

ROBERT CHARLES LESSER & CO., LLC

**GWINNETT COUNTY INITIAL CONTEXT
AND ISSUES ANALYSIS**

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Robert Charles Lesser & Co., LLC (RCLCo) has prepared an introduction to Gwinnett County, its context within the larger Atlanta Region, and the key initial issues identified impacting growth and trends within the county. The following represents a summary of these issues and trends.

For the purposes of this report the “Atlanta region” refers to the 10-county Atlanta Regional Commission (ARC) planning area comprised of the following member counties: Cherokee, Clayton, Cobb, DeKalb, Douglas, Fayette, Fulton, Gwinnett, Henry, and Rockdale.

ARC’s 13 county forecasting area, which includes the 10 member counties plus Coweta, Forsyth, and Paulding counties, as well as the 28 county Atlanta MSA will also be referenced in this document. These 13 counties represent approximately 90 percent of the MSA population and a larger share of employment.

Atlanta Regional Context

The Atlanta region has been among the most rapidly growing metropolitan areas in the United States over the past 15 years. As with many Sunbelt cities, people and businesses have flocked to Atlanta driven by its favorable quality of life, mild climate, relatively low cost structures, diverse and expansive labor market, full spectrum of affordably priced housing options, infrastructure (including highway and airport), and general perception as the center of a thriving Southeastern economy.

The Atlanta region experienced its most dramatic growth in the post-recession 1990s with the addition of 556,600 new jobs and a population increase of nearly 872,000 new residents (a net increase in employment of 606,000 and in population of 1,045,066 in the central 13 counties). The Atlanta region reached the height of its growth by the end of the decade adding nearly 100,000 residents annually for a total population of 3.4 million (4.1 million in the 20 county MSA¹) and a work force of nearly 2 million by year end.

In the five years since the turn of the 21st century, excluding a slight slowdown following the national recession in 2001, the region has expanded upon the foundation of the 1990s and continued to see tremendously positive growth, adding close to 77,000 residents each year (an increase larger than that of 41 states) and reaching a population greater than 3.8 million as of April 2005. The region increased by 97,600 individuals over the past year, the largest annual increase since the recent recession and the third greatest ever (only behind 2000 and a 101,621-person increase in 2001). Somewhat counter-intuitively, employment, while still strong relatively has diminished somewhat since 2000, with an average of around 15,000 additional jobs each year, compared to the 56,000 average in the 1990s. It should be noted that several economists believe these estimates to be quite low, with increasing job growth potentially occurring in entrepreneurial jobs or others that may not show up on the radar. This belief is fostered

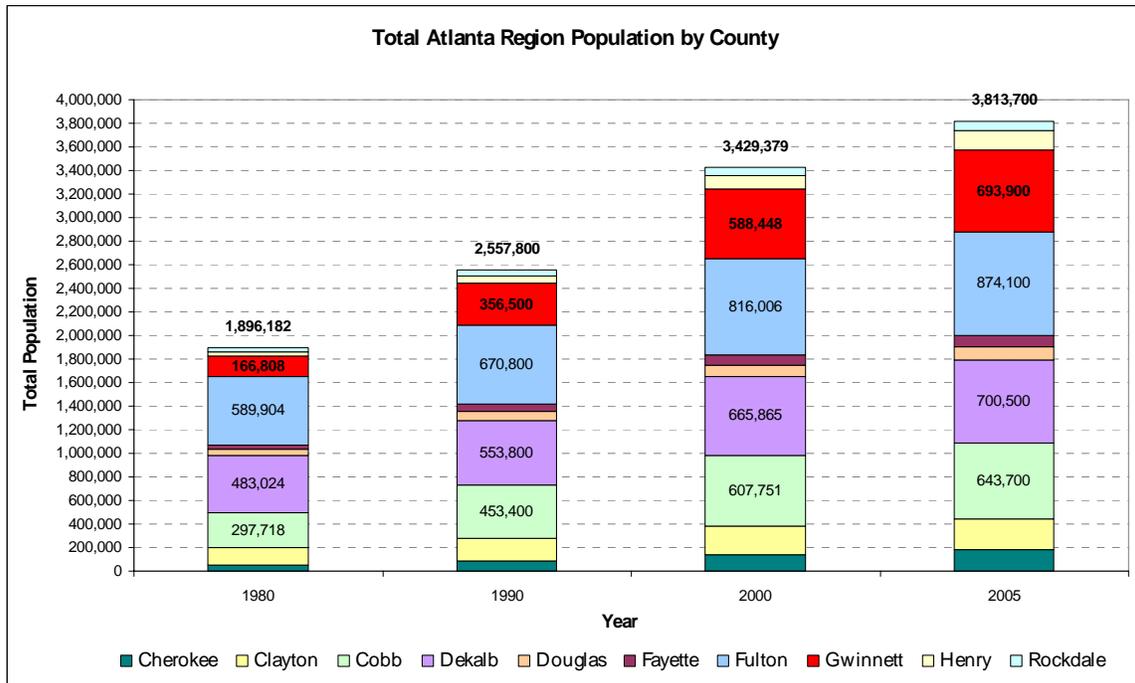
¹ The Atlanta MSA was expanded from 20 to 28 counties in 2003

by the strong population gains occurring with unemployment remaining low, indicating job growth must be higher than indicated.

Concentration and Direction of Growth

The highest population levels, attained through historically significant growth, in the Atlanta region are found in Atlanta’s core (most urban) counties.

Figure 1: Total Population by County, 1990 – 2005

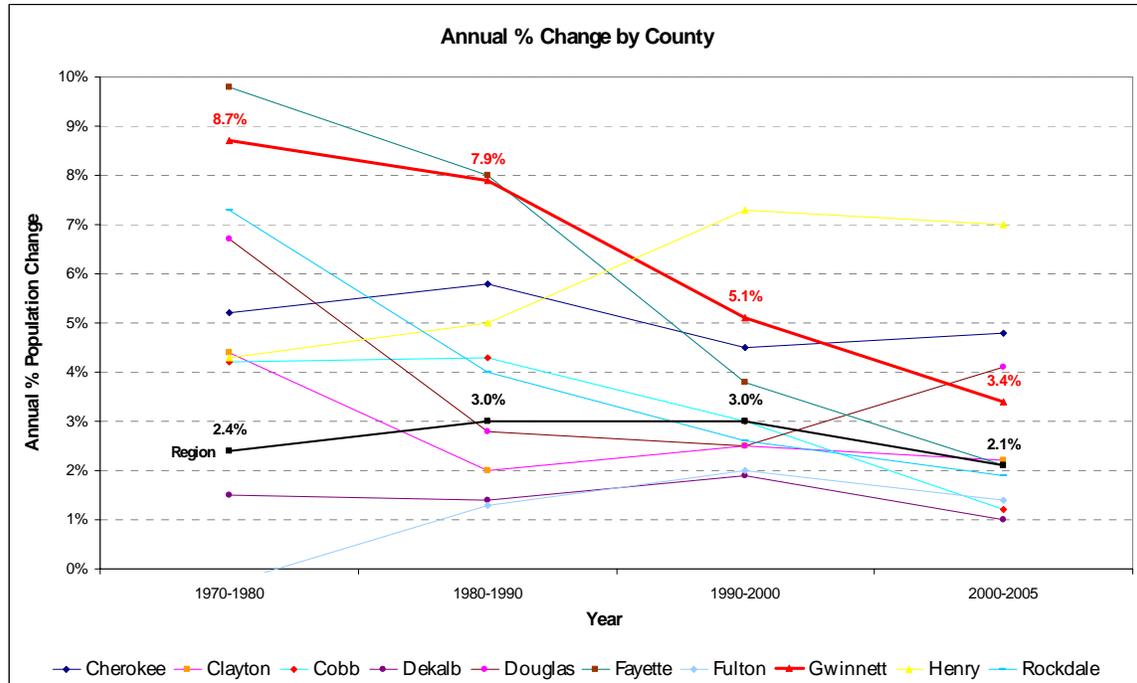


Source: Atlanta Regional Commission

Population and employment growth has largely occurred in the region’s “favored quarter”, in which Gwinnett lies. The favored quarter is defined as that radiating quarter of an MSA where the bulk of the executive housing and white-collar jobs locate, and the largest portion of new housing growth, both executive and more affordable, is developed. Atlanta’s favored quarter largely equates to the area north of Downtown Atlanta between I-75 and I-85 and anchored by Georgia 400 and the Chattahoochee River. Between 1990 and 2000, nearly 80 percent of the region’s job growth occurred within the favored quarter. Although an increasing amount of growth has located in areas outside of the favored quarter in the last few years, the large majority of growth will continue to move up I-75, I-85 and Georgia 400.

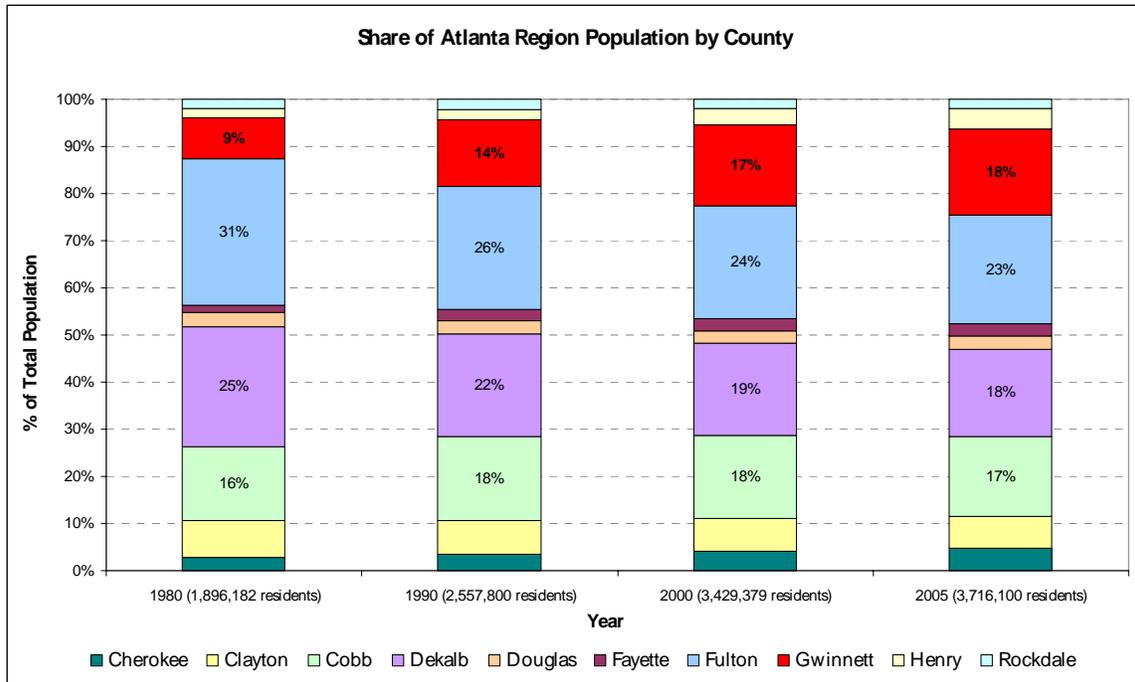
Figure 2:

Annual Population Change by County, 1970 - 2005



Much of the new office development is anticipated to occur in the metro cores within the favored quarter. Metro cores are concentrations of employment and regional activity and have evolved as the metro area continues to grow. Atlanta's largest urban cores include Downtown, Midtown, Buckhead, Central Perimeter and Cumberland-Galleria. These latter three cores are examples of 3rd generation cores; cores that were largely founded in the 1970s and evolved into major employment and activity concentrations in the 1990s. These cores, which dominated office growth in the 1980s, have since seen gradual declines in their capture (although still seeing positive growth) of new office and retail demand, losing share to newer 4th generation cores, (typically more amorphous and somewhat "edgeless") located even further out. The strongest example of a 4th generation core in Atlanta is the Georgia 400 North corridor in North Fulton, which accounted for close to half of the region's office growth in the late 1990's and 2000's. The other two major 4th generation cores are Town Center on I-75 and Gwinnett Place Mall and Sugarloaf areas in Gwinnett. Mature 3rd Generation cores are losing ground to these newer cores in part due to significant traffic congestion along major freeways feeding the cores. As the economy continues to recover and we enjoy real job growth, it will likely be the 4th generation cores that are best positioned to capture growth. They are closest to many executives' homes and are more affordable than the more mature, earlier generation cores

Gwinnett and its historically pro-growth atmosphere, variety of housing options which accommodate a range of prospective buyers and renters, expanding office cores, popular malls and retail centers, new civic and cultural amenities such as the Gwinnett Center, and acclaimed school system has been the primary beneficiary of this suburban growth, doubling its share of the region’s residents from 9 percent in 1980 to 18.2 percent in 2005. The County was the fastest growing county in the nation in 1984 and has consistently remained in the top ten since that time.² Fulton and DeKalb have lost the greatest proportion of population with each conceding 8 percent of their share of the



metro population in the past 25 years (i.e. Fulton has gone from 31 percent of the population to 23 percent and DeKalb from just over 25 percent to less than 18 percent).

Figure 3: Share of Atlanta Region Population County, 1980 - 2005

Source: Atlanta Regional Commission

In terms of absolute growth, Gwinnett continues to rank among the counties with the most robust growth in the nation. According to the US Census, between April 1, 2000 and July 1, 2004, Gwinnett ranked fourth in the nation in absolute population growth (adding over 112,000 people) behind Riverside County, CA; Clark County, NV; and Collin County, TX.

However, given Atlanta’s primary development pattern being the “drive for value”, increasing numbers of buyers are likely to opt for suburban areas even further out than Gwinnett and will increasingly fuel growth for the next ring of counties. This is illustrated

² From Atlanta Metro Chamber of Commerce

in the counties experiencing the most rapid percentage growth, many of which rank among the fastest growing counties in the nation.

Figure 4: *Population Growth Estimates by County for the Fastest-Growing US Counties, 2000 - 2004*

U.S. Rank	Geographic area	Population estimates		2000 to 2004	
		2004	2000	Net Change	Percent Change
1	Loudoun County, VA	239,156	169,599	69,557	41.0
2	Flagler County, FL	69,005	49,832	19,173	38.5
3	Douglas County, CO	237,963	175,766	62,197	35.4
4	Rockwall County, TX	58,260	43,083	15,177	35.2
5	Forsyth County, GA	131,865	98,407	33,458	34.0
6	Henry County, GA	159,506	119,404	40,102	33.6
7	Kendall County, IL	72,548	54,544	18,004	33.0
8	Newton County, GA	81,524	62,001	19,523	31.5
9	Lincoln County, SD	31,437	24,147	7,290	30.2
10	Paulding County, GA	105,936	81,647	24,289	29.7
31	Barrow County, GA	56,418	46,144	10,274	22.3
42	Pickens County, GA	27,771	22,983	4,788	20.8
43	Lee County, GA	29,913	24,757	5,156	20.8
54	Dawson County, GA	19,064	15,999	3,065	19.2
55	Jackson County, GA	49,540	41,589	7,951	19.1
56	Gwinnett County, GA	700,794	588,448	112,346	19.1
57	Effingham County, GA	44,661	37,535	7,126	19.0
62	Walton County, GA	71,941	60,687	11,254	18.5
64	White County, GA	23,595	19,944	3,651	18.3
66	Coweta County, GA	105,376	89,215	16,161	18.1
77	Bryan County, GA	27,535	23,417	4,118	17.6
92	Carroll County, GA	101,577	87,268	14,309	16.4

Employment growth in Gwinnett County has also been strong over the past decade, averaging more than 10,000 new jobs per year over the past seven years. Over the past three years, the Northeast/I-85 corridor (which includes Gwinnett County) has captured more than three times its “fair share” of office absorption (representing 20 percent of current space compared to 32 percent of absorption). Although the past few years have been somewhat atypical of metro office trends, this nevertheless suggests very strong momentum for future office development. While most areas were losing occupied space, the Northeast corridor was gaining. The expanding office market in Gwinnett County is discussed in greater detail later in this document.

These growth trends of the past 25 years are forecasted to continue (by ARC) over the next 25 years with Gwinnett continuing to lead the way in growth. Fueled by a continually expanding economy, led by services and retail trade, and corresponding job creation and evolution of suburban cores, the 13-county area is expected to experience an increase of 1.2 million jobs and 2.3 million residents between 2000 and 2030, for total employment of 3,310,004 and a total population of 6,005,228.

The Atlanta Regional Commission estimates that Gwinnett County will add 400,000 residents and 229,569 jobs during this 25-year period and will lead all other counties in both population and employment growth. As a result, Gwinnett is estimated to have a 2030 population of 987,019 and employment of 521,569, surpassing DeKalb County as the 2nd largest population in the region, and overtaking both Cobb and DeKalb to also gain the secondary position in regard to employment; trailing only Fulton County in both cases.

Six Major Issues Impacting Gwinnett Today

Based on this larger context, and RCLCo's knowledge and experience in Gwinnett County, we have identified six significant issues that should be explored further in the planning process, and that will shape growth and investment in Gwinnett in the coming years.

1. Gwinnett is transitioning from an industrial job center to a more office-oriented job center;
2. Demographically, the area is rapidly diversifying both in terms of racial and ethnic composition as well as in the types (age, size, etc.) of households being attracted;
3. Housing continues to serve the full spectrum in terms of price points;
4. Gwinnett serves as a major regional shopping destination for the I-85 corridor;
5. Several areas, particularly those in the south and west of the county are struggling with revitalization; and
6. Currently Gwinnett lacks a "center" or downtown area, although multiple centers are emerging as cities are reinvesting in their downtowns.

The following represents a more detailed discussion of these major trends.

1. Gwinnett Non-Retail Job Growth is Transitioning from Primarily Industrial to Office

Historically, Gwinnett's economy has been concentrated in warehouse, distribution and manufacturing, and retail services jobs. Interstate 85 has been the primary distribution corridor in the Southeast, which has driven demand for industrial and business park space throughout the county. Consistent with evolution of metro cores discussed earlier, the Gwinnett/I-85 corridor represents an emerging office core as jobs continue to follow executive housing growing between the Chattahoochee River and I-85.

While the industrial market in Gwinnett County remains strong, supply of land fueling this market is decreasing significantly, resulting in increasing growth from exurban areas

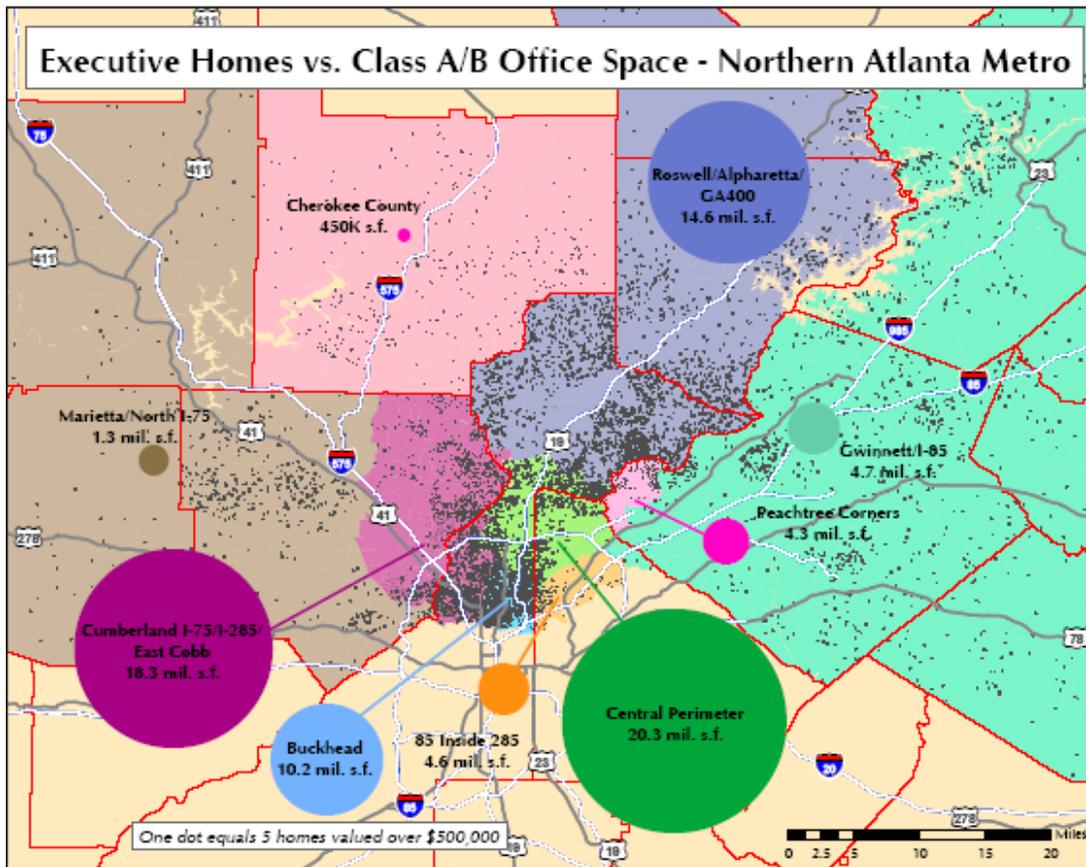
such as Jackson County, as well as southern counties where land is cheaper, such as Henry and South Fulton counties.

- The majority of recent activity in the Northeast/I-85 corridor submarket has occurred in this northern part of the market, which comprises North Gwinnett and Jackson County, with over 2 million square feet under construction and almost 900,000 feet leased in the second quarter of 2005. (Dorey's).
 - According to Grubb & Ellis, the overall Northeast/I-85 corridor saw 780,000 square feet of positive absorption in the third quarter. However, the majority of this space can be attributed to Home Depot occupying 546,000 square feet at the Braselton Distribution Center in Jackson.
 - Suwanee and Buford along with Braselton and Jefferson in Jackson County are experiencing rapid industrial development. With greater land availability, this trend of northern expansion is expected to continue.
- Industrial development in Gwinnett County is challenged by the slow economic recovery of the technology and other pertinent industries and by increasing competition both locally and from a regional perspective, as other southeastern cities, such as Nashville, expand as industrial hubs. However, the significance of I-85 as a regional transportation route and the volume of quality industrial inventory, residential products, and the expansion of office cores in the county should continue to attract facilities and tenants to the market. As is to be expected new development and sales/leasing success in one land use is mutually beneficial to others.

Outside of Peachtree Corners and some mid-rise office around the Gwinnett Place Mall, flex space or service centers were the only viable options for prospective office tenants until the latter part of the 1990s. However, since that time the supply has increased in order to accommodate an emerging demand.

As executive housing has continued to develop along the Chattahoochee River in Gwinnett County (in particular the Sugarloaf area), and as office growth has continued to decentralize, increasing office growth has occurred along I-85 in Gwinnett County, particularly around the Gwinnett Place Mall outward to Sugarloaf Parkway.

Figure 5: Locations of Office Concentrations Relative to Executive Housing

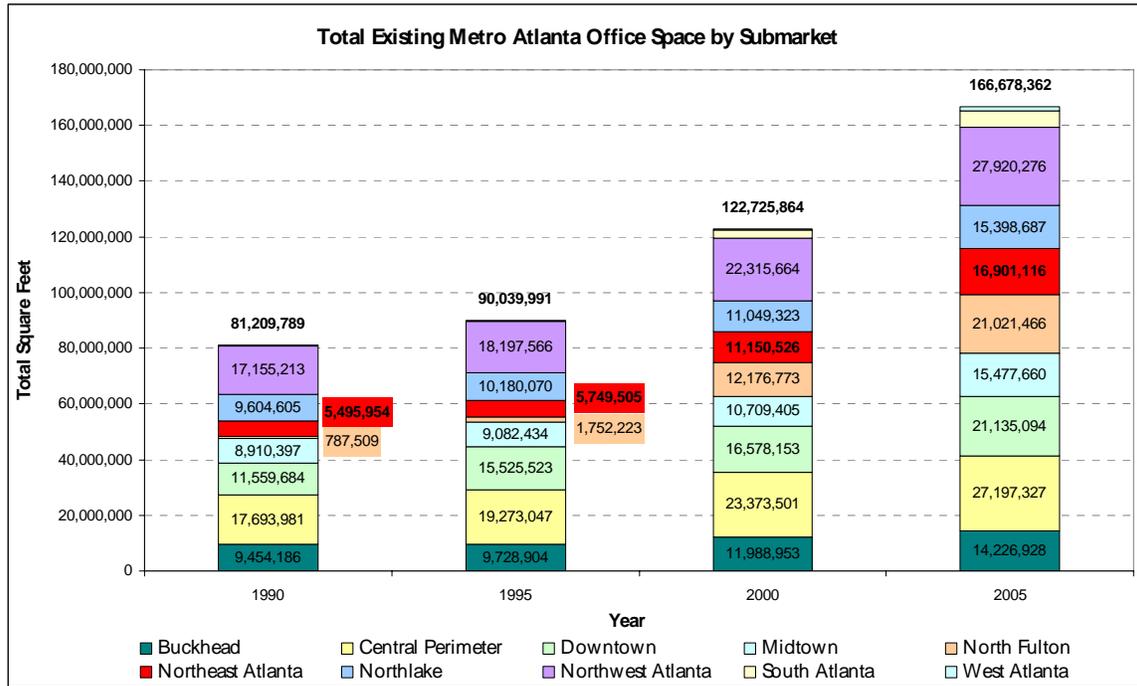


In accordance with this trend, and stimulated by the county's rapid residential growth, supporting development such as the Mall of Georgia, and the increasing ability to telecommute in order to avoid traffic and congestion increases, the Gwinnett office market experienced more substantial growth in the early part of this decade.

The market delivered 3.2 million feet of space between 1999 and 2002. However, activity has slowed since that time, while vacancy rates have remained high. This recent slowdown is similar to that experienced throughout the Atlanta region and across the nation.

Gwinnett currently constitutes 5 percent of the overall metro Atlanta market for office space with a vacancy rate of 24.4 percent (compared to the metro Atlanta average of 22 percent). SOURCE: Dorey's Atlanta Office Guide. Gwinnett is located within the Northeast Atlanta submarket.

Figure 6:



Source: CoStar

The most prominent submarket in Gwinnett County has historically been Peachtree Corners, near Peachtree Industrial Boulevard and Jimmy Carter Boulevard. This area, characterized by single-story and mid-rise space surrounded by business parks and residential subdivisions, offered the only real option for companies seeking to establish operations in the Northeastern sector of the metro area. However, as more space has emerged along I-85, new construction activity in Peachtree Corners has essentially ceased. There has been no development activity since 2001 and the submarket experienced occupancy losses in 2004.

Enabled by its solid labor base, close proximity to I-85 and GA Highway 316, and considerable supply of executive housing, Sugarloaf has emerged as the new corporate center of business in the county. The majority of recent development activity in the Gwinnett/I-85 submarket has occurred in this area and it serves as the primary supplier of new Class A space, with CoStar reporting over 450,000 square feet of absorption through third quarter 2005. A number of large tenants have relocated to and/or expanded operations in Sugarloaf in the past year, including Nationwide and Airgas.

One trend noteworthy, yet challenging to quantify at this preliminary level, is the strong growth in Gwinnett, and the Atlanta region, in smaller office firms increasingly locating in suburban areas. As noted before, technology is allowing small firms to locate away from major employment cores, typically closer to where the firm owner or manager resides. This trend has led to a proliferation of office condominiums and small office buildings in many areas of Gwinnett, including in some town centers; a trend that will likely continue to gain momentum in the coming years.

2. Gwinnett is Rapidly Diversifying

Racial and Ethnic Make-up is Changing

Gwinnett has experienced dramatic growth in Hispanic and non-white households over the past decade. The massive growth of Hispanic households in the suburbs is not unique to Gwinnett County or the Atlanta metropolitan area. A July 2002 study by the Pew Hispanic Center and Brookings Institute analyzed 2000 Census data for the United States largest metropolitan areas and found that "Hispanics flocked to the suburbs during the 1990s." Currently, fifty-four percent of all Hispanics in the U.S. live in the suburbs opposed to an urban setting. In 1990, the balance of Hispanics in the suburbs verses urban locations was equally balanced. Between 1990 and 2000, however, Hispanic suburban population grew 71 percent.

What is somewhat unique to Atlanta is the rapid diversification certain areas are experiencing. The Pew study classifies Atlanta as one of 51 "New Latino Destinations", where there is a small Latino base experiencing rapid growth. Atlanta, with the second highest Latino growth rate in the nation between 1980 and 2000, is described as an "emerging immigrant gateway" experiencing "hypergrowth" of the Latino population. During this time period, Latinos went from 1 percent of population in 1980 to 7 percent of population in 2000, representing a 995 percent growth rate.

This greater diversity is being experienced in Gwinnett as the county is becoming an increasingly multiracial and ethnic county. To this:

- The white share of the county's population dropped from 91 percent to 73 percent in the 1990s;
- Over the same decade the African-American population increased 330 percent to 78,000 in 2000;
- The Hispanic/Latino population grew 670 percent to 64,000 residents from 1990-2000.;
- The Asian and Pacific Islander population also grew from 10,000 to 40,000. (Atlanta Metro Chamber of Commerce)

Greater Diversity in Household Types Attracted

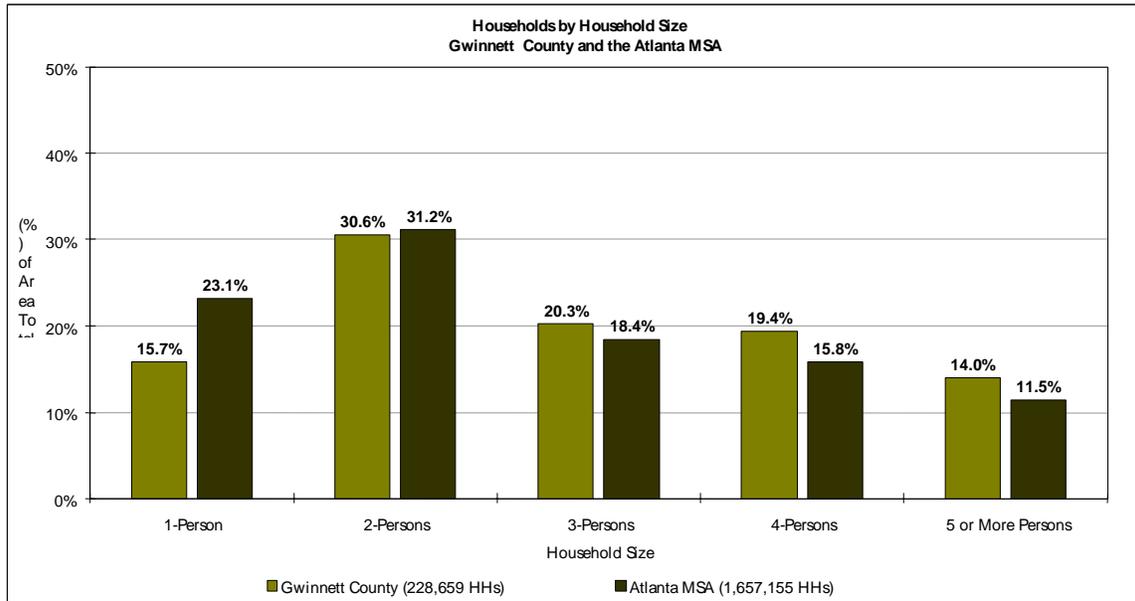
Historically, during the time of Gwinnett's most robust growth, Gwinnett was driven by growth in family households seeking a suburban lifestyle – larger home, larger lot, quality schools, access to quality retail and services, etc. This time period of Gwinnett's rapid growth coincided with the suburbanization of the Baby Boomers, which likely accelerated the rate of growth that Gwinnett experienced.

Nationally, now that the Baby Boomers are transitioning to becoming empty nesters and their children (who are more numerous than their Baby Boomer parents) are going to and graduating from college, we are seeing significant growth in one- and two-person households. This trend is being further fueled by the large-scale growth of singles and

childless couples, including those not planning for children and those delaying parenting until later in life.

As the graph on the following page indicates, this trend is evident in Gwinnett County as well as the greater Atlanta MSA.

Figure 7: Households by Household Size, Gwinnett County & Atlanta MSA



Providing for the continuing growth of these 1 & 2-person households, through housing products and lifestyle shifts (increasingly these smaller household types value convenience and lifestyle), will be an increasing challenge for Gwinnett in the coming decade and beyond.

3. Housing Increasingly Serves the Full Spectrum

Gwinnett County has historically led the Atlanta region in housing growth, serving the full spectrum of housing needs, from the more affordable to the most affluent.

- Over the past 15 years Gwinnett County has added 123,521 housing units, approximately 25 percent of the 505,395 total units built in the Atlanta region since 1990.
- The majority of these units have emerged in North Gwinnett followed by Central and East Gwinnett, all three of which are among the five districts (along with Northwest Cobb and South Henry) to increase housing inventory by more than 10,000 units in the past five years.
- Much like the rest of the Atlanta region, the housing landscape in Gwinnett County is largely dominated by single-family homes, which comprise more than two-thirds of the housing stock in all counties except Fulton and DeKalb that are more centrally located and include a significant number of in-town areas.

- Multifamily units made up only 22 percent of Gwinnett's inventory in 2005, with the large majority of that stock being garden-style rental apartment communities.

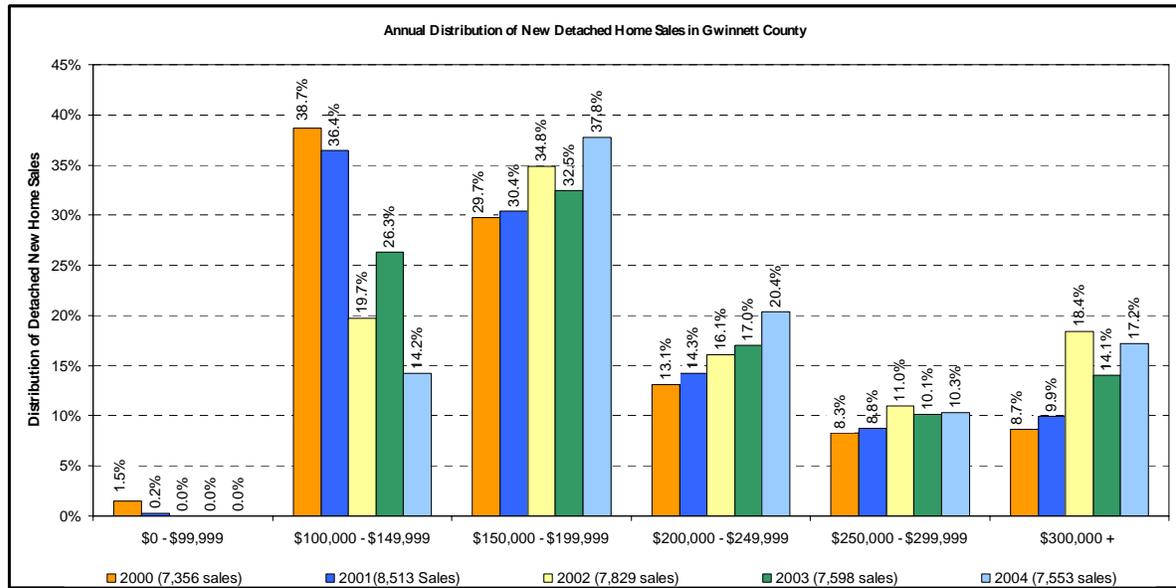
Broadening by Price

As noted earlier in this report, two factors are impacting home prices in Gwinnett County:

- The increasing push of suburban expansion and the drive for value market out of the county; and
- The continuing growth of executive housing along the Chattahoochee River and convenient to the Georgia 400 corridor office core, impacting housing along the northern portion of Gwinnett County.

Given these two impacts, single-family home prices have increased steadily in Gwinnett County, with new detached home sales below \$150,000 plummeting from roughly 40 percent of all Gwinnett new home sales in 2000 to less than 15 percent of new home sales in 2004.

Figure 8: Distribution of New Detached Home Sales by Price, 2000 - 2004



Source: Smart Numbers.

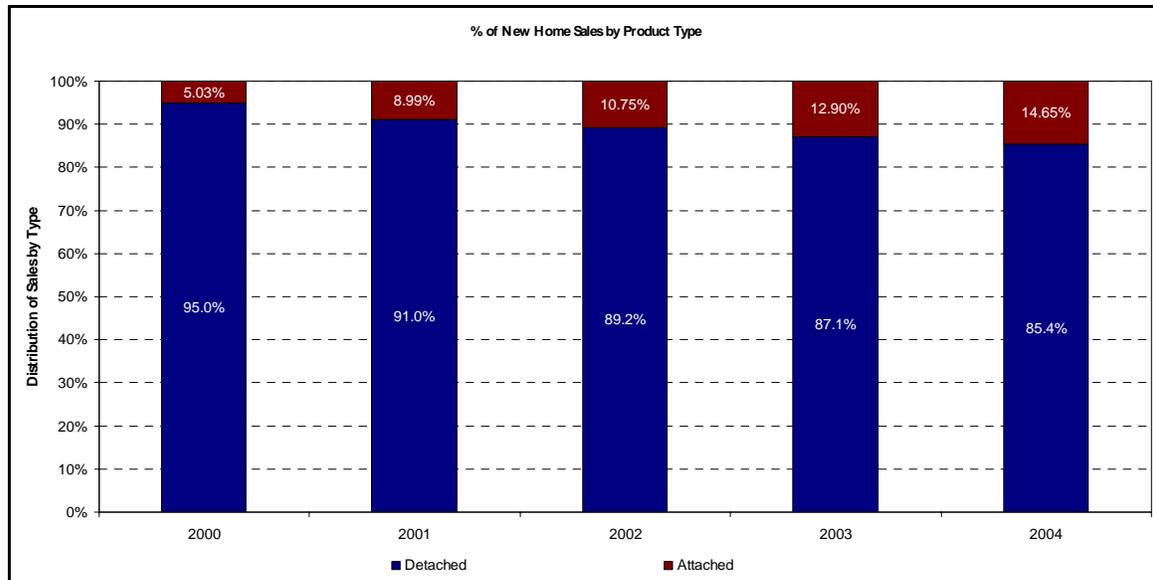
Also evident is the growth of the executive housing market in Gwinnett, where new home sales above \$300,000 nearly doubled in terms of share of total new home sales in the county, (increasing from 8.7 percent of new home sales in 2000 to more than 17 percent in 2004). Given moderate rates of appreciation in Atlanta overall (about 5 percent annually), much of this increase can be attributed to demand for higher-end housing in the county. Over the next several years, land desirable for the development of executive single-family housing will diminish significantly, resulting in higher-end infill housing proximate to the river.

Broadening by Product Type

New residential sales in Gwinnett have also become somewhat more diverse in recent years, with townhouses and condominiums accounting for an increasing share of new

home construction. While still a relatively small share of the market, attached home sales have increased from 5 percent of Gwinnett's new home sales in 2000 to nearly 15 percent of new home sales in 2005. While impressive, this increase lags the shifts occurring in the Atlanta region overall, where up to 46 percent of new home sales in areas like North Fulton County are attached. The 20-county MSA (as measured by Smart Numbers), now sees attached product accounting for about one in five new homes (up from around 2 percent in 1997).

Figure 8: Shift in New Attached and Detached Sales in Gwinnett County, 2000 - 2004

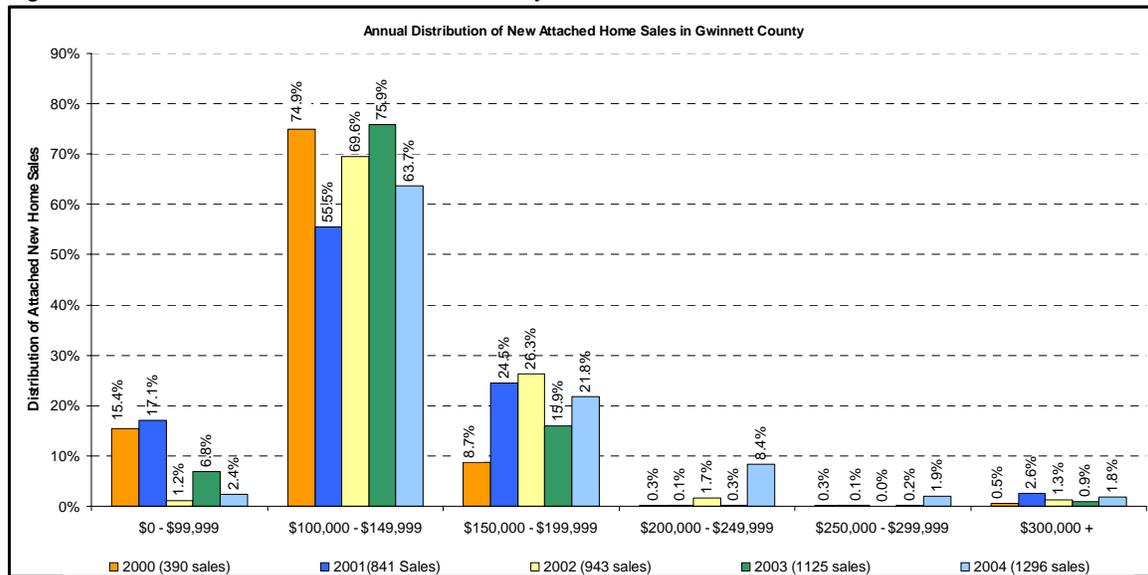


This shift can be attributed to several major factors, including:

- Increasing commuting distances and longer drives for value for single-family homes;
- Shifting demographics, including the growth in Baby Boomers and childless households; and
- Increasing home prices in many areas of metro Atlanta, including parts of Gwinnett County.

To date, much of what has been developed in Gwinnett County has functioned as a price alternative product to more expensive single-family homes, as can be seen in the strong sales below \$150,000 in Gwinnett County. That said, opportunities are growing for lifestyle products, such as townhouses and condominiums in strategic locations, such as town centers, proximate to the river or parks, or in closer-in locations. Over the next five to ten years and beyond, attached product should account for a growing portion of new residential construction in Gwinnett County.

Figure 9: New Attached Home Sales by Price, 2000 - 2004



Source: RCLCo, Smart Numbers

4. Gwinnett as a Major Retail Destination

Gwinnett County has emerged as a major retail destination serving not only northeast Atlanta, but much of northeast Georgia. The I-85 corridor is home to three major, regional malls, including:

1. *Gwinnett Place Mall*. With 1.2 million square feet plus significant retail in surrounding “big box” centers, Gwinnett Place Mall was the original regional mall for the county. Built in 1984, it is now experiencing significant competition from other regional retail cores and it is in the process of trying to reposition the itself in the market;
2. *Discover Mills*. 1.1 million square feet, built in 2001 to offer more value, outlet shopping; and
3. *Mall of Georgia*. Built in 1999 with 1.7 million square feet of space, plus significant additional space in surrounding centers, Mall of Georgia is among the largest retail nodes in the Southeast and serves much of northeast Georgia.

There is increasing concern that the market cannot support three regional malls within this short distance and that at least one of these malls, possibly Gwinnett Place, may lose over time.

Another significant question revolves around the amount of retail space in portions of Gwinnett County relative to the population being served. Not including free-standing space, Gwinnett features approximately 35 million square feet of retail space, of which roughly 10 percent, or 3.5 million, sits vacant today. Again, not including free-standing, owner-occupied space, Gwinnett County provides more than 50 square feet of multi-tenant space per person, well above the U.S. average of 20 square feet per person and the Atlanta MSA average of approximately 30 – 35 square feet per person.

The ability of Gwinnett County to support this large amount of retail, and issues of retail abandonment in aging suburban areas (an issue nationally, not just in Gwinnett), should be examined in the context of understanding the future of these aging strip retail corridors and centers and the impact they have on surrounding residential neighborhoods.

5. Struggling with Revitalization

To date, the large majority of new development in Gwinnett County has been greenfield development. Redevelopment is difficult, logistically and financially, and until recently was nearly impossible due to lack of mixed-use zoning. The county is in the process of exploring means by which some of the areas that built out 10 – 25 years ago can enjoy reinvestment.

As indicated above, many areas of Gwinnett are suffering from over-supply of retail and subsequent retail abandonment. Retail expenditures are being spread across too much space, resulting in high vacancies and, in many cases, centers that are suffering from disinvestment. Analysis completed in 2004 by RCLCo demonstrates how this over-supply of retail is negatively impacting the retail market in the sales achieved per square foot which, in turn, negatively impacts the rents properties can garner.

	U.S.	Georgia	Gwinnett County
Sales per Square Foot	\$221	\$197	\$137

In part due to the market saturation of retail discussed above, many areas within the county are struggling with retail revitalization. Retail abandonment has created the perception, and in some cases the reality, of crime.

Most of the concentrations of disinvestment are in the southwestern portion of the county - areas where much of the development occurred 25 years ago and are now suffering from the “shinier, newer” competition further north in the county.

Many of the older apartments have become the primary means to serve affordable housing needs in the county and have attracted significant population of recent immigrants.

Gwinnett County selected three areas of the county to study how revitalization may take place, each representing a different prototype of redevelopment.

1. Gwinnett Place Mall – a major retail core that has the opportunity to turn into more integrated metro core with office, retail and residential.
2. Beaver Ruin – a neighborhood that has older single-family homes, lower density apartment stock, and struggling retail.
3. U.S. Highway 78 – a corridor that is largely over-supplied with retail and lacks integration of uses.

6. Gwinnett Has Had No Center but Has Emerging Multiple Centers

- No city currently serves as “downtown Gwinnett.” Most parts of Gwinnett typify the sprawling, suburban development model with single-family subdivisions and garden-style apartments separate from strip retail and local-serving office.
- Gwinnett Place Mall once served as one of the major activity centers but was primarily for retail and is now suffering due to competition from other regional malls. As the mall area tries to reinvent itself, it has the opportunity to serve as that central hub for the county, but is challenged by traffic congestion and the complexities of infill development and redevelopment.
- Numerous small towns are creating small, community-serving centers either through redevelopment of their historic downtowns or the creation of a new town center through mixed-use developments.
 - Duluth one of the most well-known examples of building on an existing, historic downtown;
 - Suwanee and Snellville represent other examples of building “new” downtowns.
 - All are efforts to integrate retail, higher-density housing, local-serving office, and public services (among other uses) to create a focal point for the community.
- Given the magnitude of growth projected for the county, shifting demographics, and market factors such as land values, the types of places that can be built and that are in demand are likely to continue to change in order to accommodate the growth and be responsive to market demands.