

Equitable Redevelopment
Plan Summary
Gwinnett Place Mall



Table of Contents

Background	2
Developing the Plan	3
What is the Equitable Redevelopment Plan?.....	3
Who informed this plan?	3
Emerging Themes & Strategies	4
Emerging Themes for redevelopment	4
Project Influence Area.....	4
Strategies to Reclaim Gwinnett Place Mall	5
What's next	6
Advisory Group	6
Next Steps.....	6

Background

The future of Gwinnett Place Mall

Gwinnett Place Mall opened its doors during a period of rapid growth in Gwinnett, and many long-time residents have fond memories of the mall. Unfortunately, the mall did not withstand economic and consumer shifts and today sits mostly vacant at the heart of an area known across the country for its rich diversity and vibrancy. Imagine the redeveloped mall site as an exciting new place that provides homes for Gwinnett families, jobs that pay a living wage, new open spaces that attract constant activity, and a hub for Gwinnett residents to strengthen social ties. This vision, spearheaded by Gwinnett County Government and expanded by the active participation of communities around the mall site, imagines that the future of the Gwinnett Place Mall site is one that centers equity and supports a thriving, unique regional destination that is accessible and welcoming for all.

The opportunity to Reclaim Gwinnett Place Mall



Gwinnett County purchased most of the mall site in April 2021 to reinvigorate the area and transform it into an asset for the communities around it. The County's investment in the mall is a unique opportunity to reclaim this space through an engagement process that began with hearing the voices of surrounding residents and businesses. Through this redevelopment process, the County will take a different approach to economic development that reflects the unique character of the residents and businesses in the Gwinnett Place Area.

Developing the Plan

What is the Equitable Redevelopment Plan?

The Equitable Redevelopment Plan will set the parameters for the mall site's redevelopment, looking at both the composition and programming of the mall site, as well as the effects on the communities surrounding the mall site. The ERP will directly inform detailed plans for the Gwinnett Place Mall site, guide the County in selecting the development team, and identify broader countywide policies to ensure surrounding communities benefit from a County-led development. By adopting the ERP, the County will define guidelines to guarantee that the benefits from redeveloping the mall site will uplift all Gwinnett residents, ensure their participation in the planning process, pair economic opportunity with inclusivity, and identify and mitigate potential risks for vulnerable communities around the site.

Who informed this plan?

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Emerging Themes & Strategies

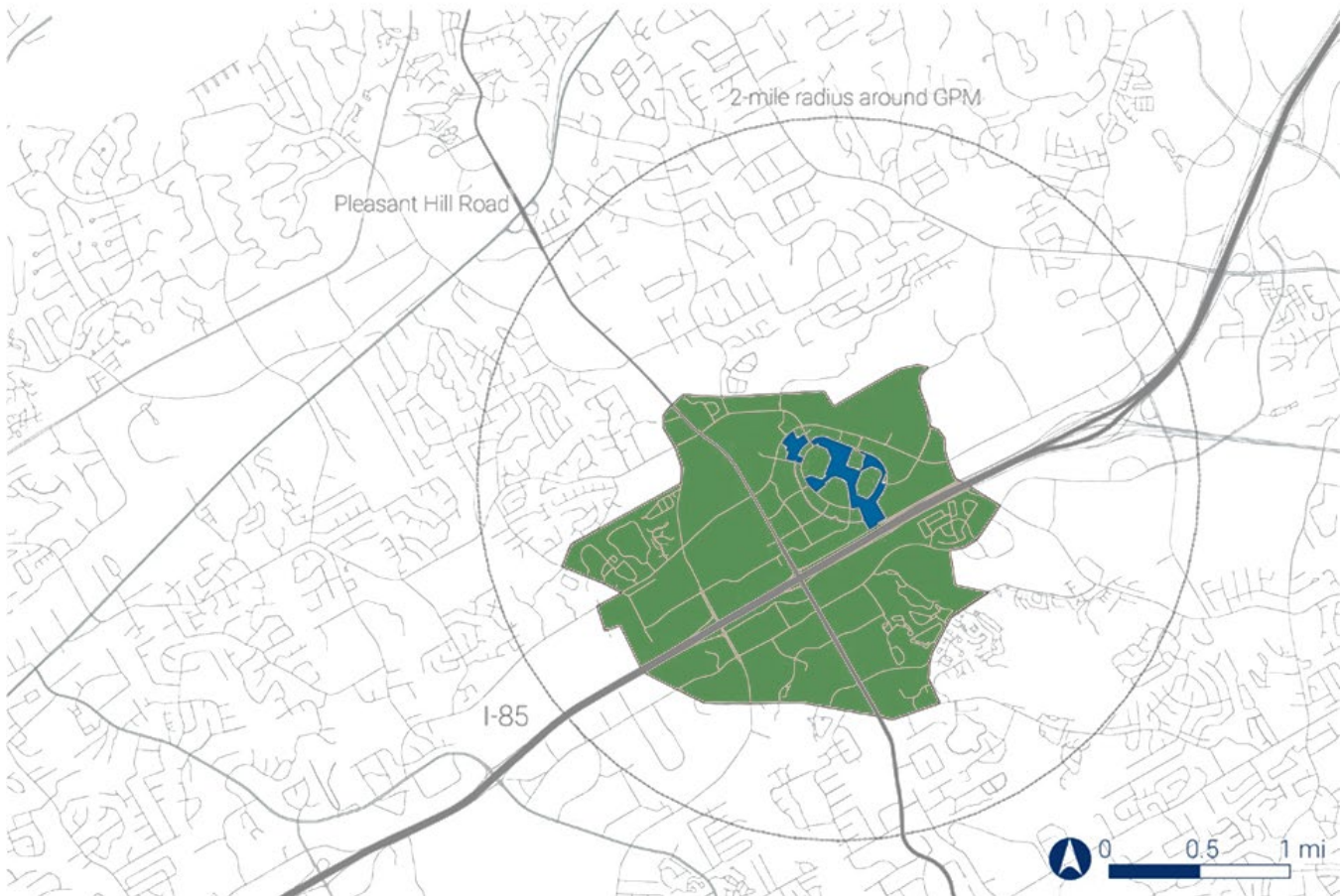
Emerging Themes for redevelopment

Gwinnett residents identified five major themes to be prioritized in the redevelopment: **housing**, both to create new units to accommodate future growth and to ensure that current residents can remain in the Gwinnett Place area; opportunities for existing and new **small businesses** to expand and thrive; generate **jobs near the mall area** that enable workers to support themselves and their families; transform the mall site into a vibrant **cultural destination** for the County; and expand **neighborhood services** to support the County's growth and diversity.

Project Influence Area

The blue included in the map below indicates the County-owned properties on the mall site. The green surrounding the blue indicates the area of influence that could be directly impacted by development at the mall site.

-  Gwinnett Place Mall Regional Activity Center
-  County-owned properties in the mall site



Strategies to Reclaim Gwinnett Place Mall

The Equitable Redevelopment Plan for Gwinnett Place Mall recommends 16 strategies to center equity in the site’s redevelopment across three geographic scales: **(1) the mall site**, **(2) a larger project area that includes the site’s neighboring communities**, and **(3) Gwinnett County as a whole**.

Strategies for the Gwinnett Place Mall site	
Housing	1. Build affordable housing on the redeveloped mall site.
Neighborhood Services	2. Provide neighborhood services on the redeveloped mall site.
Small Businesses	3. Encourage the incubation and growth of small business in the redeveloped mall site.
	4. Create a resource hub in the redeveloped mall site.
Jobs	5. Incentivize developers to hire locally and prioritize contracting with local small businesses and residents of color.
	6. Attract employers who will provide living wages.
	7. Provide workforce development programs in the redeveloped mall site.
Cultural Activity Center	8. Create spaces for celebrating Gwinnett’s diversity.
	9. Create well-designed greenspace.
	10. Invest in transit connectivity within and around the redeveloped mall site.
Strategies for the Gwinnett Place Mall Area of Influence	
Small Businesses	1. Launch a small business loan program in partnership with and administered by a Community Development Financial Institution.
Countywide Strategies	
Housing	1. Create an Affordable Housing Trust Fund to prevent indirect displacement of residents.
	2. Develop zoning tools to incentivize affordable housing production.
	3. Develop programming and legislation that support Gwinnett residents to build wealth through homeownership.
Small Businesses	4. Complete the upcoming Disparity Study and update ordinances as appropriate.
Cultural Activity Center	5. Invest in transit connectivity to the redeveloped mall site.

What's next

Advisory Group

To open new channels of community participation, the County will create an Advisory Group that continues the work of the Community Partner Advisory Board to center community voice in the redevelopment. The Advisory Group will inform planning, design, and construction on the mall site, as well as monitor the redevelopment process and the impact on surrounding neighborhoods.

Next Steps

With the ERP in place, County leadership will continue its collaboration with the Gwinnett Place Community Improvement District around their Livable Centers Initiative study. Both the Equitable Redevelopment Plan and the LCI study will set the table for conversations with the adjacent property owners on the mall site. Then, the County will prepare a Request for Information and invite developer teams to be evaluated and determine the best teams to submit proposals for the full redevelopment process. To stay involved in the process and see the detailed plan, analysis, and strategies, please visit [GwinnettPlaceMallEquity.com](https://www.gwinnettplacemallequity.com).