

APPENDIX I:

NORTHBROOK PARKWAY SMALL AREA PLAN



DEPARTMENT OF PLANNING & DEVELOPMENT

NORTHBROOK PARKWAY

SMALL AREA PLAN

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Table of Contents

INTRODUCTION	I-6
COMMUNITY PROFILE	I-8
Existing Land Use and Zoning	I-10
Housing at a Glance	I-12
Businesses and Jobs	I-13
Transportation	I-14
Community Resources	I-15
Water and Sewer	I-16
Stormwater and Imperviousness	I-17
Wetlands and Floodplains	I-18
Tree Canopy	I-19
OPPORTUNITY SCAN	I-20
Proposed Development	I-22
Redevelopment Potential	I-23
The Future of Northbrook Parkway	I-24
SMALL AREA PLAN	I-26
Daily Community Vision	I-27
Future Development Framework	I-28
High-Level Framework	I-30
Design Concept	I-32
Incremental Redevelopment	I-35
Community Placemaking	I-36
Applying the Unified Plan	I-40
Implementation	I-42

Introduction

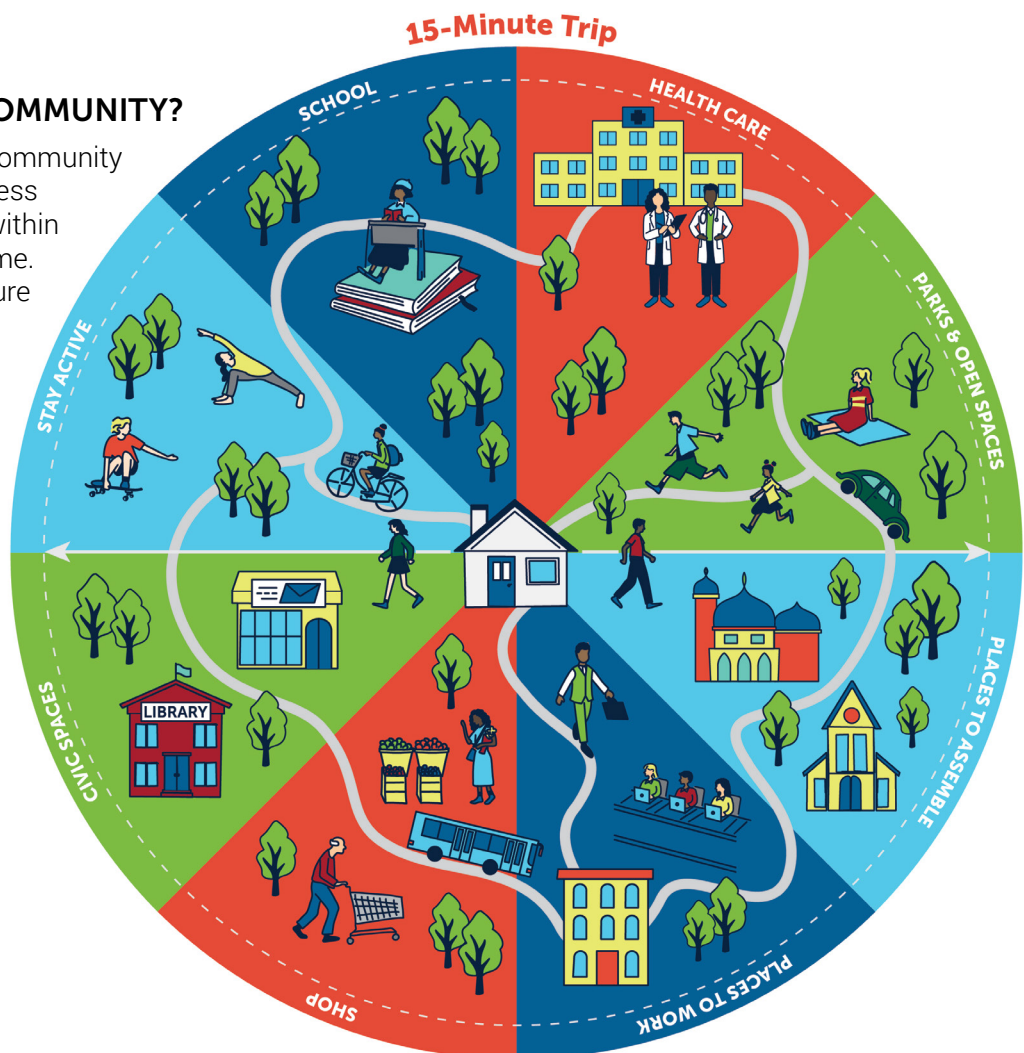
REALIZING THE POTENTIAL OF GWINNETT'S WORKPLACES

Gwinnett County is no stranger to change. In recent years, Gwinnett's population has grown significantly more diverse demographically, socioeconomically, and culturally. Now known for this diversity, those trends will persist as Gwinnett is projected to surpass one million residents in the near future.

Gwinnett is also transforming incrementally into a more urban place, adding diversity to its built environment. The 2045 Unified Plan proposes creating Daily Communities of many sizes and scales, in which residents can access goods, services, entertainment, public spaces, and other amenities closer to where they live. Some of these Daily Communities are set aside as workplace centers, mostly characterized by large offices, industrial buildings, and educational institutions. As Gwinnett grows, these areas can evolve, mostly remaining true workplace environments but with improvements that transform them into safe, aesthetically pleasing places in their own right.

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.

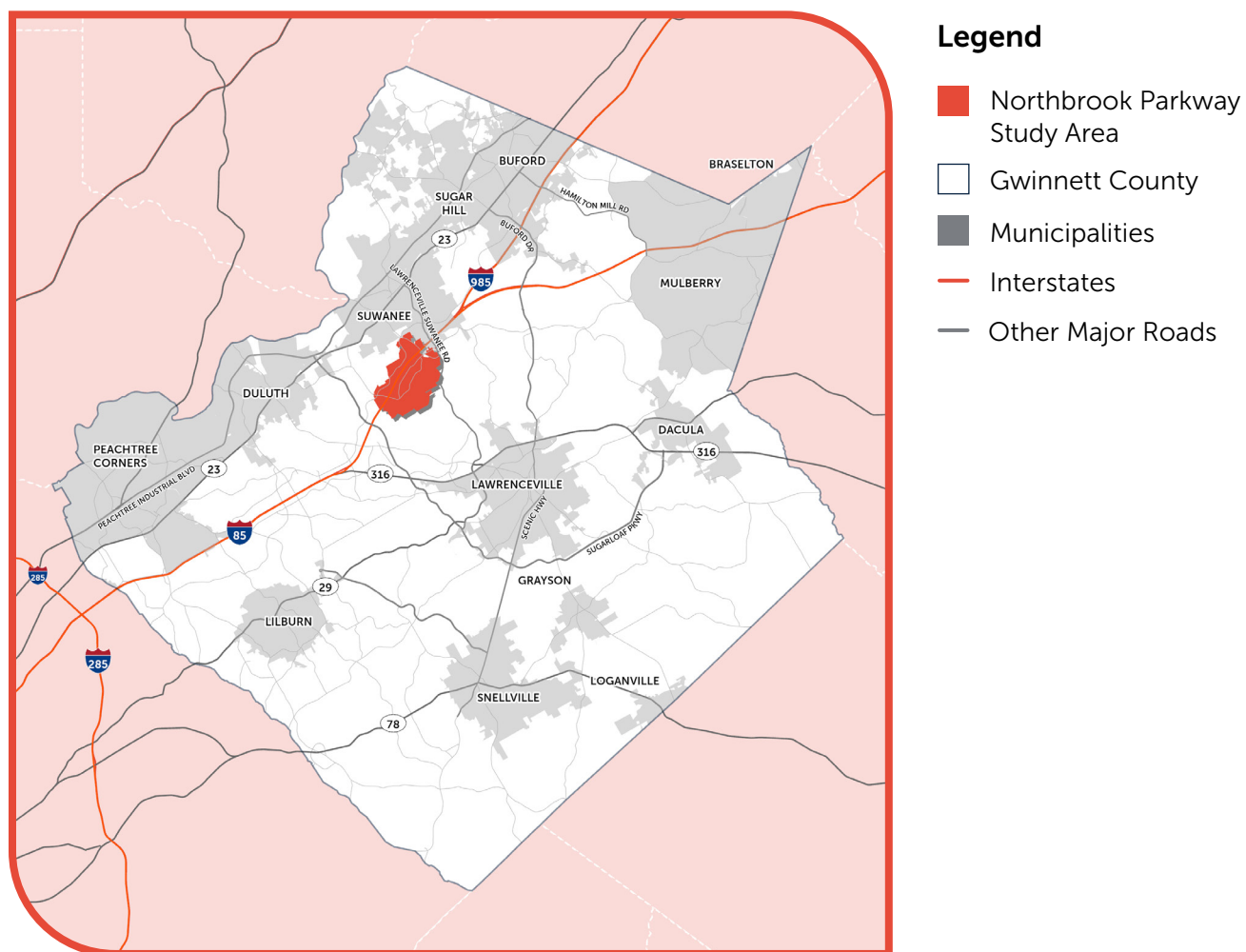


WELCOME TO NORTHBROOK PARKWAY

Northbrook Parkway has been designated a Workplace Center in the County's Future Development Map. Currently, the area is home to several industrial and educational institutions, many of which occupy newer buildings constructed within the last 25 years.

As one of Gwinnett's more recent areas to develop, certain sections of the Northbrook Parkway Study Area are likely to remain in their current form for the foreseeable future. Public investments in transit and trails could make these workplaces and educational institutions more accessible and attractive to redevelopment in the longer term.

This small area plan explores ways that the County can leverage these investments to make Northbrook Parkway a true employment and education hub supported by mixed-use development. Focusing on opportunities for change, the Plan highlights key projects that mark Northbrook Parkway's next evolution.



Community Profile

The Northbrook Parkway Study Area Core is situated between Old Peachtree Road and I-85. Parts of the core extend east to Peachtree Ridge Road as well. To the north, the study area core is bounded by the City of Suwanee just before McGinnis Ferry Road. Northbrook Parkway forms the study area's central spine.

Though this small area plan focuses on the Northbrook Parkway corridor, the surrounding area is home to 19,298 residents across 6,751 households, with an average size of 2.9 people per household, just below the countywide average. The area's median household income is \$91,436, slightly higher than the overall median household income for Gwinnett County.

This area of Gwinnett is considered minority-majority. One third of its population identifies as Asian, while 31% identify as white, 19% as African-American, 10% as two or more races, and 7% as another race. Approximately one third of the population identifies as Hispanic or Latino.

There are several educational institutions along Northbrook Parkway, including Northbrook Middle, the Buice Center — serving students with special needs — and the Gwinnett County Public Schools headquarters. The closest park, Peachtree Ridge Park, is located just outside the boundary, across I-85.

Northbrook Parkway is mostly nonresidential in character, consisting of newer industrial buildings, educational institutions, offices, and rentable studio space. In recent years, more residential has been added around these established employment and institutional areas.

WHO IS NORTHBROOK PARKWAY?*



19,298
residents



6,751
households



2.9
*average
household size*



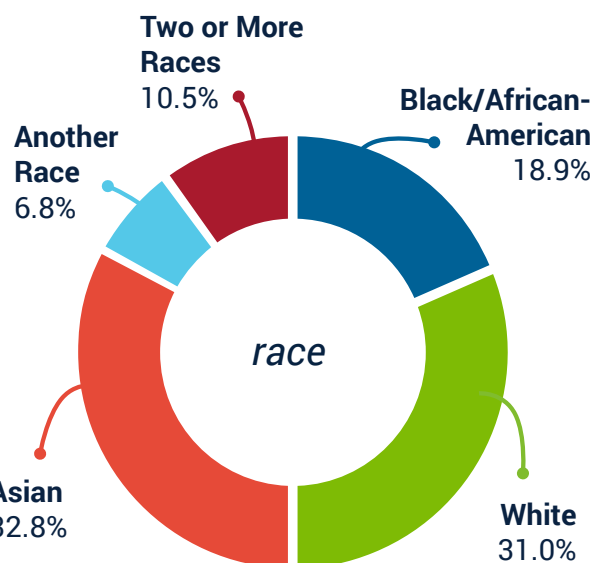
7,014
housing units



\$91,436
*median
household
income*



65%
*graduated from
college*



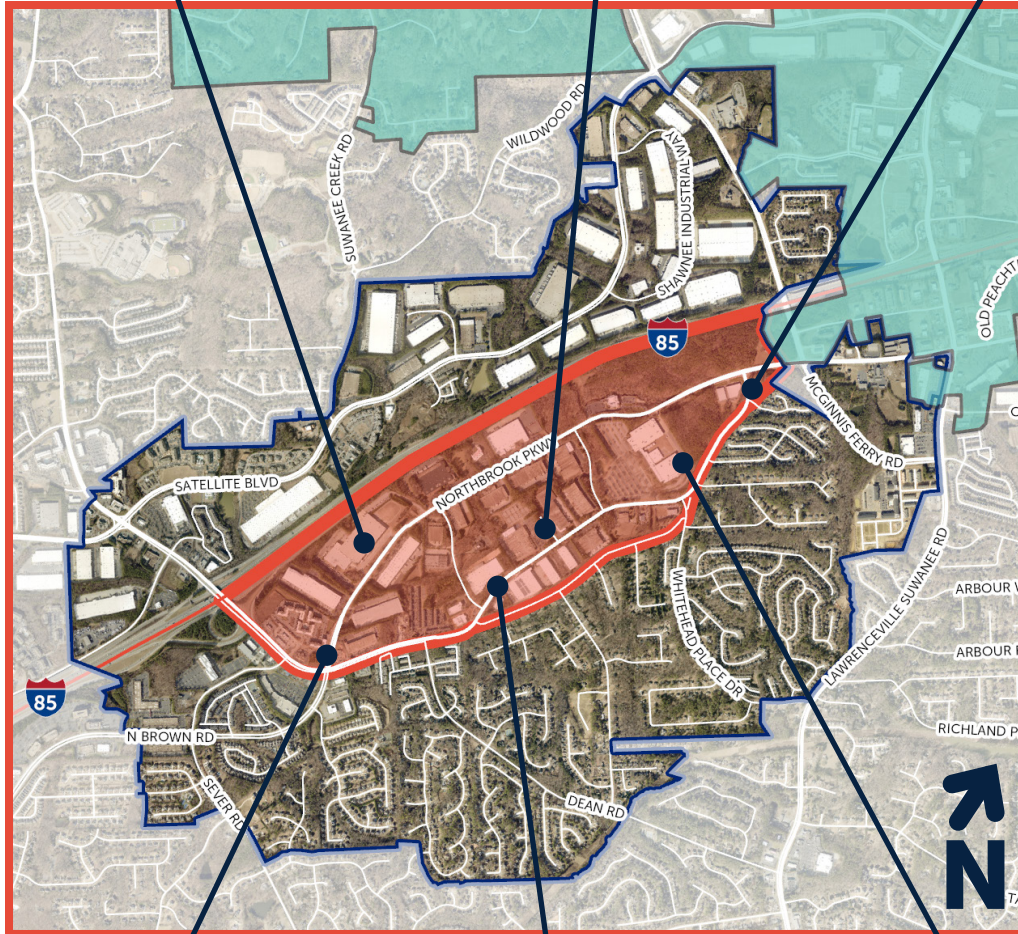
Northbrook Middle School



Philadelphia College of Osteopathic Medicine

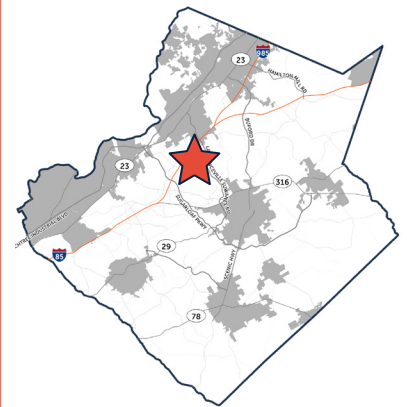


Public Storage



Northbrook Parkway Study Area

- Study Area Boundary
- Study Area Core
- City of Suwanee



New Popeye's

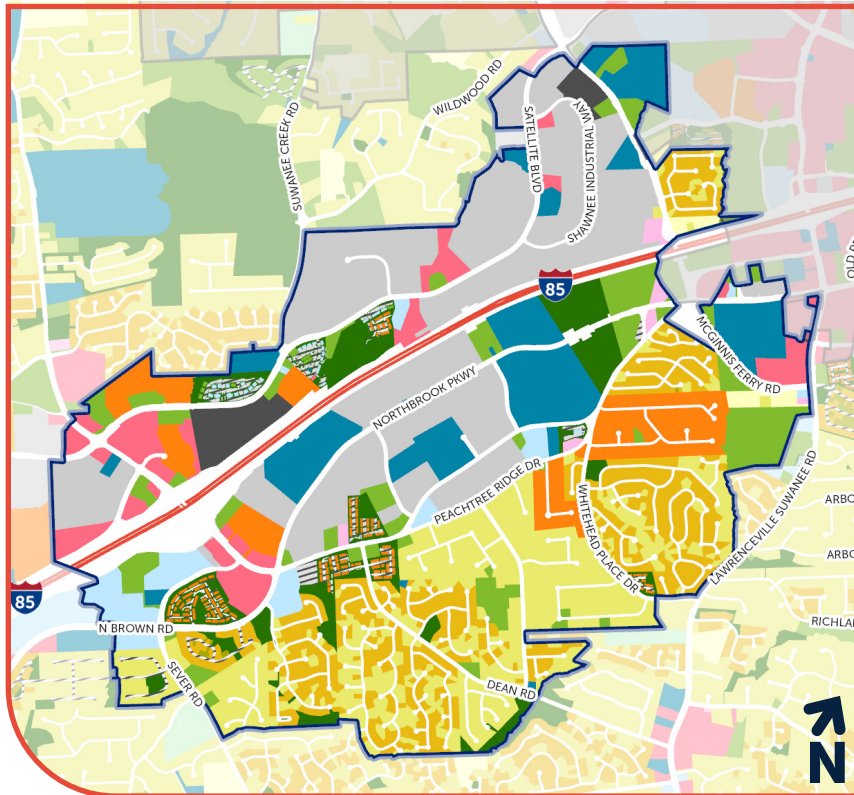


Former Siemens Building



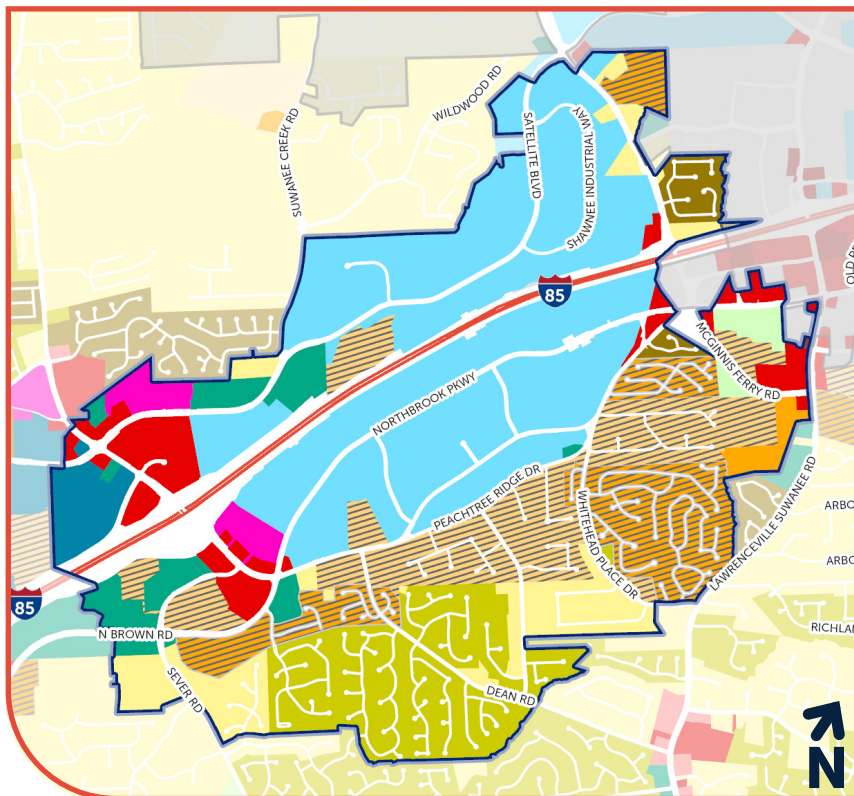
Gwinnett County Public Schools Headquarters

EXISTING LAND USE AND ZONING



EXISTING LAND USE

The most prominent existing land use in the study area is light industrial, which is split between Northbrook Parkway and Satellite Boulevard west of I-85. Several Institutional/Public uses also call Northbrook Parkway home — particularly those related to Gwinnett County Public Schools. Residential uses proliferate east of Old Peachtree Road and Peachtree Ridge Road, with low-density residential being the most common. A few newer multifamily and mixed-use projects have been constructed recently where Northbrook Parkway intersects with Old Peachtree Road. Lastly, several parcels toward the north end of Northbrook Parkway are undeveloped, either privately owned or set aside for future park space.

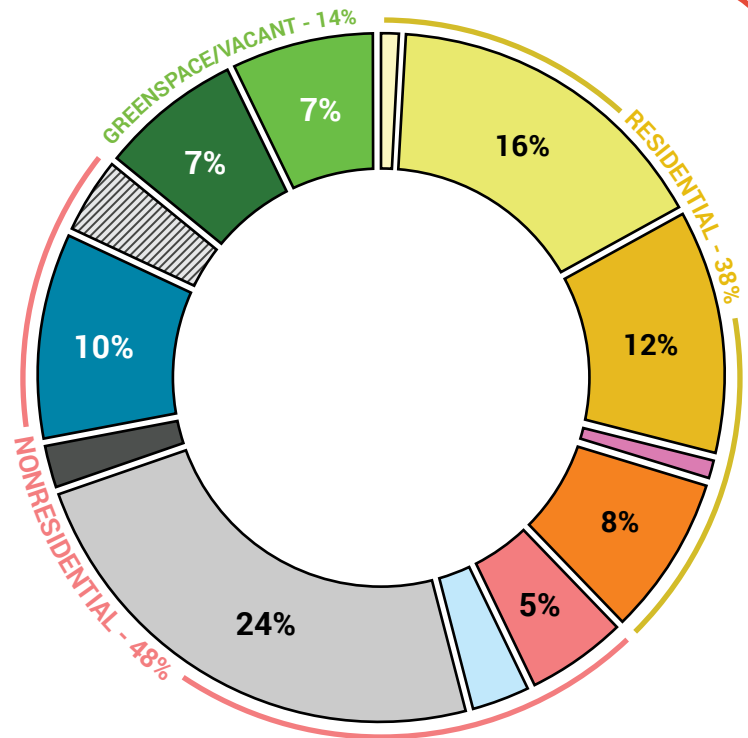


CURRENT ZONING

By far, the largest zoning category in the study area is M-1 (Light Industrial), which covers nearly all of the Northbrook Parkway core as well as parcels adjacent to Satellite Boulevard. Pockets of C-2 (General Business) and MU-R (Regional Mixed Use) are located where Northbrook Parkway crosses other major roads. Residential zones are mostly concentrated east of Peachtree Ridge Road. These step down in intensity from Multifamily zones (RM and RZT) to Single-Family zones of varying densities. Several inactive zoning districts, including RM and RZT, cover significant portions of the area.

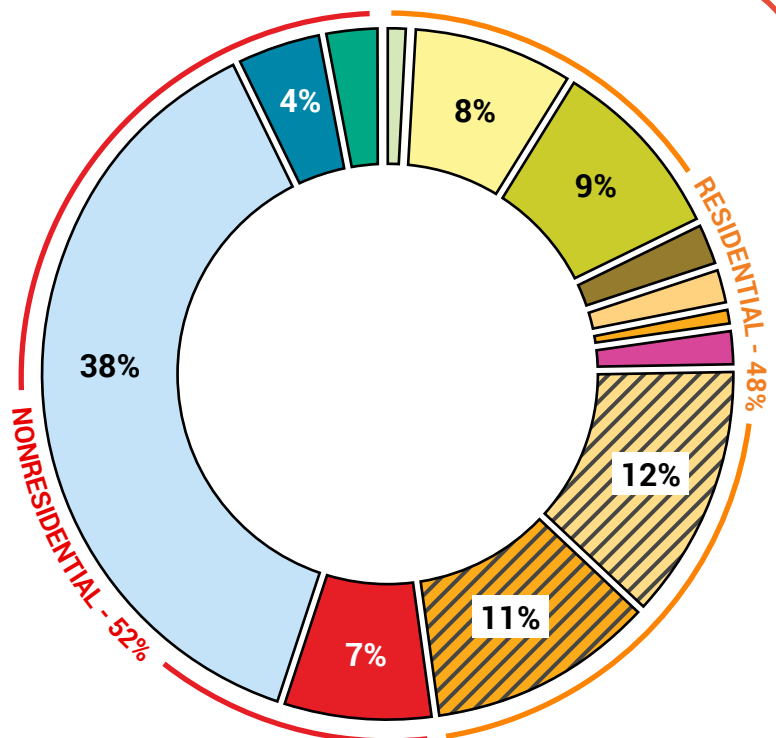
Existing Land Use Legend

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



Zoning Legend

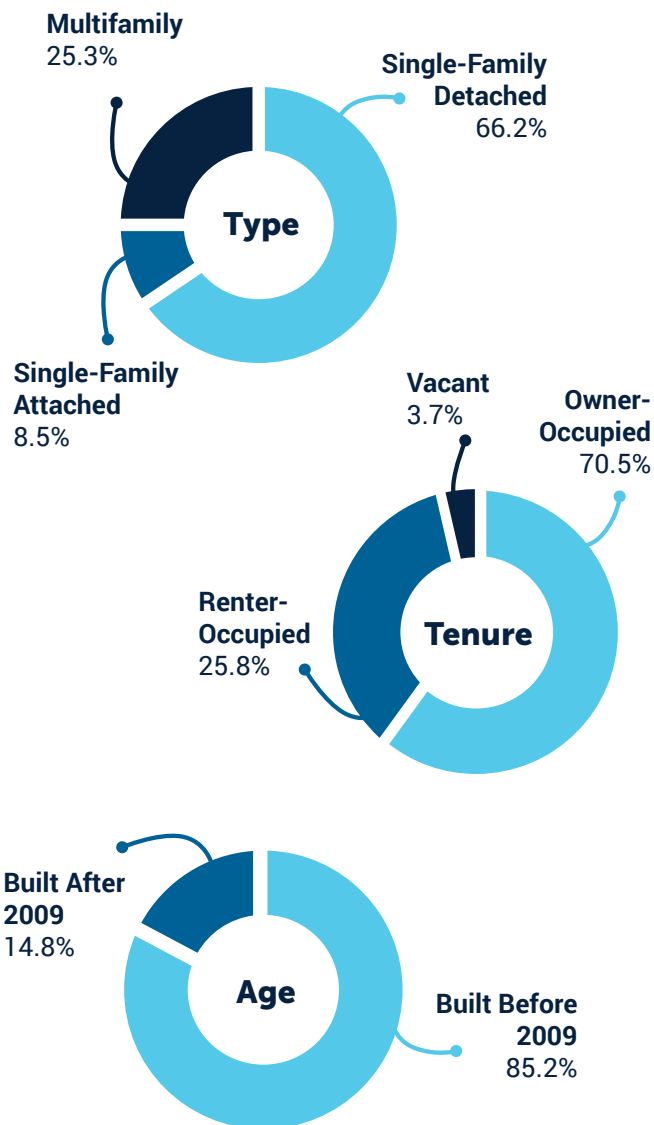
- RA-200 (Agriculture-Residence)
- R-100 (Single-Family Residence)
- R-75 (Single-Family Residence)
- R-60 (Single-Family Residence)
- RM13 - RM24 (Inactive)
- R-TH (Single-Family Townhouse Residence)
- MU-R (Regional Mixed Use)
- RM (Inactive)
- R-ZT (Inactive)
- C-2 (General Business)
- C-3 (Highway Business)
- M-1 (Light Industrial)
- M-2 (Heavy Industrial)
- O-I (Office/Institutional)



HOUSING AT A GLANCE

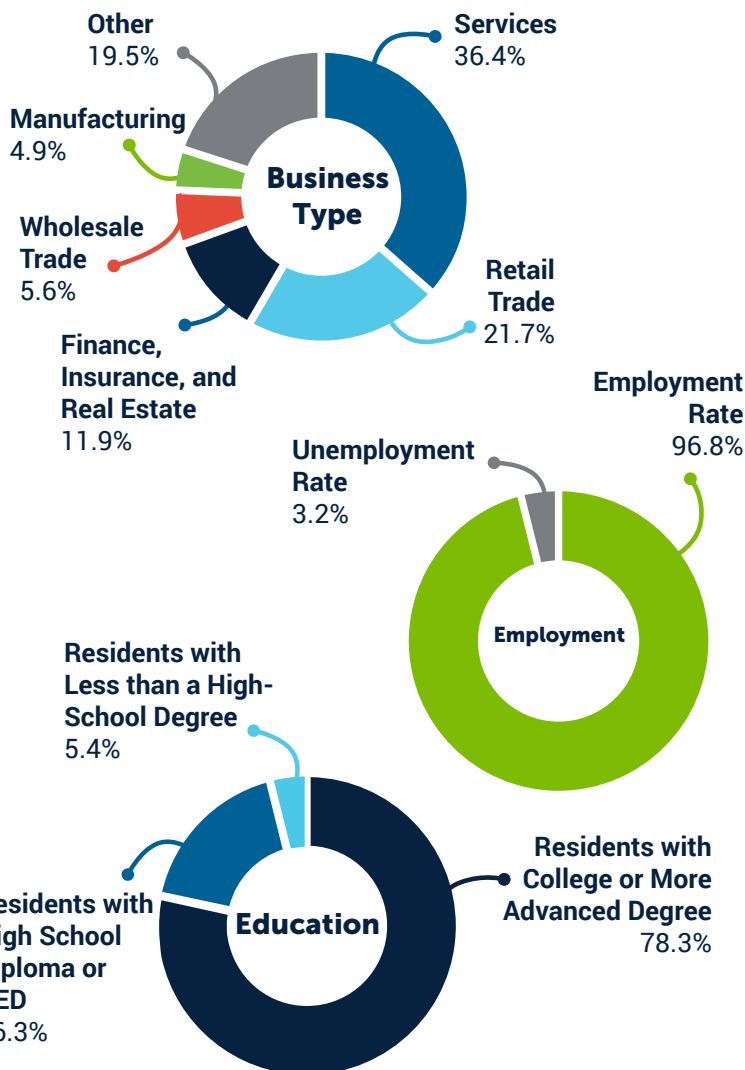
Housing in the Northbrook Parkway Study Area is primarily single-family detached. Townhouses and some higher density housing types (like mixed use and apartments) also exist but are less common.

The majority of homes in the area are owner-occupied, with very few vacant units. Even though Northbrook Parkway is one of Gwinnett's more recently-developed areas, most housing units were built before 2009. However, the amount of housing units built post-recession is fairly high compared to other urban corridors within Gwinnett.



BUSINESSES AND JOBS

Many industrial sectors call the Northbrook Parkway area home, including retail trade, wholesale trade, and manufacturing. Fewer than 60 manufacturing businesses employ over 2,500 employees. The following industry sectors perform well based on their location quotient*: information (1.84), scientific/tech (1.42), real estate (1.33), and insurance (1.24). A quotient higher than one indicates there is a concentration of jobs higher than the national average. Northbrook Parkway's industrial and office core is healthy. Many of the buildings were built between 1990 and 2000 and are still performing well as industrial and office flex space, but are not supportive of higher intensity, modern industrial uses.



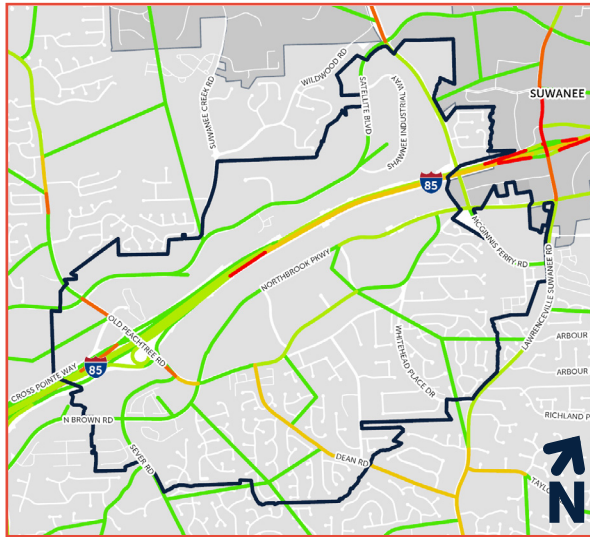
*If the location quotient is greater than 1, it indicates that the industry or occupation has a higher employment concentration in the specific region compared to the national average.



TRANSPORTATION

Legend

- Study Area Boundary
- A/B
- C
- D
- E
- F
- City of Suwanee

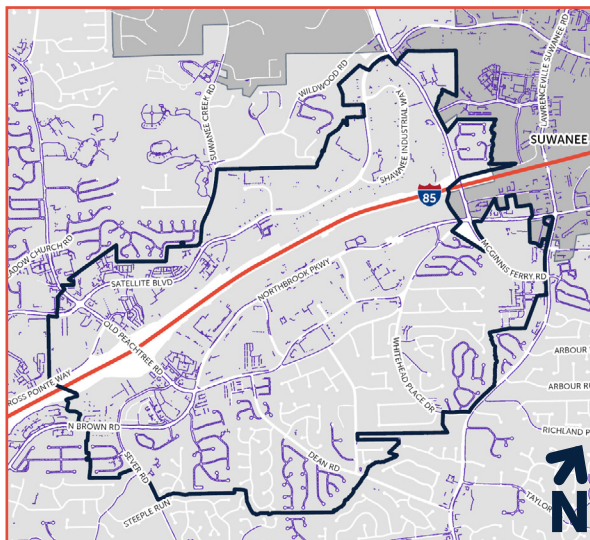


LEVEL OF SERVICE (PEAK PM)

Northbrook Parkway itself operates between a PM Level of Service of A and C. This means traffic is mostly free-flowing or stable. Old Peachtree Road, on the other hand, faces traffic difficulties. One section within the study area core operates at an LOS of D, meaning freedom to maneuver is restricted. Conditions worsen heading south toward where Old Peachtree Road intersects with I-85. The roadway here operates at an LOS of E, which indicates the roadway is nearly at full capacity.

Legend

- Study Area Boundary
- Sidewalks
- City of Suwanee

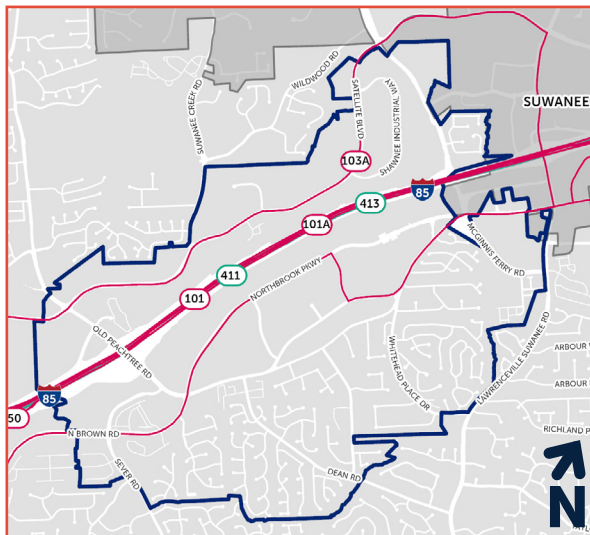


SIDEWALKS

Very few sidewalks extend along Northbrook Parkway, though some at its northern end connect Northbrook Parkway to McGinnis Ferry Road and parts of Suwanee. Sidewalks are also present along the southern end of Old Peachtree Road, extending west across I-85 and south down North Brown Road. Several residential neighborhoods feature sidewalks, which are disconnected from the surrounding area outside those subdivisions.

Legend

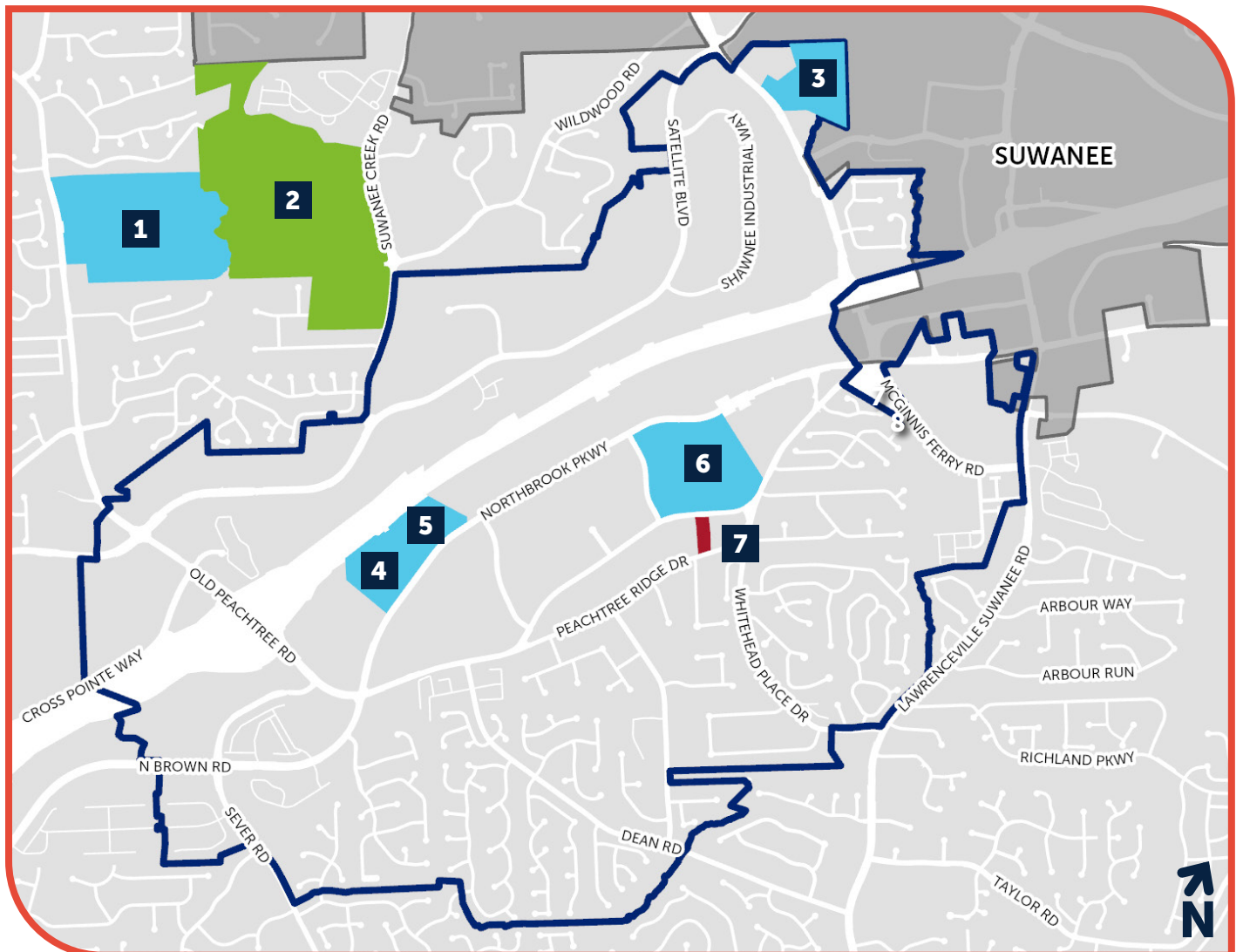
- Study Area Boundary
- Existing Local Route
- Existing Commuter Route
- City of Suwanee



CURRENT TRANSIT

Ride Gwinnett operates one local bus route (103A) within the study area, which provides connectivity to both sides of I-85 and further south to Sugarloaf Mills Mall and other employment centers across Gwinnett. Several other bus routes run along I-85, including commuter routes picking up from Park and Rides in northeast Gwinnett.

COMMUNITY RESOURCES



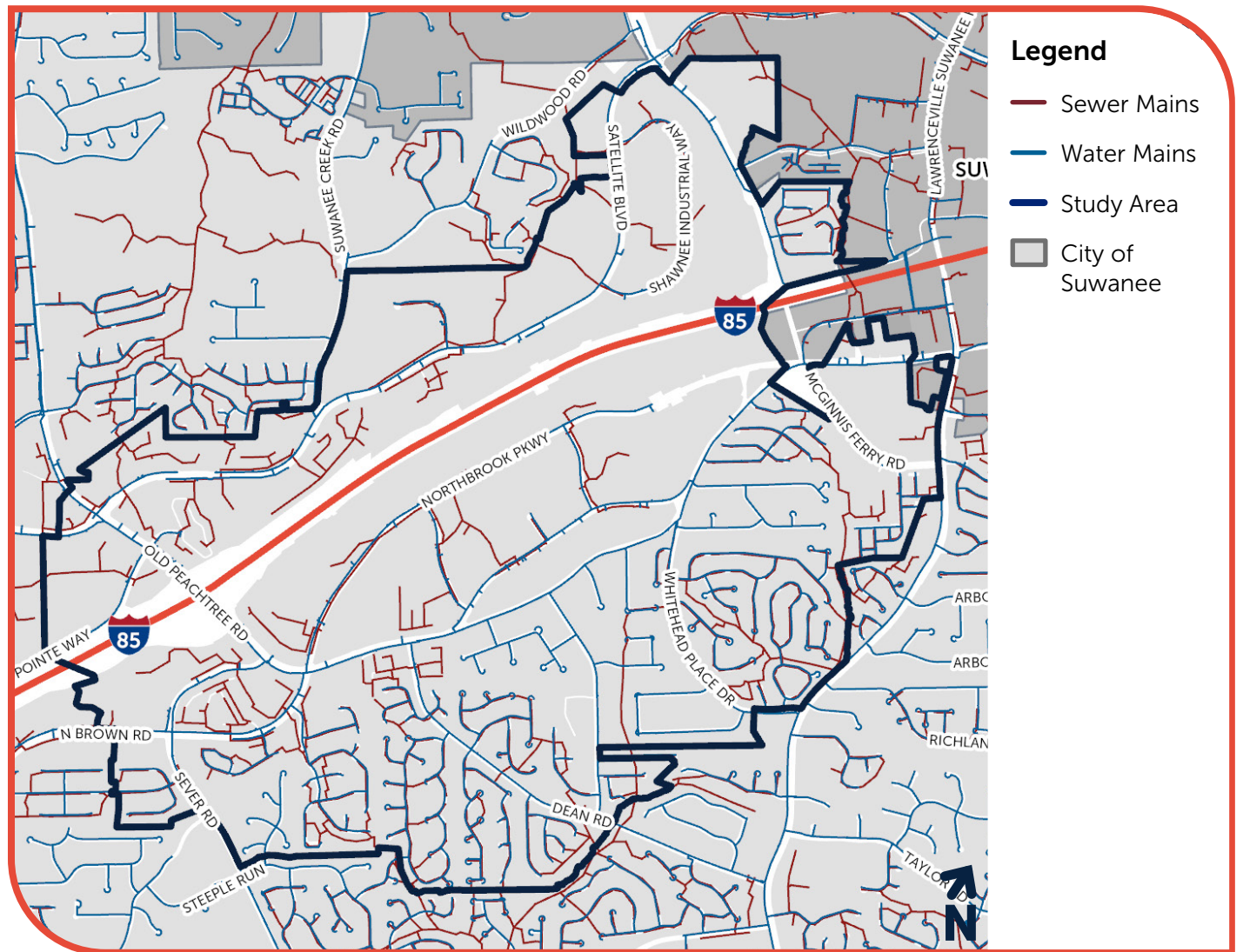
Despite the strong presence of educational institutions in the Northbrook Parkway Study Area, access to community resources is otherwise limited. Northbrook Middle School and the Buice Center are located along Northbrook Parkway, as is the Gwinnett County Public School Headquarters. Burnette Elementary is located within the greater study area across I-85, while Peachtree Ridge High School and Parsons Elementary fall just outside the boundary.

Fire Station 21 provides fire protection and other safety services to the area. The closest park is Peachtree Ridge Park, located adjacent to the high school.

Legend

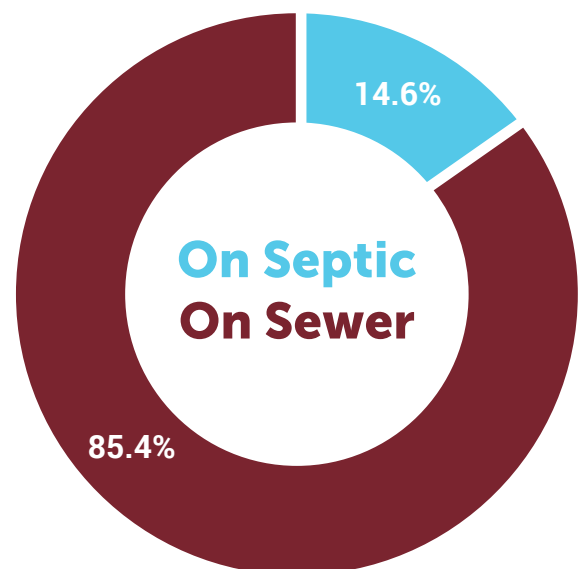
- 1** Parsons Elementary School and Peachtree Ridge High School
- 2** Peachtree Ridge Park
- 3** Burnette Elementary School
- 4** Buice Center
- 5** Northbrook Middle School
- 6** Gwinnett County Public School Headquarters
- 7** Fire Station 21

WATER AND SEWER

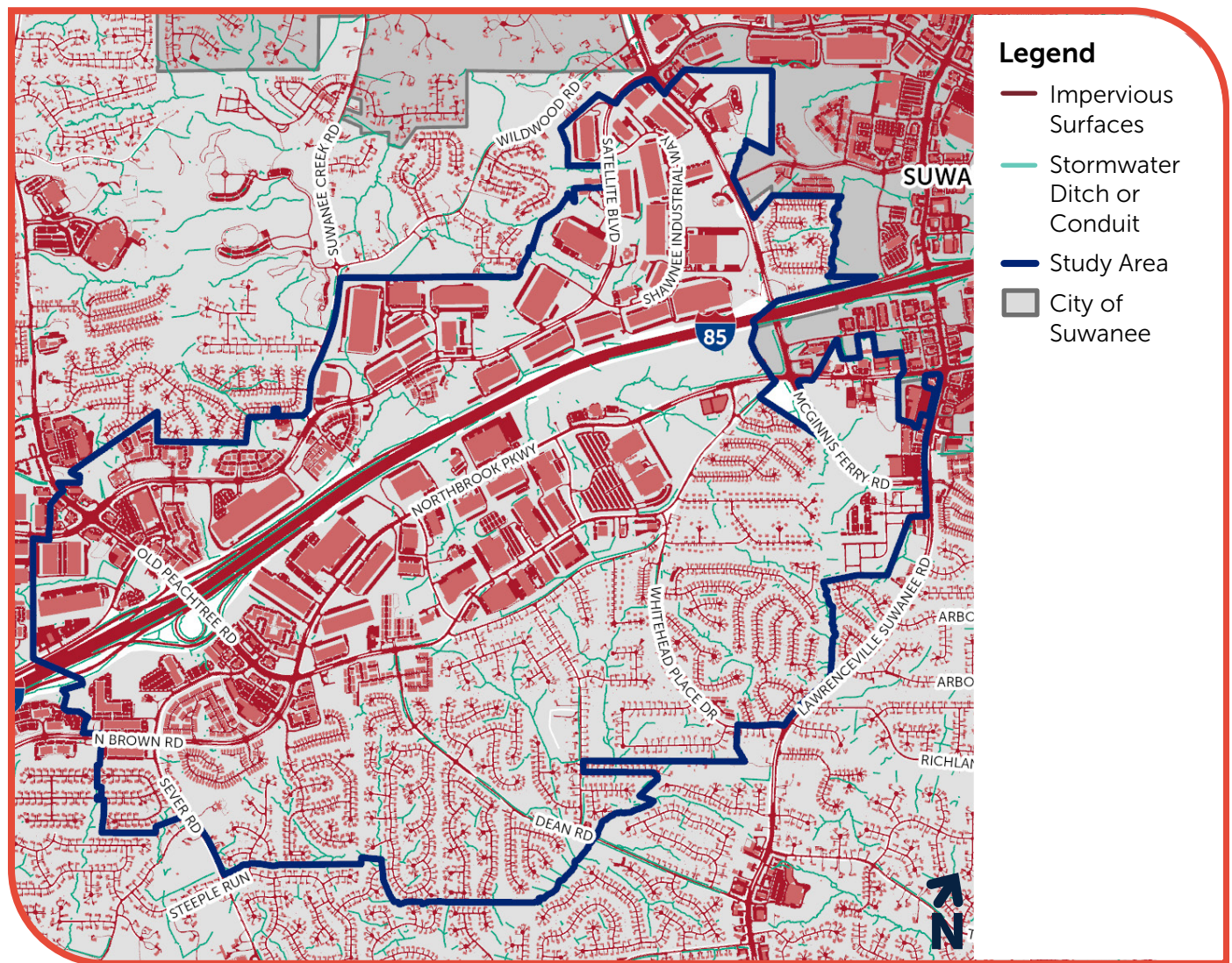


The Northbrook Parkway Study Area is very well connected to public water and sewer infrastructure. Over 85% of properties use County sewer service, with under 15% on private septic systems. Water mains are installed throughout the study area as well.

This study area does face some challenges related to capacity of the current wastewater system. Two pump stations (not shown for security reasons) within the study area are both at capacity. Significant development in this area would require upgrades, which could be expensive due to the cost of extending lines underneath I-85.

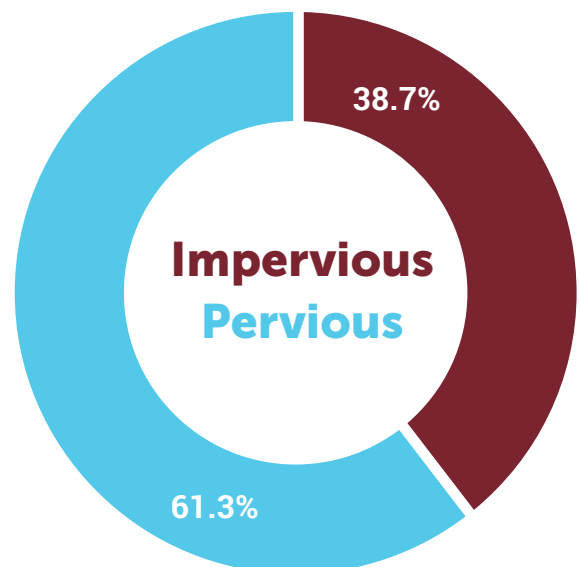


STORMWATER AND IMPERVIOUSNESS

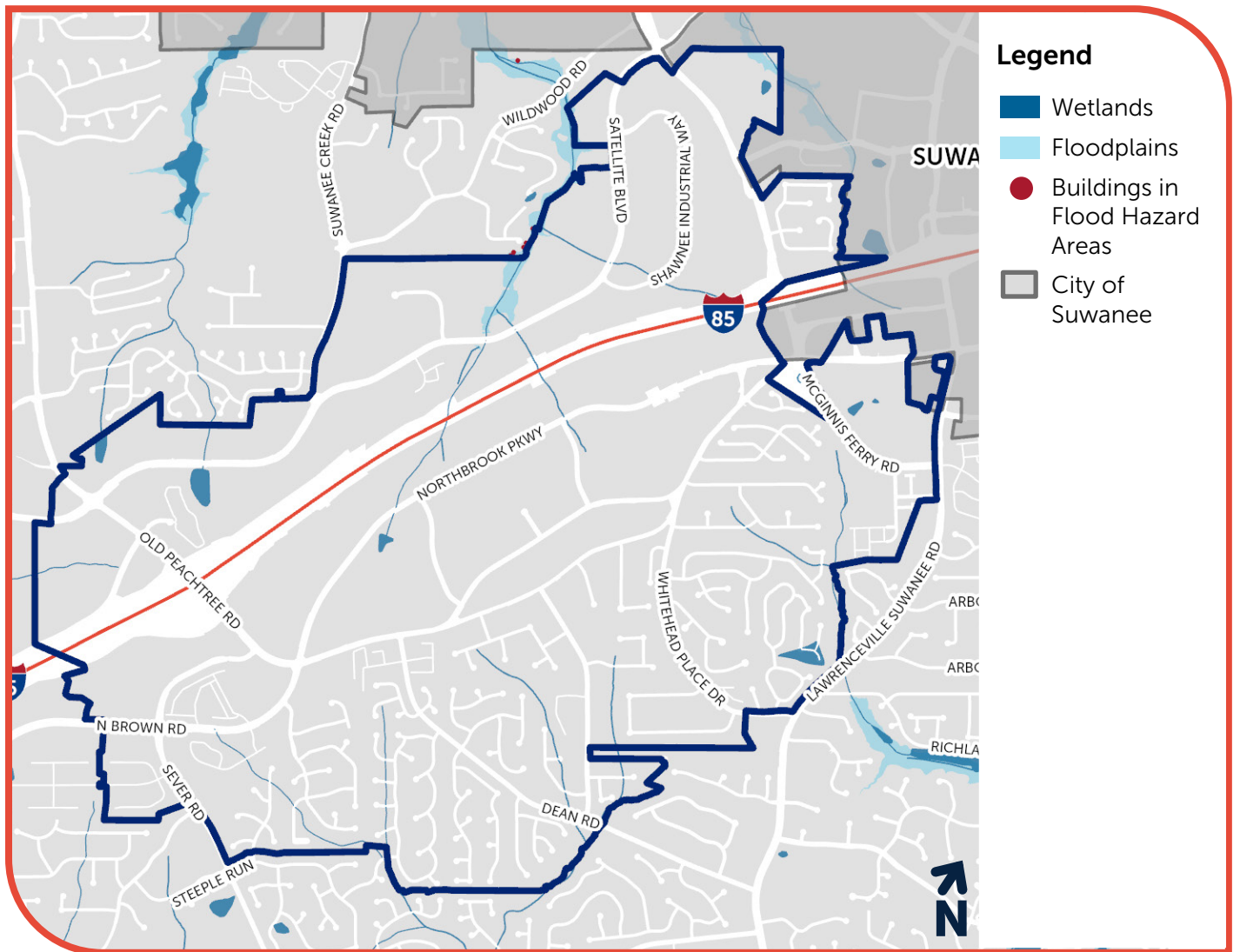


Impervious surface covers a large portion of the study area. Between both pavement and buildings, approximately 38.7% of land is considered impervious, totaling just over 1,000 acres. Impervious surfaces are mostly concentrated in the industrial areas along Northbrook Parkway and north of I-85.

Stormwater in this area is mostly managed through engineered solutions, due to the lack of natural waterways.

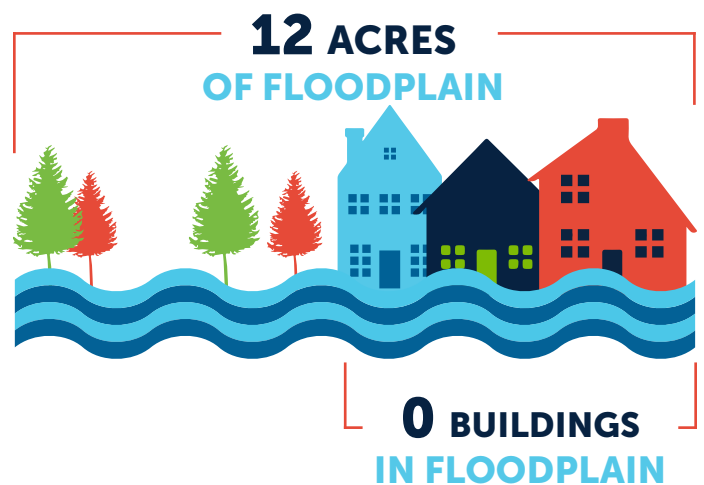


WETLANDS AND FLOODPLAINS

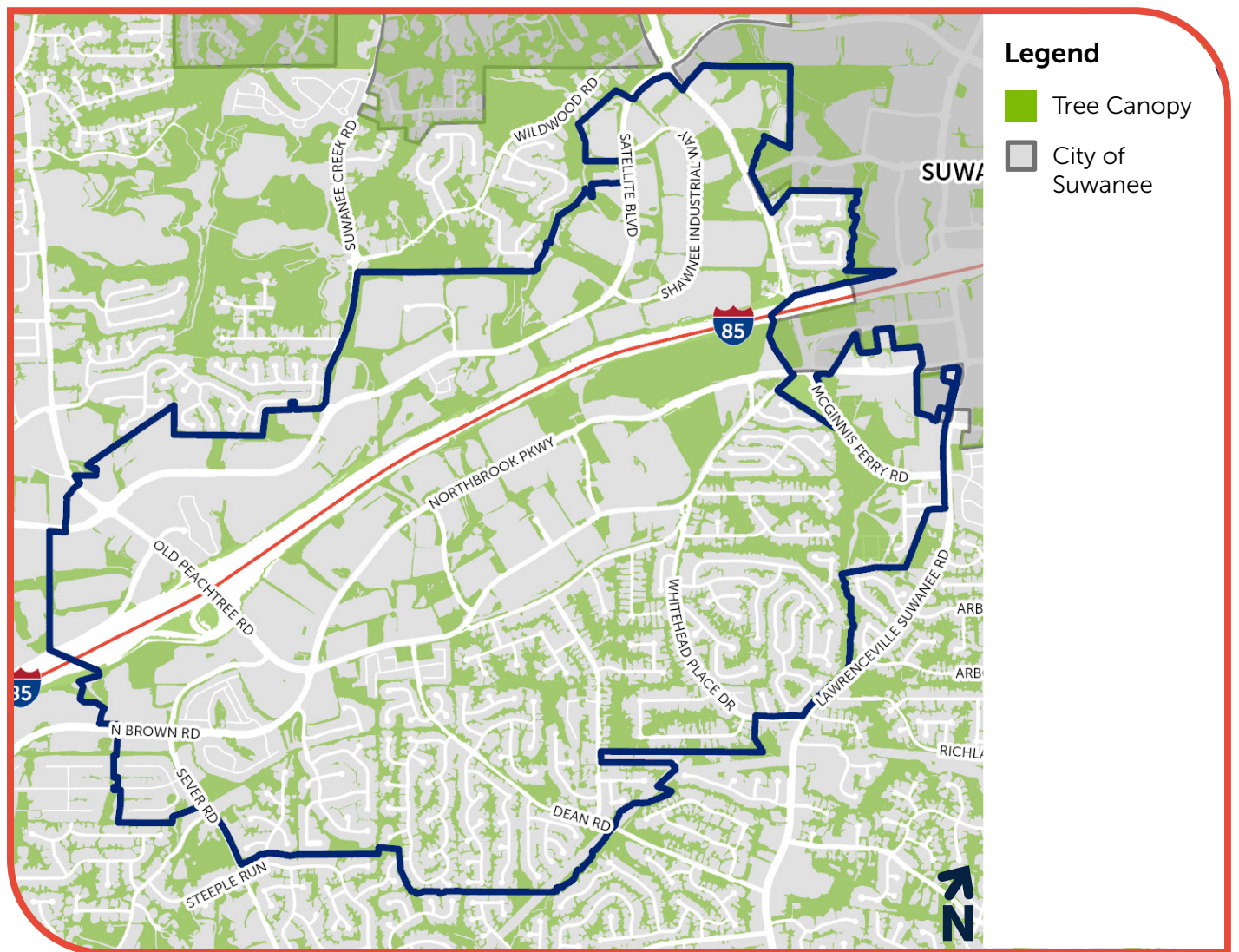


Very few streams are found within the study area. Two small unnamed creeks extend from Northbrook Parkway's industrial core under I-85, while several other creeks run through subdivisions east of Peachtree Ridge Drive.

Only 12 acres of the study area are covered by floodplains, and no structures reside within those floodplains.

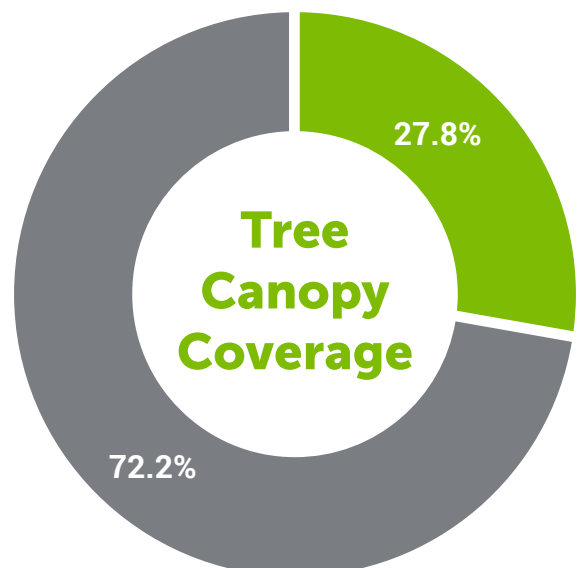


TREE CANOPY



The Northbrook Parkway area has significantly less tree canopy coverage than other areas of Gwinnett. Just 27.8% of the study area; compared to the countywide average of approximately 38%.

Large industrial buildings surrounded by surface parking contributes to this lower percentage, though Northbrook Parkway's industrial areas have more significant landscaping areas than some of its counterparts throughout Gwinnett. Still, most of the study area's tree canopy coverage can be found in nearby neighborhoods. Undeveloped land at the far northern part of the study area is heavily forested.



Opportunity Scan

PLANNED PROJECTS

Ride Gwinnett: Transit Development Plan (TDP)

The TDP proposes modest improvements to transit service in the study area, though most of these are located north of I-85 along Satellite Boulevard. Proposed County Ride service would travel down Lawrenceville Suwanee Road, offering access to the planned Northbrook Parkway Trail, which would extend to Northbrook Parkway's industrial core. Direct Airport Ride service to Hartsfield Jackson Atlanta International Airport would depart from a transit service station at the Mall of Georgia.

Key Projects:

- 5 Quick Ride
- 6 County Ride (local service)
- 11 Airport Ride (direct airport shuttle)

Gwinnett Trails: Countywide Trails Master Plan (2018)

Several trail projects proposed by the Countywide Trails Master Plan would cross through the study area. Most notably, the Northbrook Parkway Trail would provide multimodal transportation access to several of Northbrook Parkway's employment centers, as well as Northbrook Middle and the Buice Center. North of I-85, The Loop and the Satellite Boulevard Multiuse Path would intersect, offering new connectivity to future transit routes. No trails are currently planned to connect across I-85. An update to the Countywide Trails Master Plan is currently underway and expected to be complete by the end of 2025.

Key Projects:

- 1 The Loop
- 2 Satellite Boulevard Multiuse Path
- 13 Northbrook Parkway Trail

Destination 2050: Comprehensive Transportation Plan

The CTP proposes several projects to promote safety and improve traffic flow within the Northbrook Parkway Study Area. Major projects include the widening of McGinnis Ferry Road along the study area's northern boundary, as well as intersection improvements to address traffic problems along Old Peachtree Road at the northern and southern ends of Northbrook Parkway.

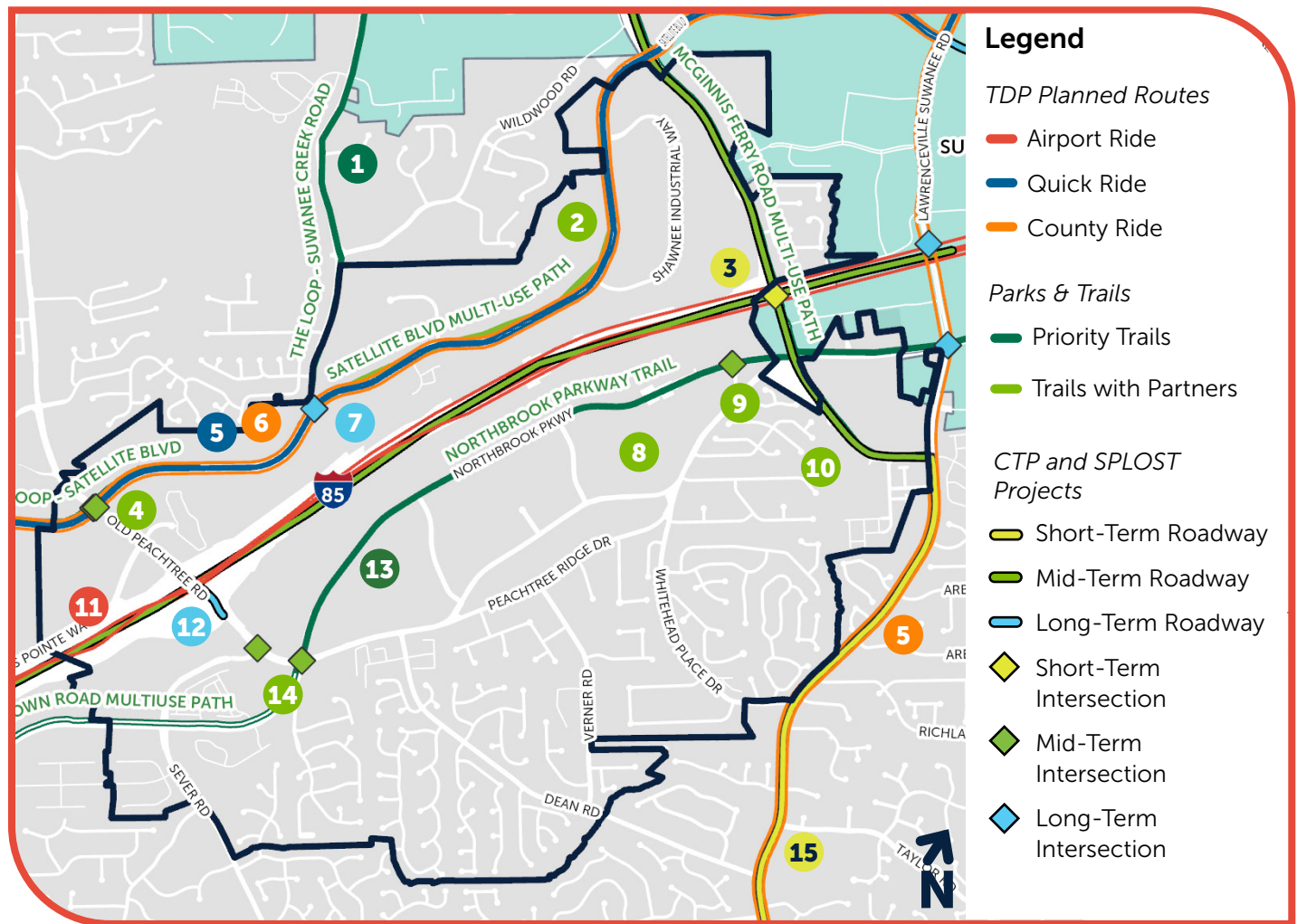
Additionally, there are multiple studies underway looking at improvements to the I-85 corridor. These studies will investigate solutions for traffic flow along I-85, as well as opportunities for connections across (or underneath) the roadway.

Outside of those studies, construction is currently underway on new on-ramps from McGinnis Ferry Road to I-85, widening the I-85 right-of-way near the future Northbrook Park site. This project would have significant impacts on the connectivity within the area, especially regarding freight traffic that could access key manufacturing and warehouse sites more directly.

Key Projects:

- 3 Improvements to McGinnis Ferry Road Bridge over I-85
- 4 Improvements at Satellite Boulevard and Old Peachtree Road
- 7 Improvements at Satellite Boulevard & Wildwood Road
- 9 Improvements at Northbrook Parkway and Old Peachtree Road
- 10 McGinnis Ferry Road Widening
- 12 Safety improvements along Old Norcross Road NW between I-85 ramps
- 14 Improvements along Old Peachtree Road at North Brown Road and Sever Road
- 15 Sidewalk along Lawrenceville-Suwanee Road

CURRENT PLANNED PROJECTS



2020 Gwinnett Comprehensive Parks and Recreation Master Plan

The County has identified a 35-acre site along Northbrook Parkway as a candidate for a future park. The site is divided by Northbrook Parkway and is characterized by rolling hills and plentiful forest cover. Beyond this site, the Comprehensive Parks and Recreation Master Plan highlights a need for two additional High-Density Area parks within the study area.

Key Projects:

- 8 Northbrook Park Site

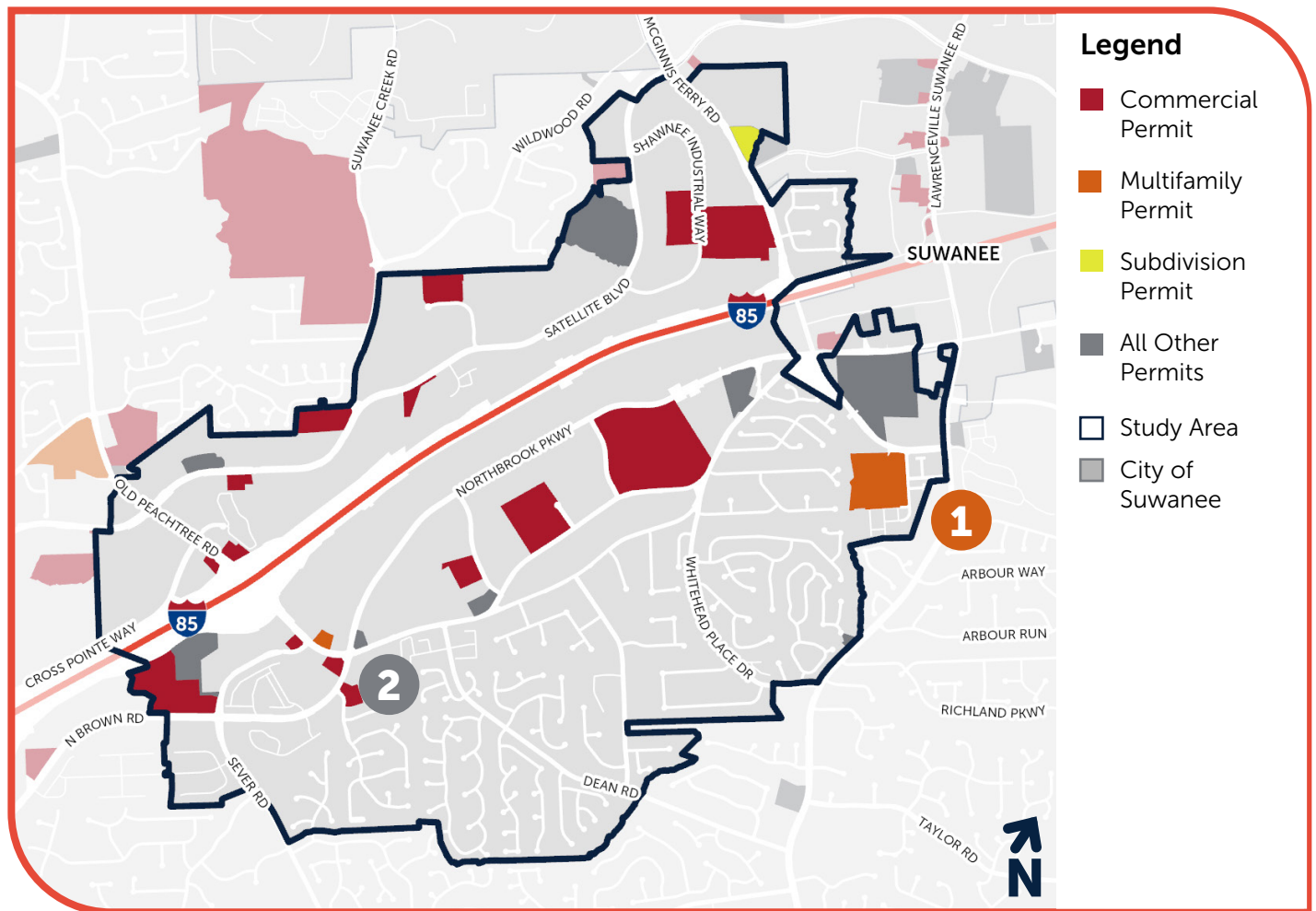
Sewer Infrastructure Expansions

While sewer coverage in this area is extensive, capacity is fairly limited. The County is undertaking a Sewer Basin Study to understand the challenges and needed expansions in this area. Though there are no immediate plans for expanding capacity, County staff have identified two pump stations and potential new connections across I-85 should new development require it.

Key Projects:

Sewer Basin Study

PROPOSED DEVELOPMENT



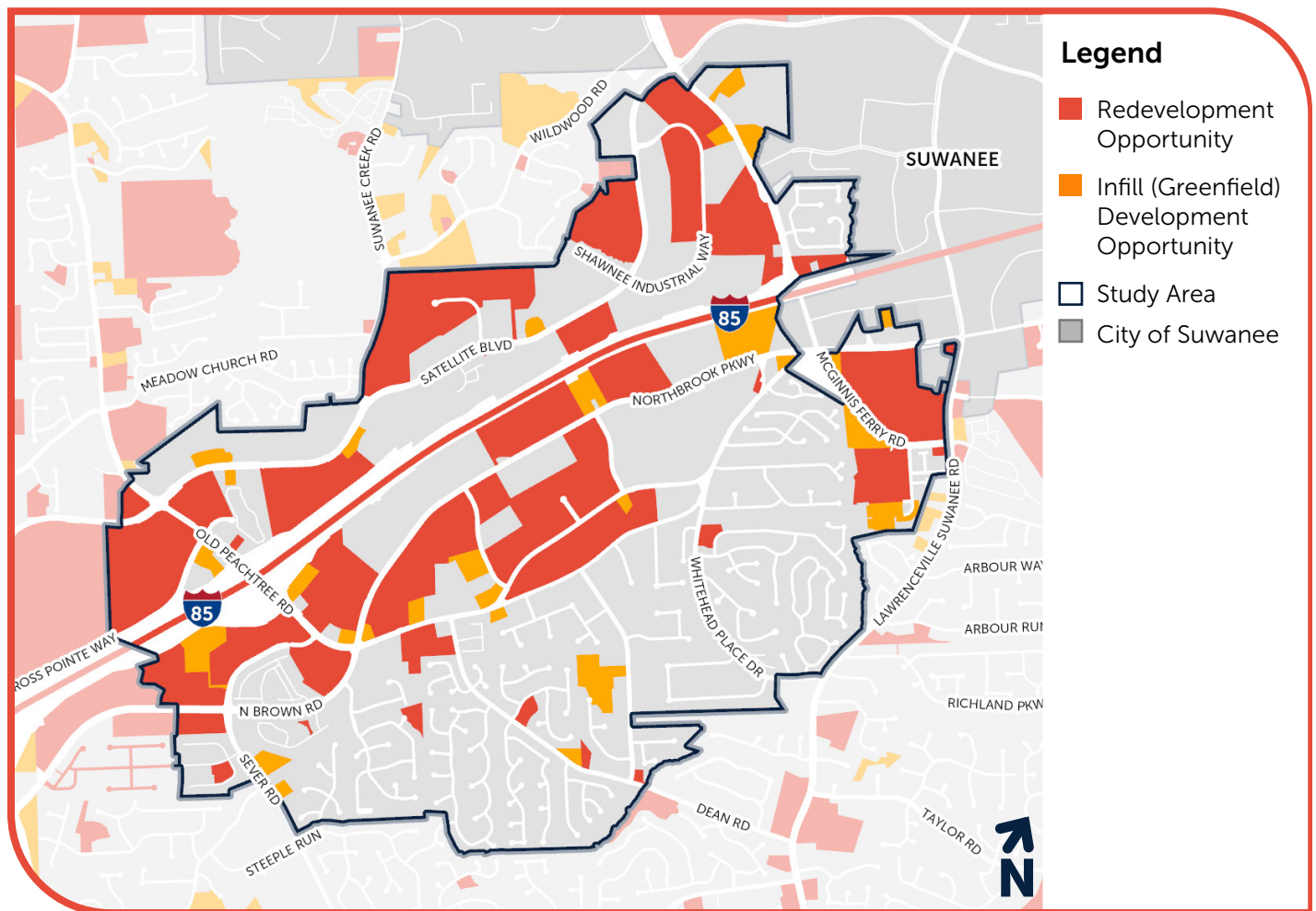
The majority of the Northbrook Parkway Study Area is fairly built out. Most recent development permits are infill construction or redevelopment. Two significant projects are highlighted here:

- 1 Richmond Row**
This mixed housing development began its first phase of construction in 2022, delivering 147 townhomes connected by new streets. The second phase recently finished, bringing nearly 350 multifamily units online.
- 2 New Commercial**
Beyond minor improvements to existing nonresidential properties, the only significant commercial development in recent years has been new buildings along Northbrook Parkway, including a new Popeye's at the corner of Northbrook Parkway and Old Peachtree Road.



Richmond Row Townhomes

REDEVELOPMENT POTENTIAL



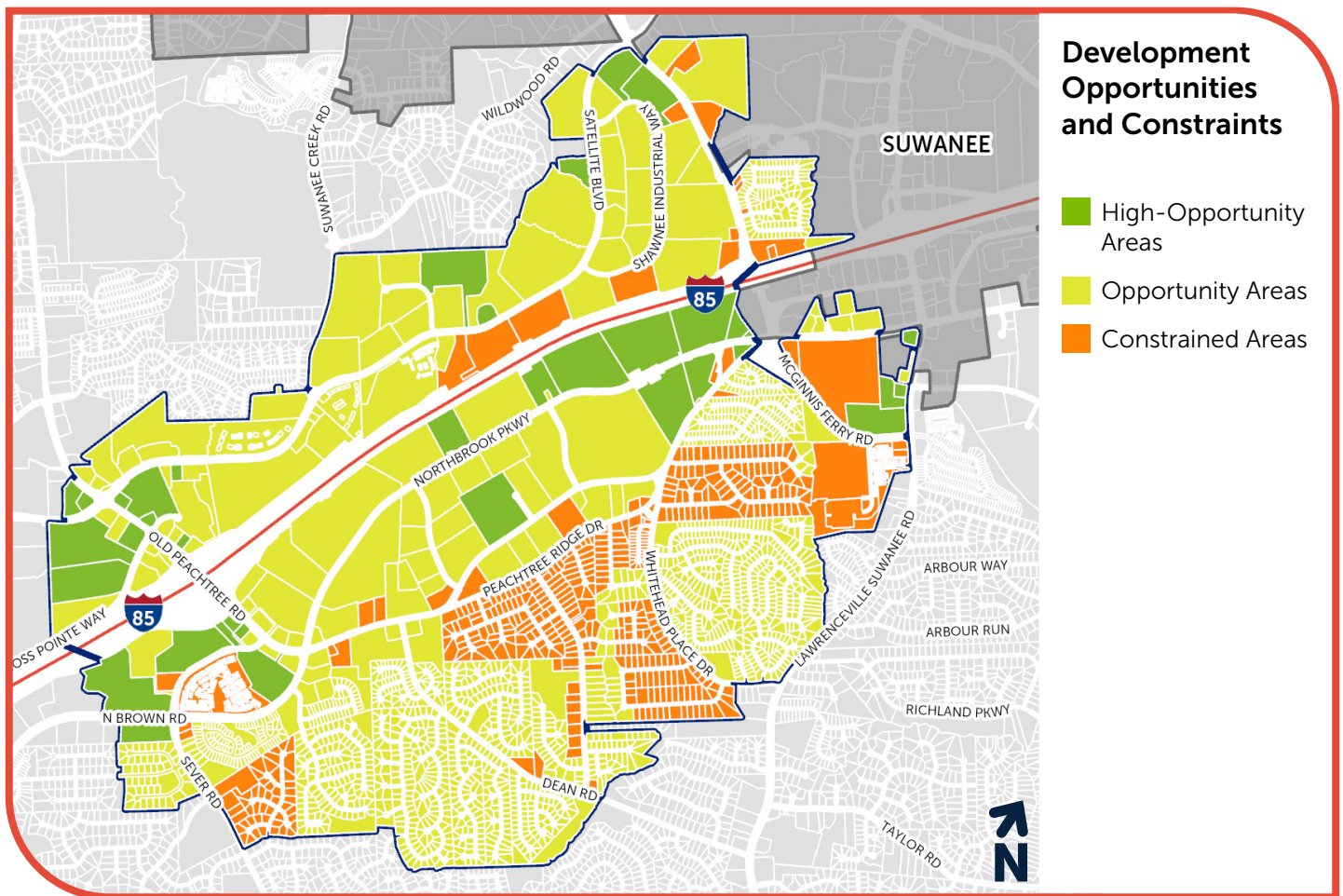
What qualifies as redevelopment potential?

Parcels with redevelopment potential have better access to infrastructure, are underutilized relative to their size, or both. These opportunities were identified based on their proximity to future transportation improvements, access to water and sewer mains, the presence of a parking lot over 1 acre in size, or lower land values. In the case of Northbrook Parkway, this potential is a bit more complicated given the success of the area's industrial properties. Still, the County should monitor these parcels in case future opportunities arise.

Redevelopment Opportunities

In theory, the Northbrook Parkway Study Area includes several redevelopment opportunities, especially of parking lots serving its large industrial buildings. However, because the majority of these buildings are fairly new, or used for institutional purposes (such as the Gwinnett County Public Schools campus), they will likely remain as they are for the next several years. The surrounding commercial areas are better candidates for redevelopment, although those parcels also face challenges due to their size. The greatest opportunity for development is likely the greenfield properties at the north end of the study area.

The Future of Northbrook Parkway



As one of the more recently developed parts of Gwinnett, the Northbrook Parkway Study Area faces unique constraints that other industrial areas of Gwinnett do not face. Redevelopment is most appealing when the investment required to tear down, redesign, and rebuild would yield a greater return for the property owner than the current use. That simply is not the case for many properties along Northbrook Parkway and within the greater study area, as their buildings — especially those appropriate for industrial — are still near the beginning of their useful life.

As a result, the number of parcels identified as **high-opportunity areas** are limited. They mostly consist of undeveloped properties at the northern end of the study area where Northbrook Parkway, Old Peachtree Road, and McGinnis Ferry Road converge. Since Gwinnett County owns two parcels currently planned for a future park, the County could use that as a catalyst for modest development of housing, retail, and additional office or institutional space. The Philadelphia College of Osteopathic Medicine's campus is also highlighted as a high-opportunity area, given their expansive parking lot, potential connectivity at the rear of the property, and PCOM leadership's stated desire to expand their facilities. Other high-opportunity areas are located around existing commercial properties.

The Northbrook Parkway Study Area also features many **opportunity areas**, which have similar access to critical infrastructure but less potential to redevelop. These include many newer industrial

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
High-Opportunity Area	YES	YES	YES	NO
Opportunity Area	N/A	YES	NO	NO
Constrained Area	N/A	NO	NO	NO

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

buildings, auto-oriented commercial structures, and middle-aged multifamily complexes. Some single-family neighborhoods with connections to sewer are also marked as opportunity areas. These parcels are eligible to construct accessory dwelling units — likely in demand in this area given the high daytime student population.

Parcels marked as **constrained areas** face some barriers to redevelopment, including lack of access to sewer. This category also includes any known recent development from the last 5 - 10 years, such as Richmond Row Apartments on McGinnis Ferry Road. Because of their recent development, they are unlikely to change again in the near future. This area features a hidden constraint related to sewer capacity. While many properties have access, the capacity of the system in this sewershed is limited, and attempts to develop should coordinate extensively with the Department of Water Resources to determine which expansions might be needed to support it.

The following plan presents redevelopment concepts for clusters of high-opportunity areas and some opportunity areas within the Northbrook Parkway study area, using recommendations from the 2045 Unified Plan to create a vision for Northbrook Parkway.

Small Area Plan

This small area plan applies the 2045 Unified Plan's Daily Community Framework to the Northbrook Parkway Study Area. Using the existing conditions, planned public projects, and community input, the small area plan explores how to enhance the everyday experience of people who live near and work within the study area. Ideas range from redevelopment concepts that support Northbrook Parkway's modern employment centers to streetscape improvements and connectivity.

The Northbrook Parkway Small Area Plan Charrette took place at the Philadelphia College of Osteopathic Medicine's (PCOM) Georgia Campus, located on Northbrook Parkway, on December 12 and 13, 2023. The charrette featured active work periods as well as public visitation hours advertised throughout the community and Gwinnett County. During the charrette, several interviews were conducted with a variety of stakeholders, including local business owners, County staff, Gwinnett County Public Schools leadership, and community members. Because the charrette took place in a highly visible place, students dropped by outside of visitation hours as well as during class changes, enabling the project team to capture consistent feedback from those who regularly visit the Northbrook Parkway Study Area.

Before the charrette, the planning team prepared a redevelopment framework map, highlighting the existing uses and sizes of each property in Northbrook. This framework was used to assess each property for its redevelopment potential and to pinpoint which parts of the study area were most ready for new development or redevelopment.

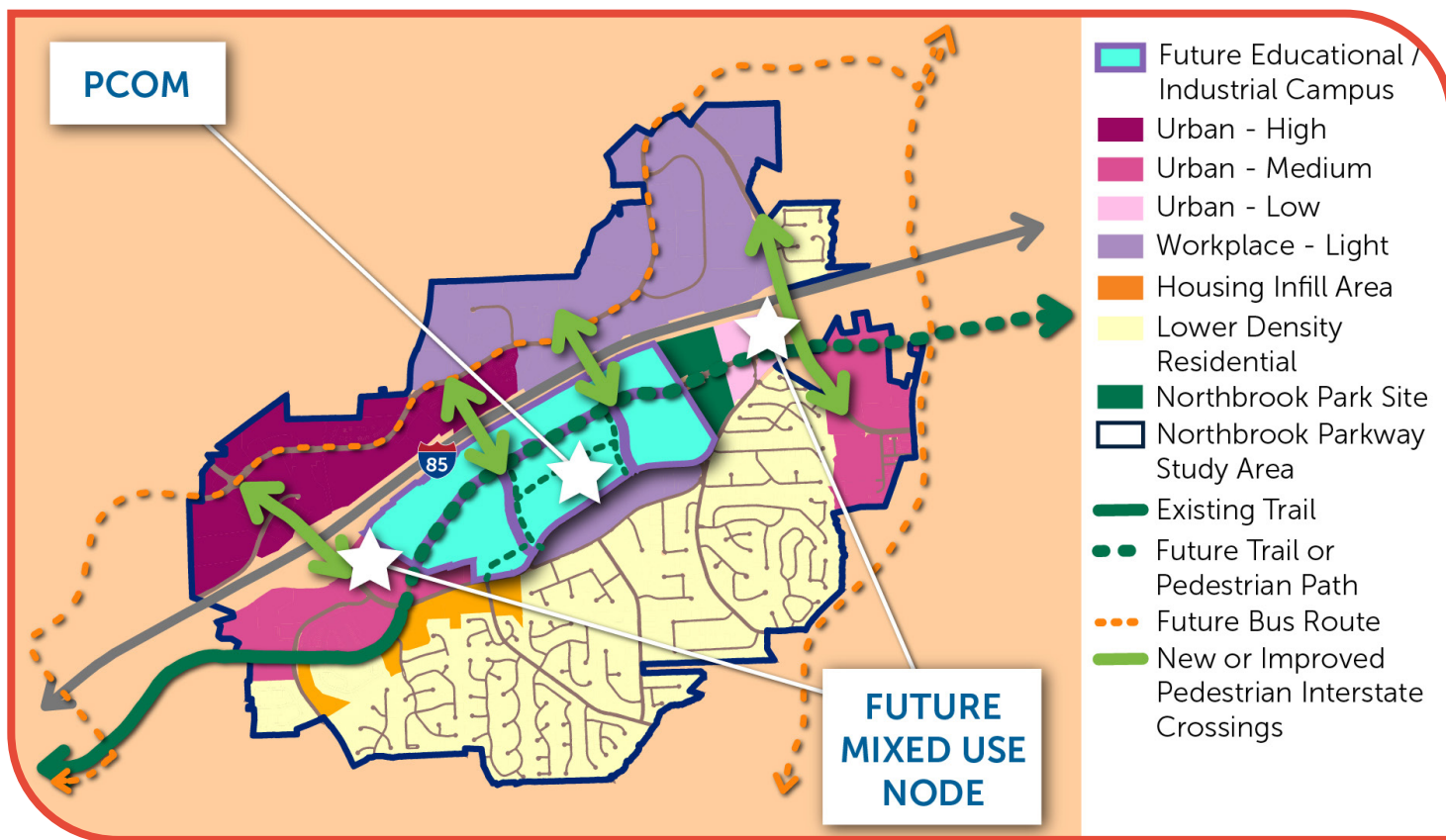
The planning team then developed a preliminary redevelopment concept for the most appropriate site within the study area: the four parcels at the north end of the study area core, including the future park site owned by Gwinnett County. The design priorities for this concept were:

- 1 Developing underutilized parcels in a manner consistent with the Northbrook Parkway character and use mix
- 2 Supporting a workplace center through redevelopment and public realm improvements
- 3 Aligning the site design with existing infrastructure and future trail projects
- 4 Adding housing options in proximity to education and employment centers
- 5 Expanding pedestrian amenities and limiting conflicts with freight traffic

Residents and stakeholders were generally supportive of the vision for this study area. Those who attended the charrette stressed the need for more amenities and daytime entertainment options (specifically restaurants and public spaces) near their school or workplace. Several also noted that the only way to access these job centers was via car, which reinforced the need for multimodal transportation investments, including trails, sidewalks, and public transit.

This feedback, along with the Daily Community Framework, provided the foundation for these long-range redevelopment concepts. This chapter explores the concepts in detail and offers suggested action steps for their implementation over the next 20 years.

1 DAILY COMMUNITY VISION



Under the Daily Community Framework, Urban Corridors are intended to become mixed-use districts. Given the area's strong industrial and institutional roots, mixed-use development could look different by reinforcing and expanding those particular uses, while adding residential, retail, and other amenities. To further develop this concept, the planning team created a high-level vision for the study area that prioritizes the following objectives:

Support Northbrook Parkway's Growth

The area's industrial and institutional core is going strong and has room to grow. Redevelopment on the fringes of the study area should contemplate how to expand using mixed-use concepts as a driver, bringing residential and retail within proximity of these employment and education centers.

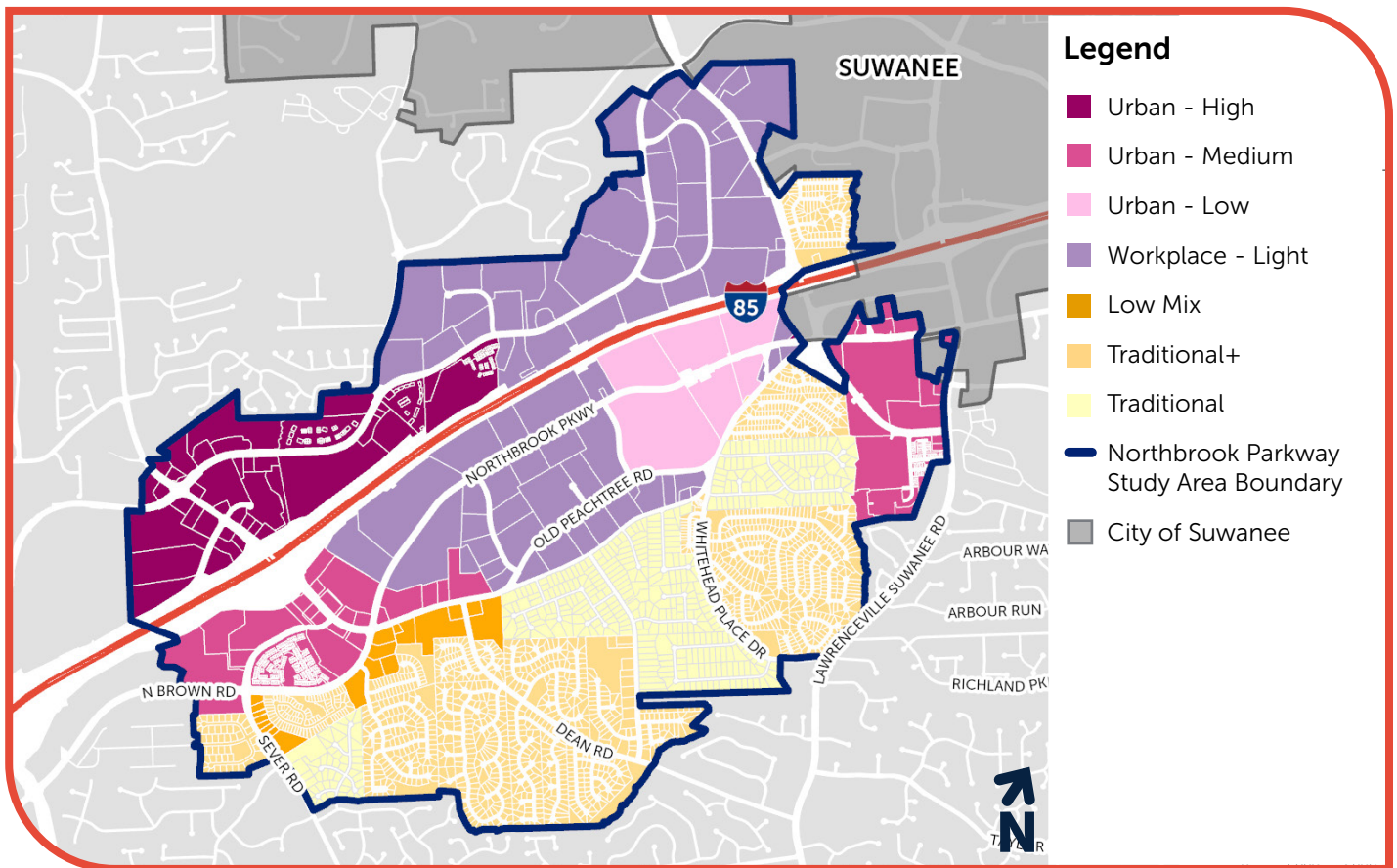
Expand Pedestrian Connectivity through Transit and Trails

Multiple stakeholders highlighted the need for better connectivity throughout Northbrook Parkway. Beyond the central trail, additional pedestrian connections can make this area easier to traverse.

Promote Infill Housing to Support Existing Retail and Encourage Affordability

Students in the area have to travel fairly far to reach school. Promoting housing infill in this area could serve college students particularly well, and those rooftops could support greater retail amenities.

2 FUTURE DEVELOPMENT FRAMEWORK



The Future Development Framework provides recommended design and development guidance for each parcel in the Northbrook Parkway Study Area.

URBAN AREAS

Given the presence of many intense existing uses and extensive access to transportation infrastructure within the study area, all three **Urban** development types are represented. These primarily support mixed-use development, including a high proportion of housing as well as retail, entertainment, office, green space, and institutional uses. This area is recommended for various densities and building heights depending on the type. In **Urban – High** areas, no height maximum is recommended.

WORKPLACE CENTERS

The Northbrook Parkway Study Area core, located between I-85 and Peachtree Ridge Drive, is designated **Workplace – Light**, which supports a mix of office, industrial, and institutional uses like schools. Flex spaces, including maker spaces and breweries, are also recommended. A similar industrial area is located along Satellite Boulevard north of I-85. While some redevelopment could occur here, the 2045 Unified Plan recommends focusing on improvements to the public realm, including streetscapes, connectivity, and landscaping.

LEGACY AREAS

Existing neighborhoods and some parcels adjacent to those neighborhoods are considered Legacy Areas. A group of **Low Mix** parcels are located adjacent to Urban areas along Old Peachtree Road. These parcels could support infill of “missing middle” housing. Several neighborhoods are designated **Traditional+**, which allows for Accessory Dwelling Units on properties connected to sewer. Two neighborhoods along Whitehead Place Drive have septic systems and are designated **Traditional** accordingly. These areas should also remain as single-family detached housing.

URBAN AREAS



Urban - High

Gwinnett's most intense district, featuring a rich mix of dense development in areas well-served by infrastructure



Urban - Medium

Mixed-use areas of modest intensity with abundant housing, strong retail, and community amenities



Urban - Low

The least intense mixed-use district, located between urban areas and neighborhoods of lower intensity

WORKPLACE - LIGHT



Workplace Center – Light

Employment centers with office, flex space, and light industrial uses separated from high concentrations of residential



LOW MIX, TRADITIONAL+, AND TRADITIONAL



Low Mix

Mostly residential consisting of 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

3 HIGH-LEVEL FRAMEWORK

The project team started with a high-level land use framework, looking at existing conditions — including current land use, building age, occupancy, land value, and recent improvements — to determine opportunities for redevelopment at a granular scale. Properties that had recently developed, such as the new multifamily along the south end of Northbrook Parkway, were also noted.

Very few parcels qualified as an immediate redevelopment opportunity. However, several listed below are properties that could become redevelopment opportunities in the future. The County should begin developing relationships with business leaders and property owners along Northbrook Parkway, building consensus and exploring long-term opportunities so that when these buildings grow older, everyone is ready to engage.

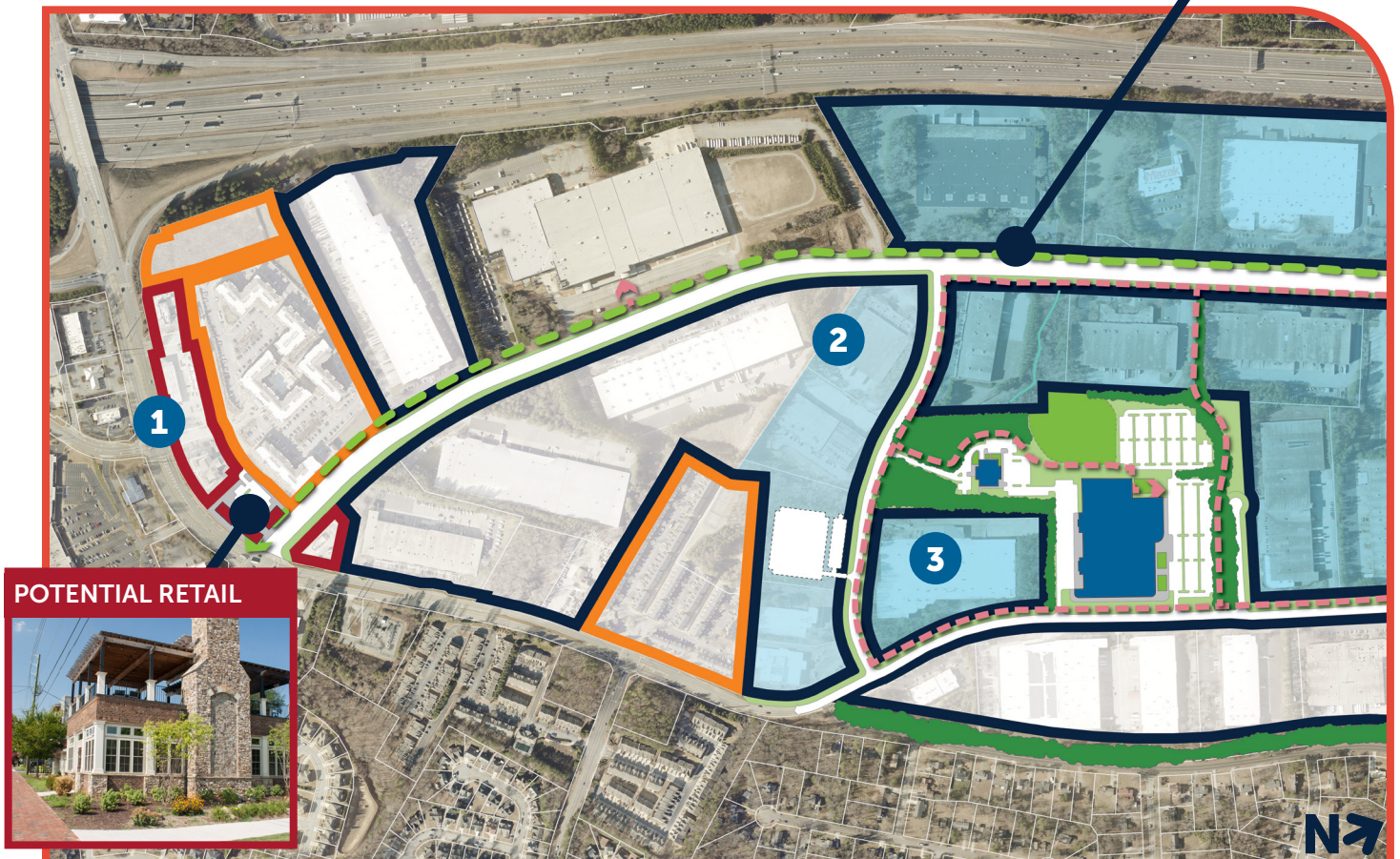
EXTENDED TERM (20+ YEARS) REDEVELOPMENT OPPORTUNITIES

- 1 The auto-oriented commercial uses along Old Peachtree Road — including the QT convenience store and an old bank — could be redeveloped in the future.
- 2 These two low-rise industrial buildings are both well leased. Their location at the corner of Northbrook Parkway and Northlake Drive could make them prime extended term redevelopment opportunities, especially as the Northbrook Parkway Trail gets built.

POTENTIAL TRAIL



Study Area Core - South



- 3 Until late 2023, this building was leased by a medical science company and currently sits vacant. While the building itself is well-suited for industrial development, the County should monitor it in case it begins to fall short of modern industrial companies' needs.
- 4 Two buildings northeast of PCOM are currently used for industrial operations, including manufacturing and logistics. As some of the older buildings in the area, though still with long useful lives ahead of them, these could be prime, extended term redevelopment opportunities.
- 5 This low-rise office building is currently occupied by a manufacturing company. If the opportunity arises in the future, this 6-acre site could further support an extended campus environment with direct access to the new park along Northridge Drive.
- 6 The GCPS campus spans nearly 50 acres at the heart of Northbrook Parkway. As a major employer and institution in Gwinnett, GCPS receives a large number of visitors regularly. While their expansive parking lot fills up some of the time, there could be an opportunity in the future to reconfigure the parking solution and redevelop the surface lot.

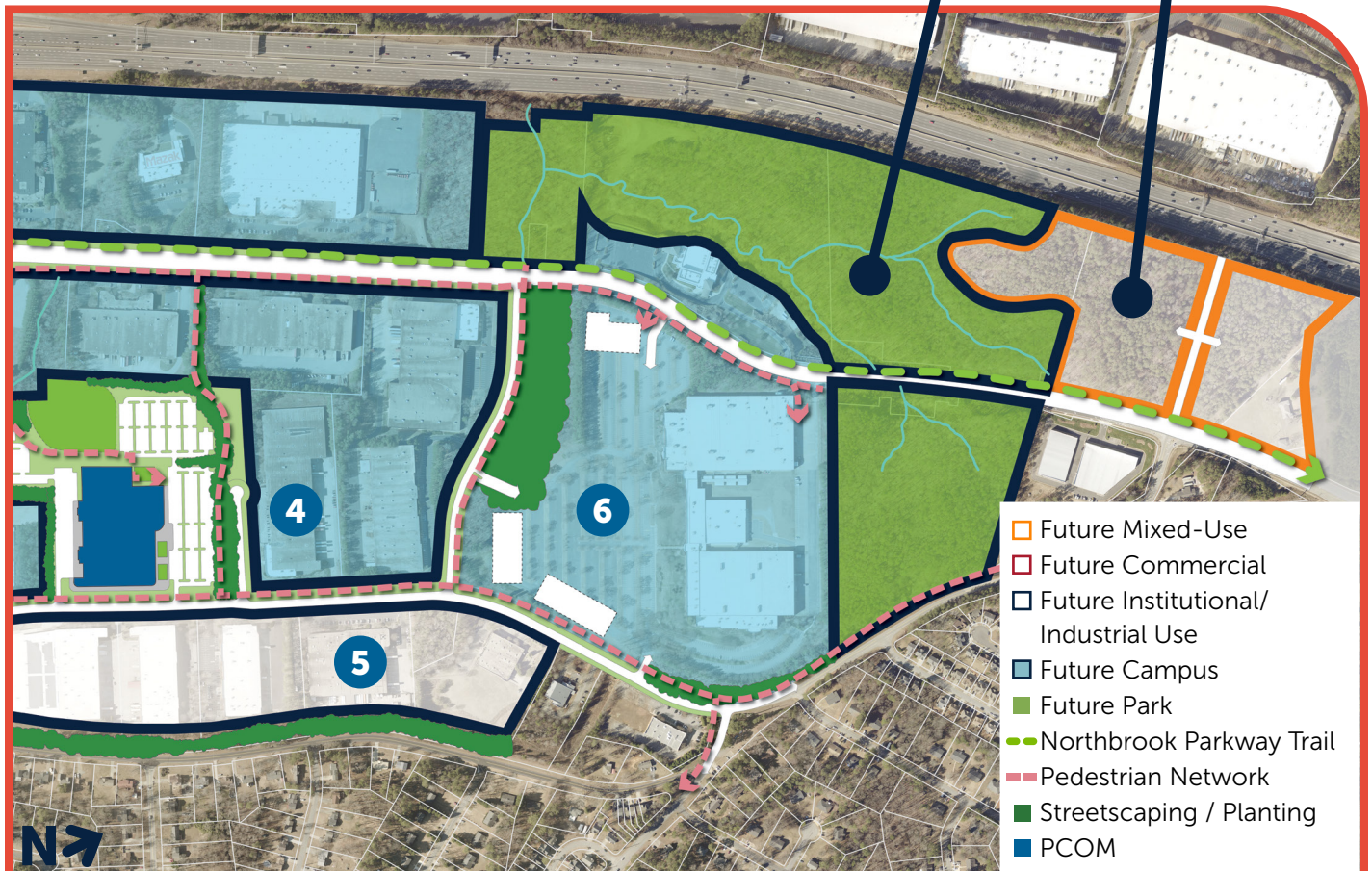
POTENTIAL NEW PARK



MIXED-USE DEVELOPMENT



Study Area Core - North



4 DESIGN CONCEPT

Mixed-Use Development and Park



REDEVELOPMENT CHARACTER IMAGES



Multifamily



Flats Over Retail



Public Space

Using the high-level framework as a starting point, the project team focused on design concepts for the northern end of the study area core. This design concept takes advantage of County-owned property to propose a new mixed-use neighborhood that can support Northbrook Parkway's job opportunities and industrial sector while adding local retail.



NEW PARKS AND OPEN SPACES

The centerpiece of this concept is the park. Characterized by rolling hills that descend to a creek, a future park would serve as a greenspace amenity for students, employees, nearby residents, and users of the future Northbrook Parkway trail.



NEW MIXED-USE DEVELOPMENT

A new mixed-use development would add 235 units of multifamily or flats-over-retail housing, plus over 100,000 square feet of retail. These new units could be targeted for students and would go a long way toward supporting retail in the study area and nearby.



TRAIL-ORIENTED DEVELOPMENT

Adding new development facing the future Northbrook Parkway trail corridor opens access to the employment and educational institutions that call Northbrook Parkway home.



Redevelopment Targets

This concept would provide:

104,000

square feet of educational and innovation space

30,000

square feet of civic space

235

units of housing, including:

180

units of multifamily housing

55

flats-over-retail housing units

44

acres of parks and open space

4 DESIGN CONCEPT

SUPPORTING A NEW INNOVATION CENTER

The Gwinnett 2045 Unified Plan identifies growth of the innovation and research economic sectors as a priority. New mixed-use development could serve as the catalyst to transforming this area into a truly unique mixed-use corridor. By focusing on improvements to the public realm, the County can foster the growth of an appealing, easily accessible workplace center.

Northbrook Parkway Now



After Redevelopment



5 INCREMENTAL REDEVELOPMENT

Although these redevelopment concepts focus primarily on a handful of sites, the proposed development will likely roll out incrementally over several years. This project will be most successful if advanced through a mix of County-led investment and private development. The County can demonstrate its commitment to this by pursuing public improvements that support this design.

Infrastructure Investments

- 1 The Northbrook Park Site has tremendous potential to provide outdoor recreation, stormwater management, and connectivity from Northbrook Parkway to Old Peachtree Road. The County should begin working on this concept, bringing together relevant County departments to ensure the site's maximum potential is reached. These efforts should also include conversations with Free Chapel, who own 21 acres immediately to the south of the park site.
- 2 The County could also begin the outreach and conceptual design phases for the Northbrook Parkway Trail, ensuring that transit facilities like bus stops and bike racks are included.



6 COMMUNITY PLACEMAKING

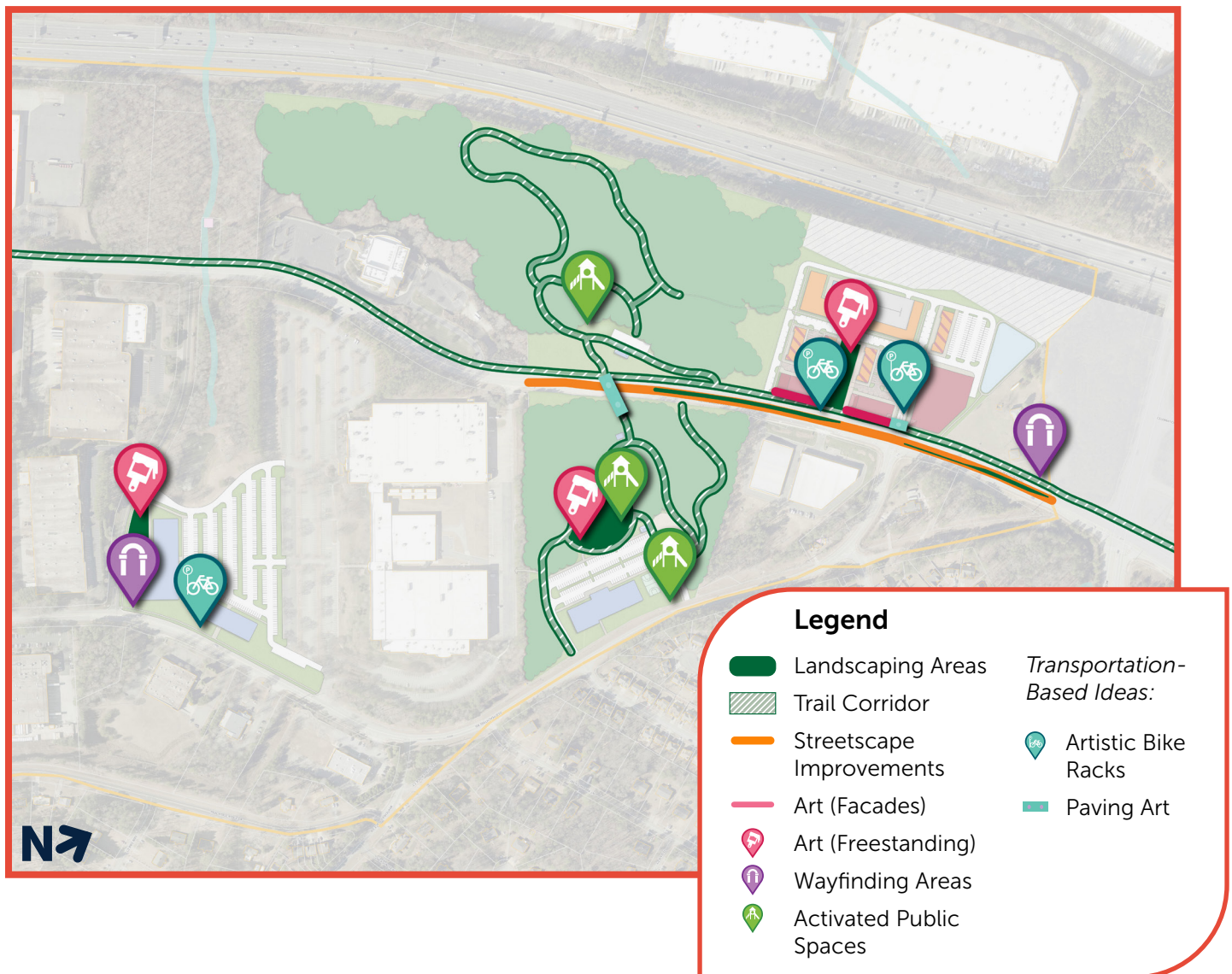
Because there are few immediate redevelopment opportunities within the Northbrook Parkway study area, other investments known as **placemaking** (see sidebar) will be especially important for enhancing the area's character. The County can play a vital role in these efforts including: providing funding and education, incorporating placemaking elements into capital improvement projects, installing 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 Northbrook Parkway study area, which can provide inspiration for community-led placemaking as this plan is implemented.

Placemaking Opportunities



Intersection of Northlake Drive and Old Peachtree Road



At this section of Old Peachtree Road, the sidewalk stops before it reaches PCOM, where walkability would be beneficial.

After Placemaking



Along with the new sidewalk, gateway signage indicates nearby institutions and amenities. Native plantings and a painted crosswalk make the area more inviting.

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. Along Northbrook Parkway, landscaped medians can add aesthetic appeal, while native plantings would be appropriate for the central greenspace within the proposed mixed-use development. Environmental art could be installed along the trail system.



Native Plantings



Landscaped Medians



Environmental Art

Streetscapes

Streetscaping creates comfortable environments for people along roadways. Northbrook Parkway itself is in greatest need of streetscape improvements, given the planned Northbrook Parkway side-path trail. These could include street trees between the trail and roadway, walkway and trail surface markings, and streetlights that double as safety infrastructure.



Street Trees



Streetlights



Walkway Surfaces/Markings

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. Directional signage is especially important in pedestrian-oriented environments like the proposed mixed-use development. Gateway signage would further establish Northbrook Parkway as an innovation area.



Gateway Signage



Directional Signage

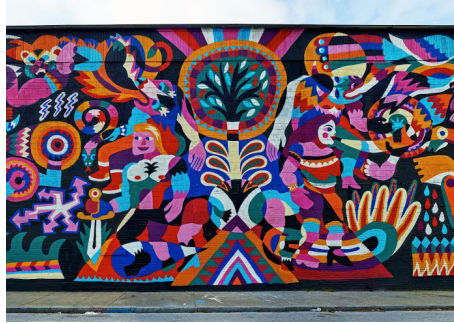


— Public Art

Adding artistic flourishes to a community's public spaces is often one of the first forms of placemaking that comes to mind. In Northbrook Parkway, new greenspaces could support sculptures and other standalone art, while retail buildings could be transformed through murals. If it is visible from the trail, underpass art under the Northbrook Parkway bridge would provide a unique flourish to Northbrook Parkway.



Statues and Sculpture



Murals



Underpass Art

Activated Public Spaces

Unique play structures make public spaces memorable for both youth and adults. There are multiple opportunities for art-based and nature-based playgrounds along the nature trails behind Northbrook Parkway's proposed mixed-use development. Interactive water features could be installed in common spaces and closer to some of the existing institutional uses along the corridor.



Art-Based Playgrounds



Nature-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 pedestrian walkways. These will be especially important along the Northbrook Parkway, both for the trail but also for the future County Ride bus service.



Transit Shelters



Bike Racks



Paving Art

APPLYING THE 2045 UNIFIED PLAN GOALS

This small area plan shows how redevelopment can enhance Northbrook Parkway. 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 mixed-use designs proposed, including housing and green space Pedestrian connectivity improved through trail access and public realm improvements
Strengthen administrative controls of development decisions	<ul style="list-style-type: none"> Quality development governed by Northbrook Parkway Overlay Zoning District
Maintain high quality of life through investments in community centers	<ul style="list-style-type: none"> Connectivity improved through central Northbrook Parkway Trail Aesthetic and safety improvements proposed for streets



HOUSING

GOAL	SMALL AREA PLAN APPROACH
Ensuring housing affordability	<ul style="list-style-type: none"> 235 units added, bringing housing close to employment and educational opportunities Trail-oriented development designed to promote pedestrian trips
Advocate for housing choices	<ul style="list-style-type: none"> Multifamily buildings catered to students and employees to provide attractive options close to schools and jobs



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 Increased connectivity through new trail and pedestrian improvements Premier park space provided for nearby employees and residents
Attract new businesses and talent	<ul style="list-style-type: none"> Support for existing industrial and employment opportunities through new mixed-use neighborhood Housing added close to workplace center for convenient commutes Existing industry supported through spillover effects from new development
Promote economic growth and mobility	<ul style="list-style-type: none"> New forms of housing and transportation options to provide better access to jobs and services



SUSTAINABLE INFRASTRUCTURE

GOAL	SMALL AREA PLAN APPROACH
Align water, wastewater, and stormwater planning with Daily Community Framework	<ul style="list-style-type: none"> Wastewater system challenges recognized through modest development proposal Additional stormwater management provided through greenspace
Plan for resilient infrastructure systems that protect natural assets	<ul style="list-style-type: none"> Tree canopy increases encouraged through public realm improvements Large share of canopy on greenfield properties maintained
Reduce impervious surfaces	<ul style="list-style-type: none"> Greater stormwater infiltration added through street and parking lot redesigns
Foster green infrastructure	<ul style="list-style-type: none"> New green infrastructure proposed for extended term projects



TRANSPORTATION

GOAL	SMALL AREA PLAN APPROACH
Increase active transportation options	<ul style="list-style-type: none"> Redevelopment aligned with future Northbrook Parkway Trail Redevelopment aligned with future transit line along McGinnis Ferry Road
Ensure private and public projects enable mobility for all	<ul style="list-style-type: none"> Pedestrian improvements prioritized through streetscape design and trail connections
Continue countermeasures to reduce speeding and accidents	<ul style="list-style-type: none"> Development proposed away from major freight corridor Protected rights-of-way for pedestrians through trail corridor
Improve transit to compete with private vehicle trips	<ul style="list-style-type: none"> Future fixed route transit along McGinnis Ferry Road Future fixed route transit along Old Peachtree Road
Integrate transit into land use and development planning	<ul style="list-style-type: none"> Transit access reflected in intensity of Future Development categories



COMMUNITY RESOURCES

GOAL	SMALL AREA PLAN APPROACH
Collaborate between departments and partners to scale up community resources	<ul style="list-style-type: none"> New economic development, community resources, and transportation improvements achieved through redevelopment
Infuse communities with context-appropriate greenspace	<ul style="list-style-type: none"> New premier park and public space provided
Strengthen Daily Community identities through arts and culture	<ul style="list-style-type: none"> Existing Northbrook Parkway character as innovation area enhanced through proposed development
Invest in schools as community centers	<ul style="list-style-type: none"> Greater connectivity to Northbrook Middle School, Buice Center, and new educational resources
Develop the built environment to increase health and wellness	<ul style="list-style-type: none"> Expanded trail network to connect to other parts of Gwinnett County

Implementation

This small area plan represents a vision, supported by community stakeholders, for how the Northbrook Parkway area of Gwinnett could further establish itself as a unique mixed-use district over the next 20 years and beyond. The plan strikes a balance between future potential and current conditions. Certain real-world hurdles — including building age and condition, market demands, 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, this section focuses on high-priority actions the County can take to ensure a solid foundation is laid for the implementation of the full small area plan. These actions are categorized according to four major 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 access to goods and services, easy and safe transportation options, a sense of place, and many other components. To understand the priorities of Northbrook Parkway stakeholders, 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 in the implementation strategy for this plan. Growth and development involves many interlocking pieces and requires 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

Community improvements, including new development and placemaking, 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 spur small businesses, large companies, and other economic institutions to consider Northbrook Parkway 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 Northbrook Parkway to realize its potential as an innovative Workplace Center, the County must actively lead in improvements to the area’s public realm, in addition to partnerships with existing businesses and institutions that can strengthen Northbrook’s status as an innovation and employment hub. The County can support these through two main mechanisms:

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 General Operating Budget for the County, but should be supplemented by other funding opportunities. Examples are provided below.

POTENTIAL FUNDING	MAIN FOCUS	TYPE	SOURCE	RANGE*
Tax Allocation Districts for Urban Corridors	Redevelopment	Dedicated funding	County investment	\$\$\$\$
Reconnecting Communities and Neighborhoods	Transportation	Grant	Federal program	\$\$\$
Georgia Outdoor Stewardship Program	Parks and greenspace, land conservation	Grant	State program	\$\$\$
Recreational Trails Program	Transportation	Grant	State program	\$
Economic Development Administration Grants	Economic development & public facilities	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 Northbrook Parkway Study Area	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
Meet with staff from Gwinnett County Public Schools, Northbrook Middle School, and The Buice Center to discuss student safety needs and initiatives	P&D	GCPS, GCDOT
Convene regular quarterly meetings with GCPS about opportunities for public realm improvements and private redevelopment opportunities on their properties and lead a series of placemaking pop-ups that test out placemaking ideas	P&D	GCPS
Build relationships with local property owners (like Free Chapel), and begin discussing partnership opportunities regarding Northbrook Park site expansion	P&D	Free Chapel
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		
● Finalize design and begin outreach and procurement process for construction of Northbrook Park Site	DoCS	P&D, GCDOT

3 INFRASTRUCTURE CAPACITY

PROJECT OR INITIATIVE	LEAD	PARTNERS
TRANSPORTATION (CONTINUED)		
● 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
● Complete new on-ramps providing access from I-85 to McGinnis Ferry Road	GCDOT	P&D, GDOT
● Begin conceptual design and outreach phases for Northbrook Parkway Trail	DPR	P&D, GCDOT
SUSTAINABLE INFRASTRUCTURE		
● As part of the Infrastructure Development Plan, identify necessary capital improvement projects and provide estimated timeline for design and construction	P&D	DWR
● Identify opportunities to incorporate stormwater management into Northbrook Park Site design	DWR	P&D, DPR
● Continue monitoring necessary downstream sewer upgrades as new development comes online	DWR	P&D
● Coordinate regularly with DWR on development proposals of significant impact	P&D	DWR
● As redevelopment projects are approved, update thresholds and determine if infrastructure upgrades are required	P&D	DWR
4 ECONOMIC DEVELOPMENT		
PROJECT OR INITIATIVE	LEAD	PARTNERS
Identify development partner with experience delivering well-designed mixed-use development	P&D	Development Advisory Committee, private sector
Convene a committee of property owners who manage industrial buildings along Northbrook Parkway	P&D	private sector, property owners
Build relationships with property owners and businesses throughout Northbrook Parkway, monitoring opportunities and assessing their viability within specific long-term time frames	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 Northbrook Parkway Overlay District and recommend amendments as needed

Community Building

- Formalize initial placemaking “pop-ups” (e.g. parklets, community art, others) into permanent fixtures
- Work with employees and other stakeholders 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
- Begin construction on Northbrook Parkway Trail
- Break ground and begin developing of Northbrook Park site
- Implement opportunities for community supported transportation outlined in Transit Development Plan
- Implement policy recommendations based on Tier I evaluation for shared stormwater infrastructure serving redevelopment sites

Economic Development

- Continue building relationships with owners of industrial buildings
- Reassess redevelopment potential throughout study area and determine if any new opportunities are in play
- Update population projections and determine if revisions are needed to redevelopment concepts

