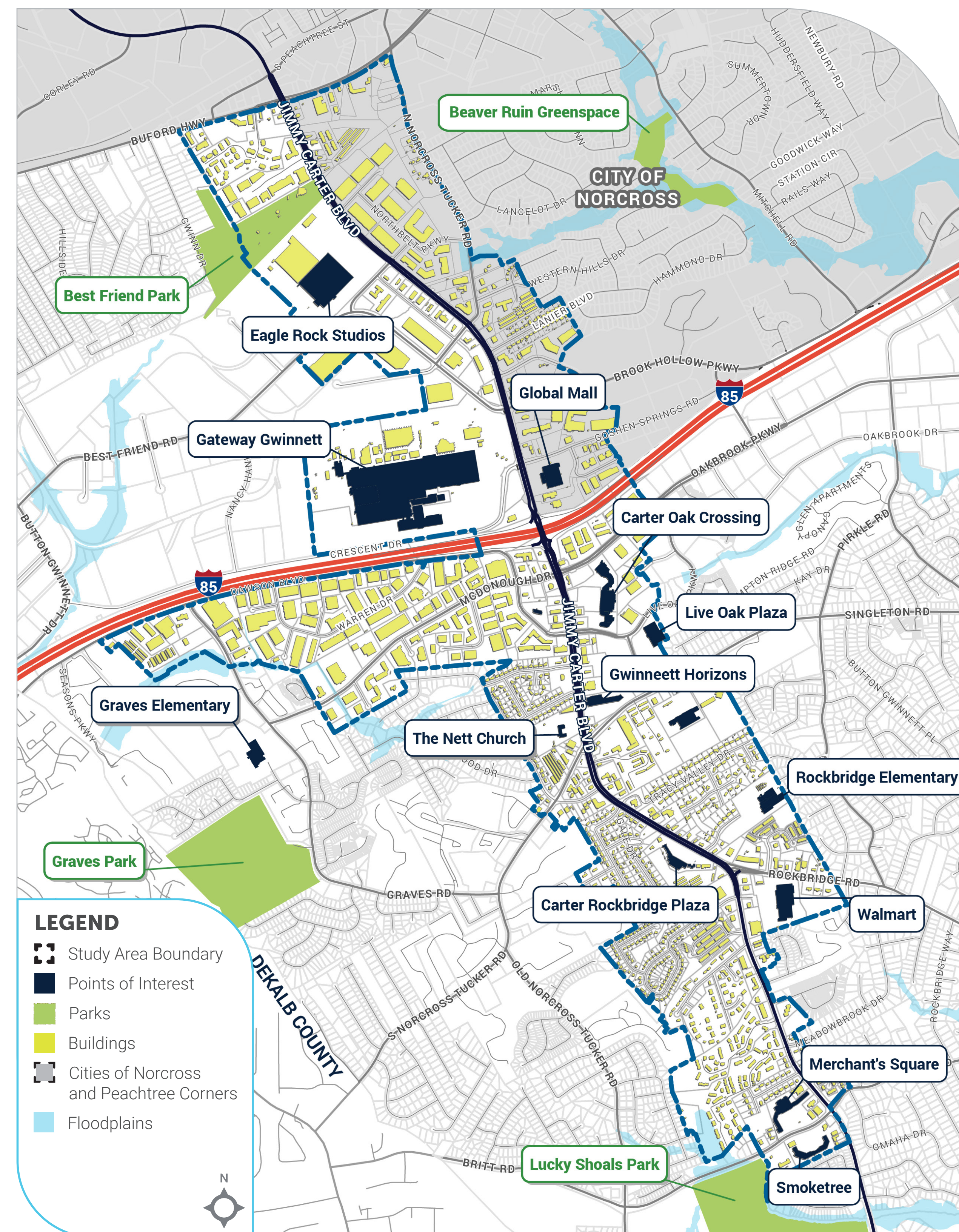


Welcome!

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, businesses, and unique experiences.

KEY THEMES

The plan focuses on four themes:

REDEVELOPMENT

Explore how development can support additional housing and amenities.



INFRASTRUCTURE

Design improvements for mobility, stormwater, and other systems.



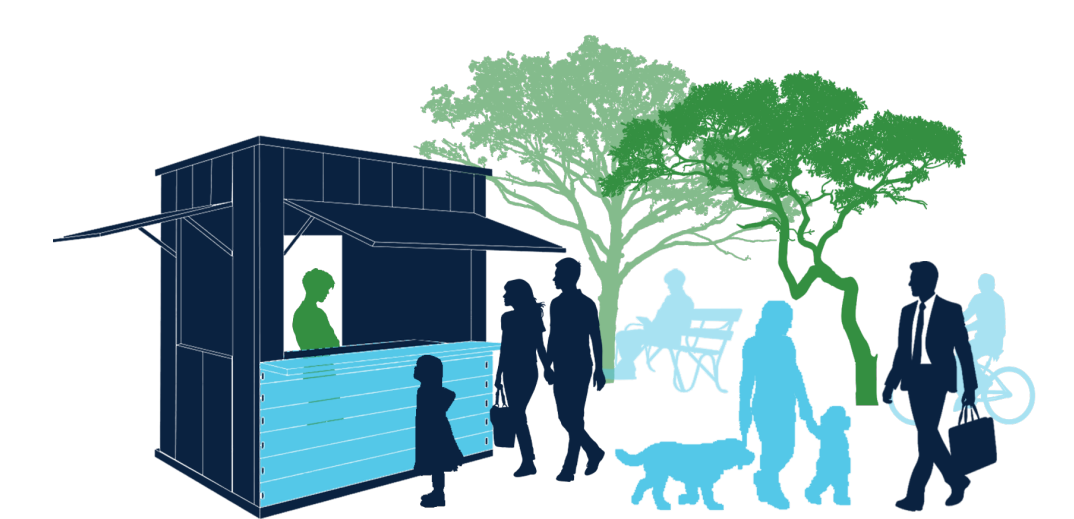
PLACEMAKING

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



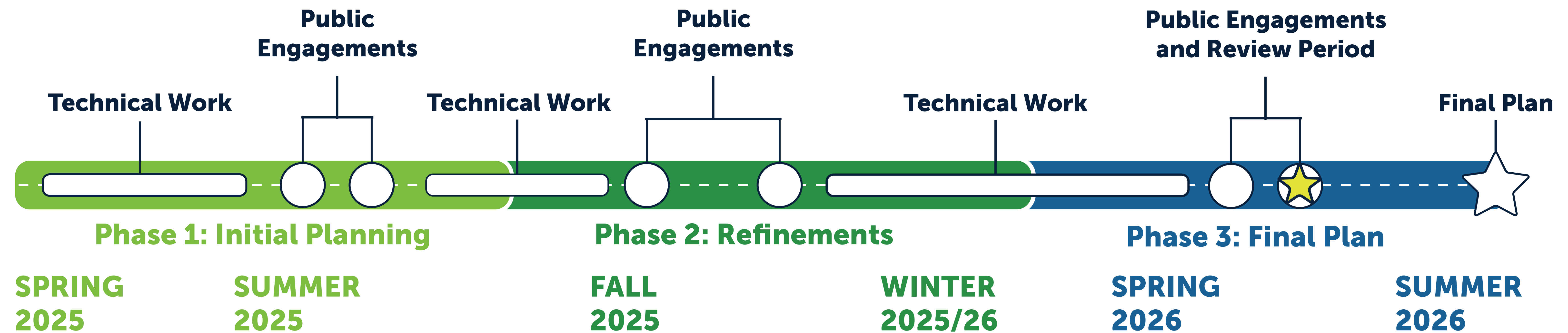
RESOURCES & OPPORTUNITY

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

★ We are here!



Project Goals

- ① Create a vision for redevelopment that builds off the study area's reinvestment potential.
- ② Develop a transportation plan that promotes safety and expands options for walking, bicycling, and transit.
- ③ Link potential development closely with the infrastructure needed to support it.
- ④ Lean into the qualities and character that make the Jimmy Carter Boulevard area special.
- ⑤ Get the community involved!
- ⑥ Provide recommendations for any needed changes to development regulations.
- ⑦ Develop a series of "quick win" projects to start implementing the plan as soon as possible.

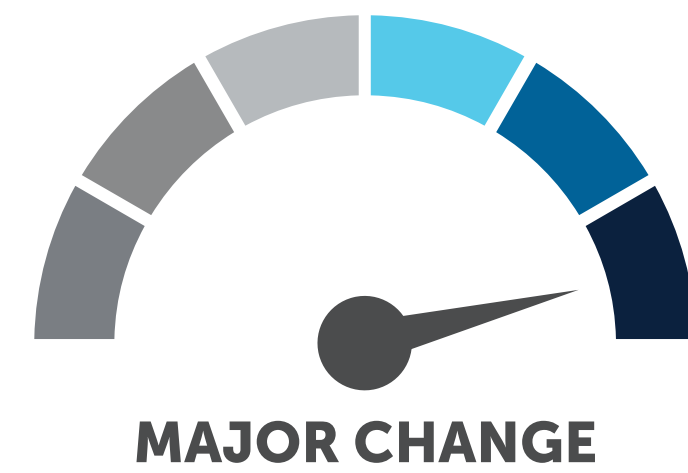
Redevelopment Vision

Earlier in the project, the community and project team together identified four main vision types of redevelopment character for the corridor's future.

Change Levels

Inspiration Images

TYPE 1:
Transformative
Redevelopment



TYPE 2:
Global Market



TYPE 3:
Design Village/
Creative Industry

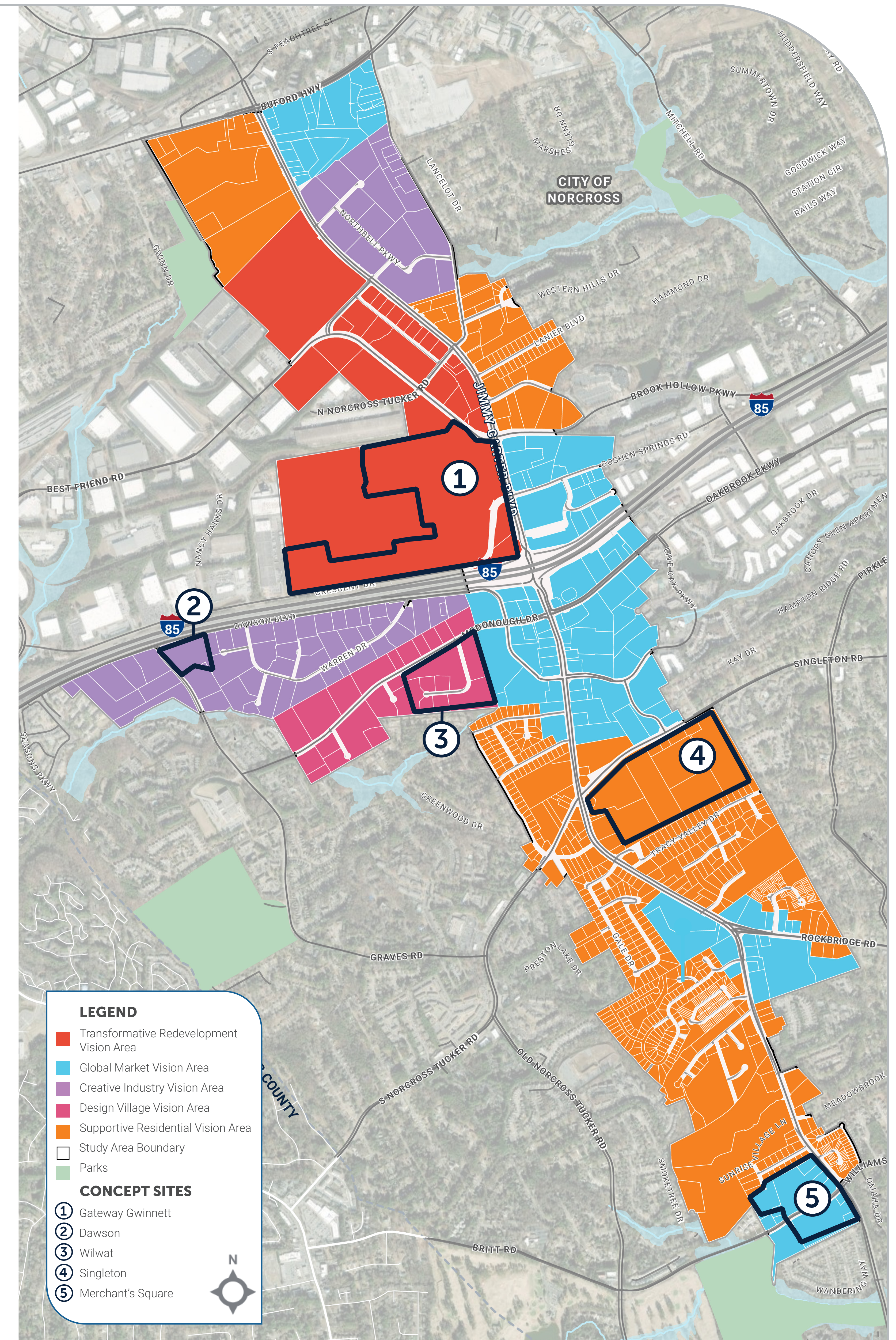


TYPE 4:
Supportive
Residential



The overall concept for the Jimmy Carter Boulevard area is to become a vibrant mosaic of these four redevelopment vision types. Together, these types represent all the great qualities already present—diversity, unique retail and industry, strong transportation links, and international flair—with increased investment in more housing opportunities, better places to walk and bicycle, and improved open spaces.

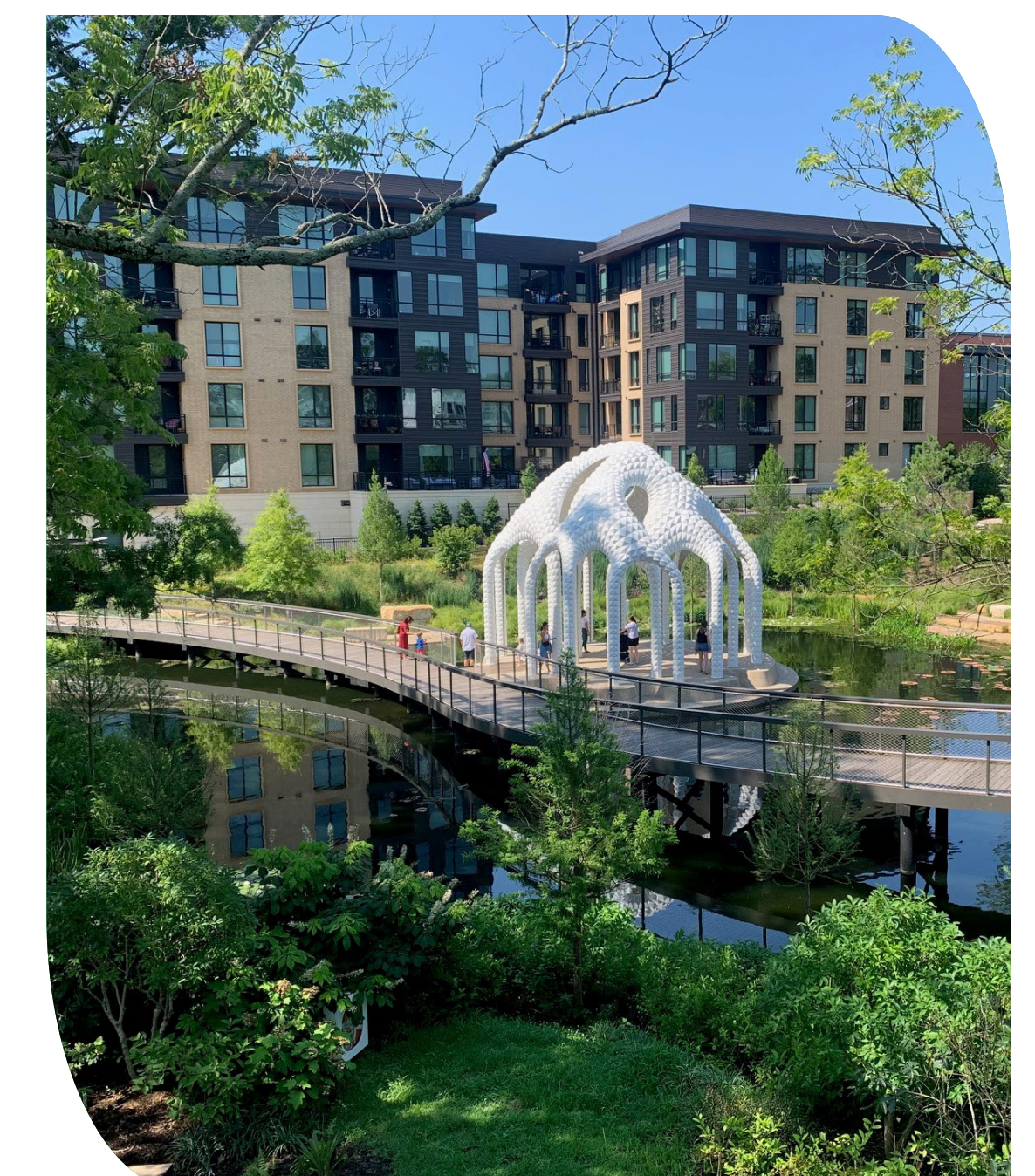
What would that actually look like? Check out how this vision could translate into redevelopment in five different locations!



Site 1: Gateway Gwinnett

Vision Type: Transformative Redevelopment

A transformative mixed-use district that leverages County-owned land to create connected streets, bold placemaking, and a vibrant retail/pedestrian boulevard.



Gwinnett County is currently accepting proposals from developers for the Gateway Gwinnett site. The images on this board are just examples of the scale, type, and character desired.



Site 2: Dawson

Vision Type: Creative Industry



The western gateway to the Design District, this site on Dawson Boulevard is envisioned to be a mix of design-oriented retail and mixed-use with multi-family housing opportunities.



Any feedback?



Site 3: Wilwat

Vision Type: Design Village



A vibrant, walkable art-forward district where people live, work, and create—blending modern housing with studios, craft entertainment, and niche experiences like breweries.



Any feedback?

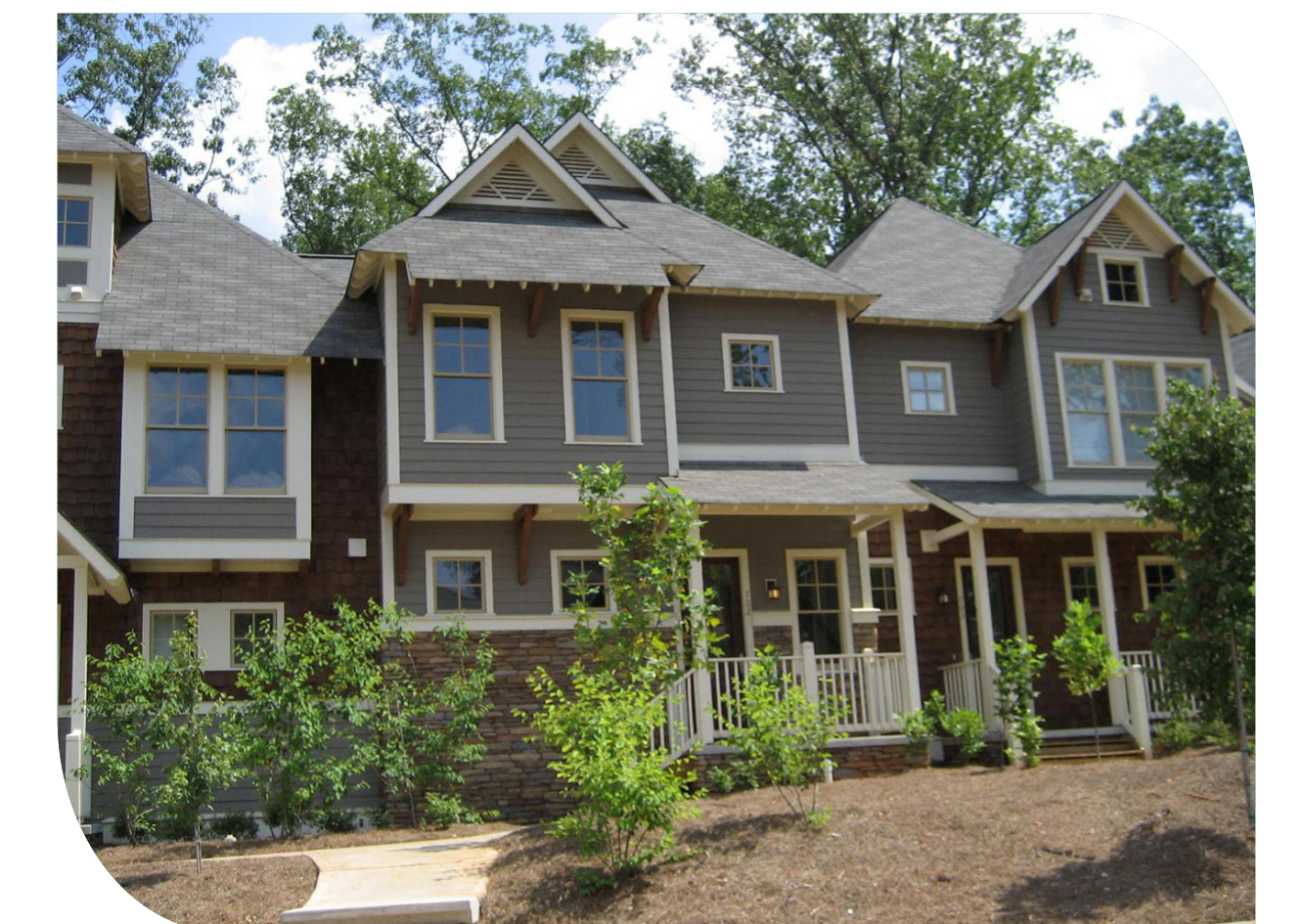


Site 4: Singleton

Vision Type: Supportive Residential



An area with abundant new housing opportunities (with an emphasis on ownership) and multi-family/mixed-use.



Any feedback?



Site 5: Merchant's Square

Vision Type: Global Market



A small-scale mixed-use hub that serves as the southern gateway to Jimmy Carter Boulevard, celebrating the corridor's diverse and international identity.



Any feedback?



Transportation Vision

The transportation vision is focused on building upon planned projects (numbered on the map at right) and creating more mobility options in the study area—not just on Jimmy Carter Boulevard itself. The idea is to make several nearby corridors more appealing for walking and bicycling, encouraging a shift away from cars for shorter trips.

Complete Street Example



Bicycle Route Example



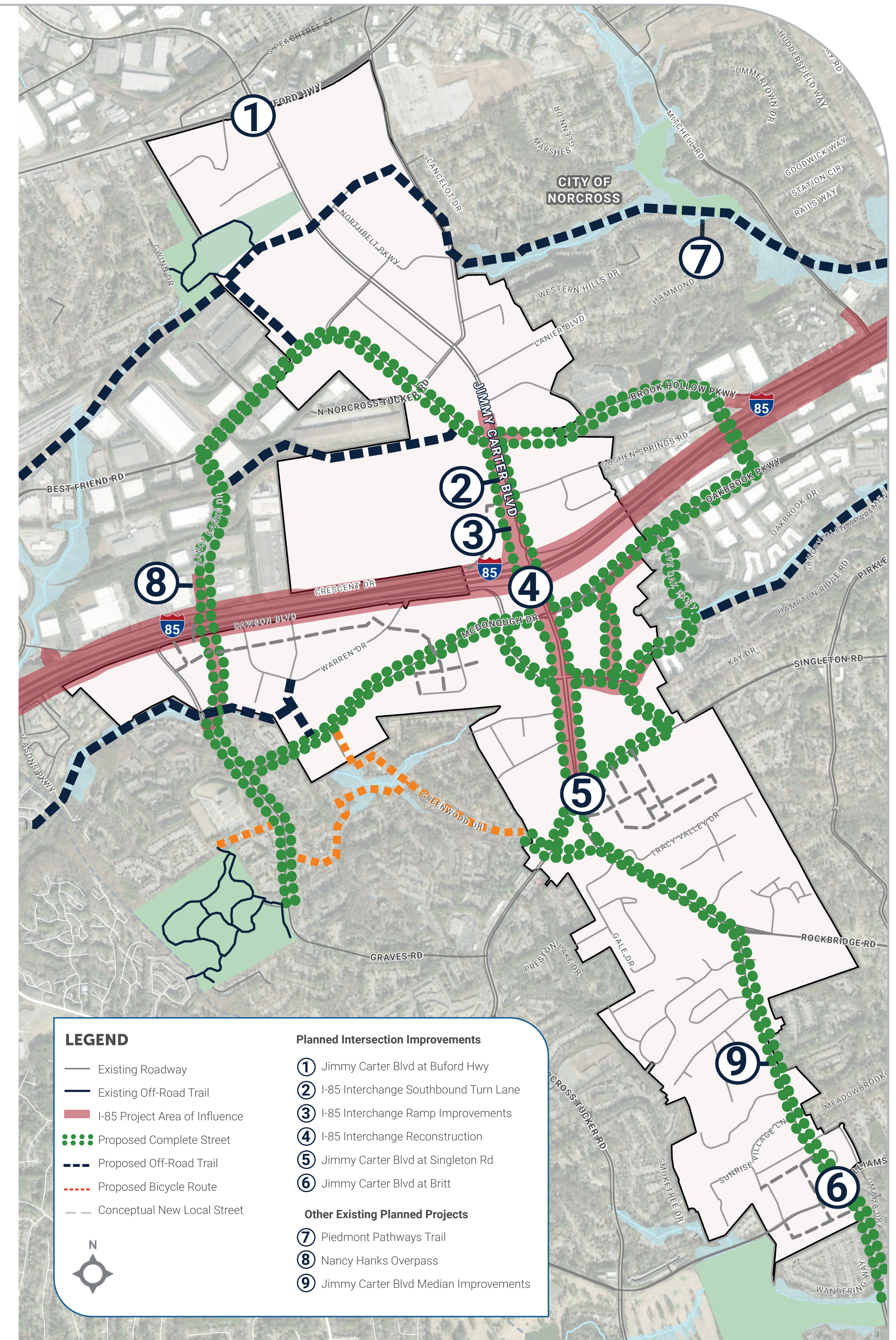
Conceptual New Local Street Example



Off-Road Trail Example



In addition to improving walking and bicycling in the area, there are several roadway projects currently under discussion. The main one is Georgia Department of Transportation (GDOT)'s planned interchange improvement with I-85. These plans are still under development, but could impact the corridor from Brook Hollow Parkway to Singleton Road.



Placemaking Vision

Like the diverse community that lives and works along Jimmy Carter Boulevard, the elements that will enhance its sense of place will also be varied. Placemaking elements will be concentrated at the Gateway Gwinnett redevelopment site, the proposed Design District, and the "Global Market" corridor (Jimmy Carter Boulevard south of I-85). Here are some inspirational images that illustrate what this could look like!

Global Market Corridor Wayfinding



Public Art



New Parks and Plazas



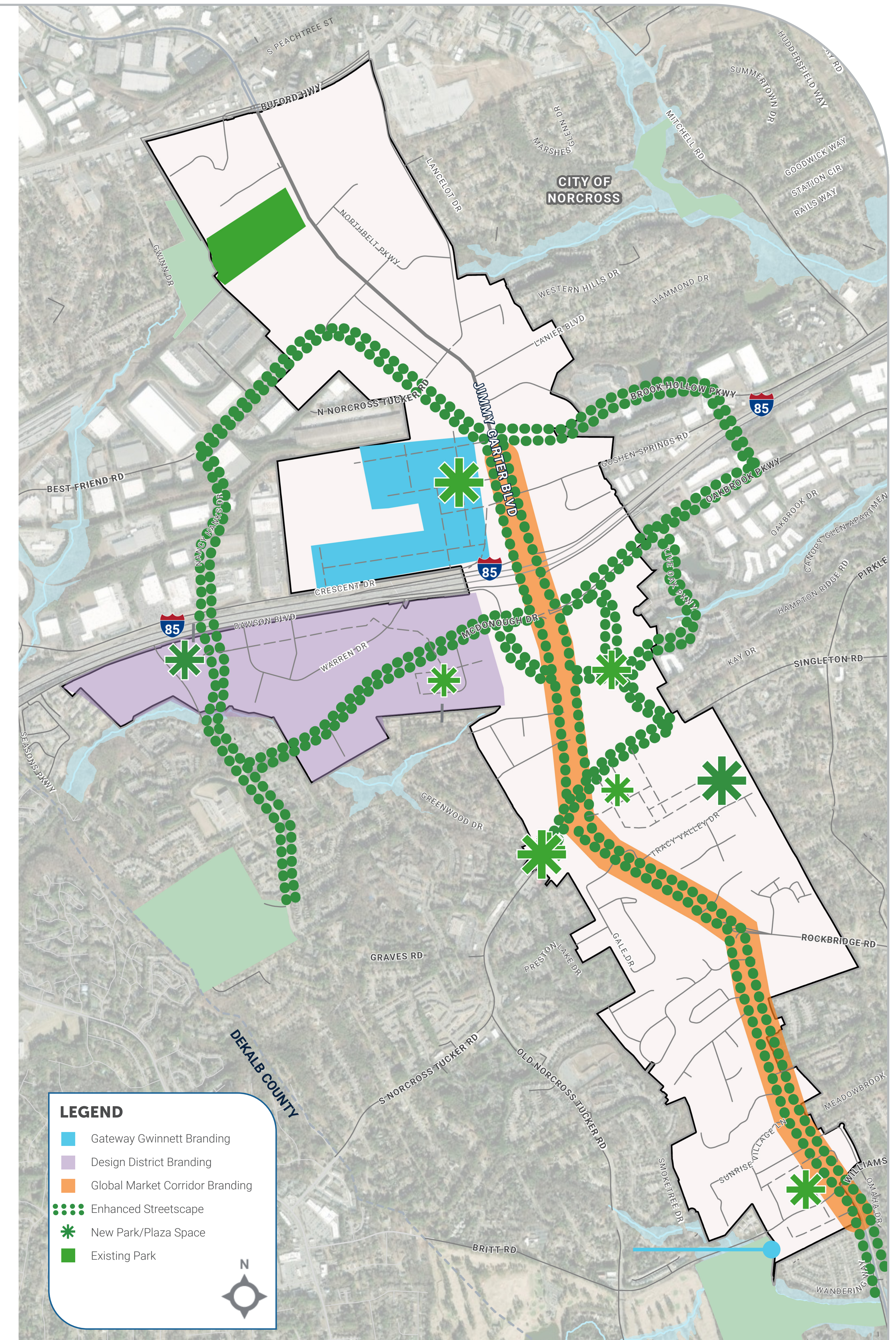
Hands-On Art in the Design District



Lively Streetscapes



Cultural/Arts Events + Programs



General Thoughts?

Please use this space to provide any additional thoughts or feedback. Thank you!

