



Executive Summary

This 10-year update builds on the recommendations of the initial Gwinnett LCI Study (2001) by laying out a plan for achieving new ideas for the future development of the Gwinnett Place area, Gwinnett Center, and the areas in between. Unlike the original study that focused on the then emerging Gwinnett Center/ Sugarloaf Area, this update focuses on the redevelopment opportunities around the Gwinnett Place mall area.

An **extensive public outreach effort**, summarized within, guided the preparation of this plan. It included press releases, a project website, an online survey, a two-day public workshop, an open house, an advisory team that met multiple times throughout the process and one-on-one interviews with local leaders and developers.

The Vision

Once a thriving regional commercial center, **Gwinnett Place is now posed to transform into a mixed-use activity center** that will serve as a gateway to greater Gwinnett County. Doing nothing or maintaining the status quo will likely lead to failure, because it places the area at a competitive disadvantage. Gwinnett Place must evolve and remake itself if it is to be competitive again in the marketplace. The continued success of adjoining activity centers, including the Gwinnett Center area and Discover Mills, will also be essential to securing the overall study area as thriving nucleus of Gwinnett County.

Conceptual Vision for a Great Lawn and Surrounding Mixed-use Center





Key Study Recommendations

To achieve this vision, the study recommends the implementation of new economic development strategies, the revision of local land use policies and regulations, new transportation investments, as well as other public investments aimed at changing the current suburban development pattern.

Central to this implementation strategy is the creation of what has been called the **Great Lawn**, a signature gathering place that can provide an outdoor venue for public gatherings, art, entertainment, and recreation. This would be a central green space or public park that will span both sides of Pleasant Hill Road, and promote sustainable development while providing a much needed pedestrian friendly environment in the heart of the community.

Another key element of plan's implementation strategy is its **transportation recommendations**, which strongly stress the need for more multi-modal transportation facilities. Providing greater transit options in particular are critical to the plan's success, as well as additional roadways and bridges to provide

Study area transportation improvements will be critical to success.



greater connectivity and mobility. Pedestrian elements that improve walkability are also part of this plan with recommendations for streetscapes and the conversion of auto-orientated streets to complete streets that accommodate all forms of transportation.

The Critical Path Forward

This LCI study is only the first step in a long journey to transform the area. There will be many details that need to be worked out, including determining costs, identifying and securing funding sources, and negotiating easements and maintenance responsibilities. One of the recommendations of this study is the **creation of a CID led implementation committee** made up of CID staff, area property owners, Gwinnett County, and area Chambers of Commerce.

The **recommendations of this study are market driven**, and should be included or referenced in future development approvals, ordinance changes, and zoning updates. These recommendations are currently being closely coordinated with on-going work by Gwinnett County Planning & Development Department to update its current zoning regulations and create a Unified Development Ordinance.

Successful implementation of this plan will require a **true public-private partnership**. Critical aspects of the plan are proposed to be built on private property and this will require the support and consent of property owners. It will take a high level of cooperation and engagement between all parties, both public and private, to see the vision described in this plan become a reality.