



Appendix B: Summaries of Public Involvement Activities

- Community Design Workshop
- Mobility Survey
- Open House



Gwinnett LCI Update Report

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Community Design Workshop Meeting Summary & Key Findings

Overview

The Gwinnett Livable Centers Initiative 10-Year Update includes three major products (1) a Baseline Conditions Analysis, (2) creation of a Conceptual Development Plan, and (3) a Final Report, which includes key recommendations for public and private investments and policy initiatives moving forward.

The Community Design Workshop provides a critical connection between step (1) and steps (2) and (3) above - **the overall vision for the Gwinnett LCI Study Area.**

The Community Workshop serves as the primary source of public input for defining the vision and goals of the community for the area. This document provides a concise summary of activities and 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 on the pages that follow. A summary of key findings is provided on the next page.

In addition to the Community Workshop, the guidance of a project Core Team, a group of area stakeholders meeting regularly with the Study Team, and the online Mobility Survey, will also influence the final study recommendations. These are ongoing activities.

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

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 <i>Part 1 – The Nuts and Bolts of Live/Work/Play</i>
6:30 pm	BREAK/SNACKS
6:40 pm	Small Group Design Discussion <i>Part 2 – Putting It All Together, Catalyst Site Design</i>
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 a central gem of the Gwinnett Place area. Such 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.*

Day 1 – Tuesday, October 4 Meeting Summary

Day One of the Community Workshop was highlighted by three key activities:

- Attendees learned about existing conditions of the study area via a PowerPoint presentation of key findings from the Baseline Conditions report.
- Participants began identifying priorities & preferences within the study area via a polling activity using electronic keypads.
- Attendees worked with facilitators to identify areas ripe for change or preservation by participating in small group interactive discussions using maps.

Minimal questions arose from the Baseline Conditions presentation. *The full report will be posted to the project website.*

Polling Activity – Priorities & Preferences

The polling activity asked participants to prioritize a variety of potential directions the study area could take in the future as well as preferences for public investments and visual attributes of potential development types, public spaces, and transit options.

The full polling results are provided at the end of this summary. Key findings from the related discussion included the following:

- A rail line or bus rapid transit is critical
- Family activities will help create the desirable live/work/play balance
- Additional greenspace is needed
- Wide sidewalks with trees and other vegetation are desirable

- Additional venues (such as for concerts) will facilitate success of adjacent businesses
- Planning and development practices in the county need to be more business friendly to compete with other areas

Snapshot of Meeting Attendees

1 Live in study area	5.3%
2 Work or attend school in study area	21.1%
3 Business proprietor or commercial property owner	21.1%
4 Live and work in study area	5.3%
5 Live and/or work near the study area	31.6%
6 Other	15.8%



Desired Take-aways from the Workshop*

- Ideas for the future
- Ways to revitalize the area
- Ways to show people how great the area is
- Ways to bring energy to the area
- Ideas to make the area a central business district
- Find ways for the entire area to do well
- Learn about best practices to spread to other areas of Gwinnett
- See what the Community



Small Group Discussions

Two small discussion groups were formed after the Polling Activity to begin identifying specific needs within the study area. To drive this discussion, participants were asked to identify community assets, best place for mixed-use development, redevelopment, and a new park/public space, and the greatest transportation improvement need in the area by placing corresponding stars on a large aerial map of the area. Locations identified by participants and associated comments are indicated below.

Community asset, do not change

- Existing tree cover
- Office space must be preserved
- Kaiser Permanente Gwinnett
- Promenade at Pleasant Hill Shopping Center
- NCR Offices along Satellite Boulevard
- Uline Shipping Supplies (major business at the corner of Evergreen Boulevard and Commerce Avenue)
- Interstate 85

Best place for a mixed use development

- Reduced asphalt
- Parking lot area of the Gwinnett Station Shopping Center (2 stars)
- Parking lot area of the Great Wall Supermarket of GA (1 stars)
- Parking area between Fry's Electronics and the Macy's Furniture Showroom
- Gwinnett Place Mall
- Satellite Shops shopping center

Best place for revitalization

- Gwinnett Place Mall (5 stars)
- Parking lot area of the Gwinnett Station Shopping Center (2 stars)
- Areas along Venture Drive between Day Drive & Steve Reynolds Boulevard (3 stars)
- Gwinnett Mall Corners Shopping Center
- Shopping centers at western corners of intersection of Pleasant Hill Rd. and Sweetwater Rd.

Greatest transportation improvement need

- Sidewalk connections between apartments and mall area
- Pedestrian refuge islands for safety
- A pedestrian crossing is needed at Pleasant Hill Road.
- Pleasant Hill Road Interchange (4 stars)
- New overpass connecting West Liddell Rd. with Club Drive (3 stars)
- Intersection of Steve Reynolds Boulevard and Satellite Boulevard
- Intersection of Satellite Boulevard and Commerce Avenue
- Intersection of Commerce Ave. and Gwinnett Plantation Way
- Club Drive, just outside eastern border of study area
- Multimodal crossings over I-85 to bridge the two parts of the community

Best place for a new park or public space

- Green space or open space should be included in redevelopment projects
- Integrated Green Space

- Undeveloped land east of the Cisco property, south of Highway 316
- Area surrounding the Great Wall Supermarket of Georgia (3 stars)
- Gwinnett Place Mall parking area (2 stars)
- Tree cover on undeveloped land along Steve Reynolds Boulevard between Satellite Boulevard and Venture Dr. NW
- Public space at the corner of Breckinridge Boulevard and Pleasant Hill Rd.
- Forested area west of intersection of Shackleford Rd. and Club Dr.
- McDaniel Farm Park

Catalyst Sites

The small group discussions ended in the identification of locations in the study area with a 1500 foot radius (a size that is considered walkable) that should be priority catalyst sites. Both groups identified the area surrounding the Gwinnett Place Mall area, as described below, as having the greatest need for redevelopment. The mall area itself and two areas adjacent to the mall were viewed as prime property for redevelopment. These areas were viewed by various participants as having excess parking, a need for additional green or public space, appropriate locations for a mixture of uses, including housing, and higher density development.

The circles below represent two areas identified as critical in driving major change in the area – they were seen as two primary redevelopment catalyst sites in the LCI study area.





Day Two – Thursday, October 6 Meeting Summary

Overview

Day Two of the Community Workshop provided attendees an opportunity to provide meaningful input that built on findings from Day One of the Workshop. The three-hour meeting included an orientation period, a review of Day One meeting highlights, a Market Analysis Presentation and lively interactive mapping discussion about potential redevelopment and land use changes in the study area.

The Market Analysis presentation by Bleakly Advisors was followed by a brief overview of Benchmark Communities, including Reston Town Center in Reston, Virginia, Mizner Park in Boca Raton, Florida, and Belmar in Lakewood, Colorado. Each of these communities has redeveloped underutilized land into a vibrant new concept for living, working, and playing. These model communities exhibit many of the qualities identified by Gwinnett LCI stakeholders as desirable for the Gwinnett Place Mall Area.

The series of presentations was followed by a lively discussion among attendees of other such places and what makes them tick. Comments included the following:

Other Good Models

- Area near Washington, DC built a mixed-use center based on an entertainment center
- Atlanta Station - good example of mixed use success in the area



Existing Assets

- The Gwinnett Place CID has accomplished much and been an endorser of the area
- What attracted NCR? good schools, tax incentives, Partnership Gwinnett
- Gwinnett Tech, Emory, UGA, Georgia Gwinnett College, Gwinnett Tech - for employers, having strong universities nearby is critical

What is needed?

- New, fresh ideas like Apple
- Atlanta is the next international community – and Gwinnett Place could be the center of that new Atlanta
 - Many international groups are looking for a place to go (not just Chinese, Korean, etc.); need to reach out to Russians, Germans, etc.
 - Need to include architectural characteristics of international cultures
- A top designer
- Mixed-use development would provide eyes on the street
- Preservation and conversion of old buildings



Design Discussion

Following a short break, the project team led the group in an educational discussion regarding what makes a good mixed-use center. The following **five principles for catalyst redevelopment** were highlighted.

1. Density & Walkability

- Floor area ratios (FARs) should be 1.5 or greater to accommodate a transit-oriented area and to make the economic case for structured parking.
- Structured parking facilitates walkability.

2. Improved Access via Transit & the Grid

- Provide transit to accommodate walkability and diversify mobility options.
- Create a grid that works: 500 foot blocks for vehicles; 250 feet for pedestrians and cyclists. Current grid is spaced at approximately 1,000 feet, which is too large.

3. Appropriate Scale

- Buildings should not be larger than a 250 foot by 250 foot block – which fits into desirable grid spacing.
- Vertical mixed-use could be between 5 and 20 stories and should transition from higher structures around transit to lower structures adjacent to low-density uses.

4. Mixture of Uses – live/work/play

- Should start with residential.
- 50% of space should be allocated to residential and be located within

walking distance of transit and major employment.

5. Multi-modal Street Corridors

- Provide equal room for pedestrians and bikes (in addition to cars).
- Encourage active uses along streetscape.
- Provide on-street parking on side streets.
- Incorporate landscaping for shade, comfort, and eye appeal.

The discussion of catalyst redevelopment principles was complemented by a hands-on discussion of the characteristics that define good redevelopment. The following characteristics were offered by participants, some general, others specific to the Gwinnett LCI study area:

Good Redevelopment - General

- Planning and design activities take into account potential for disasters or emergencies
- Something unique that makes the redevelopment area different from other areas
- Proposed development types are realistic
- Commitment from all stakeholders & the community at large
- Is pursued at the right window of opportunity
- Able to evolve over time
- Public-private partnerships (such as the Houston shuttle service)
- Housing



Good Redevelopment – LCI Area Specific

- Addresses existing realities such that Gwinnett Place has designed for cars
- Looks at cultural differences as a plus
- Starts where there is an excess of pavement (parking areas) – and addresses that first
- Leverages existing assets – such as Gwinnett’s arena, art museum – and builds upon them
 - Creates supportive facilities & businesses that compliment arena area
- Transit linkages are made between major attractions/supportive uses
- Proactive approach to attract other international groups
- Create a destination – this is “the” international place in Atlanta
- Embrace all of Atlanta’s international communities
- Capture intellectual community and diverse cultures
- Link with existing economic strengths (316 High Tech corridor – planning process underway)
- Business incubator to facilitate desirable growth (already in action by County and Partnership Gwinnett)
- Builds on energy of economic development community
- Includes plan for multi-modal terminal for people- including light rail, bus, circulator – will increase area property value
- Green music facility or other attraction venue (such as outdoor amphitheatre

The redevelopment brainstorming exercise transitioned into a discussion of “*What should be included in a Redevelopment*

Concept Plan for the Gwinnett Place Mall area? “ Attendees grouped around large aerial maps that included the primary areas identified by Day One workshop attendees as ripe for redevelopment. Before the group began laying a concept plan for the identified, various concerns were raised.

Concerns about Redevelopment

- Will the mall be interested in community recommendations?
 - *Yes! If economically viable.*
- Leases – Need to know existing commitments. There are some long-term leases and cross-agreements between anchor stores that will impact redevelopment decisions.
- Need a vision to gain support of private land owners in identified redevelopment areas
- How do we get the right mix of uses?
 - *We start with rooftops.*
- Noise from I-85? How will we address that?
- High costs of including public space in area

Ideas for Redevelopment Concept Plan for the Gwinnett Place Mall area

The group worked with meeting facilitators to begin identifying possible changes in the catalyst areas. Several Legos of different colors – representing different uses of varying heights – as well as markers and general discussion helped begin to form some ideas about how the area should change via public investment and private redevelopment over the upcoming years. Key ideas and points are included on the following page.

Lego Exercise

	Commercial	(9,000 sf of retail+parking)
	Residential	(10 townhomes+parking)
	Office	(10,000 sf of office+parking)
	Mixed Use	(10,000 sf of office+parking)

One lego = Approximately one 3-story building

- Need a focal point
 - Small entertainment venue that is a public facility (such as **amphitheatre**)
 - Such space should link to McDaniel Farm Park via multimodal route
- Commercial/restaurants adjacent to amphitheatre



- Leave the **mall** alone for now and work around it
- Address excess parking
- Focus redevelopment initially on outside perimeter of mall
- Include multicultural, mixed-use pods (village-like areas) around mall
- Each international village should have own cultural identification



- **Linear park/boulevard** (with shopping) serving as gateway into area



- Class A office space - along I-85, within the TAD
- Pocket parks, green areas, and public space plus the finances to pay for them)
 - Stage public events in open spaces
- Boutique hotels
- Grocery store
- Public-private partners for events.

Overall, the activity indicated that participants support a new higher density model for the Gwinnett Place area that emphasizes the importance of green, public space, international linkages, and strong



office and employment areas. The new model should pivot upon a central public space that creates a new sense of place that has previously been missing in the area. These priorities and concepts will be considered in the formalization of a Concept Plan and recommendations for the study area.

General Findings

During the orientation period of both meetings, attendees were invited to share their live/work/play locations within the study area and also identify “What would you like to see in the Gwinnett Place area that would attract you there to Live, Work, Play?”

Where do you currently Live/Work/Play Activity

Live

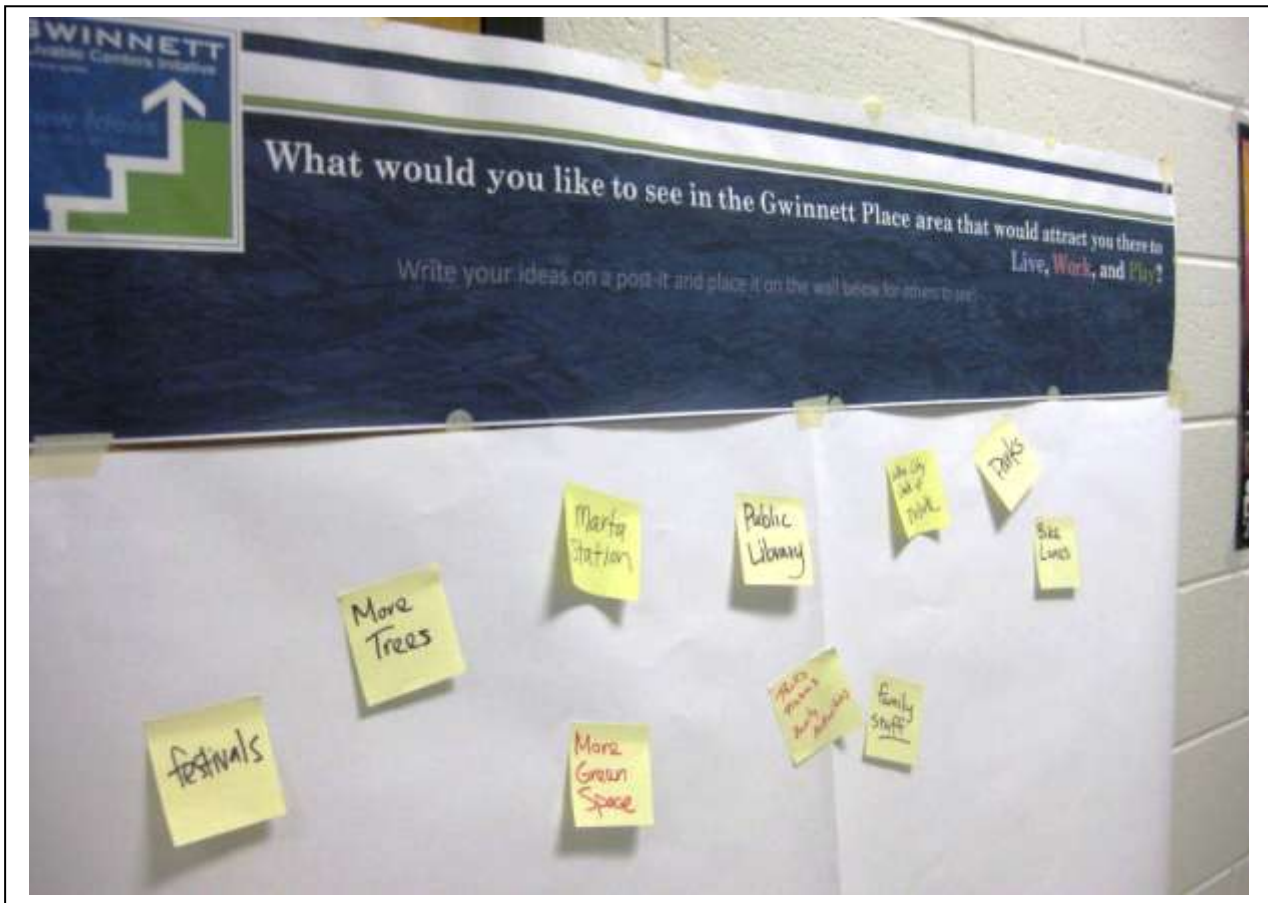
- 3 - Just outside study area
- 1 - Centerview Dr.

Work

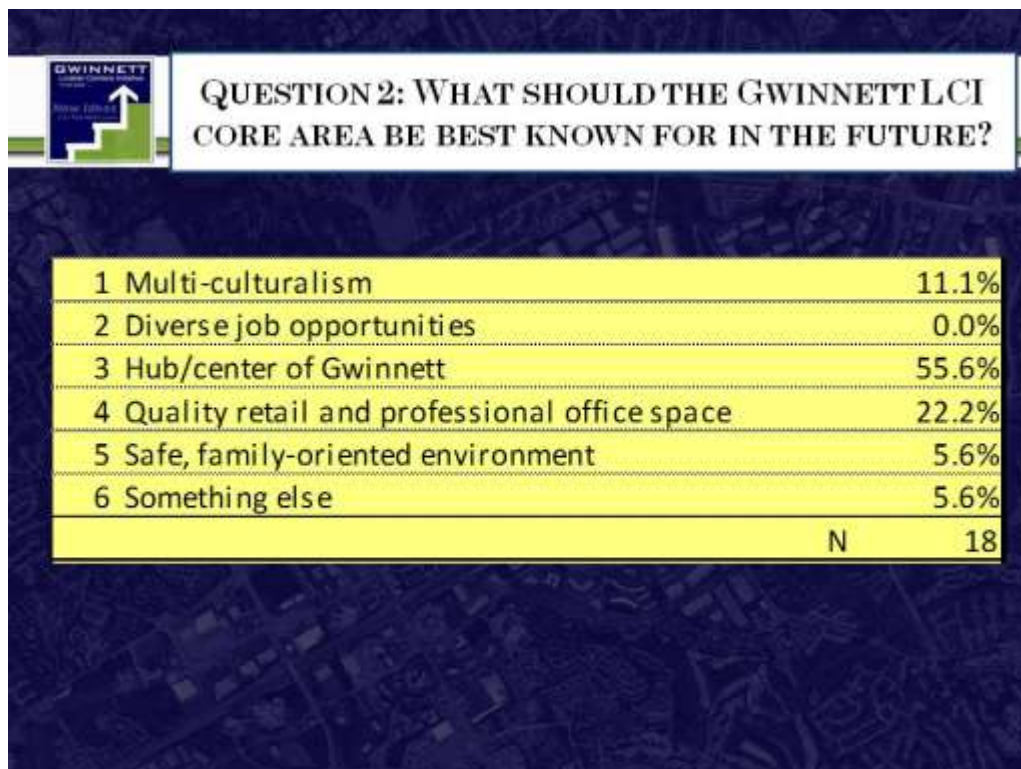
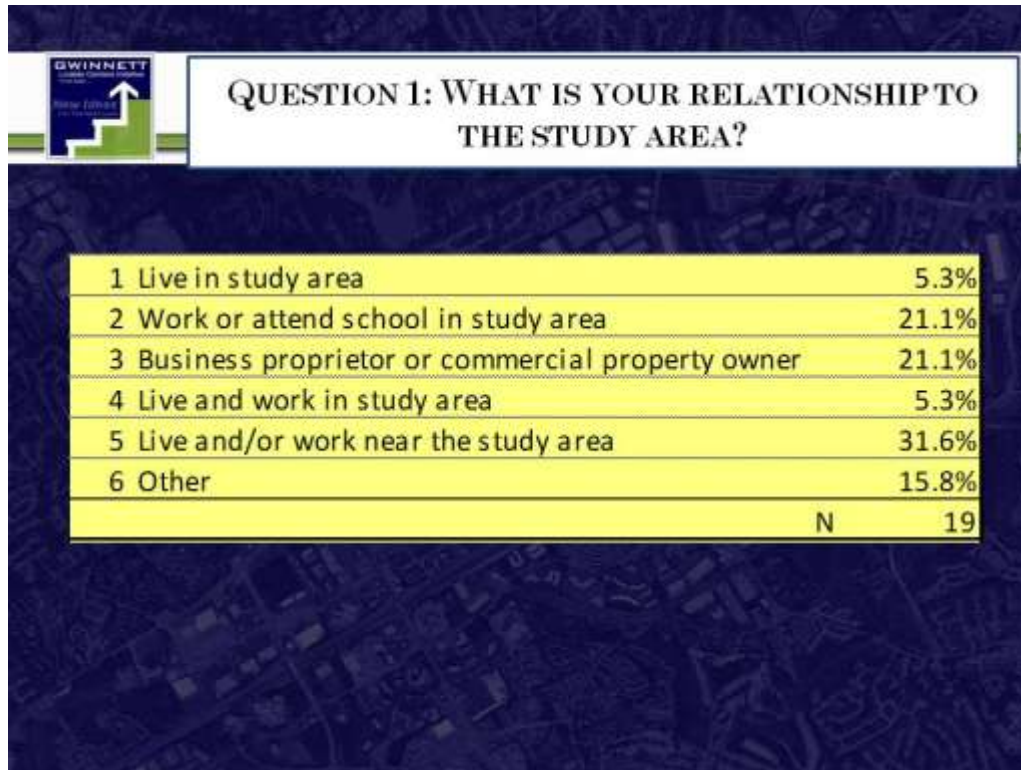
- 3- Outside study area
- 2- Gwinnett Place Mall
- 1 -Discover Mills
- 1- Gwinnett Technical College

Play

- 1 - McDaniel Farm Park
- 2 - Discover Mills
- 1- Gwinnett Arena



Polling Activity Results





QUESTION 3: WHAT CHARACTERISTIC WOULD BEST MAKE THE GWINNETT LCI AREA A REGIONAL ATTRACTION FOR THE ENTIRE ATLANTA METROPOLITAN AREA?

Renewal and redevelopment of the existing	
1 commercial centers	22.2%
Creative public investment such as a regional	
2 transit system or government center	22.2%
3 A major new employer	0.0%
4 Emphasis on international linkages	5.6%
A whole new concept for living, working, and	
5 playing	50.0%
6 Other	0.0%
	N 18



QUESTION 4: WHAT ACTIVITY WOULD BEST ENHANCE THE IMAGE OF THE AREA?

1 Improved transportation system to relieve	16.7%
2 Increased public safety	0.0%
3 Branding or marketing of the Gwinnett Place Area	11.1%
4 Beautification of the area	16.7%
5 Addition of more park space	5.6%
6 New retail, office or other private development	11.1%
7 Mixed use center like Atlantic Station	38.9%
8 Something else	0.0%
	N 18



QUESTION 5: WHICH ONE OF THE FOLLOWING TRANSPORTATION IMPROVEMENTS DO YOU BELIEVE IS MOST NEEDED IN THE STUDY AREA?

1 New I-85 Pleasant Hill interchange	27.8%
2 More complete street grid	11.1%
3 Regional transit connection	55.6%
4 Transit circulator shuttle for the area	5.6%
5 Increased walkability (sidewalk & intersection improvements)	0.0%
6 Additional biking facilities (lanes, bike storage, etc.)	0.0%
7 Other	0.0%
N	18



QUESTION 6: WHICH ONE OF THE FOLLOWING FACTORS WOULD MAKE YOU MORE LIKELY TO USE PUBLIC TRANSPORTATION INSTEAD OF DRIVING WITHIN THE STUDY AREA?

1 Train or other express transit that saves time	61.1%
2 Frequent and convenient door-to-door service	27.8%
3 Cost savings	0.0%
4 Safety	0.0%
5 Other incentive (such as commuter rewards)	0.0%
6 None of the above, I will not ride transit.	11.1%
N	18




QUESTION 7: WHAT IS THE STUDY AREA'S GREATEST OPPORTUNITY FOR ATTRACTING NEW JOBS AND BUSINESSES?

1 Addition of more office space	11.1%
2 New or redeveloped shopping centers	22.2%
3 More housing opportunities	0.0%
4 Additional facilities/activities for families	33.3%
5 Public/private partnerships	22.2%
6 Positive publicity	11.1%
	N 18



QUESTION 8: WHICH ONE OF THE FOLLOWING ESTABLISHMENTS DO YOU MOST WANT TO SEE MORE OF IN THE STUDY AREA?

1 Family Entertainment (Movies, Bowling)	16.7%
2 Night Life (Bars, Clubs)	0.0%
3 National Brand Stores	11.1%
4 Local Stores & Boutiques	11.1%
5 Office Buildings	16.7%
6 Hotels	0.0%
7 Casual Restaurants	5.6%
8 Formal Restaurants	0.0%
9 Venues for concerts, plays, etc.	38.9%
10 Other	0.0%
	N 18



QUESTION 9: WHAT ECONOMIC DEVELOPMENT STRATEGY WOULD BEST ATTRACT NEW JOBS TO THE GWINNETT PLACE AREA?

Strong Workforce (excellent public schools, 1 workforce training opportunities, etc.)	16.7%
2 Public investments	5.6%
3 Financial incentives & streamlining the development process for desired development	50.0%
4 Safety measures	0.0%
5 Transportation improvements, including transit, bicycle and pedestrian facilities	27.8%
N	18



MIXED USE DEVELOPMENT – OPTION 1



1 Not appropriate	0.0%
2 Limited appropriateness	5.6%
3 Neutral	5.6%
4 Appropriate	50.0%
5 Very Appropriate	38.9%
N	18



MIXED USE DEVELOPMENT – OPTION 2



1 Not appropriate	0.0%
2 Limited appropriateness	0.0%
3 Neutral	11.1%
4 Appropriate	55.6%
5 Very Appropriate	33.3%
N	18



MIXED USE DEVELOPMENT – OPTION 3



1 Not appropriate	11.1%
2 Limited appropriateness	33.3%
3 Neutral	5.6%
4 Appropriate	27.8%
5 Very Appropriate	22.2%
N	18



MIXED USE DEVELOPMENT – OPTION 4



1 Not appropriate	0.0%
2 Limited appropriateness	11.1%
3 Neutral	33.3%
4 Appropriate	38.9%
5 Very Appropriate	16.7%
N	18



MULTI-FAMILY HOUSING – OPTION 1



1 Not appropriate	11.1%
2 Limited appropriateness	22.2%
3 Neutral	16.7%
4 Appropriate	27.8%
5 Very Appropriate	22.2%
N	18



MULTI-FAMILY HOUSING – OPTION 2



1 Not appropriate	11.1%
2 Limited appropriateness	22.2%
3 Neutral	16.7%
4 Appropriate	33.3%
5 Very Appropriate	16.7%
N	18



MULTI-FAMILY HOUSING – OPTION 3



1 Not appropriate	16.7%
2 Limited appropriateness	22.2%
3 Neutral	16.7%
4 Appropriate	22.2%
5 Very Appropriate	22.2%
N	18



MULTI-FAMILY HOUSING – OPTION 4



1 Not appropriate	44.4%
2 Limited appropriateness	11.1%
3 Neutral	0.0%
4 Appropriate	27.8%
5 Very Appropriate	16.7%
N	18



RETAIL – INDOOR SHOPPING MALL – OPTION 1



1 Not appropriate	5.6%
2 Limited appropriateness	11.1%
3 Neutral	16.7%
4 Appropriate	27.8%
5 Very Appropriate	38.9%
N	18



RETAIL – OUTDOOR SHOPPING STREET – OPTION 2



1 Not appropriate	11.1%
2 Limited appropriateness	5.6%
3 Neutral	0.0%
4 Appropriate	44.4%
5 Very Appropriate	38.9%
N	18



RETAIL – OUTDOOR SHOPPING STREET – OPTION 3



1 Not appropriate	11.1%
2 Limited appropriateness	22.2%
3 Neutral	33.3%
4 Appropriate	27.8%
5 Very Appropriate	5.6%
N	18



RETAIL – OUTDOOR SHOPPING STREET – OPTION 4



1 Not appropriate	5.6%
2 Limited appropriateness	5.6%
3 Neutral	22.2%
4 Appropriate	22.2%
5 Very Appropriate	44.4%
N	18



OUTDOOR PLAZA – OPTION 1



1 Not appropriate	0.0%
2 Limited appropriateness	11.1%
3 Neutral	11.1%
4 Appropriate	33.3%
5 Very Appropriate	44.4%
N	18



OUTDOOR PLAZA – OPTION 2



1 Not appropriate	5.6%
2 Limited appropriateness	16.7%
3 Neutral	27.8%
4 Appropriate	27.8%
5 Very Appropriate	22.2%
N	18



OUTDOOR PARK – OPTION 1



1 Not appropriate	16.7%
2 Limited appropriateness	5.6%
3 Neutral	0.0%
4 Appropriate	55.6%
5 Very Appropriate	22.2%
N	18



SIDEWALK – OPTION 1



1 Not appropriate	11.1%
2 Limited appropriateness	5.6%
3 Neutral	11.1%
4 Appropriate	44.4%
5 Very Appropriate	27.8%
N	18



SIDEWALK – OPTION 2



1 Not appropriate	0.0%
2 Limited appropriateness	22.2%
3 Neutral	5.6%
4 Appropriate	38.9%
5 Very Appropriate	33.3%
N	18



SIDEWALK – OPTION 3



1 Not appropriate	0.0%
2 Limited appropriateness	5.6%
3 Neutral	11.1%
4 Appropriate	27.8%
5 Very Appropriate	55.6%
N	18



STREETSCAPE – OPTION 1



1 Not appropriate	22.2%
2 Limited appropriateness	22.2%
3 Neutral	38.9%
4 Appropriate	5.6%
5 Very Appropriate	11.1%
N	18



STREETSCAPE – OPTION 2



1 Not appropriate	0.0%
2 Limited appropriateness	5.6%
3 Neutral	33.3%
4 Appropriate	33.3%
5 Very Appropriate	27.8%
N	18



STREETSCAPE – OPTION 3



1 Not appropriate	0.0%
2 Limited appropriateness	0.0%
3 Neutral	22.2%
4 Appropriate	55.6%
5 Very Appropriate	22.2%
N	18



TRANSIT – LIGHT RAIL



1 Not appropriate	5.6%
2 Limited appropriateness	0.0%
3 Neutral	16.7%
4 Appropriate	44.4%
5 Very Appropriate	33.3%
N	18



TRANSIT – MARTA RAIL



1 Not appropriate	11.1%
2 Limited appropriateness	33.3%
3 Neutral	11.1%
4 Appropriate	27.8%
5 Very Appropriate	16.7%
N	18



TRANSIT – BUS RAPID TRANSIT



1 Not appropriate	0.0%
2 Limited appropriateness	11.1%
3 Neutral	33.3%
4 Appropriate	16.7%
5 Very Appropriate	38.9%
N 18	



TRANSIT - BUS



1 Not appropriate	5.6%
2 Limited appropriateness	22.2%
3 Neutral	22.2%
4 Appropriate	33.3%
5 Very Appropriate	16.7%
N 18	



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Mobility Survey

Results Snapshot

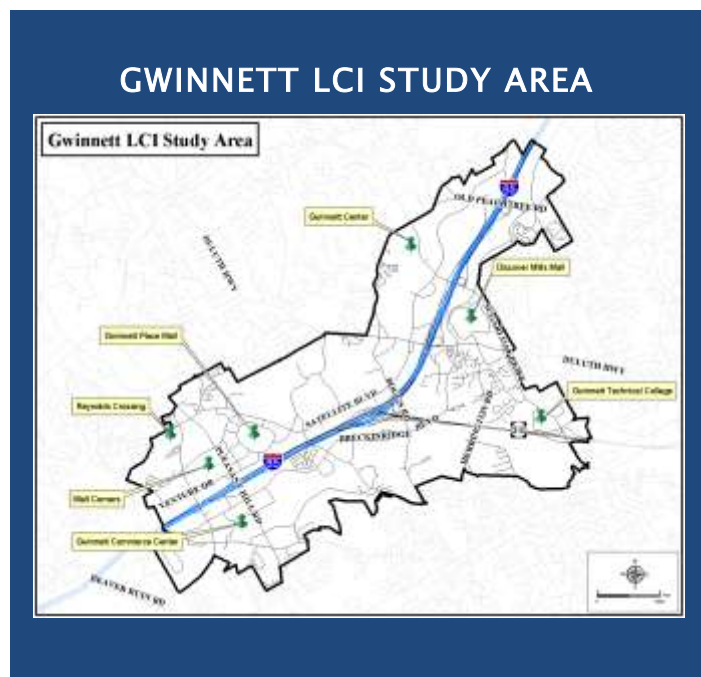
The Gwinnett Livable Centers Initiative (LCI) Mobility Survey was undertaken to support the 10-year update to the Gwinnett LCI Study. The survey's principal objective was to gauge the community's opinion on using alternative modes of travel, such as biking, walking, and riding transit within the study area. Because of this, the majority of questions purposely focused on alternative transportation modes rather than travel by car.

The survey effort is just a small piece of a much bigger planning effort to identify and layout a strategy to tackle transportation, land use, and urban design needs within the study area.

This summary document provides an overview of chief findings from the Mobility Survey. Full results are provided at the end of the summary.

Survey Participation, Methodology & Limitations

Participation in the survey was optional. The Mobility Survey was available on the Internet at SurveyMonkey.com and open to all interested parties between October 7, 2011 and November 7, 2011. The Mobility Survey commenced immediately following a two-day Community Design Workshop for the LCI project.



The survey included a mix of close-ended and open-ended questions about general travel behavior as well as perspectives on different modes of travel within the study area. The introductory text to the survey clarified that the survey was not asking about leisure travel for the sole purpose of exercise or entertainment.

Information about the survey was sent to the LCI Core Team, the Gwinnett Place Community Improvement District stakeholder list, and Community Design Workshop participants, advertised on the LCI project website and Gwinnett County Planning and Development website, and advertised in local publications. Members of the project's advisory group of local leaders, representing the diverse interests of the study area, also help spread the word about the survey

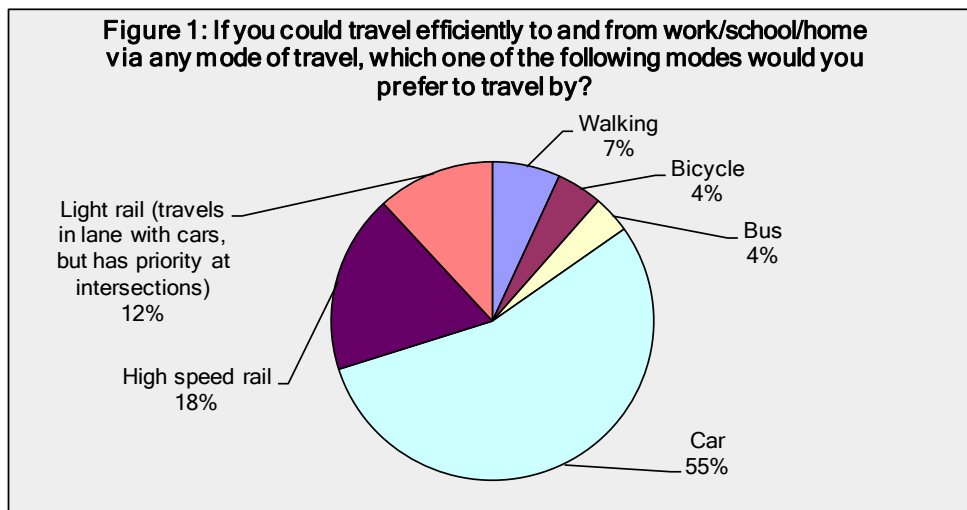
to their respective networks. Questions included in the survey were approved by the advisory committee to the Gwinnett LCI 10-year update, the consultant project team, the Gwinnett Place CID, and Gwinnett County prior to its initiation.

Because this survey was optional and open to all interested parties, the results shown herein should not be construed as representative of all study area stakeholders, but rather, should provide general guidance on future mobility needs for the area as identified by a voluntary group of interested citizens.

Participant Characteristics

Survey participants tended to be older in age; 76% were aged 40 years or older. All participant households had at least one car, and over 70% have been traveling to or through the study area for over 10 years. The demographic data collected suggests that the survey results provide limited insight from transit-dependent community members (those that do not have access to a car) and younger individuals.

- **Total participants:** 238 (221 completed entire survey)
- **Age:** 58% are 41-60 years old, 19% are 31-40 years old, 18% over age 60, 6% 30 years old or younger
- **Cars/household:** All households have at least one car (55% have 2 cars, 25% have 3 cars, 13% have 1 car, 8% have more than 3 cars)
- **Residential location within study area:** 15% within study area, 26% live less than 5 miles from the study area, 29% live 5-10 miles from study area, 31% live more than 10 miles from study area
- **Association with study area:** 71% have been living or traveling to/through the study area for over 10 years (25% for 4-10 years)





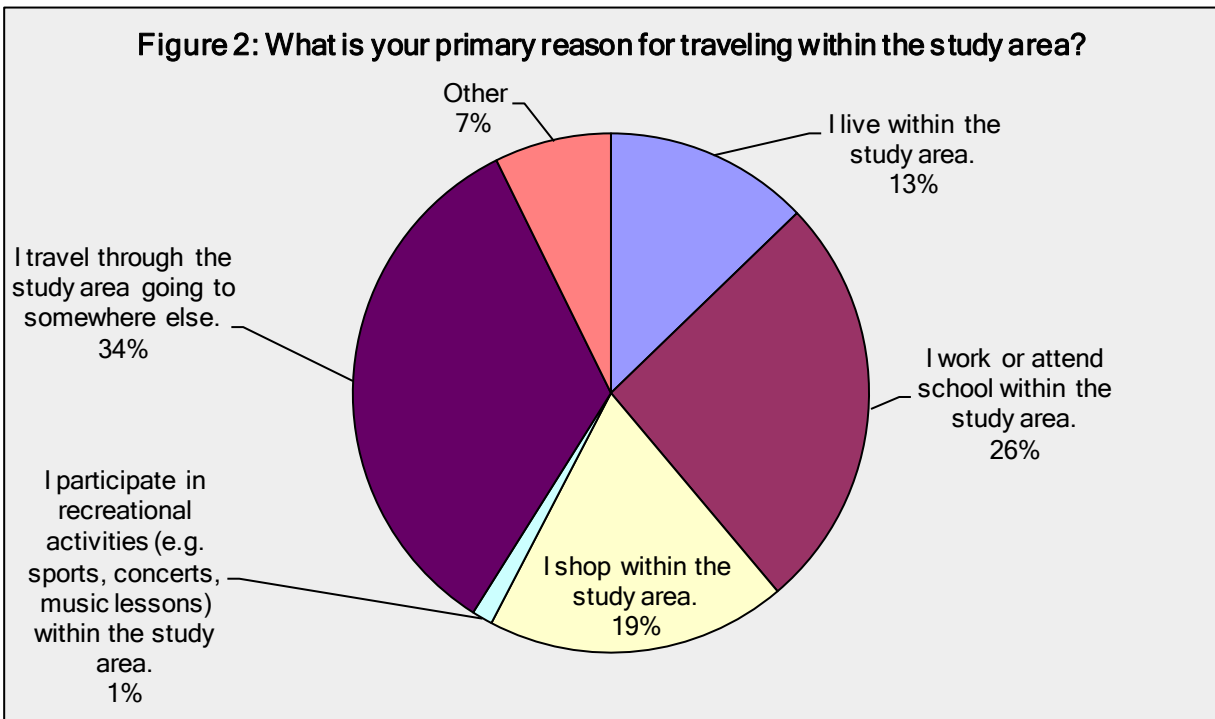
Traveling Within the Study Area

Not surprisingly, the most common form of travel in the study area is by car. Nearly all participants indicated that they are very likely to travel in the study area via car during a given month (96%). Alternatively, when asked the same question about biking and riding a bus, 93% and 92%, respectively, said they would be unlikely or very unlikely to travel via these modes. The likelihood of walking in a given month was slightly higher, with those responding somewhat likely to very likely at 25%.

Interesting findings about travel within the study included the following:

- **Weekly travel:** 60% travel to or within study area at least 4 days per week
- **Primary reason for traveling in study area:** 34% travel through to go elsewhere, 26% to work or attend school
- **If conditions for doing so were favorable:** 50% would be likely to walk, 38% likely to take bus, 19% likely to bike within the study area

A significant 34% of participants stated that they primarily travel within the study area simply to go somewhere else. To better understand what might cause changes in these respondents' behavior, a secondary question was asked to these participants regarding what would make them more likely to stop versus just pass through. Responses included destination shopping, desirable restaurants, parks, client meetings, and more fun things to do. Please see the Appendix for a full list of responses.





Top Obstacles to Using Alternative Travel Modes

The study team was interested in finding out what the top barriers are to people using alternative travel modes in the study area. For example, do community members have no intention of ever taking transit or biking in the study area, or are there other barriers such as unsafe stops or undesirable land uses that can be addressed by good planning and encouraging these alternative modes? A core LCI program objective is to increase multi-modal opportunities within the Atlanta region.

The following are the top obstacles identified by survey participants:

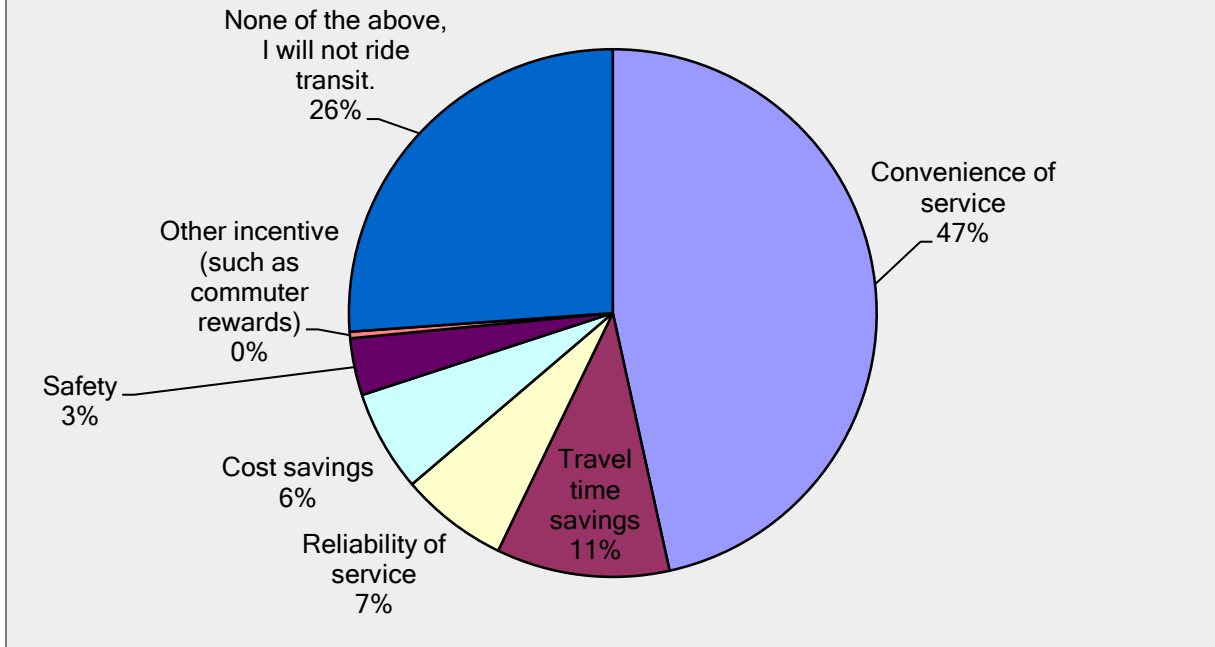
- **Obstacles to walking:** distance from home to where going (68%), unsafe walking environment (43%), time required to walk is too long (43%)
- **Obstacles to biking:** lack of bike lanes (37%), speed of cars (33%)
- **Obstacles to riding transit:** lack of options (51%), does not go where I need to go (50%)

Transit Use& Needs

Participants were asked a few pointed questions about possible changes to the area's transit system in the future. Figure 3 shows responses to a question about improving the transit system in the study area. The greatest percentage of participants (47%) identified convenience of service as having the greatest potential influence on their riding transit in the future within the study area.

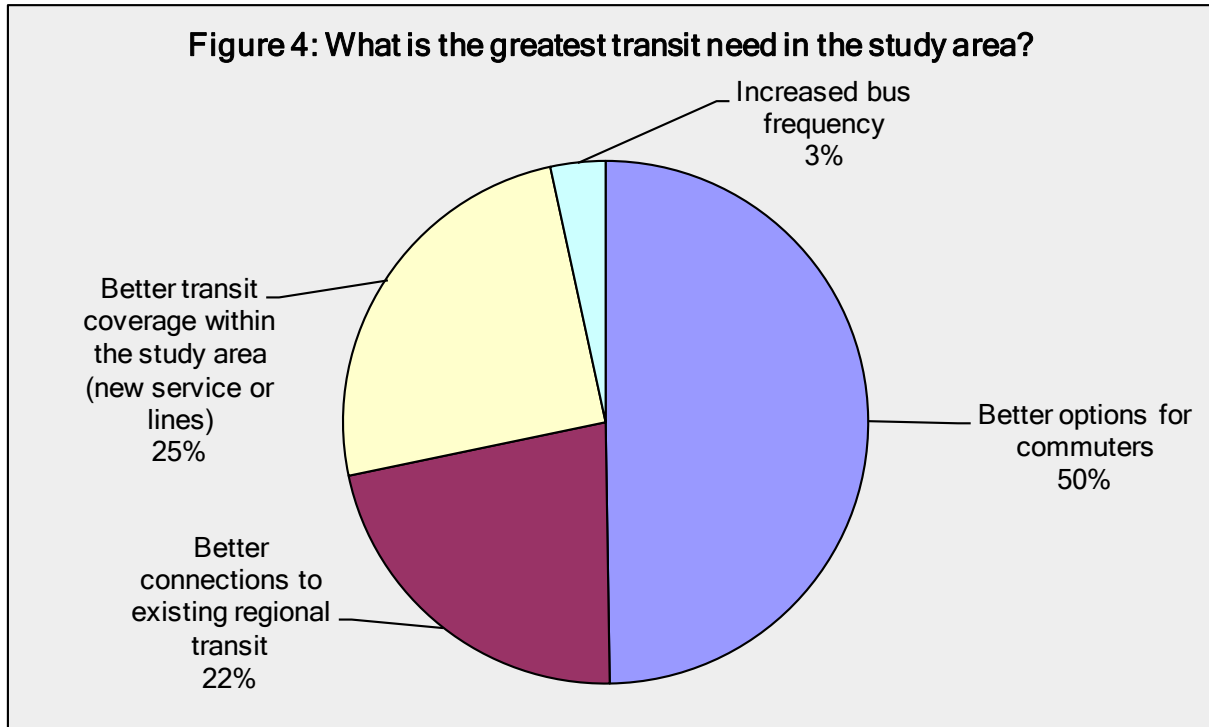


Figure 3: Which one of the following factors would have the greatest influence on your riding transit instead of driving within the study area?



Participants were also asked what they believed to be the greatest transit need in the study area. The majority (50%) stated better options for commuting, which reflects a broader transportation need within the metropolitan Atlanta area. This issue crosses jurisdictional boundaries. Better transit coverage and better connections to regional transit also received notable responses, 25% and 22% respectively.

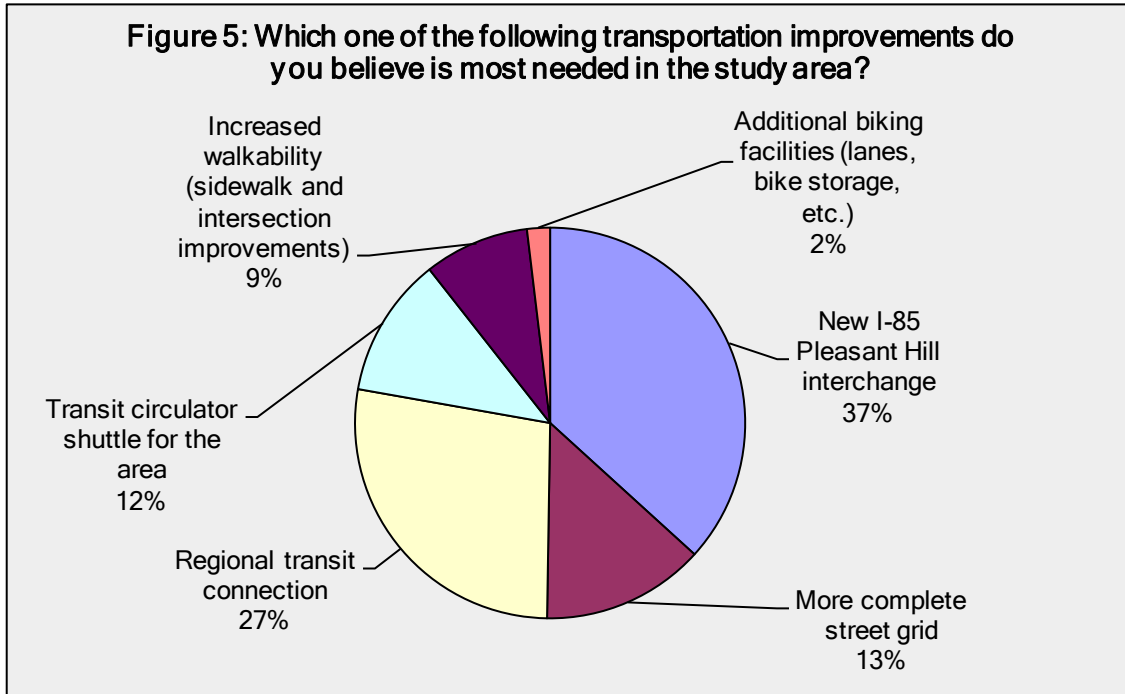




General Transportation Needs

While the majority of the survey focused on collecting information on perspectives on mobility needs related to modes other than the car, the survey provided a few questions asking more generally about all transportation needs. Key findings include the following.

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



Participants were also asked to respond to an open-ended question (no pre-defined responses) about what they believed to be the most critical transportation problems in the study area. Responses included congestion, lack of transportation options, large blocks, traffic signal timing, and the pedestrian system to name a few. Please see pages A-10 through A-15 of the Appendix for an extensive list of responses regarding the most critical transportation problems in the study area. This list provides an important reflection of those broader transportation concerns voiced about transportation problems not only in the study area but in the greater Gwinnett area. Additionally, Question 16 asked for additional comments regarding mobility and alternative transportation. This question also produced a wealth of responses, provided on pages A-16 through A-20.

The Appendix to this summary should be reviewed in detail to have a more comprehensive understanding of responses received.





Full Results

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

Answer Options	Very Likely	Likely	Somewhat Likely	Unlikely	Very Unlikely	Rating* Average	Response Count
Walking	25	25	39	44	82	2.38	215
Biking	7	8	21	39	138	1.62	213
Travel by Bus	8	5	13	36	154	1.50	216
Travel by Car	231	4	1	1	0	4.96	237
<i>answered question</i>							237
<i>skipped question</i>							1

*Rating scale: very likely=5 points, likely=4 points, somewhat likely=3 points, very likely=2 points, very unlikely=1 point

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.

Answer Options	Response Percent	Response Count
Walking	6.8%	16
Bicycle	4.6%	11
Bus	3.8%	9
Car	54.9%	130
High speed rail	18.1%	43
Light rail (travels in lane with cars, but has priority at intersections)	11.8%	28
<i>answered question</i>		237
<i>skipped question</i>		1

3. Considering a typical month, how often do you travel to or within the study area? Please choose the answer the best applies.

Answer Options	Response Percent	Response Count
Every Day	32.1%	75
4-6 Days per Week	27.4%	64
2-3 Days per Week	15.0%	35
1 Day per Week	15.0%	35
1 Day per Month	10.7%	25
<i>answered question</i>		234
<i>skipped question</i>		4



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4.a. What is your primary reason for traveling within the study area? If you are a parent or caretaker transporting someone else, please consider "I" to be inclusive of you and that person(s).

Answer Options	Response Percent	Response Count
I live within the study area.	12.8%	30
I work or attend school within the study area.	26.1%	61
I shop within the study area.	18.8%	44
I participate in recreational activities (e.g. sports, concerts, music lessons) within the study area.	1.3%	3
I travel through the study area going to somewhere else.	33.8%	79
Other	7.3%	17
If you selected other, please specify:		19
	<i>answered question</i>	234
	<i>skipped question</i>	4

If you selected other, please specify:

1. Shop and work within the area
2. Realtor
3. Travel through and attend meeting within the study area.
4. Work related travel
5. Banking, shopping, animal care & dining
6. None of your business.
7. Conduct business in the study area
8. Attend business meetings in the study area.
9. Business Meetings
10. Attend business meetings in the study area
11. Shopping
12. Work in Norcross just outside the study area
13. I live within the area and travel through the entire area as a commuter
14. Kaiser facility is there - Dr visit / AND/OR / Traveling thru the study area
15. I attend meetings in that area
16. Attend meetings within the area, or call on customers
17. Meetings in the area
18. Lived in study area for 15 years, now right outside of it and still active in that area.
19. work and shopping



4.b. Participants that responded “I travel through the study area going somewhere else,” to Question 4 received the following follow-up question:

Please describe what reasons would make you stop and spend time in the study area versus just passing through to go somewhere else.

4.b. Response Text

1. If I need something at Sears
2. A good steak place to eat. Everyone that goes in is out of business in no time and an ethic place goes in instead.
3. More interesting restaurants and shops.
4. Shop
5. Shopping needs - Costco, Sports Authority, Bass Pro, Sun & Ski. - that are not available where I work or live.
6. Craft stores or pet food
7. I only stop to visit Gwinnett Place Mall, or if I'm specifically shopping in the area.
8. Shops, car dealerships
9. Social, arts, entertainment and restaurant opportunities.
10. More available food/entertainment choices
11. Destination shopping or unique ethnic food.
12. Shopping, entertainment, dining, recreation. I live just outside the study area off Sever Rd.
13. If I needed a meal or gas station, etc. I pass through here on my way to work. I live in DeKalb County and work in Downtown Lawrenceville.
14. A greater sense of security would encourage spending more time in the area.
15. Food, meetings with clients
16. There would be no reasons which would make me stop.
17. No Opinion.
18. Used to shop in the area quite a bit, but unfortunately the place has turned into a ghetto like setting where most signage is not even in English, and it really has a very unsafe feel. If the area was to be brought back to what it once was, I am sure I would be back to spend time there.
19. If there was a need
20. Eating & shopping
21. Shopping & eating.
22. None
23. None.
24. Nothing. Gwinnett Place Mall is the pits.
25. Only a job or major employer. This is a blighted area
26. Nothing in the study area is conducive to my stopping there.
27. Shop or eat.
28. Work, shopping.
29. Bypassing I-85 due to overly congested traffic as a result of the ill conceived experiment entitled "HOT Lanes"
30. If I knew someone there or was taking a class at Gwinnett Tech
31. Forum or Avenues type environment.
32. Shopping or eating location
33. Less traffic



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34. Shopping
35. Restaurants or shopping
36. My office is just south of the study area on Beaver Ruin Road. I often have lunch, run errands or travel through the study area to see clients.
37. Less traffic congestion.
38. Shopping, eating, leisure time
39. Shopping
40. I live 5 miles north of the Mall of Georgia and I have everything there so I have no reason what so ever to stop in this area.
41. Opportunity to get to I85 easily
42. Work
43. I will stop for shopping, gas, restaurants, etc.
44. Better retail/restaurant options
45. More parks or open space. A relaxing destination such as a more urban park with outdoor seating. Could be located near places to eat to get lunch and eat outside under a tree. I'd stop in more also if there were more "kid friendly" environments outdoors.
46. Shopping
47. Shopping/Entertainment within the study area second only to traveling through. I live adjacent to the zone, travel through every day and shop/entertain most days.
48. Client meetings; other meetings
49. Traffic
50. It's difficult to give reasons since I travel through on my morning work commute, but not in the evening.
51. Shopping
52. Traffic is just a way of life, but if it could move a little smoother on Pleasant Hill I'd be more likely to exit there and take care of business or errands.
53. More inviting entrances to shopping. I do shop in this area. A better signage plan that makes it easier to find what I need.
54. Restaurants, shopping, entertainment, easily accessible without big traffic back-ups.
55. If they had better shopping and parks.
56. Go this way to/from work easier to get to -less traffic time
57. Improved selection of retail, restaurants and entertainment.
58. I'd stop if there were possible restaurants in which to eat that were accessible, or if there were retail shops from which I currently make purchases.
59. Nothing on earth.
60. More desirable shopping and perceived safety in the area. Also, better streetscapes to impart a better feeling and encourage walkability.
61. More fun things to do.



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

Answer Options	Very Likely	Likely	Somewhat Likely	Unlikely	Very Unlikely	Rating Average	Response Count
Walking	8	12	33	26	136	1.74	215
Bike	1	4	9	26	173	1.28	213
Bus	4	5	9	32	165	1.38	215
Car	219	7	2	0	0	4.95	228
<i>answered question</i>							229
<i>skipped question</i>							9

*Rating scale: very likely=5 points, Likely=4 points, Somewhat likely=3 points, Very likely=2 points, Very unlikely=1 point

6. For each of the following travel modes, how likely would you be to use each to travel within the study area if conditions for doing so were favorable?

Answer Options	Very Likely	Likely	Somewhat Likely	Unlikely	Very Unlikely	Rating Average	Response Count
Walking	39	31	37	17	90	2.59	214
Bike	11	11	18	29	140	1.68	209
Bus	21	31	29	26	109	2.21	216
Car	202	21	3	1	1	4.85	228
<i>answered question</i>							229
<i>skipped question</i>							9

*Rating scale: very likely=5 points, likely=4 points, somewhat likely=3 points, very likely=2 points, very unlikely=1 point

7. Which of the following are the top obstacles to your walking within the study area? Please select all that apply.

Answer Options	Response Percent	Response Count
Distance from my home to where I need to go	68.4%	156
Distance between stops	23.2%	53
Lack of sidewalks	35.5%	81
Intersections difficult to cross	36.8%	84
Unsafe walking environment	43.4%	99
Time required to walk is too long	43.4%	99
Personal health reasons	5.3%	12
Too much to carry	13.2%	30
I usually do not walk to places	21.1%	48
Other, please specify:		7
<i>answered question</i>		228
<i>skipped question</i>		10

Other, please specify:

- Walking comfort is greatly affected by weather; rain, heat, and cold. Also walking adjacent to a busy street does not feel safe.



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2. Walking along a busy street is not a pleasant experience. Walking in a park after driving there is pleasant. Too hot in the summer.
3. I live in Norcross near Medlock Bridge
4. It's not really a walking area
5. Too hot too often.
6. Handicapped
7. No trees along routes - too HOT

8. Which of the following are the top obstacles to your biking within the study area? Please select all that apply.

Answer Options	Response Percent	Response Count
Speed of cars	32.7%	70
Lack of bike lanes	36.9%	79
Limited driver acknowledgement of bikes	25.2%	54
Personal health reasons	3.3%	7
Dangerous intersections	31.3%	67
Lack of secure bicycle parking facilities	19.6%	42
None (do not bike)	51.4%	110
Other, please specify:		21
<i>answered question</i>		214
<i>skipped question</i>		24

Other, please specify:

1. Too much traffic
2. Dangerous altogether
3. I do not live in the area.
4. Too far from my home
5. Bikes mixed with cars is not safe at any speed, but as vehicle speed increases the danger increases exponentially.
6. Travel through the area
7. Distance I need to go
8. Too far to bike, weather conditions, suit attire
9. Don't own a bike
10. Biking in or adjacent to vehicle traffic is never safe. We cannot afford to construct bike paths separated from our streets.
11. Might consider recreational biking if it becomes available (safely)
12. lack of side paths- I will not use bike lanes
13. Live too far away
14. Severe topography - too hilly for me
15. I think we are too spread out, therefore biking would be more appealing, just needs to be safe and auto drivers need to exercise caution. If gas keeps going up, something has to be done
16. Handicapped
17. Too far from my home where my bike lives
18. Don't have a bike
19. Too far to bike from where I live



20. Bikes do not belong in traffic areas; encouraging them is insane.

21. Distance from home to where I need to go

9. Which of the following are the top obstacles to your riding transit in the study area? Please select all that apply.

Answer Options	Response Percent	Response Count
Lack of options	51.1%	114
Limited frequency of stops	19.3%	43
Route does not go where I need to go	49.8%	111
Feels unsafe	11.2%	25
Takes too long to get to destination	30.9%	69
None (do not plan to ride transit)	27.8%	62
Other, please specify:		17
	<i>answered question</i>	223
	<i>skipped question</i>	15

Other, please specify:

1. Lack of flexibility in time and routes where I need to go
2. Costs more than driving
3. Need my car once I get to work; wouldn't want to shop and haul bags on a bus
4. Very few stops in study area
5. Public transit is never faster or more convenient than the automobile unless there is absolutely no place to park the car. Convenience is the key.
6. Public transit does not go to where you need to
7. Transit would never be available from my home to my work location in Norcross
8. Cost of maintenance of transit, cost of building infrastructure for transit, unsafe many others
9. Other options more direct and speedy.
10. If one measures trip time from the moment they leave their home until the moment they arrive actually at their destination, the transit trip will require 2 to 5 times the time of a drive.
11. I'm using transit now
12. I do not feel safe anywhere in Gwinnett County.
13. Live too far outside of area
14. Time to wait for a is too long
15. Would use transit for longer destinations, say to downtown, but would need to be rail.
16. Limited transit in area.
17. Bus doesn't pick up near my home anymore. Live in northern Gwinnett County near Mall of Ga.



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10. Which one of the following factors would have the greatest influence on your riding transit instead of driving within the study area?

Answer Options	Response Percent	Response Count
Convenience of service	46.5%	105
Travel time savings	10.6%	24
Reliability of service	6.6%	15
Cost savings	6.2%	14
Safety	3.5%	8
Other incentive (such as commuter rewards)	0.4%	1
None of the above, I will not ride transit.	26.1%	59
<i>answered question</i>		226
<i>skipped question</i>		12

11. What is the greatest transit need in the study area?

Answer Options	Response Percent	Response Count
Better options for commuters	49.8%	102
Better connections to existing regional transit	22.0%	45
Better transit coverage within the study area (new service or lines)	24.9%	51
Increased bus frequency	3.4%	7
<i>answered question</i>		205
<i>skipped question</i>		33

12. If a system were established where you could park your car in one location in the study area, then travel on an inter-area bus (circulator) to various sites you need to visit then return to your car, how likely, on a scale of 1 to 10, would you be to support such system?

Answer Options	Response Percent	Response Count
1 - definitely would not support it	21.9%	50
2	6.1%	14
3	10.1%	23
4	2.6%	6
5	11.8%	27
6	7.9%	18
7	7.5%	17
8	8.3%	19
9	5.7%	13
10 - very likely to support it	18.0%	41
<i>answered question</i>		228
<i>skipped question</i>		10



13. Which one of the following corridors do you feel is most in need of transportation improvements that facilitate your ability to travel freely and easily?

Answer Options	Response Percent	Response Count
Pleasant Hill Road	62.8%	125
Steve Reynolds Boulevard	3.5%	7
Old Norcross Road	2.5%	5
Boggs Road	0.5%	1
Duluth Highway	6.5%	13
Sugarloaf Parkway	10.6%	21
Old Peachtree Road	3.0%	6
Satellite Boulevard	9.0%	18
Club Drive	1.5%	3
Other, please specify:		19
	<i>answered question</i>	199
	<i>skipped question</i>	39

Other, please specify:

1. I-85
2. Unsure
3. I do not know.
4. Transportation to the airport
5. The biggest traffic delay in this area is vehicles entering and leaving I-85.
6. 85 & 316
7. Hwy 316
8. Timed traffic lights, get rid of stop and go light onto freeway, get rid of new tolls on I-85
9. Hwy 29
10. I-85 between Old Peachtree and I-285 needs more lanes and better merging options.
11. I-85 Peach Pass is the worst idea ever. Why pay anything for a road you have already paid for. We need an outer perimeter and until Gwinnett County understands that concept we will always have traffic problems. We are not like your other large cities in the US. We also need another airport north of Hamilton Mill to stop people driving to the airport.
12. 316 as a whole
13. This is for east west traffic; most of mine is north south (Norcross to Duluth or Lawrenceville
14. I-85
15. I-85!!
16. And Club Drive.
17. Lawrenceville Suwanee Rd.
18. Completion of Ronald Reagan Pkwy to I-85
19. All of the above!!



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14. Which one of the following transportation improvements do you believe is most needed in the study area?

Answer Options	Response Percent	Response Count
New I-85 Pleasant Hill interchange	36.7%	76
More complete street grid	13.5%	28
Regional transit connection	27.5%	57
Transit circulator shuttle for the area	11.6%	24
Increased walkability (sidewalk and intersection improvements)	8.7%	18
Additional biking facilities (lanes, bike storage, etc.)	1.9%	4
Other, please specify:		11
	<i>answered question</i>	207
	<i>skipped question</i>	31

Other, please specify:

1. Get rid of HOT+3 lane, convert to HOT+2
2. Interconnectivity of businesses without needing access to any highway
3. More efficient surface street travel.
4. Light Rail and bus routes with nice bus stops
5. Hwy 316 and GA 20 needs attention!!!!
6. Also the shuttle.
7. Improvement on 85 & route 316
8. I do not want rail transportation
9. I believe the leadership of this area believes a Regional Connection is critical. I believe the cost per rider to construct followed by the cost per rider to operate is far too high. I would push for the more complete grid and the transit circulator (low cost bus) would be best.
10. Gravel Springs Road-I85 should have entrance and exit ramps.
11. Completion of Ronald Reagan Pkwy to I-85

15. In your opinion, what are the most critical transportation problems in the study area?

<i>answered question</i>	144
<i>skipped question</i>	94

15. Response Text

1. HOT+3 conversion to HOT+2 and adding additional lanes to I-85
2. Bus to rail connections
3. Inability to connect to terminal.
4. Handling the volume of traffic quickly and efficiently.
5. Lack of adequately designed surface transportation for private vehicles and lack of adequate public transportation modes designed with flexible schedules, routes, regional connection, and safety.
6. Transit is not available on a regular basis that would allow me to use it - not enough transit at times needed - too sparse
7. Congestion on Pleasant Hill Road
8. Congestion



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9. Congestion around GP Mall and the HOT lanes along I-85 to be removed
10. I-85 access.
11. Lack of alternative options
12. Too many cars on the road and no mass transportation; Bus routes need to be updated.
13. Peak hour traffic volumes are high and the cars have no place to go. It takes a long time to get through the I-85 interchange area on Pleasant Hill Road whether you are getting on I-85 or not.
14. The volume of traffic that flows through this area makes it unsafe to travel by any other method than car.
15. Lack of public transportation. No one knows where the current bus routes go or where they are. I didn't even know there were bus routes in Gwinnett till I looked it up to do this survey
16. With aging population we need more buses accessible throughout county
17. 316/85/Boggs Rd interchange; traffic backups on Sugarloaf Parkway between Old Norcross and 124; lack of bike lanes; inefficient bus system
18. Not connected to regional trains
19. The I-85, Pleasant Hill interchange, and backup on Pleasant Hill
20. Gridlock to entrances and exits off freeways. Alternative routes when there is freeway gridlock.
21. Lack of options/ need more studies done
22. Overall volume of traffic and few alternate routes other than the interstate when driving into the city.
23. Large blocks make pedestrian activity difficult. Matching re-development plans with transportation investments in a scale that encourages pedestrian and biking activities would make the area more appealing.
24. The intersection at Venture Drive and Pleasant Hill.
25. Hwy 316 & GA 20 intersection, 316 around Gwinnett College, 78 & 124 intersection and repeal of the HOV lane idea on us 85.
26. The new HOV lanes
27. Rush hour traffic on I-85; Limited number of I-85 crossings back up traffic on Pleasant Hill, Jimmy Carter Blvd, SR 120, Old Peachtree, Sugarloaf and L'ville Suwanee; Proper light signalization; SR 316 at Collins Hill, SR 20 and further east.
28. Buses don't go where the people who need them the most are to the places they need to go.
29. Congestion not enough outlets or public transportation.
30. More crossings are needed over I-85.
31. Better promotion of existing van pools would solve most of the transportation problems. Eliminating teen driving would eliminate most of the remaining problems. Driver training for those unfamiliar with our laws combined with better driver's license examination would eliminate much of the remaining problem.
32. Congestion - Traffic just does not flow at the choke points.
33. The traffic backups on Pleasant Hill Road making all intersections dangerous. If we could improve the I-85 intersection with some kind of flyover to get people from one side to the other more easily that might help.
34. Flow issues need to be improved. Pleasant Hill Road backs up all the time and the interchange needs to be reworked to function better (may want to consider what they are doing at Jimmy Carter Blvd.)
35. Too much traffic
36. Need for Light Rail
37. Need direct transportation to the airport
38. Traffic flow on Pleasant Hill. The I-85 Pleasant Hill interchange which the CID is already addressing. Lack of a rail connection to the Doraville MARTA station and to the Perimeter Center area.
39. Roads, bridges, and interchanges.



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40. I suppose improve the overall street grid to relieve traffic congestion so as to allow me greater flexibility with my personal vehicle in driving through and within the study area.
 41. I know there is a big push to have a rail connection to downtown but I do not believe that there is enough movement between Atlanta, DeKalb and Central Fulton to justify the cost. Most movement from the study area leaves I-85 at I-285 or is local within the study area.
 42. Personal safety from criminals.
 43. We need both rail and bike lanes, its time this city gets more up to speed with others in the country.
 44. Politicians self serving them selves
 45. Traffic lights not synchronized, poor exits and entrances on 85, too many traffic lights in Gwinnett Place area
 46. Better enforcement of current laws. Speeding, cutting off other drivers.
 47. Because Gwinnett's population is so spread out bus and rail will not work. The cost of bus and rail compared to benefits can't be justified The DOT should study clover-leafing exits of I-85 & 316 and extending off ramps to keep traffic from backing up. Redo the disaster HOT lanes.
 48. Unenforced traffic laws. Speeding, tailgating and reckless driving cause accidents which lead to immense slowdowns. Even a minor fender bender will slow traffic for hours.
 49. Better roads and traffic signal timing.
 50. The need for improving traffic congestion on our existing roads, bridges, and interchanges.
 51. Poor traffic flow.
 52. Poorly timed lights and a lack of acceleration/deceleration lanes.
 53. HOV conversion to HOT+3 lane
 54. Total lack of options
 55. Tolls on 400, tolls on I85, untimed traffic lights, stop and go traffic lights onto freeway, lack of efficient and effective buses!
 56. Frequency of buses. Limited routes.
 57. Relieve traffic congestion to facilitate better use of the most flexible transit option available which is my personal vehicle.
 58. Traffic around Gwinnett Center during events.
 59. The biggest problem is politicians who are intent on cramming through their idea of transportation improvements instead of listening to their constituents and professional traffic engineers.
 60. Side walks
 61. Provide more high speed rail options. More park and ride locations.
 62. High traffic congestion, limited roads and no options for mass transit.
 63. Traffic Congestion
 64. Too few roads for the amount of cars
 65. We need high speed rail to MARTA from the study area. Absolutely critical!! We need a stop at Discover Mills and Gwinnett Place Mall (and Mall of Georgia)
 66. Need rail transit
 67. Too much traffic so tend to avoid district
 68. I think transportation problem for the Entire Metro Area as well as the Study Area are exaggerated. A loss of 60 hours per year for a 48 week work year is 15 minutes per day or 7.5 minutes each way. Plus we recently learned that someone has been in error or lying about the 60 hour per year since it was first reported. The fact is that the 20+ times per year that I drive from Lawrenceville to the Capital to arrive at 8:00 (35 miles) I allow an hour. I run less than twice a year. But I understand traffic is always a good excuse for being late to work or late to arrive home.
 69. Congested traffic, need multiple routes to get to your destination.
 70. A comprehensive plan
 71. Regional transit connection; light rail and - local area rail
 72. I-85 & Pleasant Hill
-



Gwinnett LCI Update Report

73. Lack of connectivity with the rest of the region, Ronald Reagan dumping on to P. Hill instead of connecting directly with I85. ,
74. Lack of routes and security.
75. The I85/Pleasant Hill interchange causes back-logs. Outside of Pleasant Hill, the other surface streets are not used much at all. There needs to be more in the area before investing in a transit system outside of relieving traffic on the Interstate.
76. If I were to Bike. It would be the lack of driver knowledge of road use to the bicyclist "right of way" on roadways.
77. Congestion and the ability to move traffic more quickly
78. Low-density, automobile-oriented developments that lack the density and connectivity needed to support alternative transportation modes. Lack of residential development within the district requires workers to drive to employment.
79. Too much time for cars to be stopped at traffic lights.
80. Too many cars.
81. Too many cars
82. Too much traffic.
83. Congestion. Lack of options for pedestrians. Limited transit and frequency of buses. Oceans of paved space which do not translate to either efficient traffic circulation or pedestrians. Inability to cross Pleasant Hill by car or foot.
84. Red lights not timed correctly for the amount of cars at certain times of the days, i.e., morning traffic runs one direction and evening traffic runs another. Turning lights need to last longer at the correct times.
85. Roads can't handle the number of cars.
86. No sidewalks, pedestrians crossing the road anywhere they feel like it.
87. Congestion on I-85 in rush hour in the mornings.
88. Gwinnett connection by rail to MARTA, to downtown, to Buckhead and Cobb, and to airport.
89. Travel time
90. Too much car traffic/delays
91. Excess from and to I-85 from and to Old Norcross and Steve Reynolds
92. Georgia Peach Pass Lane!!!
93. North and south bound exit ramps at Pleasant Hill Rd!
94. If you're driving then it is congestion. Walking: there needs to be safe walkways to cross the intersections and a more inviting atmosphere to walkers. Bicycles need a path and safe places to secure bikes with lights in the area for safety at night.
95. I-85 itself
96. Lack of fast transit to downtown Atlanta
97. Buses don't pass large apartment complexes where there are large numbers of non-drivers. New GA-pass is for the rich and is making I-85 traffic worse.
98. Connectivity - transit connections and a more complete street grid. Also, enhanced sidewalks/streetscaping to improve walkability.
99. Availability of service at a reasonable cost
100. Not enough bus routes and buses
101. People won't use what's available
102. Not enough options.
103. Traffic signal timing is not optimized, which just adds to the gridlock
104. Need to widen more of the roadway system to account for the vehicles that are using them.



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105. I-85 has reached critical mass. Mass transit is absolutely necessary to try and keep pace (more like catch up) with the GA400 and I75 Corridors. We need to be able to attract new businesses that find it necessary to have greater transportation options that go along with our diverse population. Seize the moment. While others are struggling with the decision to modernize, Gwinnett should invest heavily in transportation and lead the region.
 106. More bus availability more often
 107. Lack of a grid network, capacity on I-85, too many stoplights
 108. Congestion. A way to move people around more effectively.
 109. Congestion
 110. Traffic on Pleasant Hill Rd
 111. It is a mall area and will always have traffic. There is no need for any new Transportation needs until the area is made more of a people friendly place by putting 12 foot wide sidewalks with new landscaping. People are not coming into the area because the Transportation is bad. People are spoiled and like new things. Sidewalks, landscape and landscape would be the way to go. Love to see a big road race running down the 12 ft wide sidewalks someday
 112. Pleasant Hill Road congestion around I-85.
 113. Untimed traffic lights along Pleasant Hill Road.
 114. No alternate transportation available other than cars creating grid-lock traffic situation on the main streets.
 115. Lack of convenient and comprehensive pedestrian systems within the shopping precinct not in conflict with vehicular traffic.
Lack of convenient and comprehensive pedestrian systems linking adjacent residential zones to the shopping precinct.
A mistaken notion that the economic future of the zone is linked to residents very remote to the zone instead of proximate to the zone, thus skewing imagined transportation solutions to economic malaise.
 116. I-85 interchange.
 117. I-85 congestion
 118. Traffic light signalization along Steve Reynolds, Breckinridge/Shackleford roads and Duluth highway.
 119. Traffic congestion on 85 during peak hours
 120. Too much traffic; Unsafe driving
 121. Lights need synchronicity; more sidewalks, Pleasant Hill Bridge is always congested. From Club Drive to Satellite on Pleasant Hill on a weekend or in evenings, it takes forever to get through all the traffic.
 122. HOT Lane, go back to HOV or just open the lane up to anyone.
 123. Lack of rail service outside of the perimeter
 124. Heavy Traffic area.
 125. Poor circulation of cars
 126. Traffic lights aren't timed properly given the volume of traffic as it changes. Too many lights that are too close together.
 127. Traffic (duh). The most critical problems begin and end with the drivers themselves. Driving too fast, cutting in and out of traffic, tailgating. Patience goes a long way in making safe environments! If walking & biking is going to be encouraged, then safety for those folks would be paramount. Personally I think those two options would be great! Of course distance from one area to another via walking would not be ideal. The circular movement of public transport would certainly help there - with plenty of buses on a regular, dependable schedule.
 128. Traffic congestion on Pleasant Hill Road
 129. Speed limits.
-



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130. The area has several streets that are hard to manage. GP Mall has too many entrances. There needs to be clearer signage to make sure not to frustrate traveler. Ventura drive is also confusing and troublesome. The flow on Pleasant Hill has improved over the past few years.
131. I work in the study area and live elsewhere. Around my home, I conduct almost all of my errands by walking and I would like to do the same around work. However, I feel that it is generally unsafe to walk in the study area. Pedestrian facilities such as sidewalks and crossings are poor, intersections are too wide, and the speed of traffic is typically very high. I believe that these things coupled with a general lack of awareness on the part of many drivers make the area dangerous for pedestrians. To put that in more concrete terms, I work within a half-mile of several restaurants and I would probably walk when I go out for lunch but for these safety issues. Additionally, I work within one mile of a regional transportation stop. I would probably opt to take a bus to work at least once a week in good weather if the walk from the stop to my office was a safe one. (More frequent regional bus service in the "reverse commute" direction would also help here.)
132. Lack of transportation options. Basically you have to come by car, unless you live close by, and you do have a bus option provided you live near a stop on the line.
133. We need a mass transit option for commuters, such as a MARTA extension or commuter rail. Of course, having a MARTA stop at Gwinnett Place Mall would be great too.
134. There needs to be a MARTA connection. So many drives all the way to Doraville and it doesn't make sense because the traffic is horrible and the new lanes have made it worse.
135. Need to reduce traffic congestion between exit 104/Pleasant Hill Rd. and exit 99/Jimmy Carter Blvd
136. Buses need to go to more places and I am in support of a commuter rail in Duluth. The tracks that run along Buford Highway could be cleaned up and used as commuter rail. I do think we need either heavy rail (MARTA) with a Gwinnett Place MARTA station to run south along I-85 or a light rail going down from Gwinnett Place to Doraville MARTA Station. I think a light rail should run east to west from Gwinnett Place to Alpharetta's Old Milton Parkway
137. Too much congestion due to coke bottling lanes. Difficult to go from 3 lanes on Pleasant Hill down to 2 lanes when crossing over I-85. Causes too much congestion and accidents. Similar problems all over local high trafficked Gwinnett streets.
138. Getting across 85--it's almost impossible--especially during the holidays.
139. Lack of Options. Not being connected to MARTA rail line either by extending MARTA or light rail connection.
140. Traffic light backups
141. Traffic congestion on Pleasant Hill Road and I 85
142. The most critical problem is not having a transportation system that will make Gwinnett and Atlanta a productive AND attractive community to business and people who already live in well provided transportation systems, i.e., extending MARTA to Gwinnett or the light rail system connection to MARTA. Not having these transportation options is like going backwards and that can only mean economic ruin.
143. Traffic congestion
144. Completely auto-centric. Lack of regional transit connection.
-



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16. Please provide any additional comments regarding mobility and alternative transportation.

Answer Options	Response Count
	80
<i>answered question</i>	80
<i>skipped question</i>	158

16. Response Text

1. Forget about light-rail, focus on express bus service to work nodes - downtown, perimeter, buckhead, midtown
2. See Boston, MA transit
3. Connect the parking lots and have better control over the traffic signals.
4. We need better transit options from this area to Marta, downtown
5. No Rail, more street grids and removing HOT lanes
6. The area is still driven by the automobile (pun intended). Until residential densities are dramatically increased, no need for regional transit connection. Far too much traffic for safe bicycle travel. Bikeways have to be separated from automobile lanes, either physically or by some sort of barrier.
7. Continuous bike paths would be a great enhancement to connect existing ones a way to provide a comprehensive option to public transportation within the area. Specifically Suwanee.
8. Use the rail for transportation to Emory.
9. Getting MARTA to extend past 285 would be a welcomed addition.
10. 1) Need nice bus stops to help identify where they are. Something with a seat and protect from weather; 2) Need more routes, more stops and cover more streets. It needs to be convenient. People like to hop on and hop off. Light Rail would be great! And it could tie into bus routes easily; 3) Trails and large sidewalks on both side of the streets that connects neighbor hoods to parks and shopping area.
11. Wider lanes are of course a great help on city streets. A better bus system is much needed to decrease traffic for short runs to shopping places and supermarkets.
12. Research how it can be done cost effectively
13. I like the idea of HOT lanes because it provides a reliable trip and allows transit to benefit as well.
14. If it is transportation to and from Atlanta then I suggest you study the effects of parking along 85 with bus lanes HOV going to Atlanta. Also how to mitigate the truck traffic.
15. Pleasant Hill and Jimmy Carter interchanges will be improved due to the DDI improvements. DDI is also needed at Old Peachtree and Lawrenceville Suwanee I285 interchanges. Light rail express from Gwinnett Center to Doraville.
16. As I said, I live in DeKalb and work in Gwinnett. I'd love to take a bus or rail to work, but as it is now, what takes me 40-45 minutes to drive would take me 2-2.5 hours and several stops/change-overs/connections to get to my office. I'd love more options...but they have to be convenient and realistic as well as affordable and reliable.
17. Hopefully, the people most in need of transit will be asked these questions. To base decisions on my opinion (as someone not in need of transit options) would skew the focus of the study.
18. Public transportation.
19. A transportation service needs to be developed that appeals to urban professionals. It needs to be modern, upscale, and marketed to businesspeople.



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20. Alternative transportation is being used to remove our freedom of choice. Gradually more of the high fees and tolls will be placed on the free modes of transportation until we have none. This is evidenced currently by the I-85 toll lane. Interference with personal choice will get worse as time progresses. Government bureaucrats always think they are wiser than the general public and that we must be forced to comply with their plans for us.
21. The problem I have with any alternative transportation is not the transportation itself but the final mile (or 2-3 miles). What good does it do me to get almost somewhere? I am sure it works for some but not me, or frankly most, which is why it is not used that much.
22. If there was some way to positively affect traffic like a local bus just for even the holidays moving between shopping centers would be a great test.
23. The more options created to increase mobility the more people will use it and travel to the area. We are tired of sitting in the cars moving at 5-10 miles an hour. Connecting to regional transport (MARTA) so that can go down to airport and back without taking car would greatly assist the community, while increasing ridership for MARTA (a win-win).
24. Has to be cost pliable as well. Not like the pricey new I-85 HOV.
25. The circulator shuttle will work if it has a way to bypass traffic congestion.
26. I recommend a NO vote July 31, 2012, on TSPLOST.
27. I do not plan to vote for TSPLOST in 2012.
28. We are not as immobile as is advertised. Some people like to complain and others like an excuse for tardiness. Each of these inflates the problem. Would we benefit from someone actually stating that our problems are not that bad?
29. Stop studying what is needed and listen to the people. You keep studying so you will get the results that you want in spite of what the people want.
30. DOT is not competent to do any improvements look at HOT lanes! The above questionnaire is poorly done; it is biased towards public transportation. Poor job on this survey!!!
31. Rapid transit will not work in our area due to the varied driving habits of folks working in different directions. I-85 traffic reduction should be main focus.
32. There is a general consensus that the DOT does not have the competency to make good transportation decisions. HOT lanes are a good example. Most cities where public transit worked have concentrated population centers. Gwinnett and all Atlanta are to spread out to make public transit work. MARTA is a prime example, that can't pay for itself. So quit jamming public transit down our throats. Improve the existing expressways and limit tractor trailers on expressways during rush hour, like other cities do.
33. I am opposed to TSPLOST
34. Will vote no to TSPLOST in 2012.
35. None. Only need to improve on the ability to move about in the best transportation option on them all which is my personal vehicle.
36. Please redesign this poll, it makes assumptions and steers takers to predetermined conclusions on many questions. Consider adding other as a response under each and every question. The results you will obtain and advertise from this round are suspect at best.
37. Need express bus to mid-town Atlanta, Buckhead, & Perimeter area, and downtown Atlanta
38. Heavy or light rail is not the answer, I do not want to live, work and play in the same area. I do not trust security in transit locations.
39. Vote no to TSPLOST on July 31, 2012.
40. I will vote no on any additional taxes until politicians show responsibility with the tax money they already have and begin to listen to their constituents.



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41. In the best interest of Gwinnettians and noting the lack of employment opportunities in Gwinnett; the common sense approach would be to find a way to connect any localized light or heavy rail system with MARTA, established Park and Ride locations with close proximity to the Mode. This will enable Gwinnettians to work in the Perimeter and other Metro Atlanta areas. I have a Master's degree in City and Regional and would volunteer my participation in serious discussions.
42. People need to deal with traffic honestly. They know how long it really takes to get from one place to another. It would help if the media would be honest about it, but that does not sell advertising. Georgia Tech did a study some 8-10 years ago where they attempted to discover what discomfort or incentive would get people to leave their cars. The result never made the news maybe it was never published. What they found is that regardless of the financial pain or incentive in the end it was convenience that lead people to go back to driving their cars alone. We need to recognize the truth of that. People who commute to Manhattan every day would buy cars and drive them if there was a place for them to park at each end of the trip. The metro area leaders, including the people taking this survey, know that eliminating parking at the destination is the only way to get people to carpool or use public transit in any meaningful numbers.
43. Sidewalks are necessary in the study area. I have often encountered issues with pedestrians and bikers walking or riding on the streets; which affects the traffic flow.
44. Thanks for doing this survey
45. I don't see rail or expanded bus service being a solution for Government to provide. It never supports itself. I am not in favor of spending my tax dollars on mass transportation. At some point in time it may become profitable for private enterprise and at that time it can be done. Today we can't afford it!
46. I would very much like to walk/bike, but with lack of density this is not really a viable option. Given a preference I'd like to see an investment in light rail and regional connectivity.
47. I personally believe that mass-transit is not necessary at the moment except for commuters going to Perimeter Mall area. That is our biggest back-log of traffic on I-85. If I-85 would flow better, the surface streets would not be an issue at the moment. However, I believe the ground work needs to be laid for future growth.
48. Mass transit would be great if it were more readily available.
49. I would strongly support redevelopment of the district to a more transit-oriented, live-work-play, dense "town-center" that could then be connected via light rail to other similar locations in the region.
50. Need to put benches & shelters at every bus stop. The overlay district requires developers to put a bench and a trash can at a set distance, regardless of whether it is a bus stop or potential bus stop. Instead, have them enhance existing bus stops on their property, or contribute the money for them to be held & used for future bus stops. Advertising signs on shelters sometimes block drivers vision: Commerce Dr. leaving mall; trying to make right turn onto Satellite, shelter sign blocks visibility of fast moving oncoming traffic
51. Need rail service from downtown to Mall of Georgia.
52. The Buckhead BUC system is what's needed - make it free and convenient and you will have a winner
53. The Gwinnett Place area has a great concentration of unique facilities and resources. From NCR's corporate headquarters to fantastic ethnic options for dining, entertainment and shopping to unique retailers that are not located in every county of the metro area (Fry's, MicroCenter, Dave and Buster's). Gwinnett Place has excellent critical mass but also has significant traffic challenges. Road and bridge modifications, enhanced pedestrian options, increased frequency of bus transit as well as increased routes and a circulating transit option are all needed. Timing and funding are the greatest challenges.



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54. Enough of this analysis. You have analysis paralysis. Millions and Millions have been spent on this 'research and study' in the past decade, and nothing has been done. I am tired of filling out forms and telephone surveys. The traffic is the worst single distraction of economic development for Gwinnett.

 55. Put a barrier for the Peach Pass Lane so drivers traveling to Atlanta could not enter or exit. That would make it an express lane for Atlanta travelers. Do not charge for this service. We already paid for it.

 56. It would be great to have smaller buses with open windows, they need to be clean have frequent stops and the bus stops need to be modern, well lighted and have security cameras and a police presence. I love the idea of a parking place and shuttle that could bring you around to the different areas for shopping and dining. Of course rail would be incredible but would have to go out to the cities surrounding the study area. I would not want to have to park and ride if I were shopping however I would definitely use it for work.

 57. Added taxes/costs to citizen base that would never go away. i.e. Route 400 toll & HOT lanes. I have NO trust that tolls would disappear when they were supposed to. Enough fees, tolls, and cost. There is a great deal of waste in our government and they typically do not listen to the citizens

 58. A rail of some sort is needed from the city to Gwinnett Arena with numerous stops along the way.

 59. Let's optimize the functionality of the existing infrastructure as transportation alternatives will do virtually nothing to reduce the number of cars on the road

 60. Transit simply isn't worth the cost, too few riders, and huge financial burden on the communities that build it.

 61. North Georgia must modernize with mass transit. The relative modern North Georgia region (relative to the South) coupled with the economic benefits of running a business here is what has allowed our region to prosper. We need to continue that spirit and take the next step to modern transportation system before our peers beat us to it.

 62. This survey seems slanted to walking and biking, which 95 percent of Gwinnettians do not do. I question the questions asked.

 63. It's going to be hard for people to give up their cars. But if certain areas were not accessible by cars, they may be forced to use other modes of transportation. This could be extreme, but set a good precedent, increase exercise for those who choose to walk, increase sense of community and pride for the area by forcing people to share buses/ trams, etc.

 64. Sidewalks, walking bridges, water features to soften up all the hardscapes

 65. I have always thought that a circulatory shuttle for Gwinnett Place Mall area ONLY would make sense. To include The Mall, all car dealerships, Kroger, Publix, Mall Corners, Frys, Golden Corral, Pleasant Hill Restaurants, Marriott, Home Depot, nearby office parks, etc. It might work. It would hopefully reduce shopping traffic and increase business. For instance, I plan to get my car repaired at Pep Boys. I would take a shuttle to the Mall or Frys or Steak and Shake if I could.

 66. Light Rail or Mass Transit to decrease the stress on I-85 and main streets.

 67. I prefer that Gwinnett support dedicated lanes for bus rapid transit from the study area to the Doraville MARTA station along I-85 instead of any sort of rail solutions. Our population density is not to provide the long term operational support subsidies required by rail based transit. Bus rapid transit's less capital intensive infrastructure on dedicated travel lanes will bring transit connectivity to the study area sooner and cheaper! Furthermore, the Bus Rapid Transit vehicles can freely depart the Dedicated Travel Lanes and enter the existing street network allowing supremely flexible service delivery arrangements.

 68. Biking is enjoyable, wished I didn't have to compete with auto's safety biggest factor for me. I am a bike enthusiast, so I would be eager to commute this way of only safer.

 69. I applaud you all for taking the time to try and find better alternatives. I personally would like to see a rail system to midtown and downtown Atlanta. The new "HOT" lane to me is an absolute failure. People cannot afford to pay anything more for anything right now and now we are all jammed up. (Sorry, I know you all were trying, but not a huge success).
-



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70. Please see #16
-
71. Would like to see Peach Pass dropped and that lane used for 2 or more people in a vehicle.
-
72. Any alternative transportation will require a huge investment to be viable.
-
73. Any transit stops need to be near where people live and not have to commute to a central place just to park and ride somewhere else. Light rail is needed and elevated system is probably best with stations at major intersections and near subdivisions to move people from home to "play".
-
74. Any traffic improvements to the Gwinnett Place Mall area are going to be nullified by the increased congestion caused by the new HOT Lanes. The HOT Lanes will reverse any and all congestion-easing projects by the Gwinnet Place CID for many years to come.
-
75. Provide more incentives for hybrid vehicles on HOT lanes to improve the environment as Gwinnett grows
-
76. We need rail! We need light rail! We need more buses! Road widening has helped but that's not always the solution. If we're trying to alleviate traffic and get more people to use mass transit, then there should be better options. I would love to leave my car at a mass transit garage and ride a bus or train anywhere
-
77. It's fairly apparent that road extensions and widenings are not enough to improve traffic conditions or create an economic growth engine that would attract high end business activity.
-
78. Need more attractive pedestrian elements along sidewalks around Gwinnett Place Mall area.
-
79. A great majority of new business to Gwinnett County will mean providing its employees access to local transportation options and convenient transportation to reach the airport. If Gwinnett wants to become a mega hub of business and unique community development it needs to provide the infrastructure to move people in the community and around the world.
-
80. Bus is fine for transit dependent, but without rail you will never attract lifestyle users and the types of business that serve them.
-

17. Please indicate your age:

Answer Options	Response Percent	Response Count
0-15 years old	0.0%	0
16-18 years old	0.0%	0
19-24 years old	1.4%	3
25-30 years old	4.1%	9
31-40 years old	18.7%	41
41-60 years old	58.0%	127
Over age 60	17.8%	39
	<i>answered question</i>	219
	<i>skipped question</i>	19



18. How many cars does your household have?

Answer Options	Response Percent	Response Count
0	0.0%	0
1	12.7%	28
2	54.5%	120
3	24.5%	54
More than 3	8.2%	18
<i>answered question</i>		220
<i>skipped question</i>		18

19. How far away do you live from the study area?

Answer Options	Response Percent	Response Count
Live inside the study area	14.9%	33
Live less than 5 miles from the study area	25.8%	57
Live 5-10 miles from the study area	28.5%	63
Live more than 10 miles from the study area	30.8%	68
<i>answered question</i>		221
<i>skipped question</i>		17

20. For how many years have you been living or traveling to/through the study area?

Answer Options	Response Percent	Response Count
Less than one year	0.9%	2
1-3 years	3.6%	8
4-10 years	24.9%	55
Over 10 years	70.6%	156
<i>answered question</i>		221
<i>skipped question</i>		17



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Open House

Meeting Overview & Feedback

Overview

The Gwinnett Livable Centers Initiative (LCI) Open House occurred on Thursday, January 19, 2012 from 5:30 pm to 7:30 pm in the Belk Wing at Gwinnett Place mall. The purpose of the meeting was to showcase and collect feedback on the draft Conceptual Development Plan and recommendations for transportation, land use, and urban design for the Gwinnett LCI 10-Year Update. Additionally a real estate specialist from Bleakly Advisory Group was on-hand to discuss market conditions and projections and the practicalities of proposed redevelopment in the area.

The Open House was informal in nature, providing community members with an opportunity to drop in at their leisure, review project recommendations, and chat one-on-one with project leaders.



Discussion at Open House

Attendees of the Open House were greeted by one of two welcome tables upon their arrival. At each welcome table, people signed in, received a copy of the Open House layout (see next page) and comment form and were invited to browse the Open House at their leisure.

The following display areas were set-up throughout the Open House:

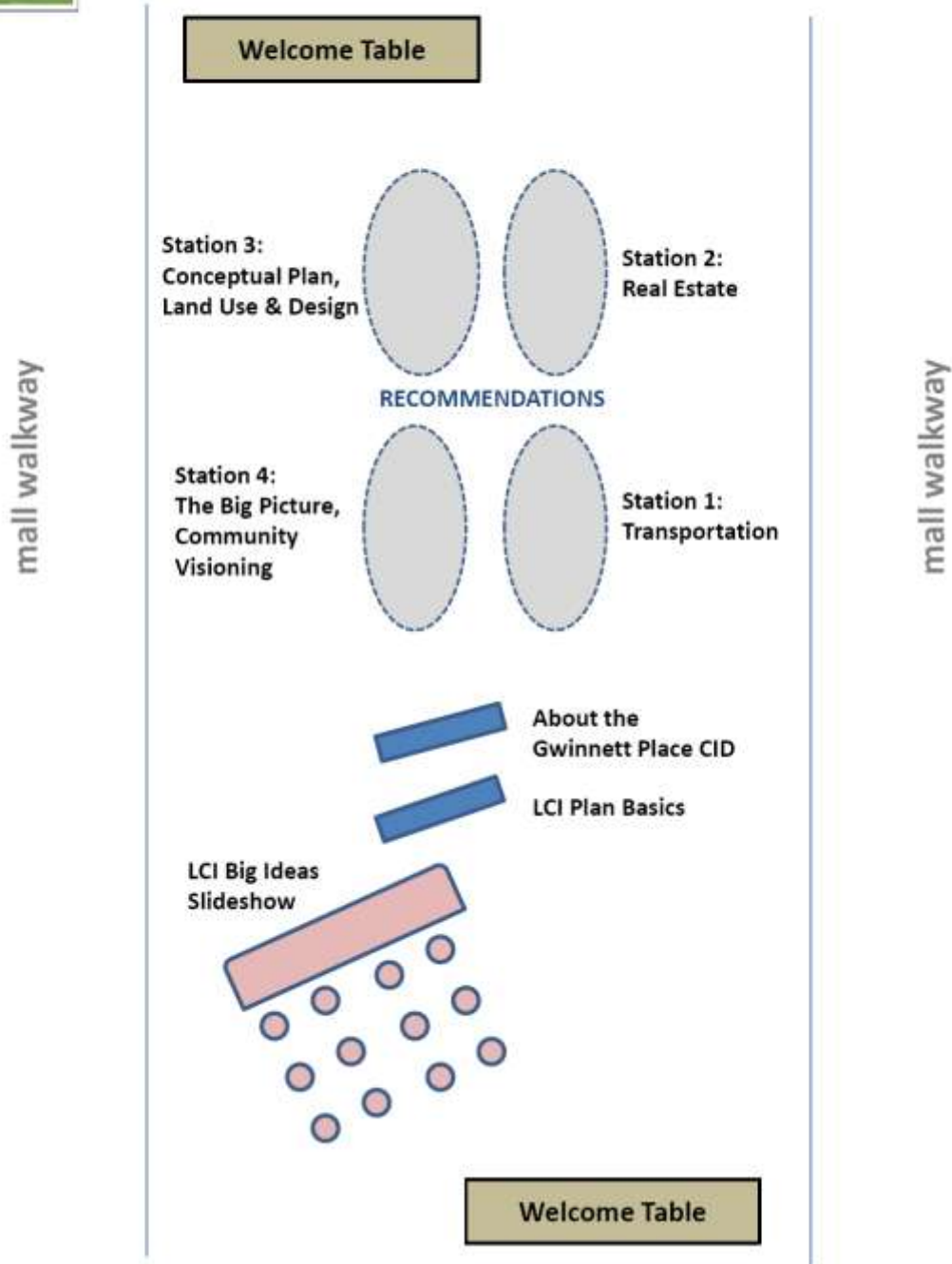
- ❖ **LCI Big Ideas Slideshow** – see Appendix B for a copy of the slideshow
- ❖ **LCI Plan Basics** – map of the study area and summary of study purpose
- ❖ **About the Gwinnett Place CID** – staff from the CID were on hand to discuss projects
- ❖ **Station 1: Transportation** – list of and feedback exercise on recommended transportation improvements
- ❖ **Station 2: Real Estate** – an opportunity to view benchmark developments that might do well in the area
- ❖ **Station 3: Conceptual Plan, Land Use & Design** – map of draft Conceptual Plan, recommended design improvements, and development framework for area
- ❖ **Station 4: The Big Picture, Community Visioning** – staff from Gwinnett County on hand to discuss County plans plus information on LCI public input

A total of 50 people registered their attendance at the meeting. Open House feedback is provided beginning on page A-61.



Open House Layout

Belk



Feedback

Open House attendees were invited to provide feedback on the content of the draft Conceptual Plan and other recommendations via a comment form, discussion with project staff, sticky notes on displays, and the interactive feedback opportunity for the transportation station.

Below is the written feedback received from attendees; feedback on transportation projects is captured in Appendix B.

What do you like or dislike about the Conceptual Development Plan?

- I like the ideas of increased transit. As less and less people drive this will be an increasing component of what Gwinnett would like to do to make this an increasingly better place to live.
- Love the streetscapes!
- I'm overwhelmed, but I think I like.
- Would like to see redevelopment of Gwinnett Place mall and surrounding parking. This could be a good site for mixed use and a transit hub. Also, in developing the greenway, it is important to ensure that buildings are addressing the roads as well as the greenspace. Road frontages often are ignored in this type of configuration.
- Appear to be well thought out.
- Great ideas!

What specific transportation improvements are needed in the study area that are not listed on the recommendations?

- Bike/pedestrian lane or streetscape on Hwy 120.



Displays at Open House

- Let's hurry up with the Liddell TIA & diverging diamond.



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- In the late night hours I think flashing yellow lights along Pleasant Hill are necessary for quit night travel.
- I like the Davenport Road extension into transit center. This provides a great link to Duluth Town Center.
- Transit connections to Duluth and surrounding communities.

Have other thoughts or ideas? Please provide them here.

- Annex Cruse Road Corridor, especially if Cisco's The Range is bought by the county for future park land! (Maybe another aquatic center?)
- Gwinnett Place area could benefit from closer ties to City of Duluth – as via annexation. It would be mutually beneficial.

- Green space – more is needed. Good proposal for Gwinnett Green.
- May be outside of LCI scope but we need public transit to serve more local areas. For instance, there are no busses near my home. (Norman Downes, Duluth)
- Need sidewalks on all roads (especially Pleasant Hill)
- Need bike lanes, especially connecting transit centers
- Need to expand transit center, make it clear where to park cars

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Citizen Input on Proposed Transportation Projects



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