



Chapter 2

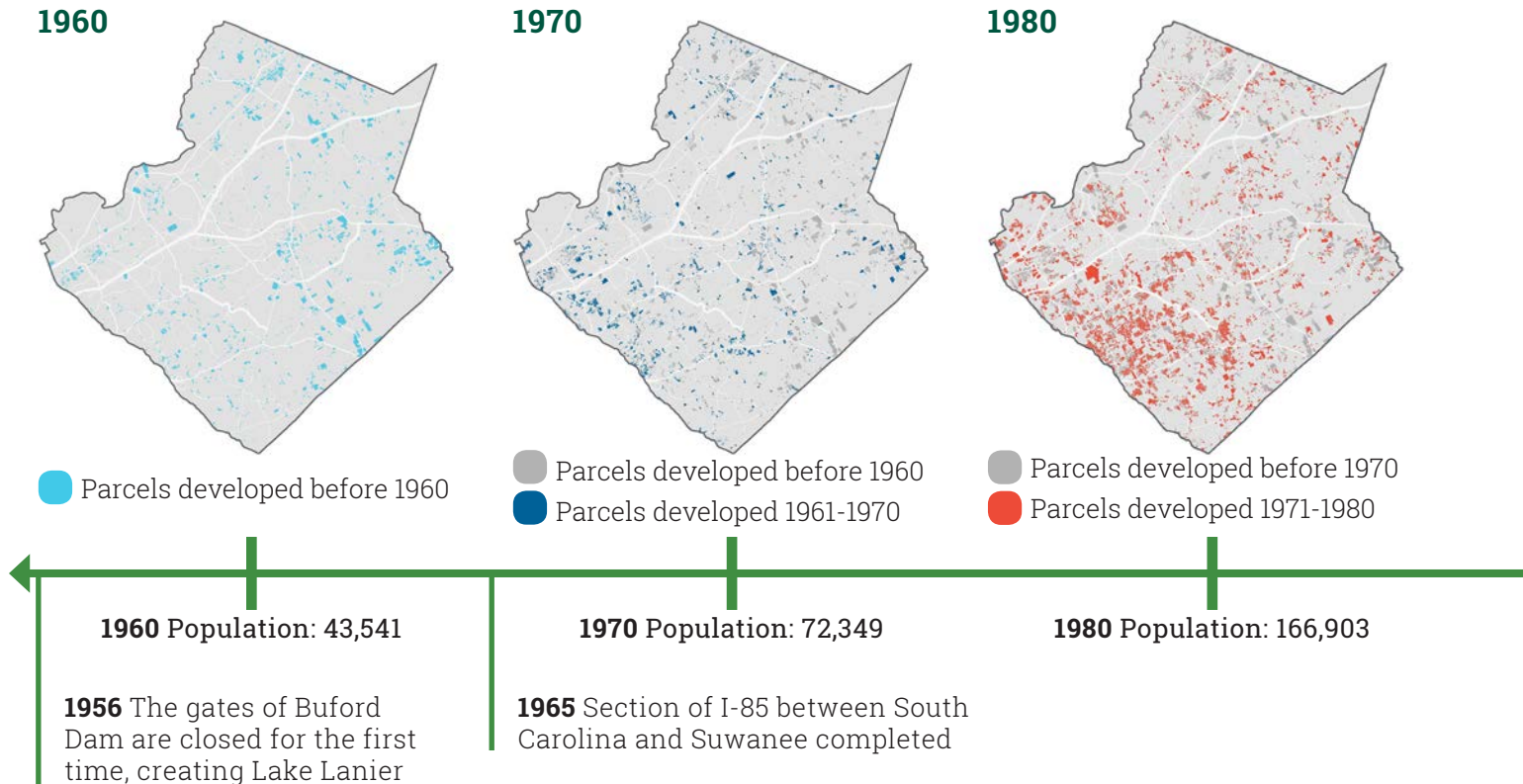
Research & Trends



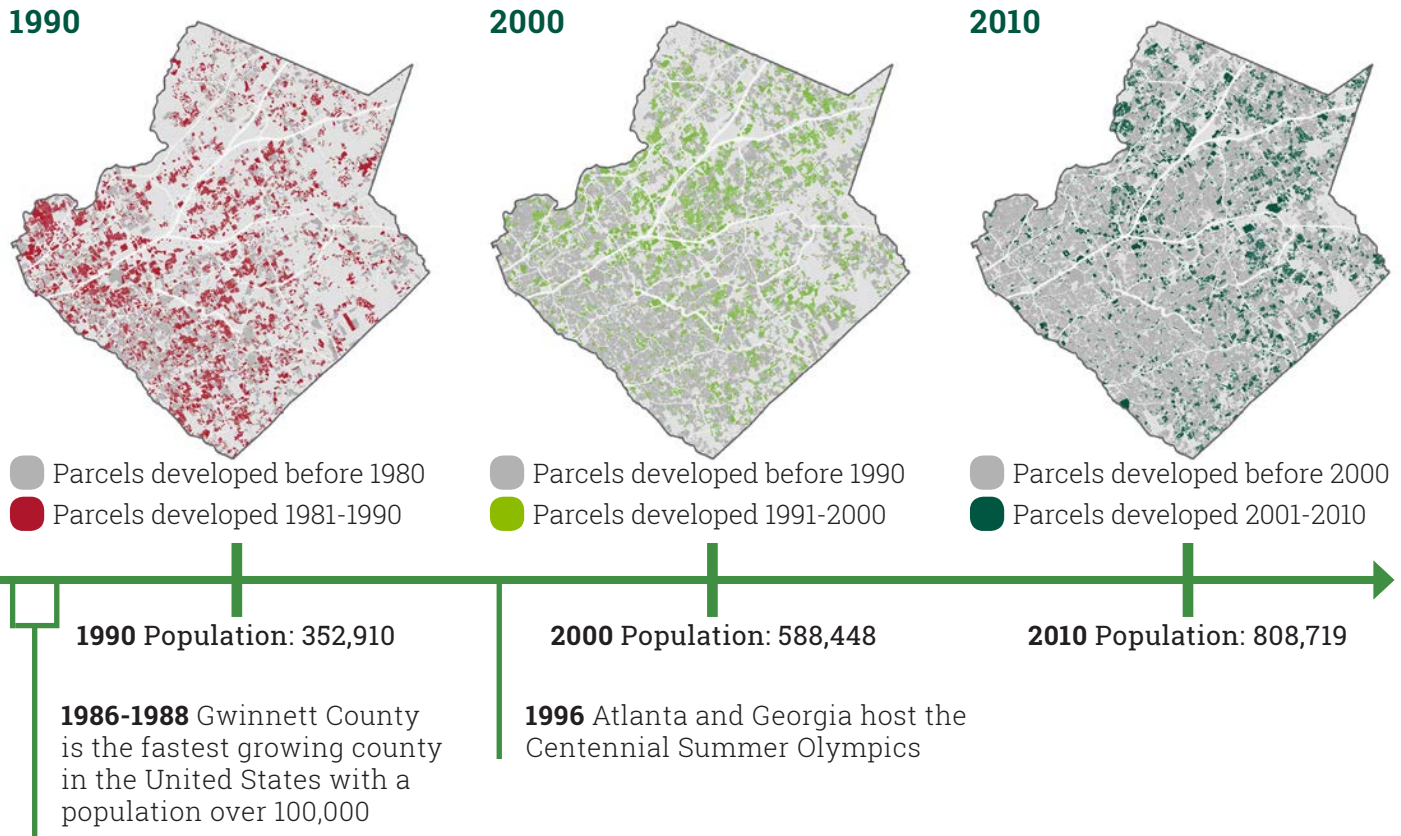
Our Story.

The story of Gwinnett County begins in 1818, with our establishment by the Georgia General Assembly. The subsequent expansion of railroads into the County - the Danville and Piedmont Air Line in 1871 and the Georgia, Carolina, and Northern Railway in 1891, now known as Norfolk Southern and CSX, respectively - helped to establish many of the municipalities we know today as Norcross, Duluth, Suwanee, Buford, Lilburn, and Lawrenceville. Despite slow and steady growth in population, Gwinnett County remained largely agrarian until the middle of the 20th century, when I-85 opened and the creation of Lake Lanier compounded with the then relatively new national trend of suburbanization in previously outlying communities. Then, growth in metro Atlanta, which emerged as the de facto economic and social capital of the Southeast, fueled further

Gwinnett County Population and Parcels by Decade of Development, with Selected Historic Events (1956-2010)



growth in Gwinnett County which was further capped off by unique events such as the 1996 Olympics. In the 2000s, this growth has continued as Gwinnett County has also emerged as a uniquely diverse 21st Century melting pot attracting people from all over the United States and the world. With an estimated 2017 population of over 920,000 people, Gwinnett County is fast approaching the day that we welcome our 1 millionth resident. Looking further into the future, nearly all demographers presume that Gwinnett will eventually be the most populous community in all of Georgia.



Naturalization Ceremony at the Gwinnett County Multi-Cultural Festival, 2017

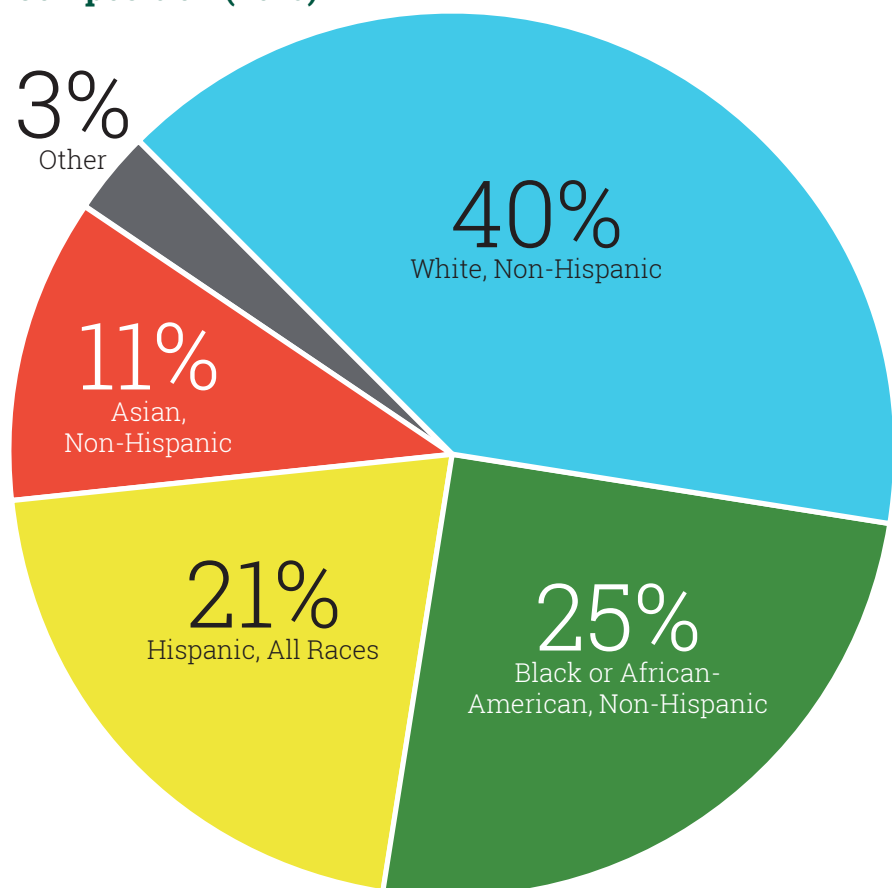




Who We Are Today.

Looking at the Gwinnett of today and focusing beyond the sheer number of people who live here, the most clearly remarkable thing about our community is the diversity of our people and our culture. There are few places in the world where one can pick up authentic tortas, a banh mi, a slice of NY style pizza, a bowl of pho, a plate of naan, a Cuban sandwich, or sit down for a southern meat-and-three all within a few blocks of each other. Gwinnett County has emerged as one of those unique and few places where this is genuinely possible and with this, our community broadly reflects the demographics that many forecasters predict for the United States in the coming generations. Gwinnett County is a model for a successful 21st century community.

Gwinnett County Racial and Ethnic Composition (2016)



Source US Census Bureau, ACS 5-Year Estimates 2012-2016

Top Countries of Birth

for foreign-born residents of Gwinnett County

- 1 Mexico
- 2 Korea
- 3 India
- 4 Vietnam
- 5 China

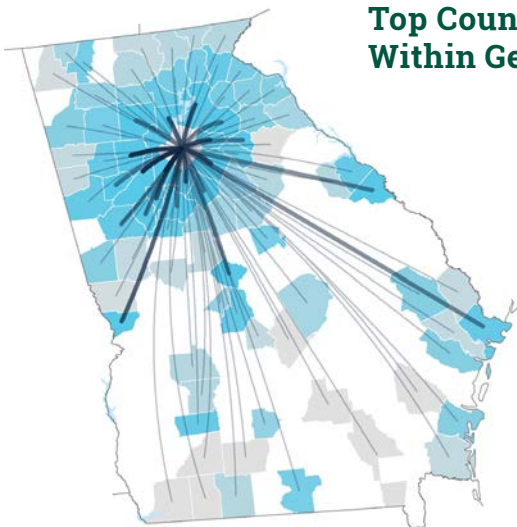


Top Counties of Origin Outside of Georgia (1990-2016)

- Broward, FL 1
- Los Angeles, CA 2
- Queens, NY 3
- Cook, IL 4
- Miami-Dade, FL 5

Top Counties of Origin Within Georgia (1990-2016)

- 1 DeKalb
- 2 Fulton
- 3 Cobb
- 4 Hall
- 5 Barrow

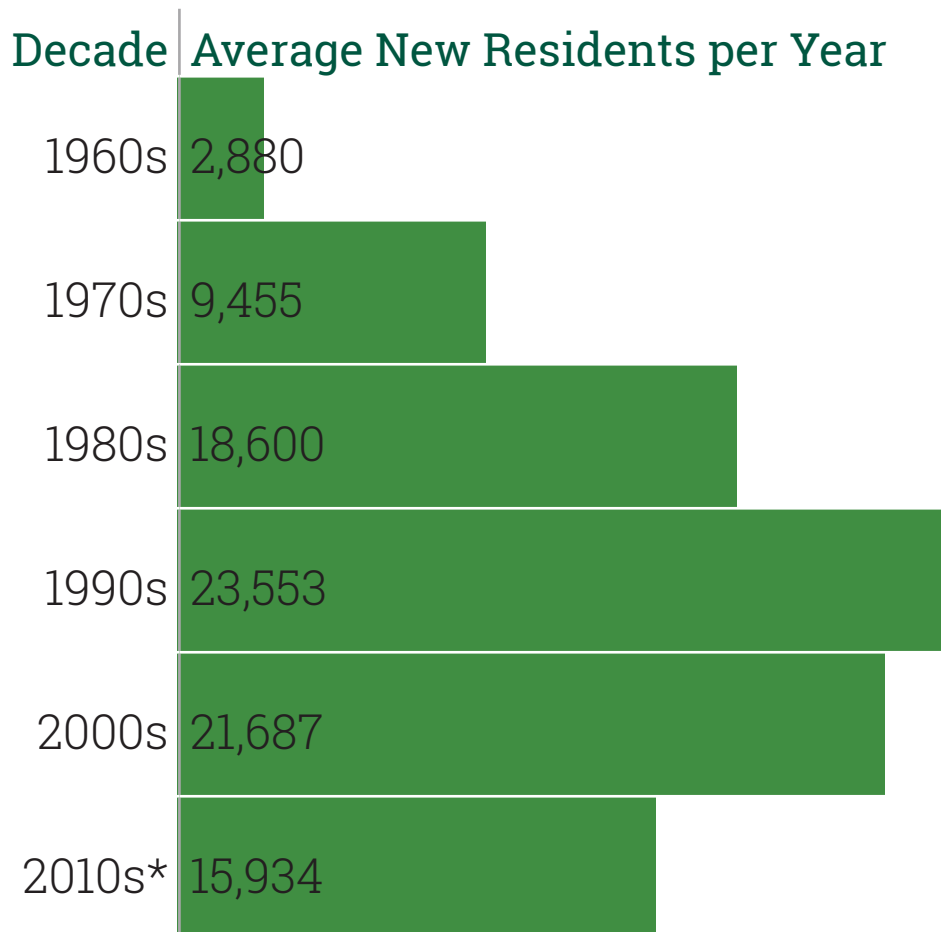


Top Source US Census Bureau, ACS
5-Year Estimates 2012-2016
Middle and Bottom Source US Internal
Revenue Service, Statistics of Income
Division, Migration Data 1990-2016

WHERE WE COME FROM

Looking at the growth of Gwinnett County over the years, it is easier to understand how this came to be. From a population of 43,541 in 1960 to an estimated population of over 900,000 in 2017, clearly the growth had to be fueled largely by people moving here. While growth has clearly slowed slightly from a peak in the 1990s, a key indicator will be our official 2020 Census population number to calculate the type of growth we have had in recent years.

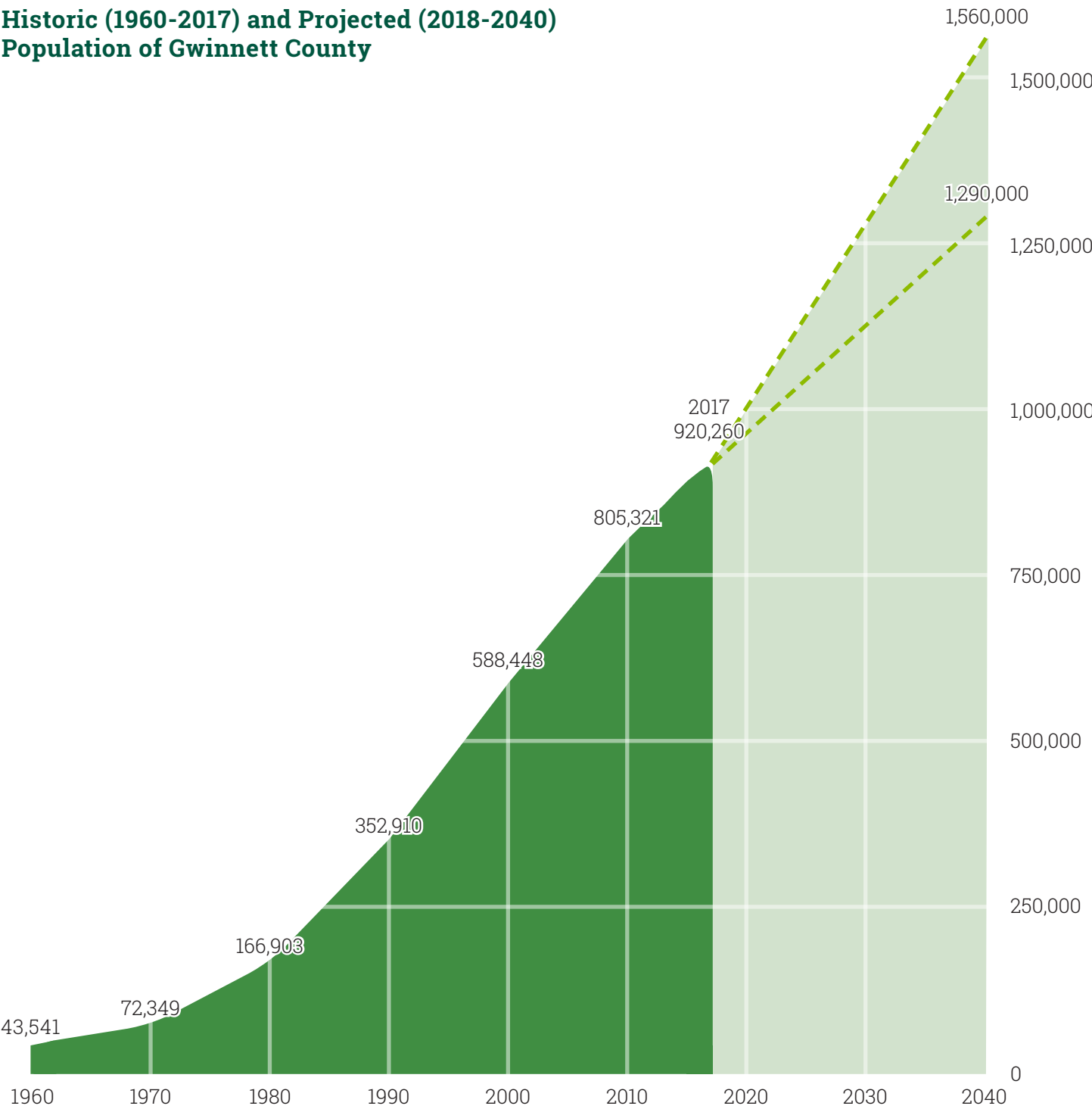
Average Annual Population Increase by Decade



* Based on the US Census Population Estimate for 2017

Source US Census Bureau

Historic (1960-2017) and Projected (2018-2040)
Population of Gwinnett County



Historic Population Source US Census Bureau Decennial
Censuses (1960-2010) and Population Estimates (2011-2017)

How We Might Grow.

Looking to the future and the year 2040, all credible estimates acknowledge that Gwinnett County will eventually reach over 1 million people and will likely be the most populous county in Georgia.

The lowest estimate of our population in the year 2040 - 1.29 million people - represents a continuation of our most recent growth trends, which are slower than in our peak growth years in the 1990s and 2000s. Generally, this scenario is most likely if redevelopment opportunities are not pursued or successful, and Gwinnett County's model for most growth relies primarily on new suburban-oriented greenfield development.

The highest projection of our population in the year 2040 - 1.56 million people - has been estimated by Woods & Poole, an economic forecasting firm, that represents a broad continuation of our ongoing growth trends since the 1970s and 1980s when Gwinnett County transitioned from a primarily agrarian community to an increasingly suburban one. This scenario is most likely if Gwinnett County transitions primarily to a redevelopment model that includes more urban environments. Many of the policies of the Unified Plan aim to aid this transition.

There are certainly other phenomena and events that will influence Gwinnett County's future. At the time of this publication, a March 2019 referendum is planned for Gwinnett County voters to consider entering into an agreement with MARTA (Metropolitan Atlanta Rapid Transit Authority) that will result in transit expansions into the community, which could have transformative implications for how and where Gwinnett County grows. Similar advances in Connected and Automated Vehicles (CAV) offer an array of possibilities for how the Gwinnettians of 2040 might move around and how this could potentially influence what is considered to be desirable housing and communities. The state of the Atlanta region and its ability to continue to grow in people and diversify in its economy will likewise have a huge influence. National and even global trends will all surely have an effect:

Will household size continue to become smaller?

Will we continue to shift to a service-based economy?

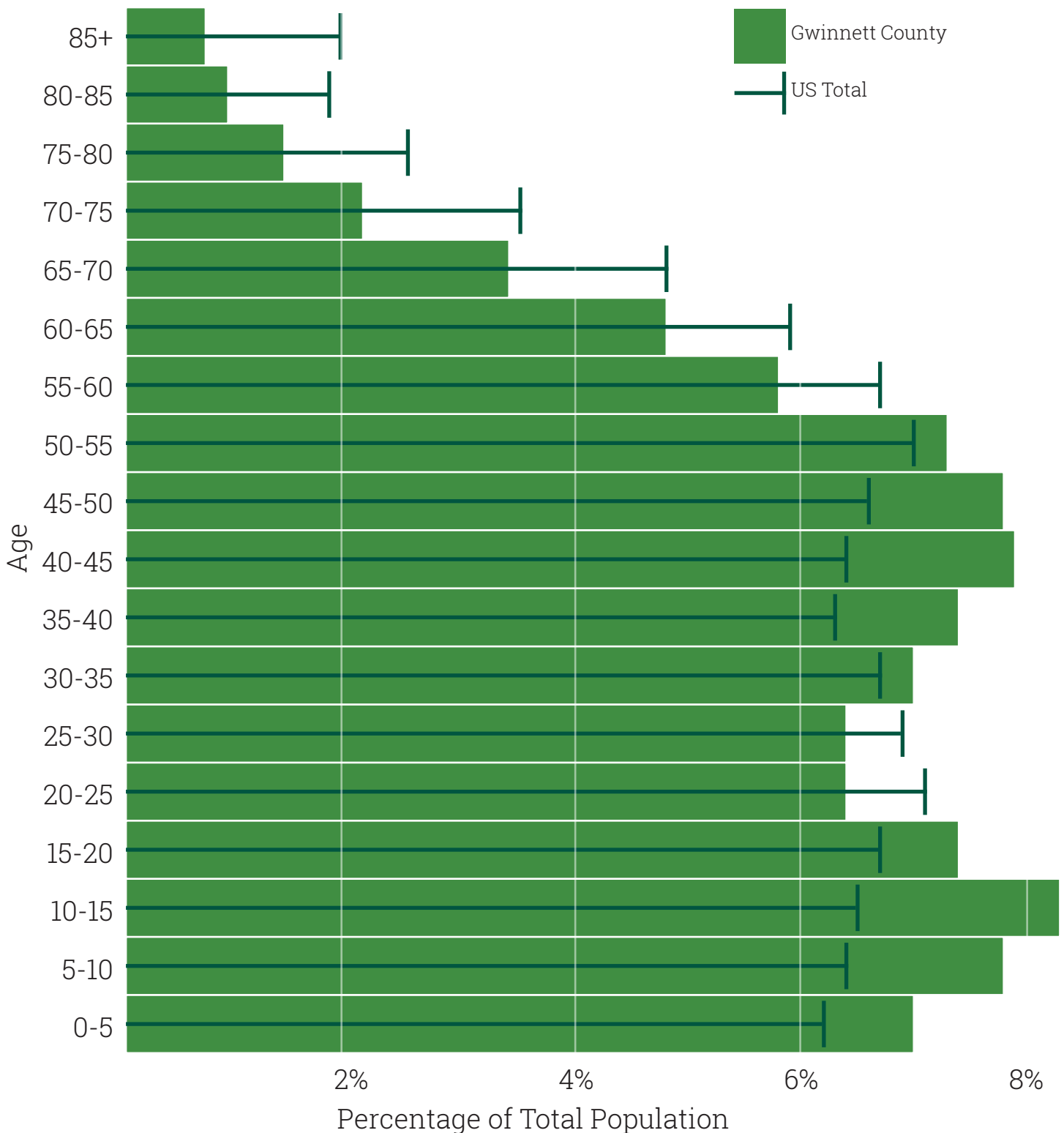
Will advances in medicine and science continue to extend our lifetimes?

The broad point is that there are an exponential number of ways in which Gwinnett can change and grow. This plan is scalable and adaptable to those ways with our identified range – from 1.29 to 1.56 million people – guiding what is most likely reasonable and possible.

AGING AND GWINNETT COUNTY

Gwinnett County has a broad population in all age and gender groups. Compared to the entire United States, we do not have many young adults, but we do have a significantly larger middle aged population (those 35 to 54) and a correspondingly large population of children (0 to 19).

Age Cohort of Gwinnett County and USA (2016)

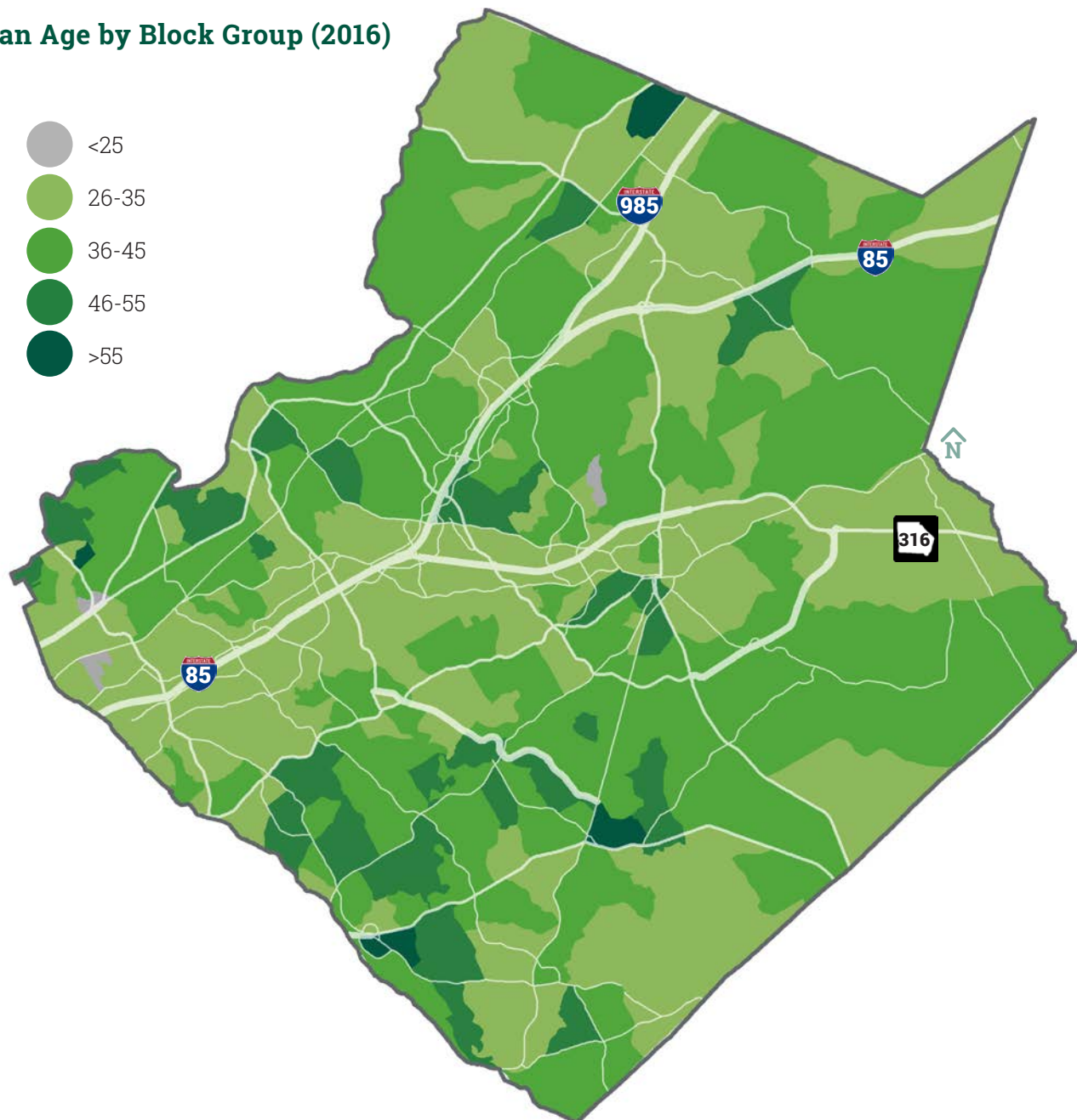


Source US Census Bureau ACS
5 Year Estimates (2012-2016)

What will the needs and desires of these age groups be in the year 2040? Today's middle aged population will be at or nearing retirement. Will Gwinnett County have the housing, transportation services, medical, and overall amenities to remain attractive to these people? Similarly, what about their children? They will be in the early stages of their adulthood. How can the Gwinnett County of 2040 appeal to the needs of its young people?

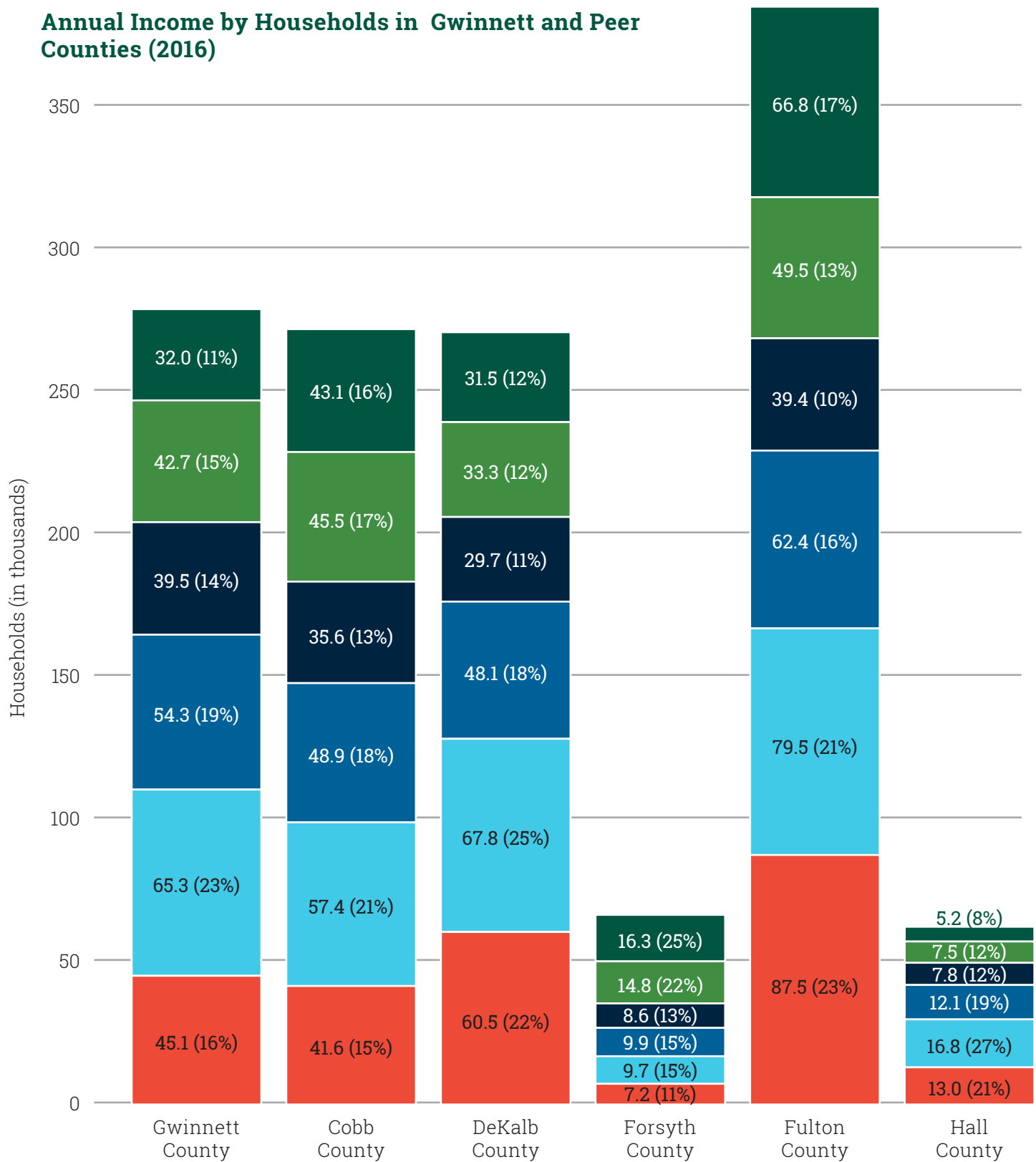
A more nuanced look at the County reveals more. There are parts of Gwinnett County – particularly along the I-85 corridor up to the SR 316 split- where the median age is exceedingly young. Conversely, there are parts of the community – most notably in the area between US 29 and US 78 west of Snellville – with a remarkably older median age. What is unique about these different parts of Gwinnett County that reflect such different communities? What happens to these places as their populations age and move into different phases of their lives?

Median Age by Block Group (2016)

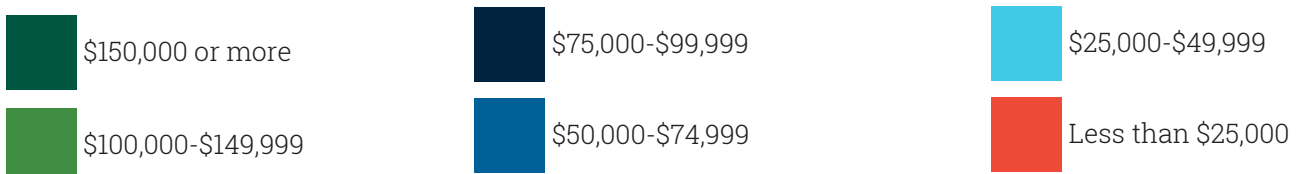


Source US Census Bureau ACS
5 Year Estimates (2012-2016)

Annual Income by Households in Gwinnett and Peer Counties (2016)



Key Thousands of Households (Percentage of Households in County)



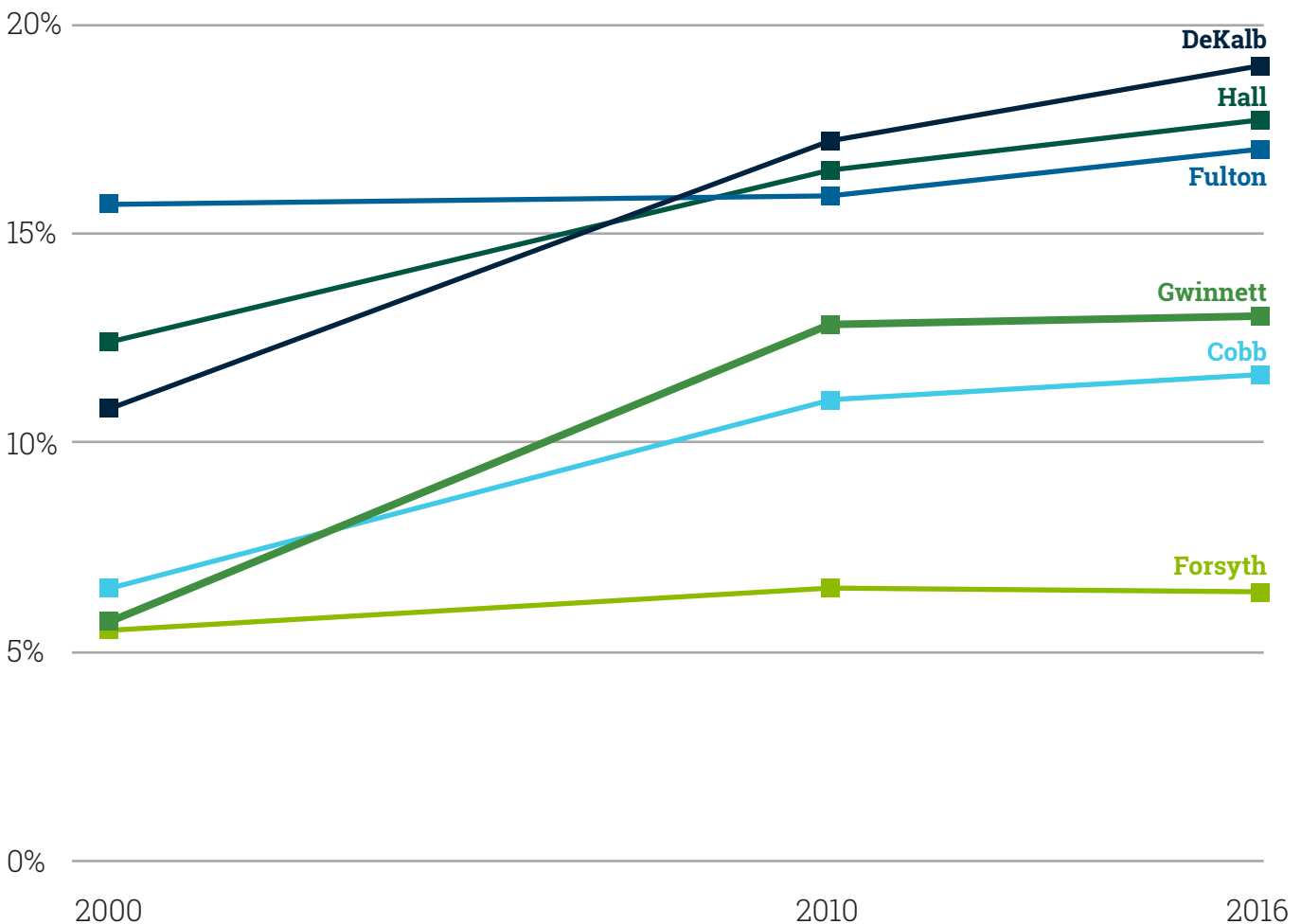
Source US Census Bureau ACS 5 Year Estimates (2012-2016)

INCOME AND POVERTY

Median household income in Gwinnett County is similarly diverse, with different parts of the community showing both extreme affluence and low income.

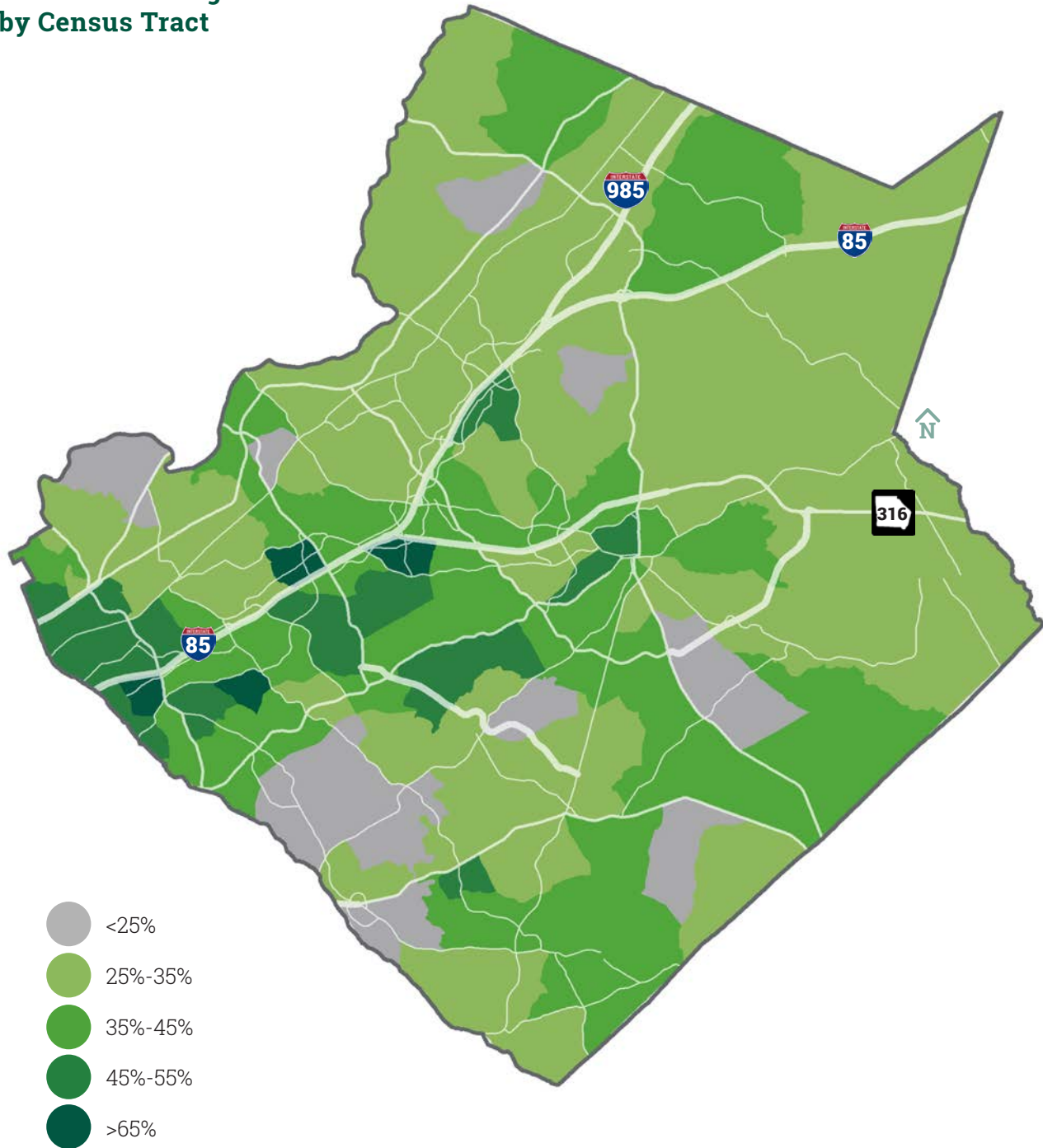
The 2016 poverty rate for Gwinnett County was estimated at 13.0%, a substantial increase from the 5.7% of the year 2000. Reviewing peer communities shows that Gwinnett is not alone in experiencing the ongoing suburbanization of poverty, and what was (in 2010) likely intertwined with the challenges of the Great Recession. Notably, even during this period of increasing poverty, Gwinnett County continued to grow (from a 2000 population of 588,488 to a 2010 population of 805,321) and the increase in poverty appears to have stabilized in recent years despite continued growth.

Poverty Rates in Gwinnett and Peer Counties



Source US Census Bureau
ACS 5 Year Estimates

Rates of Housing Cost Burden by Census Tract



Source US Department of Housing and Urban Development

HOUSING

Income and poverty have a direct correlation to defining housing affordability and the housing burdens present in our community. As a general rule of thumb, households that have over 30 percent of their living cost wrapped up in their housing are more likely to be over-extended and vulnerable to financial instability. Overall, 35 percent of Gwinnett households spend more than 30 percent of their income on housing compared to 49 percent statewide (Source: US Census Bureau ACS 5-Year Estimates 2012-2016), suggesting a relatively healthy amount of households have the ability to accommodate for other living expenses. However, concentrations of burdened households – as seen along the I-85 corridor - are potentially problematic for the long term stability of an area while similarly suggesting a relative lack of disposable income in these areas.

We also exhibit a general lack of diversity of options in our available housing types. Our initial waves of growth were largely driven by families seeking a traditional suburban lifestyle. As a result, nearly three-fourths of our housing units are single-family homes, but our diversity of family sizes, types, and ethnicities means that there is likely a significant demand for more housing types. On opposite ends of the spectrum, this includes smaller housing for single-person households, housing with more bedrooms for larger families. This should be considered relative to origins broad national trends that indicate the number of single-person households (currently 19 percent of Gwinnett households) and multi-generational households are likely to increase.

ATTITUDES & VALUES

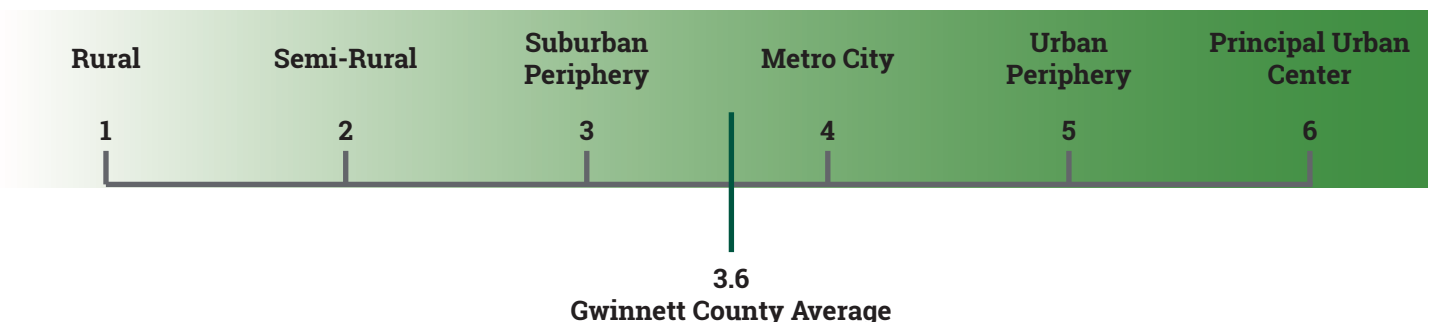
Our community can also be viewed through the lens of Tapestry Segmentation. This data product, produced by Esri, Inc., provides and details the diversity of the American household based on their socioeconomic and demographic composition, categorizing every household into one of 67 Tapestry Segments, each with common characteristics.

Tapestry Segmentation is most often used in marketing to help retailers and other businesses locate convenient to their customer bases. However, it can also be adapted to understand a community's attitudes and values, particularly what they are looking for in terms of housing, entertainment, retail options, workplaces, and how they spend leisure time.

To simplify the differences between these market segments, Esri groups these market segments into six Urbanization Groups, in which markets share similar land use and housing preferences and share similar ideas in how they relate to and use their physical surroundings.

- Our largest urbanization Group is "Suburban Periphery", which represents 63 percent of all Gwinnett Households.
- 32 percent of Gwinnett Households are in the three most urban groups: Metro Cities, Urban Peripheries, and Principal Urban Centers.
- The weighted average of Gwinnett Households places the average household firmly between "Suburban Periphery" and "Metro Cities"

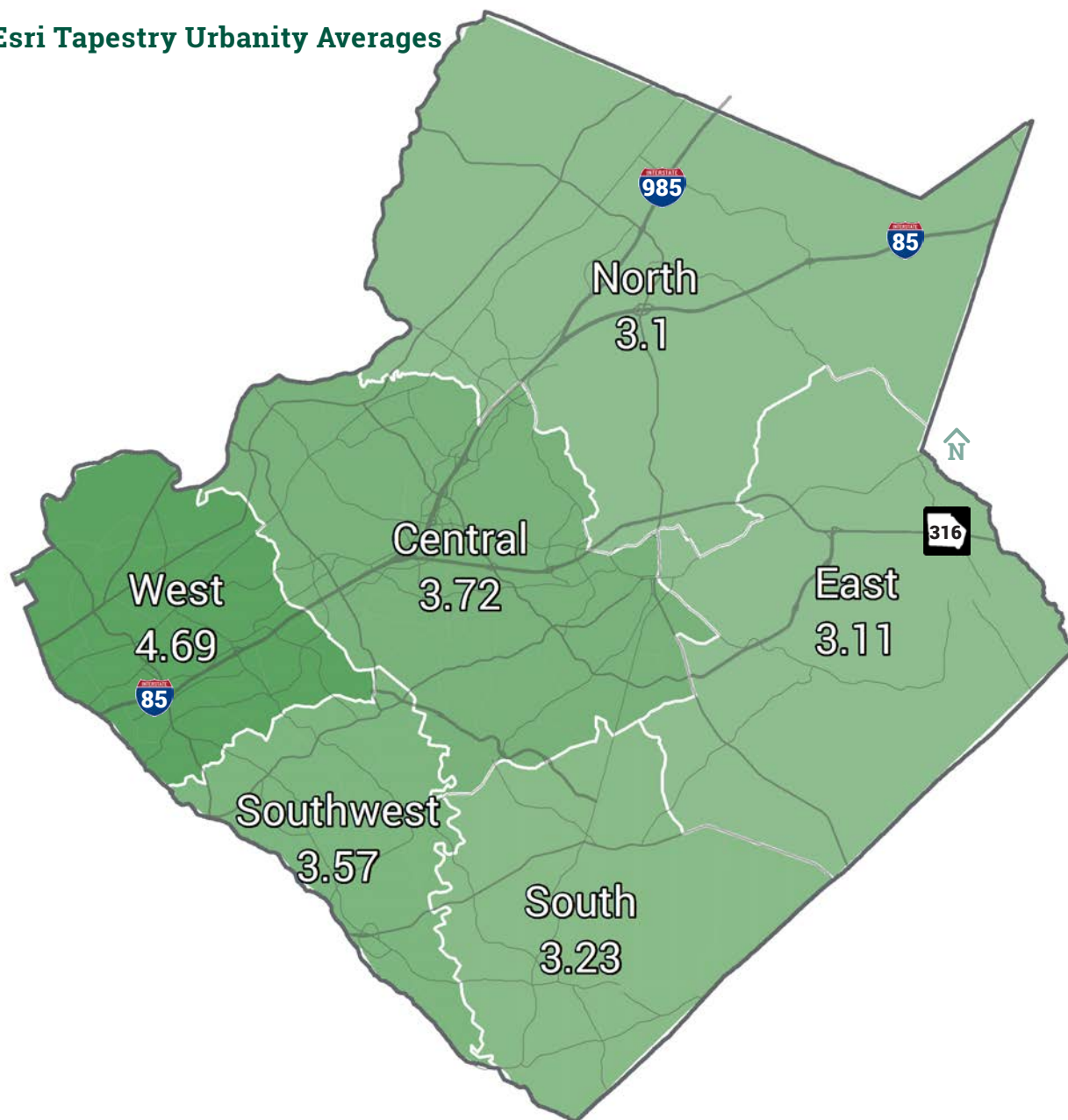
Esri Urbanization Groups



Taking a more granular look at parts of the County, we are able to see a wide range of urbanization within the County.

- The western part of the county exhibits significantly higher average urbanization levels, with a weighted average score of 4.7 out of 6.75 percent of households in the three most Urban categories.
- On average, households in the northern, eastern, and southern parts of the county all exhibit varying degrees that can be generally classified as Suburban.
- In a sharp contrast to the west part of the county, just 7 percent of households in the eastern part of the County are in the three most Urban categories.

Esri Tapestry Urbanity Averages



What We Do.

When considering “what we do” – in effect, our employment - it is important to define and understand what we mean by the word “we”. There are two fundamental ways of looking at a community and its relationship to employment.

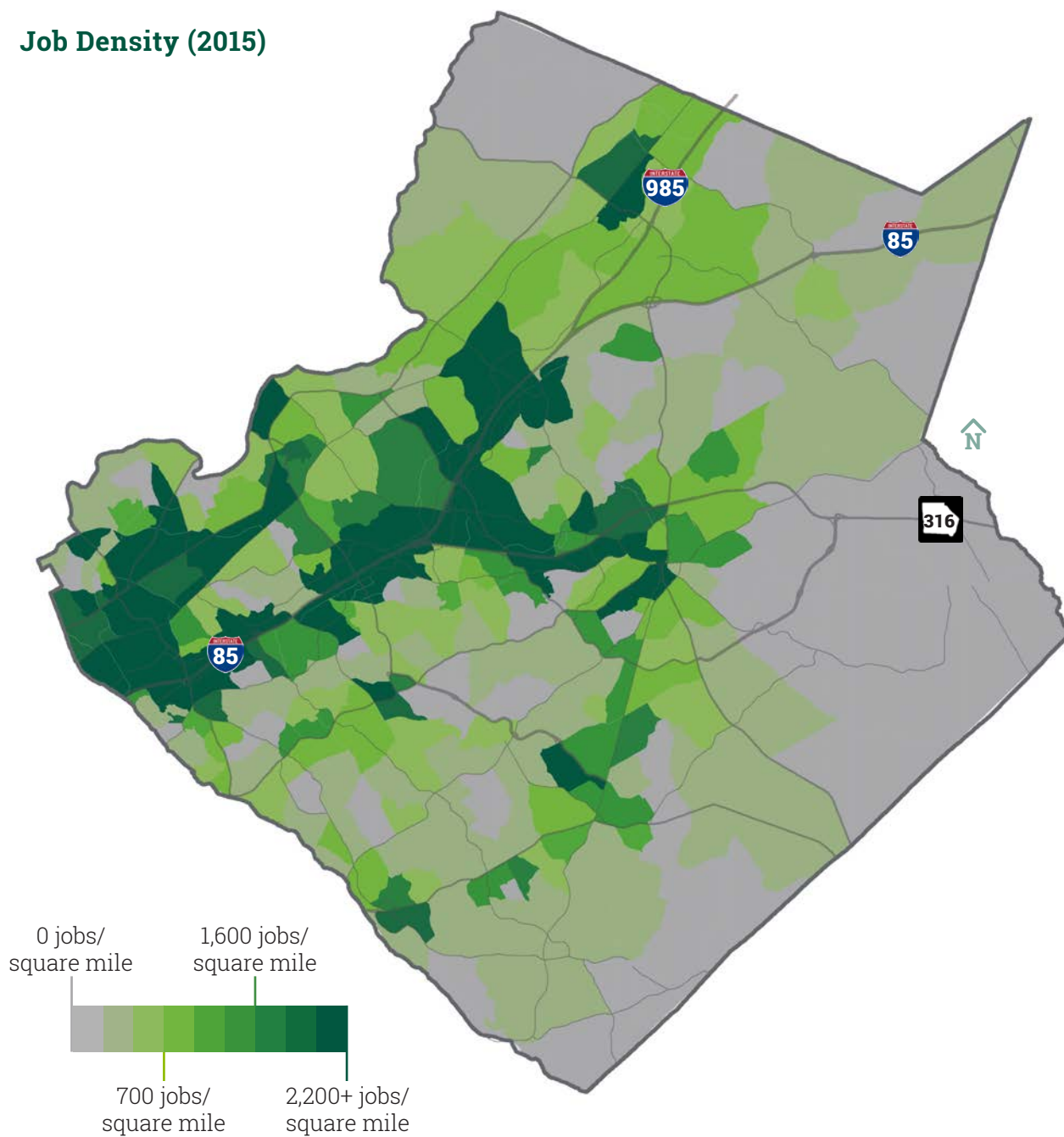
- Jobs refers to people whose employment is based in Gwinnett County. These people may live anywhere, but they work in Gwinnett County. In 2017, Gwinnett County had an estimated 350,000 jobs.
- Workforce refers to working people who live in Gwinnett County. They may work anywhere but their primary residence is in Gwinnett County. This only includes people who live in the County and who are actively working or seeking work and includes nearly 370,000 people.

A major element of Gwinnett’s Economic Development Policy is to ensure that the County’s jobs and workforce are well matched.

Our jobs and workforce are well diversified, with strong representation in a wide range of employment sectors, reflecting a sustainability and resiliency that can stand up to economic challenges. Our largest employment sectors are retail trade, accommodation and food services, wholesale trade, health care and social assistance, and administrative & waste services.

Workforce	Employment	
47,303	51,520	Retail Trade
40,060	29,210	Health Care and Social Assistance
34,803	29,399	Accommodation and Food Services
31,863	32,643	Administration & Support, Waste Management and Remediation
30,573	26,852	Professional, Scientific, and Technical Services
28,823	27,532	Educational Services
27,264	34,668	Wholesale Trade
23,447	25,685	Manufacturing
18,041	16,115	Finance and Insurance
15,373	18,635	Construction
14,193	12,039	Information
13,217	8,216	Transportation and Warehousing
11,443	7,202	Public Administration
9,615	8,419	Other Services
8,441	8,967	Management of Companies and Enterprises
6,448	6,128	Real Estate and Rental and Leasing
4,602	3,019	Arts, Entertainment, and Recreation
1,023	346	Utilities
375	211	Agriculture, Forestry, Fishing and Hunting
129	83	Mining, Quarrying, and Oil and Gas Extraction

Job Density (2015)



Source US Census Bureau Longitudinal Employer-Household Dynamics (2015)

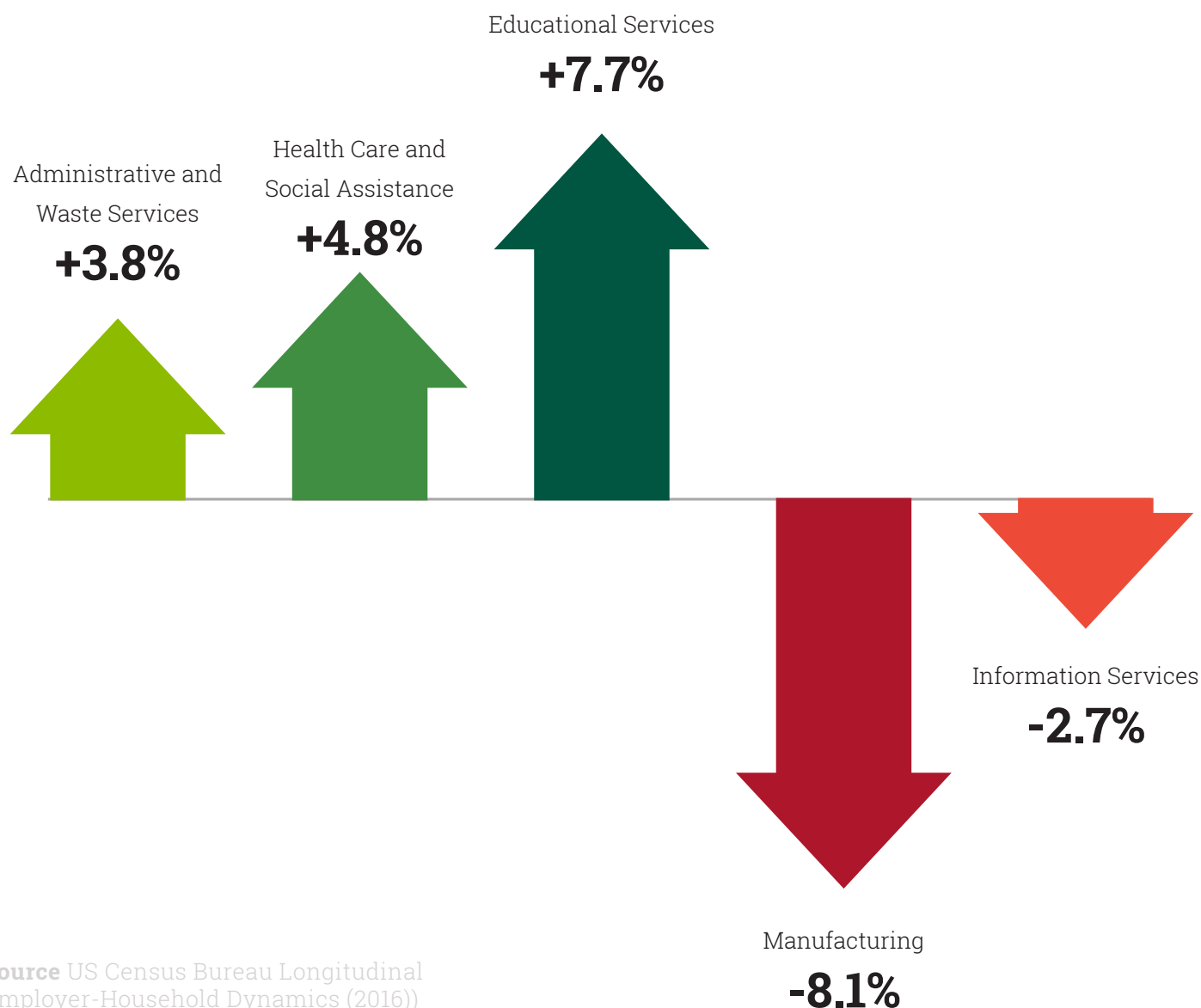
Today's economic picture is evolving from the economy that drove the County's growth in the 1970s through the 1990s. Service industries are replacing goods-producing industries as the dominant employment sector.

- In 1990, there were 137,877 people employed in Gwinnett County, with the largest sectors being retail trade, manufacturing, wholesale trade, and accommodation and food services.
- By 2000, Gwinnett's employment more than doubled to over 283,000 employees.
- In 2017, Gwinnett had approximately 350,000 workers.

Since 1990, the manufacturing sector and the wholesale sector, both of which are dominant in the County's economy, have both declined significantly. This is consistent with global shifts towards off-shore production.

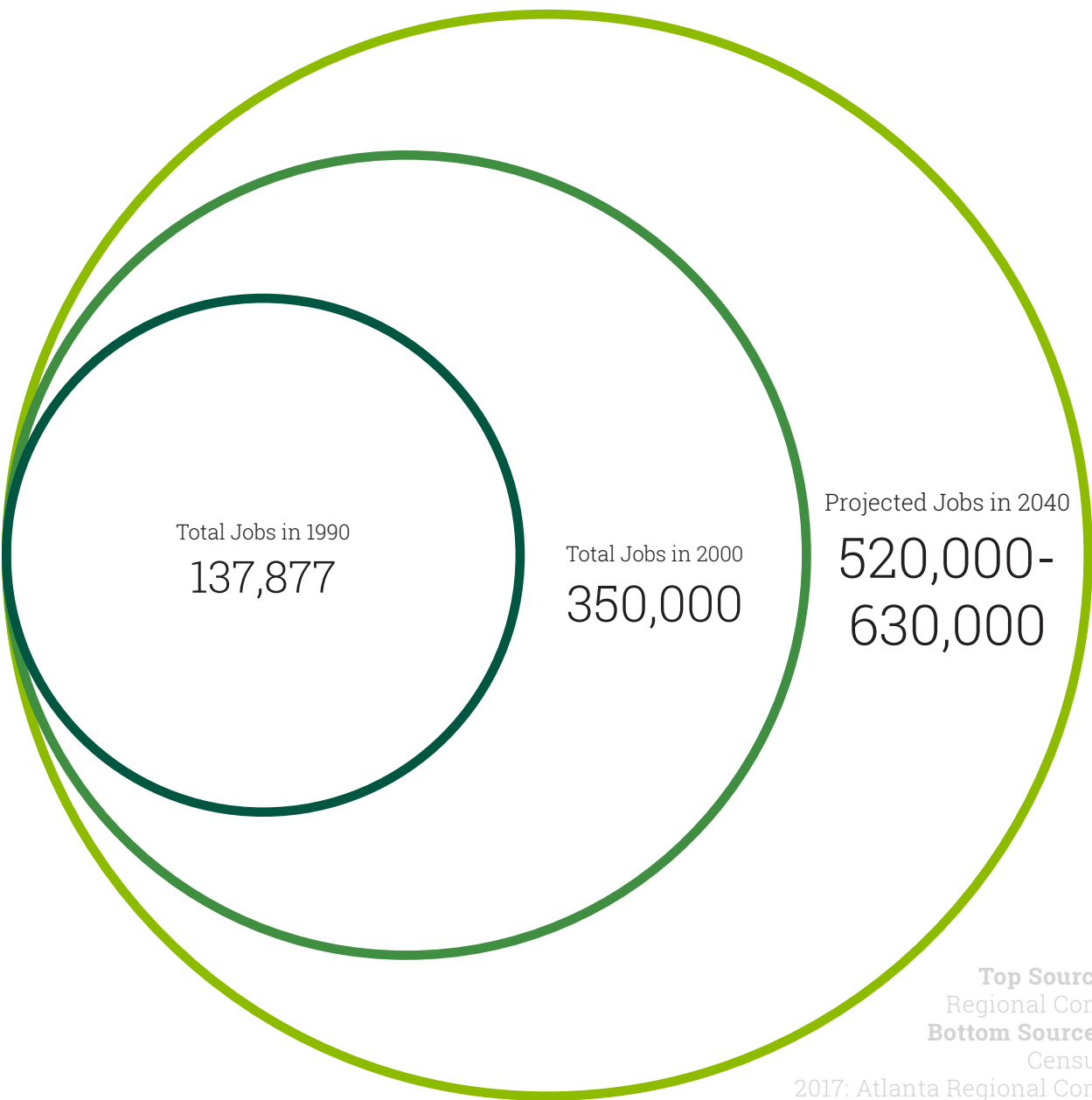
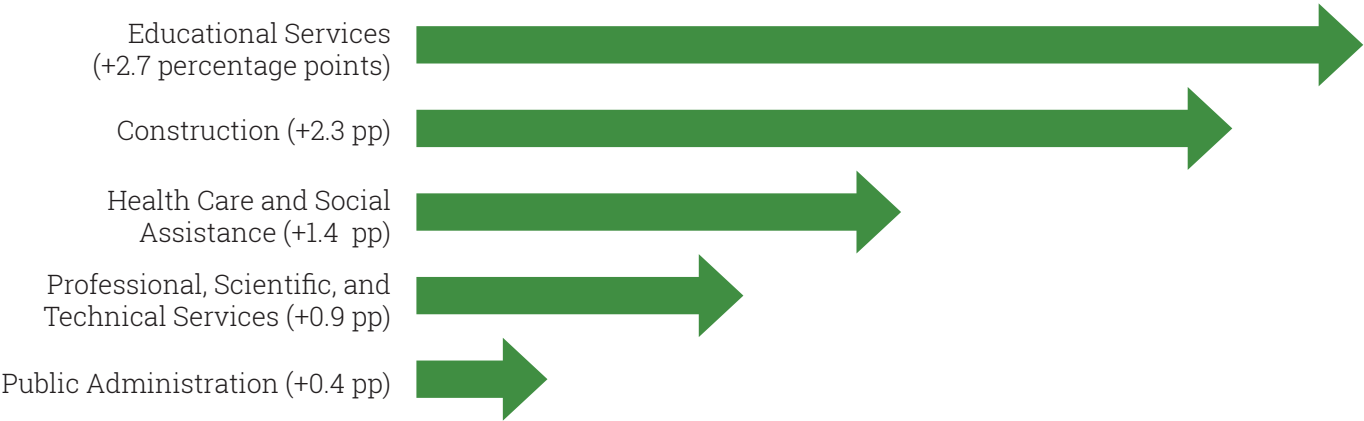
Looking to the future, employment in Gwinnett County is expected to grow rapidly over the coming decades. Job growth, particularly in the service and administration sectors, is closely linked to population growth, and is thus inextricably linked to the provision of adequate housing that is accessible to a wide range of households in terms of household size, building type, tenure type, and affordability. Continued transportation accessibility will also be critical to supporting job growth, as will land development policies that encourage more integration and mix of uses. As there are numerous possibilities of how our community might continue to grow, and depending on how well these different factors interface with each other, County employment in 2040 is estimated to be somewhere between 520,000 and 630,000 jobs.

Employment Changes by Industry, 1990 to 2017



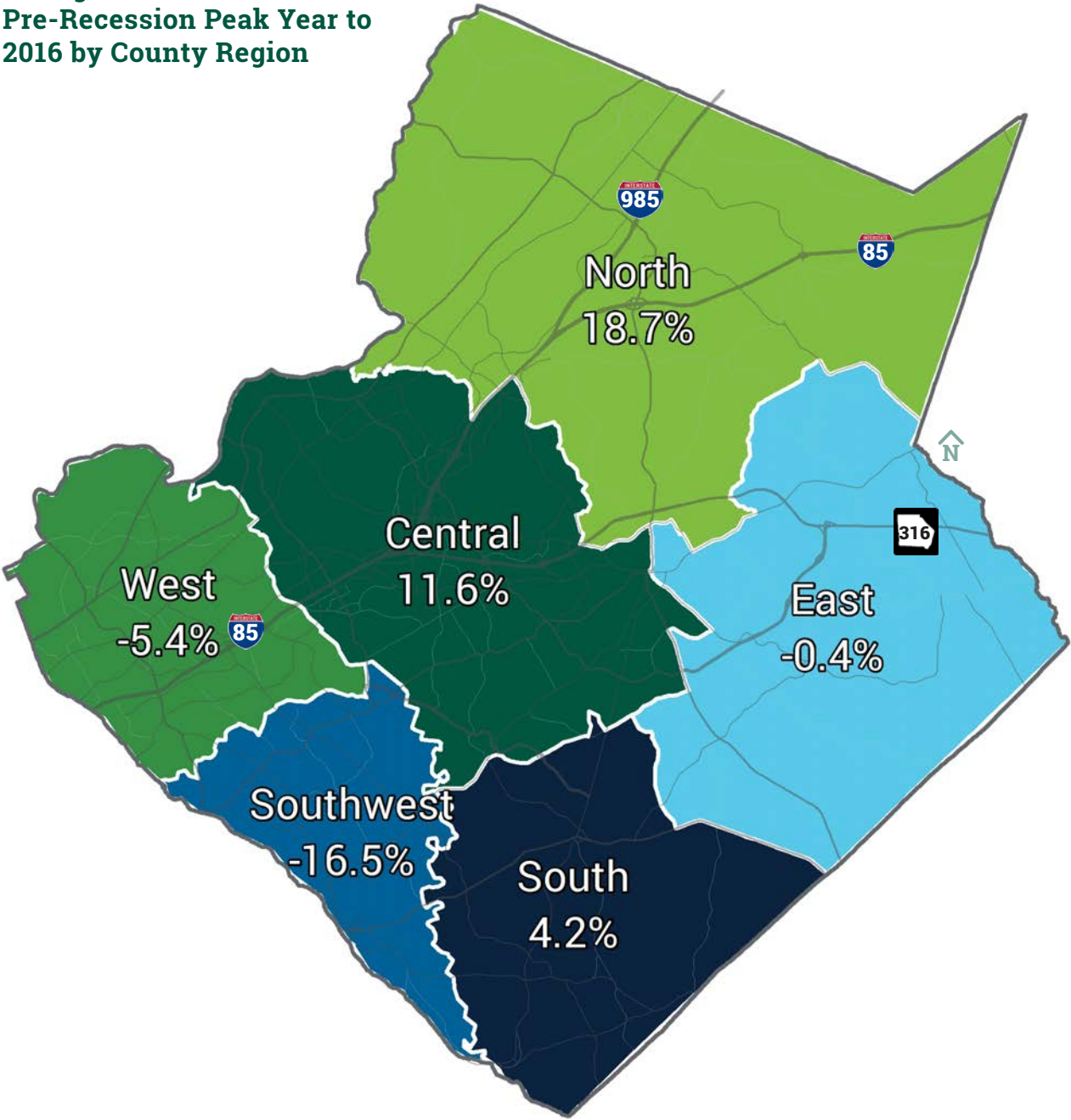
Source US Census Bureau Longitudinal Employer-Household Dynamics (2016))

Industries with the Largest Projected Increase in Share of Gwinnett County's Employment, 2015-2040



Top Source Atlanta Regional Commission
Bottom Source 1990: US Census Bureau
2017: Atlanta Regional Commission

**Change in Jobs from
Pre-Recession Peak Year to
2016 by County Region**

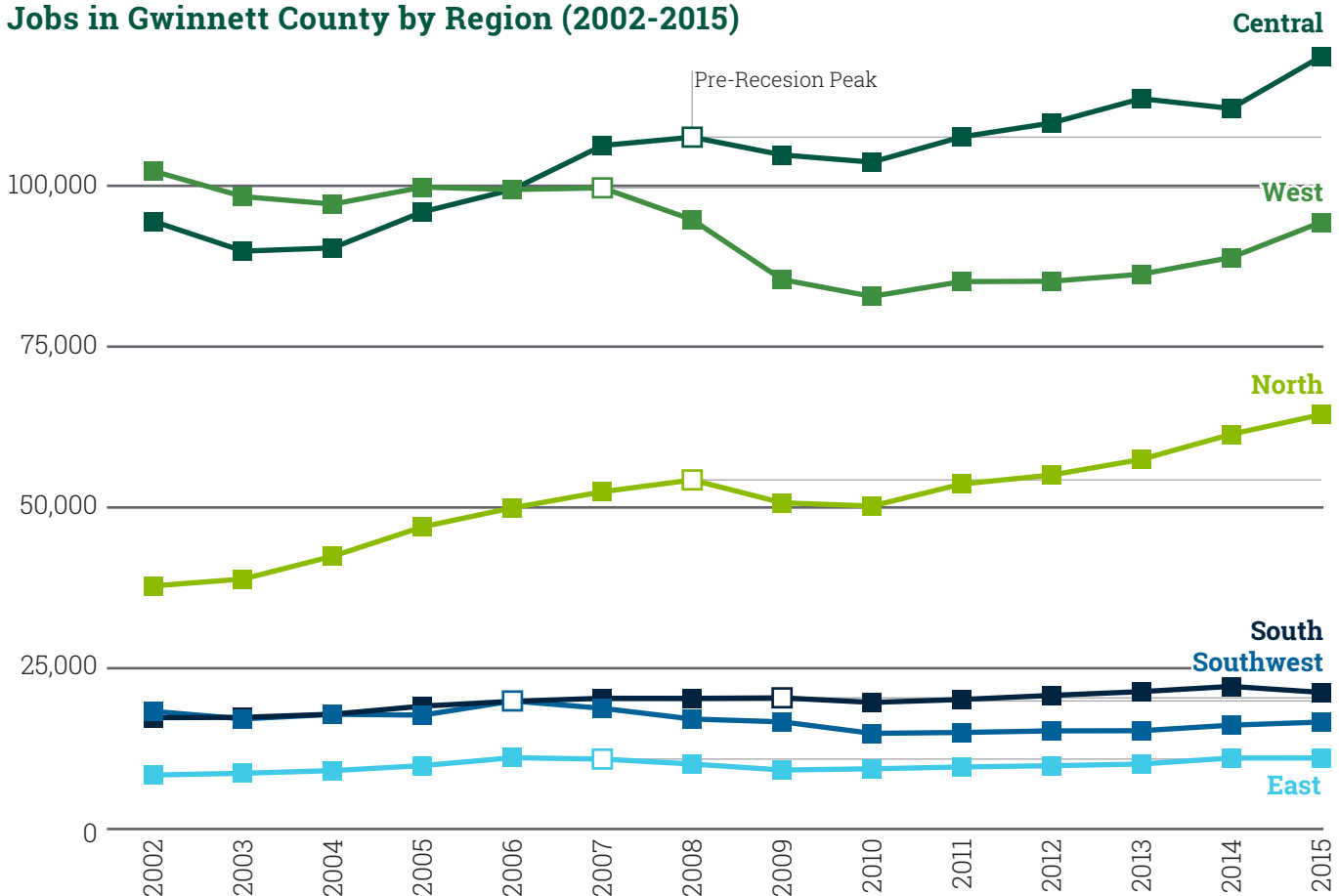


Source US Census Bureau, Longitudinal Employer-Household Dynamics

In understanding our economic development health, the last ten years are worth looking at in detail because of the major impact that the recession of 2008 had on the local economy. Between 2008 and 2012, Gwinnett County lost nearly 10% of its jobs. While 50,000 jobs were added between 2012 and 2017, that growth has not been evenly distributed throughout community. Certain parts of the County have seen strong employment growth, while others have not recovered the jobs lost in the Recession.

- In the western and southwestern parts of Gwinnett, we have not recovered jobs lost during the recession. These areas are both very strong in manufacturing and warehousing, both of which are declining as a share of the County's jobs. The southwestern area also has low absolute numbers of jobs when compared to the total number of County jobs.
- The eastern part of the County has shown flat growth while the southern part has exhibited modest (4 percent) growth.
- The northern and central parts of Gwinnett have shown strong growth (19 & 12 percent, respectively).

Jobs in Gwinnett County by Region (2002-2015)



Source US Census Bureau, Longitudinal Employer-Household Dynamics

As suggested earlier, a major element of Gwinnett's Economic Development Policy is to ensure that the County's jobs and workforce are well matched. Interfacing with this are broad efforts to make sure jobs are reasonably accessible for Gwinnett's workforce. Gwinnett County has an excellent balance of jobs and workforce. The age and education profiles of the jobs located in the county, and the workforce that lives in the county are closely correlated.

The overall number of jobs and workforce in Gwinnett County are closely matched, with slightly more workers than jobs, reflecting the proximity of Gwinnett County to several major employment centers in the region.

Commuting patterns of employees coming into and leaving Gwinnett County are roughly similar, with 219,867 employees leaving the County and 199,720 employees coming to the County to work. Of workers that live in Gwinnett County, nearly 150,000 or forty percent of them also work in the County, a higher in-area labor force efficiency rate than many in metro Atlanta, including Fulton County, Cobb County, or DeKalb County.

Gwinnett County Workforce and Employment by Age (2015)

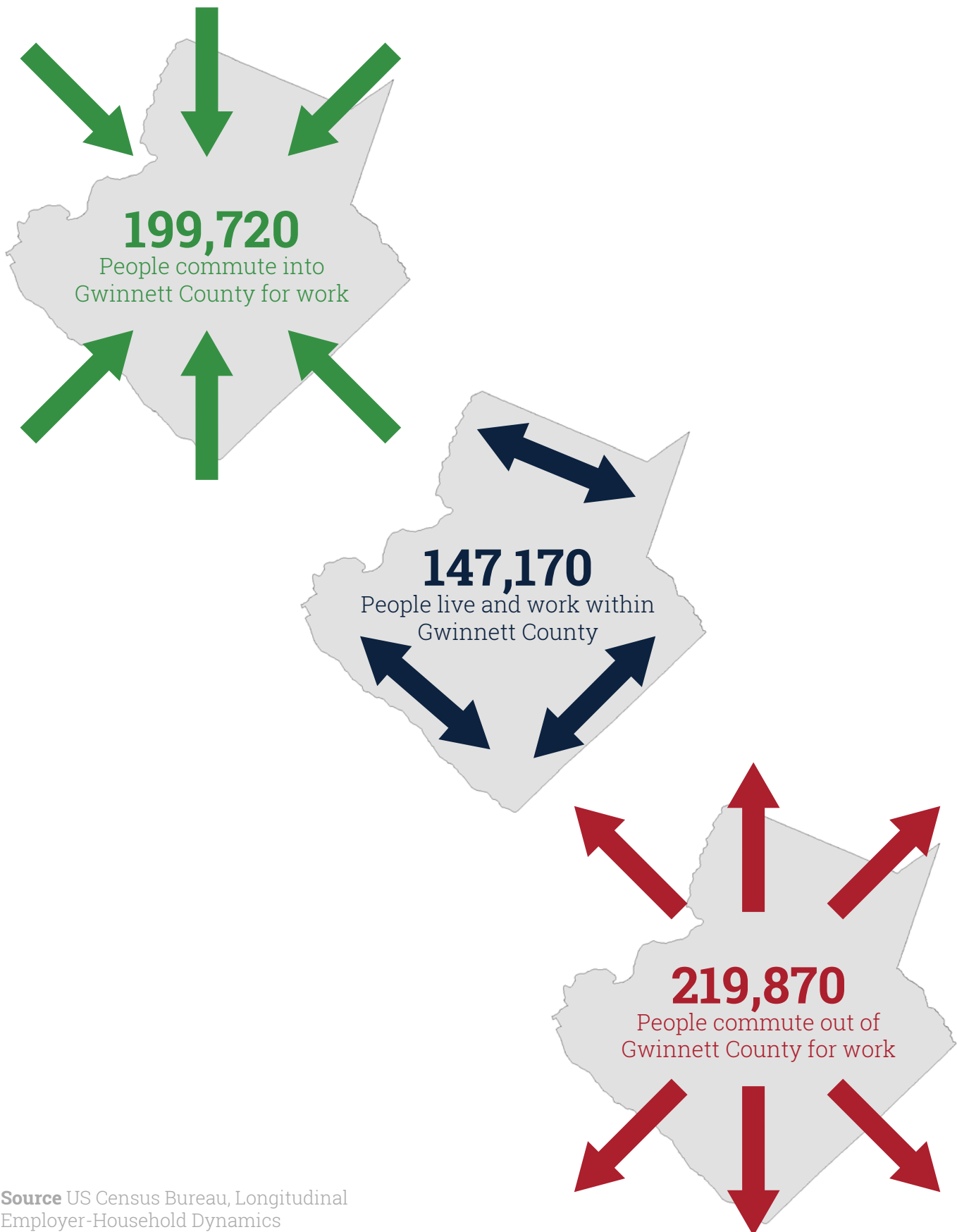
Age	Employment		Workforce	
	Count	Share	Count	Share
Age 29 or younger	76,259	22.0%	76,715	20.9%
Age 30 to 54	202,532	58.4%	217,506	59.3%
Age 55 or older	68,098	19.6%	72,815	19.8%

Gwinnett County Workforce and Employment by Education Level (2015)

Education	Employment		Workforce	
	Count	Share	Count	Share
Less than high school	34,267	9.9%	37,510	10.2%
High school or equivalent, no college	70,941	20.5%	74,244	20.2%
Some college or Associate degree	84,127	24.3%	88,902	24.2%
Bachelor's degree or advanced degree	81,295	23.4%	89,665	24.4%
Educational attainment not available (workers aged 29 or younger)	76,259	22.0%	76,715	20.9%

Source US Census Bureau, Longitudinal Employer-Household Dynamics

Gwinnett County Commuting Patterns (2016)



Source US Census Bureau, Longitudinal Employer-Household Dynamics

Our Infrastructure and Community Amenities.

Gwinnett County would not have been successful in becoming such an attractive place to live and work if it were not for the high quality of our infrastructure and community amenities. Our future success similarly depends on a constant maintaining and improving of our community facilities. The County has embarked on several efforts to anticipate future needs and desires and begin the process of programming for our future amenities.

TRANSPORTATION

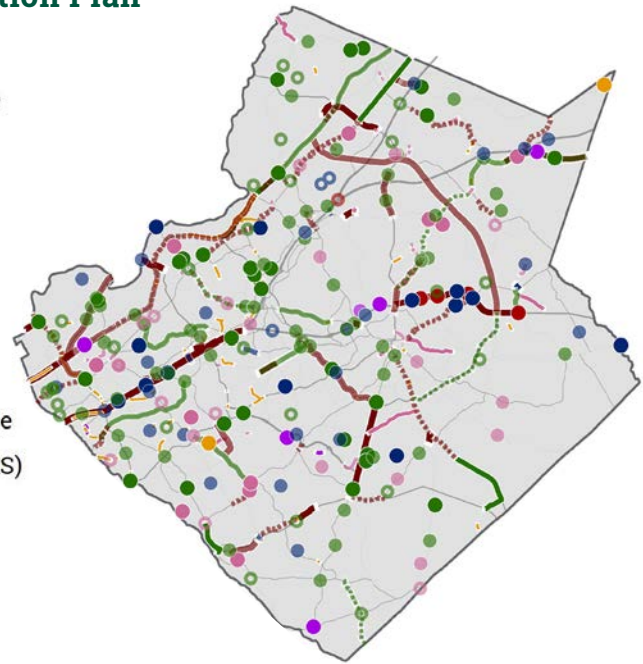
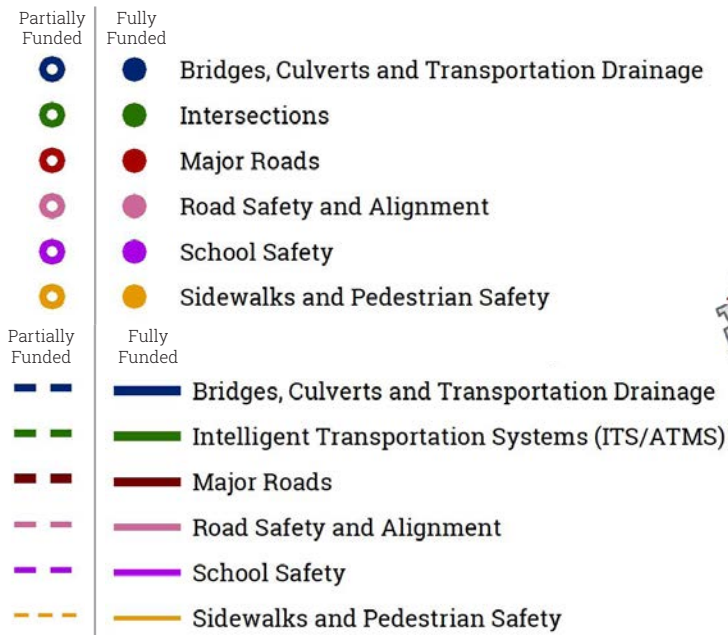
The Gwinnett County Comprehensive Transportation Plan (CTP) –Destination2040–provides a framework to improve quality of life for everyone in the County by facilitating the mobility of people and goods safely and efficiently across all modes of transportation. The CTP was unanimously adopted by the Board of Commissioners in December 2017 and included a programmatic list of transportation initiatives and policies for the County to consider in the coming years. There were more than 1,300 projects identified across the County that made up this transportation wish list. As with any “wish list,” not everything can be afforded or implemented through the plan’s horizon year of 2040, so the planning team worked with County staff, technical and stakeholder committees, and engaged community members to narrow this list of projects. This process is referred to as project prioritization, and for Destination2040, it was completed in conjunction with the County’s Special Purpose Local Option Sales Tax (SPLOST) project selection process.

The CTP also provided the framework for subsequent efforts focused on trails and transit expansion in the County. The Gwinnett Trails Master Plan was a collaboration between the Gwinnett County Department of Transportation and the Gwinnett County Department of Community Services to examine trail initiatives from both recreational and traditional transportation purposes. Beginning as a compilation of various planning efforts including the Bicycle and Pedestrian element of the CTP, the Gwinnett County Greenways Plan, and several initiatives identified by the County’s various municipalities and planning partners, the resulting plan identified:

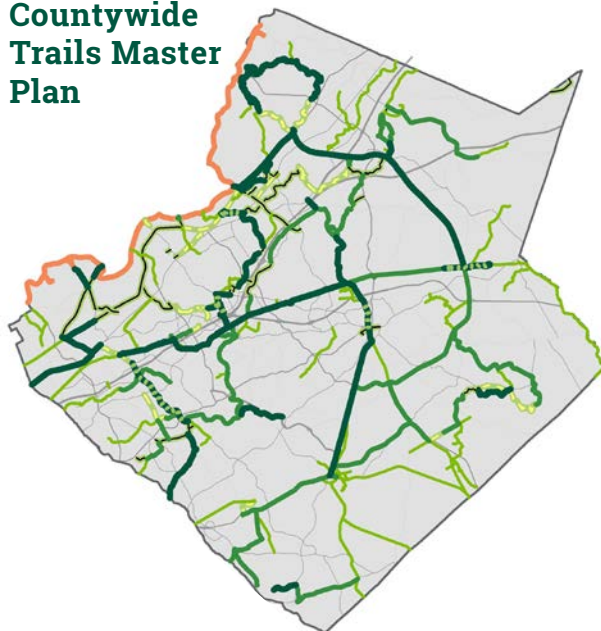
- The Core Trail Network is composed of trail segments identified as part of the larger Countywide system anticipated for initial plan implementation. Full implementation of the Core Trail Network may take multiple decades, if considering current and likely funding sources. Additional financial support may mean earlier implementation.
- Priority Trails are anticipated to be implemented after the Core Trail Network is realized.
- Trails with Partners may be built through County development/redevelopment requirements or other partnerships.
- The Chattahoochee Trail Network is a regionally significant trail (from Coweta County north to Buford Dam) that is expected to be implemented through a partnership among multiple agencies.

The Connect Gwinnett: Transit Plan (Connect Gwinnett), is the County’s first comprehensive look at transit since the system was incepted in 2001. Connect Gwinnett is a Comprehensive Transit Development Plan (CTDP), a roadmap for how the County would like to develop its transit networks to serve current and future needs and includes several considerations for future transit expansion, including implementation of High Capacity Transit and Enhanced Bus Service in addition to improvements to local bus service.

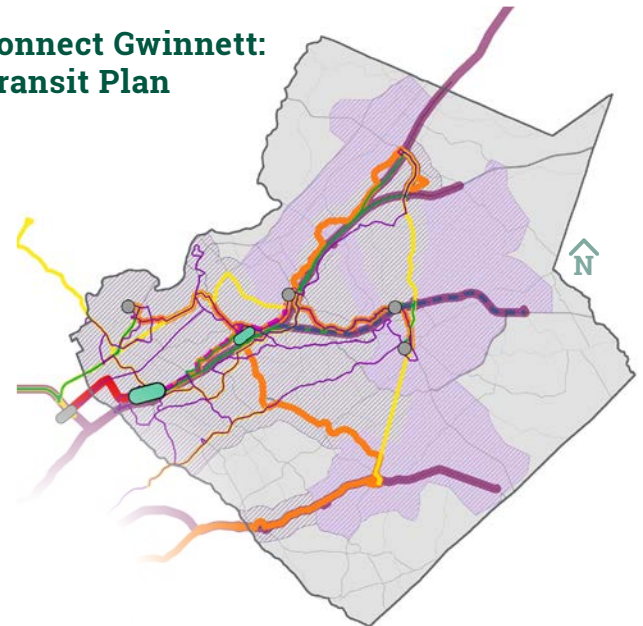
Gwinnett County Comprehensive Transportation Plan



Countywide Trails Master Plan



Connect Gwinnett: Transit Plan



1. Overview

2. Research & Trends

3. Our Vision

4. Plan Development

5. Implementation

WATER & SEWER

The Gwinnett County Department of Water Resources (DWR) has several initiatives that interface with the Unified Plan. Gwinnett's water system serves the entire County except Buford, Lawrenceville, Suwanee and Loganville. Gwinnett's sewer system serves the entire County except Buford and Loganville. To serve Gwinnett's population, DWR has:

- Two water filtration plants that use water from Lake Lanier to produce drinking water and have a total treatment capacity of 248 million gallons per day (MGD)
- Ten drinking water storage tanks and ten booster pump stations
- Three water reclamation facilities with a total treatment capacity of 98 MGD, including the F. Wayne Hill Water Resources Center, one of the most technologically advanced treatment facilities in the country
- Nearly 3,800 miles of water mains to distribute drinking water across the County, including over 80,000 valves and 43,000 fire hydrants
- Nearly 2,800 miles of gravity sewer, 278 miles of sewage force main and 218 pump stations to collect wastewater and transport it to the water reclamation facilities

DWR is also responsible for Gwinnett's Stormwater Utility. The Stormwater Utility is responsible for maintaining over 1,500 miles of storm drainage pipes throughout the County and is funded by the County's stormwater utility fee. The County has adopted the State of Georgia's model stormwater ordinances related to floodplain management, soil erosion and sediment control, and stream buffers, including more stringent requirements.

In 2018 DWR completed the 2050 Sewer Master Plan. DWR will complete the 2050 Distribution System Master Plan in 2019. The Master Plans identify long-term capacity needs for the collection and distribution systems throughout the County. As development occurs, DWR uses the information in the Master Plans to ensure that infrastructure upgrades meet the future capacity needs. Coordination with DWR, particularly on sewer service and expansion, is important when considering where future land uses, new/ greenfield development, and redevelopment will likely take place.

A growing concern is the number of residential properties without sewer service. Over 74,000 water customers in Gwinnett County remain on septic tanks, which equates to about 30% of residential properties. These septic systems are throughout the County, but have the highest density in the Yellow River basin in the southern half of the County. Without proper maintenance, these systems will eventually fail and have negative effects on water quality in streams and rivers in the community. The County has been actively working to find a solution to converting these properties to sewer service, and DWR is developing a long-term septic-to-sewer program as part of the County's Safe and Healthy Community objective.

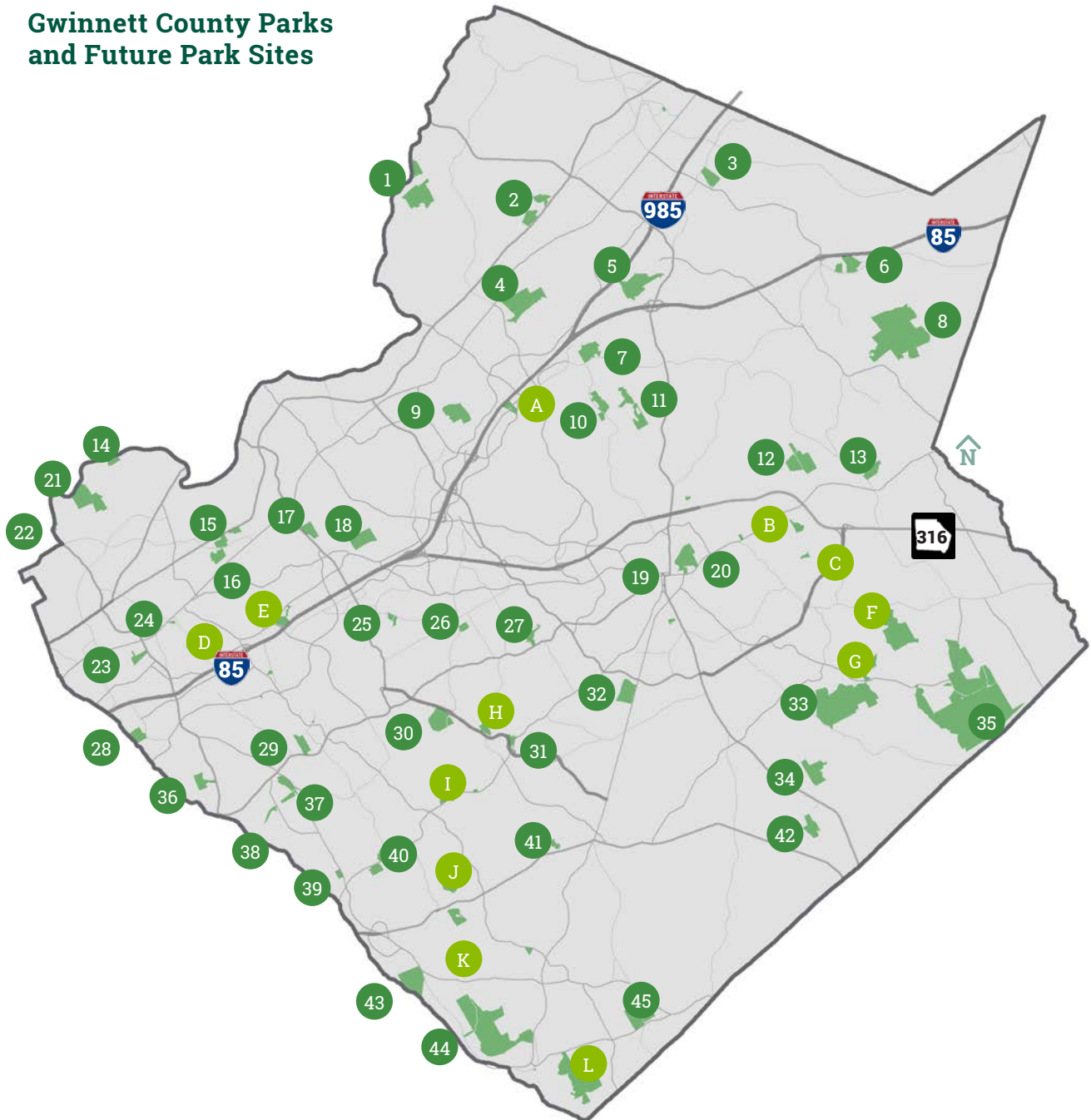
As a result of the 2050 Sewer Master Plan it was determined that additional wastewater treatment capacity will be needed within the next 15 years. DWR is considering construction of a fourth water reclamation facility, located in the southern portion of the County, in order to better accommodate sewer flows in the Ocmulgee basin.



Yellow River Water Reclamation Facility



Gwinnett County Parks and Future Park Sites



COMMUNITY SERVICES

Gwinnett County’s Community Services Department encompasses several areas, including the University of Georgia (UGA) Extension Service, the Environmental & Heritage Center, Health & Human Services, Parks & Recreation, Animal Welfare, Gwinnett County Public Libraries, and Voter Registrations & Elections. For the purposes of the 2040 Unified Plan, the focus is on parks and recreation opportunities, public libraries, and senior services. Additionally, as mentioned earlier, the Gwinnett County Trails Master Plan was a collaboration between the Department of Transportation and Department of Community Services.

Parks & Recreation

Gwinnett County has a robust parks and recreation system that includes 40 parks, five aquatic centers, four pools, two soccer complexes, and one golf course (Collins Hill Golf Course). Early in Gwinnett’s development, County leaders decided that parks and recreation would be a top priority and went about acquiring the land needed to pursue its system. To date, the County owns, maintains, and operates approximately 9,670 acres of park land. The majority is unprogrammed space with playgrounds, pavilions, dog parks, open space, and multi-use trails, but there are several parks that include baseball, softball, soccer, football, and/or multi-purpose fields, while others have recreation centers or activity buildings that support indoor sports, like basketball and volleyball, as well as other activities and classes.

Current Gwinnett County Parks

- | | | | |
|--------------------------------------|----------------------------------|--------------------------|-------------------------|
| 1. Settles Bridge Park | 12. Rabbit Hill Park | 24. Cemetery Field | 37. Lions Club Park |
| 2. E.E. Robinson Park | 13. Dacula Park | 25. Club Drive Park | 38. Harmony Grove |
| 3. Bogan Park | 14. Jones Bridge Park | 26. Sweet Water Park | Soccer Complex |
| 4. George Pierce Park | 15. West Gwinnett Park | 27. Yellow River Wetland | 39. Montain Park Park |
| 5. Environmental and Heritage Center | 16. Pickneyville Park | 28. Graves Park | 40. J.B. Williams Park |
| 6. Duncan Creek Park | 17. Shorty Howell Park | 29. Bryson Park | 41. South Gwinnett Park |
| 7. Rock Springs Park | 18. McDaniel Farm Park | 30. Bethesda Park | 42. Vines Park |
| 8. Little Mulberry Park | 19. Gwinnett Historic Courthouse | 31. Ronald Regan Park | 43. DeShong Park |
| 9. Peachtree Ridge Park | 20. Rhodes Jordan Park | 32. Alexander Park | 44. Yellow River Park |
| 10. Collins Hill Park | 21. Simpsonwood Park | 33. Tribble Mill Park | 45. Lenora Park |
| 11. Collins Hill Golf Course | 22. Holcomb Bridge Park | 34. Bay Creek Park | |
| | 23. Best Friend Park | 35. Harbins Park | |
| | | 36. Lucky Shoals Park | |

Gwinnett County Park Sites (Planned Future Parks and Expansions)

- | | |
|--|---|
| A. Northbrook Park Site | H. Oak Road Greenspace |
| B. Alcovy River Greenspace (Dixon Tract) | I. Lee Park Site |
| C. Freeman’s Mill Park | J. Riverbend Park Site |
| D. Beaver Ruin Greenspace | K. Strickland Trailhead Site |
| E. Beaver Ruin Park Site | L. Promised Land Historic Site & Don Moore Branch Park Site |
| F. Palm Creek Park Site | |
| G. New Hope Greenspace | |

Public Libraries

Gwinnett County Public Library (GCPL) has 15 branches located throughout the county. In addition to offering access to a vast collection of books, the libraries offer computers, study and research space, and programming such as story times, classes, and training for county residents. GCPL also has an app for smart phones that allows members to access its catalog of books and other print resources, and through external sources, browse digital books, audiobooks, and magazines; learn skills on demand; and learn up to 70 foreign languages.

Senior Services

Gwinnett County operates four senior centers located in Buford, Centerville, Lawrenceville, and Norcross, and also offers programming for seniors at eight of its parks. As indicated earlier in this chapter, Gwinnett's population is aging, and as a result senior services – especially those offered to low-income seniors – will become increasingly important in offering supportive services to this segment of the population. Services offered include:

- Arts and crafts
- Exercise
- Line and tap dancing
- Bridge
- Clogging
- Computer training
- Trips and special events



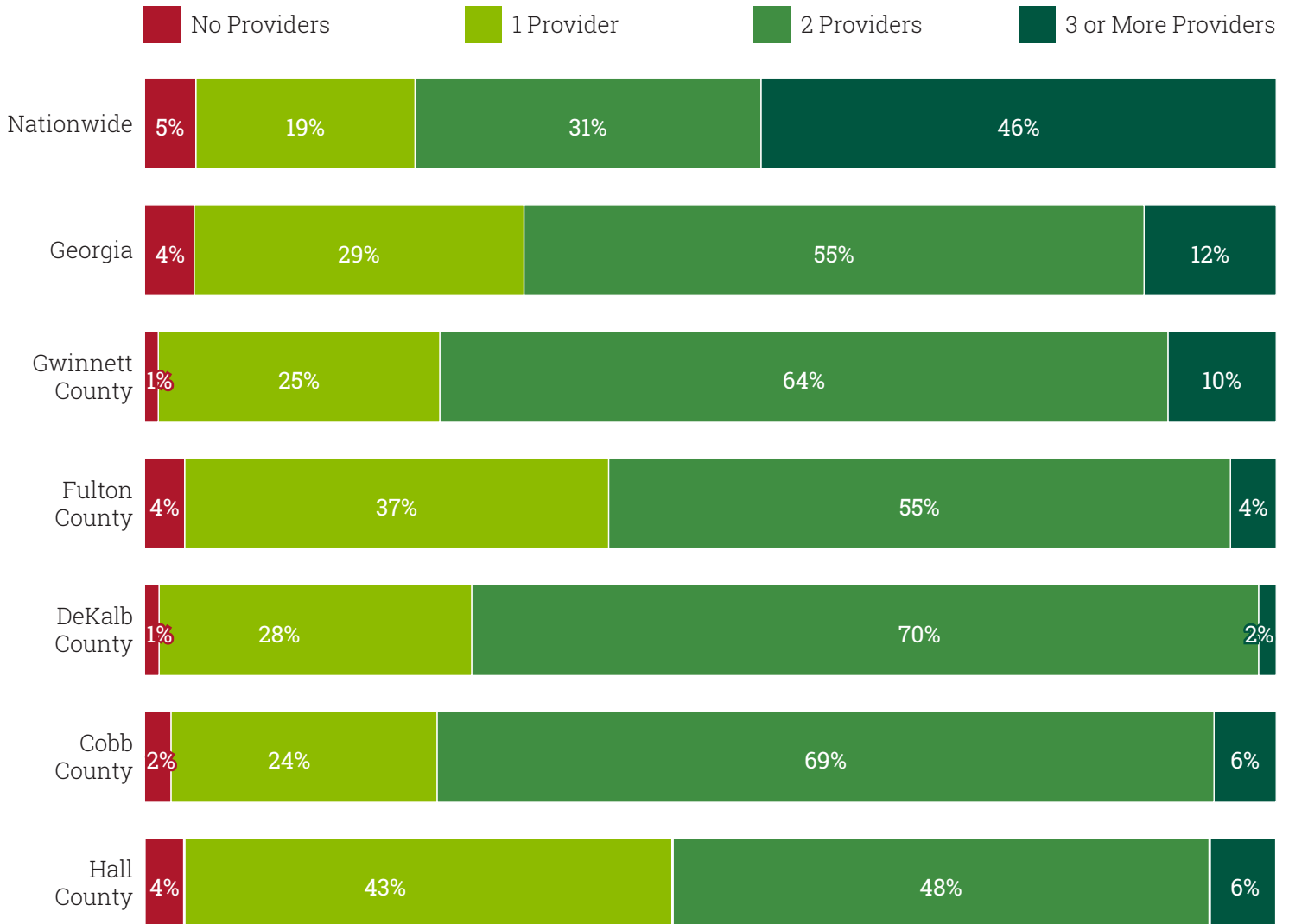


BROADBAND ACCESS

In Georgia, the 2018 State Legislature passed the Achieving Connectivity Everywhere (ACE) Act (Senate Bill 402) initiating a renewed focus on broadband accessibility. While not a function of Gwinnett County's government's services, broadband access is becoming increasingly important. This access has increasingly become an integrated part of societal participation, business, and overall livelihood.

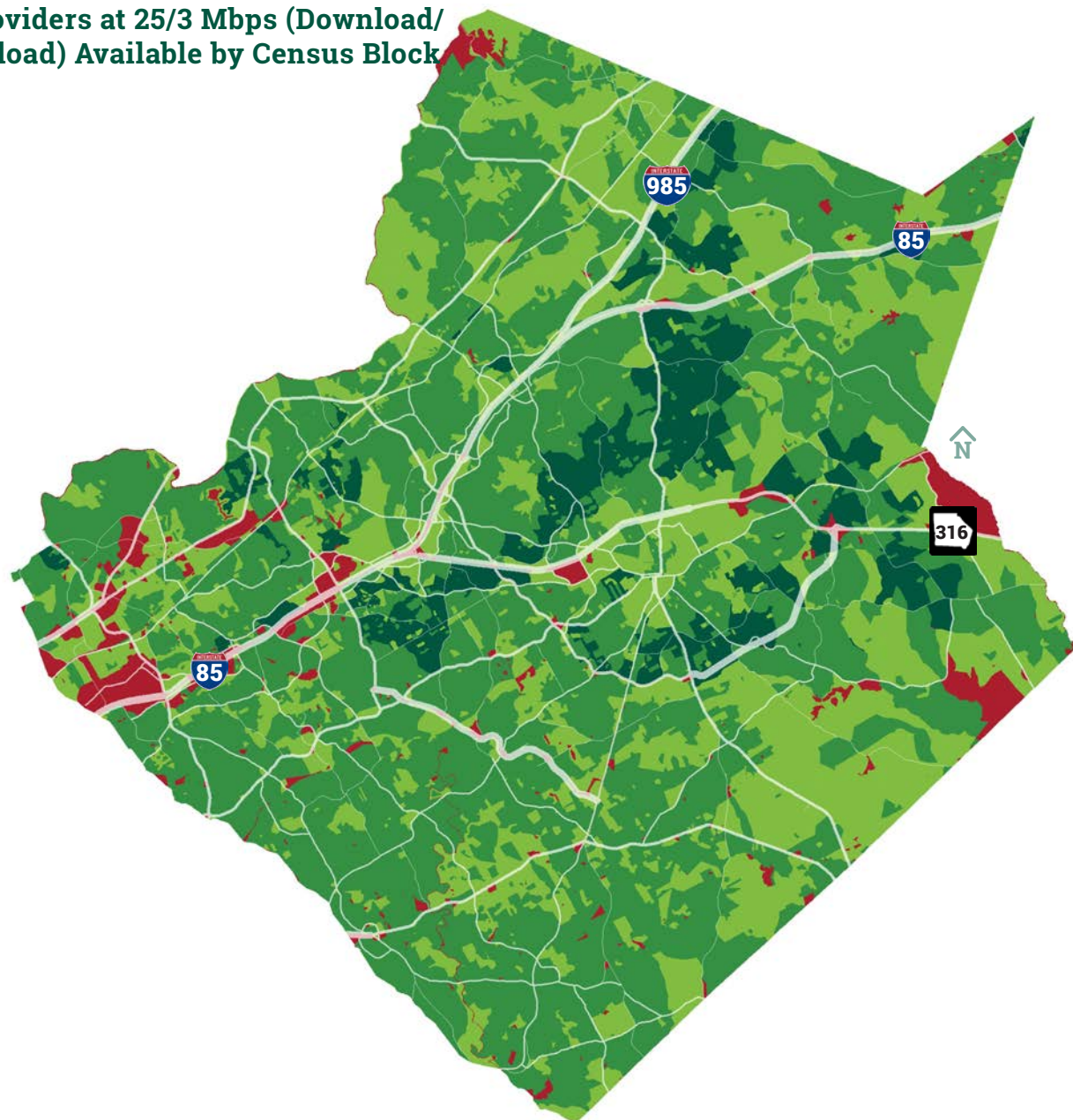
A review of broadband access and speed shows that Gwinnett fares incredibly well, especially when compared nationwide, statewide, and to peer communities. The Federal Communications Commission (FCC) sets the definition of broadband as download speeds of at least 25 Megabytes Per Second (Mbps) and upload speeds of at least 3 Mbps. Nearly 99 percent of our population has access to at least one broadband provider that is able to provide this level of service, compared to a rate of 95 percent nationwide and 96 percent in the state of Georgia.

Percentage of Population with Coverage by Broadband Providers at 25/3 Mbps (Download/Upload)



Source US FCC (December 2016) Technology: ADSL, Cable, Fixed Wireless, Satellite, Other

Number of Residential Broadband Providers at 25/3 Mbps (Download/Upload) Available by Census Block



Source US FCC (December 2016) Technology: ADSL, Cable, Fixed Wireless, Satellite, Other

Note Providers only tracked in areas with residential population; some areas that show zero providers may actually be lacking residential population

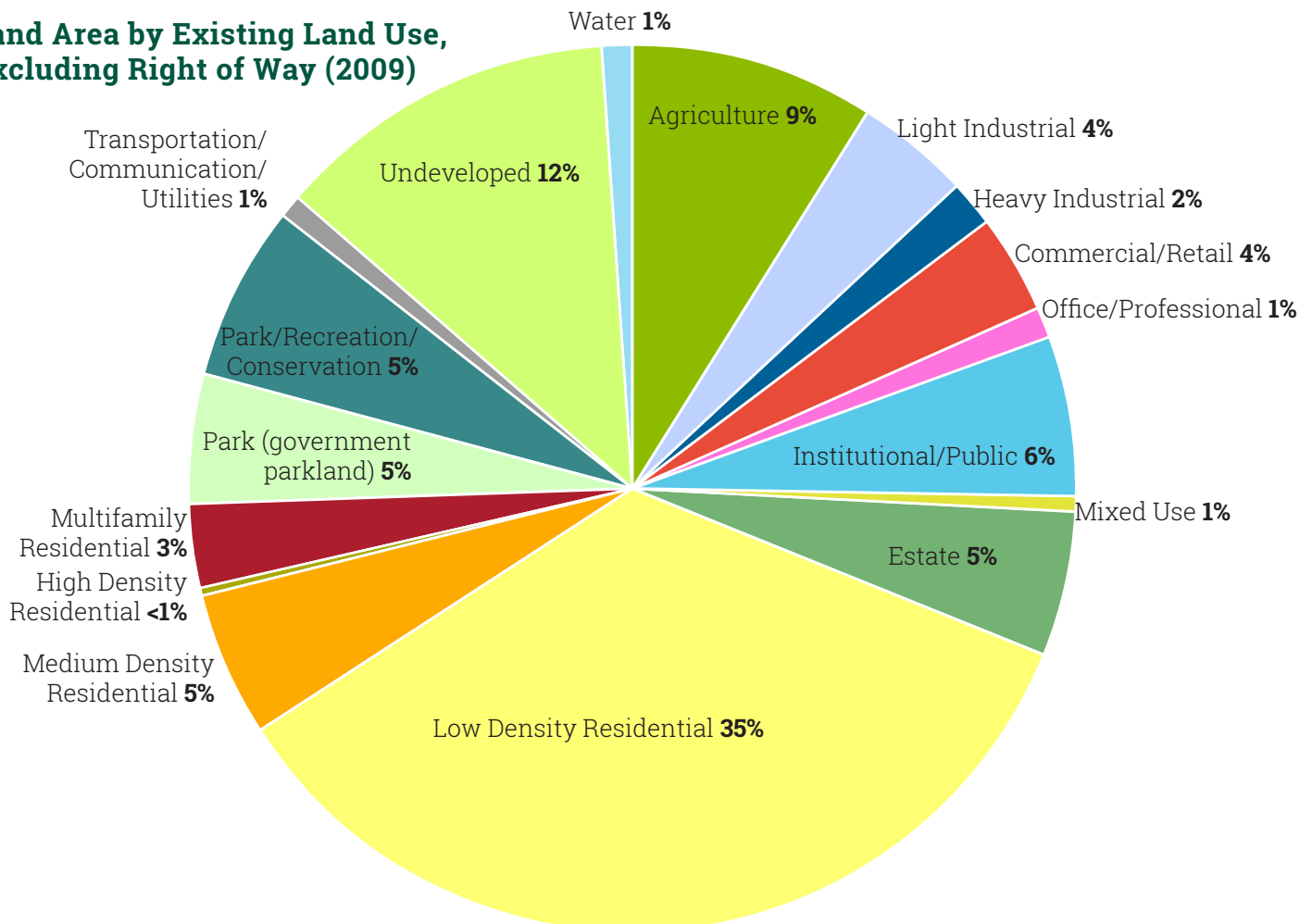
Land Use & Built Environment.

With the majority of Gwinnett’s tremendous growth to this point having been fueled by a suburban expansion from Atlanta, the majority of our built environment is generally characterized as suburban in form, with relatively low density, one to two story buildings that are typically setback from the road, surface parking, and a general lack of a transportation grid and connectivity.

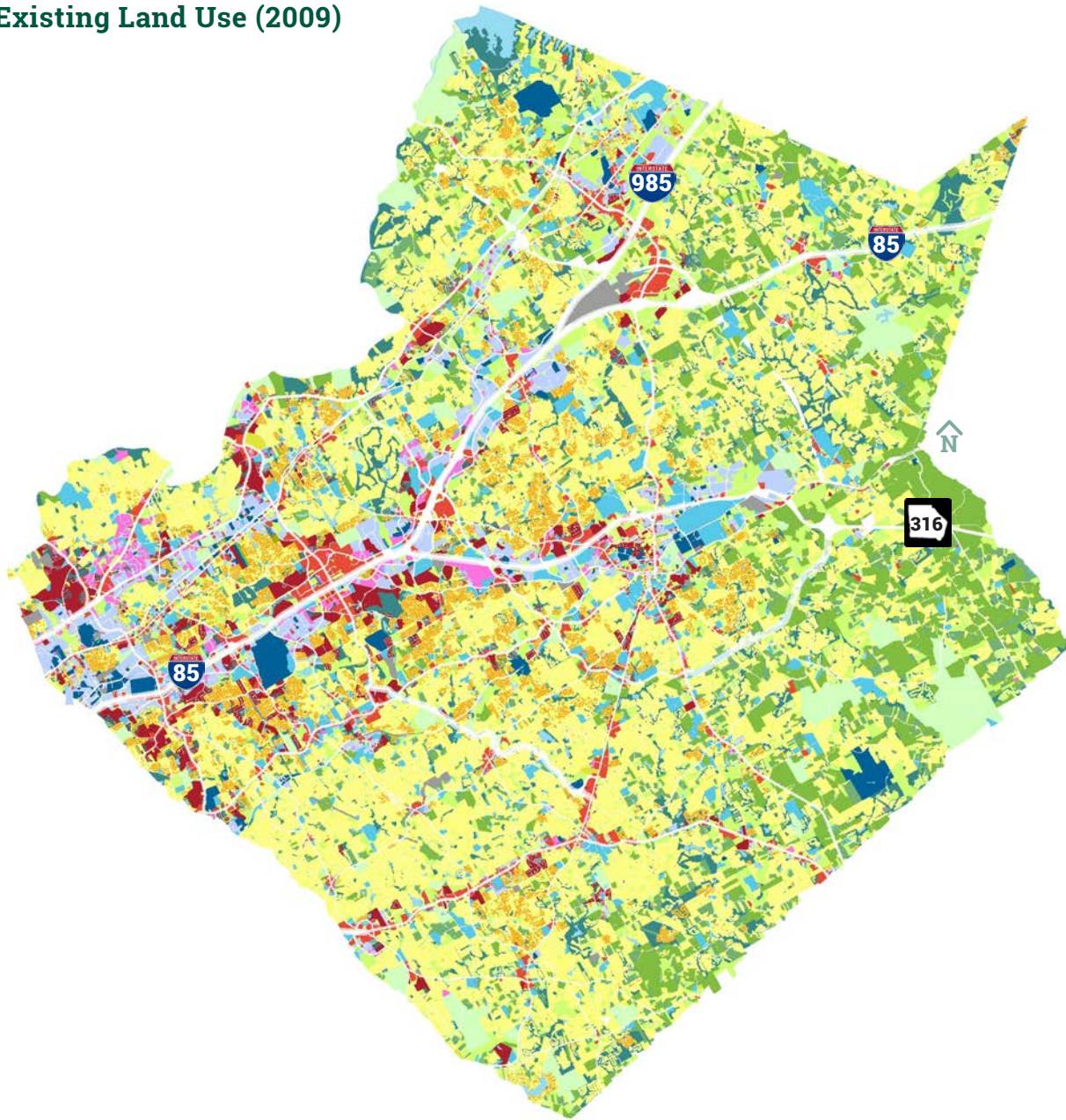
This expansion occurred earliest in the western and southern portions of the county, rapidly expanding to the north and east at relatively low densities, leaving few tracts undeveloped. Development momentum moved north and east, leading to lower levels of investment in previously developed areas. Today, real estate in the western and southern parts of the County tends to exhibit higher vacancies, lower average rents, but also a greater potential for reinvestment.

Focusing on land use, our development pattern tended to result in separation and homogenized land uses. Across the entire county, the largest single category of land use is single-family residential, which encompasses forty percent of the total land area (excluding rights of way) followed by undeveloped land, which occupies twelve percent of the total area of the county. Commercial, industrial, office, and institutional land uses tend to be arranged along major roads and scattered throughout the County.

Land Area by Existing Land Use, Excluding Right of Way (2009)



Existing Land Use (2009)



- | | | |
|---|---|---|
| ● Agriculture | ● Mixed Use | ● Park (government parkland) |
| ● Light Industrial | ● Estate | ● Park/Recreation/Conservation |
| ● Heavy Industrial | ● Low Density Residential | ○ Right of Way |
| ● Commercial/Retail | ● Medium Density Residential | ● Transportation/Communication/Utility |
| ● Office/Professional | ● High Density Residential | ● Undeveloped |
| ● Institutional/Public | ● Multifamily Dwellings | ● Water |

A resulting characteristic is the preponderance of areas with buildings of a similar type and a similar age. As the County developed, much of the development at any given time was dominated by widespread construction of a single type of structure, focused in a widespread pattern, within a single area, built over a short period of time.

This has resulted in a non-diversified spatial distribution of structures that are similar in terms of design, use, and age. As consumer and market trends shift over time, widespread areas can become vulnerable and difficult to adapt incrementally, as any factor or market trend that lessens the viability of these buildings undermines the collective health of a widespread area.

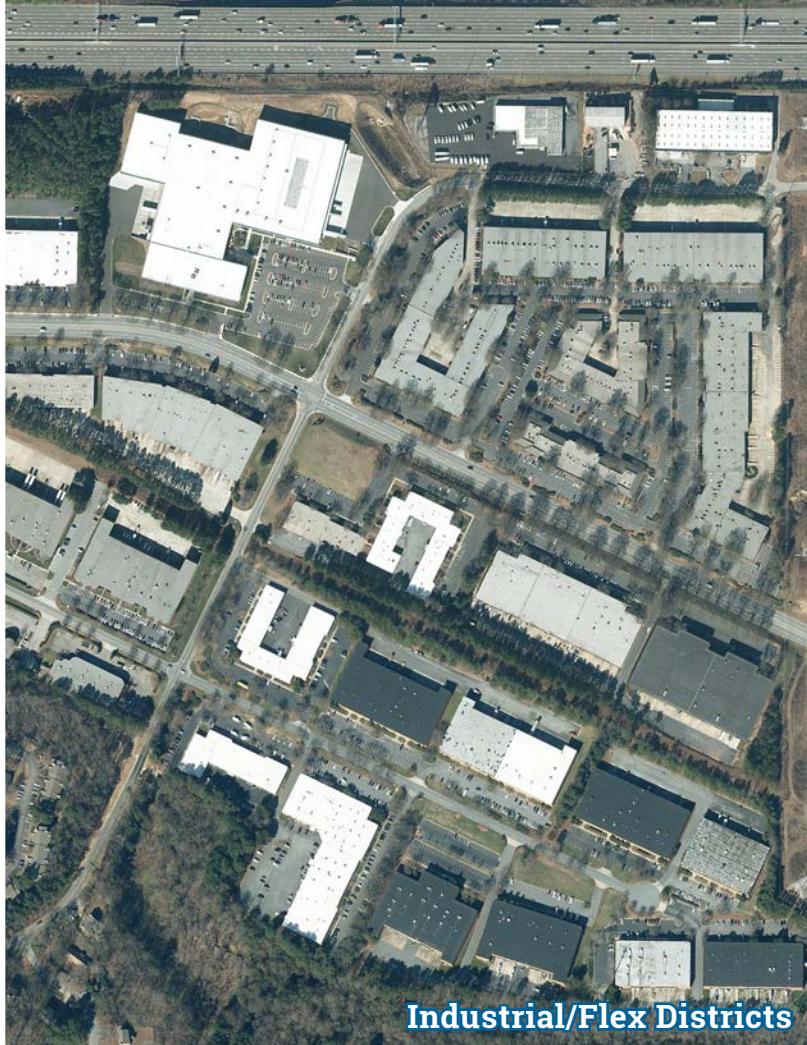
Undermining factors that can threaten the economic viability of these areas include:

- Physical obsolescence: Many buildings were built with a functional lifespan of only 40-50 years.
- Functional obsolescence: Shifts in demand related to building heights, floor-place size, and other factors may limit the re-use of existing buildings.
- Market obsolescence: As real estate, industrial, and consumer preferences change, entire classes of buildings, such as enclosed malls or big-box stores, are vulnerable to losing market relevance.
- Consumer preference: Changing consumer preferences, particularly in regard to homes and residential buildings, could potentially limit the viability of large swaths of the county's housing stock.

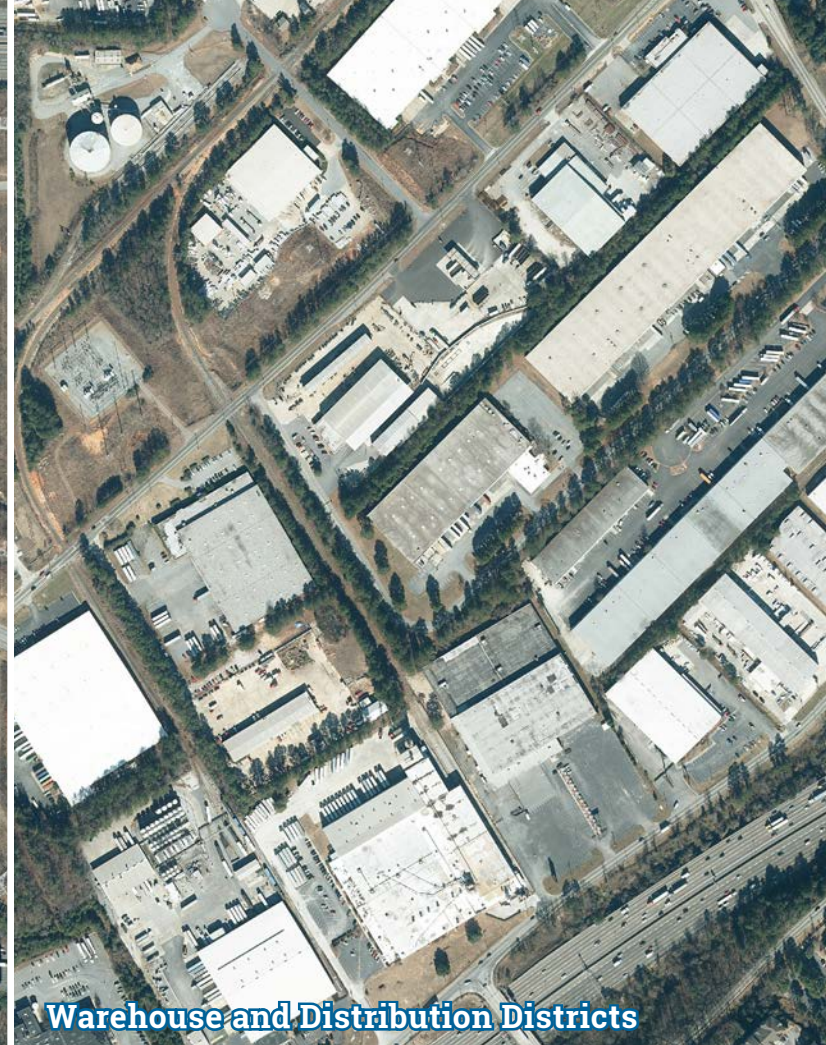
The images to the right show areas within Gwinnett County that have buildings exemplifying these challenges, reflected in four different kinds of uses/buildings:

- Industrial/Flex Spaces,
- Big-Box Retail Stores,
- Warehouse and Distribution Buildings, and
- Office Parks.

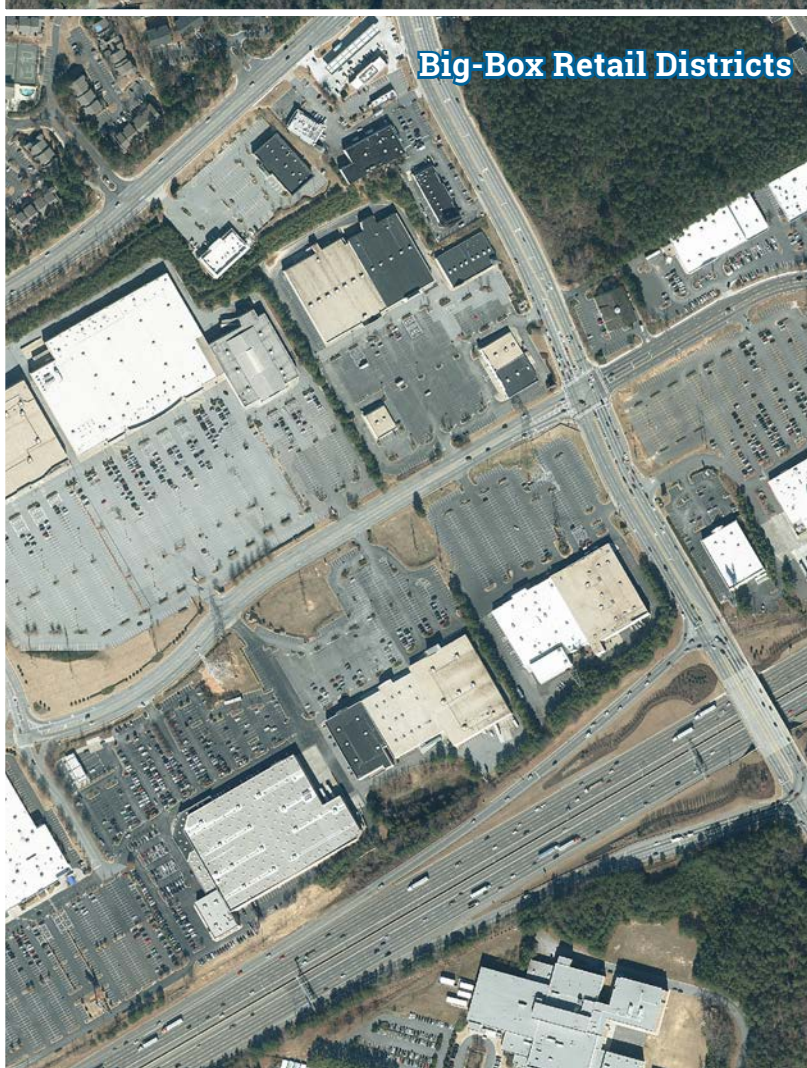
Gwinnett's particular distribution of these buildings requires these challenges to be met all at once for widespread districts.



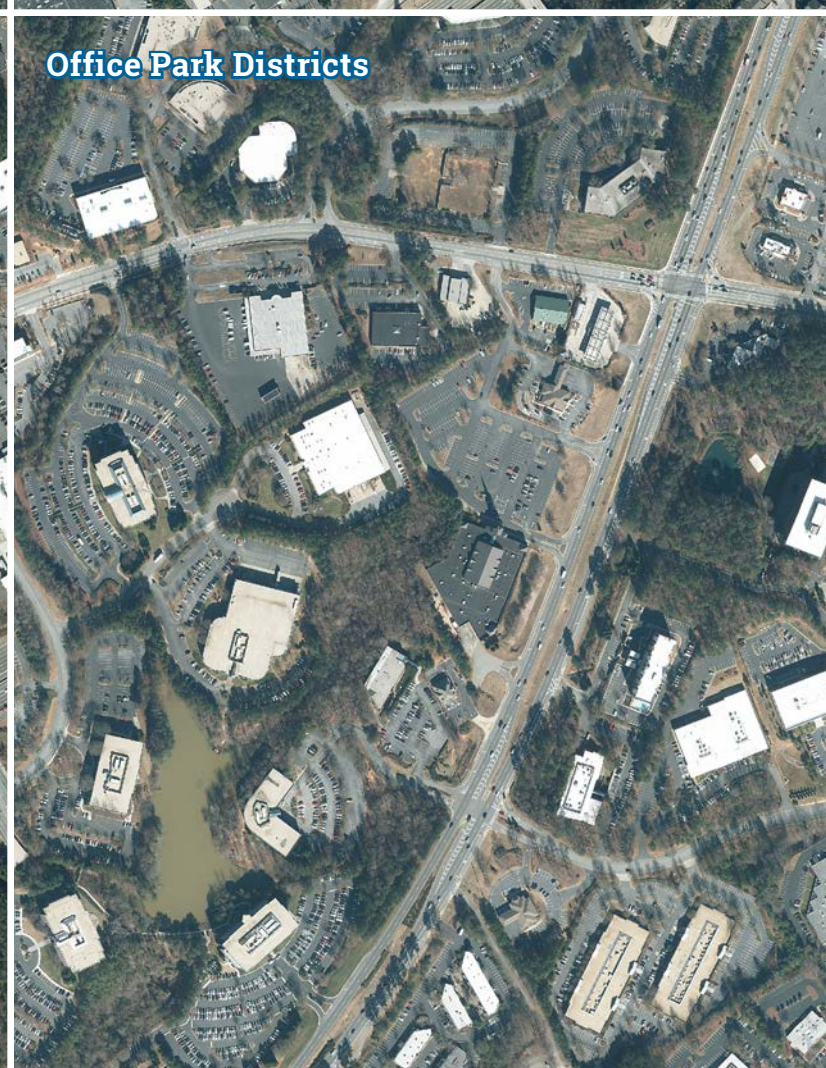
Industrial/Flex Districts



Warehouse and Distribution Districts



Big-Box Retail Districts



Office Park Districts

Perceptions.

As a final research piece, our planning team also investigated perceptions of our community by holding marketing style focus groups – complete with mirrored glass – to understand the perceptions that young people in the metro Atlanta area have regarding Gwinnett. The intent of this process was to better understand the types of amenities and features that young people are looking for when choosing a community to reside, with an understanding that the future success of Gwinnett will depend on our ability to continue to attract young people and families.

These focus groups included twelve participants each, all under the age of 35 and randomly selected from throughout the metro Atlanta area to reflect the region’s overall demographics. The groups were further classified by those who had successfully obtained a four year secondary-education degree and those who had not. Questions and topics were sourced through the plan’s Planning Advisory Committee (PAC) and further reflection from the planning team under the four following classifications:

- Overall perceptions of Gwinnett
- Attitudes toward housing
- Desired community amenities
- Personal goals for the year 2040

A broad conclusion and reflection made was a general tendency for the college graduates in the focus group to prefer a more urban lifestyle seeking active and alternative modes of transportation, pedestrian friendly environments, and entertainment options (everything from nightlife and restaurants to shopping) that are open late. Conversely, those who had not obtained a four year degree tended to be more interested in a traditional suburban lifestyle with one participant summarizing they wanted to be “further out from the city and away from traffic, but still hav(ing) accessibility to things to do.” Common values from both groups included good schools, low crime rates, having a sense of community, recreational opportunities, and shopping convenient to home. A full transcript and summary of the focus groups are provided in Appendix A.



Gwinnett County's planned Revel development was mentioned by multiple members of the focus groups as a positive sign for the future of our community



Image Credit: North American Properties