Our Story.

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

1885 Historic Gwinnett County courthouse constructed

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

1900 Population: 25,585
1960 Population: 43,541

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

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

1941 Pearl Harbor attacked, USA enters WWII

1941 Population: 43,541

1960 Population: 72,349

1970 Population: 72,349

1980 Population: 166,903

1990 Population: 352,910

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

2000 Population: 588,448

2007 First iPhone Released

2003 Gwinnett Arena (now Infinite Energy Arena) opens

2001 Discovery Mills (now Sugarloaf Mills) opens

2001 Gwinnett County Transit begins operations

1999 Mall of Georgia opens

1996 Atlanta and Georgia host the Centennial Summer Olympics

1999 Population: 166,903

2000 Population: 352,910

2000 Population: 588,448

2007 Population: 808,719

2010 Population: 808,719

2017 Population: 920,260

2040 Population estimates range from 1.29 to 1.56 million

2018 Gwinnett County celebrates its bicentennial

2009 Gwinnett Stadium (now Coolray Field) opens

1984 Gwinnett Place Mall opens

1988 Gwinnett Justice and Administration Center opens

1984 Population: 166,903
Who We Are.

Top Countries of Birth for foreign-born residents of Gwinnett County

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

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

Top Counties of Origin
Within Georgia (1990-2016)

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

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

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<tr>
<td>Public Hearing 1</td>
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<td>Planning Advisory Committee (PAC) Meeting 1</td>
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<td>MLK Jr. Day Parade</td>
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<td>COH - Dacula Library</td>
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<td>Lilburn Middle School Career Day</td>
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<td>COH - Lilburn Activity Building</td>
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<td>COH - OneStop Centerville</td>
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<td>Dinner and Dialogue</td>
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<td>Chairman’s State of the County</td>
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<td>Gwinnett Place CID</td>
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<td>UVAC TET Festival</td>
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<td>La Raza 102.3/100.1 FM</td>
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<td>Bethesda Park Senior Center</td>
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<td>Intercept Interviews - Santa Fe Mall</td>
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<td>Intercept Interviews - Rhodes Jordan Park</td>
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<td>Centerville Senior Center</td>
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<td>Bogan Park</td>
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<td>Intercept Interviews - Best Friend Park</td>
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<td>Intercept Interviews - Short Howell Park</td>
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<td>Button Gwinnett Day</td>
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<td>Multi-Cultural Festival</td>
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<td>Intercept Interviews - Lenora Park</td>
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<td>Intercept Interviews - Bethesda Park</td>
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<td>Sugarloaf Rotary Club</td>
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<td>Chamber of Commerce Family Festival</td>
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<td>COH - Rhodes Jordan Park</td>
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<td>COH - George Pierce Park</td>
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<td>COH - Lucky Shoals Park</td>
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<td>PAC Meeting 4</td>
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<td>La Que Buena 101.9 FM</td>
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<td>PAC Meeting 5</td>
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<tr>
<td>Sugarloaf CID</td>
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<tr>
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<tr>
<td>COH - OneStop Centerville</td>
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<td>COH - Five Forks Library</td>
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<td>Evermore CID</td>
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<td>Lilburn CID</td>
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<td>Planning Commission Hearing</td>
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<td>Public Hearing 2</td>
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...and other engagement activities including surveys, living room chats, multiple committees and, one-on-one engagements with stakeholders and decision makers.
Regional Activity Centers offer the opportunity to integrate office and professional uses into the mixed-use and walkable environments that many young professionals desire.

The Five Themes.

Theme 1: Maintain Economic Development and Fiscal Health

- 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.

- Placement and timing of sewer extensions and pump stations for Suburban Estate Living areas guide development appropriately in traditionally unsewered areas.

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

- Employment Centers identified as places in the County focused on employment opportunities and uses.

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

Opportunity Zones
1. Gateway 85
2. Gwinnett Place
3. Norcross

Community Improvement Districts (CIDs)
1. Braselton
2. Evermore
3. Gateway 85 Gwinnett
4. Gwinnett Place
5. Lilburn
6. Sugarloaf

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
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:

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.

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

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

**Community Initiatives**

1. Revel and the Infinite Energy Center will be the backbone of Gwinnett’s entertainment district.
2. Gwinnett Environmental and Heritage Center (GEHC)
3. Coolray Field (Home of the Gwinnett Stripers)
4. Lake Lanier and Chattahoochee River, in conjunction with trail extensions, can be used as opportunities for recreational activity.

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

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.
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.
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)
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.

1. **Use Character Areas to Establish Transitional Areas**
2. **Encourage Redevelopment in Key Areas While Still Allowing for Greenfield Development Opportunities**
3. **Preserve the Character of Areas That Are Still Relatively Undeveloped**
4. **Use Urban Scale to Communicate and Articulate Implied Densities and Character**
5. **Encourage Development to Be More Nodal Than Linear**
6. **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
Employment Centers
Community Mixed-Use
Established Neighborhoods
Neighborhood Node
Workplace Center
Innovation District
Emerging Suburban
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.

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**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.

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**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 designate 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.
For more information, visit