



2. Public Involvement Overview

One of the key strengths of the Gwinnett LCI study area is its diversity of cultures, businesses, and residents. Capturing the support and vision of this community and its leadership was a fundamental goal of the study team's approach to the 10-year update. The following are the key activities that led this input process:

- Stakeholder Core Team
- Community Design Workshops
- Open House
- Online Mobility Survey
- General Communications

This chapter provides an overview of these input activities, the associated communications avenues, and the big ideas that resulted from them.

Major Opportunities Identified

Refining the community's vision for the future of the study area was a critical element of the 10-year update. To reach this joint vision, various opportunities were gathered via the various input channels listed above. The major opportunities identified are listed below.

- Most of the Primary Tier of the study area is occupied by Gwinnett Place Mall and surrounding retail development, much of which is currently vacant. These older shopping centers offer a great opportunity for redevelopment.



Joint small group discussion about key redevelopment locations in the study area.



Conceptual idea from Day Two reflecting the desire for mixed-use



- The introduction of premium transit into the area will offer an excellent opportunity for transit oriented development.
- The international character of the area offers market opportunities that other areas of the county do not possess. It gives the area a character that separates it from other activity centers in the county.
- The location advantages that led to Gwinnett Place Mall's development in the first place, including easy access to I-85, GA 316 and Pleasant Hill are still present and should lead to further investment.

A. Core Team

The Core Team is a group of 22 leaders and stakeholders identified by the project team as representative the area's diverse interests. The Core Team helped guide the study process and provided input into the study's recommendations. In this capacity, the Core Team took on an important leadership role, vetting the recommendations of the study against the practicalities of the context in which the study recommendations would need to take root and be successful.

Members of the Core Team were asked to attend four Core Team meetings during the study process and encouraged to participate in two public meetings. Additionally, the stakeholders were relied upon to help encourage other members of the community to participate in study activities and otherwise provide input.

Below are summaries of topics discussed and activities at the four Core Team Meetings.

Meeting #1 – August 2011

- Role of Core Team
- Discussion of upcoming Community Design Workshop
- Strengths, Weaknesses, Opportunities, & Threats Brainstorming

Meeting #2 – September 2011

- Baseline Conditions Presentation
- Discussion of Design Workshop, Keypad Voting Survey, and Mobility Survey

Meeting #3 – October 2011

- Review results of the Community Design Workshop
- Review Organizing elements of the Concept Plan
- Hands-On Demonstration – Preliminary ideas for the Conceptual Plan
- On-line Mobility Survey

Meeting #4 – December 2011

- Conceptual Plan Discussion
- Review of Implementation Plan

The leaders serving on the Core Team, along with the Gwinnett Place CID and Gwinnett County, are anticipated to continue their engagement in the future of the study area by serving as champions of the Final Concept Plan and Report Recommendations. A full list of Core Team members is provided in the acknowledgements at the beginning of this report.



B. Design Workshop

The Community Design Workshop provided a critical milestone in the public involvement process by helping establish an **overall vision for the Gwinnett LCI Study Area**. This section provides a concise summary of findings from the Two-Day Community Workshop. Copies of the Agendas for both meetings are provided to the right. The key activities and findings derived from each day of activities are provided in **the Appendix**. A summary of key findings is provided on the next page.

AGENDA - DAY 1

- 5:00 pm Orient Yourself!
- 5:20 pm Welcome & Overview of Two-day Design Workshop
- 5:35 pm Group Introductions
- 5:50 pm Project Goals & Baseline Conditions Presentation
- 6:20 pm BREAK/SNACKS**
- 6:30 pm Polling Activity – Priorities & Preferences
- 7:00 pm Small Group Discussions
- 7:40 pm Regroup & Next Day Activities
- 8:00 pm Adjourn



Summary presentation of Baseline Conditions during Day 1 of the

AGENDA - DAY 2

- 5:00 pm Orientation
- 5:10 pm Welcome & Today's Agenda
- 5:15 pm Review of Day 1 Findings
- 5:25 pm Market Analysis Presentation & Benchmark Communities
- 5:45 pm Small Group Design Discussion
Part 1 – The Nuts and Bolts of Live/Work/Play
- 6:30 pm BREAK/SNACKS**
- 6:40 pm Small Group Design Discussion
Part 2 – Putting It All Together, Catalyst Site Design
- 7:25 pm Presentation of Conceptual Designs
- 7:50 pm Project Next Steps
- 8:00 pm Adjourn



Key Findings

The overall community input received during the two-day workshop can be summarized by the following major themes and priorities for future growth and development.

Desirable Development Forms

- International market center comprised of several clusters of several ethnic-based specialty centers / boutique hotels with a common circulation system around the ring road of the mall
- A series of office high rises visible to traffic along the I-85 corridor
- A main shopping boulevard or avenue that is not a through arterial like Pleasant Hill. It might be parallel to Pleasant Hill or it might be perpendicular, such as along relocated Venture/Mall Boulevard leading toward the mall.

Priority Development Areas

- Focus on the redevelopment of catalyst sites that are identified on the Redevelopment Suitability Map and older strip centers in the community that could be revitalized to reflect new mixed use and transit oriented development priorities of the community.

Key Public Investments

- Link proposed redevelopment to the proposed transit system where possible.
- Begin planning for a major outdoor gathering space or amphitheater that can serve as a community gathering space and an identifying landmark for Gwinnett's central business district. This initiative would be a signature project for the area that attracts visitors from the greater Atlanta region and beyond.



Community Design Workshop Day Two: *left: thinking through the possibilities*



C. Online Mobility Survey

Improving mobility and better linking transportation investments with land use planning is a key goal of the LCI program. With this in mind, the Gwinnett LCI Update paid special attention to this goal by conducting an online survey focused on alternative transportation modes within the study area, including travel by bike, foot, and transit. The survey, although unscientific, collected a wealth of information from interested participants.

Corridor most in need of transportation improvements:

- 63% Pleasant Hill Rd
- 11% Sugarloaf Pkwy
- 9% Satellite Blvd

Most needed transportation improvement:

Approximately 240 people participated and provided their existing travel behaviors and views on the following ideas:

- Reasons for traveling within the study area
- Weekly travel within the study area
- Barriers to riding transit, biking, and walking within the study area
- Greatest transit need
- Greatest influence on riding transit over driving
- Most critical transportation need
- Corridor in greatest need of transportation improvements

The results of the Mobility Survey are not conclusive; however, they provide an additional source of information for informing the recommendations of this study.

*A full summary of the Mobility Survey results is available in **Appendix B**, including an overview of survey participants.*

Gwinnett LCI Mobility Survey

Section 1: General Questions

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

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

| | Very Likely | Likely | Somewhat Likely | Unlikely | Very Unlikely |
|---------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Walking | <input type="radio"/> | <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"/> | <input type="radio"/> |
| Travel by Bus | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Travel by Car | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

2. If you could travel efficiently to and from work/school/home via any mode of travel, which one of the following modes would you prefer to travel by? Please select just one response.

- Walking
- Bicycle
- Bus
- Car
- High speed rail
- Light rail (travels in lane with cars, but has priority at intersections)



D. Open House

The January 2012 Open House gave community members an opportunity to review the fruits of the study process as well as a final, in-person chance to influence the plan. Attendees reviewed and provided feedback on the vision for the area, the Draft Conceptual Development Plan, transportation recommendations, and proposed changes to the land use framework. Leaders from the Gwinnett Place CID, Gwinnett County, and the project team were available to discuss other ideas with attendees.

Approximately 50 people attended the Open House at Gwinnett Place mall. Feedback and comments from the Open House are included in the meeting summary in **Appendix B**.

Feedback received at the Open House and in conversation with community leaders were incorporated in tweaks to the Final Report and its recommendations.



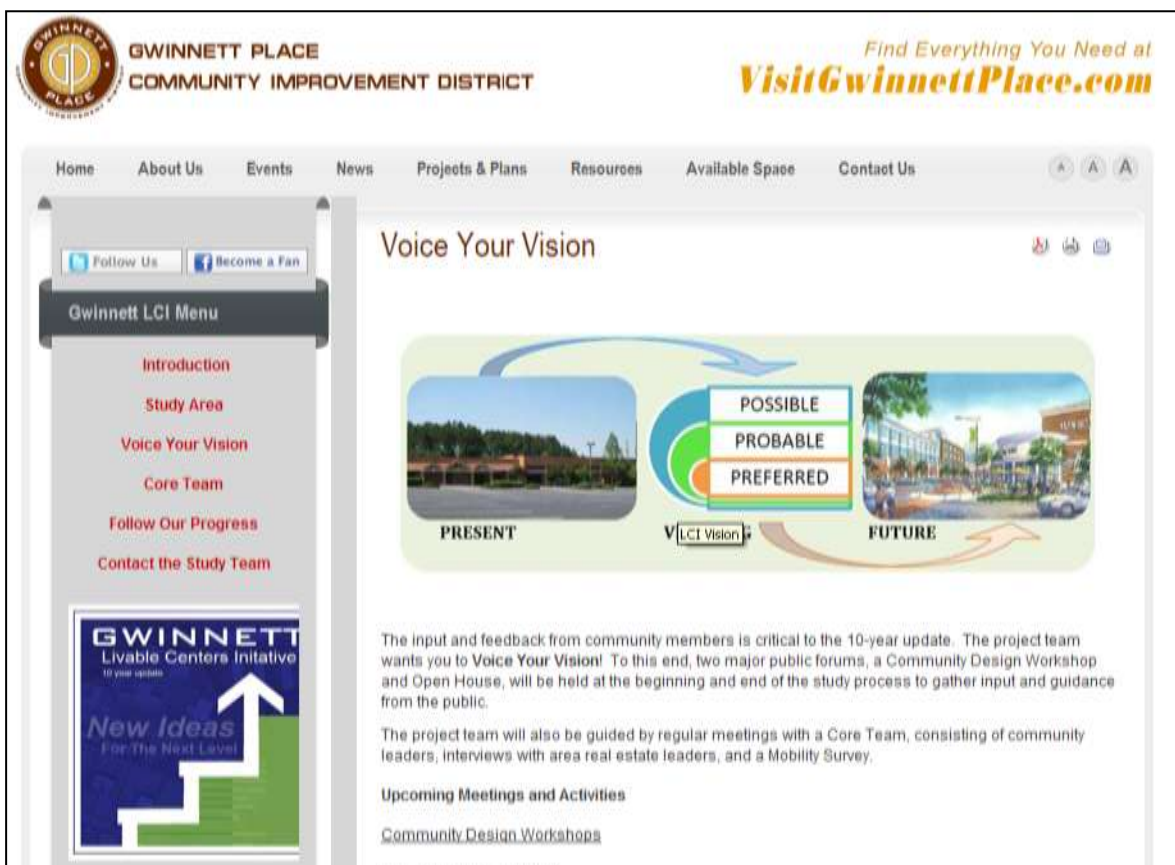
The Open House provided an informal review environment where



E. General Communications

The Gwinnett Place CID and its communications partners did a phenomenal job in ensuring that its membership and the greater Gwinnett County community was informed about the events and status of related activities and milestones as the LCI study progressed. Communications tactics utilized included the following:

- Sub-page on the Gwinnett Place CID website providing up-to-date project information including draft documents, project activities, and a comment form
- Press releases regarding the Community Design Workshop, Mobility Survey, and Open House
- Media coverage by the Atlanta Journal-Constitution, Gwinnett Daily Post, and industry publications such as the Gwinnett Chamber newsletter
- Personal emails and calls to the area's stakeholders about project milestones
- Flyers for the Community Design Workshop and Open House
- Twitter and Facebook updates regarding upcoming events by the Gwinnett Place CID
- Posting of related project information to the Gwinnett County Planning & Development website



Above: Snapshot from sub-page for LCI study on Gwinnett Place CID



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