

APPENDIX G:

CENTERVILLE SMALL AREA PLAN



DEPARTMENT OF PLANNING & DEVELOPMENT

CENTERVILLE **SMALL AREA PLAN**

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The planning team would also like to extend a special thank you to the leadership and congregation of **Zoar United Methodist Church** for their hospitality and participation throughout the project.

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Introduction

IMAGINING A DAILY COMMUNITY FOR GWINNETT

Gwinnett County's communities are looking to reach their full potential. While the County's predominant development pattern — suburban strip-style retail centers surrounded by single-family neighborhoods — suits some residents' needs, the Gwinnett County 2045 Unified Plan indicated that this form of development is not flexible or dense enough to accommodate Gwinnett's projected population growth. Moreover, residents have shared through public engagement activities that they would like to have goods, services, entertainment, public space, and other amenities closer to where they live. They seek a true Daily Community.

The features comprising a Daily Community vary across Gwinnett. As envisioned by the 2045 Unified Plan, some Daily Communities are more urban, characterized by a rich mix of dense housing, retail, and workplace uses. Several Daily Communities in Gwinnett consist of a central, mixed-use core surrounded by neighborhoods, supported by pedestrian, transit, and trails that improve connectivity within and between each area. Every Daily Community looks different, based on its size and scale, as well as its location and anticipated access to infrastructure.

WHAT IS THE DAILY COMMUNITY?

The Daily Community is a community in which a resident can access work, goods, and services within a 15-minute trip of their home. The 2045 Unified Plan's future development framework uses this concept as its foundation, making space for the diversity of residents and places within Gwinnett County.

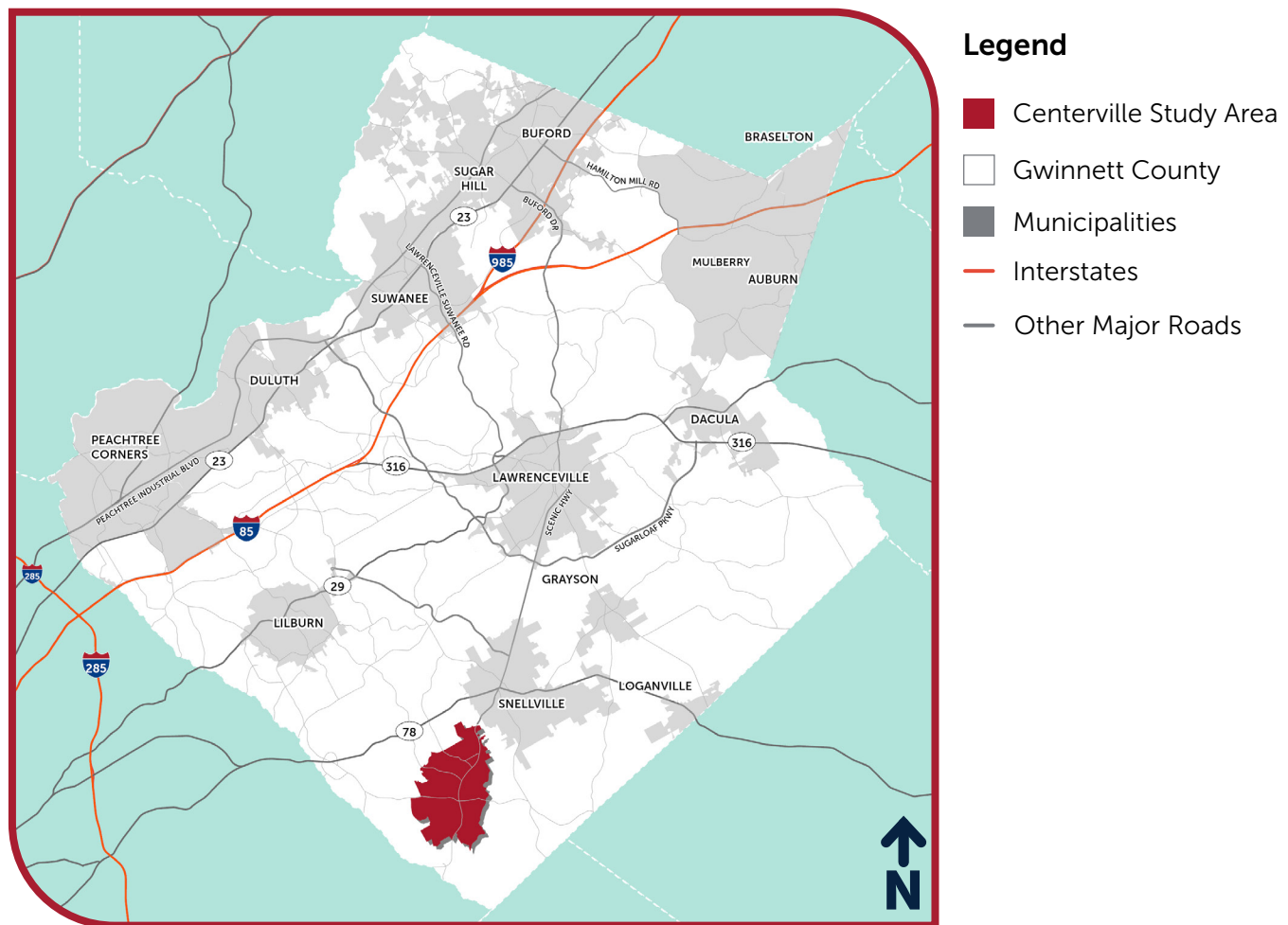


WELCOME TO CENTERVILLE

The 2045 Unified Plan uses the Daily Community Framework to provide clear, specific guidance for development in order to create great places, accommodate growth, and strengthen communities. Through the 2045 Unified Plan process, 87 unique Daily Communities were identified within unincorporated Gwinnett County. The Centerville community, south of Snellville, is one of these Daily Communities.

Promoting redevelopment efforts on underutilized land within central parts of a Daily Community can address multiple growth-related needs, including housing, retail, parks and open space, transportation infrastructure, job opportunities, and other desired components of a community. Focusing development in these areas can also reduce growth pressure on Gwinnett's undeveloped land and maintain the integrity of existing neighborhoods.

As Gwinnett grows, creative solutions will be necessary for building strong communities. This small area plan provides information, ideas, and potential implementation steps to develop a healthy Daily Community in Centerville.



Community Profile

The Centerville Study Area is located in southern Gwinnett County, just one mile from the DeKalb County line. The intersection of Centerville Highway and Annistown Road/Centerville Rosebud Road forms the center of the community. The study area extends outward from there, bounded by Brannan Road, Leach Road, and Highpoint Road in the north, Golfe Links Drive and No Business Creek in the east, Ross Road and Spain Road in the west, and Yellow River Park in the south.

More than 16,000 people call Centerville home. The majority of Centerville's residents identify as Black/African-American, making the area a minority-majority community.

There are approximately 5,103 households in Centerville. Family sizes are fairly large; the average household size is 3.2 people per household, above average for Gwinnett County (2.96). The median household income is \$83,600 — marginally higher than the County's median of \$82,296.

Over a third of households earn between \$100,000-\$199,999 a year. This is correlated with educational attainment levels in Centerville. Nearly half of the population over 25 hold a college or more advanced degree. The vast majority of residents hold a high school diploma.

Centerville is home to various community resources, including elementary and private schools, a public library, a senior center, OneStop Centerville, and many churches. These amenities, combined with retail offerings in the area's center and proximity to natural attractions like the Yellow River, suggest that Centerville is ripe with opportunity for investment.

WHO IS CENTERVILLE?



16,329
residents



5,103
households



3.2
*average
household size*



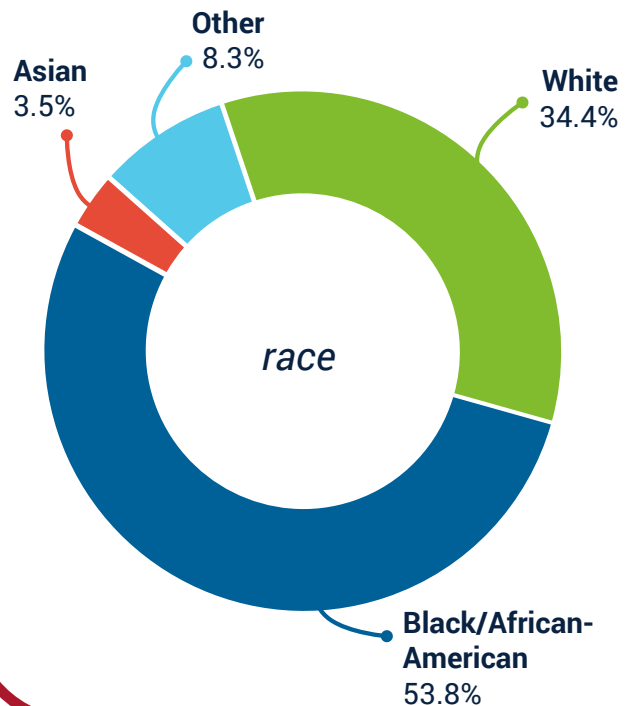
5,343
housing units



\$83,632
*median
household
income*



49%
*graduated from
college*



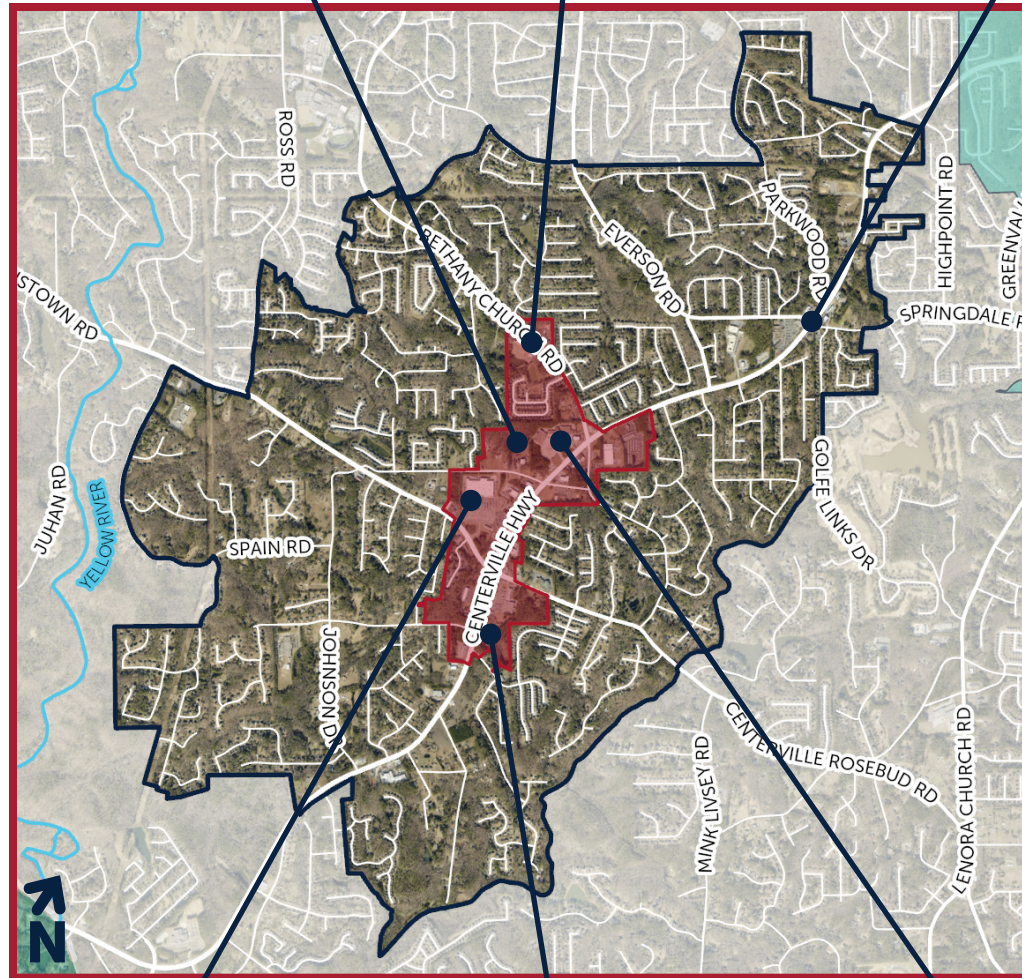
Zoar United Methodist Church



OneStop Centerville & Senior Center

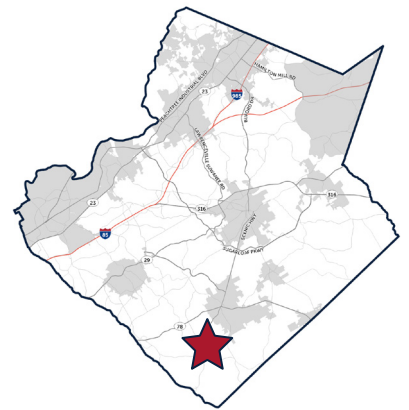


Kroger



Centerville Study Area

- Study Area Boundary
- Study Area Core
- City of Snellville



Walmart



Impact Church



Former Ingles

EXISTING LAND USE AND ZONING

EXISTING LAND USE

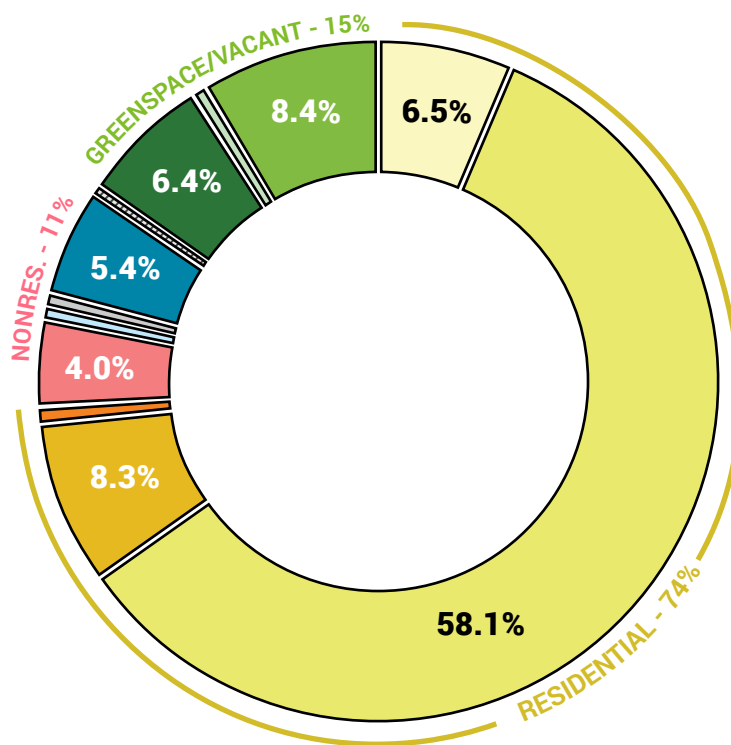
Low-density residential is the most common residential use throughout the study area, especially south of Bethany Church Road and east of Centerville Highway. Medium-density residential is concentrated in the northern third of the study area, benefiting from more prevalent sewer access. Nonresidential land uses are primarily clustered along Centerville Highway, with strip-style commercial/retail that hosts grocery and big box stores like Publix and Walmart. Institutional and public uses, including churches and learning centers, can be found along Centerville Highway and within some residential neighborhoods.

CURRENT ZONING

The most prominent zoning category is R-100 (Single-Family Residence), which encircles much of the commercial core. The R-75 and R-60 Single-Family Residence zoning districts allow for greater density and can be found in northern portions of the study area, along with two districts that support attached housing: one townhouse subdivision zoned RM at the northern end of the study area, and one development zoned R-TH at Centerville Highway and Egypt Road. The commercial core is primarily zoned C-2 (General Business), allowing for a variety of commercial uses that align with the current development pattern along Centerville Highway.

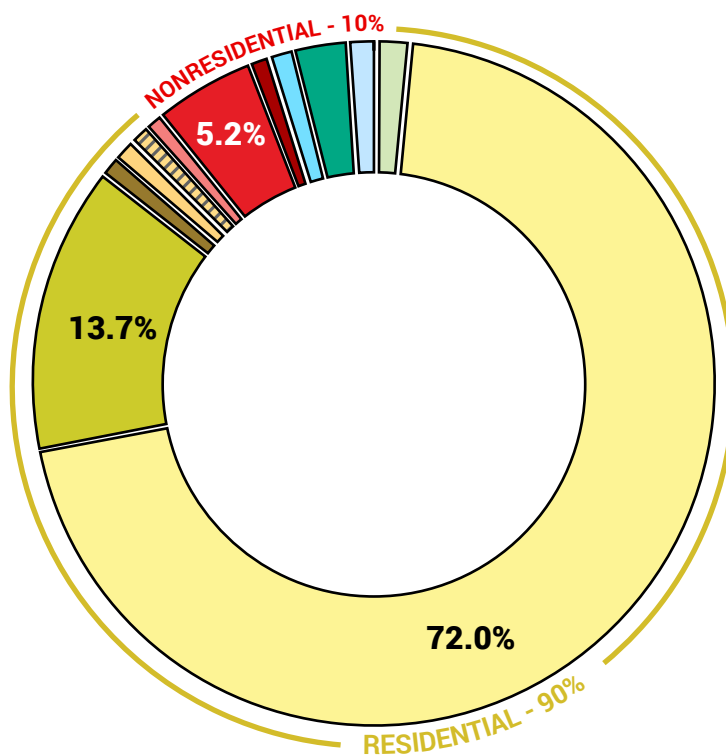
Existing Land Use Legend

- Estate Residential
- Low-Density Residential
- Medium-Density Residential
- Multifamily
- Commercial/Retail
- Office/Professional
- Light Industrial
- Institutional/Public
- Transportation/Communication/Utility
- Park/Recreation/Conservation
- Agriculture
- Undeveloped



Zoning Legend

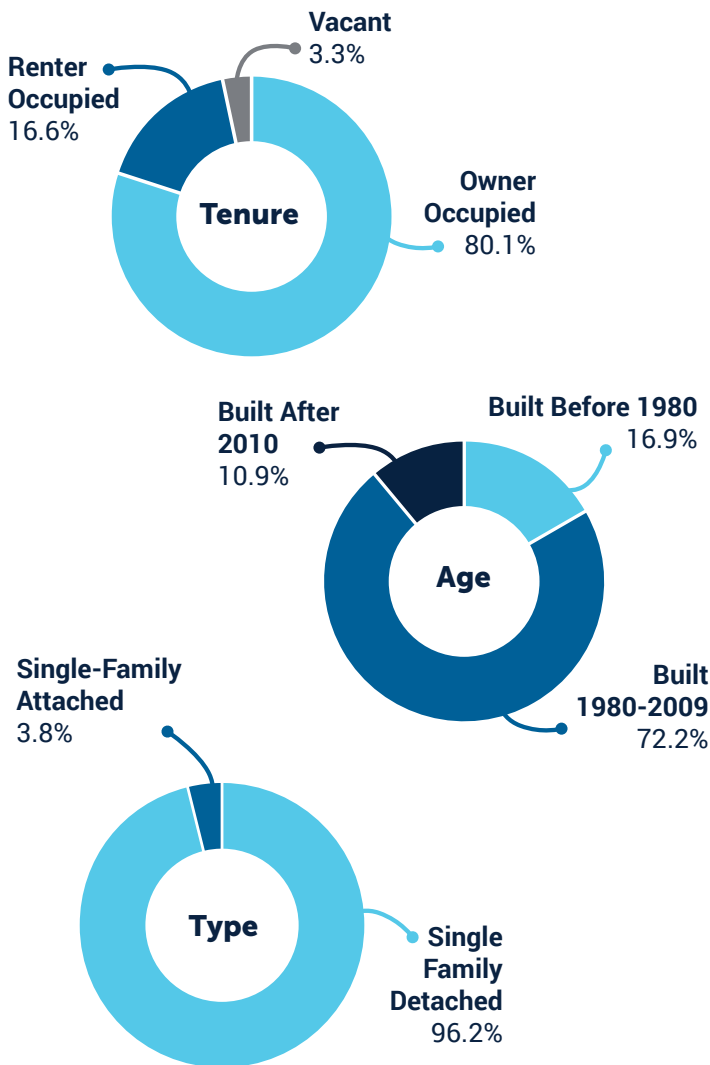
- RA-200 (Agriculture-Residence)
- R-100 (Single-Family Residence)
- R-75 (Single-Family Residence)
- R-60 (Single-Family Residence)
- R-TH (Single-Family Residence Townhouse)
- RM (Inactive)
- C-1 (Neighborhood Business)
- C-2 (General Business)
- C-3 (Highway Business)
- M-1 and M-2 (Light and Heavy Industry)
- O-I (Office-Institutional)
- OSC (Open Space Conservation)



HOUSING AT A GLANCE

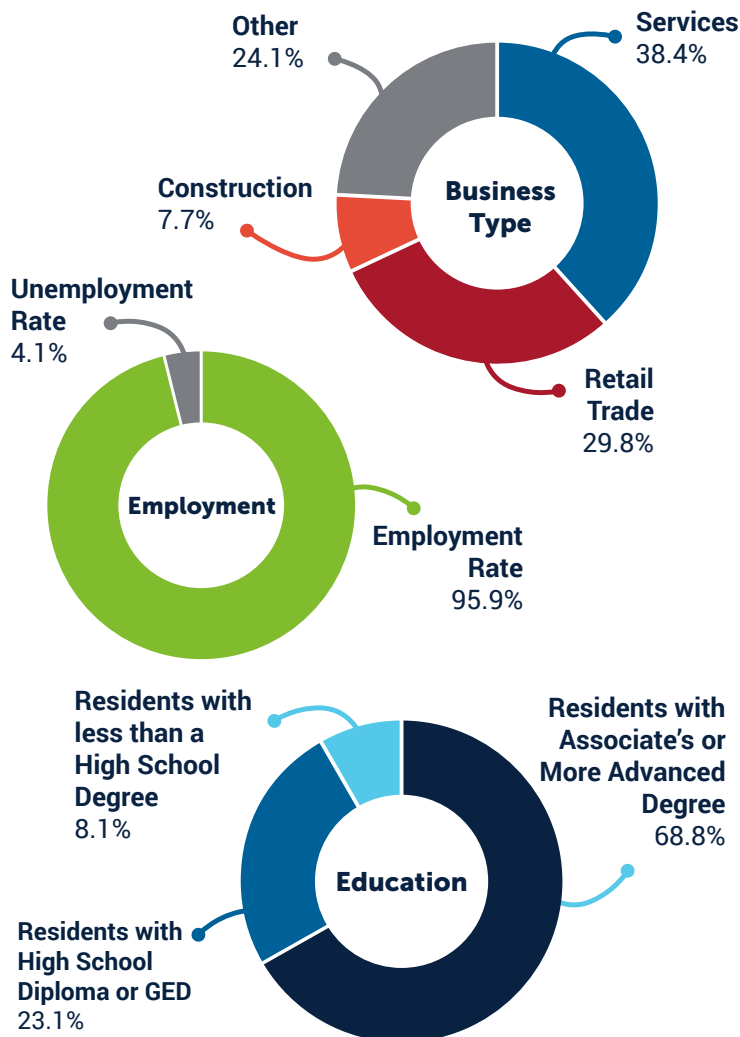
The majority of Centerville's 5,300 housing units are single-family detached homes, with only a handful of townhouses in the area. Most units are owner-occupied, with a median home value of approximately \$317,000. Only 3.3 percent of units remain vacant.

Most of Centerville's housing was built between 1980 and 1989. In the years following the Great Recession, Centerville has seen a modest increase in housing development, with 580 housing units constructed since 2010.



BUSINESSES AND JOBS

Centerville is home to 350 businesses. The service sector and retail trade make up the majority of businesses in Centerville. The unemployment rate in Centerville is 4.1 percent, higher than the County rate of 3.2 percent. Many residents of Centerville commute to work outside of the study area. Within Centerville, employees primarily work in the retail sector, particularly at food stores and eating/drinking establishments. Centerville is competitive in some sectors compared to the region at large, especially accommodation and food services (location quotient* of 1.6), administrative, support, and waste management (1.59), and public administration (1.57).



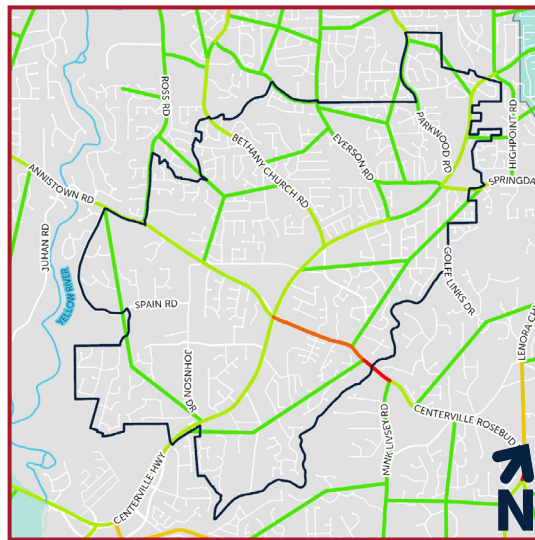
*If the location quotient is greater than 1, it indicates that the industry or occupation has a higher employment concentration in the specific region compared to the national average.



TRANSPORTATION

Legend

- Centerville Boundary
- A/B
- C
- D
- E
- F
- City of Snellville

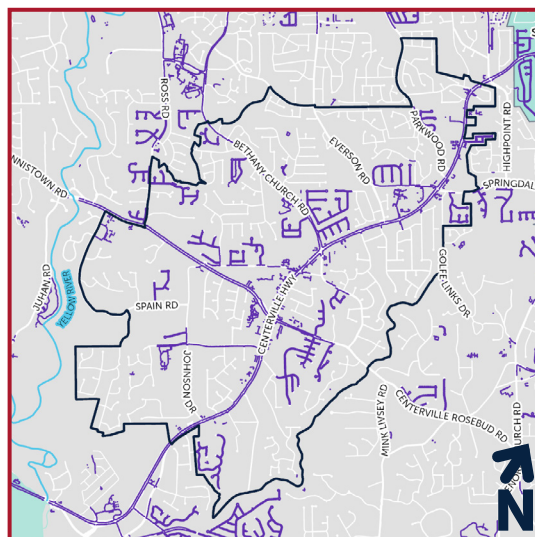


LEVEL OF SERVICE (PEAK PM)

During peak PM times, Centerville's main roadways experience delays due to congestion. Level of Service data shows that Centerville Highway operates at a Level of Service of C during peak evening traffic, while portions of Centerville Rosebud Road operate at an LOS of E and F. This indicates traffic exceeds the road's maximum capacity and traffic flow is disrupted. The remainder of the study area operates at an LOS of A or B, indicating ease of movement and smooth traffic flow.

Legend

- Centerville Boundary
- Sidewalks
- City of Snellville

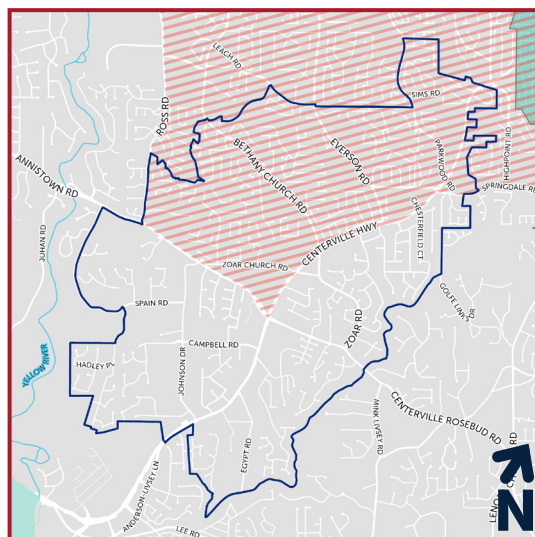


SIDEWALKS

Centerville Highway and Annistown/Centerville Rosebud Road have better sidewalk coverage than many roadways in Gwinnett, including connections to many community amenities — including Centerville Elementary, Partee Elementary, and the Centerville Library. However, the sidewalk network throughout the rest of the study area is limited to specific neighborhoods, with low connectivity between them.

Legend

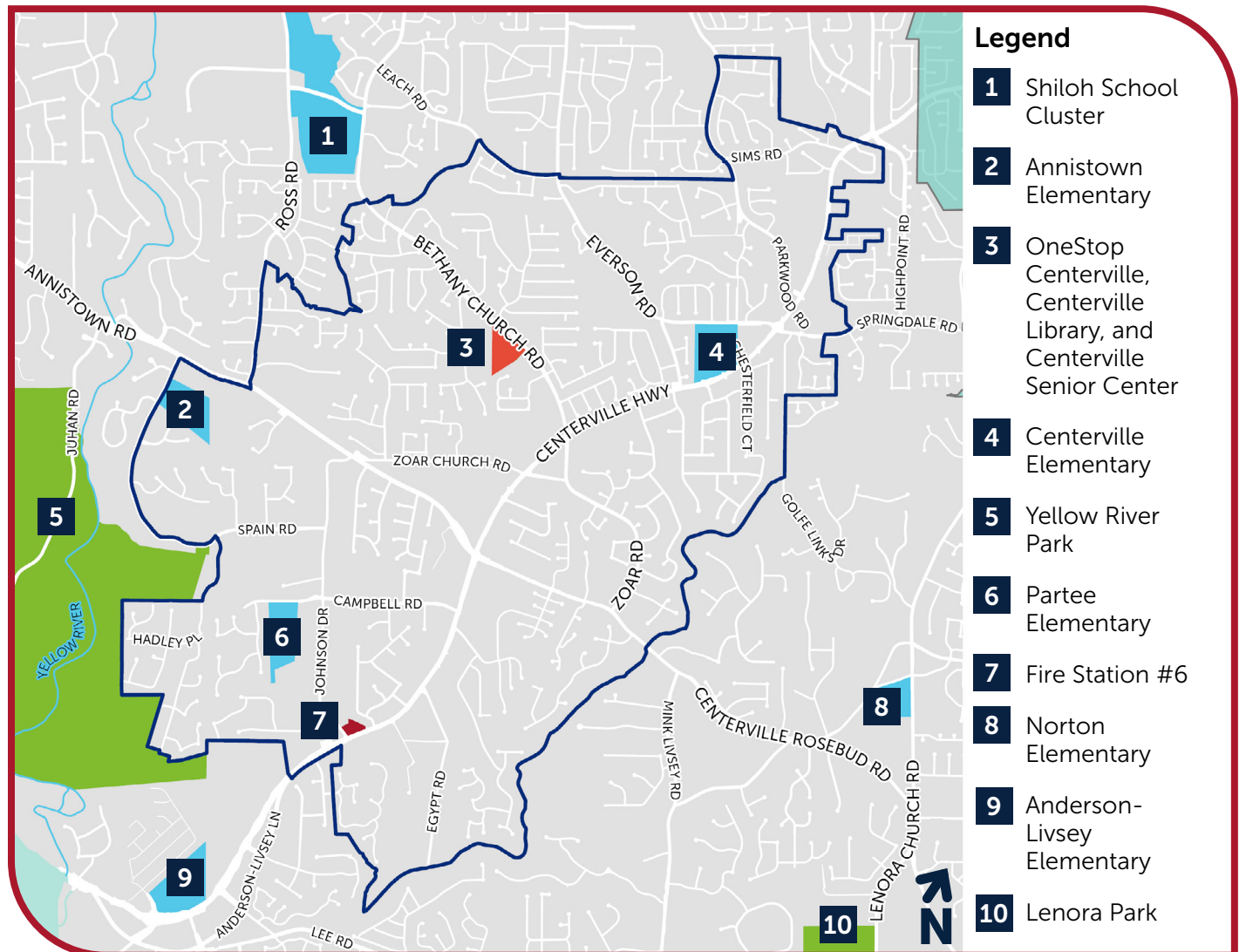
- Centerville Boundary
- Microtransit Zone
- City of Snellville



CURRENT TRANSIT

Centerville is not currently served by fixed route transit, with the closest transit service outside the boundary at the Hewatt Road Park and Ride lot. The north half of Centerville is currently served by one of Ride Gwinnett's pilot microtransit zones. Within the microtransit zone, residents or visitors can use the Ride Gwinnett to arrange a door-to-door ride on a County vehicle anywhere within that zone. By 2033, every address in Gwinnett County will be served by a microtransit zone.

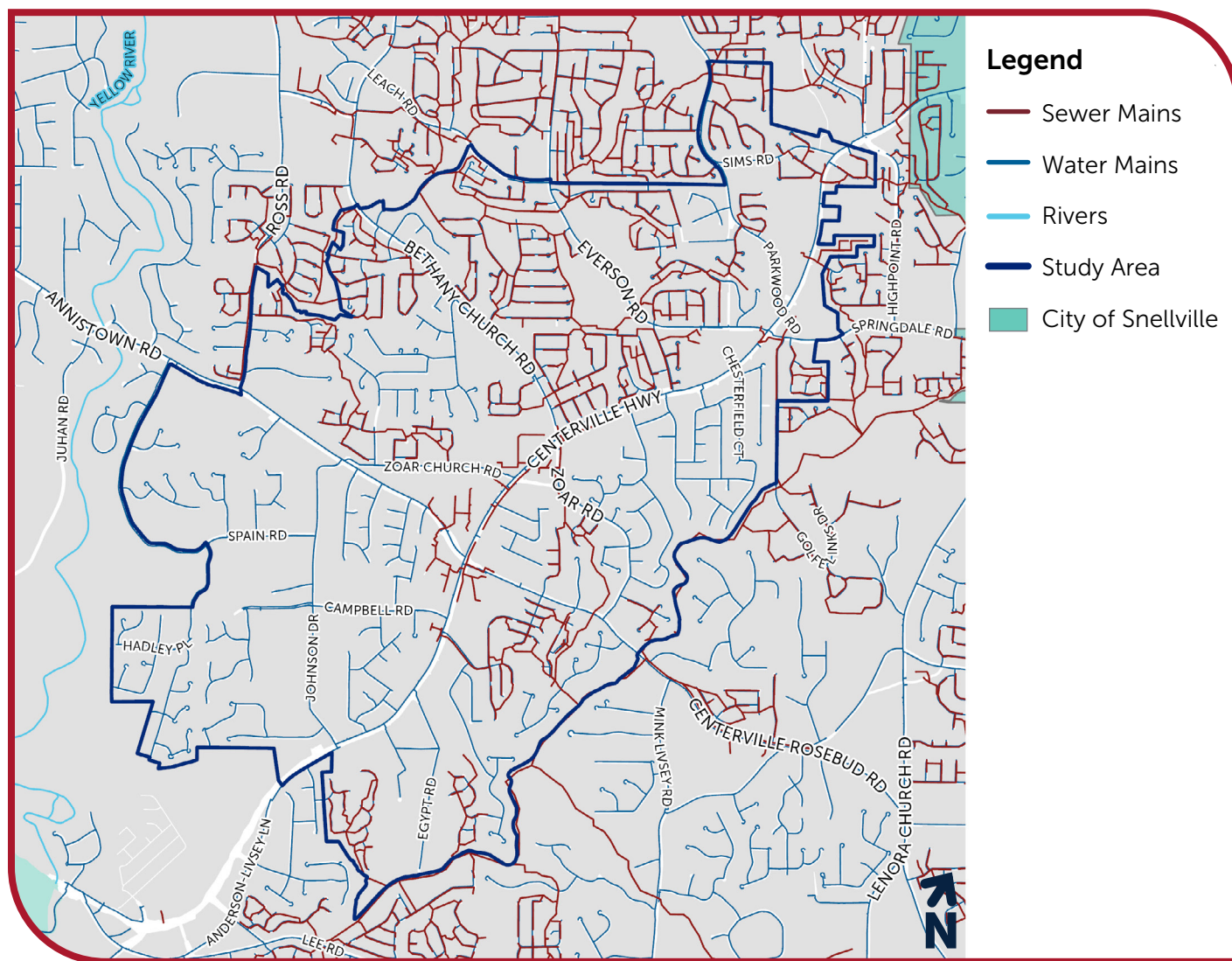
COMMUNITY RESOURCES



Centerville is host to a variety of community resources. Three elementary schools are located within the study area boundary: Centerville Elementary School in the northern half, and Annistown and Partee Elementary Schools in southern Centerville. These schools feed into the Shiloh cluster located just outside of the study area boundary.

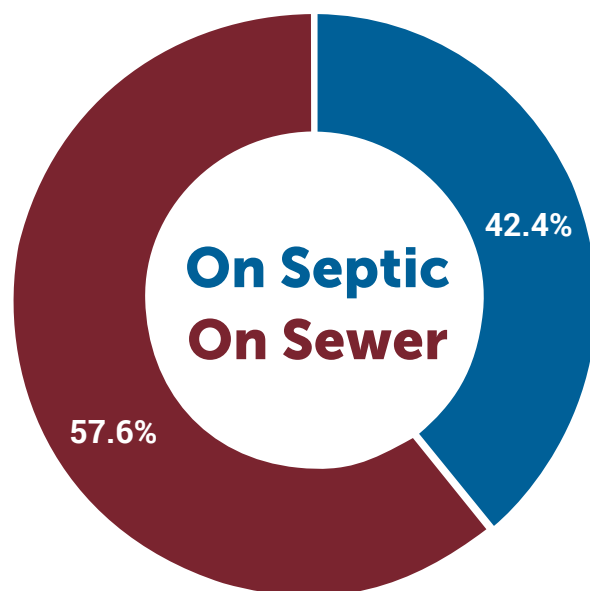
Currently, there are no public parks within the study area; however, Yellow River Park is located adjacent to the study area's southwestern border. The Gwinnett County Public Library's Centerville Branch, Centerville Senior Center, and OneStop Centerville share the same property on Bethany Church Road. OneStop Centerville offers resources for families experiencing issues with hunger, health, and housing. Fire Station 6 provides fire safety and emergency services for this area.

WATER AND SEWER

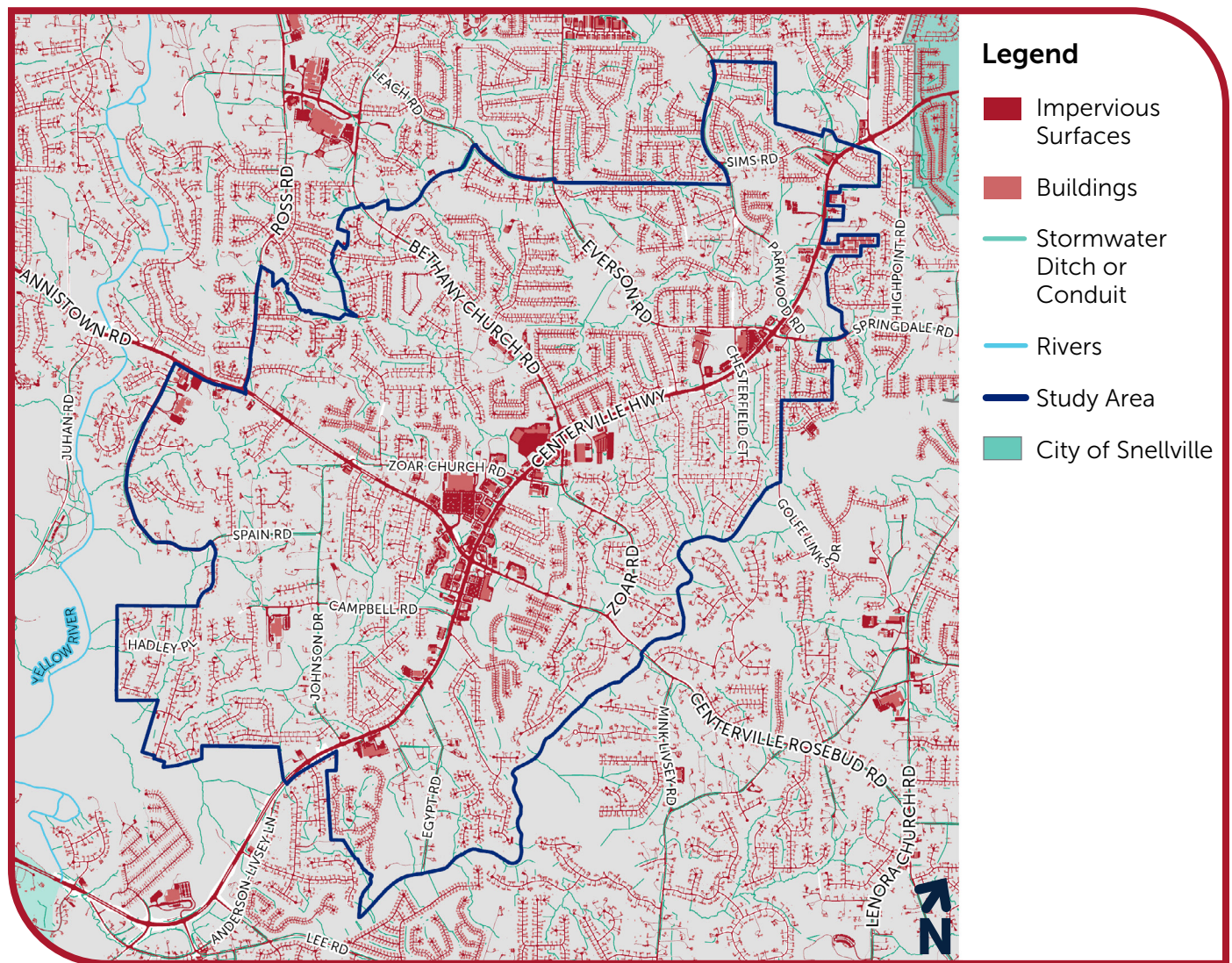


While the entirety of Centerville receives water service from the Department of Water Resources, only 57.6% of properties within the study area have access to sewer. Generally, neighborhoods closer to Snellville have greater sewer access, while neighborhoods closer to the DeKalb County border do not.

Most of Centerville's commercial properties have access to sewer systems, but some of the older institutional buildings (i.e., churches) are on private septic systems.

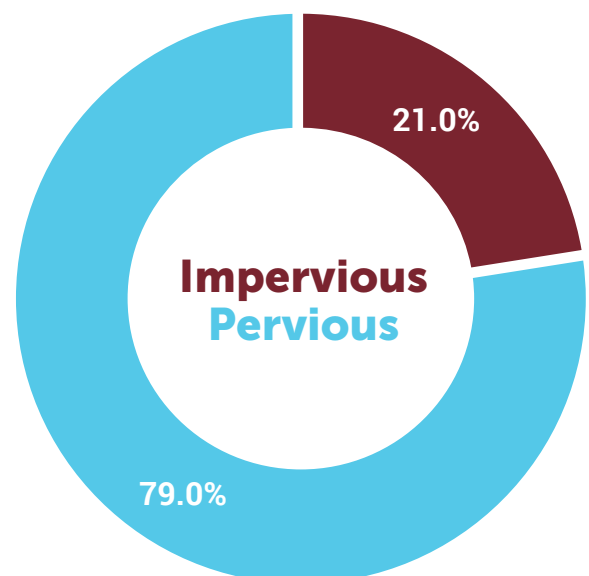


STORMWATER AND IMPERVIOUSNESS

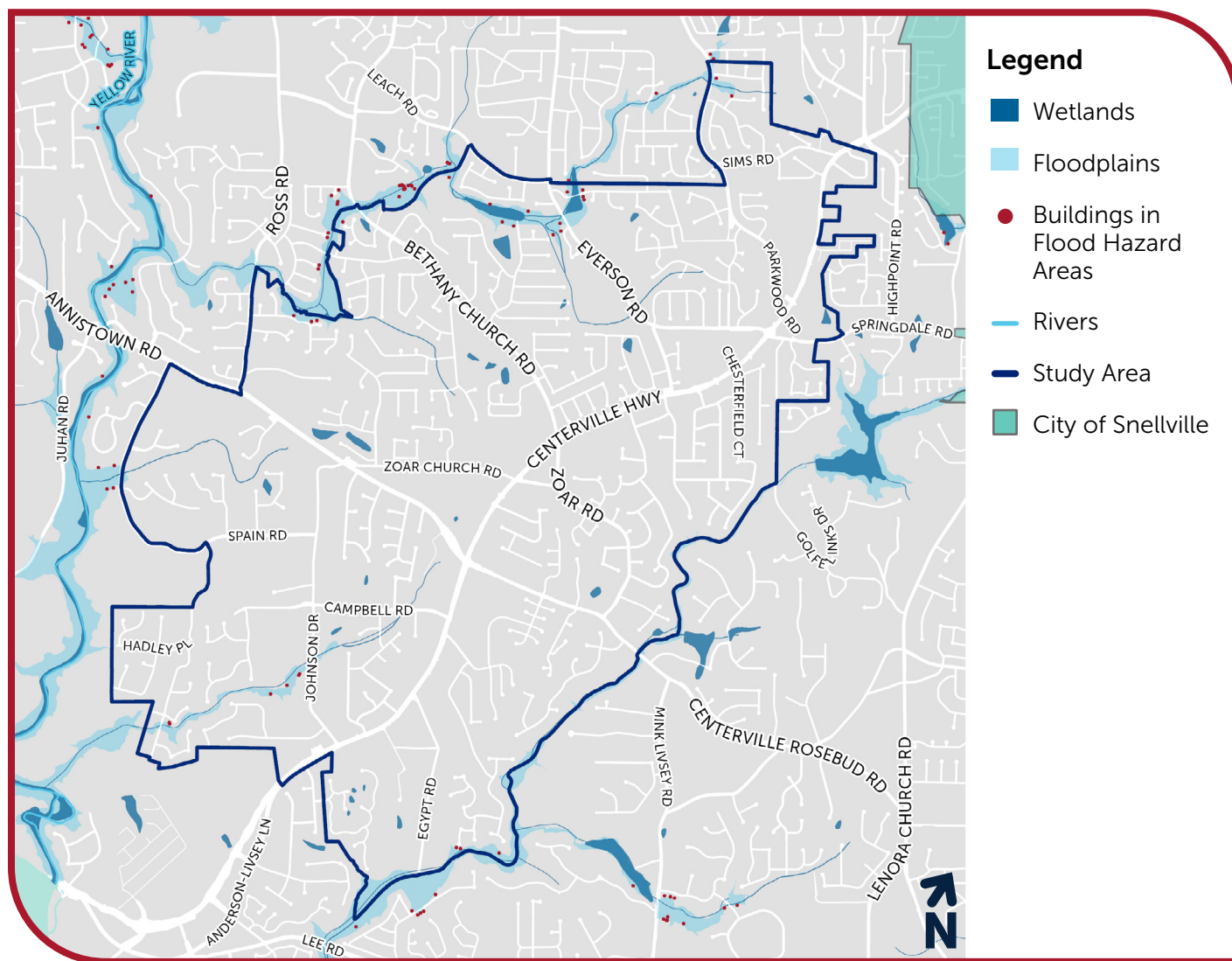


Impervious surfaces are dense or compacted surfaces that do not allow water to pass through. These include streets, buildings, and surface parking lots. Centerville has relatively low levels — only 21% — of impervious surface compared to other areas of Gwinnett, especially outside of the core commercial area.

Stormwater is primarily managed through engineered stormwater systems, with stormwater ditches or conduits present throughout the entire study area.

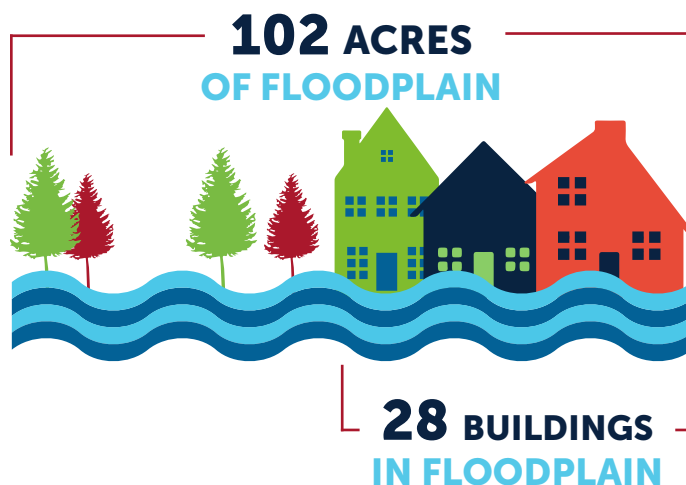


WETLANDS AND FLOODPLAINS

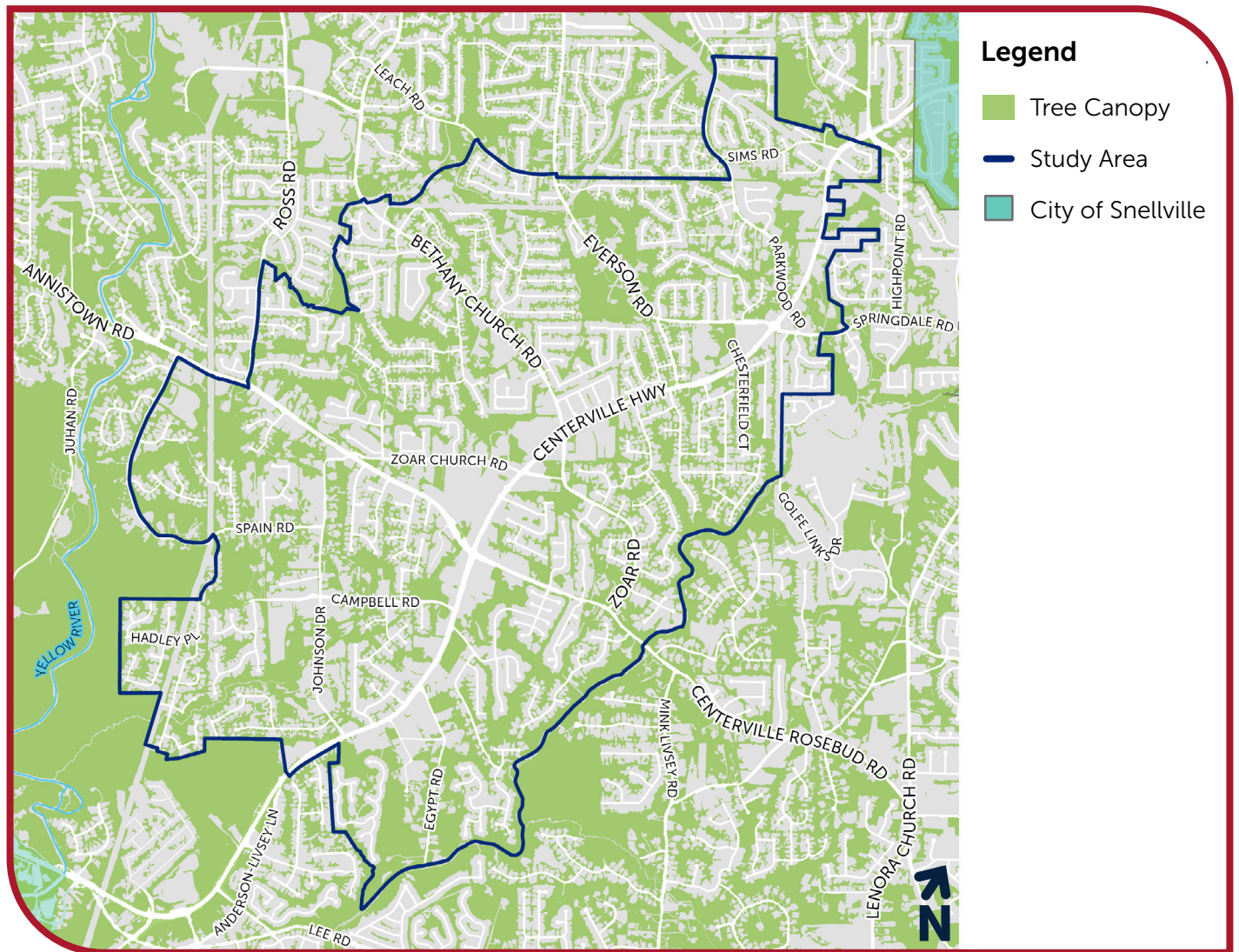


Much of the Centerville study area sits on high ground, which slopes downward to the Yellow River running along its southwestern border. Because of this elevation, there are few wetlands and floodplains in Centerville.

Only 102 acres (less than 2.5% of the study area) are covered by floodplains. Only 28 buildings are located within floodplains and are mostly single-family homes and accessory buildings.

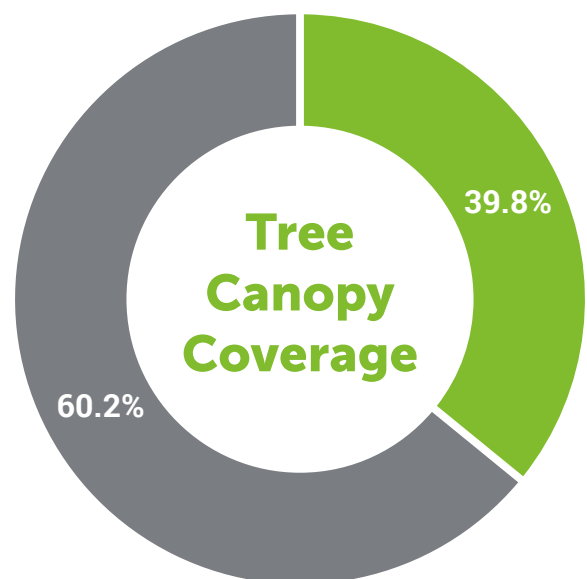


TREE CANOPY



Centerville boasts a lush tree canopy. At nearly 40% coverage, it is one of Gwinnett's most vegetated areas, and residents often refer to Centerville's trees and greenspace as one of the community's most special qualities.

Significant parts of the canopy are located at the backs of single-family lots. Additionally, there are several undeveloped properties with substantial forest coverage, along with several large lots that extend toward natural creeks and wetlands. The Yellow River Park's tree canopy is an attractive natural feature, and the tract designated for the future Centerville Park is also notably dense.



Opportunity Scan

PLANNED PROJECTS

Destination 2050: Comprehensive Transportation Plan

Gwinnett's Comprehensive Transportation Plan proposes one major surface transportation improvement within the Centerville Study Area, focused on widening Centerville-Rosebud Road from Centerville Highway to Lenora Church Road. This project is identified as long term (15 to 20 years) and would help alleviate traffic congestion currently occurring at peak evening times. Some intersection improvements are scheduled for the short term (within the next five years) just outside the study area boundary.

Transit Development Plan

The Transit Development Plan proposes two fixed route transit options that would provide major coverage to Centerville's central core. One Quick Ride service would extend from Centerville, through Snellville and further north to Georgia Gwinnett College. A County Ride service would run east to west through Centerville, connecting the study area to Jimmy Carter Boulevard in the west and Loganville in the east. The TDP also calls for county-wide microtransit zones, similar to the one currently in place for Snellville.

Gwinnett Countywide Trails Master Plan (2018)

The Gwinnett Countywide Trails Plan proposes two future trail corridors that would serve Centerville. The Centerville Greenway would offer direct access for walking and biking to Yellow River Park and the future Centerville Park Site from neighborhoods south of Centerville. Another trail extending north on Ross Road would provide pedestrian and bike access to amenities closer to US-78. An update to the Countywide Trails Master Plan is currently underway and expected to be complete by the end of 2025.

Sewer Infrastructure Expansions

Various geographical and geological features make sewer expansions in Centerville somewhat challenging. However, the Department of Water Resources is conducting a detailed sewer basin study for this area to determine future needs.

Key Projects:

- 1 Safety improvements along Ross Road
- 5 Centerville Rosebud Road Widening
- 6 New sidewalk along Johnson Road (SPLOST)
- 7 Intersection improvement at Centerville Rosebud Road, Caleb Road, and Lenna Drive

Key Projects:

- 3 County Ride (Jimmy Carter — Centerville — Loganville)
- 4 Quick Ride (Centerville — Snellville — Georgia Gwinnett College)

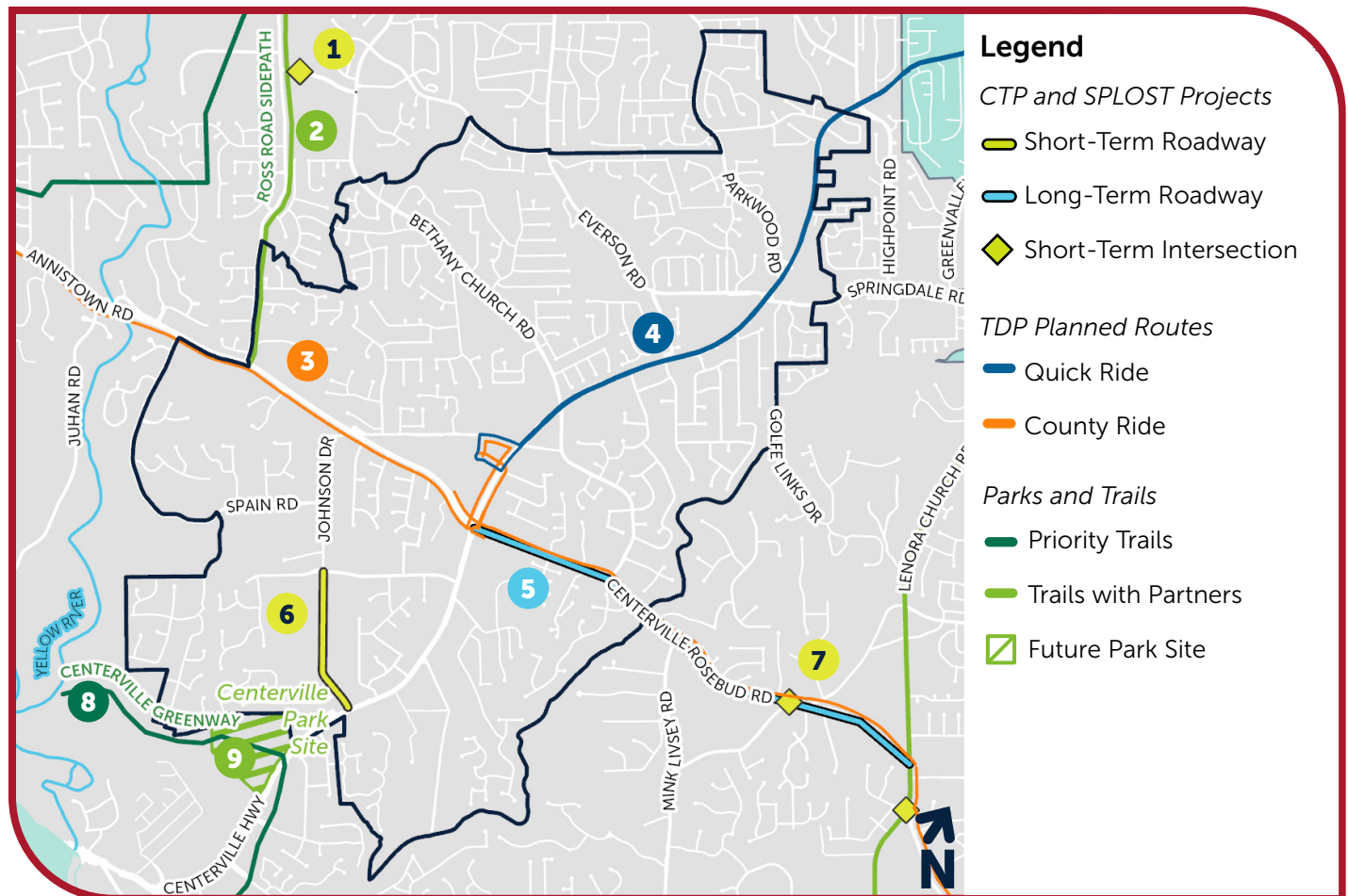
Key Projects:

- 2 Ross Road Sidepath
- 8 Centerville Greenway

Key Projects:

Sewer Basin Study

CURRENT PLANNED PROJECTS



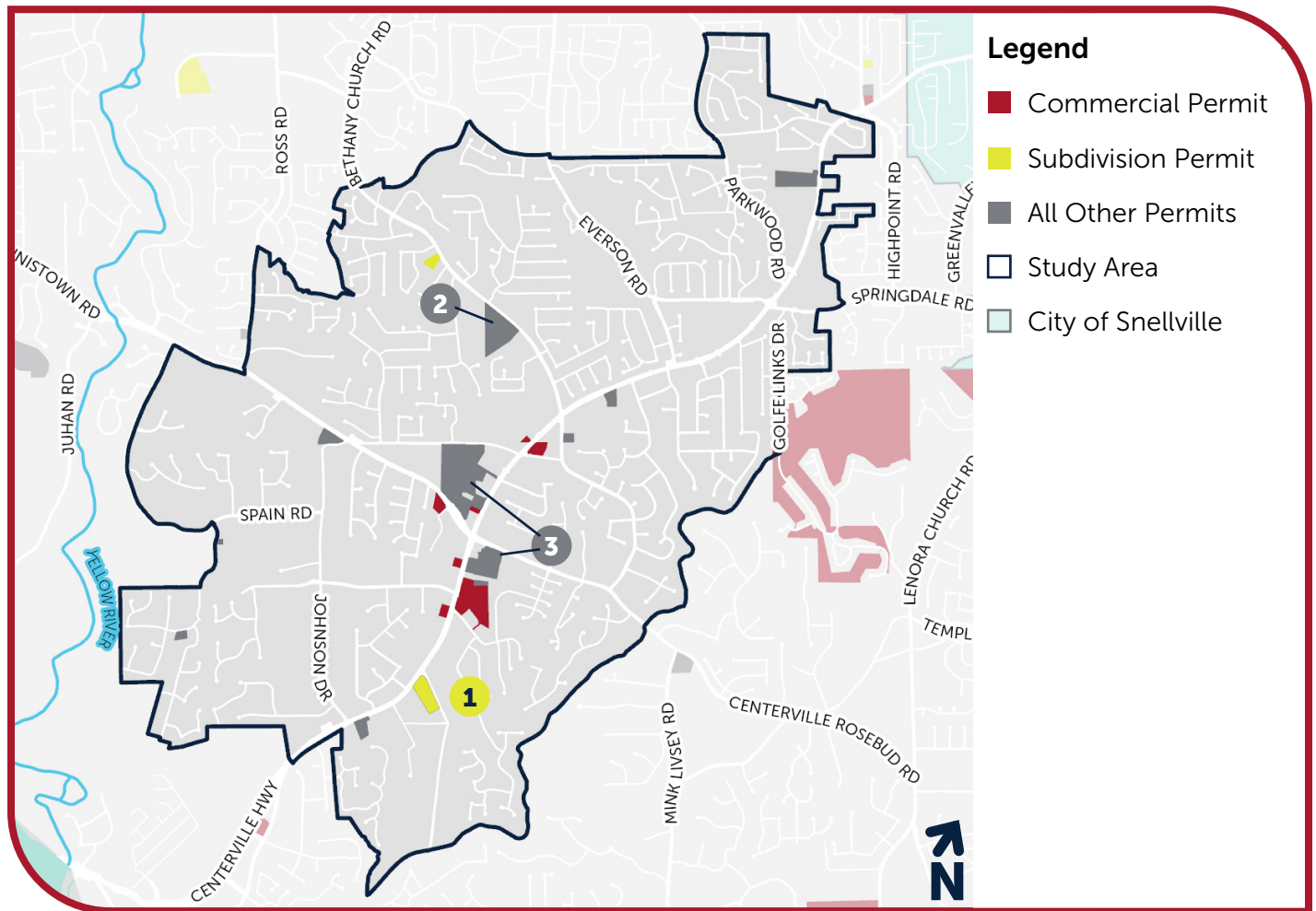
2020 Gwinnett Comprehensive Parks & Recreation Master Plan

Although this area is served by Yellow River Park, the Parks & Recreation Master Plan proposes additional investment in public space for Centerville. Two High-Medium Density Parks (defined in the plan as parks with a half-mile service area) and at least two Medium-Low Density parks (one mile service area) would provide access to open space for the majority of Centerville. The County has designated one 59-acre site just south of the study area as one future park site.

Key Projects:

- 9 Centerville Park Site

PROPOSED DEVELOPMENT



Between 2016 and 2024, 28 development permits were filed within or immediately adjacent to the Centerville study area. Most of these permits have been for land development for new nonresidential uses. Four notable projects are highlighted here:

1 Egypt Road Townhomes

A new townhome development will add 36 townhomes at the corner of Egypt Road and Centerville Highway. The project is currently under construction.

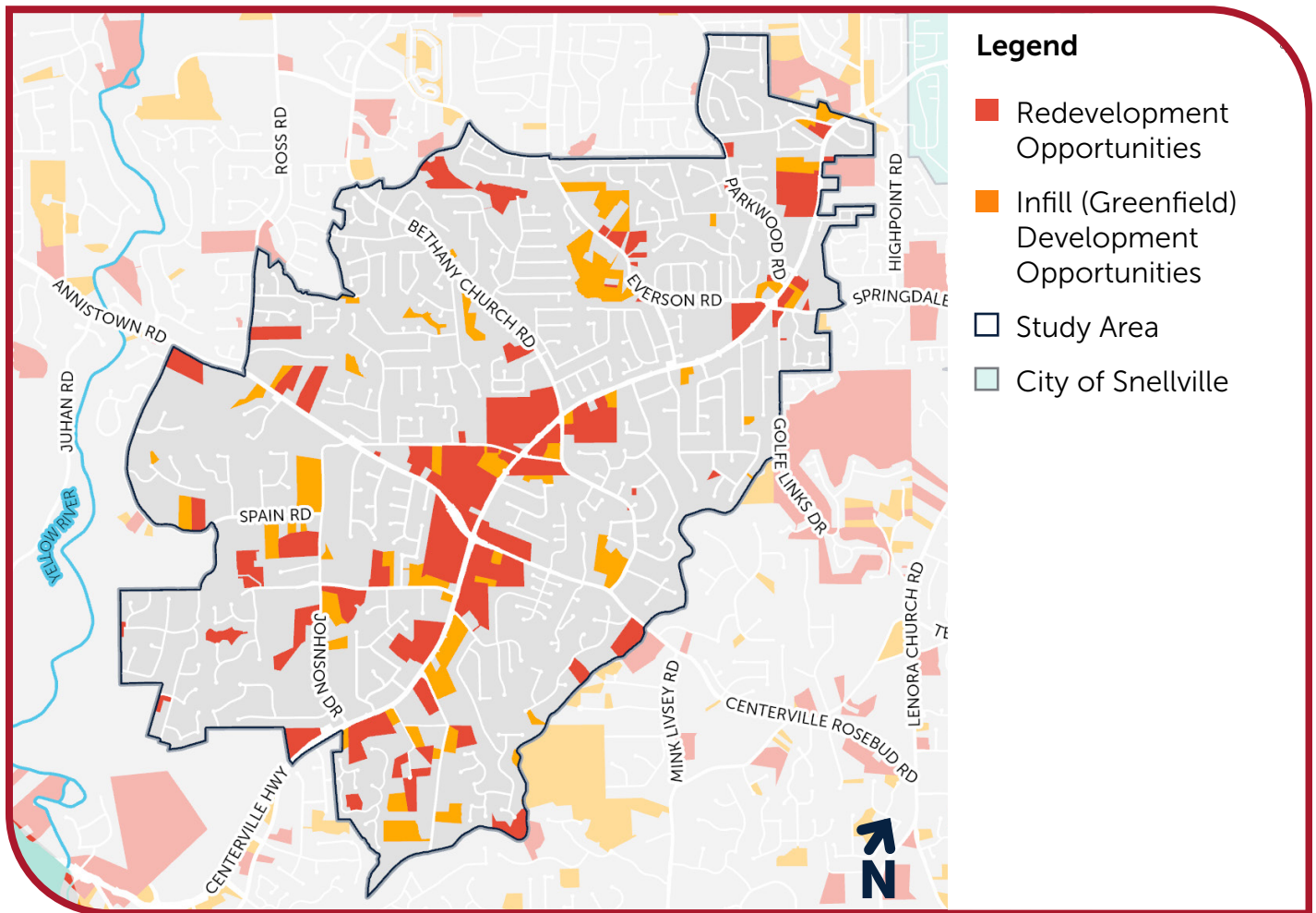
2 OneStop Centerville Expansion

In late 2024, Gwinnett completed a 33,000 square foot expansion of OneStop Centerville, which provided additional community spaces for programming and administration of those services.

3 Commercial Site Improvements

Several of the development permits filed focus on small-scale site improvements to commercial property, such as Aldi and Wal-Mart expanding their parking lots.

REDEVELOPMENT POTENTIAL



Redevelopment Opportunities

Most redevelopment opportunities in Centerville are clustered in its commercial core or along Centerville Highway. While some commercial buildings are relatively new, the high percentage of surface parking could be reconfigured into more community-supportive uses, including housing, new retail, and open spaces.

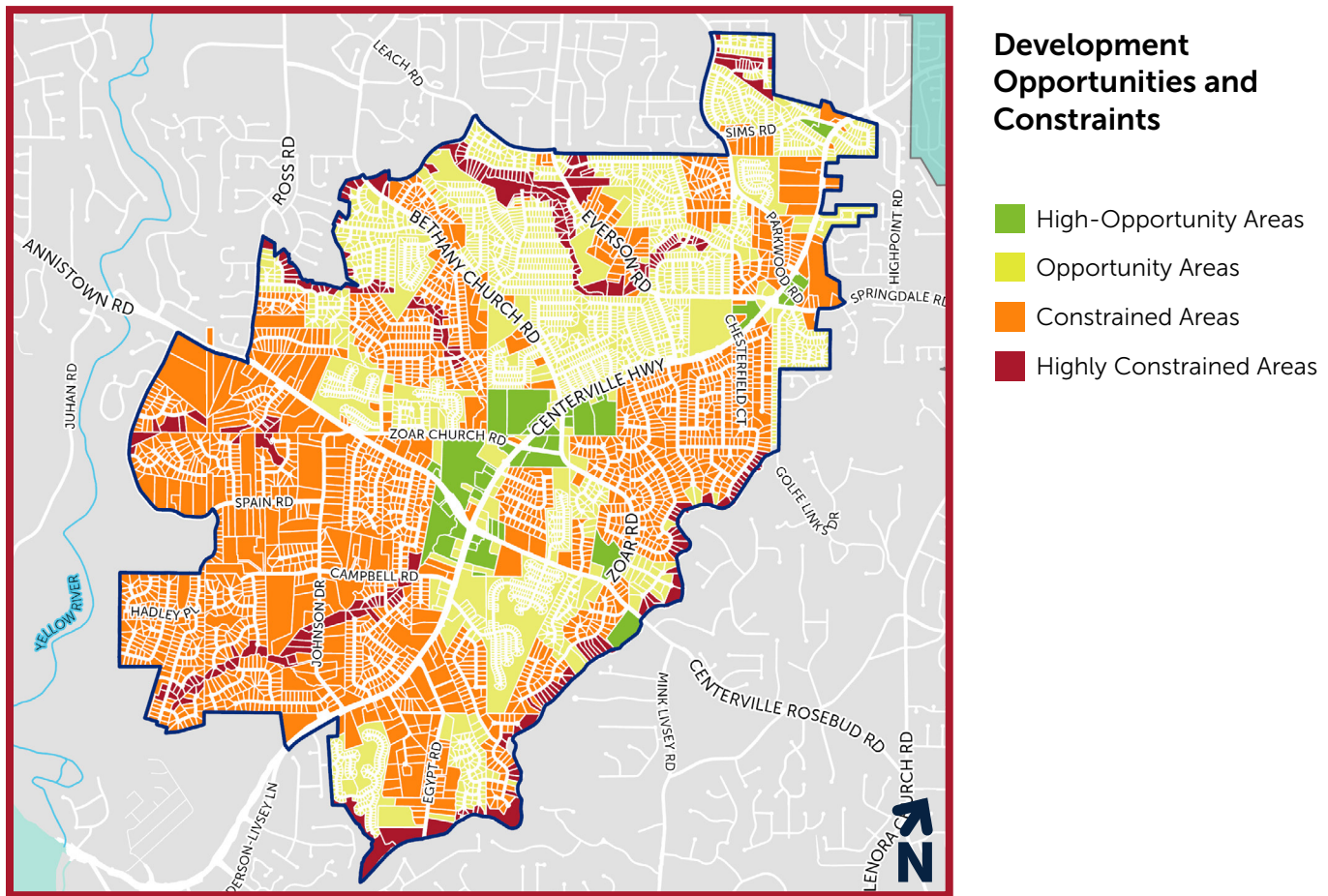
Some parcels located along major roads farther from Centerville's main commercial area are also designated as redevelopment opportunities. These mostly consist of auto-oriented uses such as mechanics, collision centers, and gas stations. Redevelopment of these properties could support new residential uses, especially if located within one mile of Centerville's core.

Greenfield and Infill Development Opportunities

The Centerville study area includes several undeveloped parcels, which range from large greenfield tracts to smaller undeveloped lots within single-family neighborhoods. Many of these tracts are heavily forested, especially those located farther away from Centerville Highway. These could support infill housing development that blends well with existing neighborhoods.

In addition to the former greenfield properties that are under construction, there are also several undeveloped properties along Centerville Highway actively advertised as for sale. These properties present immediate opportunities for creative development that supports the growth of Centerville.

The Future of Centerville



Centerville is well positioned to develop into a Daily Community as envisioned by the 2045 Unified Plan. Between its history as one of Gwinnett's most established communities and future investments in transit infrastructure, Centerville's commercial core is appealing for redevelopment. Mixed-use development that brings new housing, retail, and other amenities would be particularly appropriate.

The map above shows a range of development opportunities and constraints throughout the study area. Several **high-opportunity areas** are clustered in the study area's core where collector streets, such as Bethany Church Road and Annistown Road, cross Centerville Highway. Many of these opportunity areas consist of large surface parking lots that support big-box retail stores, which could be reimaged into mixed-use neighborhoods that deliver more community benefits than parking. Greater housing density would serve Centerville well, especially considering plans for future transit service.

The northern half of the study area, especially west of Centerville Highway, features several **opportunity areas** with similar access to critical infrastructure but less potential to redevelop. These include newer retail areas as well as some large undeveloped parcels along Centerville Highway outside of the study area core. These also include some single-family neighborhoods with access to sewer, which are eligible for adding accessory dwelling units.

OPPORTUNITIES AND CONSTRAINTS CRITERIA

TYPE	WITHIN 1/8 MILE OF FUTURE TRANSPORTATION PROJECT	SEWER ACCESS*	HIGH POTENTIAL FOR DEVELOPMENT	MORE THAN 25% OF PARCEL IN FLOOD ZONE OR STREAM BUFFER
High-Opportunity Area	YES	YES	YES	NO
Opportunity Area	N/A	YES	NO	NO
Constrained Area	N/A	NO	NO	NO
Highly Constrained Area	N/A	NO	NO	YES

**This category only captures access to sewer, not capacity.*

In contrast to the northern half of the study area, neighborhoods and nonresidential areas south of Centerville Rosebud Road are mostly considered **constrained areas** due to their lack of sewer access. While redevelopment could occur on these parcels, it is less likely given the cost involved with extending sewer mains. Similarly, ADUs on single-family parcels located here would not be recommended due to the lack of sewer access.

Finally, parcels considered **highly constrained areas** lack access to infrastructure and face environmental challenges that would make them particularly difficult to develop. While Centerville does not have significant floodplain coverage, several streams draining to the Yellow River run between neighborhoods, reducing the buildable area of certain parcels due to required stream buffers. Most of these highly constrained parcels are located on the edges of the study area, leaving the highest-opportunity areas intact.

The following plan focuses on redevelopment in the high-opportunity areas in Centerville's core. It envisions how new housing, retail, and public spaces can combine with public transportation and placemaking investments to create a more vibrant Centerville.

Small Area Plan

This small area plan applies the 2045 Unified Plan's Daily Community Framework to Centerville, combining community input with analyses of existing conditions and planned projects to design a vision for a redeveloped and enhanced Centerville Daily Community.

The planning team led two major engagements with community members. The Centerville Small Area Plan Charrette took place at Zoar United Methodist Church on June 26-27, 2024. The charrette included three sets of public drop-in hours, which were advertised throughout Centerville via postcards and social media. Outside of these public hours, the workshop included active work periods and interviews with stakeholders about the future of Centerville.

Using feedback from the workshop, the team developed final recommendations and shared them at the Community Open House, held at OneStop Centerville on August 14, 2024. During this drop-in style event, the project team shared complete design concepts and sought additional feedback on ideas for placemaking projects.

Working in partnership with community members, the team focused on the following priorities for the concepts shown in this plan:

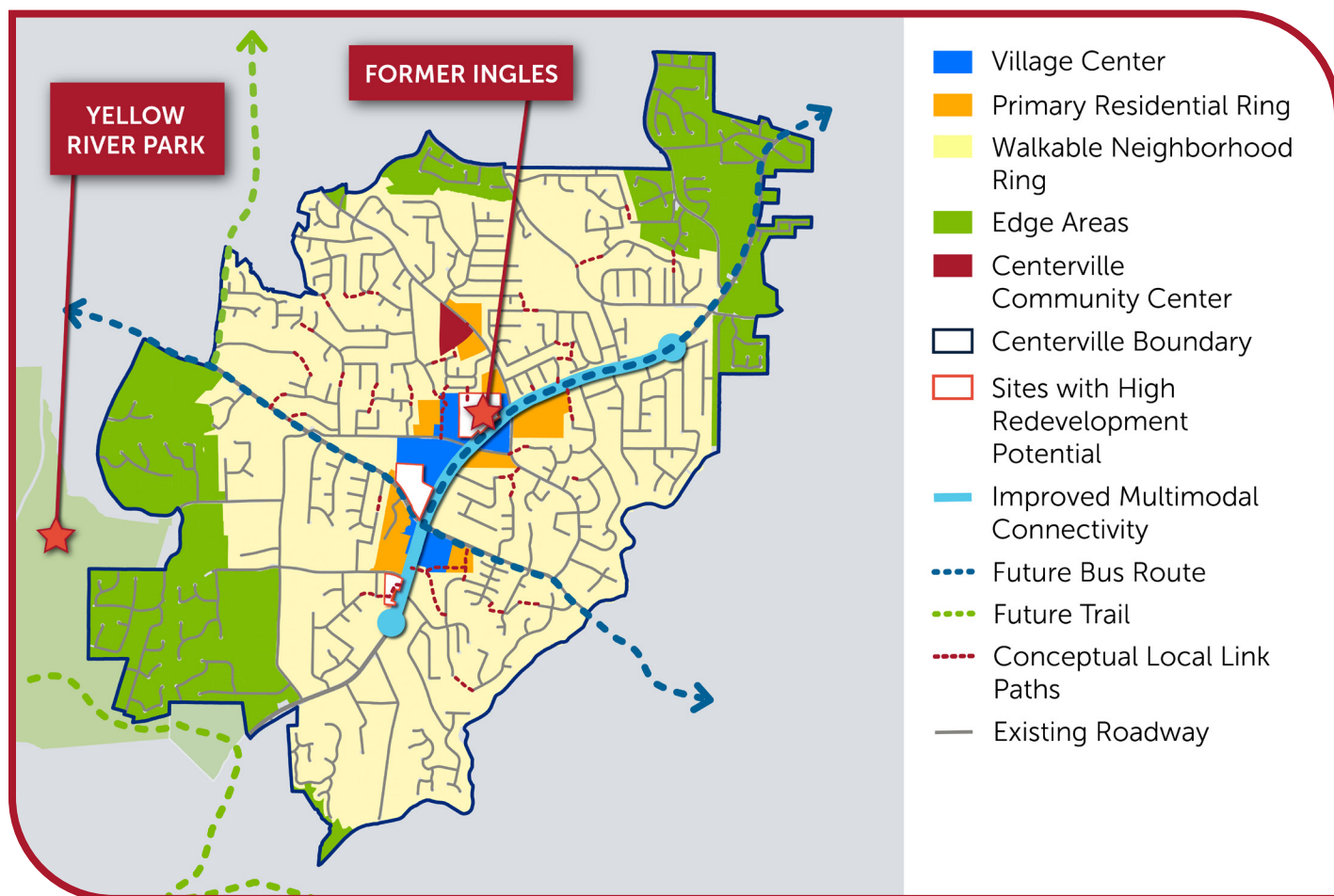
- 1 Aligning redevelopment concepts with sites most likely or in greatest need of change
- 2 Keeping development at an appropriate scale, given community character and preferences
- 3 Expanding pedestrian connections and safety infrastructure
- 4 Adding community gathering spaces throughout the design

Overall, residents were enthusiastic about potential community improvements. The team received hundreds of comments highlighting resident desires and ideas for new amenities, including public spaces, retail and entertainment, and alternative transportation. Community members were supportive of growth, especially if it would make new retail more likely to succeed. Opinions varied on some aspects of the concepts but residents were generally excited about adding walkable, mixed-use development to the heart of their community.

This feedback, coupled with direction from the 2045 Unified Plan, provided the foundation for redevelopment concepts in key locations in Centerville's core. This chapter explores those concepts in detail and offers guidance for their implementation over the next 20 years.



1 DAILY COMMUNITY VISION



The planning team developed a high-level vision to guide Centerville's evolution into a true Daily Community. Three main goals for community improvement were prioritized:

Focus Redevelopment within High-Potential Sites

A few key sites offer the greatest potential for change within Centerville. Focusing on a small number of high-impact projects on underutilized properties—such as the shopping center formerly anchored by Ingles—could kickstart other community investments.

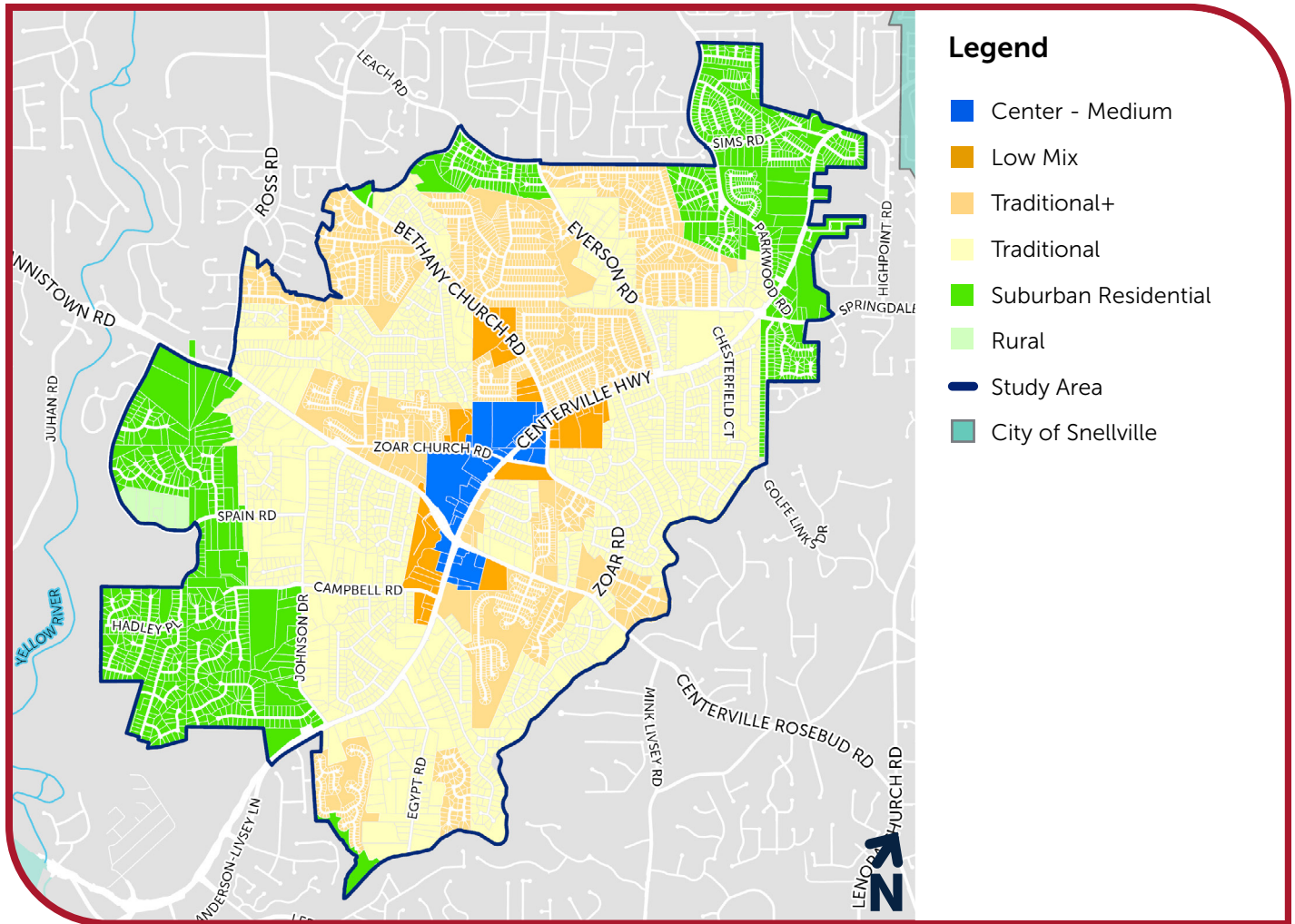
Improve and Expand Multimodal Connectivity

Residents are very supportive of safe, multimodal transportation options throughout Centerville, from sidewalks to transit. Sidewalk and streetscape improvements on Centerville Highway, along with local paths linking neighborhoods, help create a more integrated transportation system that expands connectivity and provides direct access to Centerville's village center.

Enhance Community Resources and Identity

Centerville has a rich history and culture, but they are not reflected in the built environment. Redevelopment offers an opportunity to add visual markers of culture and personality, not only making Centerville's village center more aesthetically pleasant but also reinforcing its identity.

2 FUTURE DEVELOPMENT FRAMEWORK



The future development policy from the 2045 Unified Plan provides design and development guidance for each parcel in Centerville.

CENTER - MEDIUM

Centerville's "downtown" area is designated as **Center - Medium**, indicating it would be appropriate for mixed use, multifamily, townhouses, retail/entertainment, office, and institutional uses. Buildings are recommended to be between one and five stories high. This area would meet the Unified Plan's transit goals through two planned future bus routes.

NEIGHBORHOODS

Just outside the center, several parcels are designated **Low Mix**, which supports small-scale multifamily, missing middle housing, townhouses, and cottage courts. Centerville's established neighborhoods either are designated **Traditional+**, which allows for townhouses, missing middle, cottage courts, single-family detached, and ADUs; or **Traditional**, which allows single-family residences only due to the lack of sewer access. Parcels designated Traditional are unlikely to change and should remain as single-family detached housing.

EDGES

Residential neighborhoods that are over one mile from the Centerville village center (and not part of another Daily Community) are **Suburban Residential**, and are unlikely to change.

CENTER — MEDIUM



A vibrant community center with clusters of restaurants, retail, and diverse housing options.

NEIGHBORHOODS



Low Mix

Mostly residential consisting of small-scale multifamily and missing middle housing



Traditional+

Townhouses, cottage courts, and smaller footprint single-family attached and detached on sewer with incidental commercial



Traditional

Single-family without sewer but with pedestrian connectivity

EDGES



Suburban Residential

Represents existing single-family development



Suburban Nonresidential

Parcels that are not residential and over a mile away from a Village Center or Urban Corridor that are unlikely to change.



3 REDEVELOPMENT CONCEPTS

Bethany Church and Centerville Highway



REDEVELOPMENT CHARACTER IMAGES



Mixed-Use Development



Plazas and Gathering Spaces



Neighborhood Retail and Entertainment

KEY COMPONENTS



CREATIVE MIXED-USE DEVELOPMENT

The shopping center at the intersection of Bethany Church Road and Centerville Highway, formerly anchored by Ingles Markets, represents one of the community's best opportunities for redevelopment. This concept envisions the 20-acre site as a walkable, mixed-use village with several low-rise mixed-use and multifamily buildings (all three to four stories) along a central tree-lined boulevard. Townhouses and cottage courts are proposed at the site's edges to provide a smooth transition to existing single-family neighborhoods.



NEW GATHERING SPACES AND ENTERTAINMENT

Centerville residents regularly mentioned the desire for more places to gather, shop, and enjoy their community together. New pocket parks and plazas are proposed throughout the redevelopment concept, along with neighborhood-serving retail spaces that encourage neighbors and visitors to stop, stay, and play. Lastly, new greenspace behind Zoar Church could provide new greenspace as well as a stormwater detention facility.



ACCESS TO EXISTING COMMUNITY RESOURCES

Centerville residents regularly mentioned how treasured the existing retail establishments are in this shopping center. This concept keeps the existing strip commercial building and adds new institutional and retail uses nearby. Streetscape improvements also provide stronger connectivity to OneStop Centerville along Bethany Church Road to the northwest.



REDEVELOPMENT TARGETS

Based on this concept, redevelopment of this shopping center has the potential to provide:

Redevelopment Targets

113,500

square feet of commercial space after redevelopment

18,800

square feet of institutional space

9.9

acres of new parks and open space

443 *new housing units, including:*

313 *multifamily units*

75 *townhouses*

33 *missing middle units**

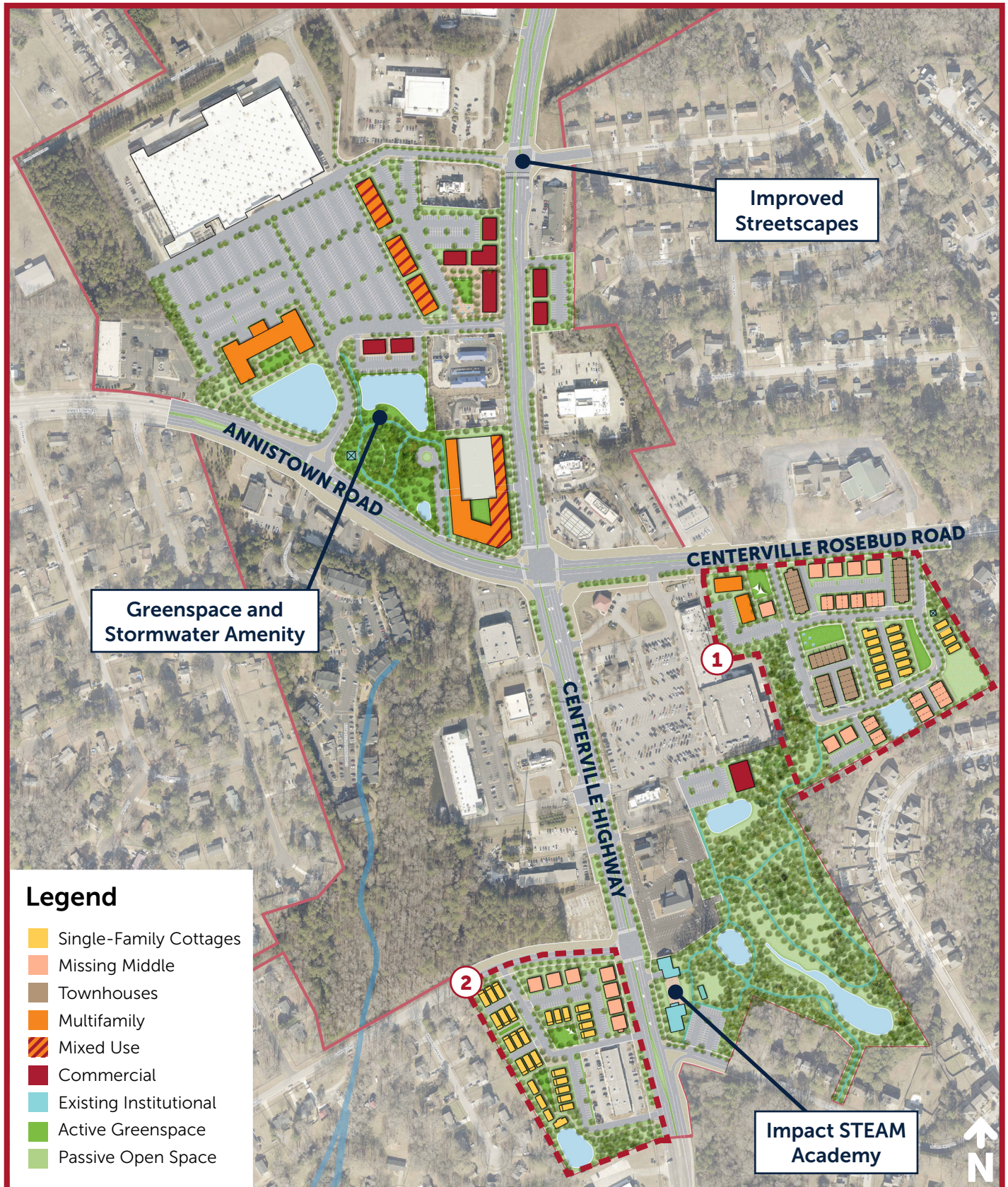
18 *single-family cottages*

4 *traditional single-family lots*

*Includes quadplexes, triplexes, duplexes, single-family cottages, and live-work units. Due to the number of cottages proposed, they have been listed separately.

3 REDEVELOPMENT CONCEPTS

South Centerville Highway



Key Components

The commercial uses along this stretch of Centerville Highway are fairly new, so this concept focuses mostly on residential infill. Two neighborhoods are proposed,

- ① south of Centerville Rosebud Road, featuring small-scale multifamily, missing middle housing – in the form of quadplexes, triplexes, duplexes, and single-family cottages – and townhouses; and
- ② west of Piedmont Urgent Care, featuring various forms of missing middle housing, including multiplexes, quadplexes, and cottages.

These neighborhoods complement more intense development in front of Walmart: new mixed-use buildings, which could include senior living, a reconfigured retail area, and a new open space and improved stormwater detention pond that would serve as decorative greenspace.

REDEVELOPMENT CHARACTER IMAGES



Townhouses



Cottage Court



Mixed-Use Development

Redevelopment Targets

94,500

square feet of commercial space after redevelopment

15.5

acres of new parks and open space

424 *new housing units, including:*

244 *multifamily units* **30** *townhouses*

45 *single-family cottages* **105** *missing middle units**

*Includes quadplexes, triplexes, duplexes, single-family cottages, and live/work units. Due to the number of cottages proposed, they have been listed separately.

4 FORMER INGLES DESIGN CONCEPT



The redevelopment concept for the former Ingles Shopping Center showcases how mixed-use development, a walkable street grid, and aesthetic streetscapes create a welcoming environment for residents and visitors.



1 Greenspace

The land behind Zoar Church is a natural low point near this site. This greenspace could double as stormwater detention and entertainment space.

2 Public Plaza

The keystone of this development is a central, triangular plaza at the site's center, featuring a restaurant space opposite from a pocket park.



3 Mixed Use at Scale

Focusing on mixed-use development here adds modest density near goods, retail, and entertainment—as well as future transit routes along Centerville Highway.

4 Safer Streets

Concerns about safety inspired these roadway redesigns. Existing paint markings are transformed into green curbs that slow traffic and provide refuge for pedestrians.



Former Ingles Parking Lot Now



A key component of this redevelopment concept is replacing this unused parking lot with community amenities, including new housing, retail, and public gathering spaces.

After Redevelopment



Instead of underutilized asphalt, this site could become a community hub with pleasant landscaping, small-scale retail, plazas for gathering, and elements that enhance Centerville's identity.

5 INCREMENTAL REDEVELOPMENT

For Centerville to realize its potential as a true Daily Community, redevelopment will need to occur incrementally over time, with each County-led investment or private redevelopment project contributing to creating a more walkable and vibrant mixed-use center.

Incremental redevelopment involves several factors, including land availability, physical constraints — such as environmental conditions and access to critical infrastructure — and overall cost. Based on these factors, some projects present more immediate opportunities than others — including projects currently in progress and those with low barriers to redevelopment.

In addition to private redevelopment opportunities, the County must advance key infrastructure investments in Centerville that will connect its dual center and set the stage for a more walkable community.

Infrastructure Investments

- The redesign of Centerville Highway — which could include landscaped medians, pedestrian amenities, and reconfigured intersections to improve safety — is critical to set the stage for Centerville to become a walkable, mixed-use center. Starting this collaborative design process and bringing in other Gwinnett County agencies early could help build momentum for these changes, such that implementation is moving forward when redevelopment proposals are ripe.
- The community greenspace envisioned for the land behind Zoar United Methodist Church could also be a good location for exploring a shared stormwater solution for this area. Shared stormwater management could lower an additional barrier to redevelopment for Centerville.

Private Redevelopment

- 1 Developing the currently vacant tract at the corner of Zoar Road and Zoar Church Road could help kickstart other residential projects. This could be a good location for multifamily or for senior housing due to its proximity to other senior services on Zoar Road.
- 2 In the southern part of the study area, vacant land could support a small pocket neighborhood with missing middle housing. Development here should be planned carefully to ensure sufficient wastewater infrastructure.
- 3 Finally, the County should identify development partners and begin discussions with the owners of the former Ingles property about the best path forward for redevelopment. Given how long the property has been underutilized, this process might take significant time and effort, but will ultimately bring a large amount of value to Centerville.



Legend

- Single-Family Lots
- Cottage Courts
- Missing Middle Housing
- Townhouses
- Multifamily
- Mixed Use
- Commercial
- Institutional
- Active Greenspace
- Passive Open Space

6 COMMUNITY PLACEMAKING

While private redevelopment is a critical component of the revitalization of any area, other investments in the public realm can go a long way toward enhancing Centerville's character. These investments are known as **placemaking** (see sidebar). Though some of the best placemaking starts at the grassroots level, the County can play a vital role in several ways, including: providing funding and education, incorporating placemaking elements into capital improvement projects, developing projects on public land, and requiring placemaking within new development.

Placemaking (n.):

the collaborative process of designing and managing the public realm to enhance community character and maximize shared value

The definition of placemaking is broad by design; while some elements are more common, placemaking consists of a wide variety of project types. The following graphics show types and locations of potential projects that would fit within the Centerville Daily Community, which can provide inspiration for community-led placemaking as this plan is implemented.

Placemaking Opportunities



Former Ingles Shopping Center Today



This strip of commercial buildings includes many successful businesses and is not projected to change in the redevelopment concept, making it an ideal target for placemaking elements.

After Placemaking



Investment in placemaking could make this area a community hub. Outdoor dining pop-ups would provide places to linger after shopping. Overhead lights and tactical art, including a mural, enhance the personality of these storefronts.

■ Landscaping and Planting

Plants can add a sense of place, especially through native plantings and other species that are unique to a specific area. Landscaping provides environmental services, such as stormwater filtration, and support for pollinators. Plantings would enhance the improved streetscape on Centerville Highway, as well as existing parking lots in Centerville's core. Community gardens — a top priority for Centerville residents — could also be created as a part of redevelopment.



Native Plantings



Landscaped Medians



Community Gardens

— Streetscapes

Streetscaping creates comfortable environments for people along roadways. These improvements are especially needed along Centerville Highway, which will be a future transit corridor. Street furniture, streetlights, and street trees would enhance the sense of place for all streets, especially those interior to redevelopment concepts.



Street Furniture



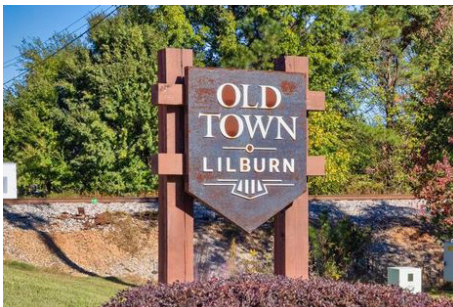
Streetlights



Street Trees

📍 Wayfinding and Signage

Wayfinding and signage help people orient themselves and can contribute to a sense of place through branding, logos, color palettes, and fonts. Signage would enhance Centerville's identity and also provide clear direction to the area's plentiful retail and community institutions.



Gateway Signage



Directional Signage

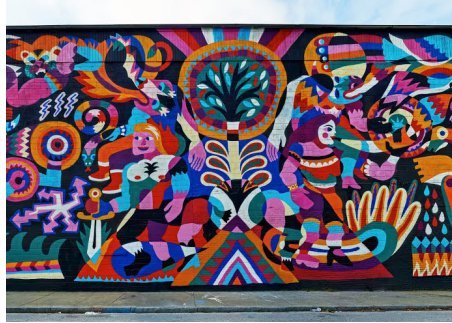


Public Art

Adding artistic flourishes to a community's public spaces is often one of the first forms of placemaking that comes to mind. Public art ranges from large media like sculptures and murals to interactive installations and even painted infrastructure. Interactive installations and sculptures would fit well within new pocket parks and plazas, while the existing commercial in the Ingles shopping center would be a good location for a mural.



Statues and Sculpture



Murals



Interactive Installations

Activated Public Spaces

Unique play structures make public spaces memorable for both youth and adults. In Centerville, plazas and pocket parks could all create a place for youth to play and adults to gather. Playgrounds, climbable structures, and even water features like a splash pad could all work well behind Zoar United Methodist Church.



Art-Based Playgrounds



Interactive Water Features

Transportation-Based

Some of the subtler forms of placemaking are integrated with transportation infrastructure, such as transit shelters, bike racks, or paving art. These will be crucial to incorporate into Centerville Highway's redesign, as well as throughout the study area core as it becomes more walkable.



Transit Shelters



Bike Racks



Paving Art

APPLYING THE 2045 UNIFIED PLAN GOALS

This small area plan shows how redevelopment can enhance the Centerville Daily Community. It utilizes the Daily Community Framework and policy goals from the 2045 Unified Plan to create a unique experience and place in this part of Gwinnett County. The tables below describe how each goal may be advanced.



LAND USE

Goal	Small Area Plan Approach
Expand options for creative redevelopment	<ul style="list-style-type: none"> New housing, retail, and entertainment uses added throughout Street connectivity improved within redevelopment sites Access between sites improved through new proposed trails
Strengthen administrative controls of development decisions	<ul style="list-style-type: none"> Quality development governed by planned Centerville Overlay Zoning District
Maintain high quality of life through investments in community centers	<ul style="list-style-type: none"> Central public spaces added in designs for every site Pedestrian safety increased through walkable street network and streetscape improvements along Centerville Highway
Develop a framework that protects remaining natural and rural parts of Gwinnett County from overdevelopment	<ul style="list-style-type: none"> Reduced pressure on surrounding rural areas to accommodate growth thanks to focused density close to jobs and services Tree canopy and water quality protected by focusing on redevelopment opportunities



HOUSING

Goal	Small Area Plan Approach
Streamline housing development	<ul style="list-style-type: none"> Quality development governed by planned Centerville Overlay District
Ensuring housing affordability	<ul style="list-style-type: none"> 867 units added, increasing inventory Smaller housing units proposed for walkability, affordability
Advocate for housing choices	<ul style="list-style-type: none"> Multiple new housing types prioritized to provide housing options appropriate across a range of resident preferences and needs



ECONOMIC DEVELOPMENT

Goal	Small Area Plan Approach
Promote investment at the Daily Community scale	<ul style="list-style-type: none"> Updated provisions for use by right through Overlay Zoning District Reorientation of commercial to improve pedestrian experience Plentiful amenities, including retail and entertainment, provided through redevelopment
Attract new businesses and talent	<ul style="list-style-type: none"> New pedestrian-oriented retail spaces to promote walkable retail activity Redevelopment proposed to spur economic interest
Promote economic growth and mobility	<ul style="list-style-type: none"> Greater diversity of spaces to allow for entrepreneurs and community initiatives



SUSTAINABLE INFRASTRUCTURE

Goal	Small Area Plan Approach
Align water, wastewater, and stormwater planning with Daily Community Framework	<ul style="list-style-type: none"> Explore opportunities for shared stormwater to support creative redevelopment Higher-intensity development aligned with access to sewer
Plan for resilient infrastructure systems that protect natural assets	<ul style="list-style-type: none"> Tree canopy increases encouraged in redevelopment designs Sensitive environmental resources maintained
Reduce impervious surfaces	<ul style="list-style-type: none"> Redevelopment proposed to target underutilized parking lots, reducing existing impervious area
Foster green infrastructure	<ul style="list-style-type: none"> Candidate locations for green infrastructure provided through greenspace additions at natural low points



TRANSPORTATION

Goal	Small Area Plan Approach
Increase active transportation options	<ul style="list-style-type: none"> Redevelopment aligned with future transit routes along Centerville Highway Pedestrian infrastructure greatly expanded
Ensure private and public projects enable mobility for all	<ul style="list-style-type: none"> Multimodal transportation options added through walkable street networks and trail connections
Continue countermeasures to reduce speeding and accidents	<ul style="list-style-type: none"> Enhanced safety and landscaping along Centerville Highway proposed to beautify corridor and reduce speeds
Improve transit to compete with private vehicle trips	<ul style="list-style-type: none"> New infrastructure for transit riders provided through redevelopment and County infrastructure investments
Integrate transit into land use and development planning	<ul style="list-style-type: none"> Centerville land use recommendations tied to future access to County and Quick Ride transit routes



COMMUNITY RESOURCES

Goal	Small Area Plan Approach
Collaborate between departments and partners to scale up community resources	<ul style="list-style-type: none"> New community resources provided through public space provision and streetscape improvements Access to resources outside Centerville through future transit
Infuse communities with context-appropriate greenspace	<ul style="list-style-type: none"> New public spaces added throughout redevelopment concepts
Strengthen Daily Community identities through arts and culture	<ul style="list-style-type: none"> Creative placemaking proposed for specific County-owned sites and along public rights of way
Invest in schools as community centers	<ul style="list-style-type: none"> Greater pedestrian connectivity proposed to Centerville Elementary, with potential for expansion to additional schools
Develop the built environment to increase health and wellness	<ul style="list-style-type: none"> New trails and sidewalks connected from neighborhoods to central mixed use redevelopment areas

Implementation

This small area plan represents a vision, supported by community stakeholders, for how Centerville could redevelop over the next 20 years, realizing its potential as a true Daily Community. Although the vision represents full redevelopment potential, it also attempts to strike a balance between future potential and current conditions. Certain real-world hurdles — including parcel ownership, market swings, and infrastructure capacity — impact how and when redevelopment will occur. It is difficult to predict how many variables will change between now and 2045. Therefore, the County should focus on high-priority actions to ensure a solid foundation is laid for the implementation of the full small area plan. These actions are divided according to four themes and organized into two tiers:

1 Zoning Recommendations

A Unified Development Ordinance amendment (UDO) to incorporate a new overlay district would promote development that supports the community-supported vision outlined in the plan. An overlay district could allow development by right if proposals meet the following UDO standards:

- use standards, providing greater specificity on permitted uses;
- street standards, including street design, sidewalk/trail, streetscape, block length, and driveway/access requirements;
- development standards, including open space, parking, landscaping, screening, signage;
- building standards, including building massing and placement, building design and architectural standards.

The overlay district could also establish a special administrative process to streamline the permitting process in support of the community vision.

2 Community Building

Redevelopment is most successful when it improves quality of life for as many residents as possible. Quality of life includes many components, such as access to goods and services, easy and safe transportation options, and a sense of place. To understand what priorities Centerville residents hold, the ideas represented in this plan are a good place to start; however, sustained conversations and community ownership of ideas will be crucial for successful implementation.

3 Infrastructure Capacity

Challenges related to water, sewer, stormwater, and mobility must be addressed early on in the implementation strategy for this plan. These projects involve many interlocking pieces and require long lead times. Ideally, implementation of this plan should be iterative, with frequent coordination to ensure private redevelopment does not place undue burden on public infrastructure. Completing an Infrastructure Development Plan will ensure adequate infrastructure is in place to support the small area plan.

4 Economic Development

Redevelopment demonstrates interest in neighborhood investments, which builds support for other forms of economic development. County staff can work with private developers, property owners, and other groups in order to ensure infill and redevelopment projects reflect the vision depicted in this small area plan and could also spur small businesses and other economic stakeholders to consider Centerville as an attractive place for their operations. There should be a focus on building relationships with property owners and assessing their willingness to potentially redevelop.

Implementation Mechanisms

For Centerville to transform into a true Daily Community, the County must actively lead in the area's redevelopment. Successful redevelopment must consider all six elements from the 2045 Unified Plan — land use, economic development, housing, sustainable infrastructure, transportation, and community resources — and must span private development and County-led improvements. To support these types of investments, the County should consider supporting all Daily Communities in two ways:

Technical Support

This small area plan applies the high-level policy goals from the 2045 Unified Plan to the Daily Community. Though many of the Tier 1 implementation actions would be led by the Department of Planning and Development, collaboration between departments will be critical for making infrastructure improvements and building partnerships with community members and private sector leadership. Staff from all applicable departments should also identify opportunities to implement other work program tasks from the 2045 Unified Plan, especially related to connectivity and community resources.

Funding Support

Implementation of these small area plans could benefit from a wide range of funding opportunities, including grants, bonds, and other special tax structures like SPLOST. Some programming, such as public art or housing, could also be supported by direct investment from the County's General Operating Budget but should be supplemented by other funding opportunities. Examples are provided below.

POTENTIAL FUNDING	MAIN FOCUS	TYPE	SOURCE	RANGE*
Tax Allocation Districts for Daily Community Centers	Redevelopment	Bond	County investment	\$\$\$\$
Community Development Block Grants	Redevelopment; housing	Grant	Federal program	\$\$\$\$
Economic Development Administration Grants	Economic development & public facilities	Grant	Federal program	\$\$\$\$
Georgia Heritage Grant Program	Historic preservation	Grant	State program	\$\$
Safe Streets For All (SS4A) Planning Grants	Transportation	Grant	Federal program	\$\$\$

**All cost ranges are estimates. Key: \$ = under \$100,000; \$\$ = \$100,000-\$500,000; \$\$\$ = \$500,000 - \$1 million; \$\$\$\$ = over \$1 million*

TIER 1

1 ZONING RECOMMENDATIONS		
PROJECT OR INITIATIVE	LEAD	PARTNERS
Create and adopt an overlay zoning district for the Centerville Daily Community	P&D	-
After an appropriate amount of time, assess the need for additional changes to the Unified Development Ordinance	P&D	-
2 COMMUNITY BUILDING		
PROJECT OR INITIATIVE	LEAD	PARTNERS
Empower the Centerville Business Association	P&D	Community groups, homeowners' associations
Work with Centerville Community Association or other community-based organization to determine and decide locations for "low cost/no cost" placemaking projects that can be "tested" using temporary materials, to be considered later for full implementation	P&D	CBO
Include placemaking as an element of infrastructure planning and design	P&D	GCDOT, DWR, DPR
3 INFRASTRUCTURE CAPACITY		
PROJECT OR INITIATIVE	LEAD	PARTNERS
GENERAL		
● Prepare an Infrastructure Development Plan to define potential capital projects and studies needed to realize the vision of the small area plan; this plan should be a collaboration between all departments listed here	P&D	DWR, GCDOT, DPR
● Conduct fiscal impact analysis to consider revenue from taxes and fees and costs related to service delivery, infrastructure investment, and maintenance; evaluate development scenarios as needed to ensure long-term financial sustainability	P&D	DWR, GCDOT, DPR, DoFS
COMMUNITY RESOURCES		
● Include Centerville Park as a high-priority park project in the next budget cycle	DPR	P&D
TRANSPORTATION		
● As part of the Infrastructure Development Plan, estimate updated traffic demand (both vehicle and pedestrian) using the proposed redevelopment concepts; evaluate potential projects needed to improve connectivity and multimodal transportation options, including transit	P&D	GCDOT
● Leverage transit project and redevelopment opportunities to begin filling in sidewalk gaps throughout study area core	GCDOT	P&D

3 INFRASTRUCTURE CAPACITY

PROJECT OR INITIATIVE	LEAD	PARTNERS
SUSTAINABLE INFRASTRUCTURE		
● As part of the Infrastructure Development Plan, identify necessary capital improvement projects and provide timeline for design and construction	P&D	DWR
● Explore policy that would enable shared stormwater management for redevelopment sites, including assessment and funding structure	P&D	DWR
● Continue monitoring necessary downstream sewer upgrades as new development comes online, updating thresholds as projects are approved and built	DWR	P&D
● Coordinate regularly with DWR on development proposals of significant impact	P&D	DWR

4 ECONOMIC DEVELOPMENT

PROJECT OR INITIATIVE	LEAD	PARTNERS
Identify developers who can deliver quality, creative commercial and residential development and begin building relationships	P&D	private sector
Identify which projects face the fewest ownership, regulatory, and infrastructure challenges and begin building relationships with property owners of those sites	P&D	private sector
Partner with neighborhood committee to host informational seminars for local business owners who would be affected by redevelopment	P&D	private sector, property owners
Convene a committee of property owners who manage older buildings along Centerville Highway; begin meeting regularly to discuss future redevelopment under the Center — Medium future development type	P&D	private sector, property owners

TIER 2

General

- Update small area plan and Infrastructure Development Plans every five years

Zoning Recommendations

- Continue monitoring performance of UDO and Centerville Overlay Zoning District and recommend amendments as needed

Community Building

- Formalize initial placemaking “pop-ups” (e.g. parklets, community art, others) into permanent fixtures
- Work with community members on additional projects with higher financial or time commitment components
- Encourage additional civic engagement opportunities

Infrastructure Capacity

- Begin implementing priority projects identified in the Infrastructure Development Plan; update project status annually
- Implement new bus routes outlined in Transit Development Plan (accessible via the County’s website)
- Begin construction on Centerville Park
- Begin construction on Ross Road Sidepath and Centerville Greenway

- Complete final sidewalk connections within study area core
- Implement policy recommendations based on Tier I evaluation for shared stormwater infrastructure serving redevelopment sites

Economic Development

- Continue building relationships with property owners of areas identified for redevelopment
- Update population projections and market forecasts to determine if revisions are needed to redevelopment concepts

