



GWINNETT COUNTY

Community Revitalization Incentives/Strategies Policy

Gwinnett County's strategy for revitalizing the community consists primarily of policies contained within the formal Comprehensive Plan which establish redevelopment strategies, incentives and bonuses for reuse of buildings, greyfield redevelopment and brownfield development. The policies are supplemented by active county support of organized community improvement programs and application of marketing strategies for targeted sites by the Gwinnett County Chamber of Commerce.

The Department of Planning and Development conducted a general analysis of its jurisdiction to determine potential zones for reuse of buildings, site restoration, and environmental remediation with the results documented in the Gwinnett County 2030 Unified Plan. The Unified Plan contains specific policies established within the Short Term Work Plan Program which indicate the strategic actions to be taken by the county through 2014 to promote revitalization including redevelopment incentives/bonuses as follows:

- Policy A.2.1: Institute a Variety of Redevelopment Incentives and Bonuses
- Policy A.2.2: Promote Densification in Specific Areas Designated for Mixed-Use Through TDRs, Rezoning, Increased Infrastructure Capacity
- Policy A.2.3: Use Tax Allocation Districts (TADs)
- Policy A.2.4: Promote Shared Infrastructure Facilities
- Policy A.2.5: Allow "Corner Stores" within Specified Medium/Higher Density Areas as "Floating Zones"

The policies target aging commercial shopping center developments, residential units, and former industrial or manufacturing sites for which the particular replacement uses must be determined. In addition, the Gwinnett County Chamber of Commerce actively assists in marketing sites in areas identified as favorable for reuse and restoration by offering revitalization incentives.

The study of revitalization for several years by a task force comprised of local business leaders and citizens concluded with recommendations to the Gwinnett County Board of Commissioners to support the formation and operation of Community Improvement Districts (CIDs). The Revitalization Task Force determined that community property owners should be involved in the redevelopment and reinvigoration of revitalization areas. Consequently, several CIDs are in operation within Gwinnett County which has successfully facilitated many improvements within a relatively short time frame.

The Atlanta Regional Commission (ARC) Livable Centers Initiative (LCI) program is a key tool that enables small concentrated areas and corridors to apply for funding that aids in accomplishing redevelopment goals. Gwinnett County supports and participates in the LCI process. The Foster Redevelopment map in the Unified Plan indicates the locations of existing LCI areas that have been identified as needing redevelopment.

Documentation:

Policies within Theme 2 of the Unified Plan include:

- Policy A.2.1: Institute a Variety of Redevelopment Incentives and Bonuses
- Policy A.2.2: Promote Densification in Specific Areas Designated for Mixed-Use Through TDRs, Rezoning, Increased Infrastructure Capacity
- Policy A.2.3: Use Tax Allocation Districts (TADs)
- Policy A.2.4: Promote Shared Infrastructure Facilities
- Policy A.2.5: Allow “Corner Stores” within Specified Medium/Higher Density Areas as “Floating Zones”

Examples of Implementation:

1. Policies A.2.1 thru A.2.5 of the Unified Plan are available for review on the Gwinnett County web site located at *www.gwinnettcounty.com*.
2. Examples of revitalization are contained in the Unified Plan under Theme 2. This long-range, comprehensive document was adopted on February 17, 2009 by the Gwinnett County Board of Commissioners as a guide for growth in the county for the next 10 years.
3. The Short Term Work Program for 2009 – 2014 includes two policies specifically focused on revitalization and redevelopment.