry Segmentation

Psychographic analysis is a method of market analysis that uses demographic data, consumer spending insights, and opinion research to identify patterns and categorize people into groups based on their lifestyle characteristics. It extends beyond traditional demographic research by focusing on people’s attitudes and aspirations—what they want, what they like to buy, and where they want to go—making it particularly useful in land use and economic development planning.

Esri Business Analyst publishes a proprietary psychographic analysis tool known as Tapestry Segmentation that divides the United States’ adult population into 67 distinct lifestyle segments. The majority of Tyrone’s adult population fall under the Green Acres (78 percent), Boomburbs (10 percent), or Professional Pride (six percent) segments. Thus, the town is relatively homogenous given the modest differences in definitions.

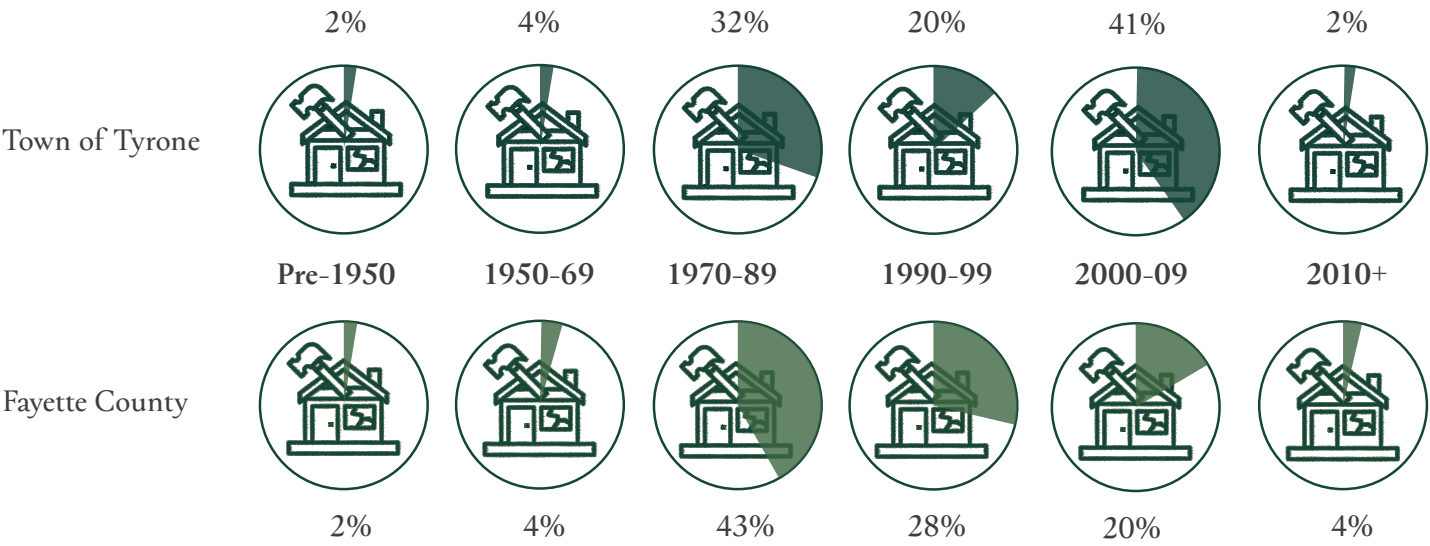


Top 3 Tyrone Esri Tapestry Segments	
	% of Population
1. Green Acres	78%
2. Boomburbs	10%
3. Professional Pride	6%



Housing Characteristics

Tyrone is composed almost entirely of single-family homes, with no multifamily rental structures larger than five units. While 89 percent of Fayette County homes are also single-family, nine percent are units in multifamily structures of varying sizes. Most of Fayette County and Tyrone developed between 1970 and 2010, including over 40 percent of Tyrone homes that were built between 2000 and 2010. The vacancy rate in Tyrone, at 3.7 percent, is relatively low, suggesting there is tight supply of housing units in the town.

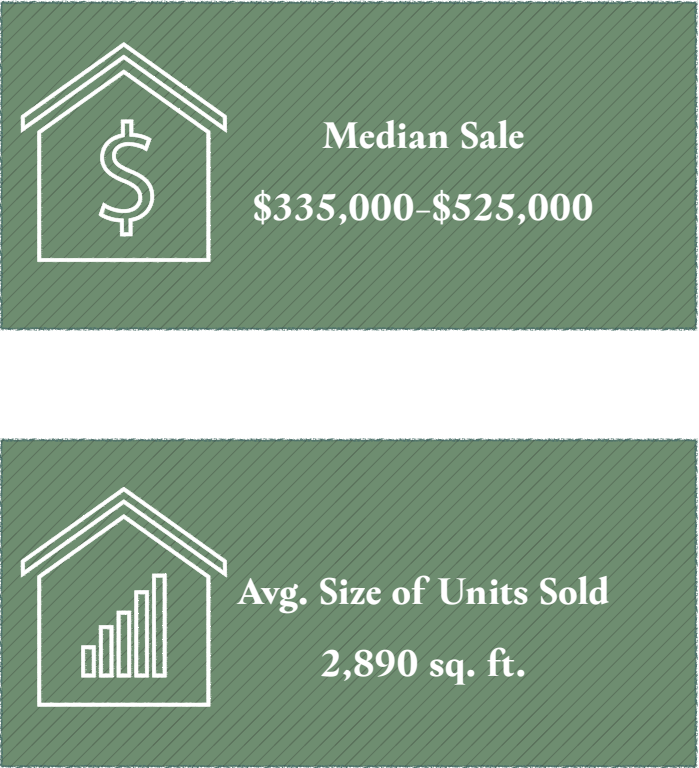


Real Estate Market Conditions

For Sale Housing

Since 2012, the median sale price for homes sold in Tyrone by month has generally been higher than the median sale price of homes in Fayette County. As of January 2021, the median sale price in the Town was \$525,000 compared to \$355,000 in the county. Tyrone has had greater month-to-month fluctuations in median sale price compared to the county and region; between October 2020 and January the monthly median sale price in the Town ranged from \$335,000 to \$525,000. There is some evidence across the country that the pandemic lockdown and related increase in teleworking has increased demand for suburban and rural towns near large cities. Tyrone should continue to monitor whether this effect continues to lead to disproportionate increases in median sale prices in the Town, as this will influence the feasibility of development. Furthermore, of all homes sold between February 2020 and February 2021, nearly three-quarters were less than 3,000 square feet.

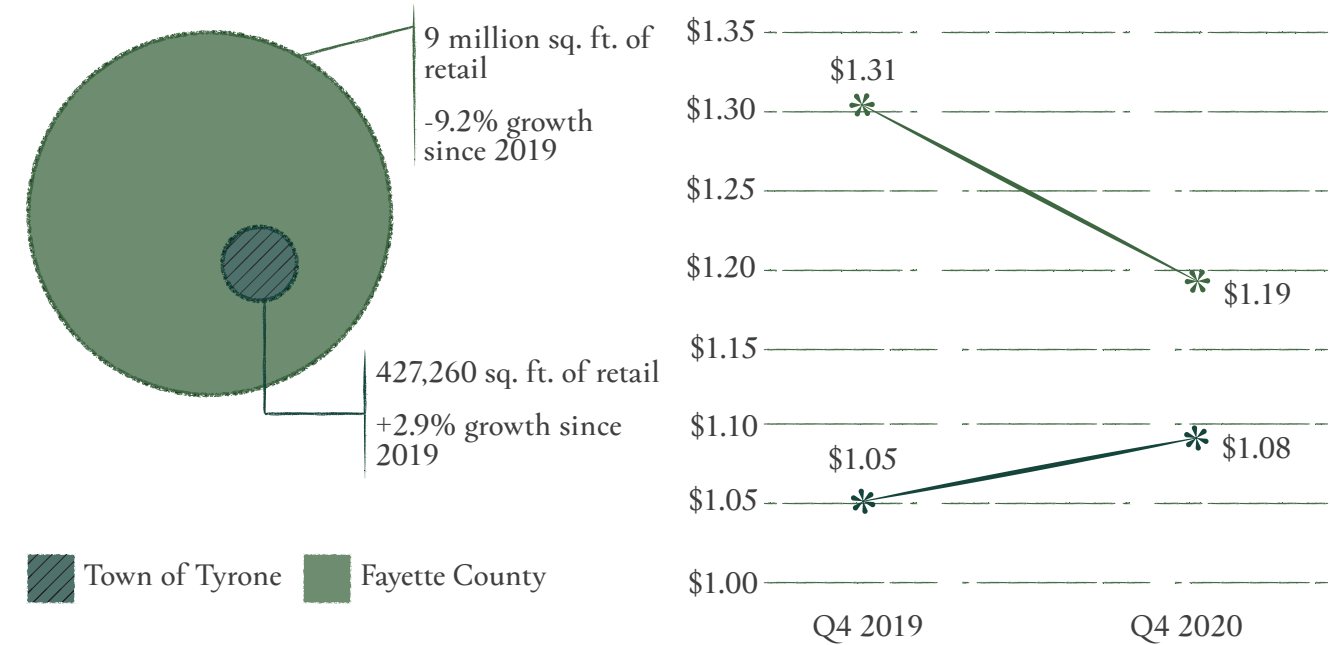
Single-Family Housing



Retail

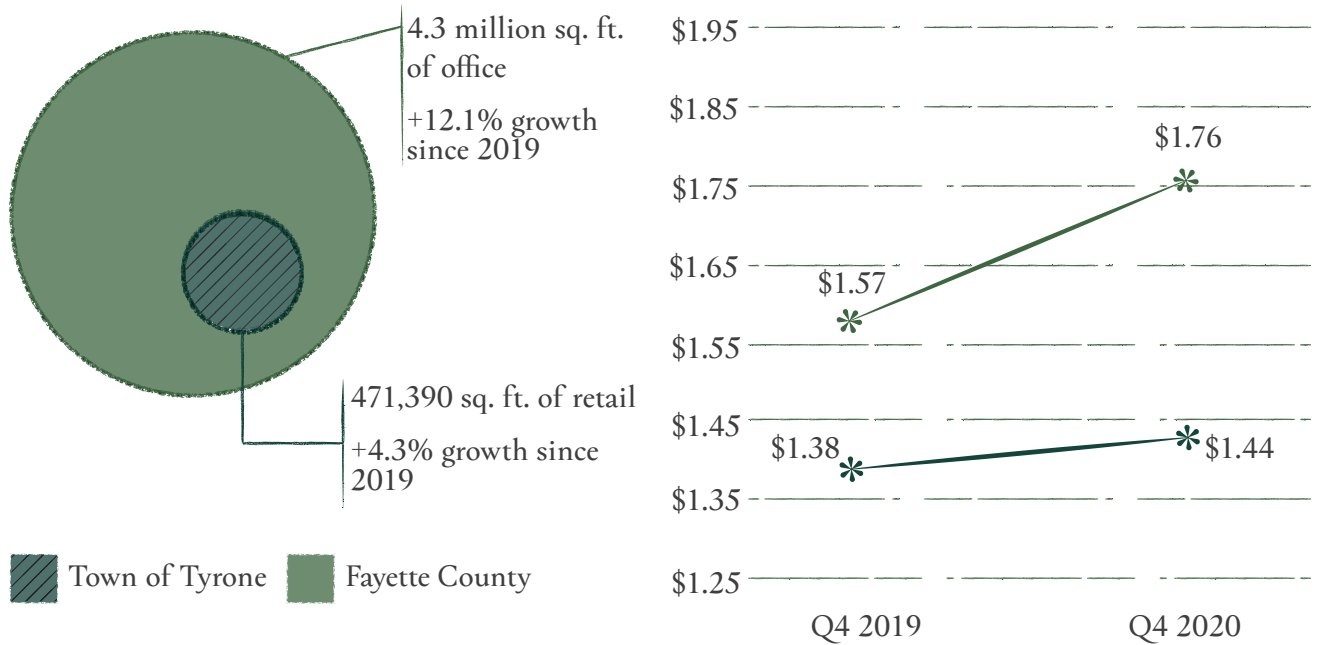
The Study Area and the Town of Tyrone have limited retail space. The Study Area has only 1.2 percent and the Town only 4.7 percent of the total 9.1 million square feet in the county. Reported vacancy rates are relatively low in the Study Area and the Town, at 2.1 percent and 1.6 percent, respectively, compared to 5.6 percent countywide. A ten percent vacancy rate is considered a healthy retail market, indicating that Tyrone and the Study Area might be able to support additional supply.

However, average asking rental rates in the Study Area and Tyrone are below the Atlanta MSA and countywide rates, reflecting the town’s position on the periphery of the metropolitan area. Overall, the Town of Tyrone’s annual per capita retail and food service sales of \$15,700 lag the County and the MSA, despite higher income levels. This is a strong indicator that Tyrone residents are doing much of their shopping outside of the Town.



Office

Tyrone has limited office development, accounting for less than 11 percent of the county’s office inventory. The town’s low vacancy rate of 5.3 percent suggests there is an overall lack of supply.



Real Estate Demand Projections

Two alternative scenarios were developed for population and household projections and serve as the basis for projecting the housing demand as well as retail demand. Existing Atlanta Regional Commission (ARC) projections of employment are the only scenario considered for job growth in the Town. Employment projections are only used to determine the demand for office space and given the uncertainty in the office market as a result of the COVID-19 pandemic, it is unlikely that demand will exceed existing projections. Every projection is at Town level; that is, the future population, households, and employment in the town overall is projected from 2020 through 2050. The projections are not limited to the Study Area because one of the purposes of this study is to understand how much of the Tyrone’s future growth can be accommodated in the Study Area, and the amount of development that can occur in the Study Area will be determined in large part by the land use policy changes that are made as a result of this study.

The baseline scenario is equivalent to ARC’s existing Series 16 projections of population and households in Tyrone through 2050. ARC’s projections are provided by decade, and from 2020 to 2030, ARC believes Tyrone is poised for strong growth before growth slows after 2030. The accelerated scenario assumes that this rate of growth from 2020 to 2030 is sustained through 2050. Housing units are calculated by applying the town’s existing vacancy rate to the household projections under each scenario. Retail demand is calculated by multiplying the population growth under both scenarios to the per capita spending rate in Tyrone from 2020 (\$15,676). Finally, office demand is projected by applying the employment projection to an estimated employment density of 250 square feet per office employee and multiplying by the share of office jobs out of all jobs in Tyrone in 2020 (17.5 percent).

Baseline Growth, 2020–2050

+3,419 residents
Average Annual Change: 1.2%

+1,285 households
Average Annual Change: 1.3%

+1,399 housing units
Vacancy Rate, 2050: 5.2%

+36,822 sq. ft. of office

\$250 sales per sq. ft.: +126,247 sq. ft.
\$500 sales per sq. ft.: +63,137 sq. ft.



Population



Households



Housing Units



Office



Single-Family Housing

Accelerated Growth, 2020–2050

+6,664 residents
Average Annual Change: 2.1%

+2,395 households
Average Annual Change: 2.2%

+2,570 housing units
Vacancy Rate, 2050: 5.2%

+36,822 sq. ft. of office

\$250 sales per sq. ft.: +246,155 sq. ft.
\$500 sales per sq. ft.: +123,077 sq. ft.



IMPLEMENTATION STRATEGIES

Envisioning Tyrone at its potential requires support for the development and redevelopment of its catalytic sites. These implementation recommendations are broken into two sections:

1. The broader revitalization of the town center, and
2. An in depth look at the specific catalytic sites.

Each item identifies the lead party and potential supporting parties, estimated timing, and specific time frames where possible. Estimated timing is labeled as short-term (within 18 months), medium-term (18 months to three years), or long-term (three years and beyond).

Support Town Center Revitalization and Investment

Undertake Coordinated Economic Development Program

From the economic and demographic analysis and the community input from residents and businesses, it is clear that the town of Tyrone has many notable strengths and opportunities ranging from its proximity to Atlanta, Hartsfield-Jackson International Airport (ATL), and major international firm studios, to its friendly, small-town atmosphere. However, many are still unaware of what the Town of Tyrone has to offer. Suggested specific actions to broaden awareness of the community’s strengths and potential include:

1. Create branding and a focused marketing campaign to introduce the Tyrone Town Center to the region and beyond.

Party: Planning and Development, business volunteers or association, future economic development staff, DDA

Timing: Immediate, short-term and ongoing

The Town should consider developing messaging about the adoption of the Town Center Master Plan, and generally provide updates and announcements of new events and development projects. Messaging can be executed via the Town’s website, social media (i.e., Facebook, Twitter), other associations/organizations’ websites, radio or local television spots (features not ads when possible), and in print.

Once the economic development infrastructure is broadened with the creation of economic development specialist, the formation of a business association, and full activation of Downtown Development Authority (DDA), others could contribute to the branding and marketing campaign.

2. Perform direct outreach at business meet-ups, events, receptions, etc.

Party: Planning and Development, business volunteers or association, future economic development staff, DDA

Timing: Immediate, short-term and ongoing.

Planning and Development should continue to participate in as many business meet-ups (whether formal or informal), activities and events as possible. It is best to get on the agenda to present updates, especially good news, directly. This activity would eventually transfer to the economic development specialist to lead.

3. Fully Activate a Downtown Development Authority

Party: Planning and Development, Town Manager, Town Council

Timing: Short-term and ongoing.

In order to take advantage of state grants and financing mechanisms for downtown area improvements, the Town should fully activate a Downtown Development Authority. Since a DDA can own, acquire and improve property this could provide a tool to implement catalytic site development, redevelopment, and other improvements, possibly through public private partnerships.

Currently, the Town is in the process of creating a DDA.

4. Target Retail Supporting Businesses/Entities to Locate Downtown

Party: Planning and Development, future economic development staff, DDA

Timing: Immediate, short-term, and ongoing.

Planning and Development and DDA, once activated, should focus on recruiting new tenants, including restaurant and retail uses to the Town Center. This would include encouraging businesses from nearby areas who may be considering a second location. Going forward this effort could be led by future economic development specialist and DDA.

5. Encourage Uses that Support Town Center Revitalization and Investment

Party: Town of Tyrone led by Planning and Development; and DDA, once fully activated

Timing: Immediate, short-term, and ongoing.

The Town can encourage the redevelopment of non-viable and underutilized sites through flexible zoning, streamlined entitlements, and/or code enforcement to incentivize property owners to optimize the use of assets. This could include redevelopment of vacant or underutilized sites, and/or allowing appropriately scaled mixed-use development of retail/restaurant uses and limited residential nearby.

6. Create Small Business Association

Party: Planning and Development and Town Center businesses

Timing: Short- to medium-term, and ongoing.

Planning and Development should work with Tyrone businesses to help establish a Tyrone business association. Such a group can provide technical support to businesses, especially new ones, and together can help create and carry-out marketing and promotion efforts in the Tyrone Town Center.

7. Create Town Economic Development Specialist Position

Party: Town Manager and Council, Planning and Development

Timing: Medium-term

Once new development and redevelopment in Tyrone starts to move forward, the Town should strongly consider hiring an economic development specialist. This position could lead business attraction, targeting new restaurants and retail to create a destination, along with helping new and existing businesses find financial and program assistance available from the State, the Small Business Development Center, and other sources.

Promote and Leverage Tyrone Assets and Events

Tyrone has existing programs, events, and assets that can help promote placemaking efforts and enhance as a destination. The following recommendations focus on using existing assets and events, as well as creating new events to bring people to the Town of Tyrone.

1. Leverage Existing ad Create New Events/Programs/Venues

Party: Planning and Development, business volunteers or association, future economic development staff, DDA in the longer term

Timing: Short-term to medium-term.

Consider constructing a demonstration project for an arts and/or maker cooperative on Town Center opportunity sites, add an arts festival downtown to highlight local artists and bring people downtown. Consider creating or expanding special themed events (i.e., St. Patricks Day, holiday gatherings) where retailers and restaurants can expand hours, serve hors d’oeuvres, and provide interactive experiences.

Provide Infrastructure that Supports a Stronger and More Active Town Center

Although infrastructure improvements are covered elsewhere in the plan, a few are critically important to creating a more active Town Center. Those that contribute to the overall health of Town Center are included here.

1. Expand Mobility Options

Party: Planning and Development, Public Works, DDA going forward

Timing: Short-term to Medium-term.

The Town and in the future DDA should work to improve mobility options in the Town Center. This will encourage Tyrone residents to come into the Town Center more often and support retail and restaurants more. This would include additional trail options, golf cart paths, and improved parking options.

Additionally, environmental design improvements to the streetscape would encourage slower speeds and a better shared-space environment.

2. Encourage Property Owners to Update Façades and Improve Street Engagement

Party: Planning and Development, and business volunteers or association, DDA going forward

Timing: Short-term to Medium-Term

Use a combination of low-cost loans, grants, design guidelines, and streamlined permitting to require and/or incentivize Tyrone property owners to invest in their buildings to promote active retail. This could include façade improvements, awning replacement and other aesthetic upgrades, tree planting, sidewalk/cafe seating, or other improvements that property owners can make to enhance retail uses.

3. Activate Shamrock Park

Party: Planning and Development, Recreation, other Town departments

Timing: Short-term to Medium-Term

Shamrock Park should be activated to create a dynamic, open space that is well-maintained and programmed, and well-connected to trails and other paths. Located in the heart of Tyrone, Shamrock Park is perfectly suited to host special events and programs at an appropriate scale in the Town Center.

Catalytic Site Development

Background

As part of the Downtown Tyrone LCI Study, BAE Urban Economics (BAE) evaluated the financial feasibility of building a mix of uses on three sites downtown where development could help to catalyze further development of the area. BAE worked with Pond and Town staff to identify the catalytic sites and to define the development prototypes based on a market analysis, in-depth community outreach, and recent comparable projects in the area that would be suitable for Tyrone. The three catalytic sites, including the Tyrone Museum, a greenfield site near Senoia Road at the intersection of Brentwood and Howell Road, and the Tyrone Museum are currently not achieving their potential. The prototypes BAE used to test feasibility are as follows: the Fire Station and Tyrone Museum prototypes are entirely nonresidential, with a restaurant and retail uses suggested for the Fire Station site and retail and office/incubator use suggested for the Tyrone Museum site. The greenfield site would include a mix of market-rate, for sale townhomes and some retail uses.

Town-Owned/Controlled Sites

For those sites that the Town owns or controls, recommendations will be more detailed than for those that are privately owned. The Town can establish goals for each site and then specify requirements in development solicitations to obtain proposals that best meet specific site goals and requirements.

Public agencies, like any private owner of land, have several options to monetize their land asset values, including: (i) direct development for their own account; (ii) sale of their fee interest, (iii) contribution of land to a joint venture as an equity stake; or (iv) ground lease to a private developer. Each option can be appropriate depending on the revenue needs and risk tolerance of the owner as well as the degree to which an owner desires long-term control over their property. As a matter of practice, public agencies most often utilize either a sale or ground lease monetization approach and less frequently pursue direct development or joint ventures. In many cases, a single public agency will utilize both a sales and ground leasing approach, depending on the characteristics of the property and the revenue needs of the agency at the time it makes an asset management or disposition decision.

Whenever possible, the Town should ground lease sites to developers to create long-term revenue streams. In disposing of sites that can only be used for a for-salehousing development, the Town should sell the property. Commercial properties should be disposed of through a long-term developer ground lease in order to create a long-term revenue stream for the Town. These steps can be used to guide development on opportunity sites identified in the future, as well.

1. Determine the Best Approach for Disposition that Meets the Town’s Needs Based on Project Goals

Party: Planning and Development and Public Works.

Timing: Short-term and ongoing

Because a fee sale and ground lease can produce significantly different financial results for the landowner, the Town should conduct a financial and risk evaluation to determine which disposition should be used for a given site.

2. Conduct Financial Analysis of Proposed Projects to Understand Whether Developers Will Be Interested in the Opportunity and Estimate Revenue Potential.

Party: Planning and Development, Finance Department, DDA going forward

Timing: Ongoing as needed

The Town should conduct (or hire a consultant to conduct) a pro forma financial analysis that shows the potential development profits and ground lease or sale revenues from site disposition for projects that meet the Town’s stated goals. Furthermore, the financial results obtained from a ground lease can vary depending on how rent terms are structured.

Thus, the Town should conduct financial testing to determine its optimal strategy and allow the Town to solicit development proposals and enter subsequent negotiations from an informed position.

3. Conduct market sounding

Party: Planning and Development, DDA going forward

Timing: Ongoing as needed

Once the Town understands the type of project it wants for a site, it should meet with the development community to begin marketing the project. This will allow the Town to hear any concerns from the development community and get a sense of their levels of interest.

Having this information allows the Town to make any necessary adjustments needed to enhance developer interest and/or determine the best timing for releasing a developer solicitation.

4. Establish project criteria and draft developer Request for Quote/Proposal (RFQ/P)

Party: Planning and Development, legal counsel

Timing: Ongoing as needed

The Town will need to establish clear criteria for scoring developer project proposals. Developers will respond to maximize points, so criteria should track closely to the Town’s desired outcomes.

Anything the Town requires from the project should be clearly stated in the RFQ/P, including prior experience of development firms and project managers, as well as dispositions structures and outcomes. Other desired outcomes should be clearly articulated and assigned points.

5. Issue RFP, score developer proposals and enter into exclusive negotiations

Party: Planning and Development, Procurement, Town Council

Timing: Ongoing as needed

The Town should issue a Request for Proposals (RFP) to developers, score submittals based on well-established criteria, interview development teams and ask for clarifications (if necessary) and select a preferred developer. Upon selection, the Town should be prepared to enter into an Exclusive Negotiation Agreement (ENA) with the preferred developer.

The ENA should include milestones for project due diligence with off-ramps for the Town and developer if either party fails to perform. The Town and developer should use the ENA period to negotiate deal terms and sign a Terms Sheet that specifies the roles, responsibilities, expectations, ground lease (or other) payments associated with the project.

If the Town lacks internal real estate expertise, it can hire a real estate advisory firm to assist in all of these steps from analysis through transaction negotiation support.

Privately-Owned Sites

For those sites that private parties own or control, the Town has more limited abilities to influence new development outside of its regular zoning, land use, and design guidelines controls. However, the Town can establish communication with the owners of property that it wants to see redeveloped and connect interested developers with those property owners.

The Town should not act as a real estate broker, but can make introductions and discuss how new development that meets the Town’s goals can benefit from streamlined permitting or other incentives in place to encourage development that meets Town goals.



POLICY & PROGRAMMING

Zoning & Land Use

The Impact of Current Zoning and Development Policy

All properties within the Town core already have development rights, defined by their zoning district and associated development regulations. As we look to achieve future development and sense of place goals for the Tyrone Town Center, established zoning and development standards as well as Tyrone’s future land use plan will play an important role in shaping the outcomes. Strategic updates to the Town’s zoning ordinance and Future Development Map will be necessary.

Current Zoning

Currently, Town Center parcels are predominantly zoned a mix of downtown commercial (C-1), medium density residential inclusive of R-18, R-12, and duplex residential (DR) with a maximum density of one unit per acre, and low density agricultural residential (A-R) with a minimum lot area of three acres. Those parcels currently zoned C-1 and A-R are likely to have the biggest impact on the area. C-1 will play an important role because it covers most of the commercial area in the Town Center. A-R parcels within the Town Center district area likely to experience rezoning due to rising land values and the demand for additional housing. The zoning districts to which A-R parcels are allowed to rezone to will play an important role in what is ultimately developed.

Future Development Map Policy

The Town’s “Future Development Map” documented in the Tyrone Comprehensive Plan provides the policy basis for rezoning. Within the Future Development Map, most of the Town Center area is covered by the Town Center District, which allows for O-I (office-institutional), E-I (educational-institutional), and C-1 or the In-Town Residential district. The In-Town Neighborhood character area, which covers much of the established residential areas in the Town Center allows for TR (traditional residential), R-18, and R-20.

What Works and What Does Not Work

A handful of priority zoning and future land use policy challenges exist.

- Since its adoption in 2013, no parcels have been rezoned to Traditional Residential, suggesting that it does not accommodate market demand.
- The C-1 district contains standards that do not further a walkable, village style development. As shown by Table X, large setback requirements within C-1 plus minimum lot area requirements restrict the smaller scale, walkable development desired in the Town Center.
- While the TCMU district provides an important opportunity for greater flexibility, changes to the C-1 district and a more village-oriented residential district area needed to accommodate Town Center goals.
- The Town Center overlay does not comprehensively address needs to facilitate consistent and compatible design in the Town Center.

Key Zoning Amendment Needs

To facilitate achievement of the Town Center vision, a strategic update of the C-1 district into two tiers and replacement of traditional residential district will provide for the additional zoning flexibility needed to accommodate the community vision and types of development shown by the concepts presented in Chapter 2.

Create new Village Residential District that Replaces Traditional Residential District

- Allow for:
 - ◇ Reduced setbacks, particularly in front yard (consider 20 + feet front yard setback)
 - ◇ Smaller lot size (1 acre is standard in Town’s residential zoning)
 - ◇ Increased density above established threshold (potentially 4 units/acre) when certain criteria met, such as:
 - » Approval of development concept plan
 - » Provision of open space set aside, multi-use path connections, or other specified public improvement incentives
- Establish architectural form requirements, likely covered in design overlay
- Incentivize communal open space to maximize environmental benefits and support walkability
- Increase lot coverage from TR district (currently 35%)
- Maintain 35-foot maximum height for structures
- Emulate site characteristics of historic properties in code, as appropriate, to further community heritage.

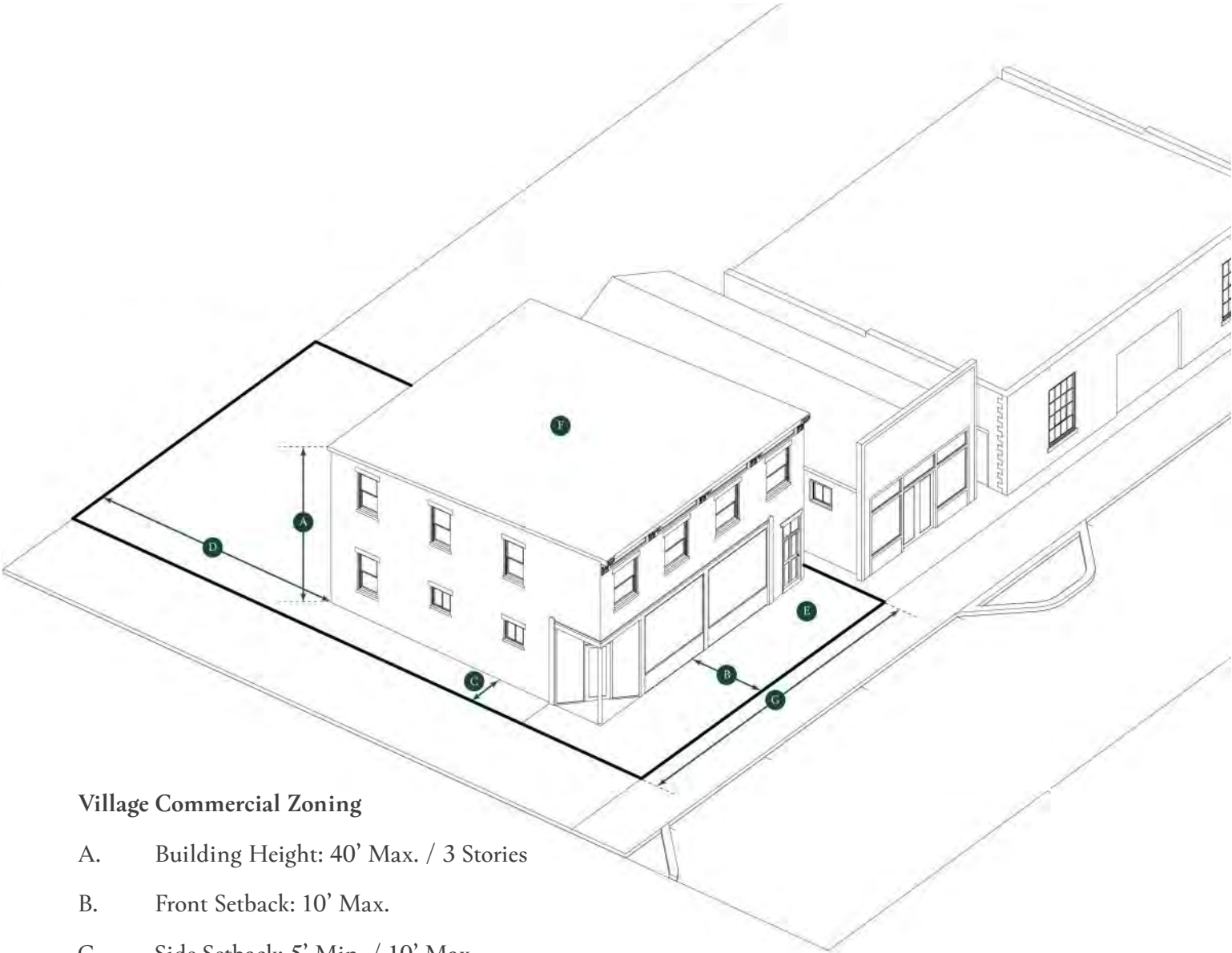


Village Residential Zoning

- A. Building Height: 35’ Max. / 3 Stories
- B. Front Setback: 10’ Min./ 20’ Max.
- C. Side Setback: 10’ Min.
- D. Rear Setback: 15’ Min.
- E. Impervious Area: 50% Max.
- F. ADU: 750 sq. ft. Max.
- G. Driveway to extend a minimum of 20’ behind the front facade of the primary structure for rear parking

Convert C-1 into Two-tiered “Village Commercial District”

- Divide district into two tiers to facilitate development envisioned by Town Center Plan concepts
 - » First tier would apply to Town Center area
 - » Second tier would apply to all areas outside of Town Center area
- In Town Center Tier:
 - ◇ Allow for
 - » More flexible, walkable, and village-style buildings
 - » Greater buildout of lots
 - ◇ Reduce front and rear yard setback
 - » May consider two different zones so can take advantage of properties rear door to park
 - ◇ Maintain 40-foot maximum height for structures; consider variance opportunities.
 - ◇ Allow for more flexibility in lot size (standard is 1 acre for C-1)
 - ◇ Consider requirements or incentives for
 - » Multi-use path connections,
 - » Public art, and
 - » Open space
 - ◇ Emulate site characteristics of historic properties in code, as appropriate, to further community heritage.



Village Commercial Zoning

- A. Building Height: 40’ Max. / 3 Stories
- B. Front Setback: 10’ Max.
- C. Side Setback: 5’ Min. / 10’ Max.
- D. Rear Setback: 30’ Min.
- E. Impervious Area: 50% Min. / 75% Max.
- F. Maximum Building Footprint Size: 10,000’
- G. Maximum Lot Frontage Width: 50’

Update the Town Center Architectural Design Considerations

- Consider addressing revised setback standards for all underlying zoning with the Town Center area to align setbacks.
- Incentivize or require development adjacent to Shamrock Park to provide a direct connection to the park through pedestrian connectivity, patio connections, and other site and building design elements.
- Rather than listing every specific permitted use, list permitted categories of uses, as well as any specific uses within those categories that might be prohibited. Also, consider allowing multi-family buildings, bars/taverns, and wine bars if sufficient public support can be mustered.
- Revise the standards for residential densities, lots sizes and lot widths to achieve a village-core development pattern, including smaller lot sizes.
- Eliminate the requirement that loading docks not be visible from a public ROW and instead state that they should not be visible from a street. Also, clarify that alleys are allowed, and in fact encouraged, within the Town Center Mixed Use (TCMU) district.
- Clarify that cul de sacs are prohibited unless absolutely necessary because of environmental constraints (steep topography, water bodies, etc.), physical barriers (railroad lines, etc.) or connections cannot be made. Temporary cul de sacs might be an option when ROW is reserved for street connections with adjacent properties.

Recommended Policy Updates

Priority Zoning Amendments

- Create two tiers for the C-1 zoning district, with the first tier being for “Village Commercial” within the Town Center District, allowing for more flexibility in setbacks and other site-design design elements.
- Replace the Traditional Residential zoning district with a new Village Residential district that allows for more flexibility and more closely mirrors historic residential development patterns in the Tyrone.
- Update the Town Center Architectural Design Considerations as identified by the 2019 Zoning Assessment and within this plan and rename as an overlay to indicate its applicability more clearly.

Comprehensive Plan Updates

- Update the Comprehensive Plan to show TCMU as an appropriate zoning classification within the “In-Town Neighborhood” designation.
- After replacing the Traditional Residential district, update the Comprehensive Plan Future Development Map Zoning classifications to show “Village Residential” versus “Traditional Residential”.

ACTION PLAN

Tier I (1-5 Years)				
Action	Action Type	Cost Estimate	Responsibility	Project Initiation
Commerce Drive Connector Multi-Use Path	Project	\$150,000	Consultant	6 months
Senoia Road to Spencer Lane Multi-Use Path	Project	\$300,000	Consultant	6 months
Spencer Lane Multi-Use Path	Project	\$750,000	Consultant	3 years
Palmetto Road to Spencer Lane Roundabout	Project	\$1,500,000	Consultant	1 year
Senoia Road Streetscape Enhancements: Concept Design	Project	\$350,000	Consultant	4 years
Shamrock Park Improvements: Phase One	Project	\$150,000	Consultant/Recreation & Public Works Department	9 months
Shamrock Park: Master Plan	Project	\$50,000	Consultant/Recreation & Public Works Department	2 years
Shamrock Park: Expanded Programming	Program	N / A	Recreation Department	3 months
Shamrock Park Improvements: Phase Two	Project	\$500,000	Consultant/Town	4 years
Tyrone Town Center Branding	Project	\$75,000	Consultant/Town/DDA	3 years
Greenfield Catalytic Site	Project	N / A	Private	1 year
Update Zoning Code to create Village Residential District	Policy	N / A	ARC/Planning Department	2 years
Update Zoning Code to create two-tiers for C-1	Policy	N / A	ARC/Planning Department	2 years
Update Town Center Architectural Design Considerations	Policy	\$25,000	Consultant/Planning Department	2 years

Tier I (1–5 Years)				
Action	Action Type	Cost Estimate	Responsibility	Project Initiation
Update Comprehensive Plan to align with Town Center Vision	Project	N / A	Town/ARC	3 years
Fully Activate a Downtown Development Authority	Program	N / A	Town	6 months
Create a Small Business Association	Program	N / A	Town/DDA	1 years
Fire Station: Phase One	Project	TBD	Public-Private Partnership (DDA)	18 months
Create Town Economic Development Specialist Position	Policy	TBD	DDA	3 years
Develop Program to Target Retail/Supporting Businesses to Locate Downtown	Program	N / A	DDA	3 years
Intersection Study: Tyrone Senoia, and Palmetto Roads	Project	\$25,000	Consultant	3 months
Intersection Study: Castlewood Road and Senoia Road	Project	\$25,000	Consultant	6 months

Tier II (Long-Term Initiatives Beginning After 5 Years)			
Action	Action Type	Cost Estimate	Responsibility
Tyrone Museum Catalytic Site	Project	N / A	Public-Private Partnership (DDA)
Fire Station: Phase Two	Project	N / A	Public-Private Partnership (DDA)
Expanded Trail Network and Tunnel	Project	N / A	
Commerce Drive Streetscape Enhancements	Project	N / A	Consultant
Initiate a Facade Grant Program	Program	N / A	

04. Appendix

ACTION PLAN NOTES AND REFERENCE

Tier 1 (1-5 Years)

Commerce Drive Connector Multi-Use Path

Action Type: Project **Responsibility:** Consultant

Cost Estimate: \$150,000 **Project Initiation:** 6 months

Notes: This is a planned project linking Commerce Drive to Shamrock Park mostly using existing public land. (see page 44)

Palmetto Road and Spencer lane Roundabout

Action Type: Project **Responsibility:** Consultant

Cost Estimate: \$1,500,000 **Project Initiation:** 1 year

Notes: This is a planned project that will address a safety and mobility concern. The roundabout will also serve as a gateway into downtown Tyrone (see page 44)

Senoia Road to Spencer lane Multi-Use Path

Action Type: Project **Responsibility:** Consultant

Cost Estimate: \$300,000 **Project Initiation:** 6 months

Notes: This is a planned project linking an existing multi-use trail and the South Hampton Village Shopping Center (see page 44)

Senoia Road Streetscape Enhancements: Concept Design

Action Type: Project **Responsibility:** Consultant

Cost Estimate: \$350,000 **Project Initiation:** 4 years

Notes: This is a long-term project that the Town will initiate through the pursuit of federal scoping dollars via ARC. The plan will look at transforming Senoia Road into a signature street for Tyrone. (see page 48)

Spencer Lane Multi-Use Path

Action Type: Project **Responsibility:** Consultant

Cost Estimate: \$750,000 **Project Initiation:** 3 years

Notes: This is a planned project that further builds out a trail network north of downtown Tyrone creating a loop network to South Hampton Village Center, Senoia Road, Spencer Lane, and nearby subdivisions. (see page 44)

Shamrock Park Improvement: Phase One

Action Type: Project **Responsibility:** Consultant/Recreation & Public Works

Cost Estimate: \$150,000 **Project Initiation:** 9 months

Notes: The first phase involves upgrading and expanding the existing playground. (see page 64)

Shamrock Park: Master Plan

Action Type: Project

Responsibility: Consultant/Recreation & Public Works

Cost Estimate: \$50,000

Project Initiation: 2 years

Notes: The Town Center Plan provides a high level overview however a more detailed master plan is waranted to finalize a prioritized list of improvements.

Shamrock Park: Expanded Programming

Action Type: Program

Responsibility: Recreation Department

Cost Estimate: N / A

Project Initiation: 3 months

Notes: The Recreation Department is planning on organizing long-term events at Shamrock Park. These can coincide with future DDA efforts.

Shamrock Park Improvements: Phase Two

Action Type: Project

Responsibility: Consultant/Town

Cost Estimate: \$500,000

Project Initiation: 4 years

Notes: Once a master plan is complete, the Town will prioritize multi-year improvements. A budget of \$500,000 is shown but can be adjusted based on programmed improvements and a preliminary opinion of probable cost.

Tyrone Town Center Branding

Action Type: Project

Responsibility: Consultant/DDA/Town

Cost Estimate: \$75,000

Project Initiation: 3 years

Notes: Coinciding with the development of a DDA, the town can begin a branding effort to identify ways to improve visibility, preserve character, and attract more businesses. (see page 106)

Greenfield Catalytic Site

Action Type: Project

Responsibility: Private

Cost Estimate: N / A

Project Initiation: 1 year

Notes: The greenfield site adjacent to Town Hall is already rezoned for MUTC and could be developed immediately. (see page 88)

Update Zoning Code to Create Village Residential District

Action Type: Policy

Responsibility: ARC/Planning Department

Cost Estimate: N / A

Project Initiation: 2 years

Notes: The town can create a new residential zoning district that addresses legal/non-conforming parcels, and promotes historic patterns of intown development within the town center area. (see page 120)

Create Town Economic Development Specialist Position

Action Type: Policy

Responsibility: DDA

Cost Estimate: N / A

Project Initiation: 3 years

Notes: This position should be created once redevelopment and new development begins in the town. (see page 109)

Intersection Study: Tyrone, Senoia, and Palmetto Roads

Action Type: Project

Responsibility: Consultant

Cost Estimate: \$25,000

Project Initiation: 3 months

Notes: This is planned project programmed in the Town’s short-term work program.

Develop Program to Target Retail/Supporting Businesses to Locate Downtown

Action Type: Program

Responsibility: DDA

Cost Estimate: N / A

Project Initiation: 3 years

Notes: Once a DDA is established, the primary focus should be on recruiting business to downtown. (see page 108)

Intersection Study: Castlewood Road and Senoia Road

Action Type: Project

Responsibility: Consultant

Cost Estimate: \$25,000

Project Initiation: 6 months

Notes: This is planned project programmed in the Town’s short-term work program.

Tier II (1-5 Years)

Tyrone Museum Catalytic Site

Action Type: Project **Responsibility:** Public-Private Partnership (DDA)

Cost Estimate: N / A

Notes: The town can develop a public-private partnership to consolidate the publically-owned Tyrone Museum with the adjacent parcels for redevelopment. (see page 80)

Fire Station: Phase Two

Action Type: Project **Responsibility:** Public-Private Partnership (DDA)

Cost Estimate: N / A

Notes: Continuing off the success of the first phase, phase two of the fire station site creates infill development consistent with the town vision. (see page 86)

Expanded Trail Network and Tunnel

Action Type: Project **Responsibility:** Town/Public Works

Cost Estimate: N / A

Notes:

Commerce Drive Streetscape Enhancements

Action Type: Project **Responsibility:** Consultant

Cost Estimate: N / A

Notes: This is a long-term project that will provide key linkages in mobility to the parcels just off Senoia Road. (see page 40)

Initiate a Facade Grant Program

Action Type: Program **Responsibility:** Town/DDA

Cost Estimate: N / A

Notes:

MARKET AND ECONOMIC FEASIBILITY STUDY

INTRODUCTION

Purpose of the Market Analysis

This market study provides an analysis of background trends and real estate conditions for the Town of Tyrone in order to assess potential market support for a range of uses that are possible in the Town Center District (aka Downtown), as part of the Livable Communities Initiative (LCI) study. The LCI study will serve as a regulatory planning document that supports smart growth.

The Atlanta Metro has been one of the fastest-growing regions of the country over the past 20 years. The Town of Tyrone, as part of both the ten- and 29-county Atlanta Metropolitan Statistical Area, has grown by 84 percent since 2000. Tyrone is poised to continue growing as part of the broader regional economy, but it also has some specific strengths that may increase demand above and beyond the effects of regional growth. In particular, due the effects of the COVID-19 pandemic and growth in teleworking, there is a strong market for homes in communities with open space and a small-town feel, but with convenient access to the city. Without a specific downtown plan, the current zoning policy of the city may promote future development consistent with the patterns of development Tyrone has seen in the past, which could bypass the downtown area altogether. Furthermore, without development standards

and appropriate zoning and allowable density for mixed-use development, it is unlikely that a naturally-occurring dynamic and walkable town center would emerge.

This market study will help the Town understand the extent to which its vision for the downtown can be fulfilled and provide parameters for the range of future possibilities.

Methodology

This report analyzes demographic trends in the Study Area, as defined by the City. Demographic and employment data for this analysis are drawn from Esri, a private data vendor, with supplemental information from the 2015-2019 American Community Survey (ACS). Future projections of population and employment were provided by the Atlanta Regional Commission (ARC).

Data describing Tyrone is compared to Fayette County and the Atlanta Metropolitan Statistical Area (Atlanta Metro) to provide context for the report, and to provide a sense of scale for trends at the local level. Although the Town Center District has been identified as the Study Area within the Town, initial analysis of the data at the Study Area level did not reveal any significant differences between the Study Area and Tyrone; there is nothing demographically or economically unique about the Study Area as of 2020 that would affect planning

for the future of the Town Center. By evaluating the existing conditions and trends in the town overall, this report can present the maximum development potential of the Study Area.

The real estate analysis provides an overview of market conditions in Tyrone, Fayette County, and the Atlanta Metro. Data is presented on existing inventory, lease rates, net absorption, and occupancy levels for office, retail, and residential properties. Information was obtained from private data vendors, including CoStar and CoreLogic/ListSource. These sources were supplemented by interviews with stakeholders for additional quantitative and qualitative data. The Town of Tyrone also provided a list of planned and proposed new developments and an inventory of developable land, to assist in assessing the future supply of retail, office, and residential development. For the retail analysis, data from the Economic Census, the Georgia Department of Revenue, and Esri, along with research inventorying existing retail centers and nodes in Tyrone and surrounding communities, were utilized to provide an overview of retail sales trends, and to generate an estimate of future trends.

The analysis contained in this report was completed in March 2021 and reflects the most current information available from each source at the time of analysis.

Limiting Conditions

This study presents an assessment of current and potential future market support for development, based on the identified data sources. It has been prepared to inform the development of policies and plans by the Town of Tyrone and is not intended to be used to support any decision regarding the acquisition or development of any particular site or property. Because of the limitations of the scope of this study, available data including any errors by data providers, and the methodologies used, along with the uncertainty inherent in long-term projections, actual market performance may vary considerably from what is presented here. Market conditions are dynamic and the analysis and findings presented in this study are subject to change at any time after the publication of this study, based on changes due to macroeconomic conditions at the national and regional level; changes in legislation, regulations, and public policy actions; and decisions by developers, investors, firms, lenders, and other parties that may impact local market conditions and development potential.

DEMOGRAPHICS AND ECONOMIC CONDITIONS

Demographic Trends

Population and Households

As shown in Table 1, since 2000 Tyrone has nearly doubled its population and households, with population growing by 84 percent to 7,738 residents in 2020, and households growing by 83 percent to 2,647. The majority of this growth occurred between 2000 and 2010, when the population grew by 63 percent; the town grew by an additional 13 percent between 2010 and 2020. In fact, Tyrone’s population and household growth rates outpaced those of Fayette County and the Atlanta Metro over the past 20 years. Fayette County recorded the slowest growth rate among the three geographies, with only 28 percent growth in population and 33.8 percent growth in households since 2000, while the Atlanta Metro’s population and households grew at half the rate of Tyrone’s. As of 2020, Tyrone represents 6.6 percent of Fayette County’s population and 6.3 percent of the county’s households.

Table 1: Population and Households, 2000–2020

Population	2000	2010	2020	% Change 2000-2010	% Change 2010-2020	% Change 2000-2020
Town of Tyrone	4,203	6,848	7,738	62.9%	13.0%	84.1%
Fayette County	91,263	106,567	116,843	16.8%	9.6%	28.0%
Atlanta Metro	4,263,438	5,286,728	6,049,686	24.0%	14.4%	41.9%

Households	2000	2010	2020	% Change 2000-2010	% Change 2010-2020	% Change 2000-2020
Town of Tyrone	1,449	2,347	2,647	62.0%	12.8%	82.7%
Fayette County	31,524	38,167	42,186	21.1%	10.5%	33.8%
Atlanta Metro	1,559,712	1,943,885	2,229,119	24.6%	14.7%	42.9%

Avg. Household Size	2000	2010	2020
Town of Tyrone	2.90	2.92	2.92
Fayette County	2.88	2.78	2.76
Atlanta Metro	2.68	2.68	2.68

Despite the relatively fast rate of growth over the past 20 years, Tyrone grew at a slower but comparable rate to the Atlanta Metro in terms of both population and households between 2010 and 2020. Between 2010 and 2020, Tyrone’s population increased 13.0 percent and households increased by 12.8 percent, lagging the 14.4 and 14.7 percent increases, respectively, in the Atlanta Metro. However, both Tyrone and the Atlanta Metro outpaced the population and household growth in Fayette County, which grew at 9.6 and 10.5 percent respectively.

Finally, the average household sizes in Tyrone, the County, and the Atlanta Metro have been stable over the last decade. Tyrone has the largest average household size at 2.92, compared to 2.76 in Fayette County and 2.67 in the Atlanta Metro.

Table 2: Household Composition, 2010–2020

Town of Tyrone	2010		2020		Change, 2010-2020	
	Number	Percent	Number	Percent	Number	Percent
Family House holds	1,949	83.0%	2,160	81.6%	211	10.8%
Non-Family Households	398	17.0%	487	18.4%	89	22.4%
Total Households	2,347	100.0%	2,647	100.0%	300	12.8%

Fayette County	2010		2020		Change, 2010-2020	
	Number	Percent	Number	Percent	Number	Percent
Family House holds	30,288	79.4%	33,099	78.5%	2,811	9.3%
Non-Family Households	7,879	20.6%	9,087	21.5%	1,208	15.3%
Total Households	38,167	100.0%	42,186	100.0%	4,019	10.5%

Atlanta Metro	2010		2020		Change, 2010-2020	
	Number	Percent	Number	Percent	Number	Percent
Family House holds	1,326,189	68.2%	1,498,244	67.2%	172,055	13.0%
Non-Family Households	617,696	31.8%	730,875	32.8%	113,179	18.3%
Total Households	1,943,885	100.0%	2,229,119	100.0%	285,234	14.7%

Household Composition

Table 2 shows the household composition in Tyrone, Fayette County, and the Atlanta Metro. Household composition is defined by two types: family households, which are households that include two or more people related by blood, adoption, or marriage; and non-family households, which include single-person households or households with unrelated housemates. In all three geographies, family households represent the majority of households, accounting for more than 80 percent of households in Tyrone, 78.5 percent in Fayette County, and approximately 67 percent in the Atlanta Metro. While there are fewer non-family households in Tyrone, they grew at a faster rate between 2010 and 2020 than family households, at 22.4 percent compared to 10.8 percent. Fayette County and the Atlanta Metro also

experienced similar growth patterns as non-family household growth outpaced family household growth. The non-family household growth in Tyrone and Fayette County may portend shifts in household characteristics based on the increase in demand from both young and single residents and empty nesters.

Table 3: Age Distribution, 2010–2020

Town of Tyrone	2010		2020		Change, 2010-2020	
	Number	Percent	Number	Percent	Number	Percent
Under 18	1,919	28.0%	1,668	21.5%	(251)	-13.1%
18-24	438	6.4%	618	8.0%	180	41.1%
25-34	547	8.0%	954	12.3%	407	74.4%
35-44	1,061	15.5%	788	10.2%	(273)	-25.7%
45-54	1,262	18.4%	1,160	15.0%	(102)	-8.1%
55-64	955	13.9%	1,321	17.1%	366	38.3%
65 or older	666	9.7%	1,234	15.9%	568	85.3%
Total Population	6,848	100.0%	7,743	100.0%	895	13.1%
Median Age	40.6		43.2			

Fayette County	2010		2020		Change, 2010-2020	
	Number	Percent	Number	Percent	Number	Percent
Under 18	28,099	26.4%	24,117	20.6%	(3,982)	-14.2%
18-24	7,292	6.8%	9,515	8.1%	2,223	30.5%
25-34	7,991	7.5%	12,423	10.6%	4,432	55.5%
35-44	14,475	13.6%	12,277	10.5%	(2,198)	-15.2%
45-54	19,872	18.6%	17,571	15.0%	(2,301)	-11.6%
55-64	15,293	14.4%	19,414	16.6%	4,121	26.9%
65 or older	13,545	12.7%	21,526	18.4%	7,981	58.9%
Total Population	106,567	100.0%	116,843	100.0%	10,276	9.6%
Median Age	42.3		45.1			

Atlanta Metro	2010		2020		Change, 2010-2020	
	Number	Percent	Number	Percent	Number	Percent
Under 18	1,400,791	26.5%	1,436,533	23.7%	35,742	2.6%
18-24	485,264	9.2%	560,307	9.3%	75,043	15.5%
25-34	763,177	14.4%	904,200	14.9%	141,023	18.5%
35-44	833,220	15.8%	826,301	13.7%	(6,919)	-0.8%
45-54	775,965	14.7%	824,805	13.6%	48,840	6.3%
55-64	553,784	10.5%	735,540	12.2%	181,756	32.8%
65 or older	474,527	9.0%	762,000	12.6%	287,473	60.6%
Total Population	5,286,728	100.0%	6,049,686	100.0%	762,958	14.4%
Median Age	34.9		36.5			

Age Distribution

The 2020 age distribution and median age numbers of 43.2 and 45.1 years in Tyrone and Fayette County, respectively, are comparable. Not only do both Tyrone and Fayette County have a similar share of the population in each age cohort, there were also similar changes in each cohort between 2010 and 2020. This includes large increases in the population aged 55 years or older and from 18 through 34 years of age and declines in the population under 18 years and from 35 through 44 years of age. By comparison, in the Atlanta Metro there was growth in every age cohort except for those from 35 to 44 years old, although the decline in this cohort in the Atlanta Metro was much smaller than in Tyrone or Fayette County. In Tyrone, the decline in the population from 35 through 44 years old fell by more than 25 percent, compared to just a 0.8 percent decline in the Atlanta Metro.

Both Tyrone and Fayette County had the faster growth in population aged from 18 to 34 years, growing at 60 and 44 percent, respectively, compared to just 17.3 percent growth in the Atlanta Metro. However, as of 2020, Atlanta has the largest share of population in this age group at 24.2 percent, compared to 20.3 percent in Tyrone and 18.8 percent in Fayette County. Therefore, although historically lagging in the share of the younger residents, Tyrone and Fayette County are catching up to the regional average. All three geographies experienced over 40 percent growth in the population 55 and older, with this cohort growing by nearly 60 percent in Tyrone. The share of this population in Tyrone (33 percent) and is similar to Fayette County (35 percent), and both are higher than the share of older residents in the Atlanta Metro, where they represent just under one-quarter of the population

Table 4: Race and Ethnicity, 2010–2020

Town of Tyrone	2010		2020		Change, 2010-2020	
	Number	Percent	Number	Percent	Number	Percent
Hispanic/Latino	274	6.7%	516	6.7%	242	88.3%
Not Hispanic/Latino	3,834	93.3%	7,222	93.3%	3,388	88.4%
White	1,707	41.6%	4,209	54.4%	2,502	146.6%
Black/African American	1,707	41.6%	2,270	29.3%	563	33.0%
Native American	12	0.3%	19	0.2%	7	58.3%
Asian	230	0.0%	472	6.1%	242	105.2%
Native Hawaiian/Pacific Islander	5	0.0%	10	0.1%	5	100.0%
Other	31	0.8%	26	0.3%	(5)	-16.1%
Two or More Races	142	3.5%	216	2.8%	74	52.1%
Total Population	4,108	100.0%	7,738	100.0%	3,630	88.4%

Fayette County	2010		2020		Change, 2010-2020	
	Number	Percent	Number	Percent	Number	Percent
Hispanic/Latino	6,760	6.3%	8,840	7.6%	2,080	30.8%
Not Hispanic/Latino	99,807	93.7%	108,003	92.4%	8,196	8.2%
White	72,202	67.8%	69,195	59.2%	(3,007)	-4.2%
Black/African American	21,117	19.8%	28,615	24.5%	7,498	35.5%
Native American	221	0.2%	268	0.2%	47	21.3%
Asian	4,106	3.9%	6,856	5.9%	2,750	67.0%
Native Hawaiian/Pacific Islander	61	0.1%	116	0.1%	55	90.2%
Other	221	0.2%	250	0.2%	29	13.1%
Two or More Races	1,879	1.8%	2,703	2.3%	824	43.9%
Total Population	106,567	100.0%	116,843	100.0%	10,276	9.6%

Atlanta Metro	2010		2020		Change, 2010-2020	
	Number	Percent	Number	Percent	Number	Percent
Hispanic/Latino	547,894	10.4%	667,054	11.0%	119,160	21.7%
Not Hispanic/Latino	4,738,834	89.6%	5,382,632	89.0%	643,798	13.6%
White	2,684,571	50.8%	2,762,610	45.7%	78,039	2.9%
Black/African American	1,684,178	31.9%	2,071,353	34.2%	387,175	23.0%
Native American	10,779	0.2%	11,258	0.2%	479	4.4%
Asian	252,616	4.8%	384,193	6.4%	131,577	52.1%
Native Hawaiian/Pacific Islander	2,075	0.0%	2,582	0.0%	507	24.4%
Other	13,749	0.3%	15,396	0.3%	1,647	12.0%
Two or More Races	90,866	1.7%	135,240	2.2%	44,374	48.8%
Total Population	5,286,728	100.0%	6,049,686	100.0%	762,958	14.4%

Race and Ethnicity

Table 4 shows the ethnic and racial distribution in Tyrone, Fayette County, and the Atlanta Metro. Non-Hispanic Whites make up the largest share in Tyrone and Fayette County, representing 54.4 percent and 59.2 percent, respectively. Atlanta Metro has the only majority minority population in 2020 of all three geographies, where non-Hispanic Whites make up 45.7 percent of the population. Fayette County and Atlanta Metro have increasingly become more ethnically and racially diverse since 2010. Despite non-Hispanic Whites comprising a large share

of Fayette County’s population in 2020, African Americans, Latinos, and Asians had the largest population gains within the ten--year period. Additionally, during this period, Fayette County’s non-Hispanic White population decreased by 3,000, representing a four percent decline. The Atlanta Metro followed similar trends to the County as African Americans, Latinos, and Asians had the highest population growths among all racial groups. However, Tyrone’s minority groups lagged behind the growth in non-Hispanic Whites compared to Fayette County and the Atlanta Metro.

Income Distribution

Tyrone’s median household income is the highest among all three geographies at nearly \$105,500. The Town’s median income is approximately \$7,000 higher than the County’s and \$35,000 higher than the Atlanta Metro. Moreover, Tyrone recorded the highest per capita income of all the geographies. As shown in Table 5, the majority of households in Tyrone earned more than \$100,000 annually (nearly 54 percent), whereas only 49.4 percent of Fayette County households and 34.5 percent of Atlanta Metro households earned within this income range. In contrast, fewer than 15 percent of Tyrone and Fayette County households earned less than

\$25,000 compared to almost a quarter of the Atlanta Metro households. Households earning within the middle-income category range of \$35,000 to \$99,000 account for a large share of Atlanta Metro households (42.8 percent) compared to the County (37.1 percent) and the Town (36.3 percent).

Table 5: Income Distribution, 2020

Income Category	Town of Tyrone		Fayette County		Atlanta Metro	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	116	4.4%	1,627	3.9%	173,219	7.8%
\$15,001-\$24,999	49	1.9%	1,437	3.4%	162,698	7.3%
\$25,000-\$34,999	96	3.6%	2,607	6.2%	169,145	7.6%
\$35,000-\$49,999	301	11.4%	4,266	10.1%	264,839	11.9%
\$50,000-\$74,999	408	15.4%	6,066	14.4%	395,634	17.7%
\$75,000-\$99,999	253	9.6%	5,334	12.6%	294,081	13.2%
\$100,000-\$149,999	615	23.2%	8,774	20.8%	379,021	17.0%
\$150,000-\$199,999	240	9.1%	4,440	10.5%	175,087	7.9%
>\$200,000	569	21.5%	7,635	18.1%	215,375	9.7%
Total Households	2,647	100.0%	42,186	100.0%	2,229,099	100.0%
Median HH Income	\$105,389		\$98,541		\$70,630	
Per Capita Income	\$48,159		\$47,412		\$36,549	

Educational Attainment

The majority, comprising nearly 96 percent, of Tyrone’s 25 and older population hold at least a high school diploma. As shown in Table 6, Tyrone has the largest proportion of residents with at least a high school diploma in 2020, compared to Fayette County (95.5 percent) and the Atlanta Metro (90.4 percent). Additionally, among Tyrone residents age 25 and older, 49.6 percent hold a bachelor’s degree or higher, which is comparable to those in Fayette County (48.8 percent), and higher than those in the Atlanta Metro (39.8 percent). Despite higher shares of residents with a bachelor’s degree or higher in Tyrone and Fayette

County, the Atlanta Metro has a larger proportion of residents that have either some college experience or an associate degree. Given the relationship between education and income, the high level of educational attainment among Tyrone residents supports the Town’s high median household and per capita income.

Table 6: Educational Attainment, 2020

Educational Attainment	Town of Tyrone		Fayette County		Atlanta Metro	
	Number	Percent	Number	Percent	Number	Percent
Less than 9th Grade	94	1.7%	1,248	1.5%	150,041	3.7%
9th to 12th Grade, No Diploma	133	2.4%	2,535	3.0%	237,729	5.9%
High School Diploma or E equiv.	1,109	20.3%	16,724	20.1%	966,058	23.8%
Some College, No Degree	960	17.6%	14,885	17.9%	761,573	18.8%
Associate Degree	452	8.3%	7,252	8.7%	323,500	8.0%
Bachelor's Degree	1,544	28.3%	24,663	29.6%	999,222	24.7%
Graduate/Professional Degree	1,160	21.3%	15,904	19.1%	614,723	15.2%
Total Population Age 25+	5,452	100.0%	83,211	100.0%	4,052,846	100.0%
With at least a High School Diploma	5,225	95.8%	79,428	95.5%	3,665,076	90.4%
Bachelor's Degree or Higher	2,704	49.6%	40,567	48.8%	1,613,945	39.8%

Table 7: Employed Residents by Industry, 2020

Industry	Town of Tyrone		Fayette County		Atlanta Metro	
	Number	Percent	Number	Percent	Number	Percent
Accommodation/Food Svcs.	164	4.5%	2,464	4.9%	149,835	5.5%
Administrative/Support/Waste Mgmt.	83	2.3%	1,545	3.0%	134,415	5.0%
Agricultural	11	0.3%	46	0.1%	7,041	0.3%
Arts/Entertainment and Recreation	24	0.7%	585	1.2%	35,655	1.3%
Construction	147	4.0%	2,641	5.2%	204,525	7.5%
Educational Svcs.	319	8.7%	5,167	10.2%	240,460	8.9%
Finance & Insurance	212	5.8%	2,442	4.8%	141,658	5.2%
Healthcare/Social Assistance	617	16.8%	5,780	11.4%	321,293	11.9%
Information	68	1.9%	1,269	2.5%	79,310	2.9%
Mgmt. of Companies	37	1.0%	201	0.4%	5,390	0.2%
Manufacturing	362	9.9%	4,697	9.3%	252,382	9.3%
Mining	0	0.0%	16	0.0%	1,573	0.1%
Other Svcs.	199	5.4%	2,705	5.3%	128,275	4.7%
Professional, Scientific and Technical Svcs.	296	8.1%	4,121	8.1%	297,165	11.0%
Public Administration	374	10.2%	2,775	5.5%	112,501	4.2%
Real Estate/Rental/Leasing	52	1.4%	1,592	3.1%	66,982	2.5%
Retail Trade	236	6.4%	3,670	7.2%	260,412	9.6%
Transportation/Warehouse	302	8.2%	6,890	13.6%	171,120	6.3%
Utilities	89	2.4%	601	1.2%	21,996	0.8%
Wholesale Trade	80	2.2%	1,561	3.1%	78,174	2.9%
Total Employed Residents	3,672	100.0%	50,768	100.0%	2,710,162	100.0%
Unemployment Rate	12.5%		14.1%		13.7%	

Resident Employment

As of 2020, the largest share of employed residents (age 16 and older) in Tyrone work in healthcare and social assistance (16.8 percent), public administration (10.2 percent), and manufacturing (9.9 percent) industries. Cumulatively, these three industries make up approximately 37 percent of Tyrone’s labor force. Large shares of residents in Fayette County and the Atlanta Metro also work in the healthcare and social assistance industry, 11.4 percent of employed residents countywide and 11.9 percent of the Atlanta Metro region. In addition, Fayette County records higher resident employment in the transportation and warehouse (13.6 percent) and educational services (10.2 percent) industry, while the Atlanta Metro captures higher resident employment in professional, scientific, and technical services (11 percent) and retail trade (9.6 percent).

Furthermore, as shown in Table 7, Fayette County registered the highest unemployment rate (14.1 percent) of the three areas in 2020, compared to Tyrone (12.5 percent) and the Atlanta Metro (13.7 percent). However, these unemployment figures reflect labor market conditions during the midst of the COVID-19 pandemic, in June 2020. According to the Bureau of Labor Statistics, unemployment rates in January 2020, prior to the pandemic, were much lower in Fayette County (2.9 percent) and the Atlanta Metro (3.2 percent). It is unclear at the time of the preparation of this report, if these June 2020 unemployment rates are an anomaly and will fall as the national economy recovers.

Table 8: Jobs by Industry, 2020

Industry	Town of Tyrone		Fayette County		Atlanta Metro	
	Number	Percent	Number	Percent	Number	Percent
Accommodation and Food Services	372	11.0%	6,375	13.1%	252,923	9.8%
Administration, Support, and Waste Mgmt.	121	3.6%	954	2.0%	90,794	3.5%
Agriculture, Forestry, Fishing and Hunting	0	0.0%	61	0.1%	1,898	0.1%
Arts, Entertainment, and Recreation	28	0.8%	824	1.7%	44,732	1.7%
Construction	250	7.4%	2,556	5.3%	110,217	4.3%
Educational Services	195	5.8%	3,193	6.6%	248,829	9.6%
Finance and Insurance	167	5.0%	1,691	3.5%	108,484	4.2%
Health Care and Social Assistance	586	17.4%	6,537	13.4%	274,429	10.6%
Information	71	2.1%	945	1.9%	78,997	3.1%
Management of Companies and Enterprises	2	0.1%	27	0.1%	4,331	0.2%
Manufacturing	359	10.7%	4,216	8.7%	181,496	7.0%
Mining, Quarrying, and Oil and Gas Extraction	0	0.0%	3	0.0%	1,349	0.1%
Other Services (exc. Public Administration)	306	9.1%	3,535	7.3%	138,484	5.3%
Professional, Scientific, and Technical Services	168	5.0%	2,614	5.4%	198,228	7.7%
Public Administration	53	1.6%	1,773	3.6%	142,274	5.5%
Real Estate and Rental and Leasing	62	1.8%	1,566	3.2%	85,059	3.3%
Retail Trade	397	11.8%	8,658	17.8%	353,191	13.6%
Transportation and Warehousing	104	3.1%	711	1.5%	139,093	5.4%
Unclassified	14	0.4%	99	0.2%	14,858	0.6%
Utilities	0	0.0%	87	0.2%	12,747	0.5%
Wholesale Trade	114	3.4%	2,212	4.5%	106,196	4.1%
Total Workers	3,369	100.0%	48,637	100.0%	2,588,609	100.0%

Jobs/Workers by Industry

Of the 3,369 jobs in Tyrone, healthcare and social assistance, retail trade, accommodation/food services, and manufacturing account for more than half of the Town’s total employment. As indicated in Table 8, approximately 17 percent of workers in Tyrone have jobs in healthcare and social assistance compared to only 13.4 percent of workers in Fayette County, and 10.6 percent in the Atlanta Metro. The prevalence of healthcare jobs within the Town comes from the presence of medical centers and clinics such as Peachtree Medical Center, Women’s Medical Center, and Tyrone Family Medicine clinic. Retail trade and accommodation/food services workers represent the second and third largest industries in Tyrone, cumulatively comprising 21 percent of jobs in the Town. Similarly, retail trade and accommodation/food services workers make up the largest share of jobs in Fayette

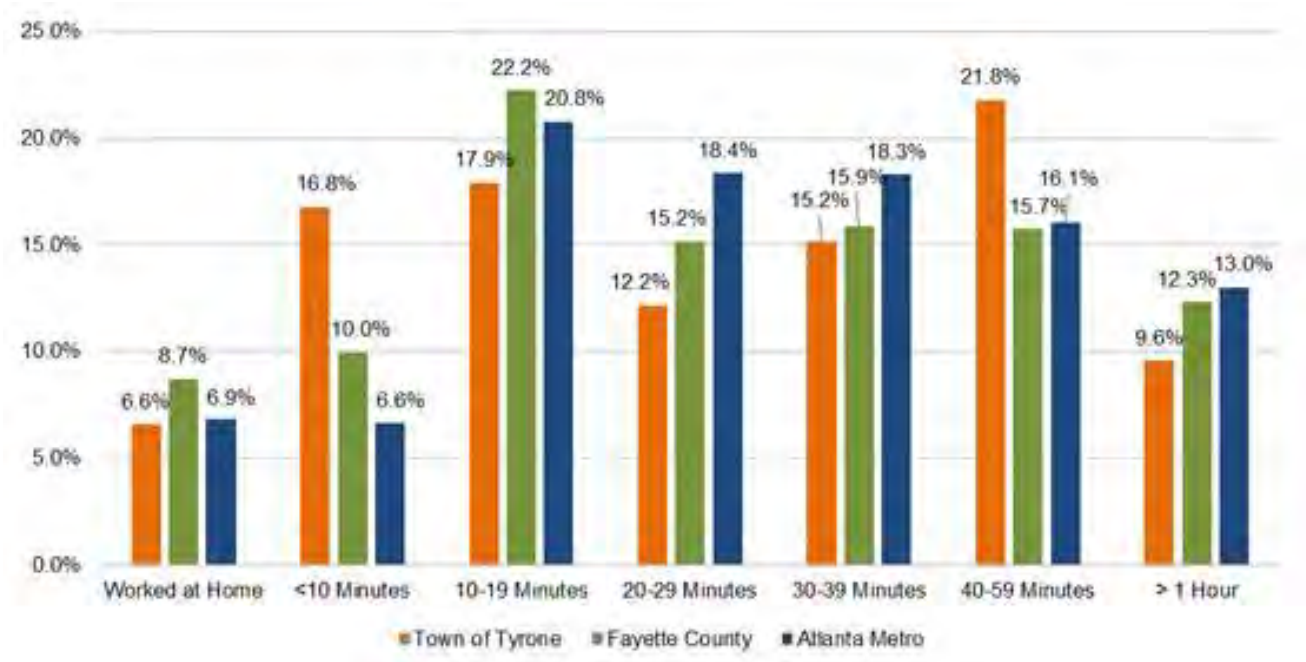
County as well, representing nearly 31 percent of all jobs. Comparing the gap between resident employment and jobs reveals the industries with the largest employment gap in Tyrone are accommodation/food, retail trade, and construction. This gap in accommodation/food services, retail trade, and construction suggests that workers in these industries reside out of town and commute in for work.

Commute Patterns

Figure 1 presents employed residents’ commute times based on 2014-2018 five-year sample data from the American Community Survey (ACS). Nearly 47 percent of employed residents in Tyrone and Fayette County commute less than 30 minutes to work, whereas approximately 45 percent of the Atlanta Metro’s residents have less than a 30 minute commute. Fayette County recorded a higher percentage of employed residents who work from home (8.7 percent) compared to those in Tyrone (6.6 percent) and the Atlanta Metro (6.9 percent).

With a majority of residents commuting less than 30 minutes to work or working from home, a large share of Tyrone and Fayette County residents live within or nearby the jurisdiction in which they work.

Figure 1: Commute Times for Employed Residents, 2020



Psychographic Analysis/Tapestry Segmentation

Psychographic analysis is a method of market analysis that uses demographic data, consumer spending insights, and opinion research to identify patterns and categorize people into groups based on their lifestyle characteristics. It extends beyond traditional demographic research by focusing on people’s attitudes and aspirations—what they want, what they like to buy, and where they want to go—making it particularly useful in land use and economic development planning. Esri Business Analyst publishes a proprietary psychographic analysis tool known as Tapestry Segmentation that divides the United States’ adult population into 67 distinct lifestyle segments. While the 67 segments illustrate a great diversity of lifestyles, they are ultimately generalizations and cannot fully capture the diversity of individual people, households, and communities. As illustrated in Figure 2, the majority of Tyrone’s adult population fall under the Green Acres (78 percent), Boomburbs (10 percent), or Professional Pride (six percent) segments. Thus, the town is relatively homogenous given the modest differences in definitions.

The Green Acres segment is characterized by older couples who live in rural enclaves of metropolitan areas. Residents in this segment are single-family, owner-occupied households and generally live a self-reliant lifestyle. They enjoy outdoor hobbies such as gardening, fishing, hunting, camping, and golf. The majority of

Green Acres residents are college educated and most their incomes derive from self-employment, investments, and increasingly from retirement. Green Acres consumers are comfortable with debt and primarily take on home and auto loans, as well as investments. As a generally older demographic with more assets, residents in this segmentation have a higher median household income than the national median. Green Acres is the second most common segmentation in Fayette County, just behind Comfortable Empty Nesters.

‘Boomburbs’ account for an additional approximately 10 percent of Tyrone’s population, the second most common segment in Town. This segment is generally composed of young professionals with families that have swapped their city life for the suburbs. This population is made up of well-educated professionals in an affluent market. The Boomburbs population has an 84 percent homeownership rate and holds the highest rate of mortgage of all other segmentations. As a suburban group, residents in this segmentation commit to a longer commute time, averaging over 30 minutes. Median household income for Boomburbs is approximately \$113,000 annually, well above the national median household income of \$56,000.

Like Boomburbs, residents in the Professional Pride segment are also well-educated professionals situated in an affluent market. Residents in this segment are characterized by goal-oriented, professional, and married couples, many of whom are financially savvy and work

long hours to maintain their upscale suburban lifestyle. Professional Pride residents are highly qualified in science, technology, law, and/or finance fields. As consumers this population have a higher tolerance to risk in the stock market and are financial investing for their future. Median household income for Professional Pride is approximately \$138,000. The Professional Pride segmentation is the third most common in Fayette County, representing 11.5 percent of the County’s adult population.

It must be noted that these segments do not provide a definitive view of the community and have clear limitations. The top three segments in Tyrone purportedly comprise 94 percent of the population, and all three are described to be composed generally of white

residents. But nearly 30 percent of Tyrone’s population is Black/African American, and the lack of specific references to these residents in the psychographic analysis exposes a key weakness of the methodology. Tyrone clearly appeals to residents that do not neatly fit into these segments, and Tyrone can attract residents that do not fit into these segments, too. Nonetheless, the demographic and economic conditions analysis does generally correspond with the psychographic analysis, revealing a relatively homogenous community in terms of the residents’ lifestyles and socioeconomic condition.

Summary of Demographic and Economic Conditions

More so than Fayette County, Tyrone has grown as the Atlanta Metro has grown over the past 20 years, following similar patterns of growth to the overall region in both decades since 2000. Tyrone is a family oriented, high-income community, with highly educated residents, and is relatively homogenous in terms of the psychographics. Racial and ethnic diversity in Tyrone mirrors that of Fayette County, although the non-Hispanic White population in the town increased by nearly 150 percent, while decreasing overall in the county.

Figure 2: Top Lifestyle Segmentation, 2020



Housing Characteristics

Housing Occupancy and Vacancy

The housing vacancy rate in Tyrone, Fayette County and the Atlanta Metro fell between 2010 and 2020, falling most sharply in Tyrone. Tyrone’s vacancy rate of 3.7 percent is the lowest among the three geographies, and is the result of 10.9 percent growth in housing units along with a 12.7 percent increase in occupancy. The gap between increased supply and demand was highest in Tyrone between 2010 and 2020. While a low vacancy rate is an indicator of a healthy real estate market with strong demand, if vacancy rates are very low, seekers may need to opt for spaces that are too large or too small--in housing markets, this can lead to overcrowding.

Table 9: Housing Unit Occupancy, 2010–2020

Town of Tyrone	2010		2020		Change, 2010-2020	
	Number	Percent	Number	Percent	Number	Percent
Occupied Units	2,347	94.7%	2,646	96.3%	299	12.7%
Vacant Units	131	5.3%	102	3.7%	(29)	-22.1%
Total Units	2,478	100.0%	2,748	100.0%	270	10.9%
Fayette County	2010		2020		Change, 2010-2020	
	Number	Percent	Number	Percent	Number	Percent
Occupied Units	38,167	93.6%	42,186	94.6%	4,019	10.5%
Vacant Units	2,626	6.4%	2,400	5.4%	(226)	-8.6%
Total Units	40,793	100.0%	44,586	100.0%	3,793	9.3%
Atlanta Metro	2010		2020		Change, 2010-2020	
	Number	Percent	Number	Percent	Number	Percent
Occupied Units	1,943,885	89.5%	2,229,119	91.4%	285,234	14.7%
Vacant Units	229,082	10.5%	210,429	8.6%	(18,653)	-8.1%
Total Units	2,172,967	100.0%	2,439,548	100.0%	266,581	12.3%

Household Tenure

Households in Tyrone and Fayette County are predominantly composed of homeowners. As indicated in Table 10, Tyrone registered the largest proportion of homeowners among all three geographies, with an ownership rate of roughly 86 percent. Tyrone was also unique in that it experienced comparable rates of growth in both owner- and renter-households, where renter-households outpaced growth in owner-households in Fayette County and the Atlanta Metro.

Table 10: Household Tenure, 2010–2020

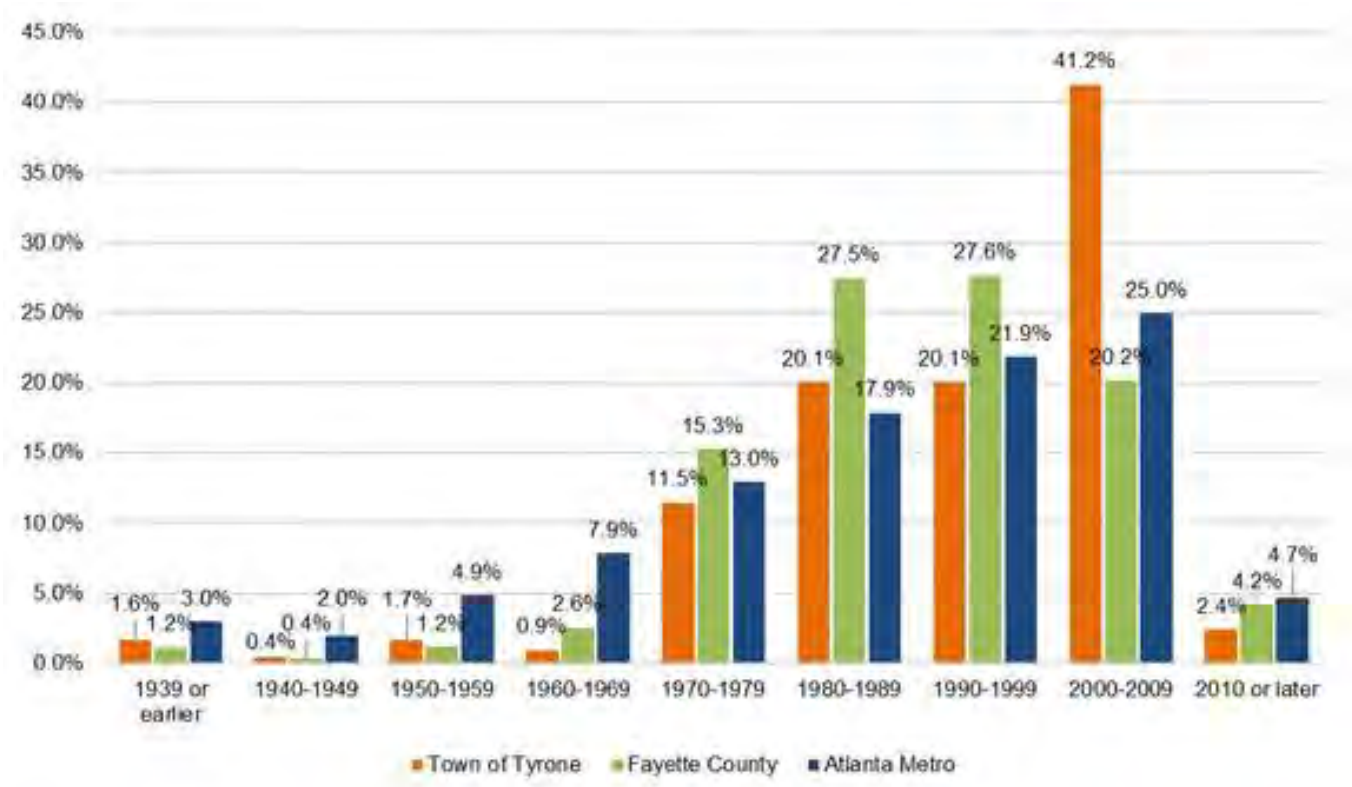
Town of Tyrone	2010		2020		Change, 2010-2020	
	Number	Percent	Number	Percent	Number	Percent
Owner-Occupied	2,008	85.6%	2,263	85.5%	255	12.7%
Renter-Occupied	339	14.4%	383	14.5%	44	13.0%
Total Occupied Units	2,347	100.0%	2,646	100.0%	299	12.7%
Fayette County	2010		2020		Change, 2010-2020	
	Number	Percent	Number	Percent	Number	Percent
Owner-Occupied	31,626	82.9%	34,552	81.9%	2,926	9.3%
Renter-Occupied	6,541	17.1%	7,634	18.1%	1,093	16.7%
Total Occupied Units	38,167	100.0%	42,186	100.0%	4,019	10.5%
Atlanta Metro	2010		2020		Change, 2010-2020	
	Number	Percent	Number	Percent	Number	Percent
Owner-Occupied	1,285,066	66.1%	1,439,882	64.6%	154,816	12.0%
Renter-Occupied	658,819	33.9%	789,237	35.4%	130,418	19.8%
Total Occupied Units	1,943,885	100.0%	2,229,119	100.0%	285,234	14.7%

Year Built

Figure 3 shows the estimated distribution of housing units by decade based on 2014-2018 five-year sample data from the American Community Survey (ACS). More than 60 percent of Tyrone’s housing stock was built between 1990 to 2009, indicating a newer housing stock compared to Fayette County (47.8 percent) and the Atlanta Metro (46.8 percent). Notably, Tyrone recorded a significant proportion of new homes built between 2000 and 2009 (41.2 percent), exceeding production

rates of Fayette County (20.2 percent) and the Atlanta Metro (25 percent) during this period. However, in part due to the economic and housing impacts of the Great Recession, home construction has declined since 2010. In Tyrone, homes built in 2010 or later only account for 2.4 percent of all units, compared to 4.2 percent in the County and 4.7 percent in the Atlanta Metro.

Figure 3: Housing Units by Year Built, 2014–2018 Five-Year Sample Period



Units in Structure

Both Tyrone’s and Fayette County’s housing stock is mainly composed of single-family units. Table 11 shows the distribution of housing units by number of units in structure based on 2014-2018 five-year sample data from the American Community Survey (ACS). According to the ACS, Tyrone has a relatively homogenous housing stock, with roughly 92 percent of all units being single-family. The remainder of Tyrone’s housing inventory is comprised of five percent duplexes and three percent other housing types, including but not limited to mobile homes, boats, RVs, and vans.

Compared to Tyrone, Fayette County has a more diverse housing stock and recorded approximately 89 percent of units as single-family and 11 percent as multifamily (structures with two or more units). Given that nearly a quarter of housing units in the Atlanta Metro are in multifamily structures, there may be demand for more multifamily units in Tyrone and Fayette County than currently exist.

Table 11: Housing Units by Number of Units in Structure, 2014–2018 Five-Year Sample Period

Units in Structure	Town of Tyrone		Fayette County		Atlanta Metro	
	Number	Percent	Number	Percent	Number	Percent
1 Unit, Detached	2,324	90.8%	36,022	85.6%	1,520,332	66.9%
1 Unit, Attached	33	1.3%	1,317	3.1%	118,578	5.2%
2 Units	125	4.9%	294	0.7%	29,917	1.3%
3-4 Units	0	0.0%	538	1.3%	56,872	2.5%
5-9 Units	0	0.0%	1,104	2.6%	122,729	5.4%
10-19 Units	0	0.0%	603	1.4%	147,411	6.5%
20-49 Units	0	0.0%	511	1.2%	86,788	3.8%
50+ Units	0	0.0%	659	1.6%	120,620	5.3%
Other (a)	77	3.0%	1,058	2.5%	68,002	3.0%
Total Units	2,559	100.0%	42,106	100.0%	2,271,249	100.0%

Housing Affordability

Households by HUD Area Median Family Income Level

Table 12 shows the distribution of households by area median family income according to 2013-2017 Comprehensive Housing Affordability Strategy (CHAS) data published by the U.S. Department of Housing and Urban Development (HUD). The household income category is determined based on household size and the annually reported FY 2020 HUD Area Median Family Income (HAMFI) for the Atlanta-Sandy Springs-Roswell MSA. HUD-defined income categories include above moderate, moderate, low, very low, and extremely low income. Households that earn less than or equal to 30 percent of HAMFI are classified as extremely low-income, whereas households with greater than 30 percent but less than or equal to 50 percent of HAMFI are considered very low-income. Low-incomes households earn greater than 50 percent but less than or equal to 80 percent of HAMFI. Households considered as moderate-income earn greater than 80 percent but less than or equal to 120 percent of HAMFI, while above moderate-income households earn greater than 120 percent of HAMFI. These income criteria are commonly used to determine a household’s eligibility for government subsidized housing and other means-tested benefits. In 2020, the HAMFI for a family of four in the Atlanta-Sandy Springs-Roswell MSA was \$82,700.

According to HUD, approximately 75 percent of households in Tyrone and Fayette County are classified as moderate and above moderate income households. Compared to Tyrone and Fayette County, only 60 percent of the Atlanta Metro households have moderate and above moderate income, while the corresponding share of lower income households in the region is significantly higher than in Tyrone or the county. Among all three geographies, renter households are more likely to be considered low, very low, or extremely low income. Almost 60 percent of renters in Tyrone and the Atlanta Metro and 48 percent of renters in Fayette County are classified in a lower income category. In contrast, the majority of homeowners in all three geographies make moderate and above moderate income. Moderate and above moderate-income homeowners make up 84 percent of all homeowners in Tyrone, 79 percent in Fayette County, and 73 percent in the Atlanta Metro.

Table 12: Distribution of Households by HUD Area Median Family Income Level and Tenure, 2013-2017 Five-Year Sample Period

Income Category	Renter Households		Owner Households		All Households	
	Number	Percent	Number	Percent	Number	Percent
Town of Tyrone						
Extremely Low Income (a)	135	27.8%	95	4.8%	230	9.3%
Very Low Income (b)	45	9.3%	45	2.3%	90	3.7%
Low Income (c)	115	23.7%	185	9.3%	300	12.2%
Moderate Income (d)	120	24.7%	415	21.0%	535	21.7%
Above Moderate Income (e)	70	14.4%	1,240	62.6%	1,310	53.1%
Total Households (f)	485	100.0%	1,980	100.0%	2,470	100.0%
Fayette County						
Extremely Low Income (a)	1,255	16.7%	1,430	4.5%	2,685	6.8%
Very Low Income (b)	975	13.0%	1,890	5.9%	2,865	7.2%
Low Income (c)	1,330	17.7%	3,280	10.2%	4,610	11.6%
Moderate Income (d)	1,685	22.4%	5,470	17.0%	7,155	18.1%
Above Moderate Income (e)	2,280	30.3%	20,015	62.4%	22,295	56.3%
Total Households (f)	7,525	100.0%	32,075	100.0%	39,605	100.0%
Atlanta Metro						
Extremely Low Income (a)	128,655	20.8%	60,935	6.5%	189,590	12.2%
Very Low Income (b)	103,605	16.8%	69,370	7.4%	172,975	11.1%
Low Income (c)	129,985	21.0%	126,820	13.5%	256,805	16.5%
Moderate Income (d)	118,220	19.1%	173,985	18.5%	292,205	18.7%
Above Moderate Income (e)	137,925	22.3%	509,070	54.1%	646,995	41.5%
Total Households (f)	618,390	100.0%	940,165	100.0%	1,558,560	100.0%

Notes:

- (a) Households with incomes less than or equal to 30 percent of the HUD Area Median Family Income, adjusted for household size.
- (b) Households with incomes greater than 30 percent but less than or equal to 50 percent of the HUD Area Median Family Income, adjusted for household size.
- (c) Households with incomes greater than 50 percent but less than or equal to 80 percent of the HUD Area Median Family Income, adjusted for household size.
- (d) Households with incomes greater than 80 percent but less than or equal to 120 percent of the HUD Area Median Family Income, adjusted for household size.
- (e) Households with incomes greater than 120 percent of the HUD Area Median Family Income, adjusted for household size.
- (f) Totals do not equal the sum of individual figures due to independent rounding.

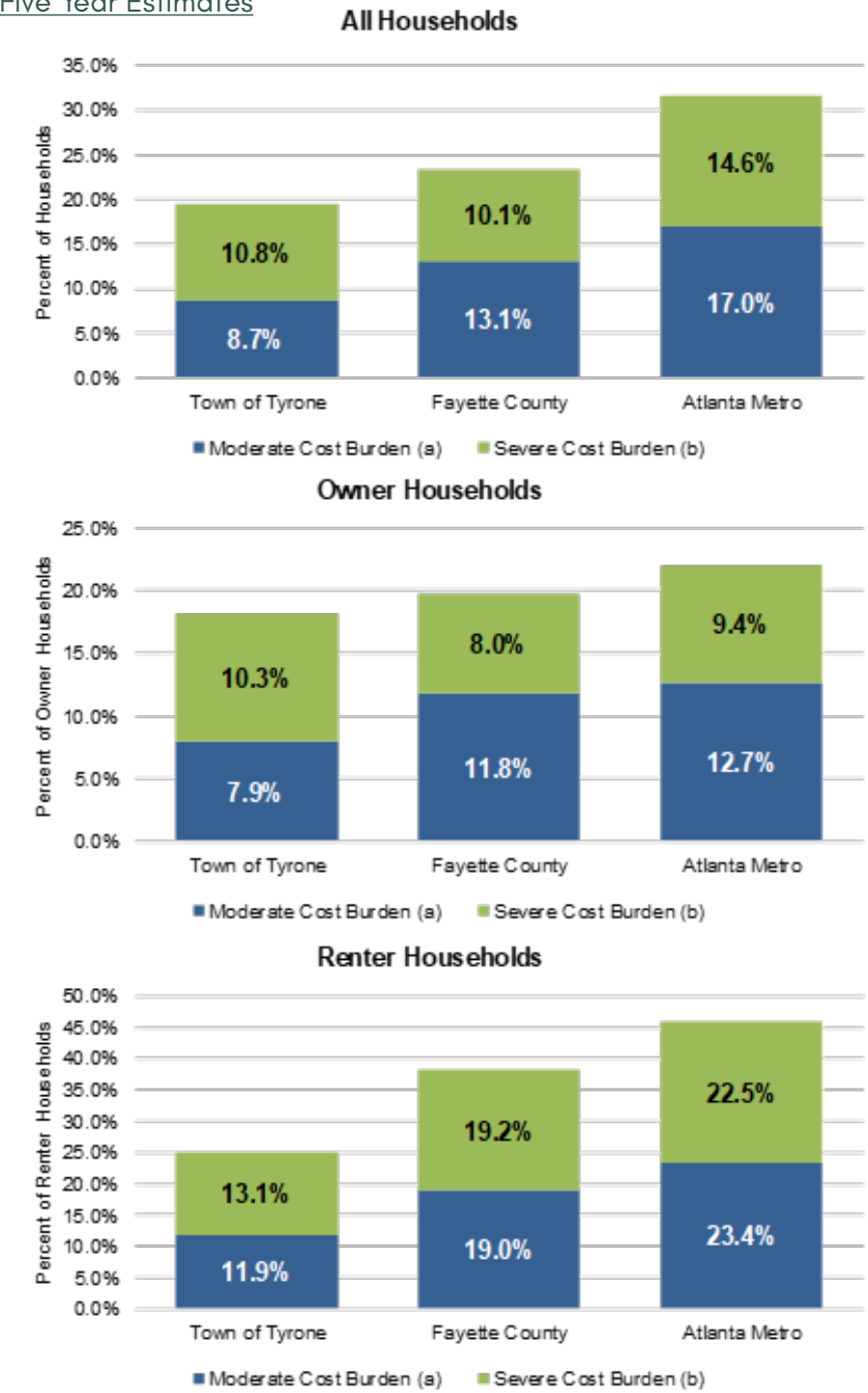
Housing Cost Burdens by Tenure

Figure 4 depicts the distribution of households with moderate-to-severe housing cost burden by tenure. Under HUD standards, households experiencing moderate housing cost burden are those spending more than 30 percent, but less than 50 percent of their incomes on housing costs, while those spending more than 50 percent of their incomes are classified as severely cost burdened.

According to 2013-2017 HUD data, the Atlanta Metro registered the highest rates of cost burdened households compared to Tyrone and Fayette County, accounting for more than 30 percent of all households in the region. Moreover, approximately 20 percent of Tyrone households and 23 percent of Fayette County households are experiencing some level of cost burden. While Tyrone and Fayette County have comparable shares of severely cost burdened households, Fayette County recorded a greater proportion of households experiencing moderate housing cost burden.

In all three geographies, renter households face the likelihood of experiencing cost burden more so than owner households. Approximately 46 percent of renter households in the Atlanta Metro are cost burdened, compared to 22.1 percent of owner households. This trend is consistent with cost burden rates in both the Town and County, where this is a 6.8 percent and an 8.4 percent difference in renter cost burden rates and owner cost burden rates, respectively.

Figure 4: Percent of Households with Moderate to Severe Housing Cost Burden, 2013-2017 Five Year Estimates



REAL ESTATE MARKET CONDITIONS

Housing Market

For Sale Housing

Since 2012, the median sale price for homes sold in Tyrone by month has generally been higher than the median sale price of single-family homes in Fayette County. As shown in Figure 5, in January 2021 the median sale price in the Town was \$525,000 compared to \$355,000 in the county. However, Tyrone has had greater month-to-month fluctuations in median sale price compared to Fayette County and region, likely due in large part to a limited number of sales in any given month and the particulars of those sales. Because of these fluctuations, the median sale price in Tyrone was actually lower than Fayette County overall in three of the 12 months up through January 2021. Nevertheless, the average-year-to-year change in median sale price by month in Tyrone was 15 percent from February 2020 through January 2021, higher than the six percent for Fayette County, indicating that house prices are trending up more quickly for Tyrone than the County overall.

There is evidence across the country that due to the pandemic and its impact on telecommuting that suburban and rural towns near large cities are experiencing increased demand. Tyrone should continue to monitor whether this effect continues to lead to disproportionate increases in median sale price in the Town, as this will influence the feasibility of development. In general, although sale prices have increased in tandem with trends in the region, sale prices in the county were between \$50,000 to \$100,000 higher than the Atlanta Metro, highlighting the strength of Fayette County’s real estate market and the strength of the market in Tyrone, in particular.

Figure 5: Median Sale Price Trends, Single Family Homes, January 2012 – January 2021

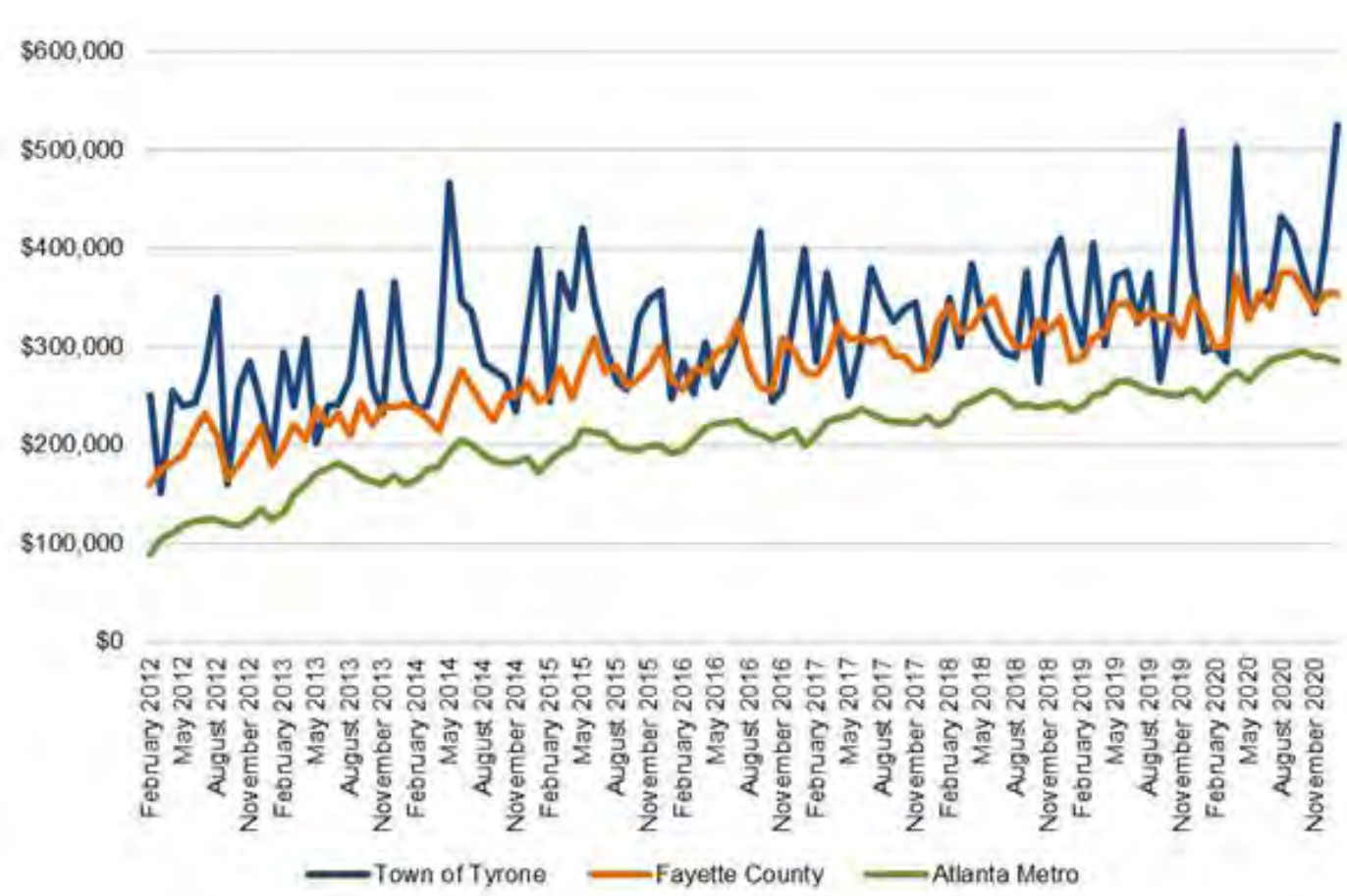


Table 13 provides a deeper look into the homes sold in Tyrone between March 2020 and February 2021. Over 55.5 percent of the homes were sold for between \$300,000 and \$500,000, while an additional 27.5 percent were sold for under \$300,000, and 17.0 percent were sold for over half a million dollars. Nearly three-quarters of the homes sold during this period were less than 3,000 square feet. Notably, an additional 16.5 percent of homes sold had less than 2,000 square feet, more than the 10.4 percent of homes sold that were over 4,000 square feet.

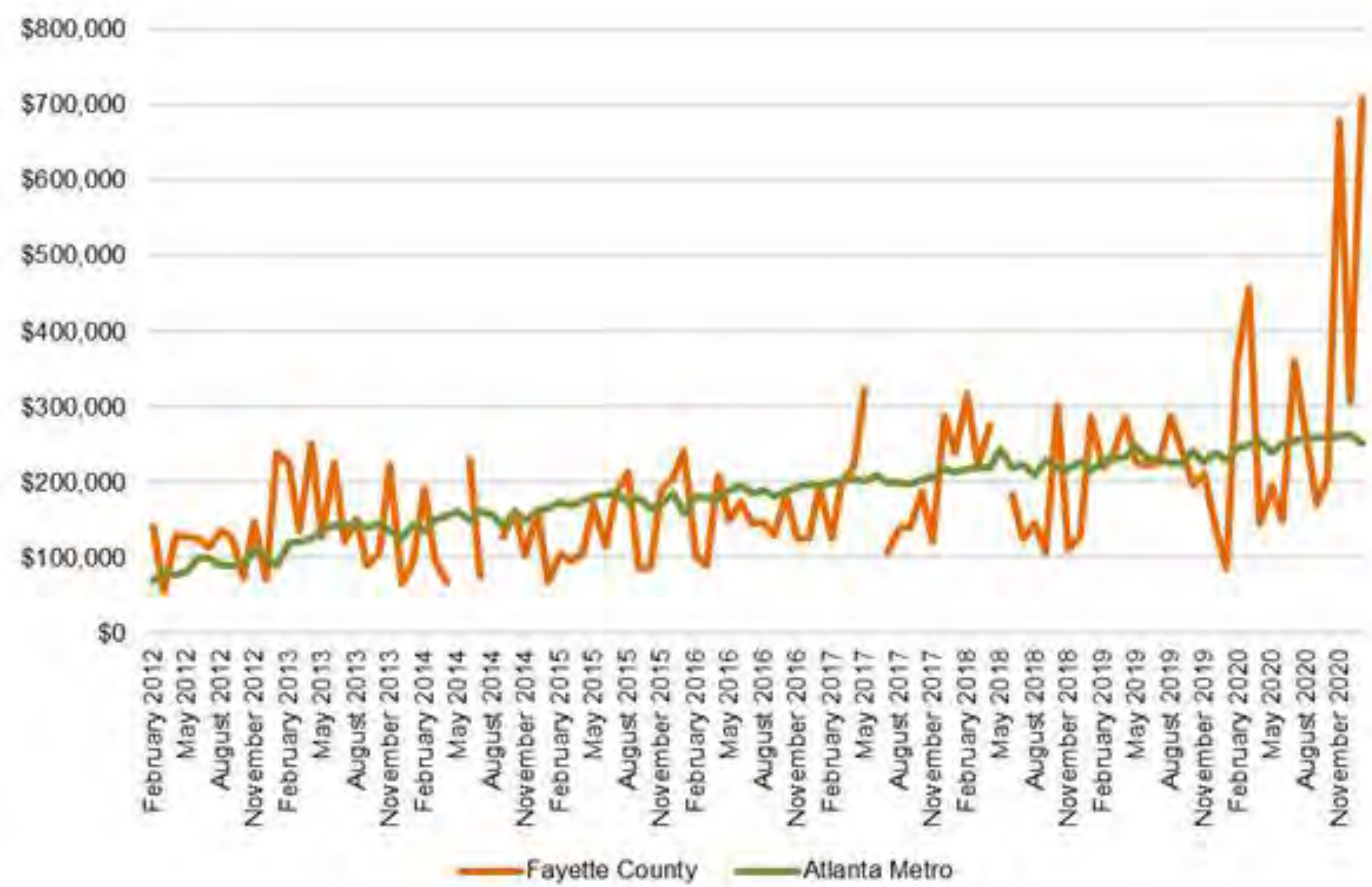
While Tyrone itself does not have any townhomes or condominiums, these development types could be feasible in the slightly denser zoning of four dwelling units per acre considered for certain parts of the downtown. Figure 6 shows the median sale price of townhomes and condominiums since 2012 in Fayette County and the Atlanta Metro, which may help provide a baseline for the price point of such units if there were developed in Tyrone. Sale prices have increased steadily in the county and the Atlanta Metro, and prices were

comparable until mid-2020, when the median sale price for townhomes and condominiums in the county spiked. It is unclear what caused the spike in Fayette County, where as of January 2021, the median sale price for townhomes and condominiums was \$708,500, but one explanation may be the delivery of new units and the increased demand for homes in suburban and exurban communities due to the pandemic and the increase in teleworking. This suggests there is strong demand for this kind of development that Tyrone could seize upon.

Table 13: Study Area Home Sale Price Distribution, March 2020 – February 2021

Single-Family Homes						
Sale Price Range	<2,000 sf	2,000 - 2,999 sf	3,000 - 3,999 sf	≥4,000 sf	Total	Percent of Total
Less than \$300,000	25	22	2	1	50	27.5%
\$300,000 - \$399,999	4	33	20	1	58	31.9%
\$400,000 - \$499,999	1	18	19	5	43	23.6%
\$500,000 or more	0	4	15	12	31	17.0%
Total	30	77	56	19	182	100.0%
Percent of Total	16.5%	42.3%	30.8%	10.4%	100.0%	
Median Sale Price	\$242,950	\$339,000	\$427,500	\$556,000	\$355,000	
Average Sale Price	\$234,873	\$352,017	\$435,130	\$577,421	\$381,670	
Median Unit Size (sf)	1,684	2,457	3,365	4,309	2,763	
Average Unit Size (sf)	1,641	2,479	3,409	4,994	2,890	
Median Price per sf	\$148	\$139	\$133	\$111	\$135	
Average Price per sf	\$142	\$142	\$128	\$116	\$135	

Figure 6: Median Sale Price Trends, Townhomes and Condominiums, January 2012 – January 2021



Rental Housing

Tyrone does not have any multifamily rental units. However, as shown in Table 14, not only are average asking monthly rents for multifamily units in Fayette County (\$1,437) higher than in the Atlanta Metro (\$1,338) as of Q4 2020, rents increased by 9.4 percent in the county since Q4 2019, compared to just 3.4 percent in the Atlanta Metro. Furthermore, the rental vacancy in the county of 6.8 percent is lower than the 8.1 percent vacancy rate in the Atlanta Metro. This also suggests there is potential demand for multifamily rentals in Tyrone, and indeed the rate of multifamily

family deliveries has been slightly higher in Fayette County than in the Atlanta Metro. Approximately 18.8 percent of the county’s multifamily rentals have been delivered since Q4 2010, compared to 17.4 percent of the Atlanta Metro’s multifamily rentals. Nonetheless, despite this recent history of multifamily development, there are no reported multifamily developments under construction in the county as of Q4 2020 and the county still only represents 0.9 percent of the Atlanta Metro’s multifamily rental housing stock.

Table 14: Multifamily Rental Summary, Q4 2020

Multifamily Rental Summary (a)	Fayette County	Atlanta Metro
Inventory, Q4 2020 (bldgs)	24	3,479
Inventory, Q4 2020 (units)	4,123	478,238
Average Unit Size (sf)	1,024	1,011
Average Asking Monthly Rents		
Average Asking Monthly Rent per unit, Q4 2019	\$1,314	\$1,294
Average Asking Monthly Rent per unit, Q4 2020	\$1,437	\$1,338
% Change, Q4 2019 - Q4 2020	9.4%	3.4%
Vacancy		
Vacant Units, Q4 2020	279	38,626
Vacancy Rate, Q4 2020	6.8%	8.1%
Net Absorption		
1-Yr. Net Abs. (units), Q4 2019 - Q4 2020	193	16,049
10-Yr. Net Abs. (units), Q4 2010 - Q4 2020	700	70,661
Deliveries (bldgs), Q4 2010 - Q4 2020		
Deliveries (units), Q4 2010 - Q4 2020	774	83,069
Deliveries (units) as % of Inventory	18.8%	17.4%
Under Construction (bldgs), Q4 2020	0	61

Office

Tyrone has limited office development, accounting for less than 11 percent of the county’s office inventory, as shown in Table 15. Average asking rents per square foot during Q3 2020 in Fayette County (\$1.76) and the Atlanta Metro (\$2.36) were similar, and significantly higher than in Tyrone (\$1.44), and increased at a faster rate since Q3 2019. Between 2010 and 2020, the Study Area added approximately 7,500 square feet in new office inventory, which was the only increase in the town

during that period. The town’s low vacancy rate of 5.3 percent is below the generally accepted healthy vacancy rate of 10 percent, likely reflecting the town’s overall lack of supply.

Table 15: Office Market Overview, Q4 2020

Office Summary	Study Area	Town of Tyrone	Fayette County	Atlanta Metro
Inventory, Q4 2020 (bldgs)	19	87	514	16,464
Inventory, Q4 2020 (sf)	64,205	471,390	4,353,572	322,564,712
Inventory as % of County (sf)	1.5%	10.8%	100.0%	
Avg. Asking Rents, Full Service				
Avg. Asking Rent per sf, Q4 2019	\$1.28	\$1.38	\$1.57	\$2.22
Avg. Asking Rent per sf, Q4 2020	(a)	\$1.44	\$1.76	\$2.36
% Change, Q4 2019 - Q4 2020	n.a.	4.3%	12.1%	6.3%
Vacancy				
Vacant sf, Q4 2020	0	25,199	362,568	38,444,431
Vacancy Rate, Q4 2020	0.0%	5.3%	8.3%	11.9%
Net Absorption				
1-Yr. Net Abs. (sf), Q4 2019 - Q4 2020	9,925	35,465	166,821	554,937
10-Yr. Net Abs. (sf), Q4 2010 - Q4 2020	9,925	73,274	541,079	22,229,061
Deliveries (bldgs), Q4 2010 - Q4 2020				
Deliveries (sf), Q4 2010 - Q4 2020	7,501	7,501	380,247	19,642,773
Under Construction (bldgs), Q4 2020				
Under Construction (sf), Q4 2020	0	0	0	55
	0	0	0	7,320,268

Retail

Overview

The Study Area and the Town of Tyrone have limited retail space. According to CoStar, a data provider that maintains a nationwide inventory of commercial and industrial real estate data, the LCI Study Area contains approximately 112,000 square feet of retail space, and Tyrone overall contains 428,000 square feet (see Table 16). The Study Area only contains 1.2 percent and the town only contains 4.7 percent of the total 9.1 million square feet in the county. By comparison, the Study Area has 1.0 percent and the town 6.6 percent of the county’s total population.

Reported vacancy rates are relatively low in the Study Area, at 2.1 percent and 1.6 percent, respectively, compared to 5.6 percent countywide. A ten percent vacancy rate is considered a healthy retail market, indicating that Tyrone and the Study Area might be able to support additional supply. However, average asking rental rates in the Study Area and Tyrone are

below the Atlanta MSA and countywide rates, reflecting the town’s position on the periphery of the metropolitan area. Between fourth quarter 2019 and fourth quarter 2020, average asking rents in the Study Area and the town have remained stable, while rates for the county have declined. It should be noted that because of the limited supply locally, changes in reported asking rents in Tyrone are likely to be very sensitive to the specific spaces available at any given time. CoStar reports no additions to the retail inventory in the town over the last decade.

Table 16: Retail Market Overview, Q4 2020

	Study Area	Town of Tyrone	Fayette County	Atlanta Metro
Inventory, Q4 2020 (bldgs)	17	42	606	28,053
Inventory, Q4 2020 (sf)	111,628	427,260	9,099,489	360,602,561
Inventory as % of County (sf)	1.2%	4.7%	100.0%	n.a.
Avg. Asking Rents, Full Service				
Avg. Asking Rent per sf, Q4 2019	\$1.00	\$1.05	\$1.31	\$1.21
Avg. Asking Rent per sf, Q4 2020	\$1.00	\$1.08	\$1.19	\$1.21
% Change, Q4 2019 - Q4 2020	0.0%	2.9%	-9.2%	0.0%
Vacancy				
Vacant sf, Q4 2020	2,400	6,919	506,529	19,256,040
Vacancy Rate, Q4 2020	2.1%	1.6%	5.6%	5.3%
Net Absorption				
1-Yr. Net Abs. (sf), Q4 2019 - Q4 2020	11,500	14,454	189,172	(499,566)
10-Yr. Net Abs. (sf), Q4 2010 - Q4 2020	11,500	33,748	761,264	26,935,431
Deliveries (bldgs), Q4 2010 - Q4 2020				
Deliveries (sf), Q4 2010 - Q4 2020	0	0	30	1,500
Under Construction (bldgs), Q4 2020				
Under Construction (sf), Q4 2020	0	0	8,000	2,468,640

Major Retail Nodes in Tyrone and Surrounding Communities

As noted above, Tyrone and the Study Area have a limited inventory of retail space. The major retail concentration in the town is clustered around the intersection of Highway 74 and Carriage Oaks Drive, just outside the northeast corner of the Study Area. The largest center within this cluster is Southampton Village, a 77,894 square foot center anchored by a 51,420 square foot Publix supermarket, which is the largest single retail space in Tyrone. Other users in the cluster include, but are not limited to, an Advance Auto Parts store; a free-standing CVS pharmacy; the 26,926 square foot Shops of Southampton center with multiple tenants; a Goodwill store; a free-standing Waffle House; the multi-tenant 14,083 square-foot Shoppes at Carriage Oaks; and the Legacy Theatre performing arts space.

The retail and related businesses within the Study Area are generally smaller and in single-story freestanding structures or buildings with only a few tenants, along Senoia Road. Businesses include a gas station, a small grocery store/butcher shop, a small hardware store, a Dollar General store, the Tyrone Depot event space, and numerous service businesses. Most noteworthy are the antique stores, which reportedly attract shoppers from surrounding communities. It should be noted that along with the limited retail, the Study Area includes numerous civic buildings and functions, including the Town Hall, a public library, parks, an elementary school, the Post Office, and the Police Department. These civic

uses may attract residents who then also patronize local businesses nearby.

While the town itself has limited retail, Peachtree City directly to the south has a broad range of local and region-serving retail businesses. Just outside of Tyrone at Route 74 and North Peachtree Parkway is the approximately 400,000 square-foot Kedron Village Shopping Center, anchored by Target and Kroger, with numerous other national brand and local tenants. To the south on Route 74 at Route 54 (Floy Farr Parkway) is a large cluster of retail including multiple centers and other freestanding retail. The largest center is McIntosh Village at slightly less than 446,000 square feet, including a Walmart Supercenter, Home Depot, Best Buy, Aldi, PetSmart, and other retailers and restaurants. This center is located to the northwest of the intersection of Route 74 and Route 54. The Avenue Peachtree City, a 182,817 square foot outdoor lifestyle center with numerous smaller tenants, including apparel stores, restaurants, home furnishings, and related retail types is to the south of McIntosh Village. West Park Walk holds a mix of retail, service, and office tenants to the east of Route 74 and north of Route 54 in a center of 75,569 square feet. To the west of McIntosh Village is a center anchored by TJ Maxx and HomeGoods and numerous free-standing restaurants. A Costco is located to the west, just outside Peachtree City in neighboring Coweta County at the intersection of Route 54 and 34,

and not far beyond that is a Sam’s Club. These retail centers and nodes and others in Peachtree City offer a full range of retail and restaurant options and are easily accessible to Tyrone residents.

Other retail around Tyrone is generally more distant and less accessible to the Town’s residents. The node closest to Tyrone is a retail cluster to the north at I-85 and Jonesboro Road in Union City, including Walmart and a Kroger supermarket, along with other smaller retailers and restaurants. This area is more focused on industrial and warehouse developments than consumer-oriented uses.

Retail and Food Service Sales in 2021

Table 17 presents 2021 estimates of retail sales for the Study Area, Tyrone, Fayette County, and the Atlanta Metro area. These estimates are provided by Claritas, a national vendor of demographic and economic data, based on a proprietary methodology that takes into account available published data, especially the Economic Census (last conducted in 2017), but also considers other published and more recent government data, along with private databases of businesses.

Total retail and food service sales in the Study Area are estimated at approximately \$24 million annually, or one-fifth of the town’s total of slightly less than \$122 million, which is in turn five percent of the total

\$2.2 billion in Fayette County. According to Claritas, the categories with the highest estimated sales in the Study Area are food and beverage stores (i.e., Spezzano’s Market) and the building materials sector (i.e., Complete Hardware, Tyrone Quarry).

Despite the limited retail within the Study Area, annual per capita sales at about \$20,800 are somewhat higher than regional benchmarks, due to the small population within the Study Area and the disproportionate strength of the building materials sector. Overall, the Town of Tyrone’s per capita sales of \$15,700 lag the County and the MSA, despite higher income levels. This is a strong indicator that Tyrone residents are doing much of their shopping outside the Town.

Table 17: Estimated 2021 Retail Sales

Total Sales in \$000	LCI Study Area	Town of Tyrone	Fayette County	Atlanta MSA
	\$20,602	\$103,319	\$1,928,563	\$102,631,631
Retail	\$3,567	\$17,978	\$290,503	\$13,765,701
Food services and drinking places				
Retail and Food Services Total	\$24,168	\$121,298	\$2,219,066	\$116,397,332
Sales per Capita in \$	LCI Study Area	Town of Tyrone	Fayette County	Atlanta MSA
	\$17,714	\$13,352	\$16,506	\$16,965
Retail Total	\$3,067	\$2,323	\$2,486	\$2,275
Food services and drinking places				
Retail and Food Services Total	\$20,781	\$15,676	\$18,992	\$19,240
2020 Population (a)	1,163	7,738	116,843	6,049,686
Median Household Income (b)	\$103,736	\$105,389	\$98,541	\$70,630

Retail Sales Trends

While reliable time series data of recent trends for retail and food service sales is unavailable for the Study Area or Tyrone, annual countywide taxable sales through 2020 can be estimated based on state-published local taxable sales distributions as shown in Table 18 below. It should be noted that these numbers are inflation adjusted to 2020 dollars, and only represent taxable sales for non-automotive retail and food services, and thus are not directly comparable to the 2021 data.

Overall inflation-adjusted taxable sales for the selected categories in the County show a generally upward trend, from \$1.4 billion in 2011 to \$2.0 billion in 2019. However, per capita sales increased from \$12,606 in 2011 to \$16,290 in 2017, but then declined slightly for 2018 and 2019, rising again to \$16,760 in 2020. The increases in earlier years may reflect the recovery from the Great Recession, with per capita sales levelling off as the recovery peaked.

Table 18: Taxable Sale Trends for Fayette County

Year	Selected Taxable Retail Sales 2020 \$000	Per Capita in 2020 \$0	Population (a)
2011	\$1,351,014	\$12,608	107,156
2012	\$1,369,368	\$12,760	107,315
2013	\$1,390,697	\$12,870	108,054
2014	\$1,436,812	\$13,158	109,199
2015	\$1,517,105	\$13,774	110,141
2016	\$1,593,031	\$14,323	111,218
2017	\$1,833,472	\$16,290	112,553
2018	\$1,723,990	\$15,232	113,181
2019	\$1,806,810	\$15,791	114,421
2020	\$1,958,242	\$16,760	116,843

Market Area for Retail and Food Services in the LCI Study Area

A market area can be defined as the geographic region that encompasses most of a retail outlet’s customers. Most of Tyrone’s retail businesses (e.g., the Publix supermarket) provide everyday goods and services, indicating the customer base is largely the Town itself, since residents living elsewhere can find the same goods and services closer to home rather than by travelling to Tyrone. The extent of the market area is also dictated by the location of the nearest competitors, and the configuration of the local and regional transportation network. Some residents of Tyrone itself live closer to retail centers in Peachtree City to the south, than to the cluster in Tyrone just north of the Study Area. Kedron Village, which has a large supermarket and other outlets providing a broad range of merchandise, dining, and services, is just outside of Tyrone. The presence of this center and numerous other retail options in Peachtree City severely limits Tyrone’s potential for attracting shoppers. Additionally, the Town itself lacks the “critical mass” of residents required to support “big box” retailers such as Walmart, Home Depot, and Target,

constraining the Town’s ability to attract large chain retailers given the current population and expected growth in the number of residents over at least the next several years. More specifically, the Study Area is not along Route 74, the major arterial through Tyrone, which would be the more preferred location if major retailers were seeking locations in the Town.

However, Tyrone and the Study Area contain specialty businesses that draw shoppers from outside the Town, in particular the small cluster of antique and used merchandise shops. The Tyrone Depot event center within the Study Area and the Legacy Theatre just outside the Study Area also attract a more regional clientele. The Study Area also includes civic functions, such as the library, that bring residents and others to the Study Area. These local resources could potentially be leveraged to attract more shoppers to patronize additional small specialty retailers and restaurants in the Study Area.

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REAL ESTATE DEMAND PROJECTIONS

Population, Household, and Employment Projections

BAE examined historic growth rates and future projections for Tyrone, Fayette County, and the Atlanta Metro in order to understand the range of possible future growth scenarios. ARC provides the most reliable projections for the Atlanta region and its constituent jurisdictions, but there are many reasons why demand in Tyrone might outperform ARC’s forecast. Tyrone has unique assets that the town will protect and build upon, and there is available land throughout the town, both factors that might influence demand beyond ARC’s existing assumptions. Evaluating alternative (i.e., faster) growth scenarios allows the town to consider what changes to land use policy it must make to accommodate higher levels of demand in a way that is consistent with the town’s vision.

Two alternative scenarios were developed for population and household projections and serve as the basis for projecting the housing demand as well as retail demand. Existing ARC projections of employment is the only scenario considered for job growth in the Town. Employment projections are only used to determine the demand for office space and given the uncertainty in the office market as a result of the COIVD-19 pandemic, it is unlikely that demand will exceed existing projections. Every projection is at Town level; that is, the future population, households and employment in the town overall is projected from 2020 through 2050. The

projections are not limited to the Study Area because one of the purposes of this study is to understand how much of the town’s future growth can be accommodated in the Study Area, and the amount of development that can occur in the Study Area will be determined in large part by the land use policy changes that are made as result of this study.

Population, Household, and Housing Unit Projections

Baseline Scenario. The baseline scenario is equivalent to ARC’s existing Series 16 projections of population and households in Tyrone through 2050. According to ARC, Tyrone’s population and households will grow at an average annual rate of 1.2 percent and 1.3 percent, respectively. Tyrone would add 3,419 new residents, and 1,285 new households. If the 2020 vacancy rate in town of 5.2 percent in held through 2050, the number of new housing units the city would add by 2050 is 1,399. Notably, ARC projects Tyrone will grow at more than twice the rate of growth in Fayette County, and will outpace growth regionwide. Atlanta Metro households are projected to grow at 1.1 percent, while Fayette County households are projected to grow at only 0.6 percent.

Accelerated Scenario. ARC’s projections are provided by decade, and from 2020 to 2030, it projects Tyrone’s population and households will grow by 2.1 percent and

2.2 percent annually, respectively, before slowing down for an overall 30-year growth rate of 1.2 and 1.3 percent annually. This indicates that ARC believes Tyrone is poised for strong growth in the coming decade, before stabilizing. The accelerated scenario assumes that this rate of growth from 2020 to 2030 is sustained through 2050, which would yield an additional 6,664 residents, 2,395 new households, and 2,570 new housing units if the 2020 town-wide vacancy rate (5.2 percent) holds. In this scenario, regardless of what happens in the regional

economy, BAE assumes Tyrone’s location and unique assets will continue to attract growth.

This level of growth is not unprecedented; during Atlanta’s population boom from 2000 to 2010, Tyrone’s population and households grew at 5.0 and 4.9 percent, respectively. It is unlikely that Tyrone meets the historical rate of growth during that decade, however, as the amount of housing demand implied by that rate of growth would require drastic changes to the town’s land use policy.

Table 19: Summary of Population and Household Growth Scenarios, 2020-2050

Baseline Scenario (a) Town of Tyrone	Historic			Projected			2020-2050	
	2000	2010	2020	2030	2040	2050	Number	Percent
Population	4,203	6,848	7,738	9,518	10,680	11,157	3,419	44.2%
Avg. Annual Change		5.0%	1.2%	2.1%	1.2%	0.4%		1.2%
Households	1,449	2,347	2,647	3,281	3,737	3,932	1,285	48.5%
Avg. Annual Change		4.9%	1.2%	2.2%	1.3%	0.5%		1.3%
Housing Units (d)	n.a.	2,478	2,748	3,461	3,941	4,147	1,399	50.9%
Avg. Annual Change			1.0%	2.3%	1.3%	0.5%		1.4%

Accelerated Scenario (b) Town of Tyrone	Historic			Projected			2020-2050	
	2000	2010	2020	2030	2040	2050	Number	Percent
Population	4,203	6,848	7,738	9,518	11,708	14,402	6,664	86.1%
Avg. Annual Change		5.0%	1.2%	2.1%	2.1%	2.1%		2.1%
Households	1,449	2,347	2,647	3,281	4,067	5,042	2,395	90.5%
Avg. Annual Change		4.9%	1.2%	2.2%	2.2%	2.2%		2.2%
Housing Units (d)	n.a.	2,478	2,748	3,461	4,290	5,318	2,570	93.5%
Avg. Annual Change			1.0%	2.3%	2.2%	2.2%		2.2%

Employment Projections

ARC projects that jobs in Tyrone will grow at an average annual rate of 0.7 percent, which is also the projected growth rate for employment the Atlanta Metro overall, as shown in Table 20. At this rate, Tyrone would add 840 new jobs by 2050, which would represent a nearly 25 percent increase in the total number of jobs. Despite the lower level of growth projected for Fayette County in terms of population and households, jobs in the county are expected to grow at an average annual rate of 0.8 percent, higher than in Tyrone or the region. This suggests the Town could capture a higher rate of the county’s jobs than currently projected, although employment projections in general are tenuous given the COVID-19 pandemic and both its economic impact and its impact on shifting office jobs towards teleworking.

Demand for New Housing and Retail and Office Space in Tyrone

Housing Units

The additional demand for housing is the number of housing units needed to house the projected increase in population, based on the growth scenario projections and after accounting for vacant units and units in the development pipeline (i.e., units planned, approved, or permitted for construction). In this analysis, the number of vacant units in 2050 is based on Tyrone maintaining its 2020 vacancy rate of 5.2 percent. The number of new housing units in the baseline (1,399) and accelerated scenarios (2,570) is calculated by adding 5.2 percent vacant units to the household projections, as shown in Table 19 above. There are no units currently in the development pipeline, so the number of new

housing units needed under either scenario does not need to be reduced further.

If the maximum permitted density within the Study Area is four dwelling units per acre, the minimum amount of space required for housing development under the baseline and accelerated scenarios would be 350 and 643 acres, respectively. Discussions and data provided by Town staff suggest that within the LCI Study Area, there are at least 361 acres of developable land on large, contiguous lots, with additional developable space on smaller infill lots. Realistically, all the developable land in the Study Area may not be developed at four dwelling units per acre, with some developed at lower, and some at potentially higher densities. Furthermore, it is unlikely that all of the future housing need will be met within the Study Area, given the availability of developable land outside of the Study Area. Therefore, Tyrone has enough space and appropriate land use policies to accommodate a significant amount of the town’s future growth within the Study Area under the baseline scenario. Under the accelerated scenario, Tyrone would require all developable land to permit at least four dwelling units per acre to accommodate half of the town’s growth by 2050, and higher densities to accommodate a larger share within the Study Area.

Retail Space

Supportable retail development by 2050 is calculated by applying per capita retail spending as shown in

Table 17 above in Tyrone from 2021 to the population projections under each scenario. However, the estimate has been adjusted to take out the over-represented building materials sector, the automotive sector, and the nonstore retail sector in order to focus on the types of retail more likely to locate in the Study Area. Under the baseline scenario, the estimated 3,400 new residents would generate \$31.6 million in increased retail spending based on the adjusted per capita spending rate of \$9,234. Under the accelerated scenario, the estimated 6,700 new residents would generate an additional \$61.5 million in retail spending by 2050.

Dividing the additional retail spending by an assumed sales per square feet generates the supportable retail development in Tyrone by 2050. Tyrone retail sales are assumed to fall in the range of \$250 to \$500. In fact, dividing the total retail sales from Table 17 by the retail inventory in Tyrone is equal to approximately \$284 per square foot, but newer retail development may require higher sales and rents in order to be feasible. Table 21 shows supportable retail development at either \$250 or \$500 per square foot in both scenarios, showing the range of supportable development to be between 63,000 and 246,000 square feet. There is no retail development currently in the development pipeline.

Table 20: Summary of Employment Projections, 2020-2050

Town of Tyrone (a)	Historic			Projected			2020-2050	
	2000	2010	2020	2030	2040	2050	Number	Percent
Employment	n.a.	n.a.	3,369	3,559	3,981	4,209	840	24.9%
Avg. Annual Change				0.5%	1.1%	0.6%		0.7%

Fayette County	Historic			Projected			2020-2050	
	2000	2010	2020	2030	2040	2050	Number	Percent
Employment	n.a.	n.a.	48,637	51,164	55,928	61,136	12,499	25.7%
Avg. Annual Change				0.5%	0.8%	0.9%		0.8%

Atlanta Metro	Historic			Projected			2020-2050	
	2000	2010	2020	2030	2040	2050	Number	Percent
Employment	n.a.	n.a.	2,588,609	2,723,919	2,936,178	3,198,050	609,441	23.5%
Avg. Annual Change				0.5%	0.8%	0.9%		0.7%

Office Space

The employment projections serve as the basis for the office demand calculations. In this analysis, future office demand is calculated by assuming that future office jobs in Tyrone will comprise the same share of all jobs as it does in 2020 (17.5 percent). Therefore, of the 840 new jobs projected by 2050, approximately 147 would be office jobs. Applying the average employment density of 250 square feet per office employee yields nearly 37,000 square feet of supportable office development by 2050, as shown in Table 22. This is a standard assumption of office density per employee that reflects overall trends in declining office space per employee. There is no new office development in the pipeline as of April 2021. It is important to note that it is unclear how much of this demand would deliver in the LCI Study Area; if the Town Center evolves into a ‘live work, play’ community, it may support a larger share of the town’s future office inventory than it currently has.

Summary of Residual Demand in the Study Area

The supportable level of residential and nonresidential development in Tyrone by 2050 is summarized in Table 23. While the town has available land and suitable land use policies for residential development under the baseline scenario, the town may choose to consider residential development at higher densities than four dwelling units per acre in the LCI Study Area in order to support the development of mixed-use projects that include retail and office. The viability of new development may depend on a mix of uses, with new residents attracted to homes with accessible amenities, and new retail supported by the proximity to residents. If a significant portion of the growth under the baseline scenario occurs outside of the Study Area, it may compromise the economic basis for development in the Study Area at a scale that is consistent with the Town’s vision for a dynamic, walkable downtown. If Tyrone faces accelerated growth, the town may be required to develop at least four dwelling units per acre in the Study Area, or at slightly higher densities depending on the or suitability availability of land outside the Study Area. Both scenarios demonstrate that Tyrone is facing enough growth to establish a vibrant downtown if growth is directed towards the Study Area.

Table 21: Supportable Retail Development, 2050

Retail Spending per capita	\$9,234	
Baseline Scenario		
Population Growth, 2020-2050	3,419	
Increased Retail Spending	\$31,568,429	
Sales per Square Foot	\$250	\$500
Supportable Retail Development (sf)	126,274	63,137
Accelerated Scenario		
Population Growth, 2020-2050	6,664	
Increased Retail Spending	\$61,538,635	
Sales per Square Foot	\$250	\$500
Supportable Retail Development (sf)	246,155	123,077
Maximum Scenario		
Population Growth, 2020-2050	25,731	
Increased Retail Spending	\$237,597,539	
Sales per Square Foot	\$250	\$500
Supportable Retail Development (sf)	950,390	475,195

Table 22: Supportable Office Development, 2050

Employment Projections, 2020-2050	840
% Office Jobs, 2020 (a)	17.5%
New Office Jobs, 2020-2050	147
Average Square Feet per Office Employee	250
Supportable Office Development (sf)	36,822

Table 23: Summary of Growth-Related Demand Projections by Land Use, 2050

Town of Tyrone Demand by Land Use, 2050	Growth Scenario	
	Baseline	Accelerated
Housing Units	1,399	2,570
Office (sf)	36,822	36,822
Retail (sf)		
\$250 per sf	126,274	246,155
\$500 per sf	63,137	123,077



EXHIBIT D

2022 Town of Tyrone Comprehensive Plan





COMPREHENSIVE PLAN

2022 5-Year Update

DRAFT

This document was developed by the Town of Tyrone in conjunction with the Atlanta Regional Commission using funds provided by the State of Georgia.

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Contents

- I. Executive Summary
- II. Who's Involved
- III. Tyrone by the Numbers
- IV. Assets and Challenges
- V. Vision and Goals
- VI. Implementation
 - a. Short-Term Work Program
 - b. Future Land Use and Character Areas
- VII. Appendix
 - a. Community Profile Data
 - b. Full Survey Outputs

I. Executive Summary

The Comprehensive Plan

The Town of Tyrone is a much-loved community with engaged citizens, a definable character, and a unique identity. With this uniqueness comes the importance of making decisions about what is best for our small town in response to new opportunities or unexpected problems. A Comprehensive Plan (Comp Plan) serves as one of the more important tools for guiding these decisions in a way that betters public investment, private development, and the allocation of services within the boundaries of our jurisdiction. Main elements of the plan include:

- Public Engagement
- Future Land Use Planning
- Economic and Demographic Statistical Analysis
- Community Work Programming
- Capital Improvements Element

Approach

Success in achieving the Town's goals is multi-faceted with a key focus on the ability to capture and synthesize stakeholder ideas and viewpoints into a common vision. Outreach and engagement were critical in reaching a consensus from the differing views of those who live and work in the Town of Tyrone. Key features gained from this process resulted in the following as key to the Town's approach to future planning:

- **Fiscal Sustainability** – *Making and guiding smart investments and development patterns that maximize use of existing infrastructure to provide sufficient resources for long-term maintenance thereby helping the Town avoid large tax increases.*
- **Community Character** – *Maintaining Tyrone's unique small-town atmosphere where people feel connected to one another.*
- **Managed Growth** – *Maintaining high standards of architecture, impact, and type of uses in order to preserve Tyrone's high quality of life and unique character.*

- **Economic Resilience** – *Incentivize small businesses and economic activity in the Town Center District that supports people living and working in the Town. Also support the Fayette County Development Authority in attracting appropriate employment industries along the Northern portion of the SR-74 Corridor for employment industries with high-paying wages.*
- **Transportation Planning** – New streets should achieve a grid pattern that forms a connected network for superior traffic management and vehicular dispersion. The Town’s transportation network should encourage cycling, walking, and utilization of golf carts as alternate modes of transportation. Access management along the SR-74 corridor should be improved while encouraging quality and sustainable land use patterns.

Moving into the Future

The Town’s Comprehensive Plan is a guide that should remain consistent, but also fluid. As Tyrone moves forward in executing the Comp Plan, goals, elements, and features of the plan should continue to be monitored to ensure they remain relevant. The Comp Plan’s 5-year update cycle will serve as the revising exercise whereby staff, elected officials, and citizens join together in revisiting the efficacy of the Plan. Capital Improvement and Community Work Program elements should influence the Town’s budget and other major functions as Tyrone shapes its own future.

II. Who's Involved

Public Engagement Overview

The Town and Comprehensive Planning Team designed a number of communication tools and activities to ensure that meaningful community input would form the backbone of the plan. A Steering Committee, convened to oversee the process, was the main instrument for guiding development of the plan. The Steering Committee played an essential role in providing input to the comprehensive planning process and represented a diverse cross-section of the town. The members had two key roles: to provide input so that the plan was in line with the Town of Tyrone's community values and to serve as ambassadors of the plan, ensuring that neighbors and community groups were aware of opportunities to provide feedback via online survey.

In-Person Community Engagement

The project management team attempted two in-person community engagement events for the plan update, both of which were compromised by inclement weather. The first, scheduled for Saturday, March 15, was intended to tap into a concurrent event in Shamrock Park; the event was cancelled due to freezing temperatures and high winds. The second event was scheduled for Friday, April 8. Also held outdoors in Shamrock Park, this event was poorly attended due to cold weather and high winds. Despite the trouble with in-person community engagement, the PMT conducted a robust online survey.

Online Survey

An online survey was conducted using a community engagement software called PublicInput. PublicInput supports the development of an Engagement Hub, where residents and stakeholders could view relevant information about the plan update process, previous plans, and take the public engagement survey.

The website was made accessible throughout the plan update process, and the survey was open for responses between January 13th and April 18th of 2022. The survey was designed to require between 10 and 15 minutes for respondents to complete, and it received responses from 353 participants. A total of 3,407 responses and 1,350 comments were submitted. The page was viewed over 1,400 times.

Respondents were presented a few questions related to each of the following categories: General Questions, Historic Preservation and Environmental Resources, Development, Housing, Transportation, and Broadband. Trends related to each category are presented below; the full survey responses can be found in the appendix.

General Questions

The first section of the survey posed questions about the Town's greatest asset and challenge, and quality of life more generally. Unsurprisingly, survey responses about Tyrone's assets and challenges closely reflected conversations held about the same questions at the Plan Update's first Steering Committee meeting. A fuller articulation of assets and challenges is found later in the document, but the following lists highlight themes in survey responses:

Assets:

- Location: proximity to the airport and city, but far enough out to be quiet
- Small Town Feel: safety, quietness, friendly community, green space

Challenges:

- Balancing Growth and Updates to Downtown Area with Desire to Preserve Small-Town Feel: this tension is widely expressed in survey responses
- Multi-Use Trail Infrastructure: residents are very interested in expanding the network

Respondents overwhelmingly reported a high quality of life in the Town of Tyrone; only 1% reported a low quality of life.

Historic Preservation and Environmental Resources

Residents were offered an opportunity to note the historic and cultural sites, and environmental resources they find most important to the community. Many expressed interest in preserving the old Tyrone depot (current event center), town hall, and cemeteries.

When asked about the Town's environmental resources, many residents focused again on recreational amenities, such as multi-use paths and parks. Some comments noted that Tyrone has a wealth of park space for its size and hoped the Town would devote resources to maintaining and enhancing existing parks, while others expressed a desire to see more parks installed and all undeveloped land preserved as greenspace. Clear from all responses, however, is the high value Tyrone residents place on their greenspace.

Comments related to environmental resources that did not address recreational amenities frequently highlighted the importance residents place on protecting old-growth trees, water resources, and wildlife habitat.

Development

Survey respondents were invited to opine on the Town's development patterns, the pace thereof, and the future development needs. A question about the Town's pace of

development over recent years presented respondents with a Likert scale, with *Too Fast* on one end and *Too Slow* on the other.

How would you characterize your perception of the pace of development in Tyrone in recent years?



Figure 1: Likert Scale - Survey Responses

Keeping consistent with tension expressed by responses to the question about Tyrone's greatest challenge (competing desire for modest growth in Tyrone with a wariness of any growth for fear of sacrificing Tyrone's small-town feel), responses varied widely; however, more respondents characterized the pace of development as *Too Slow*.

Generally, residents express a greater desire for well-planned and modest growth that will allow for the maintenance of Tyrone's small-town feel than they express a desire to maintain that feel through the halting of development throughout Town.

Housing

When asked about Tyrone's housing needs, residents consistently expressed aversion to high density housing. When asked whether the town has enough or needs either more or less Senior Housing, Mixed-Income Housing, and Single-Family Housing, the majority of respondents always selected that Tyrone has the right amount.

How would you rank the following housing needs in Tyrone?

	Need More	Have the right amount	Need Less
Senior Housing	38% Need More	54% Have the right amount	8% Need Less
Mixed-Income Housing	17% Need More	49% Have the right amount	34% Need Less
Single-Family Housing	30% Need More	62% Have the right amount	8% Need Less

Figure 2: Housing Needs – Survey Responses

Transportation

Questions related to transportation asked residents about their satisfaction with different elements of the Town's transportation system and solicited input related to areas where traffic patterns are particularly dangerous for pedestrians, bicyclists, or cart riders. Many responses related to areas where traffic safety is an issue identified areas and intersections where the Town is already working to make improvements to the transportation infrastructure.

Below is a matrix wherein residents were asked to rank their satisfaction with the Town's transportation system. For most aspects identified in the survey, residents identified the infrastructure to be at least adequate, excepting only for pedestrian and bicycle safety. 57% of respondents noted that pedestrian and bicycle safety is either *Below Average* or *Poor*.

How would you rank your satisfaction with the Town's transportation system?

	Poor	Below Average	Adequate	Good	Excellent	No Opinion
Traffic Safety	1% Poor	8% Below Average	29% Adequate	35% Good	20% Excellent	7% No Opinion
Traffic Congestion	2% Poor	12% Below Average	35% Adequate	37% Good	14% Excellent	- No Opinion
Road Conditions	- Poor	12% Below Average	41% Adequate	41% Good	6% Excellent	- No Opinion
Pedestrian and Bicycle Safety	20% Poor	37% Below Average	25% Adequate	14% Good	1% Excellent	3% No Opinion

Figure 3: Satisfaction with Transportation System – Survey Responses

Broadband

Few respondents noted issues related to broadband overall, with most responses coming from residential areas that, according to the Georgia Broadband Center, are served by fixed terrestrial broadband internet.

III. Tyrone by the Numbers

History of the Town of Tyrone

Originally, Tyrone land belonged to the Creek Indian Nation. Eventually, the land was settled by Irish farmers in the late 1800's. Some of the homes built by these settlers are still occupied by their descendants. The Town of Tyrone was incorporated on August 18, 1911. It was reportedly named by Scottish and Irish immigrant railroad workers who thought the topography was reminiscent of County Tyrone in Ireland.

Who We Are

The Town of Tyrone experienced rapid growth in the latter half of the 20th century. From its incorporation until the 1970s, Tyrone's population was stable in the mid 100s. The 1980 Census reflected that the town's population had risen by 1,000 and has since grown steadily with a slight growth decline over the past decade as developable land is reduced.

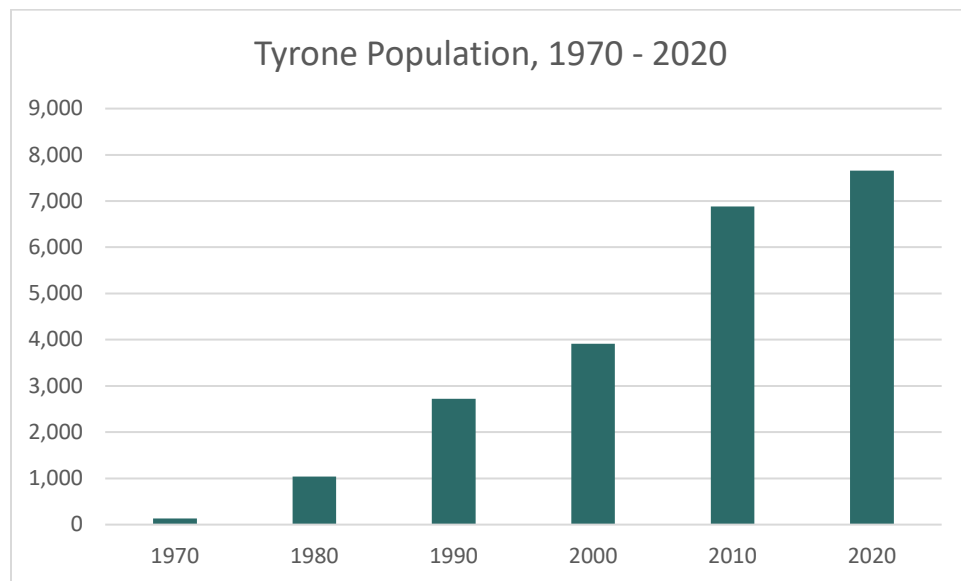


Figure 4 | Source: Decennial Census

Tyrone has a young population for Fayette County and other municipalities within the county, with a median age of 40.9 years. The county's median age sits at 43.4.

Tyrone's racial composition closely mirrors that of the County and is slightly more predominantly white than the state's population. Much of Tyrone's population is either white (65%) or Black (25%), with other races comprising about 10% of the Town's population.

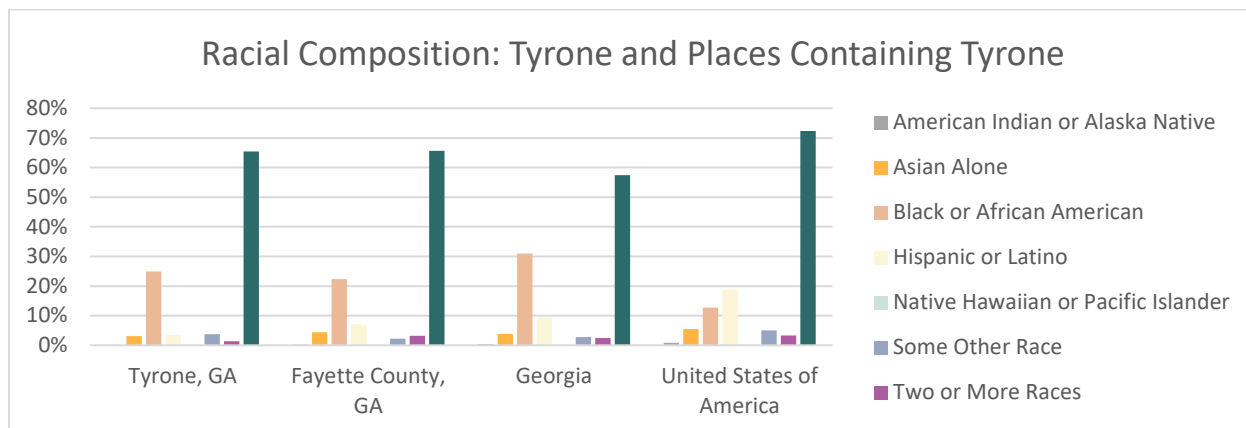


Figure 5 | Source: ACS 2020, 5-year data

Tyrone at a Glance

We can use demographic, housing, and income data to help identify whether a place's housing options are appropriate for its residents. In Tyrone, we see healthy growth levels along its population, household income, and housing stock. In fact, between 2010 and 2020, Tyrone's housing stock grew by about 400 units, or 16%, a growth rate slightly higher than total population and household growth (12% each). For the Town's housing stock to increase at a rate slightly greater than that for new households over the last decade is uncommon within the Atlanta metro area during this period, and can be an indicator of a healthy housing market in Tyrone.

Also worth note is the breakdown of housing tenure in Town. Unlike in most parts of the Atlanta metro, Tyrone has seen a modest increase in the homeownership rate of occupied housing units (up to 86% from 84%). While home values have risen by about 54% since 2010, monthly housing costs for homeowners have held steady, around \$1,900 for a typical homeowner with a mortgage.

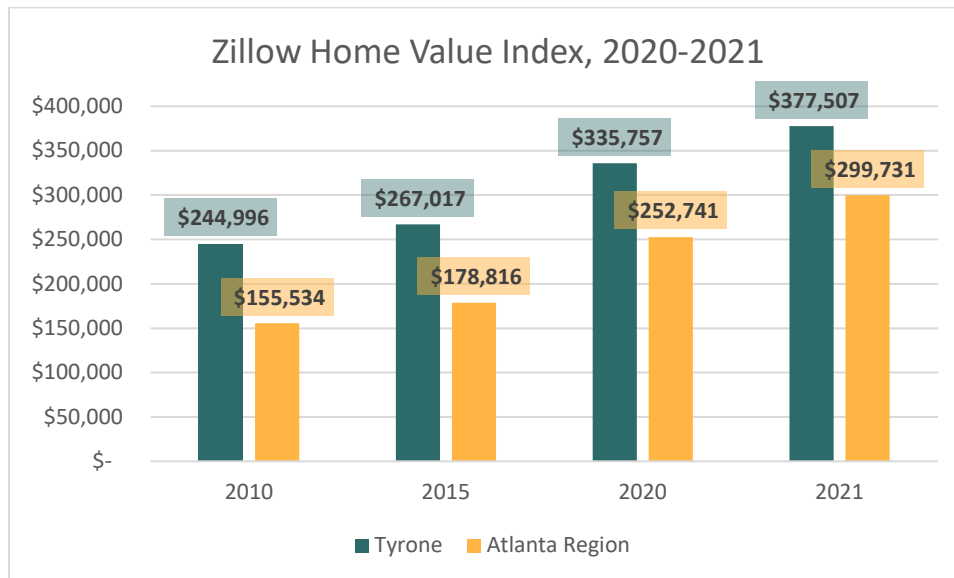


Figure 6 | Source: Zillow Research Data, 2010-2021

Home values across the metro have risen by a greater rate since 2010 (93% increase in home value, compared to 54% in Tyrone), though in dollar amount, the increase is comparable: \$133,000 increase in typical home value for Tyrone, and \$144,000 for the metro.

Tyrone's high homeownership rate is supported not only by a healthy local housing market, but also by the generally high income of its residents. The median household income for Tyrone in 2020 was \$106,422. Median household income for Tyrone is higher than that for the county and the state, as well as for most of the Town's neighboring municipalities.

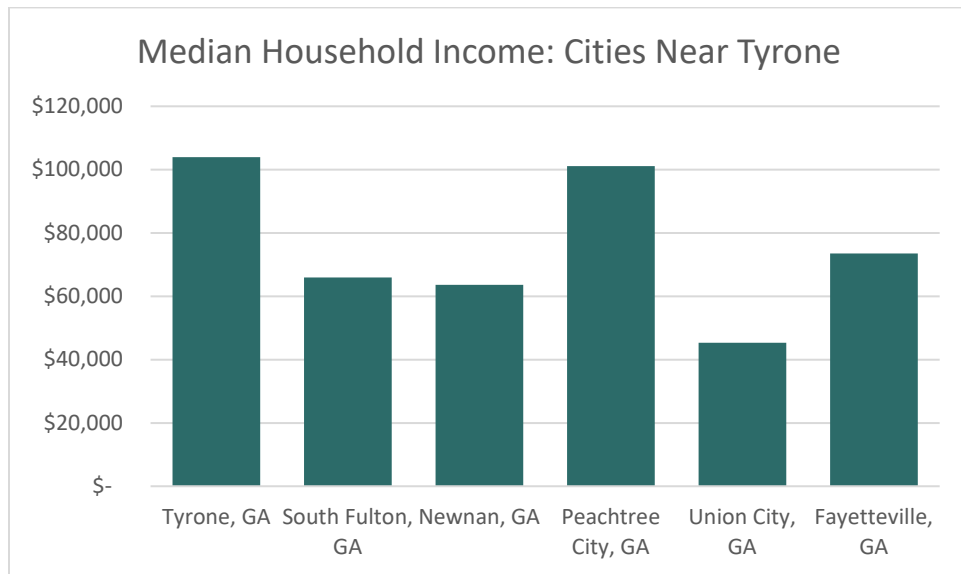
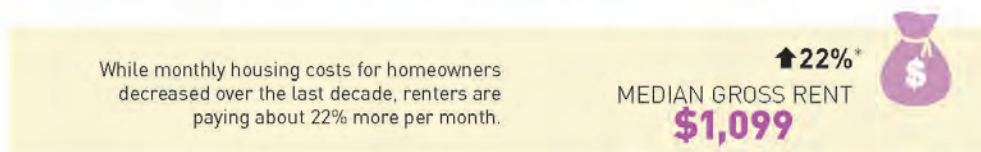


Figure 7 | Source: ACS 2020, 5-year data



TYRONE AT A GLANCE

Over the last decade, growth in Tyrone's housing stock has kept pace with the Town's population growth. Employment and income statistics are trending in positive directions, while the town has a high homeownership rate that has slightly increased since 2010.



Source for data unless otherwise noted: ACS 2020, 5-year data

* Percent change since 2010

Tyrone's Economy and Transportation

Employment Patterns of Tyrone Residents

In 2020, the Town of Tyrone had a median household income of \$106,422 and an unemployment rate of 2.5%. While those numbers may have been adversely affected by the COVID-19 Pandemic during 2020 and 2021, the economy has begun to recover. Residents of Tyrone find employment throughout the region, in a variety of industries. The Health Care sector employs the greatest number of Tyrone residents (12% of employed Tyrone residents work in this sector), followed by Transportation and Warehousing (10%), Accommodation and Food Service (9%), and Educational Services (9%).

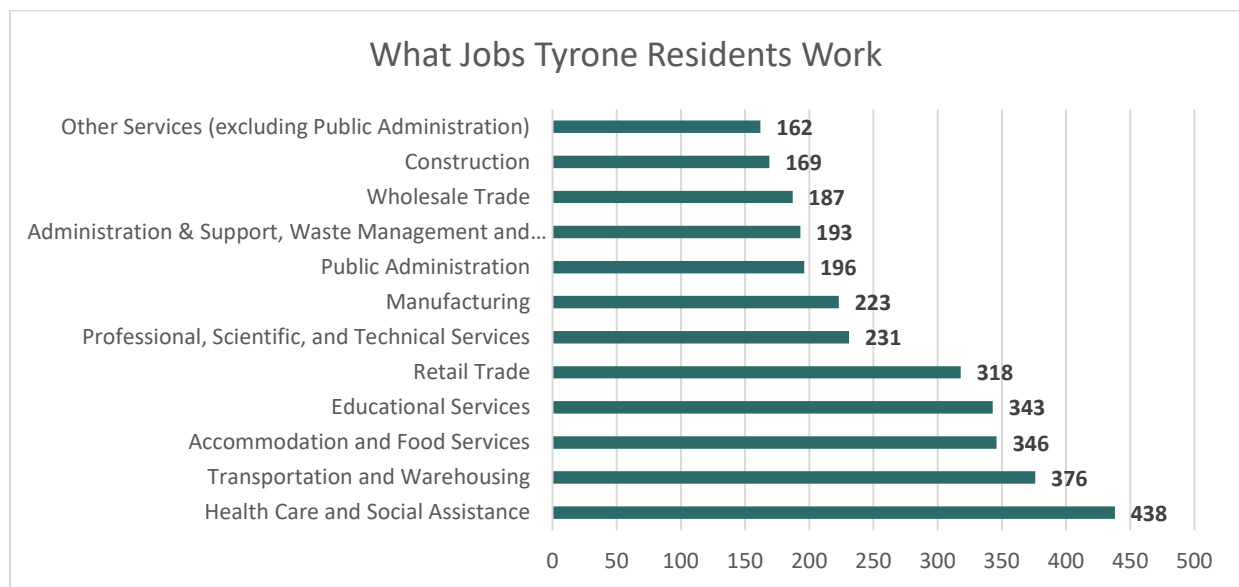


Figure 8 | Source: LEHD Origin-Destination Employment Statistics

Tyrone's proximity to I-85 and the Hartsfield Jackson Atlanta International Airport make it an attractive area to live for people employed there. The map below shows where people living in the Town are employed – the largest concentration of residents working outside Tyrone are employed at or around the Airport (larger and darker blue dots signify greater concentrations of employment). Due to Tyrone's proximity to the airport, the Transportation and Warehousing sector employs a large proportion of the Town's workers.

Where Tyrone Residents Work

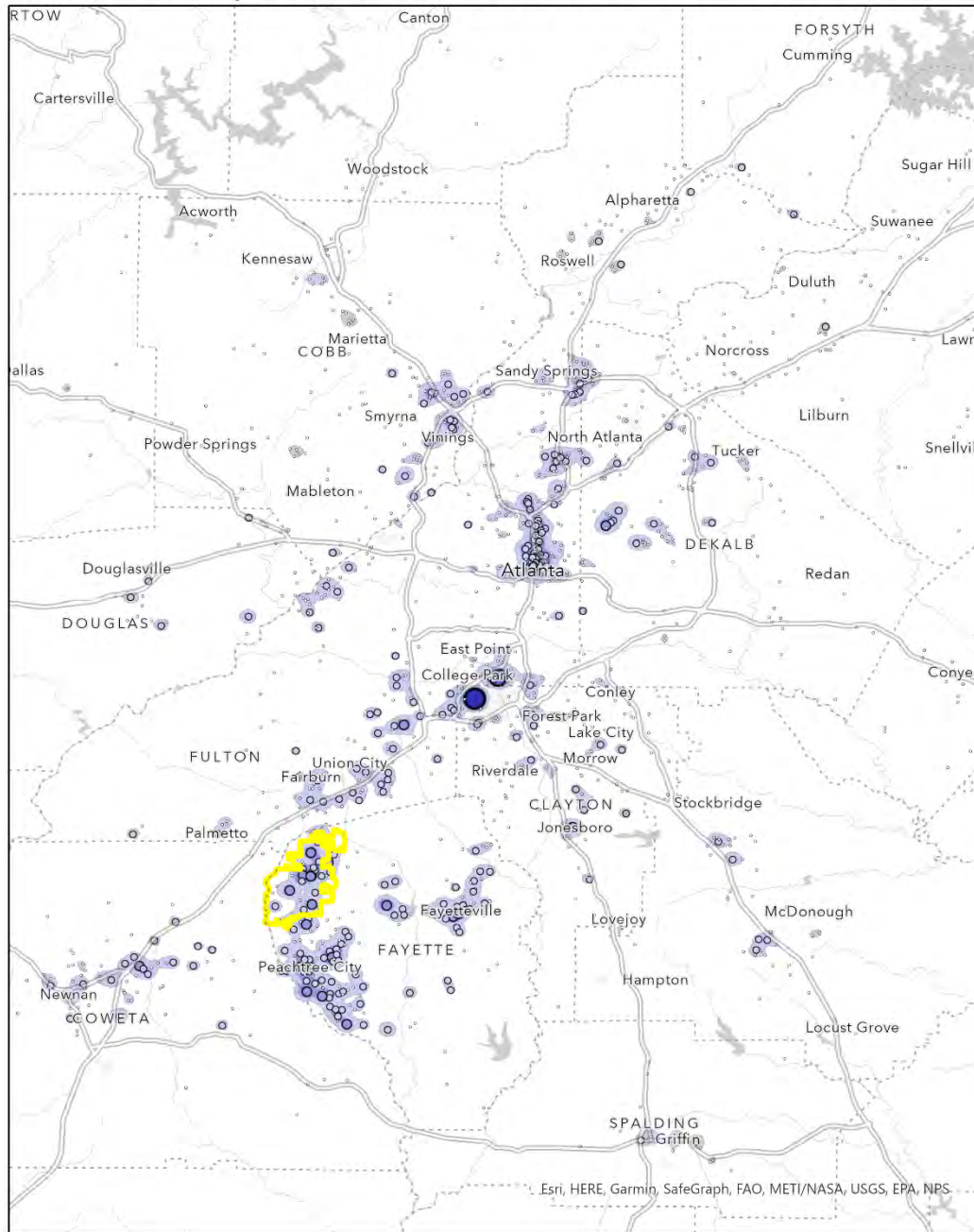


Figure 9 | Source: LEHD Origin-Destination Employment Statistics

Notice other employment hubs for Tyrone residents: Peachtree City, Fayetteville, along I-85 in Coweta and Fulton Counties, in Downtown Atlanta and Buckhead, and on the I-285 perimeter north of I-20. Prior to the pandemic, most Tyrone residents traveled by car to work (87%), with the vast majority driving alone. About 50% of Tyrone’s residents had commute times under a half hour, with the fewest residents (less than 30%) traveling 45 minutes or more to work.

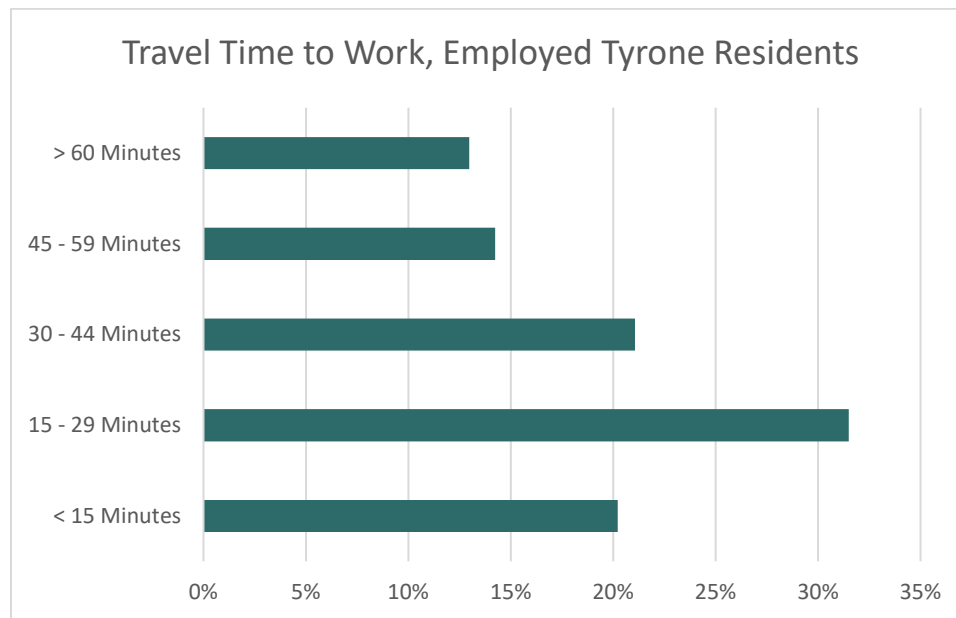


Figure 10 | Source: ACS 2020, 5-year data

Prior to the pandemic, 10% of Tyrone’s workers were able to work from home; with new telecommuting practices, it is likely that figure is higher now. 1% of the Town’s residents reported using public transportation and 1% used “other” transportation means, like taxis or ridesharing services.

Economic Activity within Tyrone

Tyrone’s local economy takes a different shape than the jobs worked by residents of the town. While the largest employment sector for Tyrone’s residents is Health Care and Social Assistance (438 jobs in 2019), only 319 Health Care and Social Assistance jobs exist in Town. Construction constitutes the greatest portion of jobs worked in or based out of Tyrone – 819 jobs in 2019, or 23% of jobs located in Town. Construction is followed by Other Services¹ (13% of jobs) and Accommodation and Food Services (12% of jobs). Tyrone’s

¹ “Other Services” comprises establishments engaged in providing services not specifically provided for elsewhere in the NAICS classification system. Establishments in this sector are primarily engaged in activities such as equipment and machinery repairs, promoting or administering religious activities, grantmaking, advocacy, etc.

unique non-profit presence likely accounts for much of what is captured by the Other Services sector.

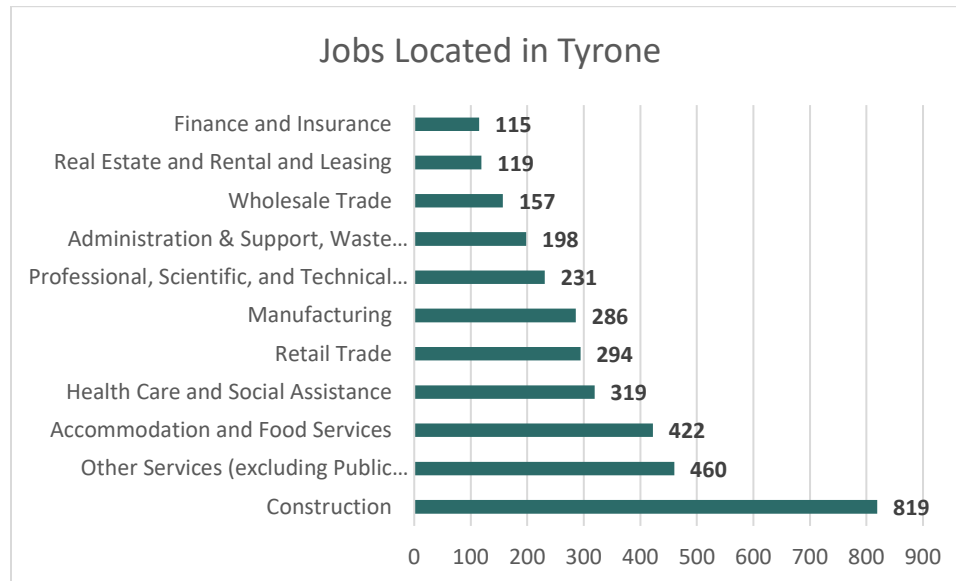


Figure 11 | Source: LEHD Origin-Destination Employment Statistics

In town, there are three main areas of employment: the Town Center area, the Highway 74 Corridor, and Shamrock Industrial Park. People commuting to work in Tyrone frequently drive from south of Town, as seen in the map below.

It is worth noting however, that many Tyrone residents also work in town. While 3,419 people commute into Tyrone for work on a typical day and 3,508 commute out, 215 of the Town's residents are employed at businesses located in Tyrone.

Where People Working in Tyrone Live

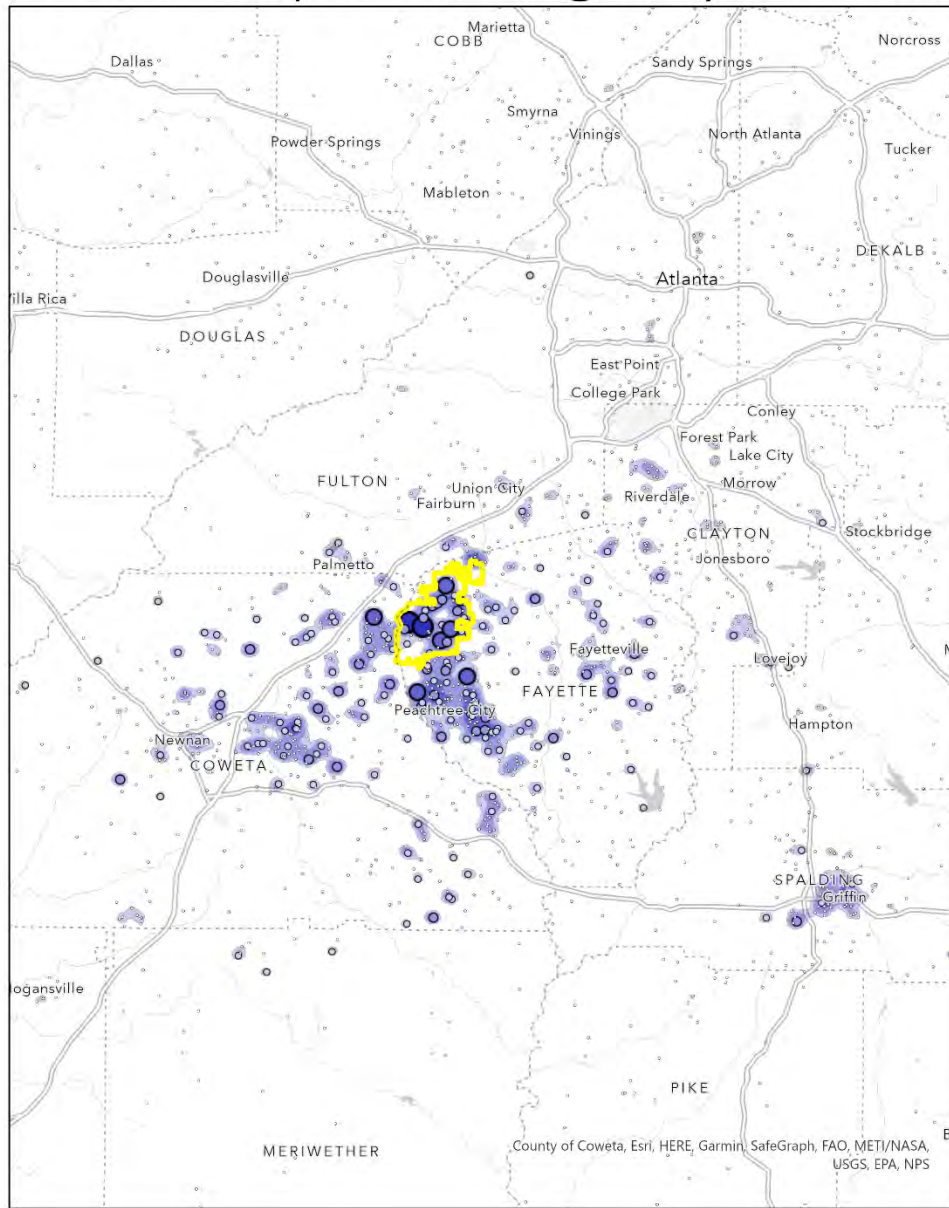


Figure 12 | Source: LEHD Origin-Destination Employment Statistics

Broadband

The digital divide became a key issue in 2020. As students and workers transitioned to being at home every day, having reliable broadband service became even more important to ensure that residents could communicate with their colleagues, families, and teachers, and complete their work or studies from home. While most of Tyrone is serviced by broadband internet, there remain a few areas in the Estate Residential and Production & Employment character areas on the periphery of Town that do not have access to broadband. Ensuring quality broadband service is and will remain crucially important to Tyrone's residents and the Town's economic vitality.

Broadband Availability, Tyrone GA

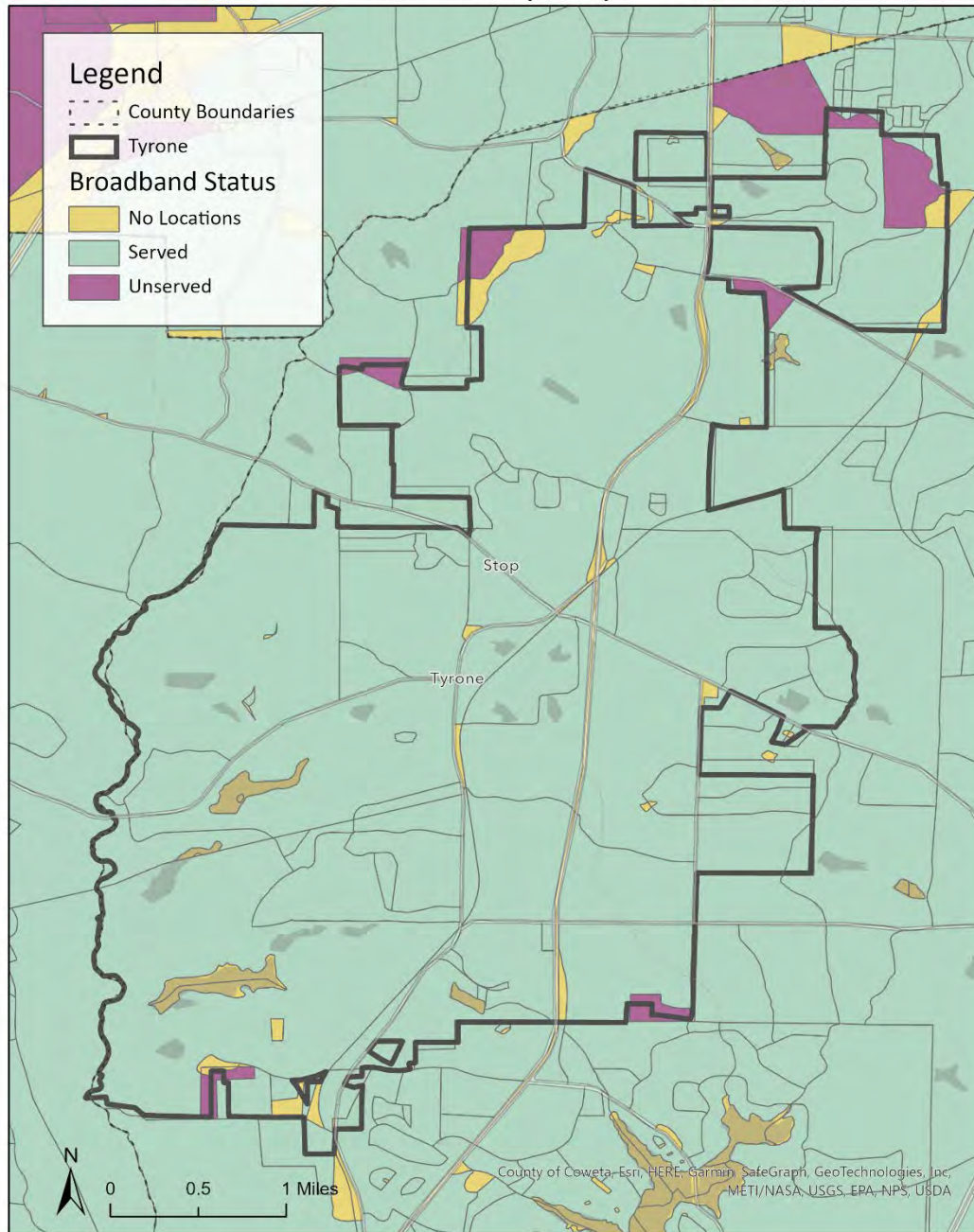


Figure 13 | Source: Georgia Broadband Center and Federal Communications Commission, 2021

Natural and Recreational Resources

Recreational Resources

Tyrone has 5 parks and recreational areas located throughout the town. Their sizes vary from 24 acres at Handley Park to 1.5 Acres at Veterans Memorial Park. Other parks include Fabon Brown park which is home to a small neighborhood playground and dog park, Dorthea Redwine Park, which is slated for increased recreational upgrades over the next few years, and the Town's flagship park, Shamrock Park.

Playgrounds at each of the parks have been systematically upgraded since 2017. Shamrock Park will be receiving a \$150,000 playground upgrade in 2022 to serve as the Town's primary playground and recreational amenity. Shamrock Park is also home to popular basketball and tennis courts as well as local catch-and-release fishing for residents at Shamrock Pond.

The Rodger Spencer Recreation Center is the headquarters for all recreational activities in Town. Exercise classes, pickleball matches, and many other activities serve as the basis for recreational programming in the Town with the desire to utilize vacant town-owned building spaces for classroom and studio rental to expand these services.



Natural & Conservation Resources

The Town also boasts ownership of over 100 acres of large conservation tracts with the purpose of preservation and potential passive nature usage. To this end, the Town has initiated, and hopes to continue, a strong relationship with the Southern Conservation Trust (SCT) in furthering the goals of conservation and preservation within the Town. This would start with a 60-acre tract adjacent to Handley Park planned to become Tyrone's first nature preserve. These efforts coupled with continued updates to the Town's Code of ordinances to encourage and incorporate conservation and tree protection best practices into new developments will serve as a strong foundation for continuing Tyrone's desire to preserve its natural heritage.



Multi-Use Network & 5-year Expansion Plan

Overview

Tyrone has a good foundation for a network of walkable and bikeable sidewalks and trails. Preexisting infrastructure in the form of neighborhood sidewalks, multi-use trails, and sidepaths exist in many areas of the Town. The centerpiece to the path network is an 8.5-mile figure '8' around Tyrone using Senoia Road, Dogwood Trail, Farr Road, Palmetto Road, and Castlewood Road. From this central '8' are numerous spur trails and loops designed to connect as many of the neighborhoods and commercial areas together as possible. Tyrone's basic strategy to multi-use expansion and improvements will be through the following methods:

- Planning and Construction of side paths and greenways within the Town's budget – this will be revised and updated every 5 years with new paths and connections.
- New development requirements that extend and connect paths around and within new subdivisions and commercial developments consistent with the Town's path system.
- Safety and environmental design improvements to low-speed streets for the creation of safe, low cost, and beautiful yield roadways and share-the-road streets that are safe for golf carts, cyclists, and pedestrians.
- Updating and resurfacing of preexisting paths as needed.

Tyrone plans to continue expand and connecting its multi-use path system as the Town grows and as funds become available. Creating a network of fully connected paths from major neighborhoods to commercial centers, especially the Town Center District, acts as a catalyst for citizens to take advantage of multi-modal transportation options, feel a greater sense of place, and have a recreational amenity that connects them to their favorite destinations.

Town of Tyrone

Multi-Use Path Network

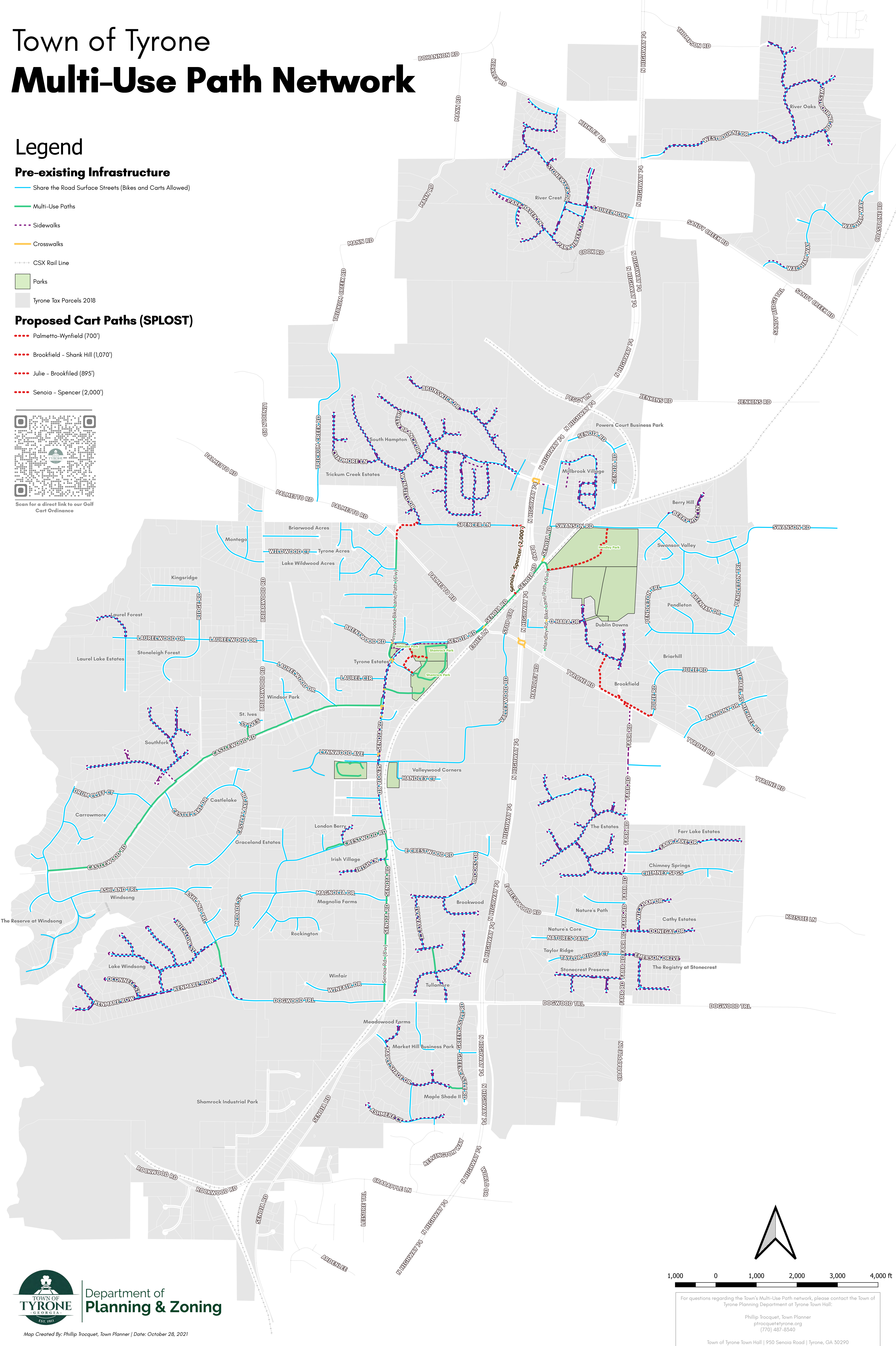
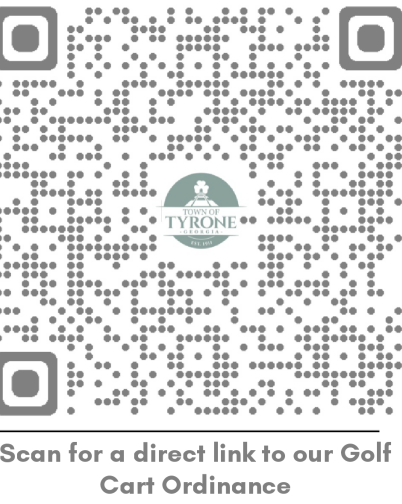
Legend

Pre-existing Infrastructure

- Share the Road Surface Streets (Bikes and Carts Allowed)
- Multi-Use Paths
- Sidewalks
- Crosswalks
- CSX Rail Line
- Parks
- Tyrone Tax Parcels 2018

Proposed Cart Paths (SPLOST)

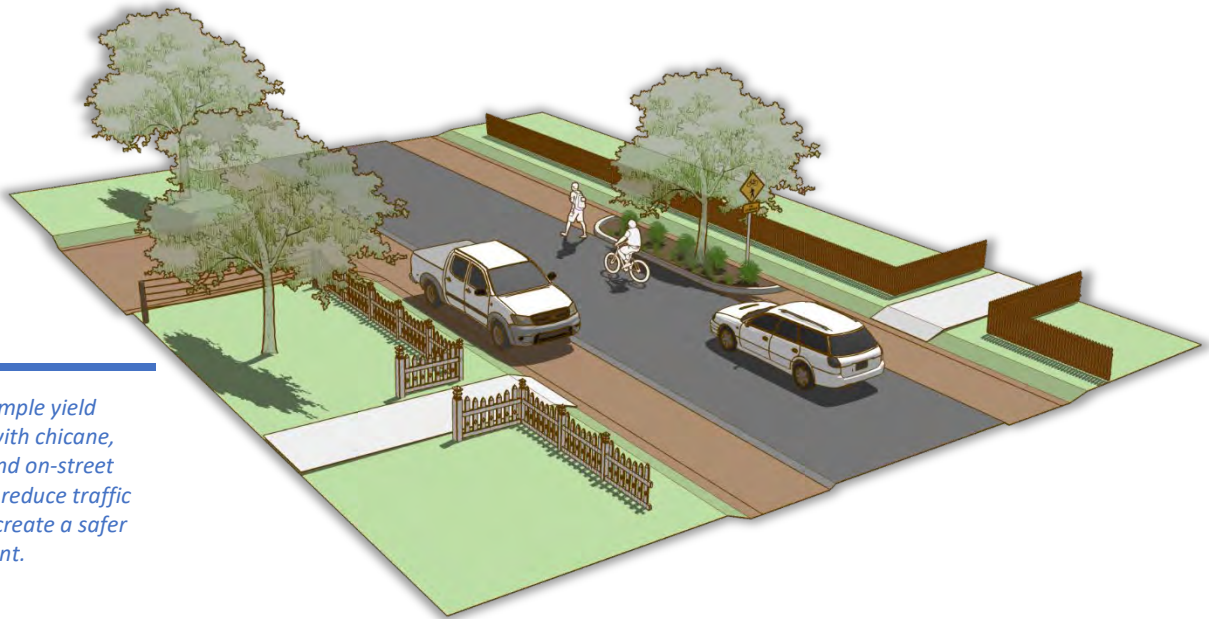
- Palmetto-Wynfield (700')
- Brookfield - Shank Hill (1,070')
- Julie - Brookfield (895')
- Senoia - Spencer (2,000')



Share-the-Road Street Network & Yield Roadways

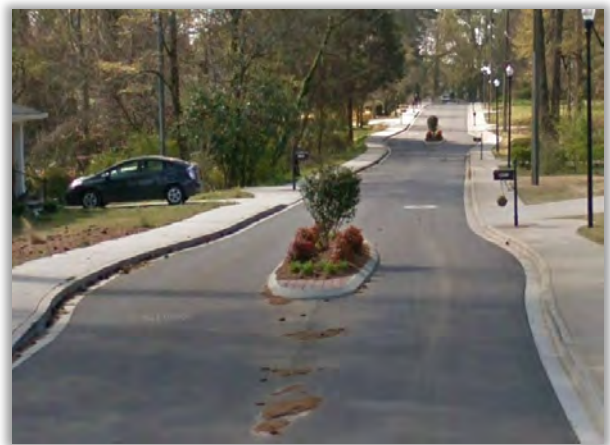
Although the town plans to build more dedicated multi-use paths as well as improve and expand sidewalks, much of the Town's preexisting street network, particularly roads within subdivisions, serves as prime opportunities for improvement and utilization as share-the-road networks otherwise known as yield roadways.

FHWA Example yield roadway with chicane, signage, and on-street parking to reduce traffic speeds to create a safer environment.



The Federal Highway Administration defines a yield roadway as a street designed to serve pedestrians, bicyclists, and motor vehicle traffic in the same slow-speed travel areas. Such streets typically have speed limits of 25mph or below and may already include sidewalks. Streets with this classification can be enhanced with environmental design improvements such as advisory shoulder striping, bicycle/golf cart share the road or lane striping, new and increased signage, reduced limits, chicanes, center islands, and speed tables that keep vehicular traffic speeds low thereby encouraging a safe environment for cyclists, golf carts, and pedestrians. A vast majority of the Town's

streets already meet these conditions with small improvements necessary to incorporate them into the Town's multi-use network.

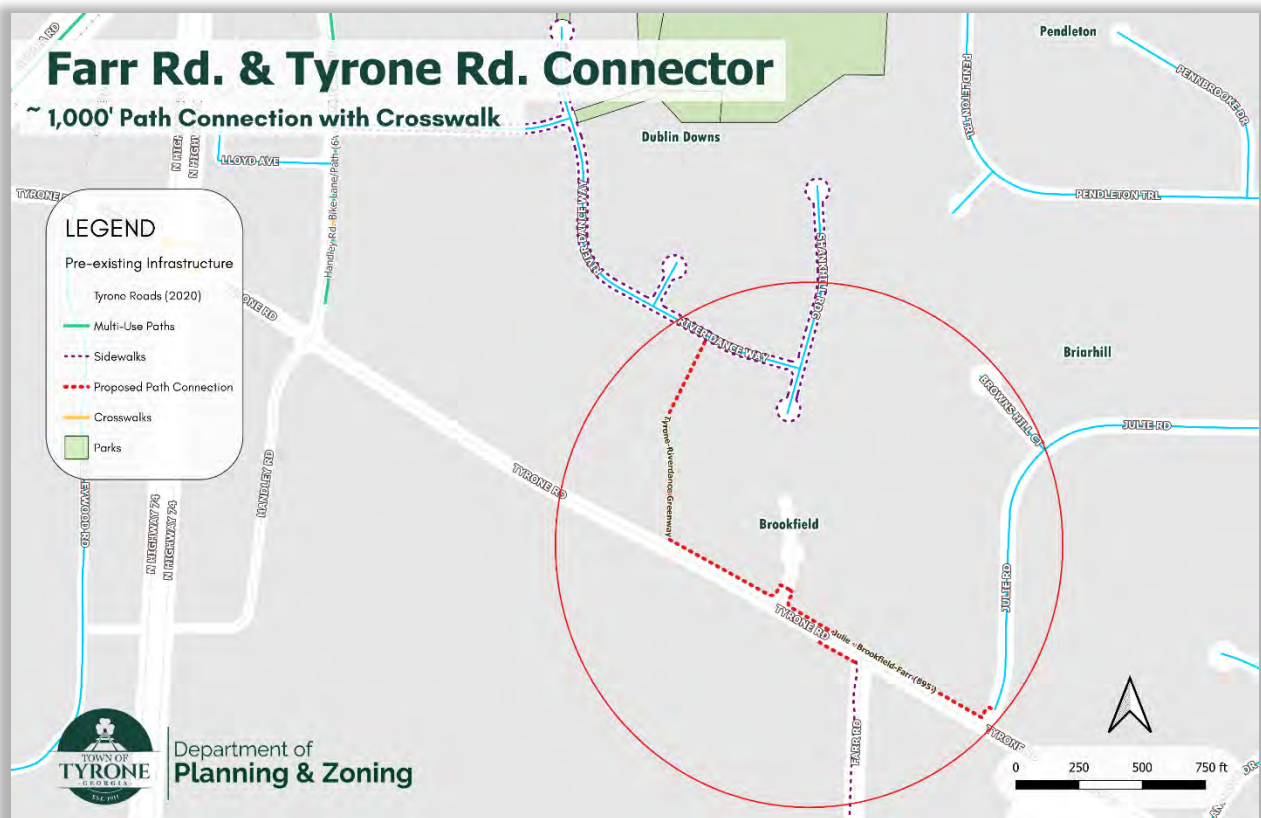


Share-the-road streets and yield roadways also serve a practical fiscal purpose of providing safer, more walkable infrastructure at a low cost. These roads prevent the need for large tax increases to pay for infrastructure expansion; this is because they use pre-built roads as the backbone of the network. Yield roadways also send a message to drivers that local streets are not high-speed thoroughfares, but rather a destination in themselves as they are the streets that people live on.

East Side – Farr Road & Tyrone Road Connector

Projected Completion: 2022

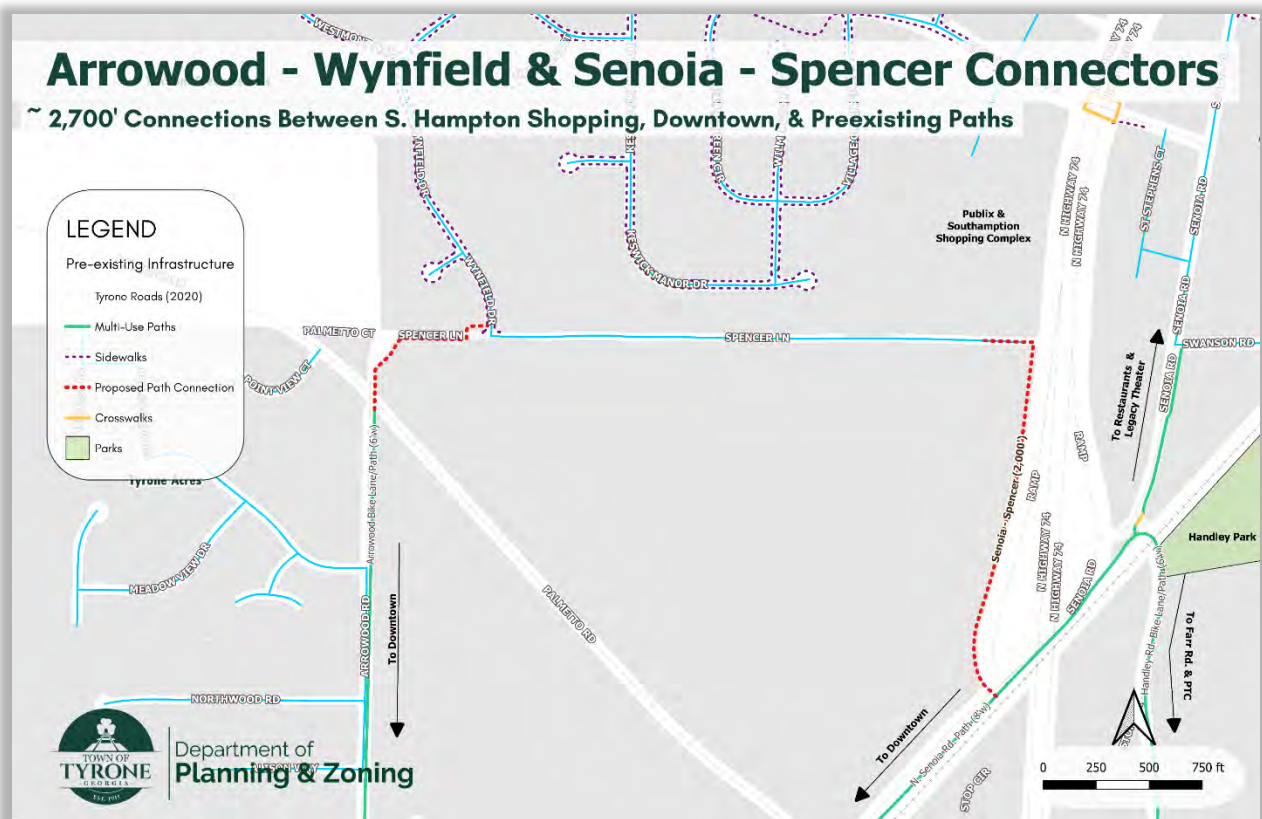
One of the Town's highest priority projects is the connection of residents off Farr Road and Tyrone Road to the preexisting path network. Currently under design and with an expected completion in 2022 is the Farr Road and Tyrone Road Connector Multi-use trail. This Trail will run from Julie Road to Riverdance Way with a crosswalk at Tyrone Road to connect Farr Road. This path will grant over 600 households a safe and dedicated connection to the Town Center District and preexisting path network all while keeping costs to a minimum in order to preserve the community's desire for efficient infrastructure that does not threaten the Town's historically low millage rate.



Southampton Shopping & Downtown Connectors

Projected Completion: 2024

Another high priority set of connections is between the Southampton/Publix Shopping Complex, Southampton neighborhood, and Town Center (Downtown) district. Southampton is currently the Town's largest neighborhood and does not have direct access to the path network. These series of connections will not only connect this neighborhood to the preexisting network and downtown but will also allow all other residents access to the Publix grocery store and other destinations at the Southampton shopping plaza. The Town Center District and Publix shopping center are the two largest destination areas in Town.



Projected Completion: 2023

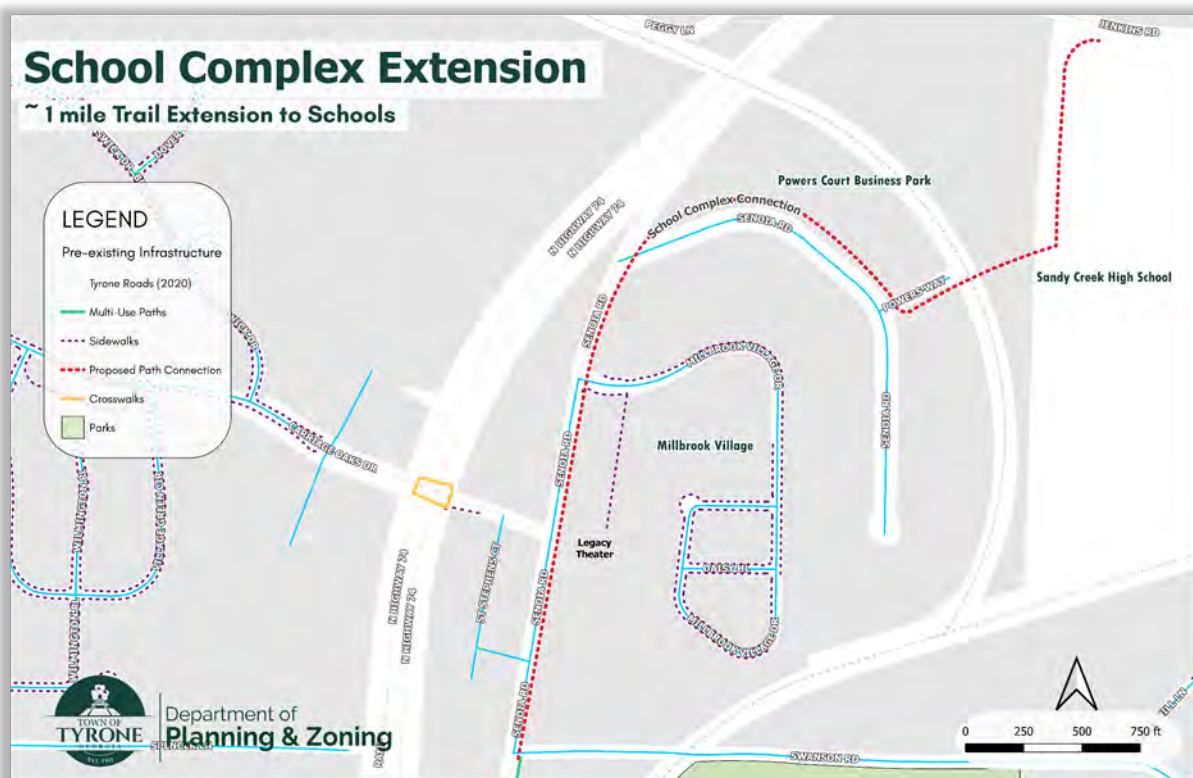
Downtown Tyrone has become a major focal point for future planning and development in town. With increasing pedestrian, golf cart, and cyclist activity as well as increasing programming and events at Shamrock Park, a multi-use connection that connects Veterans Park, Shamrock Park, and Commerce Drive together has been identified as a strong need. This path also provides better connection to the Library, Recreation Center, Post Office, and restaurants. Future development and improvement of the Old Police Station and Fire Station are also on the horizon, making better pedestrian improvements crucial to their successful operation.



School Complex Extension

Projected Completion: 2027

Direct path connectivity to the schools off Jenkins Road has been a logistical challenge due to the need for a rail crossing. More recent conversations with landowners and the railroad suggest that this connection could be feasible. If extended, this path would connect Robert Burch Elementary, Flat Rock Middle, and Sandy Creek High School to the Town's preexisting multi-use path system. Such a connection would incentivize alternate modes of transportation for parents, students, and faculty traveling to these school complexes.



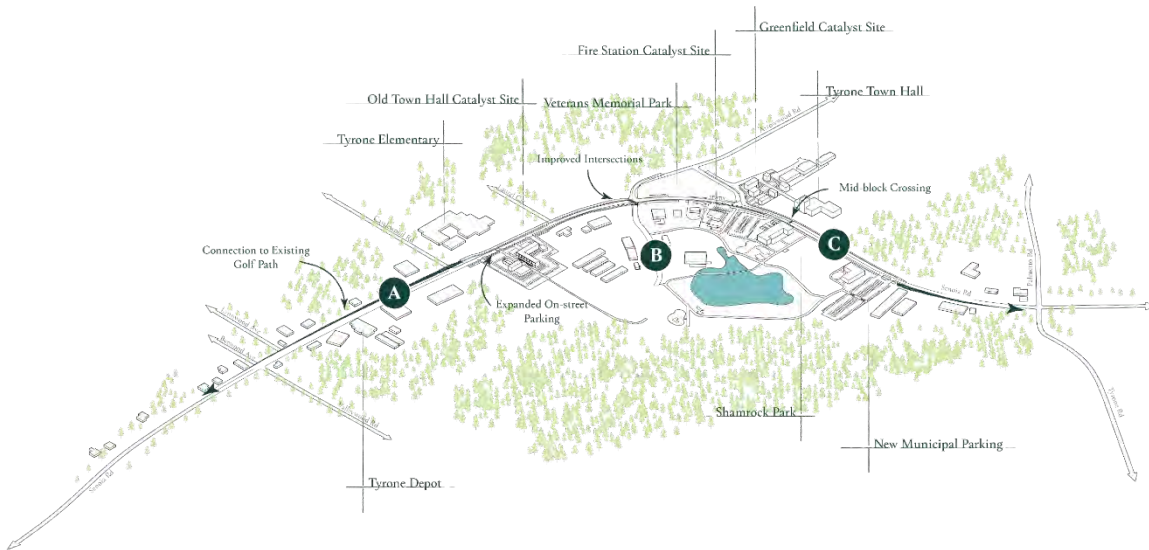
Areas of Attention

Town Center District & *Envision Tyrone* Town Center Plan (Livable Centers Initiative):

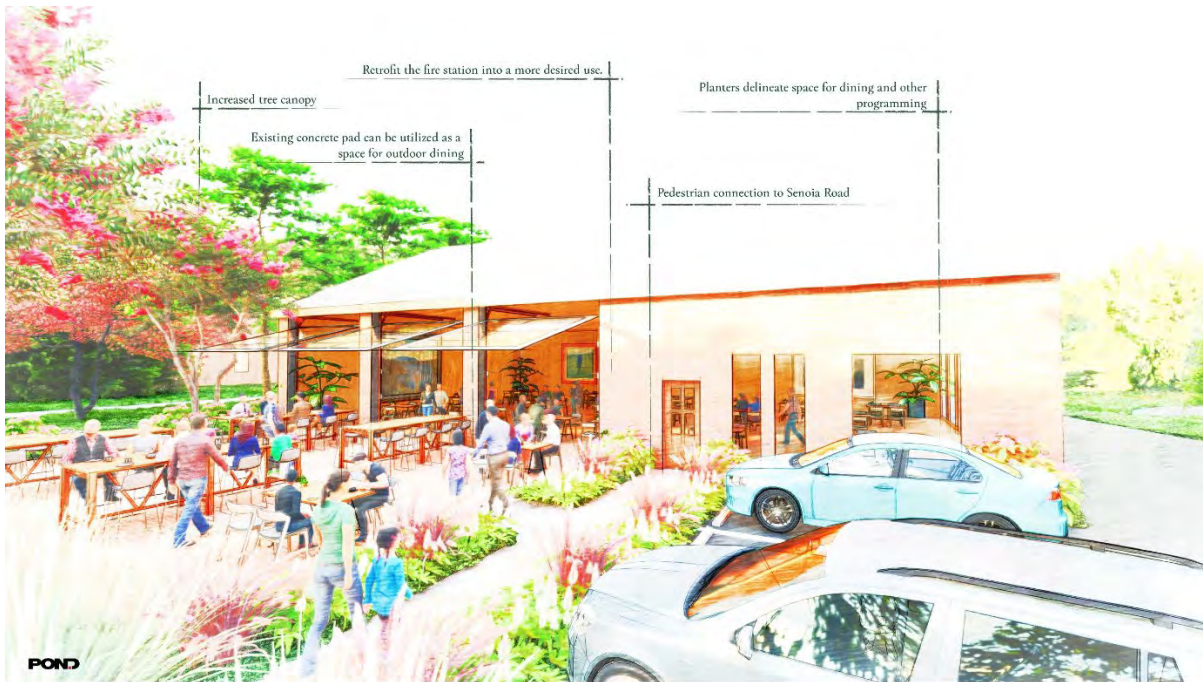
The Town Center District has been the focal point of citizen comment, community activity, town planning, and public investment for many years. The Atlanta Regional Commission's Livable Centers Initiative (LCI) is aimed at assisting communities create a consistent vision for these places in the metro Atlanta area and awarded the Town of Tyrone a \$250,000 grant to complete the *Envision Tyrone* town center plan.



The Town Center Plan is a framework designed to guide the Town, its residents, business community, and property owners as the community navigates the challenges of sustainable growth and serves as the community-based master plan for downtown Tyrone which encompasses the Town Center and In-Town Residential Future Land Use Character Areas. Whereas the Comprehensive Plan sets the planning framework for the overall community of Tyrone, the LCI focuses on the downtown area along Senoia Road.



Envision Tyrone focused on cohesive planning and connectivity opportunities for downtown including designs for street cross sections, multi-use path expansion, a holistic vision for Shamrock Park, zoning ordinance recommendations, and a market analysis that focused on a few catalytic sites primed for quick and impactful development opportunities.

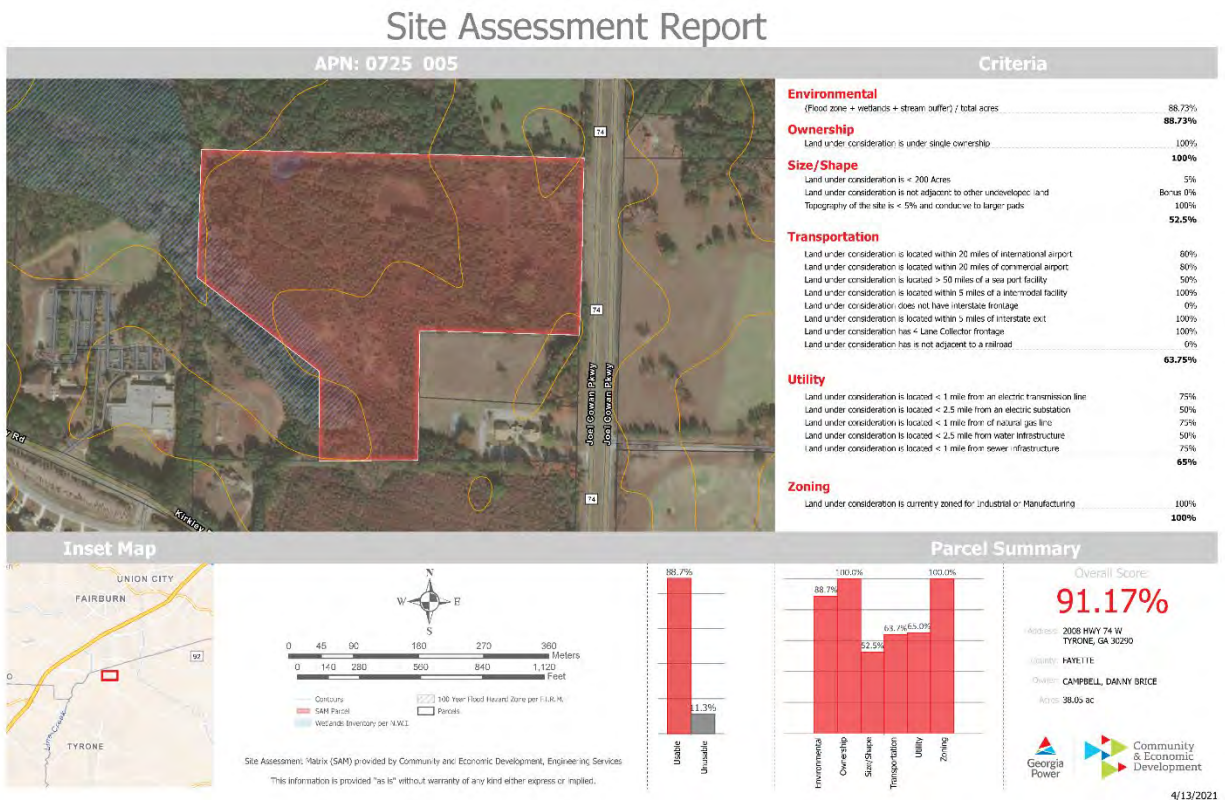


North Highway 74

Economic Development

Highway 74 north of the Jenkins Road intersection has been eyed as an area of great economic impact by the Fayette County Development Authority, Georgia Department of Economic Development, and Coweta-Fayette EMC Economic Development Department. Positioning this area for responsible and well-designed growth that promotes high-paying employment and stimulates the Town's local economy is of particular planning importance. In 2021, the Town of Tyrone Town Council held a special work session with the Fayette County Development Authority and Georgia Power department of Community and Economic Development to identify the best-positioned properties along the SR-74 corridor. Georgia Power's Site Assessment Matrix (SAM) program identified 5 major

parcels with excellent scores to attract wanted employment-based industries. These properties are some of the best-positioned parcels in Fayette County for attracting said industries.



Avoiding distribution and warehousing and encouraging employment-based industries such as light manufacturing, assembly, and fabrication is what has been identified by citizens and elected officials as a more appropriate development strategy. Other appropriate developments include business technology parks, headquarters facilities, and research/institutional facilities.

Transportation

Appropriate transportation requirements are key to preserving SR-74's role as a major thoroughfare into Fayette County. Transportation focuses on limiting curb cuts, requiring interparcel access, and potential utilization of frontage roads are key in preserving traffic flow as development occurs. The Town still participates in the SR-74 Gateway Coalition with Peachtree City, Fairburn, and Fayette County to preserve this priority along all portions of the SR-74 corridor.

Zoning, Architecture, & Landscaping

Preserving the quality nature of SR-74 is also of utmost importance. The Town's adoption of the SR-74 Quality Growth Overlay District is a zoning tool designed to maintain high standards of development from any industry or business looking to situate along the corridor. Heightened landscaping requirements and required premium building materials

such as brick and glass are some of the provisions included in the overlay that all new developments must comply with. It should be a priority for the Town to frequently visit this Overlay District to determine its effectiveness in maintaining a high-quality standard along SR-74.

Along with the SR-74 Quality Growth Overlay District is the revision of the Town's zoning code to establish a Business Technology Park zoning classification for the corridor. This zoning classification would further reinforce light industrial development that matches the community's vision for the northern portion of the corridor. Draft versions of this ordinance have already been made as of 2021 with final revisions and adoption slated for 2022.

IV. Assets and Challenges

Assets

These assets of the Town of Tyrone are items to be accentuated and improved over time, to ensure the continued long-term success of the Town.

Location

The Town of Tyrone is located along SR 74 just inside Fayette County. This location provides easy access to Hartsfield–Jackson Atlanta International Airport (HJIA) and Atlanta and surrounding employment centers.

HJIA provides the Town's residents and employers access to over 230 destinations around the world and 80 percent of the United States is within a 2-hour flight from the airport.

Trilith Studios, a large film studio of over one million square feet located between downtown Fayetteville and Tyrone attracts visitors and employees to town for housing and daily services. The studio provides an opportunity for Tyrone to diversify its economic base and spur economic development within town.

People and Small Town Feel

The Town of Tyrone is becoming a diverse, young, and vibrant town within Fayette County. While the Town has experienced large growth, it has maintained a small-town character while still providing a high level of services. Tyrone should continue to ensure that this culture is maintained.

Infrastructure

Transportation and Path System

The Town of Tyrone is developing its multi-use path system to connect both sides of the Town. Currently, the system runs 2.6 miles of Senoia Road from the Swanson Road intersection to the Dogwood Trail intersection. It also runs the length of Castlewood Road, Handley Road, and Arrowood Road with plans to extend the system throughout the Town.

Opportunities exist as parcels develop to enhance street connections within the Town to promote connectivity while limiting cut-through traffic. Transportation is a challenge that many communities face. While congestion is not a serious problem, the Town of Tyrone needs to make investments in wayfinding, beautification, gateways, and alternative modes.

Fayette County has prepared a county-wide master transportation plan in coordination with its new Comprehensive Plan. The county-wide plan fully addresses the road network serving the Town of Tyrone. Long and short-term improvement recommendations are articulated in the Fayette County Transportation Plan. Multiple critical intersections along Senoia Road are outlined for study and improvement in 2022 as Tyrone experiences growth.

Sewer System

The Town has expanded downtown sewer capacity in recent years. The expanded sewerage footprint has acted as a catalyst for growth in critical areas such as the Town Center District, which was identified as needful of positive infill development during the 2017 Comprehensive Plan update.

State Route 74

State Route 74 (SR 74) is the main north-south route in Fayette County, connecting Peachtree City and Tyrone to I-85. Currently, development is located at two nodes. To date, State Route 74 has been developed with excellent access management in mind; it is the key route within Tyrone that needs continuous access management, while also providing opportunities for future growth. The Town's Quality Growth Overlay District runs the entire length of State Route 74 in Tyrone and aims to preserve and orient quality development along the corridor.

In keeping with the above theme, Tyrone is also proud to be a part of the 74 Gateway Coalition. This is a joint coalition whose purpose is to assess State Route 74 which passes directly through the center of Tyrone. The Town is working with officials from Peachtree City, The City of Fairburn, and Fayette County to assess the nature of Highway 74 and preserve aesthetic appeal, strong development standards, and efficient mobility along the corridor.

Challenges

Challenges the Town of Tyrone faces are items to be addressed and monitored over time to ensure the continued long-term success of the Town.

Millage Taxation, Land Use, & Fiscal Sustainability

Being fiscally sustainable means having sufficient resources to cover the basic needs and services of residents, not just today, but over time. Land use patterns are directly related to this dynamic. The type and location of development has a large impact on the cost of providing and maintaining high quality public services and infrastructure such as streets, utilities, police services, recreation facilities & services, etc. While these services are provided by the Town, they are paid for by residents and businesses. Inefficient development patterns result in residents having to accept either lower quality services or higher costs and potentially higher taxes to pay for new development.

The Town has sustained a historically low municipal millage rate compared to surrounding cities. This millage rate has been maintained in an effort to reduce the property tax burden on citizens. Balancing the political desire of lower millage taxation, higher levels of service, and financial sustainability is a challenge the Town aims to meet through encouraging a resilient approach to development and continuing education on the relationship of land use and taxes.

Sewer System

Having expanded its downtown sewer footprint, the Town should now focusing on further increasing sewer capacity to meet the economic development demand consistent with growth desires along SR-74 and the Town Center District.

Attracting Businesses

The Town of Tyrone has land available for development and redevelopment of commercial, industrial, and office land uses. Some key properties are ripe for redevelopment, including Tyrone Elementary and the old fire station across from Veterans Park.

- *Fayette County Development Authority (FCDA):* A Key partner in large-scale business recruitment is the FCDA. The FCDA assists companies in locating or expanding within Fayette County. partnering with the Development Authority will ensure that Tyrone is an option of business recruitment for larger companies along the SR-74 Corridor.
- *Downtown Development Authority (DDA):* The recently created 7-member Tyrone Downtown Development Authority (DDA) is critical in catalyzing development goals and projects in the Town Center District. Since the DDA can own, acquire, and improve property, they are an instrumental tool in implementing development and redevelopment through public-private partnerships and unique funding opportunities.

Another challenge related to business attraction lies with reticence toward growth and the community's desire to maintain Tyrone's small-town feel. The Town should explore contexts in which the community finds growth palatable, as business recruitment is key to Tyrone's fiscal sustainability.

Downtown Development

The Town of Tyrone's Senoia Road Corridor is an underutilized community asset. Residents marked the Town Center District as the top well-liked area as well as the area most in need of change. The Town of Tyrone should continue to plan, promote, and invest in the Town Center District to allow visitors to 'park once' and enjoy development.

Envision Tyrone - Town Center Plan: Livable Centers Initiative

The Town was awarded a Livable Centers Initiative (LCI) study in 2020. This study resulted in a community-based master plan for downtown Tyrone. Whereas the Comprehensive Plan sets the planning framework for the overall community of Tyrone, *Envision Tyrone* focuses on the downtown area along Senoia Road with the distinct goals of:

1. Defining a distinct brand and vision for downtown Tyrone that distinguishes it from other communities.
2. Engaging with local landowners, businesses, stakeholders, and the general public to generate success.
3. Creating a future development plan that allows for flexibility, while inspiring new ideas.
4. Aligning the zoning regulations and architectural guidelines to encourage a desired form of growth and consistency throughout the Town Center District.

These goals will manifest themselves in the form of improved options that consider:

- Road safety and infrastructure upgrades to accommodate golf carts.
- Multi-use path expansion and improvement to improve pedestrian and cyclist mobility.
- Redevelopment of Town-owned properties to better contribute to downtown vitality.
- Downtown streetscaping, park improvements, and beautification that create a better sense of place along Senoia Road.
- Zoning changes that encourage desired growth and development patterns.

The Tyrone Identity

Throughout the planning process, residents and stakeholders expressed pride in Tyrone. From discussing their ranking as the Happiest City in Georgia, to telling the planning team where the best dinner is in town, it is apparent that the residents are proud to live in Tyrone. The major theme revealed during the public engagement process was the desire to create a better sense of place in order to help foster a stronger community identity.

Stakeholders also suggested that gateways and wayfinding specific to the town of Tyrone be created and installed.

Traffic

While the volume of vehicular traffic in Tyrone doesn't pose a challenge in and of itself, residents have noted some delays at peak hours. With increased shipping volume, freight rail has begun to cause increased traffic interruptions, and a few intersections could be improved. The Town has studies and improvements planned for all problem intersections in 2022.

V. Goals and Vision

Goals

The Town of Tyrone is a diverse and forward-looking community engaged in shaping its own future. Tyrone is working to capitalize on its small-town character, safety, and friendly townspeople that make it a vibrant and unique community.

The Town of Tyrone in 2035 ...

Has a Re-Energized Town Center

The Town Center District, while not the main employment hub for the town, will become the primary main street district for recreation, services, and amenities, making it the Town's main destination for residents and visitors. The Town's new Downtown Development Authority will facilitate the cultivation of remarkable places, a walkable environment, and a vibrant local business atmosphere in the heart of the Tyrone.

Is a Connected Town with Quality Amenities

Tyrone will remain well connected to the region through a high-quality vehicular transportation network and it will continue to develop a robust internal, multi-modal transportation network, linking its neighborhoods, parks, and destinations with multi-use trails, sidewalks, and golf cart friendly road networks.

Has a Growing Economy with a Small-Town Feel

The town and its Downtown Development Authority will work with property owners to refresh aging retail, residential, and office properties and responsibly develop vacant tracts to preserve small-town character, promote fiscal and environmental sustainability, and make the Town an attractive destination for visitors and local businesses.

As the Town of Tyrone moves forward in implementing the Comprehensive Plan. These goals should continue to be monitored to ensure that they are still relevant to the Town. The following page outlines Tyrone's Short Term Work Program through the fiscal year 2022.

Intergovernmental Coordination

The Town of Tyrone aims to be a cooperative partner with neighboring jurisdictions to better serve its citizens and contribute to the overall strength of Fayette County.

These relationships include the Atlanta Regional Commission, Fayette County, Peachtree City, Fulton County, the City of Fairburn, the Fayette County Development Authority, and the Fayette County Board of Education. It is Tyrone's goal to maintain strong relationships with these entities to deliver services more efficiently and maintain a regional pulse more effectively.

2017 SPLOST Referendum

With the approval of a one-cent Special Purpose Local Option Sales Tax (SPLOST) on March 21, 2017, new funds were put towards capital expenditures. This increase in funds have accelerated project completion outlined in the Town's Short-Term Work Program. Such projects include road repaving and stormwater infrastructure repair, sewer expansion, multi-use trail expansion, park improvements, new police vehicles and equipment, and the ability to match grant funds such as the recently completed LCI.

2022 LOST & SPLOST Referendum

Fayette County along with its cities are negotiating the decennial Local Option Sales Tax (LOST) distribution for the next ten years. Along with this negotiation is discussion of a renewed Special Local Option Sales Tax (SPLOST) for 2022. Goals and objectives of the 2022 SPLOST if passed would be to continue the progress made from the 2017 SPLOST - meeting demand for increased services and amenities through improved infrastructure projects. A particular focus on downtown streetscaping, traffic management, walkability, and park improvement projects will be sought through a new SPLOST as well as debt reduction on the new Town Hall.

Federal ARPA Funding

The American Rescue Plan Act (ARPA) as a COVID-19 response will leave the Town with funding aimed at improving infrastructure and reimbursing lost revenue due to the Town's response to the COVID-19 virus. These funds will be used to position the long-term security of the Town with adequate sewer capacity and infrastructure upgrades needed for future operations and growth of the Town.

Code Changes & Text Amendments

The Town aims to implement many of its goals regarding physical growth, efficiency, sustainability, character preservation, and quality through continued text amendments to the Town's Code of Ordinances. These changes will be coordinated by the Community Development Department and will continue to implement the goals of the Comprehensive Plan, Livable Centers Initiative (Downtown Master Plan), and will of the elected officials.

V. Implementation

Report of Accomplishments, Short-Term Work Program, & Capital Improvements Element

The purpose of the Short-Term Work Program (STWP) and Capital Improvements Element (CIE) is to provide a detailed listing of the various projects and programs recommended to the Town of Tyrone for implementation during the 5-year period of the Town's Comprehensive Plan. Priority projects and program initiatives resulting from the overall planning process are listed in the Short-Term Work Program for each of the five years (2023-2027).

In addition to the scheduling of priority items for the Town, the STWP & CIE also provide guidance regarding cost estimates and potential sources of financing. By scheduling major Town initiatives and capital expenditures in advance over a period of years, the STWP & CIE will assist the Town in undertaking activities to implement the Comprehensive Plan and achieve its goals and objectives.

To be effective, the Short-Term Work Program and Capital Improvements Element must be linked to and coordinated with the Town's annual operating budget. Most of the items contained in the Short-Term Work Program require direct Town expenditures or indirect costs to the Town through allocation of staff time. Therefore, implementation of most of the Town of Tyrone's goals, policies, and recommendations are tied directly to the Town's annual budget.

The STWP & CIE are intended to be a working planning document. Each year, the Town of Tyrone reviews its 5- year STWP & CIE to assess the feasibility of projects; the Town then composes an annual action plan. By conforming to this method, the Town consistently has a current program to work from in implementing the Comprehensive Plan.

A Report of Accomplishments (ROA) details status updates for all STWP items from the previous Comprehensive Plan Update.

The following are the Town of Tyrone's Report of Accomplishments, Five-Year Short-Term Work Program, and Capital Improvements Element for the years of 2023-2027.

Report of Accomplishments

Work Item	Status	Notes
Intergovernmental Participation		
Continued Memberships: FCDA, FCIC, SR 74 Coalition, ARC, FCTC, etc. . .	Ongoing	This is a permanently ongoing item with multiple years of completed membership with local organizations. Membership in the FCIC (Fayette County Interagency Council) has been completed as said organization has since been dissolved, but new membership in the FCTC (Fayette County Transportation Committee) has been accomplished with continued goals of retaining a member on that committee to represent the Town.
Strategic Memberships in: FRRLS, Chamber of Commerce, Southern Crescent and McIntosh Trail Boards	Ongoing	These, again, are permanently ongoing memberships with multiple years of completed membership under the Town's belt. Ongoing and productive membership with the FRRLS (Flint River Regional Library System) has resulted in fantastic library resources and programming for our residents with greater levels of service anticipated over the next many years. A town representative sits on the Chamber of Commerce Board representing the Town of Tyrone. Membership in the Southern Crescent and McIntosh Trail Boards has been completed.
Community Development		
Solicitation of Federal, State, and Foundation Program Grants	Completed	LCI Grant awarded, CDAP Grants awarded in 2018 and 2020. Pursuit of FEMA Hazard Mitigation Grant. UGA SPIA Internship Grant Awarded.
Continued Investment in Improving and Expanding Utility Infrastructure	Ongoing	Completed: • \$2,000,000 downtown sewer expansion completed. • Facilitation of fiber-optic broadband expansion in various location . Ongoing: • Improved relationship with Fayette–Coweta EMC with obtained GIS Data. • Expansion of Sewer Capacity with Fulton County and the City of Fairburn.
Land Use		

Land Acquisition/Annexation	Completed	New Town Hall Land purchased, 40-acres of conservation land purchased next to Handley Park, Annexation of 35 acres on southeast border of Town.
Zoning Ordinance Analysis/Revision	Ongoing	Completed: • 2018 CDAP Zoning Assessment • Town Center Mixed Use text amendments drafted and adopted. • Community Mixed Use text amendment adopted. • Revised Downtown Architectural Standards adopted. • Revised Parking Standards for Downtown adopted. • Business Technology Park standards drafted. • SR-74 Quality Growth District revisions drafted. Ongoing: • Further parking ordinance standards. • Village/Traditional Residential zoning ordinance draft and adoption. • Code Enforcement ordinance draft and adoption. • Adoption of Business Technology Park text amendment from completed draft. • Adoption of SR-74 Quality Growth Overlay text amendment from completed draft.
Finance/GIS Website Integration	Completed	Completed: • 2019 Zoning Map CDAP project integrated Zoning GIS maps through ESRI on town website. • Online payments now accepted. • GIS database expanded significantly. • New Town website with online permitting created.

Short-Term Work Program

TOWN OF TYRONE COMPREHENSIVE PLAN UPDATE					
SHORT TERM WORK PROGRAM UPDATE FY 2022 TO FY 2026					
Project Description	Initiation Year	Completion Year	Total Estimated Cost	Funding Sources	Responsibility
<i>Intergovernmental Participation</i>					
Continued Memberships: FCDA, FCIC, SR-74 Coalition, ARC, etc	FY 2022	FY 2026	Staff Time	GF	Town of Tyrone
Strategic Memberships in: FRRLS, Chamber of Commerce	FY 2022	FY 2026	Staff Time	GF	Town of Tyrone
Fayette County Board of Education Work-Based Learning Internship Program	FY 2022	FY 2026	Staff Time	GF	Town of Tyrone
<i>Community Development</i>					
New Town Hall Bond Payments	FY 2022	FY 2025	\$1,550,000	GF	Town of Tyrone
Pursuit of Federal, State, and Foundation Program Grants (TIP & FEMA)	FY 2022	FY 2025	\$1,300,000	GF	Town of Tyrone
Multi-Use & Transportation Improvements (trails, intersections, crosswalks, etc. . .)	FY 2022	FY 2026	\$2,225,000	GF, ARPA, SPLOST, TIP	Town of Tyrone
Downtown Development Authority Program Expansion (programming, events, training, etc. . .)			\$10,000	DDA GF	Downtown Development Authority
Park Improvements	FY 2022	FY 2026	\$805,000	GF / SPLOST	Town of Tyrone
Downtown Improvements (streetscaping, signage, etc. . .)	FY 2022	FY 2026	\$605,000	GF, ARPA, LMIG	Town of Tyrone
Continued Investment in Improving and Expanding Sewer & Stormwater Infrastructure and Planning	FY 2022	FY 2026	\$3,250,000	EP, ARPA, GF, FEMA	Town of Tyrone
<i>Land Use</i>					
Update Zoning and Land Development Ordinance, Watershed Management, & Environmental Management Ordinances.	FY 2022	FY 2026	\$10,000/Staff Time	GF	Town of Tyrone
GIS Program Expansion (new license addition of web-based maps, growing geodatabase data, etc. . .)	FY 2022	FY 2026	Staff Time	GF	Town of Tyrone

Capital Improvements Element

CAPITAL IMPROVEMENTS ELEMENT 2022 -2026							
Priority	Project Name	Est. Cost	2022	2023	2024	2025	2026
1	Shamrock Park Playground	\$150,000	\$150,000	-	-	-	-
1	Dorthea Redwine Park Improvements	\$350,000	\$250,000	\$100,000	-	-	-
1	Handley Park Nature Preserve & Park Improvements	\$305,000	\$250,000	\$50,000	\$5,000	-	-
1	Tyrone Rd. - Riverdance Way MU Path	\$250,000	\$125,000	\$125,000	-	-	-
2	Senoia Rd. - Publix MU Path	\$250,000	\$10,000	\$240,000	-	-	-
2	Swanson Rd. MU Upgrades	\$250,000	\$20,000	\$230,000	-	-	-
1	Downtown Streetscaping & Multi-Use Improvements	\$500,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000
1	Palmetto Rd./Arrowood Rd./Spencer Rd. Roundabout & MU Path Expansion	\$1,300,000	\$100,000	\$500,000	\$700,000	-	-
2	Intersection Studies & Improvements	\$175,000	\$25,000	\$50,000	\$100,000	-	-
1	LMIG Resurfacing	\$600,000	\$120,000	\$120,000	\$120,000	\$120,000	\$120,000
1	Sewer System Capacity Upgrades	\$1,000,000	\$1,000,000	-	-	-	-
1	New Town Hall Bond Payments	\$1,550,000	\$310,000	\$310,000	\$310,000	\$310,000	\$310,000
2	LAP Dogwood Trail	\$140,000	-	\$140,000	-	-	-
3	Pendleton Dam Upgrades & Stormwater Infrastructure Improvements	\$2,250,000	\$750,000	\$1,500,000	-	-	-
2	Downtown Signage (Wayfinding/Monument/Gateway)	\$105,000	\$105,000	-	-	-	-
3	Pole Barn Relocation/Removal	\$200,000	-	\$200,000	-	-	-

Future and Existing Land Use

The Town of Tyrone currently has developable land along Highway 74, but residential is the predominant land use within the Town. With new development opportunities limited, redevelopment within the Town Center District is ideal. There are a variety of ways to achieve the Town's vision for the future. From a development design perspective, the key is in avoiding dispersed development projects that are unrelated to one another and exist in isolation at random locations. By focusing appropriate development within distinct character areas, corridors, and districts, the Town will be able to achieve a comprehensive development system. This system will incorporate a variety of developments and transportation usage befitting to the Town. Using this model, the Town will meet its developmental goals and achieve a desirable development pattern that will carry it through to the year 2030.

As a first step in creating an appropriate development atmosphere, the town has developed "Character Areas." These "Character Areas" are intended to ensure compatible and unified development within specified areas of the Town. The Future Development Map is broken into the following Character Areas:

- *Estate Residential*
- *Commercial Corridor*
- *Community Gateway*
- *Town Center District*
- *Production and Employment*
- *In-Town Neighborhoods*

As described further in this comprehensive plan, these Character Areas define the overall land use characteristics in generalized areas of the Town such as density, land use, economic development, natural and historic resources, and types of community facilities. In addition, as outlined on the land use table, each character area corresponds with associated zoning districts. Character area designations and characteristics are designed to guide zoning decisions. This being said, properties that exist on the edge of character areas can be considered as "transitional" properties that may accommodate a zoning classification in between the two classifications that exist on either side of the character area boundary. An example of this may be a property situated on the edge of the Highway Commercial Character area abutting rural land in the Estate Residential Character area. Such properties may be suitable for Office as opposed to Heavy/Highway Commercial as a step-down transition between character areas. This should be taken only on a case by case basis and determined by the professional recommendation of staff and the Town's Planning Commission.

Town of Tyrone

Future Development Map

Legend

Character Areas

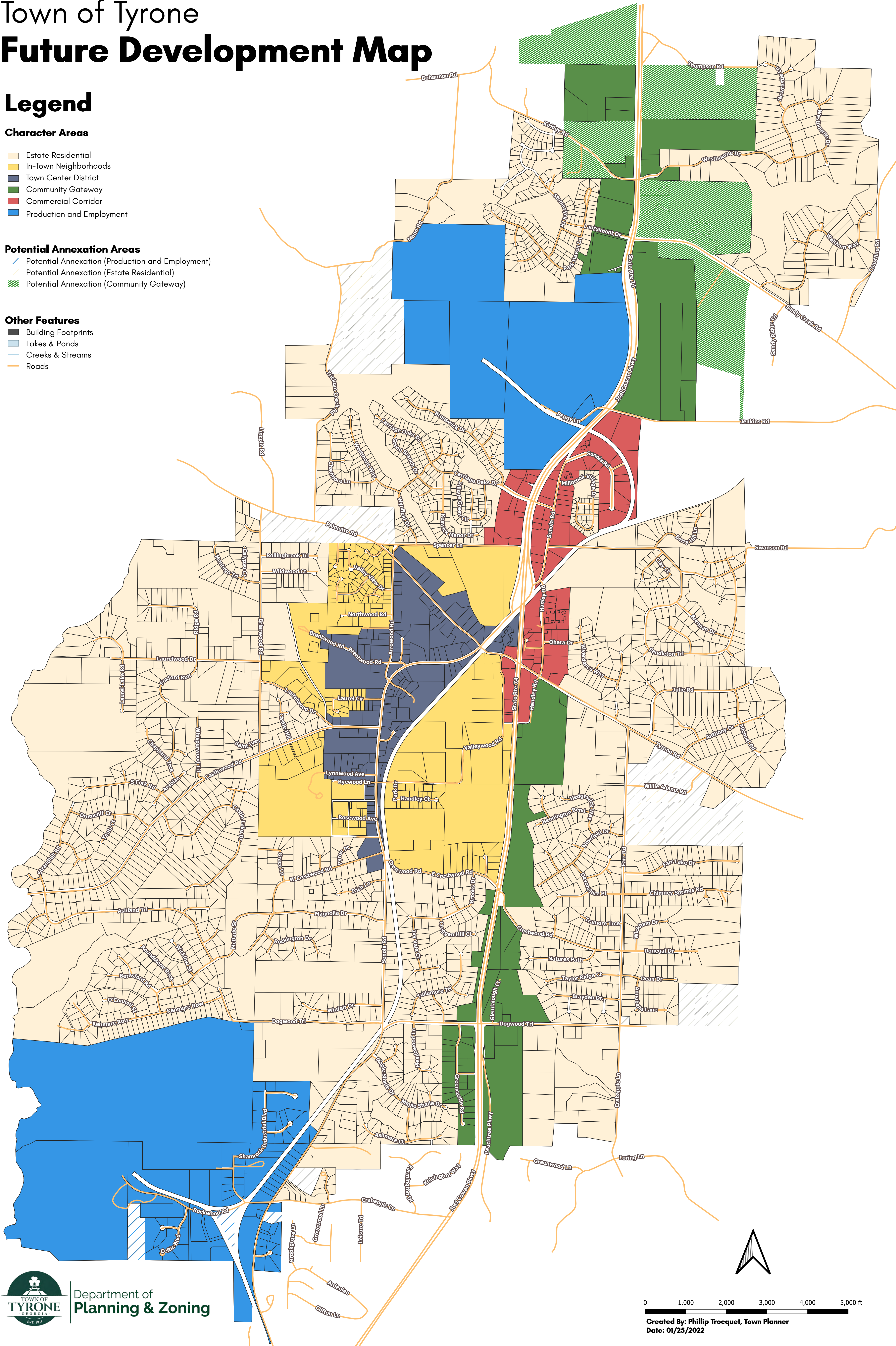
- Estate Residential
- In-Town Neighborhoods
- Town Center District
- Community Gateway
- Commercial Corridor
- Production and Employment

Potential Annexation Areas

- Potential Annexation (Production and Employment)
- Potential Annexation (Estate Residential)
- Potential Annexation (Community Gateway)

Other Features

- Building Footprints
- Lakes & Ponds
- Creeks & Streams
- Roads



Town Center District

Appropriate Zoning Classifications: Town Center Overlay, TCMU, C-1, O-1, TR, OS, and E-1

Example Representative Development Patterns



Description

Typically thought of as Tyrone's "downtown," the Town Center District is the original heart and soul of the community's areas of commerce. While not laid out in the traditional square of many small towns, the Town Center District still houses local government offices, churches, a post office and a once-thriving elementary school. Taking into account the ample amount of green space and walkability to locally-owned shops and cafes; the Town Center District has all the foundational infrastructure needed for public-private reinvestment and future development of small businesses.

Development Strategy

Downtown should include a mixture of retail, office, and services as infrastructure is updated. The primary development mix should be commercial with supporting residential. The design should be pedestrian oriented around strong, walkable connections between different uses with Shamrock Park serving as the central public space. Road edges should be clearly defined by locating buildings at street level with parking in the rear. Road connections should be made wherever possible in order to allow for traffic dispersion in a grid-like fashion. Enhance the pedestrian-friendly environment by adding sidewalks, streetscaping, street trees, traffic calming, and creating other multi-use routes linking neighboring communities and major destinations such as the Tyrone Branch Library, Recreation Center, Post Office, Town Hall, Tyrone Museum, Tyrone Elementary, Shops, Restaurants, Services, and the four downtown parks: Fabon Brown, Dorthea Redwine, Veterans, and Shamrock Park.

For portions of the Town Center District bisected by the CSX rail line, direct grade-separated multi-use connections should be made a requirement of development. For large mixed-use development proposals over 3-5 acres, conservation styling of the subdivision should be highly encouraged with large percentages of open space (30%-60%) incorporated into the design and layout. Building heights should not exceed three stories.

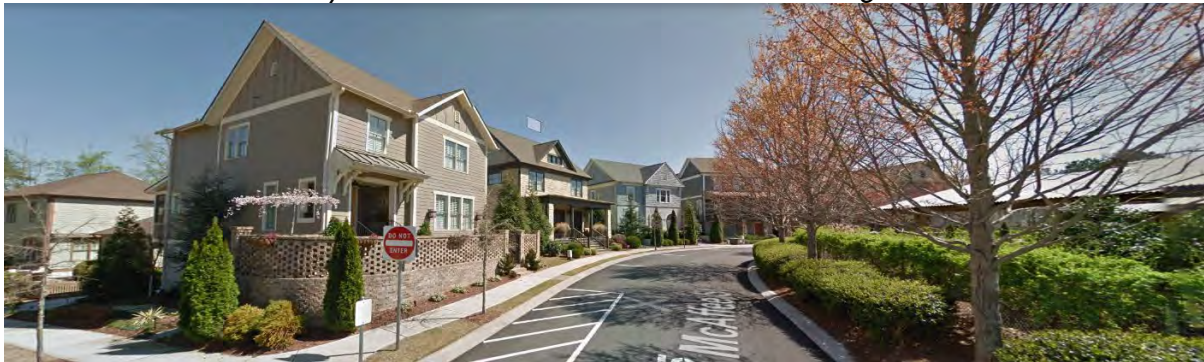
In-Town Neighborhoods

Appropriate Zoning Classifications: Town Center Overlay, TCMU (Primarily Residential), TR, DR, RMF, R-18, R-20

Example Representative Development Patterns



Visual Preference Survey: Loft Above Commercial, In-Town Neighborhood, Townhomes





Description

The Traditional Neighborhood areas, immediately surrounding and often interwoven within the Town Center District, help to illustrate the rich history of Tyrone and the families that helped to found it. The homes in this area were built in a variety of styles supporting the center of Town. The proximity of the nearby businesses and recreational amenities make the Traditional Neighborhoods of Tyrone a great destination for those looking to build a homes with great multi-use access, or those preferring to rehabilitate one of the oldest and most storied homes to preserve the Town's History.

Development Strategy

Promote new development that emulates the positive aspects of historic communities throughout the area such as Fayetteville, Newnan, Chattahoochee Hills, and Senoia. Traditional neighborhood developments assuming a primarily residential pattern with a small amount of supporting commercial in the correct context should emulate traditional architecture incorporating elements outlined in the Town Center Overlay. Strong vehicular and multi-use connections to commercial services as well as internal street connectivity to adjacent properties should be implemented in every new development. Conservation design of neighborhoods with clustering of housing in order to preserve large open spaces is highly encouraged and should be required along roads identified as aesthetic resources by citizens such as Valleywood Road. For portions of the In-Town Residential district bisected by the CSX rail line, direct grade-separated multi-use connections should be made a requirement of development. Residential density should be consistent with those found in the historic areas of Tyrone and in other nearby historic neighborhoods which has not exceeded 4 units/acre only if connected to sewer.

Commercial Corridor

Appropriate Zoning Classifications: SR-74 Quality Growth Overlay, CMU, C-1, C-2, O-I, and Commercial PUD.

Example Representative Development Patterns



Description

Designed with the automobile traveler in mind; the Commercial Corridor is the hub of Tyrone's highway commercial activity and supported largely by tens of thousands of commuters passing through each day. The growth of commercial service providers, point of sale retail shopping, and restaurants will likely happen within the established centers and outparcel developments throughout this district, however, there are tracts of undeveloped land that could easily be used to transition between the Town Center District and areas of Production and Employment.

Development Strategy

Provide a wide buffer along SR 74 to preserve the scenic nature of the highway. Screen commercial areas from view with berms and natural areas. Complete and integrate pedestrian improvements and crosswalks throughout. Connect commercial areas to nearby residential areas. The areas should promote pedestrian comfort, safety, and convenience. Promote high standards of architecture, landscaping, and sign controls to improve corridor appearance and maintain traffic speeds/capacity through access management and intermodal access. Restrict additional curb cuts onto SR 74 unless otherwise permitted by GDOT.

Community Gateway

Appropriate Zoning Classifications: South of Jenkins Rd.: SR-74 Quality Growth Overlay, CMU, OI, E-I, C-1, C-2, and Commercial PUD North of Jenkins Rd.: SR-74 Quality Growth Overlay, BTP, CMU, and O-I

Example Representative Development Patterns



Visual Preference Survey: Light/Medium Industry & Headquarters, Medical/Office





Description

This area, along the northern end of the state route is not just the entrance into Tyrone, but for many business travelers, it is the preferred entrance into all of Fayette County, especially those with an ultimate destination of Trilith Studios or the Corporate Headquarters in the rest of the County. Mostly undeveloped, but with a high degree of developmental potential, the Community Gateway will be planned with the highest-quality architectural and landscape standards as well as guidelines that restrict direct vehicular access. With cooperative assistance from neighboring jurisdictions and the economic development community, the Community Gateway is regarded as a prime location for future employment based economic development projects.

Development Strategy

The Community Gateway character area has two distinct use allowances with the intersection at Jenkins Road and SR-74 forming the boundary. All properties within this character area shall protect scenic views along the corridor. Limit access points and screen development from view from highway with a wide natural buffer, berms, and landscaping. All development behind buffer should be well connected by access roads, interparcel connections, and shared drives. Promote high standards of architecture, landscaping, and sign controls to improve corridor appearance and maintain traffic speeds and capacity through access management and interparcel access. Disallow additional curb cuts onto SR 74 unless granted by Georgia Department of Transportation.

Development north of the Jenkins Road intersection shall allow planned light industrial uses in the form of Business Technology Park zoning. Such properties shall be those identified by the economic development community as potential high-value properties that can contribute the Town's local economy and provide high-paying jobs consistent with the Fayette County Development Authority's standards. Certain areas such as the tracts north of the Kirkley Road intersection shall incorporate a special traffic management

requirement for the development of either frontage roads or heavy traffic interparcel access. Large-scale warehousing and distribution as primary uses shall be discouraged through zoning regulations, architectural & landscaping standards, and maximum building sizes.

Development south of the Jenkins road intersection is deemed not appropriate for Business Technology Park or light industrial zoning and should emulate a conservation approach to commercial development with a finer grain of smaller buildings connected by multi-use paths and interparcel access networks.

Production and Employment

Appropriate Zoning Classifications: Town Center Overlay, BTP, M-1, M-2, C-1, C-2

Example Representative Development Patterns



Description

Located on both ends of town, with smaller business parks located throughout, the Production and Employment centers of Tyrone are full of industry leaders in materials/commodities, construction services and light manufacturing. The land in and around the Production Employment districts can easily handle mechanical services, warehousing or distribution due to the close access to full utilities and telecommunications, rail lines and interstate highways. As Tyrone and its surroundings grow and develop, the need will only increase for these existing high demand trade contractors and support suppliers.

Development Strategy

Provide adequate infrastructure capacity and maintain designated truck routes to I-85 that are safe and maneuverable for heavy vehicles and minimize noise, vibration, and intrusion of trucks that pass close to residential areas. Provide adequate room for expansion and limited inclusion of C-1 or C-2 zoning for support establishments to industrial employers. Encourage attractive, landscaped entrances and grounds. Protect environmentally sensitive areas and buffer surrounding neighborhoods. Screen truck docks and waste handling areas from public view.

Estate Residential

Appropriate Zoning Classifications: AR, CR-2, CR-3, R-12, R-18, R-20, and PUD of Each

Example Representative Development Patterns



Description

This character area accounts for a majority share of the land use of Tyrone. The typical 1-acre Estate Residential development has the feel of the typical suburban subdivision that has been built since the mid- 20th Century. Larger lot areas of town constituting 5 acres + reflect a more rural environment. While gated neighborhoods are not allowed within the Town, there is still an underlying exclusivity and separation due to the size of the homes and the large acreage/low density requirements of years past. Equally distributed on both sides of the Town, non-vehicular transportation infrastructure is desired to help mitigate the disconnection between the neighborhoods into the Town Center District.

Development Strategy

Promote new developments that emulate the positive aspects of rural areas throughout the Piedmont of Georgia. Gross densities should remain very low consistent with properties

on septic tanks. Conservation subdivisions should be used to protect the Town's most stunning views and sensitive natural areas. Green space areas should be connected together and traversed by a network of trails and paths. Improve street connectivity by requiring new developments to make connections in a networking fashion that highly discourages cul-de-sacs. Since such developments do not typically generate enough taxes to cover infrastructure, Fiscal Analysis reports on the establishment of new subdivisions should be pursued as well as unique infrastructure requirements that provide a high level of amenity at a lower cost to the Town. Foster the establishment of a regional network of green spaces, trails and multiuse paths available to pedestrians, bicyclists, and equestrians for both tourism and recreational purposes.

VII. Appendix