

APPENDIX K:

VENTURE DRIVE SMALL AREA PLAN



DEPARTMENT OF PLANNING & DEVELOPMENT

VENTURE DRIVE

SMALL AREA PLAN

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Introduction

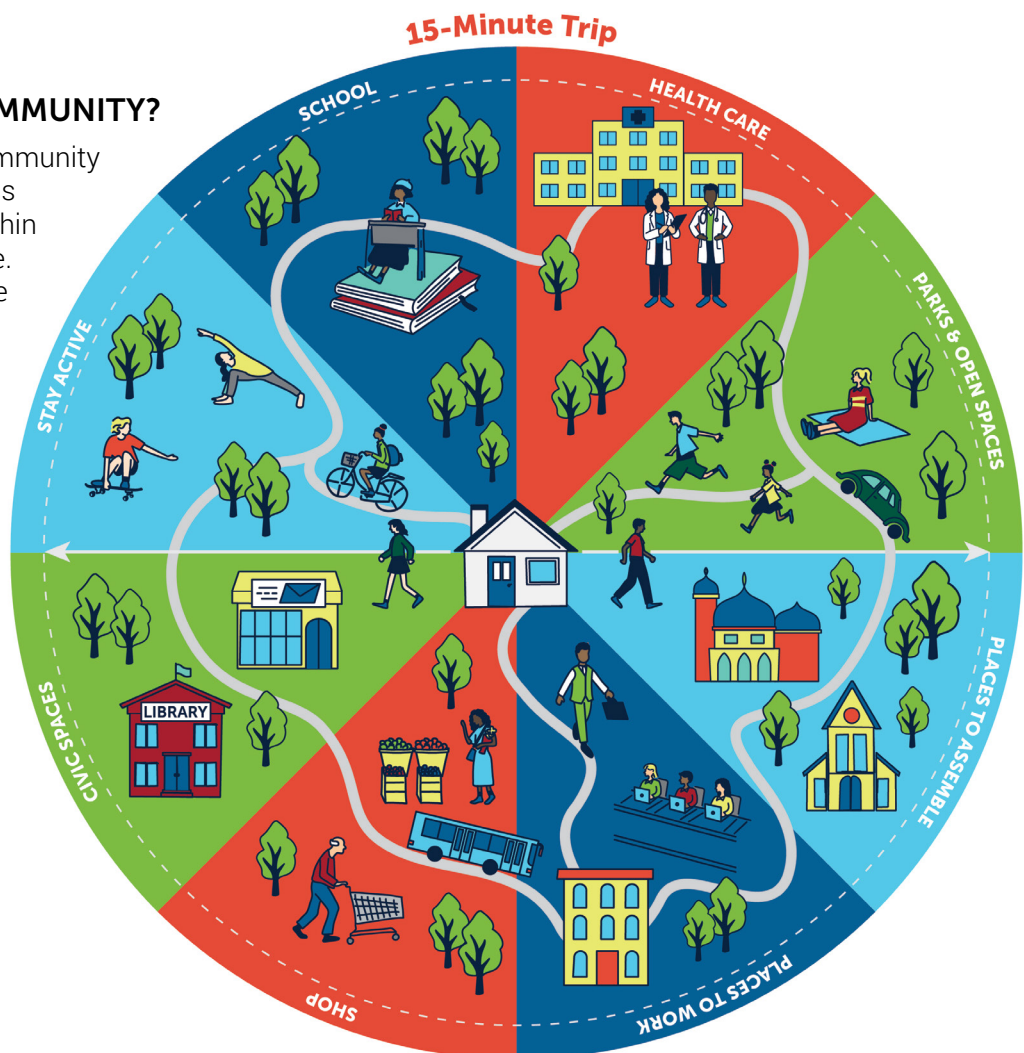
REALIZING THE POTENTIAL OF GWINNETT'S URBAN CORRIDORS

Gwinnett County is no stranger to change. In recent years, Gwinnett's population has grown significantly more diverse demographically, socioeconomically, and culturally. 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. 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.

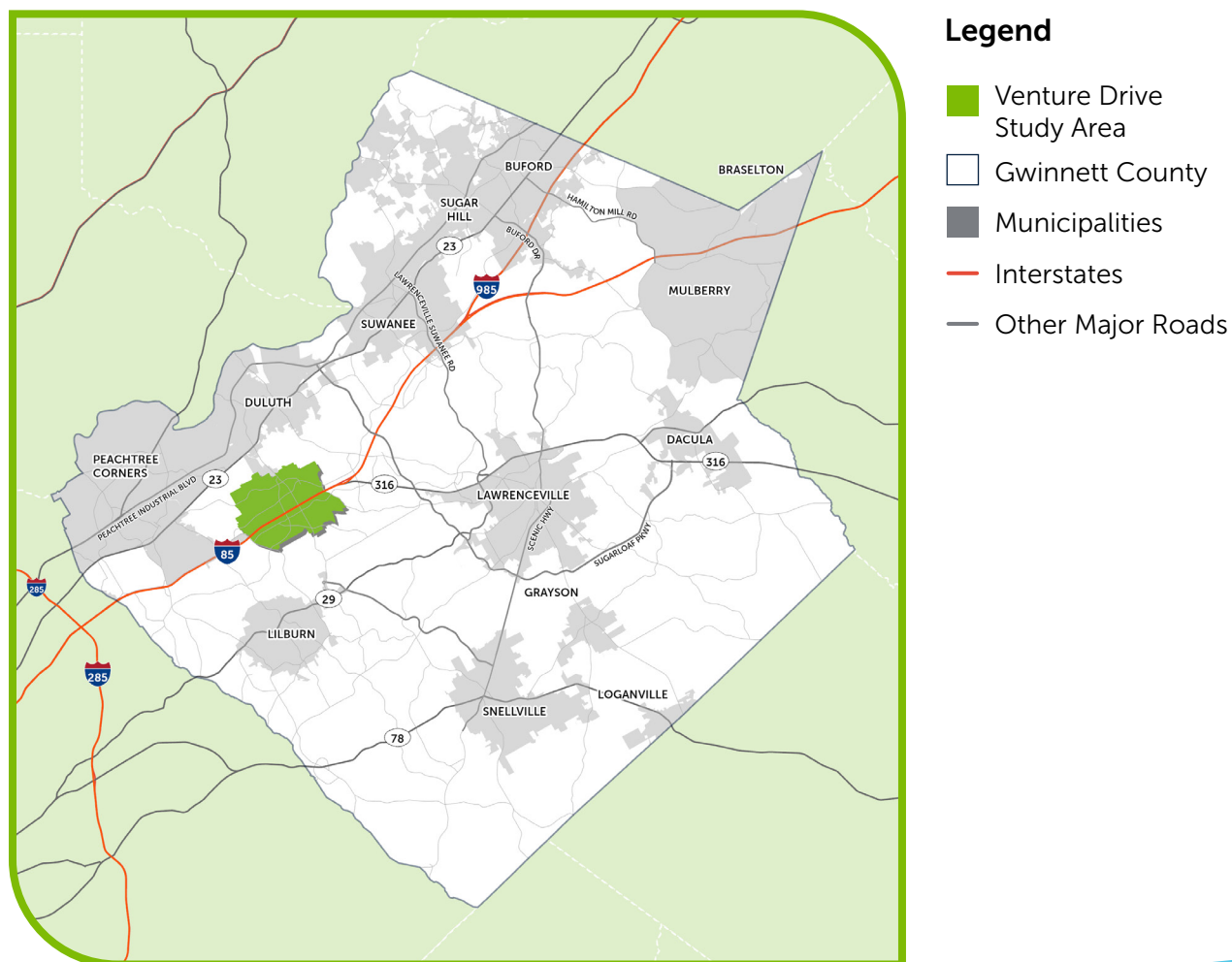


WELCOME TO VENTURE DRIVE

Venture Drive is located within an Urban Corridor. Small businesses are located next to popular big box retail destinations. New mixed residential projects have been built adjacent to older strip-style commercial complexes. Nearby, popular shopping areas cater to international communities.

Located across Pleasant Hill Road from Gwinnett Place Mall, the Venture Drive area is well-positioned for redevelopment into an active, vibrant mixed-use neighborhood and entertainment destination. Its proximity to major highways (I-85), future transit corridors (Satellite Boulevard and Pleasant Hill Road), an expanding trail network, and catalytic projects like the redevelopment of Gwinnett Place Mall, make it an appealing place for investment.

As Gwinnett grows, creative solutions will be necessary for building and maintaining strong communities of all sizes. This small area plan provides information, ideas, and potential implementation steps for how to build that type of community along Venture Drive.



Community Profile

The Venture Drive Study Area extends between Pleasant Hill Road to the east and West Liddell Road to the west. Venture Drive runs parallel to Satellite Boulevard and Interstate 85 which form the northern and southern boundaries of the study area's core. Currently, this area is primarily a retail and shopping community, benefiting from the previous success of nearby Gwinnett Place Mall. However, as the mall has changed, so has this area.

Venture Drive is home to approximately 29,800 Gwinnettians. Over 12,000 households, with an average size of 2.5 people per household, live in one of the area's 13,276 housing units. The median household income for this area of \$48,494 is significantly less than the median household income for Gwinnett County of \$82,296.

This area of Gwinnett is considered minority-majority, with 33% of the population identifying as African-American, 19% identifying as Asian, and 21% identifying as another race or multiple races.

Residents are served by a number of community resources. The Meadowcreek and Duluth School Clusters (including elementary, middle, and high schools) are located within or close to the study area. The community also has two parks: McDaniel Farm Park and Shorty Howell Park.

The sample images on page 4 depict the area's nonresidential character. Large parking lots, shopping centers with scattered vacant store fronts, and a mix of other uses are found throughout the area. A major Georgia Power transmission line runs along the southern side of Venture Drive, constraining redevelopment.

WHO IS VENTURE DRIVE?*



29,799
residents



12,123
households



2.5
*average
household size*



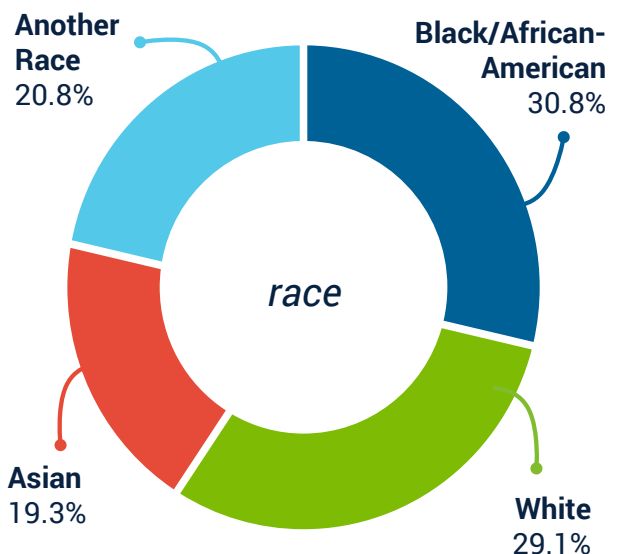
13,276
housing units



\$48,494
*median
household
income*



49%
*graduated from
college*



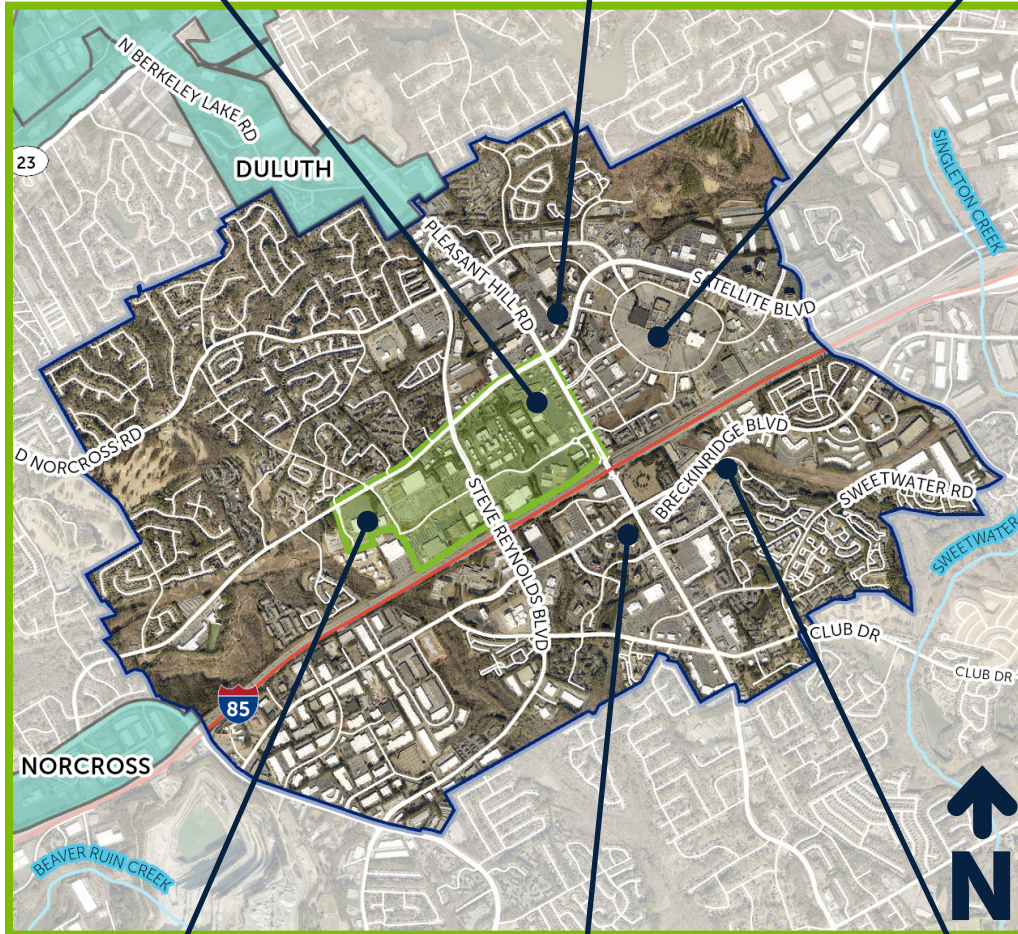
Mall Corners



GW Marketplace

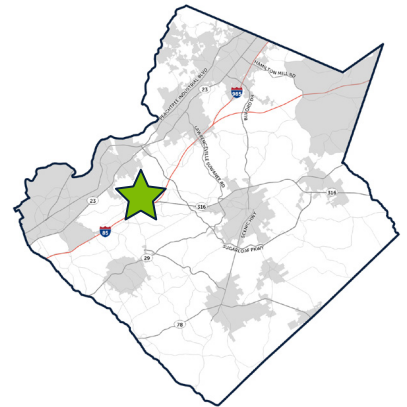


Gwinnett Place Mall



Venture Drive Study Area

- Study Area Boundary
- Study Area Core
- Municipalities



Aviation Institute of Maintenance

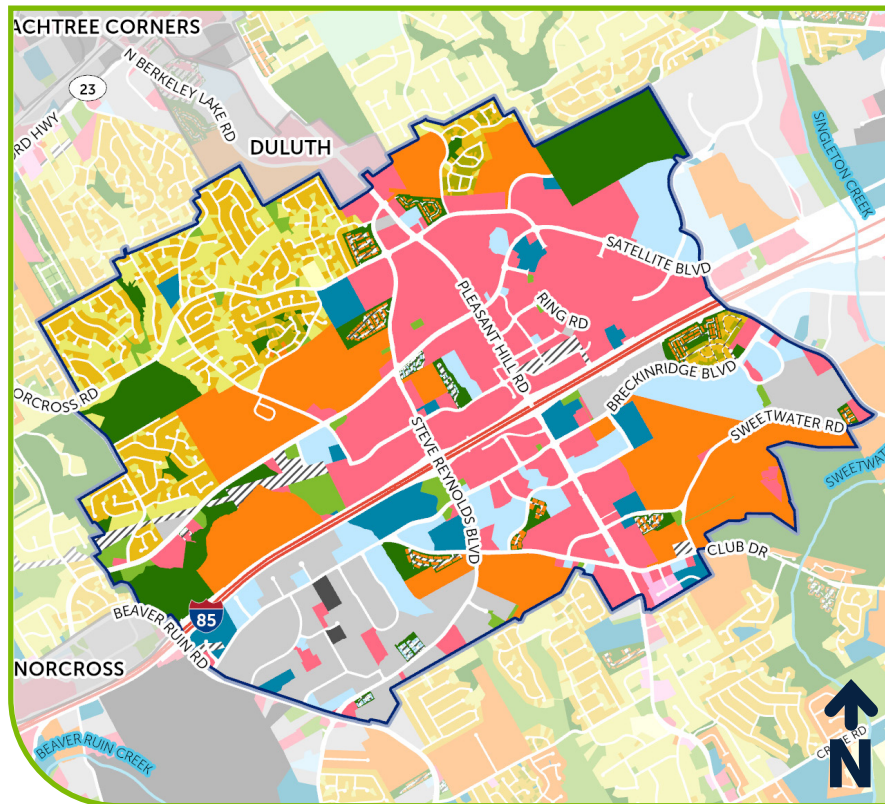


Sonesta Hotel



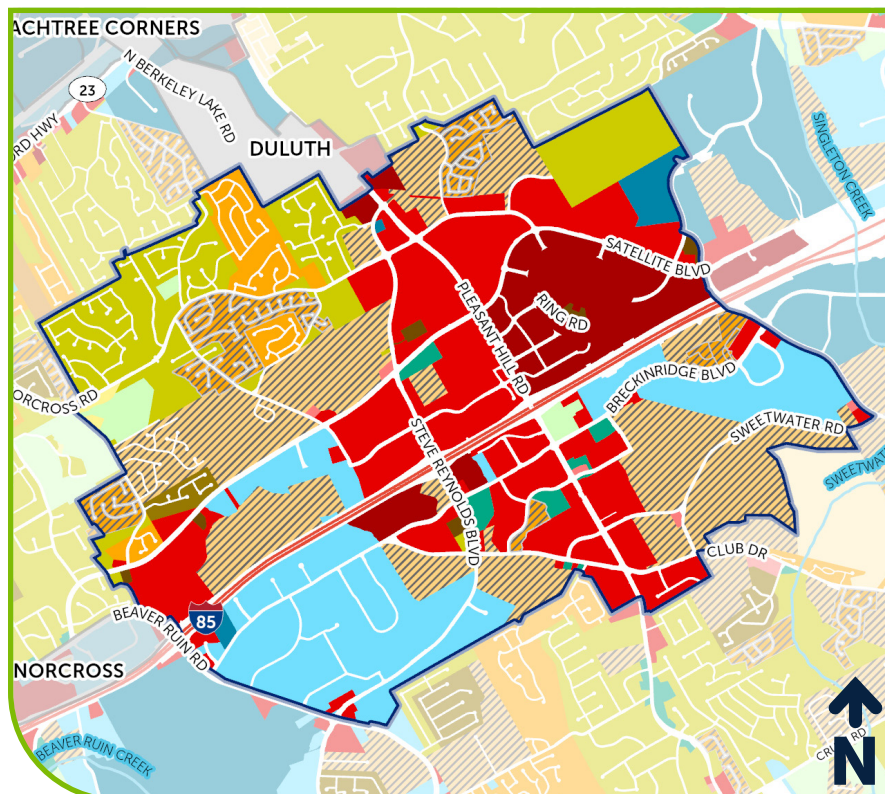
Industrial on Breckinridge Boulevard

EXISTING LAND USE AND ZONING



EXISTING LAND USE

The most prominent existing land use in the study area is commercial/retail, followed by multifamily residential. Commercial/retail uses are concentrated in the eastern portion of the study area, around Gwinnett Place Mall and along Pleasant Hill Road. Multifamily residential is located on the fringes of these commercial areas. North of Satellite Boulevard, multifamily transitions to single-family neighborhoods. Ferguson Elementary School, Radloff Middle School, McClure Health Science High School, and the White Chapel Memorial Gardens are the main institutional uses in the area.

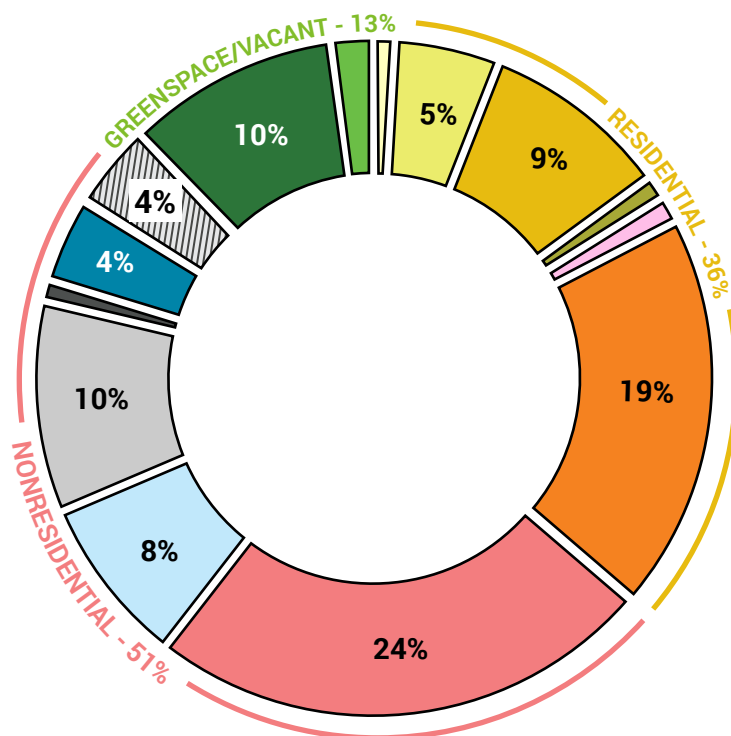


CURRENT ZONING

The primary zoning category around Venture Drive is C-2 (General Business), which is concentrated along Pleasant Hill Road both north and south of I-85. There is also a notable amount of M-1 (Light Industry) in the southwestern and southeastern corners of the study area, as well as where West Liddell Road meets Venture Drive. The most prominent multifamily zoning is RM-13 (Inactive District), with a maximum density of 13 units per acre. Single-family neighborhoods are mostly zoned R-75 and can be found primarily north of Satellite Boulevard near the Duluth border.

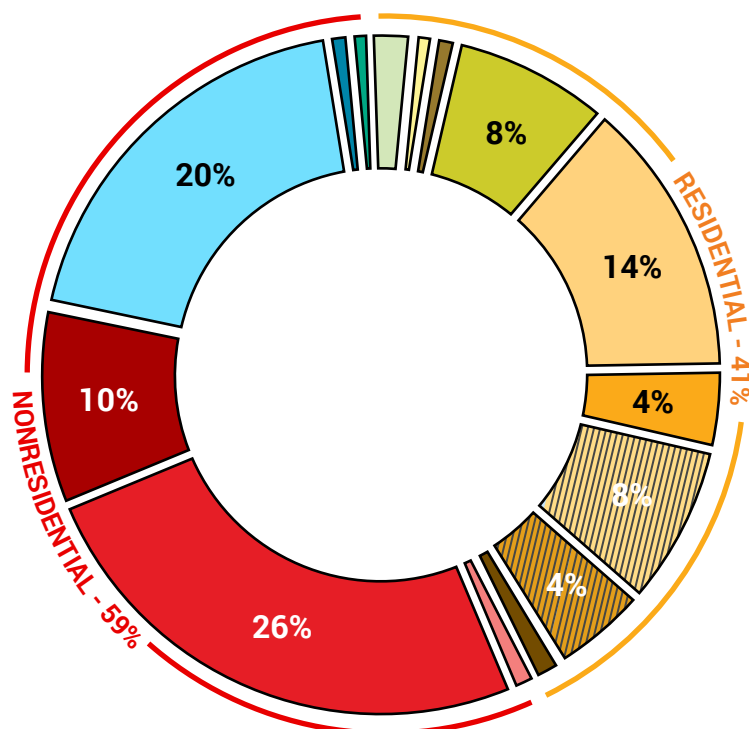
Existing Land Use Legend

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



Zoning Legend

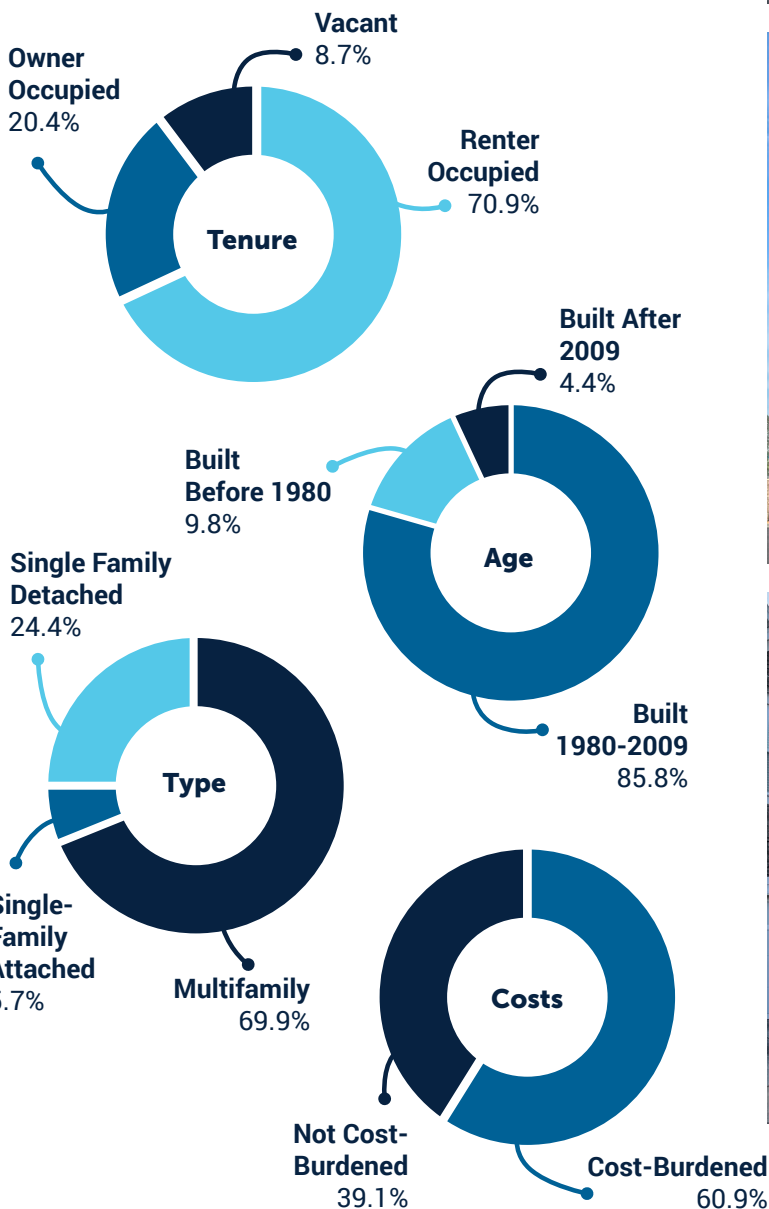
- RA-200 (Agriculture-Residence)
- R-100 (Single-Family Residence)
- R-60 (Single-Family Residence)
- R-75 (Single-Family Residence)
- RM13 - RM24 (Inactive)
- R-TH (Single-Family Townhouse Residence)
- RM (Inactive)
- R-ZT (Inactive)
- HRR (High Rise Residential Multifamily)
- C-1 (Neighborhood Business)
- C-2 (General Business)
- C-3 (Highway Business)
- M-1 (Light Industrial)
- M-2 (Heavy Industrial)
- O-I (Office/Institutional)



HOUSING

Approximately 75% of the housing in the study area is multifamily, with most residents renting rather than owning their home. Most of the area's housing was built between 1980 and 2009, and only 4.4% of the area's housing units were built after 2008. The area's vacancy rate is approximately 9%.

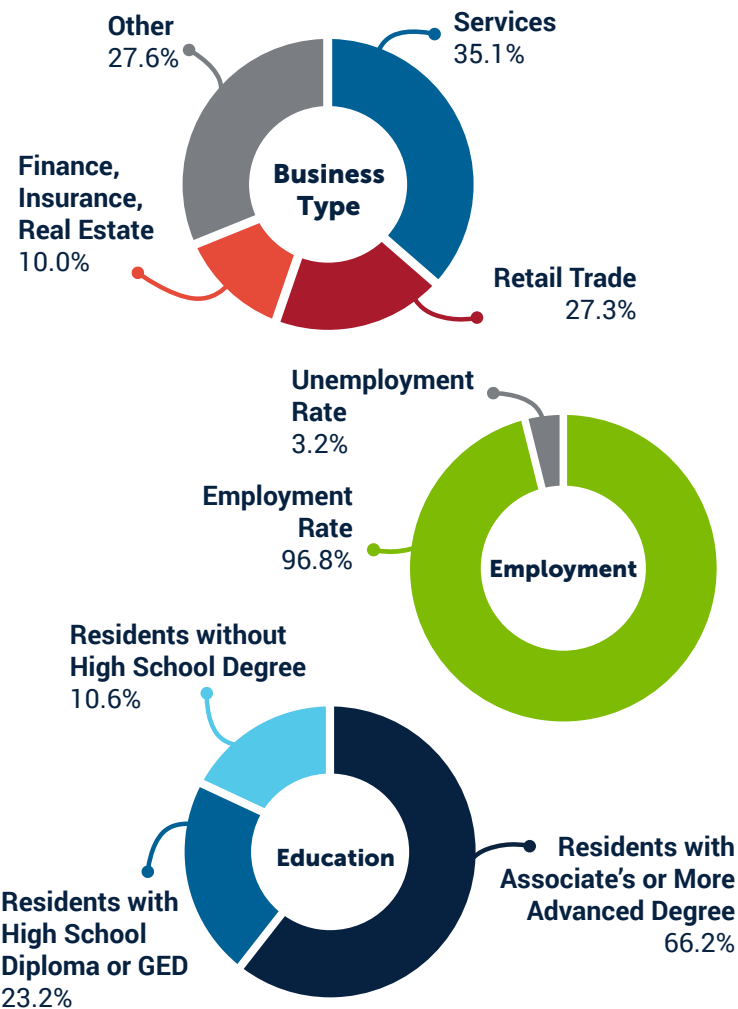
Venture Drive faces challenges related to housing affordability, especially for renters. Approximately 61% of renters in the study area spend 30% or more of their income on housing costs. This is above the County average of 56%.



BUSINESSES AND JOBS

Venture Drive’s local economy is strong, powered by retail trade and the service industry sectors with a high employment rate. Most retail and service businesses are located in Venture Drive’s various shopping centers, which host a diverse mix of big box stores and small businesses. Several storefronts are currently vacant.

Venture Drive is highly competitive in the wholesale trade (location quotient* of 1.63) and retail trade sector (1.52), and fairly competitive in transportation and warehousing (1.13). New jobs have been added in logistics with the completion of a new Amazon Distribution Center. The Aviation Institute of Maintenance also serves as a unique technical training center for careers in advanced aviation manufacturing.



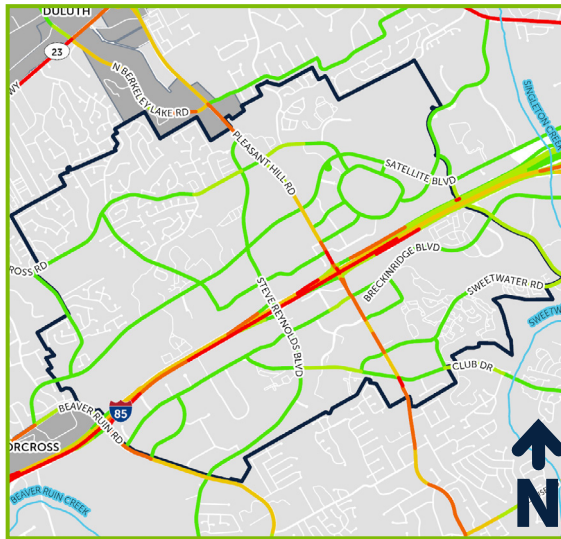
*If the location quotient is greater than 1, it indicates that the industry or occupation has a higher employment concentration in the specific region compared to the national average.



TRANSPORTATION

Legend

- Venture Drive Boundary
- A/B
- C
- D
- E
- F
- Cities

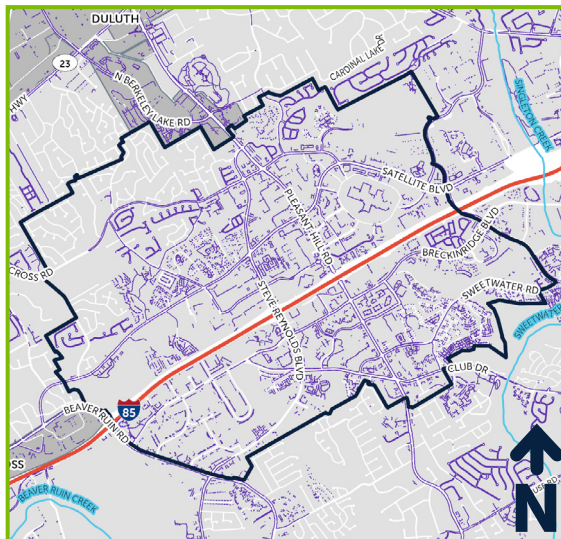


LEVEL OF SERVICE (PEAK PM)

Most roads within the broader study area provide a Level of Service of A during peak evening hours, meaning cars can move freely along the road at posted speed limits. Pleasant Hill Road struggles to accommodate traffic, operating at an LOS of E near the intersection with I-85. An LOS of E means the flow of traffic is unstable and this section of the road is congested. Other roads in the area struggling to meet traffic volumes are I-85, Beaver Ruin Road, and sections of Club Drive.

Legend

- Venture Drive Boundary
- Sidewalks
- Cities

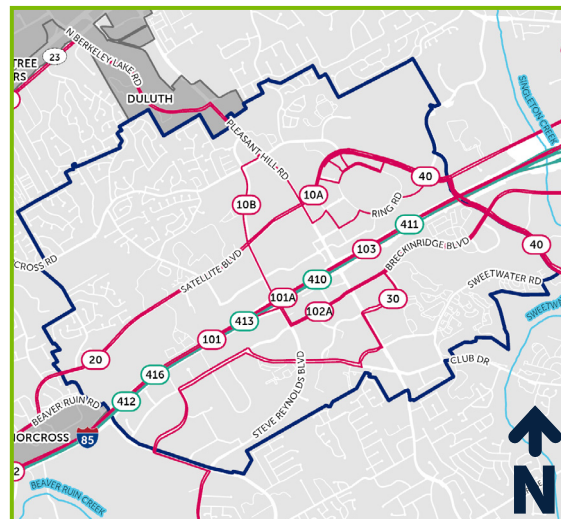


SIDEWALKS

Venture Drive has good sidewalk coverage, especially along its main commercial corridors, including Pleasant Hill Road, Satellite Boulevard, and Steve Reynolds Boulevard north of I-85. Except for newer developments, most neighborhoods and residential areas do not have sidewalks that connect to the existing network. Similarly, sidewalks do not extend far into shopping centers, leaving pedestrians to cross large parking lots to access goods and services.

Legend

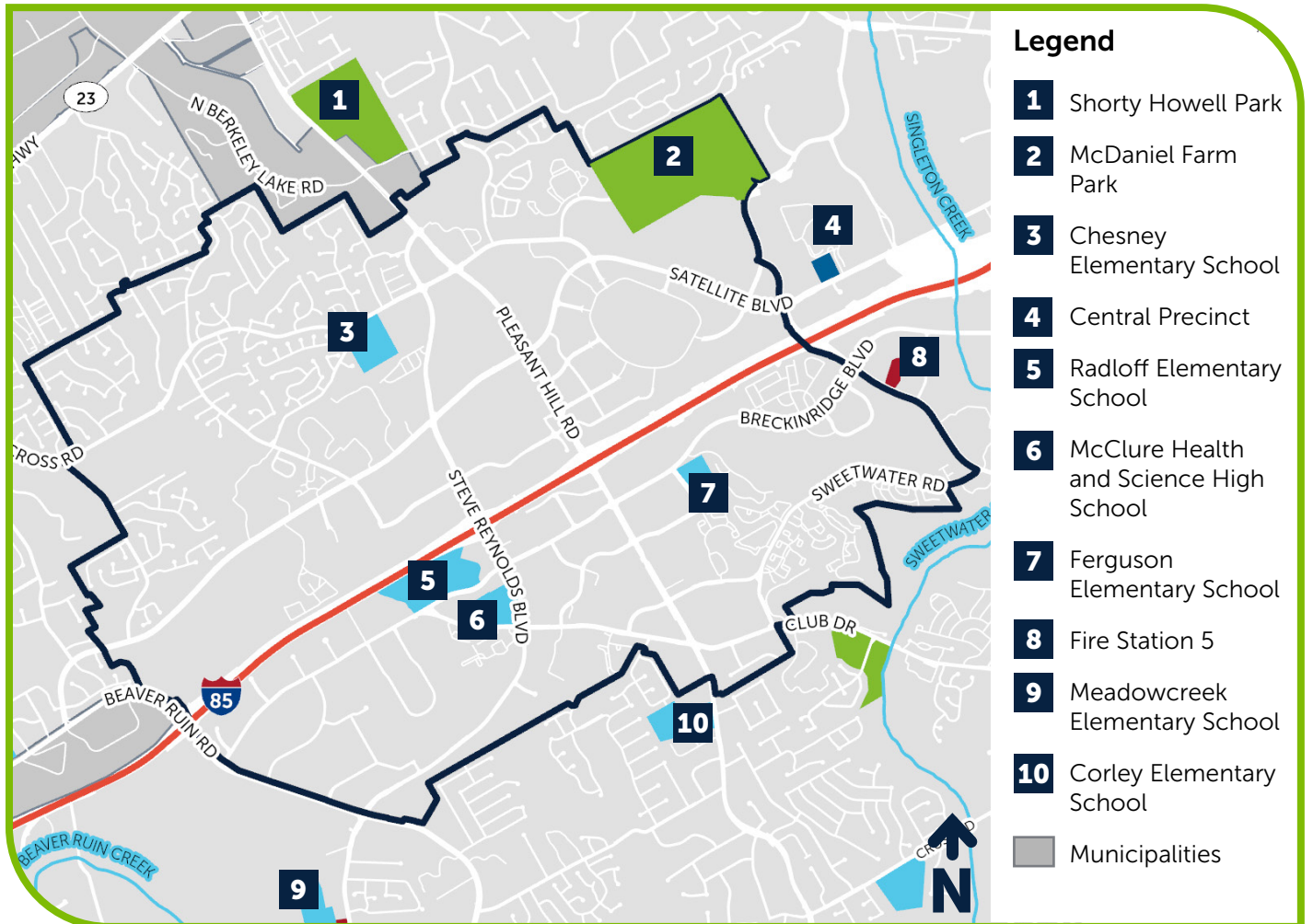
- Venture Drive Boundary
- Ride Gwinnett Routes
- Xpress Georgia Commuter Bus Service
- Cities



CURRENT TRANSIT

Overall, 15 local bus routes run through the larger study area. Three of these routes provide direct connections to Venture Drive: the 10B, 20, and 40 Routes. Ride Gwinnett operates two bus routes that travel down Satellite Boulevard, Breckinridge Boulevard, and portions of Steve Reynolds Boulevard. Xpress Georgia commuter bus service also bypasses the Venture Drive area on the way to downtown Atlanta.

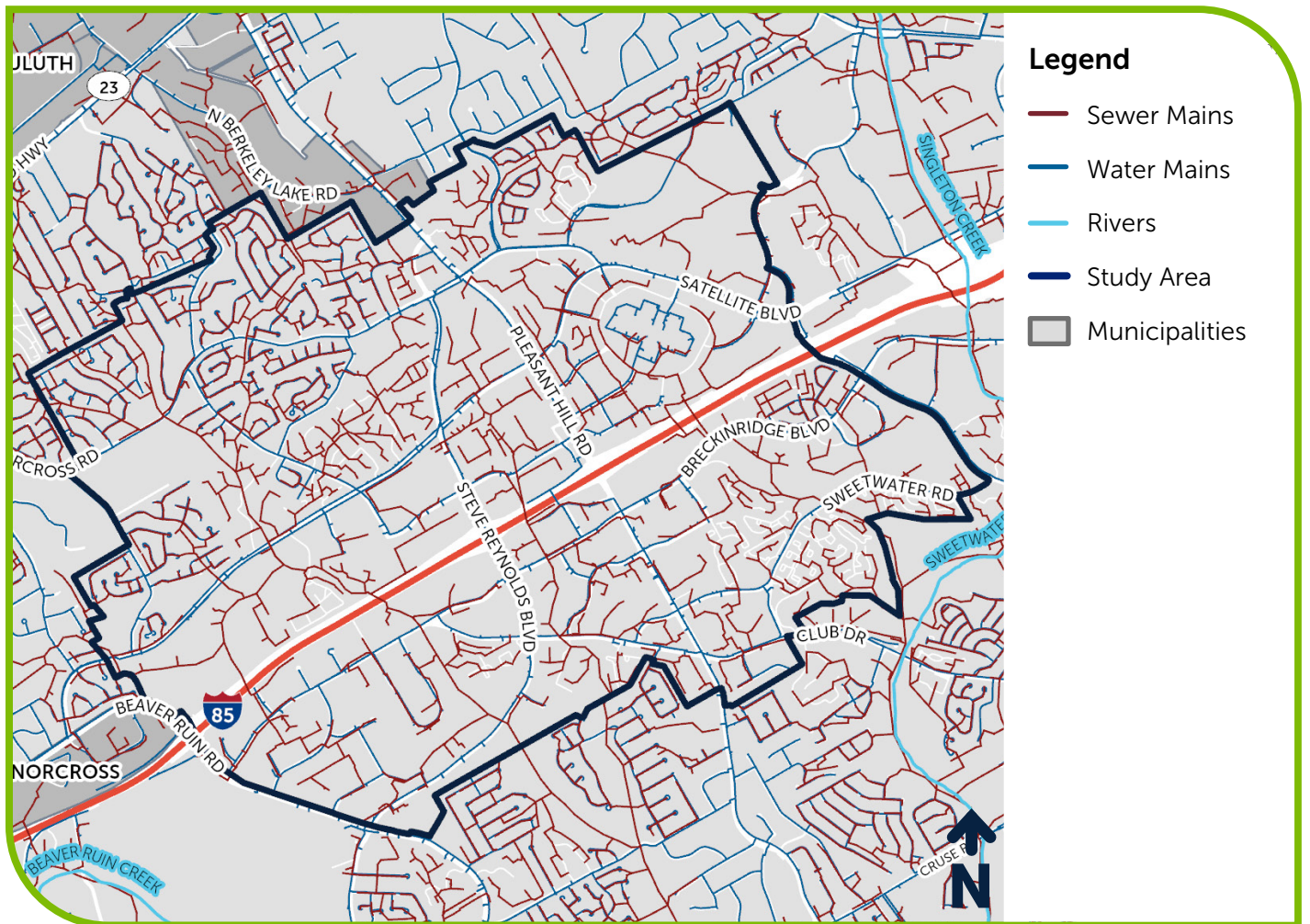
COMMUNITY RESOURCES



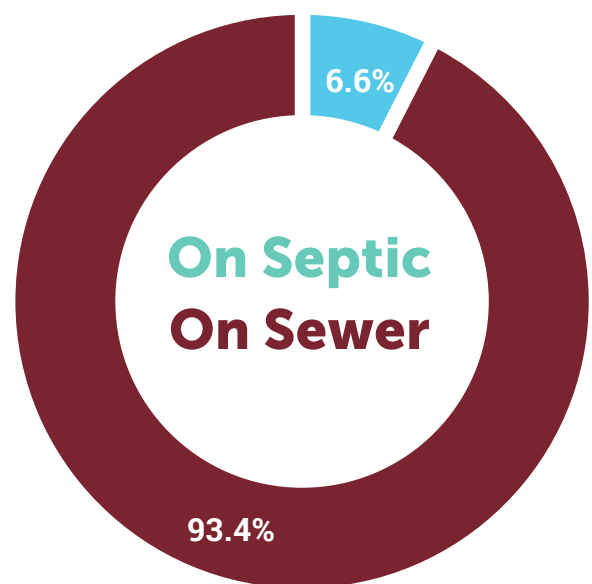
Four schools are located within the Venture Drive study area. These include Chesney Elementary, Radloff Elementary, McClure Health and Science High School, and Ferguson Elementary. Two additional schools, Meadowcreek Elementary and Corley Elementary, are located in close proximity. There is also one park — McDaniel Farm Park — within the study area and another — Shorty Howell Park — just outside its boundaries.

Fire Station 5 provides fire safety and emergency services for Venture Drive. Gwinnett County Police Department's Central Precinct, also nearby, provides public safety services.

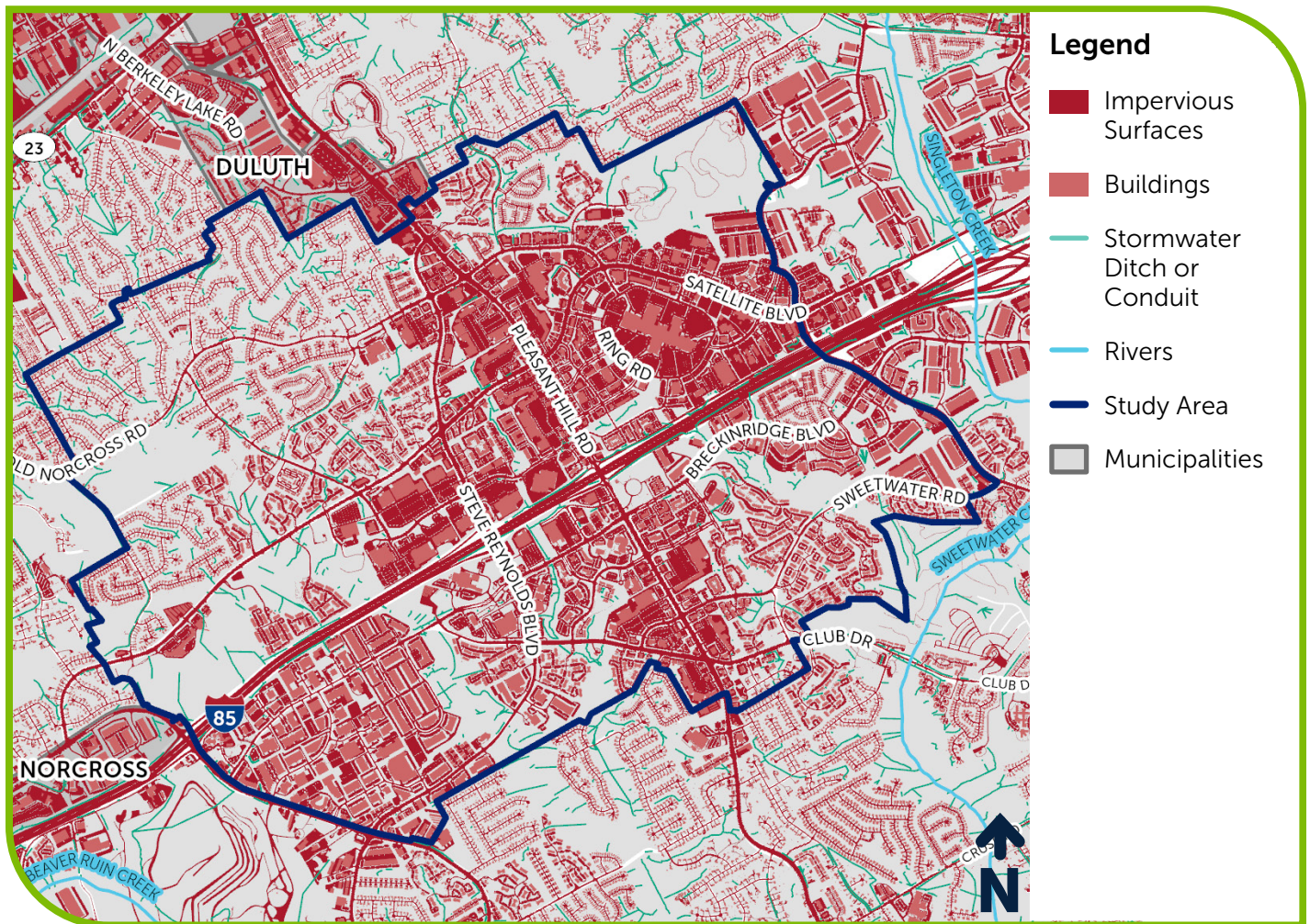
WATER AND SEWER



Venture Drive is one of the Gwinnett's most well-connected communities in terms of water and wastewater service. Almost all of the structures, residential and nonresidential alike, have sewer access. Only 6.6% of the area relies on private septic systems. Water mains are installed throughout the area as well.

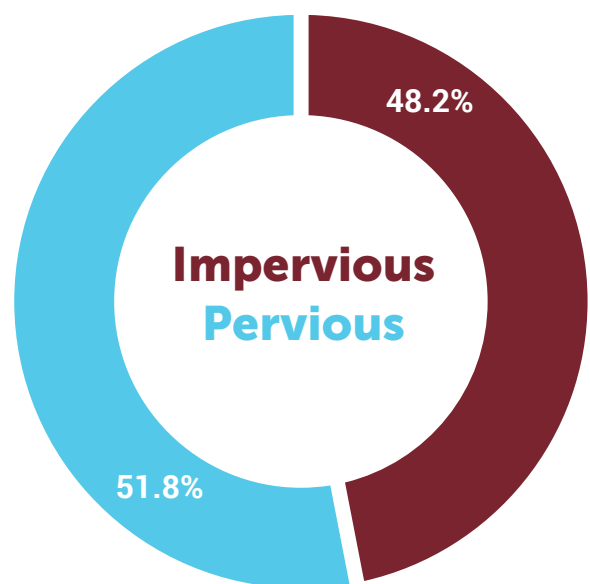


STORMWATER AND IMPERVIOUSNESS

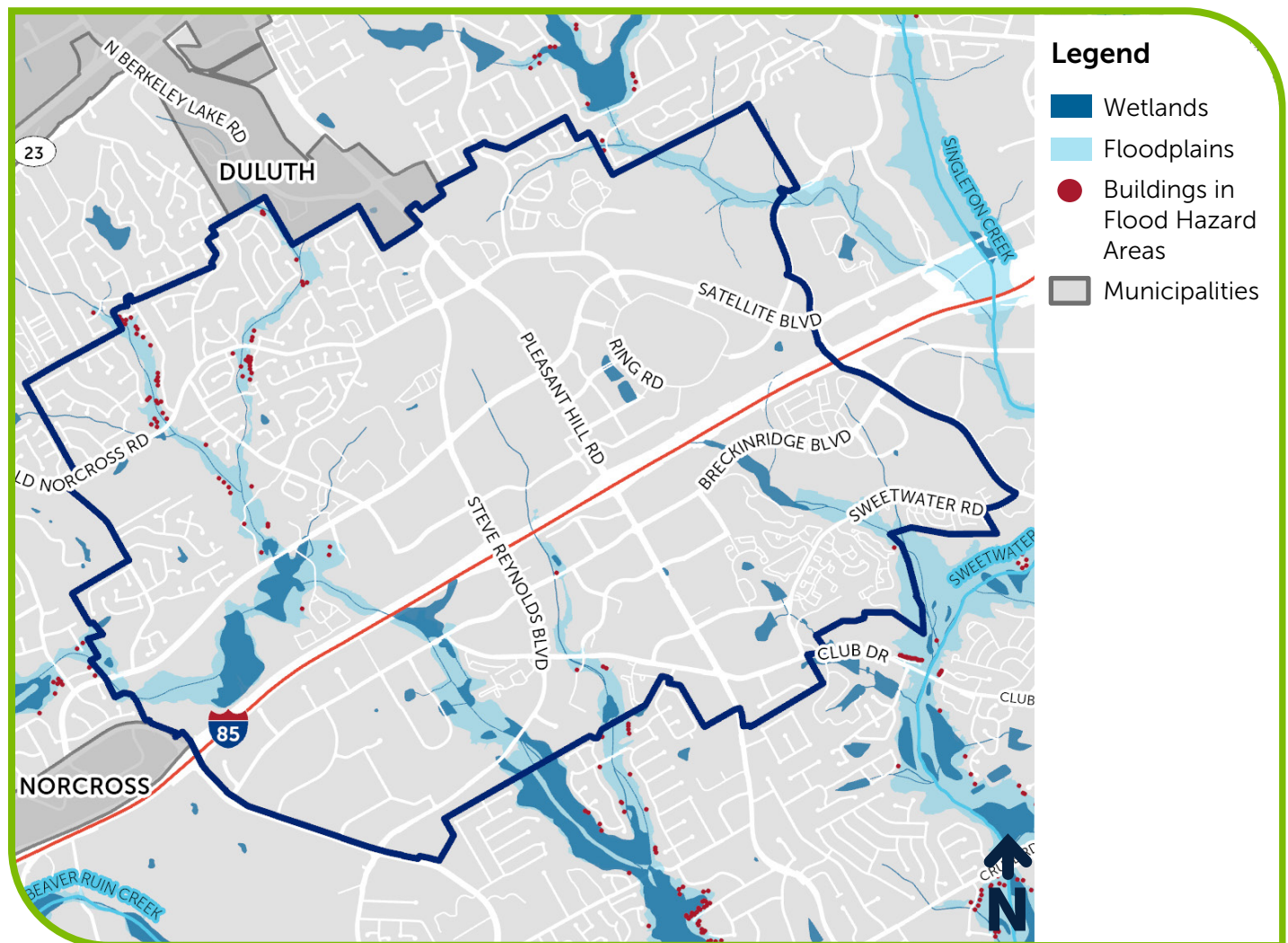


Approximately 48.2% of Venture Drive is covered by impervious surface, with large parking lots comprising over 2/3 of that amount. Between surface parking and large footprint retail buildings, most of the impervious surface is concentrated along Pleasant Hill Road and around Gwinnett Place Mall. The industrial area south of I-85 also features a significant portion of imperviousness.

Stormwater ditches or conduits are installed throughout the study area, ultimately conveying runoff into stormwater systems.

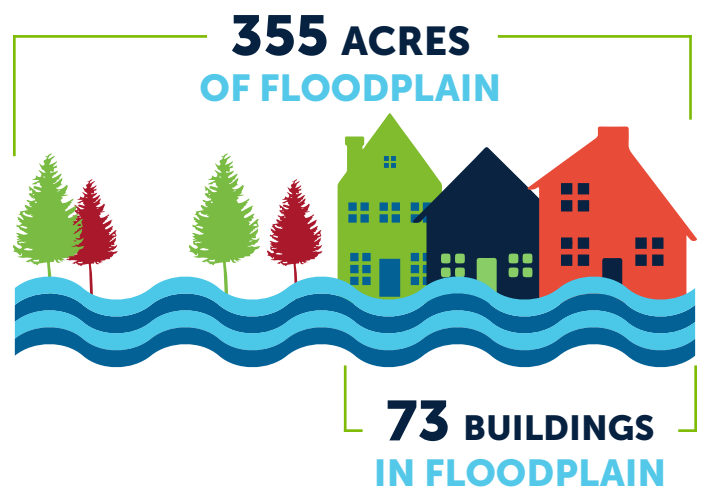


WETLANDS AND FLOODPLAINS

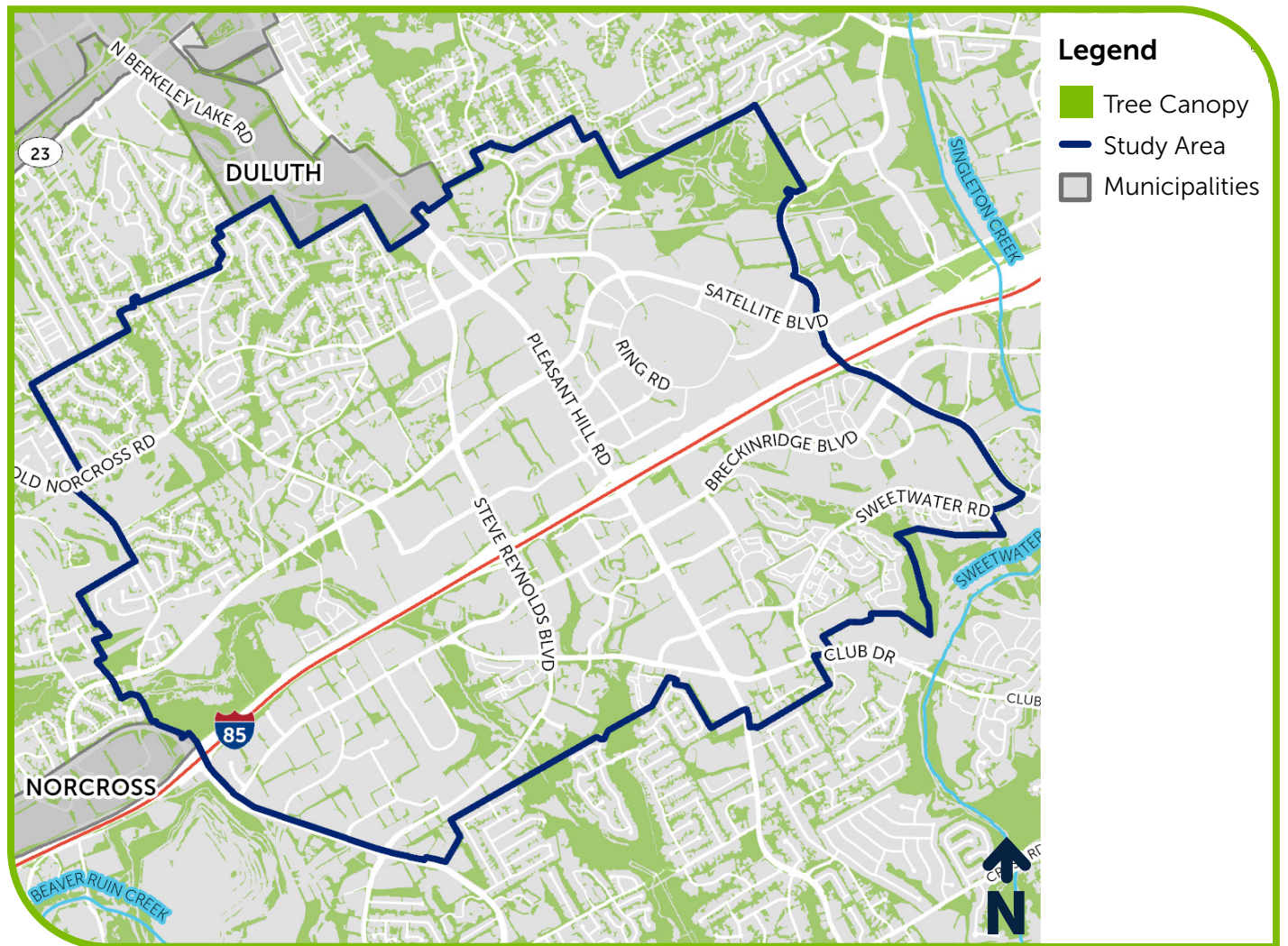


Venture Drive is situated between three perennial streams: Beaver Ruin Creek, Sweetwater Creek, and Singleton Creek. An unnamed tributary flowing south to Sweetwater Creek also cuts through the study area.

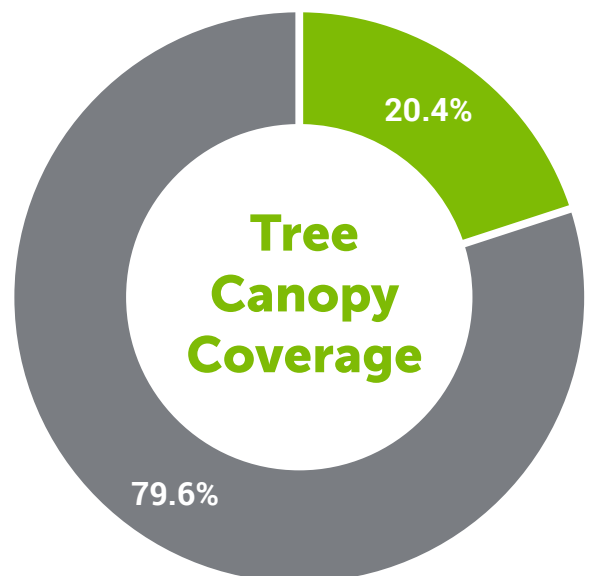
Several of these waterbodies, especially Sweetwater Creek's tributaries, feature extensive floodplains. While the most urbanized areas of the study area mostly avoid flood risk, 73 buildings are still located within the floodplains. These are mostly single-family homes north of Satellite Boulevard along Landington Way.



TREE CANOPY



Only 20.4% of the Venture Drive study area features tree canopy coverage. Given that Venture Drive is one of the most developed areas of the county, it is expected that the current tree canopy is lower than most areas of Gwinnett. The majority of the area's trees are located in parks and protective buffers around wetlands and creeks, along with some landscaping in more intensely developed areas.



Opportunity Scan

PLANNED PROJECTS

Ride Gwinnett: Transit Development Plan

Transit expansion projects have been proposed for the Venture Drive area. The TDP envisioned Satellite Boulevard as a primary transit corridor, which included all four of its new route types along the corridor, providing Airport Ride, Rapid Ride, Quick Ride, and County Ride service. These routes would be anchored by a state-of-the-art transit center, funded by a \$20 million RAISE grant, located adjacent to Gwinnett Place Mall. Routes originating from the proposed transit center would provide service along Pleasant Hill Road, Venture Drive, Steve Reynolds Boulevard. Adding new service near the Satellite Boulevard area opens access to the retail areas along the Venture Drive corridor and would directly connect residents in this area to Gwinnett Place Mall, Mall Corners, and other key destinations in Gwinnett. The TDP also calls for county-wide microtransit zones.

Key Projects:

- ③ Future Transit Center
- ④ Airport Ride (direct airport shuttle)
- ⑤ Rapid Ride
- ⑥ Quick Ride
- ⑬ County Ride (local service)

Gwinnett Trails: Countywide Trails Master Plan (2018)

The Gwinnett Countywide Trails Master Plan calls for significant investment in trails for the Venture Drive Area. Bromolow Greenway, Club Drive Trail, Woodington Circle Trail, and the Venture Drive Trail are all considered “priority trails” in the Trails Master Plan. The first three trail projects are targeted for initial implementation. The Venture Drive Trail is being considered as part of an alternative alignment for the Piedmont Pathway. Several studies are underway or planned, which will influence its final alignment. The only completed trail is the Berkeley Lake Multiuse Path.

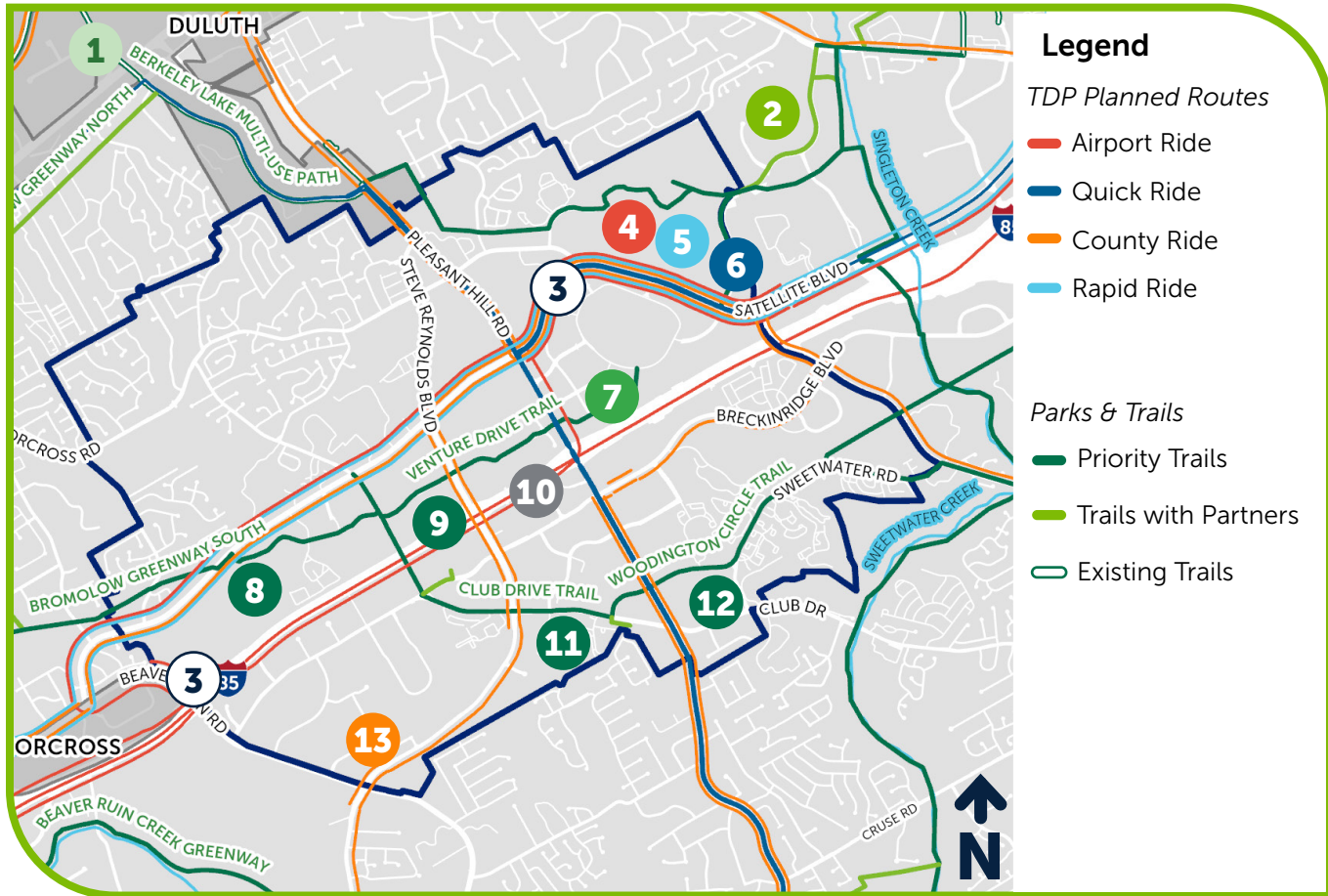
The Northmont Trail and some smaller segments of the Bromolow Greenway and Club Drive Trail are planned to be delivered through private development or partnerships with other agencies. This proposed trail network, combined with future transit, is designed to decrease car dependency and support greater density.

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

Key Projects:

- ① Berkeley Lake Multi-use Path
- ② Northmont Trail
- ⑧ Bromolow Greenway South
- ⑨ Venture Drive Trail
- ⑪ Club Drive Trail
- ⑫ Woodington Circle Trail

TRANSIT, TRAILS, AND SEWER PROJECTS



2020 Gwinnett Comprehensive Parks & Recreation Master Plan

The Parks & Recreation Master Plan proposes a series of high density area parks in this area, which could include plazas, pocket parks, and squares. The County has also proposed a new park along the Venture Drive Trail corridor east of Pleasant Hill Road, connecting Venture Drive with the Gwinnett Place Mall redevelopment. Early concept designs feature the trail, stream restoration projects, and landscaped plazas for park visitors.

Sewer Infrastructure Projects

Currently, there are no physical sewer expansion projects slated for the study area. However, the Department of Water Resources recently upsized sewer lines along Ring Road to support the future redevelopment of Gwinnett Place Mall and is working on a project to expand the existing trunk line beneath I-85. As this area continues to grow, DWR plans to continue monitoring water and sewer resources in the area. A sewer basin study currently underway is taking into account future intentions to redevelop this area.

Key Projects:

- 7 Gwinnett Place Park
Beaver Ruin Wetland Park
Club Drive Park

Key Projects:

- ## 10 Downstream Pipe Expansion
- ### Sewer Basin Study

Opportunity Scan

PLANNED PROJECTS

Destination 2050: Comprehensive Transportation Plan

The Comprehensive Transportation Plan proposes an extensive list of improvement projects in the Venture Drive study area. Several projects are targeted for Pleasant Hill Road, Satellite Boulevard, and Old Norcross Road.

These investments are scheduled for one of three terms: short-term (0 - 10 years), mid-term (10 - 15 years) and long-term (15 - 20 years). In the short-term, six improvement projects are proposed at key intersections along Pleasant Hill Road, Satellite Boulevard, Steve Reynolds Boulevard, and Venture Drive. Roadway improvements are also proposed along Satellite Boulevard, Steve Reynolds Boulevard, I-85, Shackleford Road, Club Drive, Sweetwater Road, and Pleasant Hill Road.

In the mid-term, two additional intersection improvements are proposed along Pleasant Hill Road at Satellite Boulevard and Breckinridge Boulevard. Roadway improvements on Old Norcross Road and Satellite Boulevard are also scheduled for this time frame.

The majority of the intersection improvements are slated for the long-term time frame. Several shorter roadway projects, such as Northmont Drive, Venture Drive, Ring Road, and Sweetwater Road will also be completed during this time period.

Intersection Projects

Along Pleasant Hill Road

- 1 Steve Reynolds Boulevard
- 2 Old Norcross Road
- 3 Satellite Boulevard
- 4 Mall Boulevard
- 5 Gwinnett Place Drive
- 6 I-85
- 7 Shackleford Road
- 8 Koger Boulevard
- 9 Sweetwater Road
- 10 Club Drive

Along Satellite Boulevard at:

- 11 Northmont Parkway
- 12 Commerce Drive
- 13 Old Norcross Road
- 14 Steve Reynolds Boulevard
- 15 West Liddell Road

Along Steve Reynolds Boulevard at:

- 16 Old Norcross Road
- 17 I-85
- 18 Club Drive

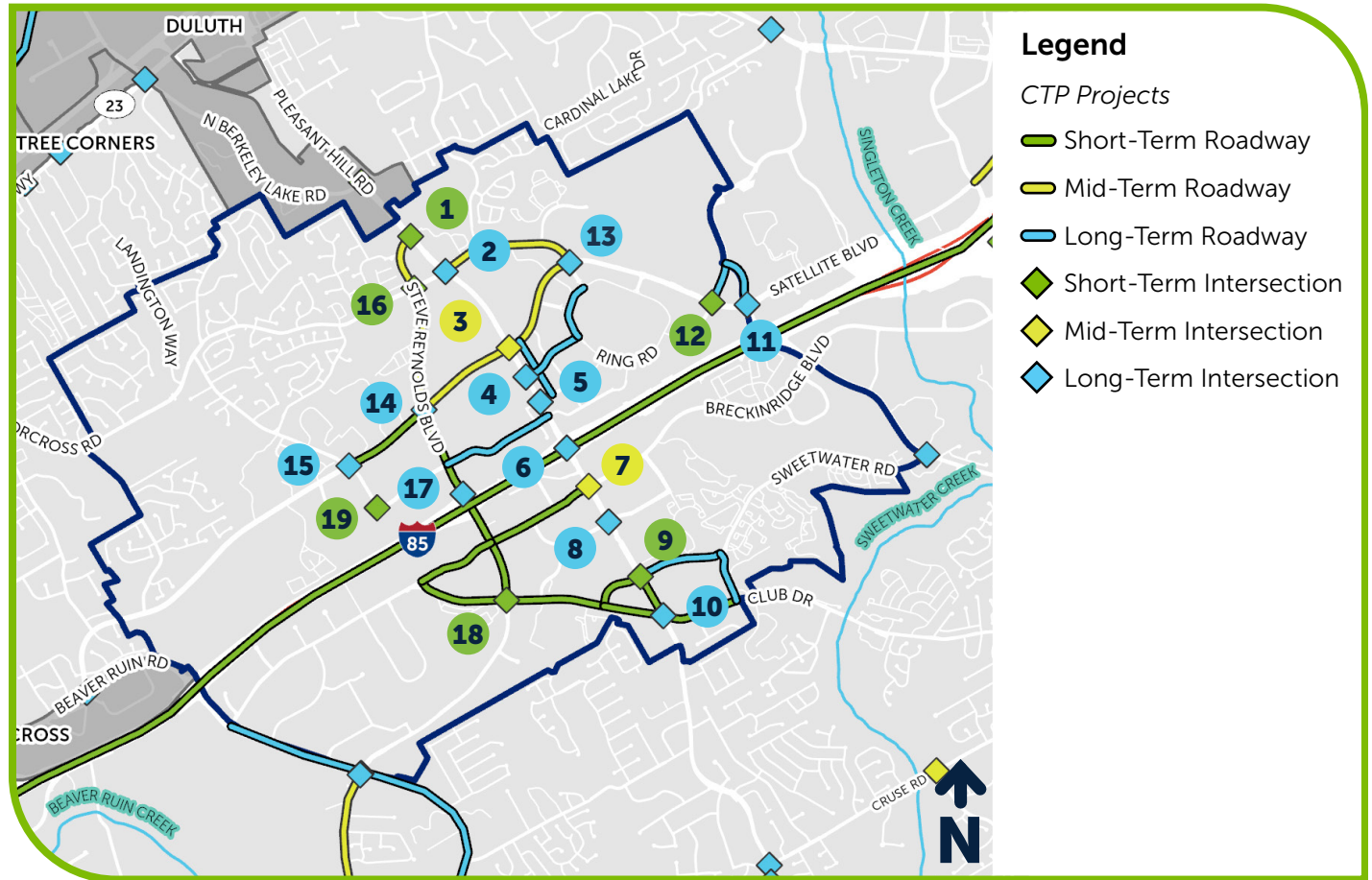
Along Venture Drive at:

- 19 W Liddell Road

Roadway Improvements

- Around Gwinnett Place (Mall Boulevard, Ring Road, and Market Street)
- Club Drive
- Commerce Avenue
- I-85
- Northmont Parkway
- Old Norcross Road
- Pleasant Hill Road
- Satellite Boulevard
- Shackleford Road
- Steve Reynolds Boulevard
- Sweetwater Road
- Venture Drive

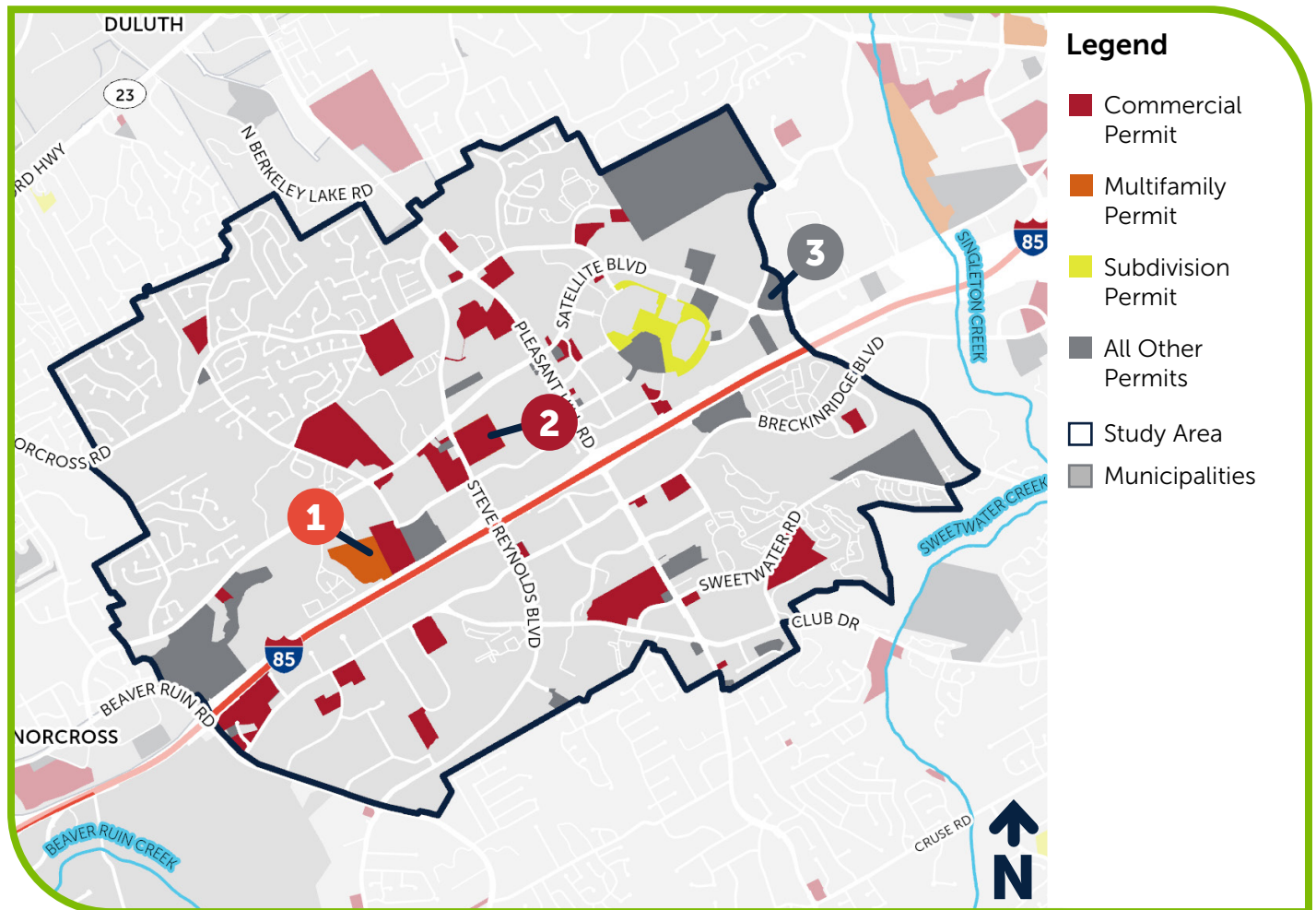
SURFACE TRANSPORTATION PROJECTS



Gwinnett Place Community Improvement District

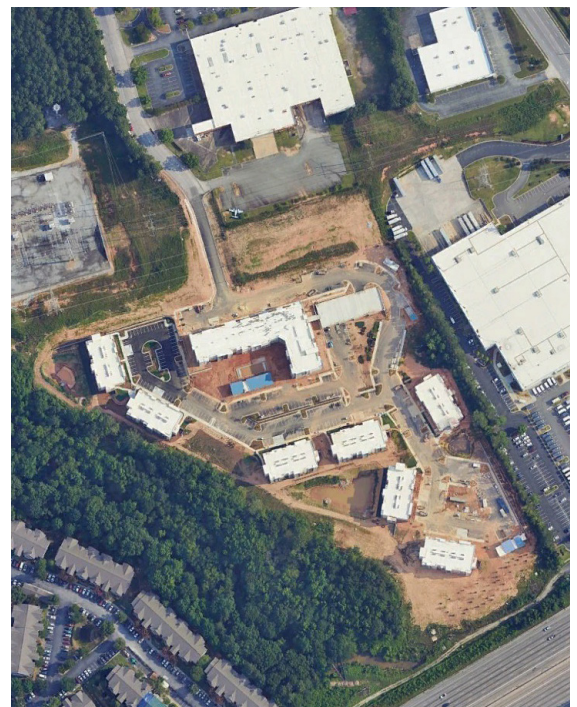
The Gwinnett Place Community Improvement District works to encourage economic development, improve infrastructure, and enhance safety in the vicinity of Gwinnett Place Mall. Its geographic focus area extends from Old Norcross Road and Satellite Boulevard to the north, through Gwinnett Place Mall and along the Pleasant Hill corridor until it reaches Club Drive to the south. The CID is currently coordinating with the County on multiple connectivity projects already covered in this opportunity scan.

PROPOSED DEVELOPMENT



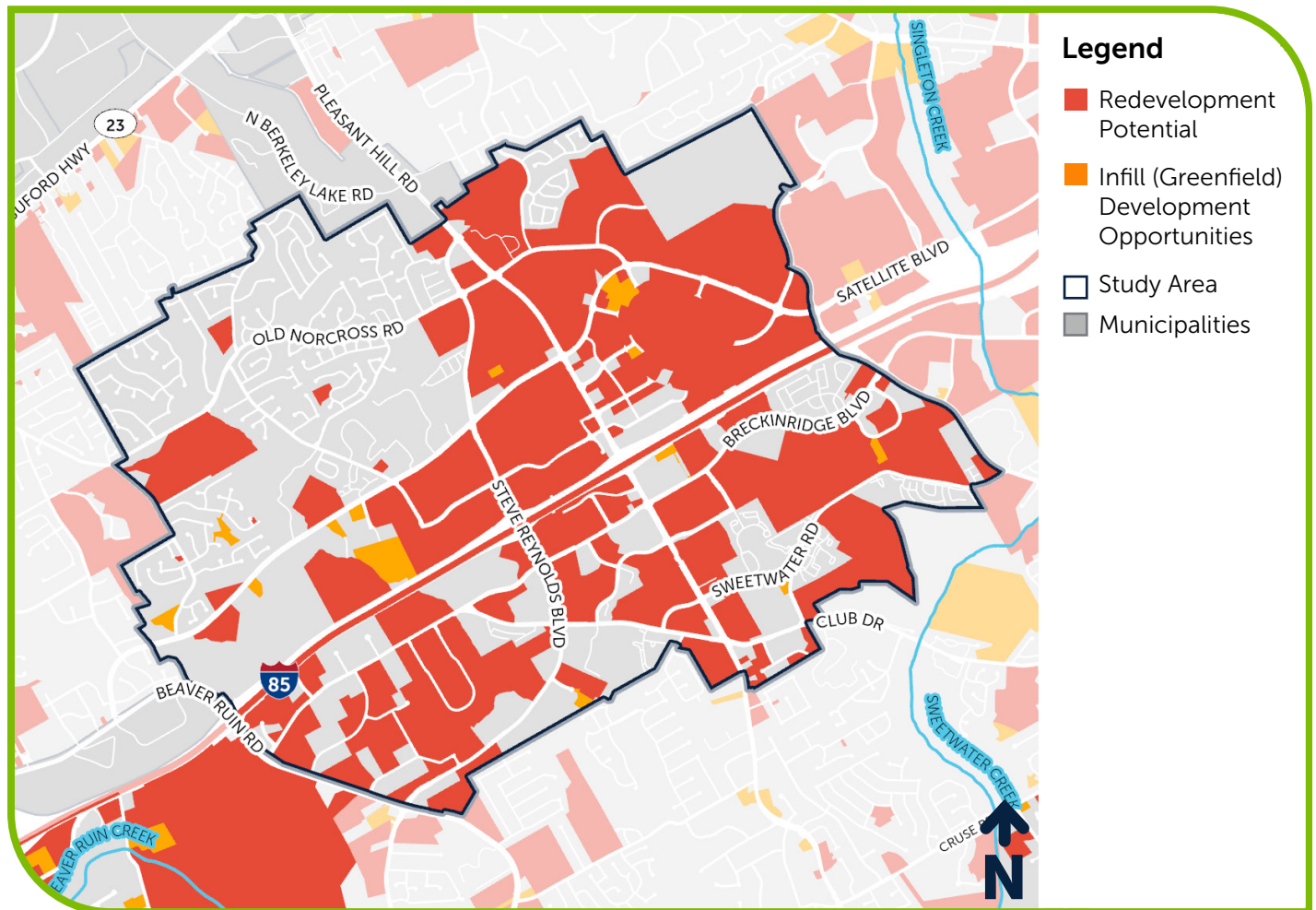
The Venture Drive area had 89 applications for development permits between 2018 - 2023, most of which have been for commercial or mixed-use projects. The following are three significant projects:

- 1 Avonlea Pointe Apartments**
 Construction has begun on this multifamily project, which will add new apartments next to the new Amazon Distribution Center.
- 2 The Rey on Reynolds**
 This mixed-use project added over 280 apartments and 42,000 square feet of retail and office to Venture Drive. Storefronts face Venture Drive and Steve Reynolds Boulevard, with multifamily and office uses behind it.
- 3 Satellite Boulevard Redevelopment**
 This site was originally developed as exclusively office. In 2021, plans were approved for 340 new apartments on a 4.3-acre portion of the site, replacing half of the parking lot with new housing and structured parking.



Construction on Avonlea Pointe Apartments

REDEVELOPMENT POTENTIAL



What qualifies as a redevelopment opportunity?

Parcels marked as redevelopment opportunities 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 one acre in size, or lower land values. Redevelopment opportunities include parcels with existing structures, while greenfield development opportunities are restricted to undeveloped land.

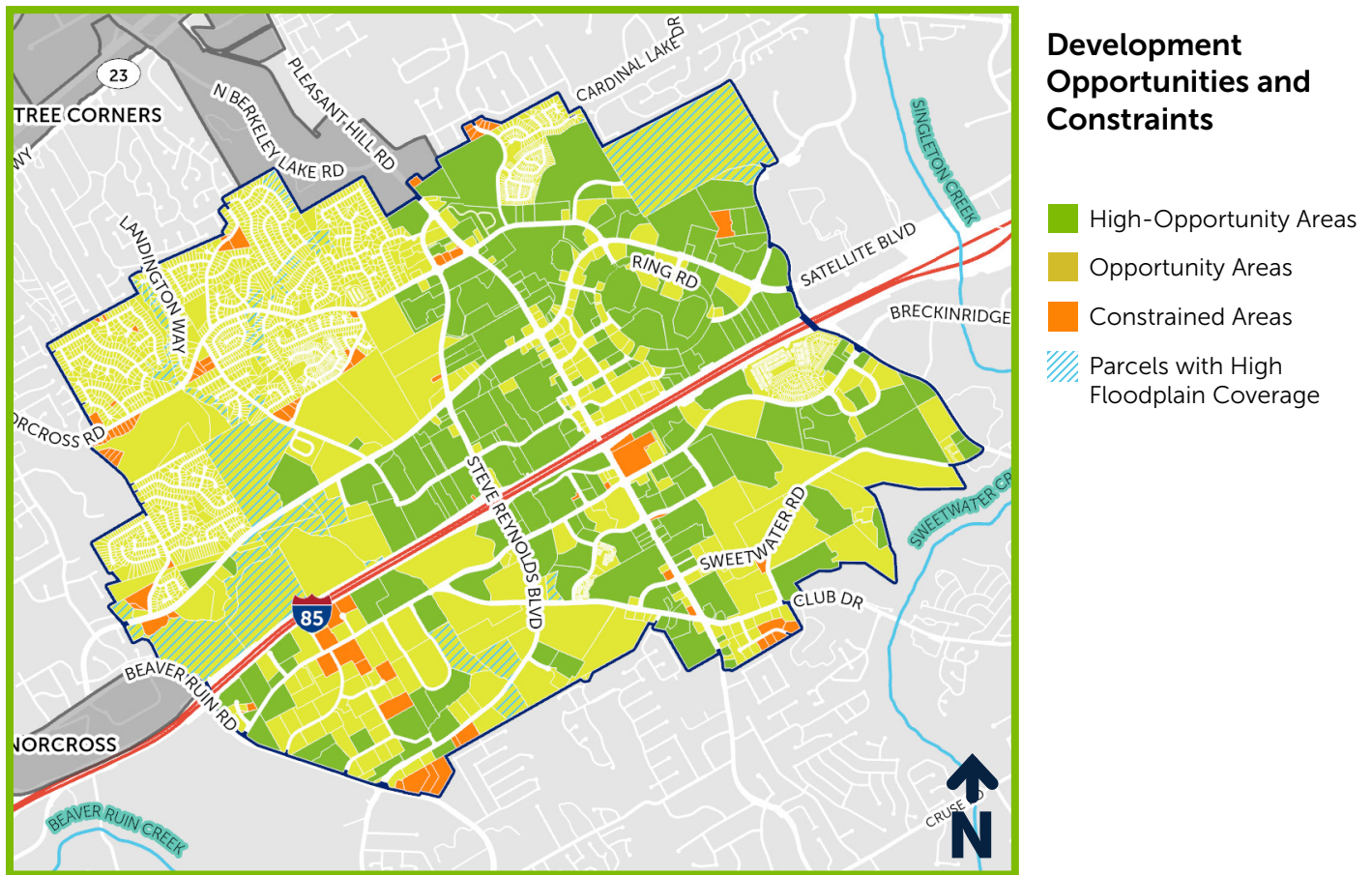
Redevelopment Opportunities

There are many redevelopment opportunities in the Venture Drive area. Gwinnett Place Mall in particular is considered a marquee redevelopment site, which will be transformative for this area. In some areas, such as Mall Corners, there is less immediate pressure to redevelop because of the success of current business. There is also older strip-style development that has been well-maintained despite its age. The high ratio of surface parking to buildings could also offer redevelopment opportunities.

Greenfield and Infill Development Opportunities

Due to its current buildout and constrained building conditions on undeveloped land, opportunities for infill development in Venture Drive are very limited.

The Future of Venture Drive



Existing conditions along Venture Drive and within the larger Urban Corridor surrounding it present more opportunities than challenges for redevelopment. Between the age of existing buildings, the current built form, and future investments in connectivity improvements and high-profile redevelopment projects, the Venture Drive corridor is uniquely situated for redevelopment.

The map above shows a range of development opportunities and constraints within the study area. Several parcels are considered **high-opportunity areas** and are clustered in three major areas: around Gwinnett Place Mall, itself a high-opportunity area; along Venture Drive; and along Pleasant Hill Road south of I-85. Many of these properties consist of older auto-oriented commercial buildings adjacent to large parking lots, thus making them ideal redevelopment candidates. Dense, mixed-use buildings are appropriate for these clusters, given the plans for well-connected transit and trail systems that would allow for pedestrian trips to and from retail, entertainment, employment, and leisure destinations.

Surrounding the high-opportunity areas are **opportunity areas** with similar access to critical infrastructure but less potential to redevelop. These include industrial parcels south of I-85, single-family neighborhoods along Old Norcross Road, and some large multifamily complexes adjacent to Satellite Boulevard built recently enough to limit their redevelopment potential. Single-family neighborhoods identified as opportunity areas are eligible for backyard accessory dwelling units.

OPPORTUNITIES AND CONSTRAINTS CRITERIA

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

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

Notably, several parcels along the east side of Pleasant Hill north of I-85 are considered opportunity areas, indicating they have slightly less potential for redevelopment. These mostly consist of outparcel commercial buildings sitting on smaller lots that would be less supportive of large-scale redevelopment projects, or similarly hard to assemble to create such an opportunity. The map also marks parcels with significant floodplain coverage that does not quite reach over 25% but would still pose challenges for development.

Parcels marked as **constrained areas** do not face significant barriers to redevelopment but also do not benefit from qualities that accelerate redevelopment. In this study area, these mostly consist of single-family and industrial lots not connected to sewer.

The following plan presents redevelopment concepts for the high-opportunity areas along Venture Drive, using recommendations from the 2045 Unified Plan to create a vision for the area.

Small Area Plan

This small area plan applies the 2045 Unified Plan's Daily Community Framework to the Venture Drive study area. Using the existing conditions analysis, planned public investments, and community input, the small area plan provides an opportunity to imagine how redevelopment can improve this area, delivering new housing, retail, employment opportunities, and public amenities to transform Venture Drive and its surroundings into a mixed-use urban corridor.

The Venture Drive Small Area Plan Charrette took place at the Aviation Institute of Maintenance on November 8 and 9 in 2023. The charrette featured active work periods as well as public visitation hours advertised throughout the community and Gwinnett County. The charrette also consisted of 10 stakeholder interviews in which the planning team spoke with local residents, realtors, business owners, leadership from the Gwinnett Place CID, and County staff across key departments. During the charrette, several students and faculty of the Aviation Institute of Maintenance also stopped by to share their thoughts on how redevelopment could enhance the area, providing a unique perspective.

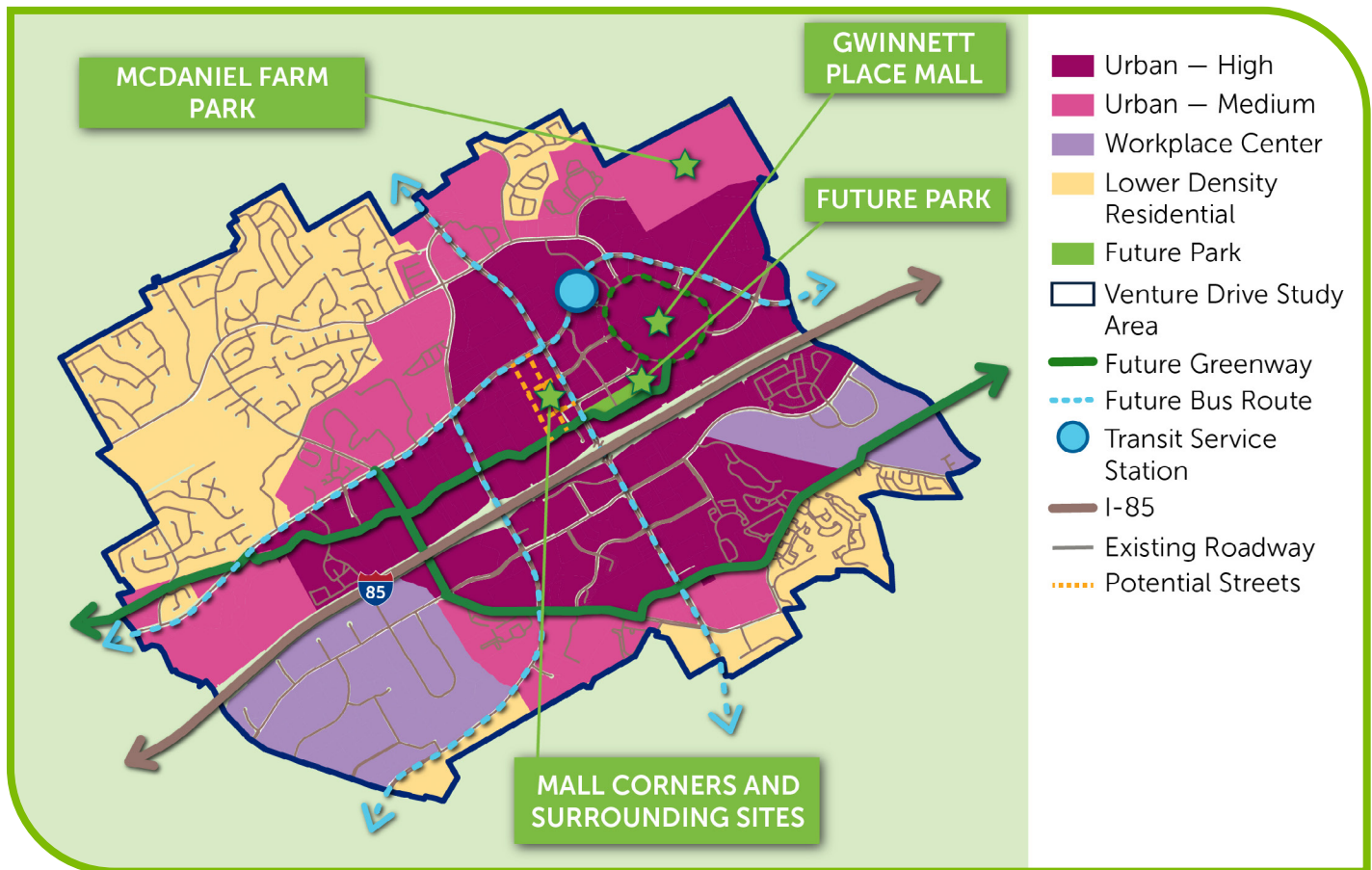
Before the charrette, the planning team prepared a preliminary redevelopment concept for several sites along Venture Drive for public feedback. The design priorities for this concept were:

- 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 walkability
- 4 Expanding pedestrian connections and safety infrastructure
- 5 Adding community gathering spaces throughout the concept

Overall, residents and stakeholders were supportive of the prospect of redevelopment in the area. Many were excited about the ability of redevelopment projects to deliver new amenities, including restaurants, coffee shops, and some civic uses like parks or libraries. One suggestion raised repeatedly to the project team was to consider an additional conference center or other civic space that would be available for minority business associations and cultural groups. Members of these communities also stressed the need to engage in thoughtful redevelopment that allowed for diverse businesses to continue to thrive.

This feedback, along with the Daily Community Framework, provided the foundation for the Venture Drive redevelopment concept. This chapter explores a long range concept in detail and offers suggested action steps for its 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:

Support the Success of the Urban Corridor's Anchors

Gwinnett Place Mall has become the unofficial center of this urbanizing part of Gwinnett. As the County advances its Redevelopment Strategy for the mall site, other redevelopment candidates adjacent to the mall will benefit by aligning their urban form and connectivity frameworks.

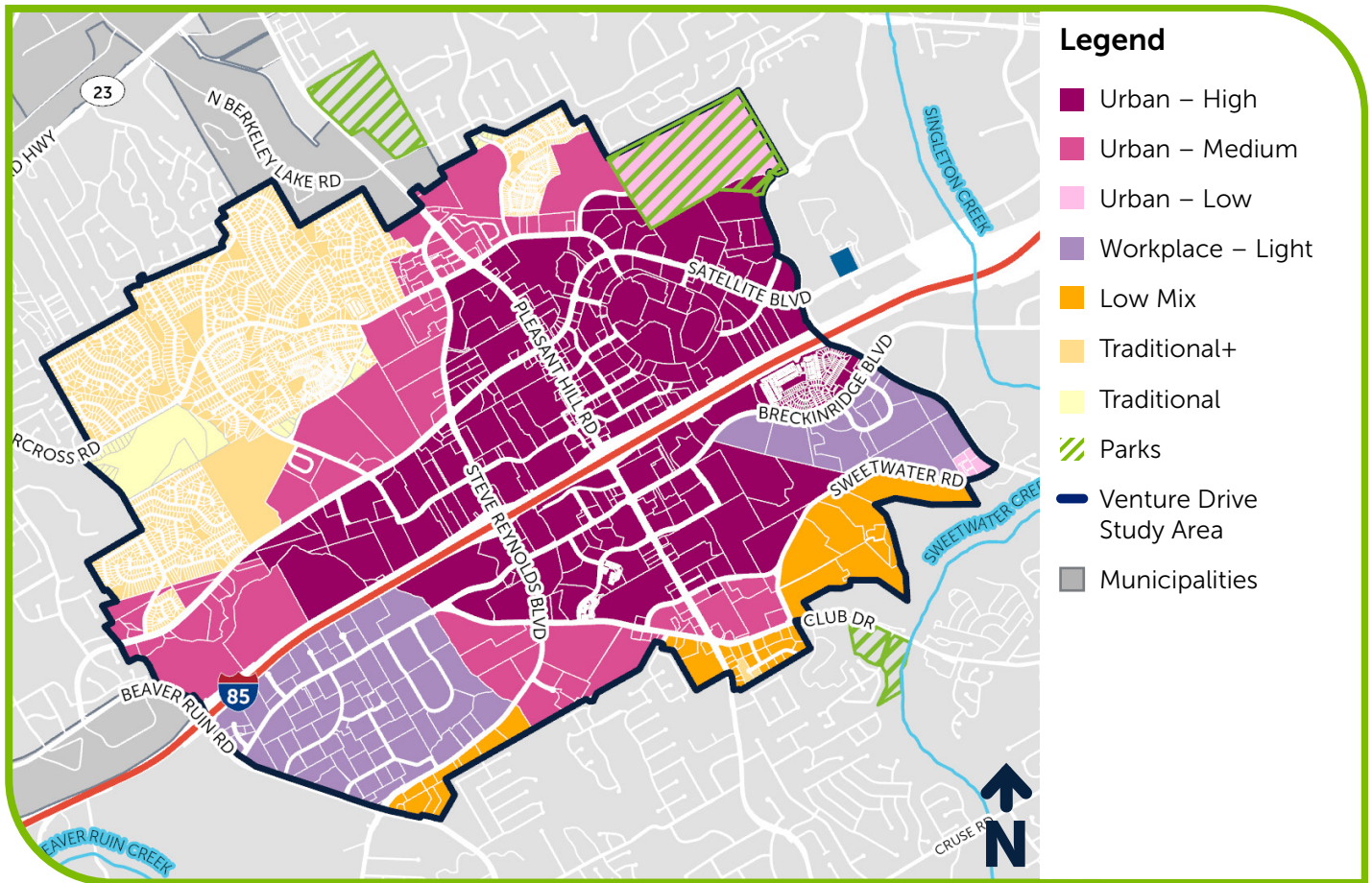
Take Advantage of High-Priority Transit Corridors

Recent plans to expand transit and trail connectivity will bring several new transit lines to the Venture Drive area, forming their own well-connected grid system. Ensuring that redevelopment prioritizes access to transit connections is paramount.

Promote Walkability Throughout

For Venture Drive to become a true mixed-use district, redevelopment must create a safe, pleasant environment for pedestrian trips. While many Gwinnettians will still choose to access this area by car, offering pedestrian amenities will boost this urban corridor's vibrancy and quality of life.

2 FUTURE DEVELOPMENT FRAMEWORK



The Future Development Framework provides recommended design and development guidance for each parcel in Venture Drive.

URBAN AREAS

Given the presence of many major corridors, high redevelopment potential, and future transit access within Venture Drive, 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 high density. Most redevelopment could result in buildings 4 - 10 stories high — though in **Urban – High** areas, building height is only limited by zoning regulations.

WORKPLACE CENTERS

Areas south of I-85, situated farther from the study area's future mixed-use core, are designated as **Workplace – Light**. These areas already feature office parks and light industrial uses. While some redevelopment could occur here, the 2045 Unified Plan recommends focusing on improvements to the public realm, including streetscapes, connectivity, and landscaping.

NEIGHBORHOODS / LEGACY AREAS

Existing neighborhoods, along with large parcels adjacent to those neighborhoods, are considered Legacy Areas. South of I-85, **Low Mix** areas support new missing middle housing such as quadplexes, triplexes, duplexes, townhomes, stacked flats, and some small-scale multifamily. Neighborhoods north of Satellite Boulevard are **Traditional+**, which allows for townhomes, cottage courts, and backyard accessory dwelling units. Some parcels are designated **Traditional** because they lack access to sewer.

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 REDEVELOPMENT CONCEPTS

This redevelopment concept focuses on two main areas of Venture Drive:

West Venture Drive

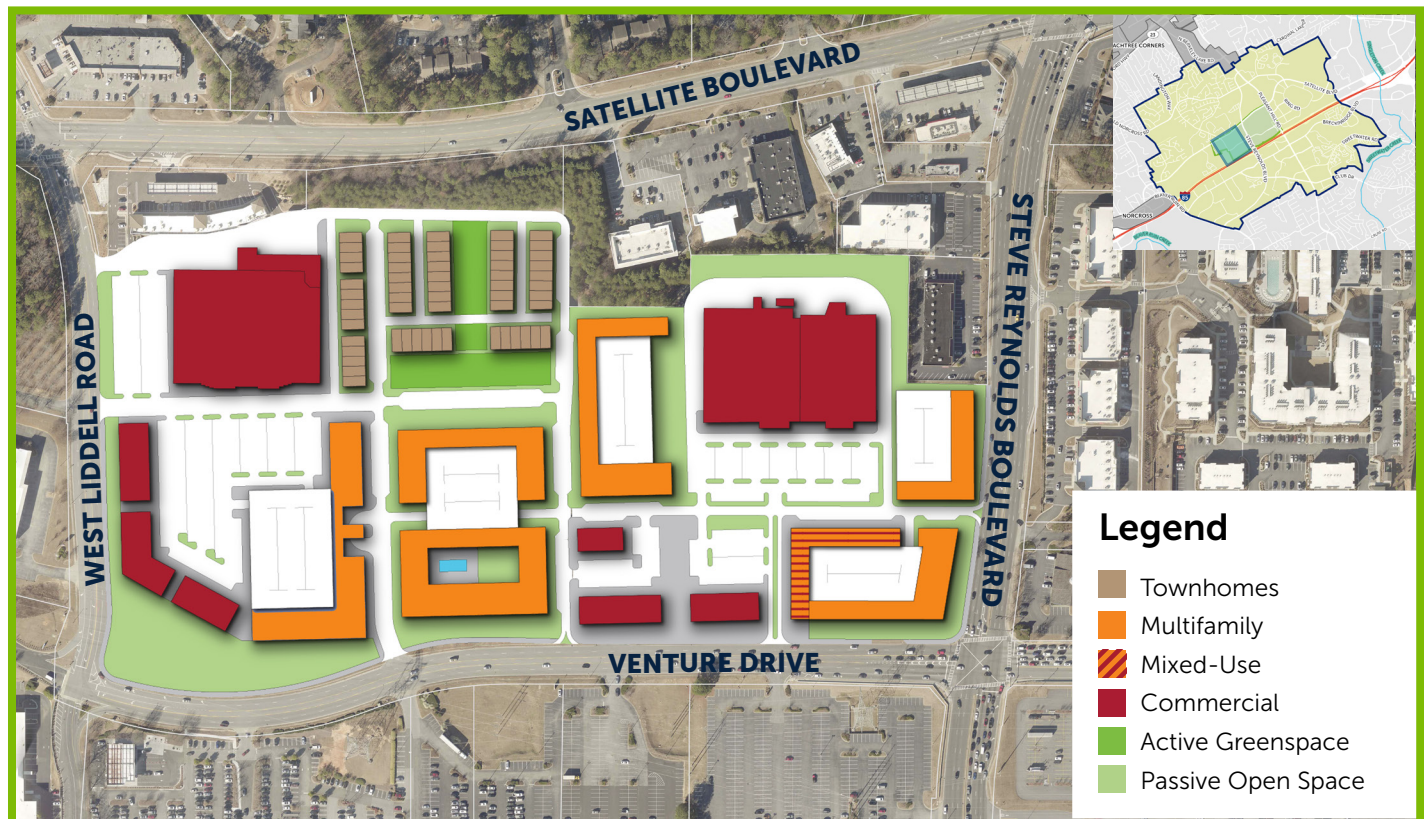
Redevelopment of this area, currently occupied by underperforming big box retail, proposes several multifamily buildings, mixed-use, and townhome communities interspersed between existing retail establishments likely to remain in the near future. A new street in the center supports a grid pattern that would contribute to the urban neighborhood character.

Mall Corners and Santa Fe Mall

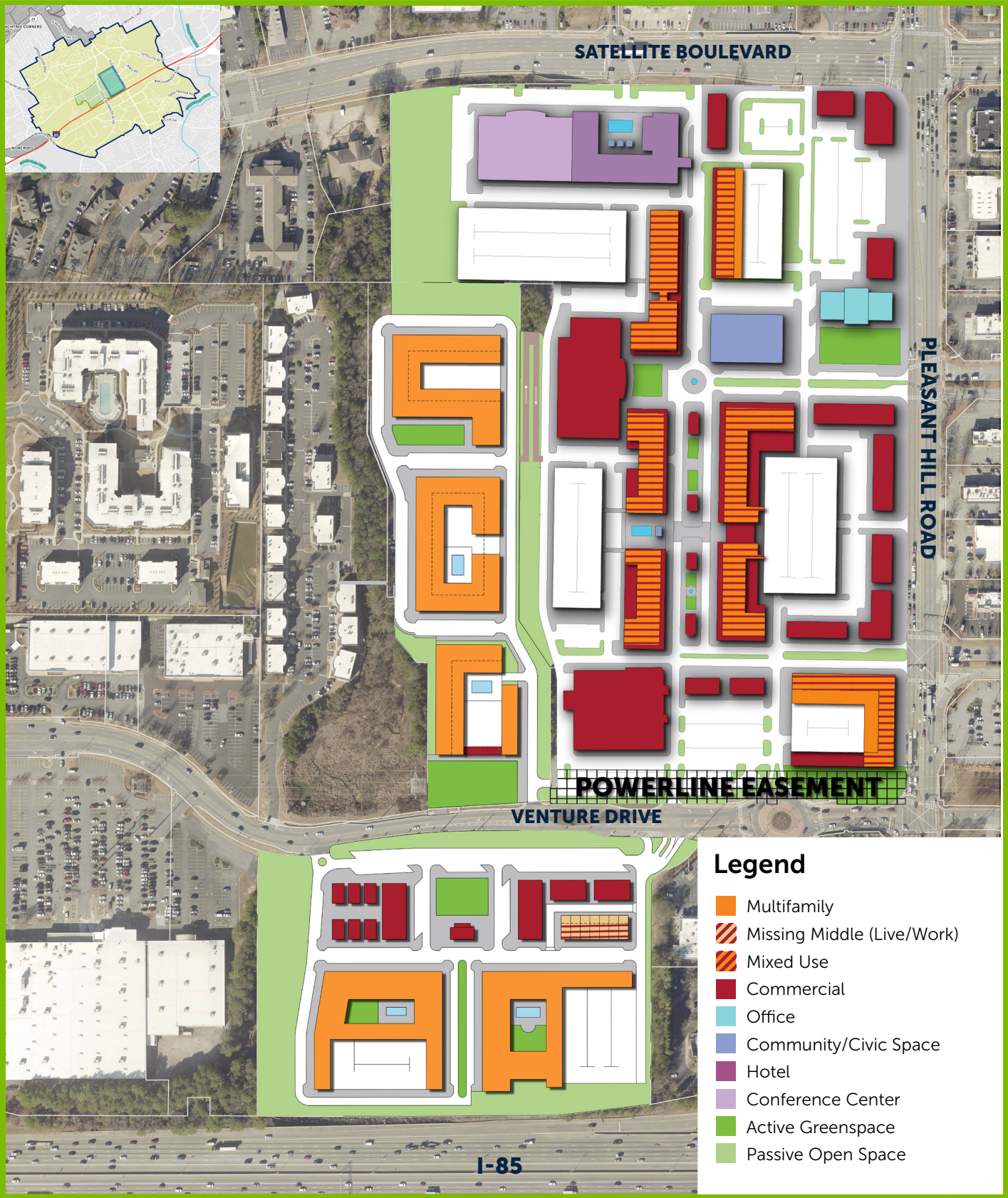
Described by some stakeholders as beachfront property, Mall Corners and Santa Fe Mall are well-positioned to redevelop into dense, mixed-use villages. In this redevelopment concept, new mixed-use buildings are clustered north of Venture Drive, connected by a grid of boulevards and side streets. One of these streets extends Mall Boulevard, ending in a roundabout with public plazas to the west and south. Satellite Boulevard's planned future transit lines offer easy access from beyond the site to new retail and a proposed hotel and conference center.

South of Venture Drive, the old Santa Fe Mall building is replaced with a retrofitted street grid that makes room for additional multifamily buildings, outparcel retail, and a central plaza.

West Venture Drive



Mall Corners and Santa Fe Mall



3 REDEVELOPMENT CONCEPTS

These concepts offers a redevelopment vision for Venture Drive, Mall Corners, and Santa Fe Mall. It is important to note that these redevelopment targets are complementary of efforts to revitalize Gwinnett Place Mall, which is projected to bring thousands of housing units and additional nonresidential square feet to this corridor.

Redevelopment Targets

461,000 square feet of commercial space after redevelopment

108,000 square feet of office space after redevelopment

75,000 square feet of civic and convention space

4.5 acres of new parks and open space

2,419 new housing units, including:

2,354 multifamily units

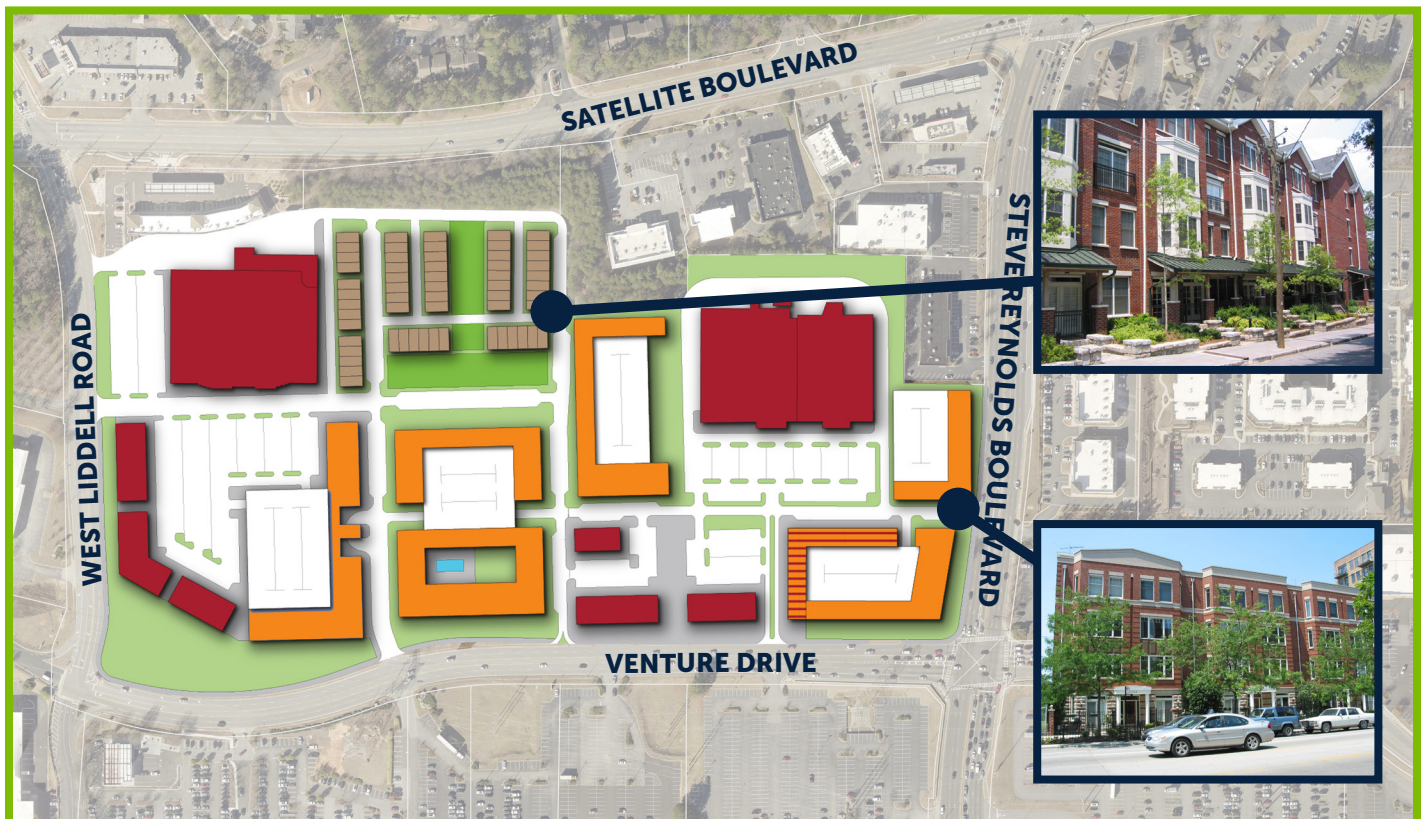
58 townhomes

7 missing middle units*

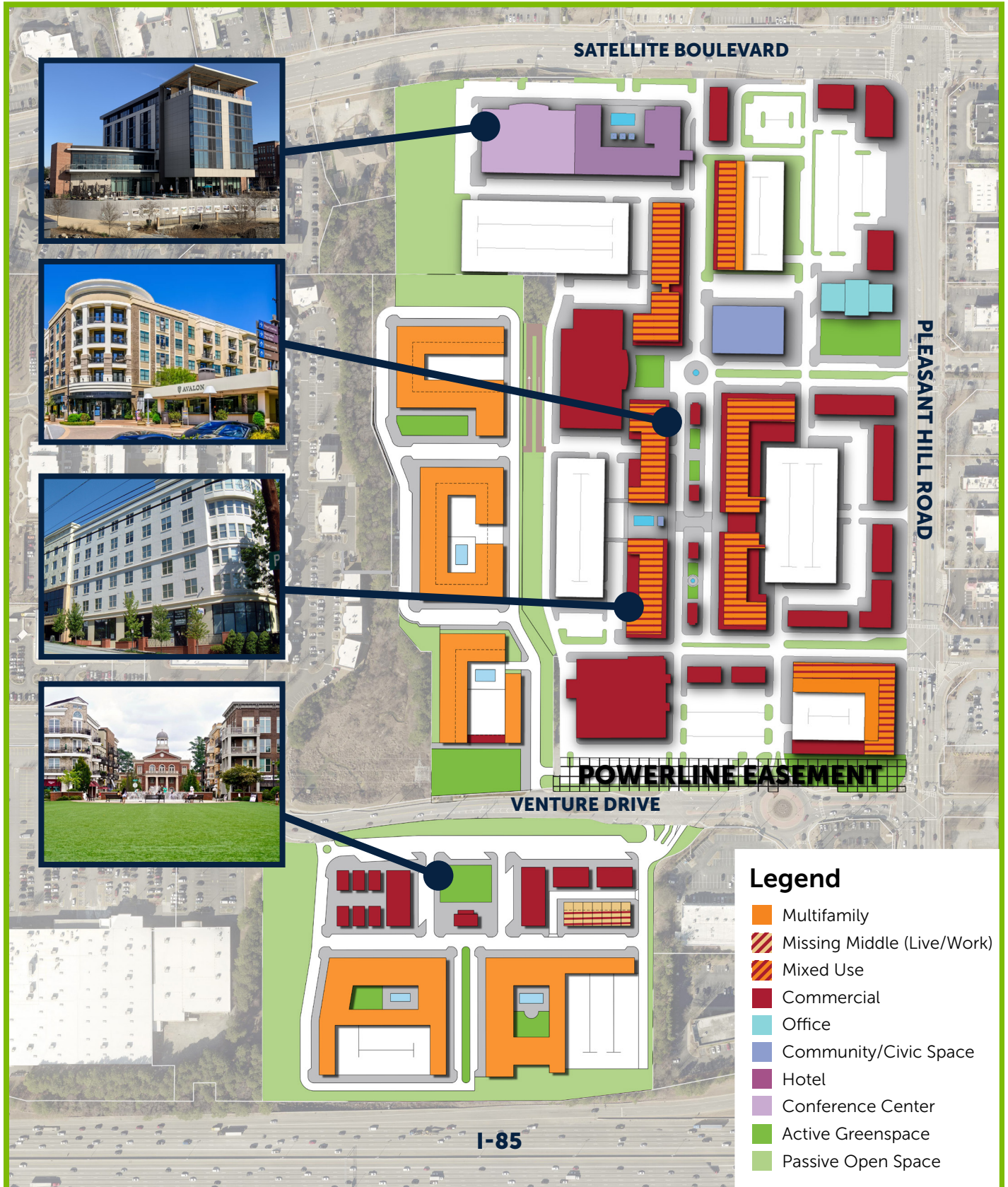
500 hotel rooms

*Missing middle housing includes quadplexes, triplexes, duplexes, small-footprint single-family cottages, and residential above retail also known as live/work.

West Venture Drive



Mall Corners and Santa Fe Mall



4

MALL CORNERS DESIGN CONCEPT



Legend

- Multifamily
- Commercial
- Mixed Use
- Office
- Civic Space
- Hotel
- Conference Center
- Green Space

A True Urban Core

The redevelopment concept for Mall Corners proposes a full-scale shift from an auto-oriented suburban shopping plaza to an urban mixed-use village. While some anchor commercial remains, the majority of the existing structures reorient themselves to create a more walkable neighborhood. New commercial buildings directly front Pleasant Hill Road, with mixed-use buildings facing inward to the center of the neighborhood. Two green spaces — one at the entrance and one at the redevelopment area's center — provide recreation opportunities and gathering spaces for residents and visitors.

Entrance to Mall Corners Now



The entrance to Mall Corners resembles many Gwinnett shopping centers: roads designed for cars, flanked by narrow grassy medians, opening to a sprawling parking lot.

After Redevelopment



Streets can become friendlier to all modes of transportation and provide a pleasant gateway into an urban neighborhood, filled with aesthetically pleasing mixed-use buildings and additional amenities.

5 INCREMENTAL REDEVELOPMENT

These redevelopment concepts present a holistic, long-term vision for how Venture Drive 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.

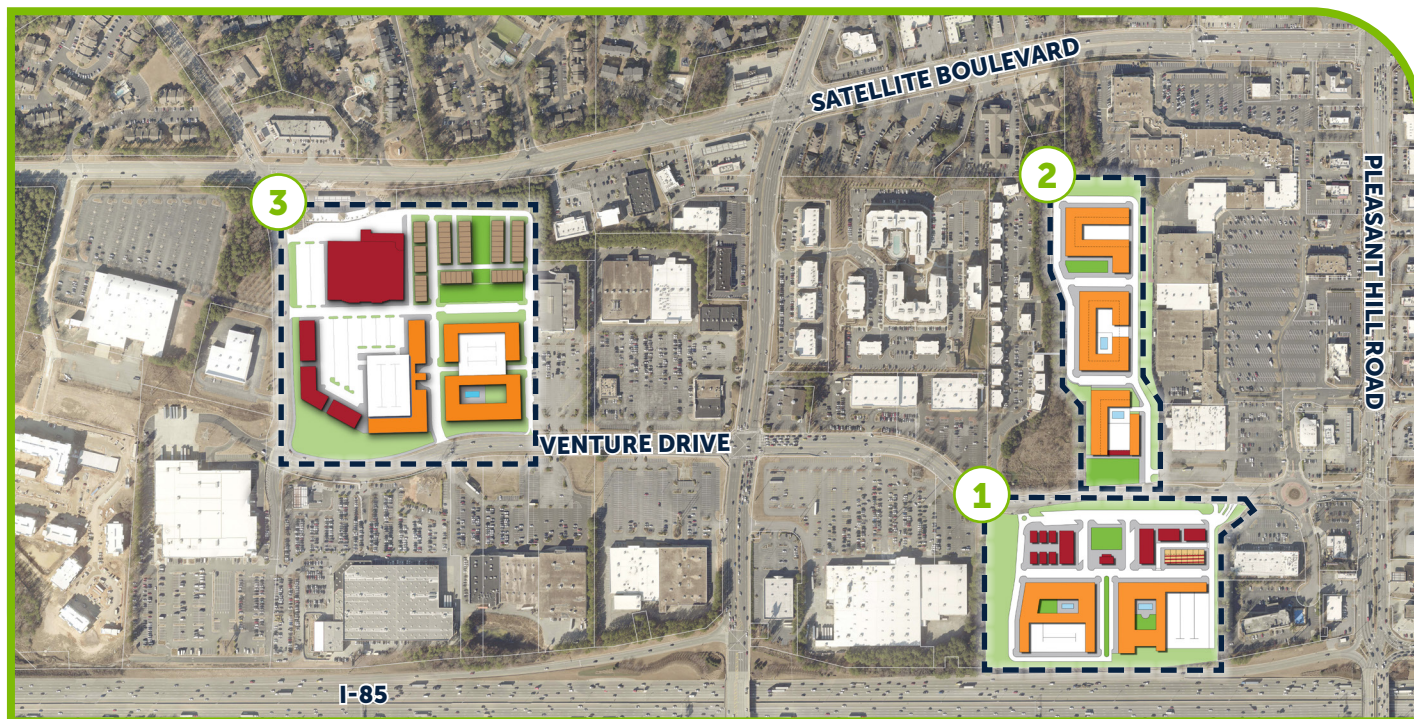
Incremental redevelopment involves many moving parts, making it difficult to predict which pieces of these concepts will advance first. However, certain projects present more immediate opportunities than others — including projects currently in motion, those with the lowest barriers to redevelopment, 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 continuing to invest in public infrastructure around Gwinnett Place Mall.

Infrastructure Investments

- There is significant investment across Pleasant Hill Road around the redevelopment of Gwinnett Place Mall. Beyond the mall site itself, the County has advanced plans for a stormwater pond and other connectivity improvements for this area. For the Venture Drive study area, the most important infrastructure investment would be to make sure these plans are aligned with the Venture Drive trail.
- In parallel to these processes, the County should continue with finalizing design and acquiring easements and permits for the planned stormwater pond and associated perimeter trails south of Mall Boulevard (across Pleasant Hill Road).
- Finally, given its importance for proposed redevelopment throughout the corridor, the planned Bus Rapid Transit route along Satellite Boulevard should begin to move forward.

West Venture Drive, Mall Corners, and Santa Fe Mall



Private Redevelopment

- 1** Although the bulk of the proposed Mall Corners redevelopment may take longer to gain momentum, redevelopment could begin through new vertical multifamily projects behind the existing shopping center. These properties have access to Venture Drive, but could also be connected to Mall Corners by a pedestrian ramp along the eastern side of the property.
- 2** Santa Fe Mall could be reconfigured into a pocket multifamily neighborhood, anchored by appealing retail and public space amenities.
- 3** The underutilized shopping center in the western portion of the study area offers an opportunity to add a mixed neighborhood with multifamily, new liner retail, office, and townhomes. While some existing anchor stores would likely remain, other vacant big box commercial space is a good candidate for redevelopment.

Legend

	Missing Middle (Live/Work)		Commercial
	Townhomes		Active Greenspace
	Multifamily		Passive Open Space
	Mixed Use		

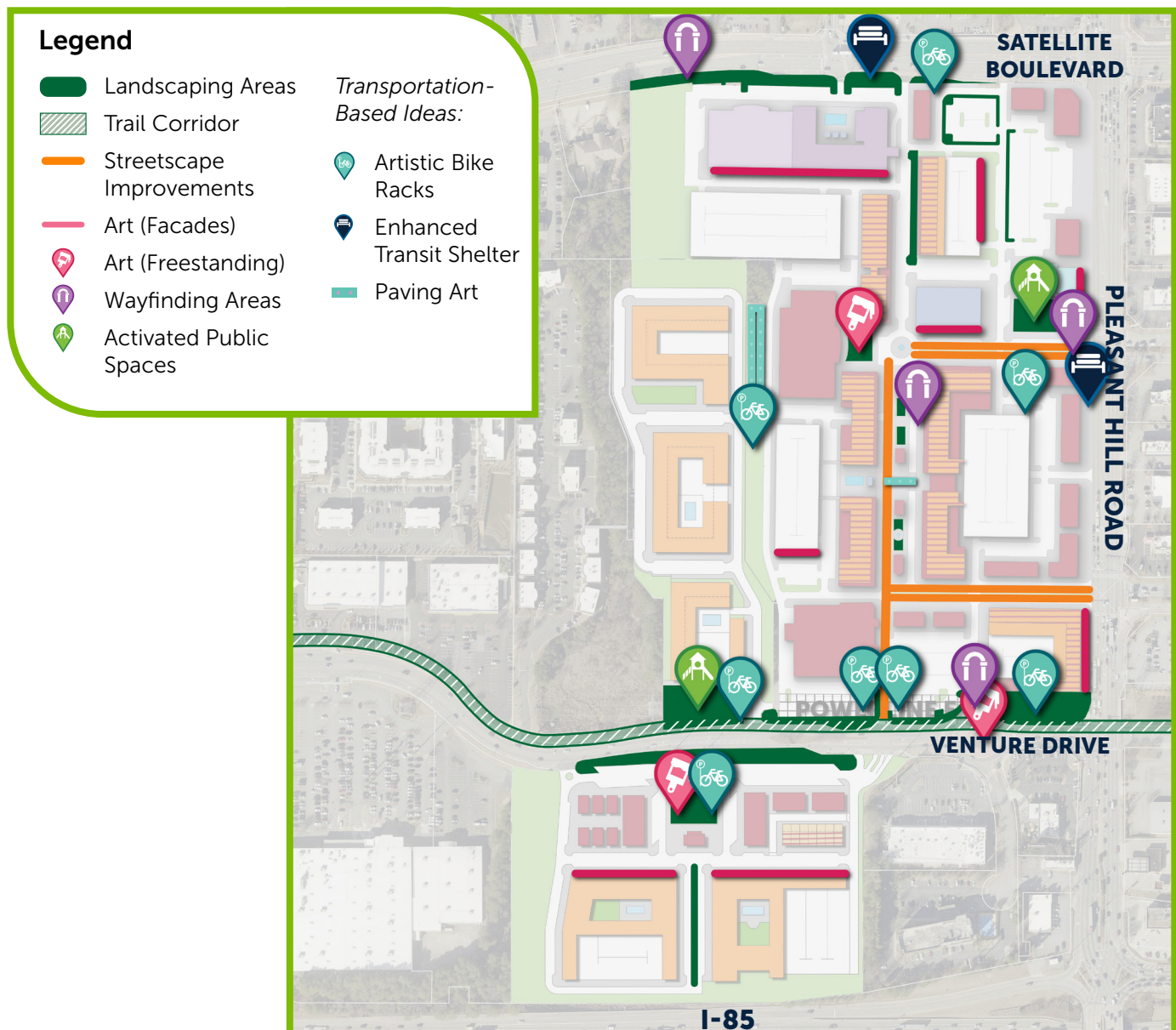
6 COMMUNITY PLACEMAKING

While private redevelopment is critical for revitalization, other investments in the public realm can enhance Venture Drive's character. These investments are known as **placemaking** (see sidebar). To support placemaking projects, the County can provide funding and education, incorporate placemaking into capital improvement projects, and require placemaking within new development. The map below shows potential projects for the Venture Drive study area. These ideas can provide inspiration for community-led placemaking as this plan is implemented.

Placemaking (n.):

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

Placemaking Opportunities



Mall Corners Now



Although redevelopment is a convenient time to add placemaking touches, some can be installed beforehand as well.

Mall Corners After Placemaking



Temporary aesthetic features, such as overhead lights, freestanding art, and a painted crosswalk could enhance Mall Corners. Landscaping improvements like native plantings could also be added while waiting for redevelopment proposals to break ground.

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. The planned Venture Drive side path trail, which runs adjacent to the powerline easement south of Mall Corners, offers an opportunity for native plantings and environmental art. Additional landscaping in Mall Corners' medians would further enhance the area.



Native Plantings



Landscaped Medians



Environmental Art

Streetscapes

Streetscaping creates comfortable environments for people along roadways. As pictured in the rendering (pg. 36), atmospheric lights could add charm to Venture Drive's redeveloped streetscapes, as could walkway surfaces and markings. Along major corridors, banners are a low-cost placemaking element that would help establish Venture Drive's identity for visitors just passing through.



Atmospheric Lights



Banners



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. Gateway signage on Pleasant Hill Road and directional signage at regular intervals within the redevelopment would help with navigation.



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. Redevelopment would provide many new facades for murals, and the pedestrian-oriented environment of the redevelopment could be enhanced by interactive installations and digital art.



Murals



Digital Art



Interactive Installations

Activated Public Spaces

Unique play structures make public spaces memorable for both youth and adults. Though there are very few natural greenspaces in this area, redevelopment in Mall Corners opens opportunities for miniature playgrounds, climbable art, and interactive water features.



Art-Based Playgrounds



Interactive Water Features

— Transportation-Based

Some of the subtler forms of placemaking are integrated with transportation infrastructure, such as transit shelters, bike racks, or pedestrian walkways. The high number of transportation improvements on the horizon would provide synergy with placemaking efforts.



Transit Shelters



Bike Racks



Paving Art

APPLYING THE 2045 UNIFIED PLAN GOALS

This small area plan shows how redevelopment can enhance Venture Drive, using the framework proposed within the 2045 Unified Plan. It is also designed to apply the broader policy goals across the Unified Plan's six elements. The tables below describe how each goal is advanced.



LAND USE

Goal	Small Area Plan Approach
Expand options for creative redevelopment	<ul style="list-style-type: none"> Plentiful new housing, retail, civic, and hospitality uses added Connectivity improved through new street grid, creating pedestrian zone between future transit and trail corridors
Strengthen administrative controls of development decisions	<ul style="list-style-type: none"> Quality development governed by Venture Drive Overlay Zoning District
Maintain high quality of life through investments in community centers	<ul style="list-style-type: none"> Two central plazas added to provide gathering spaces for residents and visitors Pedestrian safety increased through new, narrow streets
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 thanks to focused density close to jobs and services Sensitive environmental features in Venture Drive corridor protected from redevelopment



HOUSING

Goal	Small Area Plan Approach
Streamline housing development	<ul style="list-style-type: none"> Quality development governed by planned Venture Drive Overlay Zoning District
Ensuring housing affordability	<ul style="list-style-type: none"> 2,270 units added, bringing housing close to existing and future services Smaller housing units proposed for walkability, affordability
Advocate for housing choices	<ul style="list-style-type: none"> Multifamily buildings proposed to account for Gwinnett's shortfall in this area Additional choices made available through townhome 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 Re-orientation of commercial to improve pedestrian experience
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">Higher-intensity development aligned with access to sewerExplore 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 in redevelopment designs
Reduce impervious surfaces	<ul style="list-style-type: none">Retrofitting existing parking lots with landscaping and stormwater best management practices
Foster green infrastructure	<ul style="list-style-type: none">Candidate locations for green infrastructure provided through passive greenspaces and other shared stormwater solutions



TRANSPORTATION

Goal	Small Area Plan Approach
Increase active transportation options	<ul style="list-style-type: none">Redevelopment aligned with several future transit lines along Satellite Boulevard and Pleasant Hill RoadRedevelopment aligned with future trail corridor on Venture Drive
Ensure private and public projects enable mobility for all	<ul style="list-style-type: none">Pedestrian improvements prioritized through streetscape design and neighborhood orientation
Continue countermeasures to reduce speeding and accidents	<ul style="list-style-type: none">Re-orientation of commercial buildings to reduce conflict pointsRoad widths narrowed to reduce speeds
Improve transit to compete with private vehicle trips	<ul style="list-style-type: none">Future Bus Rapid Transit plans along Satellite BoulevardAdditional transit services throughout study area
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 community resources provided through public space provision and streetscape improvementsAccess to resources in other Daily Communities provided through transit
Infuse communities with context-appropriate greenspace	<ul style="list-style-type: none">New public spaces added throughout redevelopment concepts
Strengthen Daily Community identities through arts and culture	<ul style="list-style-type: none">Greater placemaking proposed through redevelopment to account for diverse business mix
Develop the built environment to increase health and wellness	<ul style="list-style-type: none">New public spaces added along future Venture Drive Trail corridor

Implementation

This small area plan represents a vision, supported by community stakeholders, for how Venture Drive 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 Venture Drive 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 and would also spur small businesses and larger companies to consider Venture Drive 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 Venture Drive to realize its potential as an Urban Corridor, the County must actively lead 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 General Operating Budget for the County, 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	\$\$\$\$
Community Development Block Grants	Redevelopment; housing	Grant	Federal program	\$\$\$\$
Reconnecting Communities and Neighborhoods	Transportation	Grant	Federal 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 Venture Drive 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
Empower community-based organizations (CBOs) for the Daily Communities within the study area to encourage collaboration on redevelopment projects	P&D	Latin American Association, AAPI Business Community, other community groups
Work with the Gwinnett Place CID on landscaping and other beautification projects	DoCS	P&D, Gwinnett Place 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
COMMUNITY RESOURCES		
● Finalize design of Gwinnett Place stormwater pond improvements and associated perimeter trails	DWR	P&D, DPR, GCDOT
● Acquire easements and permits for construction of the stormwater pond improvements projects	DWR	P&D, DPR, GCDOT
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

3 INFRASTRUCTURE CAPACITY

PROJECT OR INITIATIVE	LEAD	PARTNERS
TRANSPORTATION (CONTINUED)		
● Purchase right-of-way for Venture Drive Trail and begin outreach and conceptual design phases	GCDOT, DPR	P&D, GDOT
● Revisit Mall Blvd pedestrian bridge concept and evaluate alternative connectivity design to incorporate Venture Drive redevelopment plan, Satellite Blvd BRT, and other multi-modal plans in the area	GCDOT	P&D, DPR
● Begin implementing Satellite Boulevard to Jimmy Carter Boulevard BRT Study	GCDOT	P&D
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
● Evaluate policy, including fee structure and maintenance responsibilities, for shared stormwater management for redevelopment sites	P&D	DWR
● 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
Continue implementing the Gwinnett Place Mall Revitalization Strategy	P&D	Gwinnett Place CID, 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

TIER 2

General

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

Zoning Recommendations

- Continue monitoring performance of UDO and Venture Drive 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
- Evaluate options to upgrade the existing 36-inch sewer main under I-85 west of Steve Reynolds Boulevard to support build-out vision for southwest Venture Drive Study Area
- Complete design and begin construction of Venture Drive Trail

- Implement opportunities for community supported transportation outlined in Transit Development Plan (accessible via the County’s website)
- Begin outreach and design for additional trails (West Liddell Connector, Bromolow Greenway, ACTivate Multimodal Path)
- Update Infrastructure Development Plan every 5 years based on development and market conditions

Private Redevelopment

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

