



Reclaim, Reconnect, Reimagine, and Revive Gwinnett Place Mall

Emerging Themes





What is Reclaim Gwinnett Place Mall?

Gwinnett County purchased the Gwinnett Place Mall site to transform it into a **unique regional destination**.

The County's vision for this area is one of **equitable redevelopment**, which ensures that the future of the Gwinnett Place Mall area be will one where **surrounding residents, businesses, and employees** share in its growth and feel included.

What is Reclaim Gwinnett Place Mall?

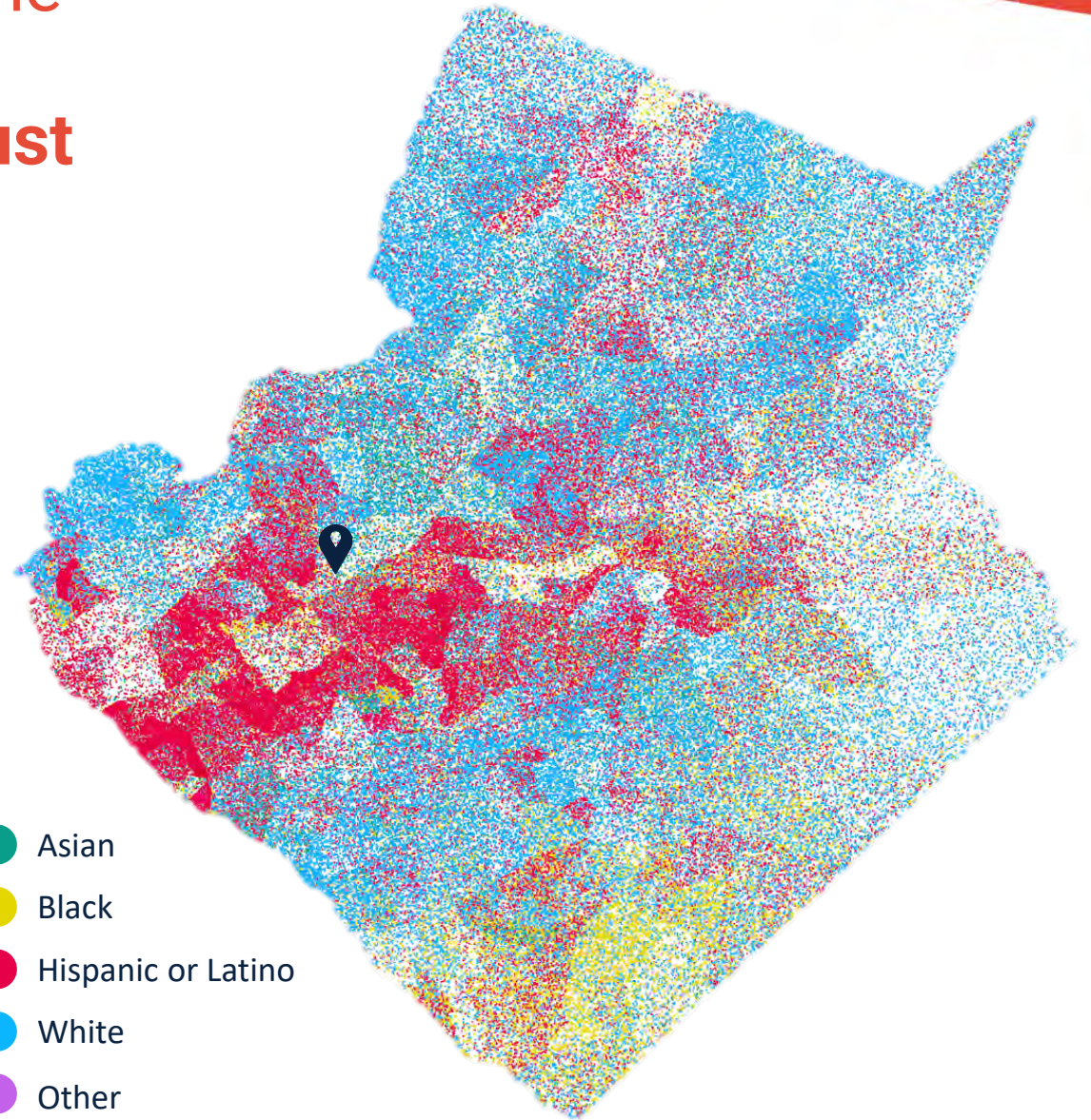
Community members in the area are invited to share their **vision for an equitable future for Gwinnett**, as well as ideas for addressing community needs while building on important experiences that already exist in the neighborhood.



Gwinnett Place Mall is in one of the most diverse areas in Gwinnett.
An equitable plan for the mall must ensure the needs of surrounding communities are central.

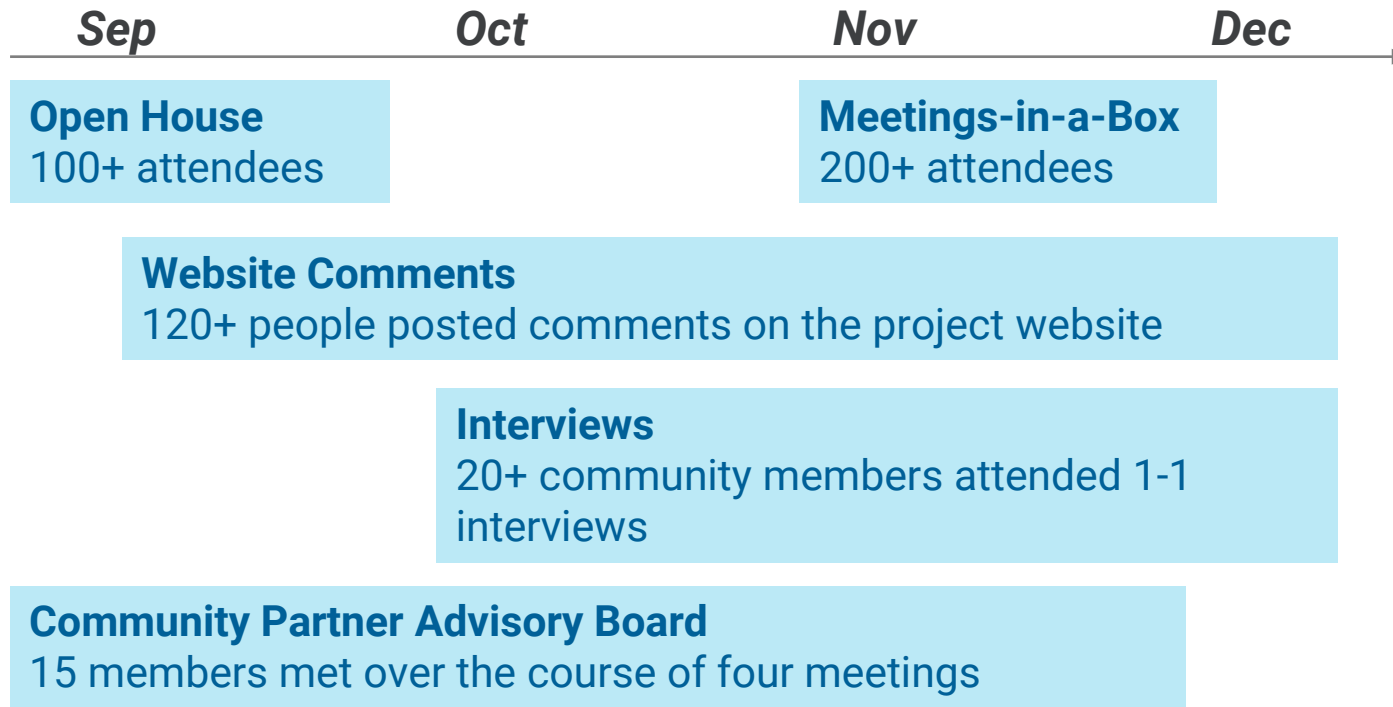
This map depicts Gwinnettians' racial and ethnic demographics as of 2019. Each dot represents five Gwinnettians.

Source: U.S. Census Bureau (2019). 2015-2019 American Community Survey. "Other" category includes American Indian and Alaska Native; Native Hawaiian and Other Pacific Islander; and those who identify as belonging to two or more racial groups, or all other racial groups.





To date, nearly 500 community members have shared their vision for the mall.

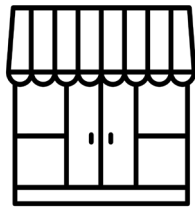


Community voices have identified five themes that will help guide the mall's future.



Housing

Ensure existing residents of the Gwinnett Place area can remain in the area and share in the benefits of redevelopment



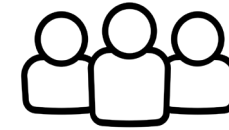
Small Businesses

Offer existing businesses in the Gwinnett Place area new opportunities to grow and thrive



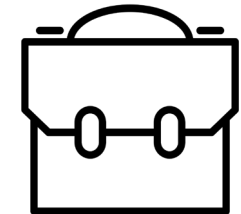
24/7 Destination

Become a vibrant, regional destination that generates financial prosperity for communities and the County



Neighborhood Services

Support existing and new Gwinnettians as the County grows and becomes increasingly diverse



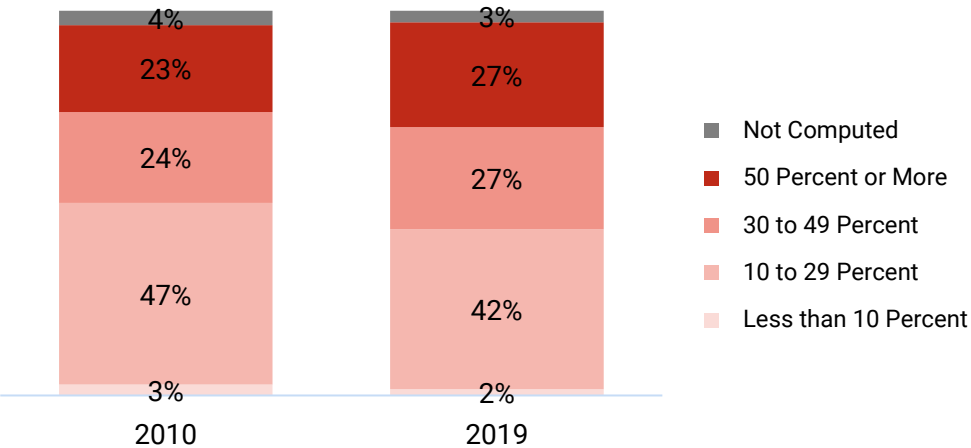
Jobs

Generate jobs for Gwinnettians that enable them to support themselves and their families

Housing: Current Challenges

Residents around the Gwinnett Place Mall are spending more out of their income on rent compared to 10 years ago and are facing growing displacement risk.

Gross Rent as Percentage of Household Income in the Gwinnett Place Mall area*



*“Actual real affordable housing. The definition has been stretched. **Affordable for whom?** We need actual thresholds. Needs to be made real and plentiful.”*

- National Asian Pacific American Women’s Forum, via Interview

*Gwinnett Place Mall area includes all census tracts within a two-mile radius around the mall. Source: U.S. Census Bureau

Housing: Possible Approaches



Housing

Ensure existing residents of the Gwinnett Place area can remain in the area and share in the benefits of redevelopment

1

Support existing residents to **stay in their homes.**

2

Create **new affordable housing** in the redeveloped mall area.

3

Support Gwinnett residents who are **experiencing homelessness.**



Do these strategies feel right to you and your community?

What other ideas would you like to share?

Small Business: Current Challenges

88%

In 2019, 88 percent of all businesses in Gwinnett were small businesses with fewer than 100 employees.

-32%

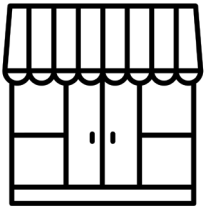
Due to COVID-19, the number of small businesses in Gwinnett decreased by 32 percent compared to the start of the pandemic.

*"There is a **high barrier to entry to start a business as a minority**. More support should be given to small businesses that runs the economy in Gwinnett."*

- Gwinnett Visibility Club via Interview

Source: Gwinnett Chamber of Commerce; Opportunity Insights

Small Business: Possible Approaches



Small Businesses

Offer existing businesses in the Gwinnett Place area new opportunities to grow and thrive

1

Provide **technical assistance**, in multiple languages, for business owners receiving permitting and licensing, accessing loans, etc.

2

Encourage small businesses to **operate on the redeveloped mall site**.

3

Protect small businesses around the mall from **displacement**.



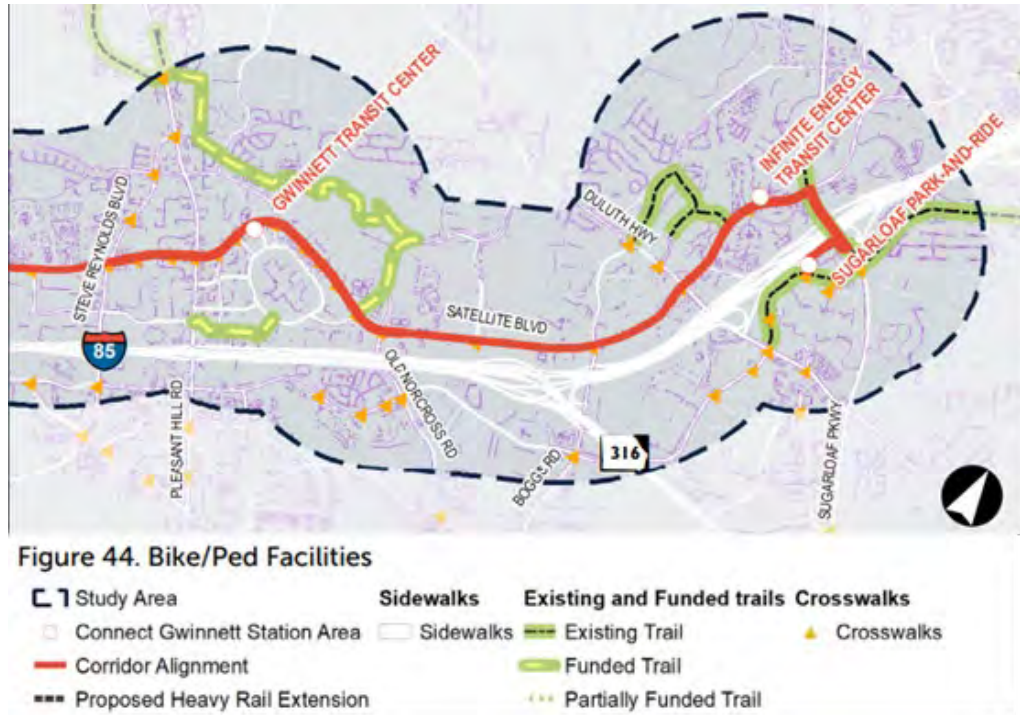
Do these strategies feel right to you and your community?

What other ideas or needs would you like to share?



Gwinnett

24/7 Destination: Community Needs



"I would design a walkable community with lots of greenspace, community gardens, highlighting green infrastructure and our connection with nature. ...

Also, the redevelopment will preserve the small international businesses and the rich immigrant culture this area is known for. ...

Connect trails to McDaniel Park, Duluth downtown, and future parks and trails. Offer large transit options to replace driving culture."
– website comment

Source: Satellite Blvd to Jimmy Carter Blvd BRT Study

24/7 Destination: Possible Approaches



24/7 Destination

Become a vibrant, regional destination that generates financial prosperity for communities and the County

1

Create a **walkable, bikeable** site with ample **greenspace**.

2

Celebrate the **cultural diversity** of Gwinnett and **be active day and night**.

3

Invest in **public transit** to attract regional visitors to the Mall.



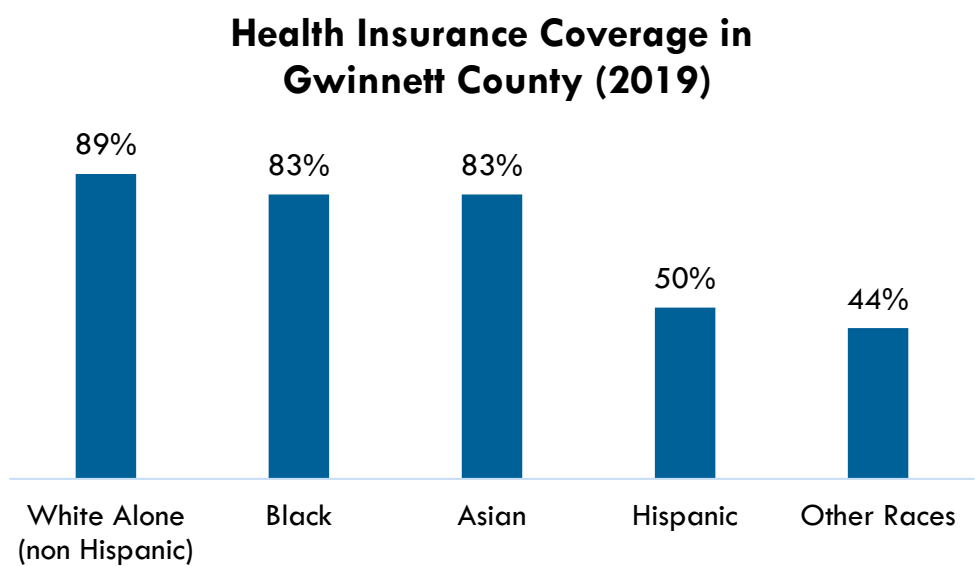
Do these strategies feel right to you and your community?

What modes of public transit do you hope to see in this area?

Where should transit connect people to and from?

Neighborhood Services: Current Challenges

Diversity is one of Gwinnett’s best strengths and what makes the county competitive, regionally and nationally. Currently, barriers in access to basic services — healthcare, food, childcare, and many others — limit some Gwinnett residents' ability to thrive.



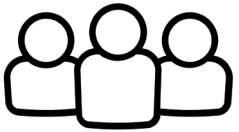
Source: Gwinnett Community Health Needs Assessment



*"As an immigrant Black female who was a single mom for a good while, I can't imagine how single parents can afford to live in Gwinnett, **pay for before and/or after school care, and transport children to extracurricular activities** without any family in town."*

- Open House participant

Neighborhood Services: Possible Approaches



Neighborhood Services

Support existing and new Gwinnettians as the County grows and becomes increasingly diverse

Dedicate space within the redeveloped mall to **provide community services, in multiple languages:**

- **Affordable childcare and programming for youth**, including educational and recreational activities.
- **Services for seniors**, with transportation for those without access to cars or public transportation.
- **Services for immigrants**, including support with obtaining ID, ESL programs, finding housing, etc.
- **Support with accessing healthcare**, including dental and mental health services, vaccinations.
- **Support with food access**, including enrolling residents in SNAP benefits, emergency food distribution.
- **Job training and skill building.**



Do these strategies feel right to you and your community?

What other ideas would you like to share?

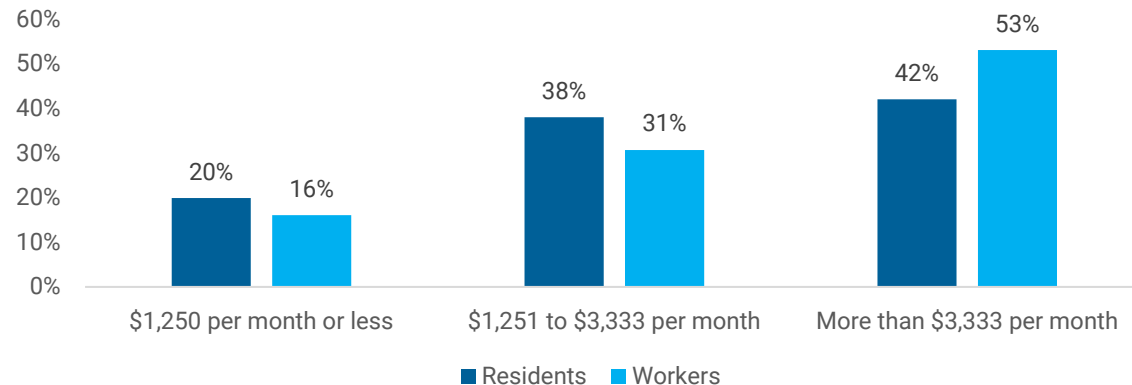
Jobs: Current Challenges

Most residents near the mall work outside of the area and have lower-paying jobs than those offered near the mall.

93%

of people who **work** near the mall **live** elsewhere.

Jobs by Earnings (2018)



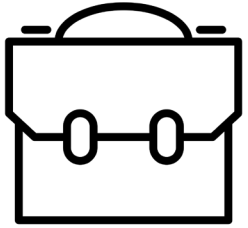
According to the 2019 Gwinnett Community Health Needs Assessment:

Hispanic residents felt that “there were **not enough jobs in the county** and that the jobs that were available were minimum wage...

This created a problem with affordable housing because the cost of rent and utilities goes up every year; **the wages don’t keep up with the cost of living**. The comment was made that undocumented people in the community usually only made minimum wage.”

Source: LEHD OnTheMap, 2018.

Jobs: Possible Approaches



Jobs

Generate jobs for Gwinnettians that enable them to support themselves and their families

1

Use mall redevelopment to **bring quality jobs** on the site.

2

Provide new training and workforce development opportunities for residents.

3

Around the mall site, create **new jobs in growing industries** that will provide jobs to nearby community members.



Do these strategies feel right to you and your community?

What type of jobs or industries do you hope to see in the area?

What jobs are the students in Gwinnett interested in pursuing?