



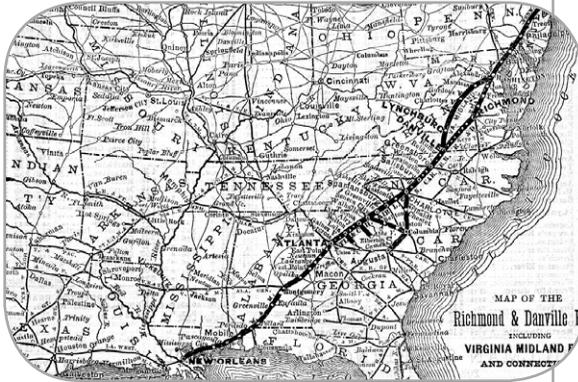
Gwinnett 2040

UNIFIEDPLAN

POND

Our Story.

1871 The Danville and Piedmont Air Line railroad (now Norfolk Southern) is built, inducing the founding of Norcross, Duluth, Suwanee, and Buford



1885 Historic Gwinnett County courthouse constructed



1818 Gwinnett County formed by an act of the Georgia General Assembly

1820 First U.S. Census including Gwinnett County; Population: 4,589

1850 Population: 11,257

1861-1865 American Civil War

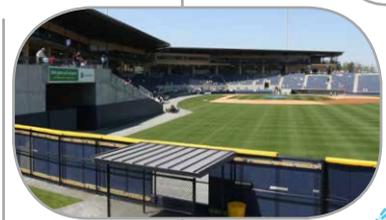
1891 The Georgia, Carolina, and Northern Railway (now CSX) is built

1900 Population: 25,585

2040 Population estimates range from 1.29 to 1.56 million
2018 Gwinnett County celebrates its bicentennial



2009 Gwinnett Stadium (now Coolray Field) opens



2003 Gwinnett Arena (now Infinite Energy Arena) opens

2001 Discovery Mills (now Sugarloaf Mills) opens



2001 Gwinnett County Transit begins operations



2017 Population: 920,260

2010 Population: 808,719

2007 First iPhone Released

1999 Mall of Georgia opens



2000 Population: 588,448



1996 Atlanta and Georgia host the Centennial Summer Olympics

1984 Gwinnett Place Mall opens



1988 Gwinnett Justice and Administration Center opens

1965 Section of I-85 between South Carolina and Suwanee completed



1990 Population: 352,910

1956 The gates of Buford Dam are closed, creating Lake Lanier

1986-1988 Gwinnett County is the fastest growing county in the United States with a population over 100,000

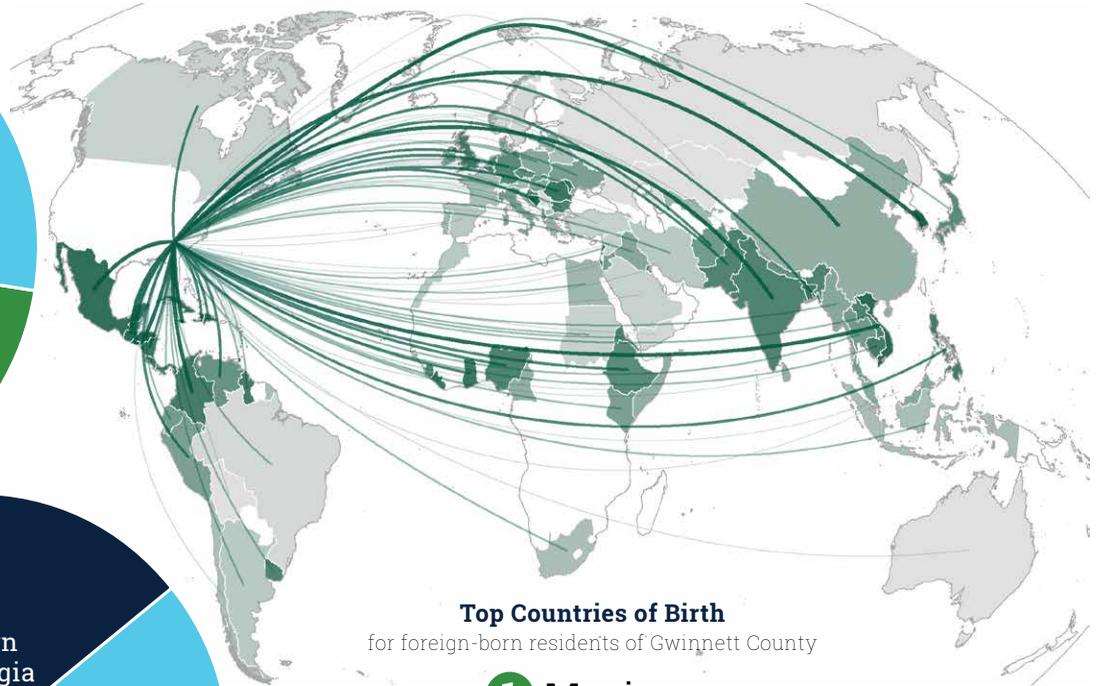
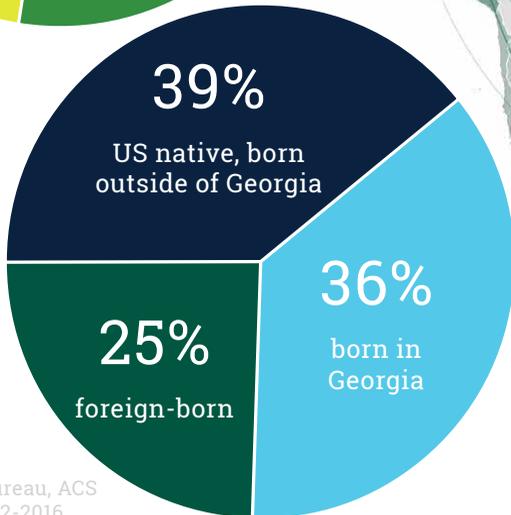
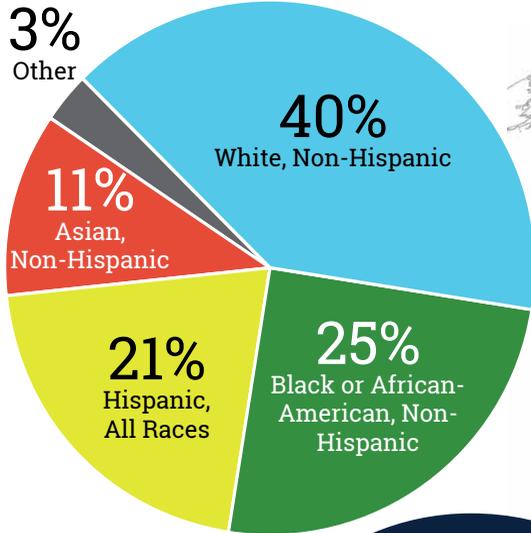
1941 Pearl Harbor attacked, USA enters WWII

1980 Population: 166,903

1970 Population: 72,349

1960 Population: 43,541

Who We Are.



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

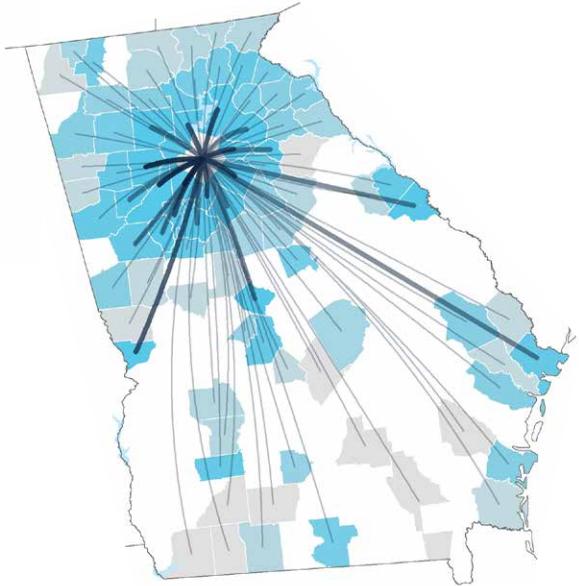


**Top Counties of Origin
Within Georgia (1990-2016)**

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

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

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



Source US Internal Revenue Service, Statistics of Income Division, Migration Data 1990-2016

Engaging the Community.

Our extensive community engagement program was designed to engage with all members of Gwinnett's very diverse community and included a combination of traditional and other outreach methods to target specific communities and groups for their participation.

Traditional Engagement

Activities Hearings, Community Open Houses, Planning Advisory Committee

Non-Traditional Engagement

Activities Speaking Engagements, Intercept Interviews, Pop-Up Events, Radio Engagements

Public Hearing 1	12/19/2017
Partnership Gwinnett	1/3/2018
Planning Advisory Committee (PAC) Meeting 1	1/11/2018
MLK Jr. Day Parade	1/15/2018
Community Open House (COH) - Five Forks Library	1/25/2018
COH - Dacula Library	1/29/2018
Lilburn Middle School Career Day	2/1/2018

COH - Lilburn Activity Building	2/1/2018
COH - OneStop Centerville	2/12/2018
Dinner and Dialogue	2/12/2018
Chairman's State of the County	2/14/2018
Gwinnett Place CID	2/14/2018
UVAC TET Festival	2/18/2018
La Raza 102.3/100.1 FM	2/20/2018
Bethesda Park Senior Center	2/21/2018
COH - Bogan Park	2/22/2018
VidaAtlanta 1010 AM	2/23/2018
Intercept Interviews - Santa Fe Mall	3/4/2018
PAC Meeting 2	3/8/2018
Sugarloaf CID	3/8/2018
Lilburn CID	3/13/2018
Plaza Las Americas	3/25/2018
Intercept Interviews - Rhodes Jordan Park	4/3/2018
Centerville Senior Center	4/4/2018
Bogan Park	4/5/2018

Intercept Interviews - Best Friend Park	4/10/2018
Intercept Interviews - Short Howell Park	4/11/2018
Button Gwinnett Day	4/11/2018
Multi-Cultural Festival	4/14/2018
Intercept Interviews - Lenora Park	4/17/2018
Intercept Interviews - Bethesda Park	4/19/2018
Sugarloaf Rotary Club	4/19/2018
Chamber of Commerce Family Festival	4/21/2018
Intercept Interviews - Little Mulberry Park	4/25/2018
PAC Meeting 3	4/26/2018
Kids Expo	4/28/2018
Intercept Interviews - Harbins Park	4/29/2018
COH - Dacula Park	4/30/2018
Snellville Lions Club	5/3/2018
COH - Lenora Park	5/7/2018
Hispanic Chamber of Commerce	5/8/2018

COH - Rhodes Jordan Park	5/10/2018
COH - George Pierce Park	5/14/2018
COH - Lucky Shoals Park	5/17/2018
PAC Meeting 4	6/14/2018
Gwinnett Place CID	7/11/2018
Super H Mart (Pleasant Hill Road)	7/14/2018
La Que Buena 101.9 FM	7/26/2018
Partnership Gwinnett	8/1/2018
PAC Meeting 5	8/7/2018
Sugarloaf CID	8/8/2018
COH - George Pierce Park	8/13/2018
COH - OneStop Centerville	8/16/2018
COH - Five Forks Library	8/20/2018
Evermore CID	8/22/2018
COH - Best Friend Park	8/23/2018
COH - Dacula Park	8/30/2018
Lilburn CID	9/14/2018
Planning Commission Hearing	10/2/2018
Public Hearing 2	10/23/2018

...and other engagement activities including surveys, living room chats, multiple committees and, one-on-one engagements with stakeholders and decision makers.



16,228
online survey comments

1,165
online survey respondents

59
intercept interviews
around Gwinnett County

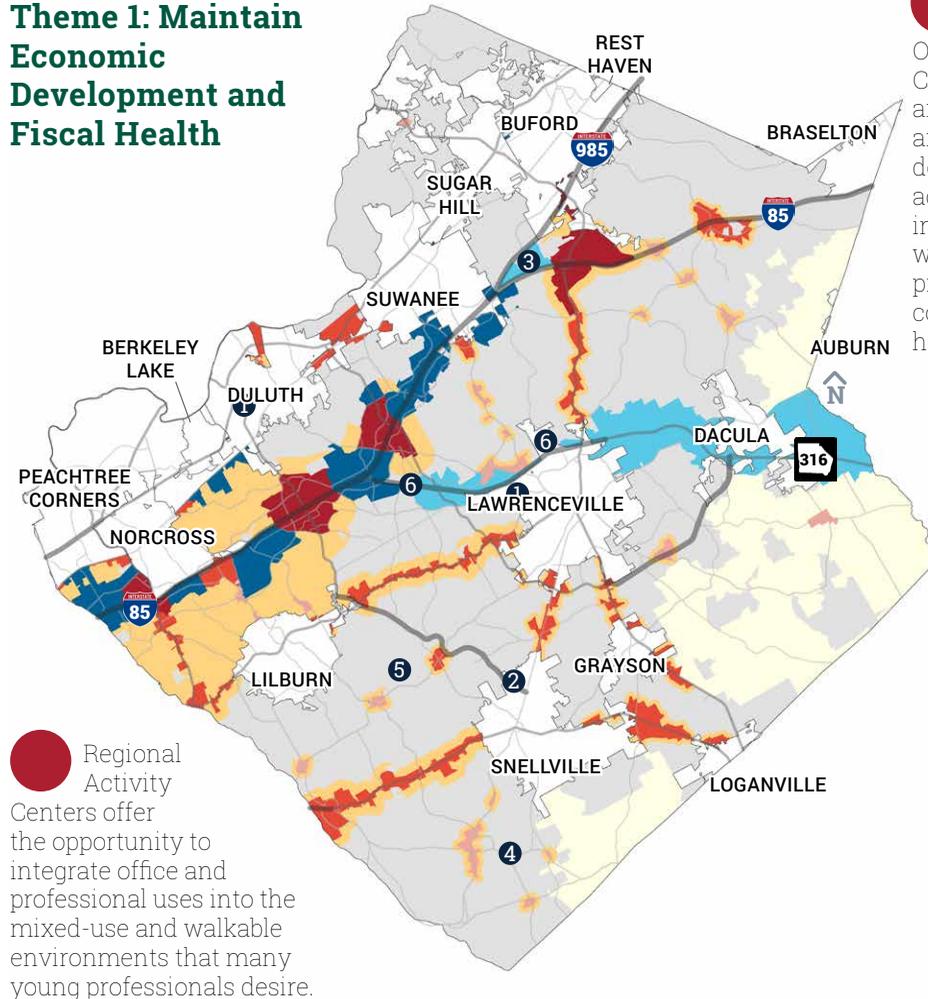
20%
of intercept interviews
conducted in Spanish

80+
community open houses, meetings,
speaking events, intercept events,
and other outreach opportunities



The Five Themes.

Theme 1: Maintain Economic Development and Fiscal Health



Regional Activity Centers offer the opportunity to integrate office and professional uses into the mixed-use and walkable environments that many young professionals desire.

Regional Activity Centers (red, orange, light orange, yellow) Our Regional Activity Centers, Community Mixed-Use areas, Neighborhood Nodes, and Vibrant Communities designations are areas where activity and higher residential intensity opportunities exist, which are typically able to provide greater value to the county's tax digest and fiscal health.

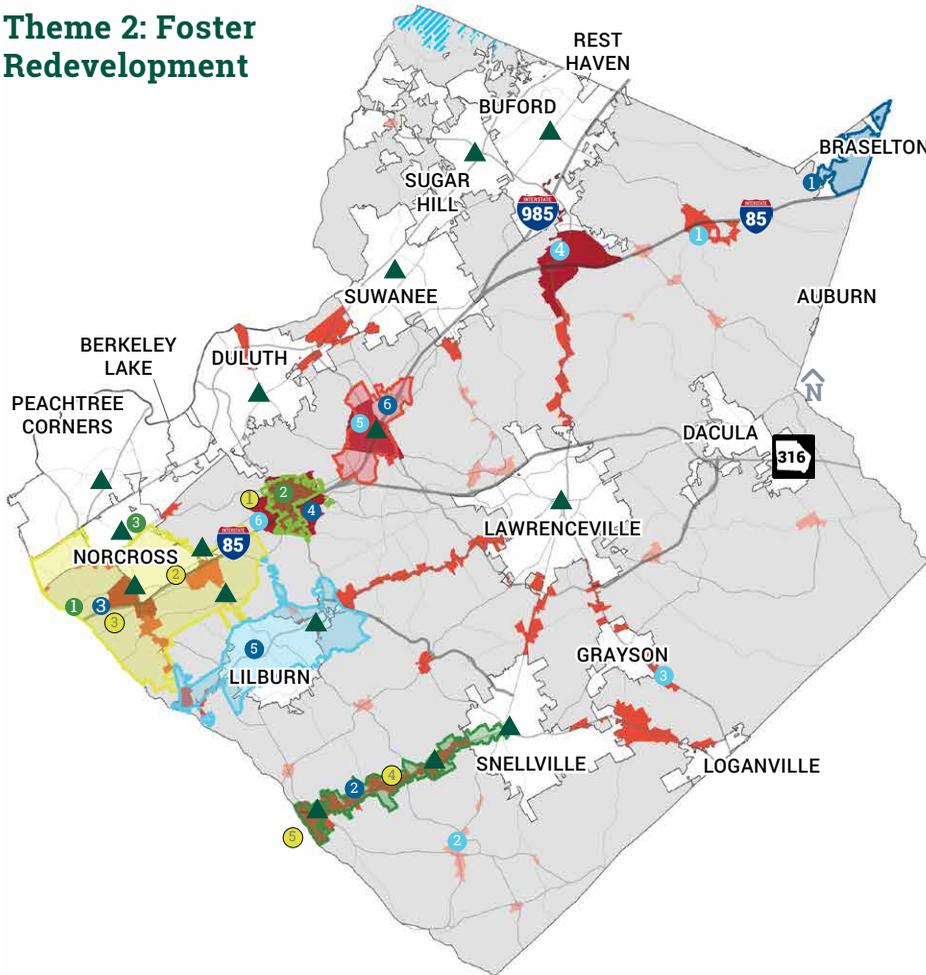
University Parkway (SR 316) (light blue) if marketed as Gwinnett's Innovation District, can take advantage of growing medical and post-secondary institutions.

Employment Centers (dark blue) identified as places in the County focused on employment opportunities and uses.

Sewer Extensions (yellow) Placement and timing of sewer extensions and pump stations for Suburban Estate Living areas guide development appropriately in traditionally unsewered areas.

- 1 Gwinnett Medical Center Locations
- 2 Eastside Medical Center
- 3 Planned Water Innovation Center for Applied Research, Education, Innovation, and Workforce Development
- 4 Planned Water Reclamation Facility/Environmental Campus to support population growth and economic development
- 5 The County is evaluating mechanisms to encourage and assist property owners currently on septic to connect to sewer
- 6 Georgia Gwinnett College and Gwinnett Tech are a means to create a localized labor force.

Theme 2: Foster Redevelopment



Livable Centers
Initiative areas encourage walkable, human-scaled communities

Regional Activity Centers
Offer the opportunity to integrate office and professional use and walkable environments that many young professionals desire.

Opportunity Zones

- 1 Gateway 85
- 2 Gwinnett Place
- 3 Norcross

Community Improvement Districts (CIDs)

- 1 Braselton
- 2 Evermore
- 3 Gateway85 Gwinnett
- 4 Gwinnett Place
- 5 Lilburn
- 6 Sugarloaf

Community Mixed-Use areas
offer opportunities for integrated development on our major corridors and nodes.

Neighborhood Nodes
can be used for small, mixed-use developments, which can be accessed by nearby residents via walking rather than driving for quick trips.

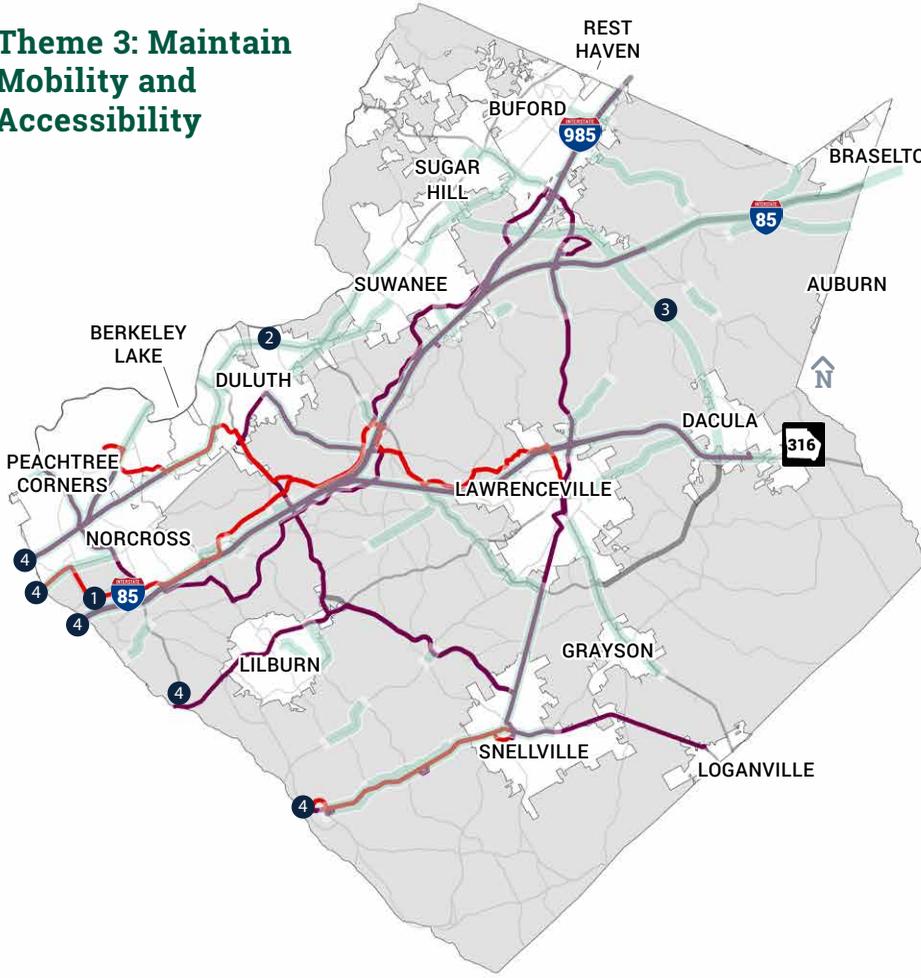
County Tax Allocation Districts (TADs)

- 1 Gwinnett Place TAD
- 2 Indian Trail TAD
- 3 Jimmy Carter TAD
- 4 Lake Lucerne TAD
- 5 Park Place TAD

County Overlay Districts

- 1 Hamilton Mill/Highway 124/ Highway 324
- 2 Centerville/Highway 124
- 3 Grayson/Highway 20
- 4 Mall of Georgia
- 5 Civic Center
- 6 Venture Drive

Theme 3: Maintain Mobility and Accessibility



The Connect Gwinnett Transit Plan provides a framework for future transit expansion and improvement in Gwinnett County, including rail and bus services. Major initiatives include:

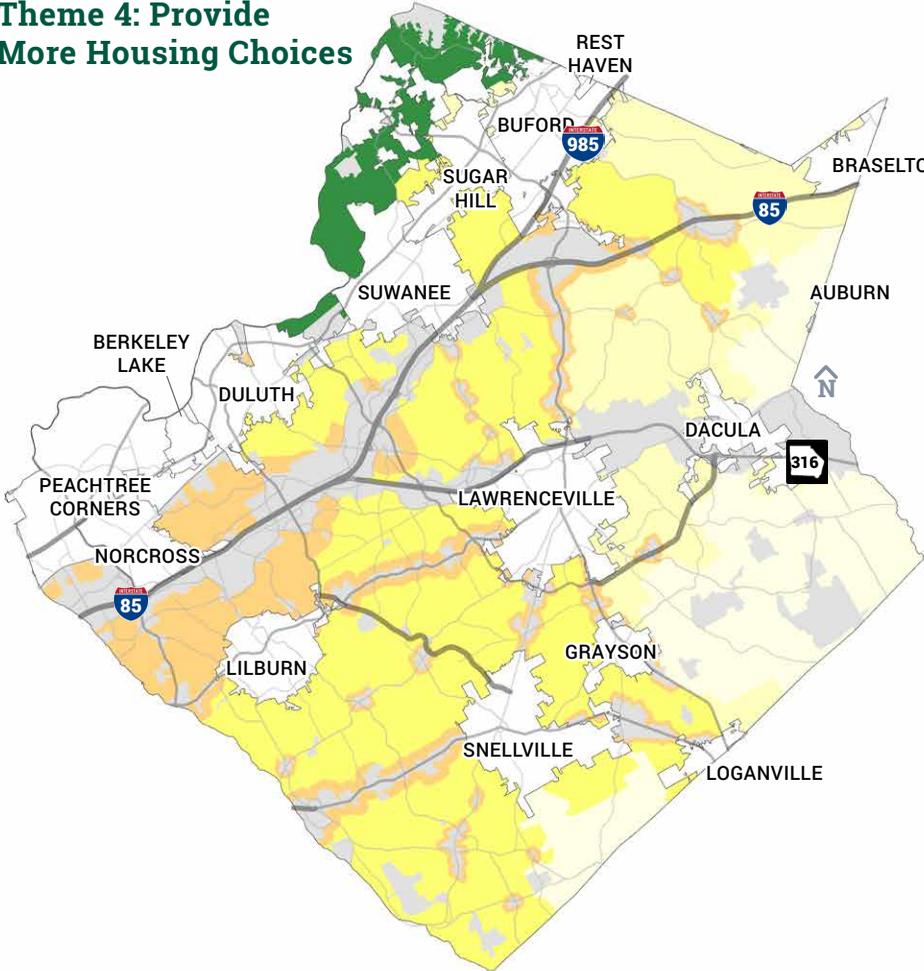
- High Capacity Transit
- Enhanced Bus Service

The Gwinnett County Comprehensive Transportation Plan includes several major roadway improvements, among other projects, that enhance and preserve mobility throughout the County and to other parts of the region.

— Major Roadway and New Location Projects

- 1 Heavy rail transit expansion to Jimmy Carter Boulevard and Gwinnett Place.
- 2 Connected vehicle opportunities on Peachtree Industrial Boulevard.
- 3 Tolling options being explored to underwrite construction of Sugarloaf Parkway - Phase 3.
- 4 Transit connections into neighboring metro communities.

Theme 4: Provide More Housing Choices



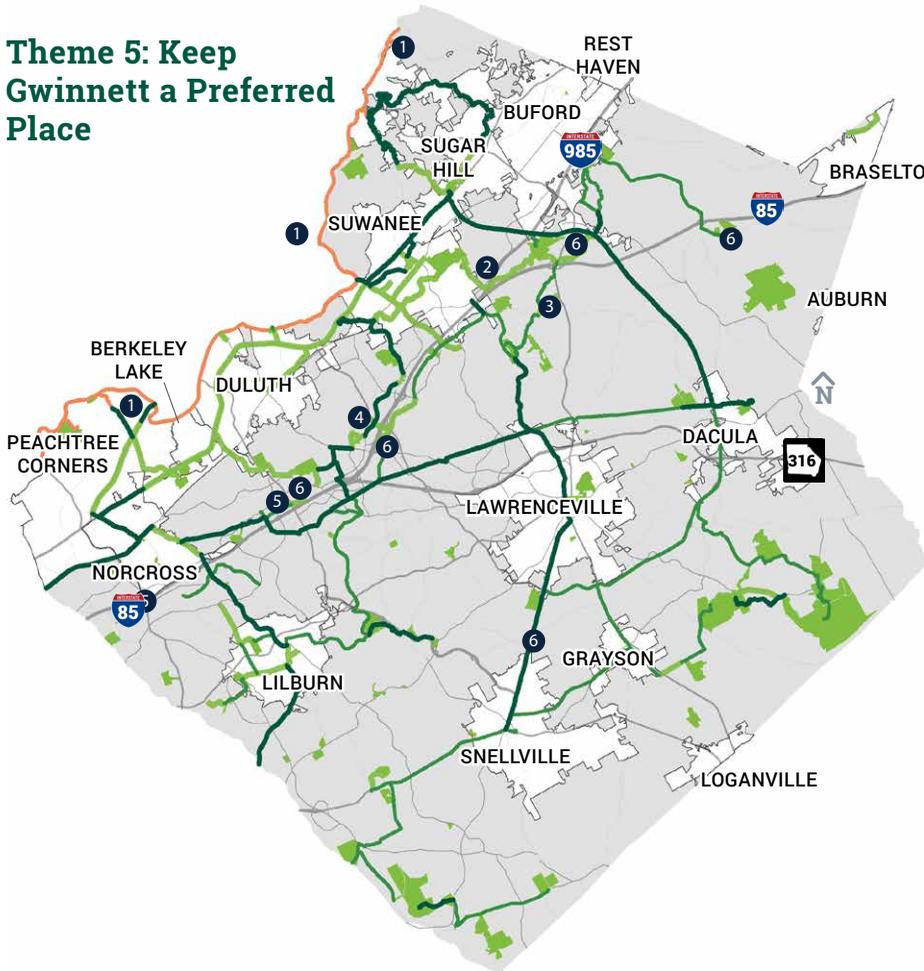
 The Vibrant Communities Character Area allows for a broader mix of housing types and income levels and phases of life. These areas are also identified to surround the areas designated as Activity Centers in the plan to maximize accessibility to commerce, jobs, and entertainment.

 The Established Neighborhood Character Area addresses areas that are largely single family oriented neighborhoods that act as the backbone for Gwinnett to continue to attract families seeking a traditionally suburban lifestyle.

 The Suburban Estate Living Character Area has been designated to help with preservation of remaining low intensity development areas of the county where infrastructure (i.e. road, sewer) is limited.

 Executive housing areas on and along Lake Lanier and the Chattahoochee River.

Theme 5: Keep Gwinnett a Preferred Place



Gwinnett County's award winning park system is routinely cited as a major asset for our community.

Community Initiatives

1 Lake Lanier and Chattahoochee River, in conjunction with trail extensions, can be used as opportunities for recreational activity.

2 Gwinnett Environmental and Heritage Center (GEHC)

3 Coolray Field (Home of the Gwinnett Stripers)

4 Revel and the Infinite Energy Center will be the backbone of Gwinnett's entertainment district.

As the Gwinnett population becomes more diverse, there are increasingly more opportunities to immerse ourselves in the food and culture of our newest residents.

5

6 Our major retail centers attract both Gwinnetians and visitors from surrounding communities.

The Gwinnett Trails Master Plan identifies a series of interconnected trail infrastructure for recreational and transportation uses throughout the County.

-  Core Trail Network
-  Chattahoochee Trail Network
-  Priority Trails
-  Existing and Funded Trails

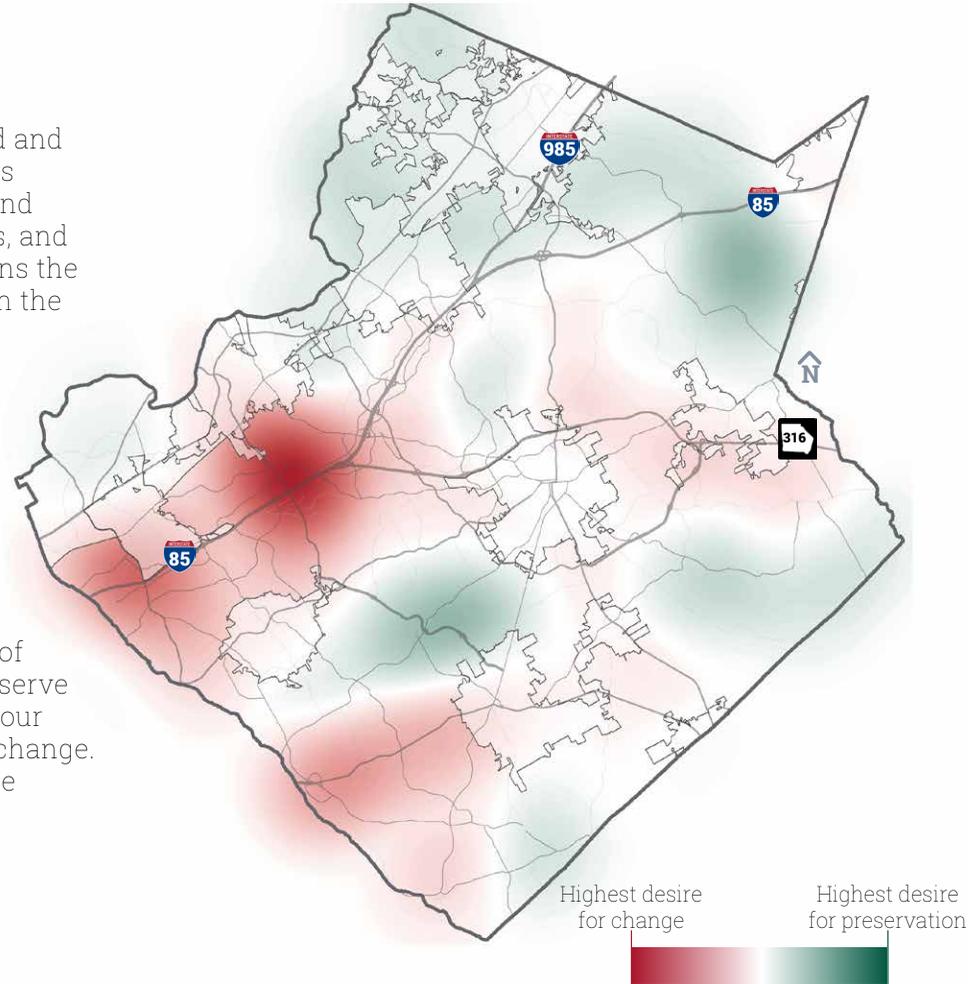
Opportunity for Change.

The overall purpose of the plan is to understand and convey how the County's infrastructure (such as transportation and sewer) will interface with land use, economic development, parks, open spaces, and housing policies to ensure that Gwinnett remains the "preferred place" to live and work as described in the Five Themes.

A centerpiece of this 2040 Unified Plan focuses on how these components work together and interface with the overall community vision. This process, which we call the "Opportunity for Change" analysis is comprised of three distinct parts.

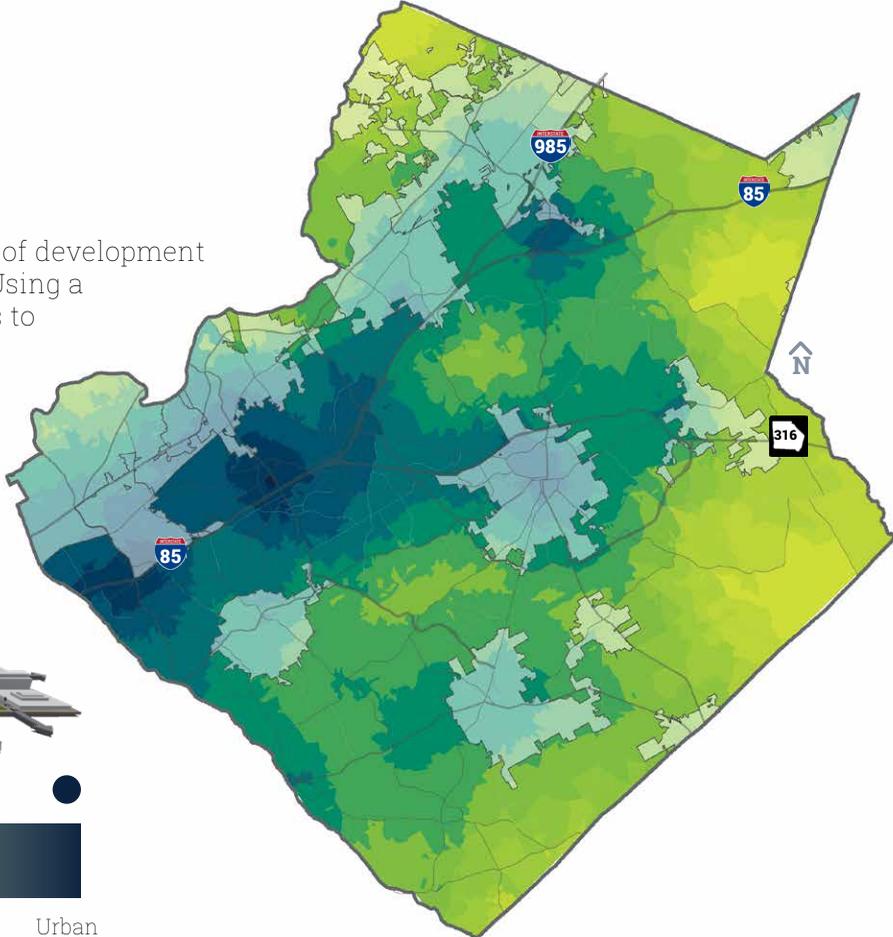
Change and Preserve Preferences

An exercise developed to understand the parts of our community that residents would like to preserve as they exist today and conversely the parts of our community where they see an opportunity for change. The map to the right is a compilation of what we heard.



Urban Scale Preferences

An exercise designed to understand what types of development and intensity the community felt appropriate. Using a scale from undeveloped areas to suburban areas to urban areas, community outreach participants used colored dots to voice their vision for the future of different parts of Gwinnett County.



Open Space

Urban Center

Change and Preserve Likelihood

A series of analyses performed and compiled to understand what parts of the County are actually likely to change and what parts are more likely to retain their current character. Grouped into three major categories, this analysis included:

Infrastructure Assessment Factors

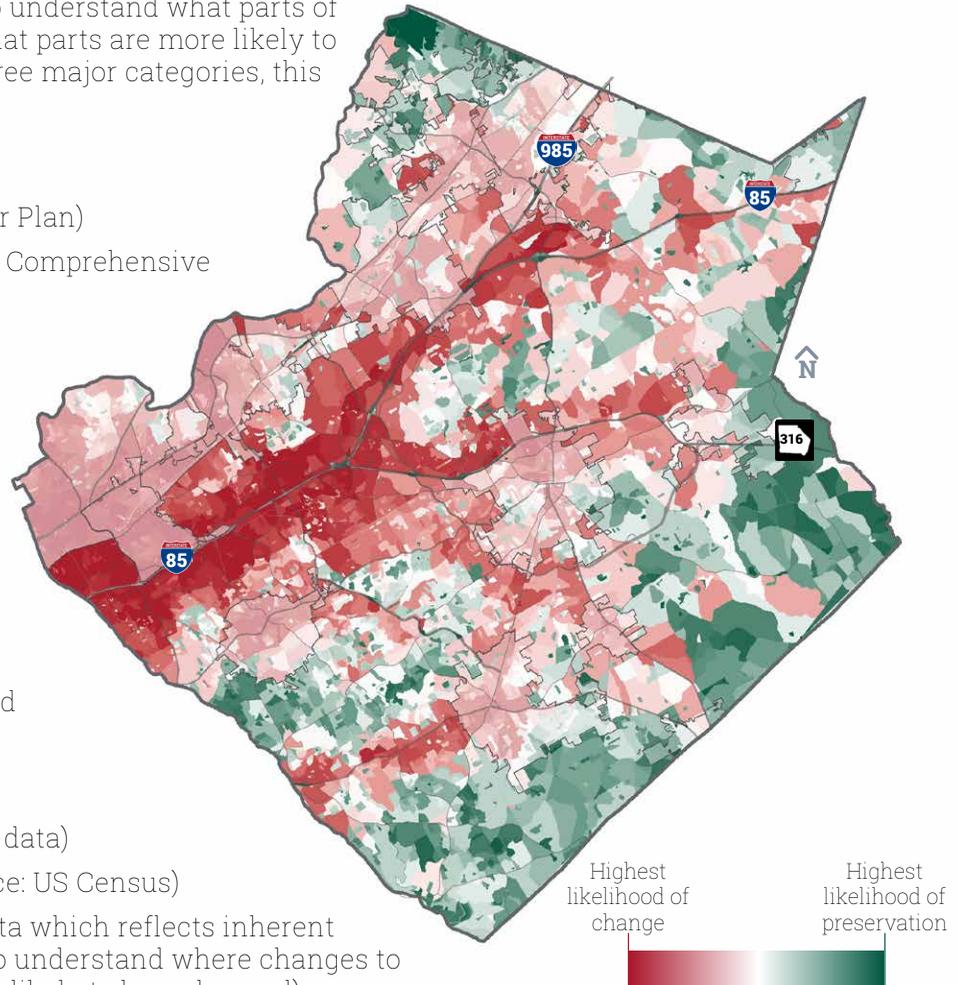
- Planned Sewer Access (from Sewer Master Plan)
- Bicycle/Pedestrian Suitability Score (from Comprehensive Transportation Plan)
- Trail Access and Investments (from Trails Master Plan)
- Planned Transportation Investments (from Comprehensive Transportation Plan)

Economic Development Factors

- Land Value (source: Tax Assessor data)
- Improvement to Land Value Ratio (source: Tax Assessor data)
- Development Interest (source: land use and rezoning data)

Land Use & Housing Factors

- Concentrations of Retail (source: land use data)
- Owner Occupancy of Housing Units (source: US Census)
- Urbanity Scores (source: ESRI Tapestry Data which reflects inherent consumer values which were correlated to understand where changes to a more urban environment would be more likely to be welcomed)



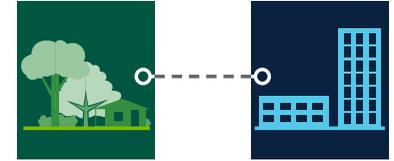
Guiding Philosophies.

Based on the results of the Opportunity for Change exercises and input received, the following Guiding Philosophies were developed as a guide to update the County's Future Development Map.

Use Character Areas to Establish Transitional Areas



Use Urban Scale to Communicate and Articulate Implied Densities and Character



Encourage Redevelopment in Key Areas While Still Allowing for Greenfield Development Opportunities



Encourage Development to Be More Nodal Than Linear



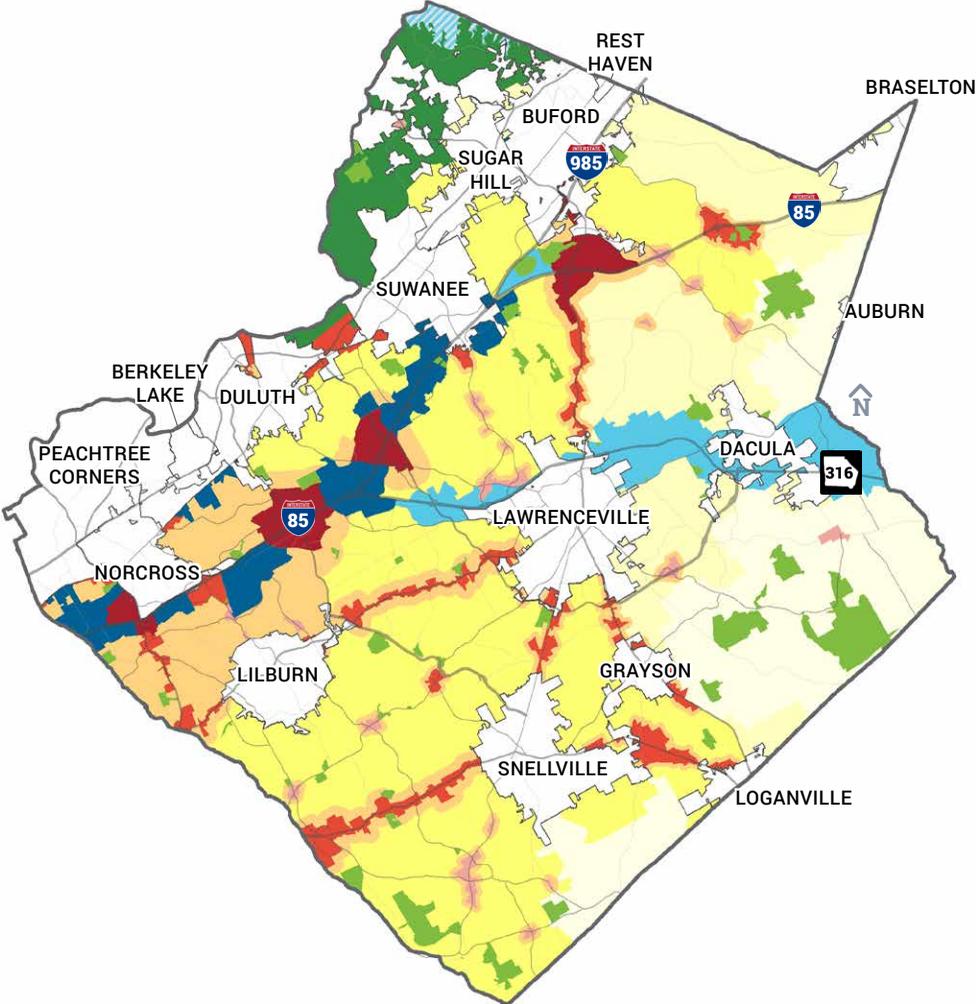
Preserve the Character of Areas That Are Still Relatively Undeveloped



Incorporate and Integrate Office Areas Into Mixed-Used Districts



Future Development Map.



Activity Centers

- Regional Activity Center
- Community Mixed-Use
- Neighborhood Node

Employment Centers

- Workplace Center
- Innovation District

Residential Neighborhoods

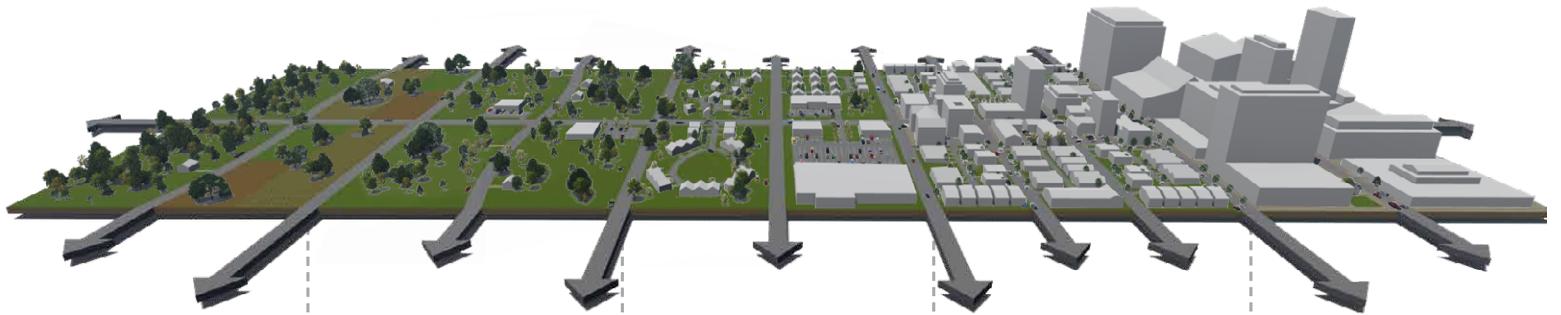
- Vibrant Communities
- Established Neighborhoods
- Emerging Suburban
- Suburban Estate Living

Low Intensity Areas

- Chattahoochee River Area
- Community Amenities

Other

- Municipalities
- Lake Lanier



Low Intensity Areas

Chattahoochee River Area

Community Amenities

Activity Centers

Regional Activity Centers

Community Mixed-Use

Neighborhood Node

Residential Neighborhoods

Vibrant Communities

Established Neighborhoods

Emerging Suburban

Suburban Estate Living

Employment Centers

Workplace Center

Innovation District

Activity Centers

Regional Activity Center Intended for areas that have intense commercial and office/employment activity, as well as some residential elements.

Community Mixed-Use Intended for activity nodes and connecting areas located along major corridors

Neighborhood Node Intended for smaller commercial/retail nodes at various intersections located throughout the County.

Employment Centers

Workplace Center Predominantly employment-oriented uses and includes office parks, industrial parks, and locations for freight oriented and logistic uses.

Innovation District Intended where the predominate use is research and development, technological uses, industrial parks, and areas where there are colleges and universities.

Residential Neighborhoods

Vibrant Communities Intended to serve as a transition between neighborhood nodes and mixed-use activity centers and surrounding, established single-family residential areas.



Established Neighborhoods

Designates well established neighborhoods and single-family residential areas that are unlikely to undergo any significant changes or redevelopment in the next 20 years.

Emerging Suburban Designates areas that are currently mainly residential, but have not yet matured into established communities due to relatively large amounts of remaining, undeveloped land.

Suburban Estate Living One of the last remaining character area types that would provide large tracts of land for greenfield development and include some remnants of agricultural uses.

Low Intensity Areas

Chattahoochee River Area

Designates areas in the unincorporated areas along the Chattahoochee River and Lake Lanier.

Community Amenities Reserved for designating publicly owned county facilities, county owned parks, including recreation centers, activity buildings, aquatic centers, ball/soccer fields, playgrounds, pavilions, paths, etc.



POND



For more information, visit
www.Gwinnett2040UnifiedPlan.com



Gwinnett
vibrantly connected