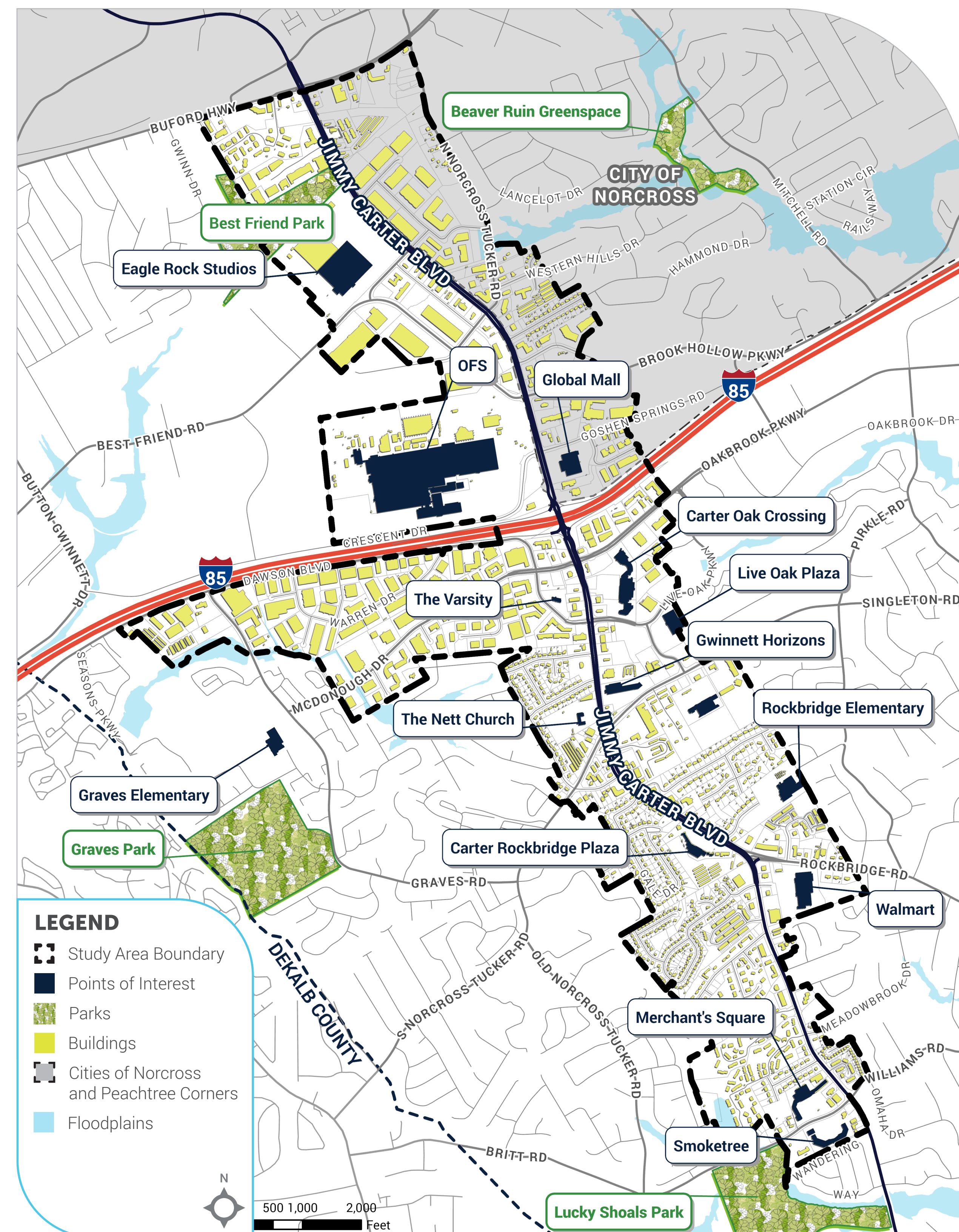


Welcome!

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. Keep these themes 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



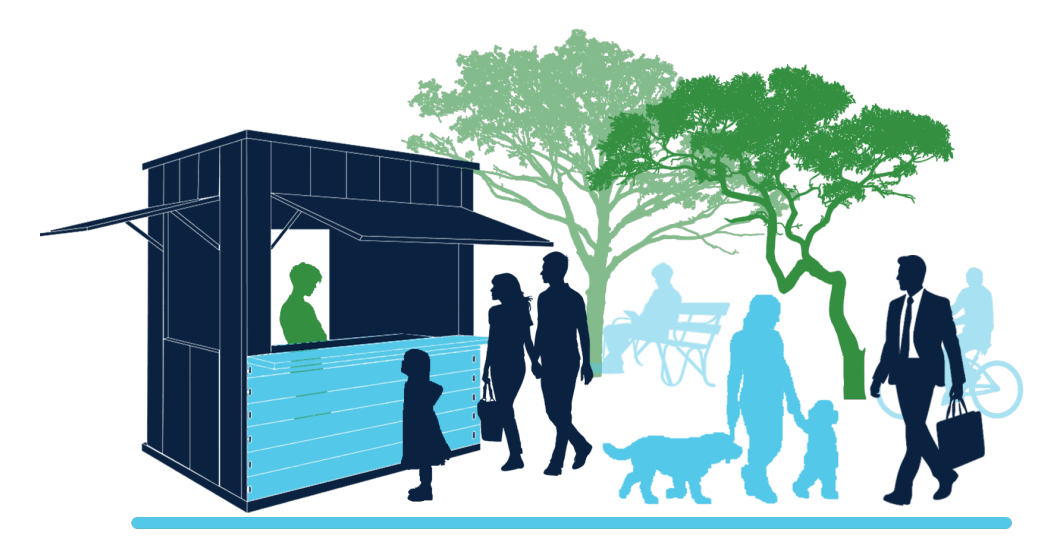
PLACEMAKING

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



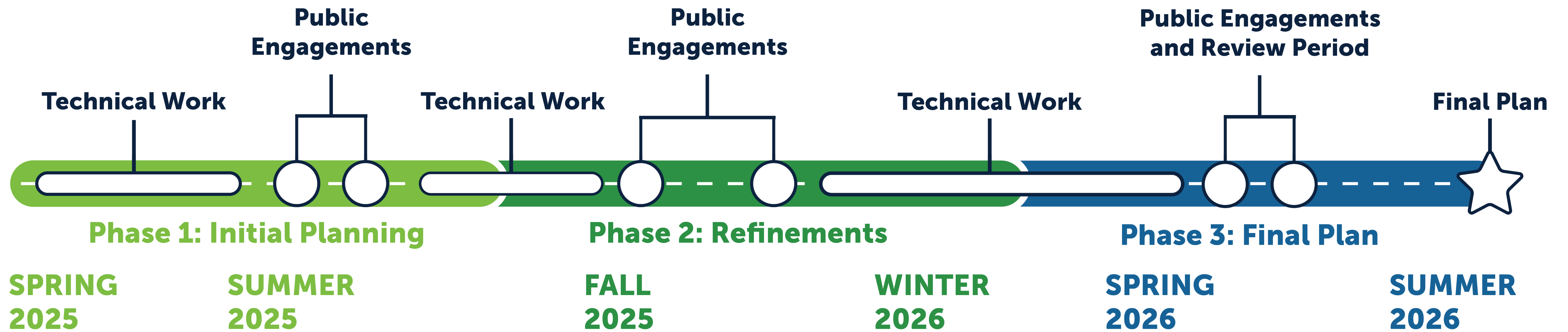
RESOURCES & OPPORTUNITY

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 **(we are here!)**

Phase 2 Goal

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

Key Engagements:

- CAC Meeting 2
- Stakeholder Interviews and Focus Groups
- Community Pop-Up Park Event
- We'll transform a local parking lot into a temporary park space to collect feedback.*
- 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:

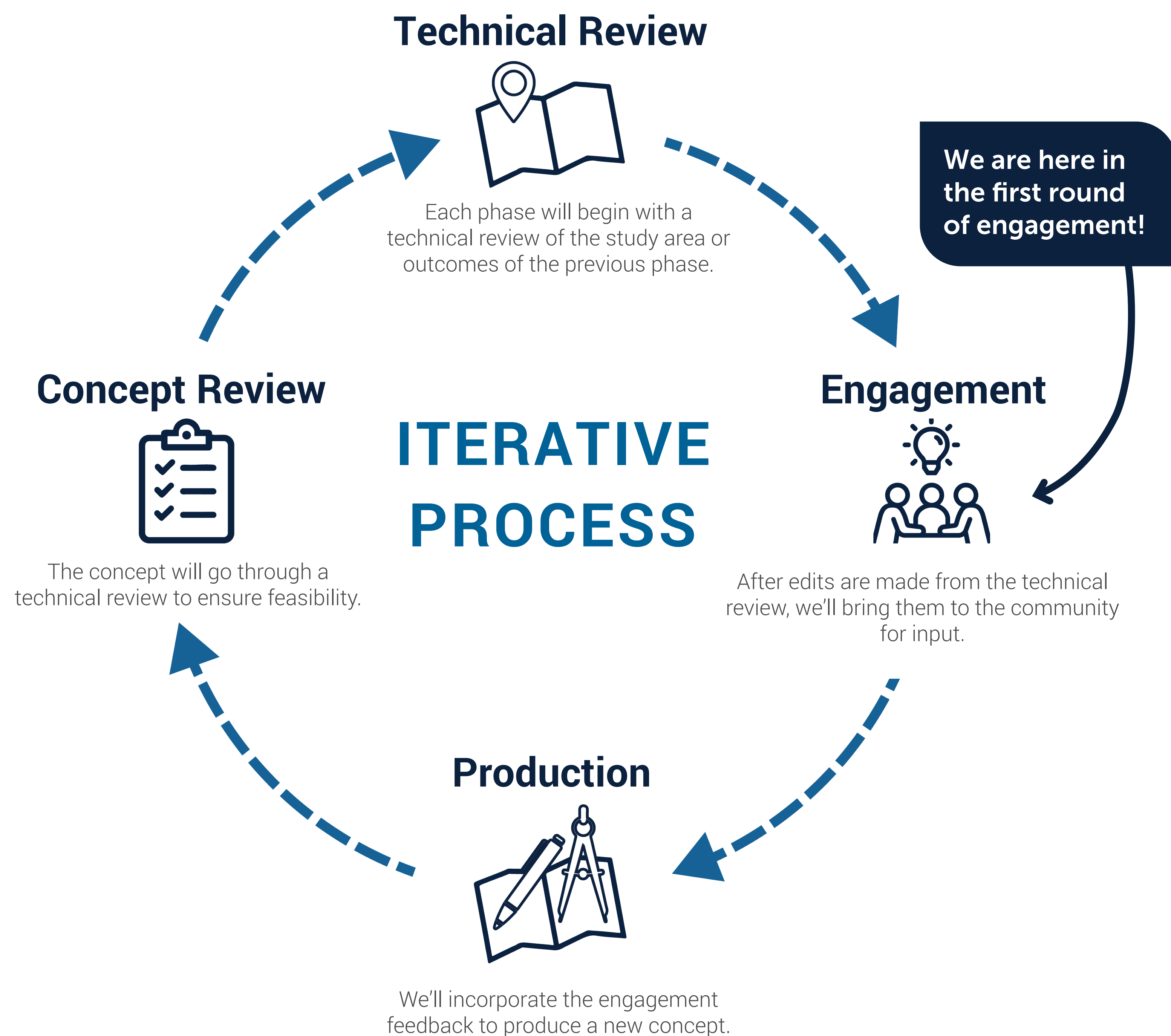
- CAC Meeting 3
- Plan Recommendations Open House
- We'll host an open house to show off the final plan recommendations.*
- Online Exercise



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.



WHAT IS YOUR GREATEST HOPE FOR JIMMY CARTER BOULEVARD?

Place a sticky note in the space below!

LEARN MORE AND STAY IN TOUCH

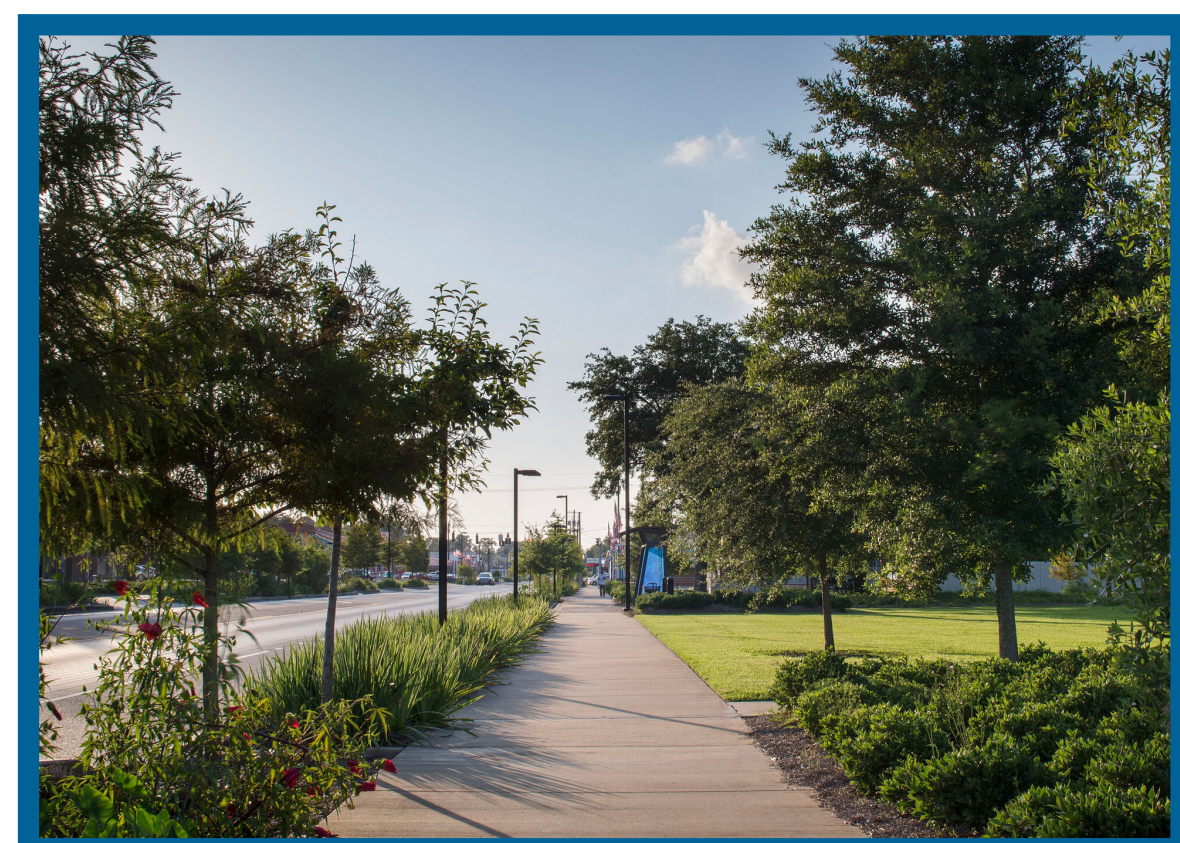
GwinnettCounty.com/JimmyCarterPlan



Vision 1:

Transformative Redevelopment

MOOD BOARD



transit redevelopment **MIXED-USE**
DIVERSE activity plazas **DISTRICT**
HOUSING events shopping
 landscaping street connectivity

Redevelopment Examples

Infrastructure Examples

Placemaking Examples

Resources and Opportunity Keywords

CHANGE-O-METER:



Pros:

- Plentiful new housing, retail, and public amenities like greenspaces
- More connected street grid
- More opportunities for change
- Build momentum for future improvements

Cons:

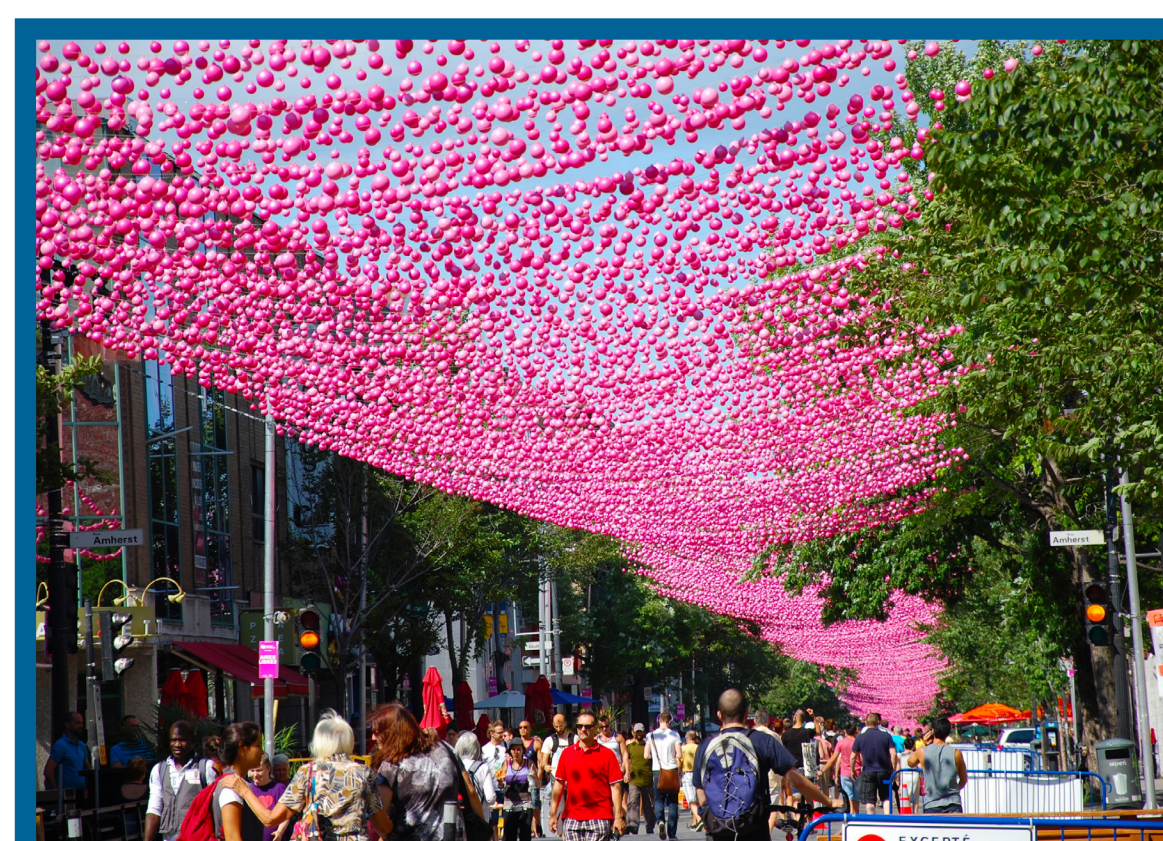
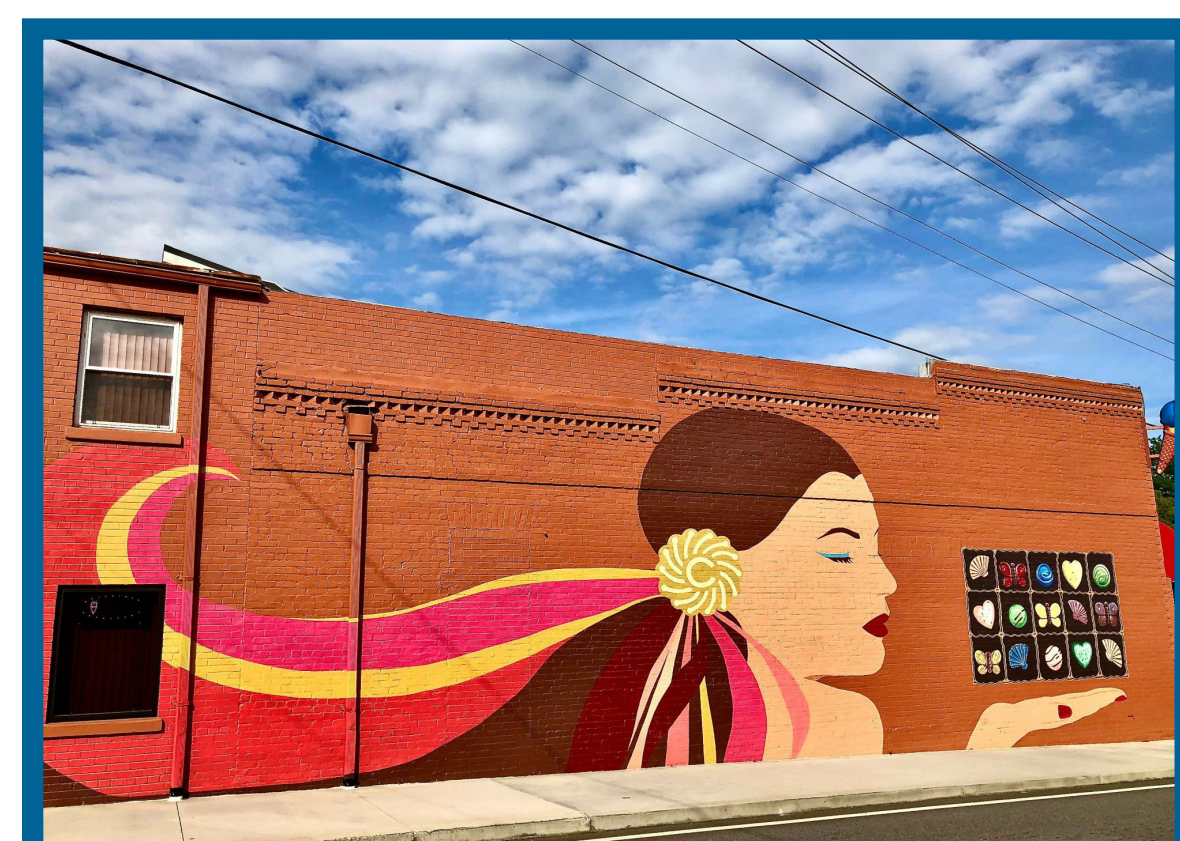
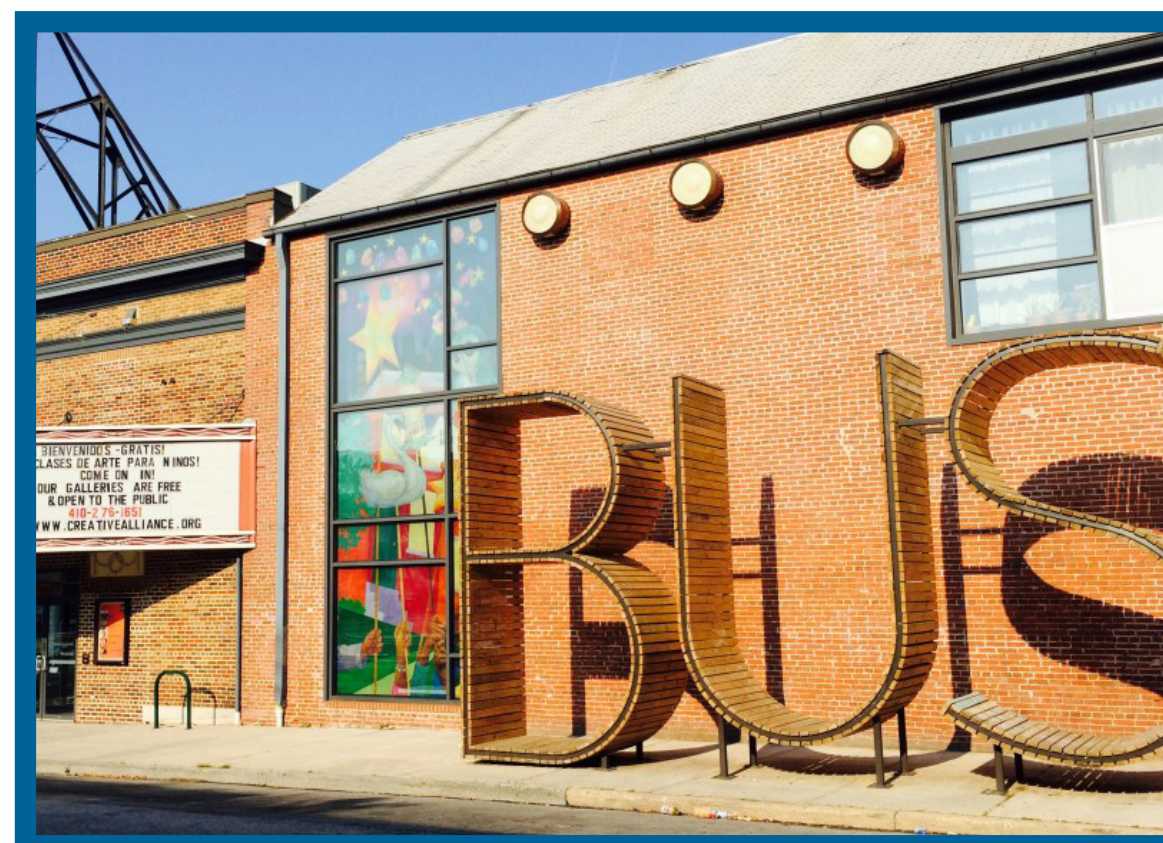
- More difficult when land is not readily available
- Could change scale and aesthetics in some parts of study area



Vision 2:

Global Bazaar

MOOD BOARD



aging in place **HERITAGE** retail diversity
CELEBRATION housing **GLOBAL**
 pedestrian areas festivals **FOOD**
NIGHT MARKETS interpretive services

Redevelopment Examples

Infrastructure Examples

Placemaking Examples

Resources and Opportunity Keywords

CHANGE-O-METER:



Pros:

- New and enhanced retail and food service with a multicultural focus
- Focus on honoring area's incredible diversity
- Better connections for non-vehicular transportation
- Visual vibrancy and community pride

Cons:

- More tourism could lead to worse traffic in the short term
- Some new housing through redevelopment, but not a lot
- Less significant focus on social mobility, more on reinforcement of area's strengths

Vision 3:

Arts and Entertainment Hub

MOOD BOARD



murals **adaptive reuse** **CREATIVITY**
GREENSPACE studios makers'
color **VIBRANCY** greenery markets
 performances connections to jobs

Redevelopment Examples

Infrastructure Examples

Placemaking Examples

Resources and Opportunity Keywords

CHANGE-O-METER:



Pros:

- Strong focus on placemaking
- Reuse of existing building stock
- Integration of industrial, office, retail, and arts
- New trails, transit, and other ways of getting around

Cons:

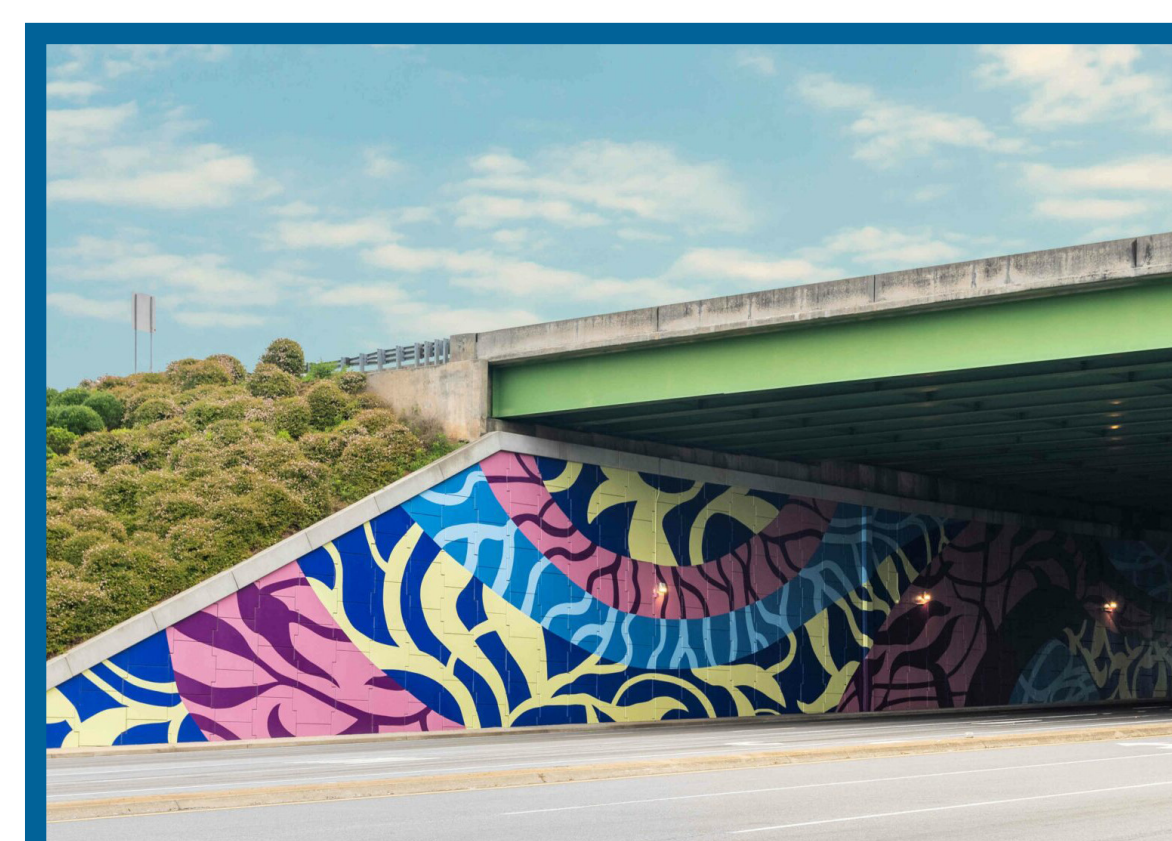
- Focused in areas with aging/vacant buildings
- More expensive to deliver new public amenities without redevelopment



Vision 4:

A Little Bit of Polish

MOOD BOARD



Redevelopment Examples

Infrastructure Examples

Placemaking Examples

bus shelters small-scale SAFETY
 job opportunities community local
 PLACEMAKING gardens businesses
 sidewalks landscaping access to resources

Resources and Opportunity Keywords

CHANGE-O-METER:



Pros:

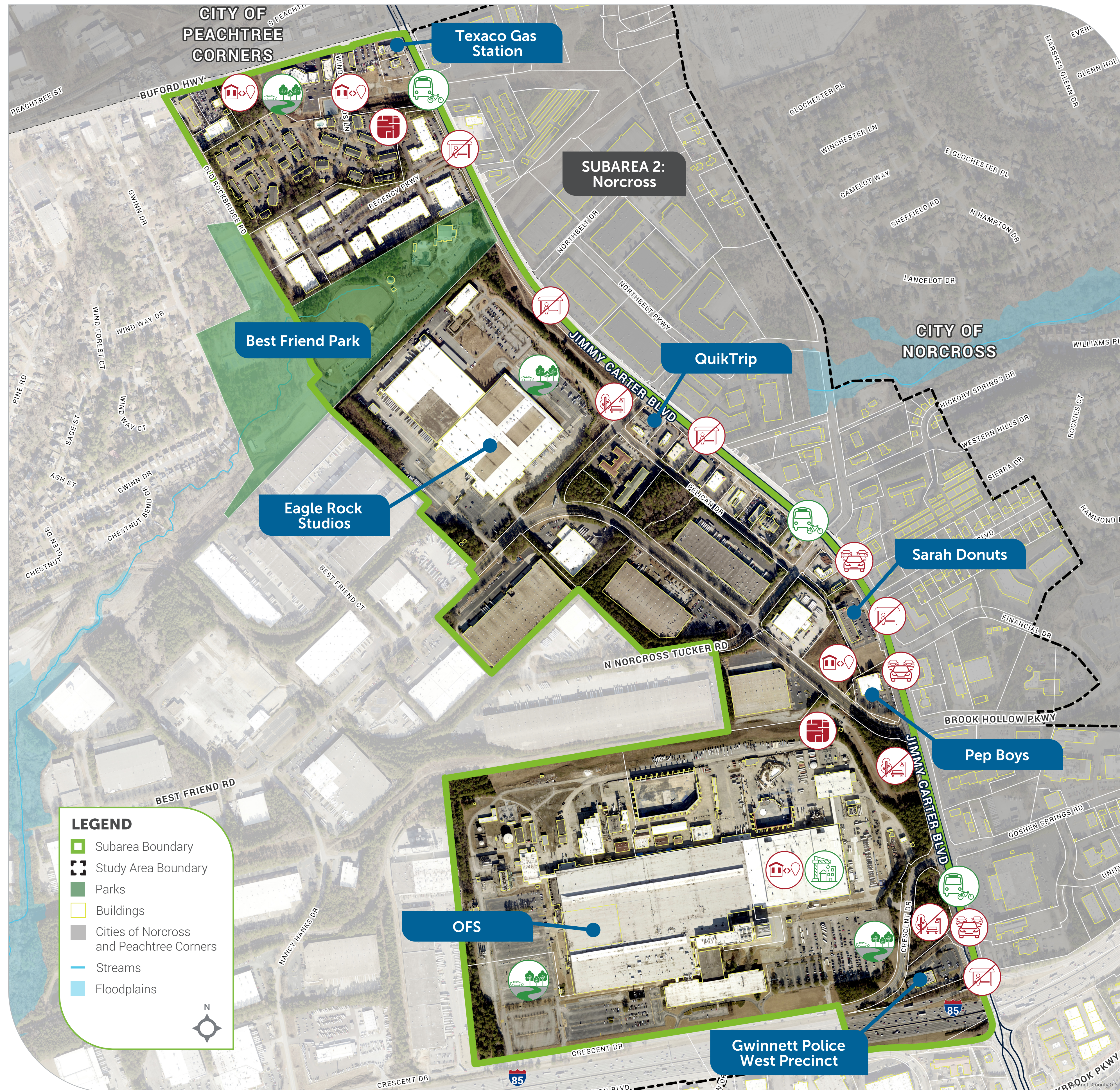
- Easier to achieve
- Visual refresh and artistic flourishes
- Incremental improvements to safety, comfort, and aesthetics

Cons:

- Would result in similar development seen over past few decades (no more gas stations!)
- Would not fully address issues like traffic reduction, redevelopment of parking lots, and others











Subarea 1: Northwest Corner and OFS



Activity

The northwest portion of the study area includes a mix of large industrial sites like OFS and highway commercial uses, with a few residential pockets close to Buford Highway. **Share your insight into this area!**

↓ REVIEW ISSUES AND OPPORTUNITIES

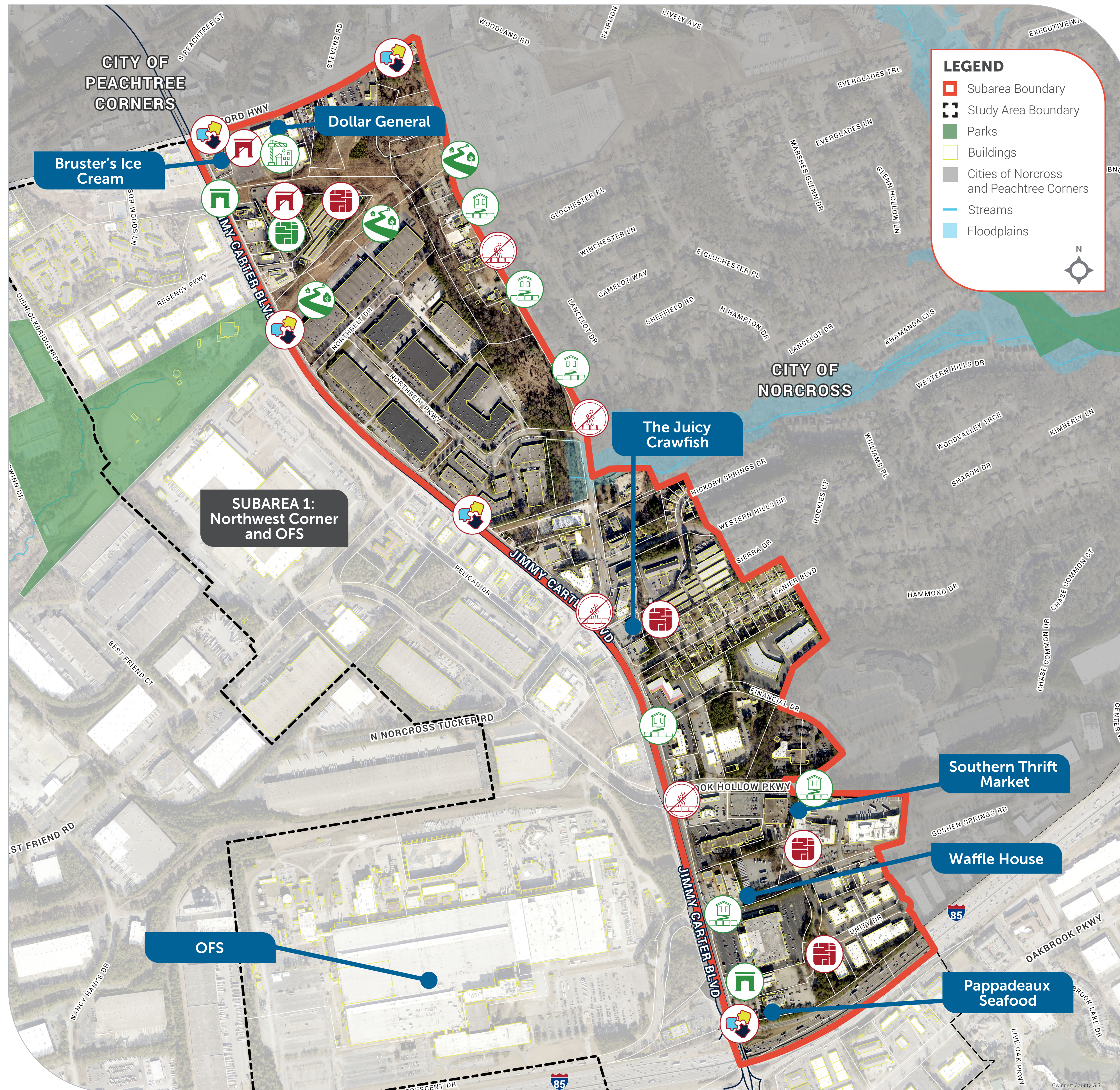
Issues	Opportunities
 Limited housing options close to jobs and popular destinations	 Redevelopment of County-owned portion of OFS into mixed-use community
 Disconnected street grid on either side of Jimmy Carter Boulevard	 Converting parts of large parking lots to greenspace/open space
 Limited small-scale community gathering spaces	 New transit service through alternative modes like microtransit
 Limited transit amenities (e.g., bus shelters, signage)	
 Traffic congestion	

↓ ADD YOUR OWN *If you see something missing, add it in the box below!*

← ADD TO THE MAP

We've mapped some places where these issues/opportunities could be addressed. Do you know of more? Draw directly on the map and fill in with the right number!

Subarea 2: Norcross



Activity

This area falls within the city of Norcross. In the north, new industrial buildings sit across from single-family houses. Popular destinations like Global Mall and Pappadeaux are located closer to I-85. **Share your insight into this area!**

REVIEW ISSUES AND OPPORTUNITIES

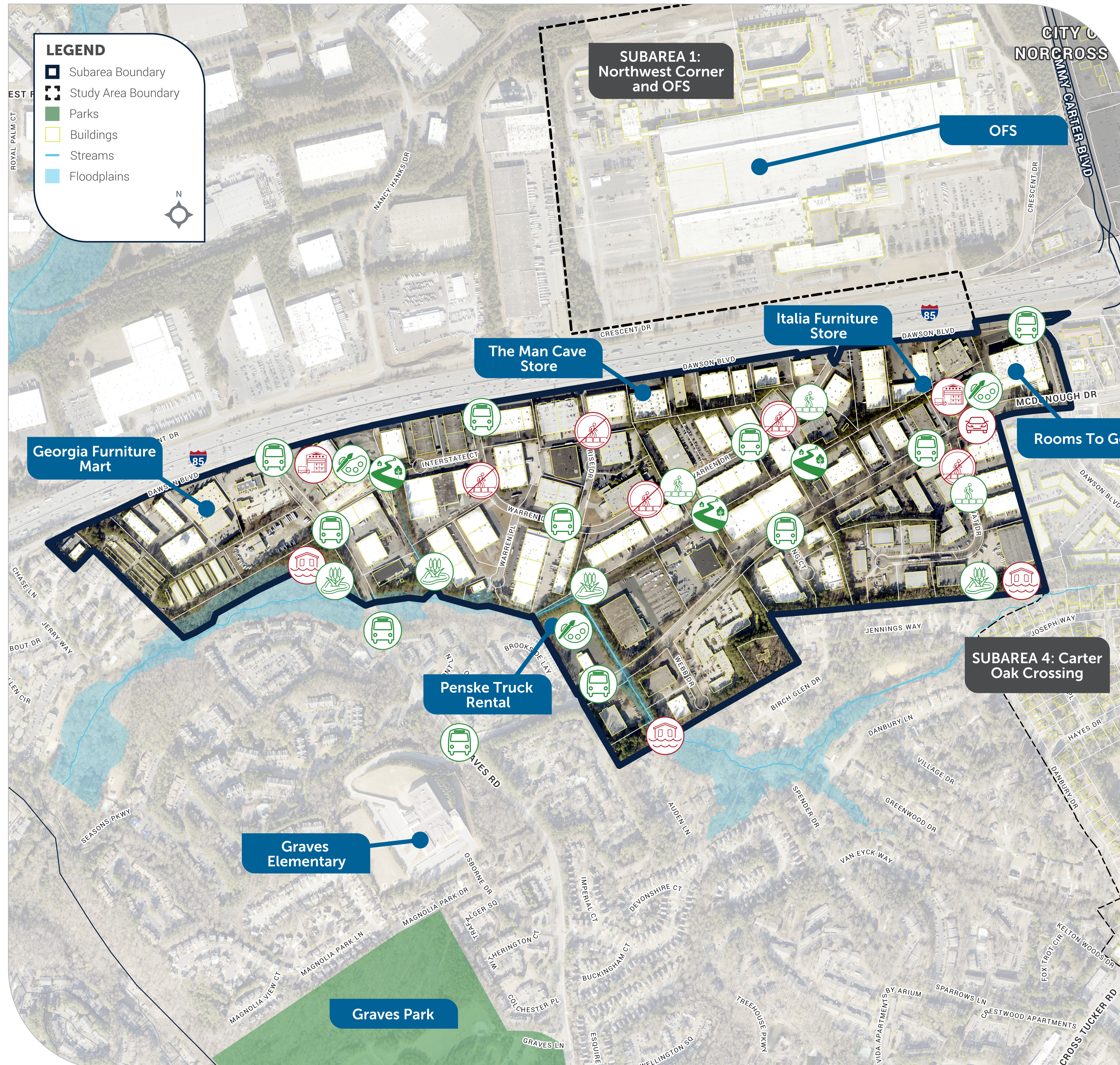
Issues	Opportunities
No gateway district for Norcross	Proposed mixed-use development at Buford Highway
Disconnected street grid alongside Jimmy Carter Boulevard	New street connections to be added through redevelopment
Limited safe walkability in the area	Planned trail through Best Friend Park along power easement
Unique but fragmented aesthetic and sense of place	Improved and expanded sidewalks
	New wayfinding and gateway signage

ADD YOUR OWN *If you see something missing, add it in the box below!*

ADD TO THE MAP

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Subarea 3: Dawson Business Park



Activity

The Dawson Business Park features the study area's largest concentration of industrial and office uses. This subarea also includes a few extended stay hotels and vacant buildings. **Share your insight into this area!**

↓ REVIEW ISSUES AND OPPORTUNITIES

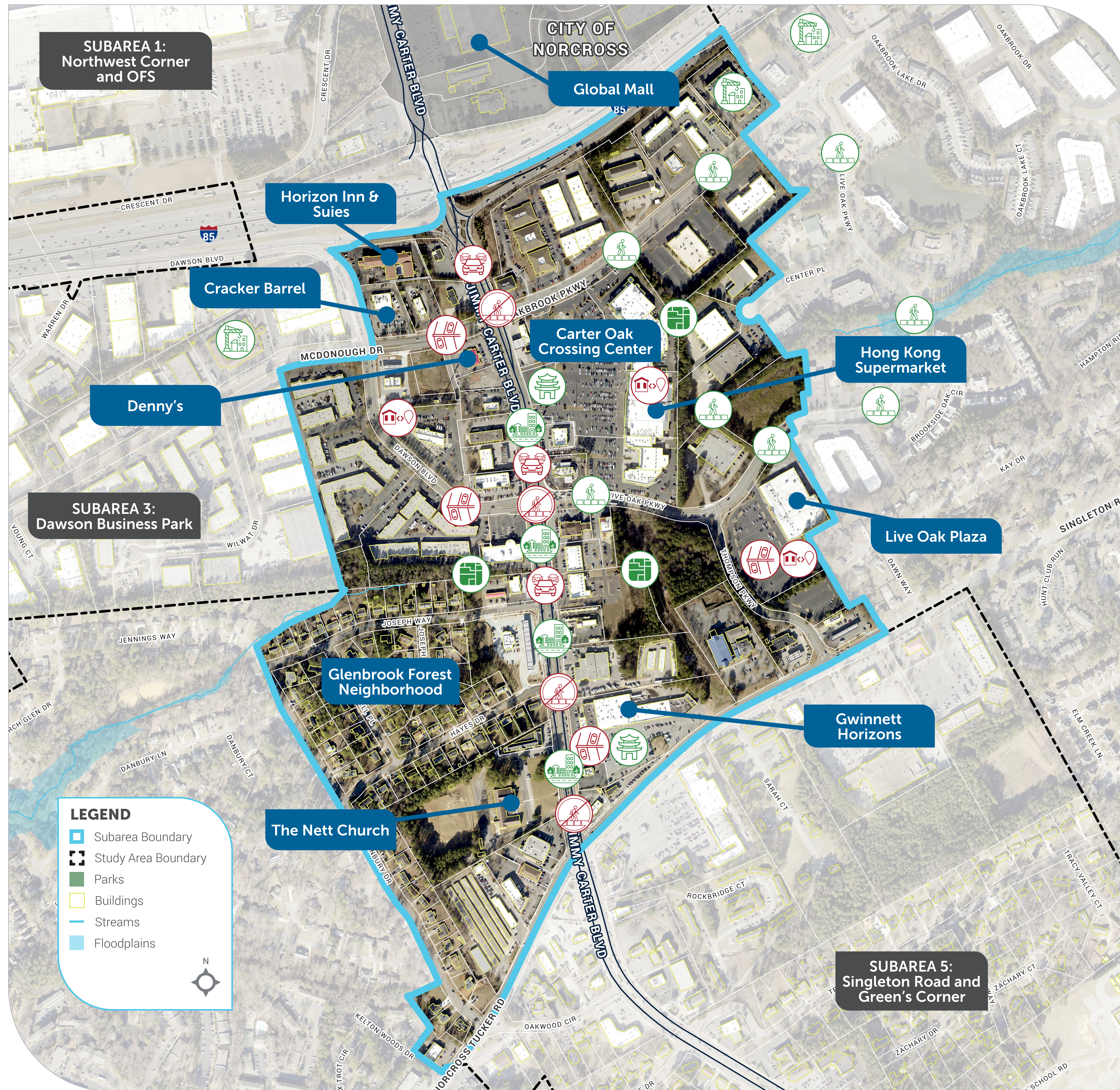
Issues	Opportunities
 Underused and vacant industrial buildings	 Adaptive reuse opportunities that promote workforce development and arts
 Uninviting pedestrian environment (e.g., limited sidewalks and long blocks)	 More complete sidewalk network
 Flooding and stormwater management challenges	 Small pedestrian paths connecting existing streets
 Car-dependent transportation system	 Internal shuttle/transit system

↓ ADD YOUR OWN *If you see something missing, add it in the box below!*

← ADD TO THE MAP

We've mapped some places where these issues/opportunities could be addressed. Do you know of more? Draw directly on the map and fill in with the right number!

Subarea 4: Carter Oak Crossing



Activity

Beloved by many, the Carter Oak Crossing shopping center and surrounding area is one of the study area's central gathering places. The area sees heavy car and foot traffic. **Share your insight into this area!**

REVIEW ISSUES AND OPPORTUNITIES

Issues	Opportunities
Limited safe walkability	Improved landscaping and pedestrian infrastructure along Jimmy Carter Boulevard
Traffic congestion on Jimmy Carter Boulevard and surrounding streets	Proposed pedestrian loop on Live Oak Parkway and future trail
Several large parking lots with inadequate landscaping	New street connections through redevelopment
Limited suitable housing near destinations	Design guidelines that incorporate cultural elements
	Redevelopment of extended stay hotels

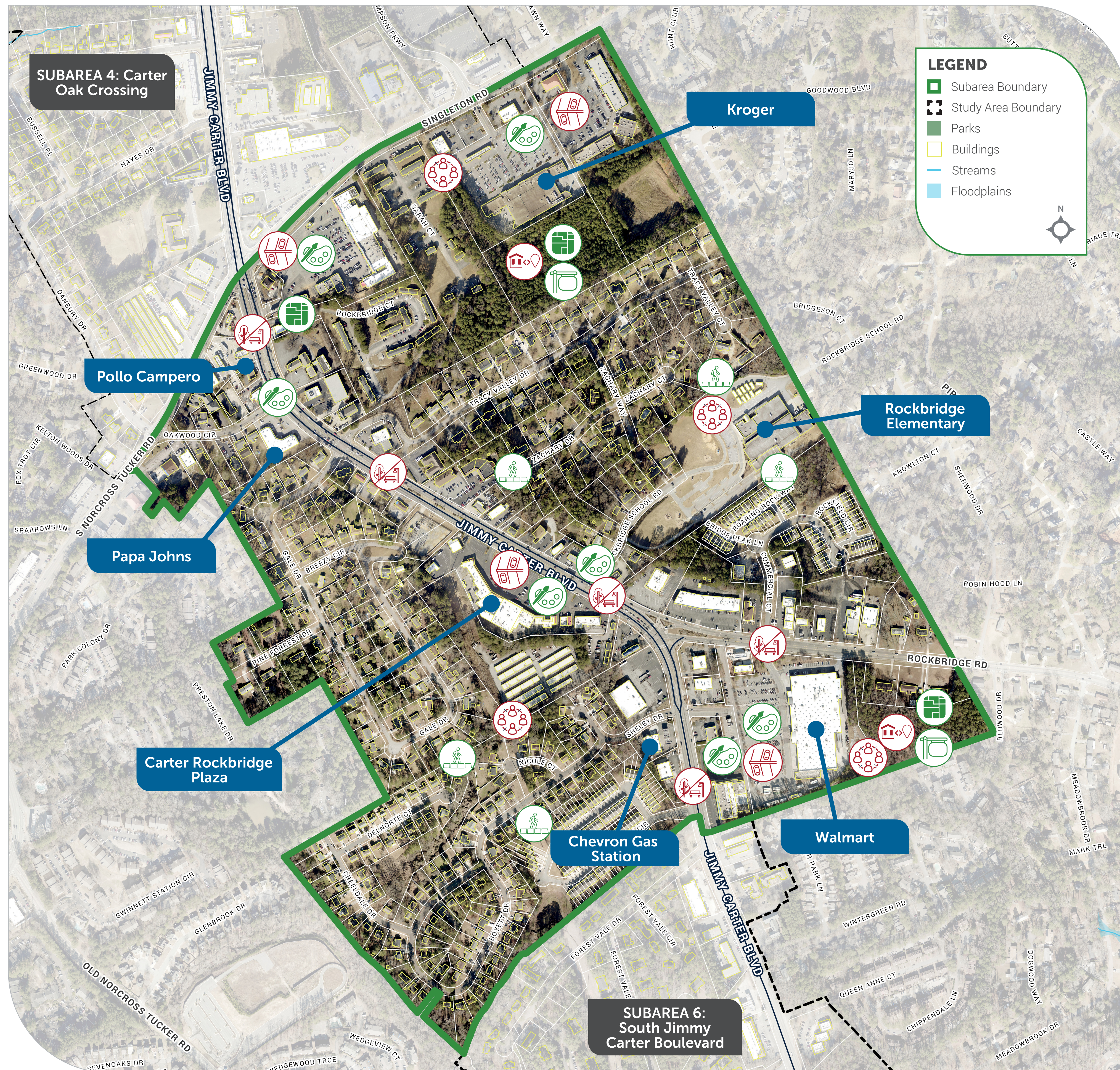
ADD YOUR OWN *If you see something missing, add it in the box below!*

ADD TO THE MAP

We've mapped some places where these issues/opportunities could be addressed. Do you know of more? Draw directly on the map and fill in with the right number!

Subarea 5:





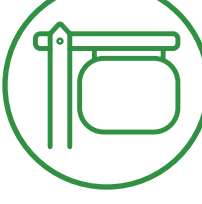



Singleton Road and Green's Corner



Activity

South of Singleton Road, the study area features single-family neighborhoods in between its major shopping centers, such as Singleton Square and Green's Corner. **Share your insight into this area!**

REVIEW ISSUES AND OPPORTUNITIES

Issues	Opportunities
 Few connections between residential, retail, and community resources, like Rockbridge Elementary	 New street connections through redevelopment  Small pedestrian paths between neighborhoods and retail centers
 Demand for more housing variety close to destinations	 Undeveloped land suitable for mixed-use/mixed housing development
 Large areas of impervious surface  Limited street trees and other landscaping	 Placemaking improvements along rights-of-way, parking lots, and key destinations

ADD YOUR OWN *If you see something missing, add it in the box below!*

ADD TO THE MAP

We've mapped some places where these issues/opportunities could be addressed. Do you know of more? Draw directly on the map and fill in with the right number!








Subarea 6: South Jimmy Carter Boulevard



Activity

Bounded by Lucky Shoals Park, the southern end of the study area includes the shopping centers of Merchant's Square and Smoke Tree. Most of the study area's multifamily housing is located here. **Share your insight into this area!**

↓ REVIEW ISSUES AND OPPORTUNITIES

Issues	Opportunities
 Flooding and stormwater management challenges	 Addition of green infrastructure along streets and in parking lots
 Large parking lots with inadequate landscaping	 Conversion of parts of large parking lots to open space
 Few connections between dense housing and remainder of study area	 Infill on remaining undeveloped land
 Limited pedestrian connections to retail and community resources	 Pedestrian paths connecting neighborhoods and retail and recreation destinations

↓ ADD YOUR OWN *If you see something missing, add it in the box below!*

← ADD TO THE MAP

We've mapped some places where these issues/opportunities could be addressed. Do you know of more? Draw directly on the map and fill in with the right number!