



APPENDIX J:

OAKBROOK PARKWAY SMALL AREA PLAN



DEPARTMENT OF PLANNING & DEVELOPMENT

OAKBROOK PARKWAY SMALL AREA PLAN

Acknowledgments

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Introduction

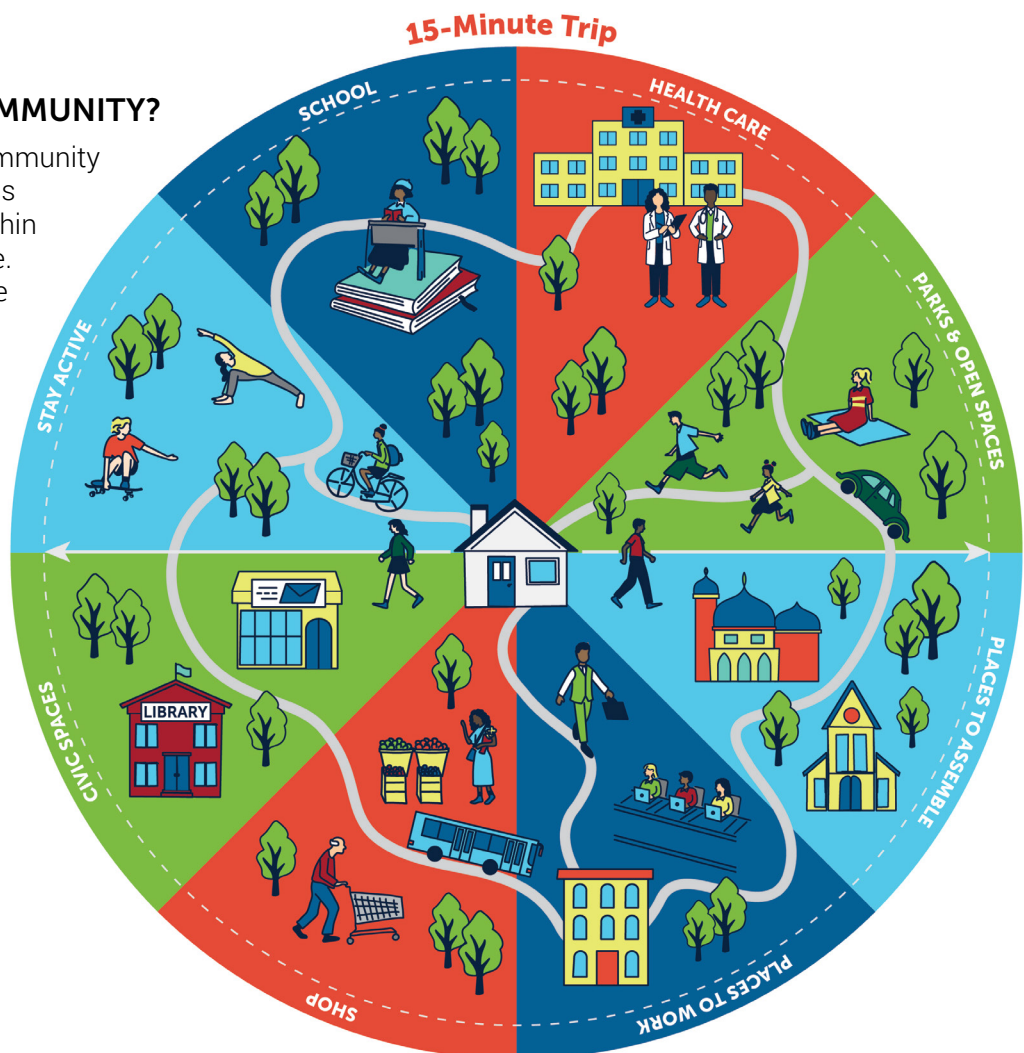
REALIZING THE POTENTIAL OF GWINNETT'S URBAN CORRIDORS

Gwinnett County is no stranger to change. In recent years, Gwinnett's population has grown significantly more diverse demographically, socioeconomically, and culturally. Known for this diversity, those trends will persist as Gwinnett is projected to surpass 1.5 million residents by 2045.

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. Many Daily Communities will concentrate these amenities within an appropriately-scaled, mixed-use center with access to multimodal transportation options; these are conceptualized as Villages. Some areas of Gwinnett, however, have the capacity to accommodate more growth and density, providing current and future residents with a Daily Community in an urban — but still approachable and pleasant — environment. The 2045 Unified Plan refers to these mixed-use districts as Urban Corridors.

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.

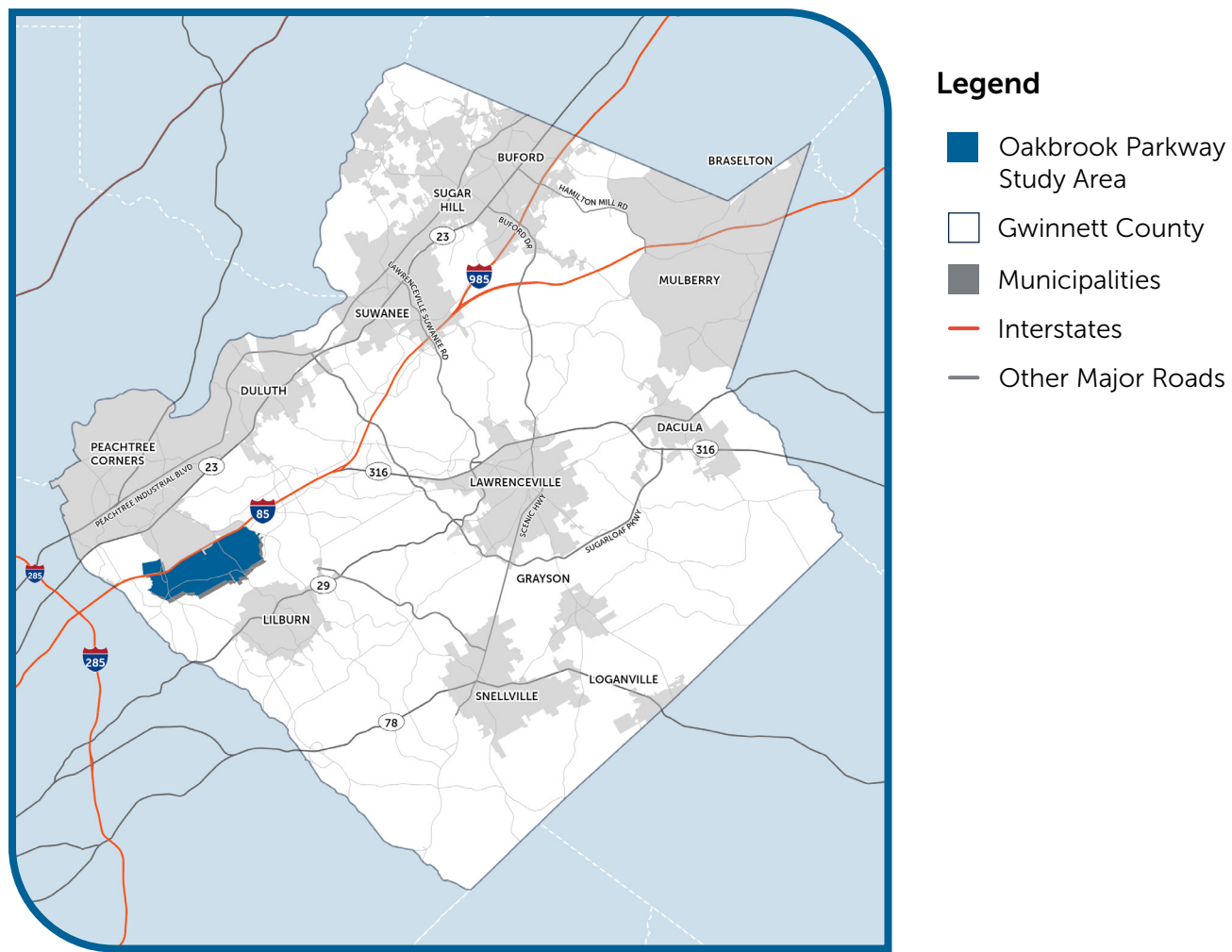


WELCOME TO OAKBROOK PARKWAY

Oakbrook Parkway is located within one of Gwinnett's future Urban Corridors. Currently, the area is home to a wide variety of uses — aging industrial and office parks, retail establishments catered to international communities, extended stay hotels, several new industrial sites, the Vulcan Materials Quarry, and some of Gwinnett's oldest single-family subdivisions.

As one of unincorporated Gwinnett's earliest areas to develop, certain sections of Oakbrook Parkway are ripe for redevelopment into a major mixed-use community that can absorb new growth, balanced with its existing industrial footprint. Its proximity to I-85, future transit corridors (Jimmy Carter Boulevard), new trail corridors (Peachtree Creek Greenway and others), and future catalytic projects such as the redevelopment of the OFS site, make it an appealing place for investment.

This small area plan presents a suite of redevelopment and design concepts that honor and enhance Oakbrook Parkway's existing tapestry of uses, transforming this Gwinnett County gateway into a true urban corridor that serves multiple needs.



Community Profile

The Oakbrook Parkway Study Area Core extends between Jimmy Carter Boulevard to the west, past Indian Trail Lilburn Road to Hillcrest Road to the east. Oakbrook Parkway runs parallel to I-85, which forms the study area's northern border. The southern boundary of the study area core follows a tributary of Beaver Ruin Creek.

Though the focus of this small area plan is the Oakbrook Parkway corridor, the surrounding area is home to approximately 15,082 Gwinnettians and 5,182 households, with 2.9 people per household, falling just under the countywide average (2.96). There are 5,429 housing units in the area. The median household income of \$50,593 is much lower than Gwinnett County's median household income of \$82,296.

This area of Gwinnett is highly diverse, with 22% of the population identifying as African-American, 10% identifying as Asian, 39% identifying as another race, and 22% identifying as multiple races. Nearly 60% of the population identifies as Hispanic or Latino.

Residents living near Oakbrook Parkway are served by numerous community resources. There are three parks, five schools within the Meadowcreek cluster, two fire stations, a police precinct, a Gwinnett Community Resource Center, and a library branch all within or just outside the study area.

The area consists of a wide variety of uses, including large offices, extended stay hotels, retail centers, and employment centers. The area's strong multicultural fabric is reflected in the diversity of restaurants, groceries, and multilingual signage.

WHO IS OAKBROOK PARKWAY?



15,082
residents



5,182
households



2.9
*average
household size*



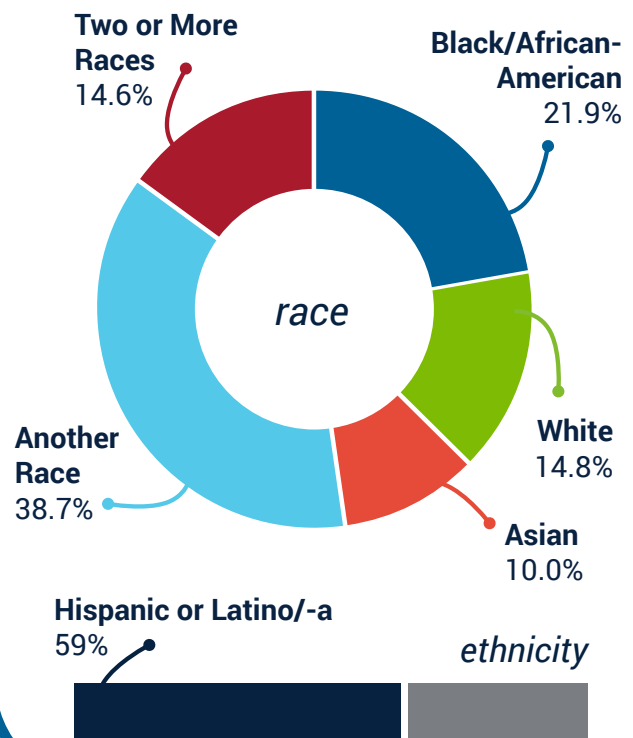
5,429
housing units



\$50,593
*median
household
income*



30%
*graduated from
college*



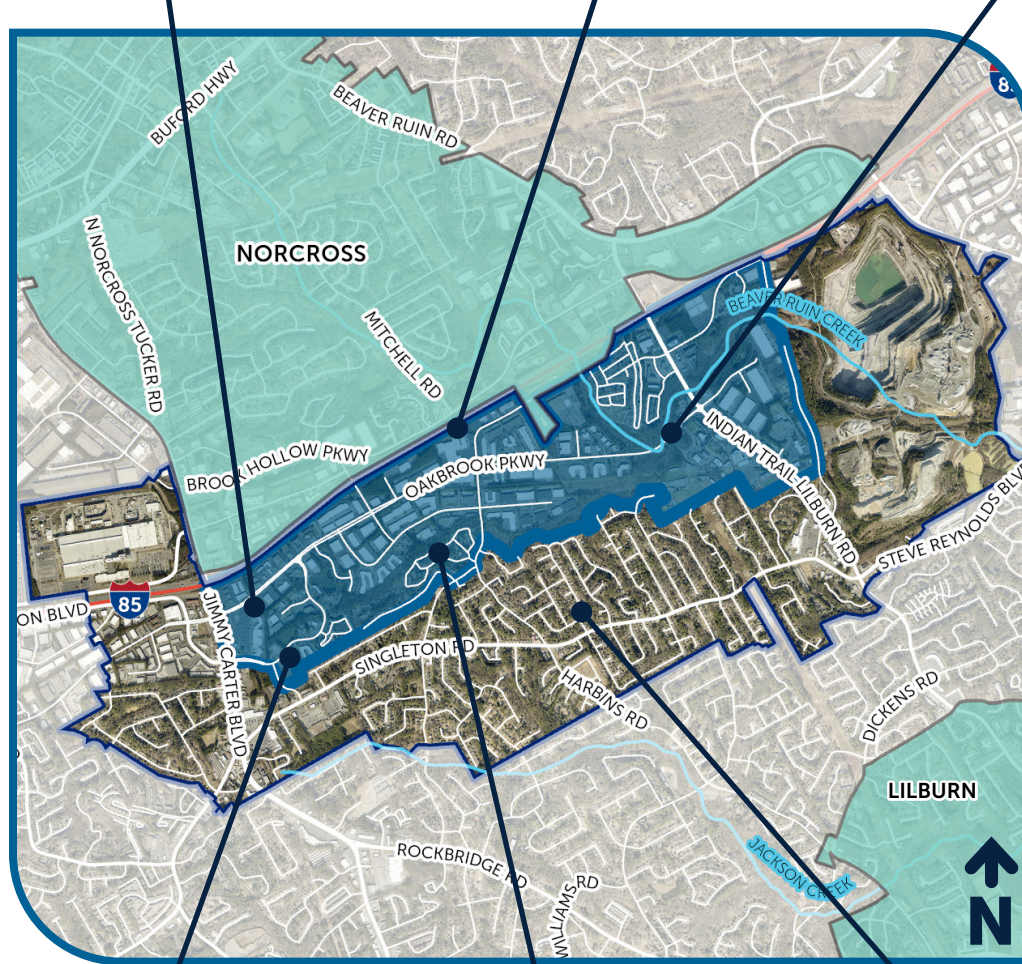
Hong Kong Supermarket



Canon

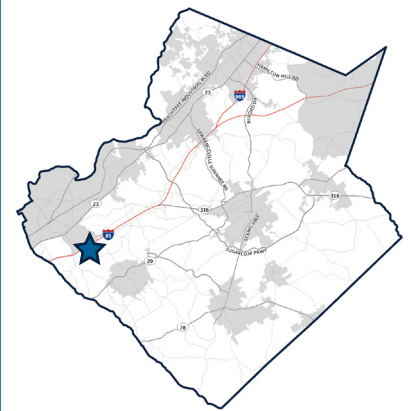


Greater Atlanta Christian School



Oakbrook Parkway Study Area

- Study Area Boundary
- Study Area Core
- Municipalities



Carter Oak Crossing

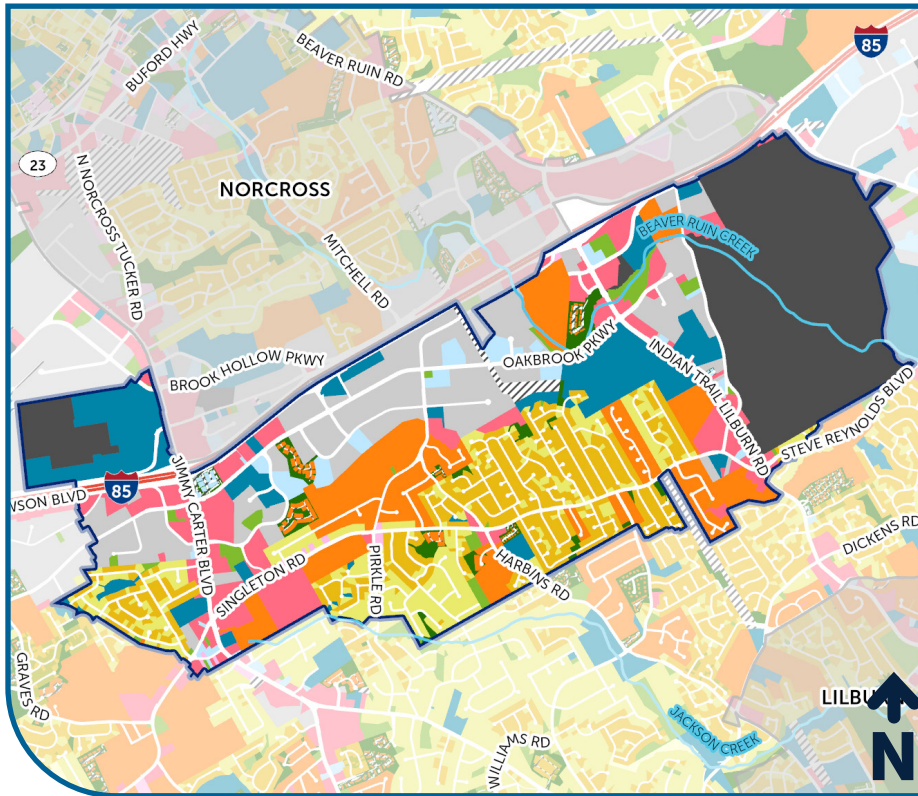


Canopy Glen Apartments



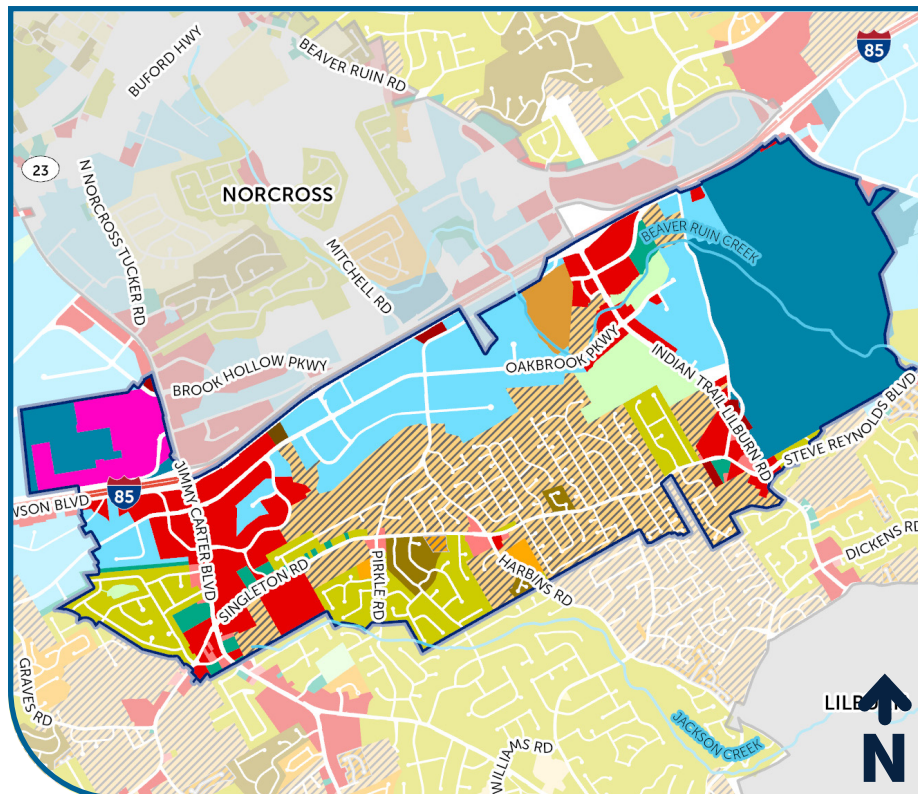
Single-Family Home on Singleton Road

EXISTING LAND USE AND ZONING



EXISTING LAND USE

Industrial uses are predominant within the study area, much of which are concentrated along the central portion of Oakbrook Parkway. Multifamily is the most common residential use and is dispersed throughout the study area. Toward the area's southern border, high-intensity residential transitions to traditional single-family neighborhoods; heavy industrial uses are present as well. The Vulcan Materials Quarry occupies a large site west of Beaver Ruin Road, and a portion of the OFS site still operates as industrial. The Greater Atlanta Christian School and several places of worship comprise the institutional uses.

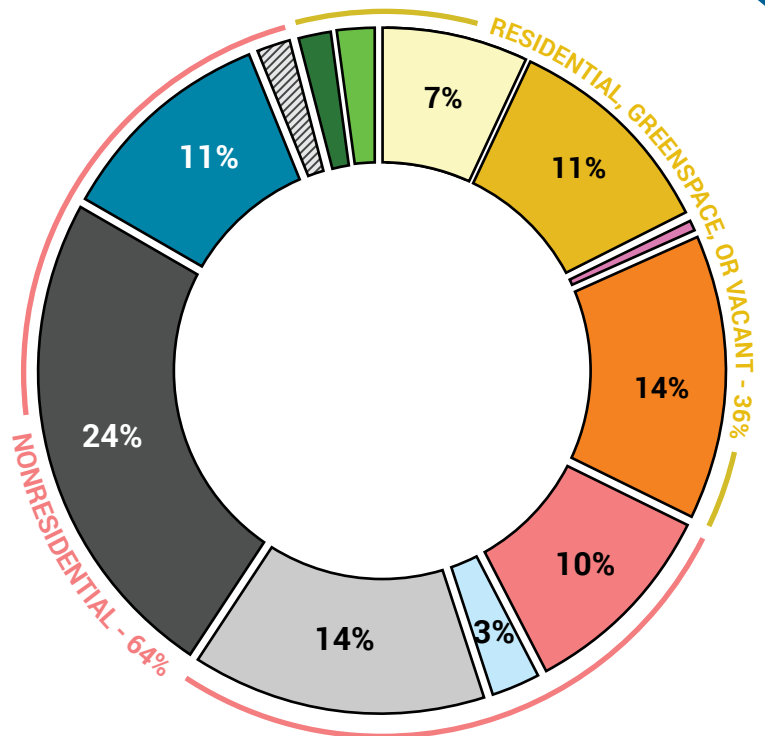


CURRENT ZONING

The predominant zoning districts in the area are M-1 and M-2, both industrial designations. Multifamily districts make up the bulk of residential zoning in this area. The main Commercial district is C-2 (General Commercial), which is mostly concentrated at key intersections along Jimmy Carter Boulevard and Indian Trail Lilburn Road. Residential zones are prevalent farther away from I-85 and Oakbrook Parkway. One of Gwinnett's few manufactured housing subdivisions can be found north of Oakbrook Parkway, just west of Indian Trail Lilburn Road.

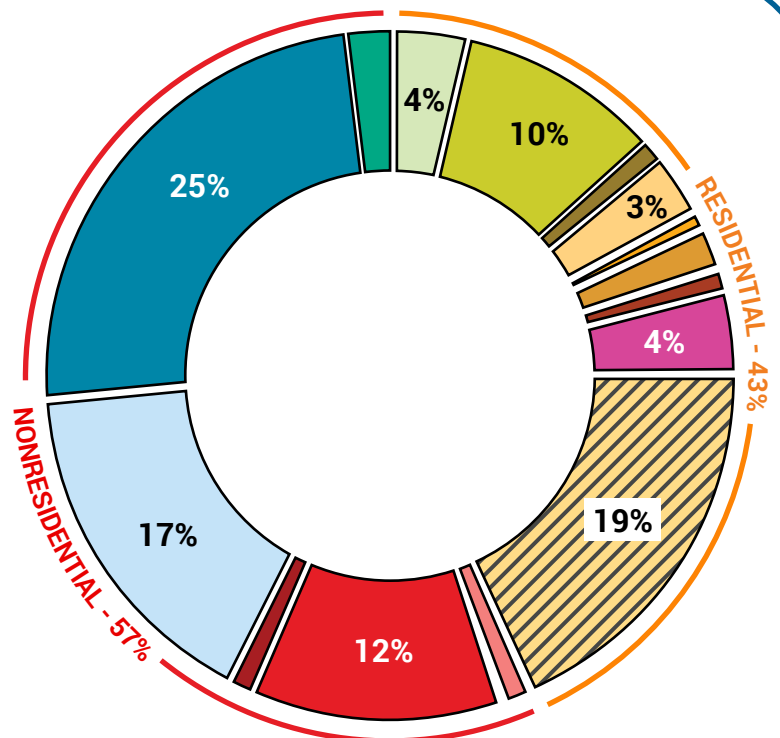
Existing Land Use Legend

- 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

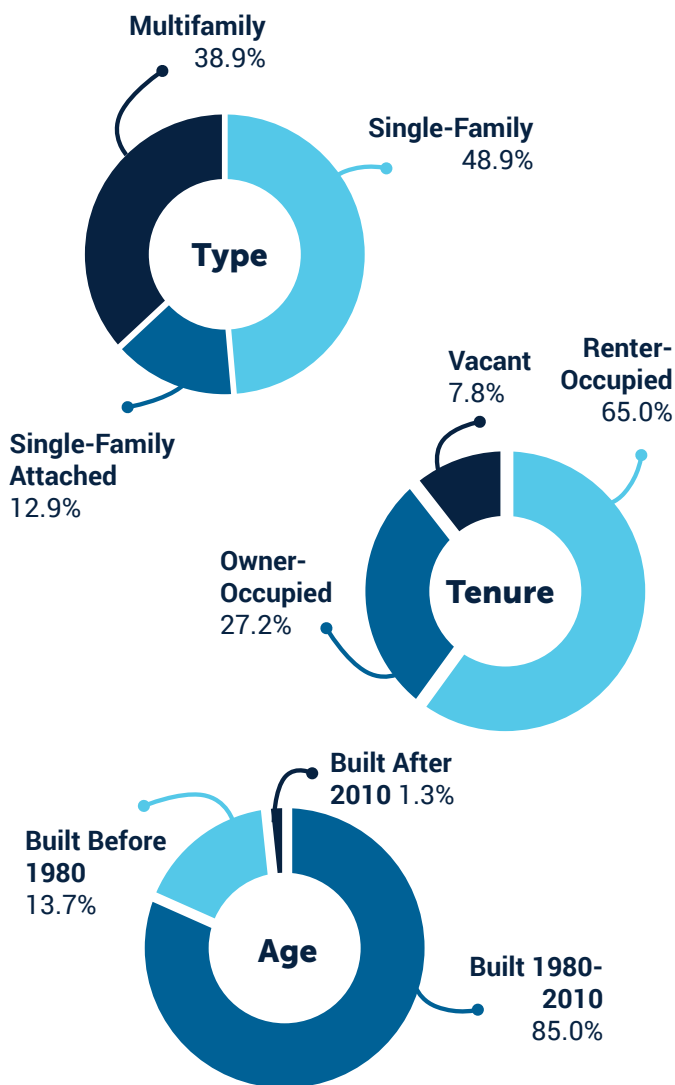
- RA-200 (Agriculture-Residence)
- R-75 (Single-Family Residence)
- R-60 (Single-Family Residence)
- RM13 - RM24 (Inactive)
- R-TH (Single-Family Townhouse Residence)
- MH (Inactive)
- HRR (High-Rise Residential Multifamily)
- MU-R (Regional Mixed Use)
- RM (Inactive)
- C-1 (Neighborhood Business)
-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



HOUSING AT A GLANCE

The Oakbrook Parkway Study Area features a wide variety of housing choices, including single-family detached homes, attached townhouses, duplexes, and quadplexes. The majority of residents in this area (53%) are cost-burdened, meaning they spend over 30% of their income on housing costs.

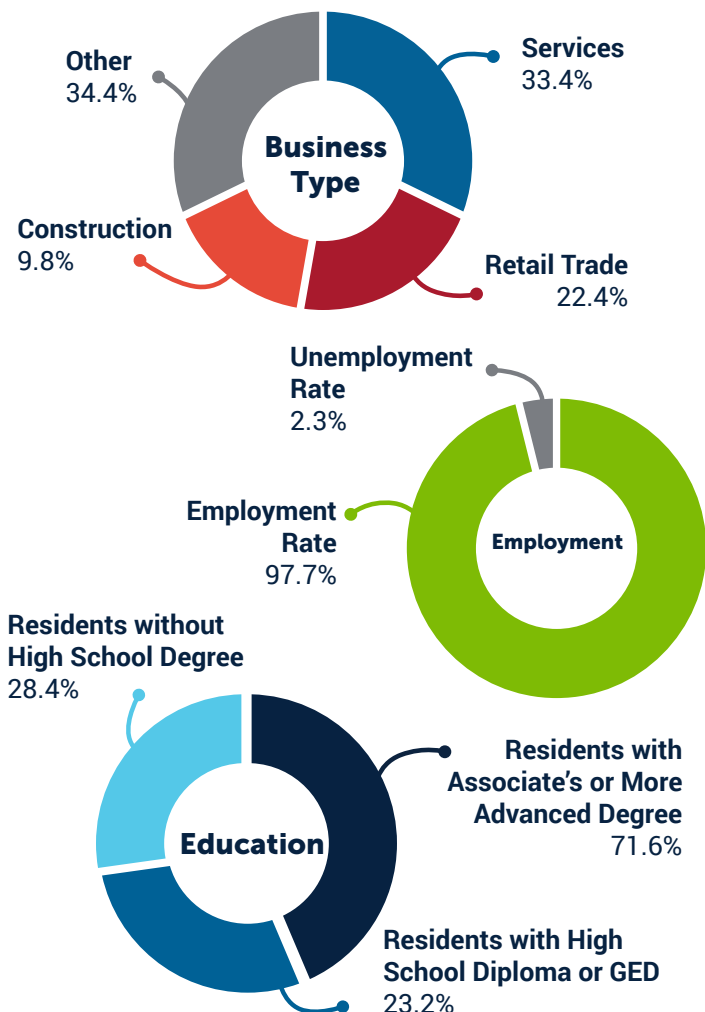
The study area has a high rate of renter-occupied housing compared to the rest of Gwinnett. The vacancy rate is also comparatively high. Approximately 85% of the housing was built between 1980 and 2010, with very few homes having been built since 2010.



BUSINESSES AND JOBS

Oakbrook Parkway's local economy features strong multicultural retail and services markets, with many establishments located in the Carter Oak Crossing shopping center. Healthcare also makes up a large portion of the services sector. Canon and Greater Atlanta Christian School are two other major employers in the study area.

Oakbrook Parkway's industrial and office core focuses heavily on administration, support, and waste management (3.32 location quotient*) and construction (2.90). While the buildings' ages and forms could be restrictive for higher-intensity logistics and manufacturing, there still exists a strong market for light industrial and office that make use of these older buildings.



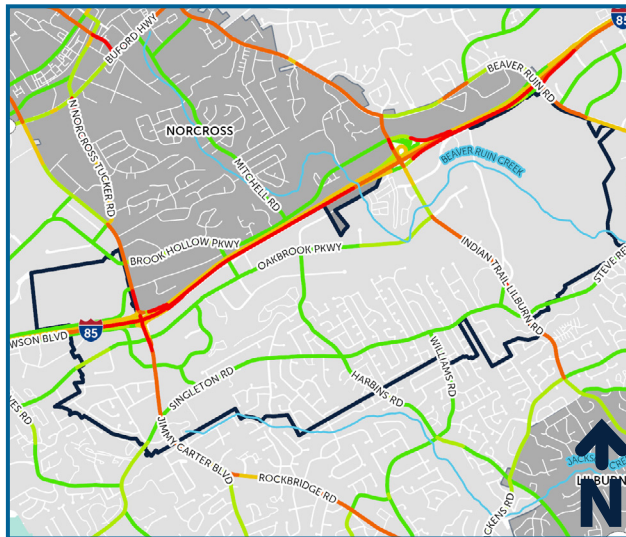
*If the location quotient is greater than 1, it indicates that the industry or occupation has a higher employment concentration in the specific region compared to the national average.



TRANSPORTATION

Legend

- Study Area Boundary
- A/B
- C
- D
- E
- F
- Cities

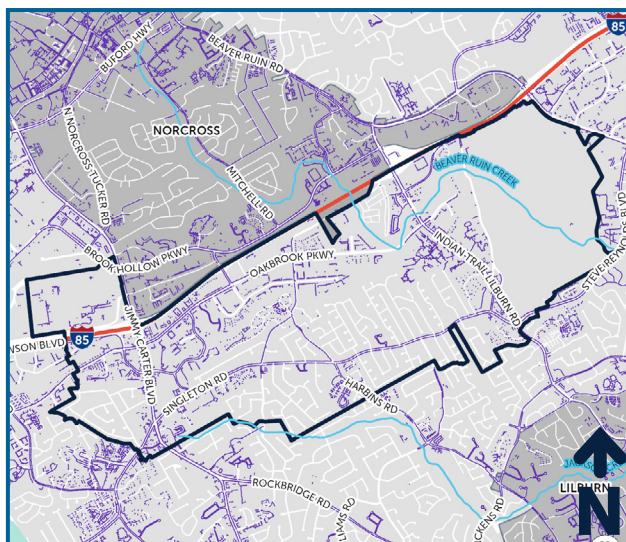


LEVEL OF SERVICE (PEAK PM)

Most roads within the study area operate at an LOS of A during peak evening service. This means cars are able to move freely along the road at posted speed limits. However, two sections struggle to accommodate traffic: Indian Trail Lilburn Road south of Oakbrook Parkway operates at an LOS of D, while the portion of Jimmy Carter Boulevard within the study area operates at an F, meaning the flow of traffic is disrupted and this section of the road exceeds maximum design.

Legend

- Study Area Boundary
- Sidewalks
- Cities

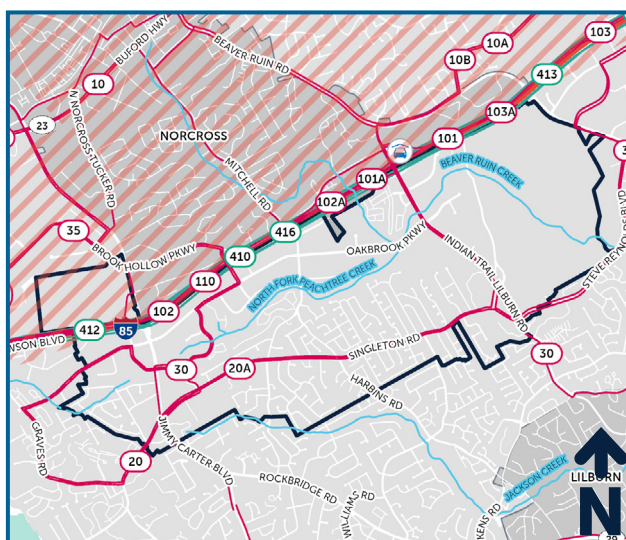


SIDEWALKS

Sidewalks run along Oakbrook Parkway from Center Way to Jimmy Carter Boulevard. Within the wider study area, sidewalks are located along Indian Trail Lilburn Road, Singleton Road, and Jimmy Carter Boulevard. However, they do not connect to nearby neighborhoods and can be unpleasant to use, due to their narrow widths and lack of basic amenities like shading or lighting. Sidewalks also do not extend far within shopping centers, requiring pedestrians to cross large parking lots to access goods and services.

Legend

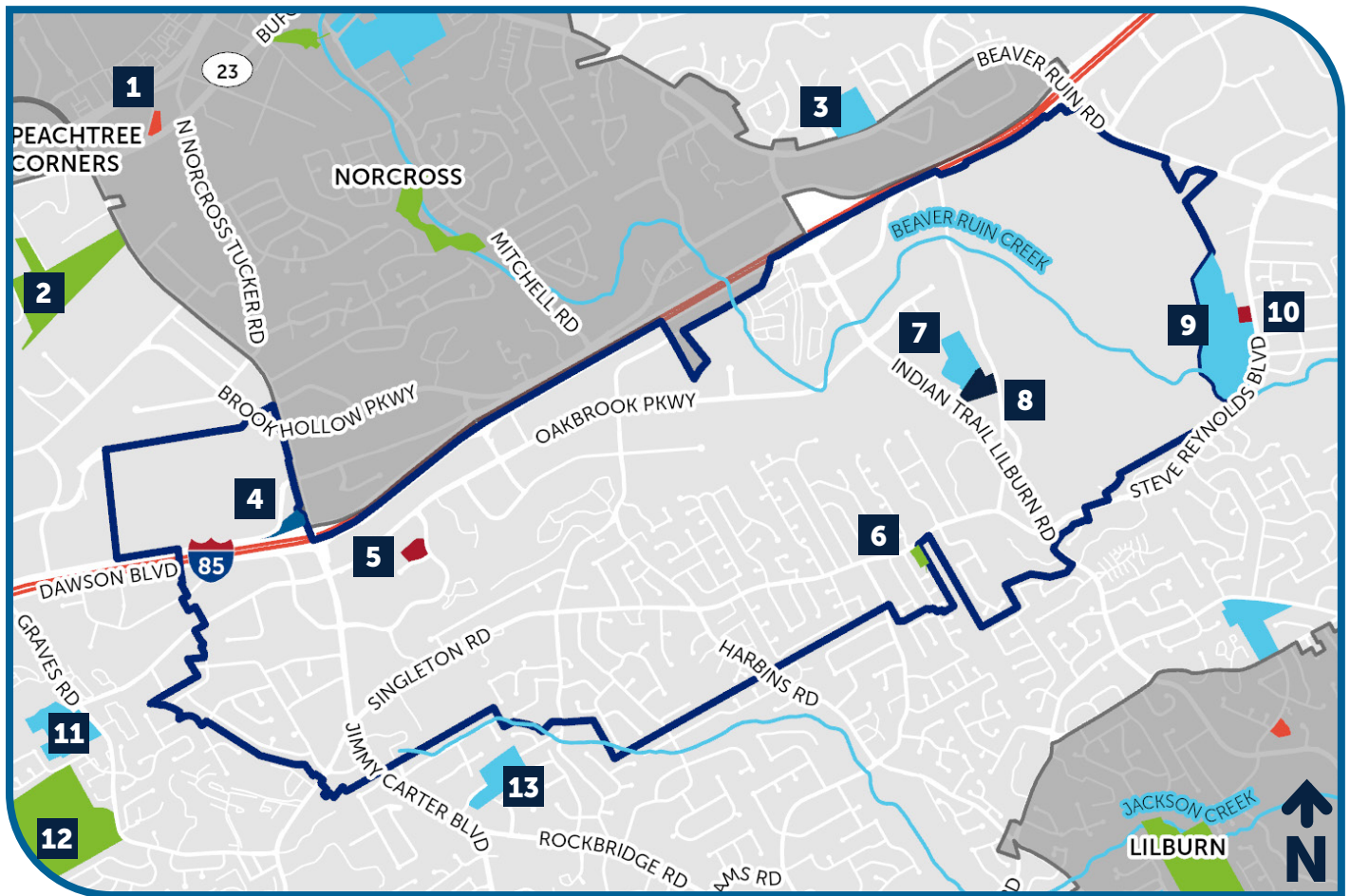
- Study Area Boundary
- Existing Local Route
- Norcross Microtransit Zone Pilot
- Cities



CURRENT TRANSIT

Ride Gwinnett operates several local bus routes through the study area that run along Indian Trail Lilburn Road, Singleton Road, Jimmy Carter Boulevard, and through the City of Norcross. Overall, 21 bus routes run through the larger study area, but only one — Route 20 — provides service along Oakbrook Parkway. There is also a Ride Gwinnett Norcross Microtransit pilot just north of the study area.

COMMUNITY RESOURCES



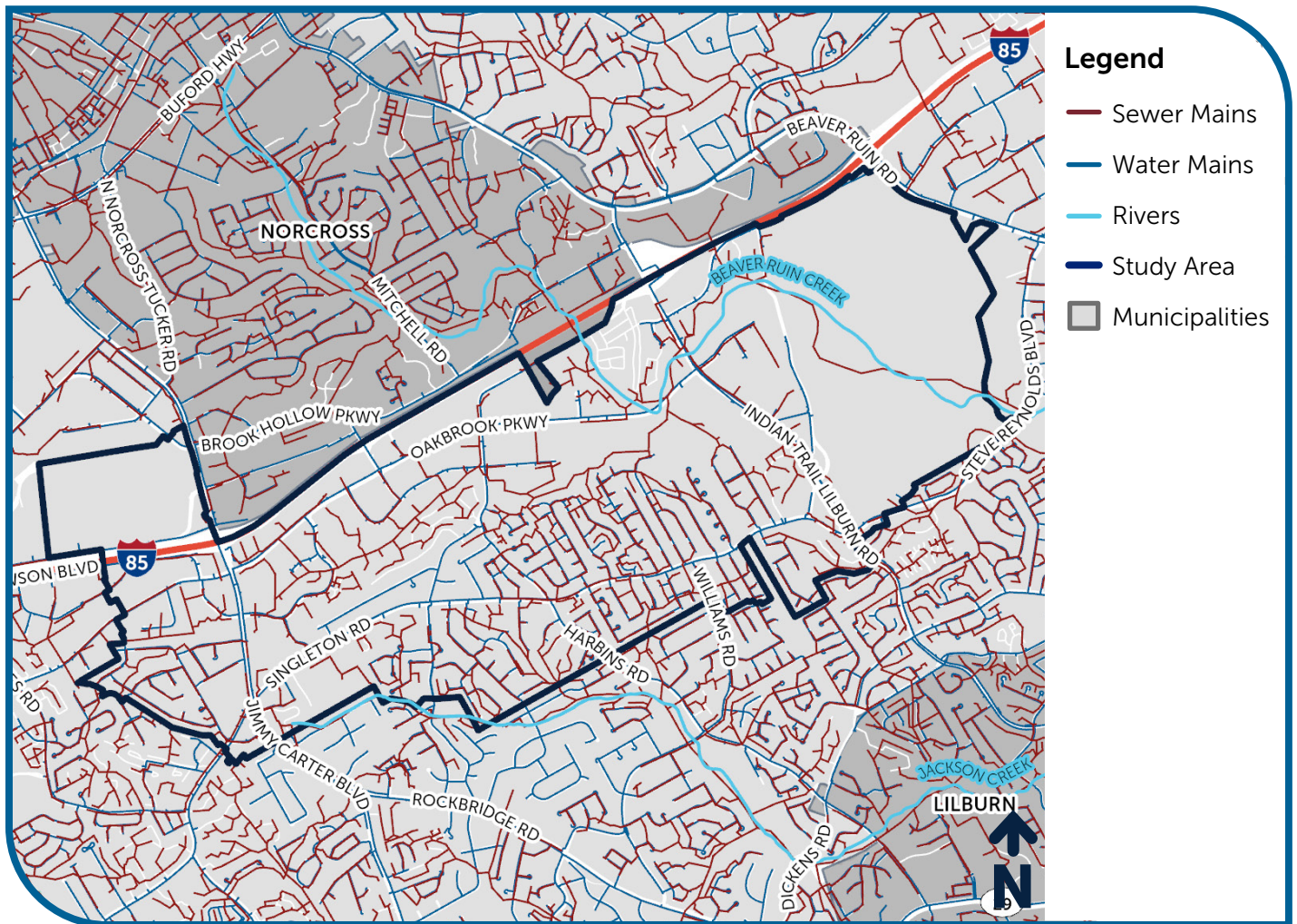
Oakbrook Parkway has fairly good access to several community resources, though many more can be found outside the study area. Meadowcreek Elementary School is located along Indian Trail Lilburn Road, with its companion high school just outside the boundary. The new Singleton Park fills a recreation gap in this part of Gwinnett. Fire Stations #11 and #23 and the West Precinct of Gwinnett County Police Department provide public safety services in the area. The Gwinnett Community Resource Center at Georgia Belle Court provides critical health and human services to residents.

Several parks, schools, and the Norcross Library Branch fall within a mile of the study area boundary. However, accessing many of these resources requires crossing natural barriers like I-85, Jimmy Carter Boulevard, or navigating around the quarry.

Legend

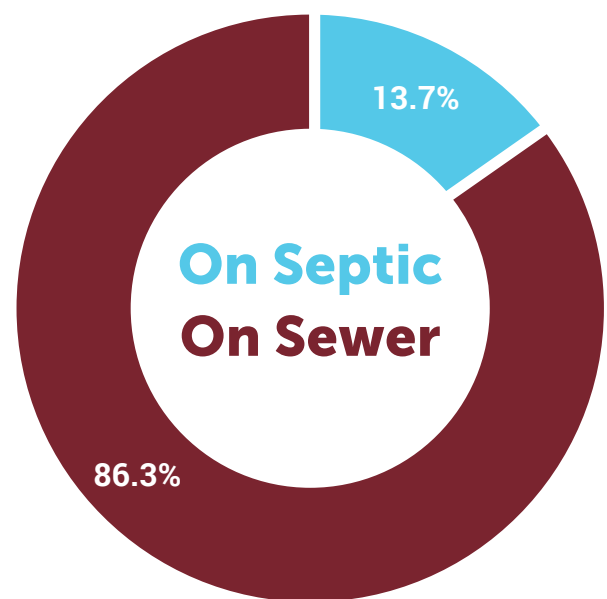
- 1** Norcross Library Branch
- 2** Best Friend Park
- 3** Beaver Ridge Elementary School
- 4** Police Department — West Precinct
- 5** Fire Station 11
- 6** Singleton Park
- 7** Meadowcreek Elementary School
- 8** Gwinnett Community Resource Center
- 9** Meadowcreek High School
- 10** Fire Station 23
- 11** Graves Elementary School
- 12** Graves Park
- 13** Rockbridge Elementary School

WATER AND SEWER

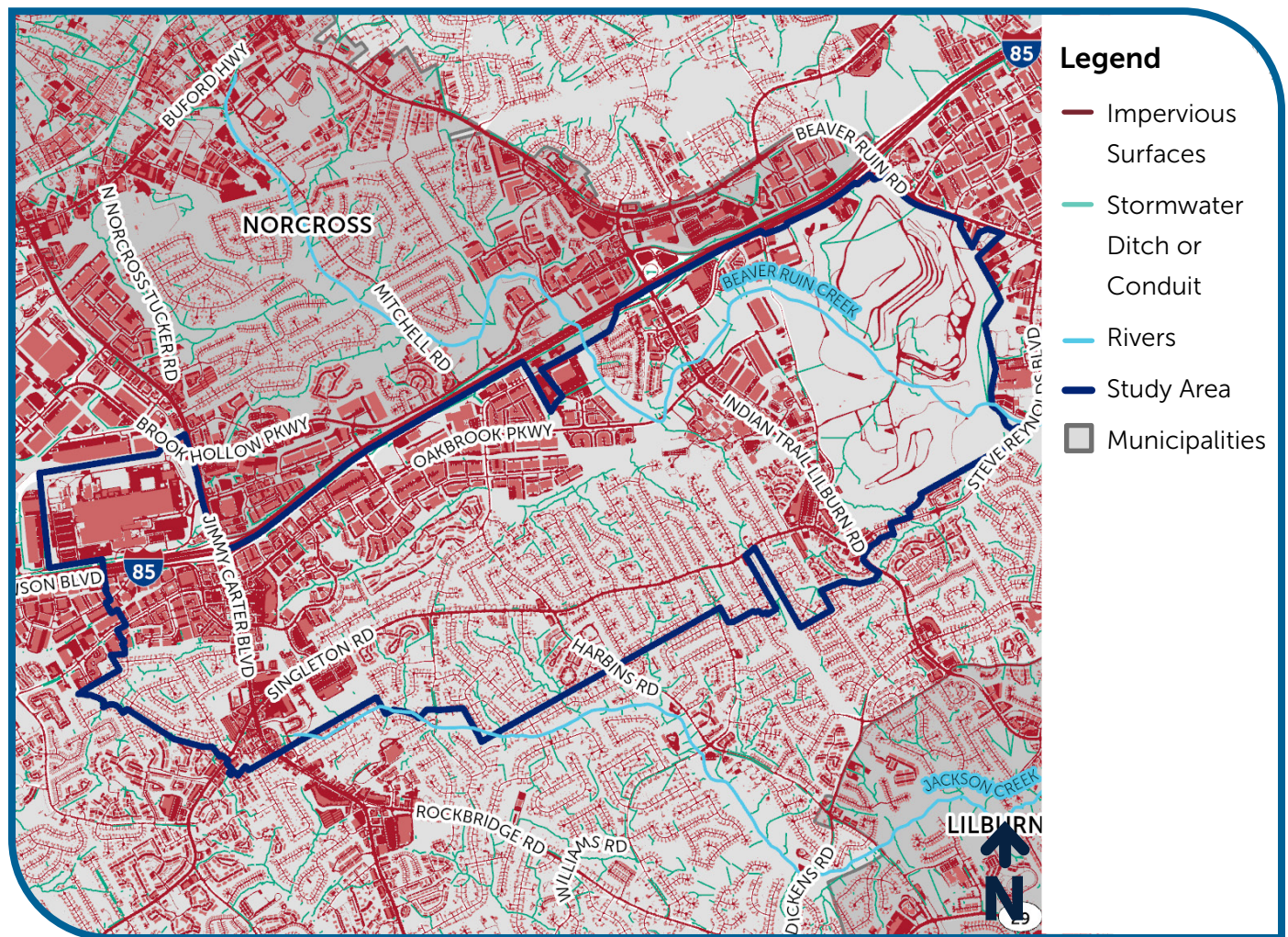


Oakbrook Parkway is well connected to water and sewer infrastructure. Only 13.7% of properties use private septic systems, most of which are located within the Stonewood and Chesterfield Manor neighborhoods north of Singleton Road on either side of Pirkle Road.

Water mains are installed throughout the study area as well.



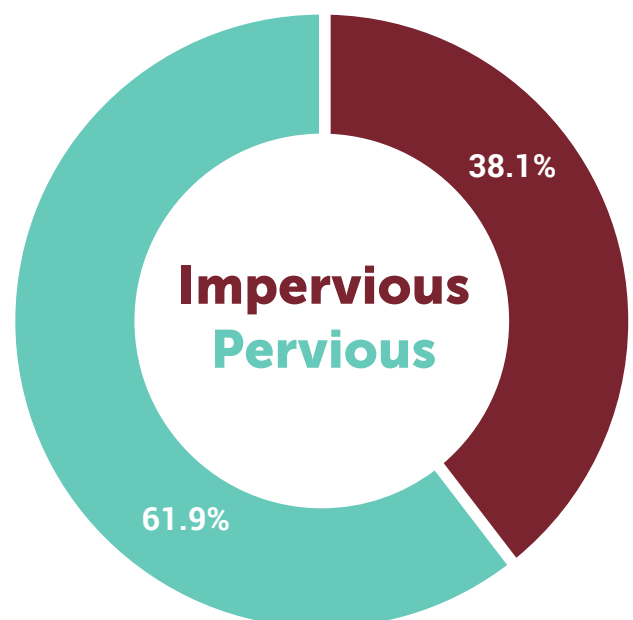
STORMWATER AND IMPERVIOUSNESS



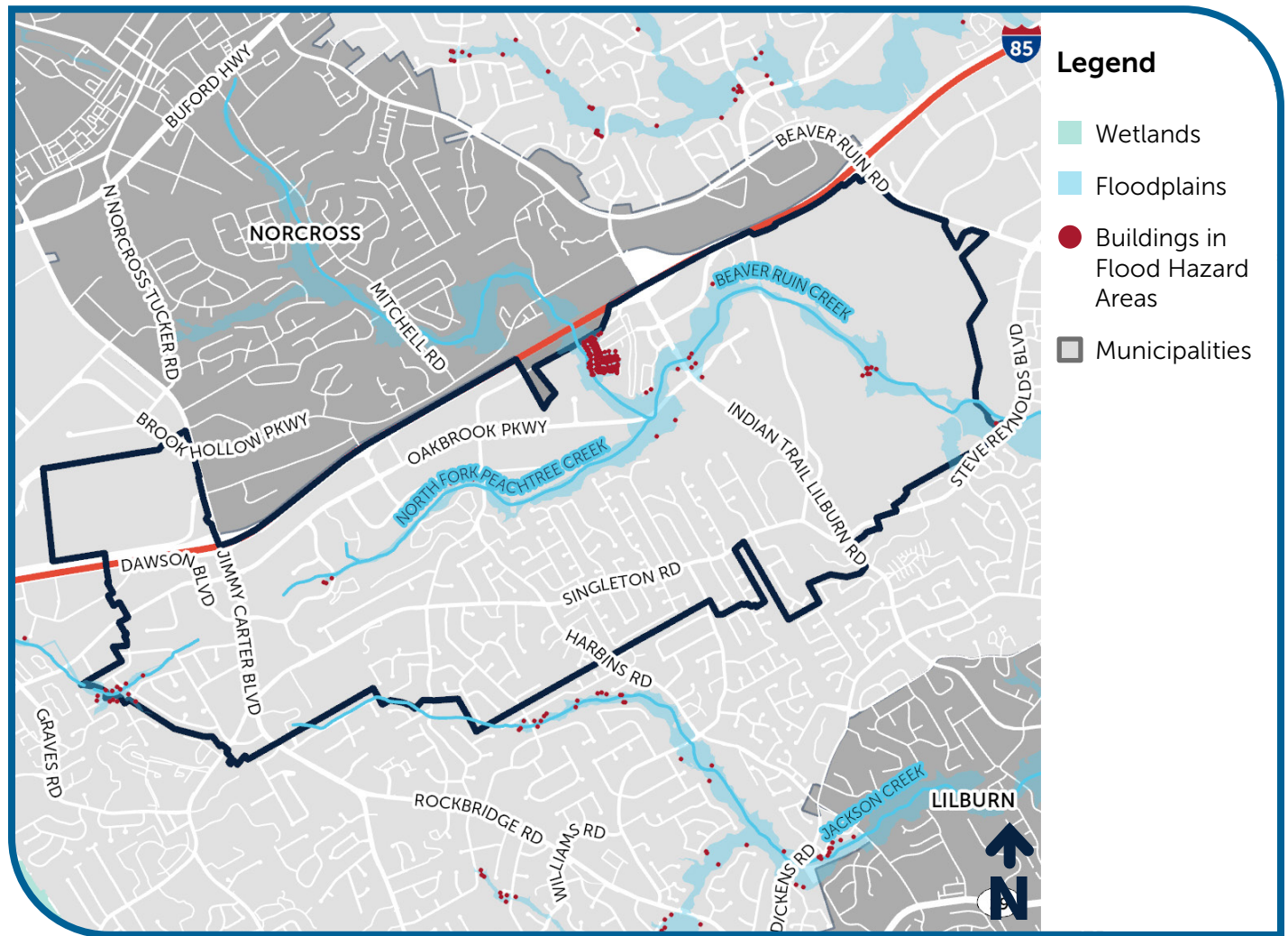
A large portion of the study area is covered by impervious surface – approximately 38.1% including pavement and buildings. Most of this imperviousness can be found along Oakbrook Parkway due to the corridor's industrial character.

Stormwater systems throughout the study area convey runoff into local waterbodies, such as Beaver Ruin Creek and the North Fork of Peachtree Creek. Both of these streams are environmentally impaired.

It is important to note that the Vulcan Materials Quarry is not considered impervious surface, though the lack of natural infiltration due to mining could present a runoff concern.

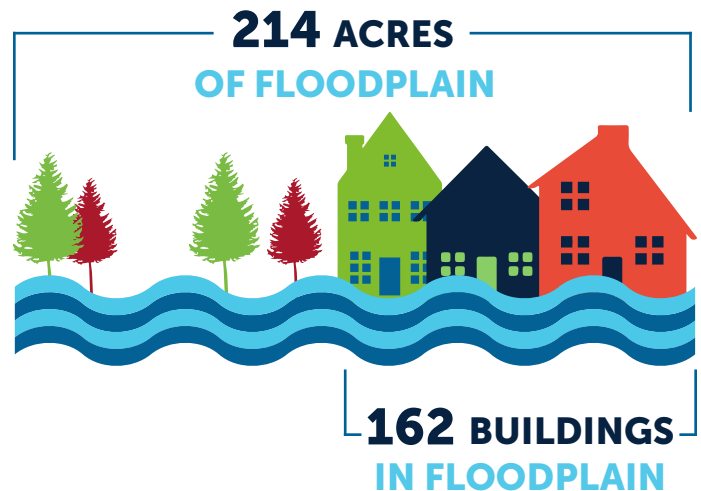


WETLANDS AND FLOODPLAINS

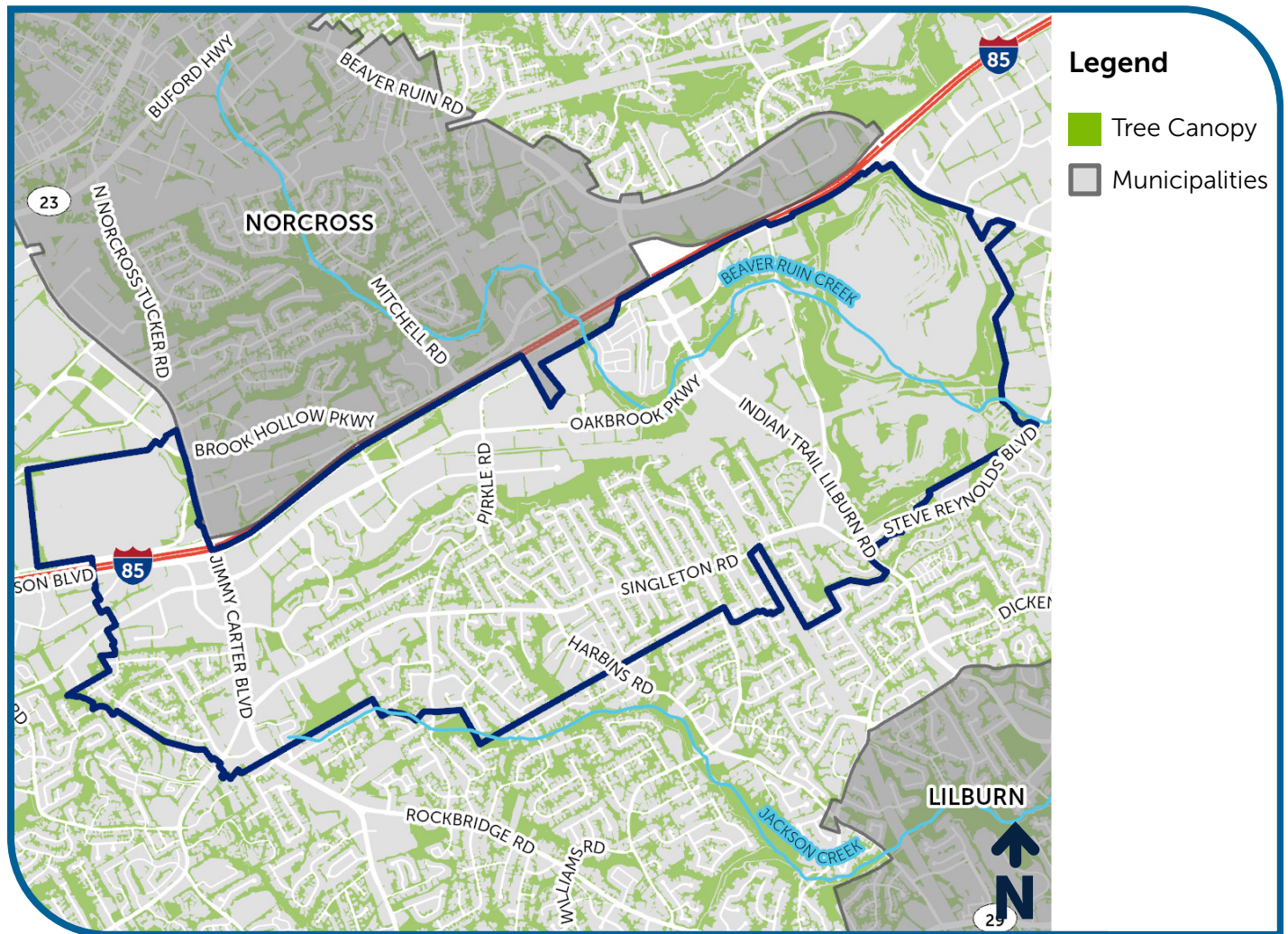


Two streams are found within the study area — Beaver Ruin Creek and the North Fork of Peachtree Creek. Beaver Ruin’s wetlands and 100-year floodplains are fairly extensive, especially toward the eastern side of Oakbrook Parkway where it crosses Indian Trail Lilburn Road.

While most developments avoid these hazards, 162 buildings are located within Beaver Ruin Creek’s floodplains. The majority of them (142) are mobile homes in Jones RV Park off Indian Trail Lilburn Road.

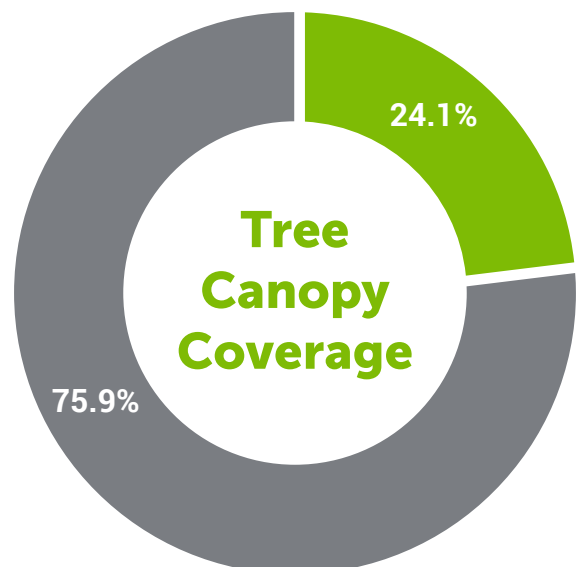


TREE CANOPY



Tree canopy coverage is significantly lower in Oakbrook Parkway compared to other areas of Gwinnett, covering just 24.1% of the study area. For comparison, countywide tree canopy coverage is approximately 38%.

Particularly along the parkway and major commercial corridors, large building footprints and surface parking create areas with no coverage, except for landscaping improvements along the edges. Most of Oakbrook Parkway's tree canopy coverage can be found in its single-family neighborhoods and along stream corridors.



Opportunity Scan

PROPOSED AND PLANNED PROJECTS

Transit Development Plan

While many of the Transit Development Plan's proposed transit improvements in the immediate area are north of I-85, Ride Gwinnett recommends direct access to Oakbrook Parkway through two County Ride bus routes. One route would span from Indian Trail Lilburn Road through Oakbrook Parkway, Live Oak Parkway, and Singleton Road. Another would run north and south on Jimmy Carter Boulevard, connecting to a future transit service station on the opposite side of I-85 adjacent to the OFS site. Direct Airport Ride service to Hartsfield-Jackson Atlanta International Airport would depart from a future transit service station at Beaver Ruin Road and I-85. The TDP also calls for county-wide microtransit zones.

Key Projects:

- ① Transit Service Stations
- ② Rapid Ride
- ④ Airport Ride (direct airport shuttle)
- ⑦ County Ride (local service)

Gwinnett Countywide Trails Master Plan (2018)

The Gwinnett Countywide Trails Master Plan recommends several trail projects throughout the study area. Two greenways, the Peachtree Creek Greenway and Beaver Ruin Creek Greenway, would join to form a central trail corridor that connects the entire study area, from Jimmy Carter Boulevard's shopping centers to residential areas and Greater Atlanta Christian School.

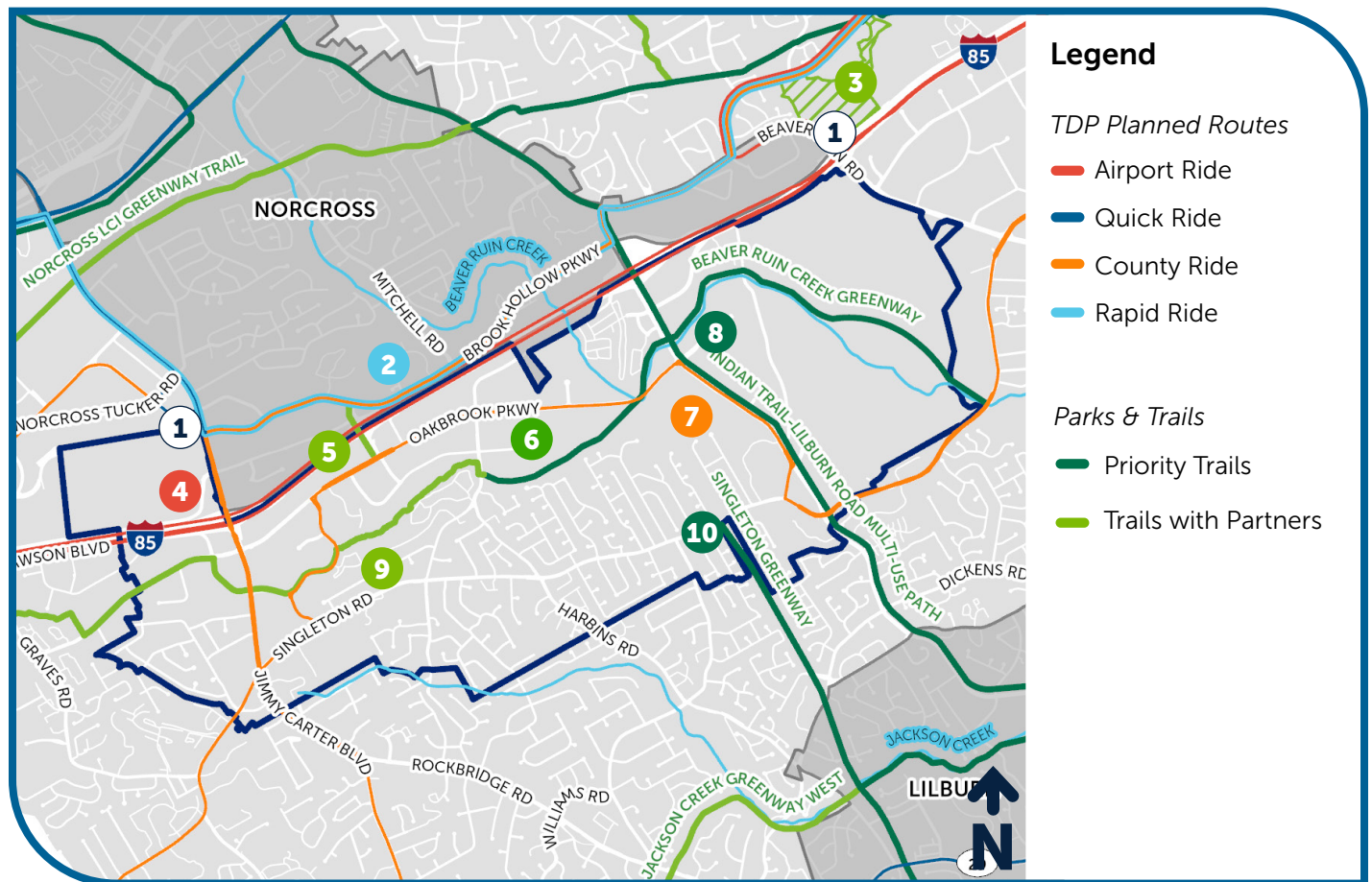
The Singleton Greenway and Indian Trail Lilburn Road Multiuse Path corridors would expand connectivity north and south from Oakbrook Parkway to other parts of the county. The latter, in particular, would extend north of I-85 and offer connectivity to future transit services. A potential trail passing across I-85 along Center Parkway has been proposed, though multiple current and future studies on the I-85 corridor will ultimately influence the alignment of this highway crossing.

An update to the Countywide Trails Master Plan is currently underway and expected to be complete by the end of 2025.

Key Projects:

- ⑤ Center Parkway Trail
- ⑥ Beaver Ruin Creek Greenway
- ⑧ Indian Trail Lilburn Road Multiuse Path
- ⑨ Peachtree Creek Greenway
- ⑩ Singleton Greenway

CURRENT PLANNED PROJECTS



2020 Gwinnett Comprehensive Parks & Recreation Master Plan

The County has identified an 86-acre site along Beaver Ruin Road near I-85 for the future Beaver Ruin Wetland Park. The park's design includes a playground, wildlife observation tower, trails, boardwalks, and small shelters. The project promotes sustainability and is a collaborative effort between the Department of Water Resources and the Department of Parks and Recreation. The park is expected to be open to the public in late 2025.

Key Projects:

- 3** Beaver Ruin Wetland Park
- 10** Singleton Park

Sewer Infrastructure Expansions

Oakbrook Parkway is well-served by sewer infrastructure and there are no physical sewer expansion projects slated for the study area. As this area continues to grow, Gwinnett Water Resources plans to continue monitoring water and sewer resources in the area. A sewer basin study is currently underway to understand future needs as this area redevelops.

Key Projects:

Sewer Basin Study

Opportunity Scan

PROPOSED AND PLANNED PROJECTS

Destination 2050: Comprehensive Transportation Plan

The Gwinnett Comprehensive Transportation Plan calls for significant investment in the safety and efficiency of the roadway network around Oakbrook Parkway. Jimmy Carter Boulevard, Singleton Road, and Pirkle Road are targeted for improvements.

Given that Oakbrook Parkway is one of Gwinnett's primary areas for industrial jobs and freight traffic, many of these transportation recommendations aim to address two major issues:

- 1 Improving conditions along and across I-85
- 2 Improving safety along major freight corridors

Short-term projects recommended for implementation within 10 years include a new pedestrian bridge at Indian Trail Lilburn Road, improved signalization along Singleton Road, and safety improvements on Norcross Tucker Road.

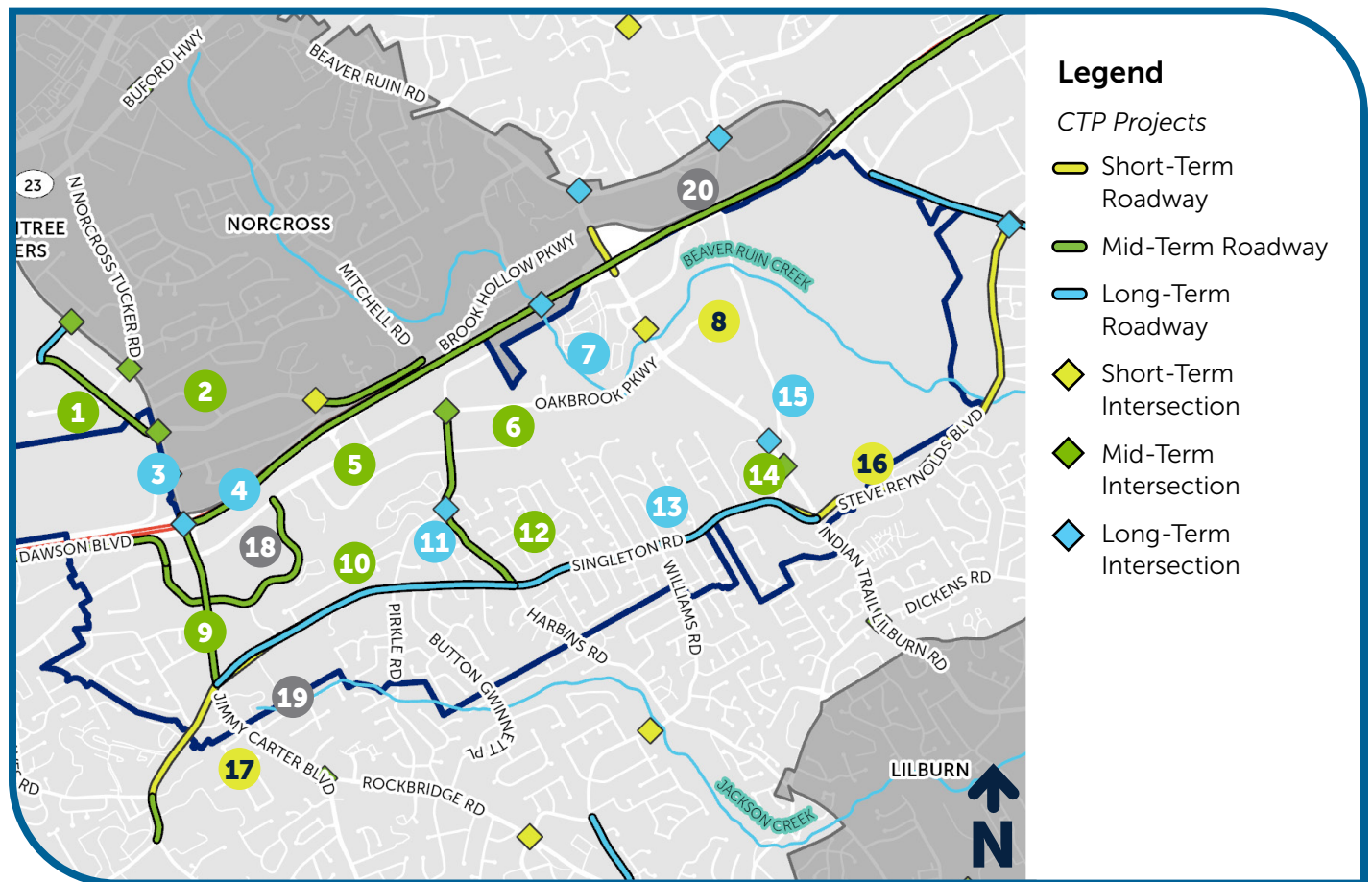
Mid-term improvements in the next five years are proposed for three key intersections in the study area — Jimmy Carter Boulevard and Brook Hollow Parkway, Oakbrook Parkway and Pirkle Road, and Indian Trail Lilburn Road and Tech Drive/Hillcrest Road. Safety improvements are proposed for Brook Hollow Parkway and Live Oak Parkway, while multimodal improvements are proposed for Jimmy Carter Boulevard.

Long-term recommendations (15 years or more) include several intersections along Jimmy Carter Boulevard, at I-85 and Beaver Ruin Creek, Harbins Road and Pirkle Road, and at Tree Trail Apartments off Indian Trail Road. Long-term roadway improvements are planned for the Singleton Road Corridor from Jimmy Carter Boulevard to Indian Trail Lilburn Road and various points of I-85.

Key Projects:

- 1 Safety improvements on Brook Hollow Parkway
Jimmy Carter Boulevard intersection improvements at:
- 2 Brook Hollow Parkway
- 3 Goshen Springs Road
- 4 I-85
- 5 Various improvements to I-85
- 6 Improvements at Oakbrook Parkway and Pirkle Road
- 7 Bridge at I-85 and Beaver Ruin Creek
- 8 Indian Trail Pedestrian Bridge
- 9 Multimodal Corridor Improvements along Jimmy Carter Boulevard
- 10 Safety Improvements on Live Oak Parkway
- 11 Improvements at Harbins Road and Pirkle Road
- 12 Safety improvements along Pirkle Road and Harbins Road
- 13 Singleton Road Improvements
- 14 Improvements at Indian Trail Lilburn Road and Tech Drive/Hillcrest Road
- 15 Improvements at Indian Trail Road at Tree Trail Apartments
- 16 Singleton Road ITS Expansion
- 17 Safety Improvements on Norcross Tucker Road from Jimmy Carter Boulevard to Graves Road

CURRENT PLANNED PROJECTS



Gateway85 Community Improvement District Plans

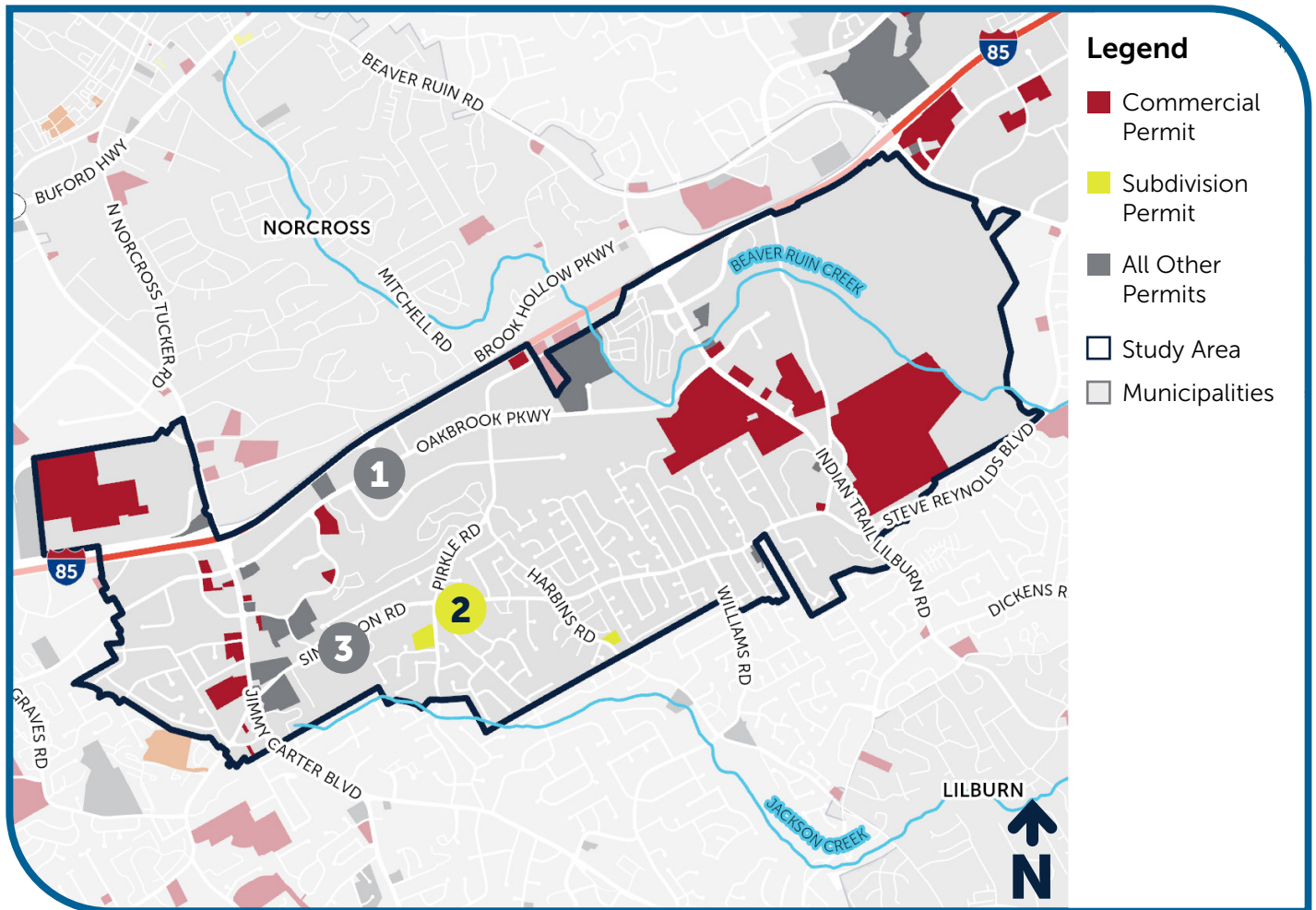
The Oakbrook Parkway study area falls within the boundary of the Gateway85 Community Improvement District, which is very actively involved with improvements to mobility, safety, and community aesthetics in this part of Gwinnett County.

The CID's active projects within Oakbrook Parkway include the creation of a pedestrian lighting district, a corridor study along Jimmy Carter and Mountain Industrial Boulevards, and an I-85 Bus Rapid Transit Corridor Study. The CID is also installing Flock security cameras, improving sidewalks, and engaging in aesthetic upgrades throughout their service area.

Key Projects:

- 18** Pedestrian Lighting District
- 19** Jimmy Carter/Mountain Industrial Boulevard Corridor Study
- 20** I-85 BRT Study

PROPOSED DEVELOPMENT



The majority of the Oakbrook Parkway study area is built out. Most recent development permits are for infill construction and redevelopment. Three significant projects are:

1 Congress Hotel Redevelopment

The County has invested in converting the former Congress Hotel and Suites into multifamily apartments. Plans call for a 3-story building that would accommodate 178 units, with meeting rooms and common areas.

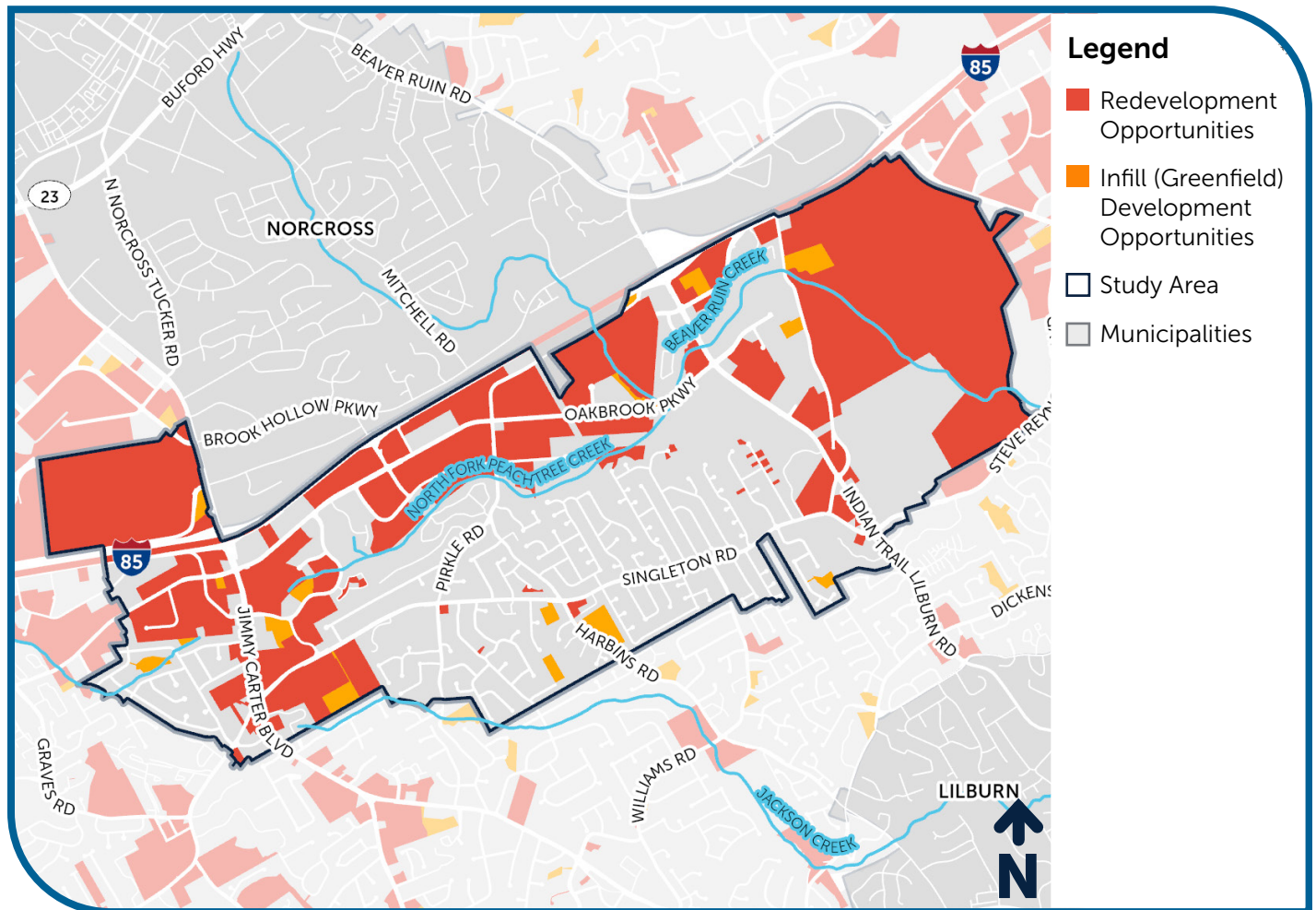
2 Galaxy Townhomes

A new, 39-lot townhome development has been approved at the intersection of Pirkle Road and Goodwood Boulevard. The 5-acre site is well positioned to access existing retail, as well as new retail construction nearby.

3 New Shopping Center

Construction of initial water and sewer infrastructure has begun on a new shopping plaza along Live Oak Parkway, mirroring the existing commercial development across the street.

REDEVELOPMENT POTENTIAL



What qualifies as a redevelopment opportunity?

Parcels with redevelopment potential typically 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. Redevelopment Opportunities include parcels with existing structures, while Greenfield and Infill Opportunities are restricted to undeveloped land.

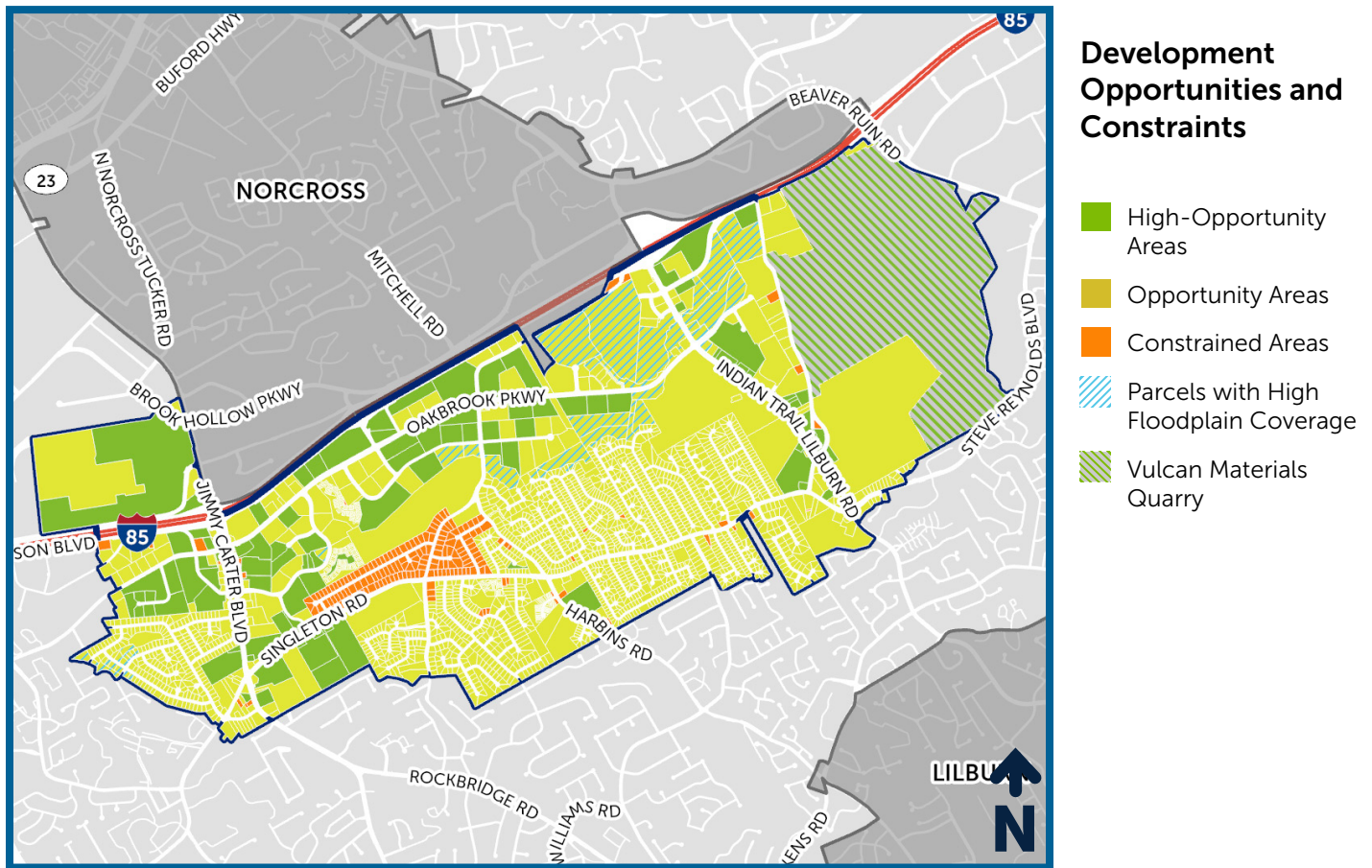
Redevelopment Opportunities

The Oakbrook Parkway study area includes several redevelopment opportunities, mostly consisting of its existing shopping centers, older office parks, and light industrial buildings. However, the majority of these buildings are well-leased and — in the case of Carter Oak Crossing — very popular. Investment is more likely to focus on facade improvements, increased pedestrian amenities, and landscaping. Some full-scale redevelopment opportunities do exist; most notable among these are the extended stay hotels and aging buildings adjacent to existing retail.

Greenfield and Infill Development Opportunities

Due to its current buildout and difficult building conditions on undeveloped land, opportunities for new development in the study are very limited.

The Future of Oakbrook Parkway



The area around Oakbrook Parkway developed earlier than most parts of unincorporated Gwinnett. Many buildings are reaching the ends of their useful lives, which suggests there will be many opportunities for redevelopment in the coming years. Between high-impact projects — including the strip of extended stay hotels between Oakbrook Parkway and I-85 — and future investments in connectivity improvements, this area of Gwinnett is well-positioned for redevelopment.

The map above shows a range of development opportunities and constraints within the study area. Parcels identified as **high-opportunity areas** are mostly clustered along Jimmy Carter Boulevard and Oakbrook Parkway. Some scattered opportunities are also located along Indian Trail Lilburn Road and Singleton Road. Like other urbanized areas of Gwinnett, some of these properties are older auto-oriented commercial buildings adjacent to large parking lots, which could be redeveloped into dense, mixed-use buildings that take advantage of new transit and trail connectivity projects. However, many of them are older industrial buildings, which are more difficult to convert.

The majority of the study area's parcels are considered **opportunity areas**, with similar access to critical infrastructure but less potential to redevelop. These include industrial buildings and large multifamily complexes on the backside of Oakbrook Parkway's office and industrial parks.

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

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

Some single-family neighborhoods with connections to sewer are also marked as opportunity areas. These parcels may be eligible for adding Accessory Dwelling Units. Otherwise, they are unlikely to change.

Parcels marked as **constrained areas** do not face significant barriers to redevelopment but also do not benefit from qualities that accelerate redevelopment. These mostly consist of single-family lots not connected to sewer. Within the Oakbrook Parkway study area, these types of lots are clustered in one single-family neighborhood north of Singleton Road.

While the Vulcan Materials Quarry meets the criteria for being a high-opportunity area, operations are projected to continue for several years. After that time, should the conditions be appropriate for the quarry's redevelopment, that process will take even longer.

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

Small Area Plan

This small area plan applies the 2045 Unified Plan's Daily Community Framework to the Oakbrook Parkway study area. Using the existing conditions, planned public investments, and community input, the small area plan explores redevelopment concepts that would enhance the community's housing mix, retail and employment sectors, transportation options, and aesthetics.

The Oakbrook Parkway Small Area Plan Charrette took place at Happy Valley Dim Sum Restaurant on November 15 and 16, 2023. The charrette featured active work periods as well as public visitation hours advertised throughout the community and Gwinnett County. The planning team also spoke with local residents, property owners, business owners, leadership from the Gateway85 CID, and County staff across key departments. During the public visitation hours, a wide variety of community members stopped by to discuss and provide feedback on the plan's concepts, including property owners, community members, elected officials, and leadership from nearby Homeowners' Associations.

Before the charrette, the planning team prepared preliminary redevelopment concepts for several sites within the study area for the public to react to. The design priorities for these concepts were:

- 1 Redeveloping underutilized properties in central locations
- 2 Aligning development with existing infrastructure and future transit
- 3 Adding significant housing options to promote housing choice and support retail

- 4 Expanding pedestrian amenities and limiting conflicts with freight traffic

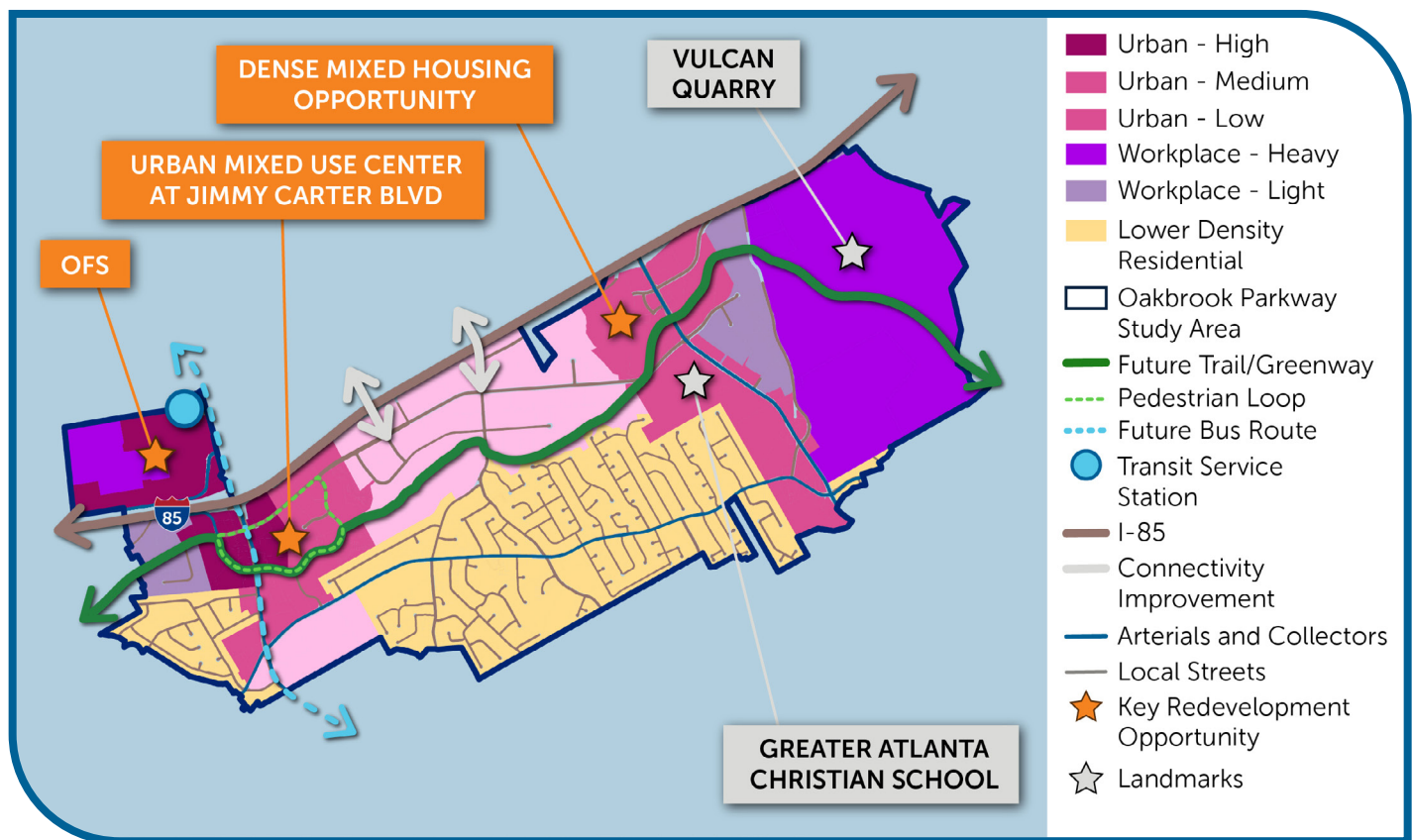
- 5 Adding public spaces

Residents and stakeholders were generally supportive of redevelopment. Those who attended the charrette stressed the need for better pedestrian safety, housing affordability, and public spaces within the study area. Attendees also emphasized the importance of supporting existing businesses.

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 true mixed-use districts. To understand how redevelopment can meld with public investments in trails and transit, the planning team developed a high-level vision for the study area. Three main objectives were prioritized:

Expand Pedestrian Connectivity to (and within) Mixed-Use Centers

Stakeholders repeatedly emphasized that many people within the study area rely on pedestrian trips to get around — even without adequate pedestrian infrastructure. Improving pedestrian amenities to, from, and within mixed-use areas not only provides a safer mode of travel, but also encourages more visitors and customers.

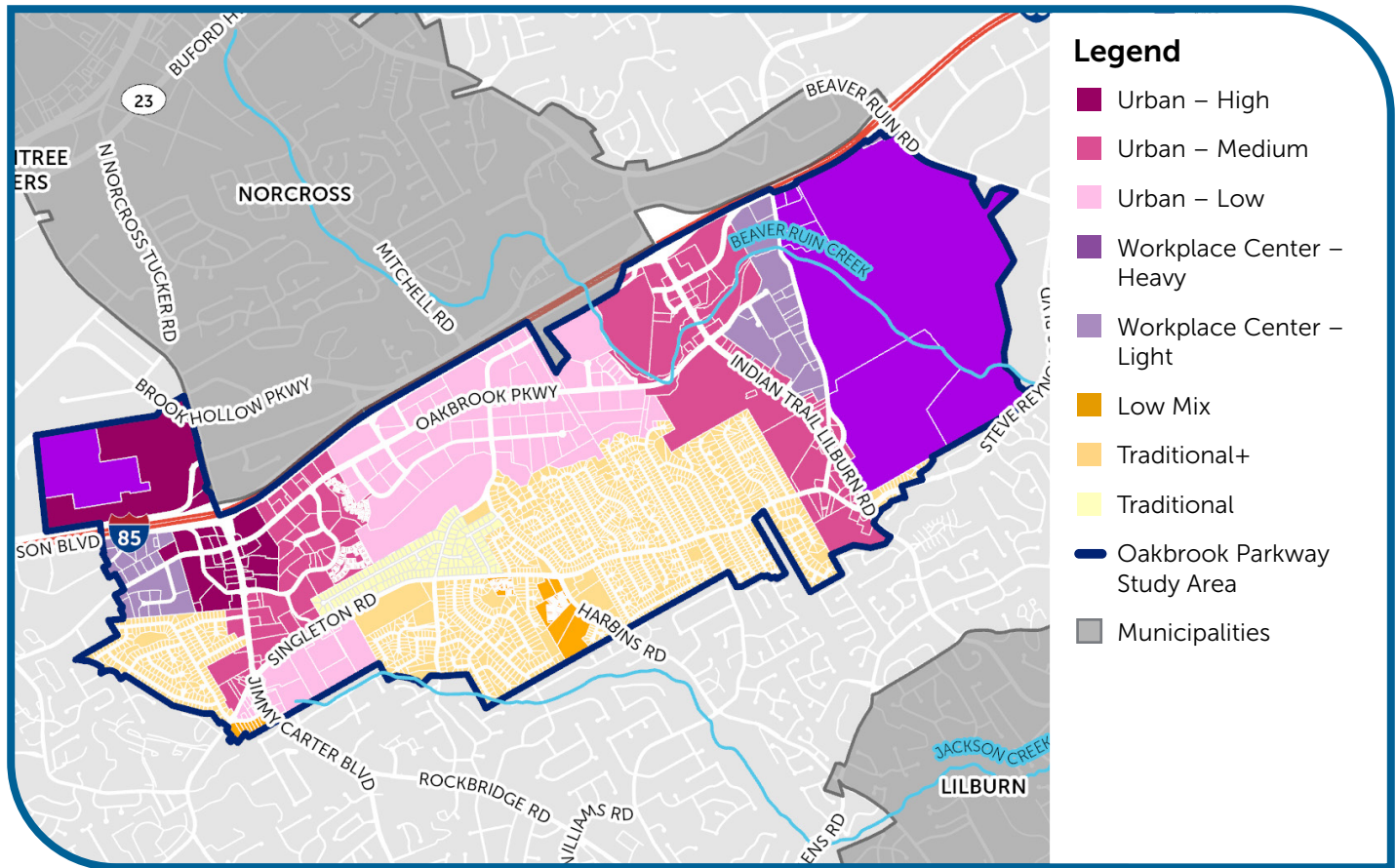
Expand Housing Opportunities to Support Existing Retail and Encourage Affordability

The County recognizes Oakbrook Parkway as one of their areas of highest need for greater housing affordability. Certain catalytic projects aim to add affordable and market rate housing on specific sites. Providing additional housing through small-scale infill can further support that goal as well as existing businesses.

Reduce Conflicts with Freight Traffic

As one of Gwinnett's main industrial areas, freight traffic is a given. Reorienting how people access goods and services, regardless of travel mode, can help reduce residents' encounters with trucks.

2 FUTURE DEVELOPMENT FRAMEWORK



The Future Development Framework provides recommended design and development guidance for each parcel in Oakbrook Parkway.

URBAN AREAS

Given the presence of many major corridors, high redevelopment potential, and future transit access within Oakbrook Parkway, 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. Redevelopment in **Urban – Medium** areas could result in buildings 2-7 stories high, while redevelopment in **Urban – Low** could reach a maximum of 5 stories. In **Urban – High** areas, no maximum height is recommended.

NEIGHBORHOODS/LEGACY AREAS

Existing neighborhoods and some additional parcels adjacent to those neighborhoods are considered Legacy Areas. Many neighborhoods along Singleton Road are designated **Traditional+**, which allows for townhomes, cottage courts, and backyard accessory dwelling units. The unsewered neighborhood at Singleton Road and Pirkle Road is designated **Traditional** because homes there lack access to sewer. A few parcels are designated **Low Mix**, which would support new missing middle housing. Remaining neighborhoods are designated **Traditional** and are less likely to change because of their lack of sewer access and should remain primarily as single-family detached housing.

WORKPLACE CENTERS

Industrial areas on the western and eastern fringes of the study area are designated as Workplace Centers. Parcels marked **Workplace Center – Light** would support a mix of office, industrial, and flex uses such as maker spaces and breweries, whereas **Workplace Center – Heavy** is reserved for Gwinnett's intense manufacturing and mining activities. While some redevelopment could occur here, the 2045 Unified Plan recommends focusing on improvements to the public realm, including streetscapes, connectivity, and landscaping.

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 CENTERS



*Photo courtesy of Gwinnett Daily Post

Workplace Center – Heavy

Reserved for Gwinnett's most intense industrial uses



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 REDEVELOPMENT CONCEPTS

Redevelopment concepts focus on three main areas of Oakbrook Parkway, delivering a total of nearly 3,000 housing units and over 200,000 square feet of new ground floor retail space.

1 Jimmy Carter Boulevard

This concept focuses on adding mixed-use buildings near a future multimodal loop along Live Oak Parkway. Between proximity to goods and services and future pedestrian connectivity, projects would ideally include market rate and affordable units.

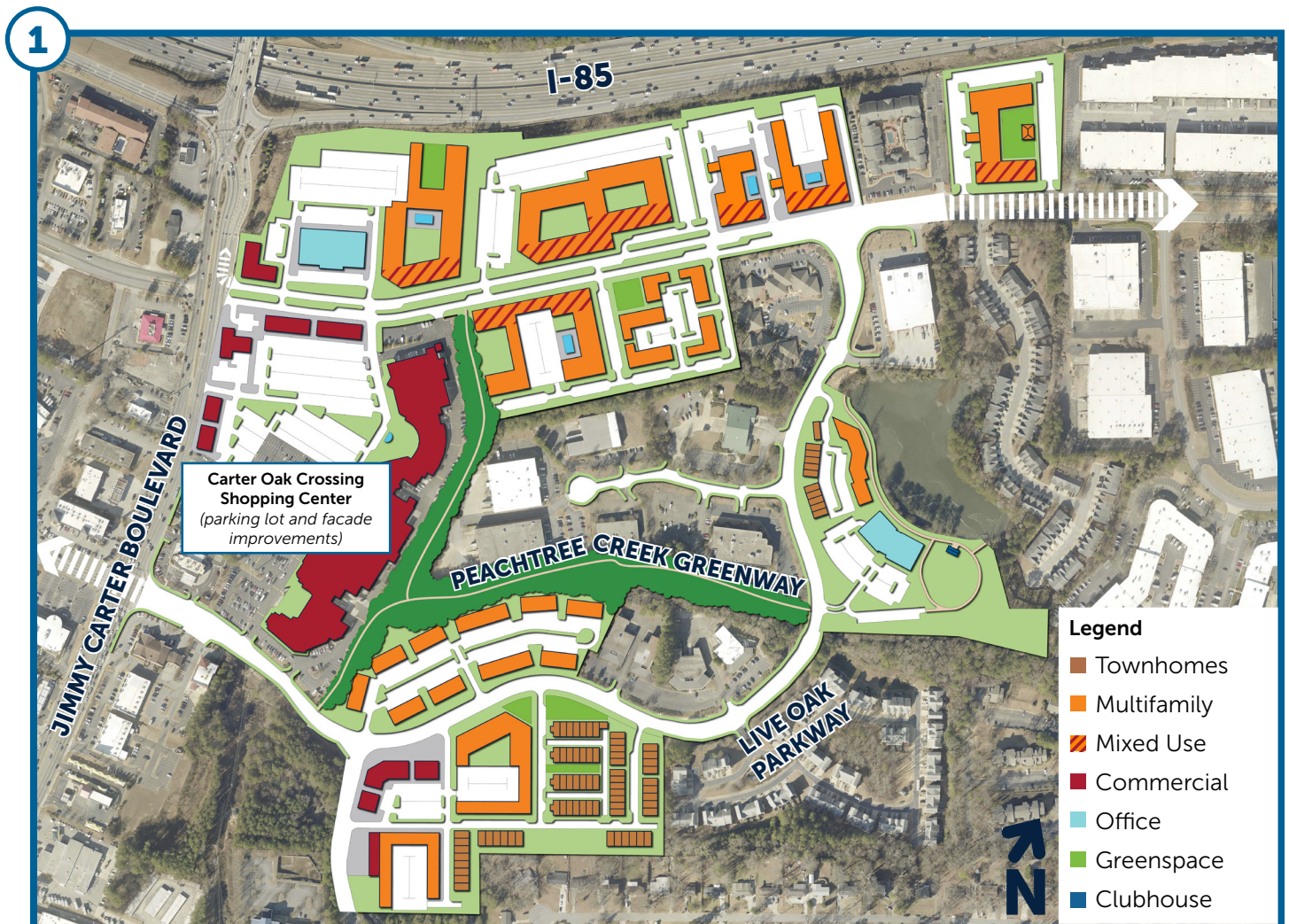
A portion of new units should be kept affordable, similar to other concepts planned for the study area. Assisting current residents with relocation should also be a top priority.

2 Oakbrook East

Jones RV Park could be redeveloped into a mixed housing neighborhood, with retail and multifamily near Indian Trail Lilburn Road.

3 Canopy Glen Apartments

Due to its age and isolation from the rest of the corridor, this concept redevelops Canopy Glen into well-connected multifamily and townhouses oriented toward the Peachtree Creek Greenway Corridor.



Redevelopment Targets

202,800

new square feet of commercial space

150,000

square feet of office space after redevelopment

2,997

new housing units, including:

1,949 multifamily units

792 townhouses

256 missing middle units

2



3

Legend (above and below)

- Townhomes
- Missing Middle
- Multifamily
- Commercial
- Greenspace
- Clubhouse



4 CENTER DESIGN CONCEPT



A True Urban Center

The redevelopment concept for the area around Carter Oak Crossing uses the existing traffic configuration — the inability to turn left onto Oakbrook Parkway from Jimmy Carter Boulevard — to its advantage. Redevelopment begins with the street, transforming Oakbrook's existing four-lane road to a true boulevard with landscaped medians. New mixed use buildings directly fronting the street add to the area's urban character and encourage walking to and from Carter Oak Crossing. The shopping center's parking lot is reduced and reoriented to allow for new liner commercial and more intuitive entry and exit points. These improvements, along with future greenspace behind Carter Oak Crossing, create a safe urban enclave separated from freight traffic.

Legend

- Multifamily
- Mixed Use
- Commercial
- Office
- Greenspace

North End of Carter Oak Crossing Now



The section of Carter Oak Crossing between Happy Valley Dim Sum and Hong Kong Supermarket is typical of suburban, strip-style development that caters to private vehicles.

After Redevelopment



This semi-circular parking area could be converted into a pleasant public space where shoppers can relax in between errands or gather together for leisure.

5 INCREMENTAL REDEVELOPMENT

These redevelopment concepts present a holistic, long-term vision for how Oakbrook Parkway could realize its potential as a vibrant, urban center. Redevelopment will take place incrementally over several years through a mix of County-led investment and private redevelopment projects of individual lots and buildings.

Incremental redevelopment involves many moving parts, making it difficult to predict which pieces of these concepts will advance first. However, certain projects present more immediate opportunities than others — including projects currently in motion, those with the lowest barriers to redevelopment, or those whose property owners have expressed interest in making improvements.

In addition to these private redevelopment opportunities, the County must advance key public projects that will build infrastructure capacity for future development. These include corridor studies on I-85 that would identify locations for new crossings, streetscape upgrades to improve pedestrian access on Live Oak Parkway, and plans for the greenway projects running through the study area.

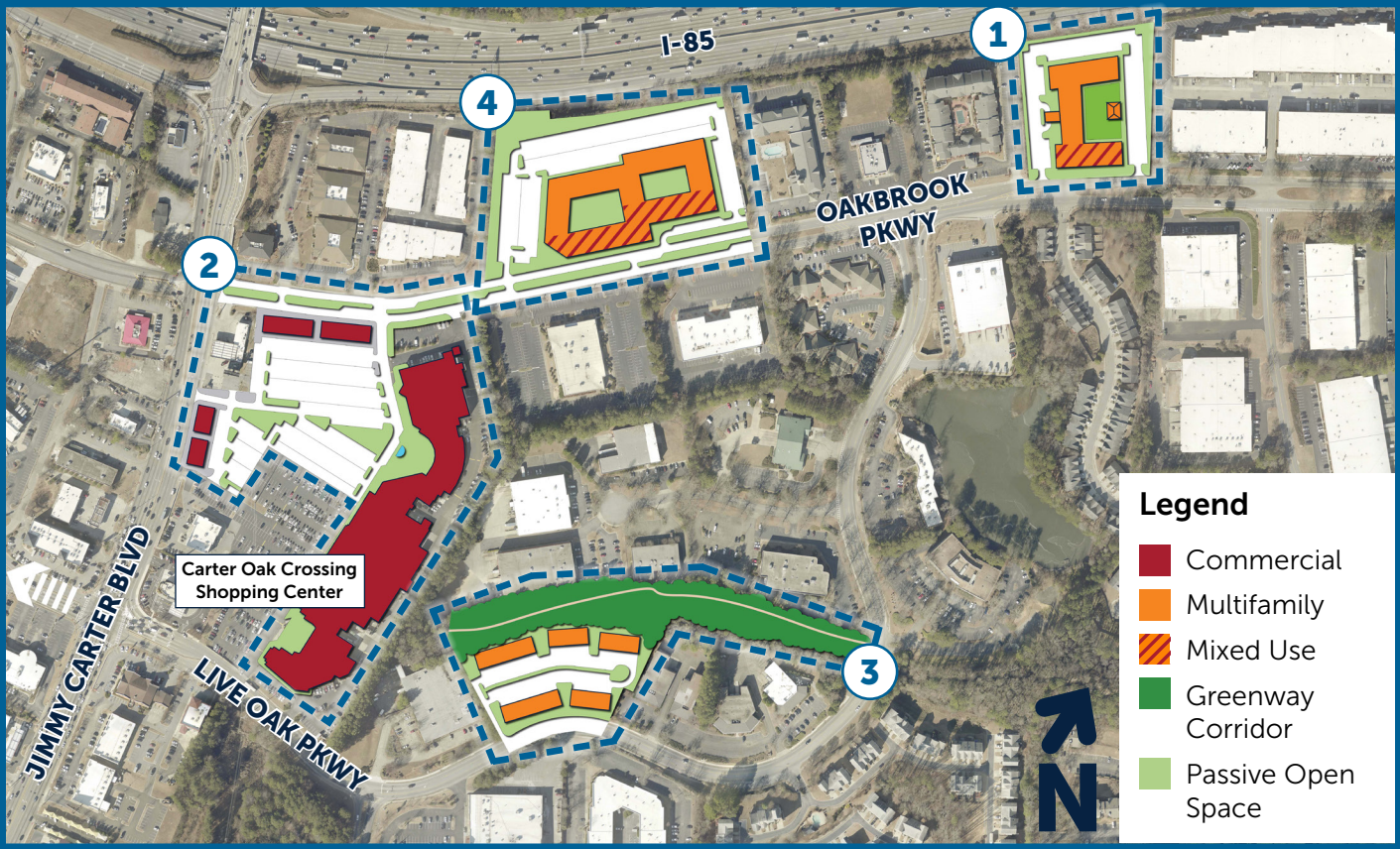
Infrastructure Investments

- The County should identify appropriate locations for new crossings over I-85, offering greater connectivity and relieving traffic burdens on Jimmy Carter Boulevard and Indian Trail Lilburn Road.
- To improve pedestrian safety in this area, the County should commission two studies to explore streetscape improvements along Oakbrook Parkway and Live Oak Parkway, beginning to create a pedestrian loop that is closed by the Peachtree Creek Greenway.

Private Redevelopment

- 1 Adaptive reuse of the Congress Hotel and Suites is the most immediate opportunity within Oakbrook Parkway.
- 2 The owners of Carter Oak Crossing Shopping Center are interested in reorienting the parking lot, adding liner commercial, and converting some parking areas to open, gathering spaces.
- 3 The outreach and design process for the Peachtree Creek Greenway Extension offers an opportunity to explore trail-oriented development of multifamily units, setting the stage for further green infrastructure and connectivity improvements along that floodplain.
- 4 Using the momentum gained from the Congress Hotel adaptive reuse project, the existing Motel 6 property could be converted into additional mixed multifamily and retail.
- 5 Lastly, redevelopment of Jones RV Park could begin. Before the first phase breaks ground, the County should work with residents to identify alternative affordable options for residents, especially through redevelopment projects in the study area.

Jimmy Carter and Oakbrook Parkway



Oakbrook East



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 Oakbrook Parkway's character. These investments are known as **placemaking**. 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, 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 Oakbrook Parkway study area, which can provide inspiration for community-led placemaking as this plan is implemented.

Placemaking Opportunities



Future Entrance to Peachtree Creek Greenway



The planned Peachtree Creek Greenway would intersect with this stretch of Live Oak Parkway. Trail access points offer a great opportunity for placemaking, as pictured below.

After Construction and Placemaking



In this image, the trail image is clearly marked by both entrance and directional signage. Warning lights, streetlights, and a painted crosswalk increase safety for pedestrians, while bike racks provide amenities for multimodal trail users.

■ 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 can enhance the Carter Oak Crossing parking lot and the improved streetscape on Oakbrook Parkway. The Peachtree Creek Greenway Extension also provides a prime opportunity for nature-based placemaking.



Native Plantings



Landscaped Medians



Environmental Art

— Streetscapes

Streetscaping creates comfortable environments for people along roadways. The study area's primary streetscape improvement zone follows the walkable loop comprised of Oakbrook Parkway, Live Oak Parkway, and Jimmy Carter Boulevard. Improvements in this zone could include decorative benches, improved lighting, and sidewalk treatments.



Street Furniture



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. Signage at major entrances would help this area become one of Gwinnett's premier, recognizable gateways.



Gateway Signage



Directional Signage

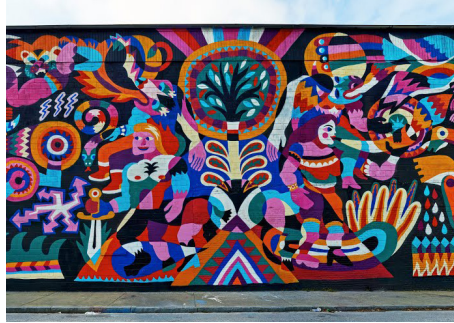


— Public Art

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. Sculptures would be suitable at the Peachtree Creek Greenway trailheads, while murals and other interactive art features are appropriate for the redeveloped commercial areas.



Statues and Sculpture



Murals



Interactive Installations

Activated Public Spaces

Unique play structures make public spaces memorable for both youth and adults. In Oakbrook Parkway, plazas, pocket parks, and areas along the Peachtree Creek Greenway could support artistic play structures and make the area enjoyable for all ages.



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. As a hub of activity, several of these features would be appropriate in various locations throughout the redevelopment concept.



Transit Shelters



Bike Racks



Paving Art

APPLYING THE 2045 UNIFIED PLAN GOALS

This small area plan illustrates how redevelopment can enhance Oakbrook Parkway. It uses 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 and public spaces added Connectivity improved through inner pedestrian loop at western end of study area, plus street grids within new neighborhoods
Strengthen administrative controls of development decisions	<ul style="list-style-type: none"> Quality development governed by planned Oakbrook Parkway Overlay Zoning District
Maintain high quality of life through investments in community centers	<ul style="list-style-type: none"> Redesign of Oakbrook Parkway and parking lots to improve pedestrian access and safety, as well as aesthetics New public plaza in Carter Oak Crossing, new access to greenways
Develop a framework that protects remaining natural and rural parts of Gwinnett County from overdevelopment	<ul style="list-style-type: none"> Reduced pressure on rural areas to accommodate growth due to focused density close to jobs and services Sensitive floodplains and tree canopy protected from redevelopment



HOUSING

Goal	Small Area Plan Approach
Streamline housing development	<ul style="list-style-type: none"> New proposals regulated by planned Oakbrook Parkway Overlay District
Ensuring housing affordability	<ul style="list-style-type: none"> Approximately 3,000 units added, bringing housing close to existing and future retail, services, and employment opportunities Greater housing mix designed to promote walking and biking trips
Advocate for housing choices	<ul style="list-style-type: none"> Multifamily buildings proposed to maximize support for existing businesses and future transit Additional choices made available through townhomes and well-connected single-family neighborhoods



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 street grid and pedestrian access Reorientation of parking lots to open up new development opportunities
Attract new businesses and talent	<ul style="list-style-type: none"> Diversity of retail and civic spaces maintained New pedestrian-oriented retail spaces to promote walkable retail activity
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"> High intensity development aligned with access to sewer Explore opportunities for shared stormwater to support creative redevelopment
Plan for resilient infrastructure systems that protect natural assets	<ul style="list-style-type: none"> Tree canopy increases encouraged through redevelopment
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 added through linear park/greenspace concept



TRANSPORTATION

Goal	Small Area Plan Approach
Increase active transportation options	<ul style="list-style-type: none"> Redevelopment aligned with future transit lines along Jimmy Carter Boulevard Redevelopment aligned with future Peachtree Creek Greenway
Ensure private and public projects enable mobility for all	<ul style="list-style-type: none"> Pedestrian improvements prioritized through streetscape design and neighborhood orientation Pedestrian crossings envisioned across I-85
Continue countermeasures to reduce speeding and accidents	<ul style="list-style-type: none"> Pedestrian zone protected from freight traffic Reduced conflict points through parking lot redesigns
Improve transit to compete with private vehicle trips	<ul style="list-style-type: none"> Future fixed route transit along Jimmy Carter and transit service station north of I-85
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"> Stormwater and greenspace needs addressed through linear park Access to resources provided through trails
Infuse communities with context-appropriate greenspace	<ul style="list-style-type: none"> New plaza proposed for Carter Oak Crossing New linear park aligned with future greenway proposed for connectivity throughout corridor
Strengthen Daily Community identities through arts and culture	<ul style="list-style-type: none"> Greater placemaking proposed through redevelopment to account for diverse business mix
Invest in schools as community centers	<ul style="list-style-type: none"> Greater connectivity to Meadowcreek schools through trails, pedestrian improvements, and potential redevelopment
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 Oakbrook Parkway 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 access to goods and services, easy and safe transportation options, a sense of place, and many other components. To understand what priorities communities near Oakbrook Parkway 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 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 other 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. This could also spur small businesses and larger companies to consider Oakbrook 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 Oakbrook Parkway to realize its potential as an Urban Corridor, 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 Daily Community growth and redevelopment through two main mechanisms:

Technical Support

These small area plans are designed to apply 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.

POTENTIAL FUNDING	MAIN FOCUS	TYPE	SOURCE	RANGE*
Tax Allocation Districts for Urban Corridors	Redevelopment	Bond	County investment	\$\$\$\$
Recreational Trails Program	Transportation	Grant	State program	\$
Community Development Block Grants	Redevelopment, housing	Grant	Federal program	\$\$\$\$
Economic Development Administration Grants	Economic development & public facilities	Grant	Federal program	\$\$\$\$
Safe Streets for All Planning Grants	Transportation	Grant	Federal program	\$\$\$
Community Placemaking	Public spaces, infrastructure	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 Oakbrook 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, Meadowcreek Elementary, and Greater Atlanta Christian School to discuss student safety needs and initiatives	P&D	GCPS, GCDOT
Empower community-based organizations for the Daily Communities within the study area to encourage collaboration on redevelopment projects	P&D	Community groups, homeowners' associations, Gateway85 CID
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
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
● Commission two technical studies to investigate: (1) A Complete Streets corridor along Live Oak Parkway between Jimmy Carter Boulevard and Oakbrook Parkway, and (2) new streetscape designs for Oakbrook Parkway between Live Oak Parkway and Jimmy Carter Boulevard	GCDOT	P&D, GDOT

3 INFRASTRUCTURE CAPACITY

PROJECT OR INITIATIVE	LEAD	PARTNERS
TRANSPORTATION (CONTINUED)		
● Begin conceptual design and outreach for Peachtree Creek Greenway Extension and Beaver Run Creek Greenway	DPR	P&D, GCDOT
● Consider applying for Safe Routes to School funding based on identified student safety needs	P&D	GCPS, 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
● 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	DWR	P&D
● Monitor conditions and evaluate potential timeline for the replacement of aging cast iron water mains serving key industrial site	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 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 infrastructural challenges and begin building relationships with property owners of those sites	P&D	private sector
Convene a committee of property owners who manage older industrial buildings along Oakbrook Parkway; begin meeting regularly to discuss future redevelopment under the Center - Medium and Low Mix future development types	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 Oakbrook 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 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
- Begin construction for improvements to streetscapes and pedestrian connectivity
- Implement new opportunities for community supported transportation outlined in Transit Development Plan (accessible via the County's website)
- Begin construction on Peachtree Creek Greenway

- Begin construction on Beaver Ruin Creek Greenway
- Implement policy recommendations based on Tier I evaluation for shared stormwater infrastructure serving redevelopment sites

Economic Development

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

