



LAWRENCEVILLE

GEORGIA

September 5, 2018

Atlanta Regional Commission
Peachtree Center, International Tower
229 Peachtree Street NE | Suite 100
Atlanta, Georgia 30303

RE: Comprehensive Plan Update Submittal

The City of Lawrenceville has completed an update of its comprehensive plan and is submitting it with this letter for review by the Atlanta Regional Commission and the Department of Community Affairs.

I certify that we have held the required public hearings and have involved the public in development of the plan in a manner appropriate to our community's dynamics and resources. Evidence of this has been included with our submittal.

I certify that appropriate staff and decision-makers have reviewed both the Regional Water Plan covering our area and the Rules for Environmental Planning Criteria (O.C.G.A. 12-2-8) and taken them into consideration in formulating our plan.

If you have any questions concerning our submittal, please contact Todd Hargrave, Planning and Development Director at 678.407.6563 or todd.hargrave@lawrencevillega.org.

Sincerely,

Judy Jordan Johnson
Mayor

LAWRENCEVILLE **FORWARD**

A Smarter Strategy for our Future



LAWRENCEVILLE
GWINNETT • METRO ATLANTA

JACOBS

MAY 2018 DRAFT



ACKNOWLEDGEMENTS

This plan is the result of the community's collaborative efforts to move Lawrenceville forward, including contributions from community members, the steering committee, elected officials, and the planning team:

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A special thanks to all other partners, interviewees, and workshop and survey participants for their insights and ideas!

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EXECUTIVE SUMMARY

INTRODUCTION

A comprehensive plan is the Lawrenceville's playbook for the future. It provides background knowledge, next steps, and ongoing decision-making guidance for elected officials, City staff, and community members.

This plan replaces the City's previous comprehensive plan, the Comprehensive Plan Update: 2008-2030. Looking at a 20-year planning horizon, the 2040 plan covers land use, transportation, housing, economic development, and quality of life issues. Not only does it help the City of Lawrenceville to prioritize and strategize, it also satisfies the Georgia Department of Community Affairs (DCA) requirement for Qualified Local Government (QLG) status, making the City eligible for state financial resources.

For this update, the City of Lawrenceville engaged the community every step of the way through a steering committee, a website, and frequent online surveys. The capstone of the engagement process was a public workshop held in January 2018.

One unique aspect of the plan is that it was developed in tandem with an update to the City's zoning code. This helped to ensure that the existing language in the zoning code was not merely updated, but modified to reflect the community's new vision for an interconnected, vibrant future.

LAWRENCEVILLE TODAY

Before planning for the future, it is essential to understand where exactly the community is today. The Existing Conditions analysis looked at six different topics: who we are (demographics), land use, transportation, housing, economic development, and quality of life.

Who We Are

As of 2015, the City of Lawrenceville had a population of 29,700. When compared to the rest of the county and the region, Lawrenceville is fairly similar in terms of age distribution but has a slightly higher percentage of college students. The city also has comparatively lower levels of educational attainment and income compared to the region, but greater diversity.

Looking ahead, the Atlanta region is expected to grow rapidly over the coming decades—particularly Gwinnett County. If current trends continue, the City of Lawrenceville will grow 1.2 to 1.7 percent annually until 2040, reaching a population of about 41,000.

Land Use

Located at the heart of the county, Lawrenceville is about 13.5 square miles in size. It is anchored by several major centers of activity, including downtown, Gwinnett Medical Center, Georgia Gwinnett College, and the Gwinnett County government complex.

Large swaths of single-family residential make up the majority of the city's land area (71.1 percent). Only about 7 percent of land is undeveloped. Employment-based land uses—commercial, industrial, and institutional—make up an additional 13 percent of the city's area. Lawrenceville has recently experienced demand for more urban-style types of development that are mixed use and walkable. A good example is the upcoming South Lawn project, which is the largest development projects currently underway in the county.

Transportation

Located at the physical heart of Gwinnett County, Lawrenceville sits at the convergence of several important roadways in the county. Transportation in the city largely hinges on traveling by car, and a very large proportion of land—13 percent—in the city is devoted to surface parking. Beyond driving, there are few transportation choices. Transit and bicycle facilities are currently very limited. There is a sidewalk system in most parts of the city, but the pedestrian environment is mostly poor and discourages walking.

Housing

There are approximately 11,050 housing units in the City of Lawrenceville. These units are mostly spread among mature neighborhoods built between the end of World War II and the 1980s, with very few recent builds compared to the rest of Gwinnett County. The occupancy rate of all units is 90.78 percent, and the city has a fairly low percent of units that are single-family detached home (57.25 percent versus 72.3 percent in the county). Slightly under half of occupied homes (49.38 percent) are owner-occupied.

Economic Development

Lawrenceville is an important hub for the government, medical, and educational sectors in Gwinnett County. Although its major employment centers—Gwinnett Medical Center, Georgia Gwinnett College, and Gwinnett County government—are still going strong, the city has not witnessed great growth beyond these sectors. One of the greatest challenges is that there is a very large mismatch between residents and jobs: most Lawrenceville residents commute out for work, and most Lawrenceville workers commute in from elsewhere.

Quality of Life

Major quality of life components in Lawrenceville include schools, public services, utilities, public health, arts/culture/history, parks and recreation, and natural resources. Gwinnett County is the primary provider of parks and recreation and fire services; the City is also served by Gwinnett County Public Schools. One of the most unique aspects of the City of Lawrenceville is the breadth of

utilities it provides; these essential services also contribute positively to the City's revenue stream.

LAWRENCEVILLE TOMORROW

The purpose of a comprehensive planning process is to evaluate where we are today, and consider what we want to be tomorrow. How does the community want to grow? Our community's vision for growth is as follows:

Lawrenceville will be known
as the heart of Gwinnett
and the college town of
tomorrow, where inclusion is
a way of life, new urban living
is just living, and art comes to
life in a talent-rich, regional
epicenter of community.

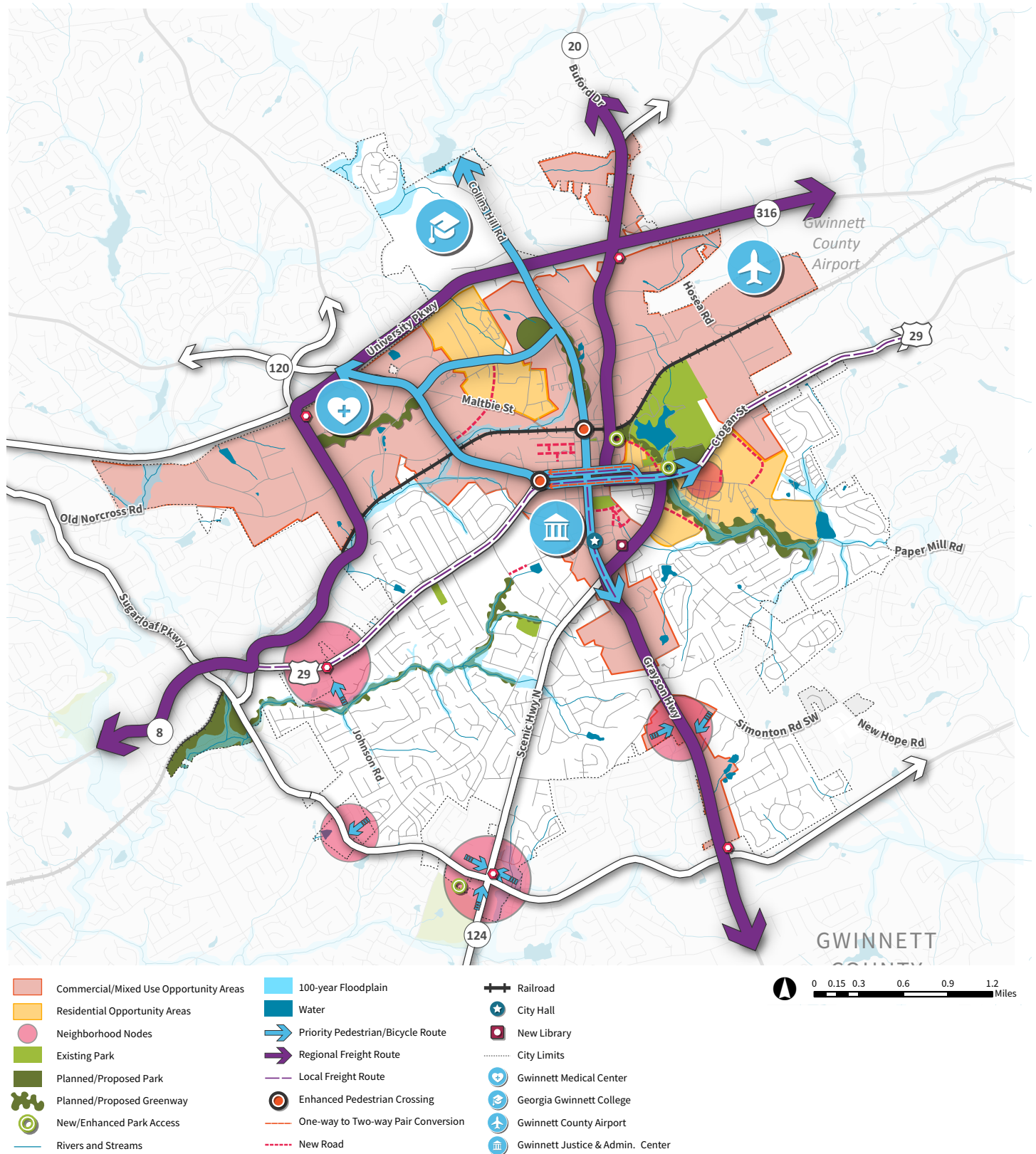
With this bold vision in mind, an implementation strategy was developed for the City based on seven priority strategies:

- Foster redevelopment starting with Downtown
- Infuse and embrace the arts
- Encourage high quality housing options at all price points
- Develop enjoyable spaces for pedestrians, cyclists, and transit riders
- Prioritize local use of Downtown streets
- Build relationships that build business
- Enhance access to nature and recreation

The policy map shown on the next page is a generalized map of how—and where—these strategies and more would be implemented across the city. Building off of Lawrenceville's existing anchors like Gwinnett Medical Center and Georgia Gwinnett College, this map shows areas of opportunity for high quality development, new green spaces, and better connectivity.

To support the vision, there are also 37 citywide goals. These goals are supported by specific policies that provide more detail about how to reach these goals; the Work Plan then contains projects that will advance the goals over time, with a focus on the next five years. The following pages summarize the needs, opportunities, goals, and major projects for improving land use, transportation, housing, economic development, and quality of life across Lawrenceville.

Policy Map



Land Use

How is land being used now, and what changes would we like to see in the future?

Needs

- Improve the clarity of the Zoning Ordinance and the Development Regulations and ensure they align with the Comprehensive Plan
- Reduce blighted properties
- Develop walkable environments
- Increase tree cover and landscaping
- Shift industrial development away from activity centers
- Revive or repurpose vacant properties

Opportunities

- Build on the organic, authentic Downtown
- Enhance sense of place
- Integrate eclectic design within a historic context

Goals	Key Work Program Action
LU1. Promote land use patterns and design elements that support walkability and an improved sense of place.	Rewrite the Zoning Ordinance to improve clarity and reflect the community's vision
LU2. Encourage mixed uses and increased density Downtown.	Simplify Downtown underlying zoning and overlay requirements
LU3. Support the redevelopment of underutilized parcels, especially in and around Downtown.	Partner with DDA and property owners to apply for low-interest loans from the Georgia DCA Downtown Development Revolving Loan Fund and Georgia Cities Foundation Revolving Loan Fund
LU4. Improve the aesthetics of main corridors and gateways into the City.	Assess existing street lights and install them where missing
LU5. Address conditions that are conducive to concentrations of blight.	Promote and connect property owners with Gwinnett County's Crime Free Multi-Housing Program
LU6. Ensure the compatibility of infill development.	Rewrite the Zoning Ordinance to improve clarity and reflect the community's vision
LU7. Balance high development standards with flexibility and innovation.	Establish an Administrative Review Committee
LU8. Promote sustainability and stewardship.	Explore incentives for sustainable building practices

Transportation

What are the barriers to mobility now, and what can we do to improve it in the coming years?

Needs

- Minimize traffic congestion
- Reduce automobile dependency
- Make sidewalks and street lights ubiquitous
- Improve visibility and availability of Downtown parking
- Maintain existing infrastructure
- Balance local and regional transportation needs

Opportunities

- Reroute freight traffic away from Downtown
- Increase roadway connectivity
- Provide high quality, interesting alternative transportation routes between anchor destinations

Goals	Key Work Program Action
T1. Prioritize mobility, health, and safety over vehicular speed	Continue conversations with GDOT, Gwinnett County DOT, and USDOT to reroute state and U.S. routes away from Downtown
T2. Promote a comfortable walking experience for people of all ability levels and ages	Sidewalk projects (multiple)
T3. Grow the network of bicycle facilities	Install continuous bike lanes from Downtown to GGC
T4. Support the expansion of transit service	Study the potential for a park and ride lot along SR 316 to connect to GRTA Xpress commuter bus service
T5. Maintain or enhance the quality of existing infrastructure	Road repavement and maintenance program for City roads
T6. Reduce the proportion of land dedicated to surface parking	Modify the Zoning Ordinance to reduce parking requirements, encourage pervious pavement, establish parking maximums, and provide parking reductions for electric vehicle charging stations and proximity to transit
T7. Evaluate the use of Intelligent Transportation Systems	SPLOST and Gwinnett CTP intersection improvement projects (multiple)
T8. Strategically locate and regularly maintain freight routes	Continue conversations with GDOT, Gwinnett County DOT, and USDOT to reroute state and U.S. routes away from Downtown

Housing

Housing is an integral part of our community—what are the major needs and opportunities now, and how can we improve residential life going forward?

Needs

- Rehabilitate or replace substandard housing
- Reduce the cost burden of housing
- Accommodate future residents
- Diversify the types of available homes
- Deconcentrate poverty in favor of mixed income neighborhoods
- Maintain the quality of established neighborhoods

Opportunities

- Become a regional leader in quality, affordable housing
- Attract local employees to become Lawrenceville residents
- Locate housing near employment centers
- Increase property values for existing homeowners

Goals	Key Work Program Action
H1. Facilitate the improvement of housing stock conditions.	Develop a plan for cleanup and reduction of blighted and aged multi-family and extended stay properties in high crime areas
H2. Promote a variety of housing choices.	Modify the Zoning Ordinance to allow smaller residential lots and mixed use
H3. Encourage home ownership.	Create a resident assistance page on the City website with links to resources like neighborhood guides, short testimonials from residents, low-cost loan sources, etc.
H4. Become a regional leader in high-quality housing	Explore participation in the Georgia Initiative for Community Housing three-year collaboration, technical assistance, and training program through the University of Georgia

Economic Development

Our economy is a major component of the community's well-being: what is happening now, and how can we prosper into the future?

Needs

- Continue to attract quality jobs
- Grow local businesses
- Diversify the economy
- Maintain a balanced tax digest
- Promote redevelopment opportunities

Opportunities

- Expand the growing arts, culture, and food scene
- Grow the medical services cluster surrounding Gwinnett Medical Center
- Partner with Georgia Gwinnett College to become the college town of tomorrow
- Pursue signature light industrial opportunities near SR 316

Goals	Key Work Program Action
ED1. Actively encourage workers in Lawrenceville to become residents.	Partner with major employers like GMC, GGC, and Gwinnett County to develop strategies to encourage employees to live in Lawrenceville
ED2. Encourage the creation, retention, and expansion of local businesses	Continue to invest in Partnership Gwinnett
ED3. Collaborate with Georgia Gwinnett College to become the college town of tomorrow	Complete the College Corridor linear park
ED4. Continue to support the medical industry	Work with Partnership Gwinnett to host regular health care industry roundtables
ED5. Actively promote development and redevelopment in identified economic opportunities areas	Continue to pursue Downtown infill projects identified in the 2015 Economic Development Strategy Plan
ED6. Grow Downtown's economic base	Work with DDA and the potential land bank to assemble key parcels and package them for redevelopment
ED7. Empower and equip the City's community and economic development staff for success.	Perform an annual business needs survey

Quality of Life

Quality of life is an overarching idea of how good things are day to day in the community. What are the things that make living in Lawrenceville unique and special, and how can we capitalize on them?

Needs

- Nurture genuine, interdependent relationships within a diverse community
- Provide a holistic education for kids and lifelong learners alike
- Improve perception of public school quality
- Make healthy food choices easily available
- Provide places to exercise and relax

Opportunities

- Create public places to encourage interaction and build relationships
- Improve access to existing parks
- Leverage floodplains as recreational amenities
- Tell the story of the city's people through its spaces
- Empower local leaders

Goals	Key Work Program Action
QL1. Improve the perception and quality of public schools.	Promote the city and local schools through a marketing campaign
QL2. Support the work of non-profits and other community organizations.	Create an Arts Council
QL3. Continue to be a primary provider of utilities in Gwinnett County	Invest in the ongoing improvement and maintenance of the City utilities
QL4. Encourage the growth of the arts and cultural community.	Conduct an Arts, Culture, and Heritage Master Plan to address public art, historic preservation, special events, and cultural resources
QL5. Preserve Lawrenceville's built heritage and unique character	Conduct an Arts, Culture, and Heritage Master Plan to address public art, historic preservation, special events, and cultural resources
QL6. Foster dynamic, accessible public spaces and parks	Conduct a master plan for a new passive park on the city-owned parcel at Sugarloaf Pkwy and Lawrenceville Suwanee Rd
QL7. Pursue the development of a greenways and trail system.	Finalize citywide greenway and parks master plan, including enhanced access to parks, a new trail along Shoal Creek, and a greenway on the GMC campus
QL8. Protect and enhance creek corridors and watersheds.	Enforce through the City Development Regulations and ongoing coordination with the County Department of Water Resources
QL9. Promote accessibility citywide.	Enhance access to parks, particularly pedestrian and bicycle connections from Downtown to Rhodes Jordan Park

Character Areas

The community's needs, opportunities, and policies speak to comprehensive planning components that mostly occur citywide. However, there are many different versions of Lawrenceville within its borders. To acknowledge these differences, the city is divided into eleven different character areas that provide more detail about how, where, and what development should look like.

Character areas are a tool that help define a specific vision for different parts of the community. Shown in the 2040 Future Development Map, character areas in Lawrenceville are:

- Traditional Residential
- Mixed Density Residential
- Downtown
- Community Mixed Use
- Neighborhood Mixed Use
- College Corridor
- Medical Services Cluster
- Office, Distribution and Technology
- Industrial

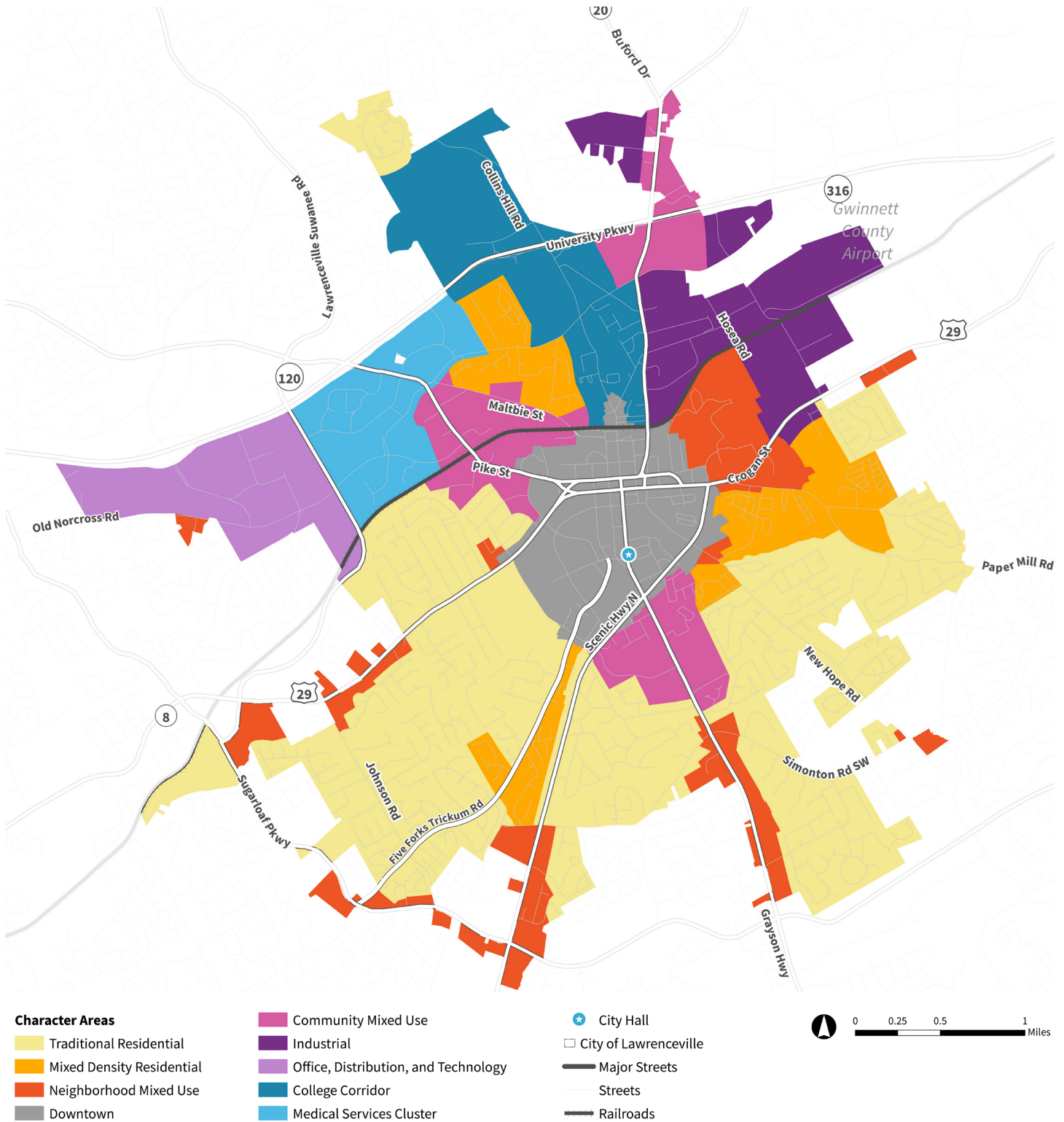
For each character area, the Comprehensive Plan provides an overview; a summary of design and transportation features; appropriate land uses; recommended zoning categories; key policies and major projects relating to that character area; and images of preferred design and land use patterns.

Community Work Program

A Community Work Program outlines the short term, tangible projects the City and its partners will tackle over the next five years. It is broken down by the five substantive areas of the plan: land use, transportation, housing, economic development, and quality of life.

The City of Lawrenceville's Community Work Program outlines 131 actions and projects for completion between now and 2022. The projects outlined here are a starting point. Projects were identified based on input from community members, City staff, and the consultant team, as well as ongoing initiatives planned by the City and other stakeholders like Gwinnett County and the Lawrenceville Housing Authority. They will be reevaluated as necessary to consider changes in community priorities, feasibility, staff capacity, and available funding.

2040 Future Development Map



A large, bold white number '1' is positioned on the right side of the page. To its left is a large, light-orange circular arrow graphic that points to the right. The background is a solid orange color.

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LAWRENCEVILLE TODAY

NEEDS AND OPPORTUNITIES



LAWRENCEVILLE TODAY

What is Lawrenceville like now? Where does the city already excel, and where could it use a bit of TLC? This chapter highlights key conditions and community desires that inform the strategy moving forward.

INTRODUCTION TO COMPREHENSIVE PLANNING

A comprehensive plan is the city's playbook for the future. The plan provides background knowledge, next steps, and ongoing decision-making guidance for elected officials, City staff, and community members. There are three key parts to the document:

1. An assessment of existing needs and opportunities,
2. A community-driven vision for the future, and
3. A set of policies and a five-year work program to make that vision a reality.

Not only does it help the City of Lawrenceville to prioritize and strategize, it also satisfies the Georgia Department of Community Affairs (DCA) requirement for Qualified Local Government (QLG) status, making the City eligible for state financial resources.

This plan replaces the City's previous comprehensive plan, the *Comprehensive Plan Update: 2008-2030*. Looking at a 20-year planning horizon, the 2040 plan covers land use, transportation, housing, economic development, and quality of life issues. It folds in existing plans like the *2015 Economic Development Strategic Plan* or the *Gwinnett County Comprehensive Transportation Plan* and identifies gaps in current plans and knowledge, sometimes recommending more detailed studies moving forward. The 2040 Comprehensive Plan also coordinates more specialized plans, considering the impacts projects and policies across disciplines may have on each other and striving to maximize positive outcomes for everyone.

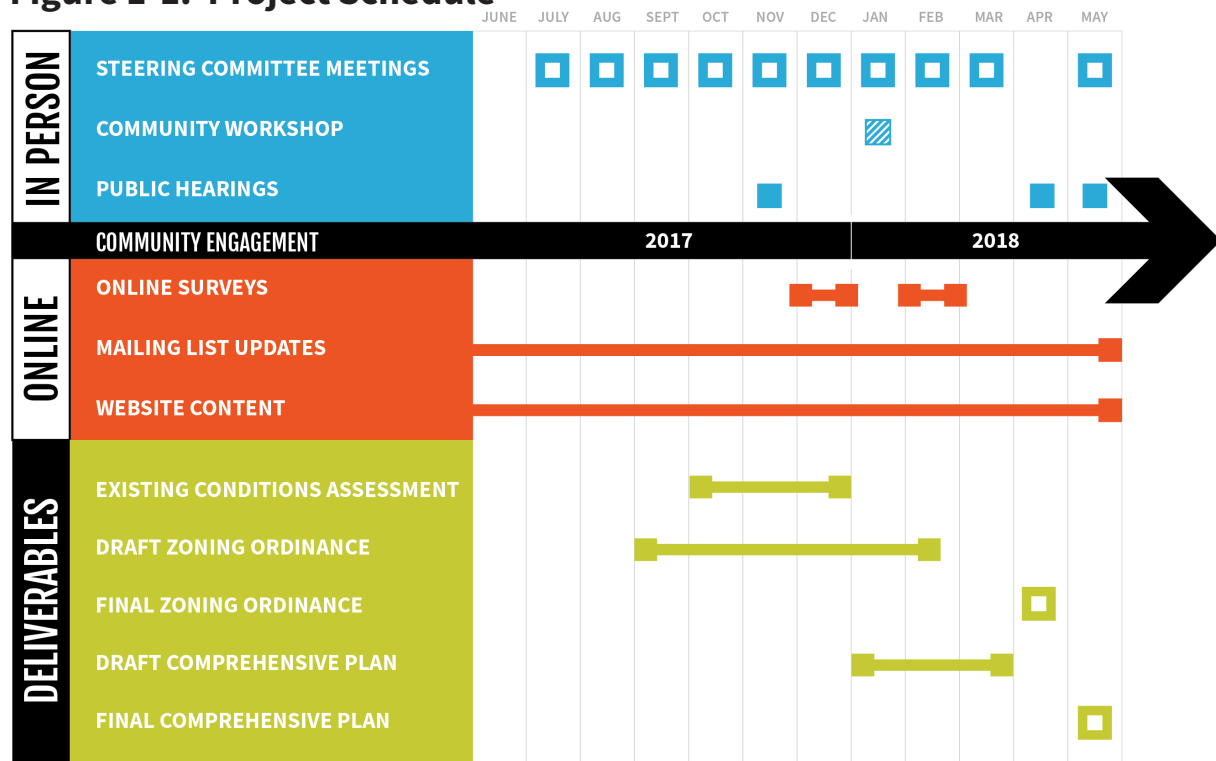
While the State requires the plan to be updated every five years, it should be revisited on a regular basis to ensure it aligns with the community's current realities and goals.

PROCESS

Schedule

The 2040 Comprehensive Plan was developed between September 2017 and May 2018, it was coordinated with the Zoning Ordinance rewrite process.

Figure 1-1. Project Schedule



How can I use this plan? *I am a(n)...*

Elected Official

Weigh daily decisions and make sure they align with the community's goals

City Staff Member

Prioritize key projects, ensure administrative decisions align with the community's goals, and identify potential funding sources

Resident

Understand where my community is going, hold my representatives accountable to the vision, and find a role I can play in moving it forward

Business Owner

Understand consumer desires, how city projects may impact my business, and how my business may help fulfill the community's vision



What already makes Lawrenceville awesome? According to workshop participants, Downtown living, diversity, Lawrenceville Lawn, the Aurora Theatre, and above all the people are some of the things that make this community great.

COMMUNITY ENGAGEMENT

Community members provided input throughout the planning process, both in person and online. The engagement activities focused on identifying priority needs and opportunities, and building consensus around a community vision and goals for the future.

Steering Committee

A Steering Committee made up of neighborhood representatives, elected officials, non-profit leaders, business owners, and other community members met on a monthly basis throughout the process to brainstorm and provide regular feedback on draft materials.

Workshop

A community workshop was held in January 2018 at Cornerstone Co-working in Downtown Lawrenceville. The event gave participants an opportunity to offer feedback on the draft vision, note key issues they have experienced in the city, and share ideas for future improvements. In addition to soliciting input on citywide content, the workshop targeted input related to three areas of the city poised for future growth: Downtown, the Paper Mill area, and the Maltbie/ Pike area. Participants engaged in small group discussions for each of these areas, discussing key issues and opportunities, the 20-year vision for the area, and the public investments they felt would have the most positive impacts.

Website

A project website, www.lawrencevilleforward.org, was regularly updated with project information and materials from the community engagement activities.

Surveys

Two surveys were administered: one focused on transportation issues and another focused on housing and neighborhoods. They were hosted on the project site and promoted online through the City website, project website, and social media platforms. Printed copies were distributed in the Department of Planning and Development office.

Detailed summaries of each of the community engagement activities are provided in Appendix C- Community Engagement.



LAWRENCEVILLE FORWARD
A smarter strategy for our future

Home About Participate Review Contact

Supporting innovative, quality development for Lawrenceville's future through an updated Comprehensive Plan aligned with a new, streamlined Zoning Ordinance.

Integrated processes lead to aligned outcomes. Through Lawrenceville Forward, the city is jointly updating its **2040 Comprehensive Plan** and **Zoning Ordinance** to identify major issues, set a strong community vision for the future, develop action plans, and revise regulations in one fell swoop. It's a smarter strategy for our future.

- > Learn About the Process
- > Take a Survey
- > Review Materials
- > Contact the Planning Team
- > See What's Next

2040 Comprehensive Plan

The 2040 Comprehensive Plan will provide a **framework for our future**, guiding elected officials and staff in decisions about future growth. Building on the existing plan, this plan will include an assessment of existing conditions, identification of **key needs and opportunities**, and a the development of a **community-driven vision** for the future. It addresses issues of land use, transportation, economic development, housing.

Zoning Ordinance

The Zoning Ordinance is one of the strongest **tools for implementing** the vision established by the Comprehensive Plan. It is the regulatory tool governing how property can be used. By combining the plan update with the comprehensive rewrite of the Zoning Ordinance, we can ensure the **regulations are aligned with the vision**. The rewrite will also focus on making the ordinance **simple** to navigate and understand and allowing

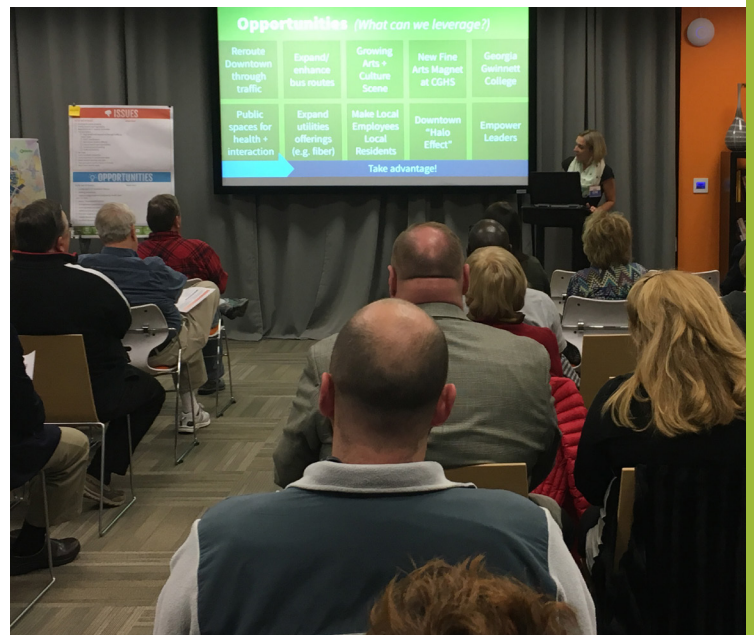
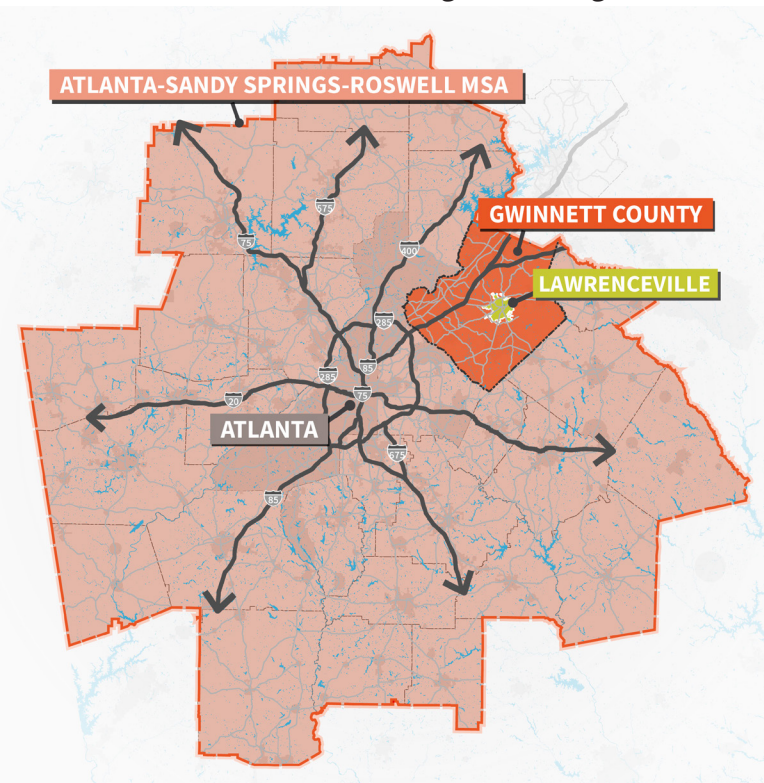


Figure 1-2. Regional Context



SUMMARY OF EXISTING CONDITIONS

A major component of comprehensive planning is understanding where we are now. The existing conditions analysis is essentially a snapshot in time of Lawrenceville today. It is a high-level view of the city, with a focus on the following:

- **Who We Are:** Who is Lawrenceville today? What are the population projections moving forward?
- **Land Use:** What is the current pattern of land use? How do we balance uses going forward, and leverage the recent success of Downtown?
- **Transportation:** What does the existing transportation system look like across all modes? What projects are on the books?
- **Housing:** What is the state of the current housing stock? What are the trends that are influencing new developments?
- **Economic Development:** Who are the major employers in Lawrenceville, and where do residents work? What does the future of work look like for the city?
- **Quality of Life:** What makes Lawrenceville a unique place to live and work in? How well will we be living into the next decades?

Highlights from the full Existing Conditions Report—found in Appendix B—are below. The “What We Heard” boxes in each section are key pieces of feedback that community members shared related to each topic.

WHO WE ARE

As of 2015, the City of Lawrenceville had a population of 29,700. Although Lawrenceville is the second largest city in Gwinnett County, it makes up just 3 percent of the county's total population. When compared to the rest of the county and the region, Lawrenceville is fairly similar in terms of age distribution but has a slightly higher percentage of college students. The city also has comparatively lower levels of educational attainment and income compared to the region, but greater diversity—the percentage of residents who identify themselves as Black/African-American and/or Hispanic/Latino is relatively high for the Atlanta metropolitan area.

Between now and 2040, the Atlanta region is expected to grow dramatically: an estimated 1.5 million new residents will call the metro home, supported by about 1 million more jobs. Gwinnett County is expected to grow particularly fast and become the most populous county in the state. If current trends continue, the City of Lawrenceville will grow 1.2 to 1.7 percent annually until 2040, reaching a population of about 41,000.

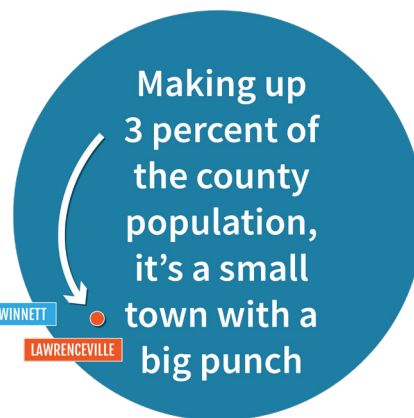


Figure 1-3. Race (2015)

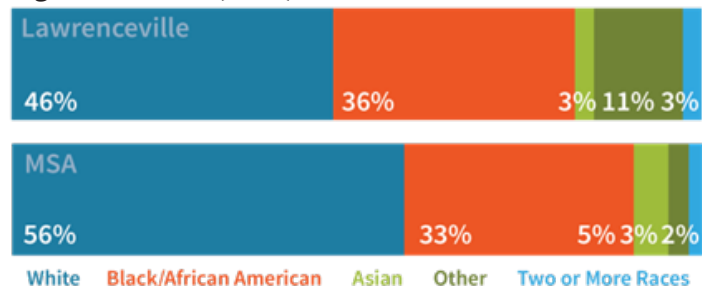
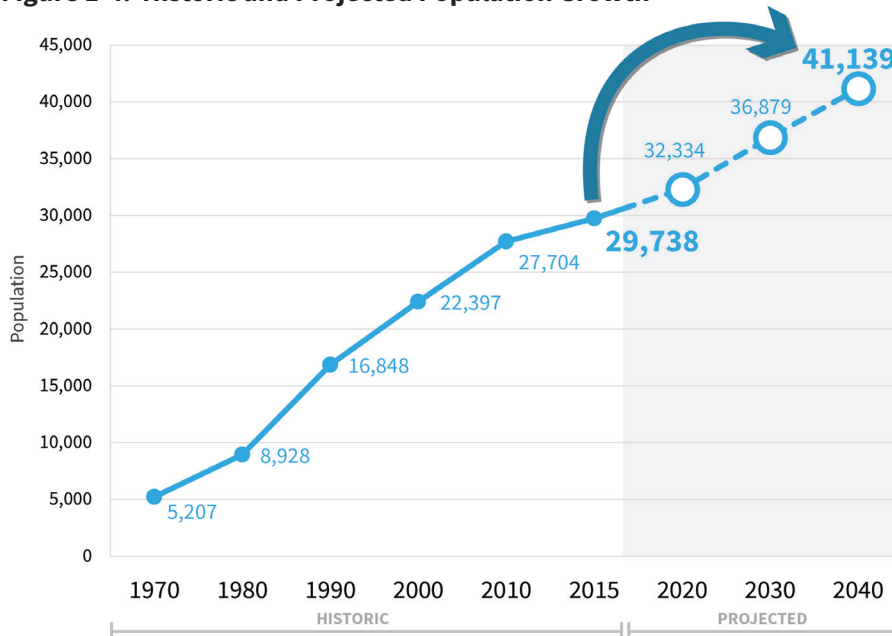
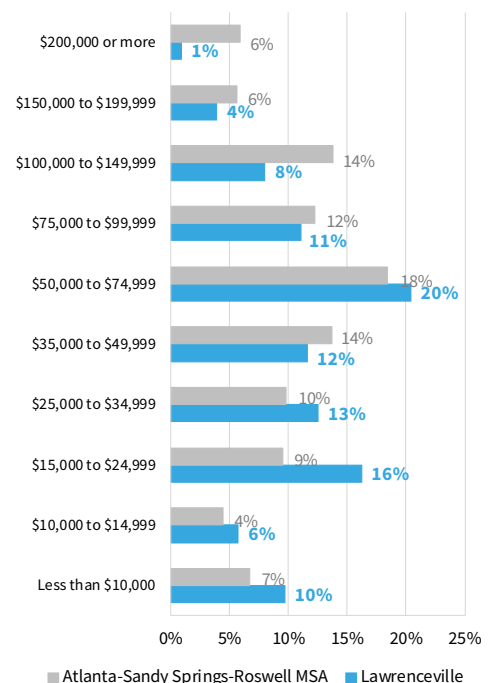


Figure 1-4. Historic and Projected Population Growth



Sources: US Census Bureau (historic) and Atlanta Regional Commission (Projected)

Figure 1-5. Median Household Income (2015)



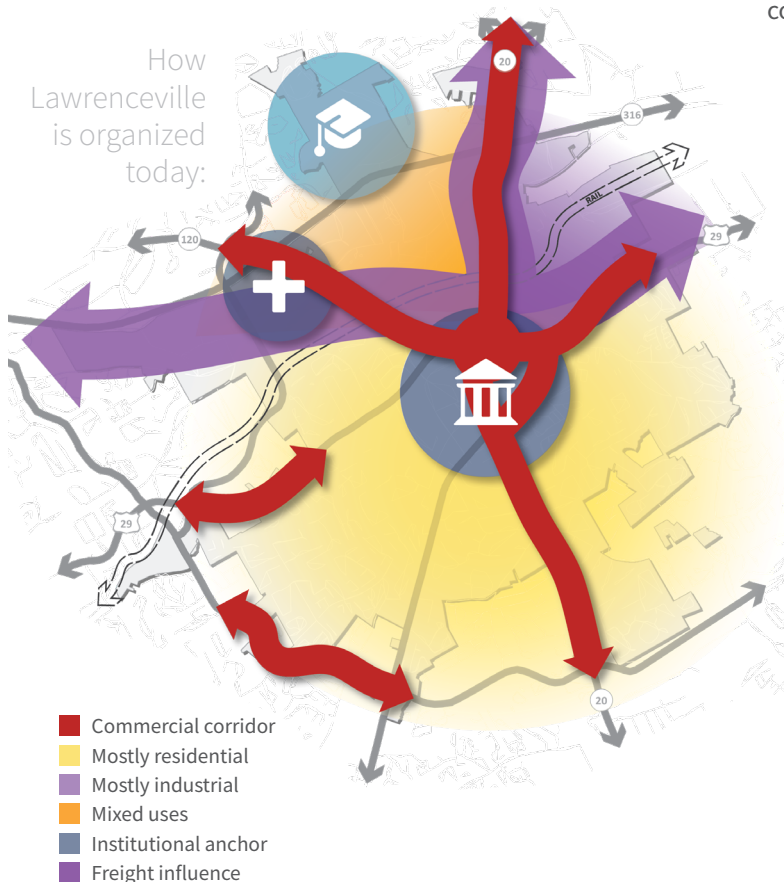
LAND USE

Located at the heart of the county, Lawrenceville is about 13.5 square miles in size. It is anchored by several major centers of activity including downtown, Gwinnett Medical Center, Georgia Gwinnett College, and the Gwinnett County government complex.

Only about 7 percent of land is undeveloped; much of this can be chalked up to environmental conditions that make building on those particular lots difficult. Outside of downtown, which has some mixed use, land uses are fairly segregated with large swathes of single-family residential making up the majority of the city's land area (71.1 percent). Employment-based land uses—commercial, industrial, and institutional—make up an additional 13 percent of the city's area. There is demand for more housing located close to employment centers, as well as increased demand for light industrial uses such as warehousing and logistics.

The City's current zoning is Euclidean in type, meaning that it divides the city up into primarily single-use zones. Downtown has its own zoning regulations, which are particularly complicated. To address these issues, the Comprehensive Plan was updated in concert with the City's zoning ordinance in order to streamline the ordinance, and ensure that the overall vision of the city is supported by the code—which is one of the primary tools for this plan's implementation.

Lately, Lawrenceville has begun to see momentum for more urban-style types of development that are mixed use and walkable. This is best seen in the upcoming South Lawn project, the largest development currently underway in Gwinnett County. The trend toward more urban-style development is part of a phenomena seen both regionally and nationally, where the market is trending toward greater density, dynamic destinations, and live-work-play communities.

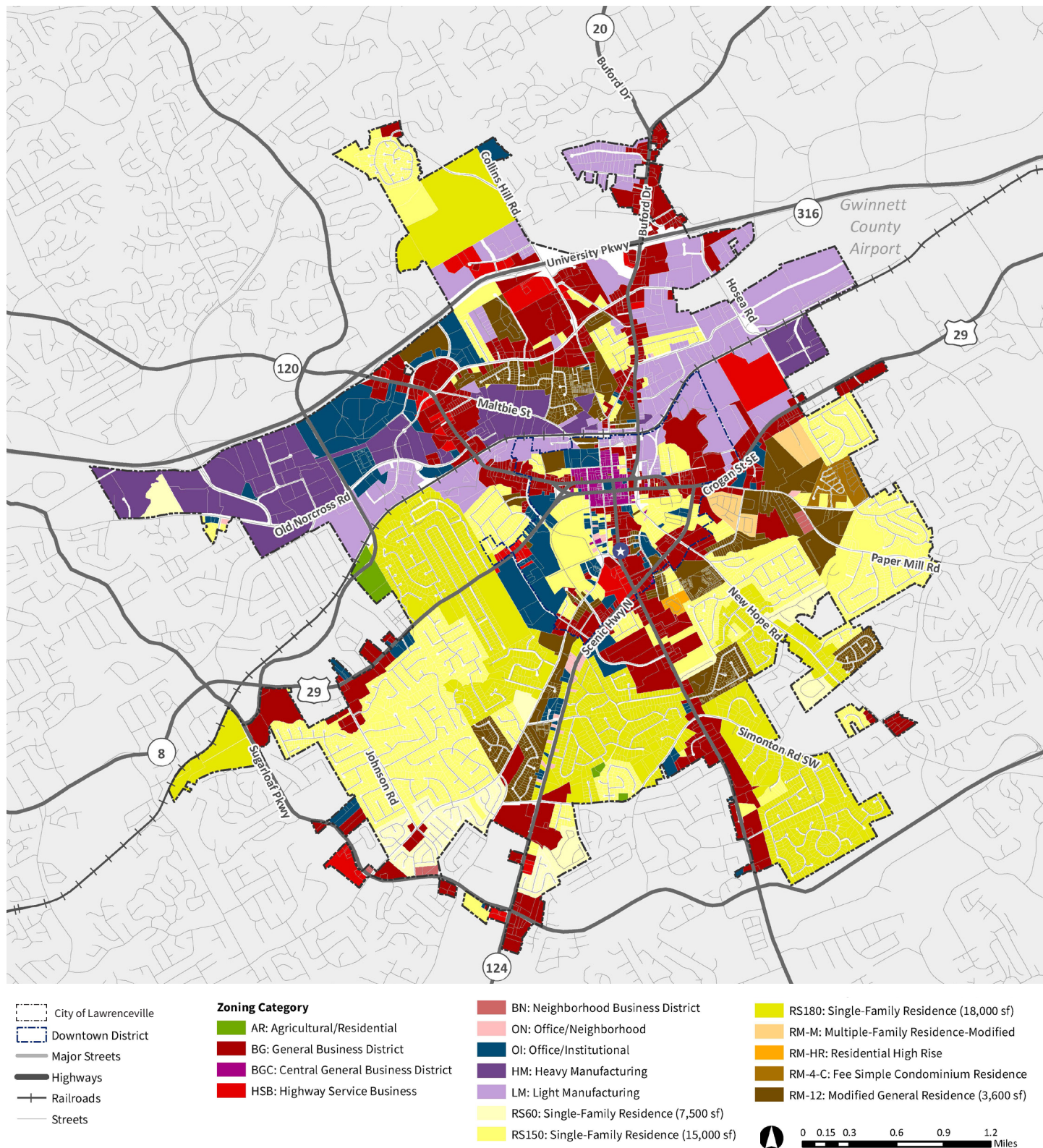


What We Heard

Common thoughts from the community about land use included:

1. Zoning regulations are too complex and restrictive, especially Downtown
2. The City is embracing mixed use development in and around Downtown and is ready for more
3. Industrial uses are still valuable, but it would be preferable to cluster them near the airport
4. Vacant and/or poorly maintained buildings are an issue in both commercial and residential areas

Figure 1-6. Existing Zoning (March 2017)





TRANSPORTATION

Located at the physical heart of Gwinnett County, Lawrenceville sits at the convergence of several important roadways in the county.

Transportation in the city largely hinges on traveling by car; like the majority of the region, most Lawrenceville residents commute alone but a relatively high percentage carpool. Although there are peak periods of congestion, in general Level of Service (LOS) on Lawrenceville roads is acceptable by Georgia Department of Transportation (GDOT) standards. A very large proportion of land—13 percent—in the city is devoted to surface parking. This not only negatively affects the aesthetics of the city, but also has consequences for the environment in terms of stormwater runoff.

Beyond driving, there are few transportation choices. Transit is currently very limited and inconvenient for most residents, and there are few amenities to entice more riders. There is however a sidewalk system in most parts of the city depending on the year that the neighborhood developed, but the pedestrian environment has a lot of room for improvement. Bicycle facilities are currently limited to on-road bike lanes on Sugarloaf Parkway, and a designated bike route along the Northern Crescent.

Several transportation improvement projects are programmed including safety and alignment projects, intersection improvements, and widenings. Many other projects are proposed or planned, such as expanding bicycle infrastructure and investing in freight mobility. Transit service is proposed to expand in Lawrenceville with five additional routes identified in the Connect Gwinnett Transit Plan.

How do Lawrenceville residents get to work?

- Drive alone (79%)
- Carpool (15%)
- Public transportation (0%)
- Other (Walk, Bike, Taxi) (4%)
- Work at home (2%)

2015 ACS Estimates



What We Heard

1. Top priorities are walkability, intersections and signal timing, and bike friendliness
2. Most people wish they could make some trips safely and conveniently without a car
3. When walking or biking, people prefer separated facilities
4. Focus bike lanes and transit upgrades Downtown and connecting to GGC
5. People would love a park and ride commuter lot

Figure 1-7. Regional Transportation

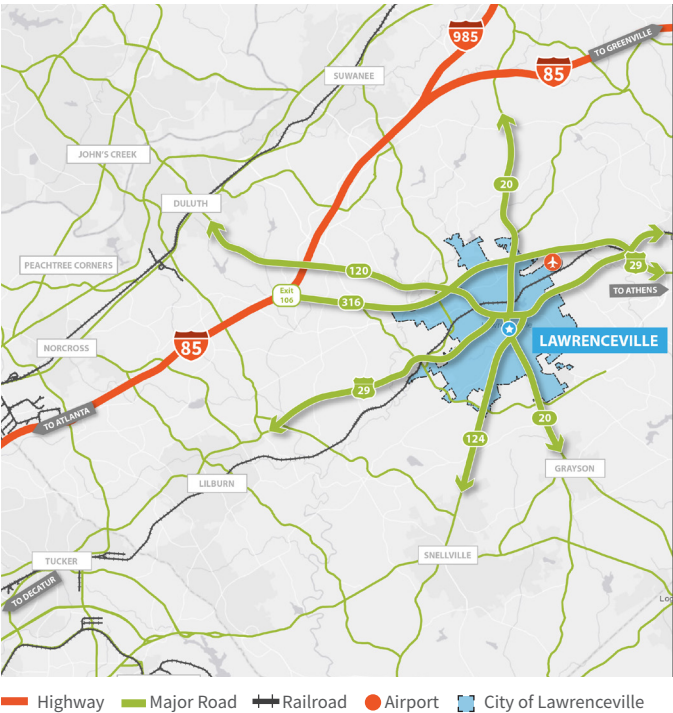


Figure 1-8. Average Daily Traffic Counts

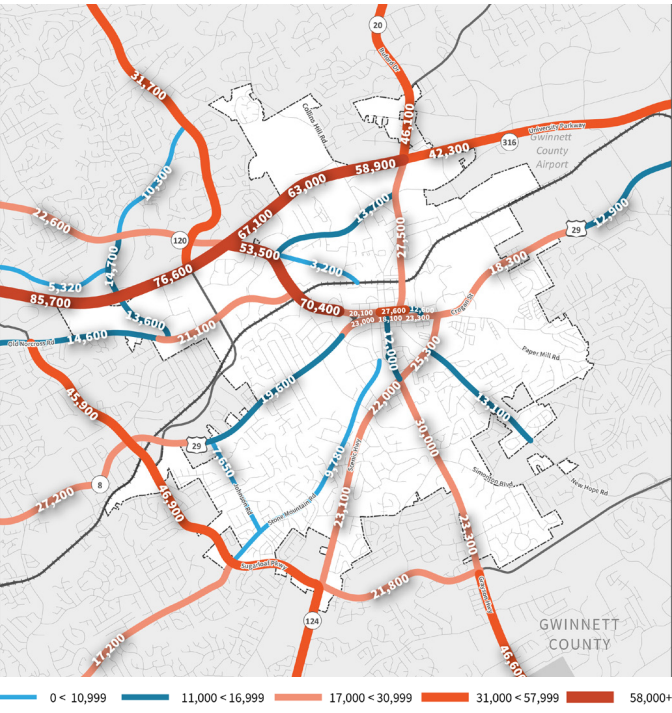
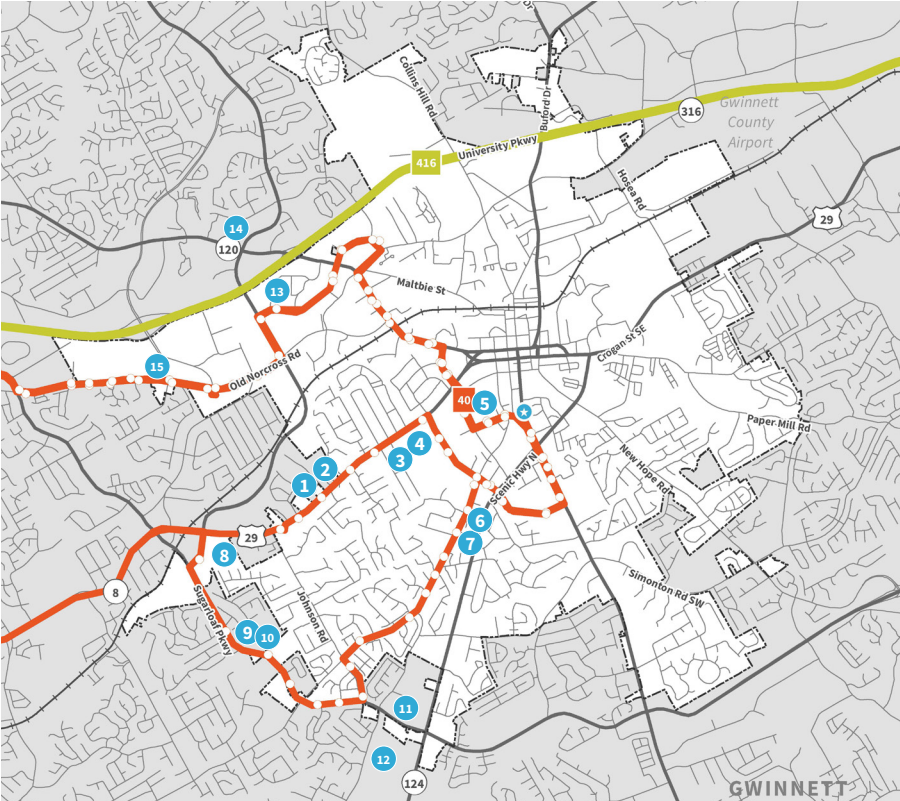


Figure 1-9. Transit Service



- Bus Routes**
- 40: Lawrenceville to Sugarloaf Mills to Gwinnett Place (GCT)
 - 416: Dacula to Downtown Atlanta (GRTA Xpress)
- Bus Stops**
- City Hall
- Major Streets**
- Local Roads
 - Railroads
- Transit-Accessible Destinations**
- 1. Gwinnett County Public Library
 - 2. Gwinnett Memorial Park
 - 3. Gwinnett County Schools
 - 4. Central Gwinnett High School
 - 5. Gwinnett County Government Center
 - 6. Margaret Winn Holt Elementary School
 - 7. Oakland Meadow School
 - 8. Walmart
 - 9. Cedar Hill Elementary School
 - 10. Richards Middle School
 - 11. JM Tull Gwinnett Family YMCA
 - 12. Alexander Park
 - 13. Gwinnett Medical Center
 - 14. Publix Supermarket
 - 15. Discovery High School

HOUSING

Lawrenceville has approximately 11,050 housing units. These units are mostly spread among mature neighborhoods built between the end of World War II and the 1980s, with very few recent builds compared to the rest of Gwinnett County.

The occupancy rate of all units is 90.78 percent, and the city has a fairly low percent of units that are single-family detached home (57.25 percent versus 72.3 percent in the county). Slightly under half of occupied homes (49.38 percent) are owner-occupied, which is significantly lower than Gwinnett County as a whole; however, renting is on the rise across the nation, and the types of households who choose to rent are more diverse than ever. Housing prices are affordable when compared to the rest of the region, but

about 60.56 percent of households are considered cost-burdened by home costs (defined as paying 30 percent or more of their income on the rent/mortgage).

Most residential areas in Lawrenceville are not considered very walkable, but newer developments are bucking this trend by focusing on block designs that are more friendly to walking. South Lawn and other projects are in keeping with regional and national trends toward more urban-style, mixed use communities. With these developments often come rising home prices; although this can be good for the city overall, higher housing costs would likely pose a challenge to some Lawrenceville households.



What We Heard

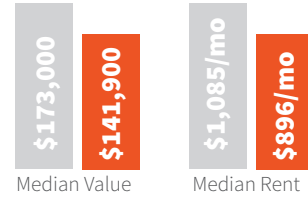
Housing is a priority issue for Lawrenceville! Here's what residents had to say about how they want to support quality housing options:

1. Most people prefer neighborhoods with a mix of home types and styles
2. Residents want to live somewhere affordable, safe, peaceful, and charming with quality public schools
3. The biggest perceived challenges are poorly maintained properties, lack of modestly priced housing, and an aging housing stock
4. Code enforcement, affordable housing incentives, and services for the homeless are considered the most appropriate housing policies for the City to pursue
5. There may be unmet demand for smaller, new single family homes
6. Most people support allowing accessory dwelling units in some areas of the city
7. There is an opportunity to attract local employees to become Lawrenceville residents if the right type of housing is available
8. The City wants to become a leader in providing quality housing at all price points
9. While people want to preserve and enhance established, well maintained subdivisions, as neighborhoods surrounding Downtown redevelop they should be well connected and mixed income
10. There is a need to partner with other governments and agencies to develop a regional strategy to meet affordable housing demand



Lower median home values and rents than the County overall...

LAWRENCEVILLE VS.
GWINNETT COUNTY



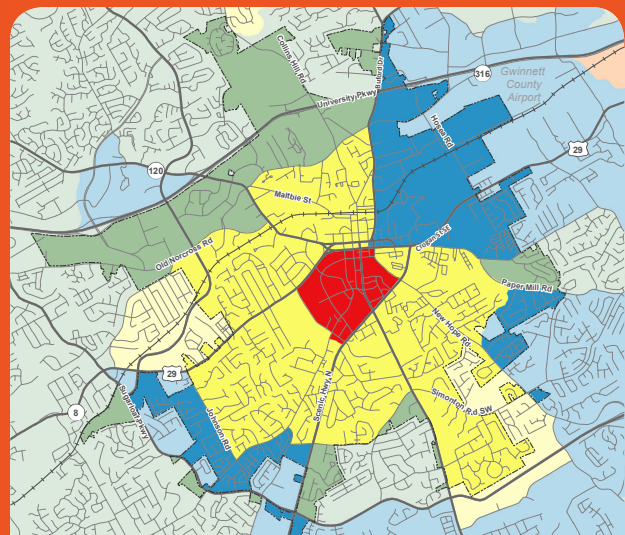
Cost Burdened Residents



...but 61% of households still spend more than 30% of their income on housing



Housing
is 91%
occupied



Median Year Built
 2000 or Later 1990-1999 1980-1989 1970-1979 1960-1-1969

Source: US Census American Communities Survey



Gwinnett Medical Center



Gwinnett Justice and Administration Center

ECONOMIC DEVELOPMENT

Lawrenceville is an important hub for the government, medical, and educational sectors in Gwinnett County, but recently has been losing out on growth to the I-85 corridor and other parts of the region.

Although its major employment centers—Gwinnett Medical Center, Georgia Gwinnett College, and Gwinnett County government—are still going strong, the city has not witnessed great growth beyond these sectors.

Sectors with the largest amounts of jobs include administrative and support/waste management and remediation; health care and social assistance; professional, scientific, and technical services; and retail trade. In line with much of the region and the nation, manufacturing jobs have declined, and have only been partially replaced by jobs in warehousing and logistics.

One of the greatest challenges is that there is a very large mismatch between residents and jobs: most Lawrenceville residents commute out for work, and most Lawrenceville workers commute in from elsewhere. This likely signals that residents do not have the right skill sets for local jobs, and that workers who come into the city have yet to be enticed to make it their home. Another challenge to economic growth is that there are only a few key opportunities for large scale development/redevelopment remaining; these should be protected and promoted.

What We Heard

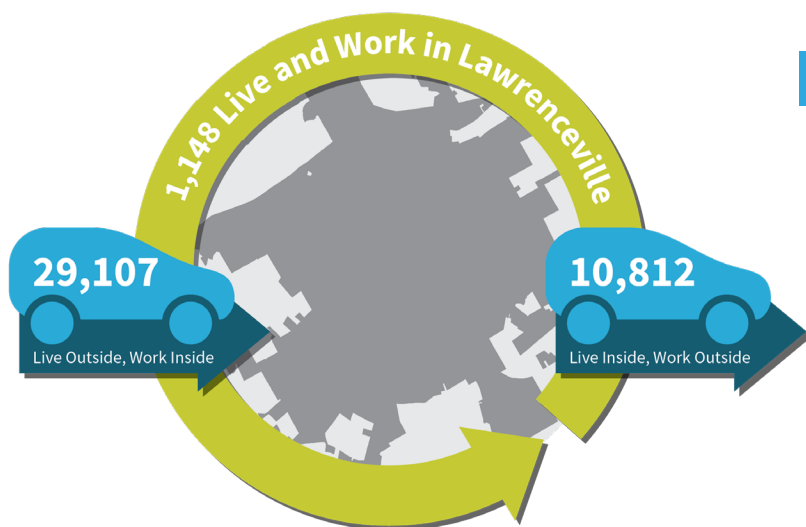
1. Continue to support existing economic anchors: Gwinnett Medical Center, Georgia Gwinnett College, Gwinnett County government, and the Gwinnett County Airport
2. It's hard to find restaurant and service industry staff due to lack of nearby housing at the right price point
3. Need to consider shifts in how people are working, including teleworking, coworking, and gig jobs
4. Job placement assistance would help both job seekers and employers
5. People want simplified regulations that do not discourage small business owners from opening up shop, and additional guidance along the way

Table 1-1. Employment by Industry

Industry	Location Quotient	City of Lawrenceville		Gwinnett County	
<i>Total Civilian Employed Population</i>	-	13,160		425,575	
Retail trade	1.3	2,198	16.70%	55,641	13.10%
Information	1.3	552	4.20%	14,036	3.30%
Wholesale trade	1.2	545	4.10%	15,203	3.60%
Educational services, health care, and social assistance	1.1	2,458	18.70%	74,923	17.60%
Arts, entertainment, recreation, accommodation and food services	1.0	1,234	9.40%	40,399	9.50%
Other services, except public administration	1.0	757	5.60%	25,030	5.90%
Public administration	0.9	378	2.90%	13,142	3.10%
Construction	0.9	1,026	7.80%	37,154	8.70%
Professional, scientific, management	0.9	1,650	12.50%	59,869	14.10%
Manufacturing	0.9	1,015	7.70%	37,087	8.70%
Transportation, warehousing, utilities	0.9	513	3.90%	19,156	4.50%
Finance and insurance, real estate/rental/leasing	0.8	820	6.20%	33,096	7.80%
Agriculture, forestry, fishing/hunting, mining	0.5	14	0.10%	839	0.20%

Industries with an existing competitive advantage

The location quotients compare the share of Lawrenceville jobs for each industry relative to that industry's share of jobs in Gwinnett County. A score above 1.0 indicates industries with an existing competitive advantage.



Top Industries by Total Employment:

1. **Educational services, health care, and social assistance** (2,458 employees)
2. **Retail trade** (2,198 employees)
3. **Professional, scientific, management** (1,650 employees)
4. **Arts, entertainment, recreation, accommodation, and food services** (1,234 employees)
5. **Construction** (1,026 employees)



QUALITY OF LIFE

Major quality of life components in Lawrenceville include schools, public services, utilities, public health, arts/culture/history, parks and recreation, and natural resources. Gwinnett County is the primary provider of parks and recreation and fire services; the City is also served by Gwinnett County Public Schools. One of the most unique aspects of the City of Lawrenceville is the breadth of utilities it provides; these essential services also contribute positively to the City's revenue stream.

One particular item of note is the growing arts and cultural scene. This blooming community is anchored by the Aurora Theater, which is the fastest growing professional theatre in the state. New projects such as the expanded Arts Complex and Hooper Renwick School will continue to boost quality of life in Lawrenceville and enhance local arts and cultural offerings. This infusion of arts and culture, along with the new mixed use development happening in the city's core, is making downtown Lawrenceville one of the most dynamic places in Gwinnett County.



What We Heard

1. Residents want more green spaces to play and gather! A trail along Shoal Creek would be a fan favorite
2. Support local schools to make them as strong as possible and share the stories of their existing successes to improve perception
3. Georgia Gwinnett College has shown its power to change economic trajectories for entire families; keep helping them help residents
4. Lawrenceville loves the arts! Bring in more artists, arts organizations, and public art in visible locations
5. Find opportunities to tell residents' stories through art installations, the Hooper Renwick School renovation, and other platforms
6. Better access to fresh food, like a grocery store near Downtown or a farmers market, would be appreciated
7. Keep looking for ways to get kids and young adults involved in the community
8. Improve the sense of safety throughout the community; be intentional about using police and code enforcement as a force for good, not making people feel targeted

Major Quality of Life Assets

1 Aurora Theatre



2 Georgia Gwinnett College



3 Rhodes Jordan Park



4 Lawrenceville Lawn



5 Nonprofit Community



6 Heritage



PRIORITY NEEDS AND OPPORTUNITIES

The following priority needs and opportunities were identified through the community engagement process and existing conditions analysis. Working hand in hand, needs are conditions that need to be addressed and opportunities are situations where something could be made even better. **Together, they set the direction for the policies and five-year work program items that follow.**



What are the **key issues** facing the community today?

What resources could we be **leveraging** better?

LAND USE

Needs

1. Improve the clarity of the Zoning Ordinance and the Development Regulations and ensure they align with the Comprehensive Plan
2. Reduce blighted properties
3. Develop walkable environments
4. Increase tree cover and landscaping
5. Shift industrial development away from activity centers
6. Revive or repurpose vacant properties

Opportunities

1. Build on the organic, authentic Downtown
2. Enhance sense of place
3. Integrate eclectic design within a historic context

TRANSPORTATION

Needs

1. Minimize traffic congestion
2. Reduce automobile dependency
3. Make sidewalks and street lights ubiquitous
4. Improve visibility and availability of Downtown parking
5. Maintain existing infrastructure
6. Balance local and regional transportation needs

Opportunities

1. Reroute freight traffic away from Downtown
2. Increase roadway connectivity
3. Provide high quality, interesting alternative transportation routes between anchor destinations

HOUSING

Needs

1. Rehabilitate or replace substandard housing
2. Reduce the cost burden of housing
3. Accommodate future residents
4. Diversify the types of available homes
5. Deconcentrate poverty in favor of mixed income neighborhoods
6. Maintain the quality of established neighborhoods

Opportunities

1. Become a regional leader in quality, affordable housing
2. Attract local employees to become Lawrenceville residents
3. Locate housing near employment centers
4. Increase property values for existing homeowners

ECONOMIC DEVELOPMENT

Needs

1. Continue to attract quality jobs
2. Grow local businesses
3. Diversify the economy
4. Maintain a balanced tax digest
5. Promote redevelopment opportunities

Opportunities

1. Expand the growing arts, culture, and food scene
2. Grow the medical services cluster surrounding Gwinnett Medical Center
3. Partner with Georgia Gwinnett College to become the college town of tomorrow
4. Pursue signature light industrial opportunities near SR 316

QUALITY OF LIFE

Needs

1. Nurture genuine, interdependent relationships within a diverse community
2. Provide a holistic education for kids and lifelong learners alike
3. Improve perception of public school quality
4. Enhance the sense of safety
5. Make healthy food choices easily available
6. Provide places to exercise and relax

Opportunities

1. Create public places to encourage interaction and build relationships
2. Improve access to existing parks
3. Leverage floodplains as recreational amenities
4. Tell the story of the city's people through its spaces
5. Empower local leaders

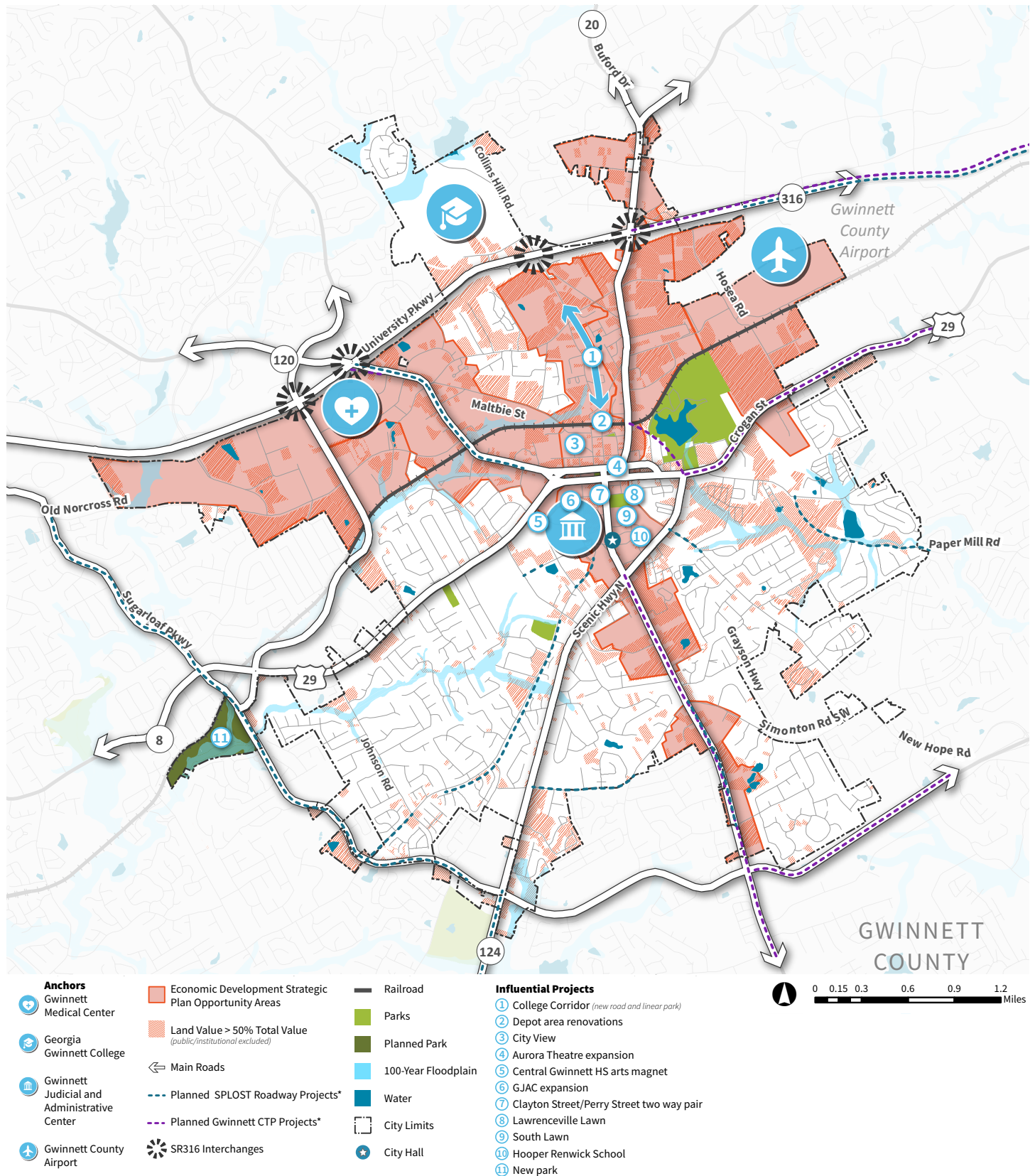
LOOKING AHEAD: KEY DEVELOPMENT INFLUENCES

Figure 1-10 illustrates some of the key factors likely to influence future development in Lawrenceville, including:

- **Anchors:** Lawrenceville has four primary anchors: Gwinnett Medical Center, Georgia Gwinnett College, Gwinnett Judicial and Administrative Center, and the Gwinnett County Airport. While they each play a different role, they all serve as major employers and have the potential to attract related development nearby.
- **SR 316 Interchanges:** These interchanges are points of regional connectivity, allowing commuters and freight alike to access the city. Proximity is important for industries with regional transportation needs.
- **Influential Projects:** The projects shown on this map include planned, catalytic, public projects like the conversion of Clayton Street and Perry Street to two-way roads or the addition of an arts magnet program at Central Gwinnett High School. They also include larger scale private projects that set a new direction for what development will look like in Lawrenceville.
- **Planned Gwinnett 2017 SPLOST and Gwinnett Comprehensive Transportation Plan (CTP) Projects:** Shown simply as general transportation projects, these projects show where the City and County are already investing in infrastructure. For more detailed information on specific projects, see Appendix B: Existing Conditions Report.
- **Existing and Planned Parks:** Parks are desirable amenities in any community. Existing and planned parks may draw surrounding development or serve as trailheads for a future trail system.
- **100-Year Floodplain and Water Bodies:** These sensitive natural features limit potential development and may lend themselves to passive recreational opportunities.
- **Economic Development Strategic Plan Opportunity Areas:** The *2015 Economic Development Strategic Plan* identified areas to focus economic development activity. Downtown and the areas surrounding Gwinnett Medical Center and Georgia Gwinnett College are top priorities.
- **Land Value > 50% Total Value:** This symbol shows properties where the value of the land exceeds the value of the built structure, according to the tax assessed property values from Gwinnett County. Properties within this category may be likely candidates for redevelopment. In some cases, properties in this category have limited development potential due to natural features like floodplains or steep topography and may be better suited to conservation or recreational uses.

These features, along with the rest of the existing conditions assessment and community input, help determine future development map (page 55) and policy map (page 37).

Figure 1-10. Development Influences Map



*Intersection improvements and minor projects excluded

A large, stylized white number '2' is positioned on the right side of the page. To its left is a large, light-orange circular graphic that resembles a stylized arrow or a target, pointing towards the right. The background is a solid orange color.

2

LAWRENCEVILLE TOMORROW

COMMUNITY VISION AND GOALS

LAWRENCEVILLE TOMORROW

What kind of place do we want to be in 20 years? What needs to change to get there? How might the different parts of the city play unique roles in reaching this future? This chapter sets the vision for Lawrenceville's future.

INTRODUCTION TO VISION AND GOALS

Our city's vision captures who we want to be, building on our existing strengths and community values to express what we will be known for in the future:

“Lawrenceville will be known as the heart of Gwinnett and the college town of tomorrow, where inclusion is a way of life, new urban living is just living, and art comes to life in a talent-rich, regional epicenter of community.”

While Lawrenceville has many of these qualities in place today, there are other elements that need to be addressed and improved to fully realize our potential. Our priority needs and opportunities (see page 18) have informed 37 citywide goals for improving land use, transportation, housing, economic development, and quality of life that over time will align the city's future with the vision. In the chapters that follow, associated policies and work program tasks for each of the goals will help decision-makers, staff, and partners make choices and prioritize resources.

OUR VISION

“Lawrenceville will be known as the heart of Gwinnett and the college town of tomorrow, where inclusion is a way of life, new urban living is just living, and art comes to life in a talent-rich, regional epicenter of community.”

OUR GOALS

LAND USE

LU1. Promote land use patterns and design elements that support walkability and an improved sense of place.

LU2. Encourage mixed uses and increased density Downtown.

LU3. Support the redevelopment of underutilized parcels, especially in and around Downtown.

LU4. Improve the aesthetics of main corridors and gateways into the City.

LU5. Address conditions that are conducive to concentrations of blight.

LU6. Ensure the compatibility of infill development.

LU7. Balance high development standards with flexibility and innovation.

LU8. Promote sustainability and stewardship.

TRANSPORTATION

T1. Prioritize mobility, health, and safety over vehicular speed.

T2. Promote a comfortable walking experience for people of all ability levels and ages.

T3. Grow the network of bicycle facilities.

T4. Support the expansion of transit service.

T5. Maintain or enhance the quality of existing infrastructure.

T6. Reduce the proportion of land dedicated to surface parking.

T7. Evaluate the use of Intelligent Transportation Systems (ITS).

T8. Strategically locate and regularly maintain freight routes.

HOUSING

H1. Facilitate the improvement of housing stock conditions.

H2. Promote a variety of housing choices.

H3. Encourage home ownership.

H4. Become a regional leader in high-quality housing.

ECONOMIC DEVELOPMENT

ED1. Actively encourage workers in Lawrenceville to become residents.

ED2. Encourage the creation, retention, and expansion of local businesses.

ED3. Collaborate with Georgia Gwinnett College to become the college town of tomorrow.

ED4. Continue to support the medical industry.

ED5. Actively promote development and redevelopment in identified economic opportunity areas.

ED6. Grow Downtown's economic base.

ED7. Empower and equip the City's community and economic development staff for success.

QUALITY OF LIFE

QL1. Improve the perception and quality of public schools.

QL2. Support the work of non-profits and other community organizations.

QL3. Continue to be a primary provider of utilities in Gwinnett County.

QL4. Encourage the growth of the arts and cultural community.

QL6. Preserve Lawrenceville's built heritage and unique character.

QL7. Foster dynamic, accessible public spaces and parks.

QL8. Pursue the development of a greenways and trail system.

QL9. Protect and enhance creek corridors and watersheds.

QL10. Promote accessibility citywide.



3

CITYWIDE
PROJECTS AND
POLICIES

3 CITYWIDE PROJECTS AND POLICIES

With a bold vision in mind, the City needs a clear strategy to achieve it. This chapter outlines the key tactics and updated City policies to keep Lawrenceville on track for its future.

OVERVIEW

Lawrenceville must plan for both the unknown and the known to realize its vision for the future:

The Unknown: This chapter provides guidance for decision-makers as they evaluate proposals and face new challenges, ensuring the response to those unknown circumstances is in line with the community's desires. It outlines priority strategies to address the City's top needs and opportunities, provides a Policy Map to illustrate key initiatives, and details a thorough set of Guiding Policies. Particularly in the case of private development, these policies are a primary way for the City to influence future outcomes. These citywide

policies are supported by location-specific policies in Chapter 4, where character areas are mapped and defined to clarify the vision for how each part of the city will develop.

The Known: The Community Work Program in Chapter 5 builds on these broader strategies to address what is already known. What actions can we as a community take to fill the gaps that exist between our current conditions and our vision? The work program takes the 20-year vision and identifies tangible action steps for the next 5 years that will move Lawrenceville toward that end.

How does the vision get implemented?

All of our tools, policies, projects, and partners will need to work together to move our vision forward...



PRIORITY STRATEGIES

Many steps, small and large, will be needed to move the vision forward. The strategies that follow are the highest priority, near term action items that address the community's most pressing needs and opportunities. They include a combination of policies and action items that will work together to make powerful changes. These and other action items are detailed in the 5-Year Community Work Program, beginning on page 93.



Newly renovated Local Republic Downtown



New townhomes at Cornerstone Downtown

Foster redevelopment, starting with Downtown

Updated, organized, and easy-to-understand regulations are an essential foundation for good development. The existing Zoning Ordinance and Development Regulations will be modernized to reflect recent trends, encourage best practices in sustainable design, and support building renovation. In particular, the Downtown overlay district will be streamlined to simplify the development process while maintaining high standards. New regulatory tools, such as additional residential zoning districts, will be added to the toolbox in anticipation of infill development in and around Downtown.

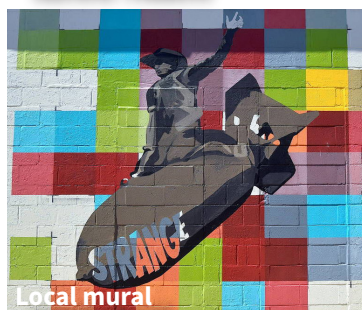
The City will do more than just lay the groundwork for new development with updated regulations. It will take an active role in redevelopment by creating a land bank to purchase vacant, tax foreclosed, contaminated, and underutilized parcels to assemble parcels for future development. Its efforts will focus on Downtown and Community Mixed Use areas. The City will also work with the Downtown Development Authority and property owners to pursue grants and loans to fund strategic redevelopment projects.

Infuse and embrace the arts

To bring art to life, Lawrenceville will be intentional about finding moments to incorporate art into daily life and support artists and creative organizations in their work. Already on deck, the expansion of the Aurora Theatre will further solidify Lawrenceville as the premiere destination for performing arts in Gwinnett County. The creation of an Arts Council will usher in the next wave of dedication to the arts, serving as a group committed to promoting the arts through services, programs, and funding. One of its first tasks will be to establish a public art program, which will solicit community ideas for public art concepts and facilitate installations.



Aurora Theatre



Local mural



Mini museum in Columbus, GA

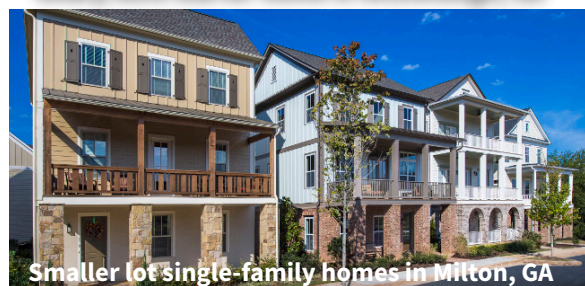
2

Encourage high quality housing options at all price points

As an inclusive city embracing the principles of new urbanism, Lawrenceville needs a housing stock that is well maintained and includes homes with a variety of forms and price points. The City will actively connect residents with housing resources and will explore incentives for façade improvements and sustainable practices. The new Zoning Ordinance will expand the allowable housing types, providing greater flexibility for future homebuilders. A visible, mixed income pilot block project in the College Corridor area may help demonstrate the potential for neighborhood redevelopment and model desired building types. The Lawrenceville Housing Authority will be a key partner in this work with upcoming projects like its new development on Constitution Boulevard, housing master plan, and façade and landscaping enhancements for all of its properties.



Newly built starter home in McDonough, GA



Smaller lot single-family homes in Milton, GA

3



Develop enjoyable spaces for pedestrians, cyclists, and transit riders

Lawrenceville's future roads will be safe and functional spaces for not only drivers, but also pedestrians, cyclists, and transit riders. Gwinnett County will be a strategic partner, with a number of projects to improve and expand sidewalks already been planned as part of the 2017 Special Purpose Local Option Sales Tax (SPLOST) project list and the County's Comprehensive Transportation Plan. A streetscape manual will be created to advise the design of local roads and the City will implement a demonstration project to launch the new standards. As new developments are built, they will include connected, complete streets, adding to the City's network using this model. Pike Street is a major gateway corridor, connecting SR 316 and Gwinnett Medical Center to Downtown Lawrenceville. It will be a priority for high quality pedestrian infrastructure, redesigned using 10-foot-wide sidewalks, street trees, street furniture, and human-scale lighting wherever possible. Lawrenceville will begin its foray into bicycle infrastructure, designating and developing priority bike routes, installing bike parking, creating multi-use paths, and looking into a bike share system in the long term. The City will continue close coordination with Gwinnett County Transit to enhance transit service and will install passenger pick up shelters along transit routes, including signature, artistic shelters Downtown.

4



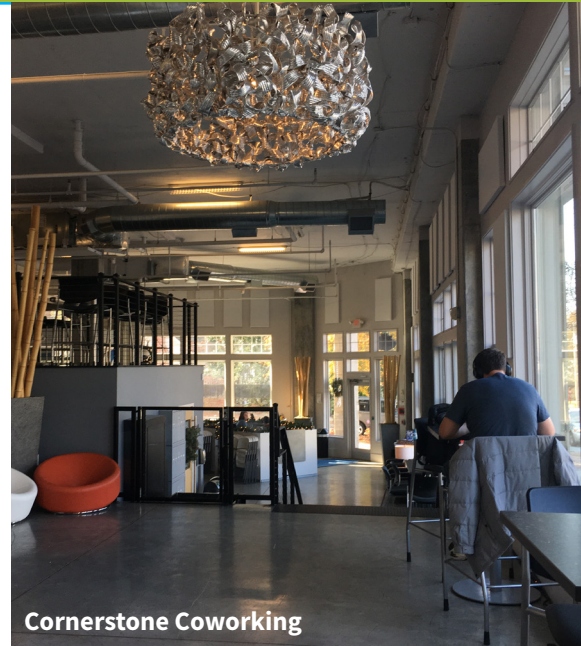
Prioritize local use of Downtown streets

With its location in the physical heart of Gwinnett County, Downtown Lawrenceville has a number of state and U.S. routes, which prioritize regional throughput over the experience of local users. Several initiatives will seek to better balance these regional needs with local users, including completing the two-way conversion of Perry Street and Clayton Street, pursuing a two-way conversion for Pike Street and Crogan Street, and the rerouting of state and U.S. route designations away from Downtown. These efforts will require close coordination with GDOT and USDOT. A number of sidewalk and bicycle projects will continue to carve out inviting spaces for pedestrians and cyclists, encouraging a walkable downtown lifestyle. The Lawrenceville Police Department will increase its enforcement of speeding violations to ensure a safe, low speed environment.

5

Build relationships that build business

Strong relationships and communication are central to Lawrenceville's economic development strategy, with the City taking on the role of facilitator and champion for local businesses. Staff will continue to meet with business and property owners, listen to the needs of the business community, and facilitate introductions and roundtable discussions. An engaging, regularly updated website, newsletters, and materials available in multiple languages will make information easily accessible. The City will continue to invest in and work with Partnership Gwinnett, a primary resource for site selection, talent development, and small business assistance.



Cornerstone Coworking

6

Enhance access to nature and recreation

A city with heart needs places to play and retreat. Completing the College Corridor linear park already underway will be a first step toward expanding the local system of greenways and parks. A Greenways and Parks Master Plan will take a closer look at recreation needs and project feasibility. New projects may include greenways along Shoal Creek and at Gwinnett Medical Center, a passive park on city-owned land on Sugarloaf Parkway, a new neighborhood park in the Hurricane Shoals area, and enhanced access to Rhodes Jordan Park and Alexander Park. The evolving system will be designed to maximize connectivity, serving as not only places to exercise, but also as functional transportation for pedestrians and cyclists. Smaller greenspaces and plazas will be sprinkled into urban contexts to make fresh air and neighborly run ins part of everyday life in Lawrenceville.



French Broad River West Greenway in Asheville, NC

7

POLICY MAP

The Policy Map illustrates potential physical improvements or geographies where strategies may be applied to help achieve the City's vision and serves as a complement to the 2040 Future Development Map (page 55). It helps City staff and elected officials visualize where to make targeted investments, including:

Commercial/Mixed Use Opportunity Areas:

Target business relocation, retention, façade enhancements, and revised regulations in these areas identified in the *Economic Development Strategic Plan* to encourage quality commercial and mixed use redevelopment.

Residential Opportunity Areas: Focus redevelopment and support for residential rehabilitation in these areas and ensure there are sufficient neighborhood resources and amenities for residents to thrive.

Neighborhood Nodes: Encourage the development of small neighborhood service centers with pedestrian-oriented buildings and easy pedestrian and bicycle access for neighbors.

Planned/Potential Parks: Develop a passive park on existing city-owned land along Sugarloaf Parkway. Explore the potential of adding a new neighborhood park in the Maltbie/Pike area to enhance quality of life for residents and the acquisition of parcels adjacent to Rhodes Jordan Park along Crogan Street and Buford Drive to improve the visibility and access to this regional recreational asset.

Planned/Potential Greenways: Complete the planned College Corridor linear park. Explore the potential to use floodplains and underutilized land for new greenways along Shoal Creek, the southwestern edge of Rhodes Jordan Park, Pew Creek, and the southern edge of Gwinnett Medical Center.

New/Enhanced Park Access: Improve access and visibility to Rhodes Jordan Park. As new parks and trails are constructed, seek to maximize access from surrounding neighborhoods.

Priority Bicycle/Pedestrian Route: Create high quality pedestrian and bicycle experiences along signature routes connecting major destinations. Incorporate wide paths, safe and frequent crossings, human-scale lighting, street furniture, and street-oriented buildings in their design.

Enhanced Pedestrian Crossing: Improve unsafe or non-existent pedestrian crossings at key points along priority pedestrian/bicycle routes.

Regional Freight Route: Work with Georgia DOT and the US DOT to explore alternate routes for US 29 to reduce the volume of regional freight traffic passing through Downtown Lawrenceville.

Local Freight Route: Continue to direct local freight deliveries along current freight routes.

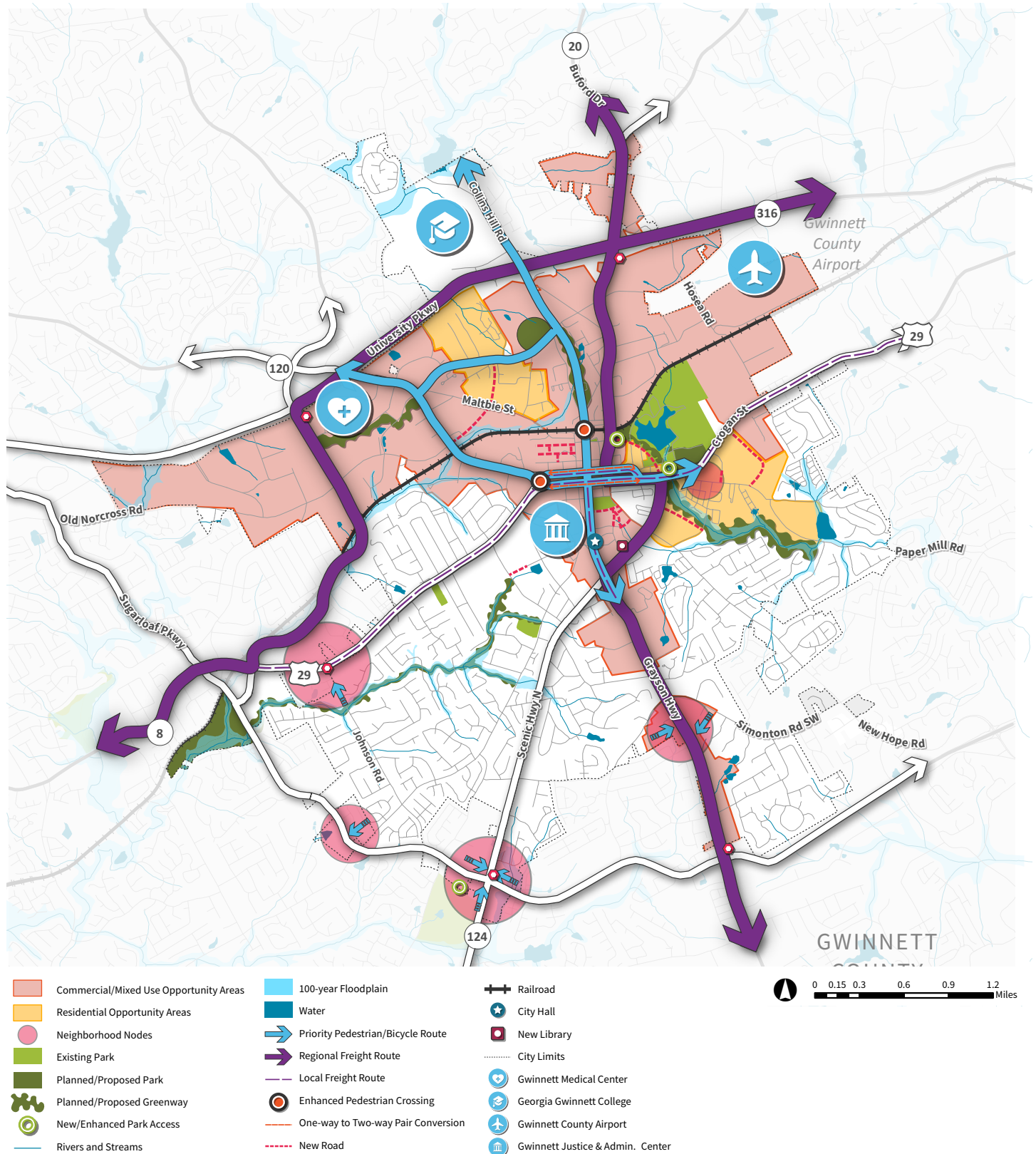
One-way to Two-way Pair Conversion: Work with Georgia DOT and the US DOT to pursue the conversion of Pike Street and Crogan Street back to two-way roads.

Gateway Features: Install gateway features at high visibility entrance points to the City to promote civic identity and awareness. Partner with local designers and artists to use these installations as opportunities to embed the arts in the environment.

New Roads: Implement planned new road projects, including the Nash Street extension and roads included in proposed developments. Add new roads in the Maltbie/Pike and Paper Mill areas to create connections and reduce block sizes, improving walkability and access to transit routes. Consider small area studies to refine the locations of proposed roads.

New Library and Museum: Work with Gwinnett County to implement the proposed new library, museum, and community spaces at the former Hooper Renwick School.

Figure 2-1. Policy Map

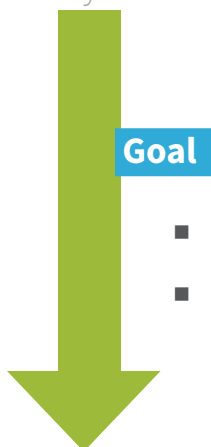


GUIDING POLICIES

The guiding policies that follow provide direction for the types of projects and decisions city staff, officials, and partners should be making on a daily basis to move the 2040 vision forward. Highlights from the associated Community Work Program action items are noted below and detailed in Chapter 5.

The goals, policies, and action items are organized by topic area: land use, transportation, housing, economic development, and quality of life. The purpose of the goals and policies is to bridge the gap between today's priority needs and opportunities in the City's vision for the future.

Today: **Priority Needs/Opportunities**



Goal

- **GUIDING POLICY**
- **GUIDING POLICY...**

[Action Item 1](#), [Action Item 2...](#)

2040: **Community Vision**



Some policies apply to specific parts of the city. When you see this symbol (📍), flip to the Policy Map on page 37 to see where they're happening!

LAND USE (LU)

LU1. Promote land use patterns and design elements that support walkability and an improved sense of place.

- **POLICY LU1.1:** Encourage a mixture and concentration of residential, retail, office, recreational, and educational facilities at key locations to encourage walking and biking to everyday needs.
- **POLICY LU1.2:** Encourage the development of neighborhood-level services and destinations near residential areas. 📍
- **POLICY LU1.3:** Minimize street frontages lined by parking lots, blank walls, or empty lots.
- **POLICY LU1.4:** Encourage buildings in walkable areas to be oriented to the street and have facades designed with abundant windows and human scale architectural features.
- **POLICY LU1.5:** Incorporate landscaping and public art throughout the most visible and easily accessible public spaces of the city.
- **POLICY LU1.6:** Lead by example—ensure that all City investments reflect the land use vision of a walkable, accessible place.

Related Work Program Actions:

- [Rewrite the Zoning Ordinance to improve clarity and reflect the community's vision](#)
- [Modernize Development Regulations](#)
- [Allow pedestrian-oriented signage in activity centers](#)
- [Minimize allowable street frontages lined by parking lots or blank walls](#)

LU2. Encourage mixed uses and increased density Downtown.

- **POLICY LU2.1:** Allow a mix of uses Downtown.
- **POLICY LU2.2:** Adopt Downtown zoning regulations that are simple to understand and reasonable to implement.
- **POLICY LU2.3:** Direct and attract potential developers and tenants to Downtown locations.
- **POLICY LU2.4:** Coordinate transportation and other infrastructure investments with increases in density.
- **POLICY LU2.5:** Encourage higher density development to locate along existing and planned transit routes, and where adequate public service capacity is in place, or planned to be place, to support it.

Related Work Program Actions:

- Simplify Downtown underlying zoning and overlay requirements
- Establish a land bank
- Create a mixed use zoning district
- Explore allowing food trucks
- Incorporate new uses, such as microbreweries, into the code

LU3. Support the redevelopment of underutilized parcels, especially in and around Downtown.

- **POLICY LU3.1:** Partner with the Downtown Development Authority to purchase vacant, tax foreclosed, contaminated, and underutilized properties and assemble parcels for future development.
- **POLICY LU3.2:** Work with property brokers and owners to promote key redevelopment opportunities, and utilize the City's information channels, such as the City's website, to help in this effort.
- **POLICY LU3.3:** Actively partner with the Downtown Development Authority and private property owners to pursue state and non-profit funding for redevelopment projects.
- **POLICY LU3.4:** Prioritize building façade renovation and redevelopment funds in and around Downtown.
- **POLICY LU3.5:** Encourage industrial development to locate in the northeastern part of the city, near the Airport and away from Downtown.

Related Work Program Actions:

- Relocate city fueling station
- Consolidate Downtown dumpsters
- Facilitate acquisition and redevelopment of GDOT surplus property
- Partner with DDA and property owners to apply for low-interest loans from the Georgia DCA Downtown Development Revolving Loan Fund and Georgia Cities Foundation Revolving Loan Fund

LU4. Improve the aesthetics of main corridors and gateways into the City.

- **POLICY LU4.1:** Install gateway features at key entrances to the city. 📍
- **POLICY LU4.2:** Plant street trees throughout the city, particularly along pedestrian/bicycle priority routes. 📍
- **POLICY LU4.3:** Install pedestrian scale lighting Downtown and along pedestrian/bicycle priority routes. 📍
- **POLICY LU4.4:** Minimize cluttered signage.
- **POLICY LU4.5:** Establish higher landscaping standards, particularly along major transportation corridors. 📍
- **POLICY LU4.6:** Support and encourage façade renovations and maintenance for older buildings in keeping with the character of the surrounding area.

Related Work Program Actions:

- Enhance Pike Street streetscape with landscaping, lighting, and high quality pedestrian facilities
- Assess existing street lights and install them where missing
- Install pedestrian- and bicycle-oriented wayfinding along priority pedestrian/bicycle routes
- Explore facade improvement grants

LU5. Address conditions that are conducive to concentrations of blight.

- **POLICY LU5.1:** Continue to pursue resolution to code violations.
- **POLICY LU5.2:** Provide and direct property owners to resources to make proactive improvements.

Related Work Program Actions:

- Explore incentivizing the restoration of historic homes Downtown
- Promote and connect property owners with Gwinnett County's Crime Free Multi-Housing Program
- Explore facade improvement grants

LU6. Ensure the compatibility of infill development.

- **POLICY LU6.1:** Consider the scale of surrounding development in approving rezoning decisions and building permits.
- **POLICY LU6.2:** Ensure appropriate density transitions and buffering between incompatible uses.
- **POLICY LU6.3:** Preserve and protect the desired character and value of well-established neighborhoods from encroachment by incompatible uses.
- **POLICY LU6.4:** Concentrate new industrial, warehouse, and distribution development in existing industrial locations with strong regional transportation and freight access.

Related Work Program Actions:

- Rewrite the Zoning Ordinance to improve clarity and reflect the community's vision

LU7. Balance high development standards with flexibility and innovation.

- **POLICY LU7.1:** Ensure the Zoning Ordinance provides clarity, minimizes unnecessary regulations, and facilitates compatible, high quality design.
- **POLICY LU7.2:** Ensure Development Regulations protect the natural environment, require safe practices, and promote an aesthetically pleasing environment.
- **POLICY LU7.3:** Enable efficient, administrative approval for minor variances and permits.

Related Work Program Actions:

- Permit a greater variety of building materials
- Establish an Administrative Review Committee

LU8. Promote sustainability and stewardship.

- **POLICY LU8.1:** Increase tree canopy by proactively planting trees and increasing landscaping requirements in the Development Regulations.
- **POLICY LU8.2:** Partner with Gwinnett Clean and Beautiful and other non-profits to improve the natural environment and provide technical support.
- **POLICY LU8.3:** Acquire and preserve sensitive natural areas, like floodplains.
- **POLICY LU8.4:** Promote compact development patterns that support alternative transportation.
- **POLICY LU8.5:** Encourage the use of sustainable building materials and designs.
- **POLICY LU8.6:** Sustain and improve the quality of existing neighborhoods.

Related Work Program Actions:

- Explore incentives for sustainable building practices

Transportation (T)



T1. Prioritize mobility, health, and safety over vehicular speed.

- **POLICY T1.1:** Prioritize complete streets and ensure local agencies approach every street project as an opportunity to make streets safe and welcoming for all users.
- **POLICY T1.2:** Require interparcel connectivity for new commercial and mixed use developments along major corridors.
- **POLICY T1.3:** Pursue state, federal, and private funding for active transportation projects.
- **POLICY T1.4:** Work with the Georgia Department of Transportation (DOT), Gwinnett County DOT, and the U.S. DOT to balance regional transportation needs with the local roadway experience.

Related Work Program Actions:

- As part of the updated Development Regulations, create a streetscape manual for different road typologies, incorporating infrastructure for all users
- Continue conversations with GDOT, Gwinnett County DOT, and USDOT to reroute state and U.S. routes away from Downtown
- Explore reducing speed limits Downtown
- Establish a dedicated city funding source for annual, incremental active transportation improvements Apply for a Roadside Enhancement and Beautification Council (REBC) grant through GDOT for landscape enhancements to Pike St
- Apply for Transportation Enhancement (TE) program funding through GDOT for bike/ped and landscaping projects to enhance priority pedestrian/bicycle routes

T2. Promote a comfortable walking experience for people of all ability levels and ages.

- **POLICY T2.1:** Implement Gwinnett County SPLOST sidewalk and new road projects.
- **POLICY T2.2:** Incorporate sidewalks or shared use paths in all roadway projects.
- **POLICY T2.3:** Ensure street lights are present throughout the city.
- **POLICY T2.4:** Provide facilities that ensure safe pedestrian crossings, such as crosswalks, refuge islands, and pedestrian signals.
- **POLICY T2.5:** Invest in the highest quality pedestrian infrastructure along routes connecting activity centers and connections to schools. 
- **POLICY T2.6:** Ensure all public sidewalks meet ADA requirements.
- **POLICY T2.7:** When possible, install generous sidewalks in activity centers and along major roads (10 feet or wider). 
- **POLICY T2.8:** Install traffic calming features along heavily traveled pedestrian and bicycle routes.
- **POLICY T2.9:** Partner with non-profits and agencies like the PATH Foundation and Gwinnett County Public Schools to improve pedestrian infrastructure.
- **POLICY T2.11:** Promote an interconnected grid of local roadways and minimize dead end streets.

Related Work Program Actions:

- Sidewalk projects (multiple)
- Enhance Pike St streetscape with landscaping, lighting, and high quality pedestrian infrastructure

T3. Grow the network of bicycle facilities.

- **POLICY T3.1:** Create and promote the development a safe and enjoyable network of bicycle infrastructure.
- **POLICY T3.2:** Consider connections to centers of activity, public gathering spaces, and recreational facilities as a priority in bicycle facility route selection.
- **POLICY T3.3:** When designing new bicycle facilities, opt for off-road, multi-use paths where possible.
- **POLICY T3.4:** Coordinate with Gwinnett County and nearby municipalities to align bicycle facilities with planned regional routes.

Related Work Program Actions:

- Install continuous bike lanes from Downtown to GGC
- Install bike lanes along Crogan St from Downtown to Rhodes Jordan Park
- Explore bike share models in partnership with GGC
- Install bike racks Downtwon and in the Depot area and partner with GGC, GMC, and GJAC to install bike racks on their campuses


T4. Support the expansion of transit service.

- **POLICY T4.1:** Work with transit providers to install comfortable and attractive covered bus stops, particularly along highly utilized route segments.
- **POLICY T4.2:** Strengthen connectivity to regional transit systems.
- **POLICY T4.3:** Work with Gwinnett County Transit to maximize the utility of planned transit routes.
- **POLICY T4.4:** Work with GCT to determine the feasibility of increasing service frequency and adding evening service between GGC and Downtown.
- **POLICY T4.5:** Work with the State Road and Tollway Authority to enhance commuter transit service.
- **POLICY T4.6:** Better integrate GCT transit service with MARTA.
- **POLICY T4.7:** Support ride sharing, car sharing, and bike sharing services as a supplement to public transit.

Related Work Program Actions:

- Study the potential for a park and ride lot along SR 316 to connect to GRTA Xpress commuter bus service
- Enhance lighting and provide shelter at bus stops
- Install signature, artistic passenger pick-up shelters in key Downtown locations
- Coordinate with GCT to provide real-time transit displays at bus stops
- Explore the feasibility of a shuttle program for Downtown events

T5. Maintain or enhance the quality of existing infrastructure.

- **POLICY T5.1:** Regularly repave public streets, particularly major gateways to the city.
- **POLICY T5.2:** Discourage freight intensive uses and routes in and around activity centers to reduce wear on pavement. 
- **POLICY T5.3:** Regularly evaluate the condition of existing roadways, and provide an easy method for citizen reporting of poor conditions.

Related Work Program Actions:

- Road repavement and maintenance program for City roads

T6. Reduce the proportion of land dedicated to surface parking.

- **POLICY T6.1:** Align parking requirements with modern industry standards.
- **POLICY T6.2:** Limit the amount of additional parking that may be provided beyond the minimum requirement.
- **POLICY T6.3:** Reduce parking requirements for uses located adjacent to transit stops and for lots where electric vehicle charging stations are provided.
- **POLICY T6.4:** Allow and encourage pervious pavement in parking areas to reduce surface water runoff.
- **POLICY T6.5:** Use wayfinding signage to direct drivers to available parking.
- **POLICY T6.6:** Encourage structured parking where appropriate and evaluate public-private parking partnerships as needed.

Related Work Program Actions:

- Modify the Zoning Ordinance to reduce parking requirements, encourage pervious pavement, establish parking maximums, and provide parking reductions for electric vehicle charging stations and proximity to transit
- Conduct a Downtown district parking study


T7. Evaluate the use of Intelligent Transportation Systems (ITS).

- **POLICY T7.1:** Implement ITS projects from the Gwinnett County SPLOST.
- **POLICY T7.2:** Continue to work with Gwinnett DOT and Georgia DOT to advance ITS applications.
- **POLICY T7.3:** Explore the possibility of transit signal prioritization.

Related Work Program Actions:

- SPLOST and Gwinnett CTP intersection improvement projects (multiple)

T8. Strategically locate and regularly maintain freight routes.

- **POLICY T8.1:** Provide convenient access between major freight corridors and freight intensive land uses.
- **POLICY T8.2:** Monitor and maintain pavement quality to minimize wear and tear from freight traffic.
- **POLICY T8.3:** Route freight traffic to minimize impacts on activity centers and residential neighborhoods. 

Related Work Program Actions:

- Road repavement and maintenance program for City roads
- Continue conversations with GDOT, Gwinnett County DOT, and USDOT to reroute state and U.S. routes away from Downtown

Housing (H)

H1. Facilitate the improvement of housing stock conditions.

- **POLICY H1.1:** Continue to set high standards for housing conditions and pursue resolution to residential building code violations.
- **POLICY H1.2:** Connect homeowners with existing financial resources for home improvements.
- **POLICY H1.3:** Pursue additional funding for housing rehabilitation.
- **POLICY H1.4:** Partner with the Lawrenceville Housing Authority and other agencies and non-profits to renovate substandard housing.
- **POLICY H1.5:** Educate renters on their rights.
- **POLICY H1.6:** Partner with programs for donated building materials, such as Home Depot's Good360 program, to assist with housing repairs.

Related Work Program Actions:

- Explore facade improvement grants for low-income residents
- Explore incentives for the development of high quality affordable housing
- Explore incentivizing the restoration of historic homes Downtown
- Replace and relocate LHA units on Constitution Blvd
- Complete facade and landscaping enhancements for LHA properties
- Develop a plan for cleanup and reduction of blighted and aged multi-family and extended stay properties in high crime areas

H2. Promote a variety of housing choices.

- **POLICY H2.1:** Encourage the development of mixed-income neighborhoods in residential opportunity areas. 
- **POLICY H2.2:** Allow a greater variety of housing types, including smaller infill housing in mixed use developments.
- **POLICY H2.4:** Promote the use of a greater variety of building materials in residential construction
- **POLICY H2.5:** Regularly engage in targeted discussions with quality developers to promote sites in Lawrenceville and understand barriers to entry.
- **POLICY H2.6:** Attract developers to Downtown redevelopment sites through density bonuses.

Related Work Program Actions:

- [Modify the Zoning Ordinance to allow smaller residential lots and mixed use](#)

H3. Encourage home ownership.

- **POLICY H3.1:** Connect potential homeowners to existing financial assistance and credit counseling programs.
- **POLICY H3.2:** Partner with local non-profits to educate potential homeowners about the home buying process.
- **POLICY H3.3:** Partner with LHA to direct potential low- to moderate-income homebuyers to financial assistance administered through Gwinnett County and the Georgia Dream Homeownership Program.

Related Work Program Actions:

- [Create a resident assistance page on the City website with links to resources like neighborhood guides, short testimonials from residents, low-cost loan sources, etc.](#)

H4. Become a regional leader in high-quality housing.

- **POLICY H4.1:** Engage in regional housing forums.
- **POLICY H4.2:** Participate in housing technical assistance programs.
- **POLICY H4.3:** Coordinate with Gwinnett County and neighboring municipalities to further a regional strategy for affordable housing.
- **POLICY H4.4:** Preserve affordability and facilitate redevelopment through the creation of a land bank.
- **POLICY H4.5:** Partner with the Lawrenceville Housing Authority or other agencies and non-profits to develop new, modest starter homes.
- **POLICY H4.6:** Encourage the development of new affordable housing units near activity centers and existing or planned transit routes. 

Related Work Program Actions:

- Complete and implement the LHA master plan
- Explore participation in the Georgia Initiative for Community Housing three-year collaboration, technical assistance, and training program through the University of Georgia

Economic Development (ED)

ED1. Actively encourage workers in Lawrenceville to become residents.

- **POLICY ED1.1:** Work with Gwinnett Medical Center, Georgia Gwinnett College, Gwinnett County, and other local employers to encourage local employees to live in the city.
- **POLICY ED1.2:** Ensure that a range of housing types of high quality are available near employment centers.
- **POLICY ED1.3:** Develop programs with major employers to advertise city events and businesses.

Related Work Program Actions:

- Identify property owners of large tracts of the Hurricane Shoals area for roundtable strategy discussion
- Promote the city and local schools through a marketing campaign focused on attracting local, nonresident employees to become Lawrenceville residents
- Promote community events through a variety of channels
- Partner with major employers like GMC, GGC, and Gwinnett County to develop strategies to encourage employees to live in Lawrenceville


ED2. Encourage the creation, retention, and expansion of local businesses.

- **POLICY ED2.1:** Work with Partnership Gwinnett and the Gwinnett County Chamber of Commerce to expand and support local businesses.
- **POLICY ED2.2:** Develop City-focused entrepreneurial initiatives.
- **POLICY ED2.3:** Develop, attract, and retain a diverse array of professional businesses.
- **POLICY ED2.4:** Actively connect local businesses to state and regional resources such as the Georgia Small Business Development Center.
- **POLICY ED2.5:** Encourage the halo effect around downtown to expand revitalization.
- **POLICY ED2.6:** Assist local businesses in improving their storefronts.
- **POLICY ED2.7:** Promote local businesses and nonprofits through an active social media presence.
- **POLICY ED2.8:** Craft communications materials to promote the local business climate and attract new companies.

Related Work Program Actions:

- Continue to invest in Partnership Gwinnett
- Continue to refer emerging entrepreneurs to SCORE
- Continue to introduce emerging professionals in signature industries to established local professionals
- Explore allowing food trucks


ED3. Collaborate with Georgia Gwinnett College to become the college town of tomorrow.

- **POLICY ED3.1:** Continue to implement the College Corridor Plan. 
- **POLICY ED3.2:** Engage Georgia Gwinnett College faculty, staff, and students in city planning efforts.
- **POLICY ED3.3:** Support innovative workplace practices that reflect the emerging model of work in the 21st century.
- **POLICY ED3.4:** Pursue strategies to convert commuter students into residents.
- **POLICY ED3.5:** Partner with education leaders to expand school-to-work opportunities.

Related Work Program Actions:

- Complete the College Corridor linear park
- Repurpose the existing economic development advisory board to play a more active role in economic development strategies


ED4. Continue to support the medical industry.

- **POLICY ED4.1:** Market and recruit additional health care businesses to Lawrenceville.
- **POLICY ED4.2:** Support the expansion of existing medical providers and support businesses.
- **POLICY ED4.3:** Develop a public realm around the medical industry that encourages walking and healthy living. 

Related Work Program Actions:

- Work with Partnership Gwinnett to host regular health care industry roundtables

ED5. Actively promote development and redevelopment in identified economic opportunity areas.

- **POLICY ED5.1:** Formalize and execute the marketing and development of the City's opportunity areas. 
- **POLICY ED5.2:** Protect remaining industrial sites for signature opportunities.
- **POLICY ED5.3:** Develop and maintain an inventory of land and buildings available for sale/lease.
- **POLICY ED5.4:** Develop a Lawrenceville land bank.

Related Work Program Actions:

- Continue to pursue Downtown infill projects identified in the 2015 EDSP

ED6. Grow Downtown's economic base.

- **POLICY ED6.1:** Expand Downtown's live-work-play opportunities.
- **POLICY ED6.2:** Encourage a mix of viable businesses.
- **POLICY ED6.3:** Explore ways to expand activity between Downtown and the Depot area.
- **POLICY ED6.4:** Activate Downtown in the evenings.
- **POLICY ED6.5:** Attract neighborhood services within walking distance of Downtown.
- **POLICY ED6.6:** Pursue the development of a boutique hotel.

Related Work Program Actions:

- Work with DDA and the potential land bank to assemble key parcels and package them for redevelopment

ED7. Empower and equip the City's community and economic development staff for success.

- **POLICY ED7.1:** Enhance the City's economic development toolbox to encourage investment and growth.
- **POLICY ED7.2:** Expand the City's relationship with external implementation partners.
- **POLICY ED7.3:** Facilitate an ongoing dialogue with community stakeholders.
- **POLICY ED7.4:** Partner with organizations like Leadership Gwinnett to equip and empower community members.

Related Work Program Actions:

- Perform an annual business needs survey
- Implement an annual consumer survey for stakeholders to provide feedback on their experience with Lawrenceville as a place to live, work, and play
- Conduct business retention and outreach visits
- Repurpose the existing economic development advisory board to play a more active role in economic development strategies
- Continue to publish city news through the website and a regular email newsletter
- Enhance the online presence of the Community Development Department and the Downtown Development Authority
- Provide economic and community development materials in multiple languages

Quality of Life (QL)

QL1. Improve the perception and quality of public schools.

- **POLICY QL1.1:** Celebrate and market the success of local schools.
- **POLICY QL1.2:** Educate real estate professionals and those in related fields on the accomplishments and future plans for local schools.

Related Work Program Actions:

- Work with Gwinnett County Public Schools to create and support an arts magnet program at CGHS
- Promote the city and local schools through a marketing campaign

QL2. Support the work of non-profits and other community organizations.

- **POLICY QL2.1:** Promote the work of community organizations through the City's social media channels.
- **POLICY QL2.2:** Encourage the growth of organizations that provide Science Technology Engineering (Art) and Math [STE(A)M] learning opportunities for the city's students.

Related Work Program Actions:

- Create an Arts Council

QL3. Continue to be a primary provider of utilities in Gwinnett County.

- **POLICY QL3.1:** Support the development of fiber internet infrastructure.
- **POLICY QL3.2:** Monitor trends in the utility industry to ensure that the City is responsive to changing consumer demands.

QL4. Encourage the growth of the arts and cultural community.

- **POLICY QL4.1:** Consider expanding the number and types of special events venues in the city.
- **POLICY QL4.2:** Support the growth of the proposed fine arts high school magnet program.
- **POLICY QL4.3:** Expand mechanisms for marketing special events and arts programs.
- **POLICY QL4.4:** Continue to implement plans for the new Arts Complex.
- **POLICY QL4.5:** Develop a public art program.
- **POLICY QL4.6:** Identify specific locations for permanent and temporary art installations in Downtown and beyond.

Related Work Program Actions:

- Expand the Aurora Theatre arts complex
- Create an Arts Council
- Create a public art program
- Work with Gwinnett County Public Schools to create and support an arts magnet program at CGHS
- Conduct an Arts, Culture, and Heritage Master Plan to address public art, historic preservation, special events, and cultural resources




QL5. Preserve Lawrenceville's built heritage and unique character.

- **POLICY QL5.1** Identify key historic resources and develop plans for their recognition and protection.
- **POLICY QL5.2:** Encourage home ownership and improvement of historic houses and structures.
- **POLICY QL5.3:** Encourage new development that is compatible with historic structures in terms of scale and character, but not necessarily replicative in style.
- **POLICY QL5.4:** Connect history to buildings through museums, displays, art, and heritage sites.
- **POLICY QL5.5:** Work with local groups to integrate the story of Hooper Renwick School into its future as a public library.

Related Work Program Actions:

- Conduct an Arts, Culture, and Heritage Master Plan to address public art, historic preservation, special events, and cultural resources
- Explore incentivizing the restoration of historic homes Downtown
- Continue working with Gwinnett County to renovate the historic Hooper Renwick School as an African-American museum and civic meeting space


QL6. Foster dynamic, accessible public spaces and parks.

- **POLICY QL6.1:** Create public gathering spaces that encourage spontaneous friendly interaction.
- **POLICY QL6.2:** Integrate shared spaces in residential developments to encourage social interaction.
- **POLICY QL6.3:** Continue to improve public spaces through planting and maintaining trees and landscaping, and public art.
- **POLICY QL6.4:** Work with Gwinnett County to expand visibility of Rhodes Jordan Park from major thoroughfares and improve access from Downtown. 
- **POLICY QL6.5:** Work with Gwinnett County to improve pedestrian and bicycle access to Alexander Park, just outside City limits. 
- **POLICY QL6.6:** Develop a new park on the northwest side of the city. 
- **POLICY QL6.7:** Identify areas of the city that are underserved by parks and recreation amenities.

Related Work Program Actions:

- Continue to make improvements to Lawrenceville Lawn, including a permanent bandshell
- Construct the College Corridor linear park
- Rhodes Jordan Park renovations, improvements, and potential expansion
- Continue to install furniture, landscaping, art, and games in public gathering spaces to encourage use and interaction
- Conduct a master plan for a new passive park on the city-owned parcel at Sugarloaf Pkwy and Lawrenceville Suwanee Rd
- Acquire property and design a new neighborhood park in the Hurricane Shoals area

QL7. Pursue the development of a greenways and trail system.

- **POLICY QL7.1:** Identify a priority network of greenways and trails in the city that connect to the broader regional trail system.
- **POLICY QL7.2:** Study the feasibility of a greenway system along stream corridors. 
- **POLICY QL7.3:** Address resident concerns regarding trail visibility and safety through neighborhoods.


Related Work Program Actions:

- Construct the College Corridor linear park
- Finalize citywide greenway and parks master plan, including enhanced access to parks, a new trail along Shoal Creek, and a greenway on the GMC campus
- Apply for the Recreational Trails Program (RTP) grant through GDNR to get funding toward the land acquisition and construction of the Shoal Creek Trail

QL8. Protect and enhance creek corridors and watersheds.

- **POLICY QL8.1:** Consider stronger protections for impaired creeks, as designated by the Georgia Department of Natural Resources.
- **POLICY QL8.2:** Coordinate with the Gwinnett County Department of Water Resources to identify opportunities for Best Management Practices (BMP) to address stormwater challenges.
- **POLICY QL8.3:** Address known water contamination issues.
- **POLICY QL8.4:** Combat erosion and proactively prevent further damage to creek systems.

QL9. Promote accessibility citywide.

- **POLICY QL9.1:** Integrate new developments with their surroundings so they are not isolated; physical representation of inclusivity.
- **POLICY QL9.2:** Identify and evaluate accessibility barriers throughout the public realm and prioritize improvements. 

Related Work Program Actions:

- Enhance access to parks, particularly pedestrian and bicycle connections from Downtown to RJP
- Sidewalk projects (multiple)
- Nash St extension to Gwinnett Dr
- Require connected roadways for new developments
- Require interparcel connectivity for new commercial and mixed use developments along major corridors

The background is a solid orange color. On the left side, there is a large, stylized graphic consisting of a circle with a wedge-shaped section removed, resembling a large number 4 or a stylized 'P'. The graphic is composed of two concentric circles with a wedge removed from the left side. The outer circle is a lighter shade of orange, and the inner circle is a darker shade. The wedge removed from the left side is also a darker shade of orange.

4

CHARACTER
AREAS

4 CHARACTER AREAS

Character areas are a tool that help define a specific vision for different parts of the community. Shown in the 2040 Future Development Map, character areas acknowledge that there are many different versions of Lawrenceville—each with their own look and feel, and vision for the future.

CHARACTER AREAS

The 2040 Future Development map replaces the future development map from the 2030 Comprehensive Plan. Accompanying the map are narratives that describe each of the nine character areas, including:

- An overview of the area
- Design and transportation features
- Appropriate land uses
- Recommended zoning categories
- Implementation strategies
- Images of preferred design and land use patterns

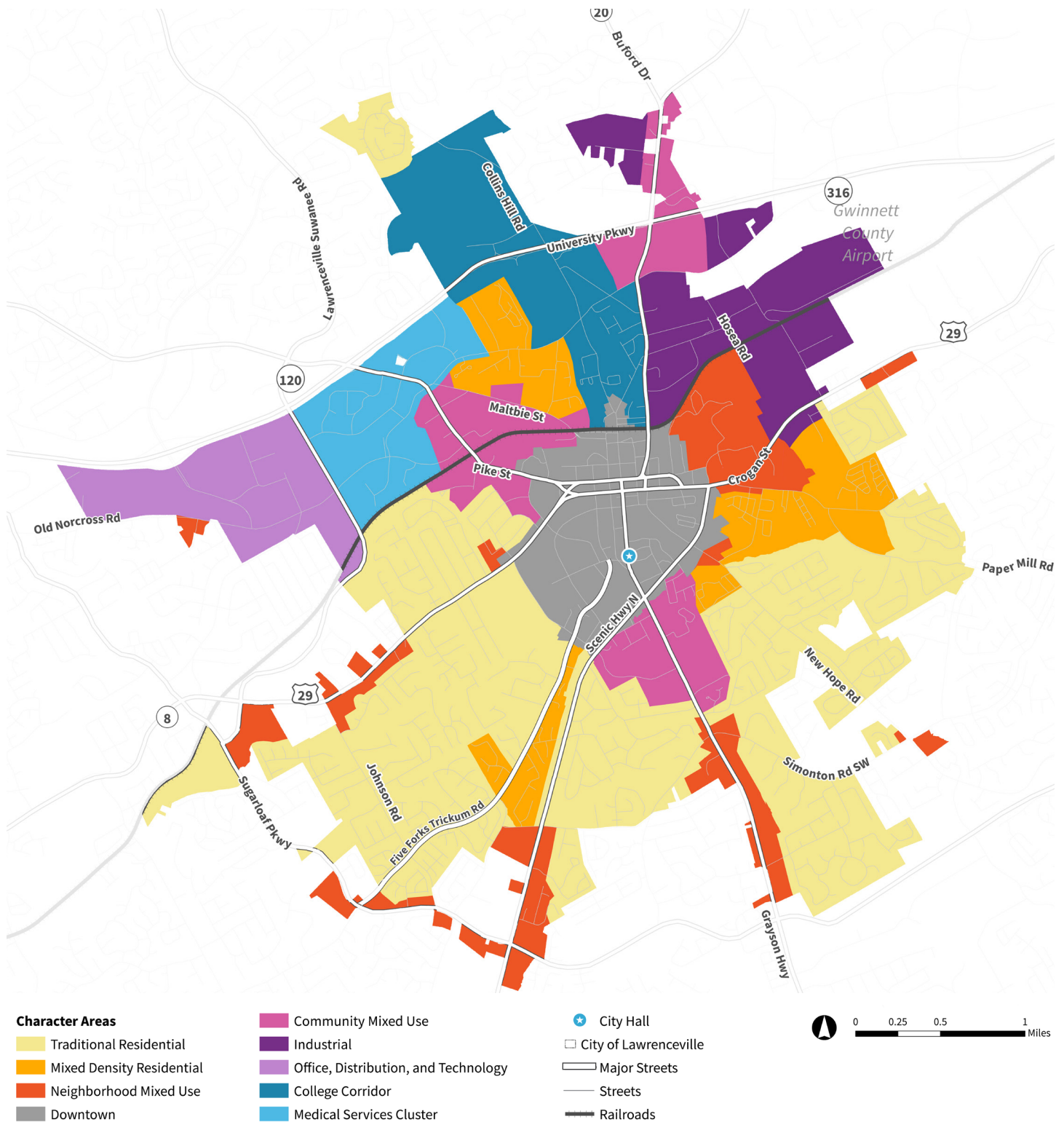
It is important to note that the descriptions of the character areas represent the vision, not necessarily current conditions—it is an aspirational look ahead, rather than a summary of what is currently on the ground.

The land uses listed for the character areas represent the range of uses that are compatible with the vision. This list is not intended to be restrictive; instead, it is a guide for City of Lawrenceville staff to use when reviewing proposals for development. Likewise, the key policies and projects listed for each character area are not exhaustive lists, but the core policies and projects that will have greatest impact in implementing the vision in that area.

Character areas in Lawrenceville are:

- | | |
|-----------------------------|---------------------------------------|
| ■ Traditional Residential | ■ College Corridor |
| ■ Mixed Density Residential | ■ Medical Services Cluster |
| ■ Downtown | ■ Office, Distribution and Technology |
| ■ Community Mixed Use | ■ Industrial |
| ■ Neighborhood Mixed Use | |

Figure 4-1. Future Development Map





Character Area

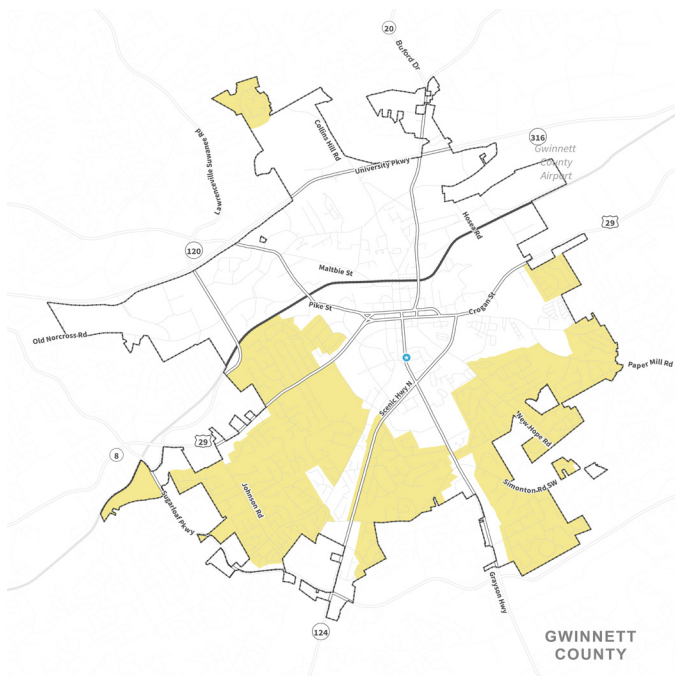
TRADITIONAL RESIDENTIAL

Overview

Traditional Residential areas are predominantly single-family, suburban-style neighborhoods located in the southern half of the city. The purpose of this character area is to preserve these traditional neighborhoods and buffer them from more intense land uses. Density is typically low (less than 3 dwelling units per acre), and most open space is in private yards.

Design

Traditional Residential areas are characterized by single-family homes on large lots with generous setbacks. These neighborhoods are very green, with easy access to the outdoors and nature. Housing is of a high standard across all price points, and is set along quiet, well-lit streets. Where infill opportunities exist, development is low density and compatible with the scale, look, and feel of the neighborhood. Along major roadways, residential structures can be adaptively reused for offices or other low-intensity commercial uses.



Transportation

Transportation in Traditional Residential areas is dominated by quiet, calm roadways with wide sidewalks. There is easy access to recreation and parks, and ideally each neighborhood has a strong pedestrian and roadway connection to a Neighborhood Mixed Use area for local services. Connectivity between neighborhoods is also strong, with multiple ways to enter and exit neighborhoods, and pedestrian connections in between. Access to transit happens at the edges of these neighborhoods along major roadways.

Appropriate Land Uses

- Single family detached residential
- Low-intensity commercial uses along major roadway corridors
- Small-scale civic/public uses
- Places of worship
- Parks/recreation/green space

Zoning

- AR Agricultural Residential
- RS-180 Single Family Residential
- RS-150 Single Family Residential
- RS-60 Single Family Residential
- MH Manufactured Home Residential
- ON Office/Neighborhood (major roads)
- BN Neighborhood Business District (major roads)

Implementation

Key Policies

Policy LU6.3: Preserve and protect the desired character and value of well-established neighborhoods from encroachment from incompatible uses.

Policy T2.11: Promote an interconnected grid of local roadways and minimize dead end streets.

Policy H1.1: Continue to set high standards for housing conditions and pursue resolution to residential building code violations.

Policy H2.4: Allow the use of a greater variety of building materials in residential construction.

Major Projects

- Rewrite the Zoning Ordinance to improve clarity and reflect the community's vision
- Assess existing street lights and install them where missing
- Increase enforcement for speeding
- Explore facade improvement grants for low-income residents
- Complete facade and landscaping enhancements for LHA properties
- Conduct a master plan for a new passive park on the city-owned parcel at Sugarloaf Pkwy and Lawrenceville Suwanee Rd
- Promote the city and local schools through a marketing campaign focused on attracting local, nonresident employees to become Lawrenceville residents



Single family home in Lawrenceville



Single family home in Lawrenceville



Single family home in Lawrenceville



Character Area

MIXED DENSITY RESIDENTIAL

Overview

Mixed Density Residential is a more urbanized form of a Traditional Residential neighborhood. While they can still have single-family residences, these areas also contain higher density types of housing such as townhomes, duplexes, condominiums, and apartments. Primarily, Mixed Density Residential areas are located in northern part of the city near Downtown and SR 316 where denser infrastructure and more services are located. Unlike Traditional Residential areas, they can also be compatible with higher intensity uses in adjacent character areas.

Design

Regardless of the type of housing or density, there is a high standard of housing across all price points. Neighborhoods are well lit, with attractive landscaping and beautiful aesthetics. In areas where there are larger opportunities for infill, Traditional Neighborhood Development (TND)

practices are encouraged. Walkable block sizes, pedestrian-scaled façades and streets, and a lively public realm are all part of the look and feel of Mixed Density Residential areas.

Transportation

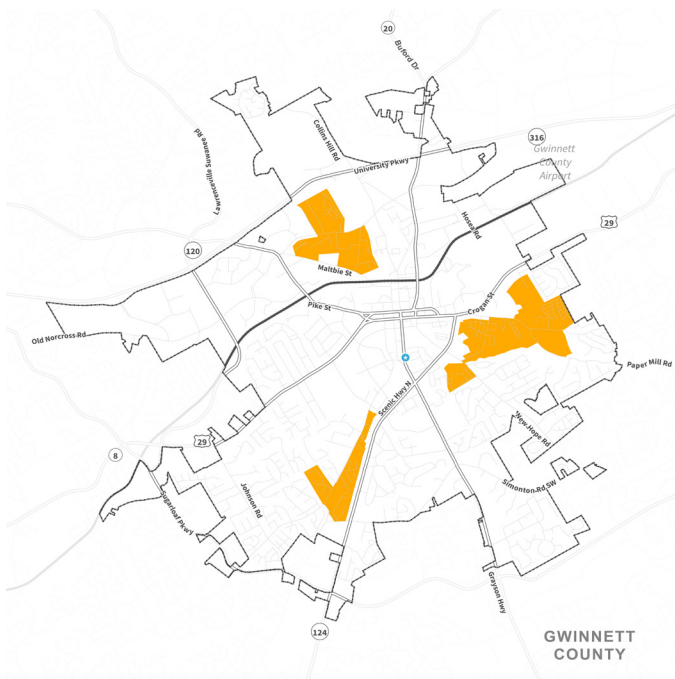
Transportation in Mixed Density Residential areas is a mix of walking, bicycling, and driving. Roadways are “complete streets” that accommodate all modes of transportation, with wide sidewalks and strong connectivity both within and between neighborhoods. These areas should have direct access to a Neighborhood Mixed Use area, as well as easy access to transit.

Appropriate Land Uses

- Single family detached residential
- Single family attached residential
- Multi-family residential
- Low-intensity commercial uses (major roads)
- Civic/public uses
- Places of worship
- Parks/recreation/green space

Zoning

- RS-60 Single Family Residential
- RM-12 Multi-Family Residential
- RM-6 Duplex/Triplex/Quadplex Residential
- RTH Townhome Residential
- RM-4 Fee Simple Condominium Residential
- MH Manufactured Home Residential
- RM-HR Multi-Family High Rise Residential
- ON Office/Neighborhood (major roads)
- BN Neighborhood Business District
- TND Traditional Neighborhood District



Implementation

Key Policies

Policy H1.1: Continue to set high standards for housing conditions and pursue resolution to residential building code violations.

Policy H2.1: Encourage the development of mixed-income neighborhoods, in line with the recommendations of the Policy Map

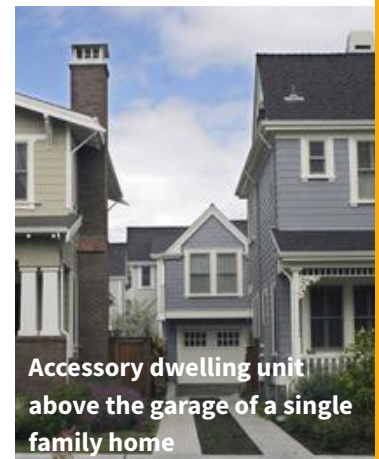
Policy H2.2: Allow a greater variety of housing types, including smaller infill housing and residences in mixed use developments.

Policy ED1.2: Ensure that a range of housing types of high quality are available near employment centers.

Policy QL6.2: Integrate shared spaces in residential developments to encourage social interaction.

Major Projects

- Modify the Zoning Ordinance to allow smaller residential lots
- Re-examine current use of Community Development Block Grant program funding and consider reallocating funds to facade improvement programs and/or bike/ped infrastructure
- Five Forks Trickum Rd sidewalks
- Complete facade and landscaping enhancements for LHA properties
- Explore facade improvement grants for low-income residents
- Partner with the DDA and LHA to purchase and renovate substandard housing units
- Acquire property and design a new trail along Shoal Creek from RJP to Paper Mill Rd
- Acquire property and design a new neighborhood park in the Hurricane Shoals area





Character Area

DOWNTOWN

Overview

Downtown is the heart of Lawrenceville, both in terms of its location and the level of activity. It is the highest intensity district in terms of its density and mixture of uses, particularly because of its mix of businesses. Development supports a live-work-play lifestyle, with a variety of housing, employment, and entertainment options. The streets are vibrant and walkable, and the sidewalks do not roll up at 5:00pm every night—it is a center for arts, culture, and music in Gwinnett County. In Downtown, there is a place for everyone: families, students, millennials, empty nesters, and seniors all feel at home and welcome.

Design

The design and character of Downtown is a highly important consideration for development. Although existing historic buildings should be enhanced and maintained, new buildings should be complementary in scale and have their

own style rather than mimicking older styles. In addition to a variety of interesting businesses and buildings, public facilities downtown are state-of-the-art and reflect a style unique to Lawrenceville. Adding to this exciting urban environment is a series of gathering spaces and parks, with more green space and better access to Rhodes Jordan Park. Sidewalks are wide, shaded, well lit, and punctuated by public art.

Transportation

Downtown Lawrenceville is the multi-modal hub of central Gwinnett County. Its streets are “complete,” and safely accommodate cars, pedestrians, cyclists, and transit. There are multiple rideshare pickup/drop-off areas, and high-quality bus shelters with amenities are the norm. Blocks are short, with a well-connected street system and a full transition from one-way pairs to two-way streets. Parking is addressed through smart parking solutions rather than large surface lots.

Appropriate Land Uses

- “Main Street” retail
- Townhomes
- Multi-family residential
- Live-work units
- Mixed use development
- General commercial
- Office/professional
- Civic/public/places of worship
- Plaza/park/gathering space

Zoning

- DT-1 Historic Courthouse Square
- DT-2 Residential and Office
- DT-3 Depot
- DT-4 Mixed Use



Implementation

Key Policies

Policy LU1.1: Encourage a mixture and concentration of residential, retail, office, recreational, and educational facilities at key locations to encourage walking and biking to everyday needs.

Policy LU1.4: Encourage buildings in walkable areas to be oriented to the street and have facades designed with abundant windows and human scale architectural features.

Policy T1.4: Work with the Georgia Department of Transportation (DOT), Gwinnett County DOT, and the U.S. DOT to balance regional transportation needs with the local roadway experience.

Policy T2.4: Provide facilities that ensure safe pedestrian crossings, such as crosswalks, refuge islands, and pedestrian signals.

Policy T6.6: Encourage structured parking where appropriate and evaluate public-private parking partnerships as needed.

Policy ED6.1: Expand Downtown's live-work-play opportunities

Policy ED6.4: Activate Downtown in the evenings

Policy QL4.6: Identify specific locations for permanent and temporary art installations in Downtown and beyond.

Policy QL5.3: Encourage new development that is compatible with historic structures in terms of scale and character, but not necessarily replicative in style.

Policy QL6.1: Create public gathering spaces that encourage spontaneous friendly interaction.

Major Projects

- Simplify Downtown underlying zoning and overlay requirements
- Minimize allowable street frontages lined by parking lots or blank walls
- Distinguish zoning requirements for renovations and new buildings Downtown
- Evaluate returning Pike St and Crogan St to two-way roads
- Install signature, artistic passenger pick-up shelters in key Downtown locations
- Install bike racks and continuous bike lanes from Downtown to GGC and RJP
- Conduct a Downtown district parking study
- Expand the Aurora Arts Theatre complex
- Continue to install furniture, landscaping, art, and games in public gathering spaces





Character Area

COMMUNITY MIXED USE

Overview

The Community Mixed Use character area recognizes the large-scale redevelopment opportunities that are present in Lawrenceville. These are areas that could accommodate a diversity of development types and densities—including revitalized, mixed-use areas—that build on existing industrial or commercial character. Community Mixed Use areas are primarily located near Downtown, and could benefit from the “halo effect” of high-quality development already happening nearby. For this to happen, heavy industrial and noxious uses would need to relocate, and dumping and other poor environmental practices must be eliminated.

Design

The look and feel of Community Mixed Use areas will likely vary between neighborhoods depending on the types of uses that are developed, as well as the density. In

general, strip centers with large surface parking lots will be discouraged. Instead, the emphasis will be on reduced curb cuts and connectivity between areas; access management for areas that do develop into shopping centers; beautiful landscaping; and the revitalization and re-use of older vacant structures and under-used lots.

Transportation

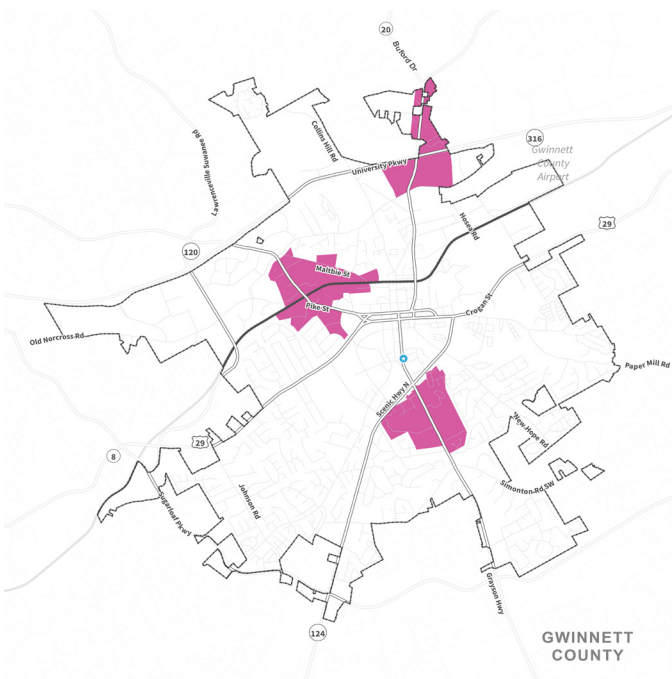
Because this character area has the possibility of higher intensities, it’s important that transportation infrastructure is in place to support it. Roadway networks should be highly connected with short blocks and high-quality pedestrian and bicycle environments. For large scale redevelopment opportunities, the construction of a system of interlocking local roadways is important. Transit access should also be present.

Appropriate Land Uses

- Modern/clean/light industry
- Townhomes
- Multi-family residential
- Live-work units
- Mixed use development
- General commercial
- Office/professional
- Civic/public/places of worship
- Plaza/park/gathering space

Zoning

- OI Office/Institutional District
- RM-6 Duplex/Triplex/Quadplex Residential
- RTH Townhome Residential
- RM-4 Fee Simple Condominium Residential
- BN Neighborhood Business District
- BG General Business District
- LM Light Manufacturing District
- MU Mixed Use
- TND Traditional Neighborhood District



Implementation

Key Policies

Policy LU1.1: Encourage a mixture and concentration of residential, retail, office, recreational, and educational facilities at key locations to encourage walking and biking to everyday needs.

Policy LU8.4: Promote compact development patterns that support alternative transportation.

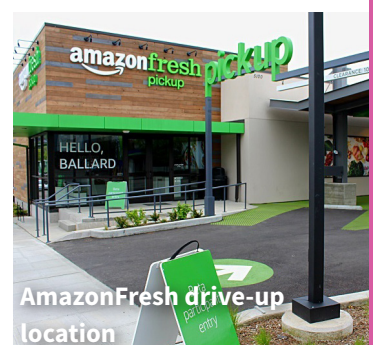
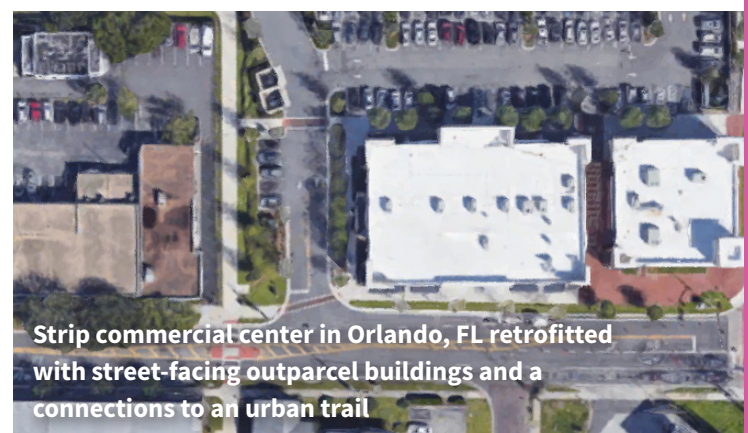
Policy T1.2: Require interparcel connectivity for new commercial and mixed use developments along major corridors.

Policy H2.2: Allow a greater variety of housing types, including smaller infill housing and residences in mixed use developments.

Policy ED5.1: Formalize and execute the marketing and development of the City's opportunity sites

Major Projects

- Create a mixed use zoning district
- Require interparcel connectivity for new commercial and mixed use projects along major corridors
- Minimize allowable street frontages lined by parking or blank walls
- Facilitate acquisition and redevelopment of GDOT surplus property
- Enhance Pike St streetscape with landscaping, lighting, and high quality pedestrian facilities
- Install pedestrian and bicycle-oriented wayfinding signage along priority ped/bike routes
- Study the potential for a park and ride lot along SR 316 to connect to GRTA commuter bus service
- Enhance lighting and provide shelter at bus stops
- Implement a commercial facade improvement program





Character Area

NEIGHBORHOOD MIXED USE

Overview

The intent of Neighborhood Mixed Use areas is to provide a center for local services that is walkable from nearby residential areas. Examples of local services include restaurants, corner stores, drug stores, dry cleaners, and small-scale retail. In some instances, these local services could be mixed with medium density housing such as townhouses or small scale apartment buildings. Neighborhood Mixed Use areas are primarily located in the southern half of the city to serve Traditional Residential neighborhoods.

Design

Ideally, Neighborhood Mixed Uses areas are small, walkable centers of activity rather than strip malls. Buildings should be oriented towards the street, with limited parking in front. The number of curb cuts should be limited, and these

areas should have some degree of architectural character or unique atmosphere.

Transportation

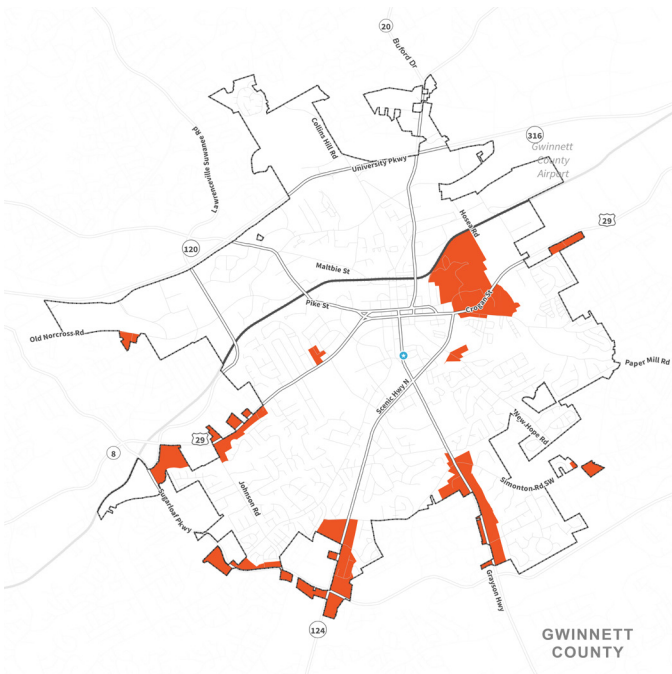
Although Neighborhood Mixed Use areas are predominantly on major roadways, they should be walkable and have strong pedestrian and bicycle connections to nearby residential areas. The emphasis should be on connections to the surrounding neighborhoods, rather than fast access onto and off of arterial roadways. These areas are also a prime opportunity for transit access to serve nearby neighborhoods.

Appropriate Land Uses

- Neighborhood commercial
- Small mixed-use development
- Civic/public/places of worship
- Parks/plazas
- Townhomes

Zoning

- BN Neighborhood Business District
- ON Office/Neighborhood
- RM-6 Duplex/Triplex/Quadplex Residential
- RTH Townhome Residential
- RM-4 Fee Simple Condominium Residential



Implementation

Key Policies

Policy LU1.2: Encourage the development of neighborhood-level services and destinations near residential areas.

Policy LU1.3: Minimize street frontages lined by parking lots, blank walls, or empty lots.

Policy T3.2: Consider connections to centers of activity, public gathering spaces, and recreational facilities as a priority in bicycle facility route selection.

Policy ED2.6: Assist local businesses in improving their storefronts.

Major Projects

- Minimize allowable street frontages lined by parking lots or blank walls
- Require interparcel connectivity for new commercial and mixed use projects along major corridors
- Enhance lighting and provide shelter at bus stops
- Continue to refer emerging entrepreneurs to SCORE
- Work with the DDA and potential land bank to assemble key parcels and package them for redevelopment
- Implement a commercial facade improvement grant
- Work with Gwinnett County to explore the potential of purchasing additional properties adjacent to RJP to increase street frontage and accessibility





Character Area

COLLEGE CORRIDOR

Overview

Lawrenceville's College Corridor is a unique place in the community, connecting two of the city's strongest anchors: Downtown and Georgia Gwinnett College (GCC). The vision for the College Corridor character area is a multi-modal, vibrant, mixed-use corridor. Over time, this area will transition from suburban-style development to a more mixed environment of higher density development and green space. It will also have services and housing products that appeal to college faculty, students, and staff, as well as those who want to live near Downtown.

Design

The spine of the College Corridor is a 2-mile linear park that connects Downtown to the college. This green link facilitates a high-quality pedestrian environment with wide sidewalks, bicycle facilities, and lots of street-level activity. Curb cuts should be minimized, and strip-style shopping centers discouraged. The design of buildings and mixed-use

developments should reflect the vision of Lawrenceville as “the college town of tomorrow.”

Transportation

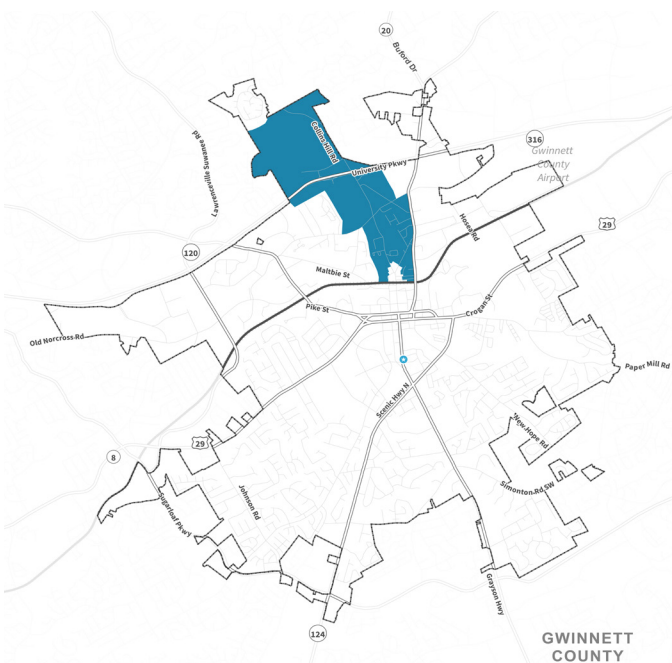
The College Corridor should be a multi-modal area, and a target for high-quality bicycle, pedestrian, and transit infrastructure to support the diverse population expected to live here. Roadways should be complete streets, and large-scaled development opportunities should be designed with dense networks of interconnected roadways, sidewalks, and paths. The area should also be a prime area for transit access, both for getting between Downtown and the college, but also for travel beyond to points beyond Lawrenceville.

Appropriate Land Uses

- Townhouses
- Multi-family residential
- Office/professional
- Live-Work units
- Civic/public/places of worship
- Mixed-use development
- General commercial
- Parks/plazas

Zoning

- RM-12 Multi-Family Residential
- RM-6 Duplex/Triplex/Quadplex Residential
- RTH Townhome Residential
- RM-4 Fee Simple Condominium Residential
- RM-HR Multi-Family High Rise Residential
- OI Office/Institutional District
- ON Office/Neighborhood
- BN Neighborhood Business District
- BG General Business District
- MU Mixed Use
- LM Light Manufacturing
- TND Traditional Neighborhood District



Implementation

Key Policies

Policy T2.5: Invest in the highest quality pedestrian infrastructure along routes connecting activity centers, shown as priority pedestrian/bicycle routes on the Policy Map, and connections to schools.

Policy T3.2: Consider connections to centers of activity, public gathering spaces, and recreational facilities as a priority in bicycle facility route selection.

Policy ED3.1: Continue to implement the College Corridor Plan.

Policy ED3.2: Engage Georgia Gwinnett College faculty, staff, and students in city planning efforts.

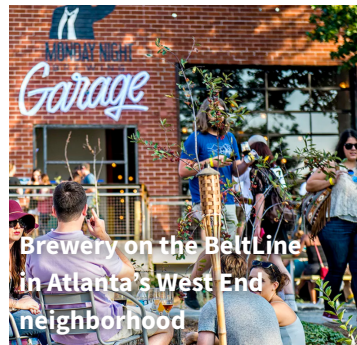
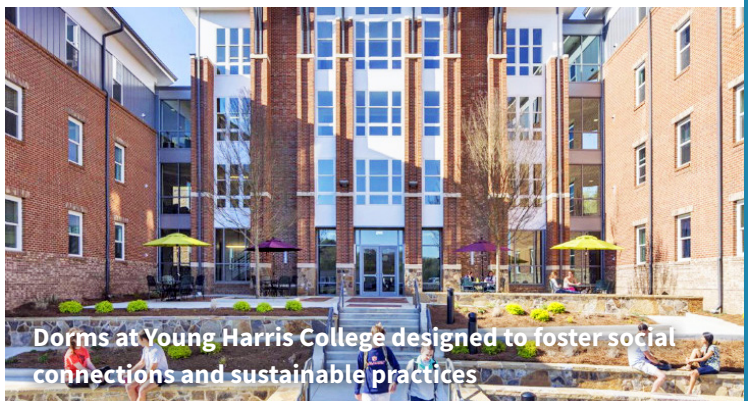
Policy ED3.3: Support innovative workplace practices that reflect the emerging model of work in the 21st century

Policy ED3.4: Pursue strategies to convert commuter students into residents

Policy ED3.5: Partner with education leaders to expand school-to-work opportunities

Major Projects

- Construct the College Corridor linear park
- Create a zoning district to allow smaller residential lots
- Incorporate new uses, such as microbreweries, into the code
- Permit accessory dwelling units in appropriate locations
- Establish a land bank
- Explore bike share models in partnership with GGC
- Explore investment in a visible, mixed income, catalytic block project in the College Corridor area to demonstrate redevelopment potential





Character Area

MEDICAL SERVICES CLUSTER

Overview

The Medical Services Cluster character area recognizes the uniqueness of the Gwinnett Medical Center (GMC). This area will be home to a range of institutions, offices, commercial, warehousing, distribution, and research uses that support GMC and its clustered medical services. It will come about by transitioning the current suburban-style offices to more urban-style forms that support a variety of job types and work, as well as some assisted/senior living opportunities.

Design

As a key gateway to the city, the area is characterized by sleek architecture and green space, with a focus on supporting healthy living. This includes an extensive network of off-road trails and paths, and abundant opportunities for recreation and connecting with nature. The architecture is primarily modern, reflecting the cutting-

edge technology and practices that are housed within the GMC and its associated services. Block sizes will be larger here to support major institutions and land uses, but roadways should be lushly landscaped and attractive with an accompanying high-quality pedestrian environment.

Transportation

Like other high intensity character areas in Lawrenceville, the Medical Services Cluster should be thoroughly multi-modal with a balance of roadways, sidewalks, bicycle facilities, and transit. Employees who live in nearby neighborhoods will be able to easily and enjoyably walk or bike to work. Rideshare pickup and drop-off points are numerous, and a dense network of pathways not only serves as a recreation opportunity, but a highly walkable way to get around the area.

Appropriate Land Uses

- Office/professional
- General commercial
- Mixed-use
- Light industrial
- Civic/government/places of worship
- Parks/plazas

Zoning

- OI Office/Institutional District
- BG General Business District
- NB Neighborhood Business District
- LM Light Manufacturing District
- MU Mixed Use
- RM-12 Multi-Family Residential
- RM-HR Multi-family High Rise Residential



Implementation

Key Policies

Policy ED3.3: Support innovative workplace practices that reflect the emerging model of work in the 21st century.

Policy ED4.1: Market and recruit additional health care businesses to Lawrenceville.

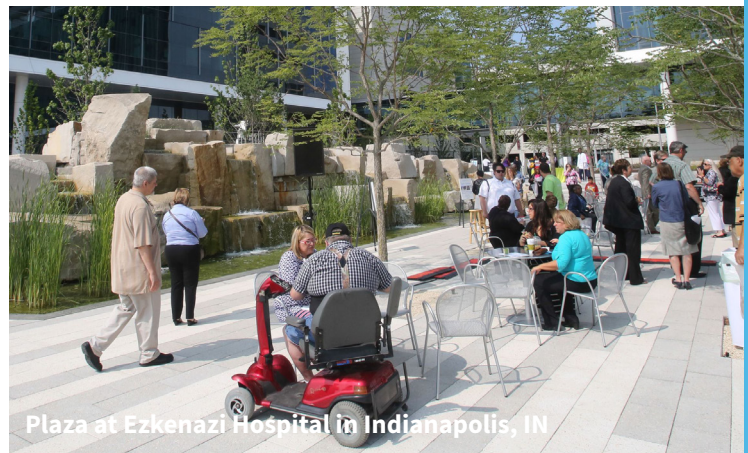
Policy ED4.2: Support the expansion of existing medical providers and support businesses.

Policy ED4.3: Develop a public realm around the medical industry that encourages walking and healthy living.

Policy ED5.1: Formalize and execute the marketing and development of the City's opportunity sites.

Major Projects

- Enhance Pike St streetscape with landscaping, lighting, and high quality pedestrian facilities
- Install bike racks at GMC
- Enhance lighting and provide shelter at bus stops
- Attract a senior housing development near Gwinnett Medical Center
- Work with Partnership Gwinnett to regularly host health care industry roundtables
- Partner with employers like GMC to develop strategies to encourage employees to live in Lawrenceville
- Work with GMC to create a greenway trail on the hospital campus
- Implement a commercial facade improvement grant





Character Area

OFFICE, DISTRIBUTION AND TECHNOLOGY

Overview

The Office, Distribution and Technology character area leverages both its location along SR 316 and the growing distribution and technology industries. This area supports a variety of job/work types with a focus on skilled jobs and attracting high-tech businesses in Class A office space and modern light industrial facilities. It is a green, campus-like environment with many park spaces, schools, and potentially some multi-family uses.

Design

The overall feel of the Office, Distribution and Technology character area is that of a green office campus, with strong connectivity. Surface parking would be punctuated by trees and lush landscaped areas; green buffers will separate the character area from adjacent residential neighborhoods

and other lower intensity uses. Architecture would primarily be more modern in its style, reflecting the emphasis on technology and high-end office space.

Transportation

Transportation in the Office, Distribution and Technology character area is based on a network of roadways, pedestrian paths, and access to transit. Freight traffic is strategically accommodated, and is routed away from neighboring residential areas and toward the most efficient access to local highway networks.

Appropriate Land Uses

- Office/professional
- Warehousing/distribution
- Light industrial

Zoning

- OI Office/Institutional District
- LM Light Manufacturing District
- MU Mixed Use
- RM-12 Multi-Family Residential
- BG General Business District



Implementation

Key Policies

Policy ED2.3: Develop, attract, and retain a diverse array of professional businesses

Policy ED3.3: Support innovative workplace practices that reflect the emerging model of work in the 21st century

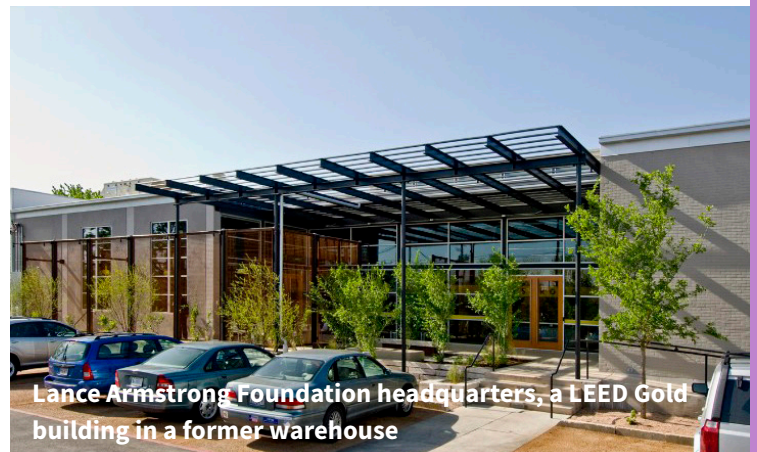
Policy ED5.1: Formalize and execute the marketing and development of the City's opportunity sites.

Policy ED5.2: Protect remaining industrial sites for signature opportunities.

Policy ED5.3: Develop and maintain an inventory of land and buildings available for sale/lease.

Major Projects

- Require interparcel connectivity for new commercial and mixed use developments along major corridors
- Offer incentives for sustainable building practices
- Facilitate acquisition and redevelopment of GDOT surplus property
- Enhance lighting and provide shelter at bus stops
- Continue to invest in Partnership Gwinnett
- Continue to meet with potential developers to discuss available local, county, and state incentive programs
- Continue to introduce emerging professionals in signature industries to established local professionals
- Perform an annual business needs survey
- Conduct business retention and outreach visits
- Partner with major employers to encourage employees to live in Lawrenceville





Character Area

INDUSTRIAL

Overview

The Industrial character area is the home for all heavy industry in Lawrenceville and a sought after industrial location within the metro area. Historically, this use has been spread throughout the city, but as Lawrenceville has grown these uses have become increasingly incompatible with adjacent neighborhoods. The vision is for heavy industry to be limited to the east side of the city near the airport, where it can be easily buffered from other uses and benefit from convenient access to SR 316 and the Gwinnett County Airport.

Design

Of all character areas, the Industrial area is the most utilitarian in its design. Roadways should be designed with freight in mind, and well maintained with easy access to highway networks. Outdoor storage and operations are

orderly and care is taken to buffer neighboring properties from industrial uses. As in other character areas, buildings and sites are sustainably designed and minimize negative impacts on the environment. Commercial destinations along Buford Drive and at nearby Community Mixed Use and Neighborhood Mixed Use areas provide conveniences for employees.

Transportation

Roadways are strategically designed to accommodate freight traffic, maximize delivery efficiencies, and minimize impacts to neighboring areas. Strong connections to the railroad and airport enhance intermodal operations and provide a competitive advantage.

Appropriate Land Uses

- Industrial
- General Commercial

Zoning

- LM Light Manufacturing District
- HM Heavy Manufacturing District
- BG General Business



Implementation

Key Policies

Policy LU3.5: Encourage industrial development to locate in the northeastern part of the city, near the Airport and away from Downtown.

Policy LU6.4: Concentrate new industrial, warehouse, and distribution development in existing industrial locations with strong regional transportation and freight access.

Policy T8.1: Provide convenient access between major freight corridors and freight intensive land uses.

Policy ED5.1: Formalize and execute the marketing and development of the City's opportunity sites.

Policy ED5.2: Protect remaining industrial sites for signature opportunities.

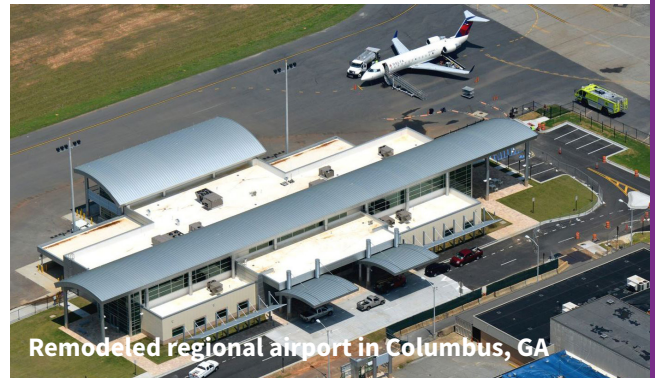
Policy ED5.3: Develop and maintain an inventory of land and buildings available for sale/lease.

Major Projects

- Modernize development regulations
- Offer incentives for sustainable building practices
- Incorporate new uses, such as microbreweries, into the code
- Road repavement and maintenance program for City roads
- Continue to invest in Partnership Gwinnett
- Continue to meet with potential developers to discuss available local, county, and state incentive programs
- Continue to introduce emerging professionals in signature industries to established local professionals
- Work with the DDA and potential land bank to assemble key parcels and package them for redevelopment



Co-Operative Retailer distribution center in Andover, MA



Remodeled regional airport in Columbus, GA



Costco retailer



Site One landscape supply center

CHARACTER AREA/ZONING MATRIX

<div><div></div><div><i>E = Encouraged, C = Considered, Blank = Discouraged</i></div></div>		Character Area								
		Traditional Residential	Mixed Density Residential	Community Mixed Use	Neighborhood Mixed Use	Downtown	Industrial	Office, Distribution and Technology	College Corridor	Medical Services Cluster
Applicable Zoning Districts	AR Agricultural Residential	C								
	DT-1 Historic Courthouse Square					E				
	DT-2 Residential and Office					E				
	DT-3 Depot					E				
	DT-4 Mixed Use					E				
	RS-180 Single Family Residential	E								
	RS-150 Single Family Residential	E								
	RS-60 Single Family Residential	E	E						E	
	NEW Small Home/Small Lot Residential		E						E	
	RM-12 Multi-Family Residential		E					C	E	C
	RM-6 Duplex/Triplex/Quadplex Residential		E	E	C				E	
	RTH Townhome Residential		E	E	C				E	
	RM-4 Fee Simple Condominium Residential		E	E	C				E	
	MH Manufactured Home Residential	E	E							
	RM-HR Multi-Family High Rise Residential		C						C	C
	OI Office/Institutional District			E				E	E	E
	ON Office/Neighborhood	E	E		E				E	
	NB Neighborhood Business District	C	C	E	E				E	E
	BG General Business District			E				C	E	E
	LM Light Manufacturing			E			E	E	C	C
	HM Heavy Manufacturing						E			
	MU Mixed Use			E				E	E	E
	TND Traditional Neighborhood District		E	C					C	

A large, stylized number '5' in white, positioned on the right side of the image. The background is a solid orange color with a large, semi-transparent, lighter orange circular graphic on the left side that contains a stylized arrow pointing to the right.

5

**COMMUNITY
WORK PROGRAM**

5 COMMUNITY WORK PROGRAM

Now that we know where we want to go, what steps can we take to get there? The Community Work Program is a set of specific action items within the City's sphere of influence that can help fulfill the community goals.

OVERVIEW

The Community Work Program outlines the short term, tangible projects the City and its partners will tackle over the next five years. It is broken down by the five substantive areas of the plan: land use, transportation, housing, economic development, and quality of life. Projects were identified based on input from community members, City staff, and the consultant team, as well as ongoing initiatives planned by the City and other stakeholders like Gwinnett County and the Lawrenceville Housing Authority.

Each item identifies the timeframe for pursuing the action, the parties responsible for spearheading the task, known project cost estimates, and potential funding sources. In some cases, these are discrete projects, like sidewalk

installations or regulatory changes. In other cases, more detailed studies of smaller geographic or topic areas are needed to provide a more thorough understanding of complex issues. While most actions pertain to the five-year timeline, great things take time and some of the more ambitious proposals are long term projects.

The projects outlined here are a starting point. They will be reevaluated as necessary to consider changes in community priorities, feasibility, staff capacity, and available funding.

The Report of Accomplishments for the previous 2013-2018 Short Term Work Program is provided in Appendix A.

2018-2022 COMMUNITY WORK PROGRAM

Table 5-1. Community Work Program: Land Use

Project	Timeframe					Partner/ Responsibility	Estimated Cost	Potential Funding Source	Notes
	2018	2019	2020	2021	2022+				
1. Rewrite the Zoning Ordinance to improve clarity and reflect the community's vision	■					City	\$186,000	General Fund	
1.a. Improve organization and clarity	■								
1.b. Eliminate inconsistencies	■								
1.c. Permit a greater variety of building materials	■								
1.d. Create a mixed use zoning district	■								
1.e. Create a zoning district to allow smaller residential lots	■								
1.f. Minimize allowable street frontages lined by parking lots or blank walls	■								
1.g. Encourage buildings to be oriented to the street	■								
1.h. Require parking lots be located to the side and rear of buildings in activity centers	■								
1.i. Distinguish requirements for renovations and new buildings Downtown to encourage renovations	■								
1.j. Allow pedestrian-oriented signage in activity centers	■								

Table 5-1. Community Work Program: Land Use (Continued)

Project	Timeframe					Partner/ Responsibility	Estimated Cost	Potential Funding Source	Notes
	2018	2019	2020	2021	2022+				
1.k. Reduce parking requirements, encourage pervious pavement, establish parking maximums, and provide parking reductions for electric vehicle charging stations and proximity to transit	■					City	\$186,000	General Fund	
1.l. Simplify Downtown underlying zoning and overlay requirements	■								
1.m. Incorporate new uses, such as microbreweries, into the code	■								
1.n. Permit accessory dwelling units in appropriate locations	■								
1.o. Require interparcel connectivity for new commercial and mixed use developments along major corridors	■								
1.p. Require connected roadways for new developments	■								
1.q. Offer incentives for sustainable building practices	■								
2. Establish an Administrative Review Committee to approve minor variances for the Downtown area	■					City	Staff time	N/A	
3. Modernize Development Regulations		■				City	TBD (\$100,000 to \$150,000)	TBD	
4. Update Subdivision Regulations		■				City	Staff time	N/A	

Table 5-1. Community Work Program: Land Use (Continued)

Project	Timeframe					Partner/ Responsibility	Estimated Cost	Potential Funding Source	Notes
	2018	2019	2020	2021	2022+				
5. Develop a checklist or online tool to help applicants navigate the zoning and permitting process		■				City	Staff time	N/A	
6. Evaluate a land bank as a tool to purchase vacant, tax foreclosed, contaminated, and underutilized properties or to assemble parcels for future development.		■				City; DDA	Staff time	N/A	
7. Assess existing street lights and install them where missing		■				City	Staff time	N/A	
8. Consolidate Downtown dumpsters				■		City	TBD	TBD	
9. Relocate city fueling station		■				City	TBD	TBD	
10. Facilitate acquisition and redevelopment of GDOT surplus property					■	City	TBD	TBD	
11. Re-examine current use of Community Development Block Grant program funding and consider reallocating funds toward façade improvement programs and/or pedestrian and bicycle infrastructure		■				City; Gwinnett County	Staff time	CDBG	
12. Partner with the Downtown Development Authority and Downtown property owners to applying for low-interest loans of up to \$250,000 from the Georgia DCA Downtown Development Revolving Loan Fund and Georgia Cities Foundation Revolving Loan Fund, as appropriate	■	■	■	■	■	City; DDA; Downtown property owners; DCA; Georgia Cities Foundation	Staff time	GCA, Georgia Cities Foundation	
Install gateway features according to the Gateway Study		■	■			City	TBD	TBD	

Table 5-2. Community Work Program: Transportation

Project	Timeframe					Partner/ Responsibility	Estimated Cost	Potential Funding Source	Notes
	2018	2019	2020	2021	2022+				
Roads									
1. Sugarloaf Pkwy widening (4 to 6 lanes) from Scenic Hwy (SR 124) to Old Norcross Rd					■	Gwinnett County (SPLOST/CTP)	TBD	SPLOST; 19% City match	
2. Scenic Hwy widening (4 to 6 lanes)					■	Gwinnett County (SPLOST)	TBD	SPLOST; 19% City match	
3. Paper Mill Rd safety and alignment (Crogan St to Simonton Rd)					■	Gwinnett County (SPLOST)	TBD	SPLOST; 19% City match	
4. Duluth Hwy (SR 120) roadway improvements (SR 316 to Medical Center Blvd)					■	Gwinnett County (SPLOST)	TBD	SPLOST; 19% City match	
5. Nash St extension to Gwinnett Dr					■	Gwinnett County (SPLOST/CTP)	TBD	SPLOST; 19% City match	
6. Collins Hill Rd and Collins Industrial Way intersection improvement					■	Gwinnett County (SPLOST/CTP)	TBD	SPLOST; 19% City match	
7. Sugarloaf Pkwy and Scenic Hwy (SR 124) intersection improvement					■	Gwinnett County (SPLOST/CTP)	TBD	SPLOST; 19% City match	
8. University Parkway (SR 316) and Hi Hope Road interchange improvements					■	Gwinnett County (CTP)	TBD	SPLOST, other	
9. Duluth Hwy (SR 120) at University Pkwy (SR 316) bridge widening					■	Gwinnett County (CTP)	TBD	SPLOST, other	
10. Duluth Hwy (SR 120) at University Pkwy (SR 316) interchange improvements					■	Gwinnett County (CTP)	TBD	SPLOST, other	

Table 5-2. Community Work Program: Transportation (Continued)

Project	Timeframe					Partner/ Responsibility	Estimated Cost	Potential Funding Source	Notes
	2018	2019	2020	2021	2022+				
11. SR 316 at Lawrenceville Suwanee Road partial access (concept)					■	Gwinnett County (CTP)	TBD	SPLOST, other	
12. SR 316 at Walther Boulevard partial access					■	Gwinnett County (CTP)	TBD	SPLOST, other	
13. Grayson Hwy (SR 20) and Scenic Hwy (SR 124) intersection improvements					■	Gwinnett County (CTP)	TBD	SPLOST, other	
14. Lawrenceville Hwy (US 29) and Lawrenceville Suwanee Rd intersection improvements					■	Gwinnett County (CTP)	TBD	SPLOST, other	
15. Crogan St (US 29) widening from Paper Mill Rd to SR 316					■	Gwinnett County (CTP)	TBD	SPLOST, other	
16. SR 124 widening from Buford Dr (SR 20) to Old Fountain Rd					■	Gwinnett County (CTP)	TBD	SPLOST, other	
17. SR 20 widening from Scenic Hwy (SR 124) to Sugarloaf Pkwy					■	Gwinnett County (CTP)	TBD	SPLOST, other	
18. Branson St extension from Neal Blvd to Jackson St					■	Gwinnett County (CTP)	TBD	SPLOST, other	
19. Park Blvd scenic extension and Rhodes Jordan Edge Trail from SR 20 to railroad					■	Gwinnett County (CTP)	TBD	SPLOST, other	
20. New Hope Rd at Corley Brook Way vertical alignment					■	Gwinnett County (CTP)	TBD	SPLOST, other	
21. Road repavement and maintenance program for City roads	■	■	■	■	■	City	Varies Annually	TBD	
22. As part of the updated Development Regulations, create a streetscape manual for different road typologies, incorporating infrastructure for all users		■				City	TBD, approx. \$50,000	TBD	

Table 5-2. Community Work Program: Transportation (Continued)

Project	Timeframe					Partner/ Responsibility	Estimated Cost	Potential Funding Source	Notes
	2018	2019	2020	2021	2022+				
23. Continue conversations with the Georgia DOT, Gwinnett County, and the US DOT to reroute state and U.S. routes away from Downtown	■					GDOT, USDOT	Staff time	N/A	
24. Evaluate returning Pike Street and Crogan Street to two-way roads		■				GDOT, USDOT	Staff time	N/A	
25. Explore reducing speed limits Downtown		■				GDOT, USDOT	Staff time	N/A	
26. Apply for a Roadside Enhancement and Beautification Council (REBC) grant (up to \$50,000) through GDOT for landscape enhancements along Pike Street (SR 120)		■				City	Staff time	GDOT REBC Grant	
27. Explore improvements to the intersection of Hurricane Shoals, Maltbie Street, and Duluth Highway and incorporate a gateway feature				■		City	Staff time	N/A	
28. Explore Paper Mill Rd extension to SR 20 to alleviate Downtown congestion				■		City	Staff time	N/A	
29. Explore Old Norcross Rd extension to Hurricane Shoals Rd				■		City	Staff time	N/A	
30. Explore roadway extensions and new roads to enhance connectivity to Downtown				■		City	Staff time	N/A	
Transit and Rideshare									
31. Study the potential for park and ride lots along SR 316 to connect to GRTA Xpress commuter bus service		■				GRTA, GCT, City	Staff time	N/A	

Table 5-2. Community Work Program: Transportation (Continued)

Project	Timeframe					Partner/ Responsibility	Estimated Cost	Potential Funding Source	Notes
	2018	2019	2020	2021	2022+				
32. Enhance lighting and provide shelters at bus stops		■	■			City	\$15,000 each	TBD	
33. Install signature, artistic passenger pick-up shelters in key Downtown locations as the GCT transit plan finalizes			■			City, GCT	\$50,000 each	TBD	
34. With GCT, evaluate the potential to support discounted rideshare fares to transit stops		■				City, GCT	Staff time	N/A	
35. Coordinate with GCT to provide real-time transit displays at bus stops		■	■			City, GCT	Staff time	N/A	
36. Evaluate potential to install Zipcar stations in partnership with GGC and property owners		■				City, GGC, private developers	Staff time	N/A	
37. Identify and designate rideshare pick up/drop off locations Downtown and at the Gwinnett Justice and Administration Center		■				City, Gwinnett County	Staff time + \$300 per sign	TBD	
38. Explore the feasibility of a shuttle program for Downtown events		■				City, DDA	TBD	TBD	
Pedestrian/Bicycle Infrastructure									
39. Grayson Highway sidewalks (Simonton Rd to Park Place Dr)					■	Gwinnett County (SPLOST/CTP)	TBD	SPLOST; 19% City match	
40. New Hope Road sidewalks (south side, Scenic Hwy to Herbert Hayes Dr)					■	Gwinnett County (SPLOST)	TBD	SPLOST; 19% City match	

Table 5-2. Community Work Program: Transportation (Continued)

Project	Timeframe					Partner/ Responsibility	Estimated Cost	Potential Funding Source	Notes
	2018	2019	2020	2021	2022+				
41. Sugarloaf Parkway sidewalks (Kendall Park Dr to Five Forks Trickum Rd)					■	Gwinnett County (SPLOST)	TBD	SPLOST; 19% City match	
42. Moon Road sidewalks					■	Gwinnett County (SPLOST)	TBD	SPLOST; 19% City match	
43. Five Forks Trickum Road sidewalks					■	Gwinnett County (SPLOST)	TBD	SPLOST; 19% City match	
44. Duluth Highway sidewalks					■	Gwinnett County (SPLOST)	TBD	SPLOST; 19% City match	
45. West Pike Street sidewalks (north side)					■	Gwinnett County (SPLOST)	TBD	SPLOST; 19% City match	
46. Stone Mountain Street sidewalks (east side)					■	Gwinnett County (SPLOST)	TBD	SPLOST; 19% City match	
47. Stone Mountain Street sidewalks (west side)					■	Gwinnett County (SPLOST)	TBD	SPLOST; 19% City match	
48. Culver Street improvements (Cornerstone to City View)		■				Gwinnett County (SPLOST)	TBD	SPLOST; 19% City match	
49. Establish a dedicated city funding source for annual, incremental active transportation improvements	■					City	Staff time	TBD	
50. Implement streetscape standards on a Priority Pedestrian/ Bicycle Route as a model project			■			City	TBD	TBD	

Table 5-2. Community Work Program: Transportation (Continued)

Project	Timeframe					Partner/ Responsibility	Estimated Cost	Potential Funding Source	Notes
	2018	2019	2020	2021	2022+				
51. Enhance Pike Street streetscape with landscaping, lighting, and high quality pedestrian facilities			■			City, GDOT	TBD	TBD	
52. Apply for Transportation Enhancement (TE) program funding (up to \$1 million) through GDOT for pedestrian/bicycle projects, landscaping, and other projects to enhance the priority pedestrian/bicycle routes		■				City, GDOT	Staff time	N/A	
53. Install continuous bike lanes from Downtown to GGC	■					City	TBD	TBD	
54. Install bike lanes along Crogan Street from Downtown to Rhodes Jordan Park			■			USDOT, City	\$1,720,000	TBD	
55. Install pedestrian and bicycle-oriented wayfinding signage along priority pedestrian/bicycle routes			■			City, GDOT, USDOT	TBD	TBD	
56. Explore bike share models in partnership with GGC			■			City, GGC	Staff time	N/A	
57. Install bike racks Downtown and in the Depot area and partner with GGC, Gwinnett Medical Center (GMC), and Gwinnet Justice and Administrative Center (GJAC) to install bike racks on their campuses		■				City, GGC, GMC, GJAC	\$660 per rack	TBD	
58. Enhance pedestrian crossings at the intersections of: -Pike St (SR 120) and Lawrenceville Hwy (US 29) interchange -North Clayton St and the railroad"			■			City, GDOT, USDOT	TBD	TBD	

Table 5-2. Community Work Program: Transportation (Continued)

Project	Timeframe					Partner/ Responsibility	Estimated Cost	Potential Funding Source	Notes
	2018	2019	2020	2021	2022+				
Parking									
59. Modify Zoning Ordinance to reduce parking requirements, encourage pervious pavement, establish parking maximums, and provide parking reductions for electric vehicle charging stations and proximity to transit	■					City	See Land Use and Design, Item 1	See Land Use and Design, Item 1	
60. Conduct a Downtown district parking study		■				City, DDA	\$60,000	DDA, General fund	
Other									
61. Increase enforcement for speeding	■					Lawrenceville Police Department	Staff time	N/A	
62. Collect before and after data on safety, mode share, and throughput for two-way road conversions and publish a case study on the Perry St/Clayton St conversion	■	■				City	TBD	TBD	

Table 5-3. Community Work Program: Housing

Project	Timeframe					Partner/ Responsibility	Estimated Cost	Potential Funding Source	Notes
	2018	2019	2020	2021	2022+				
1. Modify the Zoning Ordinance to allow smaller residential lots	■					City	See Land Use and Design, Item 1	See Land Use and Design, Item 1	
2. Explore façade improvement grants for low-income residents	■					City	Staff time	N/A	
3. Explore incentives for the development of high quality affordable housing		■				City	Staff time	N/A	
4. Explore incentives for sustainable building practices			■			City	Staff time	N/A	
5. Explore incentivizing the restoration of historic homes Downtown			■			City	Staff time	N/A	
6. Explore investment in a visible, mixed income, catalytic block project in the College Corridor area to demonstrate the potential for neighborhood redevelopment and model desired building types			■			City, DDA	Staff time	N/A	
7. Replace and relocate Lawrenceville Housing Authority (LHA) units on Constitution Blvd		■				LHA	\$4,000,000	LHA	
8. Complete and implement the LHA master plan	■					LHA	TBD	LHA funds	
9. Complete façade and landscaping enhancements for LHA properties		■	■			LHA	TBD	LHA funds	
10. Develop plan for cleanup and reduction of blighted and aged multi-family and extended stay properties in high crime areas		■				City	Staff time	N/A	

Table 5-3. Community Work Program: Housing (Continued)

Project	Timeframe					Partner/ Responsibility	Estimated Cost	Potential Funding Source	Notes
	2018	2019	2020	2021	2022+				
11. Attract a senior housing development near Gwinnett Medical Center		■				City	Staff time	N/A	
12. Promote and connect property owners with Gwinnett County's Crime Free Multi-housing Program		■				City	Staff time	N/A	
13. Create a quality housing and homelessness taskforce in partnership with local agencies and nonprofits			■			City, non-profits	Staff time	N/A	
14. Create a resident assistance page on the city website with links to resources like neighborhood guides, short testimonials from residents, homebuyer education programs, downpayment assistance programs, low-cost loan sources, etc.		■				City; LHA	Staff time	N/A	
15. Partner with the Downtown Development Authority and Lawrenceville Housing Authority to purchase and renovate substandard housing units				■	■	LHA; DDA	TBD	TBD	
16. Explore participation in the Georgia Initiative for Community Housing three-year collaboration, technical assistance, and training program through the University of Georgia			■			City	Staff time	N/A	
17. Apply for a federal grant from the HOME Investment Partnerships Program to provide home purchase or rehabilitation financing	■	■	■	■	■	LHA	Staff time	N/A	

Table 5-4. Community Work Program: Economic Development

Project	Timeframe					Partner/ Responsibility	Estimated Cost	Potential Funding Source	Notes
	2018	2019	2020	2021	2022+				
Attracting and Expanding Local Business									
1. Continue to invest in Partnership Gwinnett	■	■	■	■	■	City, Partnership Gwinnett	Staff time	N/A	
2. Work with Partnership Gwinnett to host regular health care industry roundtables with local medical leaders and economic development professionals	■	■	■	■	■	City, Partnership Gwinnett	Staff time	N/A	
3. Continue to meet with potential developers to discuss available, local, county, and state incentive programs	■	■	■	■	■	City, Partnership Gwinnett, Gwinnett County	Staff time	N/A	
4. Continue to refer emerging entrepreneurs to SCORE	■	■	■	■	■	City, SCORE	Staff time	N/A	
5. Continue to introduce emerging professionals in signature industries to established local professionals to foster informal mentorship opportunities	■	■	■	■	■	City, business community	Staff time	N/A	
6. Explore allowing food trucks	■					City	Staff time	N/A	
Fostering Strategic Redevelopment									
7. Continue to pursue Downtown infill projects identified in the 2015 Economic Development Strategic Plan.	■	■	■	■	■	City, DDA	Staff time	N/A	
8. Work with the Downtown Development Authority and potential land bank to assemble key parcels and package them for redevelopment	■	■	■	■	■	City, DDA	TBD	TBD	

Table 5-4. Community Work Program: Economic Development (Continued)

Project	Timeframe					Partner/ Responsibility	Estimated Cost	Potential Funding Source	Notes
	2018	2019	2020	2021	2022+				
9. Continue to track and annually report ongoing development projects and potential investment opportunities	■	■	■	■	■	City, DDA	Staff time	N/A	
10. Identify property owners of large tracts of the Hurricane Shoals area for roundtable strategy discussion	■					City, property owners	Staff time	N/A	
11. Implement a commercial façade improvement grant program		■				City	TBD	TBD	
12. Attract a boutique hotel to Downtown		■				City, DDA	Staff time	N/A	
Communicating and Building Relationships									
13. Perform an annual business needs survey	■	■	■	■	■	City	Staff time	N/A	
14. Continue to publish city news through the website and a regular email newsletter	■	■	■	■	■	City	Staff time	N/A	
15. Implement an annual consumer survey for stakeholders to provide feedback on their experience with Lawrenceville as a place to live, work, and play	■	■	■	■	■	City	\$15,000	TBD	Assumes statistically significant telephone survey
16. Leverage the new city branding to develop a memorable, consistent voice and aesthetic for Lawrenceville materials	■	■	■	■	■	City	Staff time	N/A	
17. Enhance the online presence of the Community Development Department and the Downtown Development Authority	■	■	■	■	■	City, DDA	Staff time	N/A	

Table 5-4. Community Work Program: Economic Development (Continued)

Project	Timeframe					Partner/ Responsibility	Estimated Cost	Potential Funding Source	Notes
	2018	2019	2020	2021	2022+				
18. Conduct business retention and outreach visits	■	■	■	■	■	City	Staff time	N/A	
19. Provide economic and community development materials in multiple languages	■					City	Staff/TBD	General fund	
20. Repurpose the existing economic development advisory board to play a more active role in economic development strategies	■					City	Staff time	N/A	
Promoting the Local Workforce									
21. Continue to support Impact 46's Summer of Impact program to set students up for success in internships and apprenticeships	■	■	■	■	■	City, Impact 46	Staff time	N/A	
22. Partner with major employers like Gwinnett Medical Center, Georgia Gwinnett College, and Gwinnett County to develop strategies to encourage employees to live in Lawrenceville	■					City, GMC, GGC, Gwinnett County	Staff time	N/A	

Table 5-5. Community Work Program: Quality of Life

Project	Timeframe					Partner/ Responsibility	Estimated Cost	Potential Funding Source	Notes
	2018	2019	2020	2021	2022+				
Arts and Culture									
1. Expand the Aurora Theatre arts complex			■			City, Aurora Theatre	\$26,000,000	SPLOST, private partners	
2. Create an Arts Council	■					City	Staff time	N/A	
3. Conduct an Arts, Culture, and Heritage Master Plan to address public art, historic preservation, special events, and cultural resources		■				City, Arts Council	\$40,000	TBD	
4. Create a public art program			■			City, Arts Council	TBD	TBD	
Recreation									
5. Continue to make improvements to Lawrenceville Lawn, including a permanent band shell			■			City	TBD	TBD	
6. Construct the College Corridor linear park	■					City	\$33,000,000	TBD	
7. Rhodes Jordan Park (RJP) renovations and improvements	■					County	\$1,670,000	SPLOST	
8. Continue to install furniture, landscaping, art, and games in public gathering spaces to encourage use and interaction	■	■	■	■	■	City	TBD	TBD	
9.Finalize citywide greenway and parks master plan, seek public input, and outline implementation plan, including:		■				City	Planning: \$85,000 Implementation: TBD	TBD	
9.a. Enhance access to parks, particularly pedestrian and bicycle connections from Downtown to RJP			■	■		City, USDOT	TBD	TBD	

Table 5-5. Community Work Program: Quality of Life (Continued)

Project	Timeframe					Partner/ Responsibility	Estimated Cost	Potential Funding Source	Notes
	2018	2019	2020	2021	2022+				
9.b. Acquire property and design a new trail along Shoal Creek from RJP to Paper Mill Rd			■	■		City	TBD	GDNR RTP program and other	
9.c. Work with Gwinnett County to explore the potential of purchasing additional properties adjacent to RJP to increase street frontage and accessibility			■	■		City, Gwinnett County	TBD	TBD	
9.d. Conduct a master plan for a new passive park on the city-owned parcel at Sugarloaf Pkwy and Lawrenceville Suwanee Rd				■	■	City	TBD	GDNR Land and Water Conservation Fund grant and other	
9.e. Work with Gwinnett Medical Center to create a greenway trail on the hospital campus				■	■	City, GMC	TBD	TBD	
9.f. Acquire property and design a new neighborhood park in the Hurricane Shoals area					■	City	TBD	TBD	
9.g. Work with Gwinnett County and adjacent property owners to identify opportunities to enhance pedestrian and bicycle access to Alexander Park					■	City, Gwinnett County	TBD	TBD	
10. Apply for the Recreational Trails Program (RTP) grant through the Georgia Department of Natural Resources (DNR) to get funding (up to \$200,000) toward the land acquisition and construction of the Shoal Creek Trail		■				City, Georgia DNR	Staff time	N/A	

Table 5-5. Community Work Program: Quality of Life (Continued)

Project	Timeframe					Partner/ Responsibility	Estimated Cost	Potential Funding Source	Notes
	2018	2019	2020	2021	2022+				
11. Apply for a Land and Water Conservation Fund grant (up to \$100,000) through the Georgia DNR toward the acquisition and construction of a new neighborhood park in the Hurricane Shoals area or the development of the passive park on Sugarloaf Pkwy			■			City, Georgia DNR	Staff time	N/A	
Community Events									
12. Promote community events through a variety of channels	■	■	■	■	■	City	Staff time	N/A	
13. Partner with the local artists, small businesses, and the Downtown Development Authority to explore establishing a local makers market		■				City, DDA, artists, business owners	Staff time	N/A	
Lifelong Learning									
14. Work with Gwinnett County Public Schools to create and support an arts magnet program at CGHS		■	■	■	■	City, Gwinnett County Public Schools	Staff time	N/A	
15. Promote the city and local schools through a marketing campaign focused on attracting local, nonresident employees to become Lawrenceville residents		■	■			City, Gwinnett County Public Schools	Staff time	N/A	
16. Partner with Gwinnett County on the new Downtown library				■		Gwinnett County	\$9,691,550	N/A	
17. Continue working with Gwinnett County to renovate the Hooper Renwick School as an African-American museum and civic meeting space				■		City, Gwinnett County	Ask City	Ask City	
18. Partner with local non-profit organizations and schools to explore pursuing the Promise Neighborhood Program federal grant supporting children in high poverty communities			■			City, nonprofits	Staff time	N/A	



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LAWRENCEVILLE **FORWARD**

A Smarter Strategy for our Future

TECHNICAL ADDENDUM



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MAY 2018 DRAFT

ABOUT THE TECHNICAL ADDENDUM

This document provides background content developed in support of the City of Lawrenceville’s 2040 Comprehensive Plan. The four supplemental appendices are:

APPENDIX A: RECORD OF ACCOMPLISHMENTS1

Appendix A provides the Record of Accomplishments for the City’s previous (2030) Comprehensive Plan, noting the status of each of the projects proposed in the work program for that plan.

APPENDIX B: EXISTING CONDITIONS REPORT9

Appendix B is the Existing Conditions Report, drafted at the beginning of the 2040 Comprehensive Plan process to assess the current systems and planned projects related to land use, transportation, housing, economic development, and quality of life issues to better inform the key issues and opportunities facing Lawrenceville when the plan was written in 2018.

APPENDIX C: COMMUNITY ENGAGEMENT 108

Appendix C provides meeting minutes and participant responses from each of the community engagement activities for this plan.

APPENDIX D: ENVIRONMENTAL CONSIDERATIONS 181

Appendix D addresses the City’s compliance with the regional water plan and other environmental planning criteria.

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APPENDIX A

RECORD OF ACCOMPLISHMENTS

APPENDIX A: RECORD OF ACCOMPLISHMENTS

The Record of Accomplishments documents the progress that the City has made on items identified in its previous comprehensive plan, the 2030 Comprehensive Plan.

Table A-1. 2013-2018 Record of Accomplishments

Project	Date Complete	Status			Responsible Party	Notes
		Currently Underway	Postponed	No Longer Planned		
Economic Development						
Hire an economic development officer to market and sell Lawrenceville	2012				City of Lawrenceville	
Transition of Lawrenceville Trade and Tourism Association support staff to City of Lawrenceville employees	2014				City of Lawrenceville	
Planning retreat to prioritize goals significant in the promotion and development of Lawrenceville	Annual				City of Lawrenceville	
Develop tax allocation district along West Pike Street	2014				City, County, Board of Education	West Pike Street and Northdale Road/Collins Hill Road TADs combined
Develop tax allocation district along Northdale Road and Collins Hill Road	2014				City, County, Board of Education	
Develop Opportunity Zones	2015				City of Lawrenceville	Applied for Opportunity Zone designation; denied
Implement inclusion into Main Street program	2015				City of Lawrenceville, LDDA	
Continue to support efforts of the Lawrenceville Downtown Development Authority (LDDA) and the Lawrenceville Trade and Tourism Association (LTTA) in their efforts to promote downtown events and the continued development of the downtown area	Ongoing				City of Lawrenceville/ LDDA/LTTA	Lawrenceville Trade and Tourism Association no longer exists

Table A-1. 2013-2018 Record of Accomplishments *(Continued)*

Project	Date Complete	Status			Responsible Party	Notes
		Currently Underway	Postponed	No Longer Planned		
Economic Development						
Continue to support the Aurora Theatre and other cultural activities Downtown	Ongoing				City of Lawrenceville	
Encourage and support the expansion of Gwinnett Medical Center and its efforts to become a regional leader in trauma and cardiac care	Ongoing				City of Lawrenceville	
Encourage the continued development of speciality manufacturing of medical equipment and devices in Lawrenceville				■	City of Lawrenceville	No longer a priority
Encourage the development of quality hotel properties within Lawrenceville	Ongoing				City of Lawrenceville/ LDDA/LTTA	
Encourage and support the expansion of Georgia Gwinnett College as a regional leader in higher education and workforce development	Ongoing				City of Lawrenceville/ LDDA/LTTA	
Encourage and support the expansion of Central Gwinnett Schools as the top choice for education in the Gwinnett County School system	Ongoing				City of Lawrenceville/ LDDA/LTTA	
Aurora Theatre rehabilitation	2016				City of Lawrenceville	
Transportation						
Sidewalk improvements (GJAC to Rhodes Jordan Park)	2015				City of Lawrenceville	
Complete Luckie Street improvements	2015				City of Lawrenceville	
Complete Forest Hills subdivision curb and gutter and drainage improvement project	2014				City of Lawrenceville	
Complete Craigsdale subdivision curb and gutter and drainage improvement project	2014				City of Lawrenceville	

Table A-1. 2013-2018 Record of Accomplishments *(Continued)*

Project	Date Complete	Status			Responsible Party	Notes
		Currently Underway	Postponed	No Longer Planned		
Transportation						
Initiate Park Place subdivision curb and gutter, sidewalk, and drainage improvement project	2018				City of Lawrenceville	
Prepare a College Corridor study plan along with construction documents	2018				City of Lawrenceville, Gwinnett County	
Construction of College Corridor		2020			City of Lawrenceville, Gwinnett County	
Street resurfacing	Annual				City of Lawrenceville	
Design and construction of one-way pair removal (Clayton and Perry Street)		2018			City of Lawrenceville	
Initiate gateway node and corridor planning committee to study and identify future transportation and beautification projects	2015				City of Lawrenceville	
Downtown Parking Deck rehabilitation	2017				City of Lawrenceville	
Five Forks Trickum Road Corridor improvement project		2018			City of Lawrenceville	
Depot area project		2020			City of Lawrenceville	Combined with College Corridor project
Honeysuckle Circle stormwater project					City of Lawrenceville	Lack of community buy in for ROW acquisition
Scenic Highway at Jackson Street turn lane extension		2018			Gwinnett DOT	

Table A-1. 2013-2018 Record of Accomplishments *(Continued)*

Project	Date Complete	Status			Responsible Party	Notes
		Currently Underway	Postponed	No Longer Planned		
Land Use						
Undertake College Corridor Master Plan to target properties for development to encourage the growth of entertainment and cultural activities in the depot area north of Courthouse Square					ARC/City of Lawrenceville	
Undertake College Corridor Master Plan detailed design for transportation and land use improvements		2018			ARC/City of Lawrenceville	
Create overlay districts to implement character areas and update Zoning Ordinance to refine and integrate character areas into the document				■	City of Lawrenceville	New ordinance moves away from overlay districts
Encourage developers to identify properties in the downtown area (and other areas) that have the potential to be revitalized.	Ongoing				City of Lawrenceville	
Continue to review architectural plans and site plans for consistency with the established architectural guidelines to promote the character area development.	Ongoing				City of Lawrenceville	
Increase resources by either addition of staff or through a consultant to maintain higher compliance with Zoning Ordinance regulations	2014 (new staff); 2018 (new ordinance)				City of Lawrenceville	
Community Facilities and Services						
Construction of Lawrenceville Lawn community park and amphitheater	2014				City of Lawrenceville	
Undertake cleanup of former landfill on Clayton Street after relocation of City Utilities Department structures		2018			City of Lawrenceville	
Land acquisition for Georgia Gwinnett College	2012				City of Lawrenceville, Georgia Gwinnett College	

Table A-1. 2013-2018 Record of Accomplishments *(Continued)*

Project	Date Complete	Status			Responsible Party	Notes
		Currently Underway	Postponed	No Longer Planned		
Community Facilities and Services						
Project 1B raw water lines and pumping stations	2015				City of Lawrenceville	
ADA transition plan (DOT)	2012				City of Lawrenceville	
Continue to extend gas system as driven by service demand		2018			City of Lawrenceville	
Complete design plans and construct improvements for six additional wells into the City's system			■		City of Lawrenceville	Expected date of completion TBD
Design and construct 1.3 MGD water treatment facility	2011				City of Lawrenceville	
Acquire location for relocation of Utility Department buildings and facilities	2015				City of Lawrenceville	Utility Department now Public Works Department
Construct Utility Department complex	2018				City of Lawrenceville	Utility Department now Public Works Department
Finalize water service delivery contract with Gwinnett County			■		City of Lawrenceville, Gwinnett County	Expected date of completion TBD
Site improvements project for the Isaac-Adair House and Log Cabin historical facility	2017				City of Lawrenceville, Gwinnett County	
Gwinnett County Airport signage and beautification project	2016				City of Lawrenceville, Gwinnett County	
Automatic Meter Reading changeout	2013				City of Lawrenceville	
Downtown isolation valve				■	City of Lawrenceville	No longer a priority

Table A-1. 2013-2018 Record of Accomplishments *(Continued)*

Project	Date Complete	Status			Responsible Party	Notes
		Currently Underway	Postponed	No Longer Planned		
Community Facilities and Services						
Tankless water heater program				<div><div></div></div>	City of Lawrenceville, customers	Created a rebate program for electric to gas tank conversions instead
Natural and Cultural Resources						
Develop and encourage water conservation program through rebates for low-flow plumbing fixtures, etc.	2015				City of Lawrenceville	
Continue to implement stormwater management plan, include MS4 requirements through the stormwater utility board	Ongoing				City of Lawrenceville, Stormwater Management Board	Operated by Engineering Department, not stormwater utility board
Continue to improve stormwater quality through structural improvements	Ongoing				City of Lawrenceville, Stormwater Management Board	
Remodel existing historic structure on Crogan Street to house welcome center	2011				City of Lawrenceville/ LDDA/LTTA	
Encourage a centrally located fine arts center with gallery space	2015				Community	Lobby gallery space for local artists at the Aurora Theatre
Adopt a landscape ordinance	2013				City of Lawrenceville	
Intergovernmental Coordination						
Work with Gwinnett County and other local governments to coordinate adjacent land uses and ensure efficient provision of services	Ongoing				City of Lawrenceville	

Table A-1. 2013-2018 Record of Accomplishments *(Continued)*

Project	Date Complete	Status			Responsible Party	Notes
		Currently Underway	Postponed	No Longer Planned		
Housing						
Review Zoning Ordinance and design standards to ensure it allows for and encourages a variety of housing options	2018				City of Lawrenceville	
Review Zoning Ordinance to ensure it allows for flexibility for mixed-use residential developments in the downtown and mixed use character areas	2018				City of Lawrenceville	
Encourage senior-oriented housing to be developed in Lawrenceville				■	City of Lawrenceville, development community	No longer a priority
Review Zoning Ordinance and development regulations to determine sufficient flexibility exists for senior-friendly housing	2018				City of Lawrenceville	
Encourage redevelopment of aging housing stock to higher quality standards compatible with character areas	Ongoing				City of Lawrenceville, development community	
Encourage developers to increase quality of new housing through density bonuses and other techniques	Ongoing				City of Lawrenceville, development community	
Encourage mixed use development to occur in areas where these types of activities are in keeping with the character areas	Ongoing				City of Lawrenceville, development community	
Encourage new construction to be more "green" in its materials and practices	2018				City of Lawrenceville, development community	
Investigate a revitalization improvement program for aging neighborhoods		■			Task force by city	Program currently under review
Investigate a method to balance owner occupied housing with rental properties	Ongoing				Task force by city	

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APPENDIX

B

EXISTING CONDITIONS REPORT

APPENDIX B: EXISTING CONDITIONS REPORT

A cornerstone of the comprehensive planning process, the Existing Conditions Report is an in-depth look at where Lawrenceville is today. It dives into data about the city's population, land use, transportation, housing, economic development, and quality of life, as well as examines regional and national trends that may influence the community's future. This report was prepared prior to the development of the 2040 Comprehensive Plan and, along with community input, helped identify key issues to be addressed through the plan.

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INTRODUCTION

Comprehensive Planning is a process that looks twenty years ahead into the future—where is Lawrenceville going? Do we like the direction in which we’re heading? Or do we need to change course?

This Existing Conditions Report is a snapshot in time of Lawrenceville today. It is a high-level view of the city, with a focus on the following:

- *Who We Are:* Who is Lawrenceville today? What are the population projections moving forward?
- *Land Use:* What is the current pattern of land use? How do we balance uses going forward, and leverage the recent success of Downtown?
- *Transportation:* What does the existing system look like across all modes? What projects are on the books?
- *Housing:* What is the state of the current housing stock? What are the trends that are influencing new developments?
- *Economic Development:* Who are the major employers in Lawrenceville, and where do residents work? What does the future of work look like for the city?
- *Quality of Life:* What makes Lawrenceville a unique place to live and work in? How well will we be living into the next decades?

The content of this report is directed by findings from the Strengths, Weaknesses, Opportunities, and Threats (SWOT) exercise completed with the Lawrenceville Forward Steering Committee. Through this exercise, the Committee identified the following:

S

STRENGTHS

- City leadership, including elected officials, staff, and community leaders
- An organic, authentic downtown
- Existing job centers: Georgia Gwinnett College; Gwinnett Medical Center and surrounding medical services Gwinnett Government Center
- Aurora Theatre, with a planned 600-seat addition coming in 2020
- Restaurant scene
- Shift toward embracing diversity
- Transportation access
- There is momentum with investment happening in Lawrenceville now
- Third largest operating budget in Metro Atlanta due to utilities revenue
- Balanced tax base due to hospital, industrial development, and other commercial users
- Coworking space downtown
- Excellent city events
- Lawrenceville Boys and Girls Club is a national leader in arts programming

W

WEAKNESSES

- Lack of parking, especially Downtown
- Concentrated poverty
- Traffic, especially the Downtown bottleneck; Perry Street and Pike Street are particularly bad due to through traffic
- Lack of transportation options other than personal car
- Insufficient sidewalks (narrow and disconnected)
- Aged and lower priced housing
- Need modest housing walking distance to downtown jobs to serve that workforce
- Not enough restaurant/service industry staff
- Poor perception of schools
- Blighted properties
- No hotel downtown
- Diversity (creates some tensions)
- Food desert (few grocery stores, and they've been moving out)
- Hard to sell properties outside of the core Downtown area because regulations are too restrictive and confusing
- Not enough industrial property, would like to annex/add more

O

OPPORTUNITIES

- Reroute through traffic away from Downtown
- Expand or enhance bus routes
- Leverage growth from hospital, university, and government center
- Attract local employees to become Lawrenceville residents
- New fine arts magnet being created within Central Gwinnett High School
- Growing arts and cultural activity
- Continue to hold concerts, festivals, and other events that are accessible to all and encourage interaction
- Brain Train along SR 316
- Spread the energy—things are happening in Lawrenceville!
- Affordable place to live for young people and families
- Demand for more parks and trails at a significant scale, something like the BeltLine
- Annexation, particularly industrial properties
- Impacts and potential benefits of how people will work in the future; likely trend toward more teleworking and coworking spaces
- Attract more retirees (who aren't impacted by the school system) with nice housing with good access to medical services and amenities

O

OPPORTUNITIES

- Georgia Gwinnett College provides education that can transform the trajectory of a family within a single generation
- Create public spaces where people can bump into each other casually and frequently, and be intentional about facilitating more meaningful interaction
- Integrate shared spaces in residential developments to encourage social interaction
- Lawrenceville is living the nation's future in the present; its demographics are already similar to what's projected for the country and the metro area in the future—want to be a model for what a truly diverse, welcoming, inclusive community looks like
- Acknowledge racial divisions of the past and move forward; Hooper Renwick building as an example; ready for the next level
- Connect real stories to buildings through museums, displays, art, and heritage sites
- Integrate new developments with their surroundings so they are not isolated; physical representation of inclusivity
- Draw more cultural facilities to Lawrenceville as drivers (did this with the Aurora Theatre)
- Provide high speed internet and fiber through utilities
- Empower and bring together leaders
- Encourage the halo effect around downtown to expand revitalization

T

THREATS

- Continued concentration of poverty
- Exacerbated traffic, especially downtown, with future growth
- Poor perception of schools deterring potential residents
- Additional commercial vacancies
- Older housing may continue to deteriorate
- Need to accommodate future residents
- Water scarcity
- Increased expectations for amenities as municipal burden
- Not enough affordable, quality housing to keep up with growing demand
- Difficult to strike a balance between being a compassionate city and raising property values for residents who have already invested in the city
- Potential to get new development but miss the community building piece
- Some silos still exist between different groups of people
- Fiber competition from AT&T

Each section is structured in the same general way: an overview of existing conditions in Lawrenceville, an analysis of the current issues and opportunities, and a discussion of regional and national trends that may have an impact on the city's future.

1.WHO WE ARE

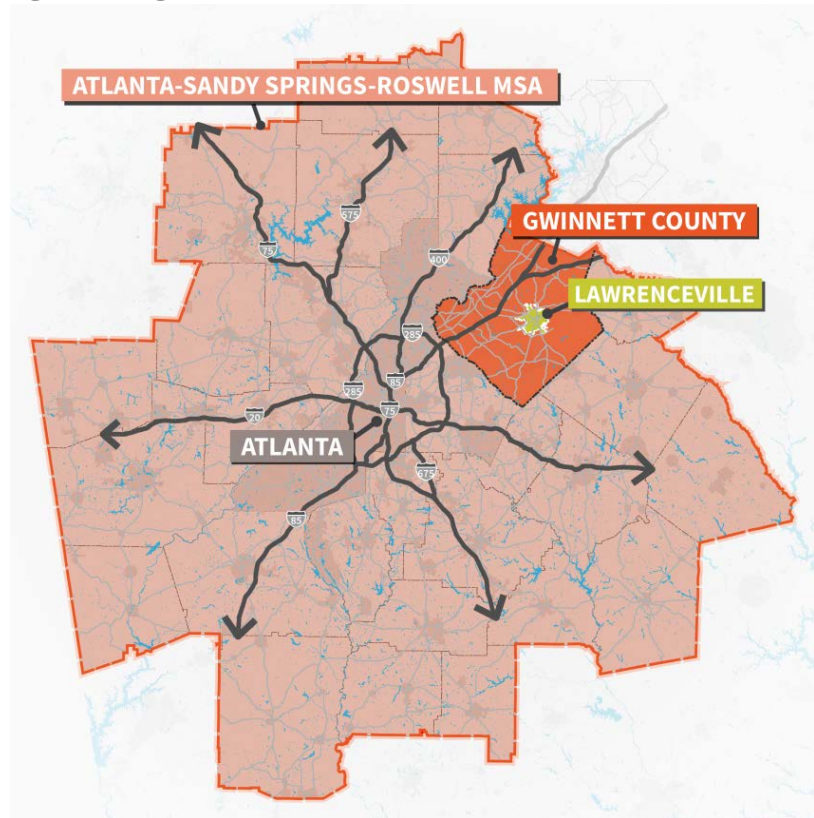
Lawrenceville is as much a people as a place, and a basic understanding of who lives in Lawrenceville today gives direction for how to plan for future residents. Different populations have different needs for housing, services, and infrastructure, which are impacted by factors such as age, educational attainment, or income level. Historic trends in population growth as well as growth forecasts provide an estimate for how many residents the city can anticipate moving forward.

Unless otherwise stated, all demographic data referenced is from the 2015 U.S. Census American Community Survey 5-year Estimate. Statistics for the Metropolitan Statistical Area (MSA) and Gwinnett County are provided as context to show how Lawrenceville compares to the region overall.

A. EXISTING POPULATION SNAPSHOT

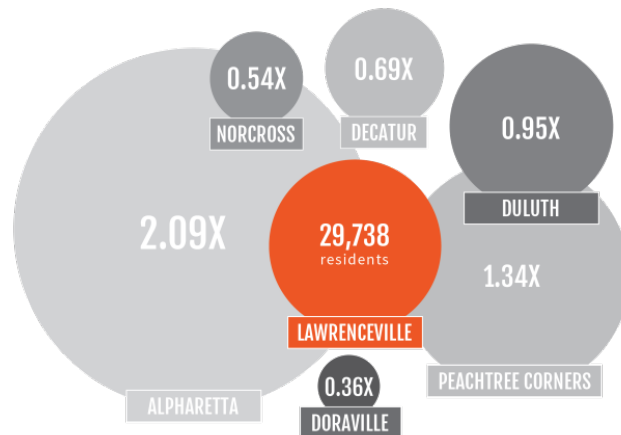
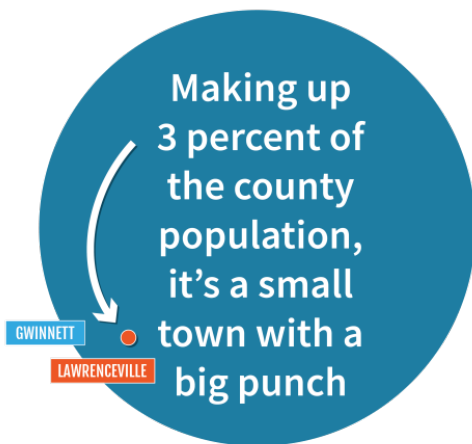
More than 29,700 people call Lawrenceville home. It is the second largest city in Gwinnett County, similar in scale to its neighbor Duluth, and makes up 3 percent of the total county population.

Figure 1-1. Regional Context



What is an MSA?

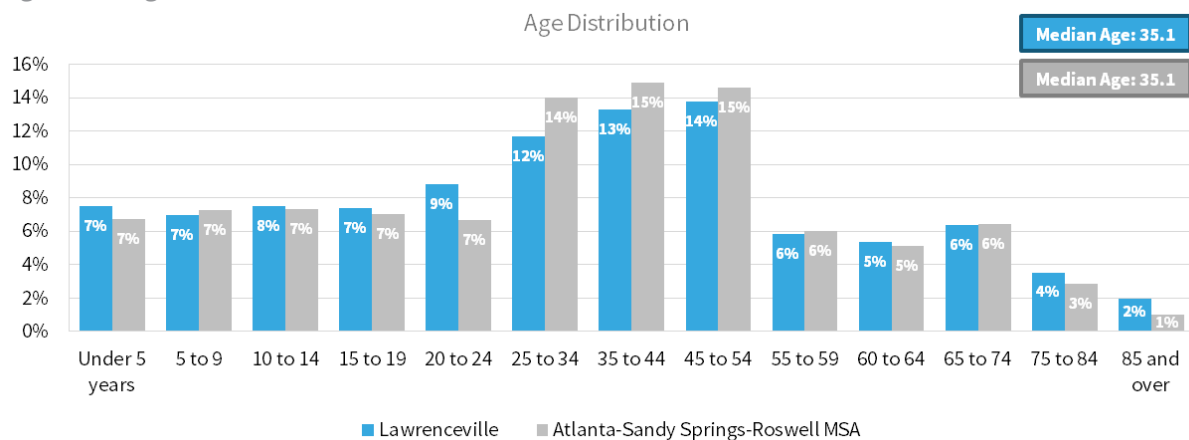
Think of a Metropolitan Statistical Area (MSA) as the greater metro area. It is a kind of geography defined by the U.S. Census Bureau, typically centered on a large city and surrounding areas connected through close social and economic ties, like commuting patterns. They are used for statistical purposes to understand regional trends. Lawrenceville is part of the Atlanta-Sandy Springs-Roswell MSA.



AGE

Residents have a similar age distribution to the metro area overall, with slightly more college-aged residents and slightly fewer working age residents, likely due to the presence of Georgia Gwinnett College. The share of 20- to 24-year old residents has increased 3.5 percent over the past decade as the college's enrollment has grown. (See Figure 1-2.)

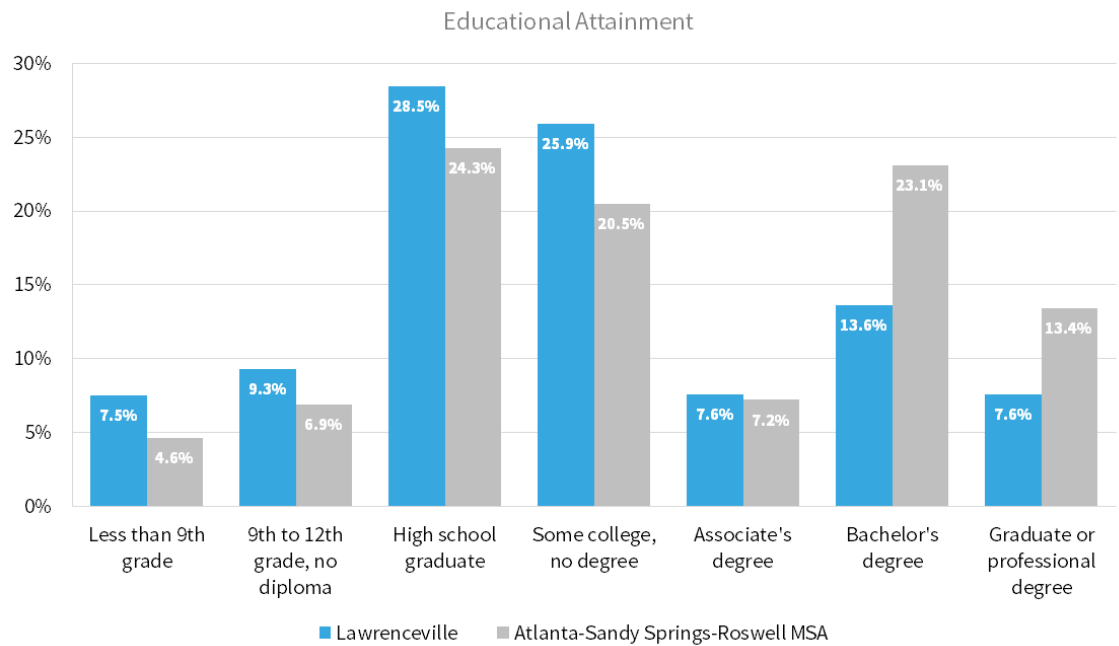
Figure 1-2. Age Distribution



EDUCATIONAL ATTAINMENT

More than 83 percent of Lawrenceville residents age 25 and over have a high school diploma or the equivalent, and nearly 55 percent have at least some college education. However, compared to the metro area overall, 5 percent more Lawrenceville residents have no high school diploma, and 15 percent fewer residents have a bachelor's degree or higher. (See Figure 1-3.)

Figure 1-3. Educational Attainment



B. CONCENTRATIONS OF WEALTH AND POVERTY

At \$41,743, the median household income for Lawrenceville residents is lower than their peers throughout Gwinnett County (\$60,289) and Metro Atlanta as a whole (\$57,000). The income distribution for residents is also skewed more heavily toward lower income brackets than the rest of the MSA. (See Figure 1-3.) Half as many Lawrenceville households (13 percent) have incomes of \$100,000 or more as compared to the MSA overall (26 percent). More Lawrenceville residents (24 percent) are living below the poverty level than elsewhere in the region; this is a rate 1.56 times the metro average. Within the City of Lawrenceville, the lowest income households are concentrated in neighborhoods in the southeast quadrant around New Hope Road and between SR 316 and Hurricane Shoals Road in the northern part of the city. Nearly all neighborhoods fall within the bottom two quintiles for household income countywide. The highest income neighborhoods are located along the eastern boundary. (See Figure 1-5 and Figure 1-6.)

MEDIAN HOUSEHOLD INCOME

Lawrenceville: \$41,743
Gwinnett: \$60,289
Metro Atlanta: \$57,000

▶ 27% below metro median

HOUSEHOLDS BELOW POVERTY LEVEL

Lawrenceville: 24.4%
Gwinnett: 13.8%
Metro Atlanta: 15.6%

▶ 1.56x metro average

Figure 1-4. Household Income Distribution

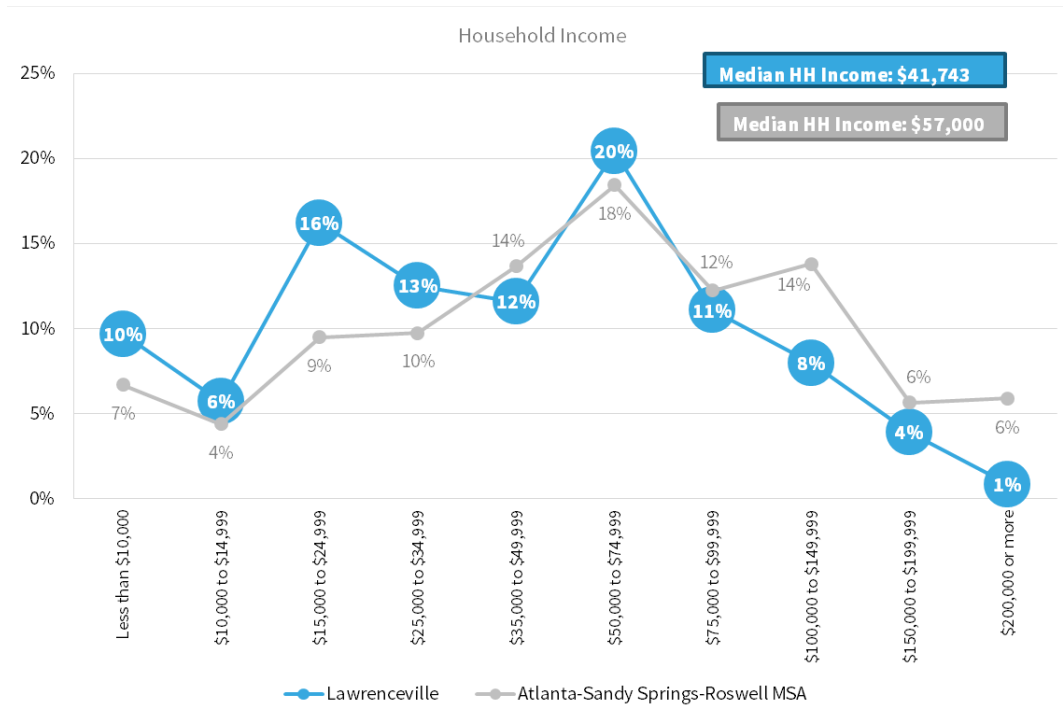


Figure 1-5. Median Household Incomes

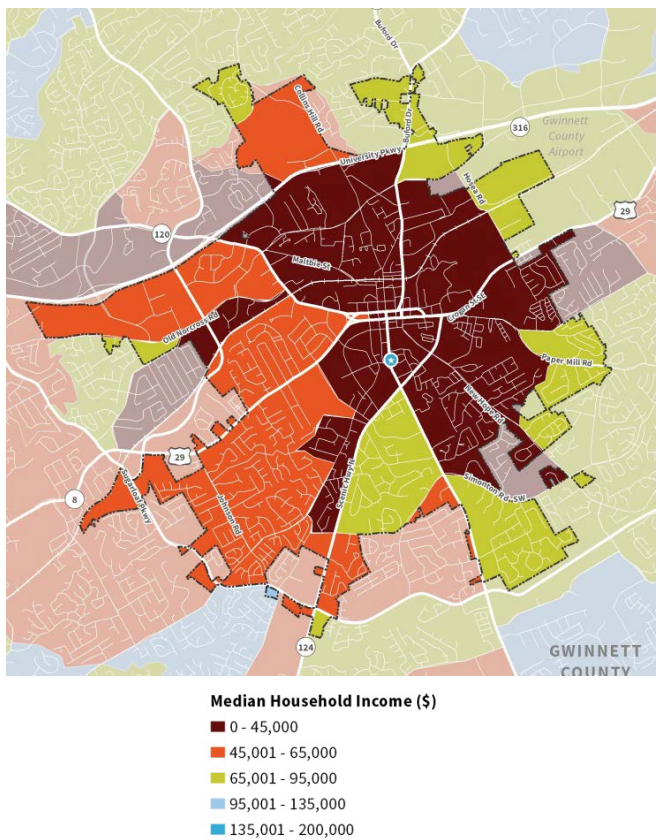
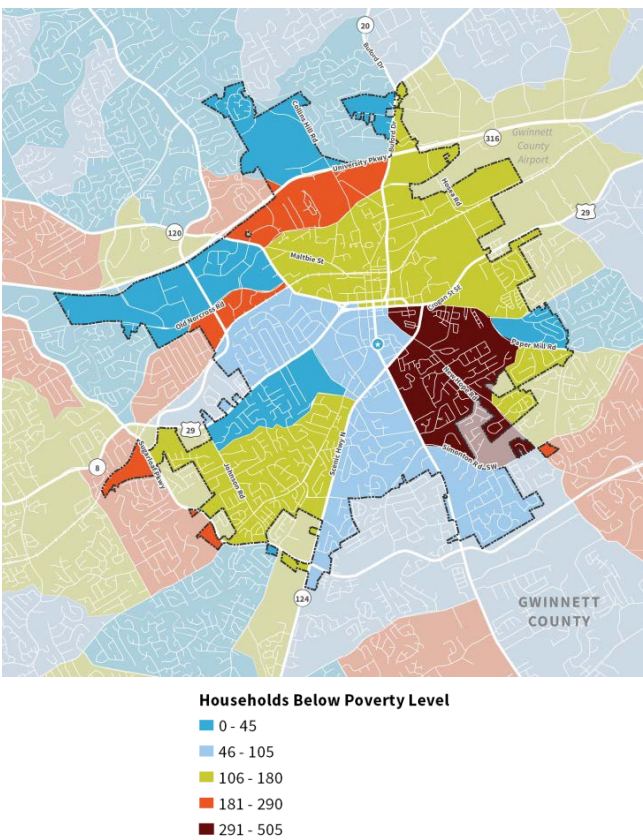


Figure 1-6. Households Below the Poverty Level

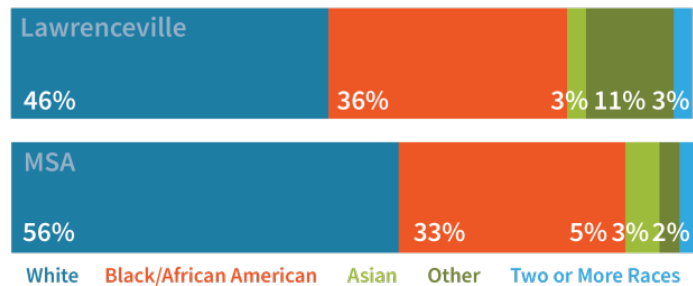


C. EMBRACING DIVERSITY TOGETHER

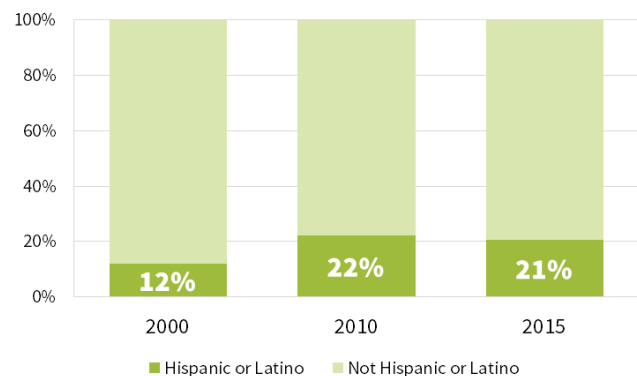
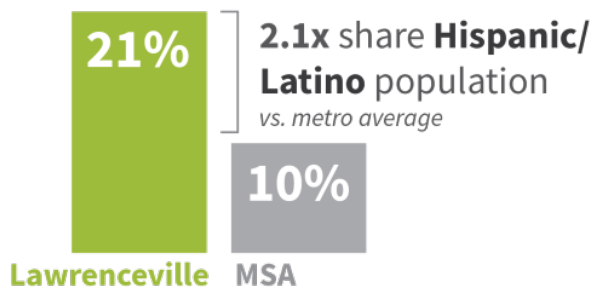
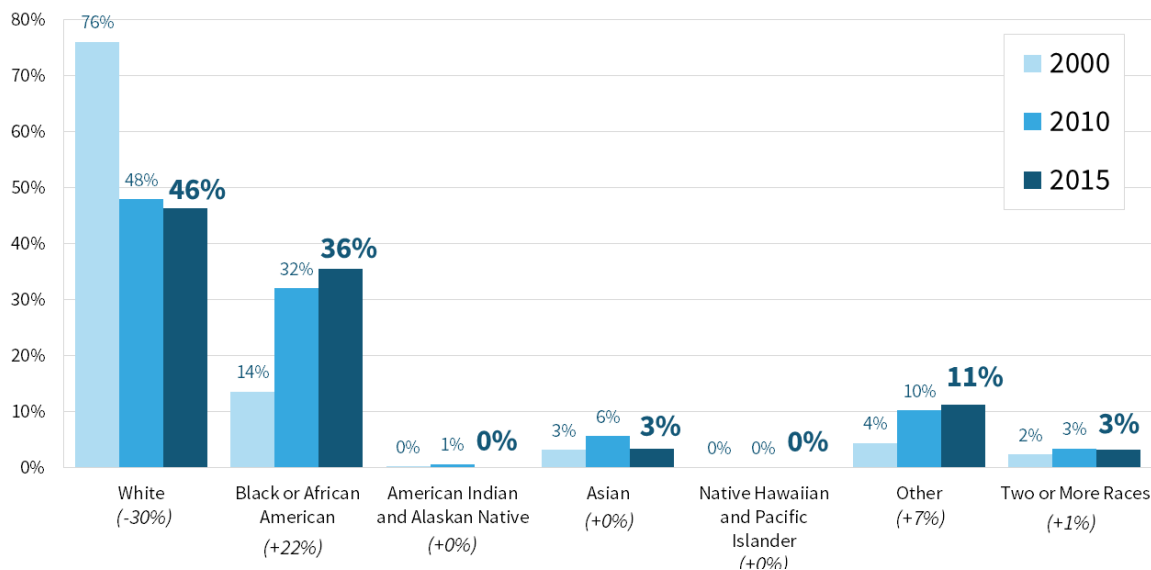
Lawrenceville is more diverse than the metro area with more than twice the share of Hispanic or Latino residents and more than five times the share of residents identifying their race as “other,” compared to the MSA overall. The current level of diversity in Lawrenceville is a reflection of decades of population changes. Between 2000 and 2015 alone, the share of people who identify as black/African American or other more than doubled, and the share of Hispanic or Latino residents nearly doubled.

Figure 1-7. Race and Ethnicity

Lawrenceville vs. Metro Area (2015)



Change in Race in Lawrenceville (2000 to 2015)



D. LOOKING AHEAD: WHO DO WE THINK WE'LL BE?

REGIONAL POPULATION TRENDS

As the unofficial capital of the southeast, the Atlanta region continues to grow and diversify. It is driven by a talented local workforce, highly ranked universities, a bustling international airport, a thriving arts and culture scene, and an economy grounded by Fortune 500 companies, logistics, technology, film and video production, and a growing small business ecosystem. As more people continue to choose metro Atlanta as their home base, the 10-county region expects more than 1.5 million new residents and 1 million new jobs by 2040.

When it comes to growth, Gwinnett County is at the center of the action. Between 2016 and 2017, Gwinnett County added 16,900 residents and grew 1.9 percent, outpacing the Metro Atlanta region's growth rate of 1.8 percent over the same period. By 2040, the Atlanta Regional Commission (ARC)'s current population forecasts predict Gwinnett will have become the most populous county in the state, growing by 57 percent from 860,000 to 1.35 million residents. The county will not only become denser, but also older and more diverse. The share of residents 65 years and older will shift from 9 percent to an estimated 21 percent by 2040, and the population is expected to be 37 percent Hispanic or Latino, 20 percent white, 20 percent African American, and 13 percent other races or ethnicities. Although Lawrenceville is already more diverse than the county, this predicted increase in diverse and elderly residents may require the city to take additional care to be inclusive, foster communal spaces, and accommodate particular needs like translation services for non-native English speakers or zero step entry homes for the elderly.

LOCAL POPULATION TRENDS

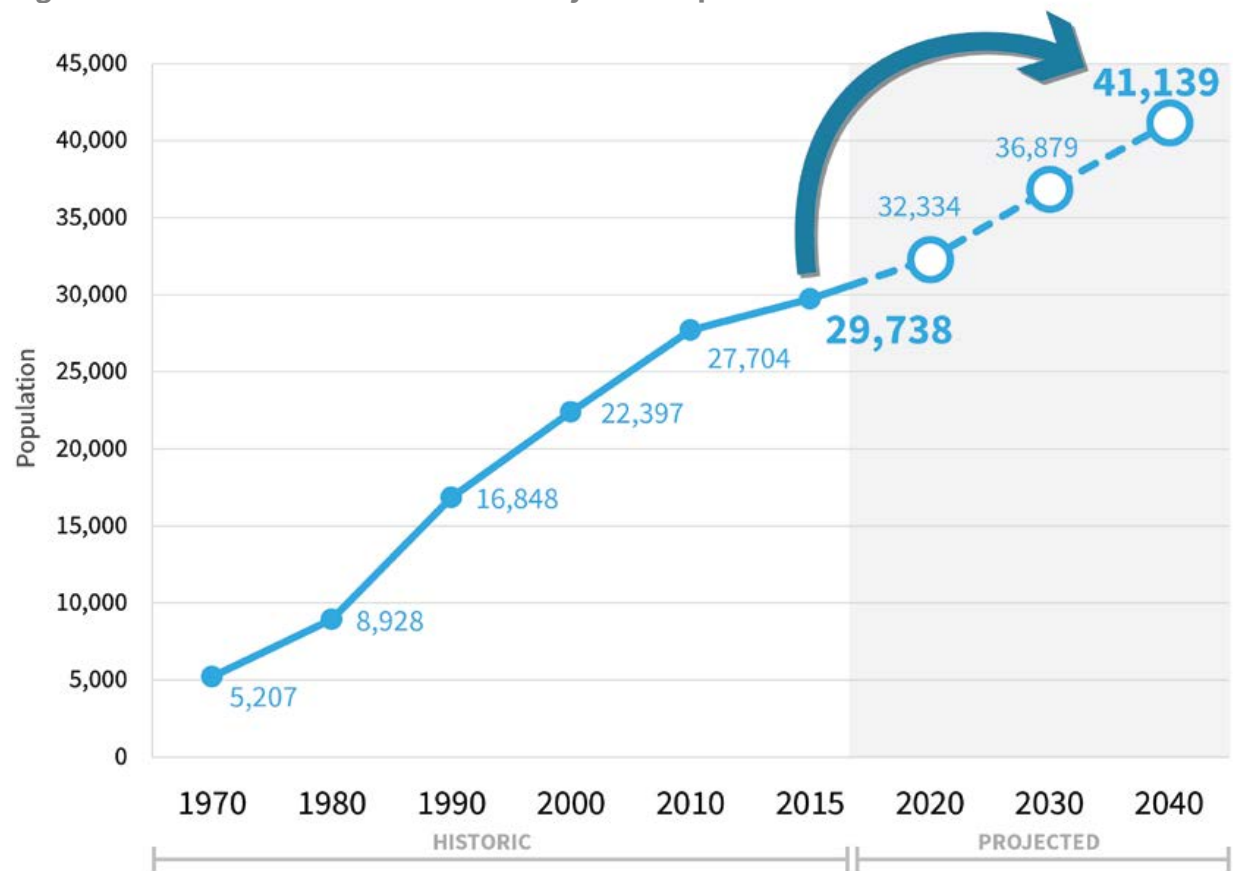
Lawrenceville's population has grown consistently since 2000, but at a slower rate than Gwinnett County or the metro area as a whole. Following the Great Recession, between 2010 and 2015, Lawrenceville's population grew an average of 1.4 percent annually, lower than the average 2.0 percent annual growth for Gwinnett County overall during that same period, but still nearly double the national average of 0.8 percent. If current trends continue, the city is expected to grow between 1.2 and 1.7 percent annually over the next two decades, adding 11,401 residents (+38 percent) by 2040, according to population forecast data from the ARC. (See *Figure 1-7*.) This level of growth is similar to projected growth for the 10-county region (+37 percent), but slower than the projections for Gwinnett County as a whole (+57 percent). Actual growth will depend on a number of factors, including national and regional trends as well as local conditions and decisions, such as the city's efforts to attract new businesses and residents, and regulations on allowable densities.

Forecasting Growth

Where does this data come from?

The ARC published population forecasts through 2040 for the 20-county metro region in 2016. The data was analyzed at a Census tract scale, and the projected population for all tracts partially or completely within the City of Lawrenceville was proportionally allocated according to land area to derive an estimate for the citywide projections.

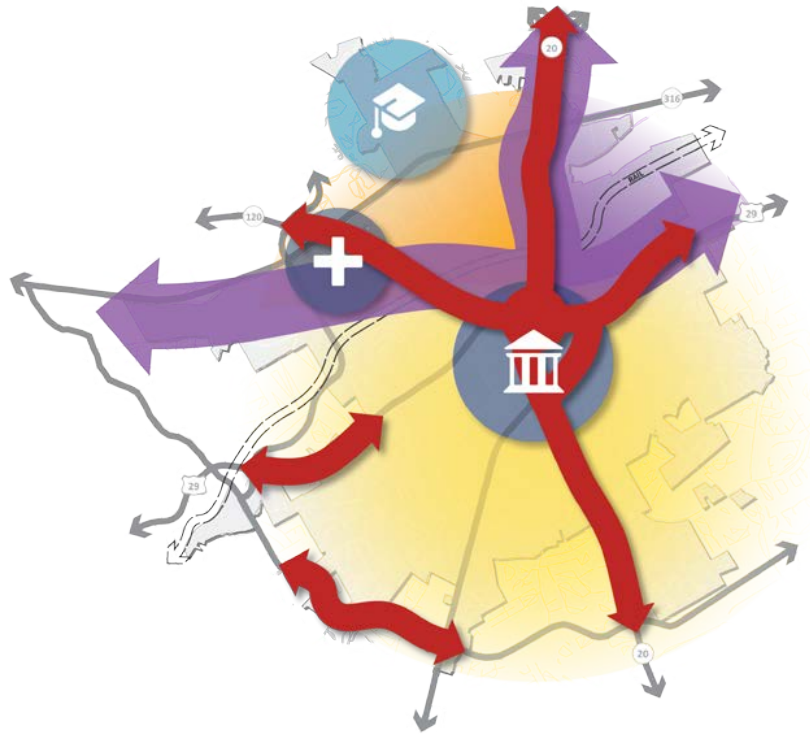
Figure 1-8. Lawrenceville Historic and Projected Population Growth



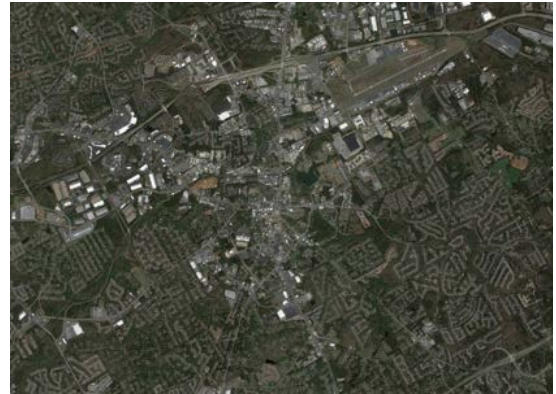
2. LAND USE

A. OVERVIEW OF EXISTING LAND USE

Lawrenceville was founded in 1821 and is the oldest city in metropolitan Atlanta. Its design is largely centered on the Gwinnett County Courthouse, constructed shortly thereafter in the heart of the new downtown. Georgia Gwinnett College (GGC) and Gwinnett Medical Center have developed as modern anchors, influencing adjacent uses and development patterns in the northern part of the city. Over the course of nearly 200 years, Lawrenceville has evolved into a fully developed suburban city of 13.5 square miles. It experienced significant residential growth in the 1970s and 1980s, along with the rest of Gwinnett County, as new neighborhoods sprouted up to fill much of the remaining land. Today, only 7 percent of land remains vacant.¹ (See Figure 2-2 and Figure 2-3.)

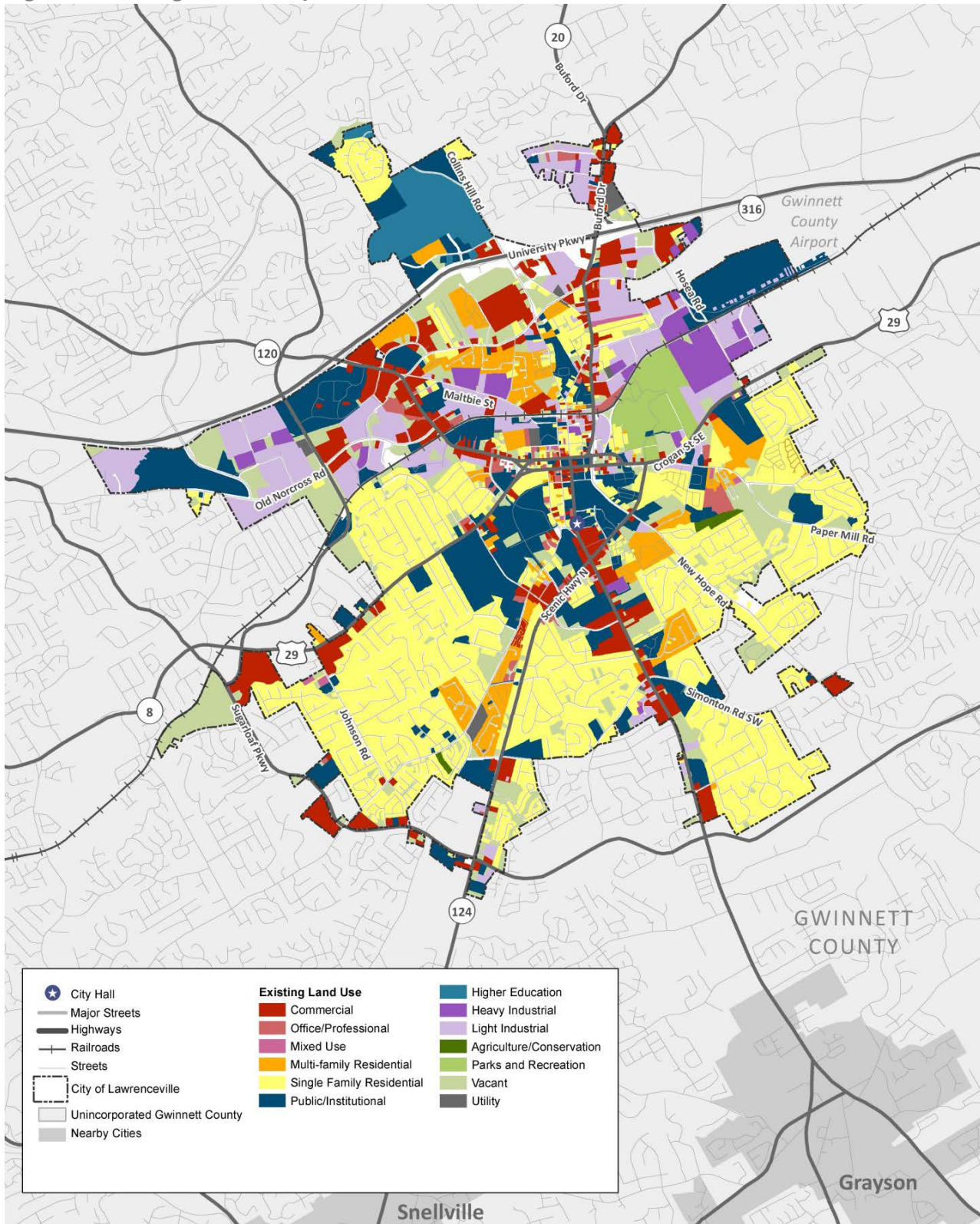


*Aerial
photographs of
Lawrenceville
in 1994 (left)
and 2017
(right)*



¹ Existing land use figures based land use classification categories, definitions, and data from a 2009 survey conducted by Gwinnett County

Figure 2-1. Existing Land Use Map



Sources: City of Lawrenceville; Atlanta Regional Commission; Gwinnett County



Single-family Residential



Vacant



Multi-family Residential



Commercial



Public/Institutional



Light Industrial



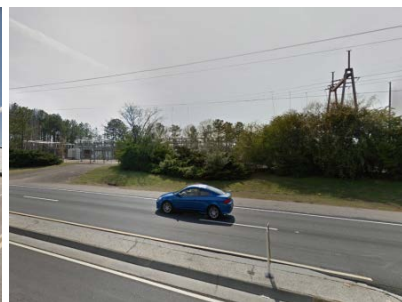
Office/Professional



Mixed Use



Heavy Industrial



Utility



Higher Education



Parks and Recreation



Agricultural

B. ANALYSIS

BALANCE OF USES

Because of historic development trends reinforced by existing regulations, uses are typically separated from one another and few areas with an integrated mix of uses exist within the city.

Residences

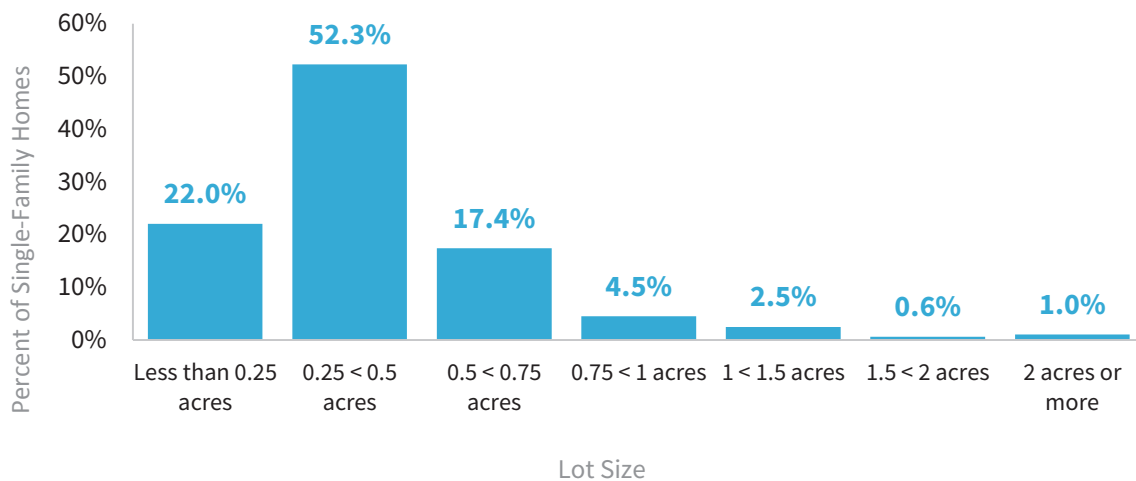
The bulk of land in Lawrenceville is dedicated to residential use. By land area, 71 percent of the city is single-family detached homes and another 8 percent is multi-family residences. Most low-density, single-family neighborhoods are located south of Crogan Street and multi-family developments are clustered along major corridors like Scenic Highway and New Hope Road or in the northern part of the city near Hurricane Shoals Road. The vast majority (92 percent) of single-family homes are on lots 0.75 acres or smaller. Multi-family housing in Lawrenceville is typically low density in form, often duplexes, townhomes, or small garden apartments.

Figure 2-2. Existing Land Use

Category	Acres	% Total Land Area
Single-family Residential	5,852	71.1%
Multi-family Residential	672	8.2%
Vacant	575	7.0%
Commercial	467	5.7%
Public/Institutional	264	3.2%
Light Industrial	213	2.6%
Office/Professional	92	1.1%
Mixed Use	28	0.3%
Heavy Industrial	24	0.3%
Utility	24	0.3%
Higher Education	12	0.1%
Parks and Recreation	7	0.1%
Agricultural	2	0.0%
Total	8,233*	100%

*Total does not include ROW

Figure 2-3. Single-Family Residential Lot Size Distribution



Places of Work

Employment-based land uses make up 13 percent of Lawrenceville's usable land and include commercial, office/professional, public and institutional, light and heavy industrial, and higher education. They are destinations for jobs, services, shopping, and entertainment and their locations and quantity have significant impacts on employment opportunities, traffic patterns, and the city's tax base.

Commercial

Not counting vacant land, commercial uses are the next most common land use, making up nearly 6 percent of usable land area. They are concentrated along major roads and typically take the form of auto-oriented shopping plazas with deep setbacks and ample parking. Some smaller, more pedestrian-oriented commercial uses are located in and around Downtown.

Public and Institutional

As the county seat, the home of a major hospital, and the site of the county airport, Lawrenceville has 3 percent of its land area dedicated to public and institutional uses. Most city and county government properties are located Downtown, but other public and institutional uses like schools and places of worship are sprinkled throughout the city along major corridors and occasionally within neighborhood settings.

Industrial

Industrial users gravitate toward the transportation infrastructure needed to support their day-to-day operations. In Lawrenceville, industrial uses make up nearly 3 percent of usable land and are oriented around SR 316, the Gwinnett County Airport, and the railroad in the northern part of the city. Most are light industrial (2.6 percent land area), along with 0.3 percent of space dedicated to heavy industrial use, principally adjacent to the airport.

CONCENTRATIONS OF BLIGHTED PROPERTIES

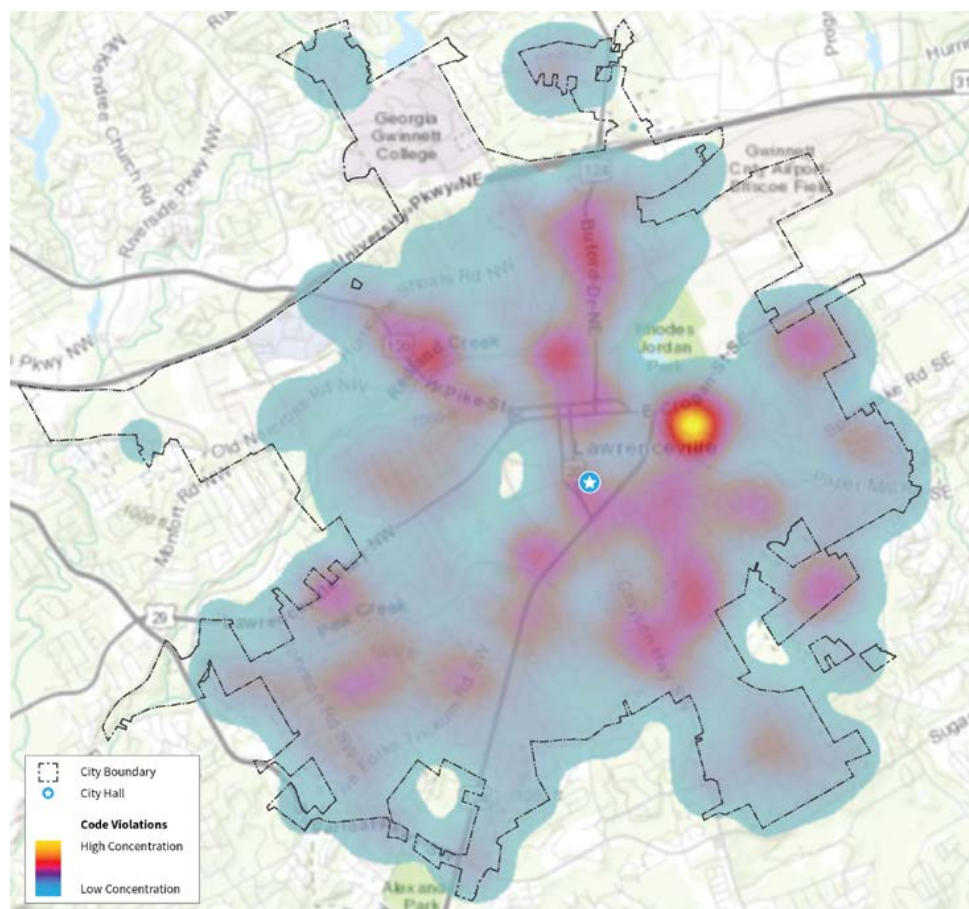
Blighted properties are those with notably deteriorated conditions. For buildings, this may mean abandoned structures, broken windows, cracks in the foundation, damaged facades, or sagging roofs. Site and infrastructure conditions like overgrown lawns, debris, broken street pavement, and inadequate street lighting also contribute. They can have a negative effect on public health, property values, and a neighborhood's ability to attract new buyers or tenants, particularly when concentrated in a particular area.²

² Vacant Property Research Network. The Basics of Blight: Recent Research on Its Drivers, Impacts, and Interventions. 2016.

One indicator of poor building conditions is the number of reported code violations. Between March 2014 and January 2018, there were 11,480 code violations reported citywide for both residential and commercial properties. Typical infractions include overgrown grass, junk vehicles, exterior damage, outdoor storage, unpermitted construction, signs in the right-of-way, excessive number of vehicles, cars parked on grass, loose debris, illegal accessory structures, tree hazards, abandoned property, commercial vehicles in residential areas, exterior surface treatments, and illegal signs. Figure 2-4 is a heat map showing the most frequent locations of code violations but does not indicate the severity of the infractions. Areas with the highest number of reported violations include the area just south of Rhodes Jordan Park, Buford Drive, the area between Maltbie Street and W Pike Street, and residential neighborhoods off New Hope Road.

▶ Although severely blighted conditions can have negative impacts, the term blight is a loaded one. Historic efforts to eliminate blight have had mixed outcomes, sometimes resulting in displacement, particularly for lower income residents. Potential remediation strategies should take care to support and empower residents and avoid neighborhood destabilization.

Figure 2-4. Code Violations Heat Map (2014-2017)



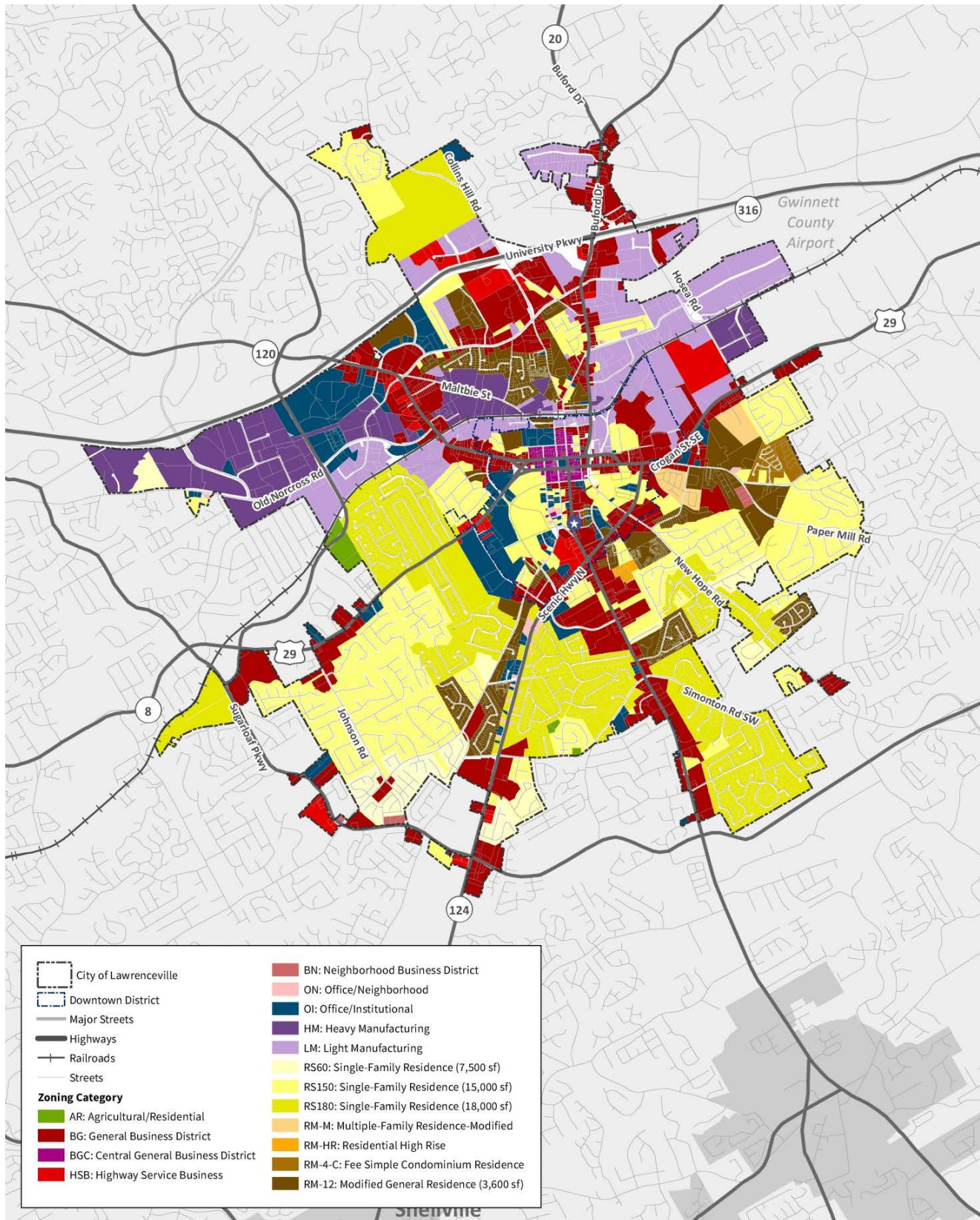
EXISTING ZONING

Zoning is the regulatory tool that oversees how properties can be used and impacts the type, form, and density of development that is permitted and encouraged within a city. Lawrenceville’s existing Zoning Ordinance uses a traditional Euclidean approach, which separates residential, commercial, industrial, and agricultural uses into their own zoning districts, each with their own standards for heights, setbacks, and other design criteria. (See *Figure .*) It generally limits mixed use development and requires relatively deep setbacks, high parking minimums, and low densities, reinforcing a more auto-centric, suburban development pattern in most parts of the city.

Figure 2-5. Zoning Districts

Citywide Zoning Categories	Downtown District Subareas
Residential Districts	Residential Small Lot Single Family
RM-12: General Residence 3,600 sf	Townhouse
RM-12-M: Modified General Residence 3,600 sf	Townhouse/Loft
RM-6: General Residence	Live/Work A
RM-4-C: Fee Simple Condominium Residence	Live/Work B
RM-HR: Residential Multiple Family High-rise	Civic
M: Modified Residential	Courthouse Square
RS150: Single-Family Residence 15,000 sf	Commercial Oriented Highway
RS180: Single-Family Residence 18,000 sf	Parks
RS60: Single-Family Residence 7,500 sf	
AR: Agricultural-Residential	
Commercial Districts	
BG: General Business	
BGC: Central General Business	
BN: Neighborhood Business	
HSB: Highway Service Business	
OI: Office/Institutional	
ON: Office/Neighborhood	
Industrial	
LM: Light Manufacturing	
HM: Heavy Manufacturing	

Figure 2-6. Zoning Map



0 0.15 0.3 0.6 0.9 1.2 Miles
Sources: City of Lawrenceville; Atlanta Regional Commission

Downtown Zoning

Within Downtown Lawrenceville, properties are subject to two sets of regulations. All properties are assigned underlying zoning using the same set of zoning categories as the rest of the city. In addition, a Downtown District provides an alternative set of regulations and breaks up the Downtown area into nine subarea categories. (See *Figure 2-7*.) The Downtown District is intended to preserve and enhance Downtown and create a walkable place for people to live, work, and play. It permits a broader mix of uses than most of the traditional zoning categories, but also has stricter architectural standards, particularly within the Historic Zone. A regulating plan establishing a street hierarchy impacts site design requirements, permitted locations for retail, and proposed new streets.

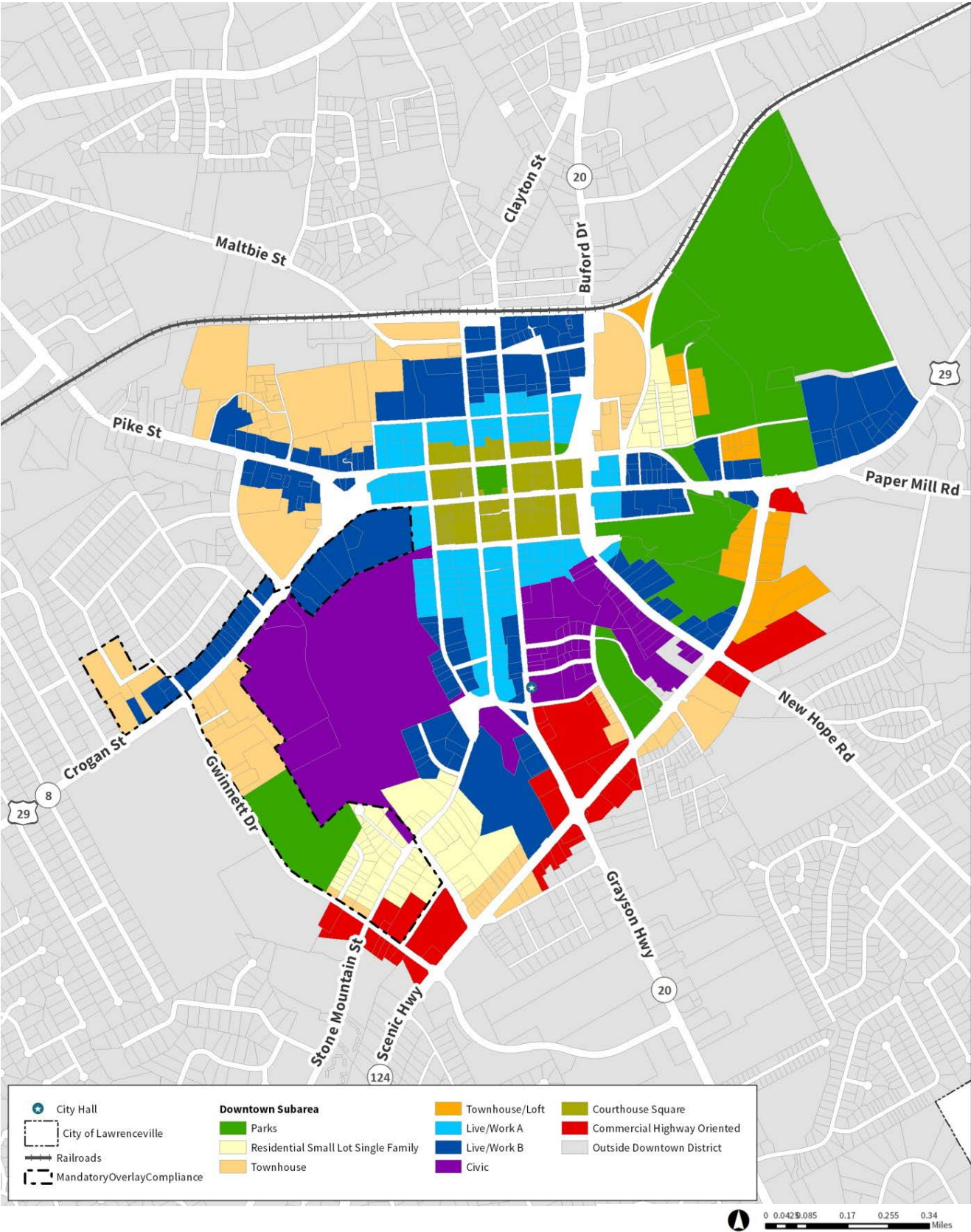
Generally, property owners may choose to either abide by the underlying zoning or to opt into the Downtown District regulations, if they better suit their development needs, and forfeit their underlying zoning. An established Mandatory Zone delineates certain parcels that are required to comply with the regulations of the Downtown District. The complexity of the existing Downtown regulations has required frequent variances for renovations, limited the amount of new development, and discouraged some businesses from locating Downtown.

Issues with the Existing Zoning Ordinance

The current code has several functional issues. It lacks clear organization, page and section numbering, tables, and graphics to aid with interpretation. Inconsistent terminology, inaccurate cross references, contradicting regulations, and cumbersome language add to the confusion and require frequent interpretation by the Planning Director.

As a result of both outdated design standards and lack of clarity, variances have become part of the standard operating procedure for development in Lawrenceville, increasing the time and cost required of property owners and disincentivizing redevelopment. Recognizing the need for logical, clear, and concise standards that promote the development patterns desired in Lawrenceville, the City is undertaking a comprehensive rewrite of its Zoning Ordinance concurrent with the 2040 Comprehensive Plan Update, scheduled for adoption by spring 2018.

Figure 2-7. Downtown District Subareas Map



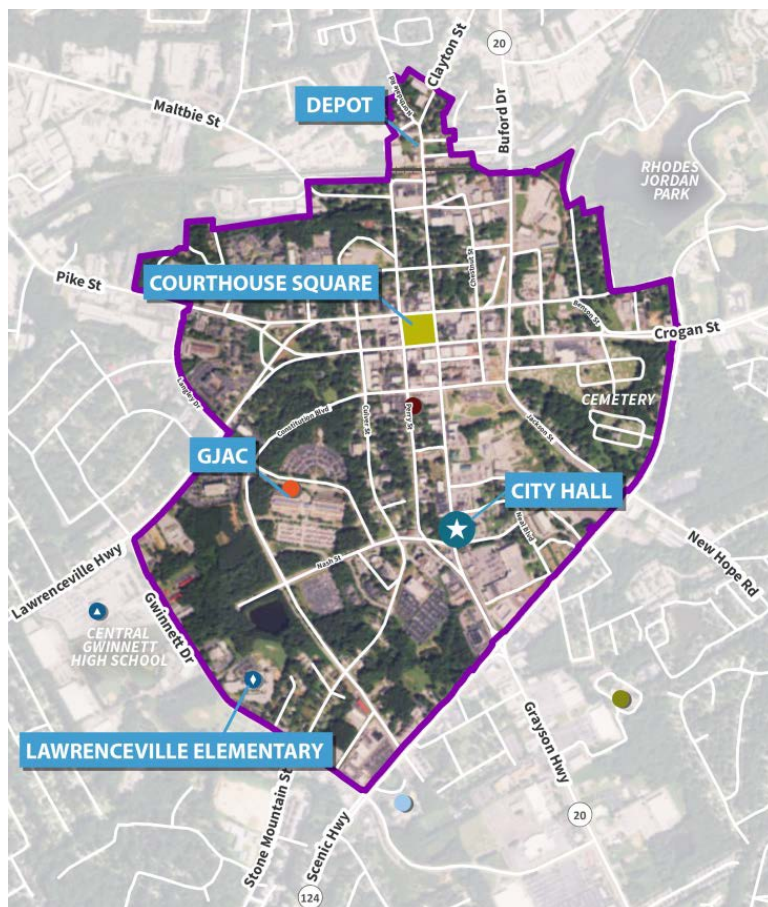
C. FOCUS ON DOWNTOWN

OVERVIEW OF DOWNTOWN AND ITS DEVELOPMENT

With its charming historic center at the crossroads of several major roads, Downtown Lawrenceville is the iconic and physical heart of Gwinnett County. The Gwinnett Historic Courthouse is at the center of the action, bordered by several gridded blocks of shops and businesses. Surrounding the core is a mix of residences, offices in converted homes, civic institutions, and commercial plazas. Rhodes Jordan Park and East Shadowlawn Memorial Gardens and Mausoleum provide spaces for recreation and reflection. Though it has its challenges, Downtown is an undeniable asset for the city and has begun to garner significant private redevelopment activity.

For the past 40 years, Downtown Lawrenceville, like much of the country, shifted away from its pedestrian-oriented origins toward a more auto-centric design. The deeper setbacks of buildings constructed during that period and Georgia Department of Transportation (GDOT)'s conversion of Pike Street/Croghan Street and Perry Street/Clayton Street to one-way pairs have impacted the built form and user experience Downtown by encouraging driving as the primary mode of transportation and prioritizing high-speed through traffic over local users.

Figure 2-8. Downtown Overview Map



Downtown is a mixed-use neighborhood with a historic emphasis on commercial and public uses. Its buildings span a range of ages, providing different price points and space types, as well as the architectural variety that makes it an interesting place to be. Facades have been maintained and renovated to varying degrees. Most are one- and two-story, single-use commercial buildings, though there has been a recent push for more residential development and vertical mixed-use. Civic facilities, cultural facilities, and community gathering spaces are also prevalent Downtown, including the Aurora Theatre, Gwinnett History Museum, Hooper Renwick School, Courthouse Square, Lawrenceville Lawn, and Rhodes Jordan Park.

As community preferences have shifted back toward a walkable Downtown, the City and its partners have begun chipping away at the vestiges of this era by converting the Perry Street and Clayton Street one-way pair back to two-way roads. Some of the sidewalks have been improved with fresh pavement, landscaping, lighting, and seating over the past decade, but others have yet to be improved or are missing altogether.

RECENT PROJECTS AND TRENDS

Downtown has been the focus of both public and private investment in Lawrenceville over the past 13 years. The city conducted a Livable Centers Initiative (LCI) study for Downtown in 2005 as part of the ARC LCI program. The program provides funding for communities to craft holistic plans to make their activity centers more livable and sustainable. Communities that have completed plans are then eligible for implementation grants to fund their proposed transportation projects. The Lawrenceville plan addressed a defined Downtown District (*see Figure*) and proposed strategies to support several key goals:



Downtown buildings

- Strengthening the role of Courthouse Square as the heart of Lawrenceville
- Improving connections between Courthouse Square and nearby areas
- Expanding open space options
- Addressing an ongoing parking problem
- Enhancing the community's sense of place

The plan was updated in 2011 and 2017, affirming the relevance of the original vision and noting challenges the city has faced in its implementation. Figure 2-9 outlines which of the proposed public projects have been completed, are currently underway, or have not been started as of the 2017 LCI Update. Although implementation challenges—such as funding, logistics surrounding the creation of new streets, and coordination with GDOT—have slowed some initiatives, many of the plan's proposed strategies are underway.

Private development Downtown has increased following the LCI, including several new destination restaurants near Courthouse Square; Gwinnett County's first local brewery in the Depot area; the city's first vertical mixed-use development, Cornerstone; a new mixed-use development around Lawrenceville Lawn and City Hall called South Lawn, currently in the approvals process; and the pending redevelopment of the former high school site into a mixed-use development called City View.

Figure 2-9. Livable Centers Initiative Project Status (2017)

LCI Project Status (2017)	
Completed	Lawrenceville Lawn – Phase 1
	Heritage Trail Pedestrian Facilities
	Wayfinding Signage Program
	East Parking Deck
	Louise Cooper Park
	Rhodes Jordan Park Renovation
	Downtown Gateway Projects
	Benson Street Extension
	Seminary Street Realignment
	Aurora Theater
Underway	Lawrenceville Lawn – Phase 2
	Clayton Street/Perry Street Two-Way Pairing
	Pike Street Parking Lot Improvements
	Pedestrian Facilities Upgrades
	Crogan Street and Pike Street Traffic Calming
Not Started	Parking Bank
	New Street Projects (Various)
	South Parking Deck
	West Parking Deck
	Southwest Parking Deck
	New Park (Southwest Corner of S Clayton Street and Nash Street)
	New Linear Park (North Side of Pike Street)

▶ **Signature Development: Cornerstone**

Cornerstone is Lawrenceville's first modern, vertical mixed use project, built in 2013. The ground floor has 11,000 square feet of retail, including Downtown's first coworking space. Above the retail space and along the quieter side streets, 12 condominiums and 21 townhomes provide options for high quality Downtown living. Its façade details, large storefront windows, and inviting front porches are a model for walkable design.



THE “HALO” EFFECT

As Downtown Lawrenceville continues to come into its own--attracting developers, businesses, and residents with its authenticity and growing livability-- it will likely have a halo effect, spurring on reinvestment in surrounding areas. Places with vacant property, good connectivity, or proximity to multiple anchors may be particularly attractive to investors. This can have a positive impact on the community by growing jobs, providing additional housing opportunities, improving aesthetics, raising property values, and bolstering the city's tax revenue. If not anticipated, it can also cause growing pains for a city through effects like decreased affordability or roadway congestion.

Areas that may be influenced by Downtown redevelopment in Lawrenceville include College Corridor, Maltbie, Paper Mill, Grayson Highway, and Pike Street. Strategic planning for these areas can help maximize the impact of Downtown investments and positive outcomes for residents and businesses.



D. LOOKING AHEAD: WHAT WILL LAWRENCEVILLE LOOK LIKE IN THE FUTURE?

NEW DEVELOPMENTS AND PLANNED PROJECTS

Although much of the city is already built out, there has been an increasing amount of development activity in Lawrenceville, generally taking the form of infill development centered in and around Downtown. The City is continuing to invest in major projects like College Corridor to enhance the public realm and make strong, pedestrian-friendly connections between activity centers. New signature private developments like South Lawn, in combination with smaller, individual renovations, are transforming Downtown Lawrenceville into an active destination by bringing in hundreds of new residents and paying close attention to walkable features.

College Corridor

Georgia Gwinnett College (GGC), one of the city's northern anchors, has grown rapidly over the past decade, increasing its enrollment 10,000 percent from 118 students at its start in 2006 to more than 12,000 students in 2016. College Corridor, an area between GGC and Downtown, is ripe with potential to absorb continued growth and draw on its energy to make Lawrenceville the true college town of Gwinnett County. The corridor begins in the Depot area on the north side of the railroad tracks and extends northward, surrounding Collins Hill Road/Northdale Road toward GGC and the city's northern edge. It includes a mix of older residential neighborhoods with multi-family and single-family housing, commercial uses, light industrial, public uses, and several sizable vacant tracts. As part of a 2011 study of the corridor, the City examined the potential of creating a Tax Allocation District (TAD) as an implementation tool to collect revenue for infrastructure investments in the area.

As a major step to implement the vision for College Corridor, the City is executing plans for a new linear park running 2.2 miles north-south through the neighborhood. The project will run parallel to Northdale Road from SR 316 to North Clayton Street and will include a new two-lane road with bike paths, sidewalks, and landscaping. It is currently in the design phase, scheduled for completion in fall 2018, and right-of-way acquisition and demolition have already begun (See Figure 2-11).

Figure 2-11. College Corridor Conceptual Site Plan (July 2017)



South Lawn

South Lawn is the largest redevelopment project underway in Gwinnett County. The 32-acre project is located Downtown, next to City Hall and the newly built Lawrenceville Lawn. It will feature 15,000 square feet (sf) of ground floor retail space and 600 residential units, including single-family detached homes, townhomes, and 3- to 4-story apartments. The internal street network is connected to the surrounding area, public facilities, Lawrenceville Lawn, and a new Town Green, which will serve as the focal point of the development.



Rendering of the South Lawn development

Figure 2-12. South Lawn Site Plan (2017)



What else may be coming Lawrenceville’s way? There have been discussions around a new hotel locating Downtown and the adaptive reuse of the former Gwinnett Daily Post building in the Depot area. Nearly 660 new residential units Downtown in the coming years will expand the customer base for local businesses, which is expected to spur more restaurants and shops that will add to its charm and livability. As GGC continues to grow its student body, a physical expansion may be in the cards. Gwinnett Medical Center’s pending merger with Northside Hospital may bring additional growth to the hospital and encourage adjacent medical office development. While urban residential, retail, and institutional growth seem likely, no new major subdivisions or industrial projects have been announced.

Figure 2-13. Upcoming Small Scale Projects

Project	Details
City View	See p. 62
Lawrenceville Housing Authority Development	16 to 20 replacement units
Gwinnett Justice and Administration Center	New court building and 1,500 space deck
Hooper Renwick School	See p. 82
Aurora Theatre Expansion	See p. 82

2. REGIONAL AND NATIONAL LAND USE TRENDS

Compact, Walkable Patterns

Across the country, people have rediscovered the joy of being able to live, work, and play in more compact, mixed use environments, minimizing the need to hop into a car and spend time in traffic . This change in preferences has led to a shift in development patterns, ranging from more dense, transit-oriented development in urban centers to the revitalization of historic downtowns and creation of new, suburban mixed-use projects, like the upcoming South Lawn development in Lawrenceville. These development approaches not only reflect consumer desires, but also the limited availability of large, undeveloped tracts in urban areas. As cities near complete buildout, smaller scale infill projects have become necessary, filling in the vacant or underutilized gaps within urban areas. As upcoming developments and planned transportation projects increase connectivity and opportunities for downtown living in Lawrenceville, continuing to invest in and leverage Downtown will help the City play into this trend and position itself to attract quality future development, new residents, and new businesses.

Demand for Modest Housing Near Employment Centers

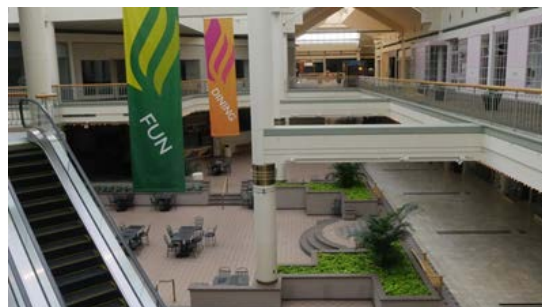
There is continued demand across the country and in the Atlanta area for an affordable lifestyle, including modest costs for housing, transportation, and childcare. In terms of land use, this means high demand for affordable housing products-- like townhomes, smaller single family homes, condominiums, apartments, and accessory dwelling units-- with easy access to employment centers through either proximity or premium transit service to minimize transportation costs. While this kind of lifestyle can be helpful for managing costs for lower income residents in theory, increasing demand for a convenient, walkable lifestyle across all income levels continues to drive the cost of these properties higher, making them less attainable for lower income residents. According to the ARC’s October 2017 *Regional Snapshot*,

employment centers throughout the metro lack affordable units. Providing high quality, reasonably priced housing next to its employment centers can be differentiating strategy for the City and an opportunity to attract current employees as future residents.

Decline of Shopping Centers

Rapid, low cost shipping for online shopping has reduced the need for consumers to go to stores. This shift is having the strongest effect on retailers in lower tier strip shopping centers and malls, where the poor quality of experience fails to entice in-person shoppers.³ Experience providers, like restaurants and fitness studios, are filling the space of some former shopping center stores.⁴ In other cases, store closures, particularly of anchor tenants, have led aging shopping centers to lie vacant or redevelop into new uses. To succeed, brick and mortar retailers will need to change their approach, and cities will need to develop new strategies to support or reimagine declining shopping centers. In Lawrenceville, where aging shopping centers line major corridors like Grayson Highway, this trend has already begun to play out and may continue to reduce demand for existing retail space, requiring a reconsideration of potential uses for that land.

The retail industry may be transitioning, but it isn't gone. While few developers are building new malls or shopping centers, new construction for freestanding retail continues, with the Atlanta area leading the nation for new builds in this segment.⁵ Stores offering curated collections, unique goods, or excellent customer service generally continue to survive, as do grocery stores and discount stores that offer enough value to make the in-store visit worth the while.⁶ Walkable, experience-oriented, Class A shopping centers like nearby Ponce City Market, Krog Street Market, and Avalon are able to achieve significant rent premiums and have contributed to decreased year over year retail vacancy rates in the metro area as of Q2 2017. To maintain desirable, viable retail destinations within the City, some shopping centers may require



Gwinnett Place Mall in Duluth in 2018, where owners are exploring alternative uses for the underperforming property



Vacant strip shopping center on Grayson Highway in Lawrenceville



Krog Street Market in Atlanta, an industrial building turned experiential retail market with local shops and restaurants

³ Davidowitz and Associates Inc. 2016. Mall Investors are About to Feel the Impact of Online Shopping.

⁴ Cushman and Wakefield Atlanta. 7 November 2017. Measuring E-commerce's Impact on Real Estate.

⁵ JLL. Q1 2017. U.S. Retail Outlook: Experiential Retail will Save Malls.

⁶ JLL. Q1 2017. U.S. Retail Outlook: Experiential Retail will Save Malls.

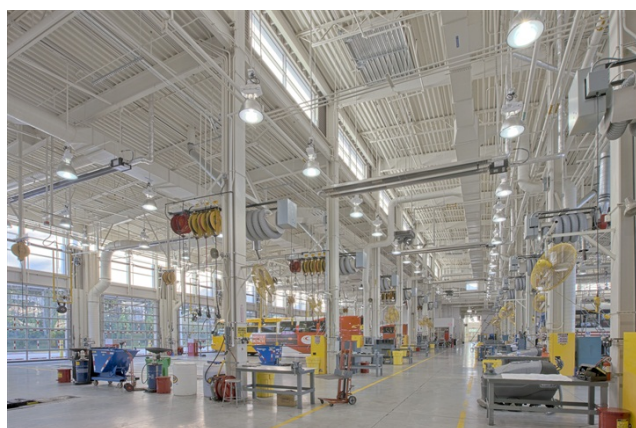
renovations and repositioning toward retail typologies that continue to succeed in the online shopping era.

Strong Industrial and Logistics Demand

While e-commerce has had a negative effect on retail real estate, it is increasing demand for logistics, warehousing, and fulfillment facilities with strong access to regional transportation infrastructure to provide rapid shipping for customers. Vacancy rates for warehouse and distribution centers across the country are at their lowest level in decades at 4.6 percent, rental rates are rising, and sector growth has exceeded gross domestic product (GDP) growth, suggesting industry changes are structural and will extend beyond the current economic cycle.⁷

Same-day delivery models further increase demand for smaller, distributed infill parcels near large population centers to provide last mile connections to end users.⁸ Some retailers are even beginning to use their brick and mortar locations as small, localized distribution centers to compete with larger online retailers. As a major logistics hub, warehousing and flex space in the Atlanta region is benefitting from this trend, and Lawrenceville is located in one of the strongest industrial sub-markets, the

northeast I-85 sector, creating a potential opportunity for it to capture more of the market.⁹ Modern warehouse occupants are increasingly choosing build-to-suit facilities rather than rentals and are seeking features like 28- to 32-foot ceilings, 50 by 50 foot column spacing, abundant natural light, clean and sustainable design, and access to bicycle and pedestrian facilities as they compete for workforce talent.¹⁰ This wish list is a departure from the industrial site requirements of the past, including sites with more urban characteristics and connectivity to their surroundings. To attract modern light industrial tenants, the City will need new or renovated facilities with strong regional access and nearby amenities for employees.



Modern warehouse facilities with natural lighting and light-reflective floors

⁷ CBRE. 8 November 2017. E-commerce's Warehousing Impact Will Survive Recession.

⁸ JLL. 2017. Industrial Impact Series: If You Build It, Will They Come?

⁹ Colliers International. Q4 2017. Atlanta Industrial Report.

¹⁰ NAIOP. 2017. E-commerce 2.0: Last-mile Delivery and the Rise of the Urban Warehouse.

Regional Trend Feature: Downtown Duluth

Twelve miles down the road, the City of Duluth has been investing in public infrastructure, art, and programming in an effort to capitalize on development trends in favor of compact, walkable downtowns with charm—and it’s working. The City made key initial investments by building Taylor Park and Duluth Town Green in 1999 and 2000 and continues to program community events and partner with live music operators and artists to enliven the area and make Downtown a destination. Now, the private market is investing too with new projects like Parsons Alley and The Village in Duluth.

The award winning Parsons Alley development builds on the neighboring Town Green and houses more than 30,000 sf of restaurants and shops. Special touches like the integration of the old stone church, human-scale architecture, outdoor dining, festive lighting, and public art add intrigue and activity to the space, making it an inviting place to walk and gather.

Across the street, the former Proctor Square shopping plaza has been demolished to make way for a \$64-million mixed use project, The Village in Duluth. The 8-acre project will feature 375 apartments, 11 live-work units, 2 restaurants, and a 432-spot parking deck, free and open to the public. The pedestrian experience will be a focus, with features like sidewalk amenities, public art, and parallel parking. It is currently under construction, expected to be completed by the end of 2018.

The energy in Downtown Duluth has attracted residential builders, too. Home South Communities has begun planning a 36-townhome development within walking distance of the Village Green. The homes will be designed with rear entry garages, a key feature for promoting neighborhood walkability.



Community event at Duluth Town Green



Parsons Alley development



Village at Duluth rendering

3. TRANSPORTATION

A. OVERVIEW OF EXISTING SYSTEM AND REGIONAL ACCESS

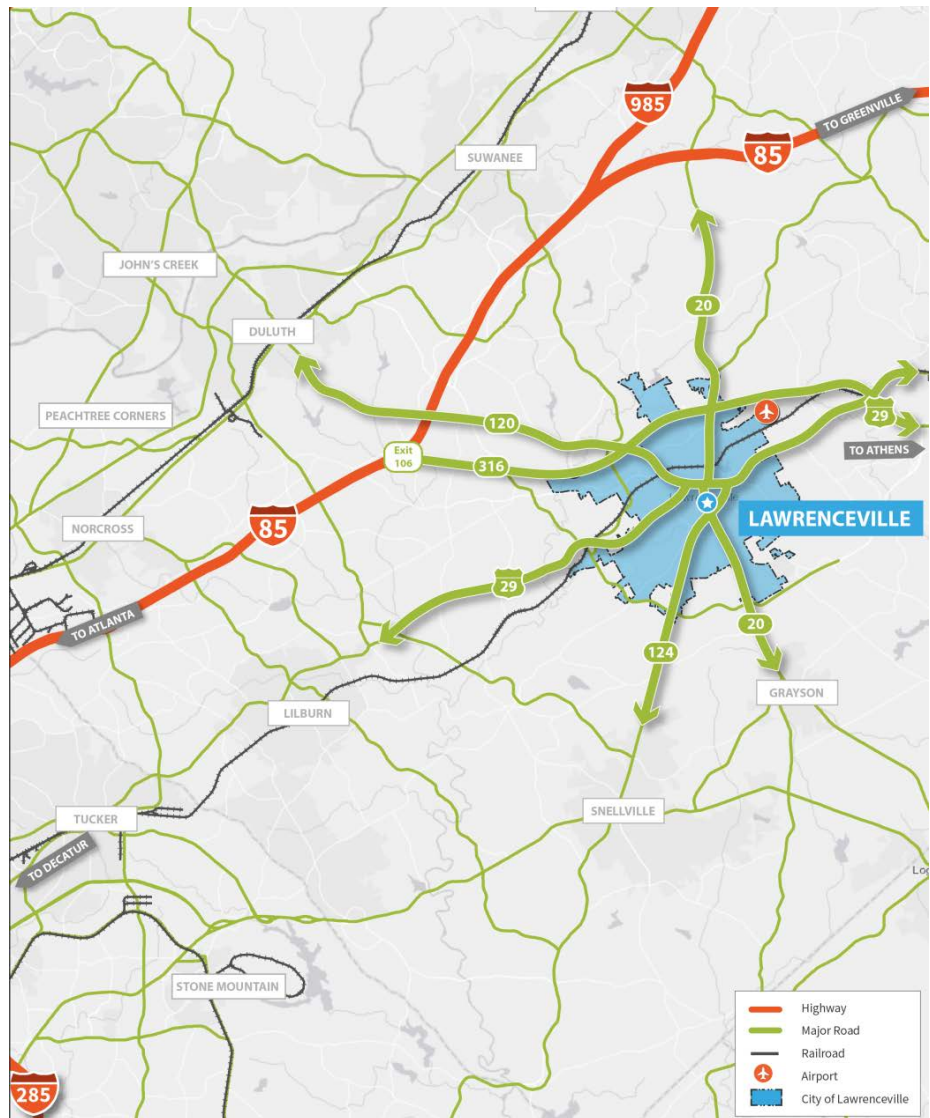
Lawrenceville is a focal point of the Gwinnett County transportation network, with a web of state routes converging in Downtown Lawrenceville and connecting the city to nearby destinations:

- State Route (SR) 20 to Sugar Hill, Buford, and Cumming
- SR 120 to Duluth and Johns Creek
- SR 124 to Snellville
- US 29 to Athens, Tucker, and North Decatur

Nearby I-85 provides access to the broader region. While Lawrenceville does not have any direct access points to I-85, it is located within three miles of an exit. This exit is for SR 316, a limited access road along the north end of Lawrenceville that links I-85 in the west to US 29 in the east.

Like the rest of metropolitan Atlanta, the vast majority of Lawrenceville residents (79 percent) drive alone to work. Carpooling is significantly more popular in Lawrenceville (15 percent) than throughout the region (9 percent), but fewer residents take public transportation (0 percent) or work at home (2 percent) than elsewhere in the region. (See Figure 3-3.) Reflective of residents' primary modes of transportation, transit service and bicycle infrastructure in Lawrenceville are minimal, and sidewalks are inconsistently available.

Figure 3- 1. Regional Transportation Network



While the majority of freight in the region (83 percent) is transported by truck, Lawrenceville's rail and air infrastructure does offer a competitive advantage for the industrial sector. An active CSX rail line runs from Atlanta to Athens, cutting through the northern part of the city to provide freight access for adjacent industrial users, but also creating a physical barrier at a number of at-grade crossings. Gwinnett County Airport, the second busiest general aviation airport in the state, serves business and charter flights and has an estimated annual economic impact of more than \$85 million, according to the Georgia Department of Transportation (GDOT).

B. ANALYSIS

Transportation issues prioritized by the community through the SWOT assessment include:

- Relationship between transportation and land use
- Areas of congestion
- Transit and demand
- Pedestrian and bicycle facilities
- Parking
- Accommodating freight

RELATIONSHIP BETWEEN TRANSPORTATION AND LAND USE

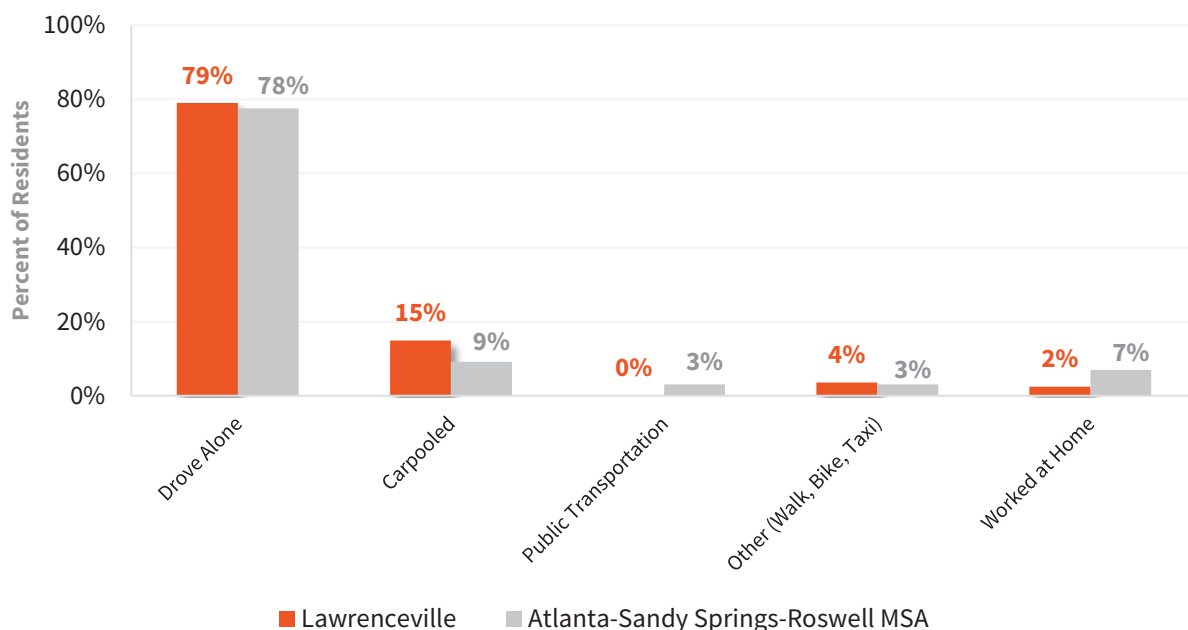
Individual mobility choices and experiences are influenced by the dynamics between transportation infrastructure, land use, and urban design, as well as personal preference. Figure 3-2 highlights how some of the factors associated with transportation mode choice play out in Lawrenceville, and ultimately result in a place where 94 percent of people drive as their primary mode, shown in Figure 3-3.

Density and mix of uses are two strong factors influencing individual transportation behavior. Lower density development over an expansive land area, in combination with a disconnected street network, all but require personal automobile use. When distances between destinations are greater, the total vehicle miles traveled further increase. This in turn leads to congestion from high volumes of drivers channeled onto few major roads. While higher densities can also contribute to congestion if roadways are not properly designed, they are necessary to build adequate transit ridership and attract the shops and businesses that make neighborhoods enjoyable places to walk and bike. Separation of land uses, in addition to density, can also have an effect. A greater mix of uses within an area tends to reduce the number of longer distance, single-occupancy trips generated, helping to reduce total vehicle miles traveled.

Figure 3-2. Transportation Infrastructure and Land Use Influences in Lawrenceville

Transportation	Land Use and Urban Design
Connectivity Much of the street network in Lawrenceville is disconnected, limiting route choice and increasing the functional distance between destinations.	Density The city has a fairly low, suburban density with an average of 2,200 residents and 2,364 jobs per square mile. Employment density is highest Downtown and around Gwinnett Medical Center, reaching upwards of 12,500 jobs per square mile.
Intersection Density Intersection density is relatively low at 83.8 intersections per square mile, and many of these are three-way intersections in neighborhoods with cul-de-sacs.	Mix of Uses Land uses in Lawrenceville are mostly separated into residential neighborhoods, commercial corridors, and employment hubs. There is some horizontal mixed use Downtown.
Available Modes The transportation network is automobile oriented with relatively good sidewalk coverage along most major roads, Downtown, and in newer neighborhoods. Transit service and bicycle infrastructure are limited and sidewalks and pedestrian crossings are lacking in older neighborhoods and along some major corridors.	Distance to Destinations The low density design and separation of uses increase the distance between destinations. Although Lawrenceville has employment centers, most people do not live and work in town, which increases the length of the average daily commute. 29,107 people commute into Lawrenceville, 10,812 people commute out, and only 1,148 live and work in the city.
Infrastructure Quality Most roads operate at an acceptable level of congestion; a pavement quality survey is needed to determine the quality of roadway maintenance. Bike lanes are infrequent, narrow, and unevenly paved. Transit quality is low, with one route serving part of the city and pick up wait times as long as 60 minutes.	Urban Design Parts of Lawrenceville have urban design characteristics that encourage walking, biking, or transit, like the wide sidewalks, lighting, street furniture, and buildings oriented to the street Downtown. However, most corridors in the city lack pedestrian amenities and are fronted by parking lots, not buildings.

Figure 3-3. Mode of Transportation to Work

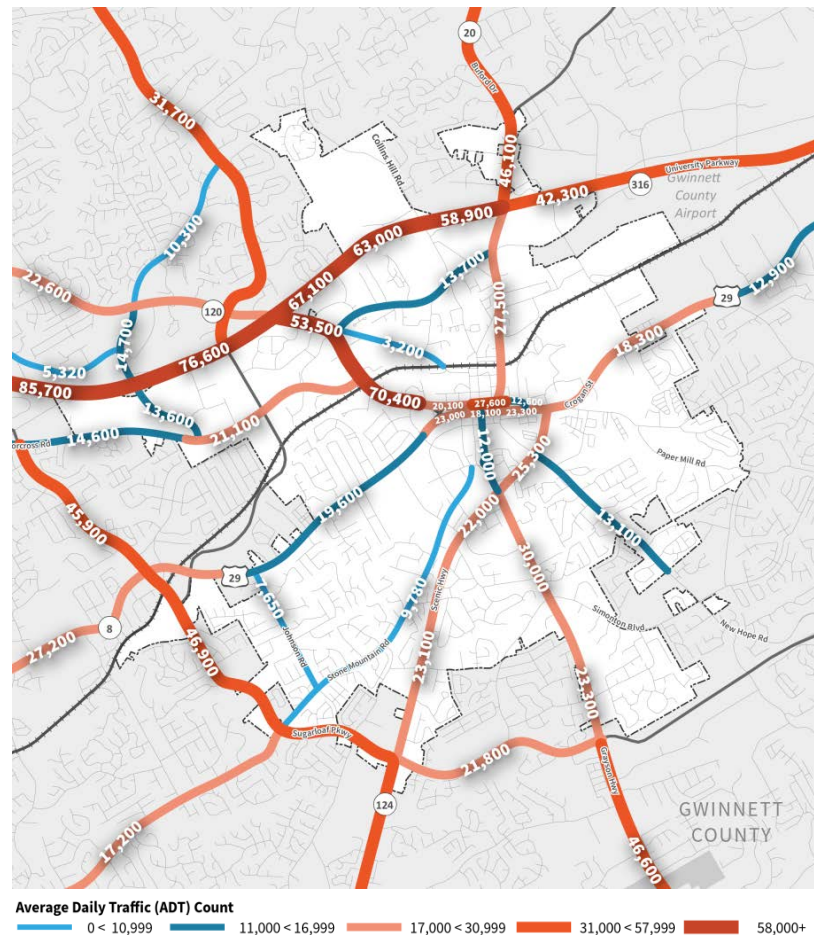


AREAS OF CONGESTION

Relative to the rest of Gwinnett County and the metro area, the Lawrenceville road network experiences low levels of traffic volume. The most heavily trafficked corridors in the City are SR 316 (University Parkway) between I-85 and SR 120 (Buford Drive), carrying an average daily volume of between 58,000 and 85,000 trips; SR 120 (Pike Street) between Downtown and SR 316 with an average of 53,000 to 70,000 trips; and Sugarloaf Parkway between Old Norcross Road and SR 124 (Scenic Highway), handling an average of 47,000 daily trips. Most other roads handle more modest volumes of traffic, with fewer than 30,000 daily trips. (See Figure 3-4.)

The majority of roads operate at an acceptable Level of Service (LOS), meaning vehicles are able to flow at a reasonable rate. During peak hours, several road segments operate at LOS F, indicating traffic volumes exceed roadway capacity and cause congestion. These include W. Pike Street (Old Norcross Road to Langley Drive), N. Clayton Street (Pike Street to Born Street), SR 316 (Buford Drive to Hi Hope Road), New Hope Road (Scenic Highway to Ezzard Street), Grayson Highway (Gwinnett Drive to Forest Place), and Sugarloaf Parkway (Scenic Highway to Johnson Road). (See Figure 3-5.)

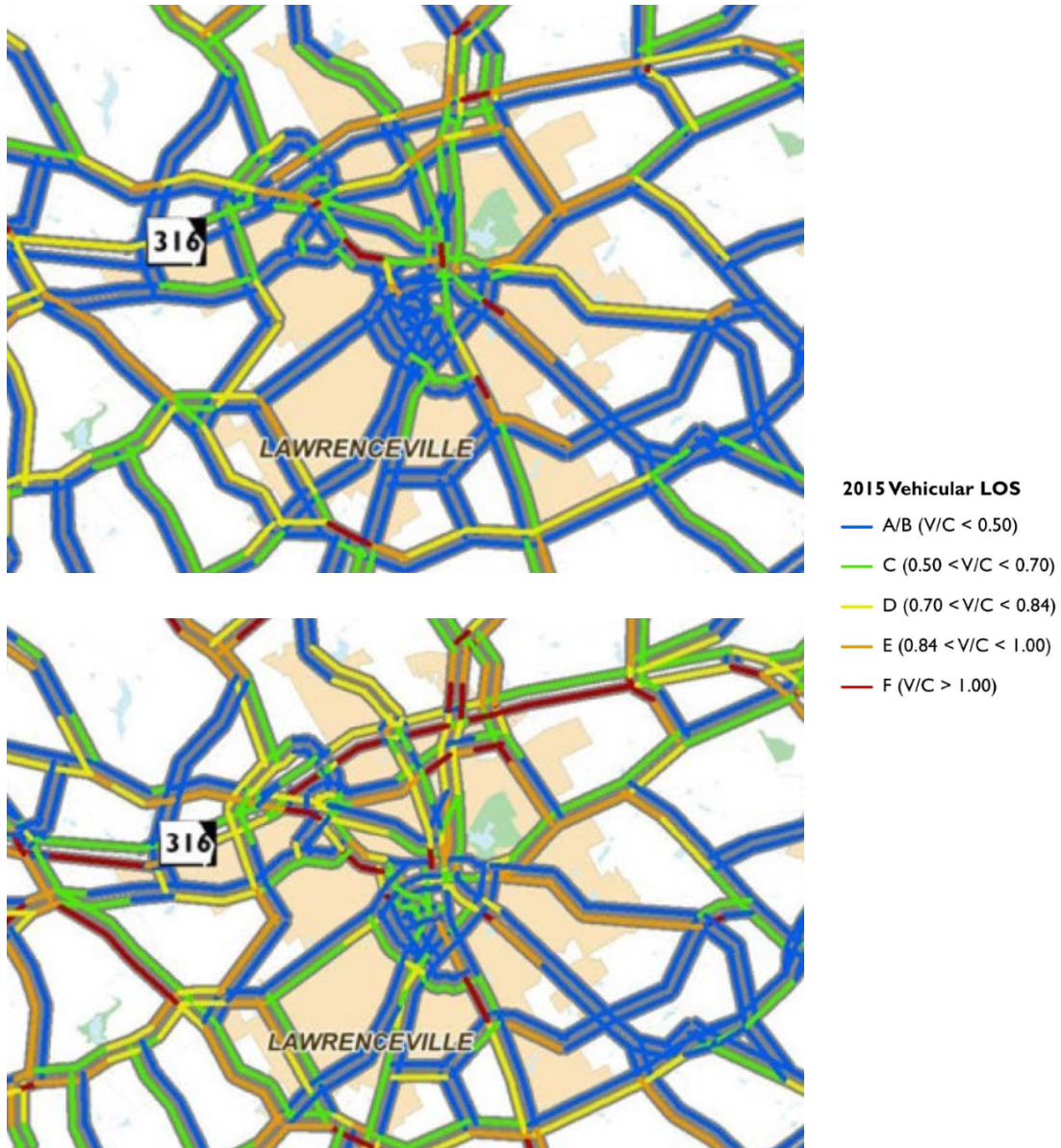
Figure 3-4. Traffic Counts (GDOT 2015)



Measuring Congestion

LOS is measured as the volume of vehicles relative to the roadway design capacity (V/C) and is an indication of travel delay. On the LOS scale, roads are rated between “A” for excellent conditions and “F” for roadways with high congestion. LOS A-D represent roadways with traffic flowing at reasonable rates. LOS E represents a roadway operating at its design capacity and is also acceptable. LOS F indicates traffic volumes are higher than the roadway design capacity and there is significant congestion.

Figure 3-5. 2015 Vehicular Level of Service – AM (Left) and PM (Right) Peak Period (Gwinnett CTP)



Source: Gwinnett Comprehensive Transportation Plan

TRANSIT AND DEMAND

Access to quality transit can greatly expand economic opportunity for individual residents, and lowered dependence on single occupancy vehicles can improve regional air quality and roadway congestion. Gwinnett County Transit (GCT) has served Gwinnett County since 2001, providing bus service throughout the county. Connections to Georgia Regional Transportation Authority (GRTA) and Metropolitan Atlanta Rapid Transit Authority (MARTA) routes extend the reach of GCT service, providing access to major activity centers throughout the region. In general, however, transit's reach in Lawrenceville is limited and service is infrequent, reducing its utility for riders.

Gwinnett County Transit

Service

GCT's Bus Route 40 currently serves Lawrenceville (see *Figure 3-6*). It runs along Old Norcross Road, Sugarloaf Parkway, and Pike Street. It operates Monday through Friday from 6:00 am to 9:00 pm and Saturday from 6:45 am to 9 pm. Buses arrive every 30 to 60 minutes, depending on the stop and time of day. Real time bus tracking is available through the GCT website and mobile application. The route operates on time 67.6 percent of the time, the median efficiency for all routes in the GCT system. To accommodate multi-modal trips, buses are equipped with racks for two bicycles. Curb-to-curb paratransit service is also available by request for customers with disabilities. According to the Connect Gwinnett plan, ridership in Lawrenceville is low relative to the rest of the GCT system.

Access

Route 40 provides access to several key destinations, including Sugarloaf Mills Mall, Gwinnett Place Mall, Gwinnett Justice and Administrative Center, Gwinnett Medical Center, GGC, Gwinnett Technical College, Lawrenceville Library, Lawrenceville City Hall, the YMCA, K-12 schools, and several major shopping centers. However, it does not connect to the core of Downtown Lawrenceville, Gwinnett County Airport, nor the city's largest park, Rhodes Jordan Park. Notably, the eastern half of the city is not served by any transit routes. As a low-density, residential area, the household and employment densities in this part of the city both fall below the GCT transit service thresholds for effective service; however, it is home to a relatively high concentration of low income residents who tend to have higher levels of ridership than higher income populations.¹

Bus Stops

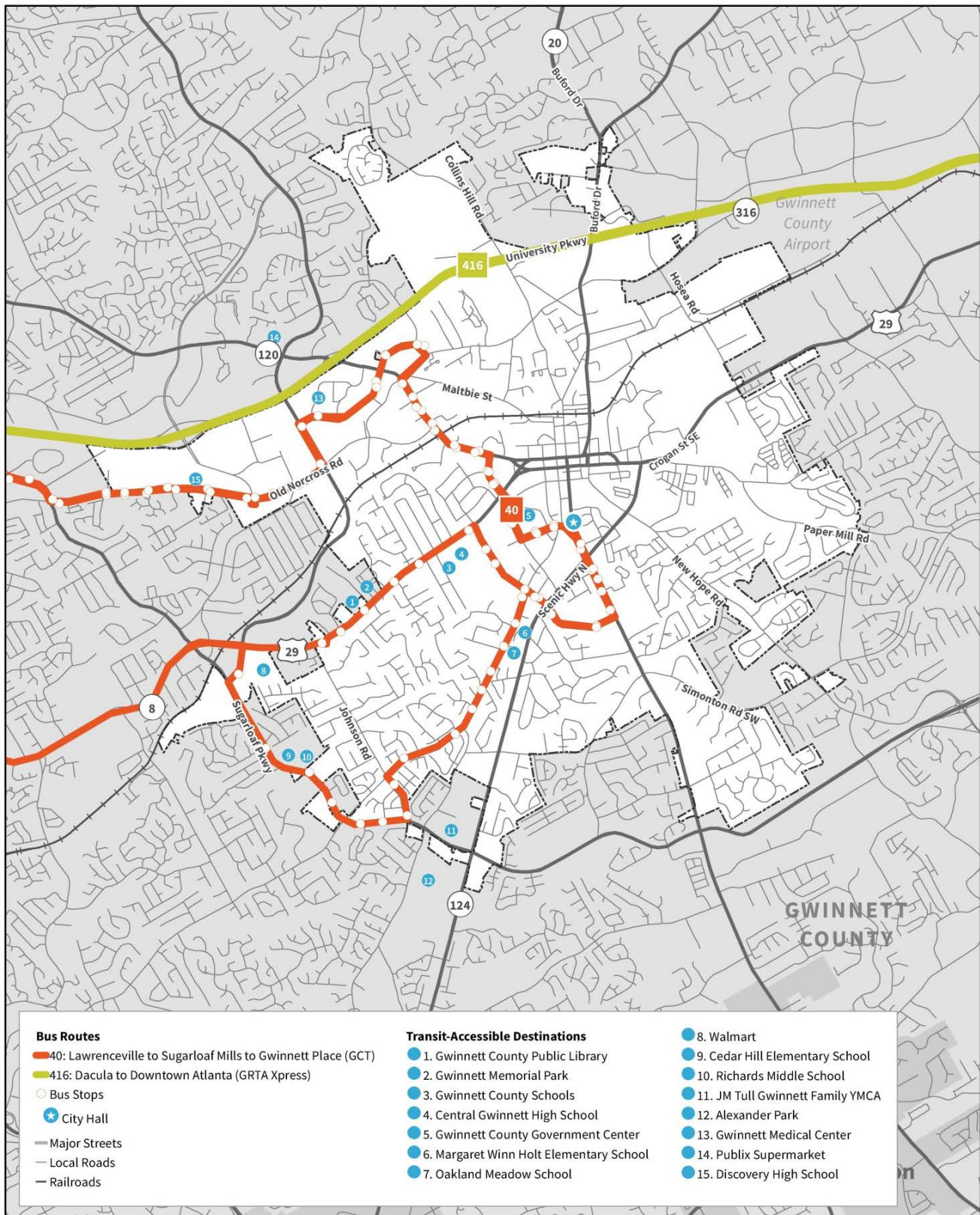
Bus stops in Lawrenceville consist of marked signs denoting the service route and providing information about GCT. They do not typically include seating or shelter for waiting passengers.



Route 40 bus stop on S. Clayton Street, near Lawrenceville City Hall

¹ Gwinnett Transit Development Plan. Technical and Stakeholder Committee Meeting Review Packet. November 2017.

Figure 3-6. Existing Transit Service



Xpress

Xpress bus service is operated by the Georgia State Road and Tollway Authority (SRTA) and provides express commute routes to major employment centers in Downtown and Midtown Atlanta, and in Perimeter Center. One Xpress route, Route 416: Dacula to Downtown, passes through Lawrenceville along SR 316, but it does not stop within the city. Riders must park and board at the Hebron Baptist Church in Dacula, six miles northeast of Downtown Lawrenceville. As of August 2017, a new Xpress route, Route 417, was introduced, connecting Sugarloaf Mills to Perimeter Center. This route allows Lawrenceville riders to transfer from GCT Route 40 to Xpress Route 417 and connect to Perimeter Center destinations at Dunwoody MARTA Station and Medical Center MARTA Station. Morning departures pick up at the Sugarloaf Mills park and ride lot between 5:35 and 6:30 am, and evening buses return between 5:25 and 6:40 pm.²

Park and Ride Facilities

Park and ride facilities allow users to drive to a transit station, park their cars, and use transit to connect to their final destination. Within Gwinnett County, park and ride lots are free and located at I-985, Sugarloaf Mills, and Indian Trail. There are no park and ride lots in Lawrenceville for GCT or Xpress.

Connections to MARTA

In addition to the Xpress Route 417 connection to gold and red rail lines at Dunwoody Station and Medical Center Station, Lawrenceville riders can connect to the MARTA system through the nearest station, Doraville Station, the only connection to a MARTA rail station outside of Xpress service hours. To reach Doraville Station, riders must take Route 40 or drive to the Sugarloaf Mills park and ride lot and transfer to Route 10A, which goes to Doraville Station. Shared use of the Breeze Card payment system eases interoperability between GCT and MARTA, and riders may transfer trips between the two providers. While connections between GCT and MARTA do exist, the available service is inconvenient. For example, the 34-mile trip between Lawrenceville City Hall and Atlanta City Hall averages 35 minutes by car without traffic. That same trip made by transit would be four times longer at nearly 2 hours and 20 minutes.

² State Road and Tollway Authority <www.xpressga.com>

PEDESTRIAN AND BICYCLE FACILITIES

Pedestrian Facilities

Five-foot sidewalks are provided along at least one side of most major roads in Lawrenceville with varying degrees of pavement quality. Within residential neighborhoods, the presence of sidewalks is largely determined by the year homes were built. Sidewalks are prevalent in neighborhoods built after 2000 as a result of a requirement for sidewalks to be built as part of new construction. Neighborhoods built between 1940 and 2000 typically lack sidewalks, which were not required at the time of construction. Residences built prior to 1940 are principally located in the Downtown area, where sidewalks have been added throughout and additional sidewalk projects are slated to fill in the remaining gaps (see Figure 3-7.)

A safe space to walk is foundational to a positive pedestrian experience, but other factors matter too, like the provision of crosswalks and adequate lighting or minimizing curb cuts through sidewalks. Crosswalks are missing at several intersections in Lawrenceville, forcing pedestrians to go out of their way to find safe points to cross or to jaywalk, putting both pedestrians and drivers at risk. The frequency of curb cuts for driveways along both major and residential roads creates additional conflict points for pedestrians and vehicles.

High Quality Pedestrian Experience
↑
↓
Low Quality Pedestrian Experience



Wide sidewalk with buffer and amenities



Standard 5-foot sidewalk without buffer

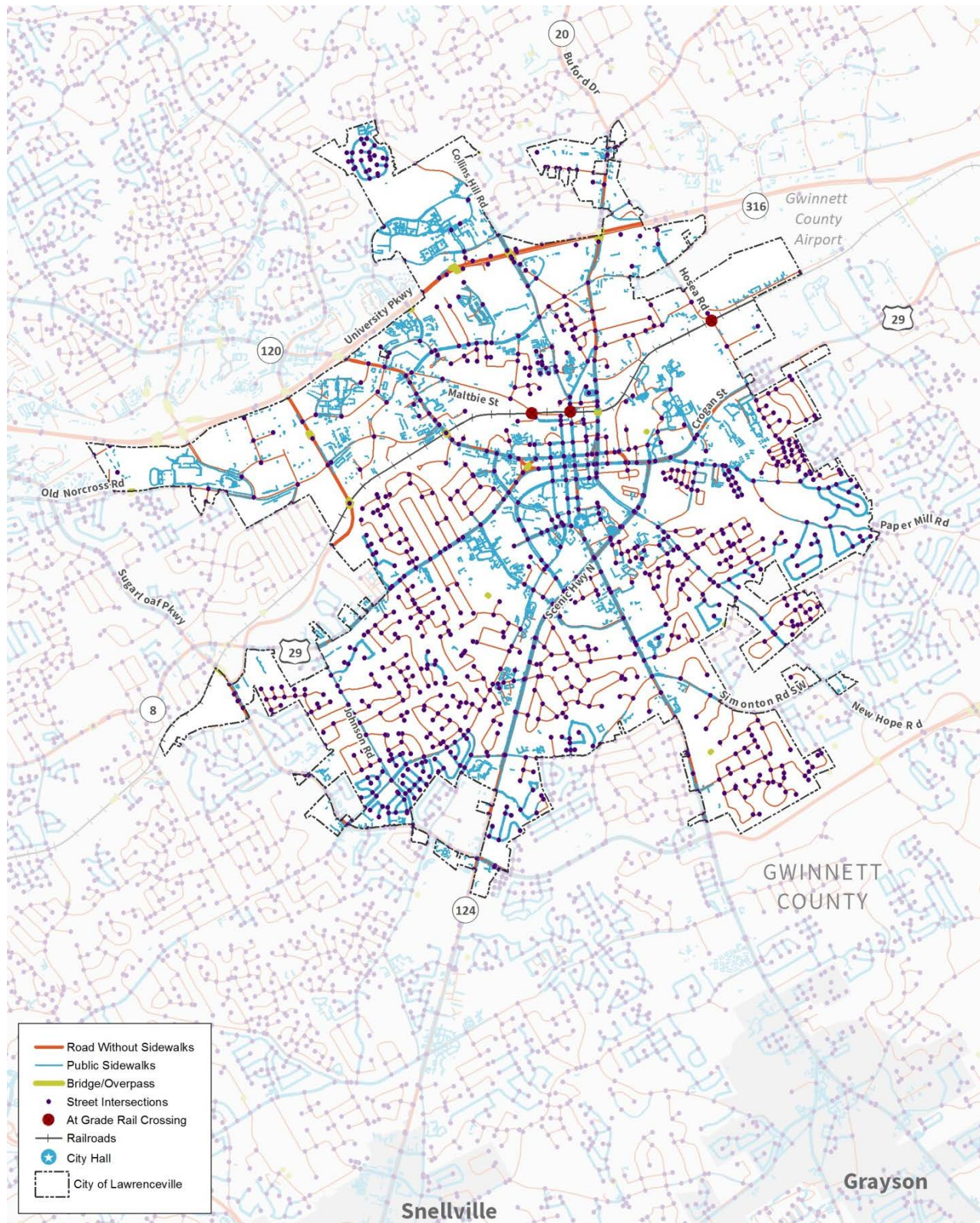


No sidewalk, unpaved shoulder



No sidewalk, no shoulder

Figure 3-7. Existing Pedestrian Conditions



Bicycle Facilities

There are two existing bicycle routes in Lawrenceville: bicycle lanes along Sugarloaf Parkway and the Northern Crescent bicycle route.

Sugarloaf Parkway

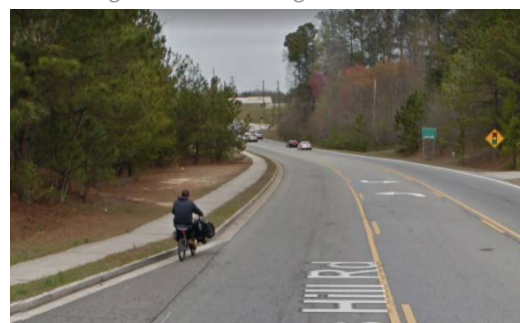
Conventional, on-road bike lanes are provided along Sugarloaf Parkway beginning at Grayson Highway in Lawrenceville and ending at Peachtree Industrial Boulevard just outside of Duluth. The narrow, 5-foot-wide bike lanes run along a major, divided roadway with no buffer between cyclists and moving vehicles. Markings along much of the path are worn and faded, drawing limited attention to potential cyclists. Curb cuts and intersections are relatively limited, compared to other major roads in Lawrenceville, which limits potential conflict with vehicles pulling onto the road. When turn lanes do create conflict zones with cyclists, signage is provided directing drivers to yield to cyclists. A majority of Sugarloaf Parkway does not have street lights, limiting cyclist visibility at night. The speed limit on Sugarloaf Parkway is 45 miles per hour. At that rate, when a vehicle hits a cyclist, the crash is significantly more likely to result in serious injuries or fatalities than on streets with lower speed limits³, heightening the need to ensure safe cycling conditions.

Northern Crescent

The Northern Crescent bike route runs east-west between Acworth and Snellville, including a segment that traverses Lawrenceville along Collins Hill Road, Buford Drive, and New Hope Road. The Lawrenceville route stitches together a mix of facilities, including some standard, on-road bike lanes, generally without a buffer. Stretches of the designated route have no marked bicycle facilities. Speed limits along the route vary, including local roads with speed limits of 25 miles per hour and major roads with speed limits up to 45 miles per hour.



Northern Crescent bike lane on Collins Hill Road near Georgia Gwinnett College



Designated Northern Crescent bike route along Collier Hill Rd without marked bicycle facilities



On-road bike lane on Sugarloaf Parkway



Sign directing drivers to yield to cyclists on Sugarloaf Parkway

³ Michigan Department of Transportation Pedestrian and Bicycle Crash Data Analysis.

PARKING

An effective roadway network is only one piece of the vehicular transportation puzzle. About 95 percent of the time, vehicles are not on the road at all—they're parked.⁴ Surface lots, structured garages, on-street spaces, residential garages, and private driveways all store vehicles while not in use. In suburban settings like Lawrenceville, where 94 percent of residents commute by car⁵, this parking infrastructure has a striking effect on the built environment. While sufficient parking is necessary to accommodate vehicle trips, it is important to right size the amount of parking and take care with its arrangement to minimize negative impacts on land use, sense of place, and the natural environment.

Land Use

Dedicating land to parking means taking land away from more productive or enjoyable uses. Nearly 13 percent of the City's total land area is dedicated to surface or deck parking, not including residential driveways or unofficial parking areas. Many of these lots are oversized and have capacity far beyond typical daily parking needs.

Sense of Place

In Lawrenceville, most parking is located in the front, directly off the main road, with buildings pushed back, sometimes beyond the scope of the human eye. As a result, instead of seeing buildings as we pass by, there is a sea of asphalt parking and large signs are necessary to compensate for our inability to see the businesses themselves. Collectively, this configuration can lessen the sense of place in a community.



Existing parking near the intersection of Clayton Street and Perry Street

Environment

Asphalt parking lots impact more than the aesthetics of the environment—they impact the natural environment too. Their dark surfaces absorb and retain heat, increasing the temperature of the surrounding area. Impervious pavement does not absorb water, causing runoff and flooding from rain. A typical city block generates five times more runoff than a woodland area of the same size, as a result of impervious surfaces. This stormwater runoff carries pollutants like oil and pesticides directly into streams and rivers, harming water quality, vegetation, and wildlife.⁶

⁴ Barter, Paul. Reinventing Parking.

⁵ U.S. Census Bureau. 2016 American Community Survey Mode of Travel to Work.

⁶ U.S. Environmental Protection Agency. Protecting Water Quality from Urban Runoff.

FREIGHT

As in much of Metro Atlanta, distribution is a major part of Lawrenceville's economy and transportation system. Gwinnett County roadways currently handle 4.9 million tons of inbound freight and 3.6 million tons of outbound freight annually. As the population increases and the demand for e-commerce continues to rise, that volume is expected to increase. The northern part of Lawrenceville is part of the Gwinnett/Satellite Boulevard/SR 316 Freight Intensive Cluster, one of seven major hubs for freight-intensive land uses in the region, as identified in the 2016 Atlanta Regional Commission (ARC) Freight Mobility Plan.

Road

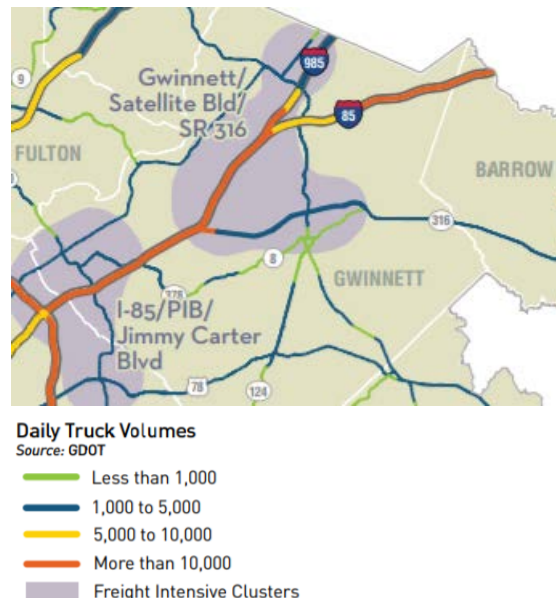
The majority of freight in the region (83 percent) is transported by truck. Near Lawrenceville, I-85 sees more than 10,000 trucks daily. Within the city, SR 316, SR 20, and SR 124 are designated Regional Truck Routes, each handling up to 5,000 trucks per day. The SR 20 and SR 124 routes pass directly through Downtown Lawrenceville and have solicited complaints from residents desiring a walkable Downtown. The top two non-interstate roadway segments for truck volume in the Atlanta Strategic Truck Route Master Plan (ASTRoMaP) network are both in Lawrenceville: SR 316 from SR 120 to Walther Boulevard and SR 316 from Cedars Road to Hurricane Trail. Trucks in the Gwinnett/Satellite Boulevard/SR 316 cluster experience significant delays during the PM peak, particularly for eastbound vehicles at the intersection of SR 316 and US 29 just east of Lawrenceville. Traffic congestion in the area makes it one of the least reliable areas in the metro in terms of delivery predictability. The proximity of freight-intensive land uses and major generators of passenger trips—such as Gwinnett Medical Center, multifamily residential, and retailers—in the area is noted as a source of congestion and freight delay.⁷

The ARC's Regional Truck Parking Assessment identified the broader Gwinnett I-85 corridor as having a deficit in truck parking locations, a deficit that is likely to grow with projected increases in freight traffic. Additional truck parking facilities near I-85, including unincorporated Gwinnett County or Lawrenceville, will be necessary to meet industry demand and provide safe places for long-haul truckers to rest.

Air

Gwinnett County Airport – Briscoe Field is the second busiest general aviation airport in the state, serving business and charter flights. The airport does not operate scheduled passenger airline flights and has no passenger terminal. It houses two fixed base operators, aircraft charter companies, air ambulance services, flight schools, and hangar rental space. The airport has a single runway and is located on 500 acres, partially within the City of Lawrenceville and partially in unincorporated Gwinnett County. As of

Figure 3-8. Gwinnett/Satellite Boulevard/SR 316 Freight Intensive Cluster



⁷ Atlanta Regional Commission, 2016 Atlanta Regional Freight Mobility Plan Update

2011, it supported 760 local jobs with an annual economic impact of more than \$85 million, according to the Georgia Department of Transportation (GDOT).

Rail

CSX operates a rail line running from Atlanta through Lawrenceville and continuing west to Athens. The line provides access to many industrial properties in the northern part of the city, as well as the Gwinnett County Airport. There are no major carload, bulk transfer, or intermodal transfer yards in Lawrenceville.

C. LOOKING AHEAD: WHERE ARE WE GOING AND HOW WILL WE GET THERE?

SUMMARY OF PLANNED AND PROPOSED IMPROVEMENTS

Several plans are already in place to move Lawrenceville's transportation network forward, including projects to improve pedestrian and bicycle infrastructure, expand transit service, widen key roads, and improve intersection functionality. Many of the planned projects are in coordination with Gwinnett County, GCT, ARC, and GDOT.

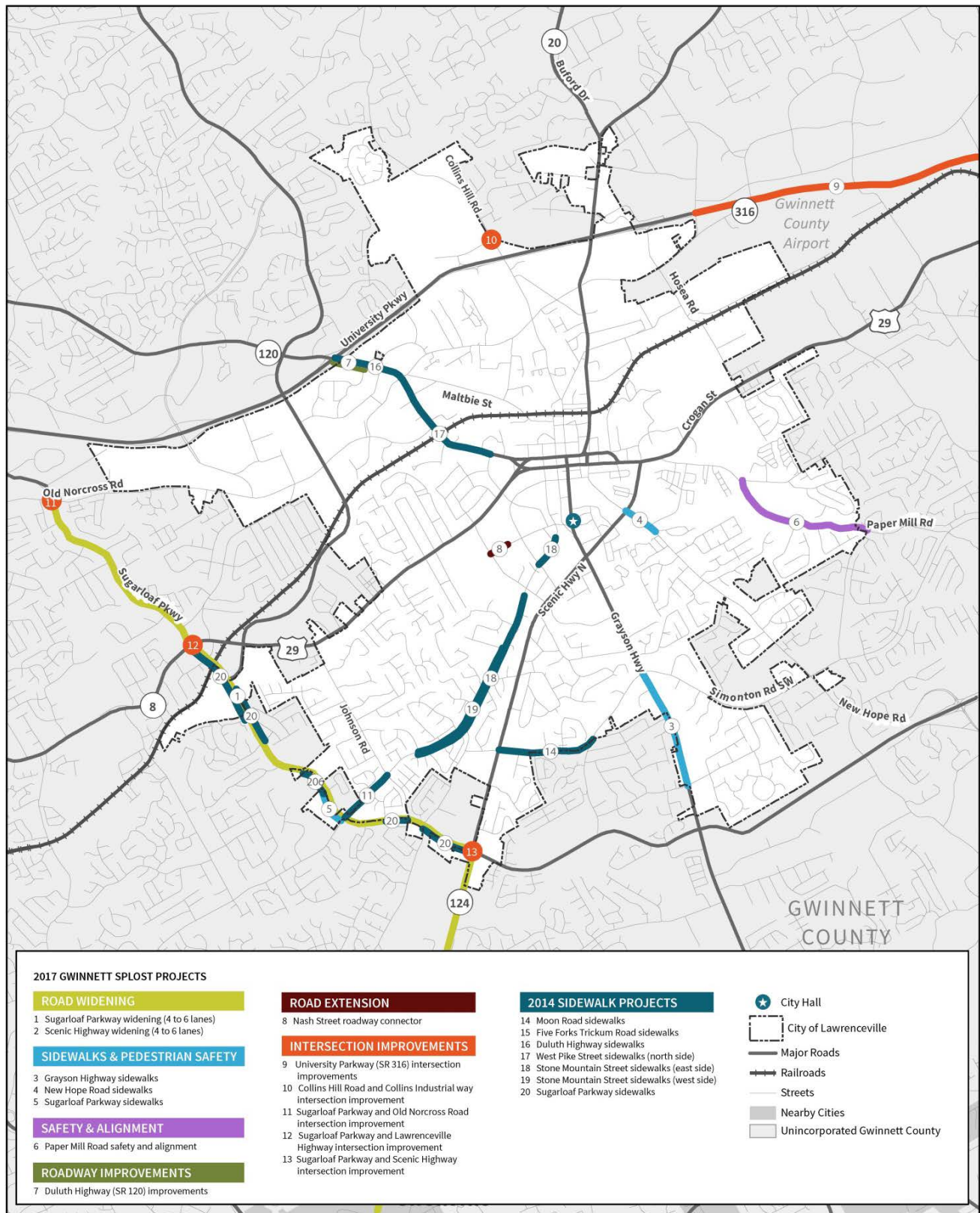
Gwinnett County 2017 SPLOST Projects

Gwinnett County collects a Special Purpose Local Option Sales Tax (SPLOST) of one percent to fund improvements throughout the county and its incorporated cities. It is a primary funding source for transportation projects in Gwinnett County. Proposed transportation projects from the 2017 SPLOST that fall within Lawrenceville are shown in Figure 3-9. Most are sidewalk and pedestrian safety projects along major streets or intersection improvements. In addition, Sugarloaf Parkway will be widened from four to six lanes between Old Norcross Road and Scenic Highway, there will be a safety and alignment project along Paper Mill Road, and Nash Street will be extended to reach Gwinnett Drive Downtown. Immediately outside the City of Lawrenceville, planned projects also include intersection improvements at SR 8 and Sugarloaf Parkway, and intersection improvements at Sugarloaf Parkway and Old Norcross Road (see *Figure 7-2 in the Appendix for a detailed project list*).

Transportation Plans + Projects

- Gwinnett County 2017 SPLOST Projects
- Destination 2040: Gwinnett County Transportation Plan
- ARC Freight Mobility Plan
- Connect Gwinnett Transit Plan
- 2017 Gwinnett Trails Plan
- Gwinnett County Greenway
- Emerald Trail
- College Corridor

Figure 3-9. 2017 Gwinnett SPLOST Projects



Sources: City of Lawrenceville; Atlanta Regional Commission; Gwinnett County

Destination 2040: Gwinnett County Transportation Plan

In 2017, Gwinnett County conducted an assessment of its existing transportation system and key needs and opportunities, resulting in a set of transportation policies and projects as outlined in Destination 2040, its Comprehensive Transportation Plan (CTP). The plan makes limited recommendations for transit, which is addressed in the separate Connect Gwinnett plan. The CTP also serves as the primary transportation agenda for the City of Lawrenceville. CTP policy initiatives include:

- **Connect new subdivisions:** Favor grid networks over cul-de-sacs
- **Encourage multimodal networks:** Reduce automobile trips by designing complete streets, especially within activity centers
- **Restrict access along designated new roads:** Limit the number of driveways and intersections to maintain traffic flow and limit conflict points for pedestrians and cyclists
- **Foster compact mixed-use development:** Develop a mix of uses within current and future activity centers to generate fewer and shorter vehicular trips
- **Asset management:** Maintain and rehabilitate existing infrastructure

Recommended projects include those funded by the SPLOST, as well as other improvements to be funded by other sources. Many of the short-range CTP projects in Lawrenceville are proposed 2017 SPLOST projects. Improvements are concentrated along Sugarloaf Parkway, University Parkway (SR 316), Grayson Highway (SR 20), and within Downtown Lawrenceville. *(See Figures 3-10, 3-11, and 3-12.)* Gwinnett has also planned several countywide projects to improve transportation systems, including video surveillance, network security, and Intelligent Transportation System (ITS) communications and safety improvements to make better informed and coordinated traffic management decisions. *(See Figure 7-1 in the Appendix for a detailed project list.)*

Figure 3-10. Gwinnett CTP Short-Range Projects

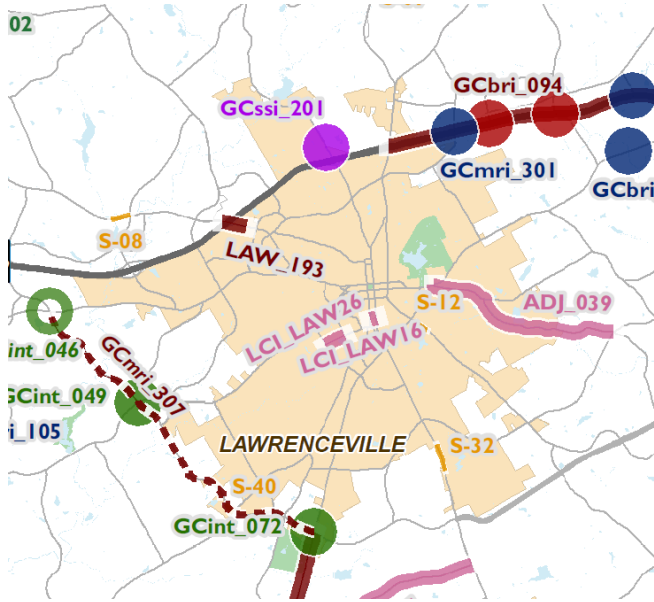


Figure 3-11. Gwinnett CTP Mid-Range Projects

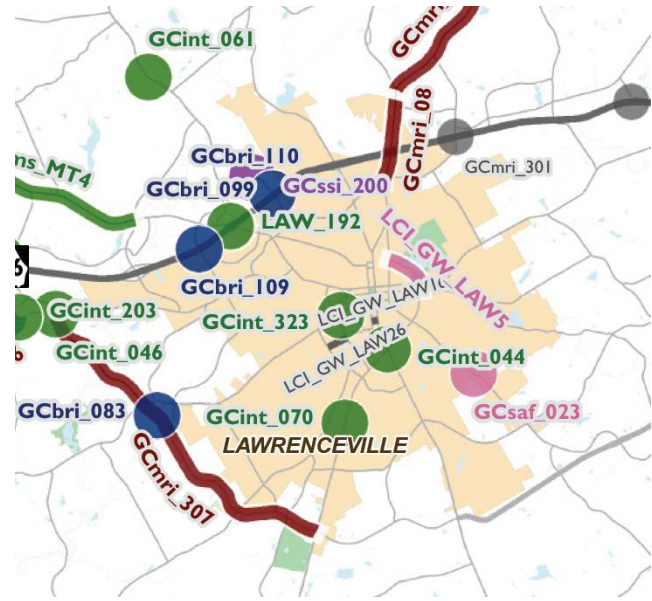
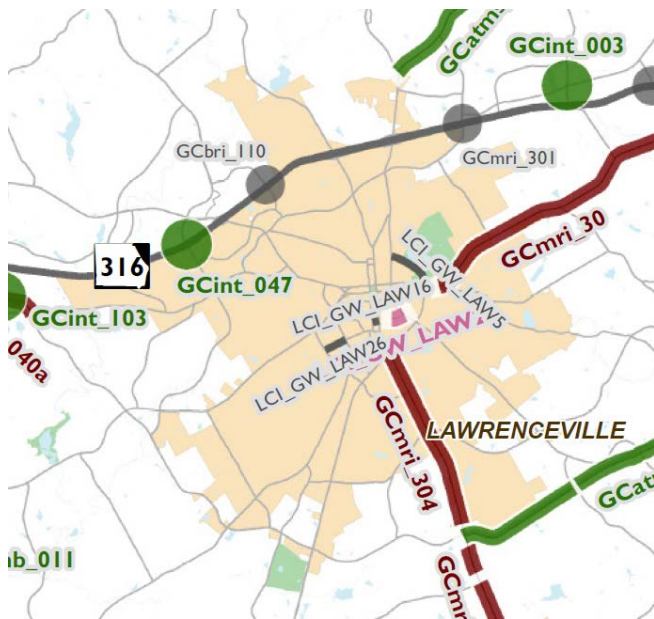


Figure 3-12. Gwinnett CTP Long-Range Projects



- Bridges, Culverts and Transportation Drainage
- Intersections and Roadway Corridor ATMS/ITS
- Major Roads
- Road Safety and Alignment
- School Safety
- Sidewalks and Pedestrian Safety
- Projects Funded Previously

Gwinnett County Priority Bicycle Network

The Gwinnett County 2040 Comprehensive Transportation Plan identifies several routes in Lawrenceville as primary routes for its countywide bike priority network vision, including SR 20, SR 120, SR 124, US 29, and Sugarloaf Parkway. The plan also recommends incorporating bicycle infrastructure into any major roadway projects by considering opportunities to reserve right-of-way or construct trails parallel to roadways as a means of gradually expanding bicycle and pedestrian infrastructure throughout the county.

ARC Freight Mobility Plan

Lawrenceville is part of a major manufacturing and distribution cluster, according to the 2016 ARC Freight Mobility Plan. The plan proposed several projects within the city to improve regional freight mobility, including investments in Buford Drive, University Parkway (SR 316), and the intersection of Crogan Street and Hosea Road. These investments signal Lawrenceville's continued role in the manufacturing and distribution sector and locations prime for industrial development.

Project Type	Project Name	Source
General Purpose Capacity	Buford Drive (SR 20) widening from SR 124 to Hurricane Shoals Road	ARC Regional Transportation Plan
	University Parkway (SR 316) auxiliary lane from I-85 to Sugarloaf Parkway	Stakeholder input (survey)
Intersection Modification	E Crogan Street (SR 8) and Hosea Road intersection modification to increase radii	ASTRoMaP Study

Connect Gwinnett Transit Plan

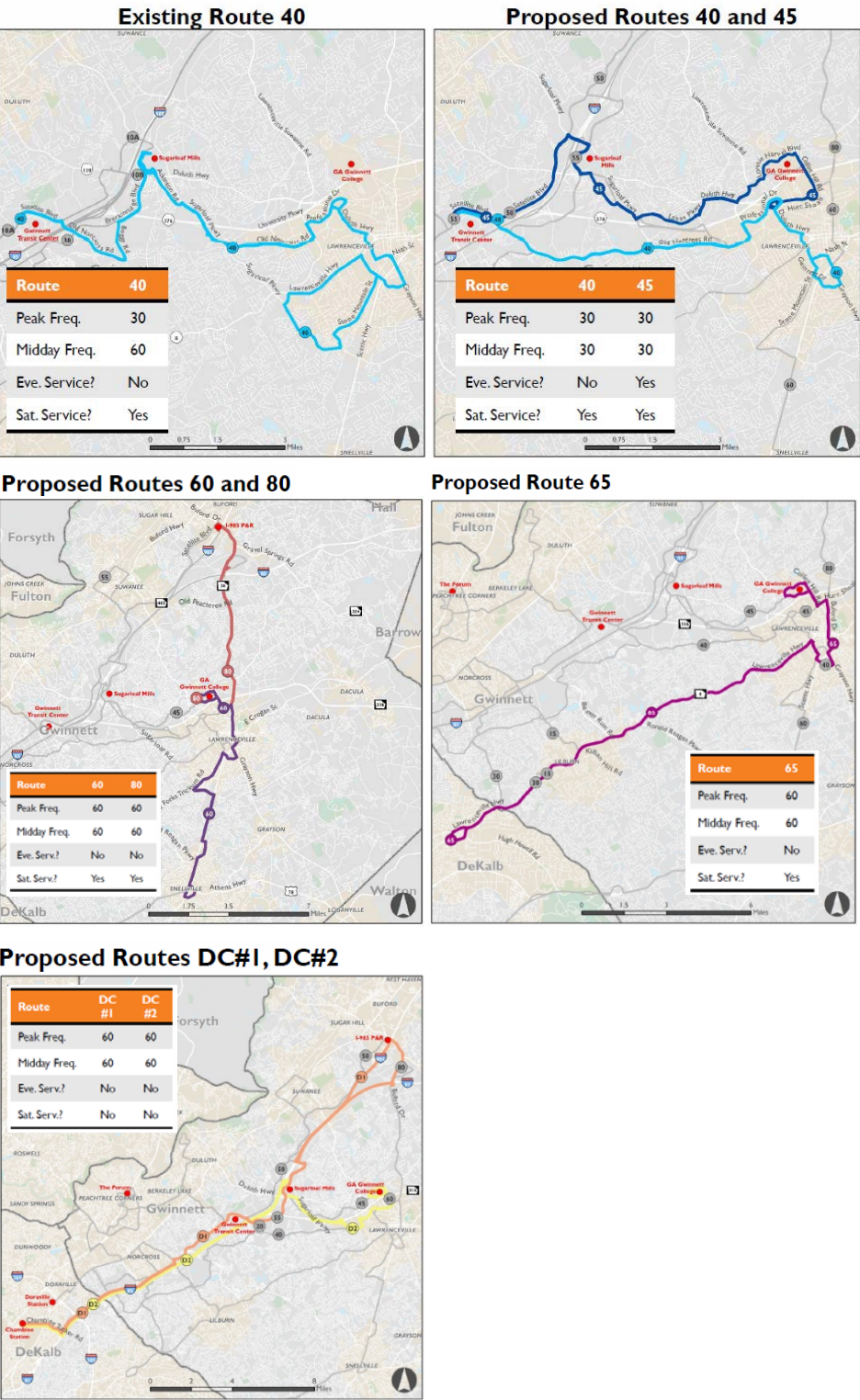
In 2017, Gwinnett County Transit initiated the Connect Gwinnett Transit Plan, the first comprehensive transit plan of all GCT fixed route and paratransit service since the agency began in 2001. The draft plan includes recommendations for short-range (1 to 5 years), mid-range (6 to 10 years), and long-range (more than 10 years) investments. According to the draft plan, transit service in Lawrenceville will increase in with five additional routes, increased frequency, and extended evening and weekend service times.⁸

Figure 3-13 shows routes for proposed mid-range bus routes in Lawrenceville: Routes 40 (existing), 45, 60, 65, and DC#1. These new routes include connections to Georgia Gwinnett College and a direct connection to the Chamblee MARTA Station. In addition, the plan recommends park and ride lots along SR 316 to connect to the existing GRTA Xpress Route from Dacula to Atlanta, but does not specify locations. Long-term, an additional east-west route between Downtown Lawrenceville and the Berkeley Lake area is proposed, (specific alignment not selected), as is a north-south alignment connecting Snellville to a park and ride facility near the Mall of Georgia along Scenic Highway and Buford Drive, passing through Downtown Lawrenceville. Subsidized rides with private transportation network company rides (e.g. Uber or Lyft) to connect to nearby transit facilities are recommended to

⁸ Gwinnett Transit Development Plan. Technical and Stakeholder Committee Meeting Review Packet. November 2017.

provide transit connectivity in the eastern part of Lawrenceville, which will not have any fixed route service.

Figure 3-13. Mid-Range Transit Proposals



Proposed Routes DC#1, DC#2

Route	DC #1	DC #2
Peak Freq.	60	60
Midday Freq.	60	60
Eve. Serv.?	No	No
Sat. Serv.?	No	No

Gwinnett County Greenway

Gwinnett County proposed a countywide greenway system in its 2002 Open Space and Greenways Master Plan. The only proposed greenway within the City of Lawrenceville is a segment connecting Gwinnett Medical Center to Duluth (see Figure 3-14).

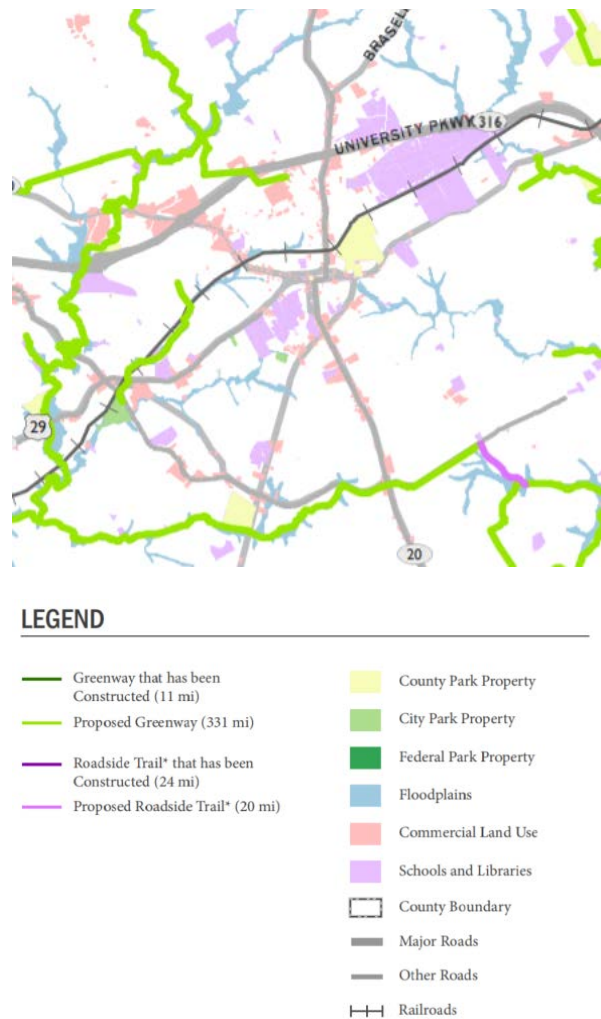
City of Lawrenceville Trails

As of January 2018, the City of Lawrenceville was in the preliminary concept stage of an interconnected trails plan. The intent is to provide connections between residential neighborhoods and key destinations to give residents the option to travel without their cars. Use of existing sanitary sewer, gas, or electrical easements as trail routes, as well as widened sidewalks, is recommended. The recommended system will include a series of looped trails concentrated around the center of the city and connections to the proposed Gwinnett County greenway. Previous efforts to move the plan forward were stifled by resident safety concerns about trail users having direct access to their properties. Shifting mindsets in favor of trail networks have softened some opposition, though the planning team is working to identify routes that will minimize perceived residential intrusion.

College Corridor

The 2.2-mile College Corridor linear park connecting Downtown Lawrenceville to GGC will include multi-use trails and bike paths, expanding the dedicated bicycle infrastructure in the city and providing a critical connection between two major activity centers. The project was funded by a bond issuance approved by City Council in 2015, and right-of-way acquisition and initial construction activity were scheduled to begin in October 2017. The project is expected to be complete by Fall 2018.⁹

Figure 3-14. Gwinnett County Greenway Plan



⁹ City of Lawrenceville <www.lawrencevillega.org>

REGIONAL AND NATIONAL TRANSPORTATION TRENDS

Complete Streets

Complete streets are designed to ensure all people can move safely and conveniently, including pedestrians, cyclists, transit riders, drivers, and people of all ages and abilities. They can take many forms and include features like sidewalks, bike lanes, driving lanes, transit stops, crosswalks, and strategic signal timing. GDOT has adopted a complete streets policy, as have several nearby cities, including Atlanta, Decatur, Roswell, and Athens. While these policies are often associated with downtown areas looking to revitalize, like Downtown Lawrenceville, they can be applied to all kinds of roadways to enhance multi-modal access throughout a city.

In Decatur, implementing complete streets was key to making its downtown walkable and vibrant. The City improved and widened sidewalks, added street trees, created a two-way cycle track, inserted mid-block crossings, and coordinated with GDOT to delist their main street, Ponce de Leon Avenue, as a state route. Partnerships with transportation agencies and foundations as well as modest, decades long financial commitment to implementing small scale projects have been foundational to their success. City staff has even formed an interdepartmental Complete Streets committee to identify opportunities to improve existing infrastructure.¹⁰ Focusing on complete streets as an interdepartmental infrastructure strategy and making intentional, incremental investments in this same way could help Lawrenceville build out a more inviting, functional, and equitable public realm.

Return to Two-Way Roads

One-way roads are designed to maximize the volume and flow of vehicles. Across the country, cities from Charleston to Minneapolis have begun converting one-way pairs back to two-way roads to calm traffic, reduce accidents, ease navigation, and create more inviting streets, particularly in downtown areas.^{11,12} In addition to transportation benefits, the return to two-way roads has also been correlated



Rendering of the Commerce Street cycle track in Decatur, part of the city's complete streets initiative. Completion expected late 2018.



Construction underway for the conversion of Perry Street and Clayton Street to two-way roads in Lawrenceville.

¹⁰ AARP. 2014. Complete Streets in the Southeast: A Toolkit.

¹¹ Ewing, R. and Dumbaugh, E. 2009. The Build Environment and Traffic Safety: A Review of Empirical Evidence. Journal of Planning Literature.

¹² Riggs, W. and Gilderbloom, J. 2016. Two-Way Street Conversion: Evidence of Increased Livability in Louisville. Journal of Planning Education and Research.

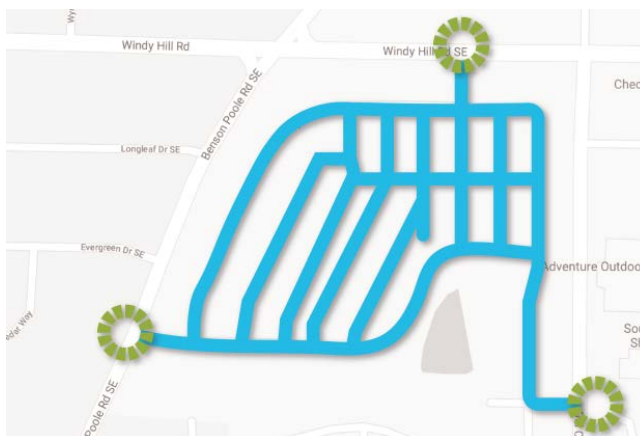
with positive economic impacts for local businesses and property values¹³. Lawrenceville has already stepped in as a regional leader in this trend with the conversion of Perry Street and Clayton Street back to two-way roads, which are currently under construction. The additional conversion of the Pike Street (SR 120) and Crogan Street (US 29) one-way pair could further support Downtown walkability, but their roles as state and U.S. routes would require significant coordination with GDOT.

Multi-Use Paths

These paved paths are shared by users of different modes, including pedestrians, cyclists, skaters, and sometimes even golf cart drivers. They are wider than a standard sidewalk, usually 10 to 14 feet wide, and accommodate higher volumes of non-vehicular traffic. Multi-use paths have been discussed in Lawrenceville and have already sprouted up across the country and within the region, with notable local examples including the Atlanta BeltLine and Peachtree City’s well established, 90-mile multi-use path system. In some cases, they are embedded in the urban fabric and in others they are recreational amenities in more natural settings. Systems often include a combination of the two contexts, like the Swamp Rabbit Trail in Greenville, South Carolina. They can be constructed as part of existing right-of-ways or along abandoned rail corridors, waterways, or utility easements. By connecting to popular destinations like shopping and job centers, these paths not only offer recreational and health benefits, but can also provide functional transportation options. Investing in a similar network of multi-use trails could help Lawrenceville enhance the quality of life for existing residents and attract new ones by providing opportunities for fitness, recreation, and active transportation.



Swamp Rabbit Trail in Greenville, SC



New local subdivision designed with connected streets and multiple entrance points.

Connected Subdivisions

While older neighborhoods often feature connected streets, postwar subdivisions more often feature disconnected road networks with a single neighborhood entrances and cul-de-sacs throughout, like many of the newer subdivisions in Lawrenceville. Recently, some homebuilders have returned to a traditional

¹³ Riggs, W. and Appleyard, B. 2018. The Economic Impact of One to Two-Way Street Conversions: Advancing a Context-Sensitive Framework. Journal of Urbanism: International Research on Placemaking and Urban Sustainability.

neighborhood design with more connected roadways and smaller block lengths, like Smyrna Grove (above), a new subdivision under construction in Smyrna. This approach makes neighborhoods more walkable, increases route options, and can reduce congestion on major roads. As Lawrenceville redevelops underutilized land and new neighborhoods form, adopting this form of road network can make it easier for residents to access to nearby amenities by foot or bike and reduce dependence on major roads.

Intelligent Transportation Systems

ITS is a broad approach to improving the functionality of road networks by integrating communications technology in vehicles and infrastructure. Applications include electronic toll collection, ramp meter controls, red light cameras, traffic signal coordination, transit signal prioritization, and real time traffic information. This approach has been adopted by GDOT, SRTA, GRTA, ARC, the Federal Highway Administration, and local traffic engineering departments throughout the region to enhance the operations of their existing infrastructure and reduce the need for road widening and other major infrastructure projects. An accurate database and integrated communications systems are essential to the use of ITS and other smart cities approaches. In Lawrenceville, ITS applications may include traffic signal coordination or use of smartphones to locate the nearest parking.

Ride and Bike Sharing

The model for personal transportation has begun shifting away from individual ownership, with ride sharing and bike sharing programs both increasing in popularity. Ride sharing platforms like Uber and Lyft provide flexible, on-demand automobile transportation and have seen growth surges across the country, particularly in metropolitan areas.¹⁴ The mode offers particular advantages for people en route to large events or social outings, the elderly, and people without personal vehicles.¹⁵ In lower density suburban areas, like parts of Lawrenceville, where predicted ridership is not high enough to justify fixed route transit service, ride share can be a solution for last mile connections to nearby transit stops. Several transit agencies, including MARTA, have already partnered with rideshare providers to offer discounted rates for passengers traveling to transit stations.

Bike sharing programs have also become a fixture in many downtowns, colleges, and corporate campuses across the country. A number of Georgia cities have implemented programs, including the Cities of Atlanta, Smyrna, Alpharetta, Suwanee, Columbus, and Savannah. Colleges like GGC, including the University of Georgia, Georgia Tech, and the



Bike share along the Carrolton Greenway

¹⁴ Hathaway, I. and Muro, M. 2017. Ridesharing Hits Hyper-growth. Brookings Institute.

¹⁵ Hensley, R., Asutosh, P., and Salazar, J. 2017. Cracks in the Ridesharing Market—and How to Fill Them. McKinsey.

Savannah College of Art and Design, have their own programs too. While early bike share programs required bikes to be returned to docking stations in fixed locations, the latest versions use GPS and smartphone apps that allow users to leave bikes in any bicycle parking spot. This model increases flexibility for users and reduces the cost of bike share programs for cities, which no longer have to pay for docking stations. Rather than invest in bike share programs themselves, some cities have moved to a system granting permits to private bike share companies to operate at no cost to the city. Others provide the service at no or limited cost to users to encourage healthy transportation, like in the City of Roswell, where all bike trips under three hours are free. Implementing a bike share program throughout the City or at GGC could help reduce vehicle dependence for short trips.

4. HOUSING

Housing has a fundamental impact on how we carry out our day-to-day lives – influencing travel decisions, interactions with neighbors, and proximity to services and community amenities, like parks and schools. Following is an overview of housing in Lawrenceville, as well as analysis of the data and a discussion on current housing trends.

A. OVERVIEW OF EXISTING HOUSING

As of the 2016 United States Census Community Survey, there were an estimated 11,050 housing units in Lawrenceville. Older neighborhoods are concentrated around Downtown and in the southwestern part of the city off SR 29, Five Forks Trickum Road, and Scenic Highway. Most homes in these areas were built between the end of World War II and 1960, and the neighborhoods are relatively stable. They are characterized by connected road networks, single-family homes on lots with deep setbacks, and mature landscaping.



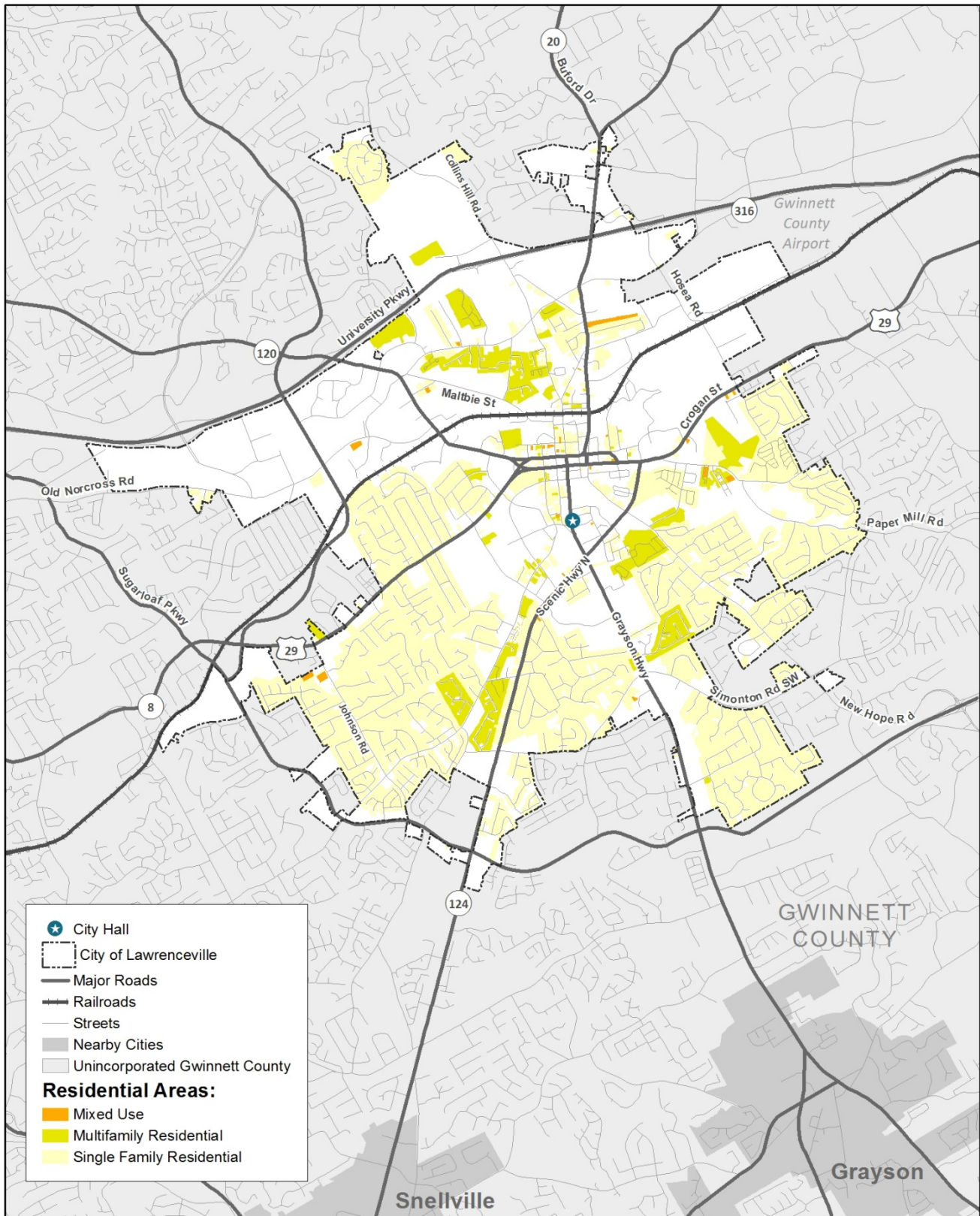
Example of popular housing type found in Lawrenceville

Newer residential areas in Lawrenceville most often take the form of pockets of subdivisions rather than interconnected neighborhoods. These subdivisions are located in the southwest corner and eastern half of the city, primarily built at once by a single developer with a standardized home design. Most of these communities are dominated by cul-de-sacs, surrounded by brick walls and connected to the broader road network by a single entrance. Because of changes in regulations, these neighborhoods are more likely than their older counterparts to have sidewalks throughout. Subdivisions are governed by homeowners associations, and larger subdivisions typically include community amenities such as pools, clubhouses, and tennis courts.

As of 2016, about 90.78 percent of all housing units in Lawrenceville were occupied. Although the majority of units are single-unit, detached homes (57.26 percent) this is a much lower figure than the county as a whole (72.3 percent). Beyond single-family detached homes there is a healthy mix of multi-family housing types, ranging from townhomes, units in small buildings, and homes in larger complexes of 20 or more units.

Compared to the rest of Gwinnett County, Lawrenceville's housing is fairly affordable. There is a desire among some stakeholders, however, to use the remaining development/redevelopment opportunities to invest in higher end housing. The upcoming City View and South Lawn projects suggest that there is a market for more urban-style housing in Lawrenceville. This market demand is fortuitous, in that there are really no large greenfield sites left for development. Instead, the opportunities are primarily for redevelopment of existing sites at comparatively higher densities.

Figure 4-1. Housing Locations



Sources: City of Lawrenceville; Atlanta Regional Commission; Gwinnett County

B. ANALYSIS

Through the Strengths, Weaknesses, Opportunities and Threats exercise, a number of housing topics were identified for further study. These included:

- Housing values and affordability
- Housing age and condition
- Ownership and renting
- Walkable neighborhoods

HOUSING VALUES AND AFFORDABILITY

Across the region the housing market is currently hot; home values in the Lawrenceville area have appreciated 6.6 percent over the past year, and they are predicted to rise by 3.1 percent over 2018. In the past year, home values have demonstrated a full recovery from the Great Recession of 2008-2012, and are now at the highest they have ever been. Despite these increases, Lawrenceville is still considered by most to be an affordable place to live in the metropolitan area. As of the 2016 American Community Survey, the median home value in Lawrenceville is \$141,900, compared to \$173,000 in Gwinnett County as a whole. Median rent is \$896, as opposed \$1,085 in the county.

Even though Lawrenceville has comparatively affordable housing, for many households it remains difficult to pay the rent. As a rule of thumb, rent or house payments should consume no more than 25 percent of a household's income; if a household is paying more than 30 percent of their income on housing costs, the Census Bureau would consider them to be burdened. In Lawrenceville, 60.56 percent of households who rent are paying above 30 percent, and over half of all households who rent are paying 35 percent or more. This signals a serious lack of housing that is affordable to Lawrenceville's current residents, and potentially a mismatch between available jobs in the area and the existing housing stock.



Example of townhome in Lawrenceville

Figure 4-2. Gross Rent as Percentage of Household Income (GRAPI)

	City of Lawrenceville		Gwinnett County	
Occupied units paying rent	4,782		90,611	
Less than 15.0 percent	399	8.34%	8,679	9.58%
15.0 to 19.9 percent	522	10.92%	11,566	12.76%
20.0 to 24.9 percent	579	12.11%	12,089	13.34%
25.0 to 29.9 percent	386	8.07%	10,368	11.44%
30.0 to 34.9 percent	371	7.76%	8,842	9.76%
35.0 percent or more	2525	52.80%	39,067	43.12%

HOUSING AGE AND CONDITION

One of the concerns about housing in Lawrenceville is that as a whole, the housing stock is aging. Approximately 58.86 percent of housing units were built in 1989 or earlier, with almost one-third (31.75 percent) built in the 1980s alone. The City has a far lower percentage of homes built between 1990 and 2009 when compared to Gwinnett County as whole (40.27 percent versus 59.15 percent).

The oldest housing is concentrated around downtown, with the majority of residential areas having a median home



Older housing in the city

construction dates in the 1980s. Surprisingly for a city as old as Lawrenceville, there are few areas with homes built prior to 1950.

Declining housing conditions are a concern. The City has worked actively to address blight in neighborhoods, and has made concerted efforts to crack down on code

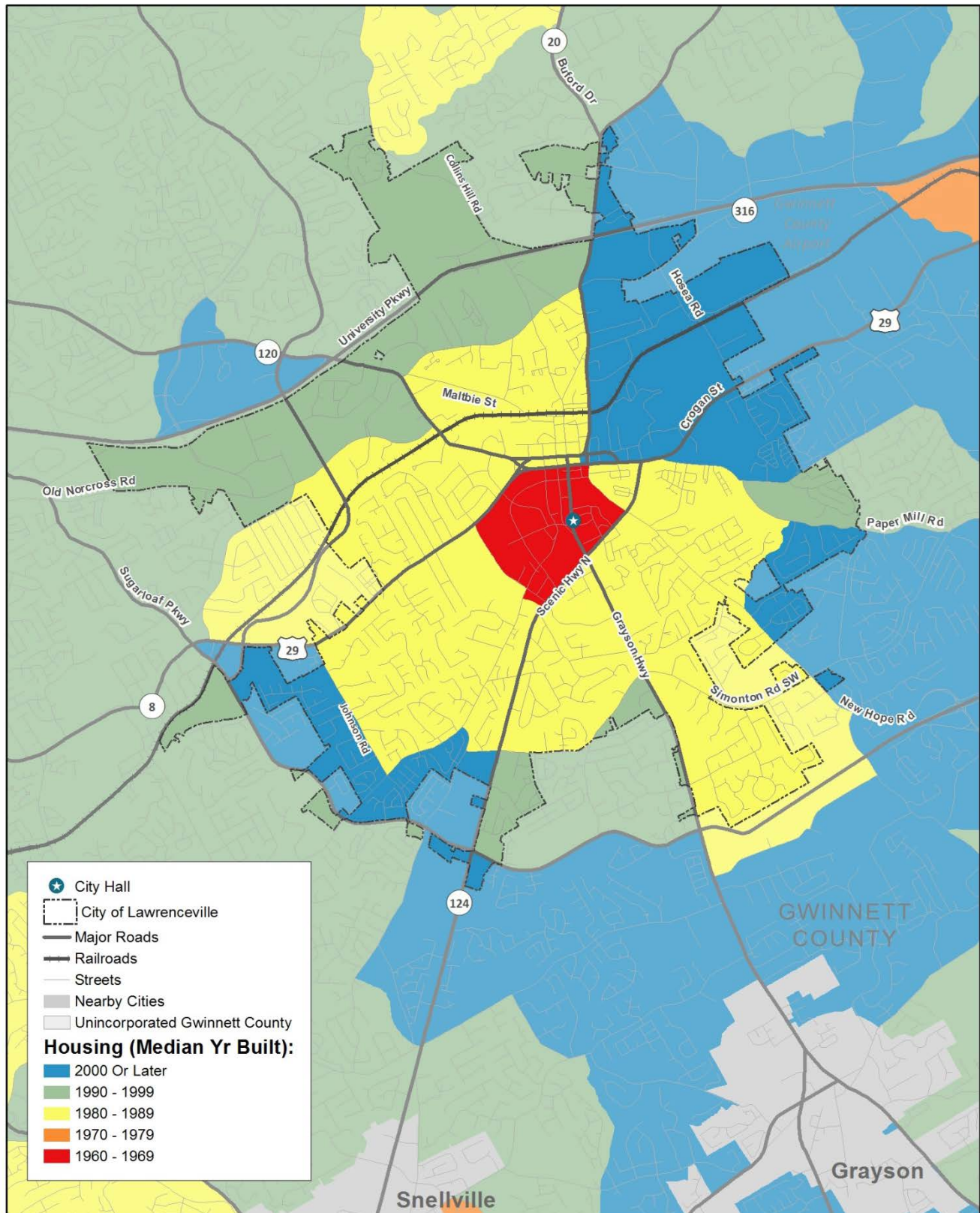
violations. Neighborhoods such as Forest Place were once struggling with numerous violations, but have been substantially cleaned up and improved. Others are still challenged; the highest concentration of violations in recent years has been in the Paper Mill Road area.

As homes age, their propensity for maintenance issues grows. The average lifespan of a house depends on its age, quality of construction, type of materials, and maintenance history. However, most major components of a house—such as plumbing, roofing, exterior siding, and air conditioning—have lifespans ranging from 10 to 60 years. Materials that were more common in home building prior to 1945, such as brick and stucco, typically last 60 years or more. In contrast, materials used after 1945, such as aluminum or vinyl siding, have shorter lifespans of 25 to 40 years, and modern roof products only last up to about 30 years. Because almost half (47.76 percent) of homes in Lawrenceville were built between 1970 and 1989, many are likely now at an age when large investments are required to maintain major systems and building components. These replacements typically range in the thousands of dollars, and would be a significant strain to most household budgets in the city.

Figure 4-3. Year Housing Structure Built

	City of Lawrenceville		Gwinnett County	
2014 or later	0	0.00%	1,336	0.45%
2010-2013	97	0.88%	5,523	1.85%
2000-2009	2,350	21.27%	87,492	29.28%
1990-1999	2,100	19.00%	89,257	29.87%
1980-1989	3,508	31.75%	67,102	22.45%
1970-1979	1,769	16.01%	32,023	10.72%
1960-1969	654	5.92%	9,340	3.13%
1950-1959	404	3.66%	3,979	1.33%
1940-1949	112	1.01%	1,201	0.40%
Built 1939 or earlier	56	0.51%	1,591	0.53%

Figure 4-4. Median Housing Age



Sources: City of Lawrenceville; Atlanta Regional Commission; Gwinnett County

OWNERSHIP AND RENTING

Housing in Lawrenceville is almost evenly split between owner occupied and renter occupied: of all occupied units, 50.62 percent are renter occupied and 49.38 percent are owner occupied. This is significantly different than Gwinnett County as a whole, where two-thirds (66.08 percent) of occupied homes are owner occupied.

Figure 4-5. Housing Tenure

Type of Tenure	City of Lawrenceville		Gwinnett County	
Occupied housing units	10,031		278,996	
Owner-occupied	4,953	49.38%	184,363	66.08%
Renter-occupied	5,078	50.62%	94,633	33.92%
Avg size owner-occupied unit	3.09		3.14	
Avg size renter-occupied unit	2.86		3.06	

Common sense suggests that having a high percentage of home ownership promotes community stability, investment, and overall better maintenance of housing. Multiple studies have shown that homeowners are more likely to make repairs on their houses, and that they spend more money on the repair than landlords. Studies have also shown that homeowners are more likely to be civically active and join local organizations than renters.

However, a community without rental housing is also not desirable. Rental housing provides housing choices for people in all phases of life, and encourages greater diversity in our communities in terms of age, income, and household composition. The types of households that now rent has also diversified—following the Great Recession for example, there was a 9 percent increase in households of people in their 30s who rent versus

own their own homes. In fact, except for the oldest age groups, there has been an increase in householders of all ages who choose to rent over buying.

Despite the difference in percentages of owner- and renter-occupied units, Lawrenceville is very similar to the rest of Gwinnett County in terms of how long people have been living in their current homes. Over one-third moved into their current home between 2010 and 2014, and another third (34.92 percent) moved in between 2000 and 2009. About one in five (19.36 percent) have lived in the same home since 1999 or earlier. This suggests that there is more stability within neighborhoods than the high percentage of renters would typically indicate.



Homeownership and Neighborhood Health: Four Main Indicators

- 1. Length of tenure of current residents
- 2. Property values
- 3. Physical condition of properties
- 4. Social conditions in the neighborhood, such as school dropout rates and crime

It’s rare that a neighborhood will be stable on all four of these indicators, and the definition of stable is relative. What’s considered a normal amount of change versus an amount that is worrisome?

Figure 4-6. Year Householder Moved Into Unit

	City of Lawrenceville		Gwinnett County	
Occupied housing units	10,031		278,996	
Moved in 2015 or later	692	6.90%	15,437	5.53%
Moved in 2010 to 2014	3,893	38.81%	97,980	35.12%
Moved in 2000 to 2009	3,503	34.92%	107,994	38.71%
Moved in 1990 to 1999	1,194	11.90%	39,249	14.07%
Moved in 1980 to 1989	491	4.89%	11,972	4.29%
Moved in 1979 and earlier	258	2.57%	6,364	2.28%

WALKABLE NEIGHBORHOODS

Walkability is an increasingly important characteristic of healthy, vital neighborhoods. Walk Score is a company that measures the walkability of any address on a scale of 0 to 100. For any address, Walk Score analyzes hundreds of walking routes and points are awarded based on the distance to amenities up to a 30-minute walk (1.5 miles). To create a comprehensive score, it also factors in metrics such as population density, block length, and the frequency of intersections.

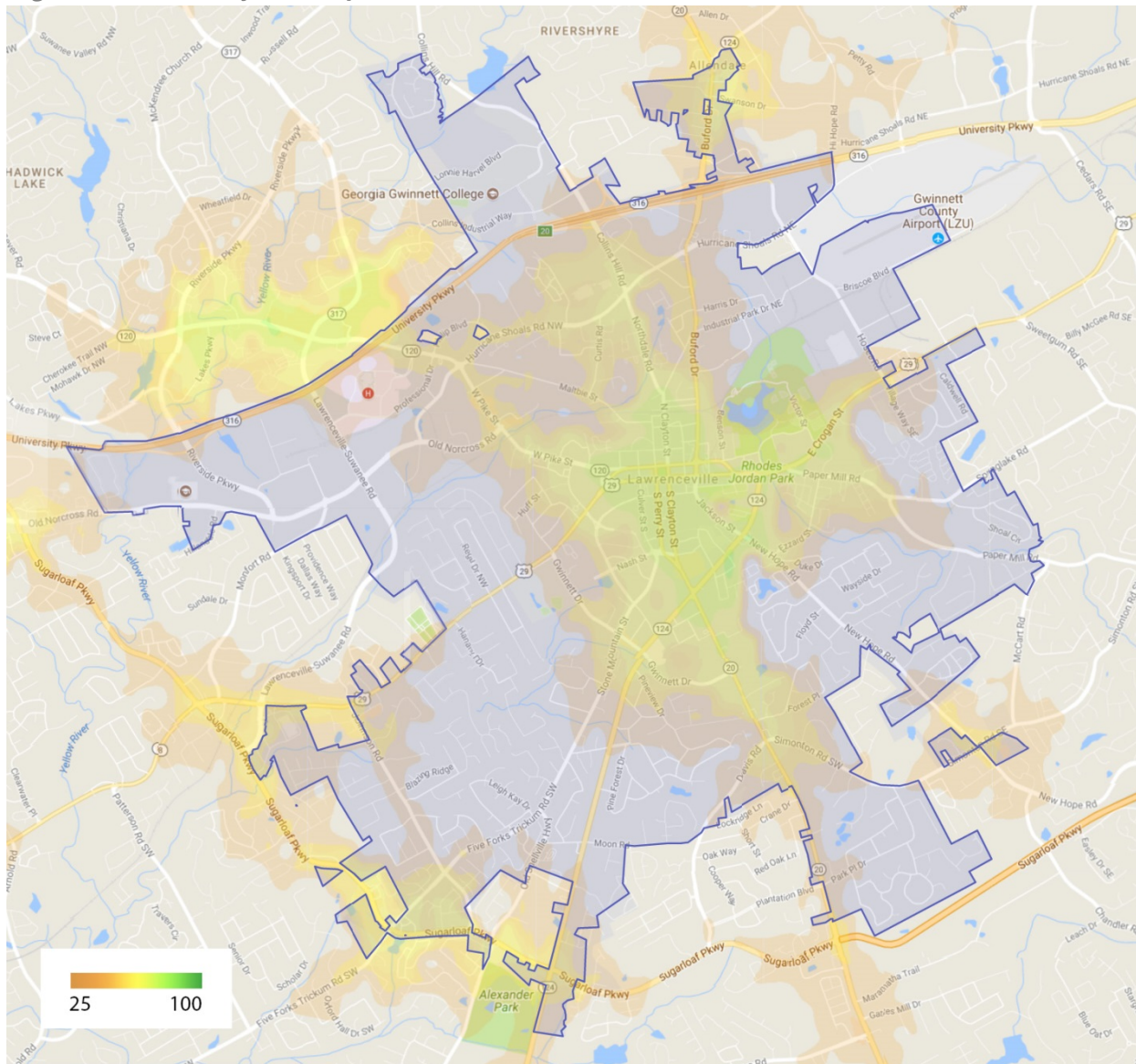
Figure 4-7. Walkability Score Guide

Score	Walkability
90-100	Walker's Paradise: Daily errands do not require a car
70-89	Very Walkable: Most errands can be accomplished on foot
50-69	Somewhat Walkable: Some errands can be accomplished on foot
25-49	Car-Dependent: Most errands require a car
0-24	Car-Dependent: Almost all errands require a car



Homes closer to downtown in general enjoy higher degrees of walkability.

Figure 4-8. Walkability Heat Map



Looking at the Walk Score analysis for Lawrenceville, overall the city scores 29 out of 100. Downtown Lawrenceville has the highest scores, but the vast majority of residential areas in city score less than 25 signaling a high dependence on cars. This low walk score is most likely a function of disconnected street networks, large blocks, and a lack of amenities and destinations within a 1.5-mile trip of many residences.

C. LOOKING AHEAD: WHERE WILL WE BE LIVING?

NEW AND PLANNED HOUSING DEVELOPMENTS

The Great Recession stopped residential development almost entirely: between 2010 and 2014, only 10 units were built in Lawrenceville each year. There are also no greenfield sites left in the City of Lawrenceville that can accommodate large-scaled residential development, and current regulations do not encourage redevelopment of underperforming commercial properties.

In the past year, however, there has been a surge in development activity. Housing developments on the horizon include the South Lawn project, City View, and the Housing Authority development that will relocate 16 to 20 townhomes on Constitution Boulevard.

On 32 acres, the South Lawn project is the largest residential development currently on the books in Gwinnett County. This \$200-million mixed use project will be the City's first large, urban-style development; a total of 600 residential units and over 15,000 square feet of retail space is planned. The development will leverage the City's investment in the Lawrenceville Lawn, and connect this greenspace with City Hall and the police station. Housing will be a range of single-family detached cluster homes, townhomes, and multi-family units in three- and four-story buildings.

City View is a smaller project of about \$20 million that will include detached single-family homes, cottages, townhouses, and office space. It will be located at the site previously occupied by the old Lawrenceville High School at the corner of Perry and Oak Streets.

At a smaller scale, the Lawrenceville Housing Authority also has plans to relocate 16-20 units of public housing to a 3.13-acre property on Constitution Boulevard, in exchange for an existing Housing Authority property near City Hall.

These new developments point to a trend towards more urban-style, walkable communities. This is in keeping with larger region- and nation-wide trends that signal a shift away from traditional suburban residential development.



Site plan for City View development

REGIONAL AND NATIONAL TRENDS

Mixed-Use Development

Across the Atlanta metropolitan area, suburbs and “Edge Cities” have begun to invest in walkable, higher density, mixed use developments. Whereas this development type was once rare outside the core of Atlanta, they have now become the hottest projects in suburban communities in Cobb County, north Fulton County, and Gwinnett County. Many remain in planning and design phases, but places like Avalon in Alpharetta have proven that this new development type is viable. The challenge is in integrating these new land use patterns into the existing community and improving connectivity and walkability in the surrounding areas.

Communities in Gwinnett County in particular are seeing plans for more urban-style, mixed-use development. In Duluth, there are plans for the Village at Duluth, which will be a 375-unit residential complex mixed with retail and restaurants. The City of Suwanee has pursued a large town center concept with a number of mixed uses facing Suwanee Town Center Park, including an amphitheater, and housing of varying densities transitioning from townhouses down to detached single-family residences. With the construction of the South Lawn, Lawrenceville too will join the region in embracing walkable, mixed-use development.



Avalon in Alpharetta

Gentrification

As cities continue to attract new development and invest in quality of life amenities, property values will likely rise. Projects that bring highly sought-after amenities to neighborhoods are triggering spikes in housing prices. The BeltLine in Atlanta is a good example of this; there is growing concern about the gentrification of neighborhoods around the BeltLine, with some areas showing increases in home sales by 68 percent between 2011 and 2015.¹ These large increases are seen in neighborhoods that are predominantly African-American, and are pushing residents out of their communities. One Georgia State professor went so far as to say that if this gentrification and displacement goes unchecked, “In the long run, without intervention, it will lead to the economic and possibly racial resegregation of the city.”

In Lawrenceville, the South Lawn project could have a similar effect at a smaller scale. Although in general a rise in property values is desired in Lawrenceville, its impact on existing residents must be considered.

¹ <https://www.citylab.com/equity/2017/11/putting-the-brakes-on-runaway-gentrification-in-atlanta/545555/>

Scarcity of Affordable Housing

A dwindling amount of affordable housing goes hand-in-hand with gentrification. As new amenities are built and prices increase, housing that was once affordable becomes out of reach for some households. However, the market is not meeting the need by building new affordable units; instead, developers continue to build units at luxury price points. A 2016 *Atlanta Journal Constitution* article reported that of 10,000 units built from 2013 to 2016, 95 percent were in the luxury market.

This scarcity of affordable housing in Atlanta currently has positive benefits for Lawrenceville, where housing is more modestly priced. Middle-income households priced out of intown neighborhoods are seeking alternatives in the suburbs, and Lawrenceville is poised to receive growth in this demographic—particularly with the construction of South Lawn and the growing arts and restaurant scene.

Resurgence in Renting

For many decades in the US, rates of homeownership have trended upwards. Conventional wisdom was that home ownership was a much better way to spend money than “throwing away” money for rent. Yet with the Great Recession, this longstanding trend came to a halt. In 2004, 31 percent of all households nationally were renters; by 2012, this had grown to 35 percent. The wave of foreclosures, high rates of unemployment, and the risks of homeownership and potentially “going underwater” sparked a new desire for the flexibility of renting.

Following the Great Recession, homeownership has fallen to 62.9 percent, which is a 51-year low. Reasons more households are renting include home price instability; demographic shifts; changing tastes, particularly among Millennials; delayed household formation; widening wealth and income inequality; and the tightening of the credit market².

This shift away from home ownership means that there is a broader range of households that are now renters as opposed to owners. In Lawrenceville, where renters make up half of all households, it is important that there is a range of housing types and options to meet the needs of this diverse group.

Non-traditional Communities

Co-living arrangements, and “community-driven residential” projects are becoming increasingly popular options as households—particularly those headed by Millennials—desire unique living experiences. Although this is not a major trend, there is growing interest in alternative residential communities, particularly those that keep costs low while encouraging greater engagement and connectivity to the community. In recent years, cohousing communities have seen an uptick in interest particularly from older adults and seniors who are attracted by lower costs and a built-in ways to combat feelings of isolation.



Co-living community in Atlanta, East Lake Commons

² Raymond, Elora, Richard Duckworth, Ben Miller, Michael Lewis and Shiraj Pokharel. “Corporate Landlords, Institutional Investors, and Displacement: Eviction Rates in Single-Family Rentals” Federal Reserve Bank of Atlanta. 2016. Online: <https://www.frbatlanta.org/-/media/documents/community-development/publications/discussion-papers/2016/04-corporate-landlords-institutional-investors-and-displacement-2016-12-21.pdf>

5. ECONOMIC DEVELOPMENT

A. OVERVIEW OF EXISTING ECONOMIC DEVELOPMENT

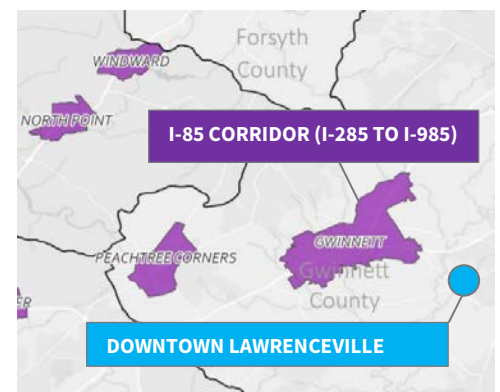
As the County seat, Lawrenceville is an important hub of economic activity particularly in terms of the government, medical, and educational sectors. But in recent years, Lawrenceville has started to lose ground to other parts of Gwinnett County such as the I-85 corridor from I-285 to the I-985 split, which has now become the favored growth center.

The Recession also had a bigger impact on Lawrenceville than Gwinnett County and the state of Georgia. Within the city, unemployment rose higher and the labor force contracted more than other parts of the region. Construction, manufacturing, and wholesale trade were particularly hard hit.

But with the Recession over, there are new opportunities for growth and development. In 2015, the City completed an *Economic Development Strategic Plan*. This study resulted in the following findings:

- Perceptions and realities of Lawrenceville are impacting households and businesses that are (not) attracted to the city currently
- The City has seen growth in retiree and modest-income households
- A strategy to entice workers in Lawrenceville to also live in the city is key
- The impacts of Georgia Gwinnett College (GGC)'s growth will depend on how much of the institution shifts towards non-commuter students
- Most job growth has been focused on the existing government and healthcare clusters
- Gwinnett County as a whole is transitioning from a production-based to a service-based economy, but opportunities to expand industry in Lawrenceville should still be pursued
- Central Gwinnett County is already well-served by large retail but there is likely some demand for small, neighborhood-scale retail in the city
- Office market demand is currently concentrated in small blocks of space
- There is interest in returning residential uses to downtown
- The City's industrial base has been transitioning from production to logistics
- Only a few key sites in the city can accommodate larger, "signature" industrial projects

The 2015 plan provides a strong foundation for looking at the current state of economic development in Lawrenceville, and diving deeper into specific houses that impact other components of the Comprehensive Plan.



Nearby regional employment centers, as defined by the ARC



Georgia Gwinnett College

B. ANALYSIS

INDUSTRIES

According to the US Census, Lawrenceville has 8,597 companies¹. Figure 5-1 lists the numbers of businesses and employees by industry as of the 2012 Business Survey, the most recent economic Census available. In some instances, exact numbers of employees are unavailable because of disclosure issues, and ranges are given instead.

Figure 5-1. Numbers of Businesses and Employees in Lawrenceville

Industry	No. of Businesses	No. of Employees
Utilities	2	20-99
Manufacturing	67	2,258
Wholesale trade	115	1,926
Retail trade	309	3,550
Transportation and warehousing	42	817
Information	27	911
Finance and insurance	102	622
Real estate and rental and leasing	71	367
Professional, scientific, and technical services	232	2,500-4,999
Administrative and support/Waste management and remediation services	101	9,395
Educational services	10	51
Health care and social assistance	277	6,827
Arts, entertainment, and recreation	16	250-499
Accommodation and food services	128	2,022
Other services	151	846

Sectors with the highest numbers of employees are administrative and support/waste management and remediation; health care and social assistance; professional, scientific, and technical services; and retail trade. Most of the industry in the city is warehousing, transportation, and logistics. These uses are concentrated in the RACO/Gwinnett 316 Industrial Park, but there is also some activity in Tipton Industrial Park. There are examples of significant businesses and industries with Lawrenceville zip codes—such as WIKA Instrument

Corporation, which has about 540 employees—but these tend to lie just outside the City's boundaries along the 316 corridor.

The real estate market for industrial land and facilities can be a good indicator of a community's economic health. The City of Lawrenceville is part of the GA 316/Lawrenceville submarket, which on the whole is performing slightly better than the Northeast Atlanta cluster in terms of warehouse and flex space vacancy. However, the lack of developable land within City boundaries is a constraint to future growth.

MAJOR JOB CENTERS

Lawrenceville has three major job centers: the Gwinnet Medical Center, the Gwinnet County government complex, and GGC. Between 2002 and 2011, the percentage of employment in Lawrenceville's big three—

¹ 2012 US Census Business Survey

health care/social services, government services, and educational services—went from 36 percent of all employment in 2002 to 55 percent in 2011. In this same period, 1,150 manufacturing jobs were lost. These industries were largely replaced with warehousing and distribution enterprises; while these uses still require substantial real estate, they have far fewer jobs than the industries they replaced.

Gwinnett Medical Center

Lawrenceville is a county-wide hub for medical services. The Gwinnett Medical Center hospital in Lawrenceville is the flagship facility for the Gwinnett Medical Center group. It is surrounded by thousands of square feet of medical offices; in all, medical offices represented 41.2 percent of the City’s non-residential real estate in 2015. Between the Lawrenceville and Duluth hospitals, Gwinnett Medical employs over 880 physicians and an additional 5,000 staff to support their services.



Gwinnett Medical Center

Gwinnett County Government

As the County seat, Lawrenceville is the primary location for much of Gwinnett County’s government services. Major facilities include the Gwinnet Justice and Administration Center (GJAC), which was built in 1988 and is undergoing a major renovation/expansion of over 180,000 square feet. Other Gwinnett County facilities include the Gwinnett County Government Annex, Gwinnett County Juvenile Court, and the Gwinnett County Planning and Development Office. These facilities are concentrated immediately southwest of downtown; the County currently owns additional undeveloped land in the area that could accommodate future expansion of County services.

Georgia Gwinnett College

As of Fall 2016, GGC served 12,052 students. The college employs approximately 460 full-time faculty, as well as 240 part-time instructional faculty and hundreds of support staff. About 70 percent of GGC students are from Gwinnett County. Reflecting the county’s diversity, it was ranked the most ethnically diverse Southern regional college by *U.S. News & World Report* for the third consecutive year in 2017.

Although the college represents a substantial economic engine for the City, most of its students are commuters and do not stay in the community beyond class time—only about 1,000 students live on campus. Online courses and dual enrollment courses for high school students contribute to GGC’s growing enrollment; however, students taking primarily online courses or enrolled in high school are less likely to live on campus. The college’s focus on the use of educational technology, non-traditional students, and intentional affordability may contribute to the relatively low share of students living on campus. The college has recognized the ability for county residents to commute to the campus as one strategy for reducing the cost of their education.

The *2011 Campus Master Plan* envisions a compact, walkable core within the college’s existing footprint, with most proposed academic and student life facilities located within a 5-minute walk of the existing central

green. In addition to new academic and office space, the plan proposes 3,700 new beds of student housing, including an expansion south of SR 316 between Walther Road and Hillcrest Green Drive to add 1,000 beds as part of a long-term strategy. GGC has been intentional about becoming more integrated into the local community as part of its *2017-2022 Strategic Plan*. Major actions toward achieving this goal include its role in the College Corridor plan and intention to locate its Fine Arts Center in Downtown Lawrenceville.

Figure 5-2. Georgia Gwinnett College 2011 Campus Master Plan

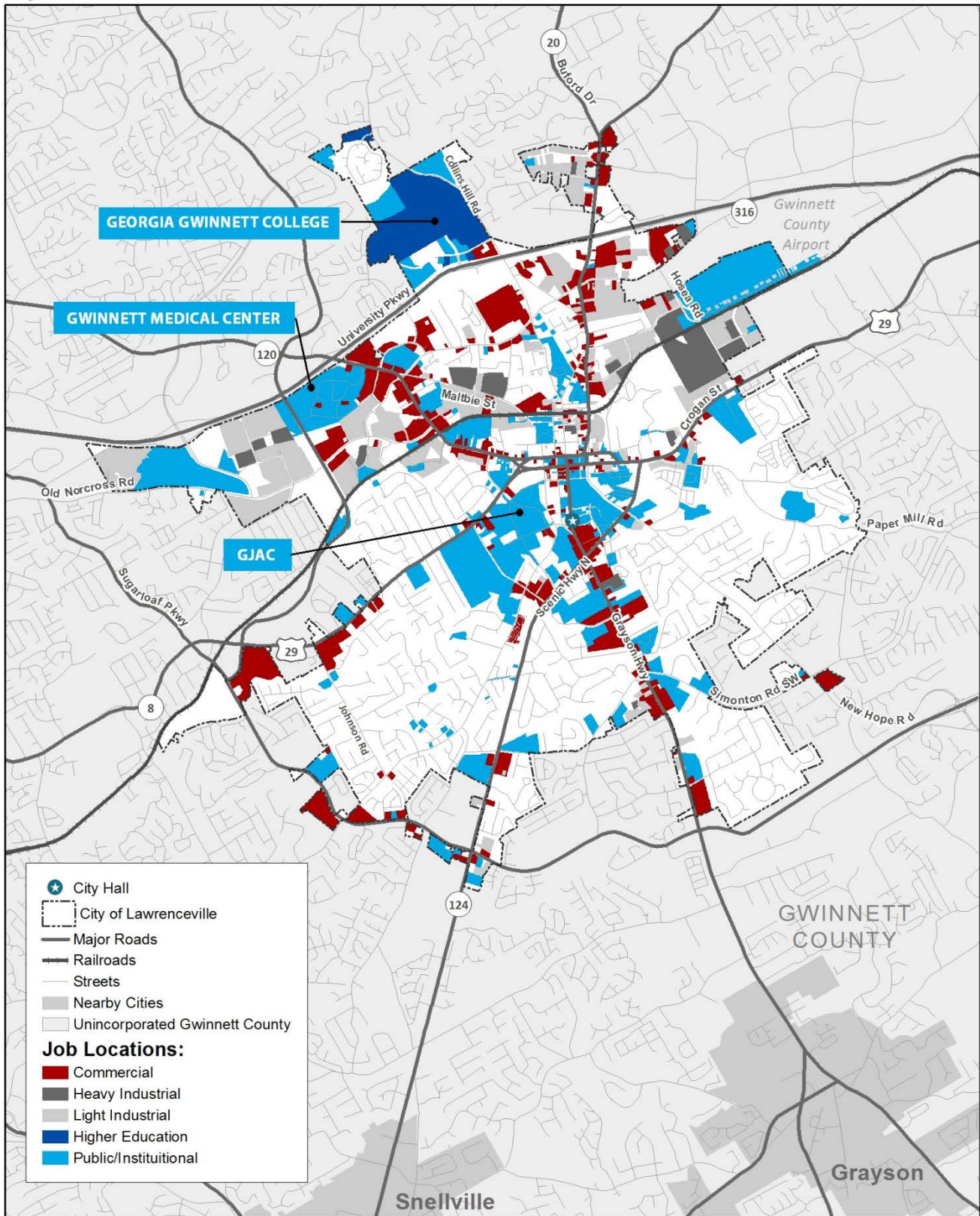


Other Employment Centers

Beyond the three major employment centers, most places of business are smaller in scale and distributed throughout the city, primarily along arterial corridors.

Lawrenceville has very little Class A office space. In fact, just 7.5 percent of the total inventory in the Lawrenceville/Lilburn submarket is Class A, with Class B and C dominating. Despite this, all office space types command slightly higher rents than the other markets in northeast Atlanta.

Figure 5-3. Job Locations



0 0.125 0.25 0.5 0.75 1 Miles
Sources: City of Lawrenceville; Atlanta Regional Commission; Gwinnett County

EMPLOYMENT

Despite the fact that Lawrenceville is a major employment center in the county, residents have a relatively high rate of unemployment: 9.6 percent compared to the county's 6.8 percent. The city's residents also have a lower rate of participation in the labor force than the county overall (64.5 percent versus 69.3 percent county-wide).

Figure 5-4. Employment Status

	City of Lawrenceville		Gwinnett County	
Population 16 years and over	22,622		658,899	
In Civilian Labor Force	14,564	64.5%	456,851	69.3%
Employed	13,160	90.4%	425,575	93.2%
Unemployed	1,404	9.6%	31,276	6.8%

The most common sectors of employment for Lawrenceville residents are educational services/health care/social assistance (18.7 percent) and retail trade (16.7 percent). While the percentage employed in educational/health/social assistance is unsurprising given the presence of GGC, Gwinnett Medical Center, and County services, the percentage employed in retail is not reflected by an equally robust amount of retail jobs within the city. Compared to the rest of the County, City residents have high employment rates in retail, information, education/health/social assistance, but lower percentages in construction, manufacturing, transportation/warehousing/utilities, finance/insurance/real estate, and professional/scientific/management jobs.

Figure 5-5. Residents' Employment by Industry

	City of Lawrenceville		Gwinnett County	
Civilian Employed Population	13,160		425,575	
Agriculture, forestry, fishing/hunting, mining	14	0.1%	839	0.2%
Construction	1,026	7.8%	37,154	8.7%
Manufacturing	1,015	7.7%	37,087	8.7%
Wholesale trade	545	4.1%	15,203	3.6%
Retail trade	2,198	16.7%	55,641	13.1%
Transportation, warehousing, utilities	513	3.9%	19,156	4.5%
Information	552	4.2%	14,036	3.3%
Finance and insurance, real estate/rental/leasing	820	6.2%	33,096	7.8%
Professional, scientific, management	1,650	12.5%	59,869	14.1%
Educational services, health care, and social assistance	2,458	18.7%	74,923	17.6%
Arts, entertainment, recreation, accommodation and food services	1,234	9.4%	40,399	9.5%
Other services, except public administration	757	5.6%	25,030	5.9%
Public administration	378	2.9%	13,142	3.1%

The Jobs-Residents Mismatch

When looking at the distribution of industries operating in the City of Lawrenceville and comparing it to the sectors in which residents are employed, a discrepancy emerges. Despite the fact that there are over 29,000 jobs in Lawrenceville, only about 1,100 residents actually work in the city—another 10,800 residents leave the city to work elsewhere. This has enormous implications for land use and transportation, particularly in terms of vehicle miles traveled (VMT). It also indicates that there is a mismatch between the types of jobs in Lawrenceville, and the skillsets of residents.

Figure 5-6. Commuting Inflow/Outflow



ECONOMIC COMPETITIVENESS AND PERCEPTION

The *Economic Development Strategic Plan* completed in 2015 identified several factors that affect Lawrenceville’s economic competitiveness. It identified the following strengths, many of which are region (north metro)-wide:

- Availability of skilled labor (though high-skilled blue collar labor is in short supply)
- Highway accessibility
- Lower occupancy/construction costs; the Atlanta region is 94-97 percent lower than national average.
- Availability of buildings
- State and local incentives

Despite these strengths, there’s a perception that Lawrenceville is a less attractive place for development when compared to other north metro communities. This is typically pegged to lower median income, and perceived issues with the quality of public schools and crime. Until these perceptions are addressed, it will be difficult for the City to compete with other Gwinnett County jurisdictions where these perceptions are not present.



Office space available near Gwinnett Medical Center

C. LOOKING AHEAD: HOW AND WHAT WILL WE BE DOING?

As Gwinnett County continues to transition into a service-based economy, Lawrenceville will need to strategically invest and market itself. This is particularly important because there are relatively few sites remaining in the city that can accommodate large-scaled development.

The primary focus of the 2015 *Economic Development Strategic Plan* ultimately was the identification of specific locations where new development could be accommodated. The site identification was based on the following:

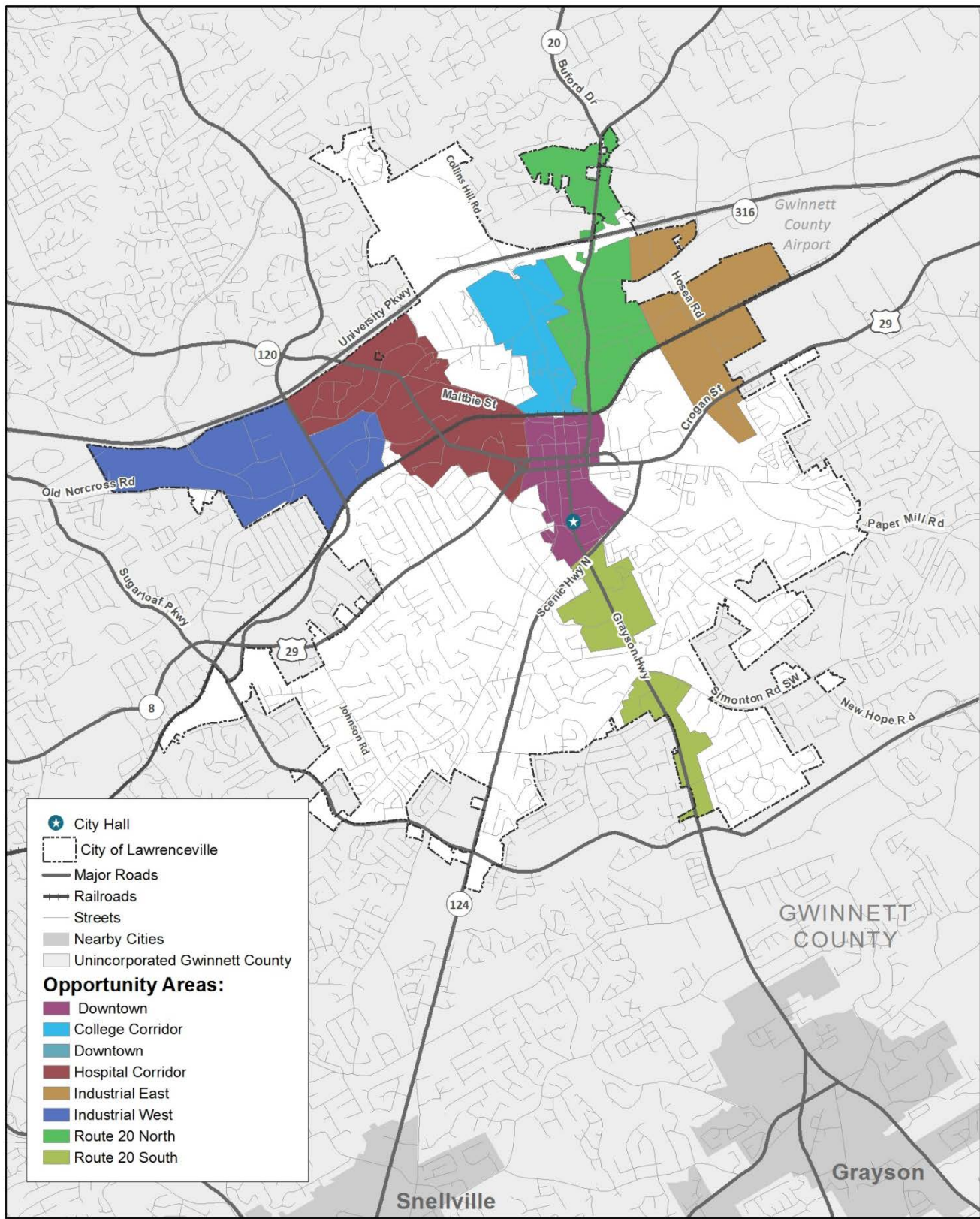
- Consistency with existing planning documents
- Land use patterns, with a goal to preserve existing residential neighborhoods and favor redevelopment in areas that will maximize residents' benefits
- Market-based factors such as transportation access and current market conditions
- Capacity/potential to accommodate economic development

Summarized below, these opportunity areas are shown in Figure 5-8.

Figure 5-7. Economic Opportunity Areas

Area	Economic Development Focus	Short-Term Opportunities	Mid- to Long-Term Opportunities
Downtown	Live-work-play destination	Medium density residential, mixed use infill on Pike Street and the Square;	Signature project (Lawrenceville Lawn), residential infill, office flex, gateway office/residential
Hospital Corridor	Gateway corridor	None	Mixed use infill, medical office mixed use, industrial/flex infill, gateway mixed use
College Corridor	Support for GGC	Mixed use college oriented	Highway development, college focused; residential infill; industrial/flex
Route 20 North	Strengthen interchange with 316	Gateway mixed use/signature industrial	Medium density residential with commercial frontage; highway commercial; mixed use infill
Route 20 South	Right-sized retail/adaptive reuse	None	Adaptive reuse; townhouse development; residential/office; medium-density residential with highway commercial; gateway mixed use
Industrial West	Industrial expansion	Industrial	Industrial, medical
Industrial East	Industrial expansion	Industrial	Gateway mixed use with education focus

Figure 5-8. Economic Opportunity Areas



Sources: City of Lawrenceville; Atlanta Regional Commission; Gwinnett County

The bulk of opportunity for development in Lawrenceville is mixed use infill, with some industrial uses in targeted locations. Because Lawrenceville is in the center of an area saturated in retail, additional large-scaled retail is likely to net significant benefits to the city. Instead, the *Strategic Plan* determined that attracting additional office/professional services to downtown, and developing walkable, mixed-use, high-amenity communities is the key to meeting the city’s economic development goals.

REGIONAL AND NATIONAL TRENDS

Transition into a Service-Based Economy

Gwinnett County is transitioning from a production-based to a service-based economy. In a production-based economy, the emphasis is on taking inputs and creating them into finished or semi-finished products. This is also sometimes called a manufacturing or consumption economy, and has been declining nation-wide for decades. In 1990, manufacturing was the dominant sector in 36 states—by 2014, it was the dominant industry in just 7 states.

This trend is expected to continue. According to a recent study by researchers at Oxford University, nearly half of all jobs in the US are at risk from automation over the next twenty years. A recent survey by PricewaterhouseCoopers found that almost 60 percent of CEOs think that they could eliminate more jobs in the next 5 years because of improvements in robotics.

In contrast, the service-based economy has burgeoned. The number of jobs in health care and social assistance has doubled since 1990. With Gwinnett Medical Center and the County government based in Lawrenceville, this trend is at the forefront of the city’s economy but not of its own residents’ employment. There is an opportunity to expand the development of professional services in Lawrenceville, but current residents are largely not trained to work in these sectors. This signals a need for additional job training, and identifying strategies to encourage those who commute into Lawrenceville to live in the city as well.

Entrepreneurship and the Gig Economy

One of the outcomes of the Great Recession is that it helped to encourage a less formal economy of entrepreneurship and gig-based employment. Between 2012 and 2015, non-employer/gig employment increased 179.7 percent in the region. Additionally, the Atlanta region as a whole is particularly entrepreneurial; in a study conducted by ARC, the region was found to have a higher percentage of self-employed workers/small businesses than any other benchmark region.

This informal economy often translates into a footloose work force that can live anywhere, because they can work from anywhere. In many ways, this makes attracting these workers—many of whom are young and



The growing film industry in Atlanta is an example of an industry that primarily is organized by gigs rather than a steady paycheck

creative—particularly competitive. Places such as Cornerstone Coworking in downtown Lawrenceville are great ways to attract these workers, who often have some need for office space but not necessarily a formal office setting. Further investment in quality of life amenities and projects such as the South Lawn, in tandem with the availability of relatively affordable, urban-style housing, will help Lawrenceville be more competitive in attracting creative workers in this more informal economy.

Autonomous Vehicles

The rise of autonomous vehicles is expected to not only fundamentally change how we move around our communities, but how we work and do business. One possible outcome is that most consumers will rely on car-sharing services rather than individual car ownership, which will likely have both positive and negative consequences.

On the positive side, commuting patterns are likely to change, although experts disagree on how. Some believe that the reliance on autonomous vehicles will encourage more people to live further from job centers, since commuting time is no longer “lost” but could be productive or used for recreation. This could be a good thing for

Lawrenceville, as those who work in Atlanta’s core may be more enticed to live further away where housing costs are lower; but it could also be detrimental in terms of attracting workers in Lawrenceville to become residents as well.

From a business standpoint, autonomous vehicles are expected to have immense impacts not only on the auto market, but also sectors such as insurance, advertising, consumer financing, and legal services. Expected increases in safety and the sharp reduction of accidents is also expected to impact the medical field, particularly emergency medicine. This could negatively impact growth of Gwinnett Medical Center over the long run.

Another likely outcome is the reduction for the need of parking. Currently there are few large sites for development in Lawrenceville; with the reduction in the need for parking, existing surface lots could be opened up for development opportunity. New developments will also likely require less parking, enabling more land to be used for productive purposes.

Aging Population

Between now and 2040, the percentage of people in the Atlanta metro aged 65 years or older is projected to increase by 152.9 percent. An aging population has both positive and negative effects on economic health. On the plus side, this will increase demand for health and social services to meet the needs of the population. On the negative, labor force participation rates will decline, and as a result, productivity will decline. A recent



Autonomous vehicles will likely become an increasingly common sight on our roadways.

study from the Rand Corporation found that for every 10 percent increase in the percentage of the population over 60 years-old, productivity will decrease by 5.5 percent.²

Because of Lawrenceville's strength in the health and social assistance sectors, the aging population is likely to be a boon to the city's economy.

Suburbanization of Poverty

Throughout the twentieth century, waves of residents—and investment—flowed out of city centers and into suburbs. This trend has begun to reverse in many regions, including Atlanta. With billions of dollars invested in intown communities and amenities, rising real estate prices have driven out lower income residents from the urban core. Many of these households are relocating in the suburbs, where housing is cheaper but jobs and transportation options are fewer. As a result, many suburbs are now grappling with increasing rates of poverty without the infrastructure to adequately meet demand for services. As a city in metro Atlanta with comparably affordable housing, Lawrenceville is an attractive place for relocation for lower and middle income households.



Increasing poverty in suburbs has led to abandoned housing stock in some communities.

² Nicole Maestas, Kathleen J. Mullen, David Powell The Effect of Population Aging on Economic Growth, the Labor Force and Productivity https://www.rand.org/pubs/working_papers/WR1063-1.html

6. QUALITY OF LIFE

The City of Lawrenceville’s community resources contribute greatly to its quality of life and economic prosperity. Following is a summary of these quality of life components, including schools, public services, utilities, public health, arts/culture/history, parks and recreation, and natural resources.

A. OVERVIEW OF QUALITY OF LIFE

SCHOOLS AND EDUCATION

Gwinnett County Public Schools

Students in Lawrenceville attend schools in the Gwinnett County Public School system. Public schools in the city include four elementary schools, one middle school, three high schools, and one special education facility. The chart below lists each school, as well as a grade from the Georgia Governor’s Office of Student Achievement. These grades are based on a wide range of factors, including student achievement on state tests, academic growth, graduation rates, and other criteria.

Figure 6-1. Public Services, Schools, and Utilities

School	Georgia School Grade
Benefield Elementary School	B
Lawrenceville Elementary School	D
Margaret Winn Holt Elementary School	C
Jenkins Elementary School	B
Jordan Middle School	D
Phoenix High School	C
Central Gwinnett High School	C
Discovery High School	C
Oakland Meadow School	N/A



Margaret Winn Holt Elementary School

In general, public schools in Lawrenceville are performing at levels slightly lower than the County and the state as a whole.

Georgia Gwinnett College

Georgia Gwinnett College (GCC) is a young institution—it opened its doors in 2006 as the first four-year college founded in the state in over 100 years. The college was founded to meet higher education needs in Gwinnett County, which was the largest county east of the Mississippi without a four-year college.

In just over a decade, GCC has grown from small school to a large college educating over 12,000 students and employing almost 700 faculty. About 70 percent of its students are from Gwinnett County, but 126 foreign countries are also represented among the school's population. The majority of students—about 90 percent—lives off campus and commute into school.

The college is a commanding presence at its location just north of 316. Currently the college occupies 260 acres and has approximately 1.1 million square feet of facilities to serve its students.

PUBLIC SERVICES

The City of Lawrenceville has a long tradition of public service, and a reputation for caring for the community.

Police

The City of Lawrenceville has its own police force of 72 officers supported by 24 staff. Since the last Comprehensive Plan, a new police headquarters has been built and now occupies the facility at 300 Jackson Street.

Fire

Fire and emergency services are provided to City residents by Gwinnett County. Two stations serve the city: Fire Station 15 Downtown, and Fire Station 31 located near GGC. Additionally, there is a fire marshal's office off of Hurricane Shoals Road.

Non-Profits

The City of Lawrenceville is home to a large number of non-profit organizations that help fill the gaps that the public sector is not able to reach. Non-profits in the city include the Boys and Girls Club of Metro Atlanta as well as countless of smaller organizations that focus on youth, health, education, and animal welfare.



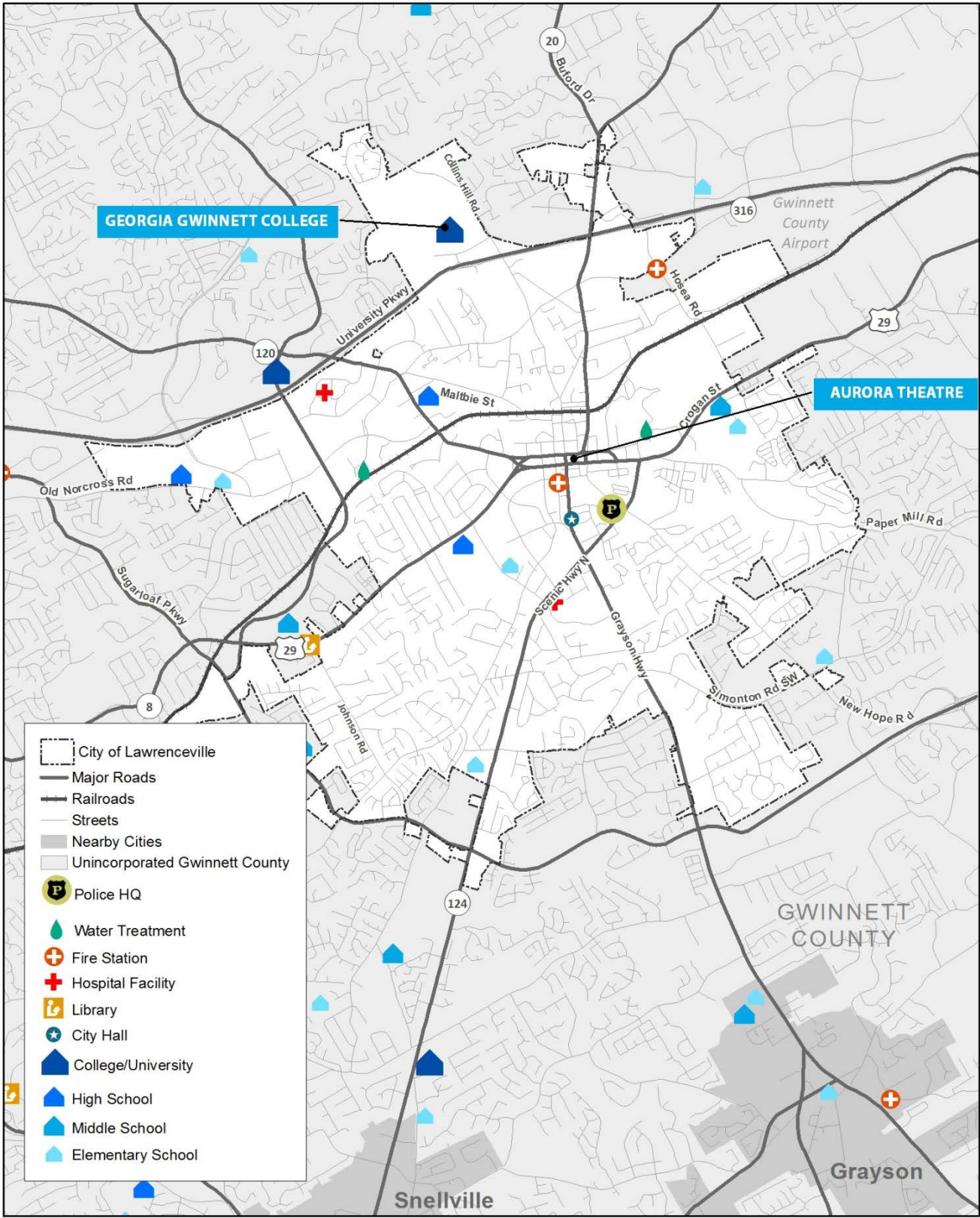
Boys & Girls Club in Lawrenceville

UTILITIES

One of the most unique aspects of the City of Lawrenceville is the broad range of utilities the City provides:

- *Natural Gas.* The City provides gas to its residents as well as non-residents in Gwinnett, Rockdale, and Walton Counties for a total of over 48,000 customers. Traditionally this has been a substantial source of revenue for the City.
- *Water and Stormwater.* Established in 1912, the City's Water Department has been providing water to residents for over a century. Most of the City's water is purchased from Gwinnett County, which draws from Lake Lanier; the rest is sourced from seven local wells. Water is treated at one of two water treatment facilities: the Mahlon Burson Water Treatment Facility on Winer Industrial Way, and the Rhodes Jordan Water Treatment Facility at East Crogan Street.
- *Electricity.* The City provides electricity to most residents; the remainder are served by Jackson EMC and Georgia Power.
- *Sanitation.* The City of Lawrenceville collects all residential and most commercial solid waste; the Sanitation Department also addresses potholes, street maintenance, and street signs.

Figure 6-2. Public Services, Schools, and Utilities



Sources: City of Lawrenceville; Atlanta Regional Commission; Gwinnett County

PUBLIC HEALTH

According to 2017 County Health rankings, Gwinnett County is the fourth healthiest county in the state after Forsyth, Oconee, and Fayette Counties. The county scores well in terms of health outcomes (length and quality of life), health factors (behaviors and social and economic factors), but scores very poorly (125th out of 159) in physical environment. Physical environment factors that were analyzed include levels of air pollution, drinking water violations, severe housing problems, driving alone to work, and commute time. Walkability is also a factor—according to WalkScore, the City of Lawrenceville scores only 29 out of 100, with the most walkable places in the community being primarily non-residential.

As the center for medical services in Gwinnett County, Lawrenceville is well positioned to be an example of how to promote high degrees of public health. The presence of Gwinnett Medical Center and its associated medical services and offices is only the starting point. Other facilities, such as the Lawrenceville Health Center run by the Gwinnett County Health Department, offer essential services such immunizations, pregnancy and prenatal services, cancer screenings, and dental care.

ARTS , CULTURE, AND HISTORY

Aurora Theatre

Lawrenceville is home to a growing arts and cultural scene. It is anchored by the Aurora Theatre, which is the county's only professional theatre and the second largest in Georgia. Originally started in 1996 in a converted hardware store closer to Atlanta, the City invited the Aurora Theatre to make its home in Lawrenceville. Through a partnership between the City, non-profits, and private investors, the City purchased and transformed a historic church to become the new Aurora Theatre in 2007. Today the theatre has two main performance spaces, produces over 600 events, and has over 70,000 visitors annually. After wrapping its twentieth season, the Aurora Theatre is now the largest arts organization in the county and the fastest growing professional theatre in Georgia.



Performance at the Aurora Theatre

Other Cultural Facilities

Another notable cultural facility is the Gwinnett History Museum. Housed in the historic Lawrenceville Female Seminary, the museum has exhibits that tell the story of the county, from farm life to textiles to traditional music, and an exhibit on Civil War satirist Bill Arp.

Adding to the arts and cultural scene in Lawrenceville is a number of small galleries and other arts-based businesses, primarily based in Downtown. The Gwinnett County Library system also has a branch in Lawrenceville, which serves as the system's headquarters.

Historic Resources

Despite Lawrenceville's long history, there are only three buildings in the city that are currently on the National Register of Historic Places (NRHP). These are the Female Seminary, the old Gwinnett County Courthouse, and the Clarence R. Ware House. Many other buildings in Lawrenceville could be considered historic (over 50 years-old) but are not documented.

PARKS AND RECREATION

Gwinnett County is the primary provider of parks and recreation in the City of Lawrenceville. Rhodes Jordan Park, located in northeastern Lawrenceville, is a large regional park of 162 acres. It offers a number of facilities and activities, including a community recreation center, a fishing lake, pavilions, playgrounds, seven baseball/softball fields, football capability, outdoor play pool, double gymnasium, tennis center, outdoor basketball court, three soccer fields, a 1.9-mile paved trail, and restrooms.

Another Gwinnett County parks facility, Alexander Park, is located just outside City limits in the south. At 91 acres it is a large community park with an 18-hole disc golf course, 1.7-mile paved trail, 1-mile non-paved trail fishing, playground, pavilions, lake, piers, outdoor classroom, and restrooms.

The newest greenspace addition to the city is the Lawrenceville Lawn, located in downtown. The Lawn is a multi-purpose green space that frequently serves as a special events venue. Other facilities include a playground and sand volleyball courts.

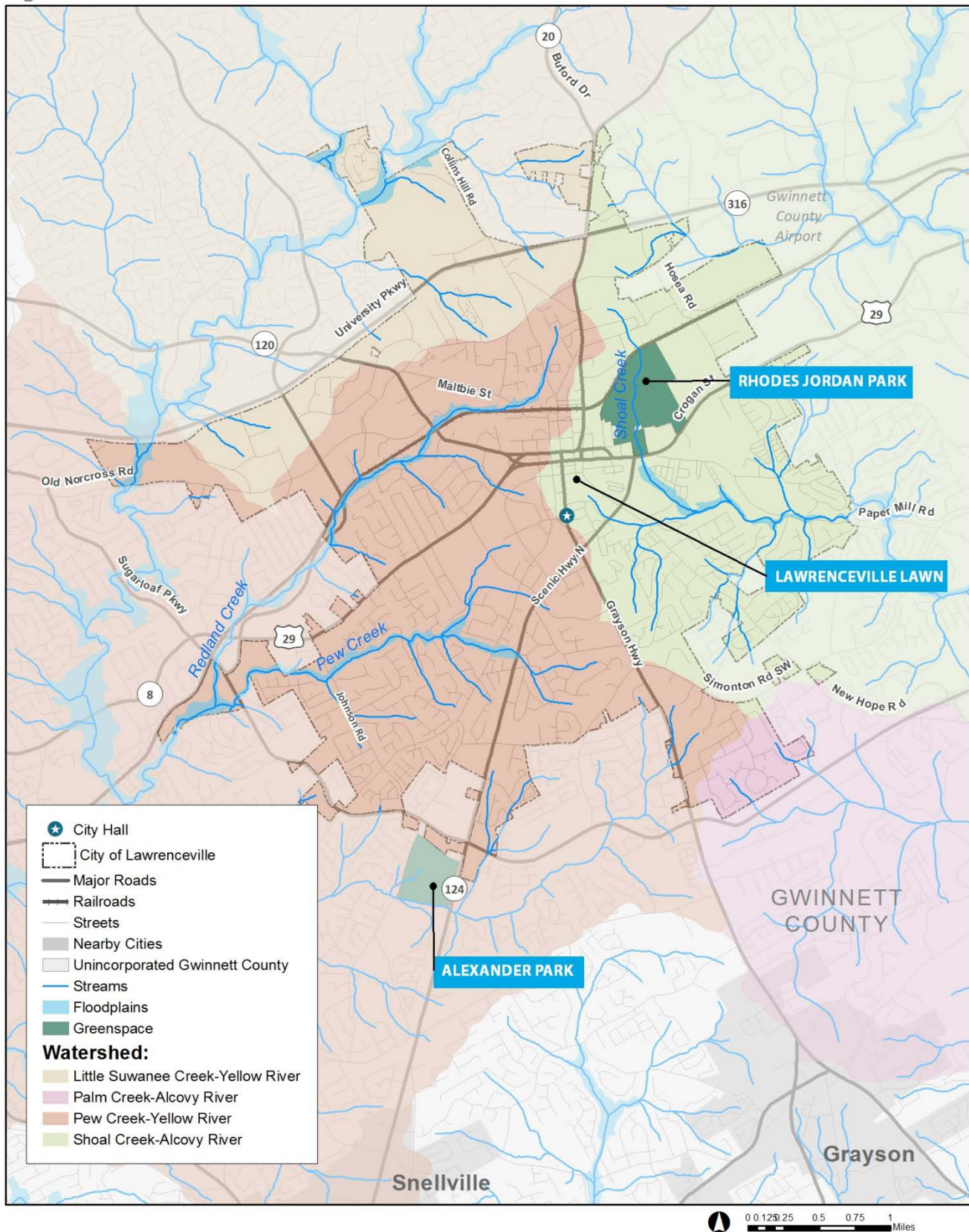
NATURAL RESOURCES

Lawrenceville's natural resources are rooted primarily in its three primary stream systems: Redland and Pew Creeks in the west, which feed into the Yellow River, and Shoal Creek in the east, which flows into the Alcovy River. Pew Creek is a 303(d) listed stream, meaning it does not meet water quality standards. It is one of 14 stream segments in the Yellow River Watershed that has historically high levels of fecal coliform bacteria; however, its 2002 target reduction is one of the lowest of the impaired segments at 12 percent.

Shoal Creek is also a 303(d) listed stream and is one of three streams in the Alcovy River Watershed which is considered impaired. Like Pew Creek, Shoal Creek has too high of levels of fecal coliform bacteria to meet water quality standards. Its target reduction rate is 73 percent, the highest of the three impaired creeks. Its potential pollution sources include urban runoff, leaking/failing septic systems, pet waste, hobby farms, wildlife, agricultural and illicit connections.

Because these streams are impaired, extra care must be given to their protection and ultimately their restoration. The Comprehensive Plan is an opportunity to address land use in these sensitive areas, and promote better water quality in the future.

Figure 6-3. Parks and Natural Resources



B. LOOKING AHEAD: HOW WELL WILL WE BE LIVING?

NEW AND PLANNED QUALITY OF LIFE PROJECTS

A number of new projects are either underway or planned that will contribute positively to Lawrenceville's quality of life in the future. Major projects include:

- *Arts Complex.* The City of Lawrenceville is investing in a \$26-million art complex, currently under design. The complex will expand the Aurora Theatre to include a 500-seat theatre, education facilities, common space, and additional parking.
- *New arts magnet program.* A new arts magnet program is currently under development at Central Gwinnett High School.
- *Hooper Renwick School.* In partnership with Gwinnett County and a Hooper Renwick legacy committee, the City of Lawrenceville will be preserving the former segregation-era African-American school near the future South Lawn project. The 12-classroom building will be preserved, and will be the future home of the Lawrenceville branch of the Gwinnett County library system.
- *South Lawn.* With the development of the South Lawn, the City will also gain new green space near downtown and vastly improved walkability between downtown and City Hall.
- *Emerald Trail.* Still in early draft form, the City is exploring ways to expand its greenways and trails system to better connect destinations and improve walkability.
- *Gwinnett County Greenways.* The Gwinnett County Greenways Master Plan has identified two "Tier II" greenways that would partially be within Lawrenceville: a greenway along the Yellow River and one in the floodplains of Redland Creek.



Hooper Renwick School

REGIONAL AND NATIONAL TRENDS

There are countless trends in education, public services, utilities, arts, public health, parks, and natural resources. Following is a brief discussion of a few that are likely to impact Lawrenceville's quality of life.

Science Technology Engineering and Math (STEM)

One of the largest trends in education, particularly K-12, is the growing investment in Science Technology Engineering and Math (STEM) and Science Technology Engineering Art and Math (STEAM) programs. These vary from simple classes that specialize in this area, to specific laboratory facilities and creation of Makerspaces, to entire magnet schools dedicated to these subjects.



The STE(A)M Truck is a mobile laboratory that serves residents all over the Atlanta region.

The focus of STEM is on hands-on learning and the integration of these fields, rather than studying each subject separately. Growth in STEM jobs has occurred at a rate three times faster than job growth in non-STEM fields; as a result, educators at all levels are finding ways to integrate STEM and STEAM into curriculums to better prepare students for the future economy.

Locally there has been an explosion of interest in STEM programs. As of 2010, Dekalb County schools had just 2 schools with STEM certification; as of 2017, 89 of the county's schools were pursuing certification. There are also many activities happening at a state-wide level, such as the Georgia STEM Festival, Georgia STEM day, and Girls Adventures in STEM.

Police-Community Relations

The highly publicized national incidents regarding police and the use of force have changed how many law enforcement agencies operate. New investments in body cameras and additional training have become the norm for many local police forces. There is a trend toward focusing more on improving community relations, as well as heightening accountability and transparency in law enforcement.

Increasing Desire for Customer Control of Utilities

Utility customers, particularly electrical, are showing a greater desire to control the amount of energy they use as well as the source of the energy. Some are also communicating a desire to self-generate electricity and send power back to the larger grid. Cleaner energy sources, such as natural gas, and renewable sources such as solar, are becoming increasingly popular options for customers. As a major utility provider, the City of Lawrenceville will likely stand to gain from its ability to provide natural gas service, but should also be looking at ways to evolve with the market to ensure that this revenue source remains strong.

Bikeways and Trails

Communities across the country are clamoring for more bikeways and trails. This is true for facilities that are used primarily for transportation as well as those that are more recreation focused. In recent decades, the number of bicycle commuters in major cities has tripled. Ridership has increased in the Atlanta region as well, particularly in intown neighborhoods. Following the installation of a two-way, protected bikeway (cycle track) in Midtown, ridership on that corridor increased by 225 percent between 2013 and 2017. This suggests that if you build it, they really will come.



The 10th Street Cycle Track in Atlanta has spurred immense growth in bicycling in the corridor.

Alternative Recreation

According to the 2017 Topline Report, non-traditional types of recreation are the ones that are growing the fastest in participation. This includes activities such as stand-up paddle boarding, BMX biking, and adventure racing. The large size of Rhodes Jordan Park could be an opportunity to accommodate new types of recreation through the repurposing of under-used space.

Public Art

In the past, most public art in smaller communities has been traditional and conservative: monuments to founding fathers, or modest memorials in Veterans' parks. This has begun to change however. There is growing interest in more interactive, dynamic public art particularly that which integrates technology and encourages people to experience art rather than simply observe it.

There is also a growing interest in performing arts, particularly in the Atlanta region. Many communities in the region have recently invested in the construction of performing arts venues, or are studying the possibilities to do so. Examples include the new Sandy Springs Performing Arts Center, and a concept for a new performing arts center in Johns Creek up to 120,000 square feet in size. Lawrenceville too is expanding its footprint in the regional arts scene with the expansion of the Aurora Theatre into a larger arts complex. As these arts facilities are built out, special attention will need to be paid to programming to ensure that Lawrenceville's arts complex remains competitive and is able to attract attendees and supporters in an increasingly crowded cultural field.



This installation in San Jose, California, not only has light-up swings but each swing produces the music of a different instrument.



A new performing arts center is currently under construction in Sandy Springs, anchoring its new town center with a state-of-the-art, 350-seat theater space that will also house bi-weekly City Council meetings

7. SUMMARY

The existing conditions outlined in this report represent a moment in time in Lawrenceville—it is a snapshot of the city in 2017, with an eye toward the trends that are likely to influence the future. Following is a summary of the major findings of the analysis, which will be used to inform the 2040 Comprehensive Plan and identify which strategies are needed to move the city from its existing condition toward its vision for the future.

A. WHO WE ARE

Currently, the population of Lawrenceville is about 29,700. Although it is the second largest city in the county, Lawrenceville residents are only 3 percent of the county’s population.

Compared to the rest of Gwinnett County, Lawrenceville’s population has a similar distribution of ages, with a slightly higher percentage of people who are college aged. In general, the city’s population has lower levels of educational attainment when compared to the region, but also a higher level of diversity—more people in Lawrenceville identify themselves as Hispanic/Latino or Black/African-American than region-wide averages.

Looking ahead, the region is expected to grow dramatically: ARC has projected that there will be 1.5 million new residents and 1 million new jobs in the Atlanta area by 2040. Within these projections, Gwinnett County is expected to grow particularly fast and ultimately become the most populous county in the state. If current trends continue, Lawrenceville is expected to grow between 1.2 and 1.7 percent annually until 2040, reaching a population of about 41,000.



An event on Lawrenceville Lawn

B. LAND USE

The City of Lawrenceville encompasses 13.5 square miles, and is the oldest city in the region. It is anchored not only by its historic downtown, but also by Georgia Gwinnett College and Georgia Medical Center. Largely

built out, only about 7 percent of land is undeveloped. Land uses are mostly segregated, with large swathes of single family residential uses making up the majority (71.1 percent) of the city’s land area. Employment-based land uses—commercial, industrial, and institutional—make up 13 percent of the city. The segregation of land use is in part due to the City’s Euclidean zoning, which re-enforces separating uses from each other. There is a need for more housing choices near employment centers, as well as demand for land that can accommodate light industrial uses such as logistics and warehouses. Recent development trends point to a future where uses are more mixed and urban in their density and walkability. These developments, exemplified by the upcoming South Lawn project, emphasize mixed uses, a range of housing types, and easy transportation connections—both by foot and by car—to destinations. This trend is playing out not just within the region, but also at a national level.

C. TRANSPORTATION

As the county seat, Lawrenceville sits at the convergence of several important roadways in Gwinnett County. However, transportation options are currently limited and the vast majority of trips to, from, and within Lawrenceville are made by car. Like many in the Atlanta region, most residents drive alone to their jobs, but the city does have a relatively high percent of residents who carpool. Although there are peak periods of congestion on the city’s roadways, in general the Level of Service (LOS) on its roads is considered acceptable by GDOT standards. A very high proportion—13 percent—of the city’s land is dedicated to surface parking.



Exiting 316 for Lawrenceville

Alternative modes of transportation are limited. Transit is limited to a single bus line that serves only part of the city, though additional routes have been proposed in recent planning efforts. Sidewalks exist in most parts of the city depending on when the particular area was developed, but there is a lack of connectivity between neighborhoods and the pedestrian environment is poor in many instances. Bicycle facilities are limited to on-road bike lanes on Sugarloaf Parkway, as well as intermittent facilities along the Northern Crescent designated bike route. The existing CSX rail line, which runs through the northern third of the city, is a competitive advantage of industry, but serves as a barrier in terms of mobility and the number of at-grade crossings it creates.

Several transportation projects are currently programmed for construction, including safety and alignment projects, intersection improvements, and widenings; many other projects are proposed or planned, such as significant expanding bicycle infrastructure and investing in freight mobility.

D. HOUSING

There are approximately 11,050 housing units in Lawrenceville, spread among mostly mature neighborhoods that were built between the conclusion of World War II and the 1980s. In general, housing stock is aging and there are concerns about its overall condition.

The occupancy rate is about 90.78 percent, which is slightly lower than the County; additionally, there is a comparatively low percentage of units that are single-family detached homes—57.3 percent versus 72.3 percent countywide. Slightly under half (49.38 percent) of all occupied homes are owner-occupied, which is also significantly lower than the county as a whole. However, renting is on the rise across the nation, and the types of households that choose to rent are more diverse than ever.

Housing prices are affordable when compared to the rest of the region, but about 60.6 percent of Lawrenceville households are considered cost burdened by home costs. This is defined as paying 30 percent or more of household income on the rent or mortgage.

Most residential areas are not very walkable; even those with sidewalks lack nearby destinations to walk to. Newer developments, however, are bucking this trend by focusing on higher density, and shorter block lengths that are more friendly towards walking and urban amenities. South Lawn and the upcoming City View projects are in keeping with regional and national trends toward more urban-style, mixed communities. With this type of development often comes rising home prices, which could pose a challenge to some Lawrenceville households and ultimately cause displacement.

E. ECONOMIC DEVELOPMENT

Lawrenceville is an important hub for the government, medical, and educational sectors in Gwinnett County, with major employment centers at Gwinnett Medical Center, Georgia Gwinnett College, and Gwinnett County government offices and services. These hubs are reflected in the sectors where there are the largest amounts of jobs: administrative and support/waste management and remediation; health care and social assistance; professional, scientific, and technical services; and retail trade.

Despite the strength of these sectors, Lawrenceville has been losing out on growth in the county to locations on the I-85 corridor, as well as other destinations in the region. Manufacturing jobs have also declined, and have only been partially replaced with jobs in warehousing and logistics.

Additionally, although there are many jobs in Lawrenceville, they are not primarily held by city residents. Instead, 29,107 people commute into the city for work and another 10,812 commute out of the city for work—only 1,148 both live and work in Lawrenceville. This signals a mismatch between residents and jobs, but also a major opportunity to entice those who work in to Lawrenceville to put down roots in the city and become residents as well.

F. QUALITY OF LIFE

Major quality of life components in Lawrenceville include schools, public services, utilities, public health, arts/culture/history, parks and recreation, and natural resources. Most services are provided by either the County or the City: Gwinnett County is the primary provider of parks and recreation, fire, and schools; the City provides police and most of the public utilities. Utilities are particularly important for the City, as they provide a fairly reliable source of revenue for Lawrenceville.

One of the most exciting aspects of living in Lawrenceville right now is the growth of arts and culture. Anchored by the Aurora Theatre, the fastest growing professional theater in the state, the arts scene has begun to take off with projects like an expanded Arts Complex and the preservation of the Hooper Renwick School. New public spaces such as the Lawrenceville Lawn provide more opportunities for recreation and gathering as a community; this will only be augmented by upcoming projects such as the South Lawn, which will provide additional places for people to gather and engage with one another.

8. APPENDIX

Figure 8-1. Gwinnett CTP Projects - Lawrenceville

	Short-Range Projects Level 1	Mid-Range Projects Level 2	Long-Range Projects Level 3
Bridges, Culverts, and Transportation Drainage	GCmri_301: SR 316/University Parkway interchange improvements at Hi-Hope Road, Hurricane Trail, and US 29/Winder Highway from Hi-Hope Road to Winder Highway*	GCbri_083: Sugarloaf Parkway at CSX Railroad bridge replacement	N/A
		GCbri_099: SR 120 at SR 316 bridge widening	
		GCbri_109: SR 316 at Lawrenceville Suwanee Road partial access (concept)	
		GCbri_110: SR 316 at Walther Boulevard partial access	
Intersections and Roadway Corridors ATMS/ITS	GCint_049	GCint_044: SR 20/Grayson Highway at SR 124/Scenic Highway	GCint_047: US 29 at Lawrenceville Suwanee Road
	GCint_072: SR 124/Scenic Highway at Sugarloaf Parkway*	GCint_070: SR 124 at Old Peachtree Road	
		GCint_323: Old Suwanee Road at Woodward Mill Road	
		LAW_192: SR 316 at SR 120/Duluth Highway interchange improvements	
Major Roads	GCbri_094: SR 316/University Parkway Access Modifications at Progress Center Avenue, Cedars Road, and Fence Road (concurrent with new interchanges along SR 316)	GCmri_307: Sugarloaf Parkway widening from SR 124/Scenic Highway to Old Norcross Road	GCmri_30: US 29/SR 8/Winder Highway widening from Paper Mill Road to SR 316
	GCmri_307 **	GCmri_308: SR 124/Braselton Highway widening from SR 20/Buford Drive to Old	GCmri_304: SR 20/Grayson Highway widening from SR 124/Scenic Highway to Sugarloaf Parkway

	Short-Range Projects Level 1	Mid-Range Projects Level 2	Long-Range Projects Level 3
	LAW_193: SR 120/Duluth Highway from SR 316 to Medical Center Boulevard*	Fountain Road	GCmri_305: SR 20/Grayson Highway widening from Sugarloaf Parkway to Webb Gin House Road GCmri_306: SR 20/Grayson Highway widening from Ozora Road to Webb Gin House Road
Road and Safety Alignment	LCI_LAW16: Branson Street extension from Perry Street to Clayton Street	LCI_GW_LAW5: Park Boulevard scenic extension and Rhodes Jordan Edge Trail from SR 20/Buford Drive to railroad	LCI_GW_LAW21: Branson Street extension from Neal Boulevard to Jackson Street
	LCI_LAW26: Nash Street extension from Gwinnett Drive to Constitution Boulevard*	GCsaf_023: New Hope Road at Corley Brook Way vertical alignment	
	ADJ_039: Safety improvements Paper Mill Road from E Crogan Street to Simonton Road*		
School Safety	GCssi_201: Georgia Gwinnett College intersection improvements at Collins Hill Road and Collins Industrial Boulevard*	GCssi_200: Georgia Gwinnett College – Walther Boulevard at Tree Creek Boulevard	N/A
Sidewalk and Pedestrian Safety	S-40: Sugarloaf Parkway sidewalks from Kendall Park Drive to Five Forks Trickum Road*	N/A	N/A
	S-32: SR 20/Grayson Highway sidewalks south of Simonton Road to Park Place Drive*		
	S-12: Satellite Boulevard sidewalks from Sugarloaf Centre to Cross Pointe Church		

*Gwinnett SPLOST project

**Partially funded in Level 1. All others fully funded.

Figure 8-2. 2017 Gwinnett County SPLOST Projects in Lawrenceville

Project Category	City/County Projects	Tier 1	Tier 2
Intersection Improvements	N/A	Collins Hill Road and Collins Industrial Way	Scenic Highway (SR 124) and Sugarloaf Parkway intersection improvements*
		University Parkway (SR 316) intersection improvements (Hi-Hope Road to US 29/SR 8/Winder Highway)	Sugarloaf Parkway and Old Norcross Road intersection improvements
Road Extension	Nash Street Connector Roadway Project	N/A	N/A
Safety and Alignment	Paper Mill Road Safety and Alignment Project from Springlake Road to McCart Road	N/A	N/A
Sidewalks and Pedestrian Safety	Completion of sidewalk projects from 2014 SPLOST	Grayson Highway (SR 20) sidewalks (Simonton Road to Park Place Drive, 1,600 ft)	Sugarloaf Parkway sidewalks (Kendall Park Drive to Five Forks Trickum Road, 650 ft)
		New Hope Road sidewalks (south side) (Scenic Highway/SR 124 to Herbert Hayes Drive, 750 ft)	
Widening	N/A	N/A	Sugarloaf Parkway widening (Old Norcross Road to Scenic Highway/SR 124) (4 to 6 lanes)*
Other	Duluth Highway (SR 120) improvements from University Parkway (SR 316) to Medical Center Boulevard	N/A	N/A

*Additional funding will be required to complete the project

A large, stylized graphic on the left side of the page. It consists of several concentric circles in shades of orange and red. A large, solid orange triangle points towards the center of the circles, creating a sense of depth and focus.

APPENDIX

C

COMMUNITY ENGAGEMENT

APPENDIX C: COMMUNITY ENGAGEMENT

COMMUNITY ENGAGEMENT PLAN

The City of Lawrenceville is undertaking a combined effort to update its Comprehensive Plan and rewrite its Zoning Ordinance, both guided by a single, unified community engagement process for a more efficient process and aligned outcomes. The new Comprehensive Plan and Zoning Ordinance will have a significant impact on the future policies, initiatives, built environment and resulting lifestyle for Lawrenceville residents and it is critical that they are aligned with the community's vision and have its support. The city will work with the public throughout the process to ensure the concerns and aspirations of the community are understood and incorporated in the new plan and regulations. This Community Engagement Plan outlines the combined approach to public involvement, project schedule, key engagement opportunities, and communications strategy for the 2040 Comprehensive Plan and Zoning Ordinance rewrite.



GOALS

2040 Comprehensive Plan

The Comprehensive Plan establishes the framework for the city regulations and is the official statement of its future vision. The City's existing Comprehensive Plan was adopted in 2008, and much has happened since then that needs to be reflected in the plan's update, including the continued redevelopment of its historic downtown, improvements along GA Hwy 316, the expansion of the Georgia Gwinnett College, and the construction of new downtown park, the Lawrenceville Lawn. In addition, the current plan was prepared during the start of the Great Recession, and overall demographic and economic trends that were fueling rapid growth in the greater Lawrenceville community up to that point dramatically changed right after. All this along with ongoing planning efforts in the community will need to be reviewed and analyzed, in order to update and revise the community's vision for the future and establish a sound foundation for making future rezoning and capital improvement decisions.

The City must complete its plan update, receive Georgia Department of Community Affairs (DCA) approval, and adopt the plan no later than February 2019, but would like to have a draft plan completed in time to transmit the plan to the Atlanta Regional Commission (ARC) in October 2018. The plan must also meet or exceed the latest DCA Local Planning Standards that were made effective in March 2014, standards that call for a different format and organization that the current plan exhibits.

Zoning Ordinance

The goal of the Zoning Ordinance rewrite is to develop regulations that better reflect the community's vision, are simple to navigate and understand, and allow sufficient flexibility to encourage innovation while holding high standards for future development.

APPROACH

The public involvement process will be guided by the principles of transparency, engagement, inclusivity, and education:

Transparency

All opportunities for engagement, input received, draft materials, and decisions made will be published to the project website. Key activities will be publicized through various media channels.

Engagement

Involvement opportunities will be engaging, favoring dialogues over presentations and the community's voice over the consultant team's voice. Community members with detailed knowledge of the existing code will be able to provide particularly valuable feedback and will be sought out throughout the process.

Inclusivity

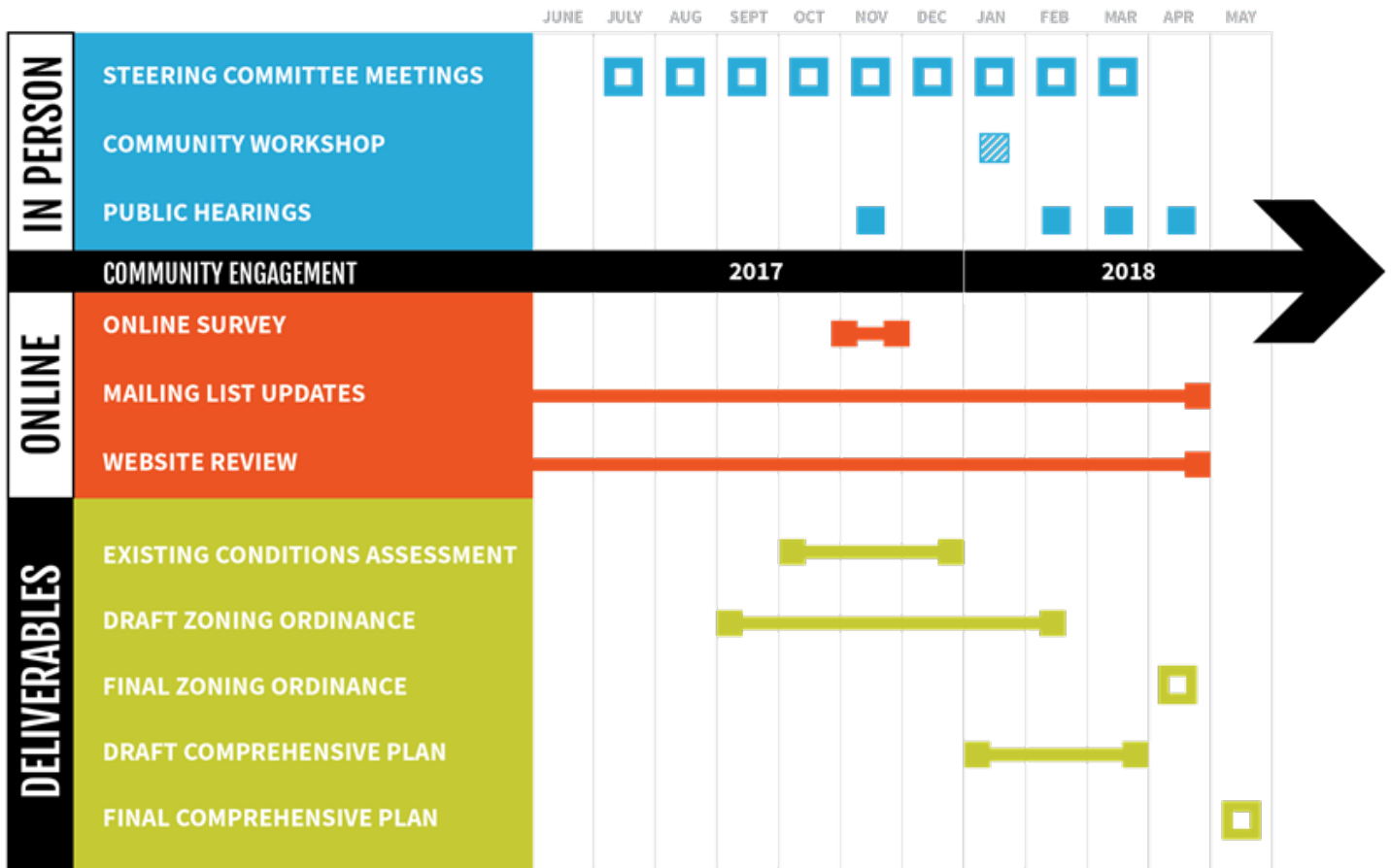
Multiple engagement formats will provide opportunities for community members to contribute and will extend the reach of voices heard to reflect the geographic and demographic diversity of the city.

Education

Participants will deepen their understanding of the role, functions, and impact of the Comprehensive Plan, Zoning Ordinance, and related planning efforts and regulations through their involvement with the planning process.

PROJECT SCHEDULE

The Comprehensive Plan update and Zoning Ordinance rewrite will take place across concurrent, slightly staggered timelines over the course of a year, beginning in June 2017 and ending in May 2018.



Zoning Ordinance Schedule

The Zoning Ordinance rewrite began in June 2017 with a tentative adoption date set for April 2018. Stakeholder interviews will be conducted at the beginning of the planning process and Steering Committee meetings will begin in July 2017 and occur monthly throughout the planning process. The initial code review and analysis will be conducted in May and June and draft revisions to the ordinance will begin in late June. In January 2018, a community workshop will be held to share progress and solicit feedback from community members. Testing of the revised code and map will take place in December and January, followed by revisions and development of the final code in February and March 2018. The revised ordinance will then go before the Planning Commission in February and City Council in April 2018.

Comprehensive Plan Schedule

The Comprehensive Plan will begin in October 2017 with the first joint Steering Committee meeting. The Existing Conditions Assessment will be conducted by the planning team from October to December 2017. A joint community workshop will be held in

January 2018 to discuss both the community’s vision for the future and the draft revisions to the zoning ordinance. The draft plan, including the Future Development Map and Community Work Program, will be compiled from January to March 2018. The draft plan will be presented to the Planning Commission and City Council in March 2018, sent for state and regional review in April 2018, and revised and adopted in May 2018.

KEY STAKEHOLDERS

Everyone who lives, works, or plays in Lawrenceville has a stake in the outcomes of this project, and all will be invited to participate. Key stakeholders represent larger groups of community members or have extensive technical knowledge and include:

- Elected and appointed officials
 - Mayor
 - City Council
 - Planning Commission
 - Board of Appeals
 - Downtown Architectural Review Board
 - Lawrenceville Development Authority
 - Lawrenceville Downtown Development Authority
 - Lawrenceville Housing Authority
- City staff
 - Community Development Department
 - Planning and Development Department
 - Engineering Department
 - Water Resources
 - Street and Sanitation Department
- Neighborhood representatives
 - Lawrenceville Neighborhood Alliance
- Representatives of related entities (e.g. Gwinnett County, Gwinnett County Public Schools)
- Community group leaders
- Nonprofit organization leaders
- Business organization leaders
- Developers
- Design and real estate professionals

ENGAGEMENT OPPORTUNITIES

The community engagement process will include opportunities for the broader public to provide input through the community workshop and online survey, as well as targeted engagement with individuals who have a technical understanding of the existing code through stakeholder interviews and the Steering Committee. The project website will be the platform for bringing together the feedback gathered from these input sources and sharing it with the community to ensure a transparent process and continuous feedback loop.

Steering Committee *Members*

The Steering Committee will work with the planning team throughout the rewrite process, offering insight, providing feedback on draft materials, and giving direction for next steps. Ideal Steering Committee members will be actively engaged in the community, be willing to share project information with their networks, and may have previous experience reviewing or implementing the Zoning Ordinance. A committee of approximately 15 people will provide a breadth of perspectives while

optimizing conversational efficiency. Recommended Steering Committee members include:

- Ben Bailey | Business Owner
- Peter Bronnum | Realtor
- Brad Crowe | Planning Commission
- Allen Hoskyn | Faith-Based Community Leader
- Rory Johnson | Neighborhood Leader and Board of Appeals
- Gerold Martin | Neighborhood Leader
- Lee Merritt | Industrial Property Owner and Architectural Review Board (ARB)
- Linda Nash | Downtown Development Authority and ARB
- Fisher Paty | Downtown Business Community
- Rafael Ramirez | Business Owner
- Keith Roche | City Council Representative
- David Still | City Council Representative
- Austin Thompson | ARB
- Mary Thomson | Neighborhood Leader
- Lee Tucker | Land Use Attorney

Logistics

The Steering Committee will meet on a monthly basis, nine times over the course of the project. Steering Committee meetings will be set for the second Thursday of every month and will be held at Lawrenceville City Hall from 5:30 to 7:30 pm. Members of the public may attend, but not participate in, Steering Committee meetings.

The committee was initially formed as part of the Zoning Ordinance rewrite process and early meetings focused on that effort. The kick-off meeting will focused on reviewing the role of zoning in the context of other city regulations and plans, discussing the unique characteristics of Lawrenceville that should influence the regulations, and reviewing the initial assessment of the zoning code performed by the planning team. Subsequent meetings will include content related to both the Zoning Ordinance and the Comprehensive Plan, such as a review of the analysis and content drafted by the planning team in the interim, the overall community vision, key needs and opportunities, and the draft Future Development Map and Zoning Map. Meetings may also address upcoming community engagement activities and progress made in other planning initiatives that that may impact the Comprehensive Plan update and Zoning Ordinance rewrite. Tentative dates and topics for Steering Committee meetings are:

Date	Zoning Topic	Comprehensive Plan Topic
July 20th, 2017	Kick-off Meeting and Project Overview	N/A*
August 10th, 2017	Uses and Definitions	N/A*
September 14th, 2017	Districts and Overlays	Incorporation with Zoning Effort
October 12th, 2017	Process and Procedures	Community Vision
November 9th, 2017	Supplemental Regulations	Needs and Opportunities - SWOT
December 14th, 2017	Downtown	
January 11th, 2018	Parking and Landscaping	Assessment and Workshop Preview
February 8th, 2018	Non-conformities and signs	Draft Future Development Map
March 8th, 2018	Zoning Map	Draft Implementation Program

*Meeting took place prior to the beginning of the Comprehensive Plan project.

To maximize discussion time during these meetings, the planning team will provide materials to the Steering Committee in advance of each meeting for review. Meeting minutes highlighting key discussion points and next steps will be provided after each Steering Committee and posted to the project website.

Stakeholder Interviews

Interviews will be conducted in person or by phone, depending on the availability of interviewees. A summary of stakeholder interview results will be posted to the project website.

Comprehensive Plan/ Zoning Ordinance

Stakeholders with experience using the Zoning Ordinance and Comprehensive Plan will have the strongest insights into how it supports or inhibits the development and redevelopment process. Interviews will be conducted with these individuals to identify points of confusion, frustration, and debate within the existing plan and Zoning Ordinance, as well as opportunities to provide additional clarity and flexibility to encourage a more efficient development process with results that meet the community's vision. Ideal participants will include city staff, developers, design professionals, members of the Planning Commission or Architectural Review Board, and other individuals with previous exposure to the documents.

Community Workshop

The Community Workshop will engage a broad cross-section of the community in the planning process. It will be held mid-way through the planning process, giving participants an opportunity to review the analysis and draft materials created to date and provide input prior to content finalization. The workshop will be interactive, aimed at educating the public about the process, facilitating dialogue between community members, and getting feedback on critical issues. The event may take one of two forms:

Small Group Discussions: Interactive displays will be set up for participants to begin reviewing content and providing feedback upon arrival. The planning team will begin the meeting with a brief presentation about the role of Comprehensive Plan and Zoning Ordinance, the planning process, and the goals for the workshop. The group will then spend the majority of the workshop in smaller breakout groups, rotating through a series of three to four discussion topics identified by the Steering Committee as those in greatest need of community feedback. This structured workshop format engages the community in a shared dialogue and provides a depth of feedback around a few critical issues.

Open House: An open house format is an informal approach to a community workshop. It trades a formal presentation and structured discussion groups for a “gallery walk” with informational displays set up throughout the space. Participants will be given feedback sheets to respond to content along the way, and some of the displays will be interactive, soliciting participant responses, such as through map annotation, sticker voting, or free response. Members of the planning team will circulate through the event to speak with participants and answer questions. The informal style is well suited to fit a range of participant schedules and address one-on-one concerns.

The community workshop will be held January 25, 2017 at a location downtown or at Lawrenceville City Hall. A summary of workshop content and participant feedback will be posted to the project website.

Online Survey

Several short, online surveys will expand the project reach to include members of the community who may be unable or unwilling to participate in person, each targeted to a particular topic. The surveys will be distributed between November 1 and January 20, 2017, allowing time to collect, analyze, and summarize survey highlights before the community workshop. They will be promoted through the project mailing list, project website, city website, social media, and press releases. A flyer will be provided for stakeholders to distribute to their networks. Survey results will be posted to the project website, discussed with the Steering Committee, and highlighted at the community workshop.

Public Hearings

Public hearings will be held for both the Comprehensive Plan and Zoning Ordinance to present recommendations to the Planning Commission and City Council and provide additional opportunities for public comment. There will be two public hearings for the Comprehensive Plan, one at the beginning of the process in November 2017 and one after the draft plan has been prepared in March 2018. The revised Zoning Ordinance will be presented to the Planning Commission the first week of February 2018 and will go before City Council for adoption the first week of April 2018.

Communications Strategy

The project communications strategy is aimed at delivering useful, timely information to a broad set of community members. A variety of media will be used to connect with diverse individuals, and stakeholder networks will be leveraged whenever possible to extend the reach.

Branding

Project branding will be used to make the project easily identifiable and create visual continuity. The project will be branded as “Lawrenceville Forward: A Smarter Strategy for our Future,” tying into the “smart” piece of the city’s Heart, Art, Smart branding. The project logo (right), color palette, fonts, and other visuals will be consistent with the city’s overall branding scheme.

City Website

The city website will be a springboard for sharing project content with the Lawrenceville community. A brief explanation of the Zoning Ordinance Rewrite efforts and a link to the project website will be posted on the Planning and Development Department page, and important dates will be added to the city's calendar of events.

Project Website

Project information and online engagement will be housed on a custom project website, www.lawrencevilleforward.org. The site will be clean and easy to navigate with five main pages:

- Home: The Home page will have a brief project summary, highlights about upcoming activities, a mailing list sign up form, and links to featured information on the site.
- About: The About page will have more detailed information about the project purpose, schedule, Steering Committee, planning team, and related planning efforts.
- Participate: The Participate page will be the hub for community engagement, including an events calendar and the online survey.
- Review: Meeting summaries and draft materials will be posted on the Review page to provide transparent access throughout the planning process. Regular updates of project materials will allow community members to verify what has been heard and what decisions have been made.
- Contact: The Contact page will have an embedded contact form, the contact information for the project team, and the project email address, lawrencevilleforward@lawrencevillega.org, providing an avenue for community members to submit comments and concerns throughout the planning process.

Mailing Lists

Direct contact with individuals interested in engaging with the process will occur through the project mailing list. Individuals can sign up for the mailing list through the project website or by signing in at an in-person event. Steering Committee members will be encouraged to send a link to the mailing list registration to their contacts at the beginning of the planning process to help build the contact list. Event notices, the publication of draft materials, and project updates will be sent to these recipients.

Strategic Contacts

Strategic points of contact will be used to build the mailing list at the beginning of the project. Steering Committee members, as well as leaders from neighborhoods, faith-based organizations, schools, and other community groups who regularly work with the city on planning projects, will be contacted and asked to share project information with their networks. Digital flyers will be included with project mailing list emails and recipients will be encouraged to forward them to their own contact lists.

Social Media

Social media posts will be distributed through the city's Facebook and Twitter accounts to expand the project audience. The planning team will provide a post schedule and content to the city's communications staff to distribute.

Press Releases

Press releases will be provided to media outlets throughout the planning process, including the project launch, public hearings, community workshop, and the publication of key deliverables. Press releases will be posted on the city website and distributed to newspaper, digital media, television, and radio outlets, as directed by the City Communications staff. Likely press outlets include:

- Gwinnett Daily Post
- Gwinnett County News (CBS46)
- Lawrenceville 11 Alive (NBC)
- Patch

Review Process

Communications materials will be drafted by the consultant team (Jacobs) and provided to the City of Lawrenceville staff for review prior to distribution.

STEERING COMMITTEE MEETING #3 MINUTES

September 14, 2017 | 5:30 to 7:30 p.m.

Lawrenceville City Hall, 3rd Floor GwMA Large Conference Room

WELCOME, INTRODUCTIONS, AND ZONING NEWS

Jeff West, director of the Lawrenceville Planning and Development Department, welcomed the committee and kicked off the meeting. Attendees included:

Steering Committee Members

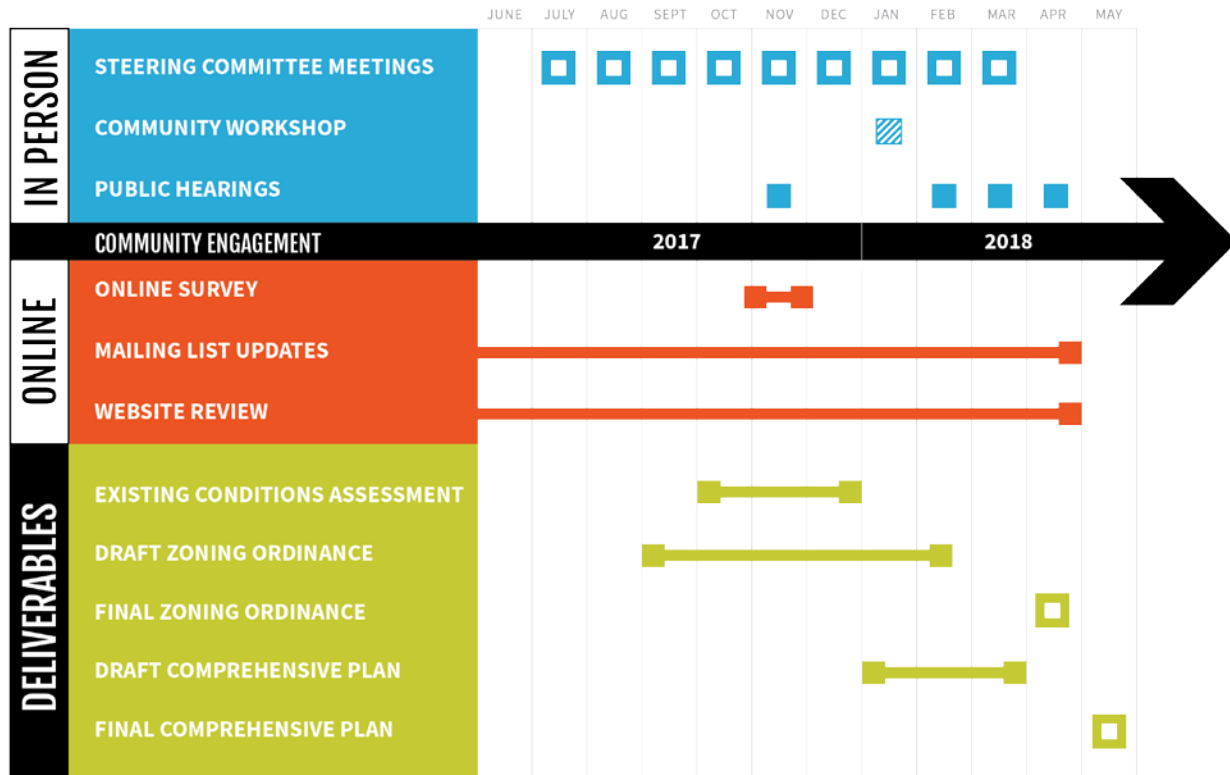
- Peter Bronnum
- Allen Hoskyn
- Gerold Martin
- Linda Nash
- Fisher Paty
- Austin Thompson

Project Team

- Jeff West, City of Lawrenceville
- Josh Ferguson, City of Lawrenceville
- Jim Summerbell, Jacobs
- Paul Culter, Jacobs
- Meghan McMullen, Jacobs

In recent zoning news, Jeff announced the city had recently selected Jacobs, the consultants for the Zoning Ordinance rewrite, to update its Comprehensive Plan. To maximize the alignment between the Comprehensive Plan and the revised Zoning Ordinance and to save costs, the community engagement processes for the two projects will be combined. The approach will not alter the project schedule for the Zoning Ordinance rewrite, which is still expected to be completed in April 2018; the final 2040 Comprehensive Plan is scheduled for adoption in May 2018. (See *Figure 1 below for an overview of the combined project schedule.*) Steering Committee members were asked if they would be willing to serve on a joint committee, expanding the scope of their advisory role to include the Comprehensive Plan, and all those present agreed.

Figure 1. Revised Project Schedule – Combined Zoning Ordinance and Comprehensive Plan



Jim Summerbell, the project manager for Jacobs, provided an overview of the role of the Comprehensive Plan and how it will relate to the ongoing Zoning Ordinance rewrite. The Comprehensive Plan is the overarching policy and strategy framework for a city. Its core elements, as required by the Georgia Department of Community Affairs, are the 1) community vision and goals, 2) key needs and opportunities, and 3) community work program. It considers a planning horizon of 20 years—in this case, 2017 to 2040—with a focus on what can be done over the next five years to advance the community’s long-term vision. The primary topical elements are land use, transportation, housing, and economic development, and, to a lesser degree, other aspects of a community that impact its quality of life, such as education, parks, and recreation. A Comprehensive Plan both builds off related recent and ongoing planning efforts—such as the City’s small area plans for Downtown and the College Corridor or the County’s Comprehensive Transportation Plan—by tying together pieces of existing plans and sets the direction for future functional plans, implementing ordinances, capital improvements, and administrative processes. The Zoning Ordinance is a key implementation tool for a comprehensive plan. Often, one recommendation of a comprehensive plan will be to revise the city’s zoning ordinance to better reflect the community vision for land use captured during the planning process. In Lawrenceville’s case, an integrated process will allow the zoning districts and maps to be updated simultaneously to ensure alignment with the new 2040 Comprehensive Plan.

Committee members shared ideas for how to best connect with the community throughout the planning process, given the limited budget for public outreach and focus on online engagement. Suggestions and comments included:

- Make sure we are connecting to diverse groups of people using differentiated communication methods.
- Coordinate with Utility Services to send out survey notices in their mailers. Check with Lisa Sherman from the Economic Development Department about the process. Some customers pay in person, others pay by mail or online. Try to connect through all means. May want to have paper copies of the survey available at the utility office or have a link to the online survey on their website.
- Send notices through the mailing list for the Economic Development Department.
- Send press releases to Lawrenceville Patch.
- Survey people at community events.
- Connect with Georgia Gwinnett College to have students help promote the Comprehensive Plan and Zoning Ordinance through efforts such as surveying community members. Faculty and staff there are always looking for ways to connect the students with the community. Jen Wonder, Douglas Johnson, and Merri Brantley (Director of External Affairs) may be good points of contact.
- Committee members will share information about the Comprehensive Plan update and Zoning Ordinance rewrite with their networks and will help promote the community engagement activities.

OLD BUSINESS

Committee members were given an opportunity to bring up questions or comments related to material discussed at previous meetings. No comments were made at that time.

REVIEW AND DISCUSS DRAFT MATERIALS

Drafts of two articles of the revised ordinance were discussed: Article 6 – District Regulations and Article 7 – Supplemental Use Regulations. Committee members were provided with the draft articles a week before the meeting to review. Paul Culter, a consultant from Jacobs, provided an overview of the purpose and primary elements of each article then opened the floor for discussion.

ARTICLE 6 – DISTRICT REGULATIONS

Overview

Article 6 – District Regulations addresses the allowable uses within each of the zoning districts, the general purpose of each district, the size and location of structures, and miscellaneous provisions for certain districts, such as the configuration of off-street parking, that are applicable only to a given

district. A table comparing the districts from the existing and revised code is provided at the beginning of the article to clarify changes in district names or new districts.

In previous sessions, the team discussed creating a more consolidated list of general uses with strong definitions (for example, “retail less than 5,000 square feet” rather than listing multiple individual retail uses) to increase the flexibility and longevity of the code. In interim discussions with the City’s planning staff, they expressed a preference for a more specific use table, as they feel more comfortable interpreting a document with greater specificity. The current draft of the Use Table shows more specific uses and has only been partially been populated at this time; the permitted uses, special uses, and accessory uses allowed in each district will undergo additional revisions.

Comments

Comments from committee members included:

- Formatting and Language
 - The overall format is easy to navigate and understand.
 - References in the use table to the relevant Article 7 - Supplemental Use Regulations sections are helpful.
 - For the use table, organize the categories on the x-axis and y-axis in the same order: agricultural, residential, office, commercial/mixed use, and industrial.
 - For the district descriptions, make sure section B is consistently labeled “size and location of structures.”
 - Change the name of RM-12 from “Apartment Residential” to “Multi-family Residential” to be more inclusive of different ownership structures.
 - Change the abbreviation for Manufactured Home Residential from “M” to “MH.”
 - Clarify the description for the ON Office/Neighborhood district to explain that it is meant for the conversion of homes to businesses, but allows for compatible new development at the same scale.
 - Clarify that if an existing, non-conforming home that is smaller than the specified minimum allowable square footage for a given district is destroyed, it can be rebuilt at the same size.
- Substantive Revisions
 - The ordinance doesn’t allow mid-rise development (more than 3-4 stories) by right, based on current height restrictions. May want to ask the community if there are places they think mid-rise may be appropriate during the Comprehensive Plan visioning process.
 - If we want more multi-family downtown, we need a zoning district that permits it by right. Right now there isn’t a good fit for something like a five-story condominium building without getting a special use permit.

- Should compare the allowable heights to the Gwinnett County zoning ordinance, which typically allows higher, denser development than what is currently permitted in Lawrenceville.
- Consider revising RM-HR to allow all types of multi-family housing, not only senior housing. Would prefer to have neighborhoods and developments with more diversity. Current regulations may be unnecessarily restrictive.
- **Downtown**
 - Would like to consolidate existing downtown districts into a single category.
 - The BGC Central General Business district may also be redundant, as it addresses the core area of downtown surrounding the historic courthouse.
 - Consider reducing the size of the downtown district to only the core area.
 - The vision for the downtown area is expanding, but asymmetrically, toward city hall.
 - Need to talk to elected officials about their openness to changing or eliminating the downtown overlay in favor of a single district.
 - The current downtown overlay addresses both form and use; overlays typically only address form. This creates conflicts with the underlying zoning. For example, there is a commercial property currently for sale downtown that is zoned BG General Business, but the overlay only allows townhomes.
 - Postpone the Steering Committee discussion of the downtown zoning until getting a better idea of the overall vision for downtown through the Comprehensive Plan effort.
 - Q: If we were to reduce the scope of the downtown overlay, would that eliminate the Downtown Development Authority's (DDA) ability to oversee development?
 - A: No, the DDA's jurisdiction is separate from the boundaries of any zoning district.
- Keep the vision bold and modern. Lawrenceville is more than a small town; it is and will continue growing as the economic engine of Gwinnett County.
- Need to be open to new regulations and processes, not be tied to the existing ways of doing things. How much is a legacy of leadership?

ARTICLE 7 – SUPPLEMENTAL USE REGULATIONS

Overview

Article 7 – Supplemental Use Regulations addresses additional regulations specific to certain uses that apply across all zoning categories. These typically apply to uses with significant negative externalities to alleviate negative impacts on adjacent properties. The current draft regulations are not exhaustive and supplemental standards for additional uses (e.g. solar panels) will be added.

Comments

- For the reference in section 704.5 Outdoor Storage, be more specific: “General Code of Ordinances (Property Maintenance Ordinance).” Staff prefers not to mention the exact section number because it will likely change in the General Code, not be updated in the Zoning Ordinance, and become outdated.

WHAT'S NEXT?

The next Steering Committee meeting will be Thursday, October 12th from 5:30 to 7:30 p.m. to discuss the overall community vision for the Comprehensive Plan and processes, procedures and General Provisions for the Zoning Ordinance. The previously scheduled dates for the online survey and community workshop have been changed to take place after the existing conditions assessment for the Comprehensive Plan has been conducted. The online survey will now take place in November 2017 and the community workshop will be held in January 2018. The project website is currently being updated as a combined site for the Zoning Ordinance rewrite and the 2040 Comprehensive Plan; the committee will be notified when it is published.

STEERING COMMITTEE MEETING #4 MINUTES

October 12, 2017 | 5:30 to 7:30 p.m.

Lawrenceville City Hall, 3rd Floor GwMA Large Conference Room

WELCOME, INTRODUCTIONS, AND ZONING NEWS

Jim Summerbell, Jacobs Project Manager, welcomed the committee including two new members Keith Roche and David Still, and kicked off the meeting. Attendees included:

Steering Committee Members

- Brad Crowe
- Allen Hoskyn
- Rory Johnson
- Lee Merritt
- Linda Nash
- Fisher Paty
- Keith Roche

- David Still
- Mary Thompson

Project Team

- Jeff West, City of Lawrenceville
- Josh Ferguson, City of Lawrenceville
- Jim Summerbell, Jacobs
- Paul Culter, Jacobs

Paul Culter, planning consultant with Jacobs, provided an overview of the meeting agenda, as well as upcoming meeting topics with the committee. He stressed that this is intended to be an open forum for discussion and that the role of the consultants and staff at this meeting were to help facilitate and record the proceedings. The focus will of the group will be the development of the Comprehensive Plan update and providing high level feedback on the Zoning Ordinance as Jacobs is working closely with staff on the technical updates to the ordinance.

In zoning news, Jeff West, Planning and Development Director, announced that the City View has broken ground, and the new development around South Lawn was submitted to ARC for Development of Regional Impact (DRI) review.

OLD BUSINESS

Committee members were given an opportunity to bring up questions or comments related to material discussed at previous meetings. No comments were made at that time.

REVIEW AND DISCUSS DRAFT ZONING ORDINANCE MATERIALS

Paul walked the committee through updates to Article 1, General Provisions and Article 3, Administration and Enforcement. With respect to Article 3, Paul identified that we would hold off discussion on Section 306,

Downtown Architectural Review Board, as we would revisit this and the Downtown District regulations once we had direction from the Committee as a part of the Comprehensive Plan Update input. There were no recommended changes in Article 1.

ARTICLE 3 – ADMINISTRATION AND ENFORCEMENT

Overview

Article 3 – Administration and Enforcement addresses the roles and responsibilities of the various decision makers in administering the Zoning Ordinance.

Comments

- Table 101-1: Remove of the check mark under Downtown Architectural Review Board in the Variance row.
- Section 303 C. 1. Board of Appeals, Dimensional and Locational Variances: Rewrite the subsection for clarity. Jeff suggested identifying the types of dimensional variances permitted (e.g. setback, height, and lot size).
- Section 303 C. 2. B. Board of Appeals, Appeal of Administrative Review, Stay of Proceedings: Rewrite the subsection for clarity.
- Section 304 Planning Commission: The desire would be to move the information here in the Zoning Ordinance, as presented, rather than keep it in the General Code where it currently resides.
- Section 306 Downtown Architectural Review Board: Should set a regular date and time for the board to meet, reconsider the composition of the board and modify the section to permit more opportunities for administrative approvals to be more “business friendly.”

COMMUNITY VISION

Jim Summerbell walked the committee through visioning and character areas exercises to discuss the overall vision for the city and begin identifying location-specific visions for each distinct character area.

GENERAL VISION STATEMENT

The existing visions for multiple plans were reviewed and discussed, including the current Comprehensive Plan, 2015 Economic Development Strategic Plan, Downtown Master Plan, and new city branding. Additional concepts not included in the existing vision statements were also discussed. Of the existing vision statements discussed, the group most preferred the spirit of the new branding statements, but would like a more concise version.

The committee believes that the new vision should include the words/thoughts: art & culture, knowledge center, progressive, business friendly, bold, thriving, healthy, strong sense of community, compassionate city, and respect & culture. The new vision statement should also stress the regional economic impact of the city. Certain words and phrases they also desired **not** to be included in the statement are: college town (instead they group prefers knowledge center), modern, traditional, and quirky.

The committee desires a “short” vision statement, and they see the new vision statement as a shorter version of the branding effort. Jim asked the group how they would like to proceed with crafting the new vision statement, and the group suggested engaging Lisa Sherman to use their feedback to craft a draft vision for the City. Jim said he would work with Lisa before the next Steering Committee meeting to come up with a new statement for their review.

FUTURE DEVELOPMENT MAP

Jim Summerbell explained that the Future Development Map is a geographic representation of the general visions statement. He reviewed the current 2030 Future Development Map taking the committee through a review of the nine character areas and two overlay areas in the current plan. Discussion included:

Preferred Vision Phrases

- Art and culture
- Knowledge center
- Progressive
- Business friendly
- Bold
- Thriving
- Healthy
- Strong sense of community
- Compassionate city
- Respect and culture

Downtown

Is it “right sized”?

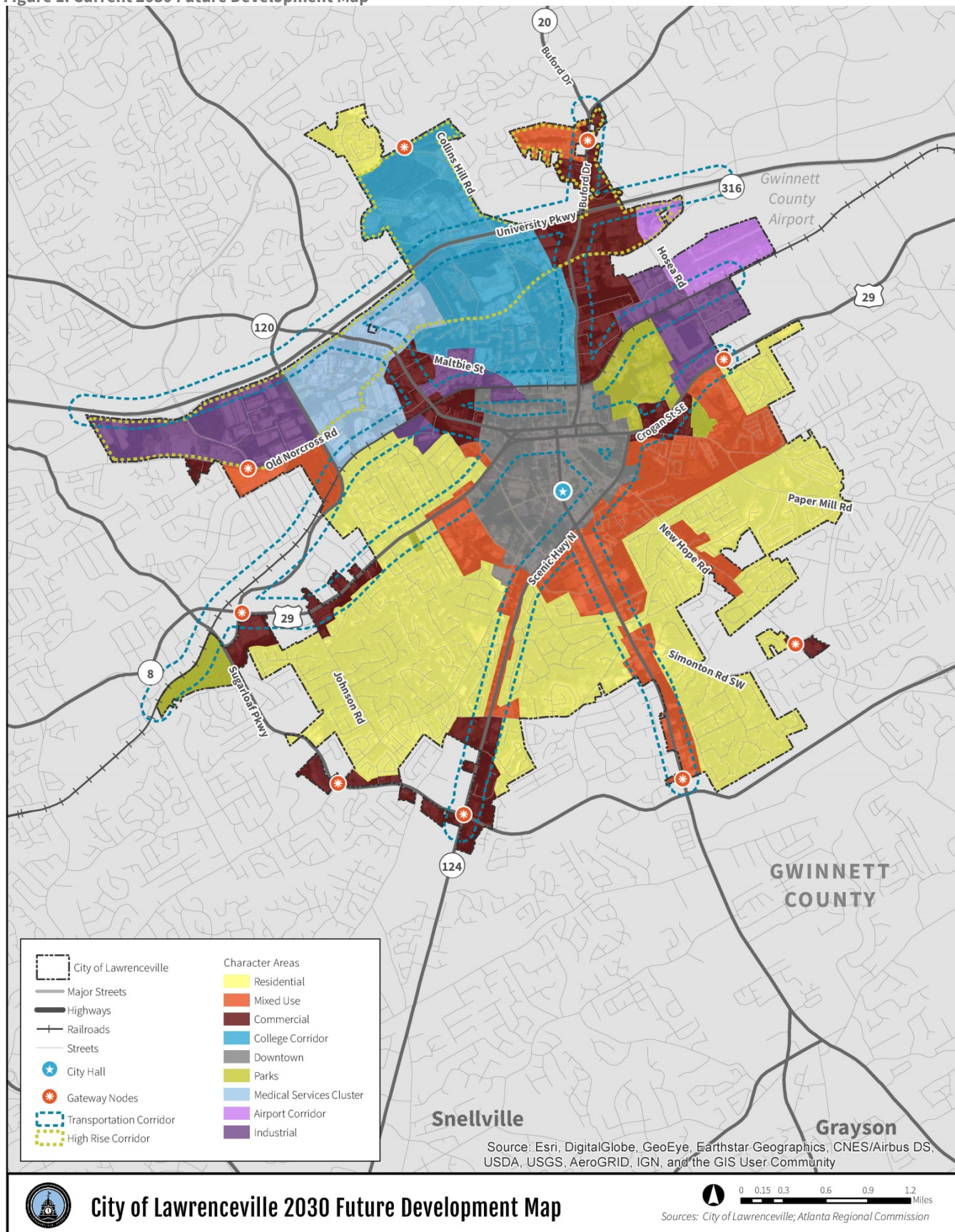
- Mixed uses are replacing commercial properties, which is okay.
- Desiring higher density and a mix of uses.
- Should be a live, work, play area.
- Keep historical context, keep it walkable, and be forward thinking.
- Current boundaries were established through a process that was rushed in an effort to get a plan done and funded through a state grant, and they may not accurately represent the area.

Transportation Corridor

Is it needed?

- Consider:
 - Walkability
 - Freight movement (out of Downtown)
 - Deterring pass through traffic , and
 - Complete Streets.
- The committee wants to keep it, but elaborate on the role of the different corridors, and look closely at alternative transportation modes to the automobile, maybe even golf carts and autonomous shuttles.

Figure 1. Current 2030 Future Development Map



High Rise Corridor

Should the overlay be eliminated or contracted?

- Current “overlay” encompasses many industrial areas along 316, which may be too extensive, especially near the airport.
- Need to define “high rise.” As currently envisioned, it is buildings over 5 stories?

Commercial

Are locations okay?

- Commercial will look different in future with the potential for fewer brick and mortar stores.
- Area should be open for mixed-use redevelopment, current mapping reflects existing pattern.
- These areas should be viewed as redevelopment areas.

Mixed Use

Scrap this Character Area and consolidate with other character areas?

- District is a “catch all” focused on a horizontal mix of uses.
- Currently serves as transitional area, primarily containing higher density residential.
- Houses on SR 124 are being converted to offices and they don’t look residential, it is clear that the converted homes to offices are just that..
- Better description of this district is “Live, Work, Play, Visit, Learn.”

Residential

Currently established based on the era in which the dwellings were built. Keep this?

- Difference between “old” and “old and important.” Focus on keeping important.
- Suggest mapping age of all houses on a map and committee can decide on a path forward for the Residential Character Area.

College Corridor

- Unrealistically large, especially south of SR 316.

Medical Center

- Character area is fine as is.

Airport Corridor

- Haven’t taken advantages of the airport opportunity.

Industrial

Area seems to include schools – is this Character Area too large?

- Have had requests in this area for hotels and offices.
- The two central Industrial islands should be changed to something else – more compatible for the location they’re in.

Parks

- These are not character areas; they should be amenities in all other character areas.
- Identify trails on the map and show connection to County system.

Gateway Nodes

- There are no gateway nodes identified on 316, which needs to be changed. Jacobs will take a first look at where they could be established.

Other discussion regarding the future development map included the “Entertainment District” and its role within the downtown. The general consensus was that the district is not separate from the downtown district, but an integral part of it.

COMMUNITY SURVEY

Jim Summerbell asked the committee what should be asked on a community survey. The committee noted the most important items to ask the community would be transportation preferences/options, revitalization of residential areas, trails, and downtown parking.

WHAT’S NEXT?

The next Steering Committee meeting will be Thursday, November 9th from 5:30 to 7:30 p.m. to discuss the community needs and opportunities for the Comprehensive Plan and Supplemental Regulations of the Zoning Ordinance. The project website is currently being updated as a combined site for the Zoning Ordinance rewrite and the 2040 Comprehensive Plan and will be called Lawrenceville Forward; the committee will be notified when it is published.

STEERING COMMITTEE MEETING #5

November 9, 2017

Lawrenceville City Hall | 5:30 to 7:30 pm

WELCOME AND PLANNING/ZONING NEWS

Jim Summerbell, project manager with Jacobs, welcomed the committee and introduced the goals for the November meeting:

- **Zoning:** Review and provide direction on Article 6 – Supplemental and Accessory Use Regulations
- **Comprehensive Plan:** Identify key needs and opportunities facing Lawrenceville now and over the next 20 years?

Jeff West, director of the Department of Planning and Development, shared an update on local planning and zoning news, noting that demolition permits had recently been issued for a dozen properties in preparation for the implementation of the College Corridor plan.

PROJECT UPDATE

The planning team updated the committee on the current status of project work:

Zoning Ordinance Rewrite

- Just over halfway through preparing a draft of the new ordinance
- Most recently drafted the Supplemental and Accessory Use Regulations article, to be discussed tonight
- Will address downtown zoning regulations next month

Comprehensive Plan

- Working with the Department of Economic Development to write the new vision statement
- First revised draft of the 2040 Future Development Map (FDM) ready for review
- Identifying key needs and opportunities tonight, which will guide the focus of the Existing Conditions Assessment
- Planning team actively working on the Existing Conditions Assessment

Steering Committee members were given an opportunity to ask follow up questions about topics discussed in previous meetings, as well as the draft 2040 Future Development Map, which was distributed to committee members prior to the meeting. Questions included:

- **Q:** How will the Future Development Map be used by the City?
 - **A:** One of the primary uses for the Future Development Map is as a piece of evidence to support a rezoning decision. The FDM is vetted by the community and should express its vision for how land will be used in the future. Each character area in the FDM will include a set of recommended zoning categories that fit the vision for that area. When a rezoning decision comes up, the FDM can be used as the rationale for allowing rezoning to another category that aligns with the community's vision or for denying a proposed rezoning that contradicts it. The FDM can also be used to guide public investment decisions, as the policies associated with each character area will include recommendations for the type of investments to be made in different locations.
- **Q:** Will this committee actively make changes to the zoning map? How else might changes be made?
 - **A:** Changes to a zoning map can generally be made in two ways: 1) a property owner can apply to rezone a property or 2) a municipality can proactively rezone a property. In general, the property owners will be the ones to initiate a zoning map change, so the map will change gradually as properties are redeveloped over time. This committee may make some proactive changes to the zoning map—for example, if a new zoning district is created through the process—to a limited degree toward the end of the process.

Committee members discussed their support of the changes made to the draft 2040 FDM and supported the overall direction shown. They specifically noted their support for shifting the vision for Scenic Highway back to that of a residential corridor, continuing to allow office uses that retain a residential form. The 2040 FDM will continue to be modified throughout the planning process.

REVIEW DRAFT ZONING CONTENT

Paul Culter, a member of the project team, presented highlights from the draft revised version of Article 6 – Supplemental and Accessory Use Regulations, which was provided for the committee to review prior to the meeting. He noted the change in article numbering due to a reorganization of the ordinance, as outlined in the committee packet. Article 6 provides more specific standards for certain uses that require additional restrictions (e.g. site development or design standards) to be compatible with surrounding uses. The standards apply to these uses throughout the city, regardless of zoning district. The use table in Article 5 – Districts includes a column indicating whether or not supplemental standards apply to a given use, directing users to reference Article 6 as applicable. He noted the new structure of the article, which combines the previous standards for supplemental use regulations and special use requirements, so the same set of standards applies for uses permitted by right or by special use permit. The process for applying for a special use permit was moved to Article 3 – Administration and Enforcement with other procedural requirements.

Requirements for accessory uses, those that are allowed as secondary uses on a property but not as principal uses, are also included in Article 6. Several proposed accessory uses not currently included in the zoning ordinance were discussed:

- **Dwelling Unit, Accessory (ADU):** Should allow ADUs, but establish a minimum lot size (e.g. ½ acre) and only permit for single-family detached homes. Committee members support ADUs as a source of additional rental housing, liking that landlords would also live on site and would likely maintain the quality of the units.
- **Food Trucks:** Currently, food trucks are only permitted for city-sponsored events, but the committee supports permitting food trucks as an accessory use for private purposes. They see food trucks as being a value add for flexible, on-the-go options and event catering in a number of potential locations, including the entertainment district, Downtown, recreation centers, places of worship, or parks. The committee requested examples of how peer cities have regulated food trucks successfully, to be discussed at a future meeting.
- **Garage or Yard Sales:** Should be allowed generally, but do need to add standards to provide clarity and maintain quality.
- **Solar Panels:** Support the addition of solar panels as a source of renewable energy and the addition of requirements to minimize potential negative externalities. Members noted a bike shop in Downtown Dacula with solar panel awnings as an example where this has been done well.
- **Trash, Recycling, and Donation Centers:** Committee members feel these facilities typically result in overflow items left outside for extended periods, which create problems. Prefer to prohibit outdoor donation centers and encourage people to make their donations at brick and mortar locations.

NEEDS AND OPPORTUNITIES ASSESSMENT

Allison Stewart-Harris, a member of the project team, transitioned the committee into a discussion of the key issues facing Lawrenceville and opportunities to improve the city moving forward.

STRENGTHS

- City leadership, including elected officials, staff, and community leaders
- An organic, authentic downtown
- Existing job centers:
 - Georgia Gwinnett College
 - Gwinnett Medical Center and surrounding medical services
 - Gwinnett Government Center
- Aurora Theatre, with a planned 600-seat addition coming in 2020
- Restaurant scene
- Shift toward embracing diversity (socioeconomic, cultural) (e.g. Baptist Church embracing Bosnian refugees)
- Transportation access (SR 316 as “Brain Train” connecting universities from Atlanta to Athens)
- There is momentum with investment happening in Lawrenceville now

- 3rd largest operating budget in Metro Atlanta due to utilities revenue
- Balanced tax base due to hospital, industrial development, and other commercial users
- Coworking space downtown
- Excellent city events
- Lawrenceville Boys and Girls Club is a national leader in arts programming

WEAKNESSES

- Lack of parking, especially Downtown
- Concentrated poverty
- Traffic, especially the Downtown bottleneck; Perry Street and Pike Street are particularly bad due to through traffic
- Lack of transportation options other than personal car
- Insufficient sidewalks (narrow and disconnected)
- Aged and lower priced housing
- Need modest housing walking distance to downtown jobs to serve that workforce
- Not enough restaurant/service industry staff
- Poor perception of schools
- Blighted properties
- No hotel downtown
- Diversity (creates some tensions)
- Food desert (few grocery stores, and they've been moving out)
- Hard to sell properties outside of the core Downtown area because regulations are too restrictive and confusing
- Not enough industrial property, would like to annex/add more

OPPORTUNITIES

- Reroute through traffic away from Downtown
- Expand or enhance bus routes
- Leverage growth from hospital, university, and government center
- Attract local employees to become Lawrenceville residents
- New fine arts magnet being created within Central Gwinnett High School
- Growing arts and cultural activity
- Continue to hold concerts, festivals, and other events that are accessible to all and encourage interaction
- Brain Train along SR 316
- Spread the energy—things are happening in Lawrenceville!
- Affordable place to live for young people and families
- Demand for more parks and trails at a significant scale, something like the BeltLine
- Annexation, particularly industrial properties

- Impacts and potential benefits of how people will work in the future; likely trend toward more teleworking and coworking spaces
- Attract more retirees (who aren't impacted by the school system) with nice housing with good access to medical services and amenities
- Georgia Gwinnett College provides education that can transform the trajectory of a family within a single generation
- Create public spaces where people can bump into each other casually and frequently, and be intentional about facilitating more meaningful interaction
- Integrate shared spaces in residential developments to encourage social interaction
- Lawrenceville is living the nation's future in the present; its demographics are already similar to what's projected for the country and the metro area in the future—want to be a model for what a truly diverse, welcoming, inclusive community looks like
- Acknowledge racial divisions of the past and move forward; Hooper Renwick building as an example; ready for the next level
- Connect real stories to buildings through museums, displays, art, and heritage sites
- Integrate new developments with their surroundings so they are not isolated; physical representation of inclusivity
- Draw more cultural facilities to Lawrenceville as drivers (did this with the Aurora Theatre)
- Provide high speed internet and fiber through utilities
- Empower and bring together leaders
- Encourage the halo effect around downtown to expand revitalization

THREATS

- Continued concentration of poverty
- Exacerbated traffic, especially downtown, with future growth
- Poor perception of schools deterring potential residents
- Kroger's imminent departure to leave another major vacancy and eliminate a food source
- Older housing may continue to deteriorate
- Need to accommodate future residents
- Water scarcity
- Increased expectations for amenities as municipal burden
- Not enough affordable, quality housing to keep up with growing demand
- Difficult to strike a balance between being a compassionate city and raising property values for residents who have already invested in the city
- Potential to get new development but miss the community building piece
- Some silos still exist between different groups of people
- Fiber competition from AT&T

COMMUNITY SURVEY

Meghan McMullen, a member of the project team, reviewed the upcoming community surveys. There will be two short surveys distributed in November and another two in December. The first one will focus on transportation issues, based on discussion at the October Steering Committee meeting. The other surveys will be developed around key topics discussed at the November meeting. Committee members were provided with a draft of the first survey prior to the meeting and asked if they had suggestions for how to improve it. They suggested sending a printable copy to churches and other groups that could print them for their members and making printed copies available at City Hall to accommodate people who don't take online surveys.

WHAT'S NEXT

The next Steering Committee meeting will be December 14 from 5:30 to 7:30 pm at City Hall and will focus on both the vision and regulations for Downtown. Surveys will be distributed in November and January, and the in-person community workshop will be held in January.

STEERING COMMITTEE MEETING #6

December 14, 2017

Lawrenceville City Hall | 5:30 to 7:30 pm

WELCOME, GOALS, AND PROJECT UPDATE

Jim Summerbell, the project manager, welcomed the committee and opened with the goals for the Downtown discussion related to both the Comprehensive Plan and Zoning Ordinance:

- **Comprehensive Plan:** Understand the vision and key challenges for Downtown Lawrenceville
- **Zoning Ordinance:** Build consensus around a streamlined approach to Downtown zoning that reinforces the vision

OLD BUSINESS DISCUSSION

Committee members were given an opportunity to ask questions about content from the previous meeting, which covered Article 6 – Supplemental and Accessory Use Regulations and the key needs and opportunities facing the community. There were no additional questions on those topics.

DOWNTOWN EXISTING CONDITIONS AND FUTURE VISION

Allison Stewart-Harris, a project planner, began the discussion with an overview of the goals established by the 2006 Livable Centers Initiative (LCI) and affirmed in its 2017 update, the current state of Downtown Lawrenceville, upcoming projects, and the key issues and opportunities identified through the planning process to date.

The committee supported the established goals for Downtown overall. They recommended several changes to the goals moving forward, including:

Established Downtown Goals from LCI Study

1. Organize the Downtown Study Area into a **series of character areas** around the Courthouse Square
2. Provide an **interconnected street system** supporting a range of route options, transportation modes, reduced congestion on major arterials and future development
3. Create a **sense of place** through quality architecture that responds to Historic Lawrenceville and is unique to the Downtown
4. Ensure that **walking** within Downtown is safe, convenient, and enjoyable
5. Provide **well maintained roads** that facilitate the smooth flow of traffic on the community's terms
6. Create a **dignified public realm** that encourages human interaction and promotes civic identity
7. Provide a **mix of land uses** within close proximity, while **protecting residential areas**

- Emphasize creating a sense of place
- “Dignified public realm” is a confusing phrase, consider rewording
- Encourage a mix of businesses
- Ensure it is ADA accessible
- Make it a place that is welcoming for anybody
- Focus the transportation goals around providing mobility choices
- Make it a live-work-play environment
- Think like a millennial when writing the goals, that’s who they want to attract

Recent successes include the creation of Lawrenceville Lawn, several new restaurants, the city’s first brewery locating in the Depot area, and the beginning of Heritage Trail. Upcoming projects will continue to build momentum and bring Downtown closer to its goal of becoming a vibrant, walkable, mixed use place. The South Lawn development, Hooper Renwick School project, City View development, return of Clayton and Perry Street to two-way roads, new townhome project from the Housing Authority, extension of Nash Street to Gwinnett Drive, College Corridor enhancements, draft Emerald Trail proposal, additional Gwinnett County Transit routes coming out of the Connect Gwinnett plan, and the expansion of the Aurora Theatre.

Based on the overall discussion of issues and opportunities facing Lawrenceville at the November Steering Committee meeting, those relevant to Downtown were identified and shared with the committee for confirmation:

Issues	Opportunities
<ul style="list-style-type: none"> • Funding for public projects • Overly complicated regulations • Regulations don’t support renovation • Transportation <ul style="list-style-type: none"> – High speed and volumes of through traffic on major roads – GDOT coordination – New street creation difficult – Lack of transit and bike facilities – Perceived lack of parking – Traffic bottlenecks • No hotel • Some rundown properties • Lack of grocery or convenience store • Need modest housing near jobs • Poor perception/performance of schools • Want more shared spaces 	<ul style="list-style-type: none"> • Market desire for downtown lifestyle • Existing momentum • Adjacent redevelopment catalyzed by South Lawn and City View • Aurora Theatre as arts anchor • Strengthened connection to GGC • Growing restaurant scene • Additional transit and bike facilities • Fine arts magnet at Central Gwinnett High • Hooper Renwick School redevelopment • Excellent city events

The committee affirmed the identified issues and opportunities overall. As updates, they noted that there is currently a plan for a hotel near the Aurora Theatre in the works, which is not public at this time, and the County is planning additional passive park space Downtown. The negative impact of state routes passing through Downtown was highlighted as one of the biggest issues and members suggested working with GDOT to create a bypass as a preferred way to address it. Increasing the number of people living Downtown was stressed as a desire moving forward, and members suggested targeting Downtown employees as potential residents as a strategy. Additional spaces and activities for kids would also be helpful.

DRAFT ZONING ORDINANCE CHANGES FOR DOWNTOWN

Paul Culter, a senior project planner, reviewed the existing Downtown zoning regulations and the proposed changes drafted by the planning team. As it stands, Downtown is governed by two sets of regulations: general zoning and Downtown subdistricts. Like the rest of the city, Downtown parcels are all assigned zoning categories from the general zoning ordinance. In addition to that underlying zoning, the LCI plan established nine Downtown subdistricts and a historic overlay zone, which also regulate properties Downtown. Each set of regulations has different standards, and property owners can currently opt into the set of regulations that best suits their needs. Properties within the mandatory overlay compliance zone must follow the Downtown subdistrict regulations. Many of the existing regulations are more appropriate for new construction than for renovations and hinder redevelopment. This existing structure creates layers of regulations that often confuse or limit property owners or potential buyers, and one of the key goals of the zoning ordinance rewrite is to simplify the content and process for regulating Downtown properties.

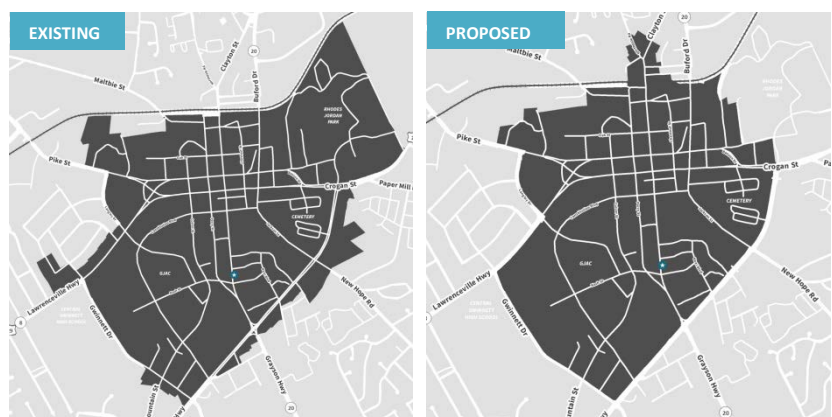
The proposed alternative Downtown zoning is aimed at facilitating the established goals for Downtown and will include several key changes:

Smaller Boundary

The planning team shared a proposed change in the overall Downtown boundary, as shown at right. Properties removed from the Downtown District will retain their underlying zoning.

Some members of the committee expressed concern over removing peripheral parcels from the

Downtown District and want to ensure the standards for those properties will cohesive experience along major roads like Scenic Highway, encourage buildings to be oriented to the street, and to maintain a good view for new developments going in along the edge of Downtown. This could be accomplished by including the parcels in the Downtown District or by ensuring the regulations for the general zoning



categories applied to those parcels also maintain high standards. The planning team will review alternatives and bring this topic back to the committee at the next meeting.

One Set of Regulations

The proposed Downtown subdistricts will replace both the underlying zoning and the previous subdistricts, eliminating the need for a mandatory compliance zone and the opt-in structure and creating a single, clear set of regulations.

Consolidated Subdistricts

The proposed subdistricts are reduced to five categories, shown in Figure 1 below. The Downtown District will include some regulations that apply across the entire district, like required pedestrian amenities or parking configuration, and others that vary by subdistrict, like permitted uses and lot dimensions. The characteristics of the subdistricts are summarized in the table below and complete standards can be found in the draft Downtown District text.

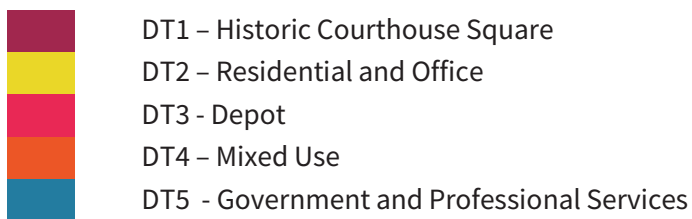


Figure 1. Proposed Downtown Subdistricts

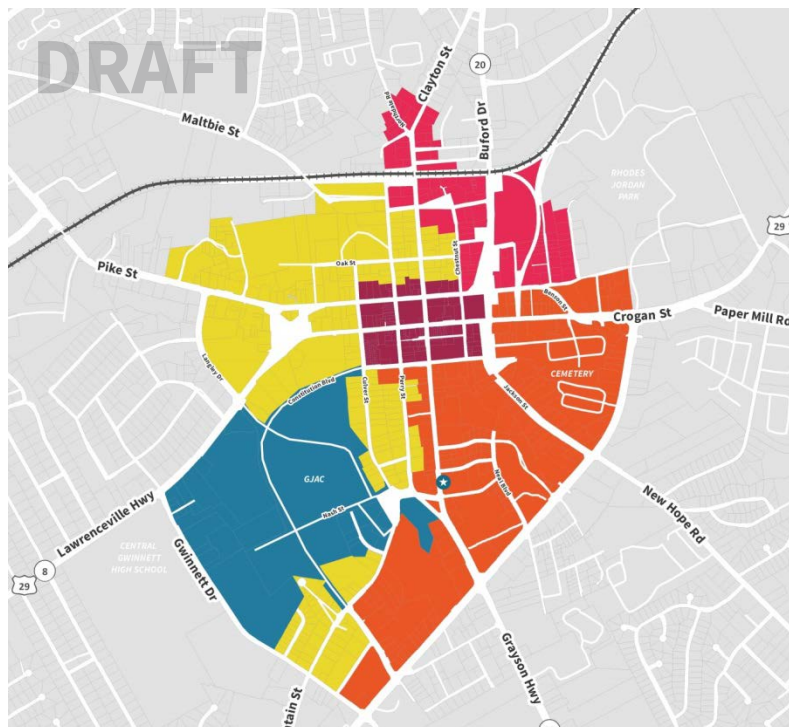


Figure 2. Downtown Subdistricts Summary

	DT1 – Historic Courthouse Square	DT2 – Residential and Office	DT3 – Depot	DT4 – Mixed Use	DT5 – Government and Professional Services
Vision	Charming, walkable center of Lawrenceville with a mix of restored historic buildings and newer designs of similar scale. Destination for shopping, dining, and community gatherings.	Quiet neighborhood setting a short walk from vibrant Downtown activity. Mix of single-family homes, small multifamily buildings, and offices in converted homes.	Legacy industrial buildings, including ongoing light industrial use and adaptive reuse, mixed with new development. Beacon for creative activity and innovation near the historic core and RJP, with easy access to GGC.	Transformative development, moving toward a modern, walkable mix of medium density residential, commercial, and civic uses serving as the southern gateway to Downtown.	Professional employment center of Downtown anchored by GJAC and supported by related office users of significant scale, connected to Downtown amenities and residences by inviting paths and outdoor spaces.
By Right Uses*	Small commercial, office, civic, cultural facilities, retirement community, events venue	Single-family home, townhome, office, civic, retirement community	Small commercial, single-family home, townhome, civic, cultural facilities, events venue	Single-family home, townhome, small commercial, office, civic, retirement community, events venue	Office, civic, small commercial, events venue
Special Uses*	Live/work, multifamily, craft brewery, lounge	Live/work, multifamily	Live/work, multifamily, joint living residence, lounge, craft brewery, artisanal manufacturing	Live/work, multifamily, lounge, craft brewery	Live/work
Qualities	0' setback allowable, 100% allowable coverage, 45' max. height, minimized curb cuts, off-site parking allowed	10' min. front setback, 20' min. rear setback, 85% max. lot coverage, 55' max. height	10' min. front setback, 20' min. rear setback, 85% max. lot coverage, 55' max. height, off-site parking allowed	0' min. front setback, 20' min. rear setback, 85% max. lot coverage, 65' max. height	100' min. lot width, 10,000 sf min. lot area, 0' min. front setback, 40' min. rear setback, 85% max. lot coverage, 35' max. height

*Listed by right and special uses are a sample of those that would be appropriate within each subdistrict. Actual uses applicable to each subdistrict will be specified in the use table in Article 5 – Districts.

The committee discussed the proposed subdistrict boundaries and determined several recommended changes:

- Change the parcels on the south side of Born Street between Perry Street and Clayton Street from DT2 to DT3
- Change the DT3 area east of Buford Drive to DT4 to accommodate potential higher density development adjacent to Rhodes Jordan Park
- Eliminate the DT5 subdistrict and change DT5 parcels to DT4
 - Want to encourage a greater mix of uses, not only government and professional services, in the area currently shown as DT5
 - Do not want to continue the suburban style office development, prefer more urban site standards moving forward
- Change the DT2 areas near in the southwest corner to DT4

During the discussion of the subdistricts, committee members shared additional comments related to Downtown development and policies:

- Consider limiting the height for buildings facing directly onto Courthouse Square to no more than two stories to preserve the historic character
- Consider requiring deeper setbacks for taller buildings
- Want to ensure the preservation of the older homes with the peacocks on Crogan Street just north of GJAC
- A new co-op will soon be locating next to Lawrenceville Elementary School
- Need to work on getting sidewalks for Five Forks Trickum Road, a project staff noted is already underway
- Consider allowing golf carts on roads less than 35 miles per hour, as is done in some other communities in the state

Simplified Regulations

The new Downtown District not only changes the zoning categories and applications, but also the regulations themselves, which will be incorporated into Article 5 with the regulations for the other districts in the city. The regulations address the A) Purpose, B) Process, C) Lot Development Standards for New Buildings, D) Site Standards, E) Architectural Standards, F) Landscape Standards, G) Sign Standards, and H) Other Regulations. They have been modified to be easier to understand and enforce, allow greater flexibility, encourage renovation of existing properties, and promote a walkable, active, mixed-use Downtown. Steering Committee members did not have suggestions related to the district text.

Simplified Process

In addition to simplified regulations, the addition of a Downtown Administrative Review Committee will help speed along the zoning process for property owners. Comprised of city staff, the committee will meet on a regular basis to review some cases that would normally go to the Downtown Architectural

Review Board (ARB). More controversial cases will continue to be reviewed by the ARB. The exact responsibilities of the committee will be detailed in January. The Steering Committee supported the creation of this new entity.

SURVEY RESULTS

Meghan McMullen, a project planner, shared the results of the recent transportation survey. (See meeting PowerPoint for detailed results.) Key findings include:

- Almost all participants (96%) get around in their own cars, but some also walk (23%), use rideshare (5%), or carpool (1%)
- Most (68%) wish they could make some trips safely and conveniently without a car in the future
- If using an alternative mode of transportation, they would prefer walking (70%), streetcar or rail (54%), biking (49%), shuttle (39%), or golf cart (38%)
- Prefer separated facilities (e.g. sidewalks, multi-use trails, or on-road bike lanes) for pedestrians and cyclists
- Prioritize investing in high quality bicycle infrastructure Downtown, along College Corridor, and connecting to neighborhood parks
- Focus transit upgrades on park and ride facilities, connections to Georgia Gwinnett College (GGC), and Downtown
- More likely to use transit if they felt safe (45%), had routes nearby (45%), park and ride lots were available (30%), it was easier to understand the routes (29%), and bus arrival times were more reliable (29%)
- Rideshare pick up/drop off areas needed Downtown, GGC, and Gwinnett Justice and Administration Center

WHAT'S NEXT

Upcoming Lawrenceville Forward activities are:

- Next Steering Committee Meeting
 - January 11, 2018 from 5:30 to 7:30 pm
- Look out for the next project survey to share with your networks
- Public workshop the evening of January 25th (time and place TBD)

STEERING COMMITTEE MEETING #7

January 11, 2018

Lawrenceville City Hall | 5:30 to 7:30 pm

WELCOME AND MEETING GOALS

Jim Summerbell, project manager, welcomed the committee and gave an overview of the goals for the meeting:

Zoning Ordinance: Get direction on Downtown District updates and Off-Street Parking and Loading Requirements.

Comprehensive Plan: Choose a vision, review the Community Assessment findings, and get input on upcoming engagement activities.

OLD BUSINESS DISCUSSION

VISION STATEMENT

The Steering Committee discussed existing vision statements and the key components of a new city vision statement at a previous meeting and requested that Lisa Sherman, Director of Economic Development, craft the 2040 vision statement. At this meeting, they reviewed two draft statements (at right) and selected Option 2 as their preferred choice. They suggested modifying the original text to say “the crown jewel of Gwinnett” instead of “Gwinnett’s capital” to be more distinct, and Lisa Sherman followed up with a recommendation to say “the heart of Gwinnett” in keeping with the city’s new Heart-Art-Smart branding. They also discussed changing “college town of tomorrow” to “college town of the future,” but were open to either phrase.

DOWNTOWN DISTRICT FOLLOW UP

Several changes were made to the Downtown District zoning map (see Figure 1) and text in response to feedback from the December Steering Committee meeting. Key changes included:

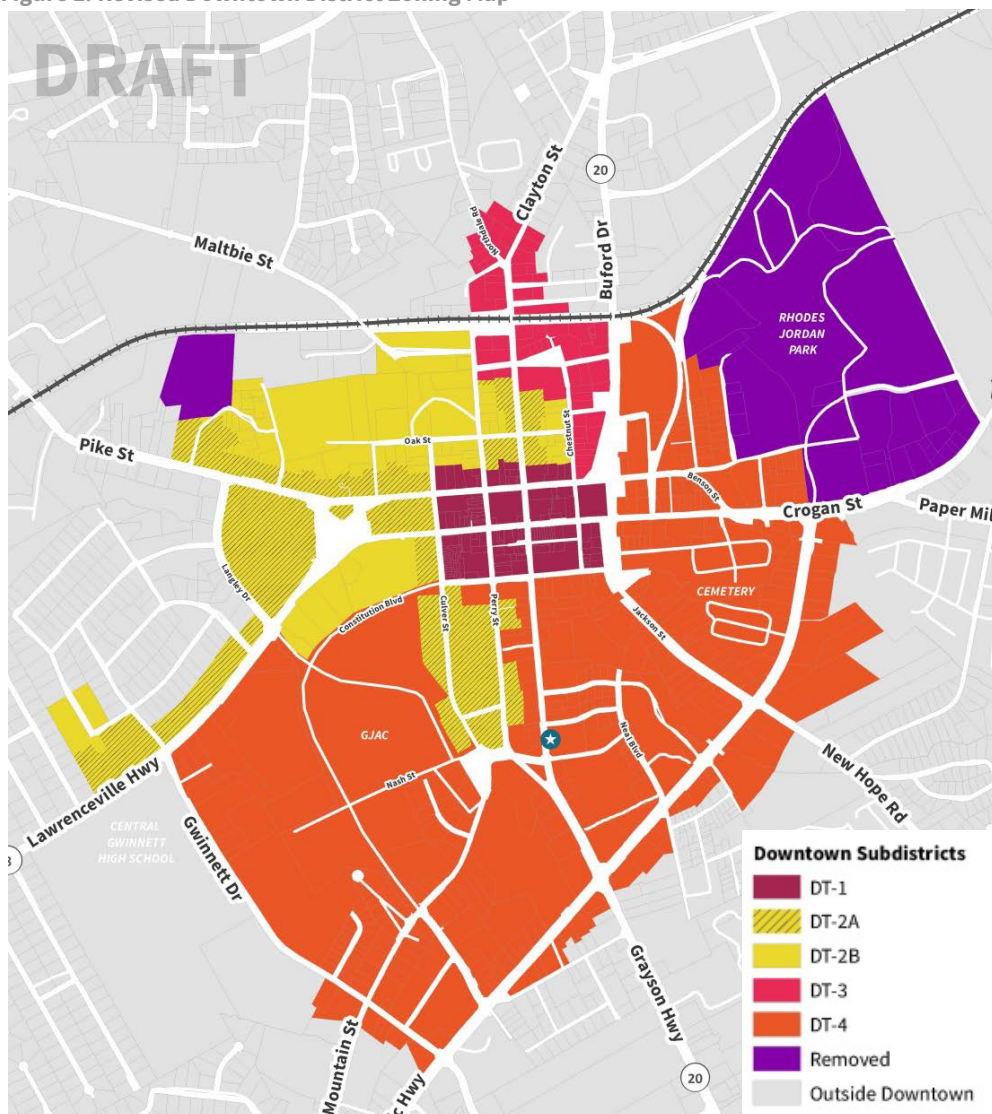
Draft Vision Statements

Option 1: Lawrenceville will be known as an inclusive, regional knowledge center focused on the arts and dedicated to providing refined local and cultural experiences, a strong and thriving business climate and a new urban lifestyle for residents and visitors to enjoy.

Option 2 (PREFERRED): Lawrenceville will be known as *the heart of Gwinnett* ~~Gwinnett’s capital~~ and the college town of tomorrow, where inclusion is a way of life, new urban living is just living and art

- Peripheral parcels along Lawrenceville Highway, Gwinnett Drive, and Scenic Highway were added back to the Downtown District.
- The proposed DT5 – Government and Professional Employment category was eliminated. Land previously classified as DT5 was changed to DT4- Mixed Use.
- DT4 was expanded to include parcels between Buford Drive and Rhodes Jordan Park, previously classified as DT3 – Depot.
- Parcels appropriate for any use more intense than residential or office within DT2 – Residential and Office were indicated with a hatched pattern on the map; low intensity retail and other commercial uses will not be permitted outside of this area. The same site design standards will apply to all parcels within DT2.
- Buildings facing Courthouse Square will have a height limit of 35’.

Figure 1. Revised Downtown District Zoning Map



COMPREHENSIVE ASSESSMENT FINDINGS

Allison Stewart-Harris and Meghan McMullen from the project team provided an overview of the initial findings from the Comprehensive Assessment. The report is being drafted to capture the existing conditions in Lawrenceville as a baseline for recommendations and is typical of Comprehensive Plans, per Georgia Department of Community Affairs (DCA) requirements. It addresses the major subject areas required by DCA—demographics, land use, transportation, housing, and economic development—as well as other noteworthy conditions in the city impacting quality of life. (*See the meeting PowerPoint for the full overview.*) Committee member responses to the assessment included:

Land Use

- The Downtown Development Authority owns a former Gwinnett Daily Post building in the Depot area that is actively being marketed as an adaptive reuse project; Lee Merritt has more information

Transportation

- Agree the amount of land dedicated to parking is concerning and support reduced parking requirements; want to know more about benchmarks for the amount of land other cities dedicate to parking
- There was a parking study conducted around 2003 or 2005, which may no longer be relevant, but the team should find as a reference
- Could use shuttles or wayfinding signage to direct people to central parking areas Downtown, especially for events; the parking is there, but a lot of people don't know where it is and think there is a shortage
- Would like to add speed bumps in some neighborhoods, but the process to get them approved is difficult. Need more than 75 percent of neighborhood residents to sign on before they can be approved.
- The city has already begun discussions about rerouting SR 120 and US 29 away from Downtown. Check with Chuck Warbington for more information.
- Interest in golf cart paths, potentially as part of multi-use path
- Concerned that proposed GCT transit routes in the Connect Gwinnett plan still don't provide service to the eastern half of the city, where people would be likely to use transit

Housing

- Concerned about low home values in the city, even relative to neighborhoods just outside of city limits; want solutions to raise property values closer to metro average
- Key opportunity to attract more Lawrenceville employees as residents, especially GJAC and Gwinnett Medical Center employees
- Potential to attract more public servants as residents through a partnership or incentive program
- Unsure about accuracy of home value and rental rate statistics shown, want to confirm the geographies associated with the data

Economic Development

- There is a planned hospital expansion that should be included in the report
- Manufacturer of auto parts with 400+ employees has recently been relocating acquired companies to Lawrenceville to grow its business, could be a good case study interview
- Areas of opportunity identified in the 2015 Economic Development Strategic Plan are still valid

Quality of Life

- Make sure the new arts magnet at Central Gwinnett High School is included in the report; David Still can provide more information
- School ratings don't seem to reflect the true quality of education, want to understand more about how Governor's office establishes ratings

DRAFT ZONING ORDINANCE CHANGES: ARTICLE 8 – OFF-STREET PARKING AND LOADING

Paul Culter, a member of the project team, presented highlights from the draft of Article 8 – Off-Street Parking and Loading. (See *meeting packet for a full draft of the article.*) The group discussed the importance of balancing the need for sufficient parking with its negative impacts, including stormwater runoff, heating of the surrounding area, and potential negative appearance. Key changes to the standards include:

- Porous asphalt or pervious concrete encouraged to reduce stormwater runoff
- Tables and diagrams provided for parking space and access dimensional standards
- For mixed use developments, the minimum parking requirement may be reduced up to 25 percent if all spaces are made available for all uses
- A not to exceed requirement has been established, requiring a variance for property owners desiring to exceed the minimum parking requirements by more than 20 percent
- A table is provided outlining the required number of spaces for individual uses, similar to the uses listed in Article 5 – Districts
- Off-site parking will be allowed for Downtown properties where parking cannot reasonably be provided on site
- Up to 15 percent of required parking spaces in lots with more than 30 spaces may be compact spaces
- Developments within 500 feet of a transit stop with regular service may reduce their required parking by up to 10 percent
- For every electric vehicle parking space provided, the total number of parking spaces required may be reduced by two
- Design and maintenance requirements for screening, surfacing, markings, drainage, separation from public right-of-way, separation from adjoining properties, and interior design and landscaping are provided and supplemented by the City's Development Regulations
- Off-street loading requirements are specified in a table according to general use and building size

Committee members supported the proposed regulations overall, especially the reductions in required parking area and permitted use of pervious pavement.

UPCOMING PUBLIC ENGAGEMENT

Two upcoming public engagement activities were discussed: the community workshop and the next survey. The workshop will be held at Cornerstone Coworking on January 25th, 2018 from 5:30 to 7:30 pm. It will include a gallery walk for participants to review and provide feedback on the Comprehensive Assessment findings, a brief overview presentation, and breakout groups to discuss three key areas: Downtown, Paper Mill, and Maltbie. Committee members were given an opportunity to confirm the breakout group areas and suggest any questions they wanted to ask workshop participants about them. They agreed with the proposed areas and wanted to ask people what they thought were the big issues in those areas and what they wanted them to be like in the future. The next survey will be about housing, including people's desires, priorities, budgets, affordability concerns, and views on potential housing policies. It will be distributed this month, primarily online, with paper copies available in the Planning and Development Department. Committee members were asked for their support promoting both the workshop and the survey and were given paper and digital flyers.

STEERING COMMITTEE MEETING #8

February 8, 2018

Lawrenceville City Hall | 5:30 to 7:30 pm

WELCOME AND MEETING GOALS

Jim Summerbell, project manager, welcomed the committee and gave an overview of the goals for the meeting:

Zoning Ordinance: Get direction on Article 4 – Nonconformities and Article 7 – Performance Standards.

Comprehensive Plan: Confirm the 2040 Future Development Map and Goals, and share next steps on implementation.

OLD BUSINESS DISCUSSION

There were no comments or questions regarding old business.

DRAFT ZONING ORDINANCE CHANGES

Paul Culter, senior planner, shared an overview of the revisions made to Article 4 – Nonconformities and Article 7 – Performance Standards. (*See the Steering Committee Meeting Packet for full draft text.*)

ARTICLE 4 – NONCONFORMITIES

A new provision, Section 402 – Nonconforming Lots of Record, was added to allow, where permitted, the construction of single-family homes on existing lots of record approved by the City of Lawrenceville prior to the adoption of the new ordinance, even if they do not meet new minimum lot size requirements, provided they are able to meet setback and other dimensional criteria. The Steering Committee supported this new section.

Section 406 – Uses Under Prior Special Permits was added to specify that uses previously granted special use permits will be treated as conforming uses, not legal nonconforming uses, according to the terms of their permits. The Steering Committee supported this provision.

Section 408 – Amortization and Discontinuance was recommended for removal from the ordinance. The provision provided a timeline for illegal nonconforming uses to come into compliance with the ordinance, allowing periods as long as 40 years. Steering Committee members asked for clarification about the difference between legal and illegal nonconforming uses and what would happen if the

provision was removed. The project team noted that legal nonconforming uses were legal according to the regulations in place at the time they were established, but are now in violation of ordinances adopted since that time; they are grandfathered in by Section 401. Illegal nonconforming uses were never legal and did not meet the regulations in effect when they were established. Without Section 408, all illegal nonconforming uses would be required to come into compliance with the new ordinance. With this understanding, the committee supported the removal of Section 408.

ARTICLE 7 – PERFORMANCE STANDARDS

Performance Standards are meant to minimize potential negative impacts of on-site activities to other properties. To the extent possible, this Article is structured to refer to the regulations in the Code of Ordinances, Building Code, or rules established by other specialized agencies. For example, Section 704.B – Air Pollution and Contaminants refers to the Georgia Environmental Protection Division Standards.

Section 704.K – Lighting addresses lighting standards more than the previous ordinance, using standards recommended by the Lawrenceville Building Official. It focuses on ensuring illumination is directed to minimize external impact, and it applies only to new or altered fixtures. In most cases, full shielding of fixtures is required. Maximum allowable light intensity for different applications (e.g. building entries, parking areas, etc.) is outlined in Table 7-1 and broken down into Residential and Commercial/Downtown/Industrial zones. Flashing lights, searchlights, bare lamps, excessive glare, and other intrusive light forms are prohibited.

The committee supported the proposed performance standards.

COMMUNITY WORKSHOP HIGHLIGHTS

Meghan McMullen, project planner, presented highlights from the Community Workshop held on January 25th. The participants all supported the draft vision statement. They shared what they already loved about the city, as well as improvements they'd like to see made around town. Most of the meeting was spent in breakout groups discussing three key areas of town: Downtown, Paper Mill, and Maltbie/Pike Street. The input received generally reflected comments received from the Steering Committee and surveys to date, but there was emphasis on some topics not previously addressed in detail. These included the desire for sidewalks and street lights in certain areas, a multi-use trail along Shoal Creek, crime reduction, façade improvement grants, high-quality affordable housing, job placement support, and emphasis of Pike Street as a key gateway to Lawrenceville. (*See Community Workshop Meeting Minutes for detailed feedback.*)

REVISED 2040 FUTURE DEVELOPMENT MAP

A revised version of the 2040 Future Development Map (FDM) was shared with the committee, including changes to the 2030 map made earlier in the planning process and comments received at the Community Workshop. The committee had a number of clarifying questions about which changes had been made and the

direction they want to take the final version. They requested a redlined version of the 2030 and 2040 FDMs to more readily compare the changes. They also wanted to see more information about the projects, trends, and anticipated changes influencing the determination of the character area boundaries. The consultant team shared a policy map example from the Smyrna Comprehensive Plan, which shows features like priority streetscapes, major activity centers, and anticipated susceptibility to change. The committee liked the example map and wants to create a similar one for Lawrenceville.

The best approach for the residential areas was a major point of interest. In the 2030 map, there is one residential character area and the associated policy description breaks down neighborhoods by year built, giving somewhat different criteria for each era. The draft 2040 map as shown has a single residential area, and the associated policy descriptions would include detail on locational criteria for appropriate housing types and features. In some municipalities, residential areas are broken up according to desired density level or by special features within subareas. The committee wants to distinguish between different types of residential areas, rather than have a single residential character type, and is considering the following approaches:

1. A single residential character area with policies describing locational criteria for different housing types and neighborhood level services;
2. Multiple residential character areas, using typologies defined by density or neighborhood form; or
3. Multiple residential character areas, defined as broad neighborhoods.

The committee determined they needed more time and information to make a decision on this approach. Some members suggested going on a tour of neighborhoods in person or virtually to better understand the distinctions. It was decided the consultant team would reexamine the boundaries and alternatives and bring recommendations back to the committee.

DRAFT GOALS AND IMPLEMENTATION

Allison Stewart-Harris, project planner, explained how the overall city vision will translate into goals with associated general policies and specific action items for the 5-year work program, broken down into the categories of land use, transportation, housing, economic development, and quality of life. A draft set of goals was prepared by the consultant team, based on input received from the Steering Committee and the public throughout the process. The committee ran out of time to review and provide feedback on the goals, so they will be sent out as a survey for members to give their input on any goals that should be revised, removed, or added. Before the next meeting, the consultant team and City staff will draft policies and action items to implement the goals, which will be shared with the committee for their recommendations.

WHAT'S NEXT

A housing survey has been posted on the project website and will be open through next week. Committee members were asked to share the link with their networks to help drive participation.

STEERING COMMITTEE MEETING #9

March 8, 2018

Lawrenceville City Hall | 5:30 to 7:30 pm

WELCOME AND MEETING GOALS

Jim Summerbell, project manager, welcomed the committee and gave an overview of the goals for the meeting:

Zoning Ordinance: Get direction on Article 9 – Signs.

Comprehensive Plan: Discuss the Development Influences Map, Alternative 2040 Future Development Map, and Policy Map.

OLD BUSINESS DISCUSSION

Meghan McMullen, public involvement specialist, led the discussion on old business.

REVISED COMMUNITY GOALS

The draft community goals were shared at the end of the previous Steering Committee meeting. An online survey was sent to committee members after the meeting to review the goals, note their support or opposition, and provide suggested revisions. Overall, committee members voted to support all of the proposed goals and offered minor modifications or suggestions for associated policies or action items. The comments received were provided in the committee packet for the group to review. The draft goals will be incorporated into the plan with the minor changes as shown, and policies and action items will be developed to implement those goals.

Committee members asked for clarification about one of the land use goals, “LU12. Preserve and protect the character and value of well-established neighborhoods from encroachment from incompatible uses.” They wanted to know if this would suggest neighborhoods in poor condition should be perpetuated, which would not fit with their intent. The project team explained the intent of this goal is primarily to preserve and enhance the character of well maintained, single-family neighborhoods and direct new development—particularly of differing forms, mixed uses, or higher densities—to other parts of the city. The committee agreed the term “well-established” should be defined in the plan to make this distinction clear.

HOUSING SURVEY RESULTS

The committee discussed the results of the housing survey, which was administered in February.

Highlights included:

- Would prefer to live in large (71%) or small (41%) detached homes, townhomes (20%), or tiny homes (12%)
- Most prefer neighborhoods with a mix of home types and styles (51%)
- Don't want to live in neighborhoods where most of the homes are similar to each other (only 10%)
- Biggest factors impacting respondents' home choice:
 1. Affordability
 2. Sense of safety
 3. Peaceful surroundings
 4. Quality of public schools
 5. Neighborhood charm
- Biggest perceived challenges facing neighborhoods in Lawrenceville:
 1. Poorly maintained properties (29%)
 2. Lack of modest price housing (15%)
 3. Aging housing stock (15%)
- 46% of respondents concerned about affording a home in Lawrenceville in the future
- 44% support allowing accessory dwelling units in some areas of the city (vs. 32% *opposed*, 24% *unsure*)
- Most appropriate housing policies for the city to pursue:
 1. Code enforcement (54%)
 2. Affordable housing incentives (49%)
 3. Services for homeless (36%)

The complete survey results were provided in the meeting packet. In response to both the draft goals and the results of the housing survey, the committee delved into a deeper discussion about what kind of housing will be necessary and desirable in the future and what role the city should play in housing policy. They emphasized that housing is a primary concern for the city, including:

- 1. Improving the condition of existing housing:** Committee members are concerned about the deteriorating condition of existing housing, especially older rental properties and lower priced homes. Improving the quality of these homes is a high priority for the city in terms of both improving quality of life for residents and perception of the city, and they are willing to invest in renovations. This should be a top action item in the plan.
- 2. Providing high quality, modestly priced housing:** Although some committee members feel there is already a sufficient amount of lower priced housing, others voiced concerns that there

is not enough and that what does exist is not of desirable quality. They discussed the lack of affordable units in Gwinnett County as a whole, which they noted has amongst the lowest number of affordable units per capita (14 units for every 100 low income residents) in the region, according to a report from Family Promise Gwinnett. In addition to the need for housing that is attainable for the lowest income residents, there are also limited options for starter homes for middle income residents. New, entry level homes (under \$200,000) is a perceived gap in the available home options in the city. Although there are homes available at this price point in the city, they are generally not new or in good condition, and many young families are looking for options that would not require them to take on major renovations.

- 3. Increasing property values for current homeowners:** The committee wants to ensure that any housing policies support existing homeowners and do not threaten to decrease their property values.
- 4. Attracting higher end housing to the city:** Committee members want to attract a higher end housing product than what is currently available in order to attract new residents. They believe one of the main issues preventing people with higher incomes who work in Lawrenceville from living there is the lack of attractive, new, more expensive homes. Poor perception of school quality is also a barrier in attracting higher income residents.
- 5. Supporting mixed income neighborhoods:** Currently, housing in the city is largely clustered by price point, with subdivisions typically providing a narrow range of similar housing types and prices, resulting in enclaves of people with similar income levels. There is a degree of tension around this issue because while residents want to better integrate with people of different income levels, homeowners are also concerned with maintaining their property values and the potential for nearby, lower priced housing to reduce the value of their homes. They are hesitant about incorporating smaller or lower priced housing into established single family neighborhoods, but are open minded about creating a greater mix of housing types and price points in areas of the city that may redevelop into new neighborhoods and want to ensure good property maintenance.
- 6. Working with regional partners to address affordable housing.** Many committee members feel Lawrenceville is providing more affordable housing than other nearby cities or unincorporated Gwinnett County. They want to be part of a more regional approach, distributing affordable housing across the county.

Overall, they want to make sure there are of good housing options for people in all income brackets. The committee is open to innovative approaches and wants Lawrenceville to be a leader in this arena, writing the playbook for how to provide a balanced variety of quality housing options.

DRAFT ZONING ORDINANCE CHANGES: ARTICLE 9 – SIGNS

Paul Culter, senior planner, reviewed the draft changes to Article 9 – Signs. The major changes to the article were 1) reorganization to combine similar regulations, 2) addition of new sign types, and 3) additional

graphics to aid interpretation. He underscored the importance of maintaining content neutrality in regulations for the ordinance to be upheld in court, regulating only time, place, and manner to avoid impositions on free speech. The complete draft changes to the article were made available in the committee packet. Overall, the committee supported the proposed changes. Modifications to regulations for a few sign types were discussed:

- **A-frame signs:** The committee wants to make sure A-frame signs are not used as extra signs for auto-oriented businesses along major roadways. They requested an additional regulation for this sign type, limiting their placement to sidewalks, directly adjacent to buildings, in order to ensure they are pedestrian-oriented signs.
- **Murals:** The draft regulations shown allow murals without a permit if they a) fit the building and sign structure colors permitted in Article 10 – Architectural Standards, b) cover no more than a single façade, and c) dedicate no more than 15% of the mural area to a commercial message. The committee supported allowing murals to cover an entire building façade and limiting the commercial message of a mural to no more than 15% of the total area. They do want to encourage colors within the Architectural Standards palette, but do not want people to have to get approval from council to vary from that, in an effort to encourage murals. Instead, they suggested allowing the Administrative Review Committee to approve colors outside of the palette to make the process easier.
- **Electronic Message Centers (EMC):** The committee was fine with striking the introductory language discussing the hazards of EMCs in this section, in light of more recent studies that have shown EMCs do not distract drivers significantly more than standard billboards. The actual regulations shown for EMCs were supported.

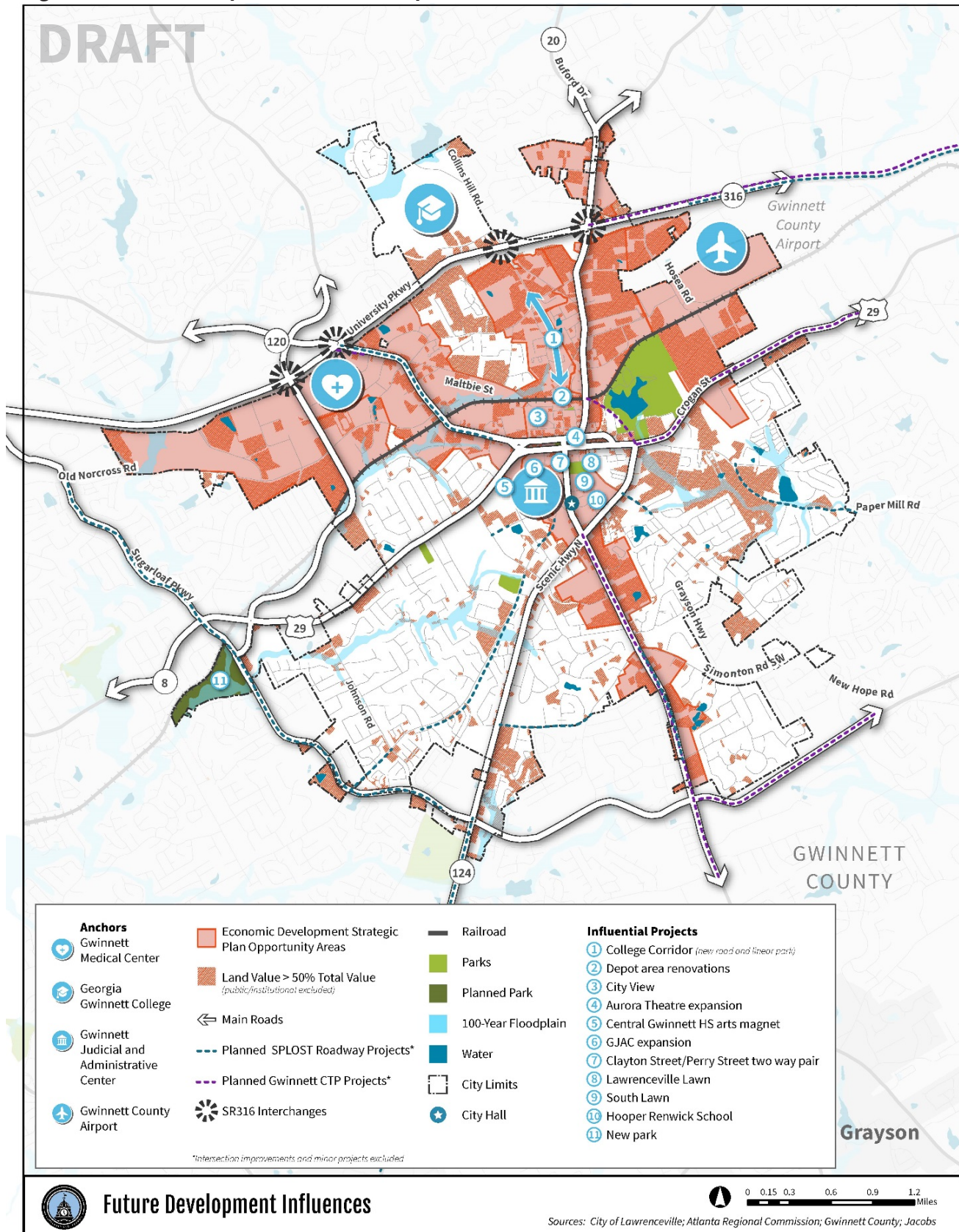
DRAFT 2040 MAPS

Allison Stewart-Harris, senior planner, introduced three key maps:

DEVELOPMENT INFLUENCES MAP

This map does not show a plan for the future city; it informs the ones that do. It includes projects that have already been planned by the City, County, State, private developers, and others to show where there is development momentum and resources are being invested. It also includes the Opportunity Areas from the 2015 *Economic Development Strategic Plan* and parcels where land value makes up the majority of property value, indicating properties may be likely candidates for redevelopment. These factors, along with community input, helped influence the Future Development Map (FDM) and Policy Map. The committee found this map to be useful and requested a version with the major roads and numbered development projects minimized so they could see more of the underlying data.

Figure 1. Future Development Influences Map



2040 FUTURE DEVELOPMENT MAP

The group reviewed the currently adopted 2030 Future Development Map (FDM), the version of the 2040 FDM that had been discussed at the February meeting, and an alternate version of the 2040 FDM that was drafted in response to committee member feedback at that meeting. Key changes shown in the alternate 2040 FDM are:

- Residential areas broken down into two types: Traditional Residential and Mixed Density Residential
- Removal of the Commercial character area to discourage future strip commercial development
 - Shift of small Commercial areas to the Neighborhood Mixed Use character area
 - Addition of the Flex character area for three areas targeting larger redevelopment (the name for this character area may be changed)
- Parks incorporated in surrounding character areas; considered a neighborhood feature, not a separate character area
- Name of Industrial character area changed to Production based on previous input that “industrial” is not a preferred term
- Transportation Corridors and High Rise Corridors removed
- Gateways moved to the Policy Map

The committee liked the changes proposed in the alternate 2040 FDM and chose to move forward with that version. They want to change the name of the Production area back to Industrial, deciding the term was not in fact problematic and a clearer representation of the intent.

POLICY MAP

The Policy Map is an official map that complements the Future Development Map. It illustrates potential physical improvements or geographies where strategies may be applied to help achieve the City’s vision. This includes features like future parks, potential new roads, or priority bicycle/pedestrian routes. It helps City staff and elected officials visualize where to make investments. These specific initiatives help implement the vision of the Future Development Map and its associated narrative.

The committee reviewed the proposed policies and projects shown on the map and supported them. They suggested adding another potential new road along the proposed greenway in Rhodes Jordan Park that would connect Crogan Street and Buford Drive.

DRAFT

Character Areas

- Traditional Residential
- Mixed Density Residential
- Neighborhood Mixed Use
- Downtown
- Flex
- Production
- Office, Distribution, and Technology
- College Corridor
- Medical Services Cluster

City Hall

City of Lawrenceville

Major Streets

Streets

Railroads

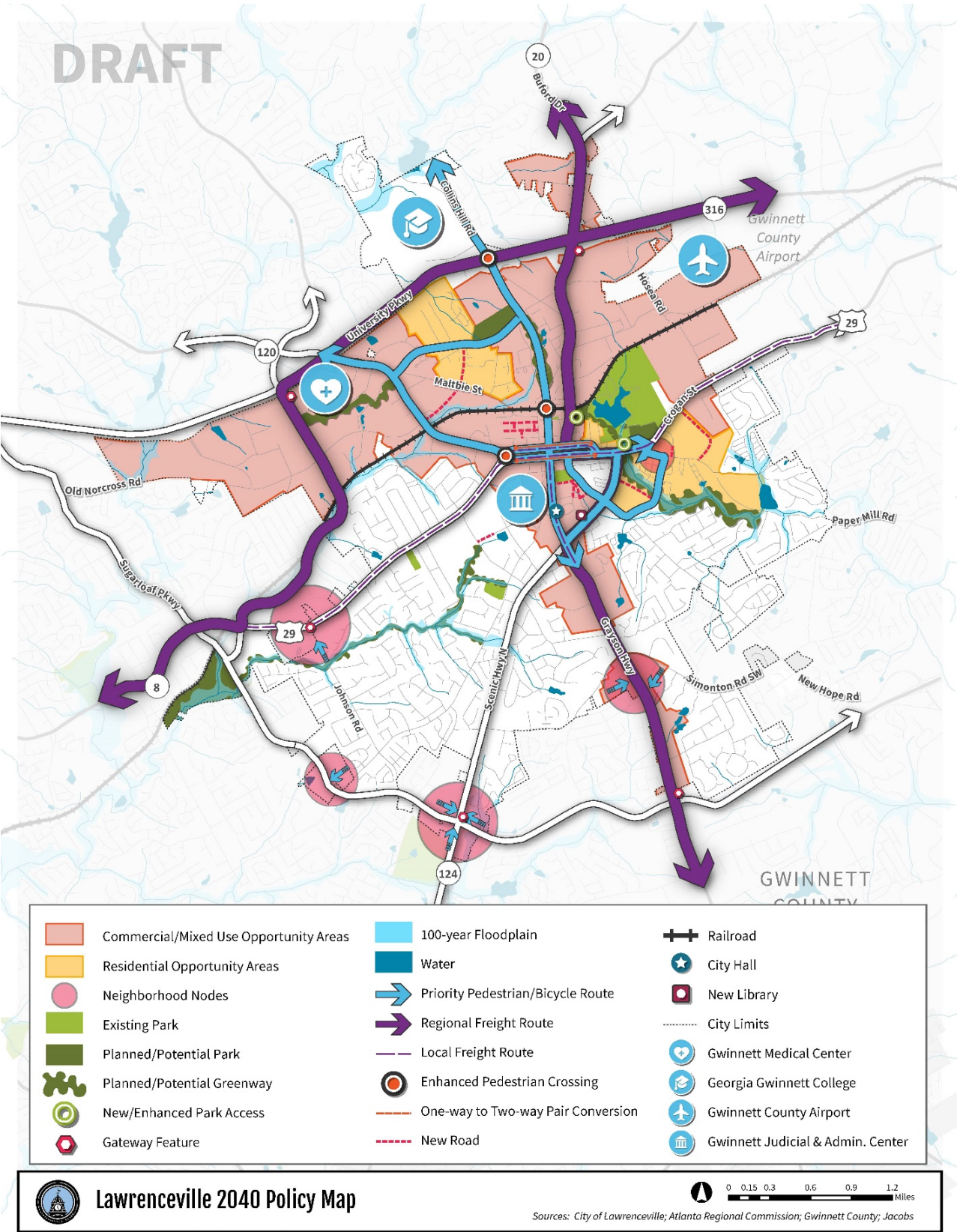
GWINNETT COUNTY

Grayson

City of Lawrenceville 2040 Future Development Map Alternative

March 6, 2018 Draft

Figure 3. Policy Map



- *Individual lots approach:* This would allow individual lots to be redeveloped according to the new standards. It would help facilitate neighborhoods organically redeveloping with a greater variety of home types. There was concern expressed that the current zoning ordinance has led to the construction of subdivisions with exactly the same size and form of housing being built throughout. They expressed a desire to encourage a variety of housing types to be built within the same development or encourage infill of different sized homes with limited areas of the city. They stressed that they only wanted to see this applied in the residential opportunity areas of the draft Policy Map, not within well-established neighborhoods.
- *Minimum development size approach:* Similar to the current RS-60 zoning district, there could be a minimum development size (e.g. 5 acres) required for this district. This approach would require a builder to come in and redevelop a larger area, rather than allowing individual property owners to rezone and redevelop. It would help ensure a more orderly, master planned outcome and the implementation of features like alleys, but would also limit organic redevelopment by individual homeowners.
- The committee decided that they supported adding this type of district, as long as the regulations are strict enough to enforce a good neighborhood design. They were fine with allowing the district to be applied to individual lots.

WHAT'S NEXT?

The planning team will incorporate the feedback received into revisions to the Zoning Ordinance and the continued development of policies and 5-year work program action items for the Comprehensive Plan. This is the last scheduled monthly Steering Committee meeting, so the team will provide draft materials and receive feedback from the committee online moving forward. One of the committee members suggested that an additional final meeting after the complete Zoning Ordinance and 2040 Comprehensive Plan are drafted to review the end results might be a good idea. The need for this potential additional meeting will be determined based on the comments received on the draft and direction from city staff. The committee was also asked to submit photos of the city to include in the Comprehensive Plan; they can be emailed to meghan.mcmullen@jacobs.com.

LAWRENCEVILLE FORWARD COMMUNITY WORKSHOP MEETING MINUTES

January 25th, 2018 | 5:30 to 7:30 pm | Cornerstone Coworking

An interactive community workshop was held on January 25th, 2018 to get input for two city projects currently underway, the 2040 Comprehensive Plan and the rewrite of the Zoning Ordinance. The goals of the meeting were to inform the public of these projects, share draft materials for feedback, get direction on the community's vision for the future, identify existing issues facing residents and businesses, and better understand priorities for public investment. 51 participants signed into the event.

GALLERY WALK

Display boards were set up for participants to review draft content and share feedback as they entered with project staff available to answer questions. Content included a project overview, draft vision statement, highlights from the draft Zoning Ordinance, transportation survey results, map to note key issues around the city, and what they think makes Lawrenceville awesome or would change the game for the city moving forward. A full copy of the revised Zoning Ordinance articles drafted to date was available for review.

WELCOME PRESENTATION

Jim Summerbell, project manager, and Jeff West, Director of Planning and Development, welcomed the group and gave an overview of the project and process to date. They stated that the meeting would inform both the 2040 Comprehensive Plan—the City's long-term plan, which includes a vision, policies, the future development map, and a five-year work program—and the revised Zoning Ordinance.



Project Schedule Overview

The projects began in July 2017 and are scheduled for adoption by May 2018. Initial work has included the Existing Conditions Assessment, Steering Committee meetings, a community survey, a draft vision, and draft articles of the revised Zoning Ordinance. Input from the workshop will inform the remaining work, including the final vision, new Future Development Map, goals and policies, five-year work program, and final Zoning Ordinance.

Existing Conditions Assessment Overview

Highlights from the Existing Conditions Assessment were displayed on rotating slides prior to the welcome presentation. (See *Existing Conditions Assessment Slides*.) Allison Stewart-Harris, project planner, reviewed the strengths, weaknesses, opportunities, and threats facing Lawrenceville, as identified in the planning process so far:

Strengths	Weaknesses
<ul style="list-style-type: none">• Organic, authentic Downtown• Job centers<ul style="list-style-type: none">○ Georgia Gwinnett College○ Gwinnett Medical Center○ Gwinnett Justice and Administration Center• Restaurant scene• Embracing diversity• Transportation access• Aurora Theatre and its upcoming expansion• City leadership• Affordability• Operating budget from utilities revenue• Momentum from recent public projects and development	<ul style="list-style-type: none">• Concentrated poverty• Traffic• Insufficient sidewalks and bike lanes• Few options other than personal car• Perceived lack of parking• Confusing Downtown zoning• Need modest housing near Downtown• Aging properties• Poor perception of schools• Food desert
Opportunities	Threats
<ul style="list-style-type: none">• Reroute Downtown through traffic• Expand/enhance bus routes• Growing arts and culture scene• New fine arts magnet at Central Gwinnett High School• Georgia Gwinnett College growth• Create public spaces for health and interaction• Expand utilities offerings (e.g. fiber)• Make local employees local residents• Downtown “halo effect”• Empower leaders	<ul style="list-style-type: none">• Need to accommodate projected growth• New development increasing congestion• Continued building deterioration• Expectation of public amenities creating financial burden• Maintaining/increasing property values• High construction costs• Initial vacancies leading to more• Dependence on other entities (GDOT, GCT, etc.) for transportation solutions• Water scarcity• Pollution and climate change

Draft Vision

The draft vision (right) was created based on Steering Committee input and shared with the community for review. The same statement was presented on an input board as participants entered the workshop; 100 percent of voting participants supported the draft statement.

Draft 2040 Vision Statement

“Lawrenceville will be known as the heart of Gwinnett and the college town of tomorrow, where inclusion is a way of life, new urban living is just living, and art comes to life in a talent-rich, regional epicenter of community.”

Key Zoning Changes

Paul Culter, senior planner, shared key changes for the revised Zoning Ordinance. Organization and clarity will be central to the new ordinance, which features streamlined language, summary tables, and visual aids throughout to enhance its readability. Major content changes include the overhaul of the Downtown District, regulations that support sustainable development, and more flexible regulations that support renovation and innovation. More detailed information about changes to the Zoning Ordinance was provided during the gallery walk. (See *Gallery Walk Boards*.)

Next Steps

Meghan McMullen, project planner, directed attendees to the project website, www.lawrencevilleforward.org, for more information. A housing survey and follow up materials from this workshop will be posted next week. Participants were broken into breakout groups to discuss three areas of the city: Downtown, Paper Mill, and Maltbie. These areas were selected for discussion based on their potential growth and impact (developable land and proximity to sources of activity) and input from the Steering Committee, staff, and elected officials. Breakout group discussion focused on:

- *What are the key issues and opportunities in this area today?*
- *What kind of place do you want this to be in 20 years?*
- *Which public investments matter most here?*

These three areas are not the only parts of the city being addressed in the Comprehensive Plan or Zoning Ordinance, and participants were encouraged to provide feedback on other parts of the city using their feedback forms, the input boards in the gallery walk, or by talking directly with the project team.



What did we hear?

Through the gallery walk input boards and feedback forms, we heard...

100% of participants voted in favor of the draft vision statement

There's a lot that makes Lawrenceville awesome already, like...

- Downtown living
- Diversity
- Restaurants
- People
- Community
- Aurora Theatre
- Central Gwinnett High School
- Progress
- Old town charm
- Lawrenceville Lawn

The City could be made even better with...

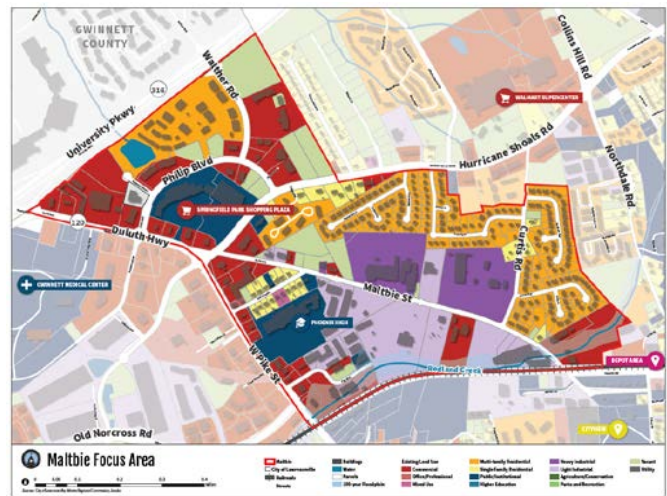
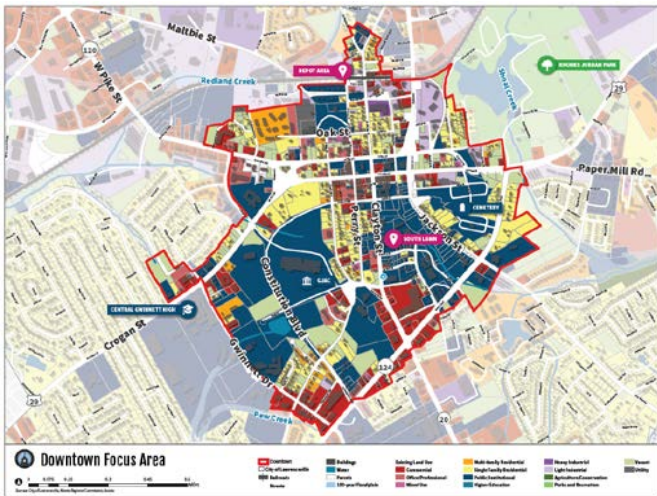
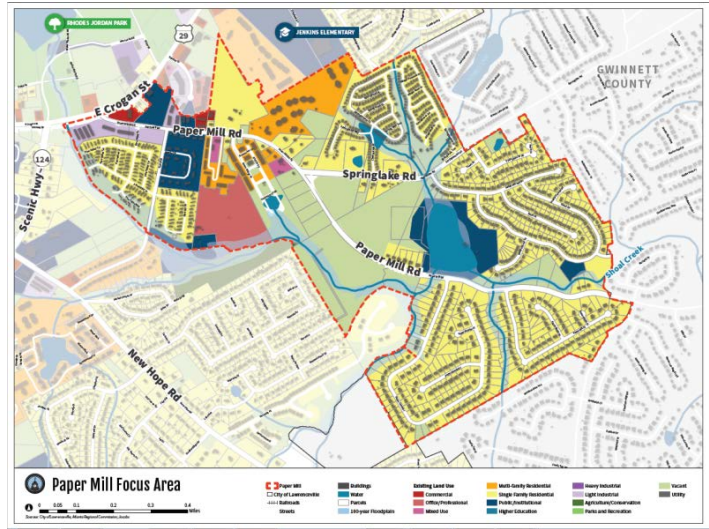
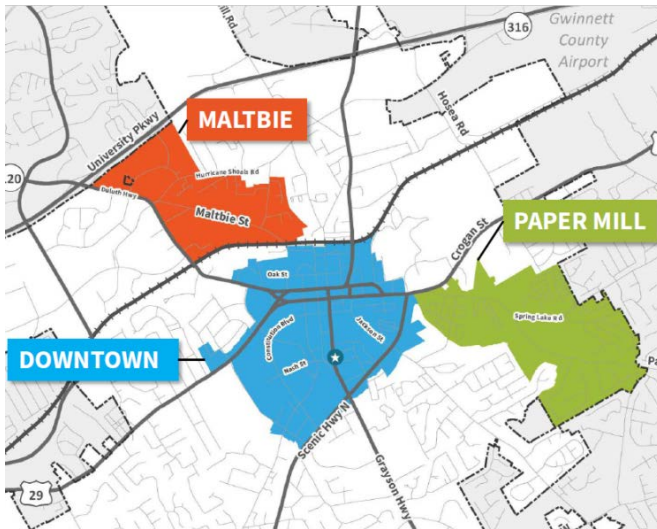
- More ways to tell people about community events
- Green space
- Programs to get youth and young adults involved in community
- Family programs
- Traffic control, not just volume
- Multiple modes of transportation with connections throughout Gwinnett
- An Aurora Theatre expansion (planned) that is large enough for GGC growth
- A variety of office jobs available
- Job placement agency
- State of the art libraries
- Affordable housing
- Small downtown food market
- Better street lights
- Overnight accommodations

Zoning Update Comments

- Excited about a standardized/unified “feel”! This is great! It positions us for an awesome future!
- Make it consistent and easy for new people to understand

BREAKOUT GROUPS

Breakout groups discussed the Downtown, Paper Mill, and Maltbie areas, as illustrated in the maps below.



DOWNTOWN

Participants were oriented to the discussion area and informed of the many projects that are underway within the downtown character area, including the conversion of the one-way pair, City View, South Lawn, Hooper Renwick School, and the Housing Authority Development.

Vision

Participants appeared to be almost universally on board with vision of a vibrant, walkable downtown offering a wide variety of housing, employment and entertainment options. Maintenance or enhancement of the historic character they see as part of the future charm, but there was little interest in trying to replicate historic architectural styles for new development. New buildings should be

complementary to historic character and reflect a unique and attractive aesthetic that will make the downtown a recognizable landmark and a desirable destination and home to the arts, entertainment, local workers, professionals, and students

Issues

Issues cited in the downtown that detracted from achieving the community's vision included:

Transportation

- Speed/quantity of traffic
- Truck traffic – loud and disruptive both through traffic and deliveries
- One-way pairs
- Better sidewalks –width, maintenance, ease of use, lighting
- Parking

Business and Entertainment

- Focusing on college students – ignoring other segments of the population
- Sidewalks roll up at night - longer hours needed – many businesses closed on Sunday or too early in the evening
- Loitering issues with young people
- Lack of trails, greenways, parks and greenspace
- Better access to parks (e.g. Rhodes Jordan Park) from Downtown

Housing

- Lack of professional housing – for doctors, judges, etc.
- All extended stay hotels – need higher quality boutique style of housing
- Some areas dated (not well maintained) outside of the Courthouse Square
- College mostly commuter

Opportunities

Participants saw the main opportunities in this area as increasing options for alternative transportation, entertainment, and housing quality:

Transportation

- Wayfinding/ interactive kiosks/ info boards – particularly for where to find parking
- Connect entertainment district around Depot to Downtown
- Alleys for deliveries
- Parking wayfinding signage

Business and Entertainment

- Depot area – provide activities for all
- Farmer’s market
- Different nightlife – music and entertainment
- Public art program
- School participation in public art/performances
- Events for all ages
- Boutique/high quality hotel
- Maintain historic character, but allow new complimentary character (e.g. Local Republic)

Housing and quality of life

- Affordability of housing and greater variety of housing to be made available soon for young professionals
- Private school
- More outdoor seating
- More housing
- Restoring historic homes on hill by City View (Oak Street/Chestnut/Perry)

Public Investment

Participants thought the most important investments for the city to make in the Downtown area would be:

- Extend Oak Street to Honeysuckle
- Close off Maltbie Street at the railroad tracks to prevent truck traffic
- Public parking or better wayfinding to available parking
- Robotic shuttles for Downtown events
- Business incubator to grow businesses like the program in Peachtree Corners

PAPER MILL

Participants were oriented to the discussion area and informed of the County’s planned SPLOST project to improve the safety and alignment of Paper Mill Road. They confirmed “Paper Mill” is the term generally used to refer to this part of town.

Vision

Most participants envision the Paper Mill neighborhood retaining its primarily residential character 20 years down the road. They would like to improve the quality of the area by reducing crime, offering a high standard of housing for low income residents, providing additional recreation facilities and access, enhancing connectivity, and raising property values.

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Issues

Several issues were cited as decreasing the quality of life for residents today:

- Transportation
 - Lack of sidewalks throughout
 - Narrow roads
 - US 29/Paper Mill intersection operations, especially pedestrian safety and left turn
 - “Landlocked”—limited connections to the rest of the city
 - Lack of transit
 - HOAs maintain roads within neighborhoods, so the City doesn’t influence their quality
 - Nearby traffic on New Hope Road, likely impacted by residents’ funneled traffic patterns
- Crime and Enforcement
 - Relatively high levels of crime, including violent crime, especially north of Spring Lake Road
 - Concentration of code violations
 - Businesses rumored to be operating as a front
- Land and Design
 - Insufficient lighting
 - Lack of access to recreation, even though Rhodes Jordan Park is nearby
 - Potential contamination from industrial uses
 - Erosion—especially at Creekside
- Economic and Community Development
 - Concentrated poverty
 - Need multilingual resources
 - Rundown buildings, but limited funds to refurbish

Opportunities

Participants saw the main opportunities in this area as increasing options for alternative transportation, park access, and housing quality:

- Improve access to alternative modes of transportation and parks
 - Create a new trail along Shoal Creek connecting neighborhoods to Rhodes Jordan Park
 - Make the beautiful waterfall at the intersection of Shoal Creek and Paper Mill Road a trailhead feature
 - Multiuse path, including golf carts
 - If they can be made safe, create walking paths connecting homes to Jenkins Elementary School and Jordan Middle School (confirm these homes go to Jenkins)
 - Provide bus service and/or better bike/ped connections to nearest existing and proposed stops
 - Integrate transit service with MARTA
- Improve housing quality

- Partner with Habitat for Humanity
- Allow tiny houses
- Become a regional leader in doing low income housing well
- Other
 - Take a more holistic approach to supporting low-income residents (e.g. credit counseling)
 - Improve overall aesthetics through façade enhancements and landscaping
 - More neighborhood scale businesses at the intersection of Paper Mill Road and Crogan Street (desired by some, not by others)

Public Investment

Participants thought the most important investments for the city to make in the Paper Mill area would be:

- Street lights
- Sidewalk improvements
- New crosswalks
- Public open space (trail)
- Landscaping, especially at intersections with US 29 and McCart Road
- Road paving and maintenance—haven’t been repaved in a long time
- Erosion management
- Residential rehabilitation assistance program
- Commercial façade improvement grants

They also felt access to transit and the addition of public art would be appropriate and appreciated here, but fell lower on the priority list. Cyclists in the group felt traffic was slow and light enough in this area that dedicated bike lanes throughout are not necessary, but street lights, sharrows, and signage would improve safety.

MALTBIE/PIKE

Vision

Most participants envision what was shown as the Maltbie area really being made up of two primary corridors with different characters: Pike Street and Maltbie Street itself. Pike Street should continue to serve as a gateway to the city and supporting medical and retail uses, leveraging its proximity to Gwinnett Medical. Maltbie Street could become a revitalized, mixed-use area that displays an industrial character but allows for the adaptive reuse of these industrial structures for housing, office, and retail. Similar to the Paper Mill area, they would like to improve the quality of the area by reducing crime, offering a high standard of housing for low income residents, providing additional recreation facilities (possibly a park or community garden), and better pedestrian and bicycle access, enhancing connectivity, and raising property values.

Issues

Issues cited in the Maltbie area that detracted from achieving the community's vision included:

Appearance and Aesthetics:

- Appearance – dated, tired, hodgepodge, looks neglected
- Industrial wasteland
- Poor signage
- Odd mix of new fast food/ old buildings
- Lack of lighting
- Not a place people want to be
- Dump areas and odors

Housing

- Concentrated and density of low income housing - poverty
- Older rental homes

Transportation

- Infrastructure condition
- Vacant, underused buildings and businesses
- Environmental issues with some businesses
- Trucks (traffic)
- Vehicular traffic of 120/Pike Street
- Maltbie is a cut-through
- Access to train stop

Business Mix

- Junkyard
- Few offices/jobs
- Medical encroachment on retail space
- Need feedback from businesses in the area

Opportunities

Participants saw the main opportunities in this area as improving aesthetics, housing conditions, and the business mix:

Appearance and Aesthetics:

- Gateway to/from City
- Improved streetscape – particularly along SR 120
- Cleaned up and modernized industrial areas
- Code enforcement/ clean up

Housing

- Housing for workers at Gwinnett Medical Center
- Assisted living near the hospital
- Tiny houses (become a leader in doing low income housing well)
- Help residents with credit counseling
- Resolve conflict between residential and industrial uses

Transportation

- Better connection between Gwinnett Medical and Downtown
- Solution to rail crossing (possibly close)

Business Mix

- More office/ nicer job areas/ office park
- Revamping existing office (low quality now)
- Small commercial space (i.e. Whistlestop in Auburn)
- Mixed use development – with commercial and office on ground floor and residential above
- Old tired development just needs to go
- Concentration of similar companies

Public Investment

Participants thought the most important investments for the city to make in the Maltbie area would be:

- Intersection improvements at Hurricane Shoals/ Maltbie /Duluth Highway – could be a gateway feature
- Discourage junkyards and dumping
- Investigate the possibility of closing the Maltbie Street railroad crossing
- Streetscapes and more greenspace – soften Pike Street
- Public art
- Improved transit service
- Stormwater management along the railroad
- Sidewalks in the long term
- Improve or incentivize Springfield Park complex

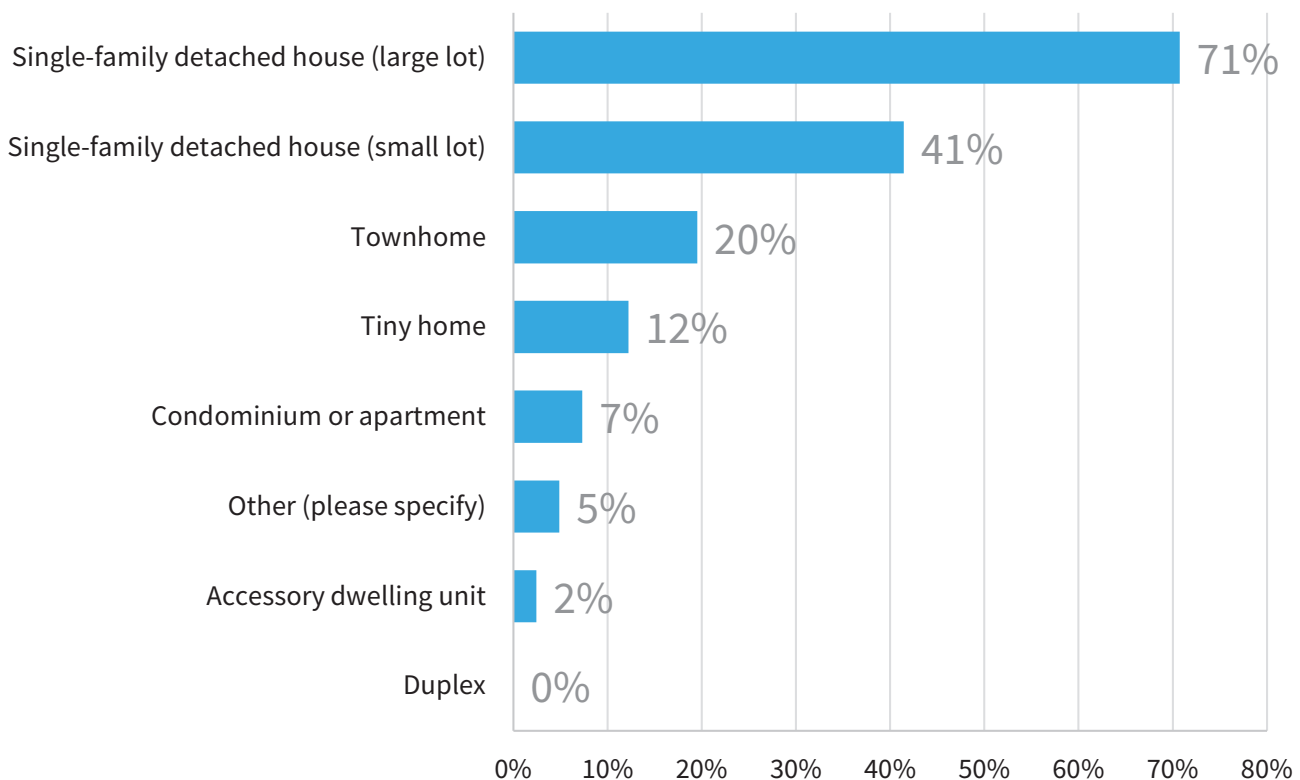
Lawrenceville Forward Housing Survey

February 2018

A survey of housing and neighborhood preferences was administered in February 2018 as part of the City of Lawrenceville's 2040 Comprehensive Plan and Zoning Ordinance rewrite. 41 people responded. See responses below.

1. What type of home would you be interested in living in?

Select all that apply.

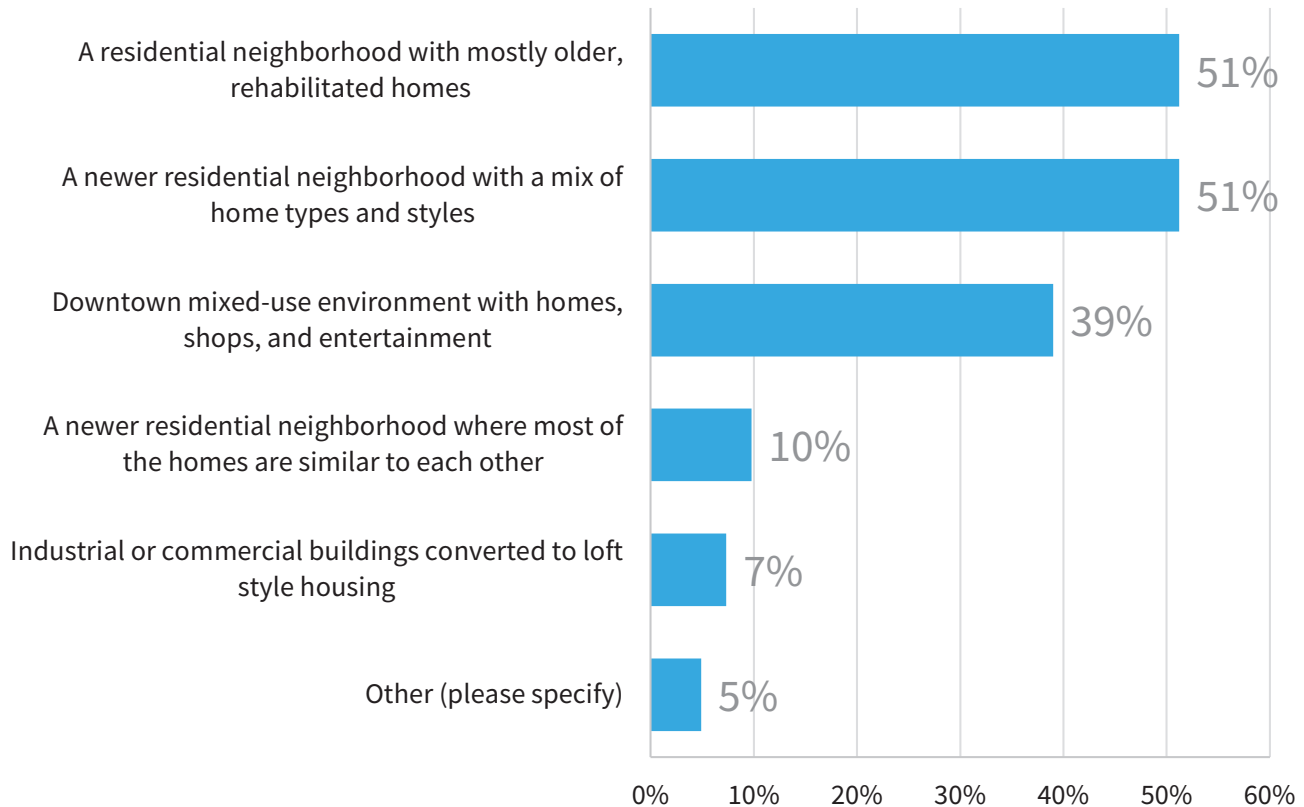


Other:

- "I love my existing home. Older neighborhood, large lot."
- "55 and older community."

2. What kind of neighborhood would you like to live in?

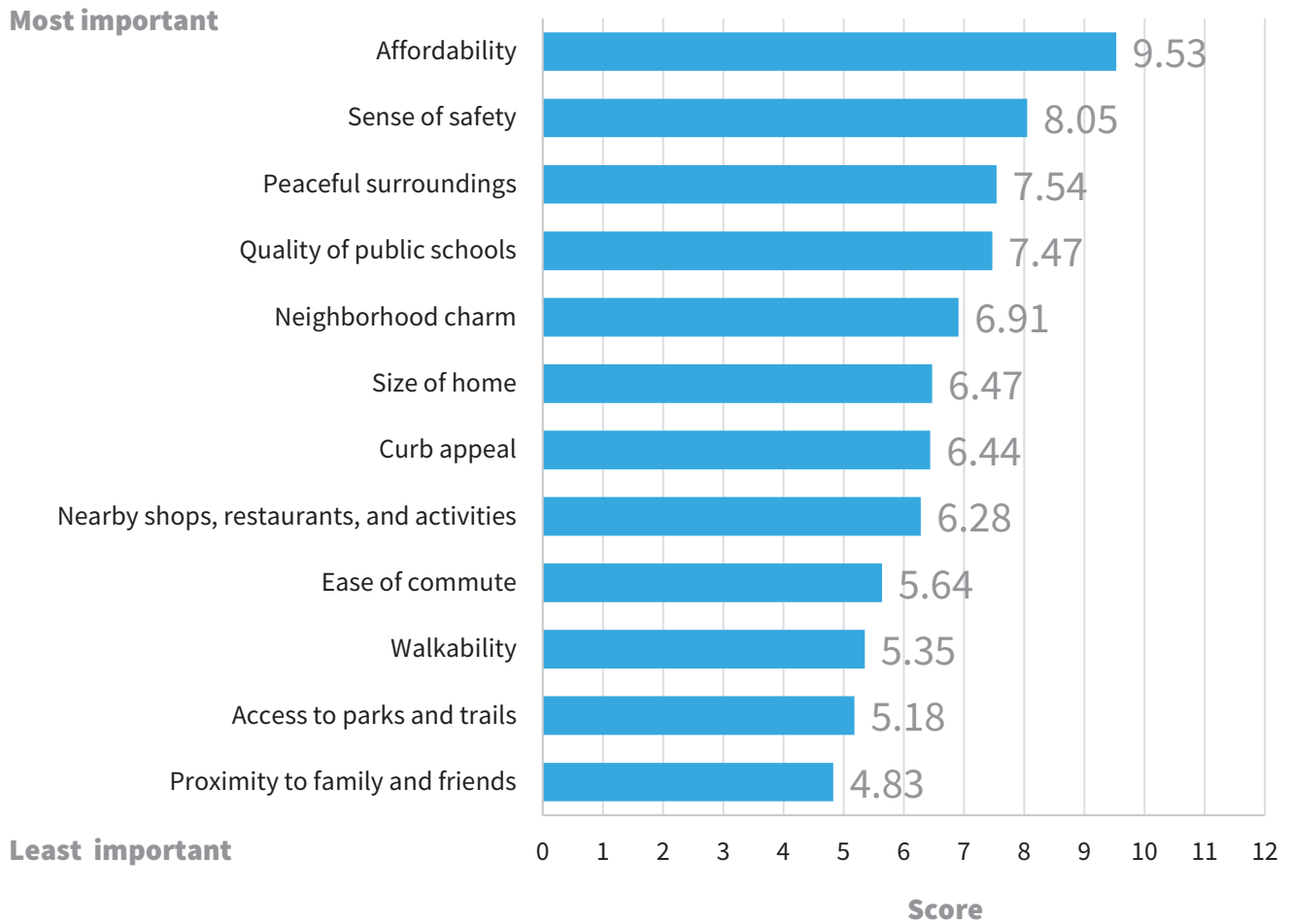
Select all that apply.



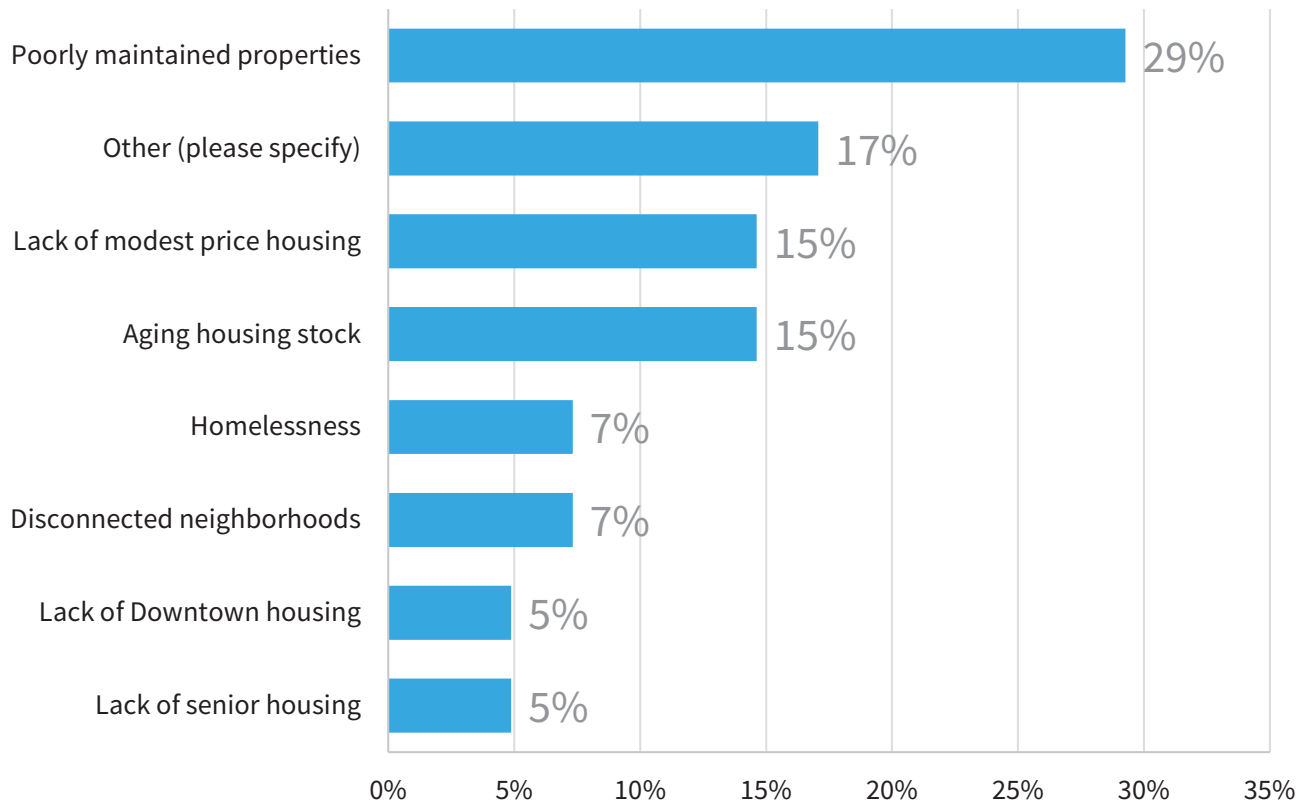
Other:

- I love my neighborhood - small subdivision, no HOA, large lots
- “Please make this affordable for single mothers and other low income families who are stuck living in neighborhoods with folks who are criminals off of Hurricane Shoals and Collins Hill Roads.”

3. Which factors would most influence where you would choose to live?



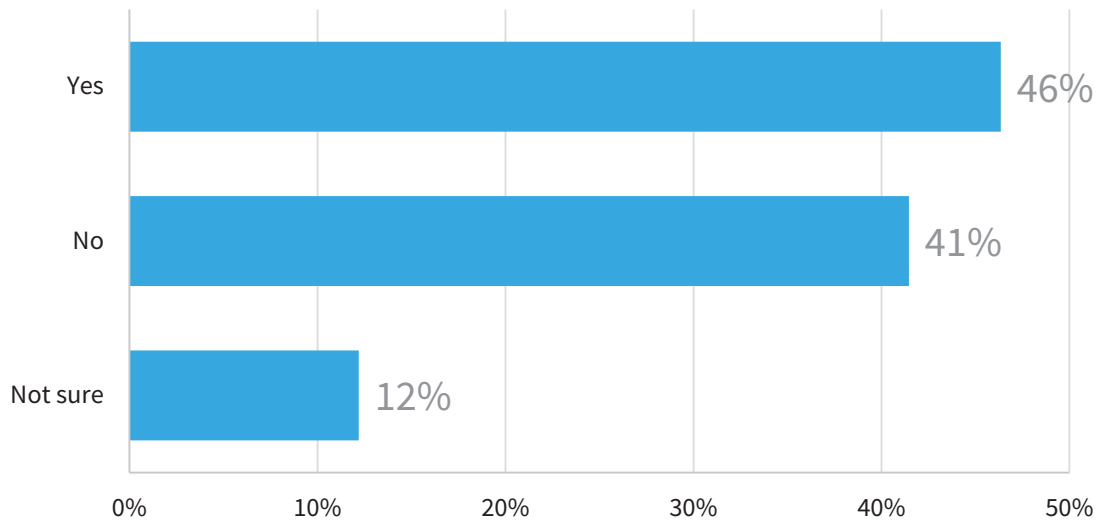
4. What do you see as the biggest challenge facing Lawrenceville neighborhoods?



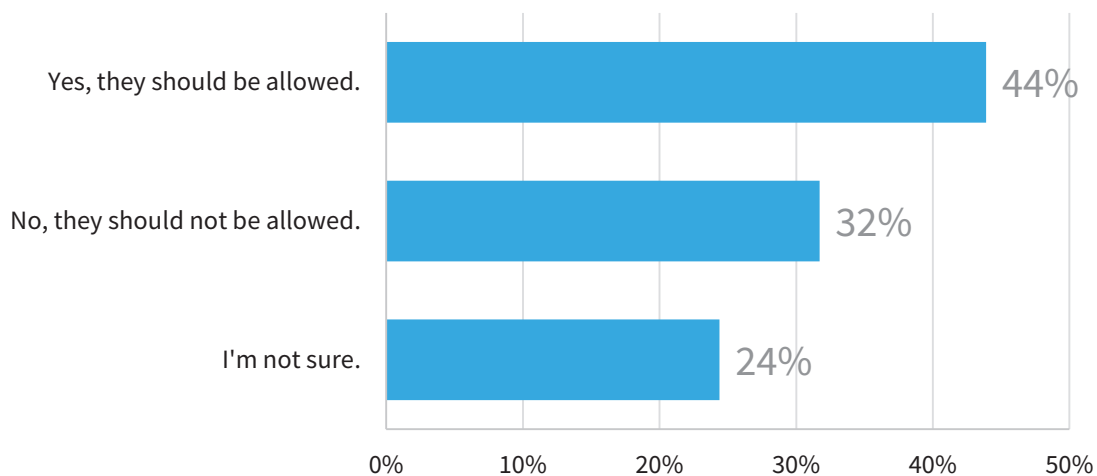
Other:

- “No sidewalks. Everything is far. Nothing fun to do. Not enough street lights.”
- “Limited walkability and lack of sidewalks in neighborhoods where they are not mandated (e.g. on Monfort Road)”
- “Crime, wandering teens from outside the neighborhood, more police presence”
- “The connection of sidewalks from the neighborhoods to the main roads.”
- “School rankings (middle & high)”
- “Public school reputation”
- “Safety, Crime”

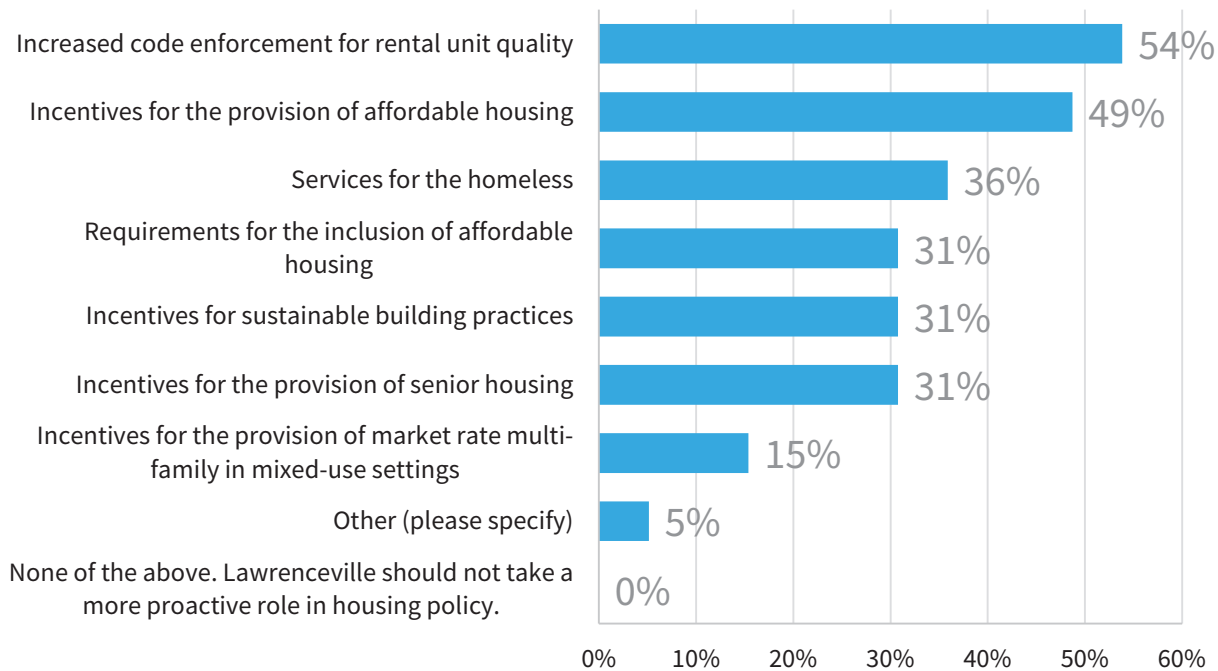
5. Are you concerned about being able to afford a home in Lawrenceville in the future?



6. Do you support allowing accessory dwelling units, also known as granny flats or garage apartments, in certain residential areas?



7. Which of the following housing policies do you feel are appropriate for the city to pursue? *Select all that apply.*



Other:

- “Clean out the drug infested, trashy low rent stuff”
- “Anything you can do to make family oriented communities affordable for single mothers, hardworking middle class families would be much appreciated.”

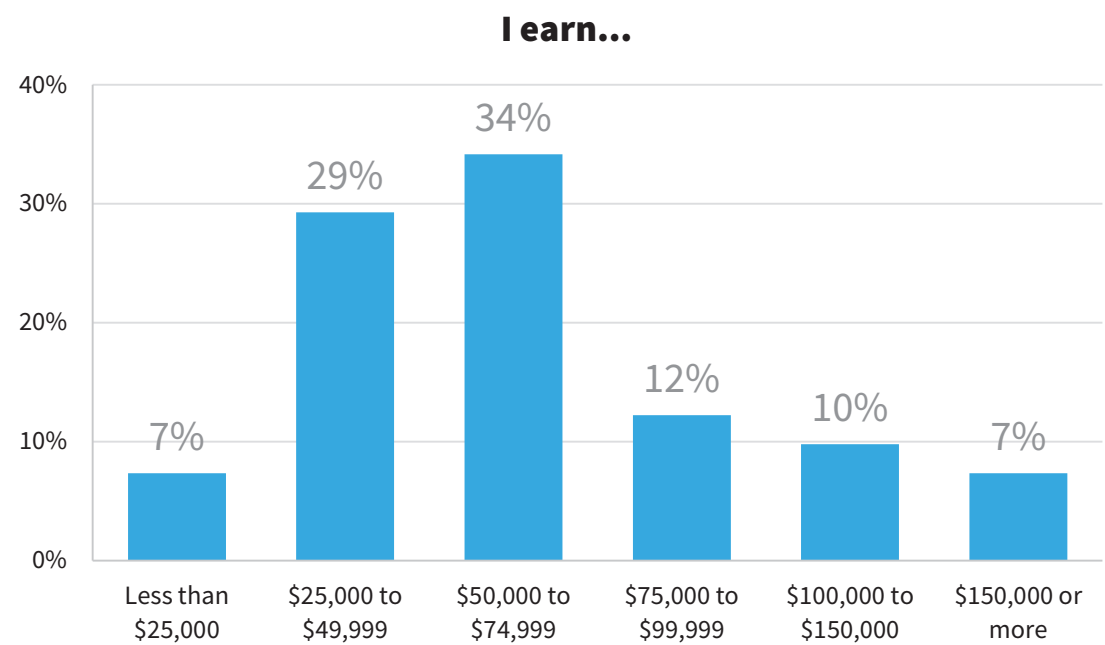
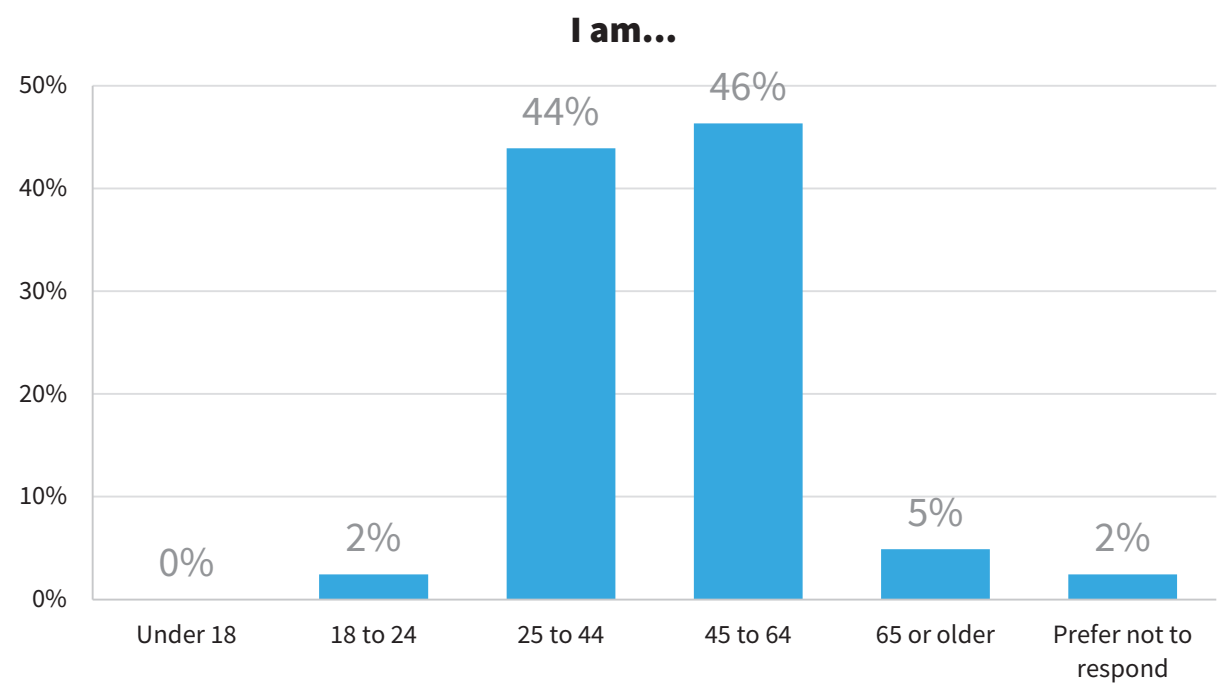
- “Higher standards for older apartment. Several in Lawrenceville Deville, the ones on start of Five Fork road (Stone Mountain Street) Cherokee, Salem and etc.”
- “Use the current or modify the Lawrenceville Code Ordinances to clean up the older housing developments within the city and keep them clean”
- “Clear the existing blight. Do not concentrate public housing together, instead spread it out and integrate in with other developments”
- “Think outside of the box. Not everyone want to be owned by their home. Create small affordable housing that will promote people to get out live and be active in the community.”
- “Enforcing junk removal in yards/lawns, repeat offenders of loud parties in subdivisions, roosters crowing at 5 am and then for hours and hours”
- “Do not tear the town up so a cold steel mix use monster (pricy flats and silly coffee shops) can be built. Nobody will be able to afford the rent in either home or business spaces and it will eventually turn into a ghost ghetto.”
- “Please clean up the existing Lawrenceville area and make it pretty as a picture. Preserve its old town charm. Partner with your local businesses to plant flowers and mint new sidewalks.”
- “We don't need to be another Norcross.”
- “The City of Lawrenceville has taken great strides in recent years to modernize and their downtown area into what is now a thriving epicenter of activity. However, there are multiple issues that exist just outside of the downtown areas that still need extensive attention. These are issues that are not solely related to redevelopment, but speak to the core of how to best address the population of Lawrenceville and it's residents that are struggling.

For example, less than two miles from City Hall is Lawrenceville Elementary School where more than 90% of the student body is on free or reduced lunch. Additionally, some of the redevelopment projects have pushed affordable housing and non-profits equipped to help residents living in poverty out of the city's epicenter and into outlying areas.

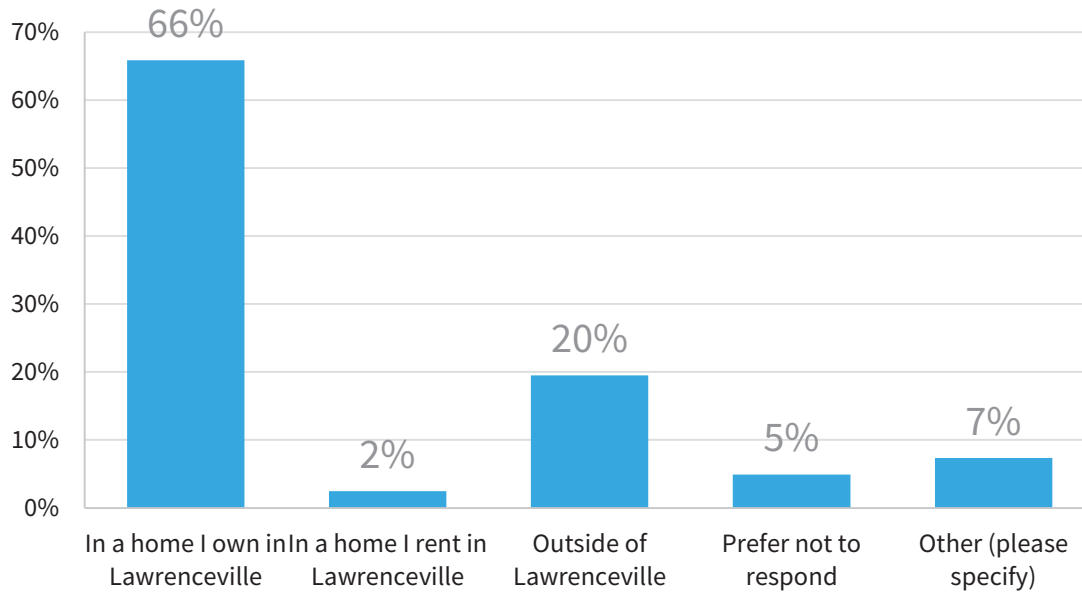
We have to come together to do more about a growing population of people living in poverty that has eclipsed 22%.”

- “Make it more affordable. I'm living in an income controlled complex (Ashton Creek) and pay around \$1100... For a two bedroom. Ridiculous.”
- “I would like to see more neighborhoods with larger lots instead of cheap cookie cutter houses on top of each other”
- “Please have options for low income folks who are working towards bettering themselves. My sister and three young nieces are currently stuck living in a terrible, crime filled, unsafe complex that is Hillcrest Green. My sister works part time, goes to school full time, and raises three girls ages 4-7 and has to live in fear that her home or car will be broken into. Residents do drugs outside of the townhomes and it is not safe for the girls to play outside. Please offer some sort of incentive for hard working people who also want to live in a safe, newer family oriented environment. I had to move to Winder, GA to find a home in my price range (under 200K). I would have preferred to stay in Gwinnett, but couldn't find a community that met my needs. I have worked in downtown Lawrenceville for seven years now and love the improvements that have been made. Please keep it going and don't forget about the middle class families!”

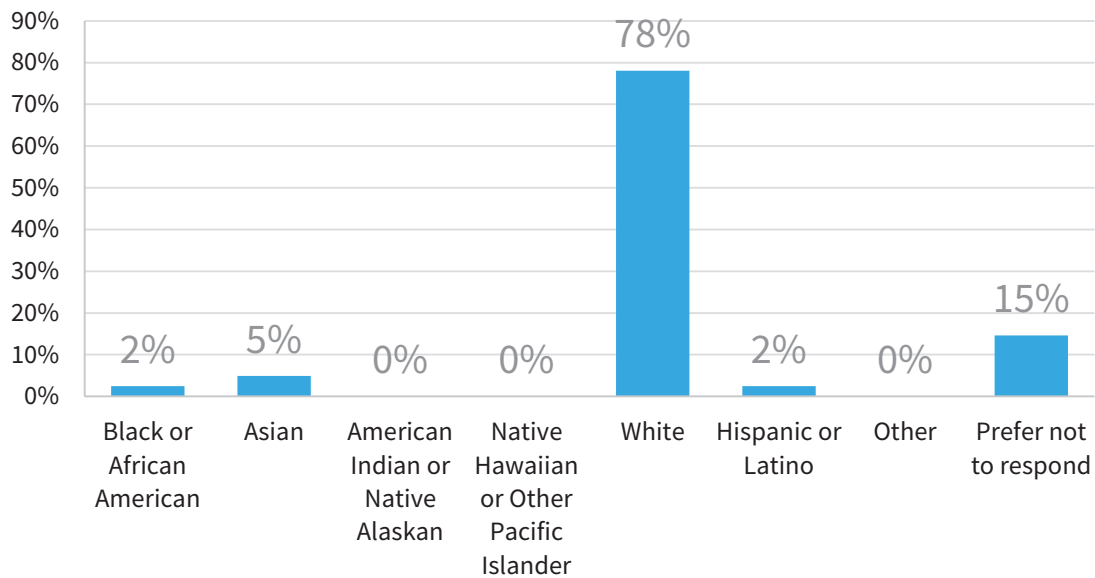
Who took the survey?



I live...



I identify as... (check all that apply)



The background is a solid orange color. On the left side, there are several concentric circles of varying shades of orange, creating a ripple effect. A large, dark orange triangle points towards the center of these circles.

APPENDIX

D

ENVIRONMENTAL CONSIDERATIONS

APPENDIX D: CONSIDERATION OF REGIONAL WATER PLAN AND ENVIRONMENTAL PLANNING CRITERIA

Effective March 1, 2014, the State of Georgia established Rule 110-12-1 Standards and Procedures for Local Comprehensive Planning Local Planning Requirements. In addition to outlining required elements, the rules also state the following:

“During the process of preparing its comprehensive plan, each community must review the Regional Water Plan(s) covering its area and the Rules for Environmental Planning Criteria (established and administered by the Department of Natural Resources pursuant to O.C.G.A. 12-2-8) to determine if there is need to adapt local implementation practices or development regulations to address protection of these important natural resources. The community must certify that it has considered both the Regional Water Plan and the Rules for Environmental Planning Criteria when it transmits the plan to the Regional Commission for review.”

Water Resources

Gwinnett County and its member municipalities have adopted Part V of the Georgia Planning Act, the environmental planning criteria developed by the Department of Natural Resources (DNR). These standards include requirements governing development in water supply watersheds, groundwater recharge areas, and river corridors (DNR Rules for Environmental Planning Criteria). Lawrenceville has all of these natural features, except protected river corridors, so parts of the City’s development will be subject to these requirements.

Stream Buffers and Setbacks

DNR defines a water supply watershed as land in a drainage basin upstream of governmentally owned public drinking water supply intake. Lawrenceville has land in two large

(greater than 100 square miles) water supply watersheds as defined by the DNR, the Alcovy River Watershed (Ocmulgee Basin) and the Upper Yellow River Watershed (Ocmulgee Basin). The Georgia Department of Community Affairs has special requirements for cities on water supply watersheds. Their criteria, which include buffers around streams and maximum densities of pervious surfaces, are intended to allow cities to develop within these watersheds while maintaining a supply of water clean enough that it can be treated to drinkable standards. The city may exempt existing land uses and mining activities from provisions of water supply protection plans, and it may exempt utilities and agriculture from the stream buffer and setback requirements of these plans under certain conditions. Land within 7 miles of the reservoir must maintain a 100’ stream buffer around all perennial streams, and no impervious surfaces, septic tank, or septic drainfield may be constructed within 150’ of a perennial stream bank. Lawrenceville lays outside of the 7 miles from a water reservoir. In addition, new facilities that

handle hazardous materials must be sited on impermeable surfaces with spill and leak collection systems that comply with DNR requirements.

Groundwater Recharge Area

A large portion of Lawrenceville, over 60% in its eastern half, is within a groundwater recharge area. In the Piedmont region of Georgia, most groundwater is stored in overlying soils, particularly those with thicker soils. To protect our groundwater from pollution, DNR has implemented regulations regarding landfills, hazardous waste disposal, chemical storage, agricultural waste, septic tanks and drain fields, wastewater irrigation and spreading, permanent storm infiltration basins, and new wastewater treatment basins.

Communities seeking to promote water supply protection measures could seek low impact development and other techniques for increasing on-site infiltration of stormwater within groundwater recharge areas.

Chattahoochee River Corridor

Lawrenceville lies outside the jurisdiction of any protected rivers. The closest is the Chattahoochee River which is protected by the Metropolitan River Protection Act (MRPA), a state law passed in 1973, which instituted a 2000-foot protection corridor along both sides of the Chattahoochee River, which the city is well outside of.

Wetlands

Lawrenceville has several different types of wetlands. According to DNR rules, local governments must consider wetlands in their planning decisions, mapping and identifying them in land use plans. DNR outlines a number of considerations that must be addressed and the minimum types of wetlands that the city must identify. And under federal policy, development should not alter or degrade wetlands without showing that there will be no adverse impacts or net loss of wetlands.

Floodplains

Parts of Lawrenceville are within the 100-year floodplain, which means that the probability of an annual flood in these areas is 1%. Most of these areas are along the yellow River and its tributaries in the north and west sides of the city and the Alcovy River and its tributaries on the eastside of the city). Within these floodplains, construction may not alter the area's flood characteristics or create hazardous velocities of water. Development in the floodplains is restricted to public parks, agriculture, dams, bridges, parking areas, public utility facilities, and outdoor storage.

Regional Water Plan

The Metropolitan North Georgia Water Planning District was established in 2001 for the purpose of establishing policy, creating plans, and promoting intergovernmental coordination for all water-related issues in the district. The goal of the district is to develop comprehensive regional water resources plans that protect water quality and water supply in and downstream of the region, protect recreational values of the waters in and downstream of the region, and minimize potential adverse impacts of development on waters in and downstream of the region. The planning district also facilitates multi-jurisdictional water-related projects and enhances access to funding for water-related projects among local governments in the district area. The district develops regional and watershed-specific plans for stormwater management, wastewater treatment, water supply, water conservation, and the general protection of water quality. The planning district comprises all local governments within a 15-county area, including Gwinnett. The City has adopted all of the required ordinances.