



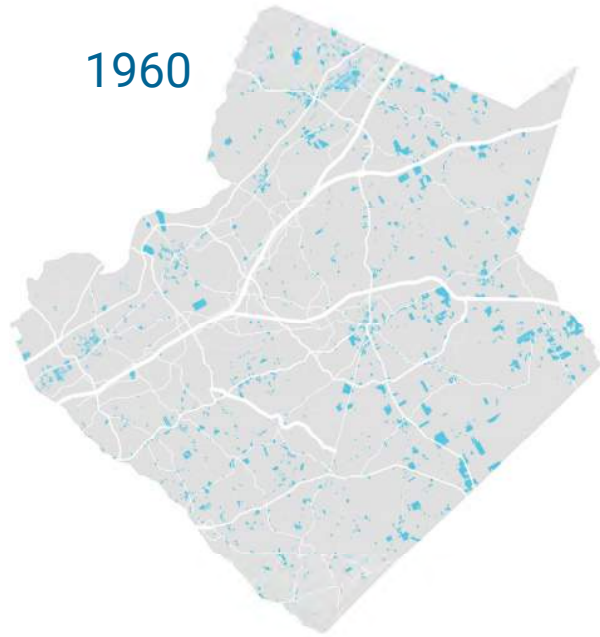
Gwinnett 2040

UNIFIEDPLAN

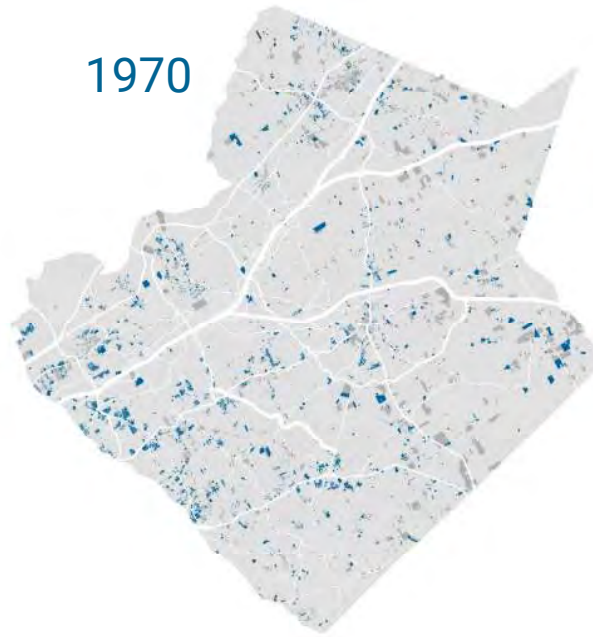
Georgia Planning Association Fall Conference
September 6, 2018

HISTORY OF DEVELOPMENT (1960-2010)

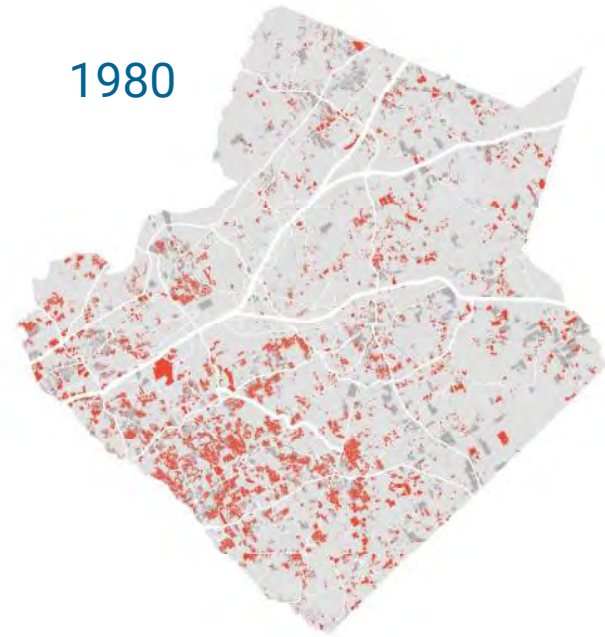
1960



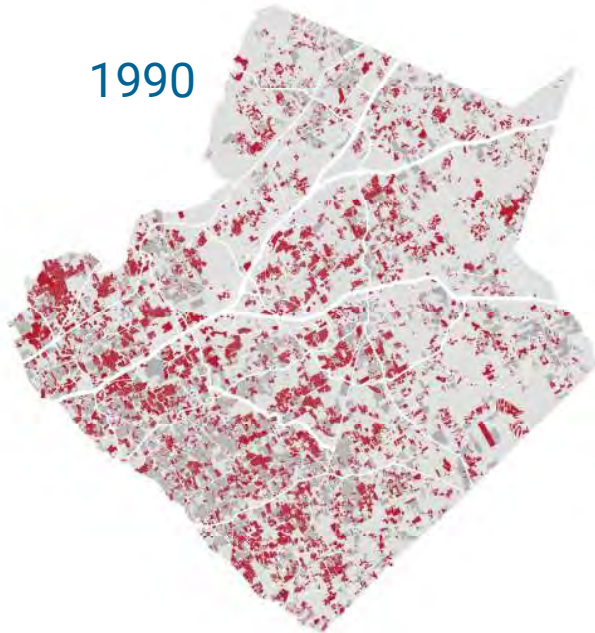
1970



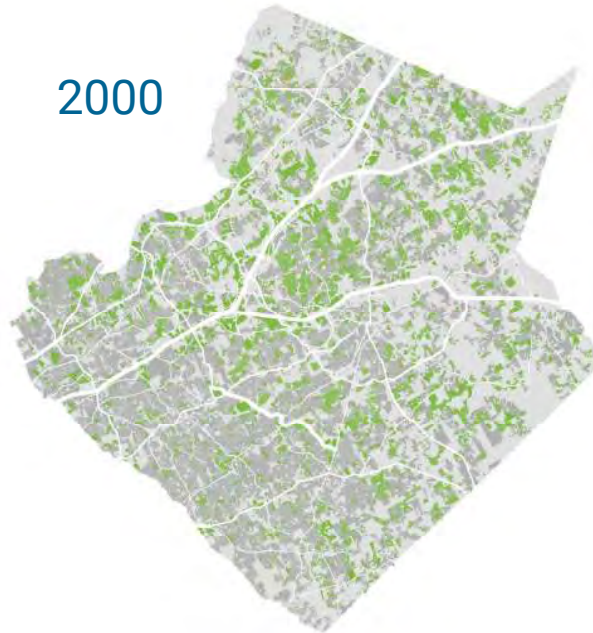
1980



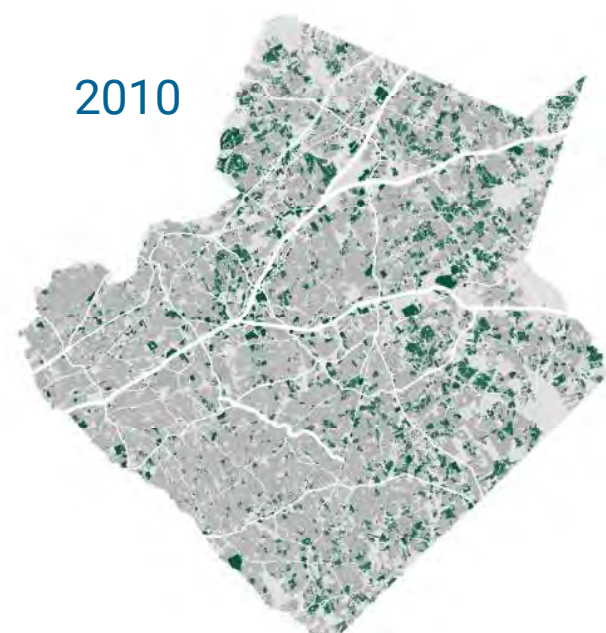
1990



2000



2010



This plan is fundamentally about what the County will be 22 years from now.

How do we get there?

How do

 infrastructure

 economic development

 housing

 land use

work together?

The Gwinnett 2040 Unified Plan is:



Required by the State and enables the County to receive various funds



An opportunity to review conditions in the community



An opportunity to anticipate future needs



An opportunity to establish short-term goals and a long-term vision

winter 2018

spring 2018

summer 2018

fall 2018

winter 2019

STEP 1
research

STEP 2
vision

STEP 3
develop

STEP 4
document

STEP 5
adopt

Research

Our Story.

2040 Population estimates range from 1.31 to 1.56 million

2018 Gwinnett County celebrates its bicentennial



2009 Gwinnett Stadium (now Coolray Field) opens



2003 Gwinnett Arena (now Infinite Energy Arena) opens



2001 Discovery Mills (now Sugarloaf Mills) opens



2001 Gwinnett County Transit begins operations



2017 Population: 920,260

2010 Population: 808,719

2007 First iPhone Released

1999 Mall of Georgia opens



2000 Population: 588,448

1996 Atlanta and Georgia host the Centennial Summer Olympics



1984 Gwinnett Place Mall opens



1990 Population: 352,910
1988 Gwinnett Justice and Administration Center opens

1965 Section of I-85 between South Carolina and Suwanee completed



1986-1988 Gwinnett County is the fastest growing county in the United States with a population over 100,000

1963 Kennedy assassination

1956 The gates of Buford Dam are closed, creating Lake Lanier

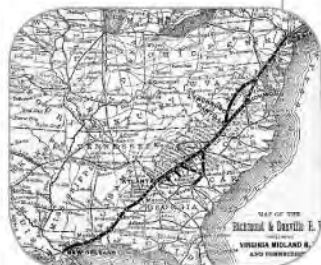
1941 Pearl Harbor attacked, USA enters WWII

1980 Population: 166,903

1970 Population: 72,349

1960 Population: 43,541

1871 The Danville and Piedmont Air Line railroad (now Norfolk Southern) is built, inducing the founding of Norcross, Duluth, Suwanee, and Buford



1885 Historic Gwinnett County courthouse constructed



1850 Population: 11,257

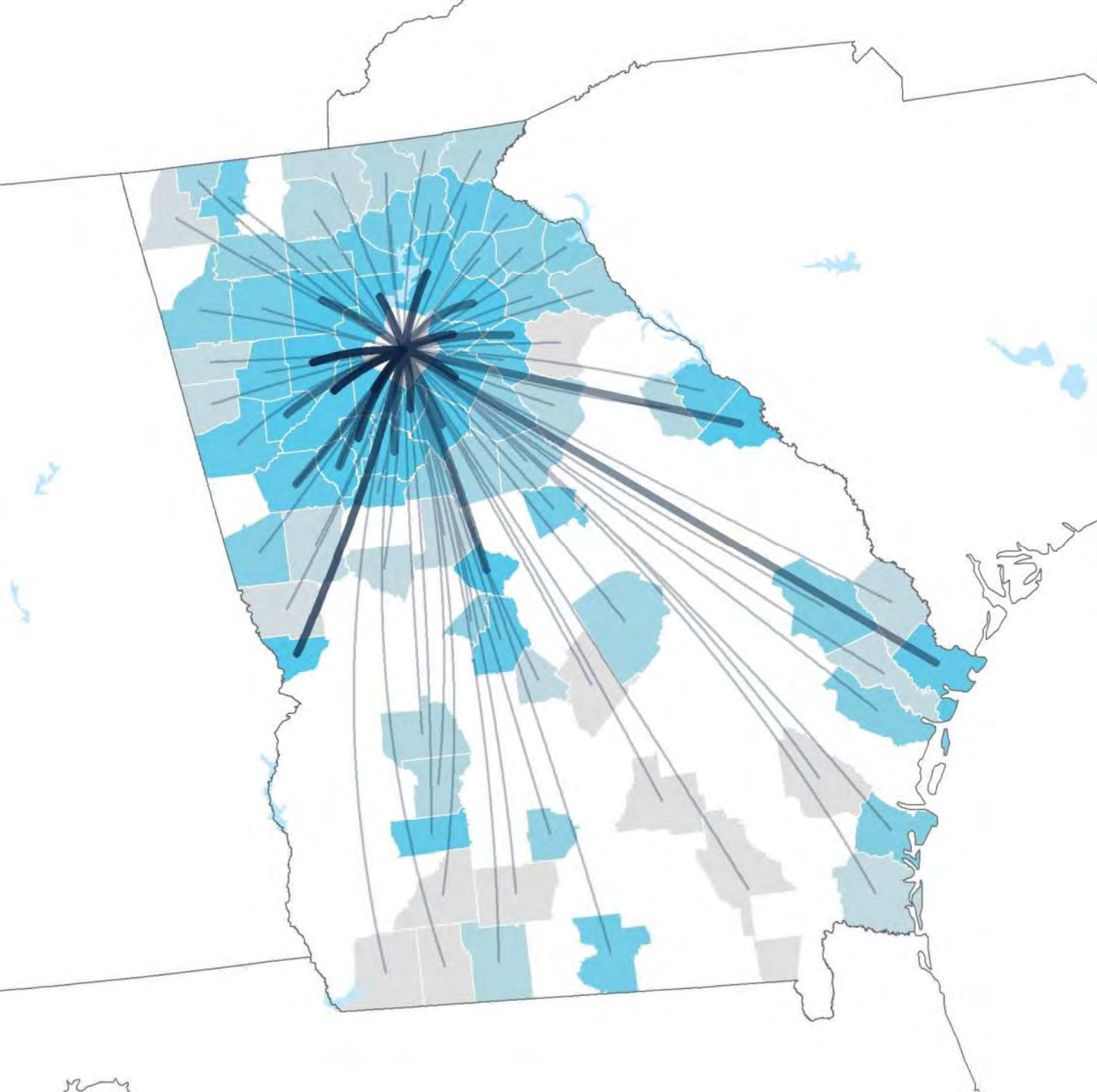
1861-1865 American Civil War

1891 The Georgia, Carolina, and Northern Railway (now CSX) is built

1900 Population: 25,585

1818 Gwinnett County formed by an act of the Georgia General Assembly

1820 First U.S. Census including Gwinnett County; Population: 4,589



Who We Are.

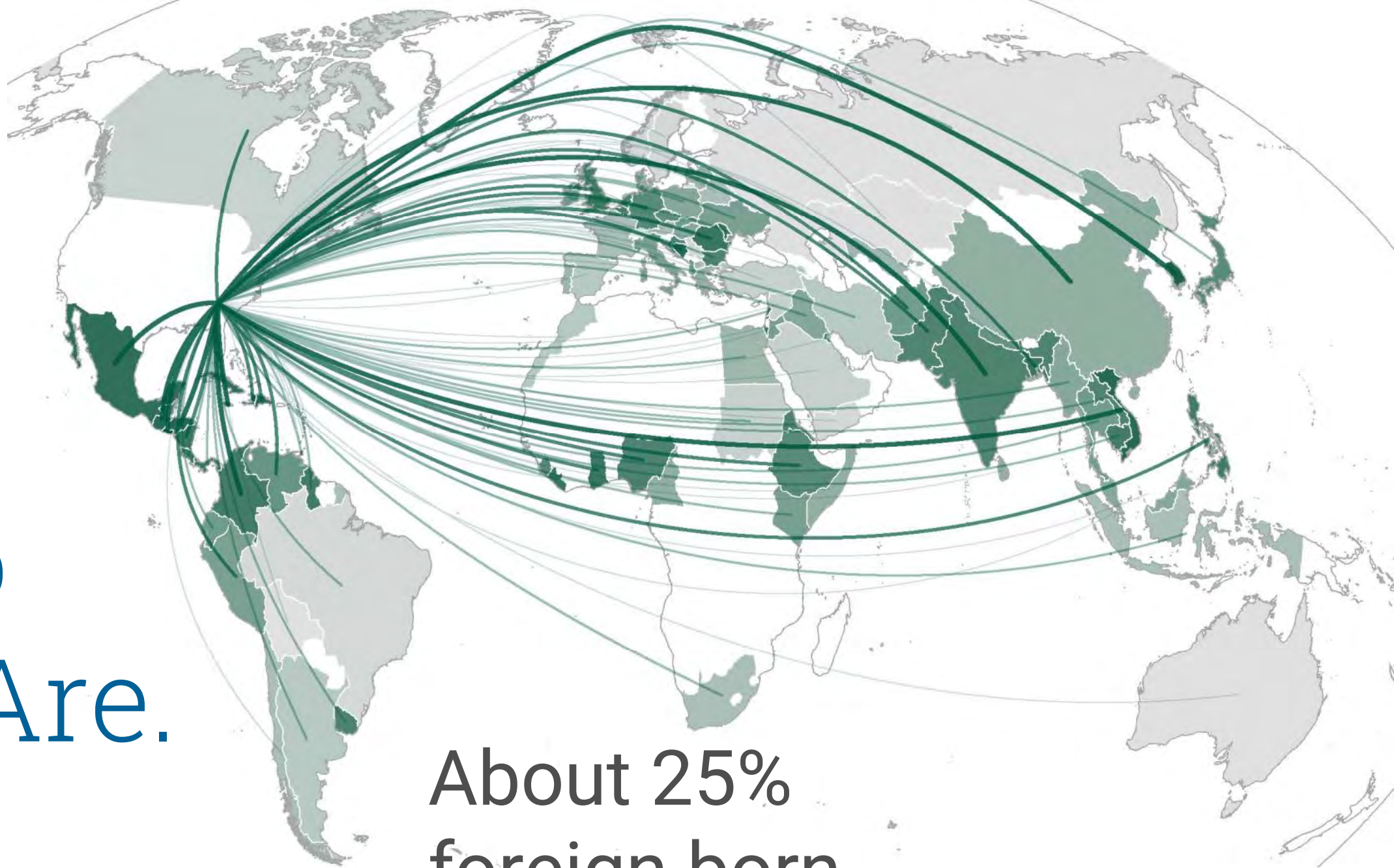
About 36% born in Georgia.



Who We
Are.

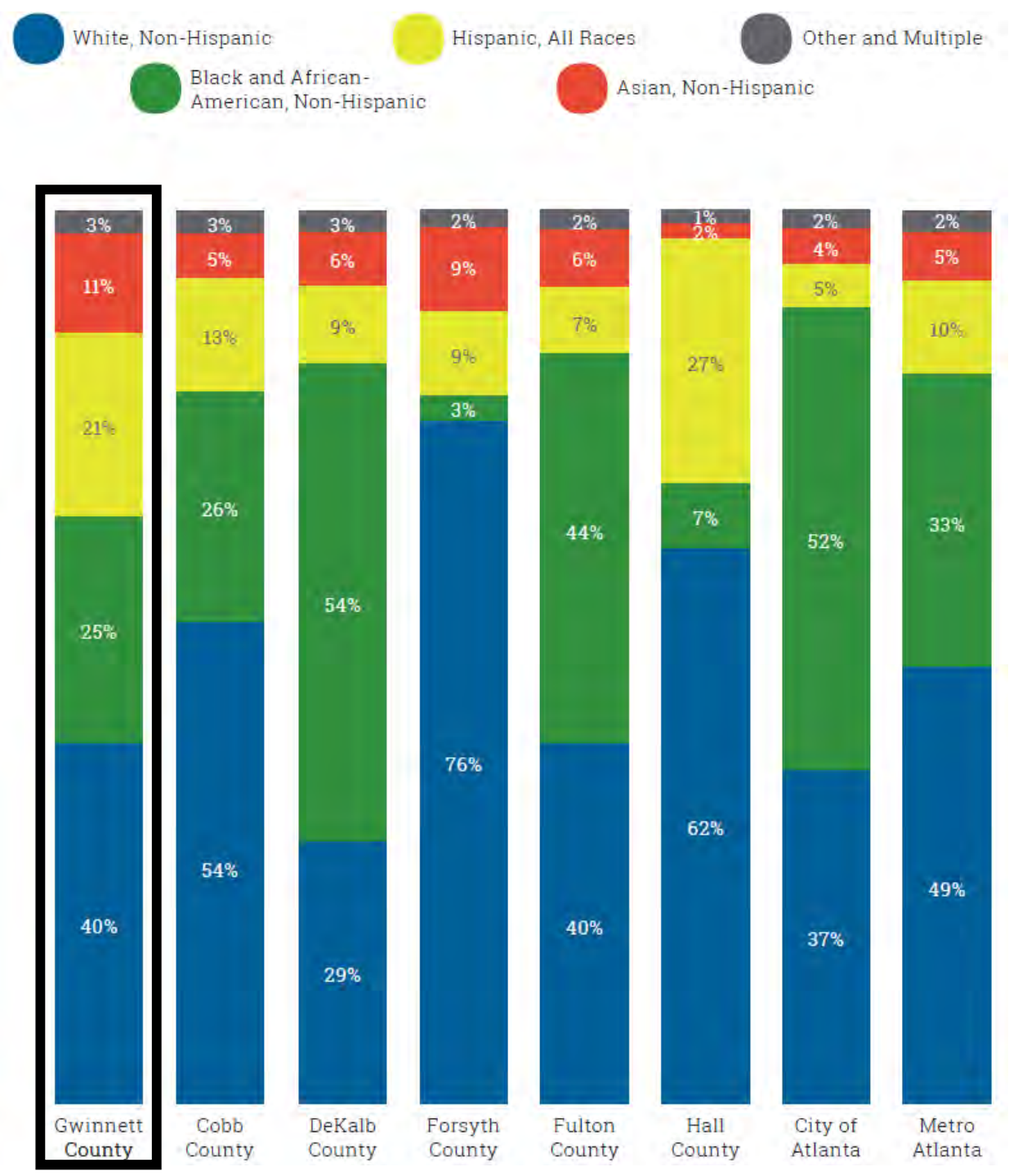
About 39%
US Native.

Who
We Are.



About 25%
foreign born.

Who We Are.



What We Do.

70,300

Gwinnettians live more than 25 miles from their job

162,700

Gwinnettians live between 10 and 24 miles from their job

134,100

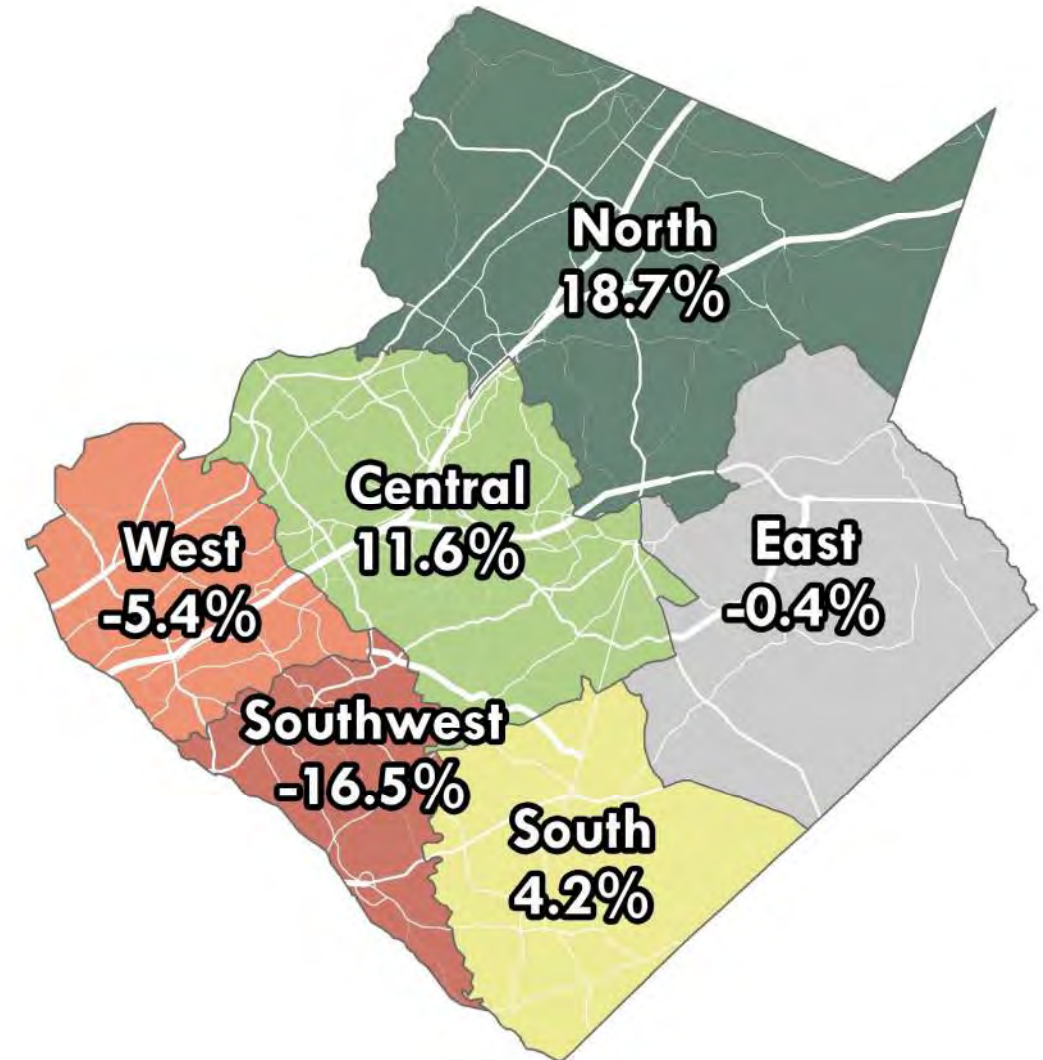
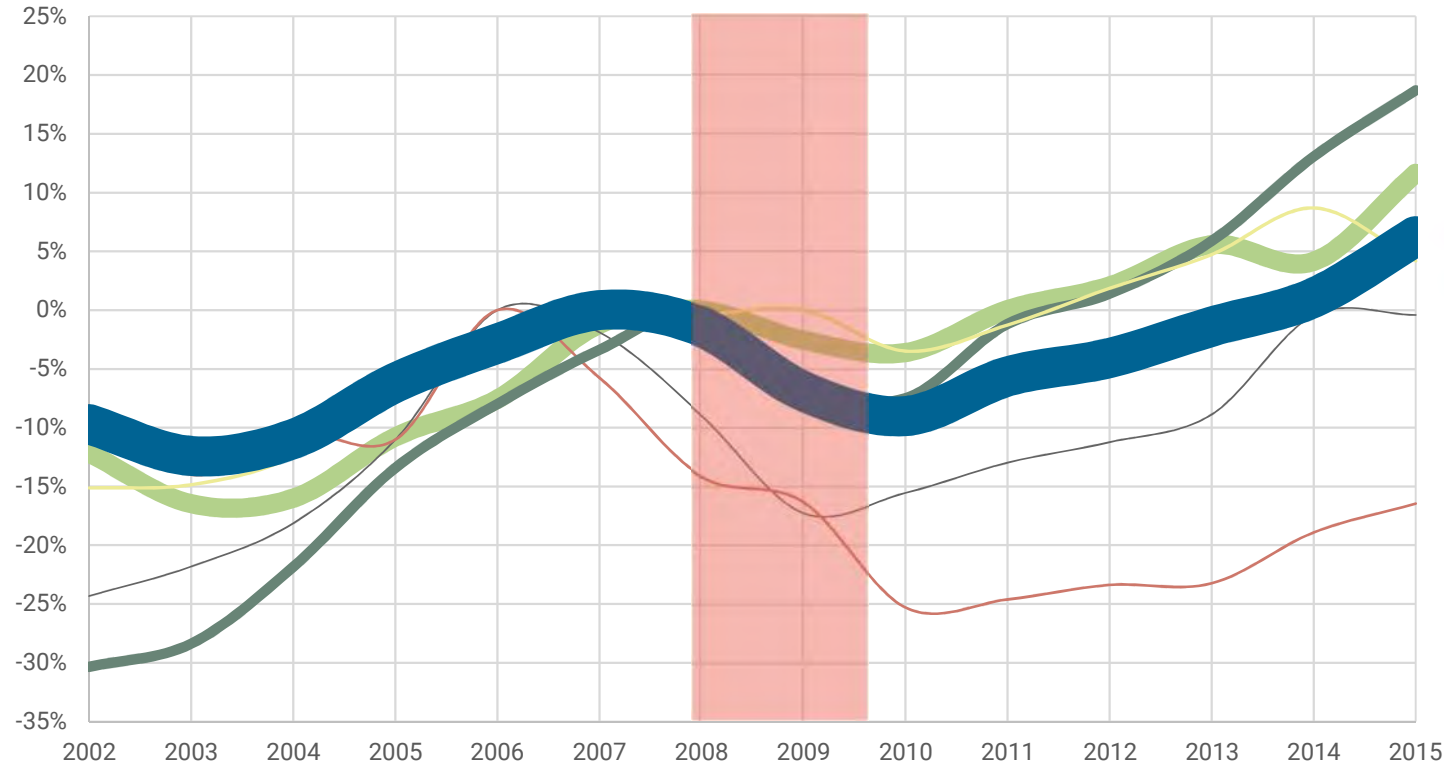
Gwinnettians live within 10 miles of their job

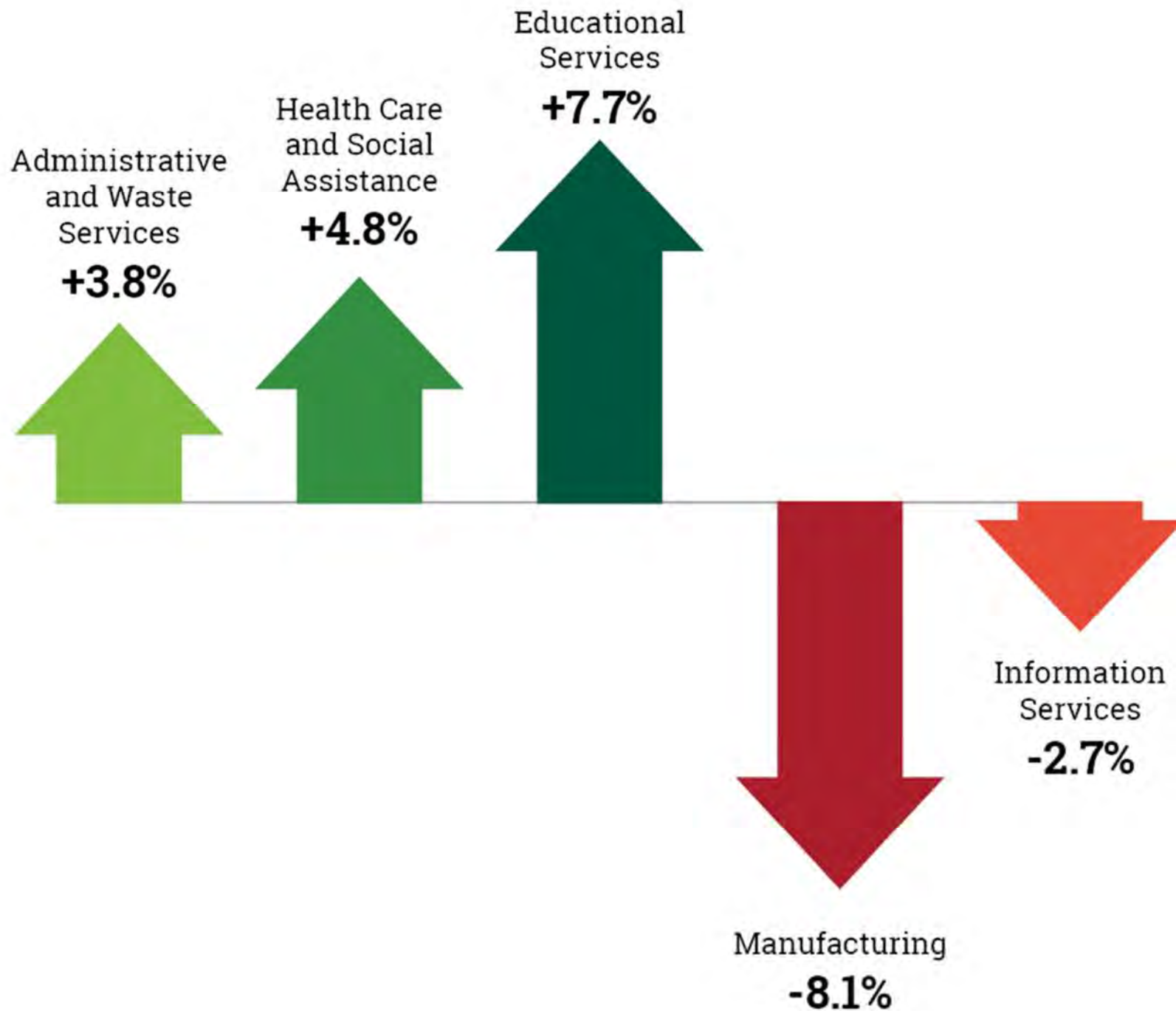
Sector	Workforce	Employment
Retail Trade	47,303	51,520
Health Care and Social Assistance	40,060	29,210
Accommodation and Food Services	34,803	29,399
Administration & Support, Waste Management and Remediation	31,863	32,643
Professional, Scientific, and Technical Services	30,573	26,852
Educational Services	28,823	27,532
Wholesale Trade	27,264	34,668
Manufacturing	23,447	25,685
Finance and Insurance	18,041	16,115

What We Do.

Employment Change Compared to Peak Pre-Recession Employment

US
Recession
Dec.-2007-
June 2009

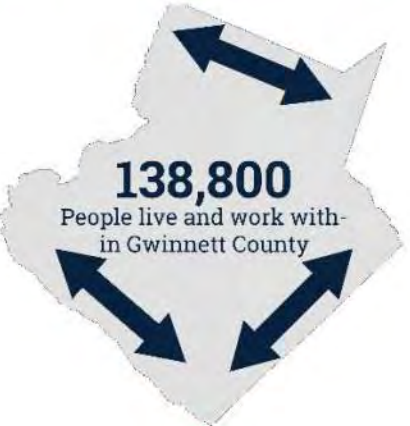
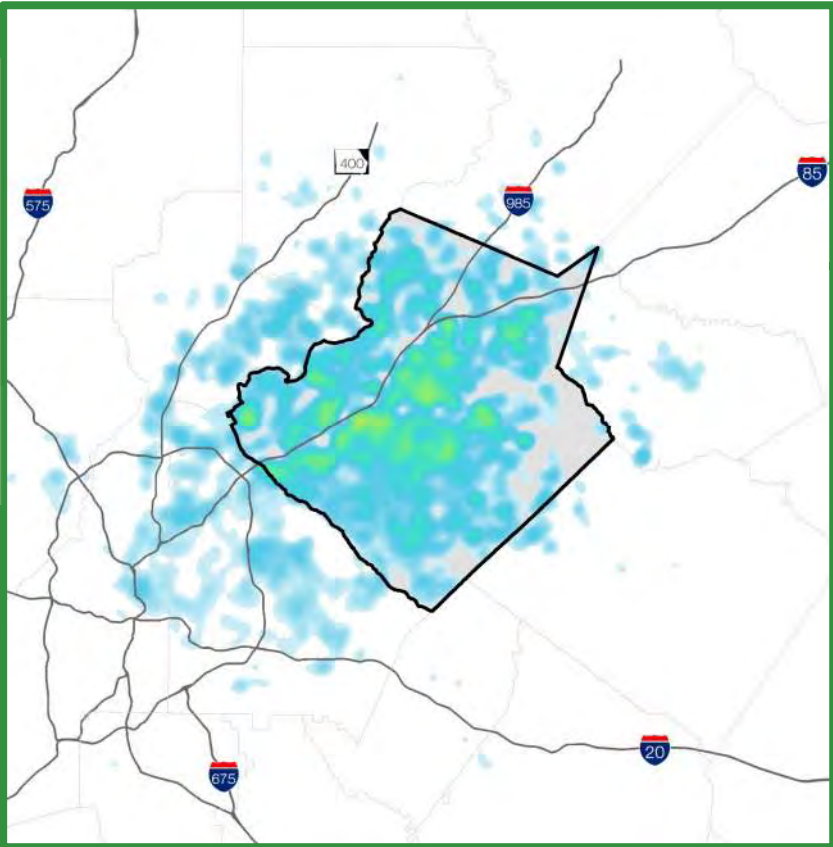
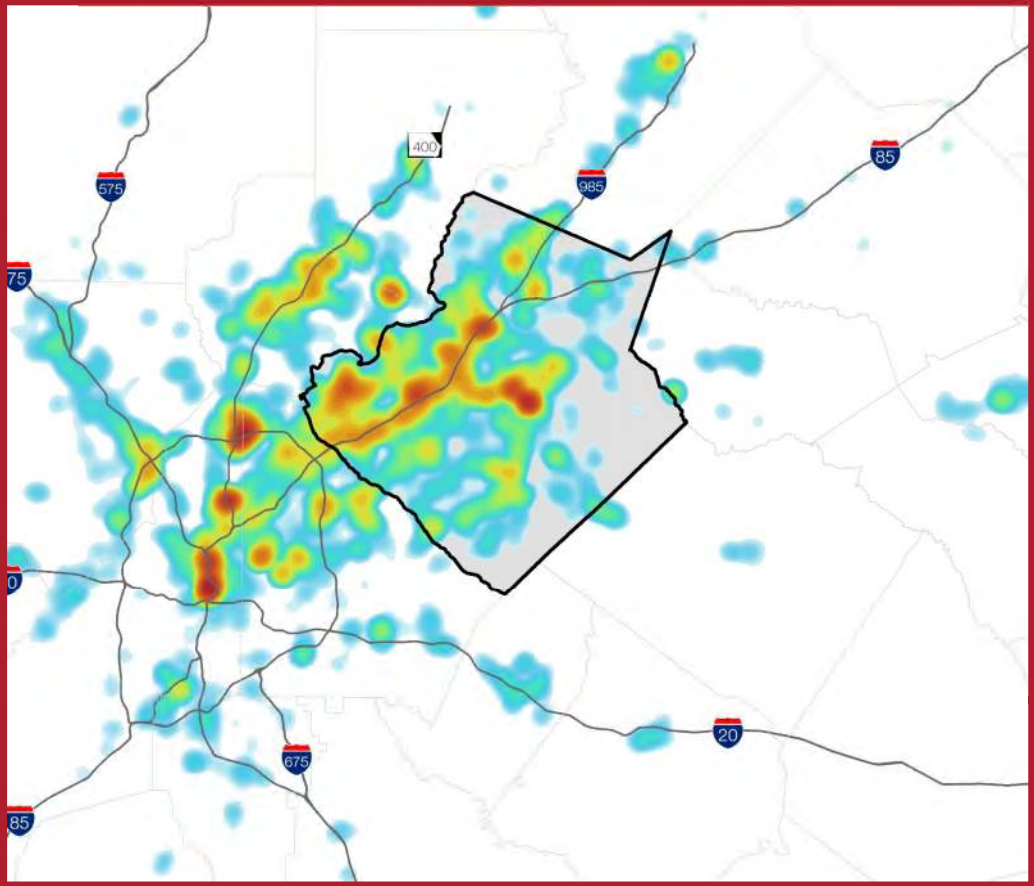




What We Do.

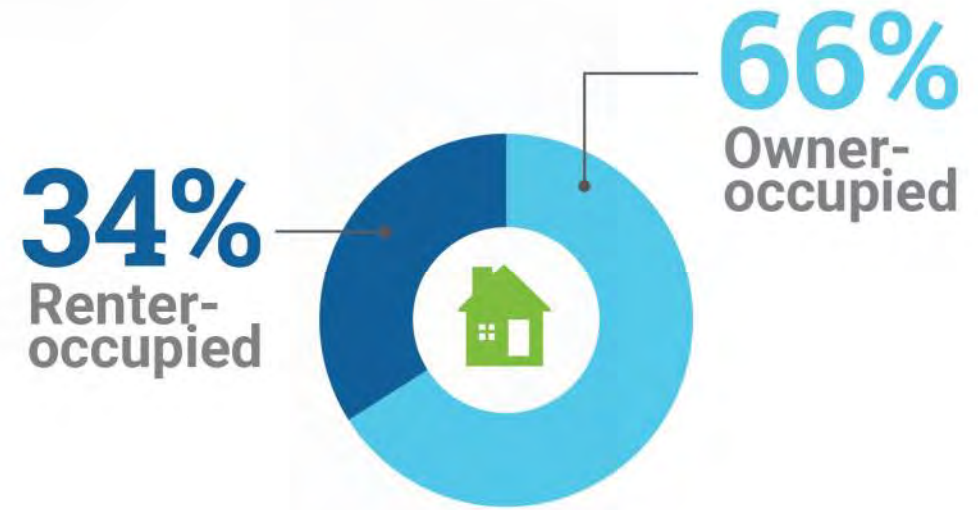
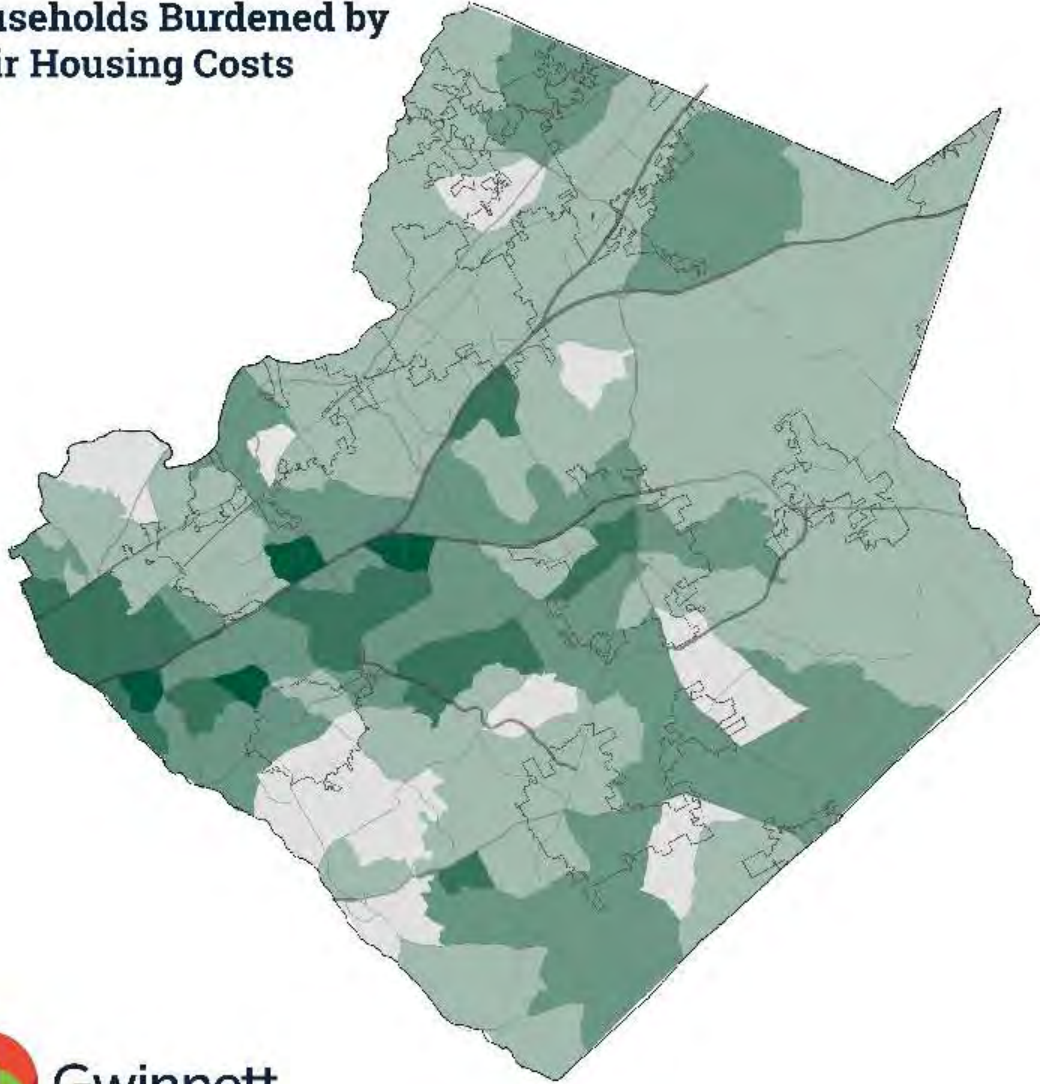
Growth & Decline in Industry (1990-2017)

Where We Commute.



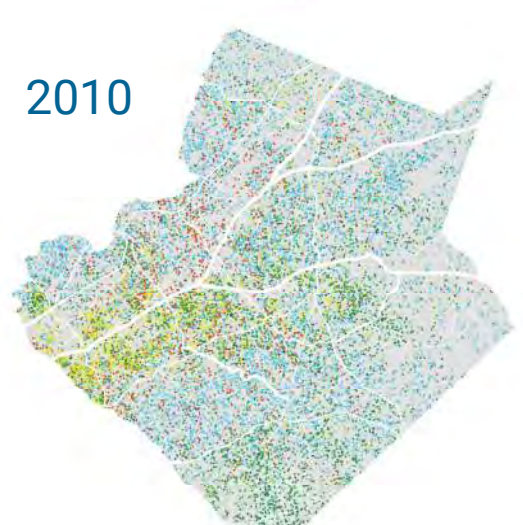
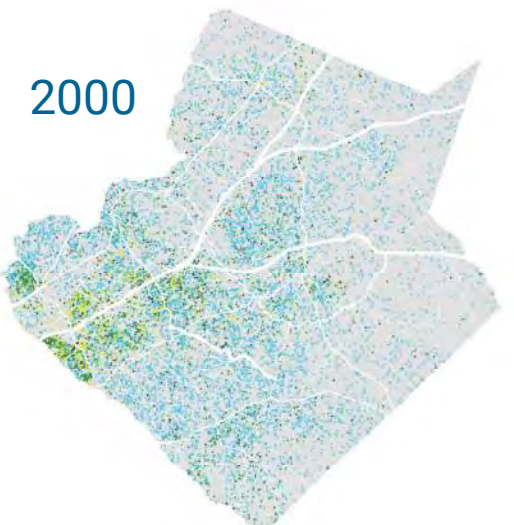
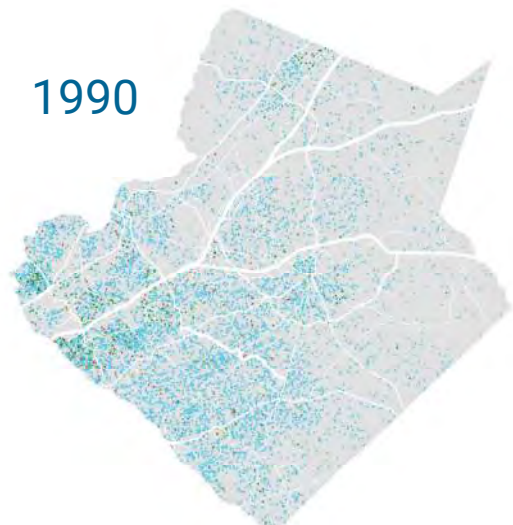
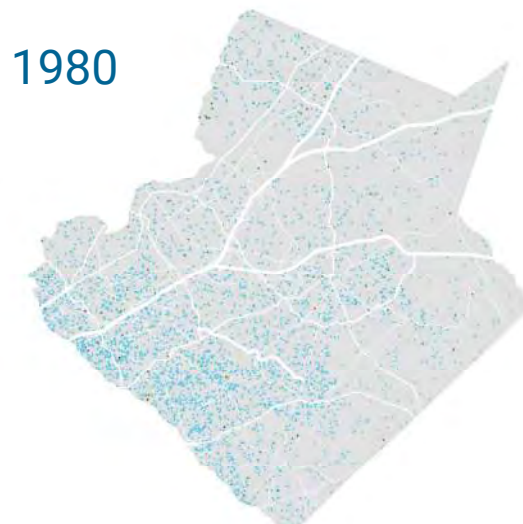
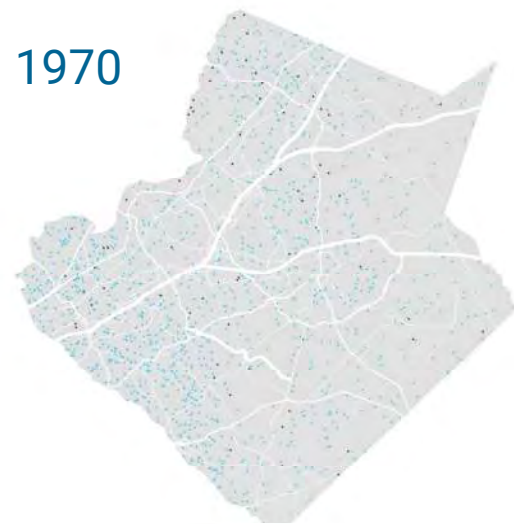
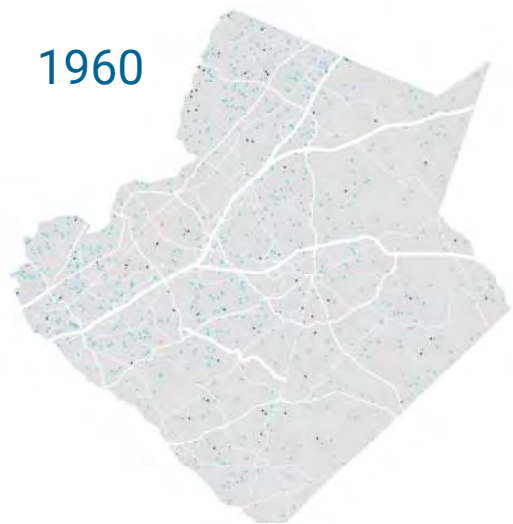
How We Live.

Households Burdened by their Housing Costs



- Lack of kitchen facilities
- Lack of complete plumbing
- Overcrowding
- Cost burden

How We Grew.



Each dot represents approximately 50 people

1960 and 1970

● White

● Non-White

1980 - 2010

● White, Non-Hispanic

● Black/African-American, Non-Hispanic

● Asian, Non-Hispanic

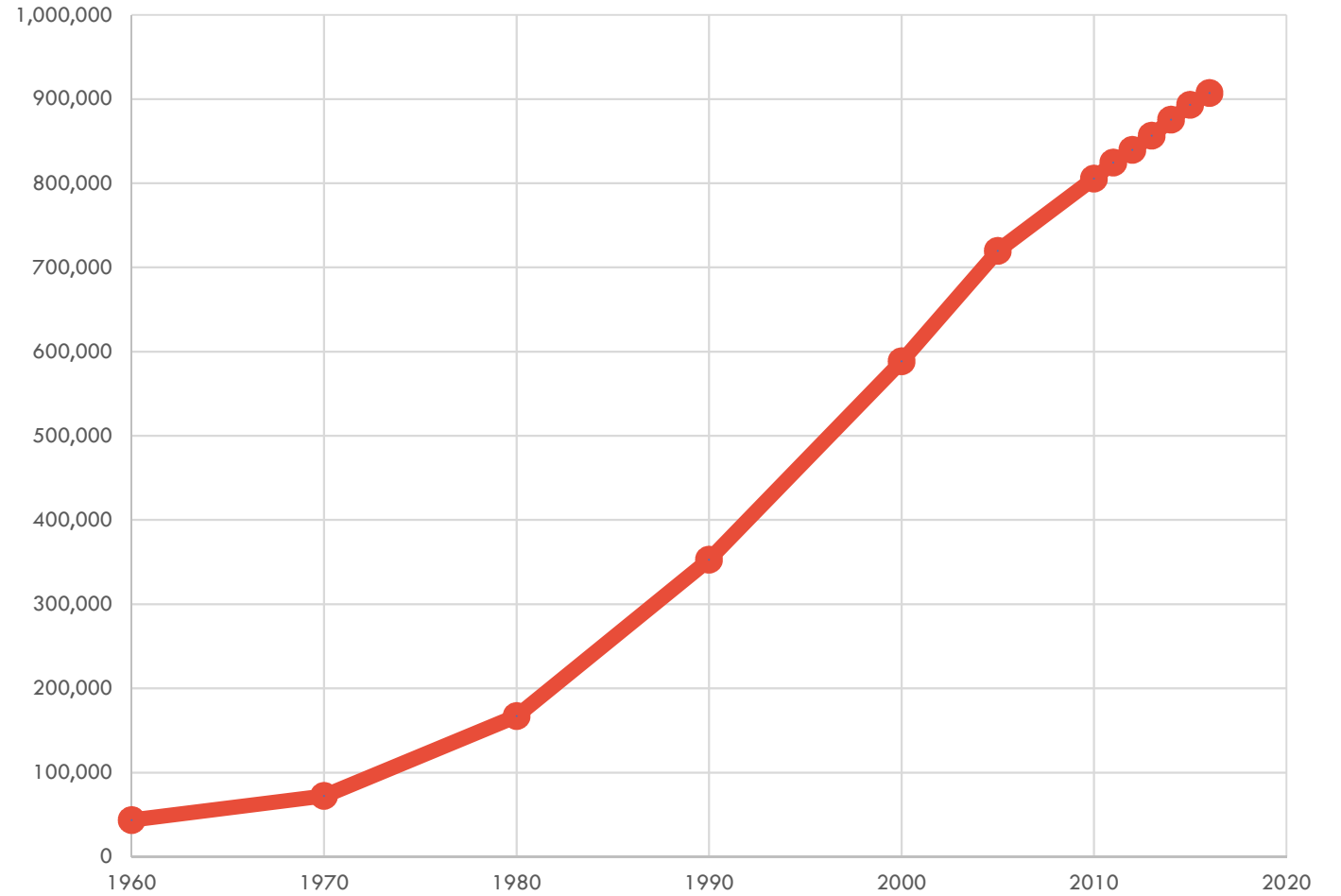
● Other/Multiple Races, Non-Hispanic

● Hispanic, All Races

Source: US Census

How We Grew.

1960	43,541
1970	72,349
1980	166,903
1990	352,910
2000	588,448
2010	805,321
2017	920,260



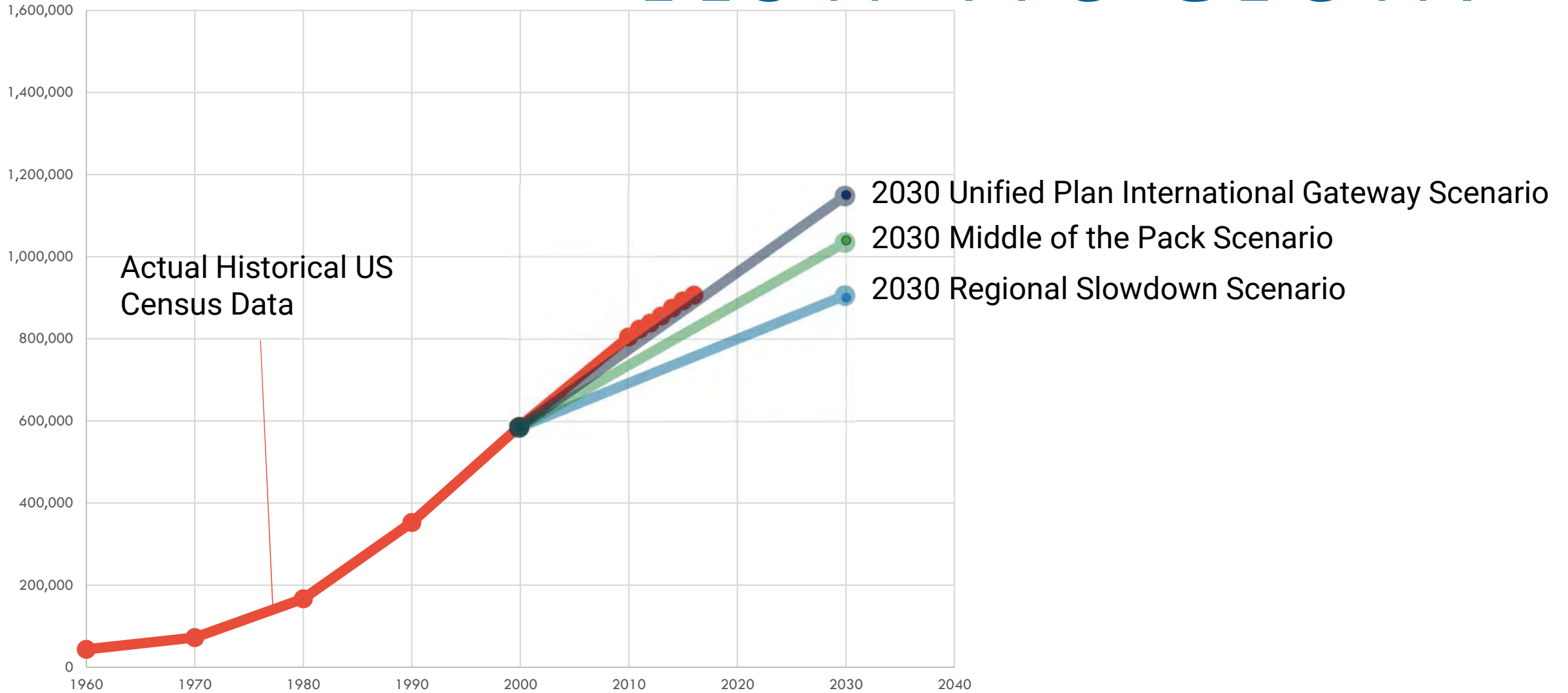
Source: US Census

How We Grew.

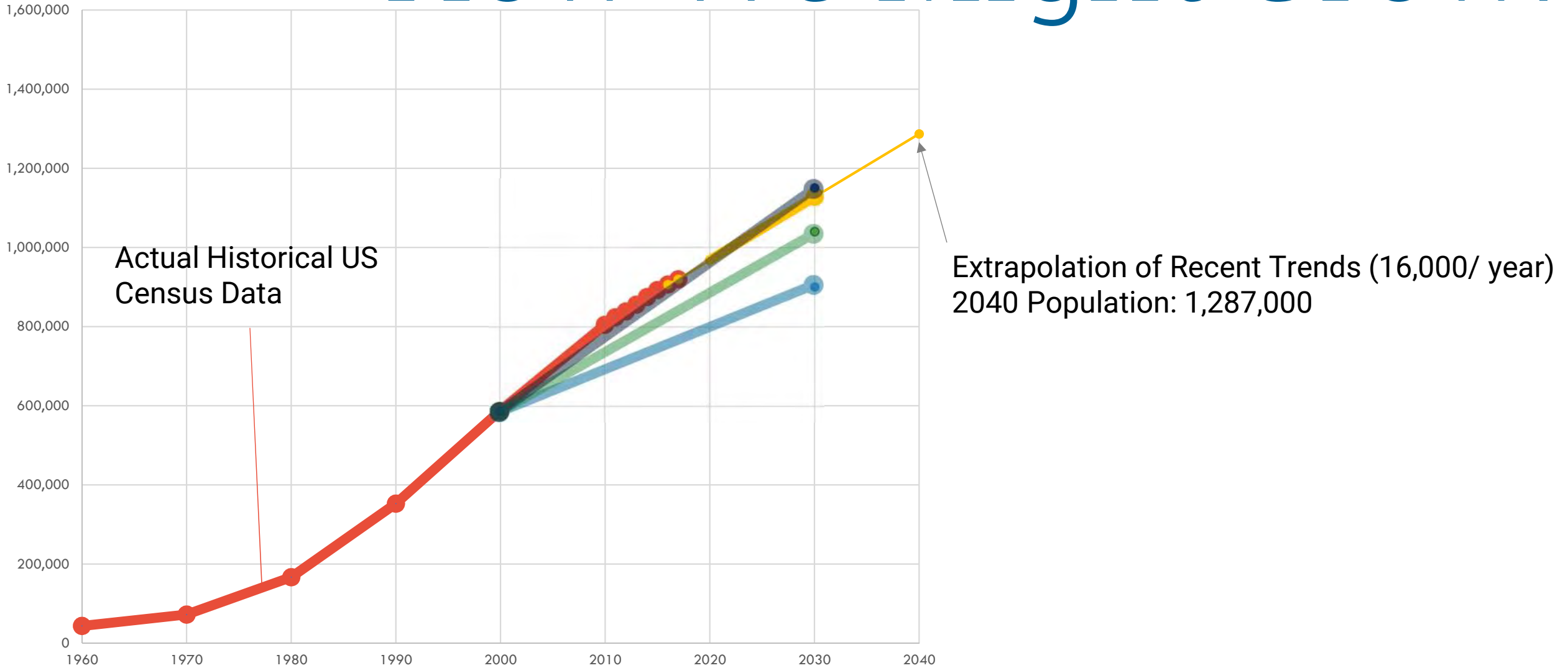
1960 to 1970	2,880 (per year)
1970 to 1980	9,455 (per year)
1980 to 1990	18,600 (per year)
1990 to 2000	23,553 (per year)
2000 to 2010	21,687 (per year)
2010 to 2017	15,934 (per year)

Source: US Census

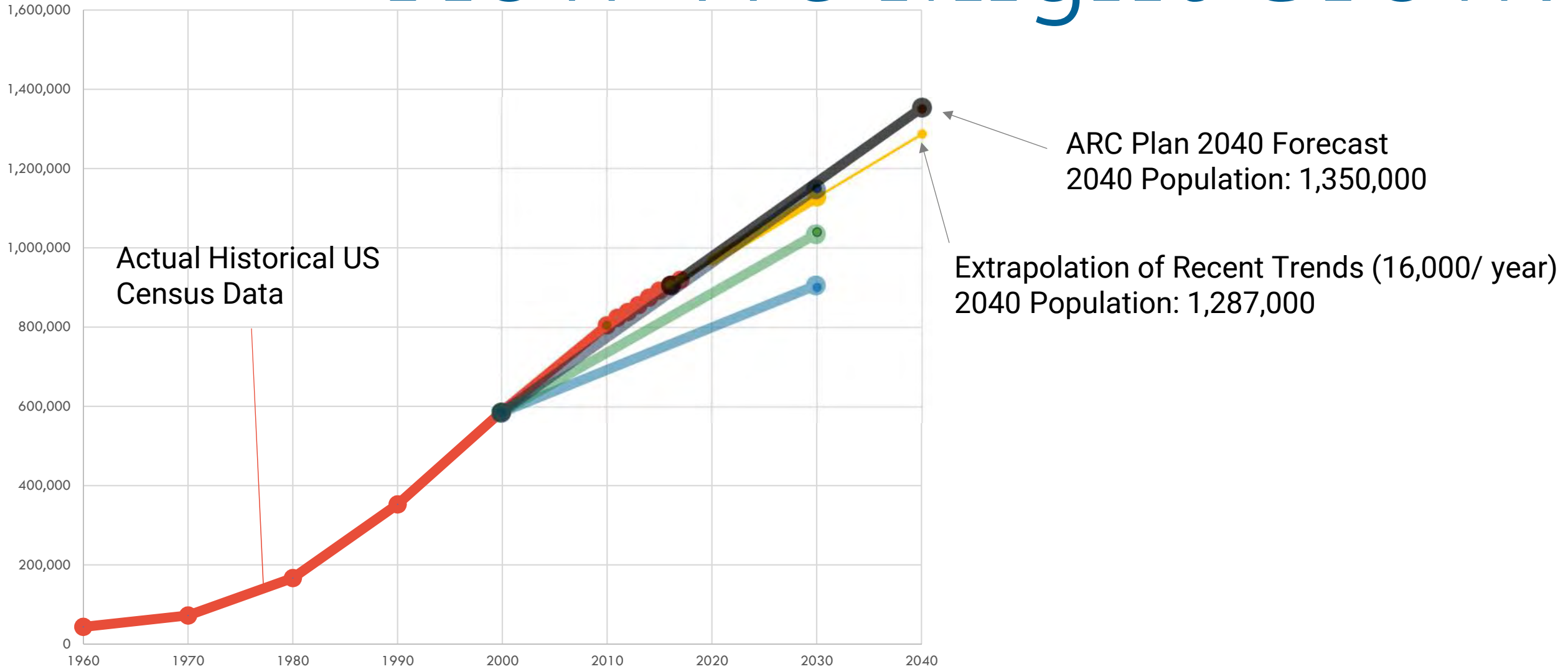
How We Grew.



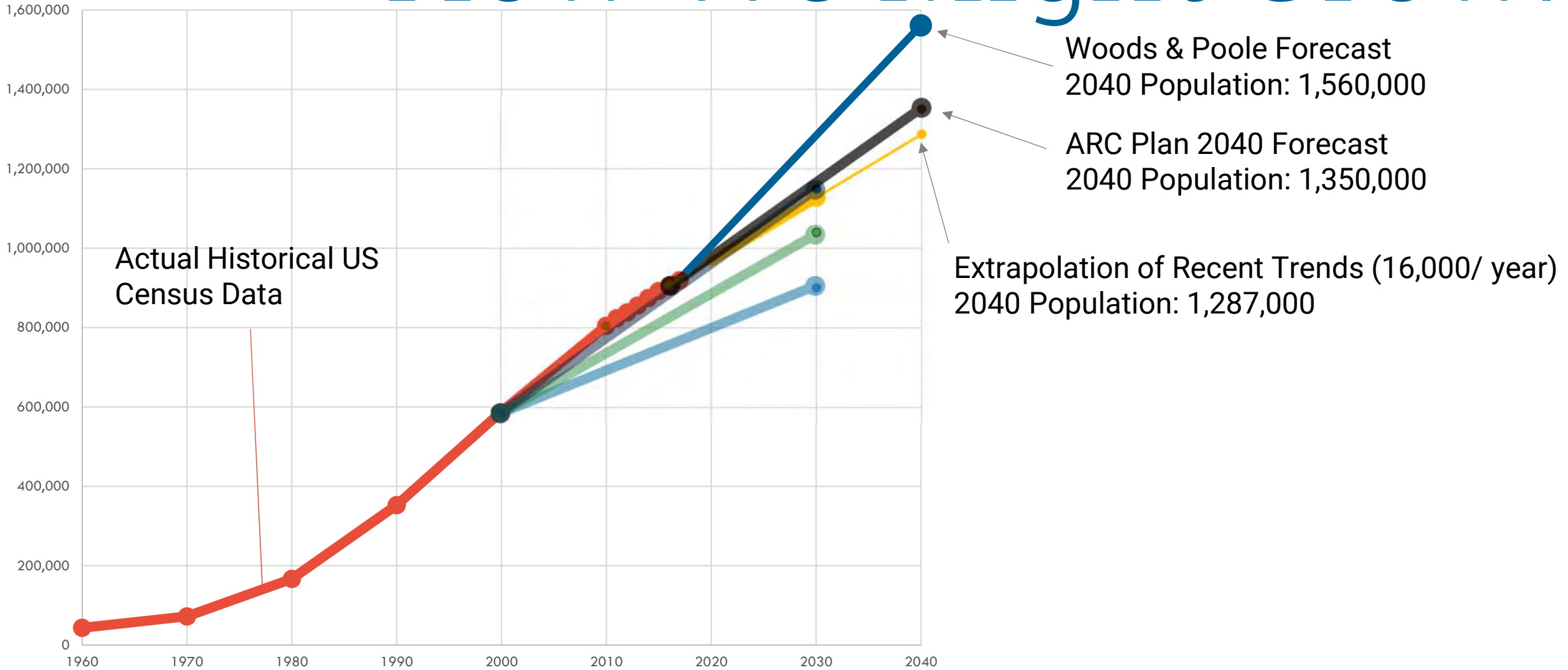
How We Might Grow.



How We Might Grow.



How We Might Grow.



Perceptions



- Hosted at Focus Pointe Global on March 1st
- Two groups of 11 participants
 - High School Graduates
 - College Graduates
- Questions submitted by PAC members at January meeting under four topics:
 - Perceptions of Gwinnett
 - Attitudes Towards Housing
 - Desired Community Amenities
 - What participants hope for their lives to include in the year 2040

Perceptions

Comparison to Other Metro Counties

Progressive because...

- New development
- Redevelopment – especially in the cities
- Culturally diverse

Regressive because...

- Pleasant Hill Road/Gwinnett Place Mall area
- Citizens don't want to expand transit service/MARTA

Perceptions

Housing Preferences

High School Graduates

- Majority would prefer to own a single family home
- Two preferred a condo or townhome
- Mix of housing types is positive

College Graduates

- Mix of responses
- Most would prefer to own
- Renting = less responsibility and ability to move more frequently

Perceptions

Choosing where to live – what's important?

High School Graduates

- Close proximity to interstate
- Good schools
- Low crime
- Parks
- Ability to afford land to go with home
- Diversity
- Accessible public transportation

College Graduates

- Safety
- Cleanliness
- Being close to work
- Ability to walk downstairs to go to a restaurant or bar
- Ease of commute to work and other places, friends
- Walkability and bikeability
- Proximity to outdoor activities/nature

Perceptions

What is Gwinnett missing to attract young adults?

- High School graduates – Nothing to specifically attract young adults
- College graduates
 - Urban environment (sky scrapers/tall buildings, people out walking around and doing things)
 - Night life/places to go out
 - Shopping/restaurants/coffee shops open late
 - Pedestrian friendly environment that allows more interaction with people

Perceptions

Common Values from Both Groups

- Reasonable work commute, with transit as an option
- Walkability
- Shopping, entertainment, locally owned restaurants, and social scene convenient to home
- Parks/trails/recreation/access to nature
- Good schools
- Desire to own a home
- Mix of housing types to accommodate all incomes
- Low crime rate
- Knowing your neighbors/sense of community

Community

Engagement

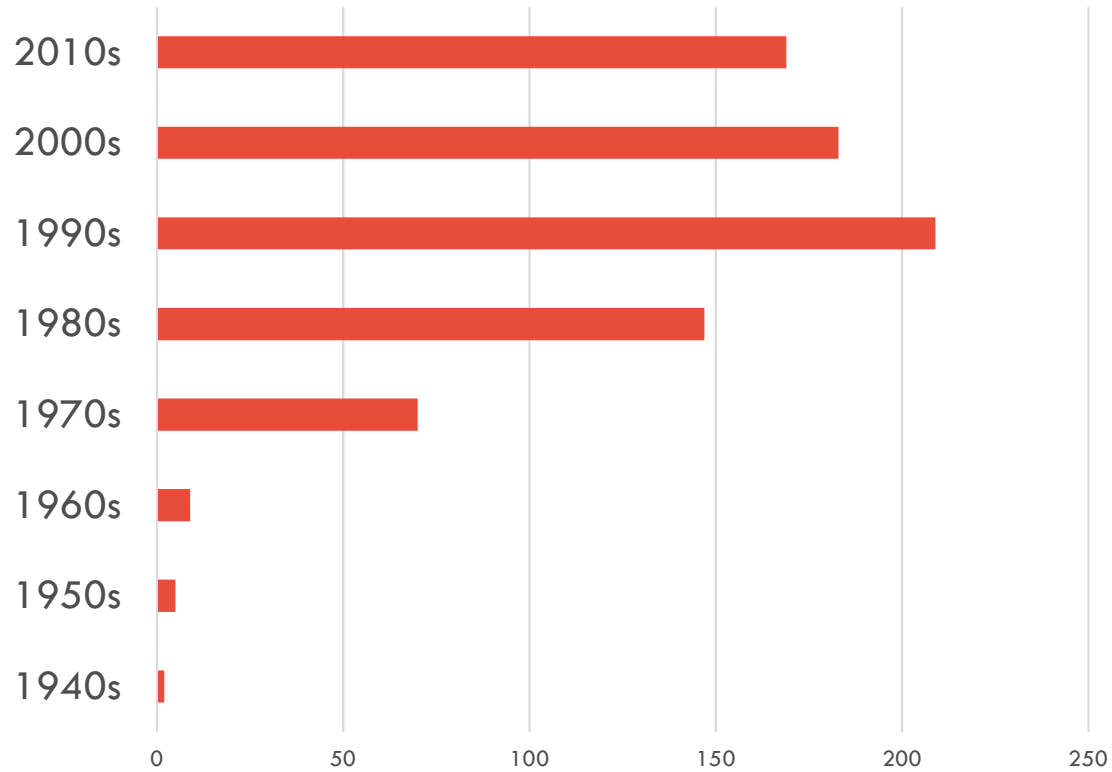
Online Survey

- 1,150 responses
- 15 questions
- multiple choice and open response
- broad range of topics
- survey closed May 31

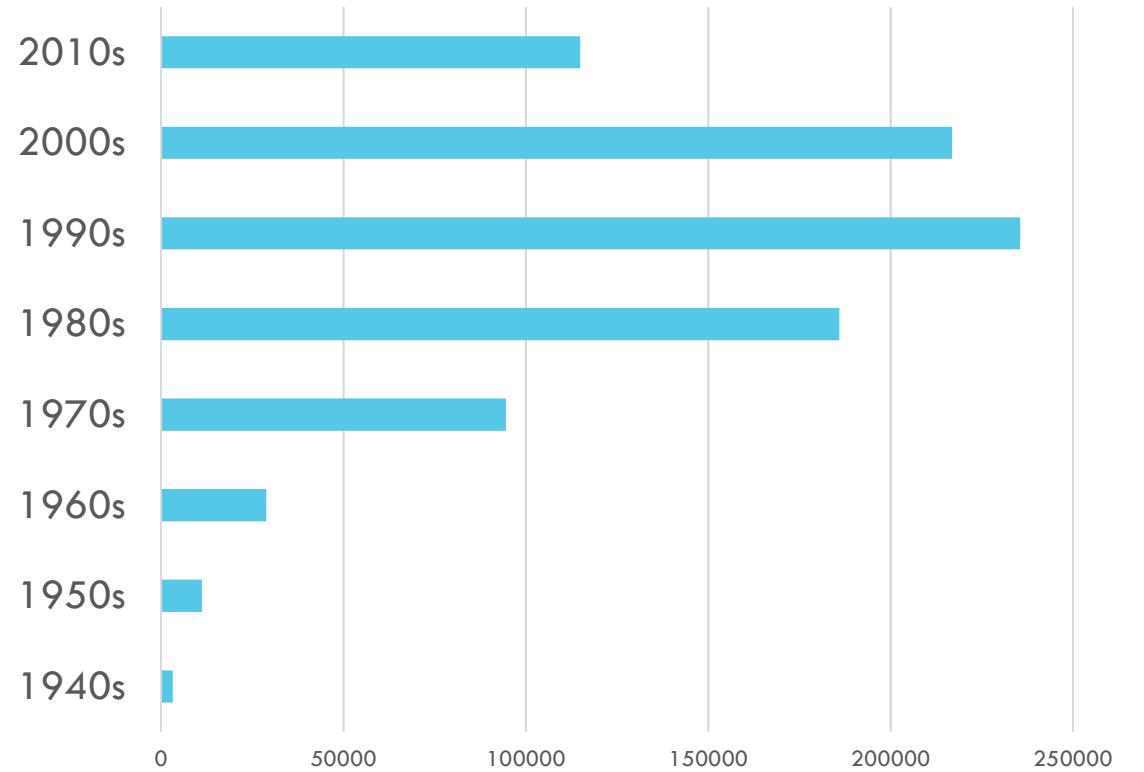


Online Survey

When did you move to Gwinnett County?



Population Addition in Gwinnett



Online Survey

Nearly 70% of respondents see themselves living in Gwinnett 20 years from now!

Top reasons people moved to Gwinnett:

1. Housing affordability (46%)
2. School system (46%)

Other themes:

- Concerns about transportation
- Concerns about rapid growth

Open Houses

Open Houses

- 15 meetings
- Typical attendance of 25 people
- Interactive exercises
- Geographically diverse located at parks and libraries
- Open House format

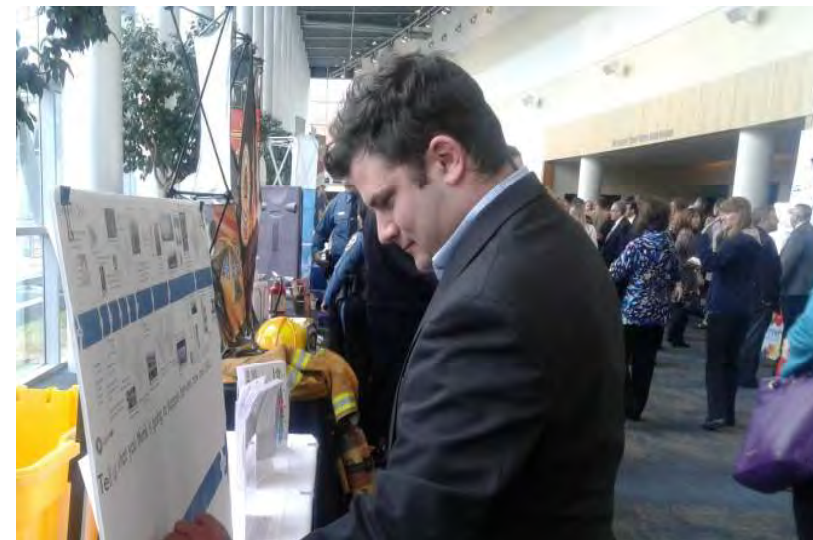
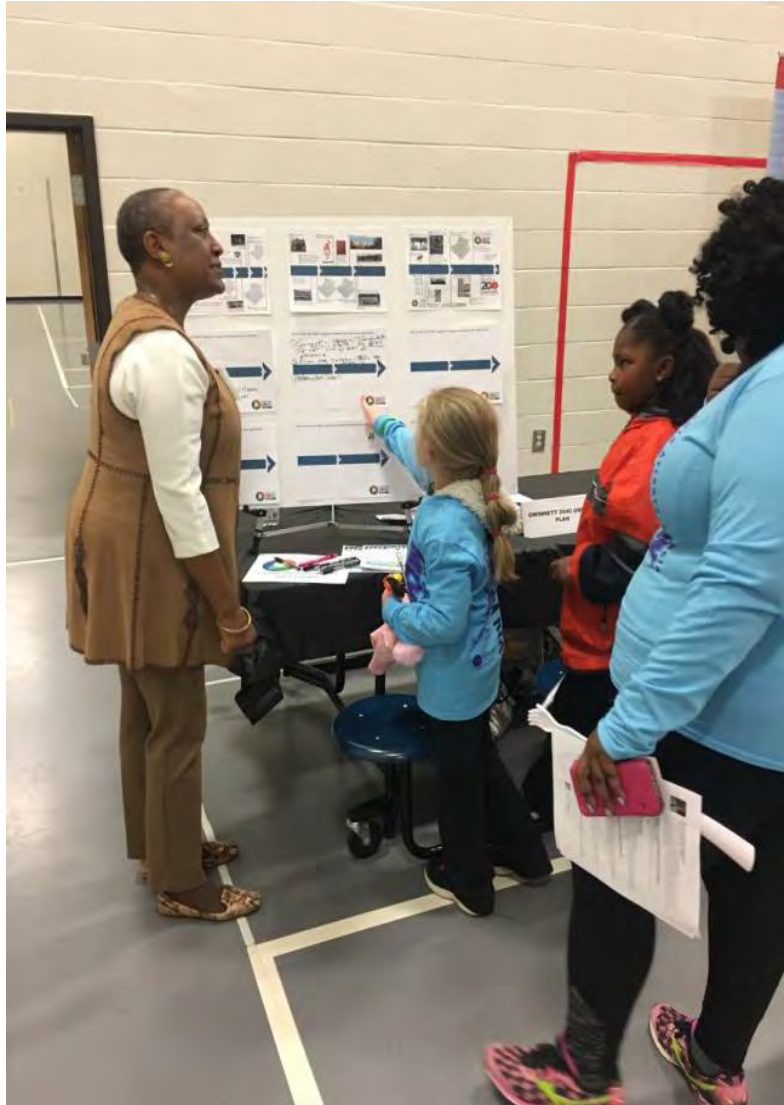


Planning Advisory Committee

Planning Advisory Committee



Pop Up Events



- MLK Jr. Day Parade
- Chairman's State of the County
- UVAC TET Festival
- Bethesda Park Senior Center
- Centerville Senior Center
- Button Gwinnett Day
- Multi-Cultural Festival
- Chamber of Commerce Family Festival
- Kids Expo

Intercept Interviews

- Santa Fe Mall
- Plaza Las Americas
- Rhodes Jordan Park
- Bogan Park
- Best Friend Park
- Rhodes Jordan Park
- Lenora Park
- Bethesda Park
- Super H Mart

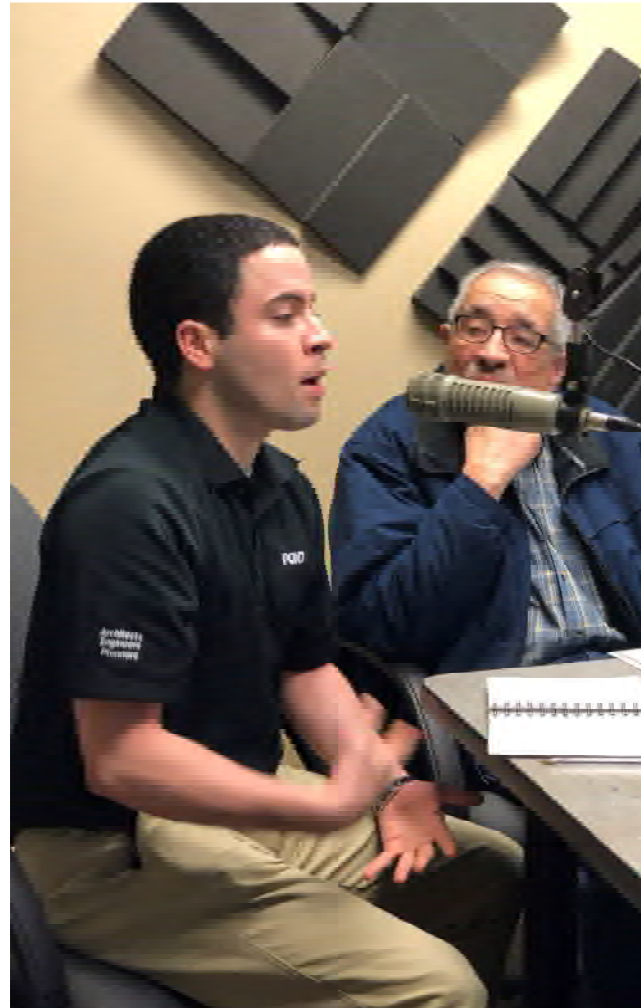


Speaking Engagements

- Partnership Gwinnett
- Gwinnett Place CID
- Sugarloaf CID
- Lilburn CID
- Sugarloaf Rotary Club
- Snellville Lions Club
- Hispanic Chamber of Commerce



Other Activities



- Dinner & Dialogue
- Career Day
- Spanish Language Radio Stations (La Vida, La Raza, Que Buena)
- BOC Briefings
- Planning Commission Briefings
- Gwinnett Planning Committee
- Technical Advisory Committee
- Facebook
- Water Bills
- Gwinnett County Communications

Develop

Emerging Recommendations

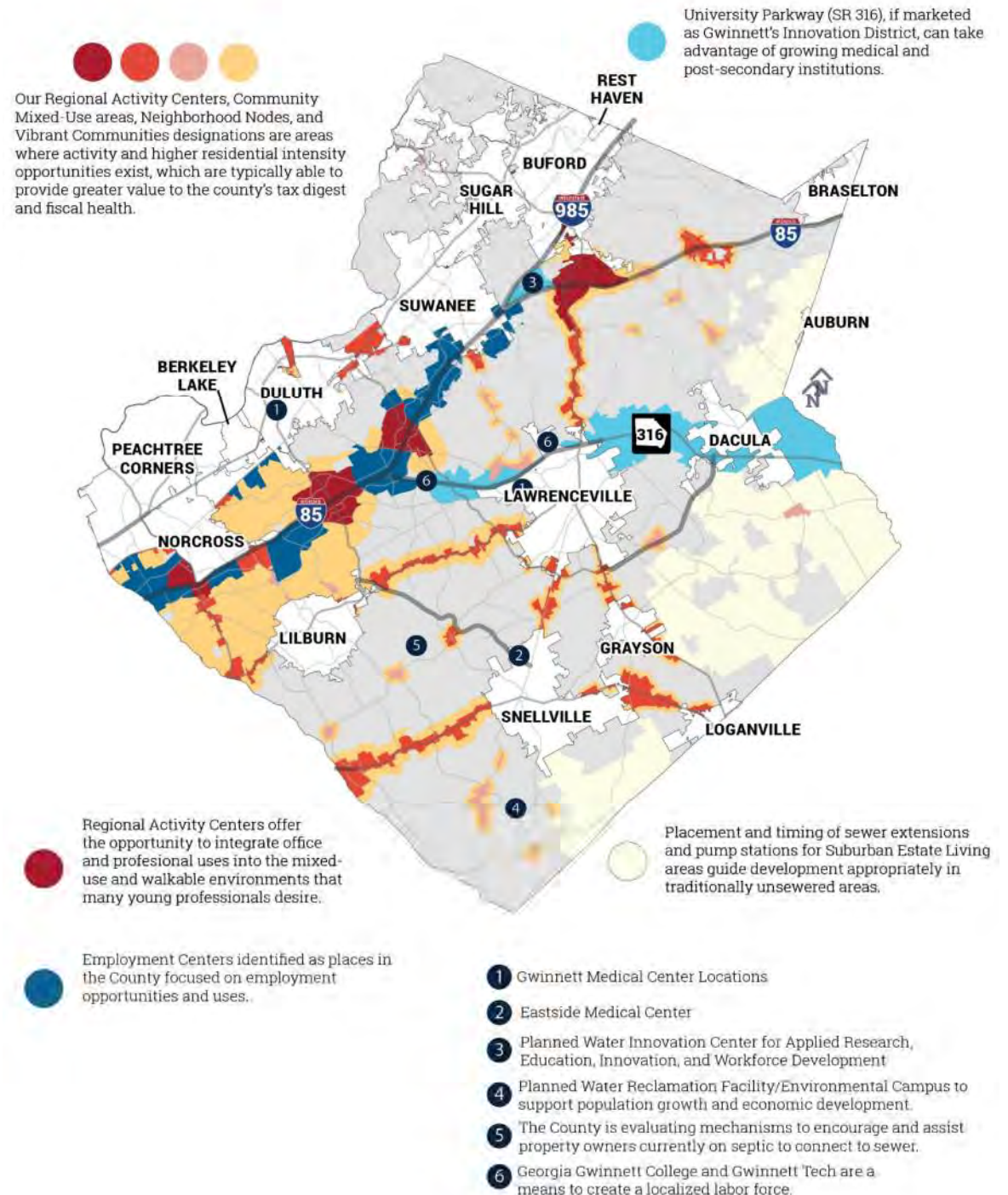
Policies

The “5 Themes”

1. Maintain Economic Development & Fiscal Health
2. Foster Redevelopment
3. Maintain Mobility & Accessibility
4. Providing More Housing Choices
5. Keep Gwinnett a “Preferred Place”

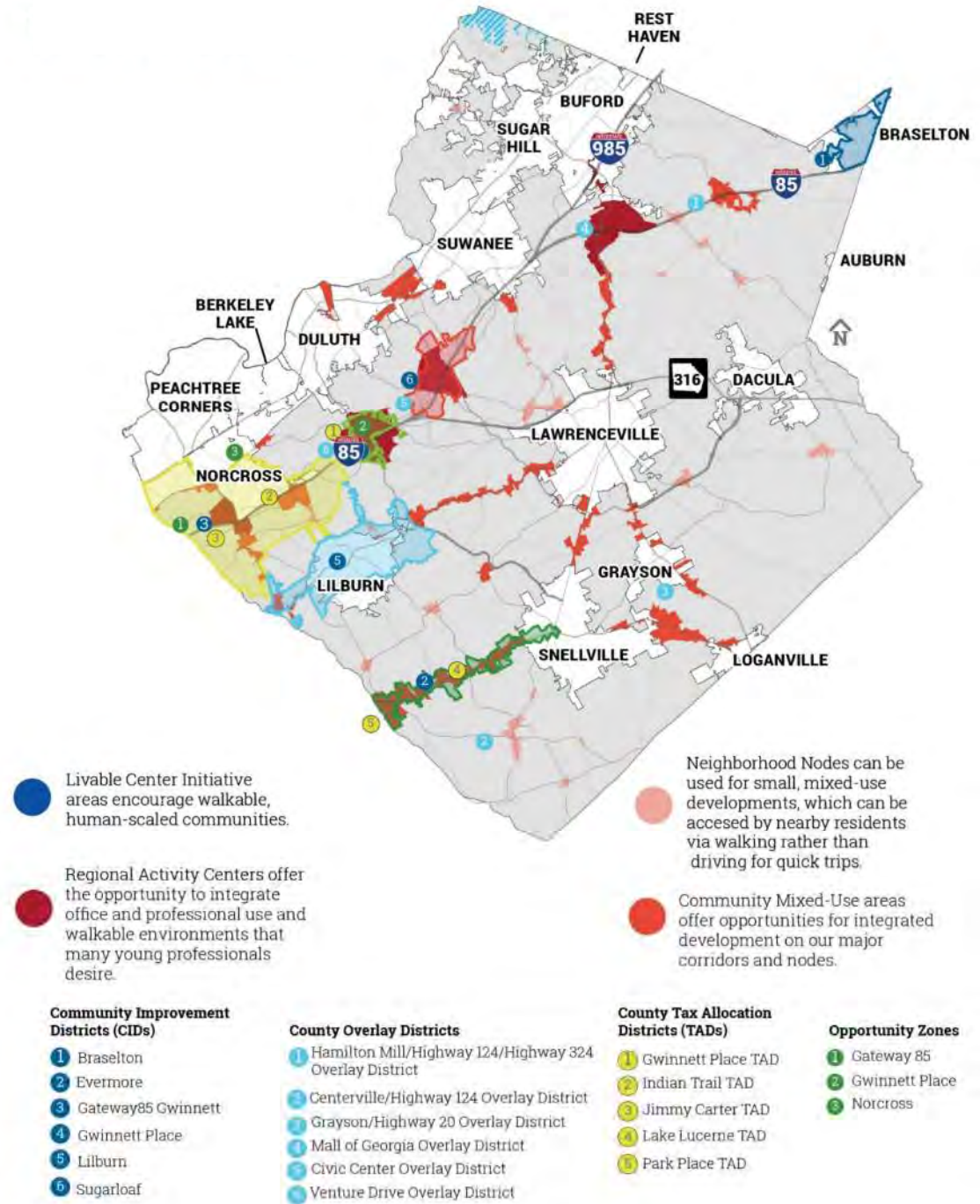
Maintain Economic Development & Fiscal Health

- Promote Mixed-Use, Nodal Development Along Major Corridors
- Promote Office Use as Part of Larger, Mixed-Use Developments
- Coordinate with Department of Water Resources (DWR) on Placement of Water and Sewer in Conjunction with the 2050 Sewer Master Plan
- Promote University Parkway (SR 316) as Gwinnett's Innovation District
- Employ Debt Financing, User Fees, Public-Private Partnerships, and Other Methods to Finance Major Infrastructure
- Encourage Redevelopment/Renovation of Existing, Aging Retail Centers, and Promote New Retail as Part of Mixed-Use Developments



Foster Redevelopment

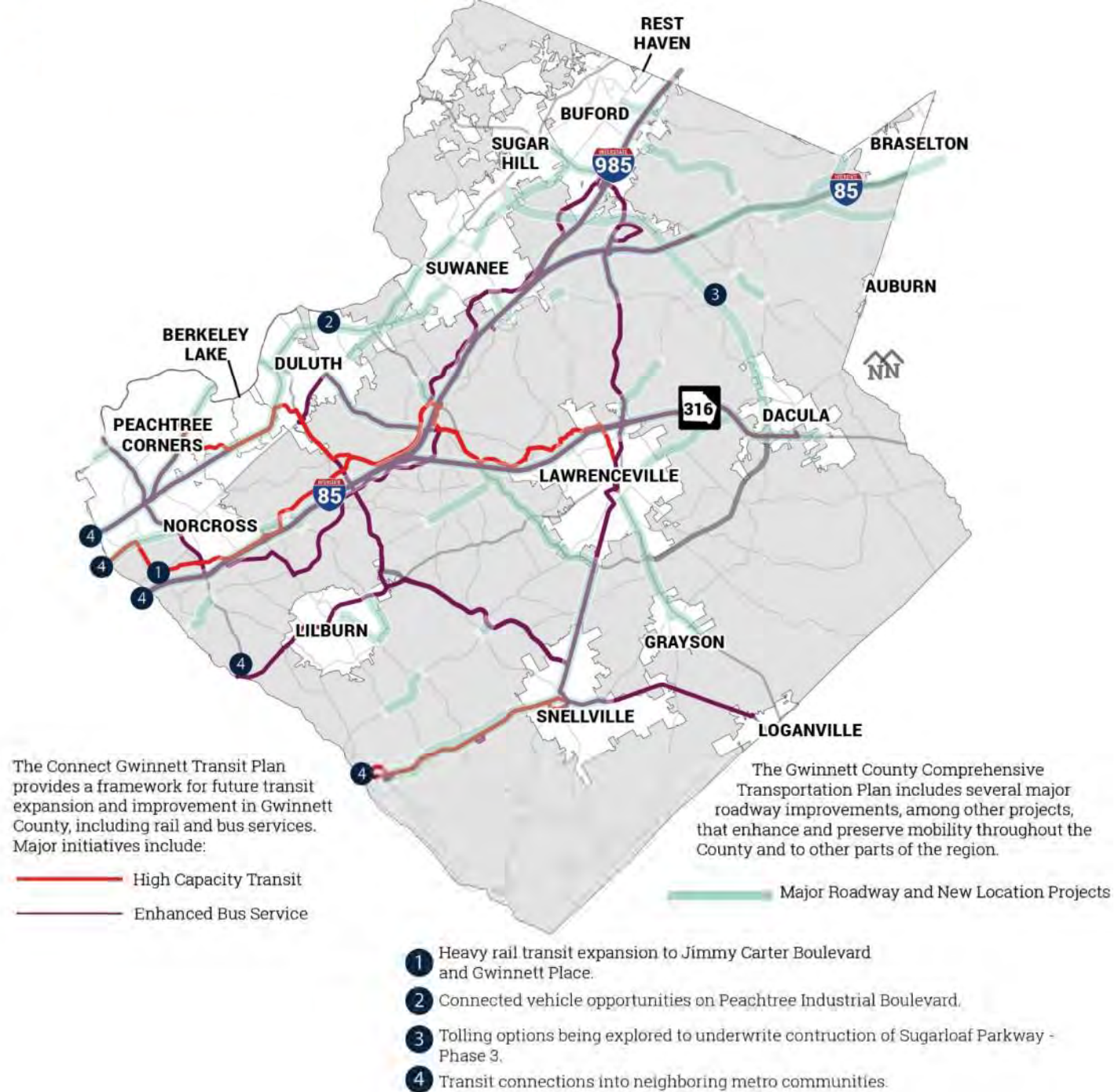
- Institute a Variety of Redevelopment Incentives and Bonuses
- Promote Densification in Specific Areas Designated for Mixed-Use Through Rezoning and Increased Infrastructure Capacity
- Use Tax Allocation Districts (TADs)
- Promote Shared Infrastructure Facilities
- Allow Corner Convenience Stores in Defined Residential Nodes



Note: Other Overlay Districts and TADs are summarized by Gwinnett HRA. See website.

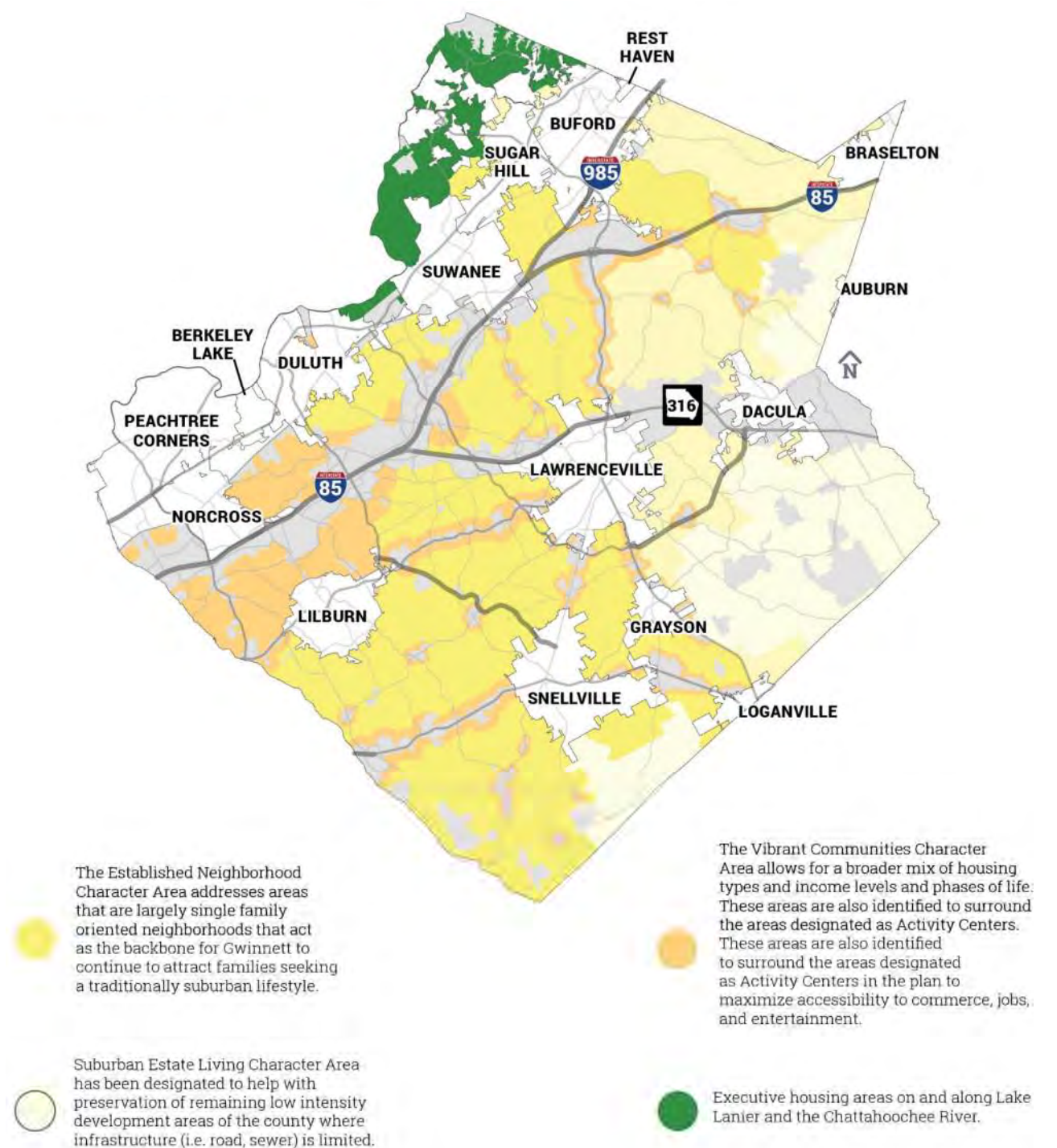
Maintain Mobility & Accessibility

- Enhance Signal Coordination and Intelligent Transportation Systems (ITS)
- Promote Inter-Parcel Access on Arterials in New Development and Redevelopment, to Decrease Curb Cuts
- Enhance Incident Management Traffic Control Center
- Establish a Road Connectivity Requirement for New Development
- Create Transit Oriented Development (TOD) at Proposed Transit Stations/Hubs
- Support the Recommendations and Policies in the Transit Development Plan
- Adopt and Promote Land Use Policies that Support Recommendations and Policies in the Comprehensive Transportation Plan



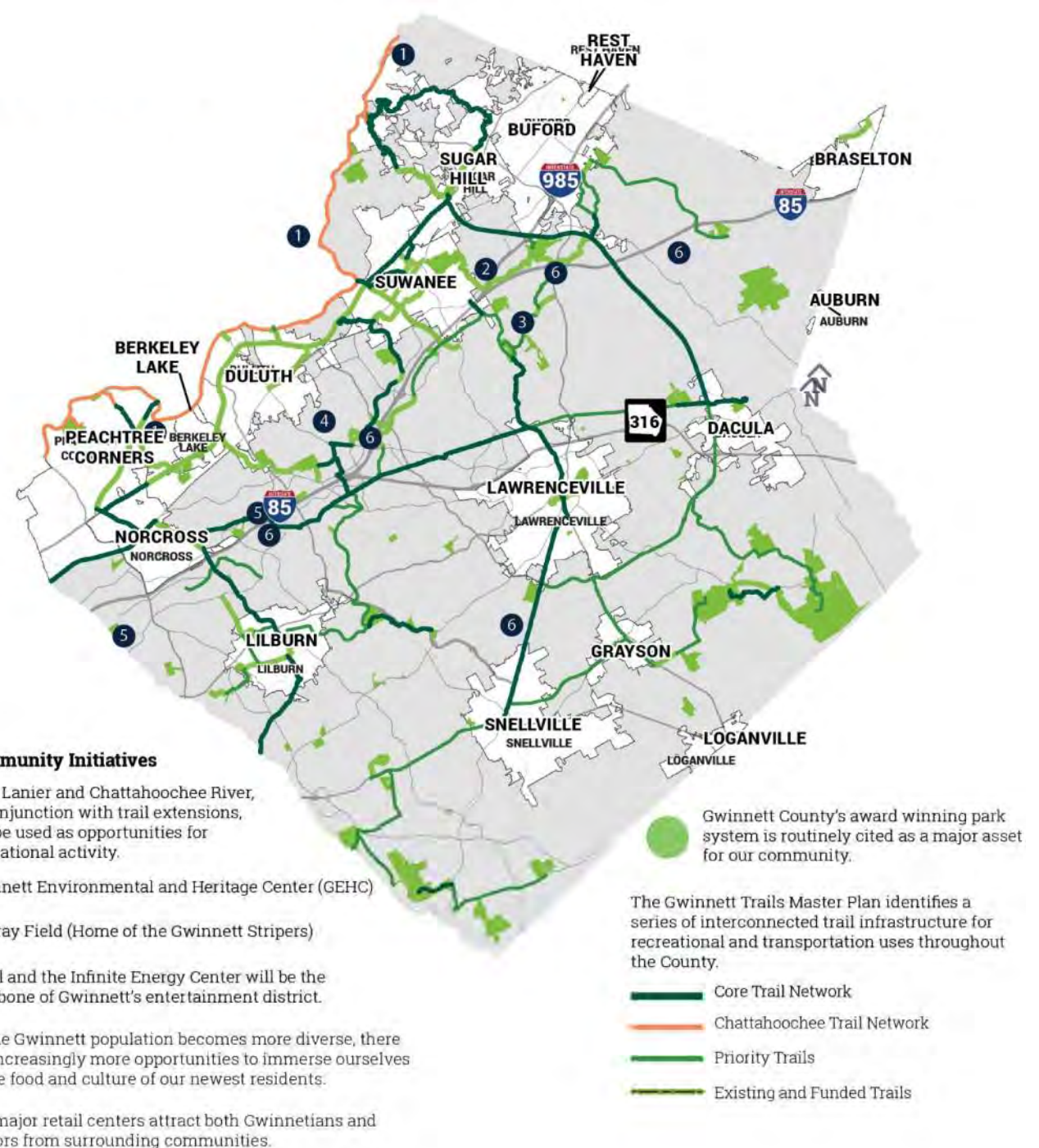
Provide More Housing Choices

- Promote Policies that Encourage Housing for All Income Levels and Phases of Life
- Expand Rehabilitation Assistance to Homeowners
- Expand Senior Housing Options



Keep Gwinnett a “Preferred Place”

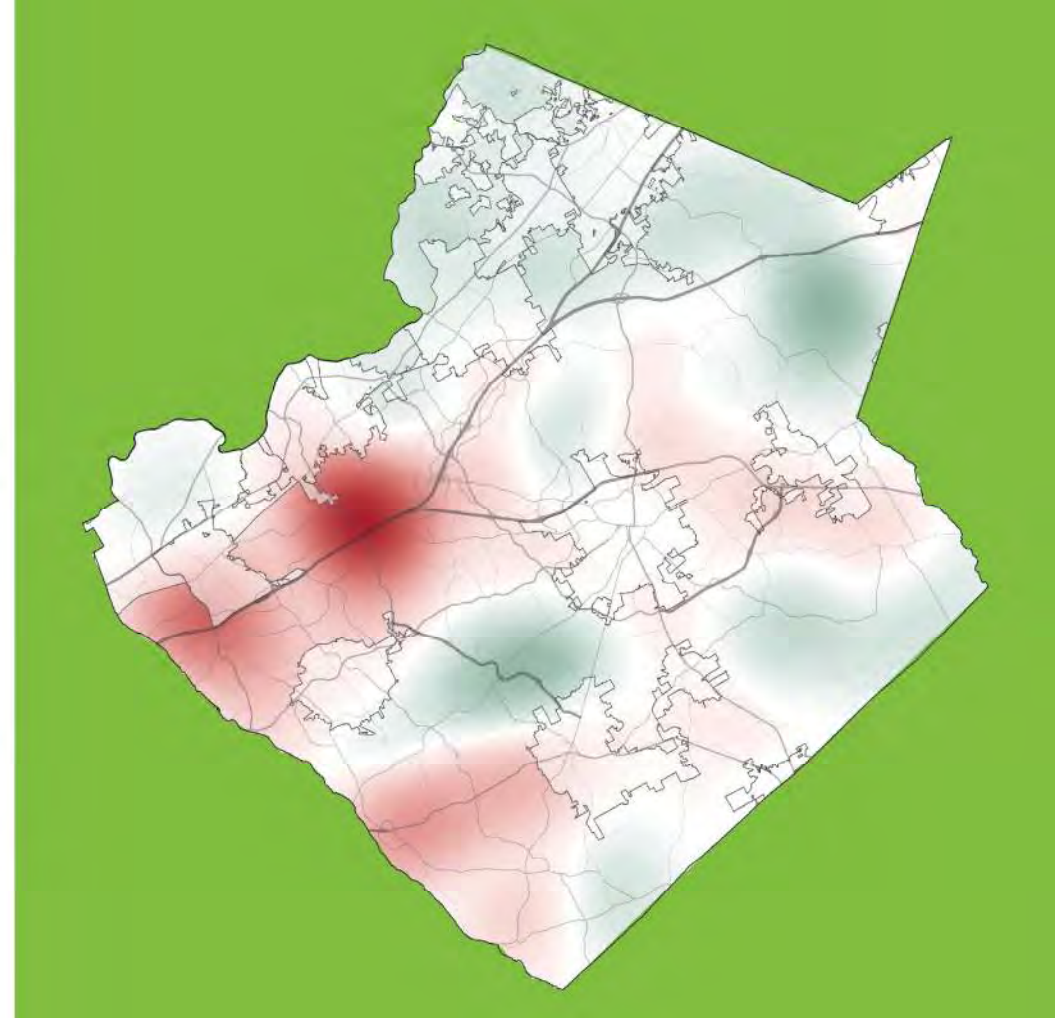
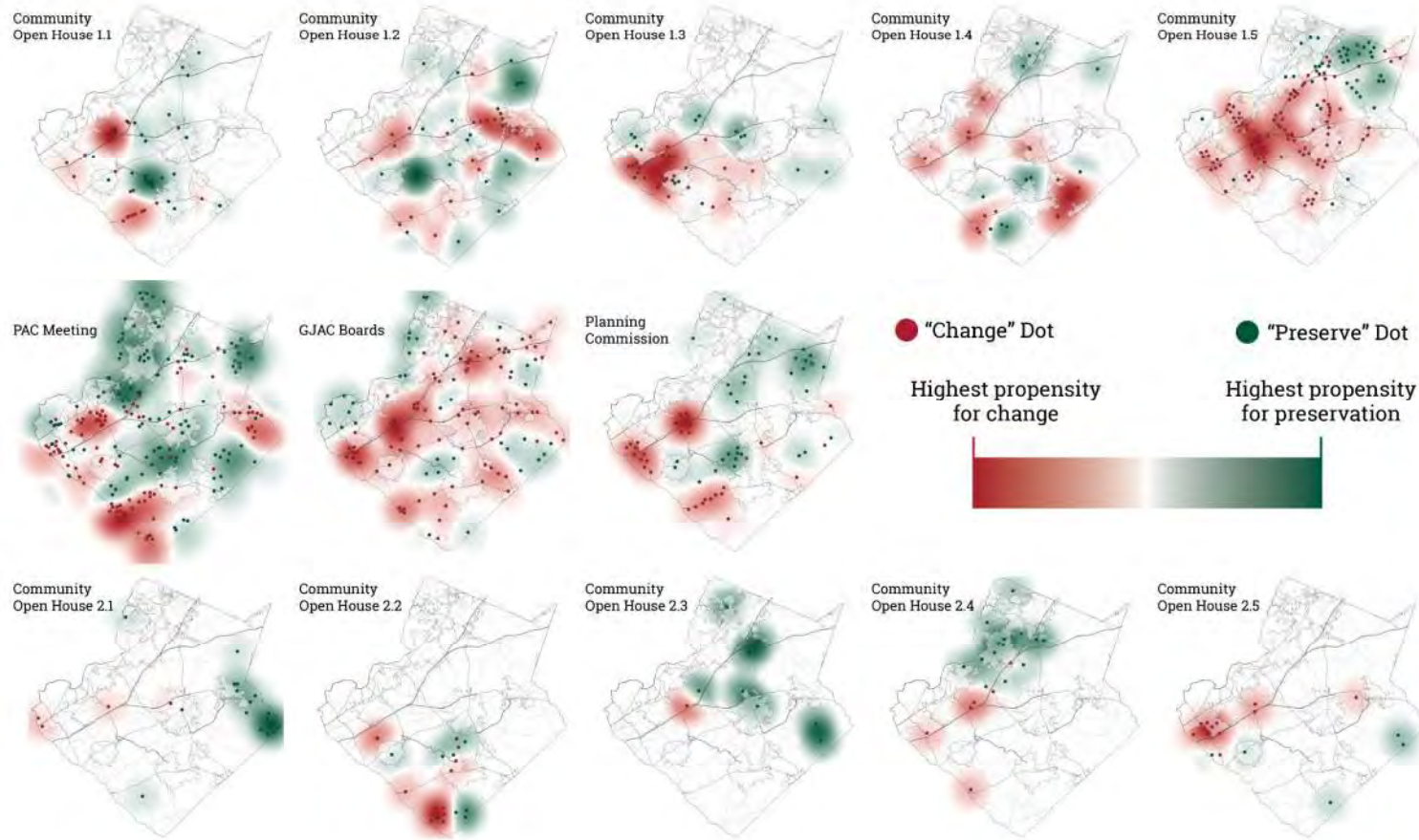
- Improve the Walkability of Gwinnett’s Activity Centers and Neighborhoods
- Support and Promote the Expanded Four-Year College
- Invest in Youth Enrichment Programs
- Draft Design Guidelines for Areas That Are Ready for Redevelopment or New Development
- Provide Venues to Celebrate the Cultural Diversity of the County
- Expand Presence of the “Arts Community”
- Provide Incentives for Enhanced Open Space & Trails
- Create Trail Connections Between Existing Parks, Schools, Libraries, and Other Community Facilities as Appropriate



Emerging Recommendations

Opportunity for Change

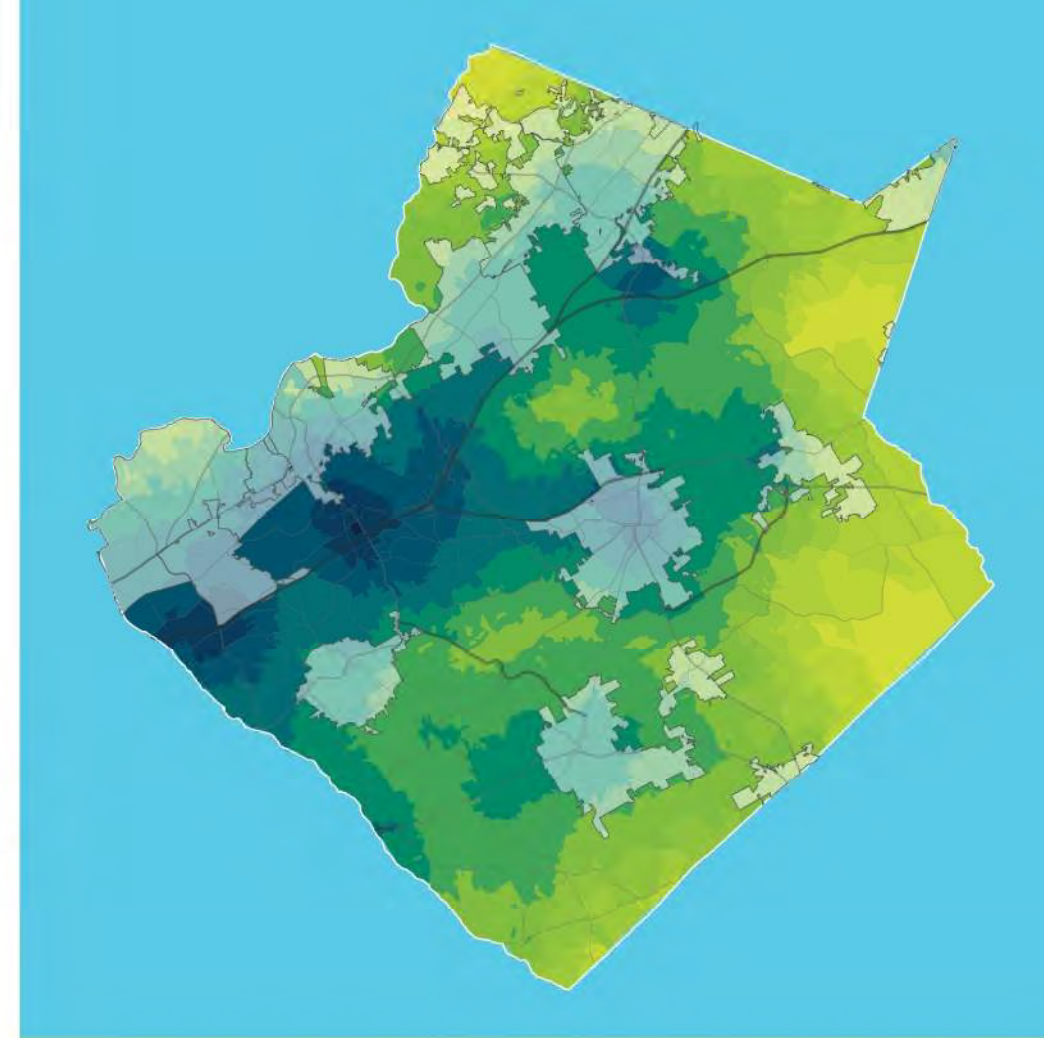
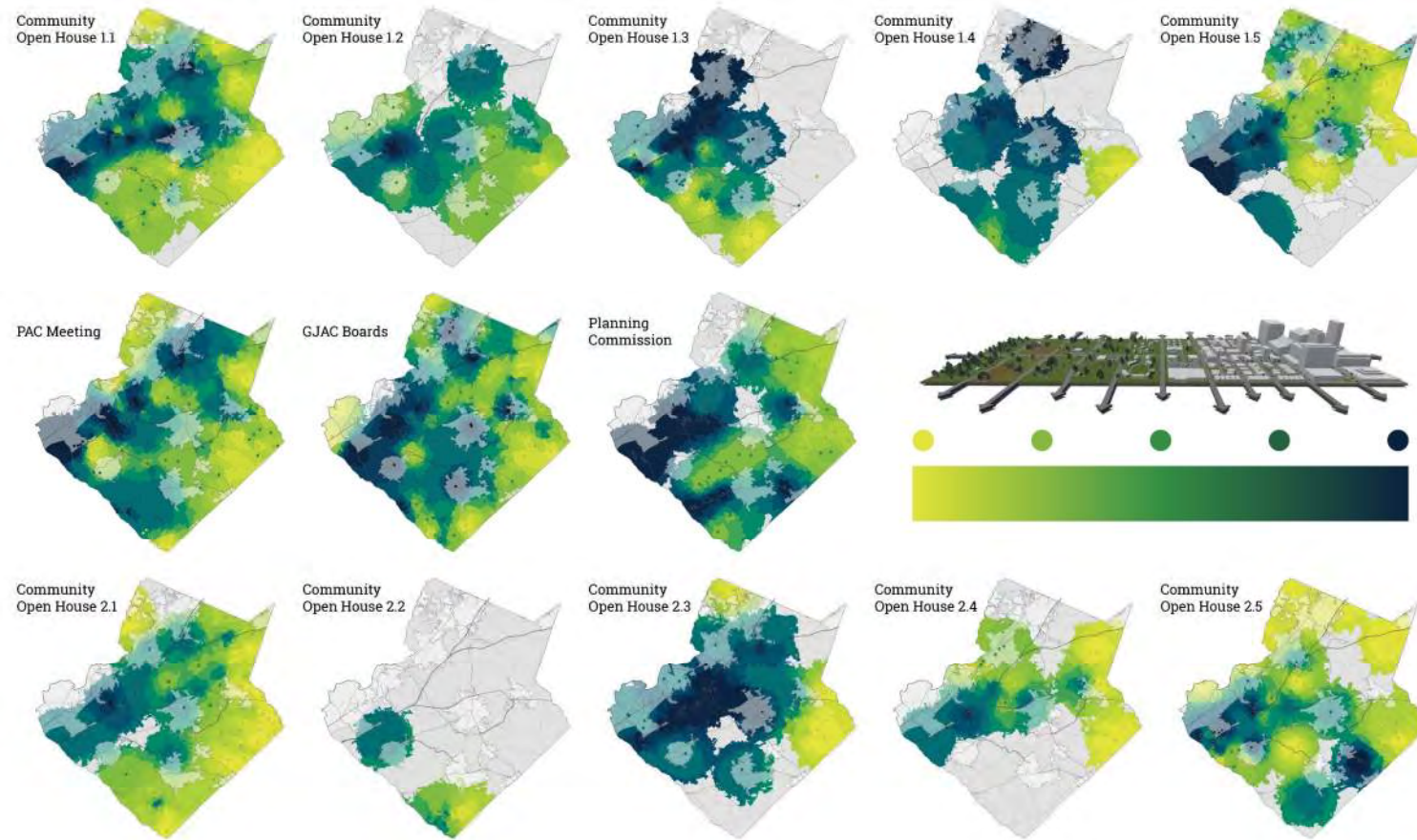
Change and Preserve Preferences



Emerging Recommendations

Opportunity for Change

Urban Scale Preferences

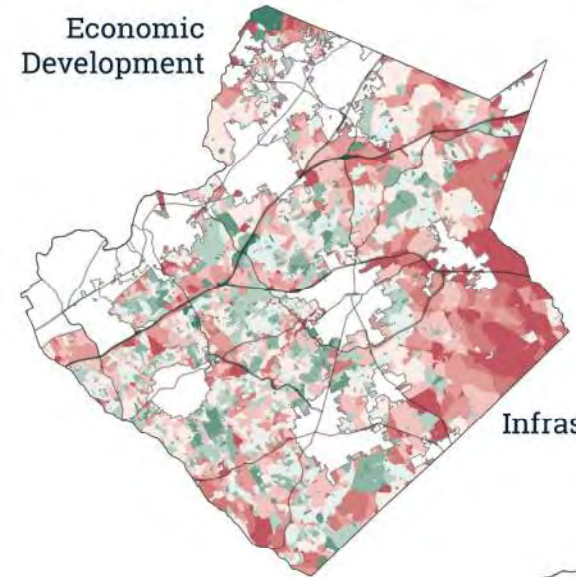


Emerging Recommendations

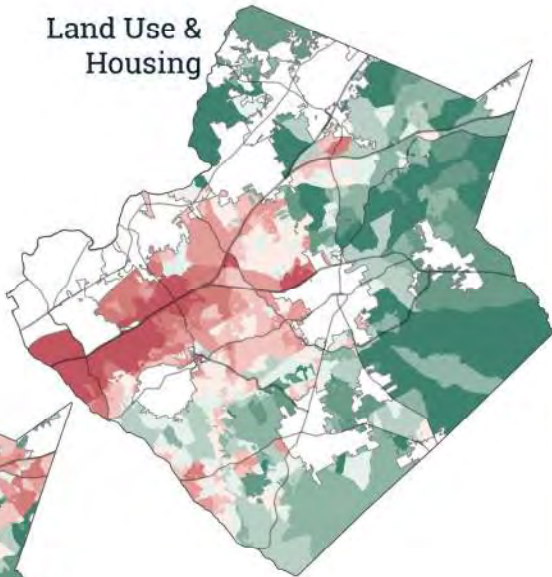
Opportunity for Change

Likelihood of Change Analysis

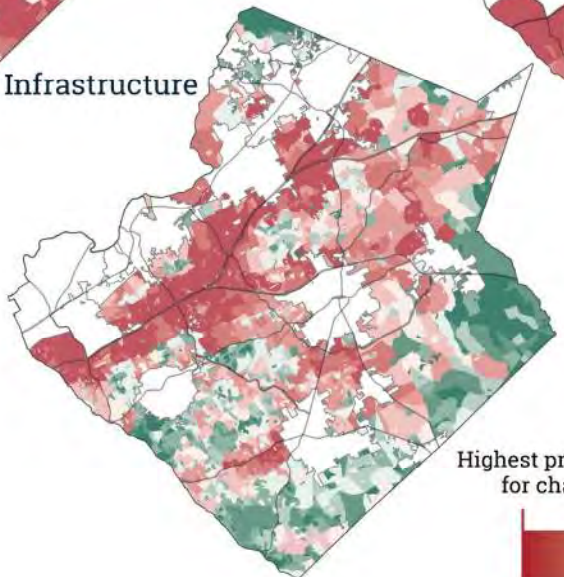
Economic
Development



Land Use &
Housing

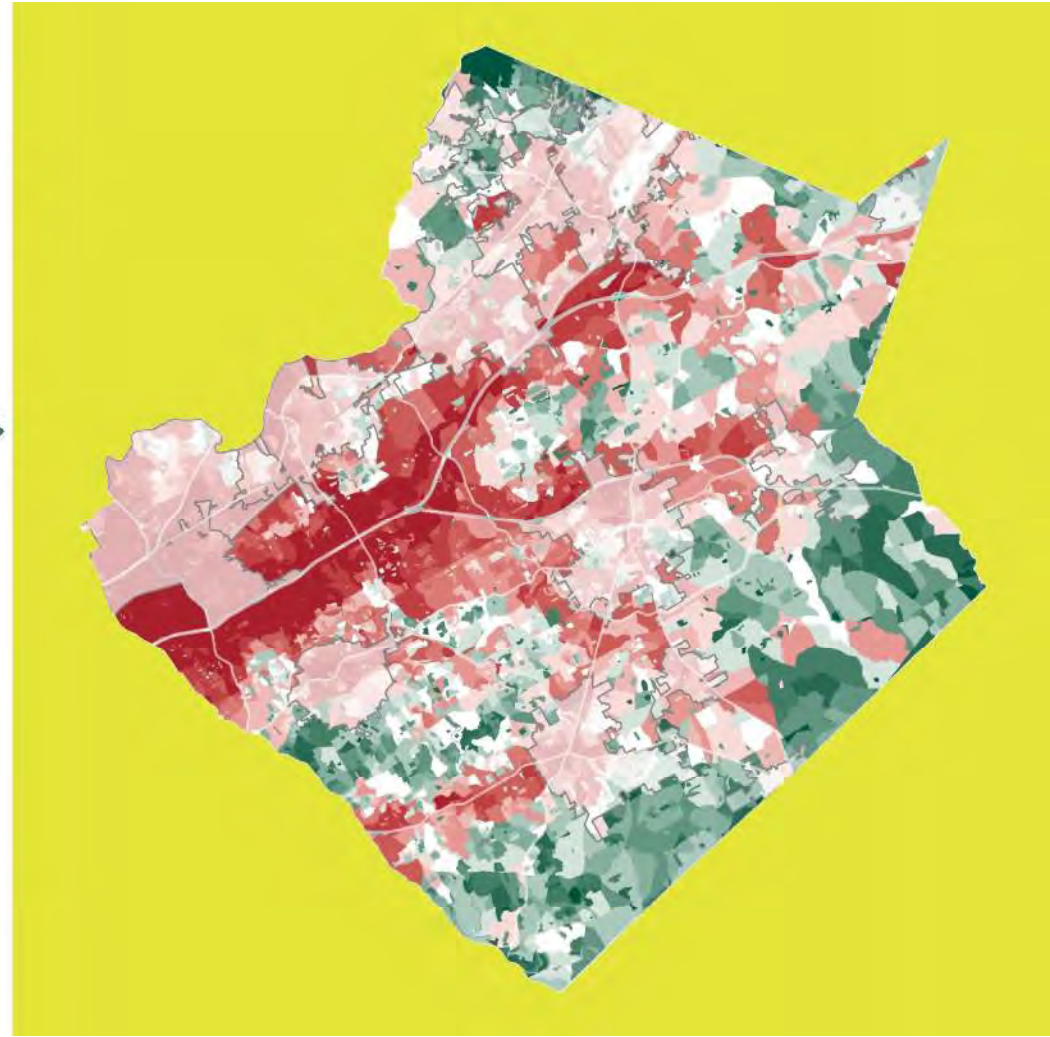


Infrastructure



Highest propensity
for change

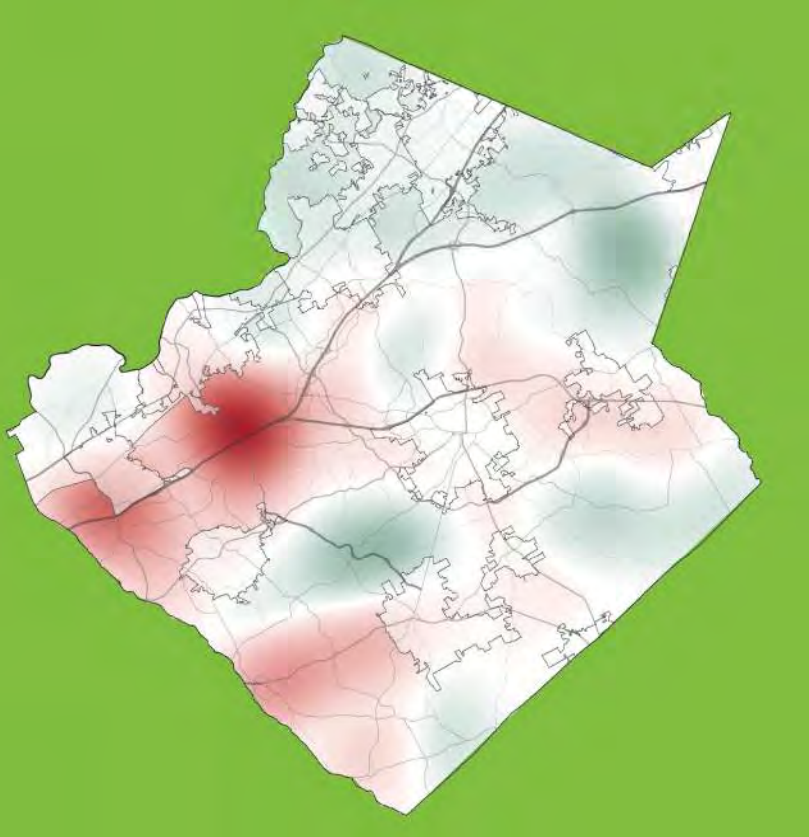
Highest propensity
for preservation



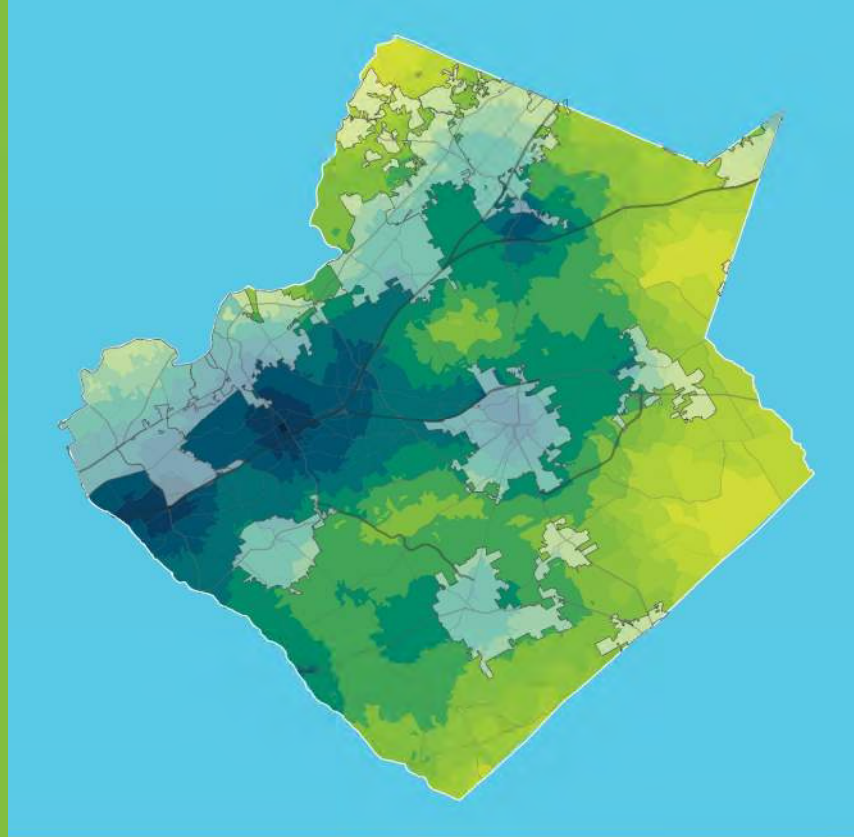
Emerging Recommendations

Opportunity for Change

Change & Preserve Preferences



Urban Scale Preferences



Change & Preserve Likelihood



Guiding Philosophies

Use Character Areas to Establish Transitional Areas



Use Urban Scale to Communicate and Articulate Implied Densities and Character

Encourage Redevelopment in Key Areas While Still Allowing for Greenfield Development Opportunities



Encourage Development to Be More Nodal Than Linear

Preserve the Character of Areas That Are Still Relatively Undeveloped



Incorporate and Integrate Office Areas Into Mixed-Use Districts

Future Development Map

Activity Centers

- Regional Activity Center
- Community Mixed-Use
- Neighborhood Node

Employment Centers

- Workplace Center
- Innovation District

Other

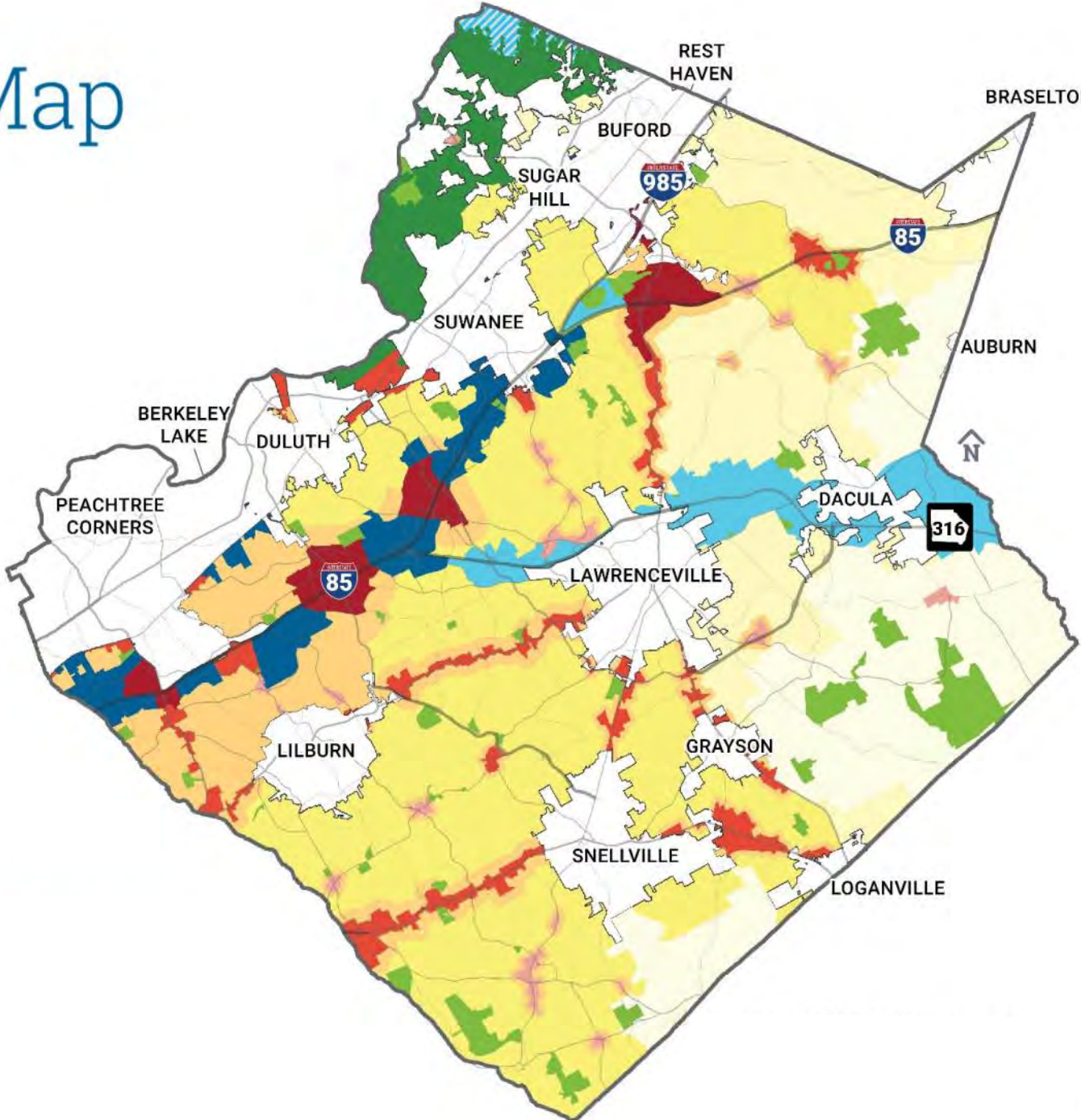
- Municipalities
- Lake Lanier

Residential Neighborhoods

- Vibrant Communities
- Established Neighborhoods
- Emerging Suburban
- Suburban Estate Living

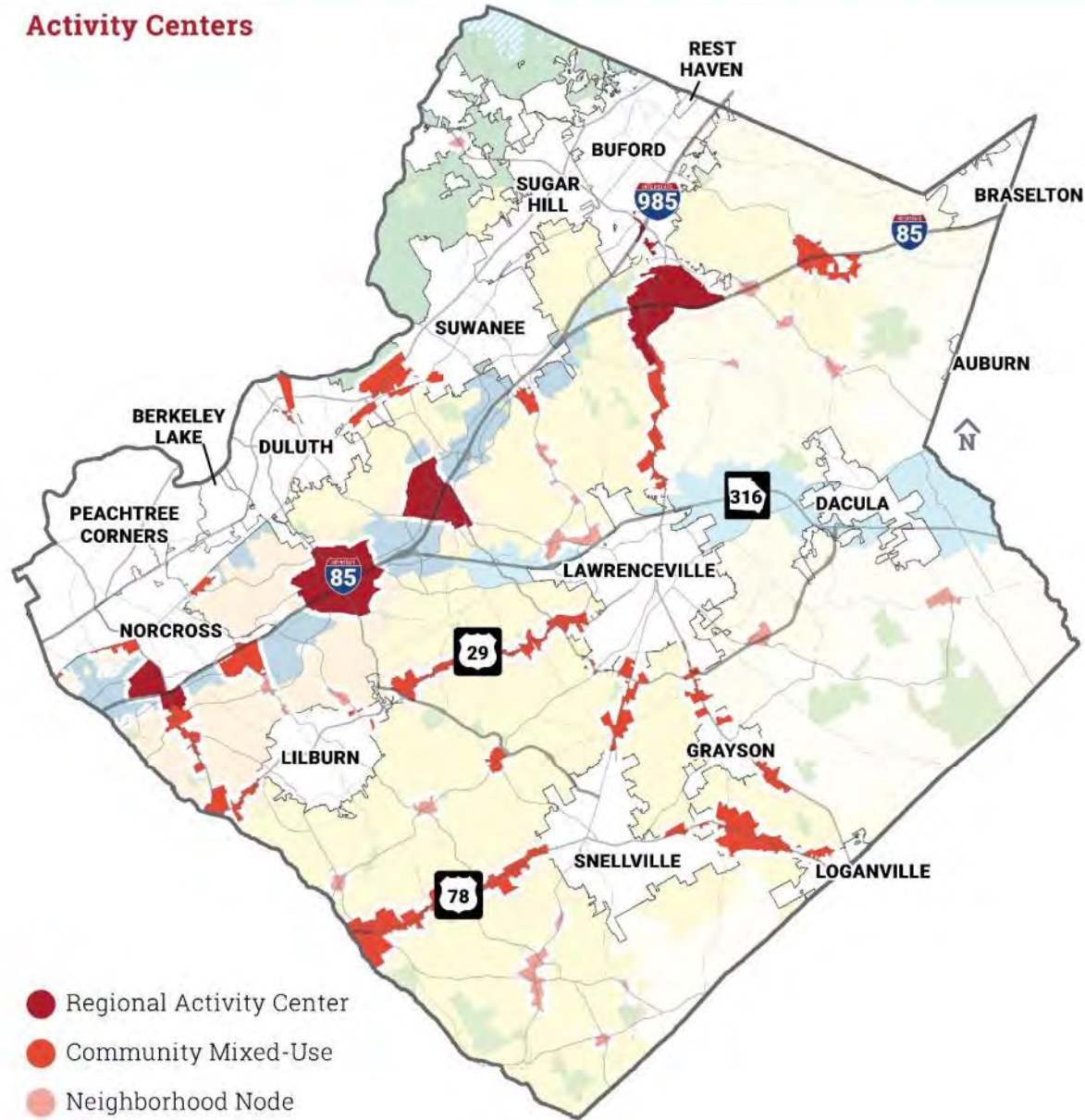
Low Intensity Areas

- Chattahoochee River Area
- Community Amenities



Activity Centers

Activity Centers



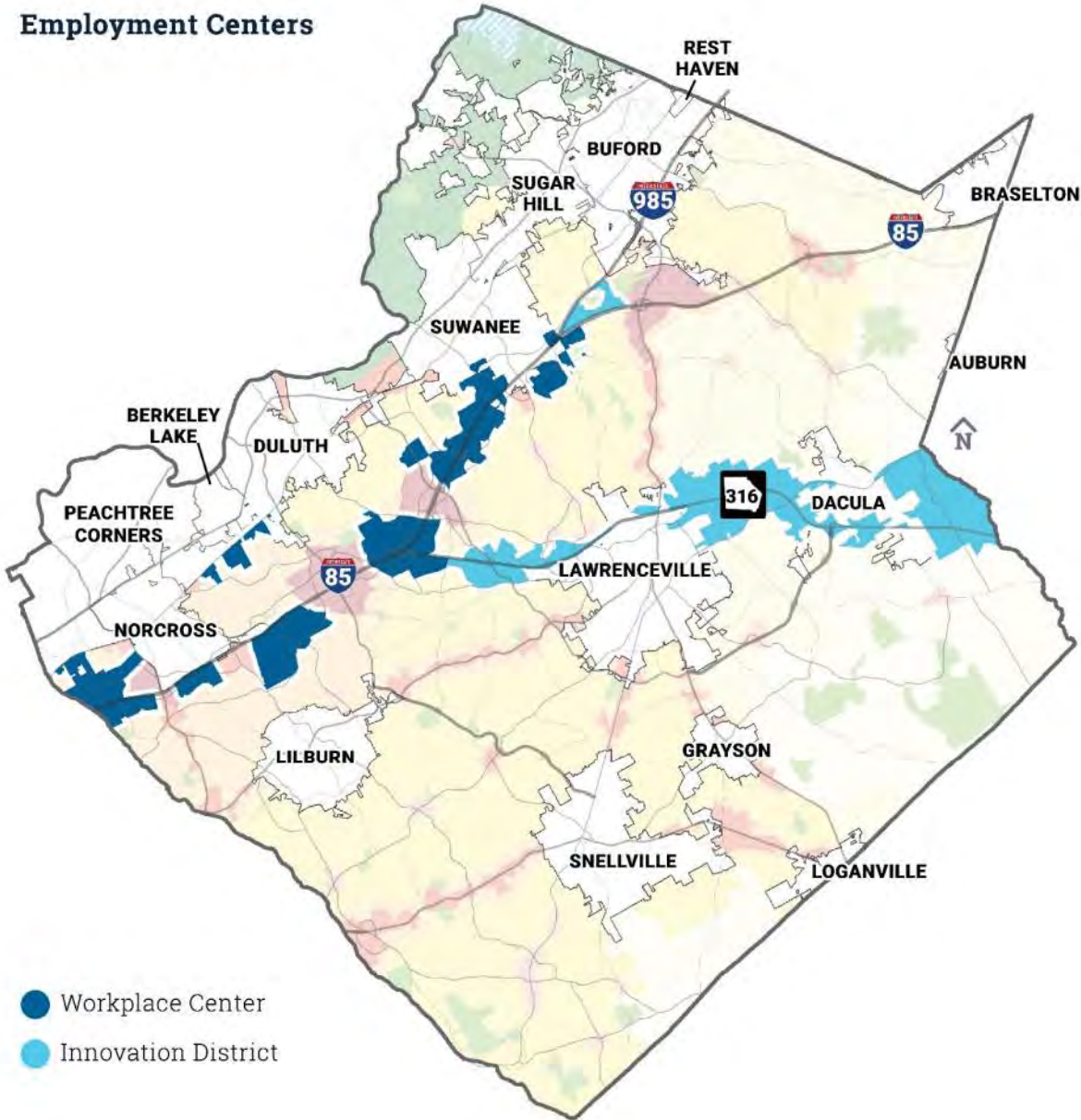
Regional Activity Center

Community Mixed-Use

Neighborhood Nodes

Employment Centers

Employment Centers



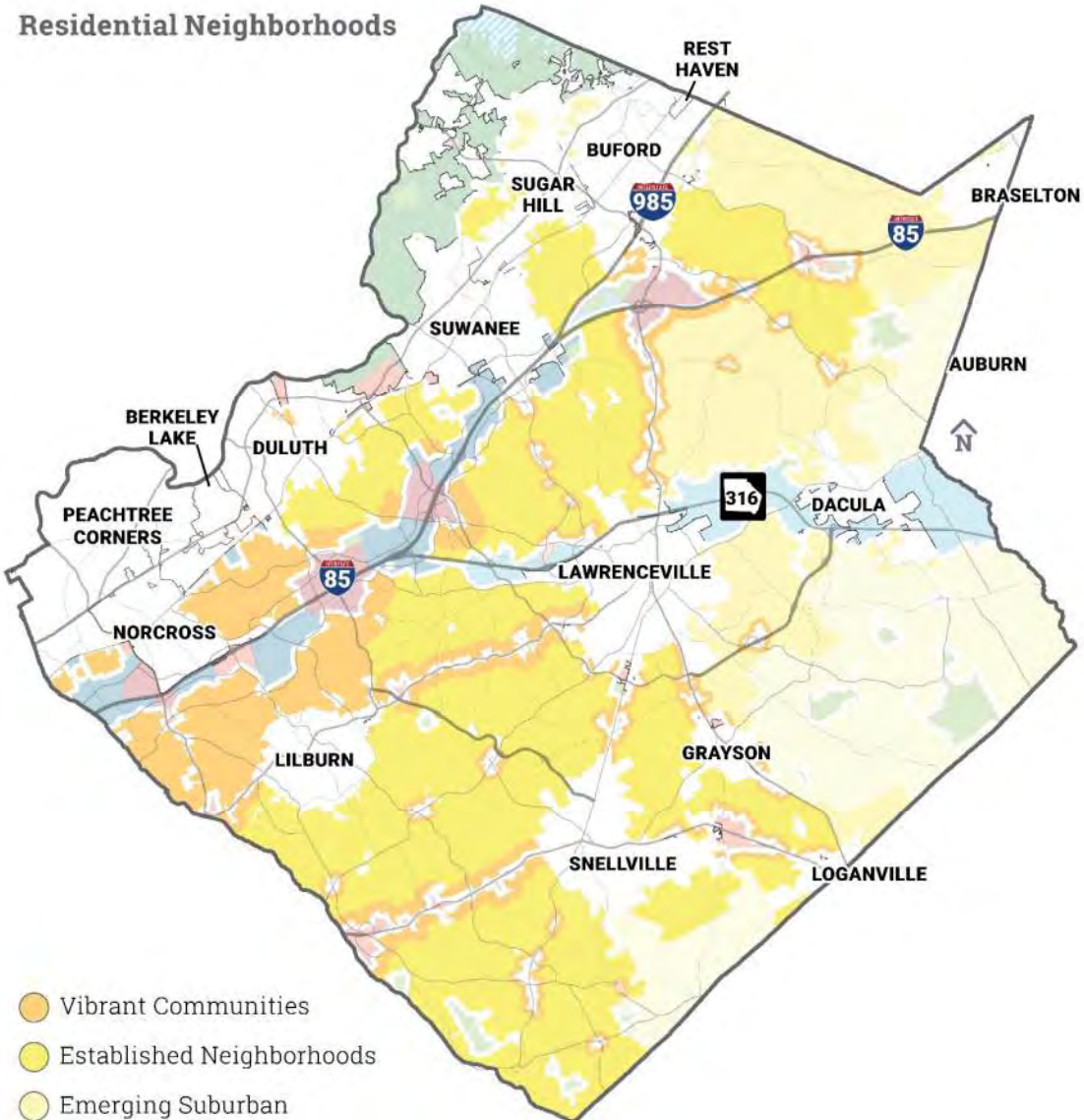
Workplace Center

Innovation District

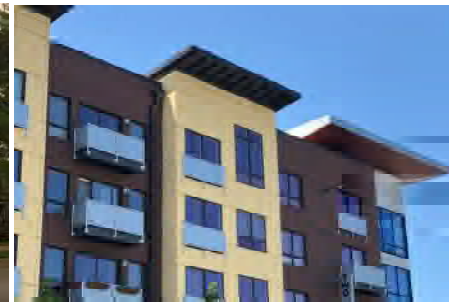
- Workplace Center
- Innovation District

Residential Neighborhoods

Residential Neighborhoods

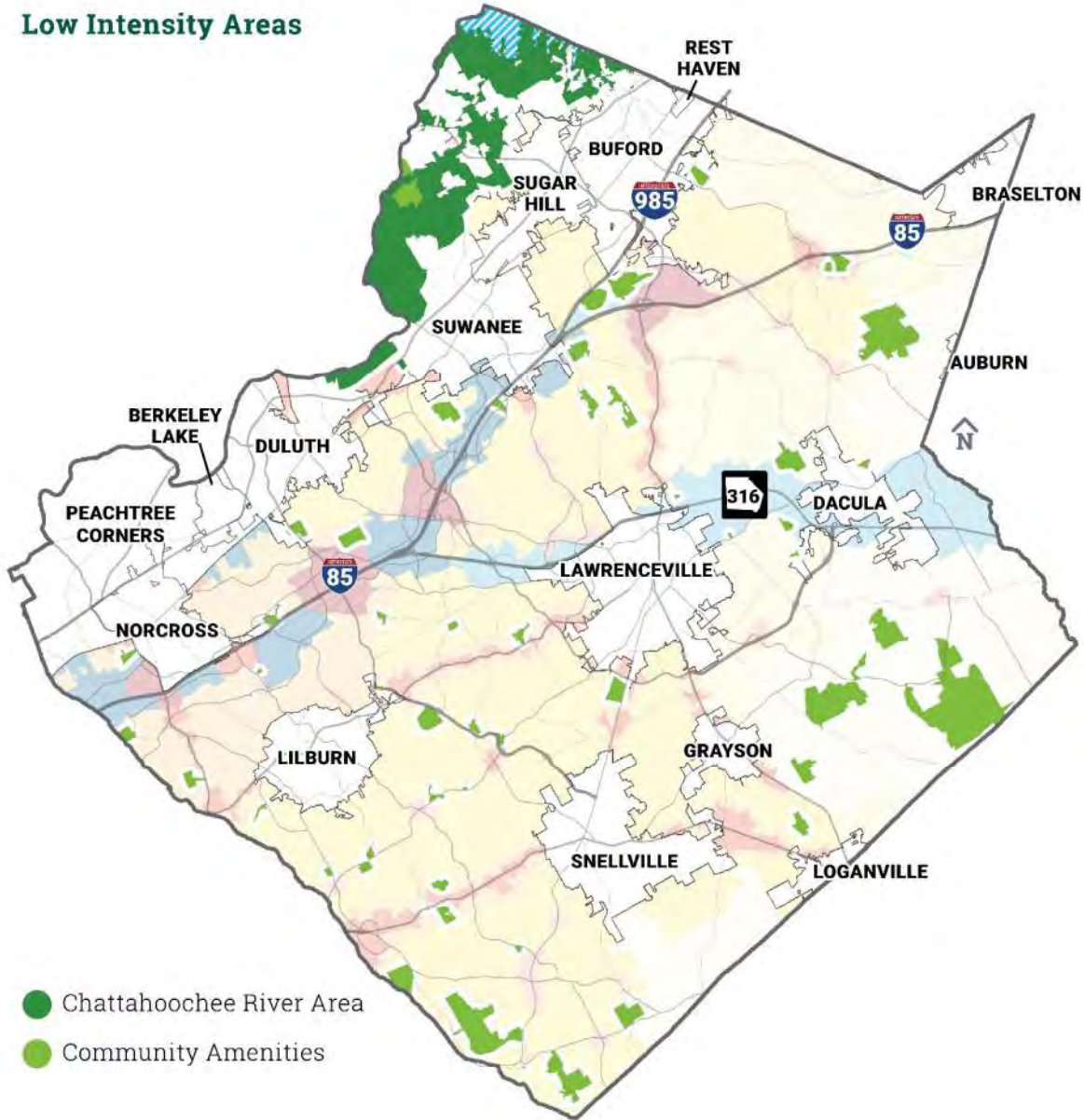


- Vibrant Communities
- Established Neighborhoods
- Emerging Suburban
- Suburban Estate Living



Low Intensity Areas

Low Intensity Areas



Chattahoochee River Area

Community Amenities



Adopt

Next Steps

- **September:**
 - Draft Plan available 9/18
- **October**
 - Planning Commission Hearing: October 2
 - Public Hearing to Transmit Plan: October 23
- **February 2019**
 - Plan Adoption