



GWINNETT COUNTY
BOARD OF COMMISSIONERS

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GwinnettCounty.com

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, June 7, 2022 – 11:00 AM

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

Absent: Jasper Watkins III

1. County Administration

Gwinnett Place Mall Equitable Redevelopment Plan

HR&A Managing Partner Andrea Batista Schlesinger and team gave a presentation and brief overview of the Gwinnett Place Mall Equitable Redevelopment Plan draft and visions. No official action taken.

RECLAIM GWINNETT RECONNECT | REIMAGINE | REVIVE PLACE MALL



Equitable Redevelopment Plan



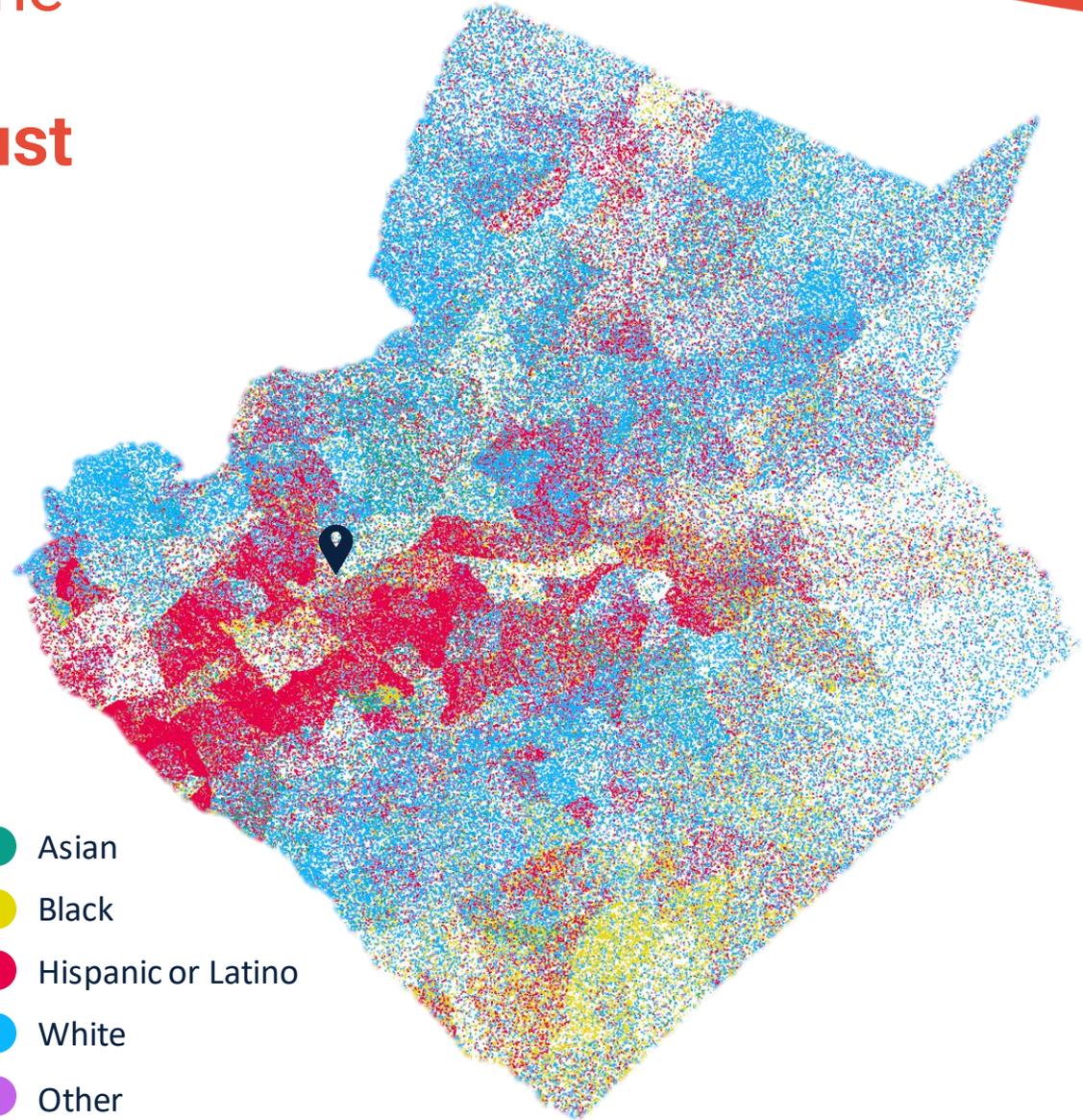
Board of Commissioners Meeting
Tuesday, June 7

Gwinnett Place Mall is in one of the most diverse areas in Gwinnett.
An equitable plan for the mall must ensure the needs of surrounding communities are central.

This map depicts Gwinnettians' racial and ethnic demographics as of 2019. Each dot represents five Gwinnettians.

Source: U.S. Census Bureau (2019). 2015-2019 American Community Survey. "Other" category includes American Indian and Alaska Native; Native Hawaiian and Other Pacific Islander; and those who identify as belonging to two or more racial groups, or all other racial groups.

- Asian
- Black
- Hispanic or Latino
- White
- Other

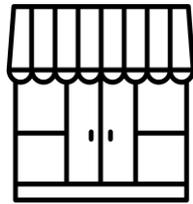


Community voices have identified five themes that will help guide the Mall's future.



Housing

Ensure existing residents of the Gwinnett Place area can remain in the area and share in the benefits of redevelopment.



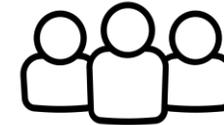
Small Businesses

Offer existing businesses in the Gwinnett Place area new opportunities to grow and thrive.



Cultural Activity Center

Become a vibrant, regional destination that generates financial prosperity for communities and the County.



Neighborhood Services

Support existing and new Gwinnett residents as the County grows and becomes increasingly diverse.



Jobs

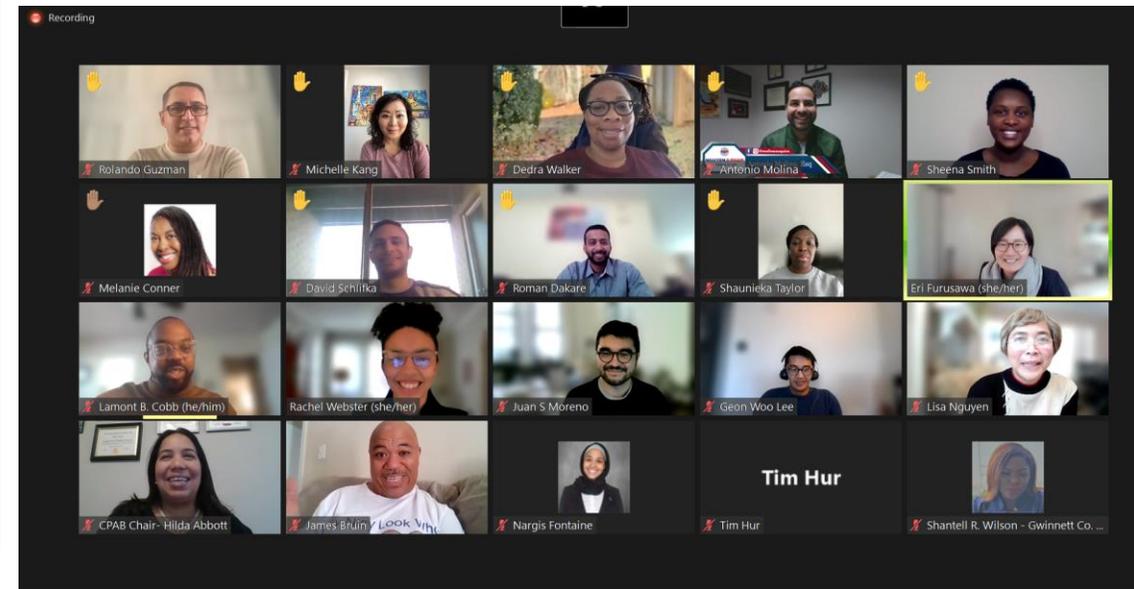
Generate jobs for Gwinnett residents that enable them to support themselves and their families.

The Vision for Redevelopment

The Gwinnett Place Mall lies at the heart of Gwinnett with a diverse set of entrepreneurs, customers, and neighbors that must be reflected in its redevelopment.

It will be a dynamic and innovative destination that celebrates Gwinnett's diverse communities, reflects community needs, and creates economic opportunity for the surrounding community.

Through the Equitable Redevelopment Plan and subsequent implementation actions, the County will achieve these goals and set a national precedent around equitable economic redevelopment.



The Equitable Redevelopment Plan will be the foundation for the future of the Mall.

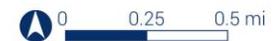
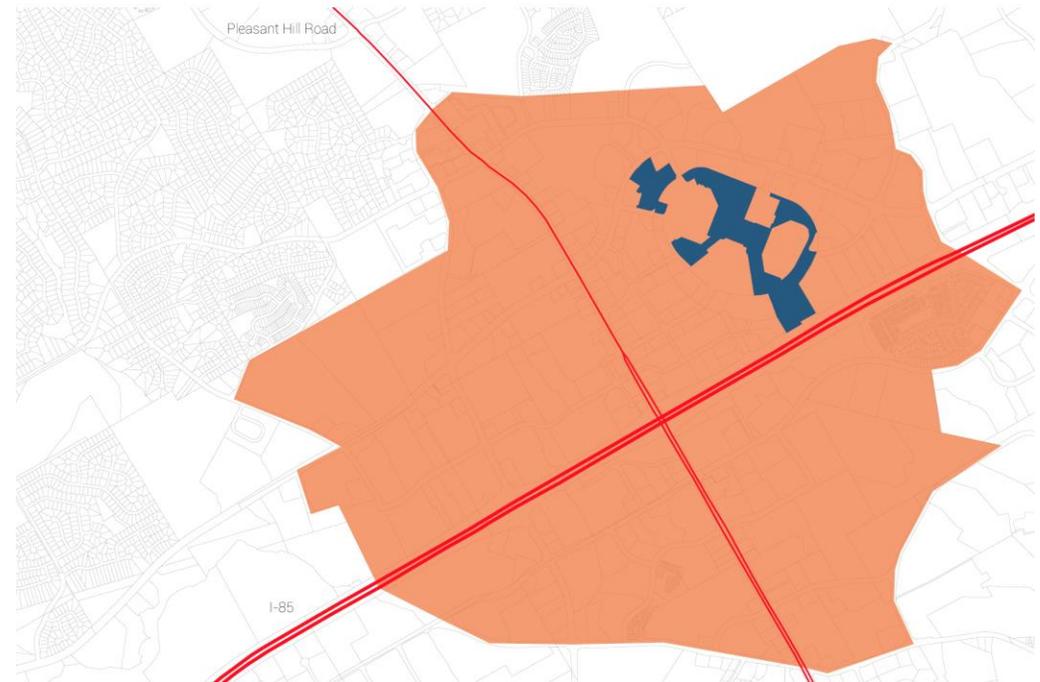
The ERP will inform...

- 1 Strategies for redeveloping the County-owned portion of the mall**
- 2 Strategies for the “Project Area,” the area surrounding the mall where impacts of redevelopment will be felt most acutely**
- 3 County policies and programs, including zoning amendments and ordinance updates**



Project Influence Area

-  Gwinnett Place Mall Regional Activity Center
-  County-owned properties



The County will commit to 10 strategies for the mall site.

Strategies for the Mall Site

Housing

1. Build affordable housing on the redeveloped Mall site.

Small Businesses

1. Encourage incubation and growth of small businesses on the redeveloped Mall site.
2. Create a resource hub on the redeveloped Mall to offer services in multiple languages.

Jobs

1. Incentivize developers to hire locally and prioritize hiring Gwinnett residents of color.
2. Attract employers who will provide living wages.
3. Provide workforce development programs on the redeveloped Mall site.

Neighborhood Services

1. Provide neighborhood services on the redeveloped Mall site.

Cultural Activity Center

1. Create spaces for celebrating Gwinnett's diversity.
2. Create well-designed greenspace.
3. Invest in transit connectivity within and around the redeveloped Mall site.

The County should commit to five strategies beyond the mall site.

Project Area Strategies

Small Businesses

1. Launch a small business loan program in partnership with and administered by a Community Development Financial Institution.

Countywide Strategies

Housing

1. Create an Affordable Housing Trust Fund to prevent indirect displacement of residents.
2. Develop zoning tools to incentivize affordable housing production.
3. Develop programming and legislation that support Gwinnett residents to build wealth through homeownership.

Small Businesses

1. Complete the upcoming disparity study and update ordinances as appropriate.

Cultural Activity Center

1. Invest in transit connectivity to the redeveloped Mall site.

The County should form an Advisory Group to center community voice in the implementation

Goals

1. Ensure **community voices are centered** in the redevelopment process
2. Empower community members to **monitor and hold ownership** over the impact of development



RECLAIM GWINNETT RECONNECT | REIMAGINE | REVIVE PLACE MALL



Equitable Redevelopment Plan

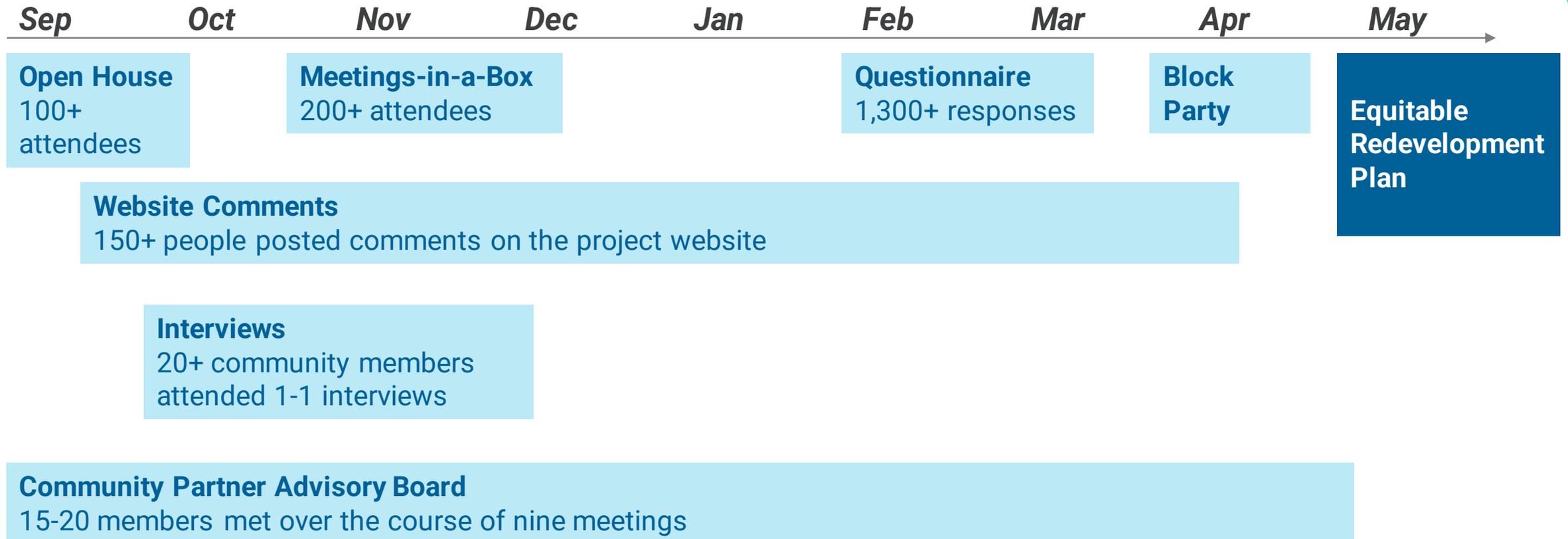


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Appendix



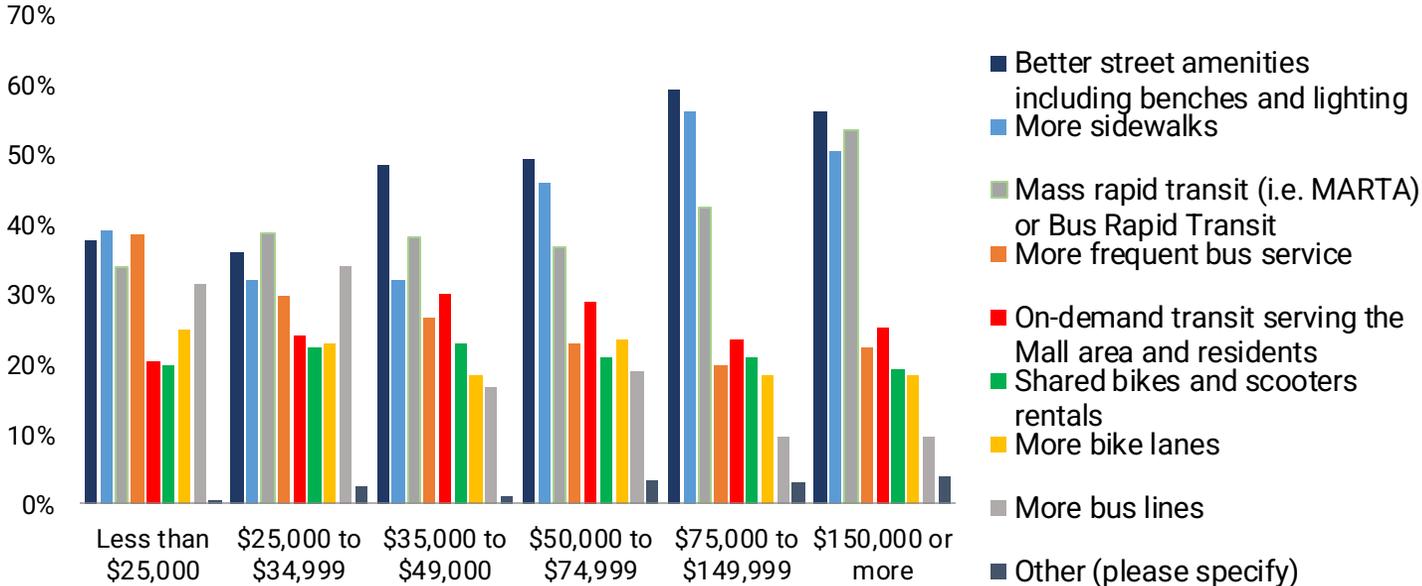
To date, nearly 2,000 community members have shared their vision for the future of the Mall.



What We Heard: Cultural Activity Center

Reclaim Questionnaire participants across income levels selected **better street amenities, more sidewalks, and transit options** as top priorities.

What transit connectivity measures would you like to see on/around the redeveloped mall? (Please select the top three.)



Source: Reclaim Questionnaire. Data includes 994 entries from respondents who answered this question and indicated their income.

"Build a real community for people of all ages, races, cultural backgrounds and diverse income. A walkable community with lots of green space, community gardens, highlighting green infrastructure and our connection with nature.... Connect trails to McDaniel Park, Duluth downtown, and future parks and trails. Offer large transit options to replace driving culture. Let's make this redevelopment a proud example in the future textbook."

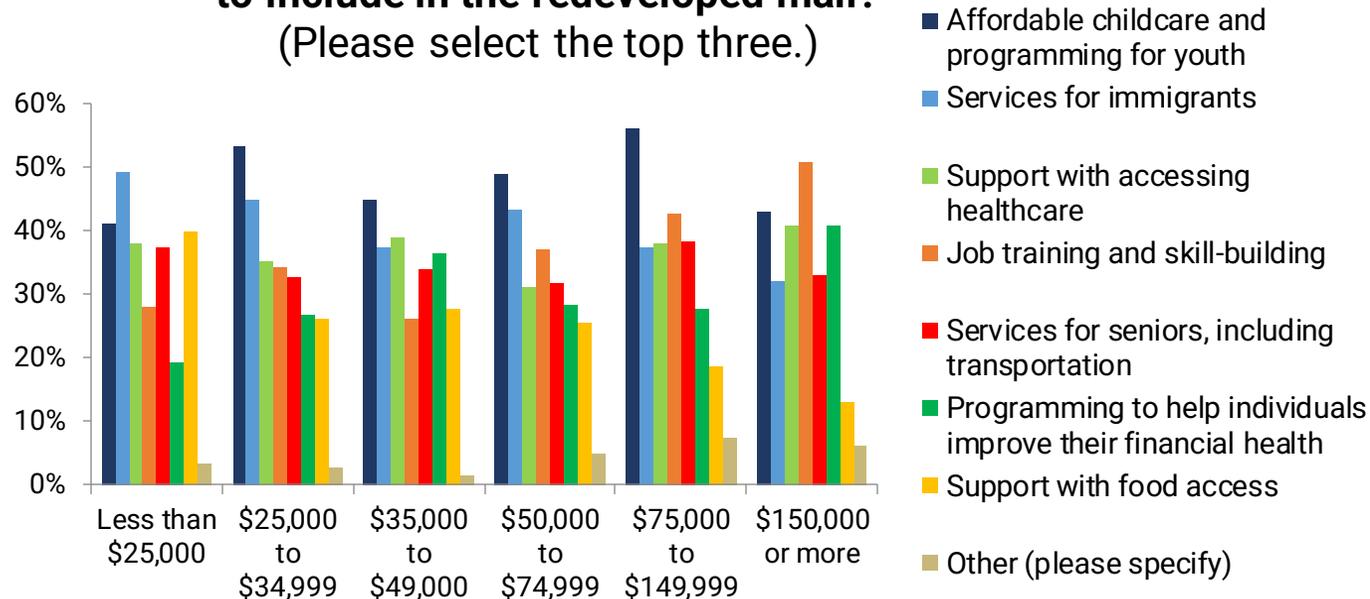
- Public Comment, via Reclaim Website



What We Heard: Neighborhood Services

Reclaim Questionnaire participants across income levels selected **affordable childcare and programming for youth** as their top option.

Which of these services is most important for the County to include in the redeveloped mall?
(Please select the top three.)



Source: Reclaim Questionnaire. Data includes 1,121 entries from respondents who answered this question and indicated their household income.

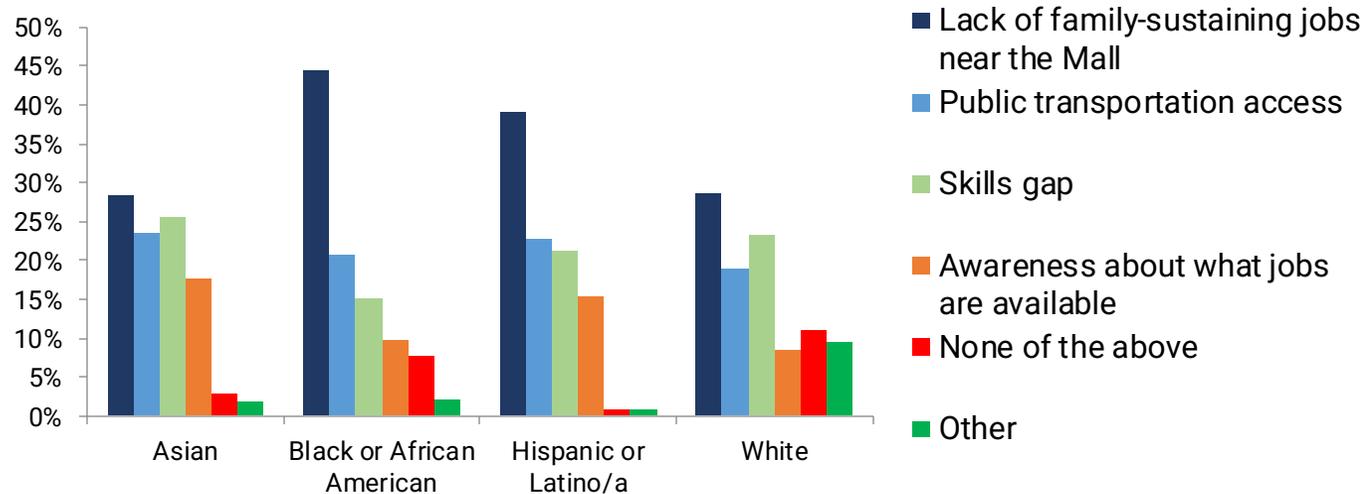
*"With a mixed-use proposal, the county will be able to add space for social services. The social services can either provide resources there or educate the local community on where they can obtain these services. With a **shuttle or transportation service**, people could even be transported to the various areas across the towns that provide the services."*

- Meetings-in-a-Box Participant

What We Heard: Jobs

The **lack of jobs that pay enough for Gwinnett residents to support their families** was selected as the primary challenge by Reclaim Questionnaire participants across race and ethnicity.

What is the biggest barrier Gwinnettians around the mall face when finding good-paying jobs?
(Please select one)



Source: Reclaim Questionnaire. Data includes 1,001 entries from respondents who answered this question and indicated their racial/ethnic identity.



"If a small trade school or adult education program is added it will create job readiness. In the current market where there are shortages of workers in various industries, this will employ the local community."

- Meetings-in-a-Box participant

Targeted interviews and focus groups elevated priorities for the Plan

HR&A interviewed community leaders who brought historically marginalized voices to the table:

- Boys & Girls Club of America
- Brand Real Estate Services
- Explore Gwinnett
- Farmer's Insurance
- Gwinnett Visibility Club
- Korean American Restaurant Association
- Latino LinQ
- Los Vecinos
- National Asian Pacific American Women's Forum
- PCOM Georgia
- Preface Project
- Sierra Club
- We Love Buford Highway
- Women Engaged

Community leaders convened small-group conversations to hear from those potentially affected by the redevelopment

- 100 Black Men
- Asian American Action Fund
- CPACS
- Gwinnett 101 Citizens Academy
- Gwinnett Youth Commission
- Habitat for Humanity
- Interfaith Alliance
- Norcross Senior Center
- Trinity Outreach

Members of the broader community weighed in through in-person events and questionnaire

Open House event gathered residents' vision and ideas for the future of the Mall.



The Questionnaire helped elevate commonalities and differences across diverse groups around the Mall.

1,300

Respondents shared their ideas in the questionnaire

48%

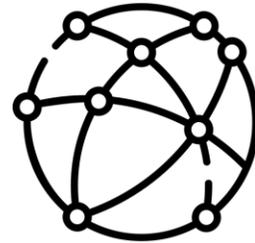
Of Respondents live less than 15 mins away from the Mall

Data analysis and guidance from Gwinnett County staff members further refined the Plan



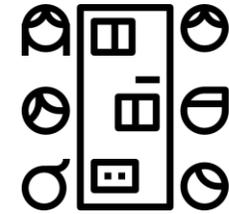
Case Studies

Review of precedent projects nationwide that have attempted to embed principles for equitable redevelopment



Data Analysis

Robust data analysis understanding complex relationships among demographics, housing, income, education, and health.



County Staff Workshops

Workshops with departments (Community Outreach, Community Services, Economic Development, Law, Planning, Transportation) to leverage the County's work to date