

Straight talk about Calistoa.

From Joe Martinez, Director of Development, Crescent Communities

Updated 5/13/19



From meetings with individual residents and business owners, feedback from Planning Commission, and our event at Line Creek, I've met and heard from a lot of wonderful people. I am so glad to meet people that are passionately proud of their community – and I want to respect and preserve the quality of life that Peachtree City has.

We understand there is a lot of confusion and misinformation floating around on social media, and wanted to give you no-nonsense answers about our project.

Integrity is my watchword; I want to be transparent and accountable with the project we are asking permission to build in your city.

Therefore, I wanted to share some questions that have been asked to us and the answers we have, backed up with real observations and data.

Preserving Our Quality of Life

Question: How much traffic will this project generate?

Answer: According to a [traffic study \(click to open\)](#) that was done by Kimley Horn, a nationally recognized engineering firm that used a methodology approved by Peachtree City, our project will generate 1,485 vehicle trips per day.

Proposed improvements to existing intersections [are shown here \(click to open\)](#). Our project will extend NAECO way, providing two access points into the site from TDK Blvd.

Yes, it's more cars, but for comparison, a single use of the site as office at the same amount of floor area as we are proposing for Calistoa (allowed by right by the current zoning with no Council approval) would generate 2,655 trips per day. An office building will generate more traffic than a residential building of equal size.

Here's another interesting fact: In our discussions, we found that several of the employers in the Industrial Park have over 50% of their workforce is commuting in from Atlanta. We believe that providing housing options close to the Industrial Park will reduce traffic on Hwy 74.

Question: Our cart path network is amazing! How do you plan on connecting Calistoa to the current system?

Answer: I agree! What an amazing way to get around. The Calistoa team has proposed to construct a section of cart path along Dividend Drive from Kelly Drive to TDK Boulevard as part of our project, which would offset some of the impact fees we pay for our development. We will also construct a cart path on the NAECO Way extension and throughout the Calistoa project.

This will give residents to the north access to Calistoa Village and the lakefront. [Click here for a map](#)

Question: What about schools? How many school kids will this project add to our schools?

Answer: Peachtree City has great schools – Starrs Mill High School is one of the best High Schools in the nation, and we want to preserve the culture of success there. According to Fayette County School statistics, the average number of students per flat is 0.38 compared with 0.48 per single family home. At these rates, the full buildout of Calistoa would result in 165 additional school children across all grade levels.

However, many of the existing apartments in Peachtree City are heavily weighted towards two and three bedroom flats. Our flats will include a much greater proportion of one-bedroom units, which reduces the proportion of students per unit. Our internal estimates anticipate less than 40 students for the flats portion of the Calistoa project.

Question: Don't "those people" that live in apartments cause issues with schools?

Answer: Here's a bit more about our [renter demographic \(click to open\)](#). Our housing offering is designed and positioned for knowledge workers and empty-nesters.

Question: I've heard you are talking with the Peachtree City Rowing Club. What's going on there?

Answer: We think the Rowing Club is onto something powerful in using Lake McIntosh as a recreation and sporting destination for regattas. We have had preliminary conversations about supporting their boathouse, potentially at Lake McIntosh park adjacent to the existing boat slip.

Our project would feature a regatta viewing area at the Calistoa Village green.

Airport Concerns

Question: This project is near Falcon Field. Are you concerned about the risk of planes in such close proximity?

Answer: We have worked extensively with Falcon Field to locate our project outside of an extended runway protection zone, and are complying with all FAA Part 77 regulations on the maximum heights and locations of the buildings. The buildings are below the maximum heights allowed by the FAA, which sets the standard nationally and builds in a large margin of safety.

In summary, we are following the Federal guidelines for this project and are confident we are designing a safe and beautiful community on the shores of Lake McIntosh.

Question: Airplanes are noisy. How are you on dealing with that noise with residential units?

Answer: We pulled data for the last three months of flights in and out of Falcon Field. On average, 40 flights a day came in or out of Falcon Field. Of which 0.25 per day were night departures (between 10pm-7am). In short – Falcon Field is not that busy of an airport.

We also commissioned a sound study by an independent expert. As you can imagine, we are investing a lot of money in Calistoa, along with our reputation as a best-in-class development group, and want the resident experience to be excellent.

The report made some recommendations regarding a sound rated window that we will incorporate into our building standards on all elevations facing the takeoff and landing patterns. This will cut noise to 34.4% below the recommended average noise levels.

If you are a real enthusiast, you are welcome to review the report [here \(click to open\)](#).

Question: I've heard that the Airport plans to extend the runway, and this project threatens that. Is that true?

Answer: That is false. The airport has some early plans to reduce the “displaced threshold” which is the striped area at the front end of the runway, which would allow some slightly larger planes to land and refuel at Falcon Field. There are no plans to extend the actual pavement surface of the runway.

The reduction in the threshold results in an extension to the runway protection zone. No buildings or gathering places are allowed in the runway protection zone, but parking is. Our project has been designed to accommodate this extension.

In summary, we have and will continue to be good neighbors and partners with Falcon Field and are in no way hampering their plans.

Economic Concerns

Question: Are we taking away a valuable site that could be a major office headquarters or manufacturing facility?

Answer: Quite contrary! Peachtree City is at risk of losing a major office headquarters prospect if Calistoa doesn't get approved by City Council. While we can't share the name of the prospect, we can relay that one of the primary reasons we are a finalist is because of the mixed-use nature of our plan.

While we understand and respect this concern, we think this is a mindset of scarcity rather than abundance. A mixed-use environment attracts interest from knowledge industries that compete for the best professional talent. Their workforce desires the convenience and lifestyle that are provided by Calistoa.

This site has been marketed for several years as an office-only development opportunity with little interest due to a lack of retail and residential amenities. Due to the challenging topography, this site is not feasible to develop as an large-scale industrial site.

In summary, we are optimistic Calistoa will bring exactly the types of new employers that will further revitalize Peachtree City.

Question: Isn't industrial land scarce in Peachtree City?

Answer: We subscribe to CoStar, a real estate data service. Our report pulled up eleven vacant commercial and industrial sites between 10-20 acres and three vacant sites between 20-40 acres. This is in addition to dozens of sites less than ten acres in size.

Question: How does Calistoa impact our tax base?

Answer: At full buildout, we project Calistoa will generate approximately \$1.9 million of annual tax revenue, of which \$377,000 will be paid to Peachtree City. Currently the vacant property generates \$19,900 of tax revenue. This is in addition to the \$1.9 million of one-time impact fees we will pay to the City as part of developing our project.

More information is available [here \(click to open\)](#).

Question: If Calistoa isn't approved, what happens with the site?

Answer: Some people have suggested that no new development should happen, or that it should remain industrial. Here's an [alternate plan \(click to open\)](#) that suggests what remaining under the existing zoning might look like. This is allowed by current approvals without any action by City Council.

The land is a business investment that needs to be realized, and what we are proposing with Calistoa is development of a very high quality. We are of the opinion that growth must happen, and quality growth is achievable. The only alternative is stagnation, which hurts everyone.

We have a once-in-a-lifetime opportunity to shape what happens to this beautiful site. Is its new employers, new jobs, new restaurants, and new life? Or more of the same generic development?

Conclusion

Thanks for wanting to learn more about our project! I invite you to submit additional questions or concerns via the Contact section of Calistoa.com

If you think Calistoa will create a better lifestyle for Peachtree City, we invite you to attend the City Council meeting on May 16th, starting at 6:30pm.

Please voice your support, this project will not happen without residents in Peachtree City actively saying YES!

Best regards,



Joseph Martinez
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