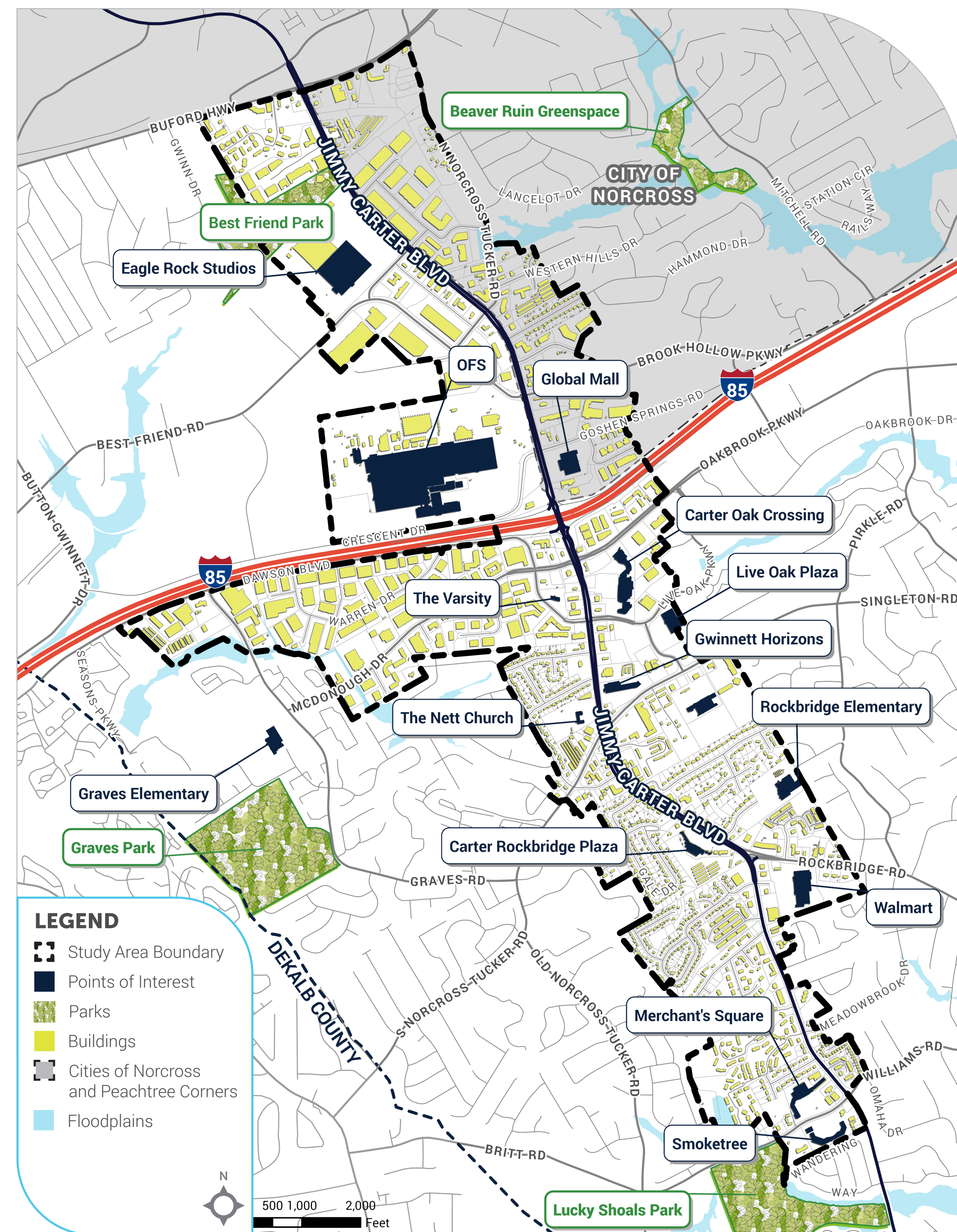


Welcome!

Jimmy Carter Boulevard Small Area Plan

Study Area



ABOUT THE PROJECT

The Jimmy Carter Boulevard Small Area Plan will set a vision for how this area should improve over the next 20 years. This small area plan will guide future development policies and infrastructure investments, fostering vibrant communities that attract residents, visitors, and unique experiences.

KEY THEMES

The plan will focus on four themes to keep in mind as you make your way through the activities:

REDEVELOPMENT

Explore how development can support new amenities.



INFRASTRUCTURE

Design improvements for mobility, stormwater, and other systems.



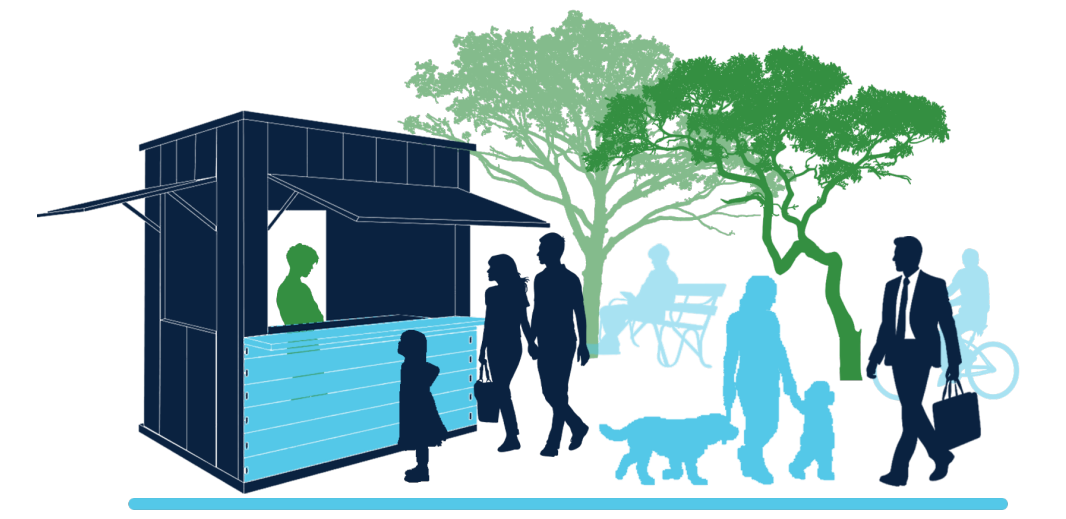
PLACEMAKING

Honor the area's diversity and create a cohesive sense of place.



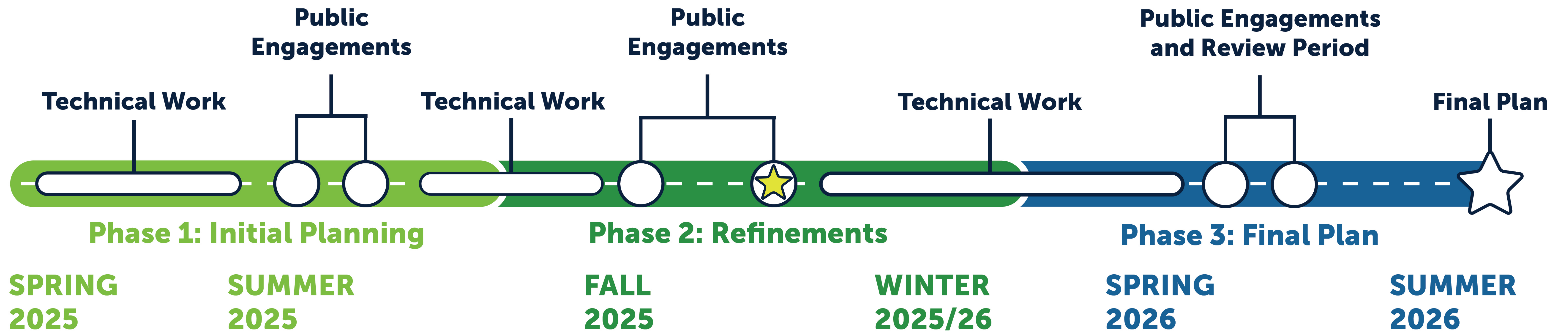
RESOURCES & OPPORTUNITY

Add resources and opportunities that will enable residents to thrive.



Timeline

Jimmy Carter Boulevard Small Area Plan



Phase 1 Goal

Understand the main challenges, opportunities, and potential improvements desired by community members.

Previous engagements:

- Community Advisory Committee Meeting 1
- Stakeholder Interviews and Focus Groups
- Community Pop-Up Event
- Community Kickoff Meeting

Phase 2 Goal

Build the vision for the study area’s future, present first drafts of recommendations, and incorporate community feedback.

Key Engagements:

- Community Pop-Up Park Event
- CAC Meeting 2
- Stakeholder Interviews and Focus Groups
- ★ Community Design Open House

Phase 3 Goal

Demonstrate how community feedback has shaped the final recommendations and build support for the plan’s implementation.

Key Engagements:

- CAC Meeting 3
- Plan Recommendations Open House
- Online Exercise

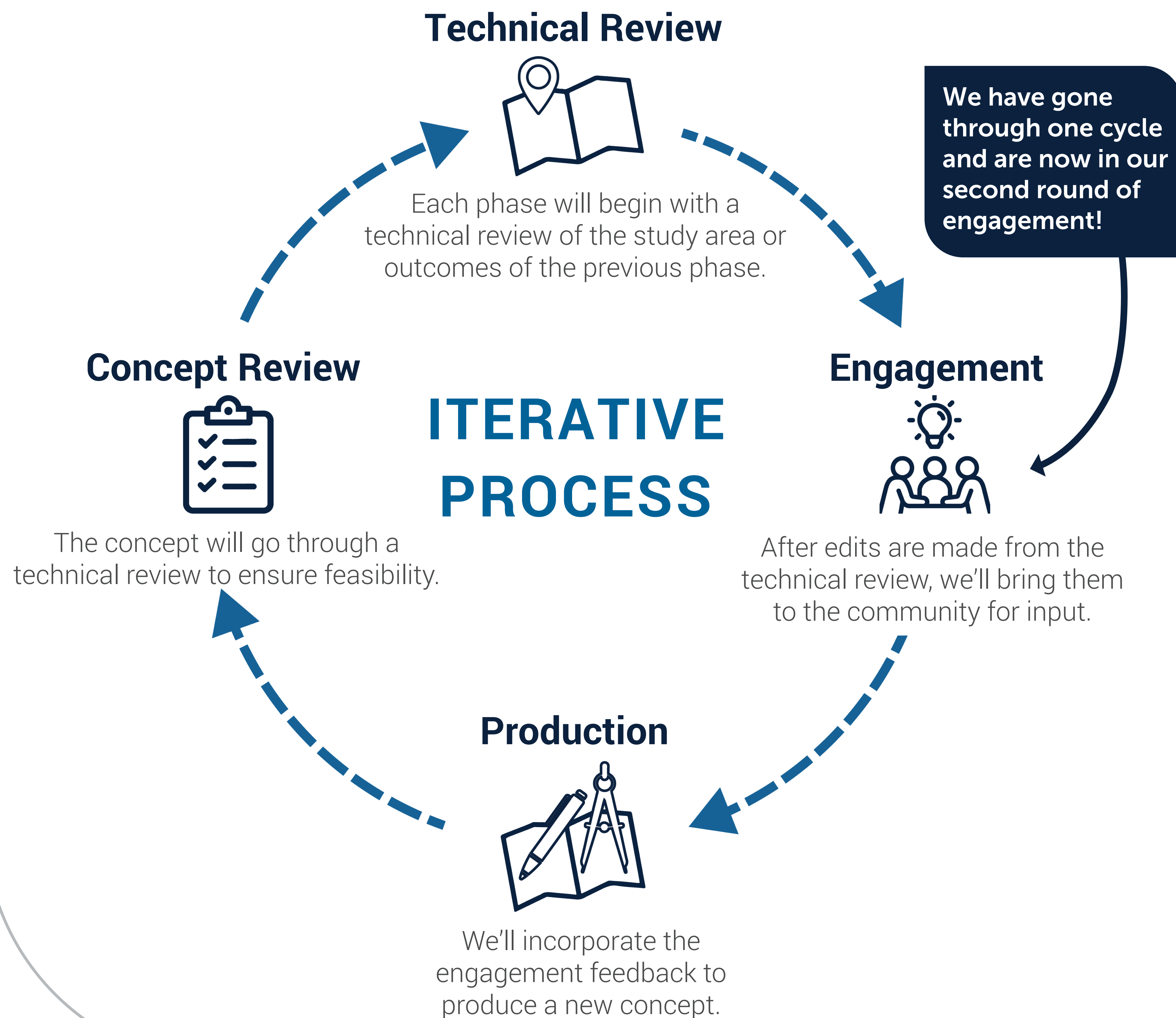
★ We are here!



Process

Unique Approach

Jimmy Carter Boulevard needs a creative planning approach. Throughout this process, we will seek community feedback. The diagram below captures the actions the steps in each part of the plan, which will be repeated three times.



IMAGINE THIS AREA 20 YEARS FROM NOW, REDEVELOPED AND IMPROVED. WHAT'S ONE THING YOU WOULD LOVE TO SEE?

Place a sticky note in the space below!

LEARN MORE AND STAY IN TOUCH

GwinnettCounty.com/JimmyCarterPlan



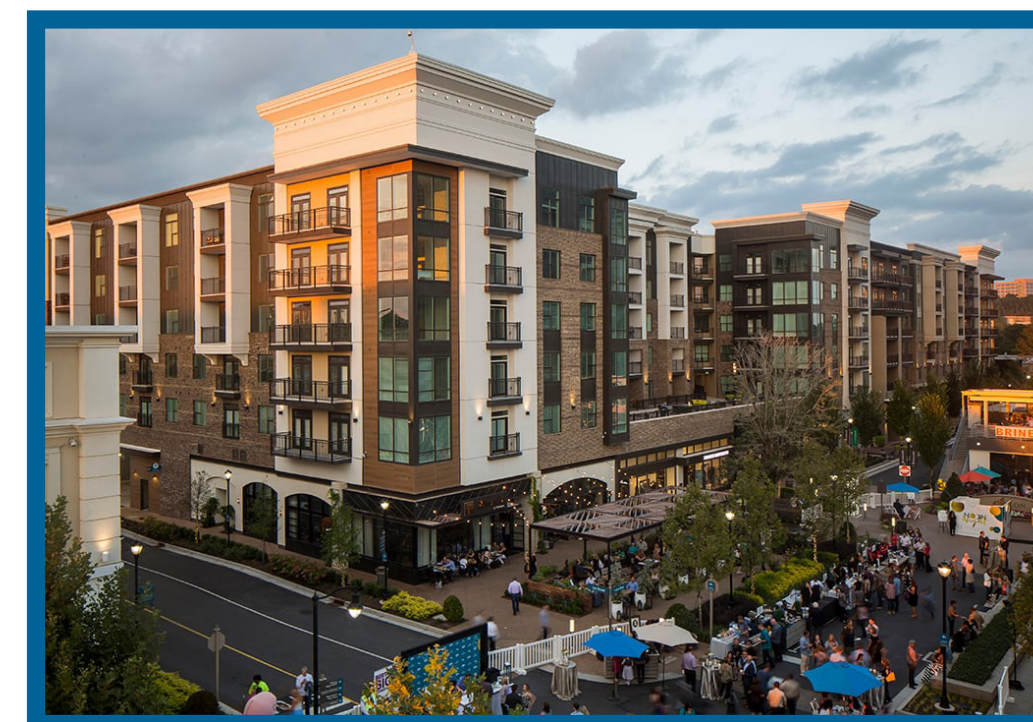
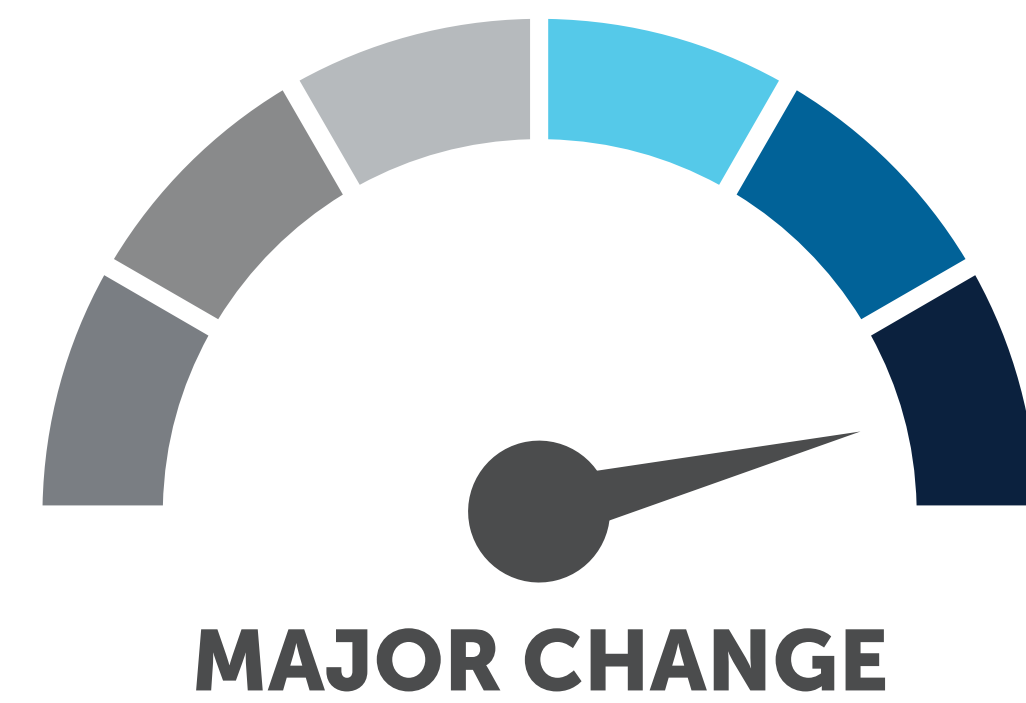
Proposed Visions

What could the future of Jimmy Carter Boulevard look like?

Change Levels

Inspiration Images

VISION 1:
**Transformative
Redevelopment**

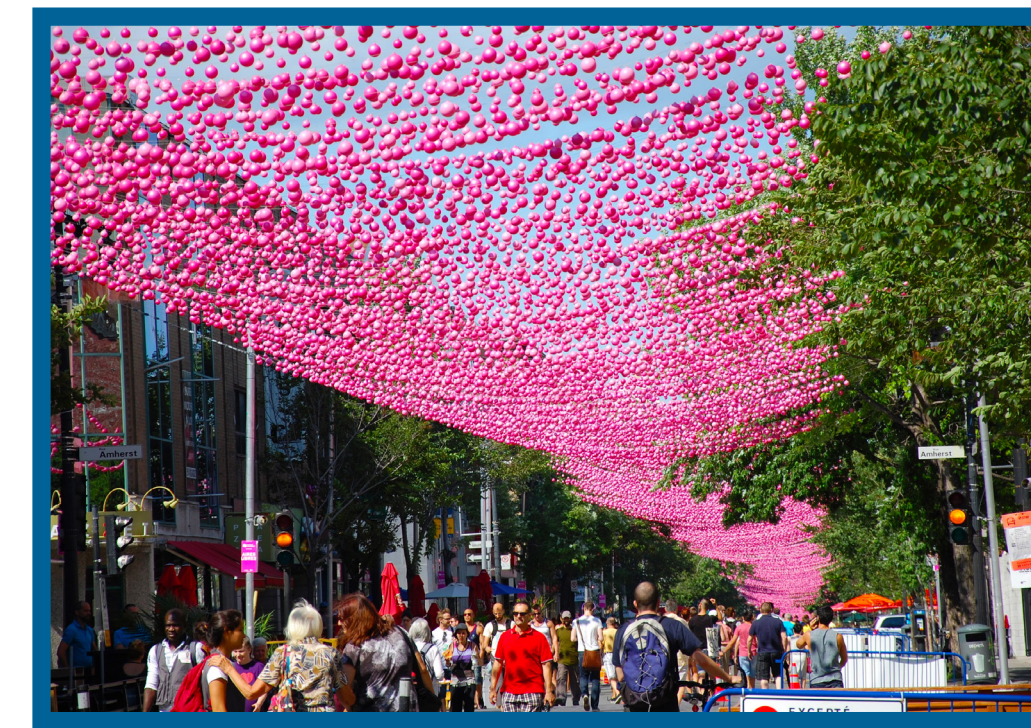


At our first public meeting...

36%

said they would like to see some of this vision

VISION 2:
Global Market



29%

said they would like to see some of this vision

VISION 3:
**Creative
Industry**



17%

said they would like to see some of this vision

VISION 4:
**Supportive
Residential**



We added this fourth vision after hearing from community members!



Vision Trick or Treat

The map shows the areas of Jimmy Carter Boulevard that could change over the next 20 years. With your help, we've applied a vision to each of these areas! Place a **treat sticker** on areas where we got the vision right, and a **trick sticker** where we got it wrong. Let us know what it should be with a sticky note in the comments!

Transformative Redevelopment

Treat - I like this!	Trick - it needs to change!	Comments

Global Market

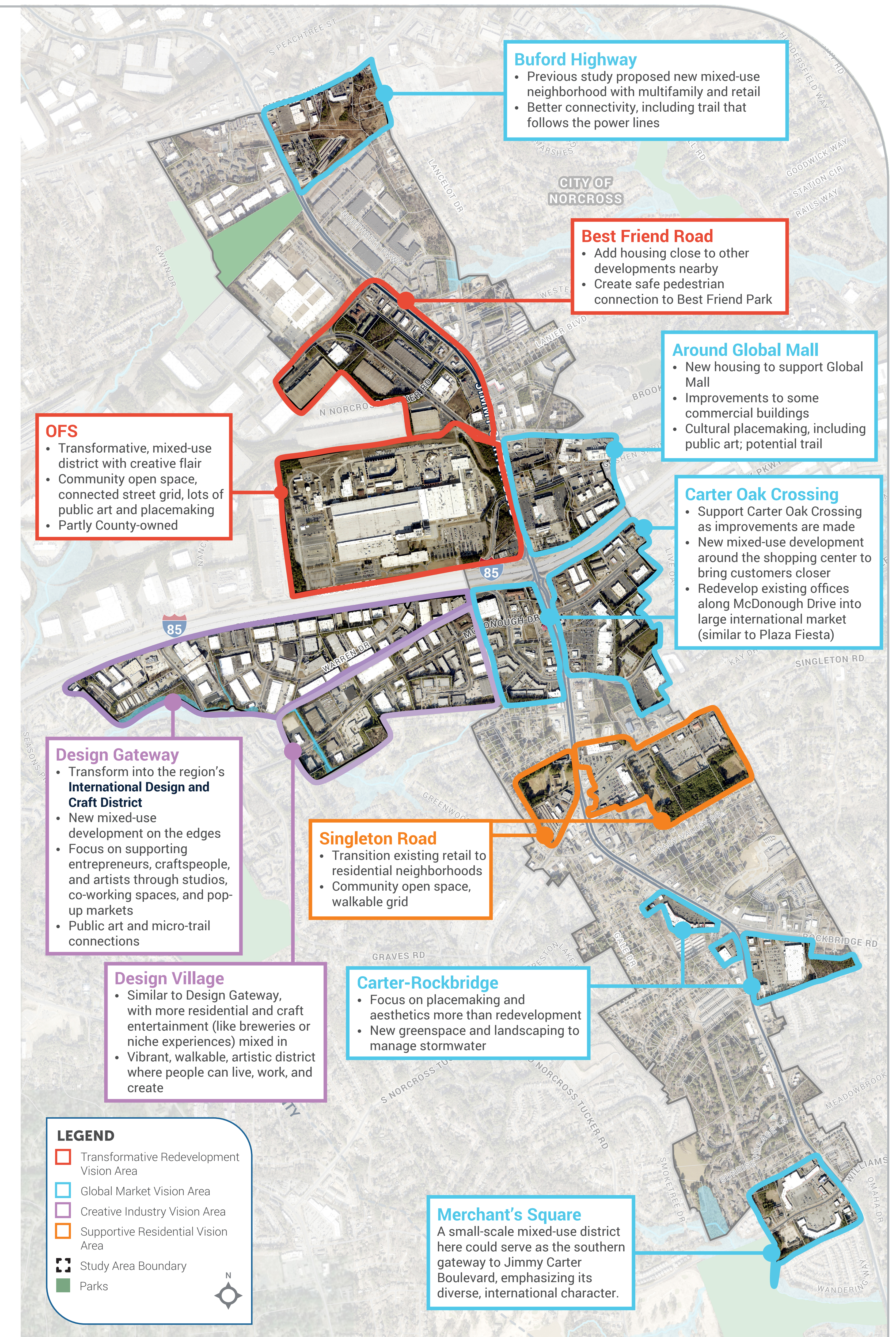
Treat - I like this!	Trick - it needs to change!	Comments

Creative Industry

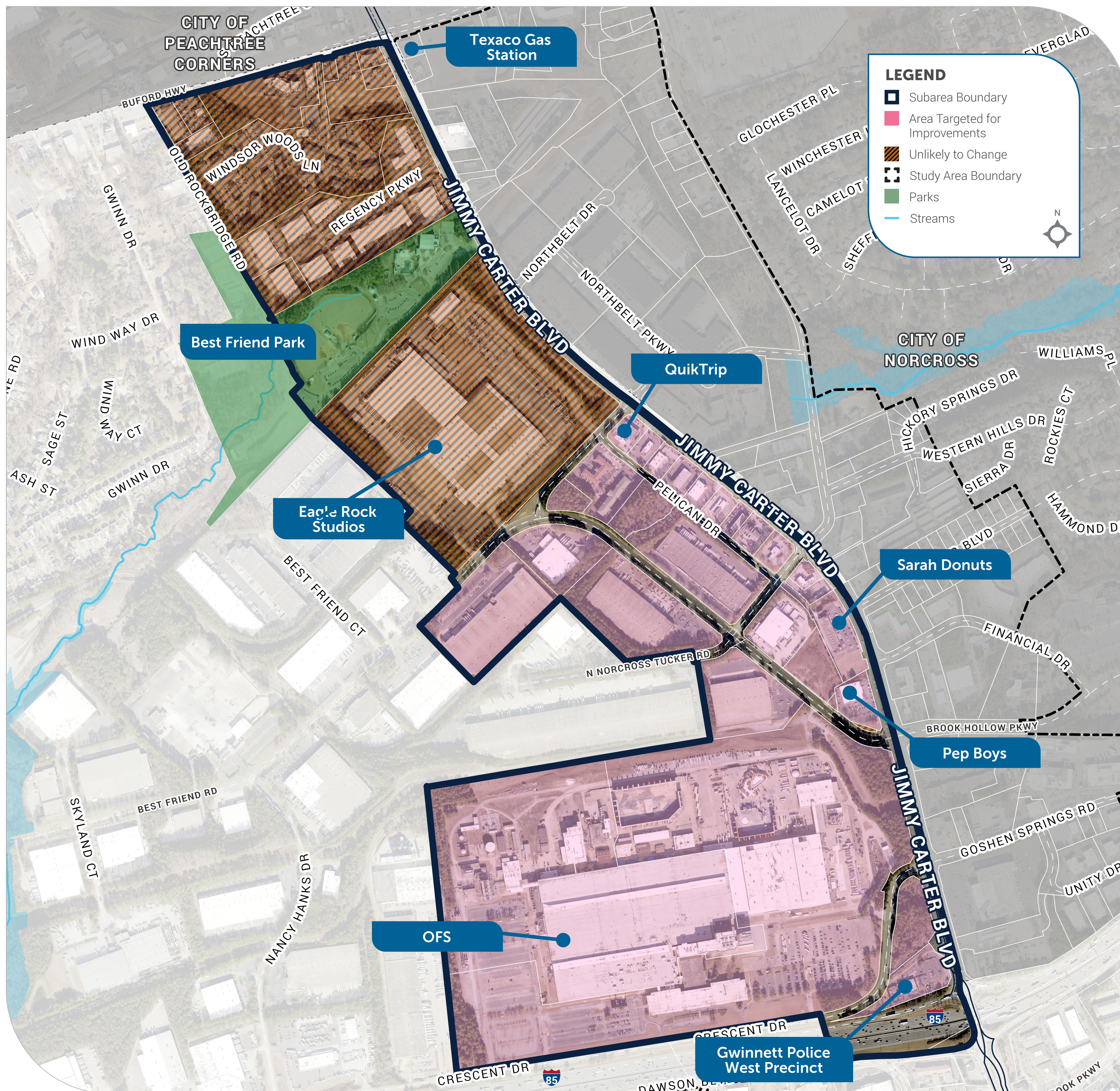
Treat - I like this!	Trick - it needs to change!	Comments

Supportive Residential

Treat - I like this!	Trick - it needs to change!	Comments



OFS and Best Friend Road

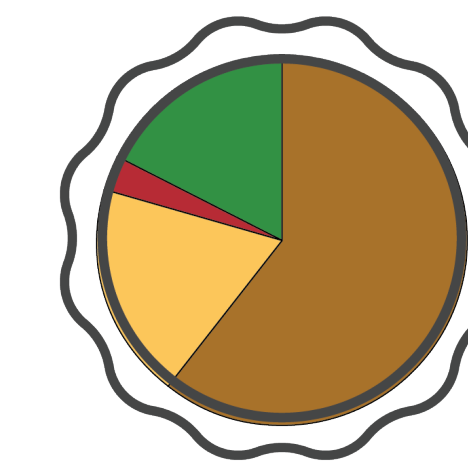


Activity

OFS and the area surrounding it represent the best opportunities for a large-scale, mixed-use district that provides new housing, open space, and retail. **Do you agree? What land uses would improve this area?**

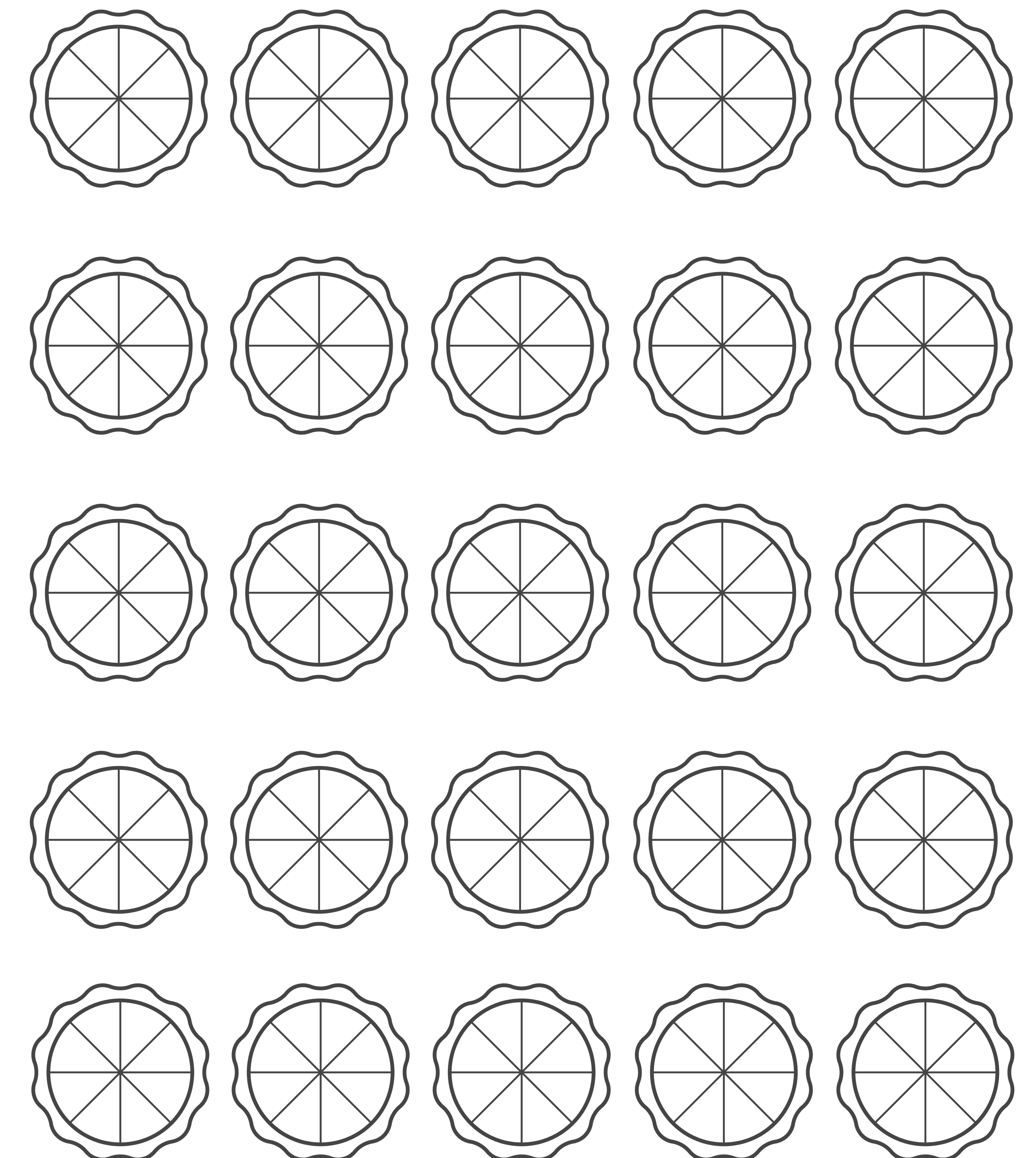
↓ COMPARE OUR LAND USE MIX WITH YOURS

Imagine everything shaded in pink as a pie. How many slices should be set aside for the land uses below? Here are our suggestions—color the pie with your preferences using the pictures for reference.

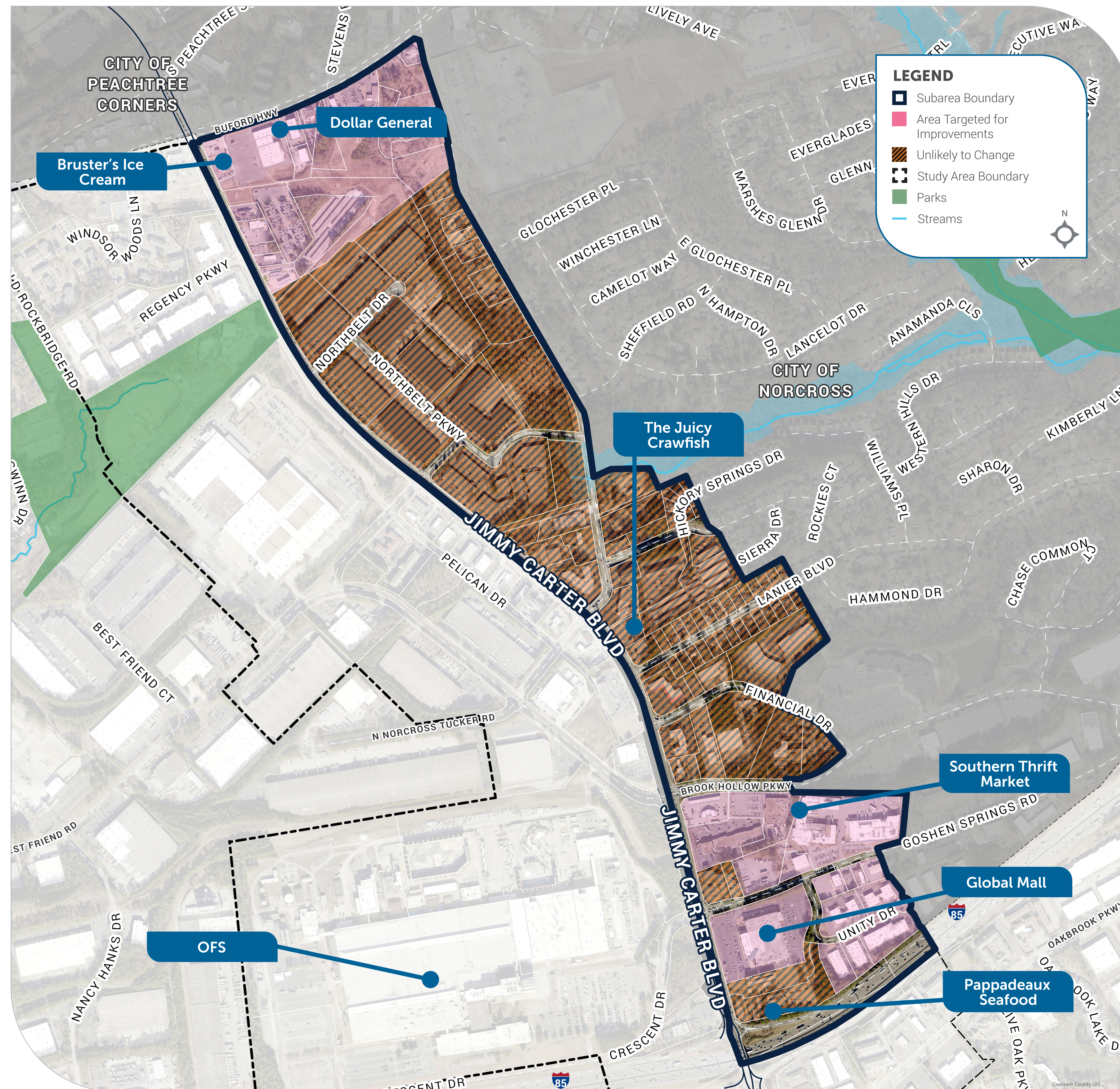


Colors/land uses available (refer to examples on table if you need!):

- Mixed-Use
- Multifamily
- Missing Middle Housing
- Retail/Office
- Open Space
- Craft Industrial



Buford Highway and Global Mall

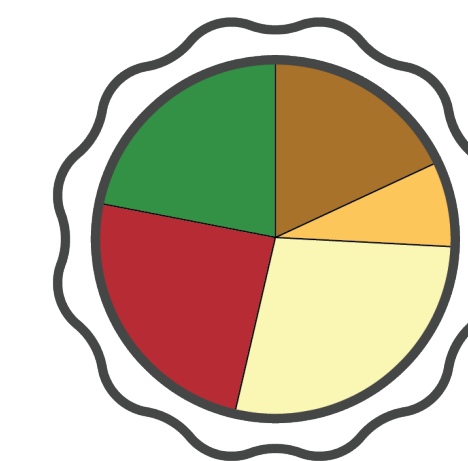


Activity

Two areas are the best locations for improvement here: Buford Highway and Global Mall. **What land uses would improve this area?**

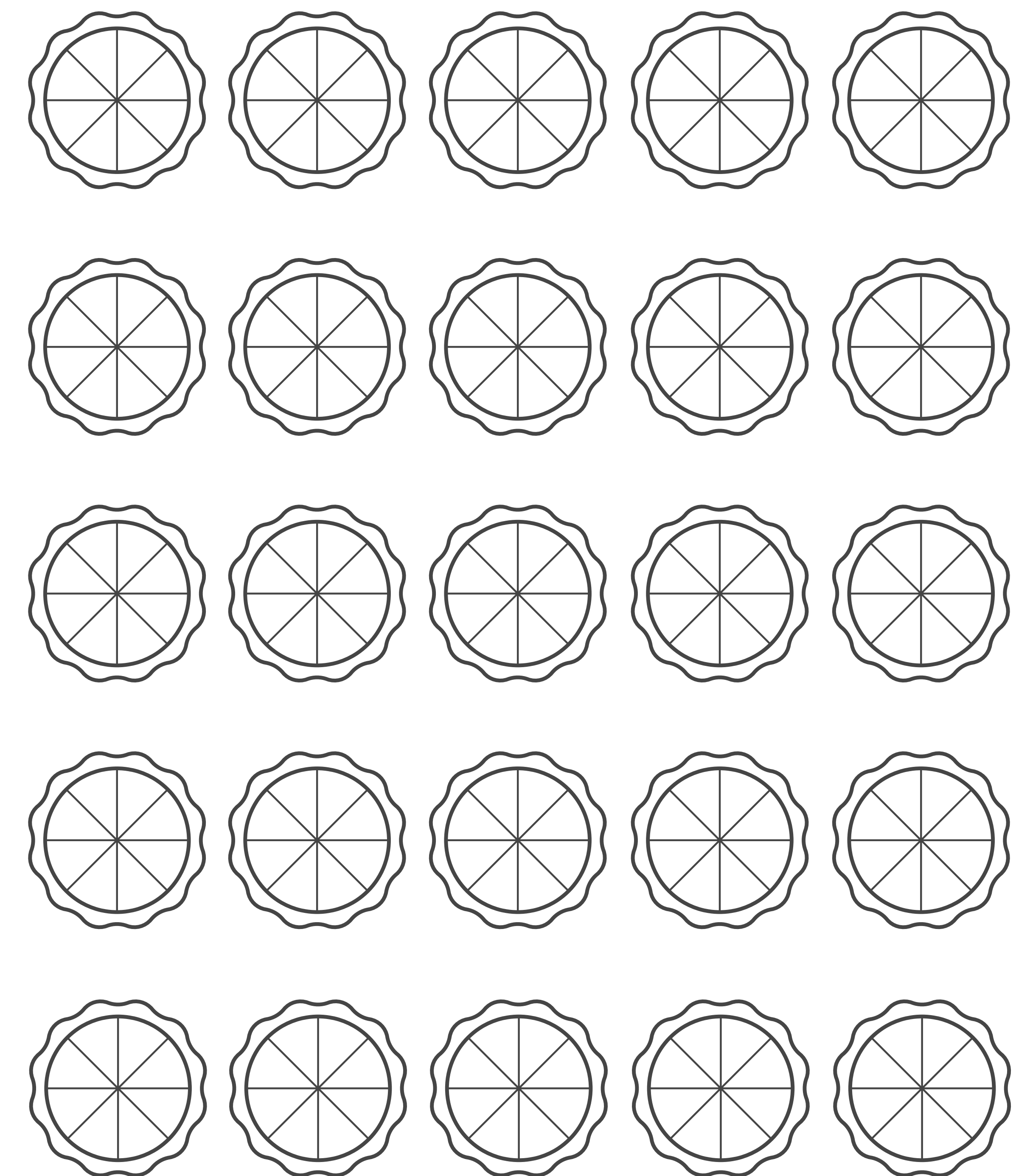
↓ COMPARE OUR LAND USE MIX WITH YOURS

Imagine everything shaded in pink as a pie. How many slices should be set aside for the land uses below? Here are our suggestions—color the pie with your preferences using the pictures for reference.

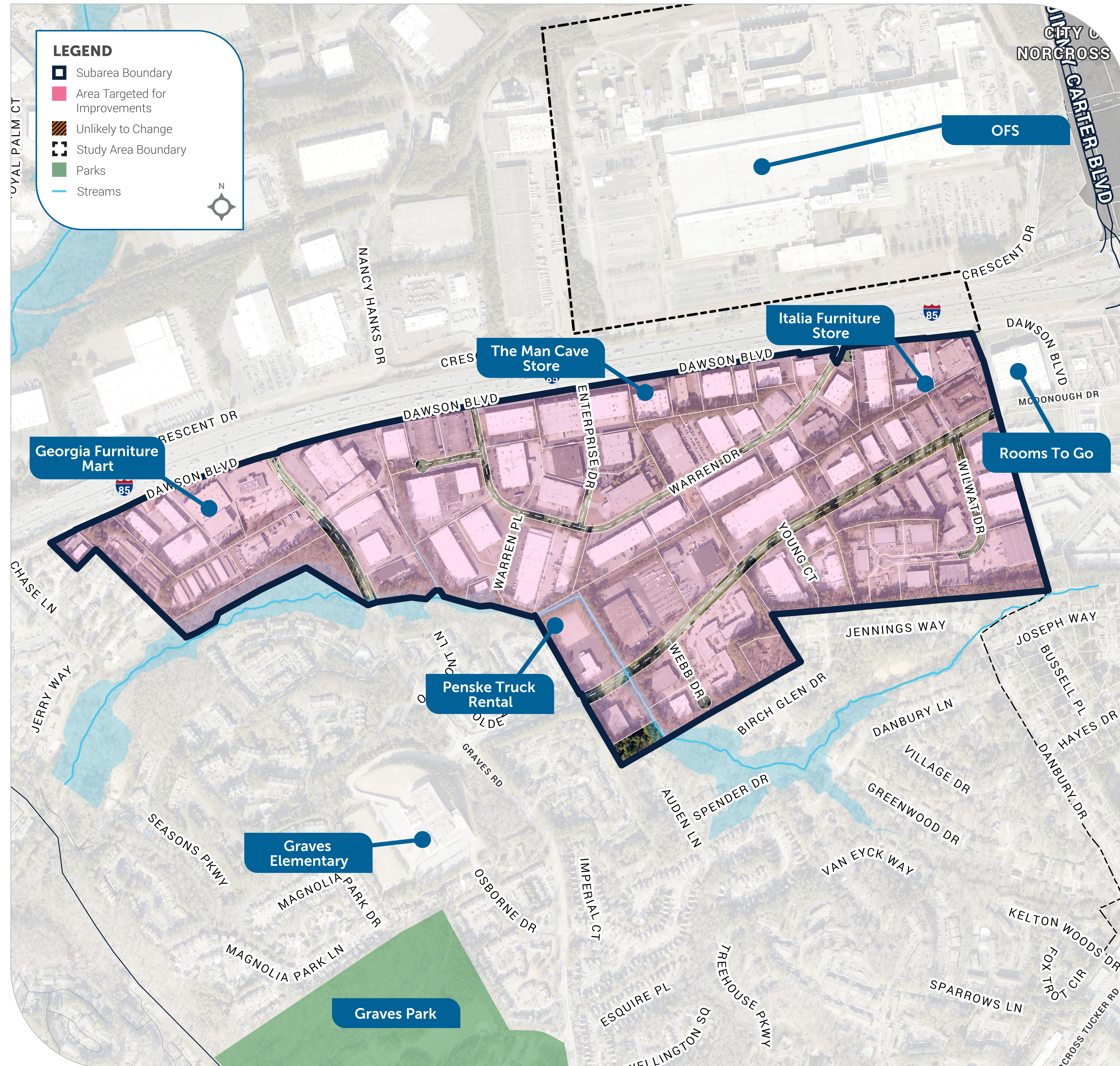


Colors/land uses available (refer to examples on table if you need!):

- Mixed-Use
- Multifamily
- Missing Middle Housing
- Retail/Office
- Open Space
- Craft Industrial



Design Gateway and Design Village

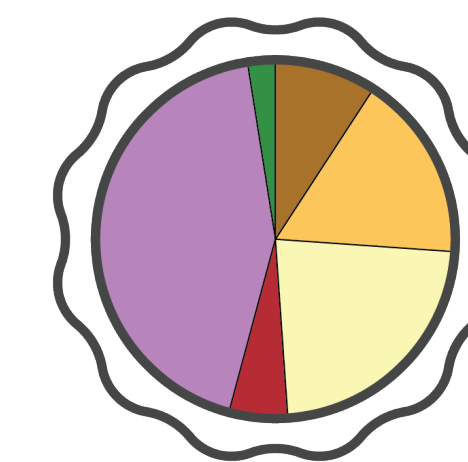


Activity

The Design Gateway and Design Village will support craftspeople and creative industries, while also offering places for artists and others to live and seek entertainment. **What land uses would improve this area?**

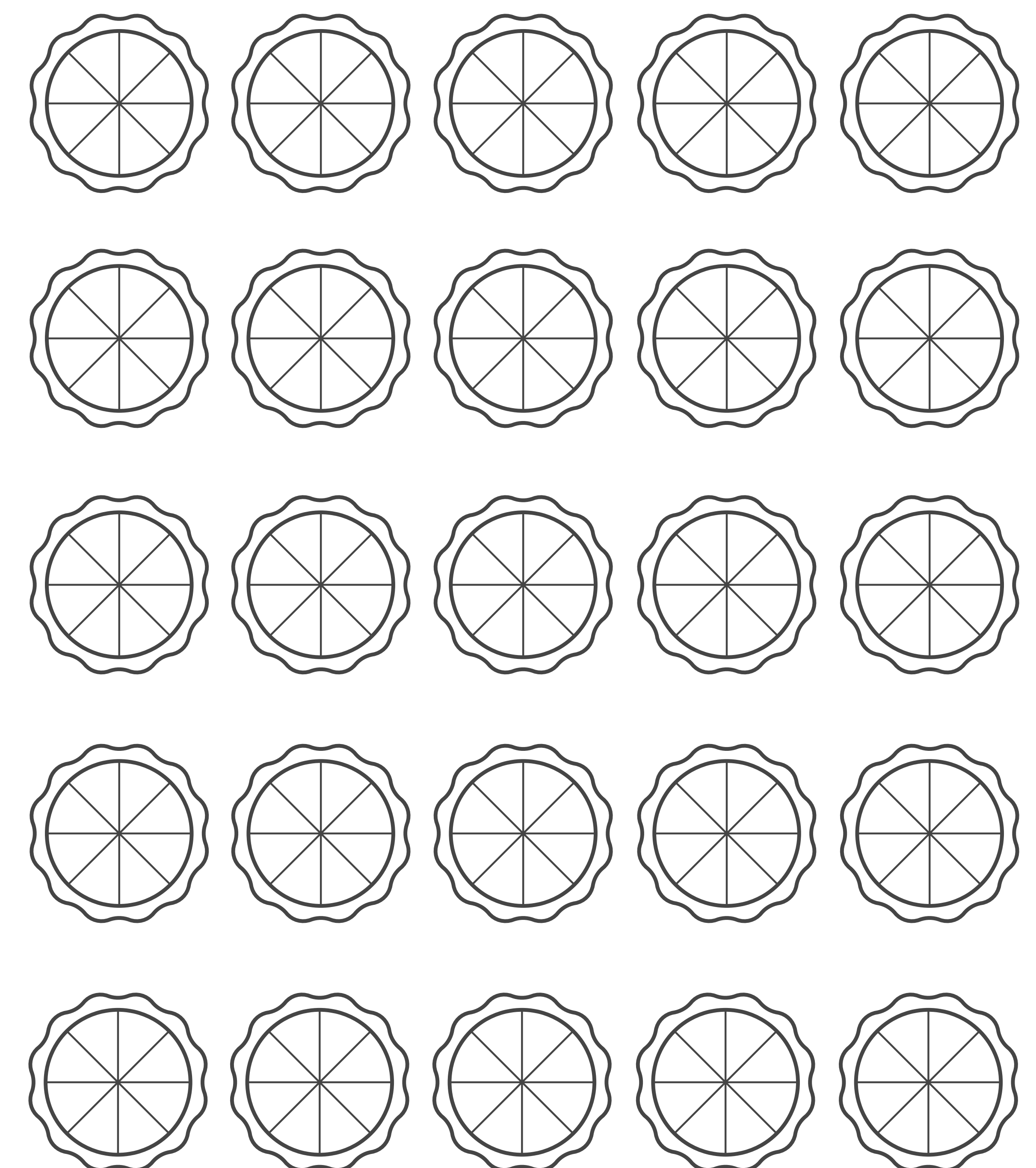
↓ COMPARE OUR LAND USE MIX WITH YOURS

Imagine everything shaded in pink as a pie. How many slices should be set aside for the land uses below? Here are our suggestions—color the pie with your preferences using the pictures for reference.

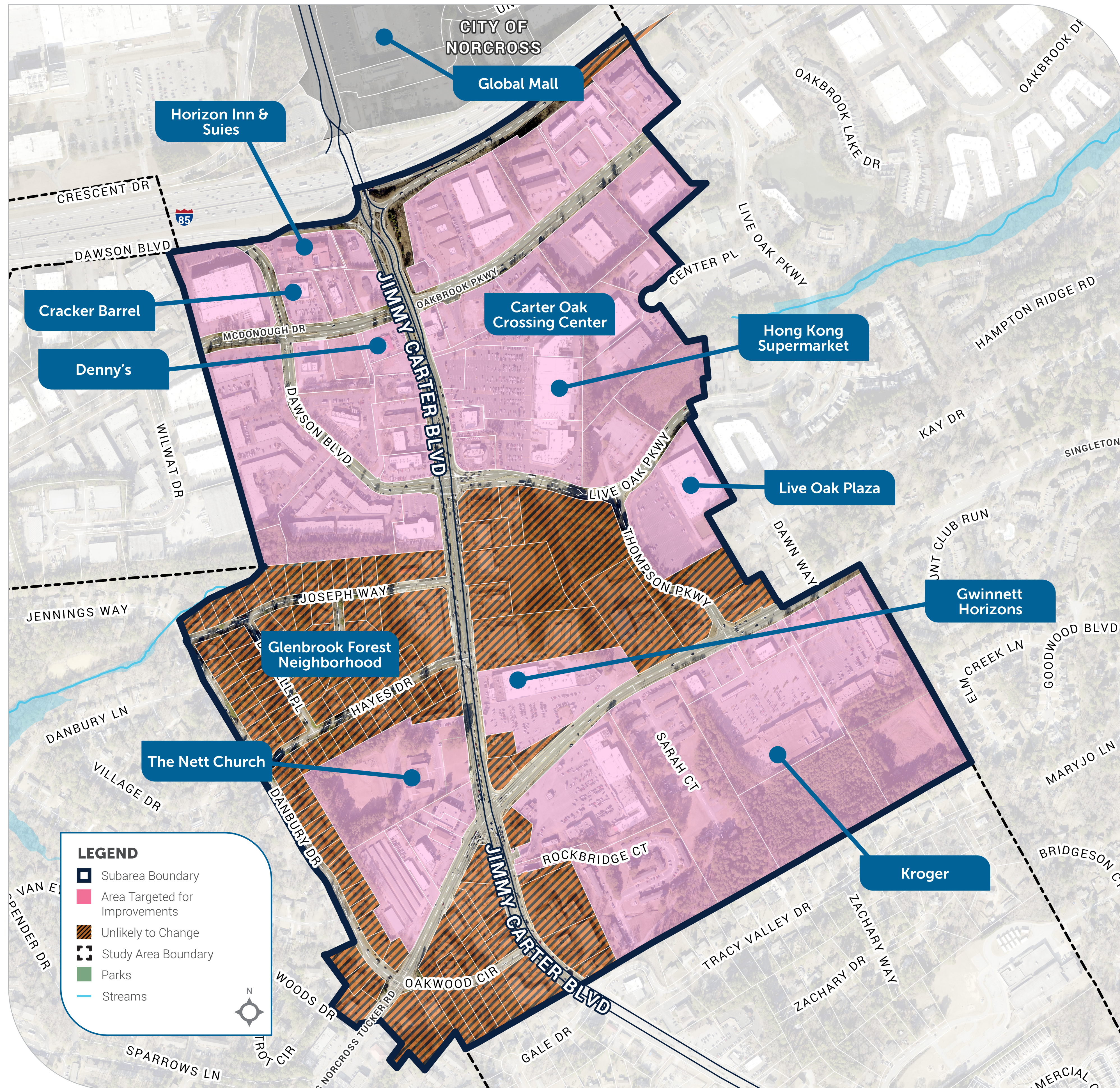


Colors/land uses available (refer to examples on table if you need!):

- Mixed-Use
- Multifamily
- Missing Middle Housing
- Retail/Office
- Open Space
- Craft Industrial



Carter Oak Crossing and Singleton Rd

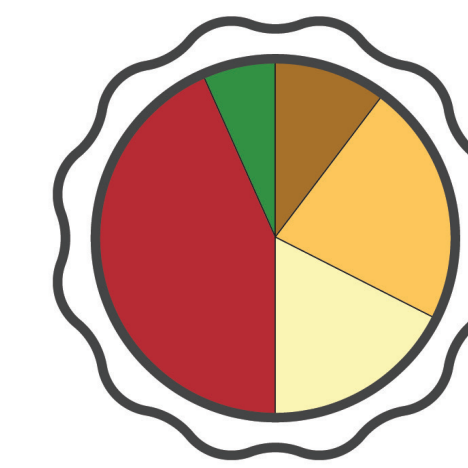


Activity

The stretch of Jimmy Carter Boulevard between I-85 and Singleton Road is one of the study area's busiest places. It includes several beloved businesses and heavy car and foot traffic. **What land uses would improve this area?**

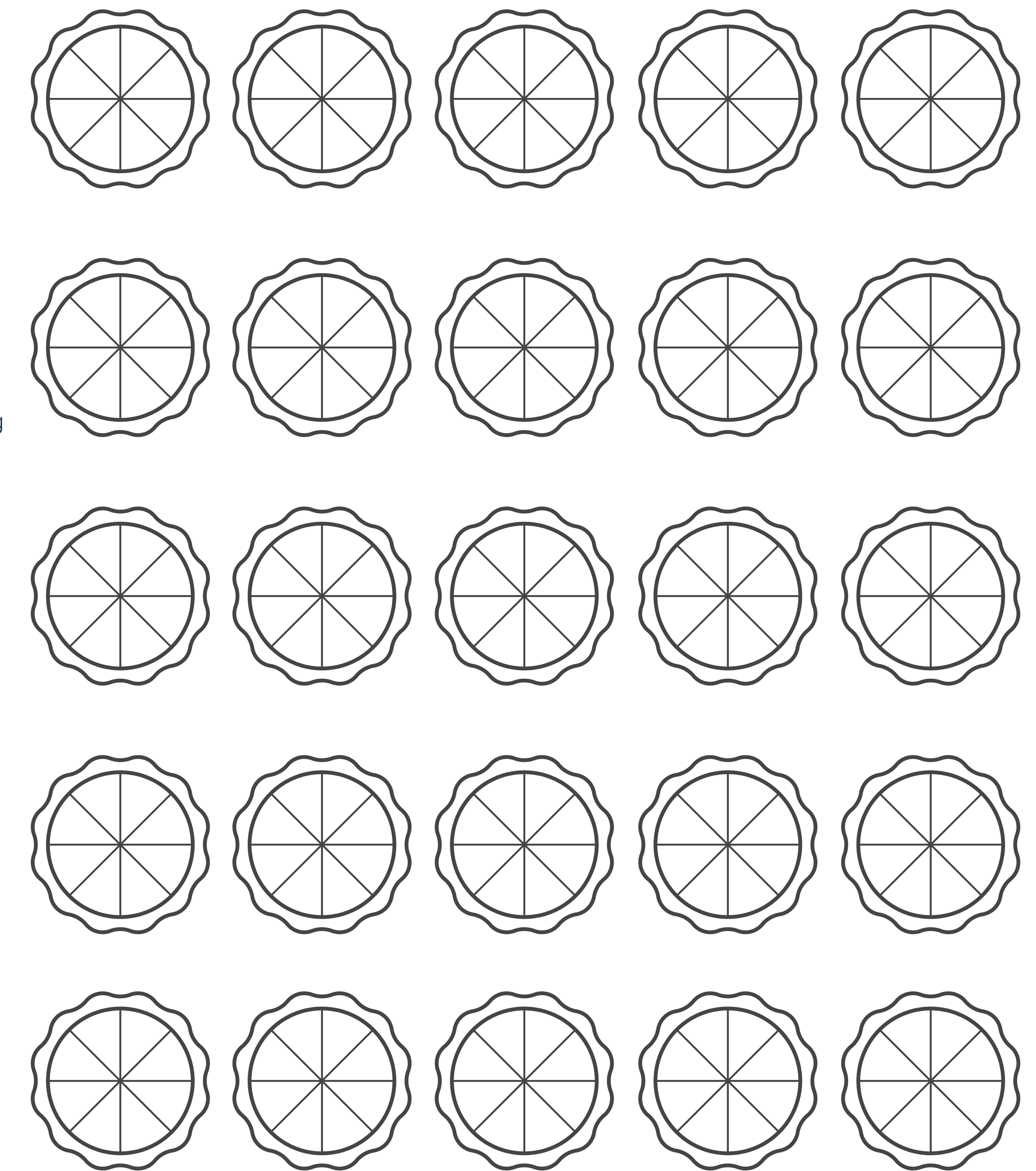
↓ COMPARE YOUR LAND USE MIX WITH OURS

Imagine everything shaded in **pink** as a pie. How many slices should be set aside for the land uses below? Here are our suggestions—color the pie with your preferences using the pictures for reference.

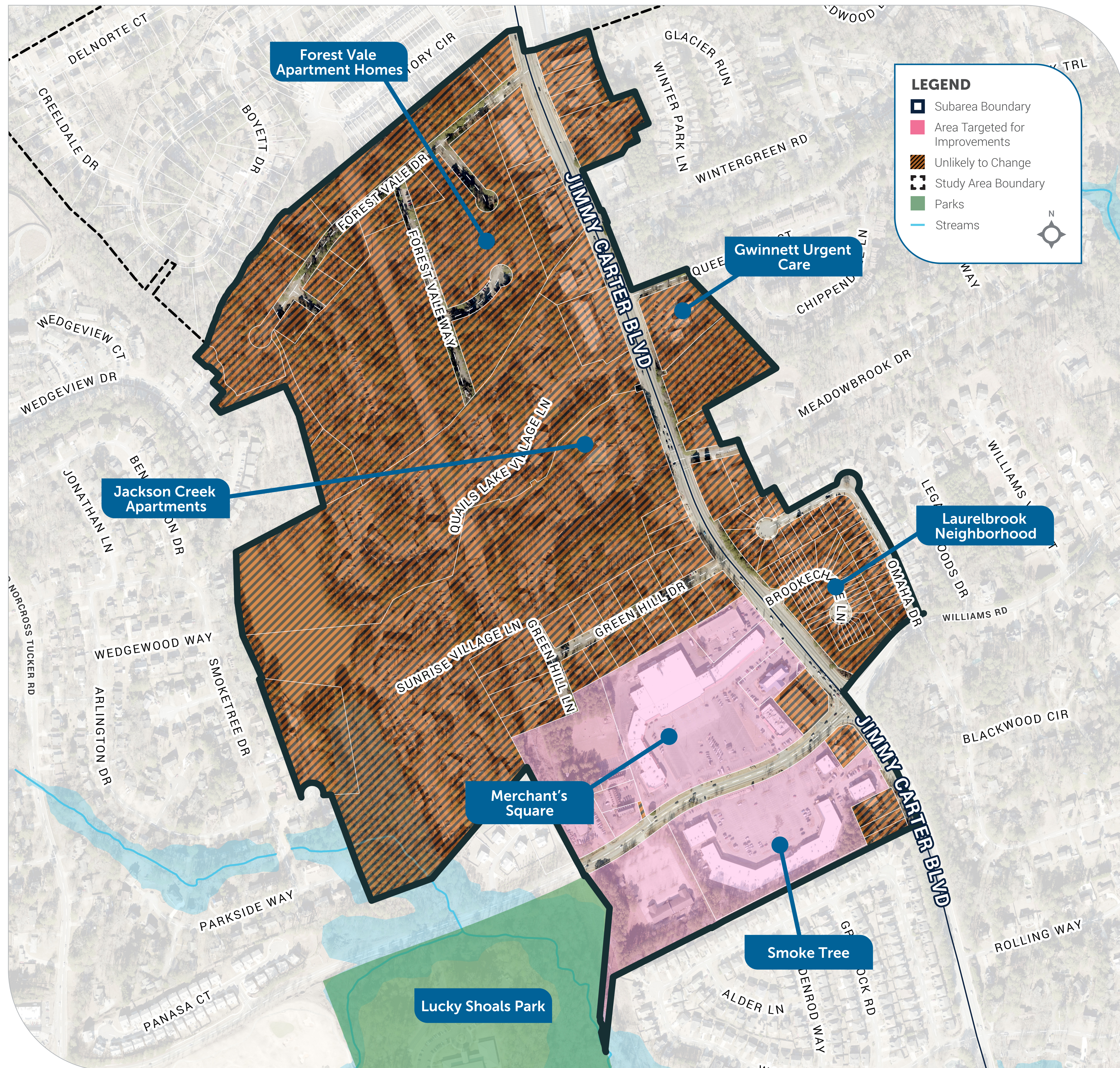


Colors/land uses available (refer to examples on table if you need!):

- Mixed-Use
- Multifamily
- Missing Middle Housing
- Retail/Office
- Open Space
- Craft Industrial



South Jimmy Carter Boulevard

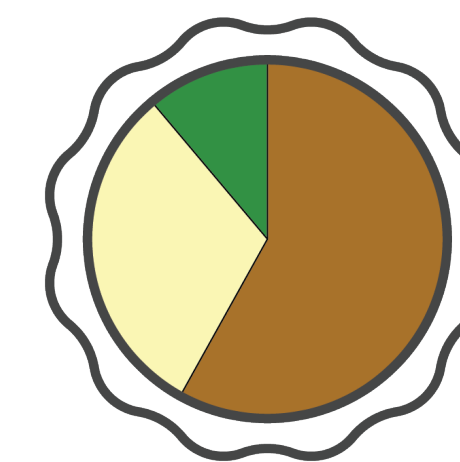


Activity

At the south end of the study area, the Merchant's Square and Smoke Tree shopping centers could provide another gateway to Jimmy Carter Boulevard.
What land uses would improve this area?

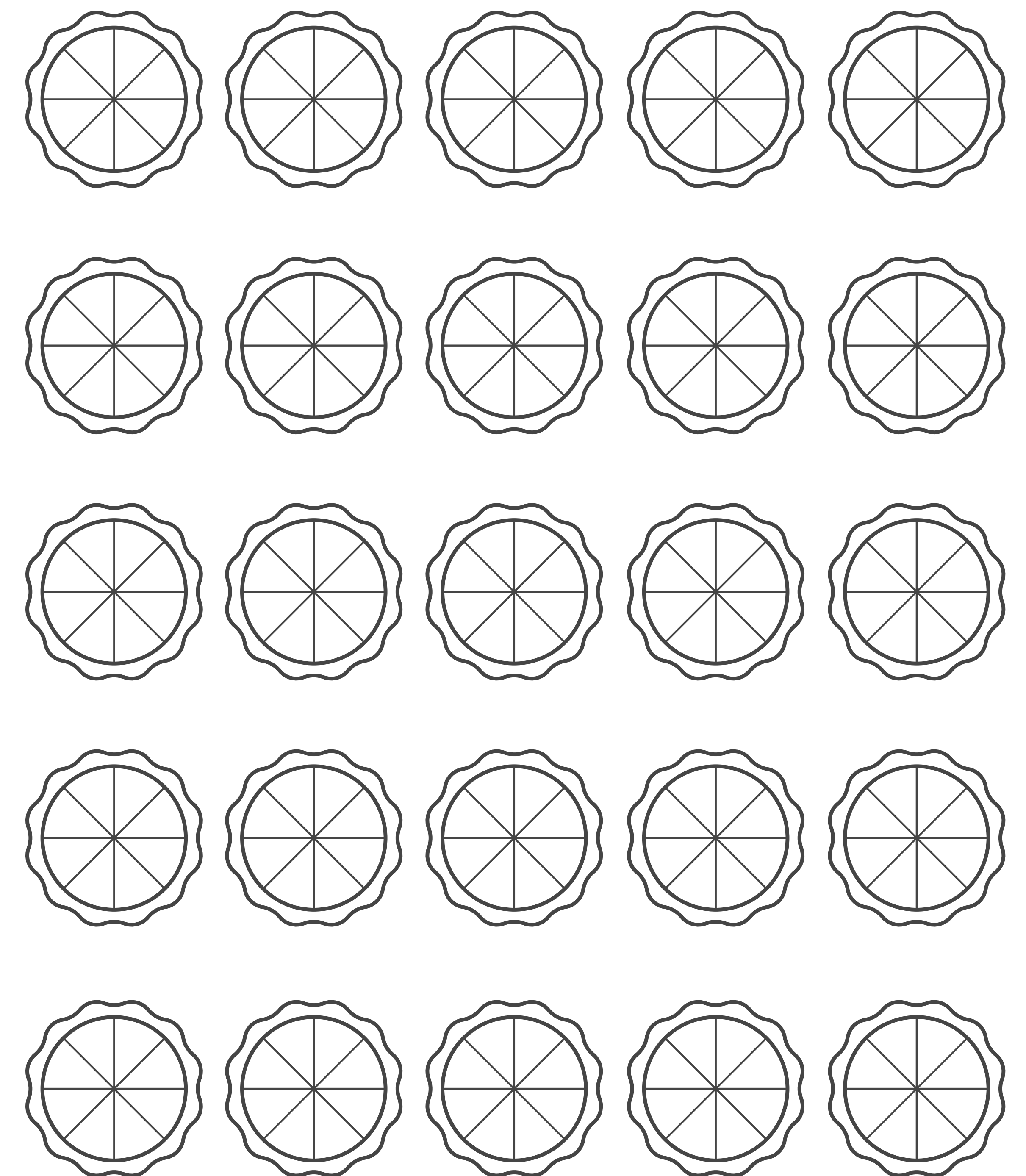
↓ COMPARE YOUR LAND USE MIX WITH OURS

Imagine everything shaded in pink as a pie. How many slices should be set aside for the land uses below? Here are our suggestions—color the pie with your preferences using the pictures for reference.



Colors/land uses available (refer to examples on table if you need!):

- Mixed-Use (brown)
- Multifamily (yellow)
- Missing Middle Housing (light green)
- Retail/Office (red)
- Open Space (dark green)
- Craft Industrial (purple)



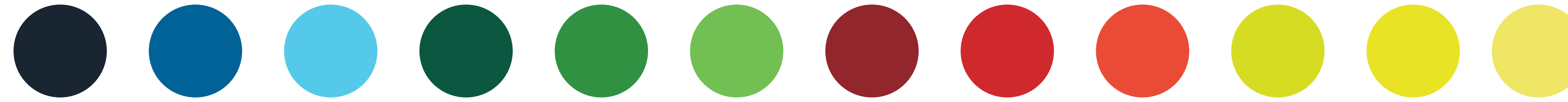
Choose Your Placemaking Elements

Which of these placemaking elements would be a good fit for Jimmy Carter Boulevard? Take the stickers on the table in front of you and place them on your worksheet to complete your palette!

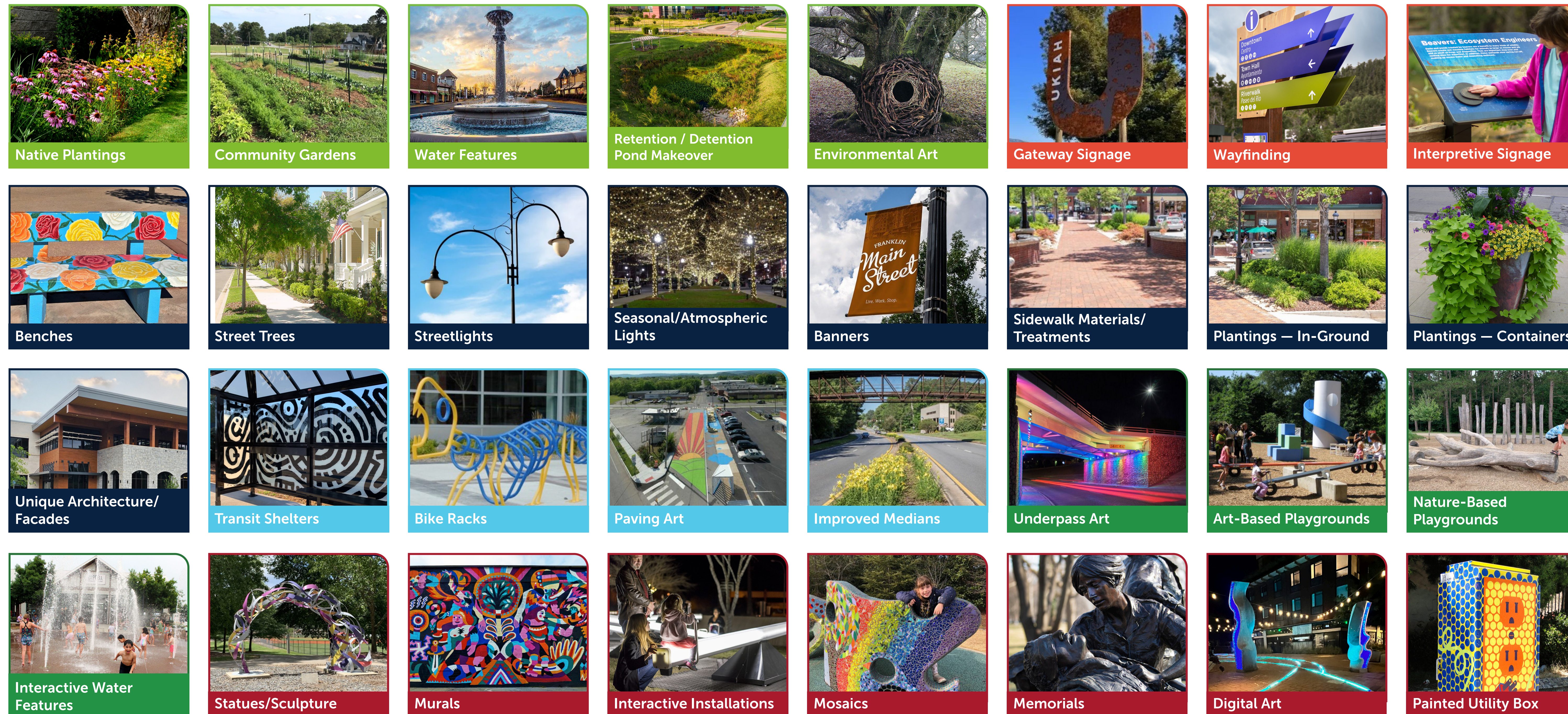
What is Placemaking?

Gwinnett County considers placemaking as **thoughtful community investments** that enhance the character and highlight the identity of specific areas.

1. Pick 3 Colors



2. Pick 5 Placemaking Elements



Categories:

- Landscape/Land Art
- Wayfinding + Signage
- Streetscapes
- Transportation-based
- Play Spaces
- Public Art

3. Tell us what programming you would like to see!