



**GWINNETT LIVABLE CENTERS INITIATIVE**  
10-year Update

New Ideas  
For The Next Level



**OPEN HOUSE  
STUDY OVERVIEW**



**Livable Centers Initiative (LCI) Program**  
**What is it?**

**LIVABLE CENTERS INITIATIVE PROGRAM**

- Grants from the **Atlanta Regional Commission**
- Funds local government plans for walkable, mixed use areas that will be transit supportive in key corridors and activity centers
- \$500 million in implementation funding for transportation projects



**Livable Centers Initiative Goals**

- Live-work-play communities
- Better use of existing infrastructure
- Promote transit, pedestrian and bicycle use



**Lifelong Communities**

- Provide housing and transportation options
- Encourage healthy lifestyles
- Provide access to services and resources



**Green Community Concepts**

- Green building
- Energy efficiency
- Water use reduction/ efficiency
- Trees & greenspace
- Transportation & air quality
- Sustainability



## GWINNETT LCI GOALS

- Update of previous LCI – very large study area
- Connections with proposed transit
- Incentivize commercial redevelopment
- Take the current development pattern to the next level
- Introduce more height and mixed-use




## STUDY TIMELINE

Task	2011					2012		
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
<b>1 Public Involvement</b>								
A-Community Design Workshop				x				
B-Open House								
C-Study Management Team Mtgs	x	x	x	x	x			x
D-Core Team Meetings		x	x		x			
<b>2 Develop Study</b>								
Update Concept Plan								
<b>4 Prepare Implementation Plan</b>								
Prepare Project Deliverables								
A- Baseline Report								
B- Concept Plan								
C- Draft Summary Report								x
D- Final Summary Report								x

## Gwinnett LCI 10-Year Update

*Why study this area?*

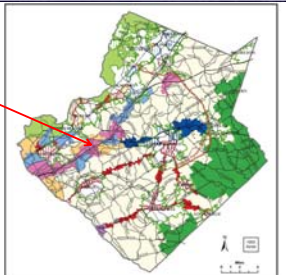
## ARC PLAN 2040

Gwinnett LCI Study Area  
Regional Center




## GWINNETT 2030 UNIFIED PLAN

Gwinnett LCI Study Area  
Regional Mixed Use



**Mixed Use Areas**

- Regional Mixed Use
- Urban Mixed Use
- Community Mixed Use
- Local Mixed Use
- Neighborhood Mixed Use

**Predominantly Residential Areas**


- Neighborhood Residential
- Community Residential
- Local Residential
- Regional Residential

**Other**

- Neighborhood
- Regional
- Statewide

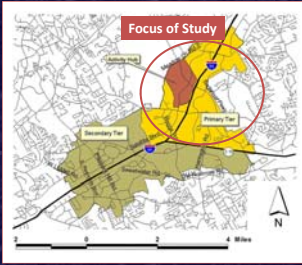
## AREA OF MAJOR SIGNIFICANCE

- 12 square miles – 2.7% of land, 10% of people
- 20% of Gwinnett's jobs
- Population has tripled since 1990
- Accessible to 500,000 people within 5 miles
- Crossroads to 300,000 vehicles per day



## THE "ORIGINAL" LCI STUDY

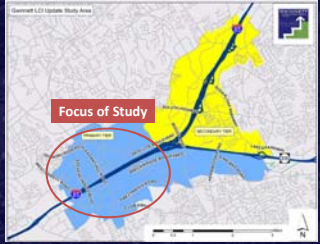
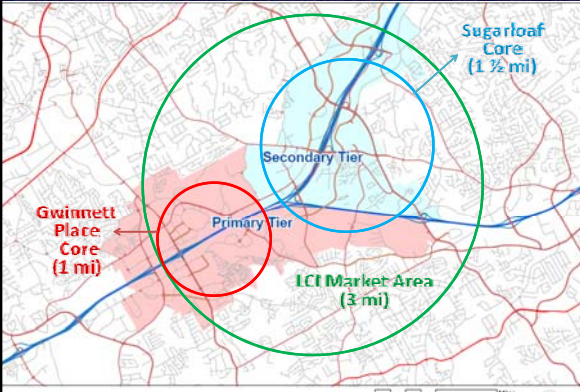
- Completed in 2001
- Provided plan for a major mixed-use activity center that would form the "heart of Gwinnett County"
- Multi-modal transportation connections
- Greenways and trails
- Recommended Zoning for mixed use development



## WHY UPDATE THE LCI STUDY?

*Many changes occurred in the Study Area since 2002*

- CID formed
- TAD approved
- New Arena
- I-85/316 Separation
- CID Gateway Features & Wayfinding
- Pedestrian Safety
- Signal Improvements
- Safety Patrols
- Plans Underway
  - I-85/Pleasant Hill Diverging Diamond Interchange
  - Transit extension

LCI Study Area

Gwinnett LCI

## REAL ESTATE MARKET ANALYSIS

### Population

- LCI study area (3-mile radius):
  - 1990 population : 27,615
  - 2010 population : 81,348
  - 2020 population forecast: 103, 000
- If incorporated today, area would be the 9<sup>th</sup> largest city in Georgia, between Roswell and Albany
- Roughly 1 in 10 Gwinnett residents currently live in the LCI study area.

## REAL ESTATE MARKET ANALYSIS

### Employment in Study Area

- Study area contains largest concentration of employment in Gwinnett County
  - 3,399 firms employing over 50,000 people.
- Study area economy is highly diversified
  - Largest employment sectors by # of firms
    - Services (1,238 Firms)
    - Retail Trade (779 Firms)
    - F.I.R.E. (446 Firms)
- Study area is a major regional job center, with a jobs-to-housing ratio of 1.6 jobs per housing unit (4.2 in Gwinnett Place Core)

## Community Input

*What we heard.*

## COMMUNITY DESIGN WORKSHOP

**October 4 and 6, 2011- Ferguson Elementary School**




Planning at three different scales:  
 (1) Primary Tier, (2) Focus area (CID), and (3) Catalyst site


## QUALITIES OF GOOD REDEVELOPMENT

- Something unique
- Able to evolve over time
- Leverages existing assets and builds upon them
- Proactive approach to attract international groups
- Looks at cultural differences as a plus
- Builds on energy of economic development community
- Transit linkages are made



## MOBILITY SURVEY

- Available October 7 through November 7
- Focused on alternative modes of travel
- Online and open to the public
- **Advisory, not scientific**



**General Mobility Survey**

When answering the set of questions, please consider your travel behavior regardless of where you are located.

1. For each of the following four modes, please indicate how likely you are to use each in a given month.

Mode	Never	Seldom	Sometimes	Frequently
Walking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Biking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public Bus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Light Rail	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. A person would only likely to use a mode of transport if there are any number of travel-related options of the following modes used and available to them? Please indicate how likely you are to use each of the following modes used and available to them? Please indicate how likely you are to use each of the following modes used and available to them? Please indicate how likely you are to use each of the following modes used and available to them?

Yes

No

Other

Other (please specify mode of transport)


## MOBILITY SURVEY - GENERAL TRANSPORTATION NEEDS

- Corridor most in need of transportation improvements:
  - 63% Pleasant Hill Rd
  - 11% Sugarloaf Pkwy
  - 9% Satellite Blvd
- Most needed transportation improvement:
  - 37% new I-85 Pleasant Hill Interchange
  - 28% regional transit connection



## MOBILITY SURVEY – TRAVELING IN STUDY AREA

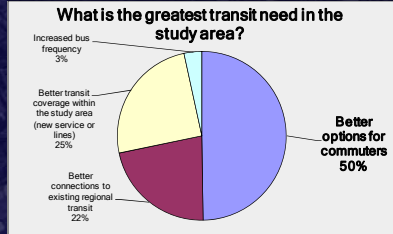
- **Traveling in study area:**
  - 60% travel to or within study area at least 4 days per week
  - 34% travel through to go elsewhere, 26% to work or attend school
  - If favorable conditions: 50% would be likely to walk, 38% likely to take bus
- **Top obstacles**
  - to walking: distance (68%), unsafe (43%), time required (43%)
  - to biking: lack of bike lanes (37%), speed of cars (33%)
  - to riding transit: lack of options (51%), does not go where I need to go (50%)



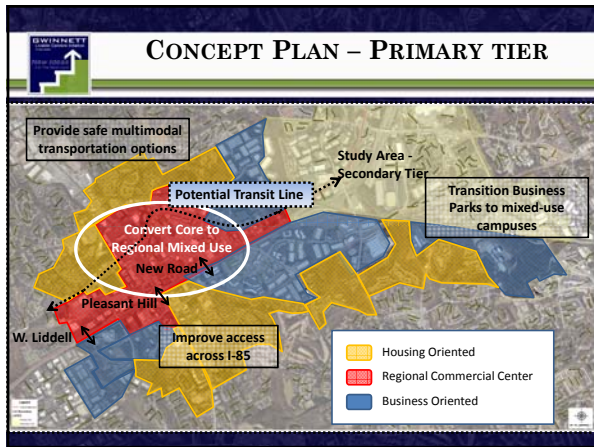
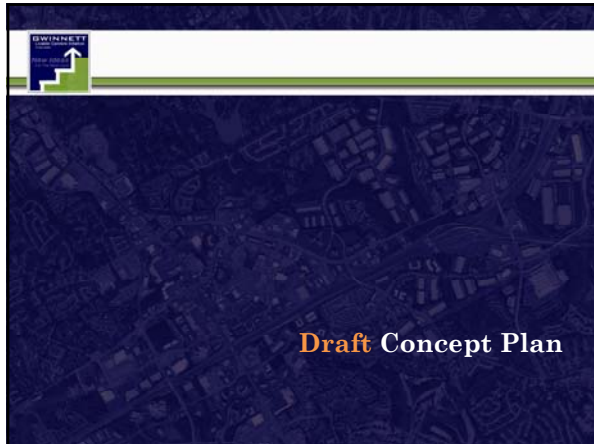
## TRANSIT USE

47% said convenience of service would have greatest influence on their riding transit over driving

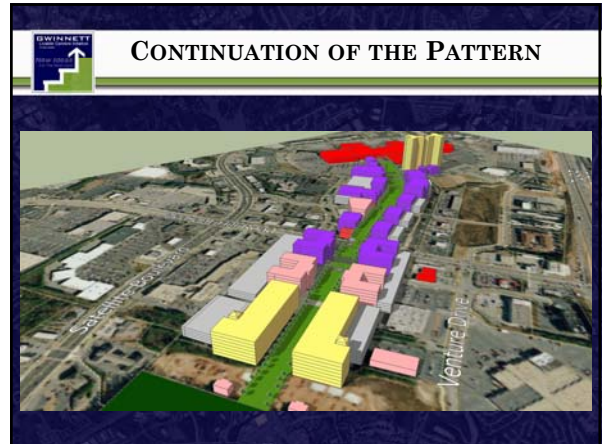
**What is the greatest transit need in the study area?**



Transit Need	Percentage
Better options for commuters	50%
Better transit coverage within the study area (new service or lines)	25%
Better connections to existing regional transit	22%
Increased bus frequency	3%



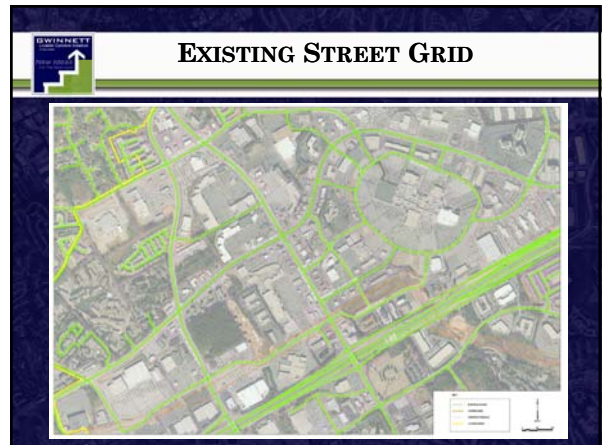




### CONNECTIVITY

- The concept plan recommends a number of new roadways that will need to be evaluated

Two maps are shown side-by-side. The left map shows a complex, irregular street layout with a red line indicating a new roadway. The right map shows a more regular grid pattern with a red line indicating a new roadway. An arrow points from the left map to the right map.



A presentation slide with a dark blue background and a light blue header. The header contains the text "DWINNELL" and "IMPLEMENTATION PLAN COMPONENTS" next to a small graphic of a staircase. The main content is a bulleted list of implementation plan components.

**DWINNELL**  
**IMPLEMENTATION PLAN COMPONENTS**

- General Strategies
  - Land use: Unified Plan Amendments
  - Regulatory: Zoning Amendments
  - Organizational
- Economic Development Strategies
- Funding Strategies for Catalyst Projects
- Action Plan
  - Transportation Projects – 5-year and long-term
  - Housing Projects
  - Other Local Projects/Initiatives
- Evaluation and Feedback Process