



**GWINNETT COUNTY
BOARD OF COMMISSIONERS**

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Nicole L. Hendrickson, Chairwoman
Kirkland Dion Carden, District 1
Ben Ku, District 2
Jasper Watkins III, District 3
Marlene M. Fosque, District 4

Official

Informal Presentation Minutes

Tuesday, October 19, 2021 – 11:00 AM

Present: Nicole L. Hendrickson, Kirkland D. Carden, Ben Ku, Jasper Watkins III, Marlene M. Fosque

1. County Administration

Equitable Redevelopment Plan for Gwinnett Place Mall

Andrea Batista Schlesinger, Lamont Cobb, and Eri Furusawa of HR&A Advisors, Inc. provided an overview of the Equitable Redevelopment Plan for Gwinnett Place Mall including research, community engagement, and deliverables. No official action taken.



Reclaim, Reconnect, Reimagine, and Revive Gwinnett Place Mall

Gwinnett County
Board of Commissioners Briefing
October 19, 2021



Agenda

- **Premise**
 - The County's vision for equity
 - An equitable redevelopment plan
- **Process**
 - Engagement
 - Research
 - Timeline and Deliverables
- **Leadership**

The County's Vision

We are here to realize your vision of equitable redevelopment for the Gwinnett Place Mall

What is equitable redevelopment?

Responds to **disparities and barriers**

Values **people above profit**

Driven by **Public Leadership**

The future of the Gwinnett Place Mall will be one where all residents share in its growth and feel welcome and included.

The Mall redevelopment will make Gwinnett a more equitable place to live, work, and enjoy.

Residents, businesses, and employees around the Mall are valued and benefit from the redevelopment.

Equitable Redevelopment Plan

A plan that centers community voice and needs to lift up existing disparities and barriers for focused, solutions-based investments.

What is it

Roadmap to redevelopment based on community needs and vision, as well as analysis of existing barriers and disparities.

What it isn't

A site plan, highest and best use analysis, or traditional economic development agenda; it will set the rules of the road for redevelopment.

Why it matters

The plan represents a County-led vision that considers a diverse set of stakeholders and will set a national precedent around equitable development

Process

Our engagement process will be inclusive of the County's diverse communities and empower them to hold ownership over both the visioning and development process through:

Goals

Opening doors for community participation and trust-building

Identifying equity challenges and defining an equitable vision for each

Increasing civic capacity to engage on economic development

Strategies



Community Partner
Advisory Board



Events



Interviews



Website



Meetings-in-a-box

Process

Our methodology combines County demographic data, precedents around **equitable** development, community needs, and existing County tools for implementation.

DATA



PRECEDENTS



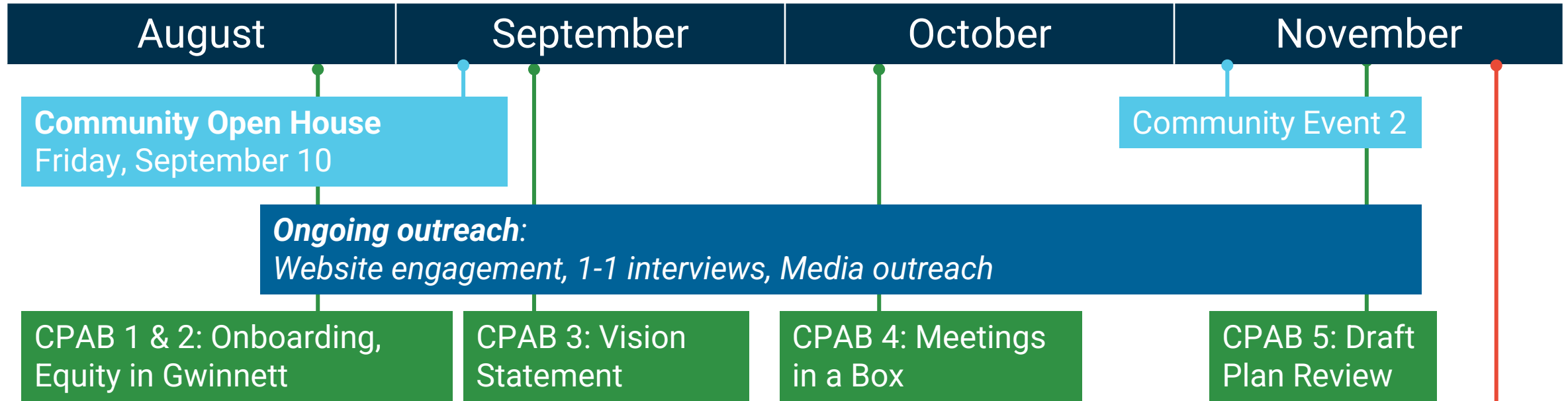
COMMUNITY
NEEDS



COUNTY TOOLS



Timeline & Deliverables



LEGEND

ENGAGEMENT

ONGOING ACTIVITIES

COMMUNITY PARTNER
ADVISORY BOARD

Deliverables:

- *Equitable Redevelopment Plan*
- *Implementation Plan*

Your Leadership

- **Guide our process** and ensure this is reflective of your constituents' needs
- **Help spread the word** through continued engagement with your communities
- **Ensure the Equitable Redevelopment Plan extends across the entire process**





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Appendix (available upon request)

Introduction: Inclusive Cities at HR&A

HR&A is a different kind of consulting firm. We are a mission driven, employee-owned firm of analysts, planners, and policy experts that believe in the people-driven transformation of cities

Opportunity

Tackle entrenched urban challenges to education, quality jobs, and healthy environments for all residents



Development

Pursue growth and revitalization while proactively tacking affordability and displacement risks.



Governance

Define and evaluate processes and policies that actively promote inclusion

