Gwinnett 2040
UNIFIED PLAN
Georgia Planning Association Fall Conference
September 6, 2018
HISTORY OF DEVELOPMENT (1960-2010)
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
STEP 1: research

STEP 2: vision

STEP 3: develop

STEP 4: document

STEP 5: adopt

winter 2018  spring 2018  summer 2018  fall 2018  winter 2019
Research
Our Story.
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.

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

- **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.
What We Do.

Employment Change Compared to Peak Pre-Recession Employment

Source: Longitudinal Employer Household Dynamics
What We Do:


- Administrative and Waste Services: +3.8%
- Health Care and Social Assistance: +4.8%
- Educational Services: +7.7%
- Information Services: -2.7%
- Manufacturing: -8.1%
Where We Commute.

188,900
People commute into Gwinnett County for work

138,800
People live and work within Gwinnett County

206,700
People commute out of Gwinnett County for work
How We Live.

Households Burdened by their Housing Costs

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

66% Owner-occupied
34% Renter-occupied

39% households have a housing problem

Gwinnett
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.

<table>
<thead>
<tr>
<th>Year</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>1960</td>
<td>43,541</td>
</tr>
<tr>
<td>1970</td>
<td>72,349</td>
</tr>
<tr>
<td>1980</td>
<td>166,903</td>
</tr>
<tr>
<td>1990</td>
<td>352,910</td>
</tr>
<tr>
<td>2000</td>
<td>588,448</td>
</tr>
<tr>
<td>2010</td>
<td>805,321</td>
</tr>
<tr>
<td>2017</td>
<td>920,260</td>
</tr>
</tbody>
</table>

Source: US Census
## How We Grew.

<table>
<thead>
<tr>
<th>Decade</th>
<th>Population Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>1960 to 1970</td>
<td>2,880 (per year)</td>
</tr>
<tr>
<td>1970 to 1980</td>
<td>9,455 (per year)</td>
</tr>
<tr>
<td>1980 to 1990</td>
<td>18,600 (per year)</td>
</tr>
<tr>
<td>1990 to 2000</td>
<td>23,553 (per year)</td>
</tr>
<tr>
<td>2000 to 2010</td>
<td>21,687 (per year)</td>
</tr>
<tr>
<td>2010 to 2017</td>
<td>15,934 (per year)</td>
</tr>
</tbody>
</table>

Source: US Census
How We Grew.

Actual Historical US Census Data

2030 Unified Plan International Gateway Scenario
2030 Middle of the Pack Scenario
2030 Regional Slowdown Scenario
How We Might Grow.

Actual Historical US Census Data

Extrapolation of Recent Trends (16,000/ year)
2040 Population: 1,287,000
How We Might Grow.

- Actual Historical US Census Data
- Extrapolation of Recent Trends (16,000/year)
  - 2040 Population: 1,287,000
- ARC Plan 2040 Forecast
  - 2040 Population: 1,350,000
How We Might Grow.

- Actual Historical US Census Data
- Extrapolation of Recent Trends (16,000/ year) 2040 Population: 1,287,000
- Woods & Poole Forecast 2040 Population: 1,560,000
- ARC Plan 2040 Forecast 2040 Population: 1,350,000
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
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
Online Survey

- 1,150 responses
- 15 questions
  - multiple choice and open response
  - broad range of topics
- survey closed May 31
When did you move to Gwinnett County?

Population Addition in Gwinnett
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

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

Our Regional Activity Centers, Community Mixed-Use areas, Neighborhood Nodes, and Vibrant Communities designations are areas where activity and higher residential intensity opportunities exist, which are typically able to provide greater value to the county’s tax digest and fiscal health.

Regional Activity Centers offer the opportunity to integrate office and professional users into the mixed-use and walkable environments that many young professionals desire.

Employment Centers identified as places in the County focused on employment opportunities and uses.

Placement and timing of sewer extensions and pump stations for Suburban Estate Living areas guide development appropriately in traditionally unsewered areas.

1. Gwinnett Medical Center Locations
2. Eastside Medical Center
3. Planned Water Innovation Center for Applied Research, Education, Innovation, and Workforce Development
4. Planned Water Reclamation Facility/Environmental Campus to support population growth and economic development.
5. The County is evaluating mechanisms to encourage and assist property owners currently on septic to connect to sewer.
6. Georgia Gwinnett College and Gwinnett Tech are a means to create a localized labor force.
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
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

The Connect Gwinnett Transit Plan provides a framework for future transit expansion and improvement in Gwinnett County, including rail and bus services. Major initiatives include:

- High Capacity Transit
- Enhanced Bus Service

The Gwinnett County Comprehensive Transportation Plan includes several major roadway improvements, among other projects, that enhance and preserve mobility throughout the County and to other parts of the region.

- Heavy rail transit expansion to Jimmy Carter Boulevard and Gwinnett Place.
- Connected vehicle opportunities on Peachtree Industrial Boulevard.
- Tolling options being explored to underwrite construction of Sugarloaf Parkway - Phase 3.
- Transit connections into neighboring metro communities.
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

Community
Open House 1.1
Community
Open House 1.2
Community
Open House 1.3
Community
Open House 1.4
Community
Open House 1.5

PAC Meeting
GJAC Boards
Planning
Commission

"Change" Dot
Highest propensity
for change

"Preserve" Dot
Highest propensity
for preservation
Emerging Recommendations

Opportunity for Change

Urban Scale Preferences

Community Open House 1
Community Open House 2
Community Open House 3
Community Open House 4
Community Open House 5

FAC Meeting
GJAC Boards
Planning Commission

Community Open House 6
Community Open House 7
Community Open House 8
Community Open House 9
Community Open House 10

Map of Area

Legend:
- Low Preference
- Medium Preference
- High Preference

Color Scale:
Emerging Recommendations

Opportunity for Change

Likelihood of Change Analysis

- Economic Development
- Infrastructure
- Land Use & Housing

Highest propensity for change

Highest propensity for preservation
| 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 |
Document
# 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

Regional Activity Center
Community Mixed-Use
Neighborhood Nodes
Employment Centers

Employment Centers

- Workplace Center
- Innovation District
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